

HISTORIC LANDMARK COMMISSION
 SEPTEMBER 24, 2018
 DEMOLITION AND RELOCATION PERMITS
 HDP-2018-0496
 307 W. 5TH STREET

PROPOSAL

Demolish a ca. 1927 commercial building.

ARCHITECTURE

Two-story, rectangular-plan, flat-roofed brick-veneered commercial building with a heavily modified storefront and a band of windows above the original front parapet; ornamental brick and tile-work in the tablet of the façade. The entire façade has been painted, obliterating the ornamentation of the façade.

RESEARCH

The building was constructed in 1927 as an automobile dealership; it was a car dealership until the mid-1950s. The first dealership here was for Whippet and Willys-Knight cars. By the early 1930s, Johns Brothers had taken over the building, selling Fords in addition to Willys-Knight, Auburn, and Graham automobiles. The Goad Motor Company had their Cadillac, Oldsmobile, and LaSalle dealership here in the mid-1930s; by the late 1930s, it was a DeSoto and Plymouth dealership. C.B. Smith, who had a large dealership extending for most of the 300 block of W. 5th Street, expanded into this building in the mid-1940s, and remained here until the mid-1950s. The building was used as a glass shop in the 1950s and 1960s, and as a transmission shop from the mid-1960s through the mid-1970s.

STAFF COMMENTS

The building was listed with no priority for research in the Comprehensive Cultural Resources Survey (1984).

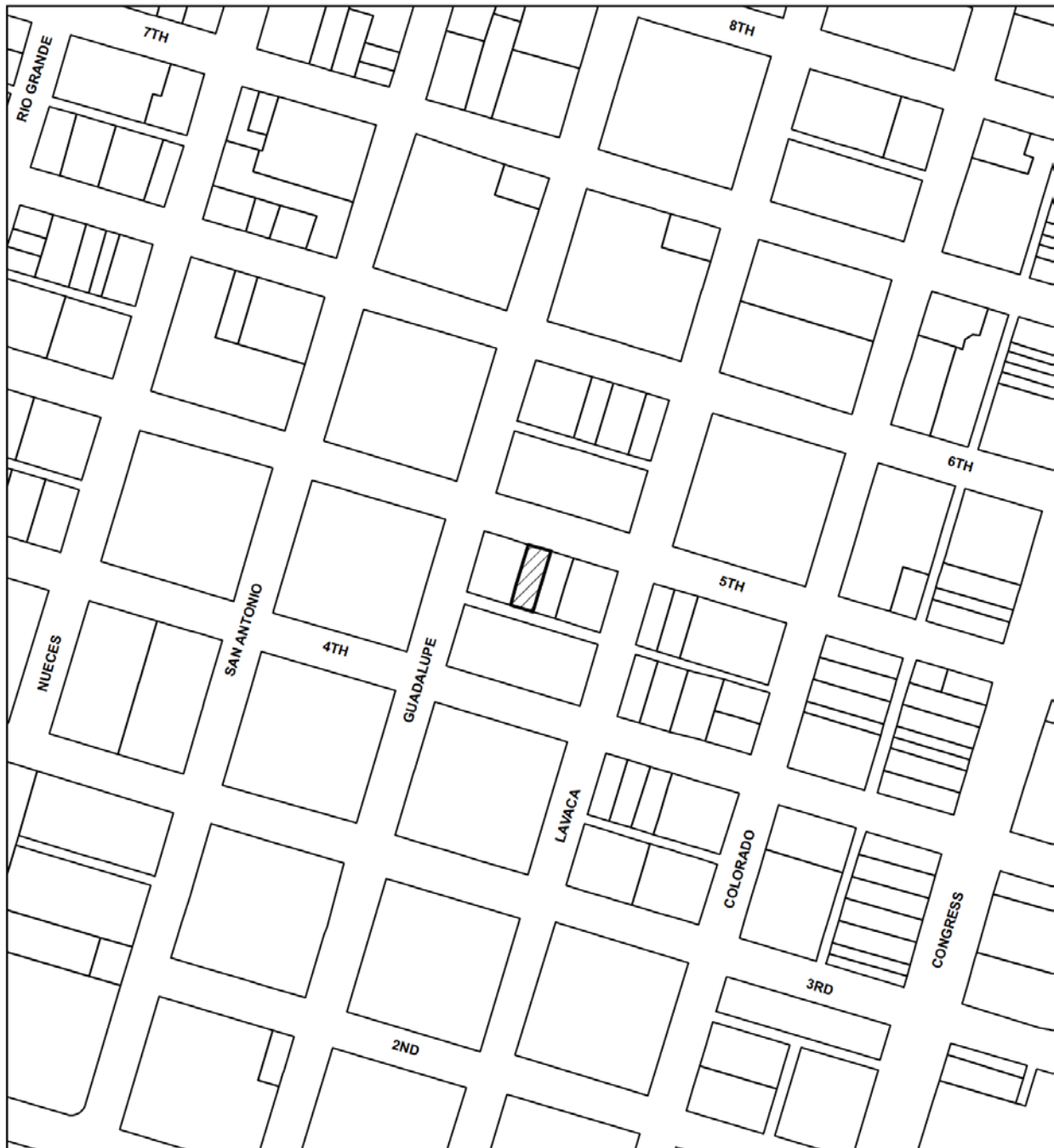
Staff has evaluated this building for designation as a historic landmark and has determined that the house does not meet the criteria for landmark designation as set forth in City Code:




- a. **Architecture.** The building had some ornamental features that set it apart from the other buildings in this block, but those features have been painted over, a second story added to the building above the original parapet, and the storefront has been highly modified, severely compromising this building's integrity of materials, design, and feeling. The building no longer qualifies as a historic landmark under architecture due to these modifications.
- b. **Historical association.** The building was a car dealership for most of its existence in the historic period; there do not appear to be significant historical associations.
- c. **Archaeology.** The house was not evaluated for its potential to yield significant data concerning the human history or prehistory of the region.
- d. **Community value.** The house does not possess a unique location, physical characteristic, or significant feature that contributes to the character, image, or cultural identity of the city, the neighborhood, or a particular demographic group.
- e. **Landscape feature.** The property is not a significant natural or designed landscape with artistic, aesthetic, cultural, or historical value to the city.

STAFF RECOMMENDATION

Encourage rehabilitation and adaptive re-use, but release the permit upon completion of a City of Austin Documentation Package, consisting of photographs of all elevations, a dimensioned sketch plan, and a narrative history, for archiving at the Austin History Center. The building does not meet the criteria for individual designation as a historic landmark.

LOCATION MAP



-  SUBJECT TRACT
-  PENDING CASE
-  ZONING BOUNDARY

1" = 250'

NOTIFICATIONS

CASE#: HDP-2018-0496
LOCATION: 307 W 5TH ST



This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

This product has been produced by CTM for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

307 W. 5th Street
ca. 1927



2008 photograph



2018 photograph

OCCUPANCY HISTORY
307 W. 5th Street

City Directory Research, Austin History Center
 By City Historic Preservation Office
 December, 2008

1992	Hot Jumbo Bagel Pedro Terroba, proprietor
	Cash-A-Check Mark Mathis, proprietor
1987	Hot Jumbo Bagel Pedro Terroba, proprietor
1981	Vacant
1977	Vacant
1975	Aamco Transmissions William S. Shaw, proprietor
1969	Aamco Transmissions (Not listed in the main directory)
1967	Aamco Transmissions William C. Caskey, Jr., proprietor
1963	Capitol Glass and Mirror Al J. Ohlenbusch, manager
1957	Colorado Glass Corporation John M. Gaulding, president
1953	The address is not separately listed and was likely a part of C.B. Smith Motors, which had all of the buildings from 301 W. 5 th Street to here.
1949	C.B. Smith Motors Dodge and Plymouth automobiles Cecil B. Smith, proprietor NOTE: The address is listed as 301-07 W. 5 th Street.
1947	C.B. Smith Motors Dodge and Plymouth automobiles Cecil B. Smith, proprietor NOTE: The address is listed as 301-07 W. 5 th Street.
1944-45	C.B. Smith Motors Dodge and Plymouth automobiles Cecil B. Smith, proprietor
1941	Vacant NOTE: The address is listed as 305-07 W. 5 th Street.
1937	Fred Crouch Motor Company

DeSoto and Plymouth automobiles

NOTE: The address is listed as 309-11 W. 5th Street.

1935

Goad Motor Company

Cadillac, Oldsmobile, and LaSalle automobiles

A.B. Dozier, manager

NOTE: The address is listed as 309 W. 5th Street.

1932-33

Johns Brothers Motor Company

Willlys-Knight, Auburn, and Graham automobiles

R.A. Johns, president

NOTE: The address is listed as 305-09 W. 5th Street.

1930-31

Johns Bros. Motor Company

Ford cars and trucks

R.A. Johns, president

NOTE: The address is listed as 305-09 W. 5th Street.

1929

Knight-Whippet Company

Whippet and Willys-Knight automobiles, parts, and service

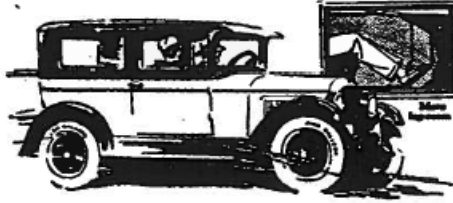
NOTE: The address is listed as 307-09 W. 5th Street.

1927

The addresses in this block are all residential, but it appears that the building was constructed by the summer of 1927. The Knight-Overland Company, an automobile dealership, had an advertisement (below) in the August 14, 1927 Austin newspaper.

Overwhelming Proof

Now backs up every Whippet claim



120,000 owners have tested Whippet performance in 400,000,000 miles of driving

It is important to remember Whippet's *proved superiority* at this time. Such characteristic advantages as greater gasoline mileage, 4-wheel brakes, low center of gravity, increased roominess and higher speed, that so definitely keep the Whippet far in the lead in light car design, have been put to the test of more than 400,000,000 miles of driving by Whippet owners.

Superior Quality—New Low Prices

	Whippet	Whippet 6		Whippet	Whippet 6
Coach	\$625	\$795	Coupe	\$625	\$795
Touring	625	765	Sedan	725	875
Roadster	695	825	Landau	755	925

Prices f.o.b. factory and specifications subject to change without notice. Whippet-Overland, Inc., Toledo, Ohio.

Whippet

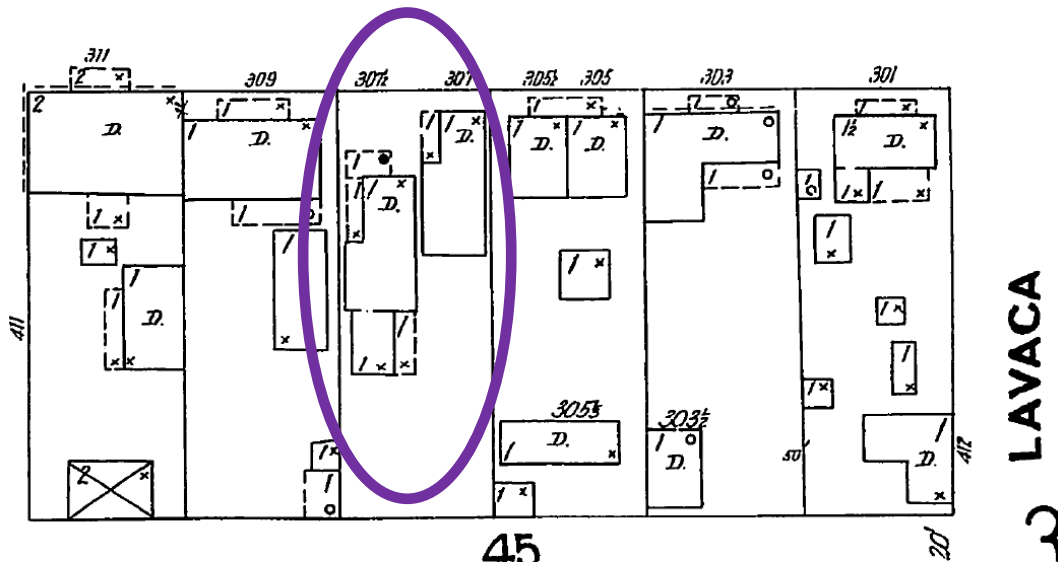
The Knight-Overland Co.
OF AUSTIN

309 W. 5TH ST.

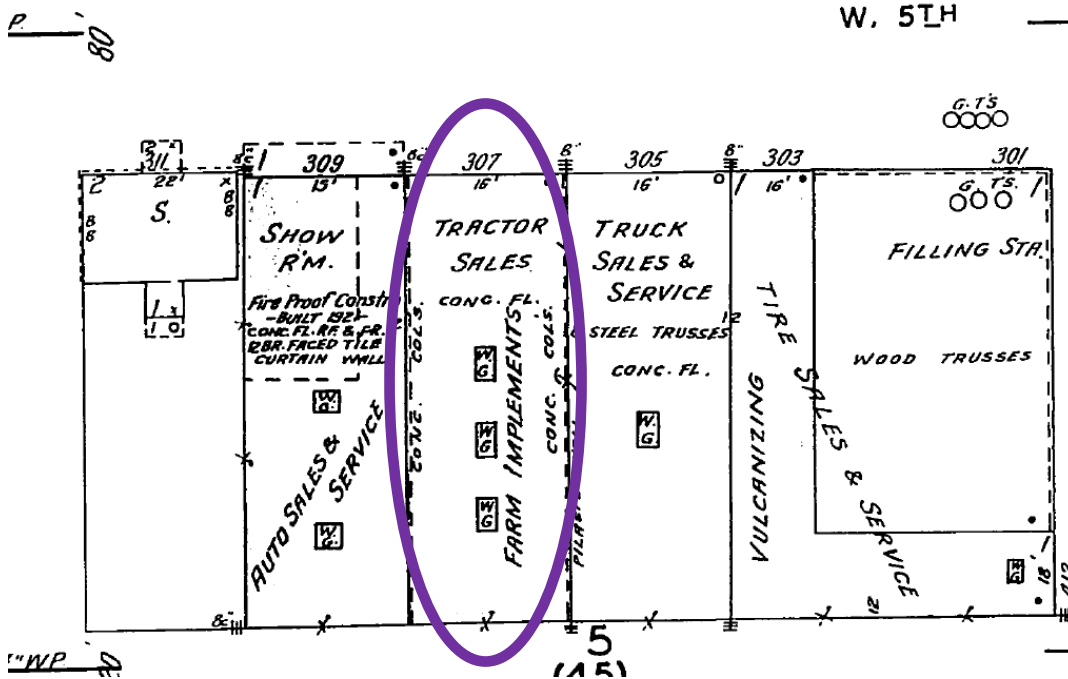
PHONE 2-3161

Advertisement for Whippet Automobiles, sold by the Knight-Overland Company here in the late 1920s.

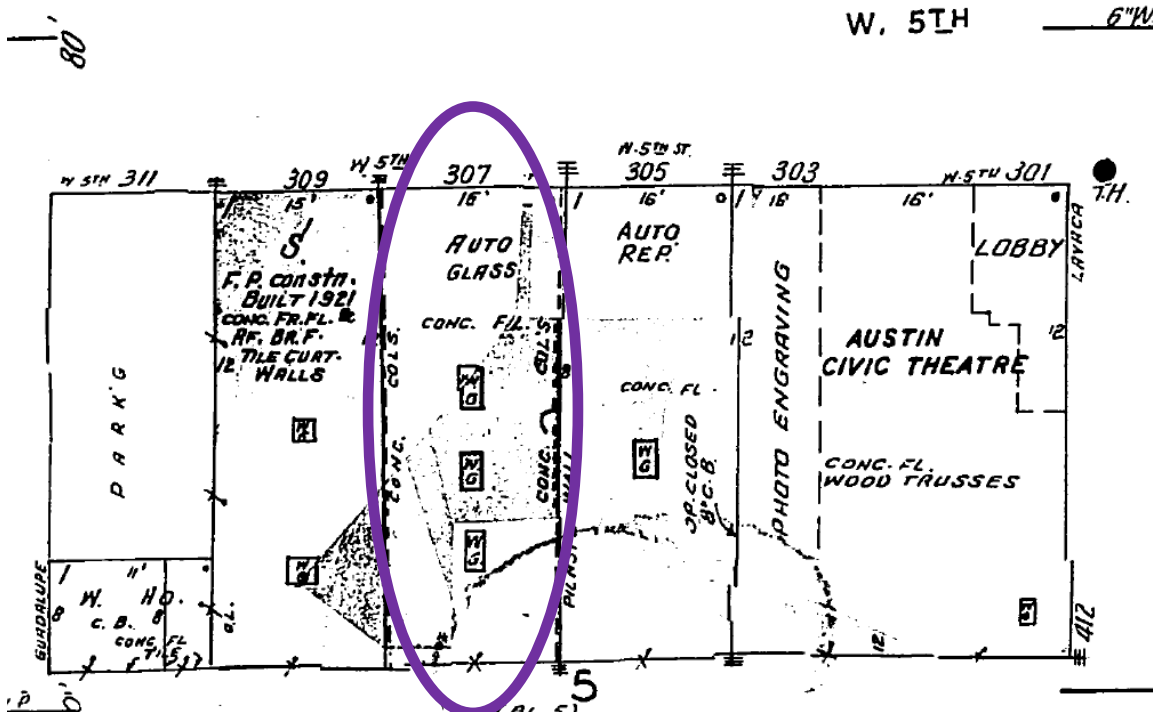
Austin American-Statesman, August 14, 1927



The 1900 Sanborn map shows two houses on the lot.



The 1935 Sanborn map shows tractor sales at this location. City directories indicate that this building housed a series of automobile dealership from 1929 through the mid-1950s.



The 1961 Sanborn map shows the building being used as an auto glass shop. By the late 1950s, Colorado Glass Company and then Capitol Glass and Mirror had taken the space over from automobile dealerships. The glass companies remained here until the mid-1960s, when the building became a transmission shop.

The building was remodeled as a restaurant in 1983, and again in 1993 for Hot Jumbo Bagel, which operated here until 2004. The building was converted to a lounge in 2004.

A second story with a band of windows has been added to the front of this building. The original roofline is still visible with its parapet containing square corner posts.