

**HISTORIC LANDMARK COMMISSION**  
**SEPTEMBER 23, 2019**  
**PERMITS IN NATIONAL REGISTER HISTORIC DISTRICTS**  
**NRD-2019-0051**  
**1810 PALMA PLAZA**  
**OLD WEST AUSTIN NATIONAL REGISTER HISTORIC DISTRICT**

**PROPOSAL**

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Construct a one-story addition to a ca. 1949 house.

**ARCHITECTURE**

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One-story frame house with composition shingle hipped roof, asbestos and stucco siding, and 1:1 aluminum windows.

**PROJECT SPECIFICATIONS**

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Construct a 600 square foot single-story stucco addition and move door to the rear of the house. Replace existing aluminum windows with 6:6 low-e aluminum windows. Match dimensional composition shingle roof on addition to shingles on existing building.

**RESEARCH**

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Laura Vogt, a nurse, was the first resident of 1810 Palma Plaza. By 1955, the home had been purchased by Bertram and Leta Simon, its longest-term residents. Leta Simon was the secretary-treasurer and general manager of Marie Antoinette, a women's clothing company with several retail stores. Bertram Simon, known as Bert, served as the concertmaster of the Austin Symphony Orchestra, then became an insurance salesman shortly before he and Leta moved to Palma Plaza. Bertram Simon died in 1962 and Leta remained in the home until at least 1981. By 1986, it was owned by J. Sokolow, who worked for the Texas Commission for the Blind.

**STAFF COMMENTS**

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The property is contributing to the Old West Austin National Register Historic District.

**STANDARDS FOR REVIEW**

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*Designation Criteria—Historic Landmark*

Staff has evaluated this house for designation as a historic landmark and has determined that there is not sufficient significance to warrant individual designation as a historic landmark under the criteria set forth in City Code:

- 1) The building is more than 50 years old.
- 2) The building appears to retain a low degree of integrity.
  - a. **Architecture.** There do not appear to be any significant architectural associations.
  - b. **Historical association.** There do not appear to be any significant historical associations.
  - c. **Archaeology.** The building was not evaluated for its potential to yield significant data concerning the human history or prehistory of the region.
  - d. **Community value.** The building 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.

The Secretary of the Interior's Standards for Rehabilitation are used to evaluate projects in National Register historic districts. Applicable standards include:

*2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided. 5. Distinctive materials, features, finishes and construction techniques or examples of craftsmanship that characterize a property will be preserved.* The addition will not affect any character-defining features, nor will it remove any distinctive materials, features, finishes, or examples of craftsmanship that characterize the property.

*9. New additions, exterior alterations or related new construction will not destroy historic materials, features and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.* The new work will be differentiated from the new by its offset placement to the rear of the building. The addition is compatible with the scale, size, massing, and proportion of the existing house.

*10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.* If the addition were removed, the essential form and integrity of the historic property and its environment would be minimally affected.

#### **STAFF RECOMMENDATION**

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Comment on and release the permit.

# LOCATION MAP



-  SUBJECT TRACT
-  PENDING CASE
-  ZONING BOUNDARY

1" = 169'

### NOTIFICATIONS

CASE#: NRD-2019-0051  
LOCATION: 1810 Palma Plaza



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.

## PROPERTY INFORMATION

### Photos



*Street View on Palma Plaza, 2019*



*Street View on Newfield Ln, 2019*

### Occupancy History

City Directory Research, Austin History Center

By City Historic Preservation Office, September 2019

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| 1949 | <i>Address not listed. Building permits listed as 1401 Newfield Lane.</i>  |
| 1952 | Mrs. Laura A. Vogt, owner<br>Nurse, Seton Hospital   |
| 1955 | Bertram H. and Leta P. Simon, owners<br>Special agent, Prudential Life Insurance Co.<br>Assistant manager, Marie Antoinette women's clothing |
| 1959 | Bertram H. and Leta P. Simon, owners<br>Special agent, Prudential Life Insurance Co.<br>Assistant manager, Marie Antoinette women's clothing |
| 1962 | Bertram H. and Leta P. Simon, owners<br>Special agent, Prudential Life Insurance Co.<br>Personnel manager, Marie Antoinette women's clothing |
| 1965 | Mrs. Leta P. Simon, owner (wid. Bertram R.)<br>Secretary-treasurer, Marie Antoinette Inc.  |
| 1968 | Mrs. Leta P. Simon, owner (wid. Bertram R.)<br>Secretary-treasurer and general manager, Marie Antoinette Inc.                                |

- 1973 Mrs. Leta P. Simon, owner (wid. Bertram R.)  
Secretary-treasurer, Marie Antoinette Inc.
- 1977 Mrs. Leta P. Simon, owner (wid. Bertram R.)  
Secretary-treasurer and manager, Marie Antoinette Inc.
- 1981 Mrs. Leta P. Simon, owner (wid. Bertram R.)  
Retired
- 1986 J. Sokolow, owner  
Staff trainer, Texas Commission for the Blind  
*The directory indicates that J. Sokolow is a new owner.*
- 1992 J. Sokolow, owner  
Employee, Private Advocacy

*Biographical Notes*

## Bert Simon Succumbs At His Home

Bertram H. Simon, 71, Austin life underwriter and musician, died at his home, 1810 Palma Plaza, Wednesday at 7:20 a.m. following a heart attack.

Funeral services will be held at the Weed-Corley Funeral Home Thursday at 4 p.m. with Rabbi Louis Firestein of Temple Beth Israel officiating.

Pallbearers will be Henry Rosenfield, Frank Fucello, Hosea Warren, Chester Snyder, Leonard Galvin, Phil Parker, Eloy Soderburg, William Koen, Simon Cohn, and Ernest Rosner. Members of the Temple Beth Israel Brotherhood have been named honorary pallbearers.

Simon had been a resident of Austin since 1917 when he came here from San Antonio. He was a native of Cincinnati, Ohio. He was married in 1931 and lived in San Antonio until he came to Austin and became concertmaster of the Austin Symphony Orchestra. He resigned that post due to his health and joined the staff of the Prudential Life Insurance Company in 1951, where he was employed at the time of his death. He also was a former member of the Austin Kiwanis Club.

Surviving are his widow, Mrs. Leta Simon; one son, Dolph B. H. Simon of Washington, D.C.; and three grandchildren, Debra, Dolph III and Terri Simon.

In San Antonio Simon was concertmaster of the San Antonio (See SIMON, Page A6)

## SIMON

(Continued from Page 1)

Symphony Orchestra at the time of its organization. He resigned from that position to go with the USO as director for the Jewish Welfare Board. He was a graduate of the College of Music in Cincinnati and of the David Mannes School of Music in New York City.

He was a member of Temple Beth Israel and served on the board of trustees of the temple and was a Sunday School teacher. He was a past president of the Temple Beth Israel Brotherhood and of B'nai B'rith Lodge. He was active in the Conference of Christians and Jews and at his death he was co-chairman of the Austin chapter, National Conference of Christians and Jews.

Simon gained recognition for his welfare efforts in 1961 when he was presented the Brotherhood Award by the National Conference of Christians and Jews. In 1956 he was the recipient of the Man of the Year award presented by the Brotherhood of Temple Beth Israel. Earlier in 1954-55 he had been named outstanding in the service of the Brotherhood of Temple Beth Israel and in 1961 was named a life member of that organization.

*The Austin Statesman; Nov 14, 1966*

# Marie Antoinette Operates Two Highland Mall Stores

The story of Marie Antoinette, Inc., has been one of constant growth and change to meet the expanding Austin fashion market.

Marie Antoinette began in 1946 when Mr. I. Marko purchased the S. Ferris and Son Specialty Store at 504 Congress. Ferris had operated locally since 1898.

In 1960 Marie Antoinette moved to a larger site at 921 Congress. It then became a public corporation with 306 stockholders in the United States.

At that time, the store at 504 Congress was converted into the Bird Cage, a shop with young, contemporary fashions at moderate prices.

Marie Antoinette itself continued to feature women's fashions ranging from exclusive designer styles to medium-priced ready-to-wear, including accessories, lingerie, furs and shoes. In 1969, Marie Antoinette added another store, at 5404 Balcones.

Marie Antoinette, Inc. also owns two stores in Dallas. They are Philipson's in the downtown area and in the Bigtown Shopping Center.

Now Marie Antoinette has two new stores in Highland Mall. The company is the only one with two separate retail locations in the new center.

Marie Antoinette's Bird Cage in Highland Mall is approached by a unique, dimly-lit hallway entrance. The avant-garde decor inside features cage-like dressing rooms on an upper level, wall-sized photomurals and a juke box playing popular songs.

The Marie Antoinette in Highland Mall, like its sister stores, features a wide range of fashions. Its decor is highlighted by strands of tinsel

and beads, chrome display racks, and bright colors throughout.

Until his death in 1961, I. Marko was the president of Marie Antoinette, Inc.

Milton J. Green, the current president, is Marko's nephew. He has served on the corporation's board of directors since its inception in 1960. He

was appointed to his present post in 1967.

Mrs. Mary Virginia Soderberg, executive vice-president and merchandise manager of Marie Antoinette, has been with the company for 25 years. She started as the credit manager while going to the University of Texas. She currently serves as a director of the Austin Better Business Bureau and is the first woman to hold that post.

Mrs. Leta Simon, manager and secretary-treasurer of Marie Antoinette, originally came to the store in 1946 from Frost Brothers in San Antonio, where for ten years she had been buyer and supervisor of the millinery departments.

The manager of the Bird Cage in Highland Mall will be Mrs. Virginia Vaughn. She has managed the downtown Bird Cage for 18 months.

Mrs. Nita Arnold, who has been with Sears in New Orleans for 16 years, will manage the Highland Mall Marie Antoinette.

*The Austin Statesman; Aug 11, 1971.*

## Building Permits

Ted Trimble	1401 Newfield Lane
90-E	34 - - -
Enfield "H"	
Frame duplex and garage.	
40044 1-20-49	\$8500.
Owner	