

**PLANNING COMMISSION
DOWNTOWN DENSITY BONUS REQUEST
SITE PLAN REVIEW SHEET**

CASE NUMBER: SPC-2021-0172C **PLANNING COMMISSION**
HEARING DATE: September 13, 2022

PROJECT NAME: 307 E. 2nd Street

ADDRESS: 307 and 319 E. 2nd Street

APPLICANT: Drenner Group (Dave Anderson)
Drenner Group
200 Lee Barton Dr. Ste 100, Austin, TX 78704
Austin, TX 78704

URBAN DESIGN STAFF: Jorge E. Rousselin Phone: (512) 974-2975
Jorge.rousselin@austintexas.gov

NEIGHBORHOOD
PLAN: Downtown

PROPOSED DEVELOPMENT:

The applicant is seeking to develop a mixed-use building with 125 multifamily for-sale units, 330 hotel rooms with 9,621 SF of ground-floor pedestrian-oriented use(s) and associated residential parking, utility, and drainage infrastructure. The project is currently in review for a site development permit via City of Austin case number SP-2021-0172C and an administrative review through the Downtown Density Bonus Program [25-2-586](#).

PROJECT REQUEST:

Make a recommendation to the City Council on the use of the other community benefits in accordance with LDC Section 25-2-586(E)(12)(f).

BOARD AND COMMISSION ACTION:

Codes and Ordinances Joint Committee – August 17, 2022

A motion was made to recommend the item to the Planning Commission by Commissioner Azhar, seconded by Commissioner Denkler, vote: 5-0. (Commissioners Anderson and Shaw absent).

SUMMARY STAFF RECOMMENDATION:

Staff recommends **APPROVAL** of the request to use other community benefits in accordance with LDC Section 25-2-586(E)(12)(f). The applicant has met the criteria for administrative approval of a density bonus up to 25:1 in accordance with LDC Section 25-2-586.

The project seeks a total “Bonus Area” [defined by Section 25-2-586(A)(1) as “the gross floor area that exceeds the maximum floor-to-area ratio allowed with the site’s primary entitlements”] of 8:1 FAR and administrative allowance of up to 25:1 FAR. That Bonus Area of 17.0 FAR can be thought of as the FAR between the parcel’s primary entitlement of 8.0 and the maximum FAR of 25.0 allowed under 25-2-568(B)(3).

The applicant has requested consideration for the planned relocation of the Leonard and Vida East House from 307 E. 2nd St. to 1200 Paul Teresa Saldana St. This house is eligible for historic landmark designation per the criteria outlined in LDC § 25-2-352. It is a particularly good example of a Folk Victorian house that was historically home to Leonard East, proprietor of the city’s largest produce and poultry market and other prominent businesses. On May 24, 2021, the Historic Landmark Commission unanimously voted to approve relocation and restoration of the house, while recognizing the potential to consider historic zoning for the house following its relocation. **(See Exhibit “A”).**

The applicant has provided a cost estimate for relocation and restoration work. Costs of up to \$301,650 may be applied towards achieving the desired bonus area. These eligible expenditures include the cost of relocation and restoration of the house but exclude contingency, overhead, non-fixed interior items, and site improvements. The bonus area is determined by the proportion of each use divided by the Development Bonus Fee In-Lieu for each of the proposed uses. As of the date of this application, these Interim rates are \$12/SF (residential) and \$18/SF (commercial) for a total bonus area of **20,864 GSF** to be granted for relocation, preservation, and restoration costs of the Leonard East House.

Residential:

$$\begin{aligned} \$301,650 \times 49\% &= \$147,809 \\ \$147,809 / \$12 &= 12,317 \text{ GSF (Residential Off-Site Preservation Community Benefit Bonus Area)} \end{aligned}$$

Commercial:

$$\begin{aligned} \$301,650 \times 51\% &= \$153,841 \\ \$153,841 / \$18 &= 8,547 \text{ GSF (Commercial Off-Site Preservation Community Benefit Bonus Area)} \end{aligned}$$

Total Off-Site Preservation Community Benefit Bonus Area = 20,864 GSF

PROJECT INFORMATION

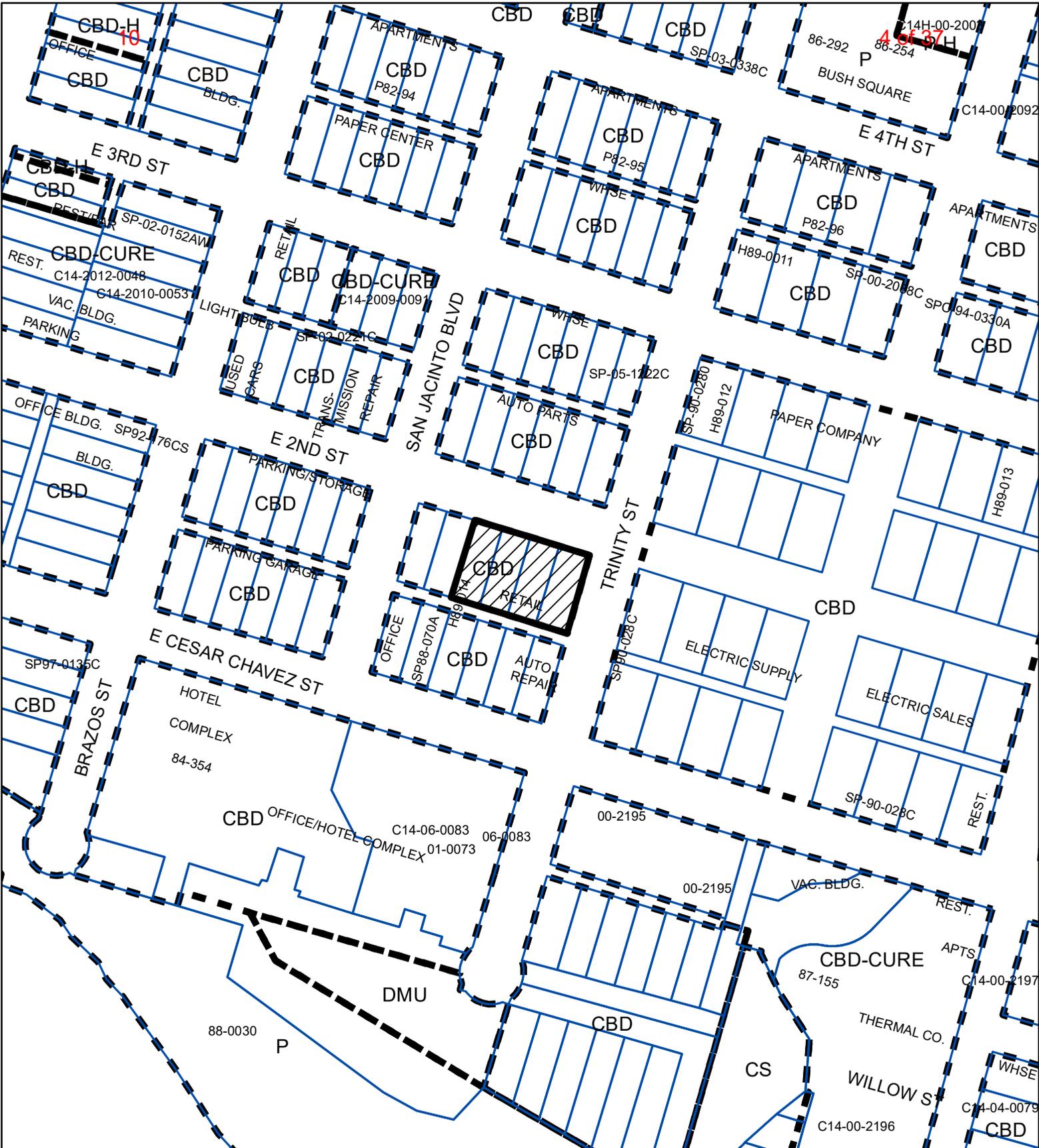
SITE AREA	23,086.8 square feet	.53 acres	
EXISTING ZONING	CBD		
TRAFFIC IMPACT ANALYSIS	N/A		
CAPITOL VIEW CORRIDOR	None		
PROPOSED ACCESS	E. 2 nd Street		
	Allowed/Required	Existing	Proposed
FLOOR-AREA RATIO	8:1	0	25:1
BUILDING COVERAGE	100%	0	23,086.8 SF
PARKING		0	9 levels

EXISTING ZONING AND LAND USES

	ZONING	LAND USES
<i>Site</i>	CBD	Restaurant/Bar
<i>North</i>	CBD	Restaurant
<i>South</i>	CBD	Hotel
<i>East</i>	CBD	Austin Convention Center
<i>West</i>	CBD	Restaurant

ABUTTING STREETS

Street	Right-of-Way Width	Pavement Width	Classification
E. 2 nd Street	≈ 80 Ft.	≈ 44 Ft.	Arterial
Trinity Street	≈ 80 Ft.	≈ 44 Ft.	Arterial



-  SUBJECT TRACT
-  PENDING CASE
-  ZONING BOUNDARY

Downtown Density Bonus

Site Plan Case#: SP-2021-0172C

Address: 307 & 319 E 2nd St

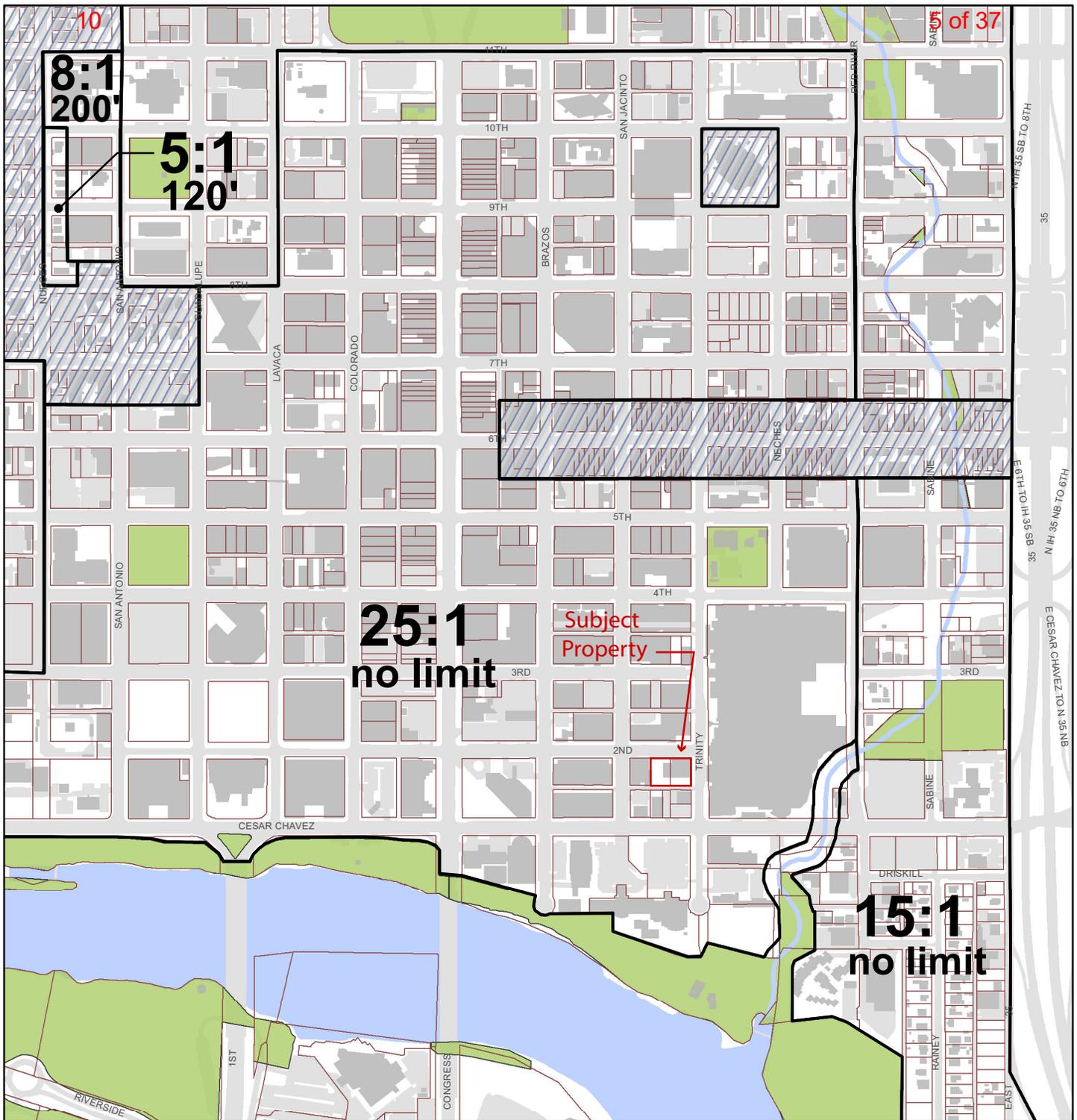


1" = 200'

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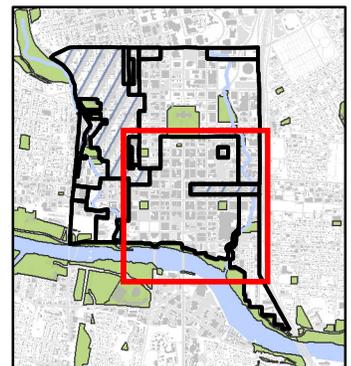
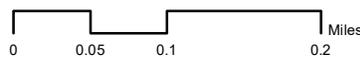
Created: 8/9/2022



Downtown Density Bonus Program - Eligibility, Floor Area Ratio (FAR) and Height Map
 Figure 2: Page 4

-  Maximum Floor Area Ratio (FAR)
Maximum Height (Feet)
-  Areas Ineligible for Density Bonus Program
(Height and density may not exceed underlying zoning)
-  Public Parks/ Open Space (ineligible)
-  TCAD Parcels
-  Subject Property

NOTE: Maximum heights shown do not reflect restrictions imposed by Capital View Corridors (CVC) or special districts.





City of Austin

Housing and Planning Department

P.O. Box 1088, Austin, TX 78767 -1088

(512) 974-3100 ♦ Fax (512) 974-3112 ♦ www.cityofaustin.org/housing

301,55

Date: April 5, 2022
 Project Name: 307 E. 2nd St.
 Historic Property Name: Leonard and Vida East House
 Site Plan Number: SP-2021-007351
 Historic Review Case Number: PR-2021-049619
 Address: 307 E. 2nd St.
 Re: Historic Preservation Office letter of approval
 Downtown Density Bonus Application

To Whom It May Concern:

Development projects seeking participation in the City of Austin's Downtown Density Bonus Program may achieve bonus area by providing community benefits outlined in Land Development Code [§ 25-2-586](#) (E)(1)-(12). Subsection (E)(12) allows for consideration of other community benefits not described in the preceding subsections that serve a public and municipal purpose and further the City's comprehensive planning goals. This letter serves as the official approval notification for the above-referenced project from the Historic Preservation Officer, as administrator of the City of Austin's Historic Preservation program.

The applicant has requested consideration for the planned relocation of the Leonard and Vida East House from 307 E. 2nd St. to 1200 Paul Teresa Saldana St. This house is eligible for historic landmark designation per the criteria outlined in LDC [§ 25-2-352](#). It is a particularly good example of a Folk Victorian house that was historically home to Leonard East, proprietor of the city's largest produce and poultry market and other prominent businesses. On May 24, 2021, the Historic Landmark Commission unanimously voted to approve relocation and restoration of the house, while recognizing the potential to consider historic zoning for the house following its relocation.

The [Imagine Austin Comprehensive Plan](#) includes historic preservation among other Land Use and Transportation (LUT) goals, including:

LUT P38. Preserve and interpret historic resources (those objects, buildings, structures, sites, places, or districts with historic, cultural, or aesthetic significance) in Austin for residents and visitors.

LUT P41. Protect historic buildings, structures, sites, places, and districts in neighborhoods throughout the City.

Small-scale historic-age buildings in Austin's urban core are often demolished to facilitate new development. As an alternative, the relocation of the Leonard and Vida East House supports the aforementioned comprehensive planning goals. This significant historic property will be preserved to the benefit of the general public, will be accessible from a public right-of-way, and will not impose a burden on public resources for maintenance or management, thus meeting the considerations in [§ 25-2-586](#) (E)(12)(b).

Following the model for on-site historic preservation outlined in [§ 25-2-586](#) (E)(6), it is the City's expectation that prior to seeking a Certificate of Occupancy, the applicant will submit documentation that work was performed as proposed and allow inspection by Historic Preservation Office staff for verification. Staff further encourages the applicant to seek historic landmark designation at this juncture.

The applicant has provided a cost estimate for relocation and restoration work. Costs of up to \$301,650 may be applied towards achieving the desired bonus area. These eligible expenditures include the cost of relocation and restoration of the house but exclude contingency, overhead, non-fixed interior items, and site improvements.

Sincerely,



A. Elizabeth Brummett
Historic Preservation Officer

Enclosures:

Staff report to the Historic Landmark Commission
Minutes of the Historic Landmark Commission, May 24, 2021
Eligible expenses

HISTORIC LANDMARK COMMISSION
DEMOLITION AND RELOCATION PERMITS
MAY 24, 2021
PR-2021-049619
307 E. 2ND STREET

PROPOSAL

Relocate a house of uncertain age to 1200 Paul Teresa Saldana Street in East Austin.

ARCHITECTURE

One-story L-plan frame house with single and double 4:4 windows; a partial-width shed-roofed independent porch on turned wood posts; asbestos siding; ornamental bracketwork in the tympanum of the projecting front gable.

RESEARCH

The house currently at 307 E. 2nd Street was moved on to the site from an unknown location around 1928 by Leonard and Vida East, who lived here for the rest of their lives. They had previously lived at other addresses in the same neighborhood, which had been an upper middle class neighborhood for many years before it began to decline with the conversion of many of the large, old houses into boarding houses and small hotels. At one time, Andrew Zilker, the prominent local ice merchant, lived at the west end of this block.

Leonard and Vida East appear to have moved this house into the neighborhood around 1928 from an unknown location. It was one of the more modest houses in the neighborhood, but appears to have been fairly closely aligned with the other houses in the area in terms of age.

Leonard East came to Austin from Lampasas in 1913 and established a wagon yard near the north end of the Congress Avenue bridge in the 100 block of Colorado Street. His wagon yard soon became one of the largest in Austin, and East began to expand his business to include the purchase of agricultural products, such as chickens, turkeys, ducks, guinea hens, hides, eggs, pecans, and other produce that local farmers would offer for trade. East also had an extensive ranch and raised cattle for resale at his Austin stores. Soon, East began to focus his business on buying local produce from area farmers for sale in Austin. For many years, East advertised in the local newspapers that he would buy local poultry, pecans, eggs, and other items. He began selling poultry to local restaurants and hotels, as well as opening a store, at first at his wagon yard location between 1st and 2nd streets on Colorado Street, then to a larger location at 8th Street and East Avenue (now IH-35). His businesses were very prominent in Austin, providing fresh produce, meats, eggs, and poultry to Austin citizens, as well as providing a buying from local farmers. He was an extremely prominent figure in the agricultural economy of Austin and central Texas' agricultural community until his death in 1969; his son Alvin continues the family poultry business to local restaurants and supermarkets to this day from their current location on E. 5th Street.

STAFF COMMENTS

Designation Criteria—Historic Landmark

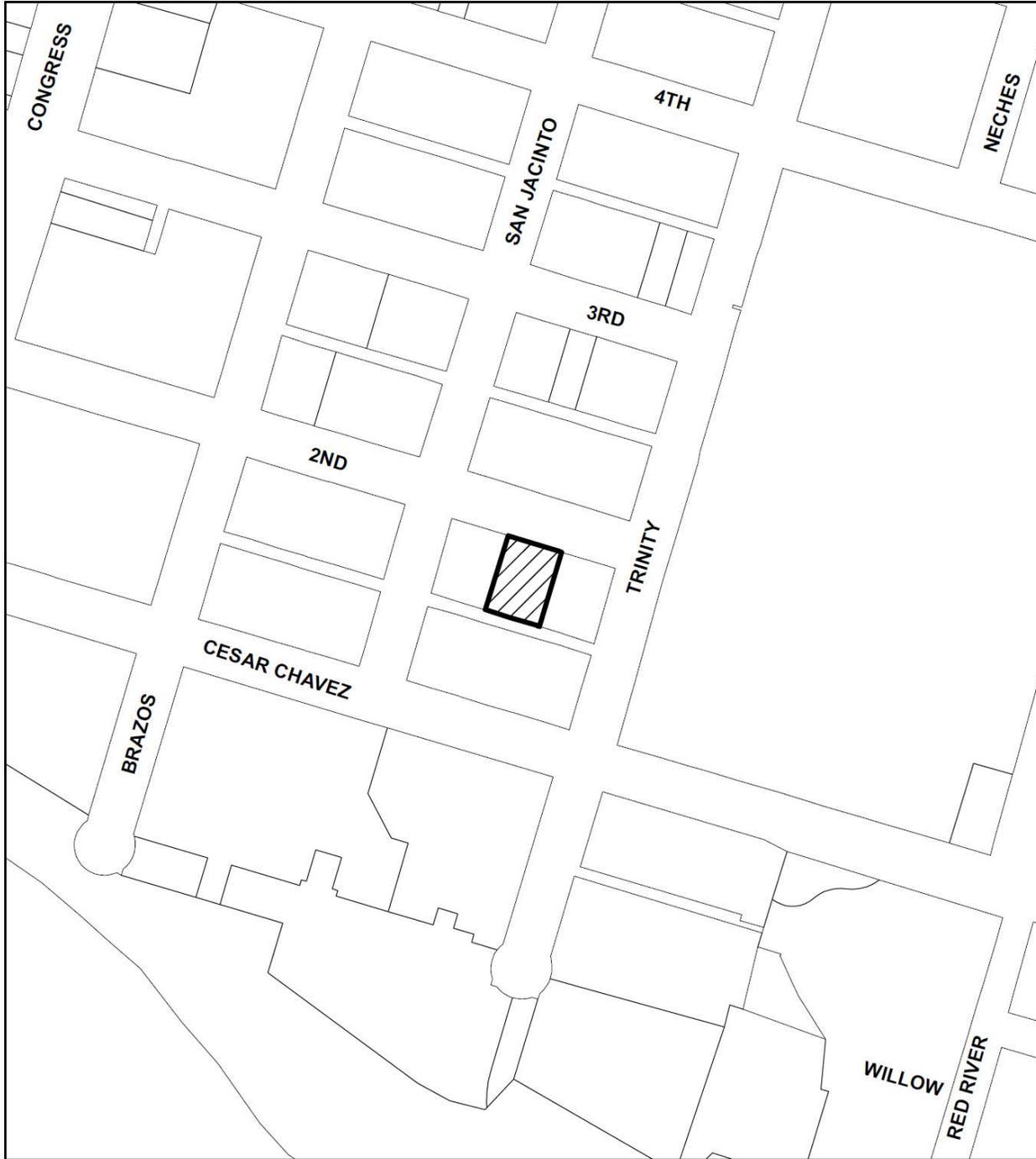
- 1) The building is more than 50 years old.
- 2) The building appears to retain high integrity and has the promise of restoration if this relocation permit is approved.
- 3) Properties must meet two criteria for landmark designation (LDC §25-2-352). Staff has evaluated the property and determined that it meets two criteria:
 - a. *Architecture.* The building is a turn of the 20th century vernacular wing-and-gable plan that retains a high degree of integrity. While this is a fairly common form in older Austin neighborhoods, this house reflects a particularly good example, and displays architectural ornamentation that emphasize the architectural character of this house. The Leonard and Vida East House meets the chis criterion for land mark designation.
 - b. *Historical association.* The property was the home of Leonard and Vida East from 1928 until their deaths (Leonard in 1969 and Vida in 1977). Leonard was a very prominent businessman in Austin from the mid-1910s until today, when the business continues to be operated by their son, Alvin East. Leonard East's first business was a wagonyard at 1st and Colorado Streets; he then established the city's largest produce and poultry market, buying agricultural products from area farmers and selling them to citizens of the city of Austin. Leonard East was a leader in the marketing of local agricultural products. The Leonard and Vida East House meets this criterion for significant historical associations with a prominent figure in the history of Austin and central Texas.
 - c. *Archaeology.* The property was not evaluated for its potential to yield significant data concerning the human history or prehistory of the region.

- d. *Community value.* The property 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. This house is one of the last remnants (along with a couple houses east of Red River Street on E. 3rd Street) of a once-thriving upper middle class neighborhood in the lower east side of downtown Austin. However, the context of this house changed so dramatically over the past 70 years that it serves the best interests of celebrating and interpreting this house to move this house to a more suitable location and use that will better ensure its preservation.
- 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

Approve the permit to relocate and grant a Certificate of Appropriateness for the restoration of this house. The proposed new location will be adjacent to a park and community garden; it will be restored to its historic appearance, and has the potential to interpret this house as an important chapter in the history of Austin. Staff recognizes that relocation of this house from its historic location is not the best preservation practice but this Commission has approved the relocation of other historic houses, and then designated them as historic landmarks, to encourage and ensure their preservation, principally the Roy Thomas House from its original site on Hemphill Park to San Antonio Street, the relocation of the University C-Op offices from West Campus to Shoal Cliff Court, and the relocation of the Lavada Durst house from E. 4th Street to E.21st Street, all with the goal of promoting the preservation of these important historic landmarks,

LOCATION MAP



-  N
-  SUBJECT TRACT
-  PENDING CASE
-  ZONING BOUNDARY

NOTIFICATIONS
 CASE#: GF 21-060215
 LOCATION: 307 E 2ND STREET



1" = 208'

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PROPERTY INFORMATION307 E. 2nd Street

Probably moved onto this site ca. 1928 from an unknown location



2017 photograph courtesy Google Streetview

OCCUPANCY HISTORY

307 E. 2nd Street

City Directory Research, Austin History Center
 By City Historic Preservation Office
 February, 2021

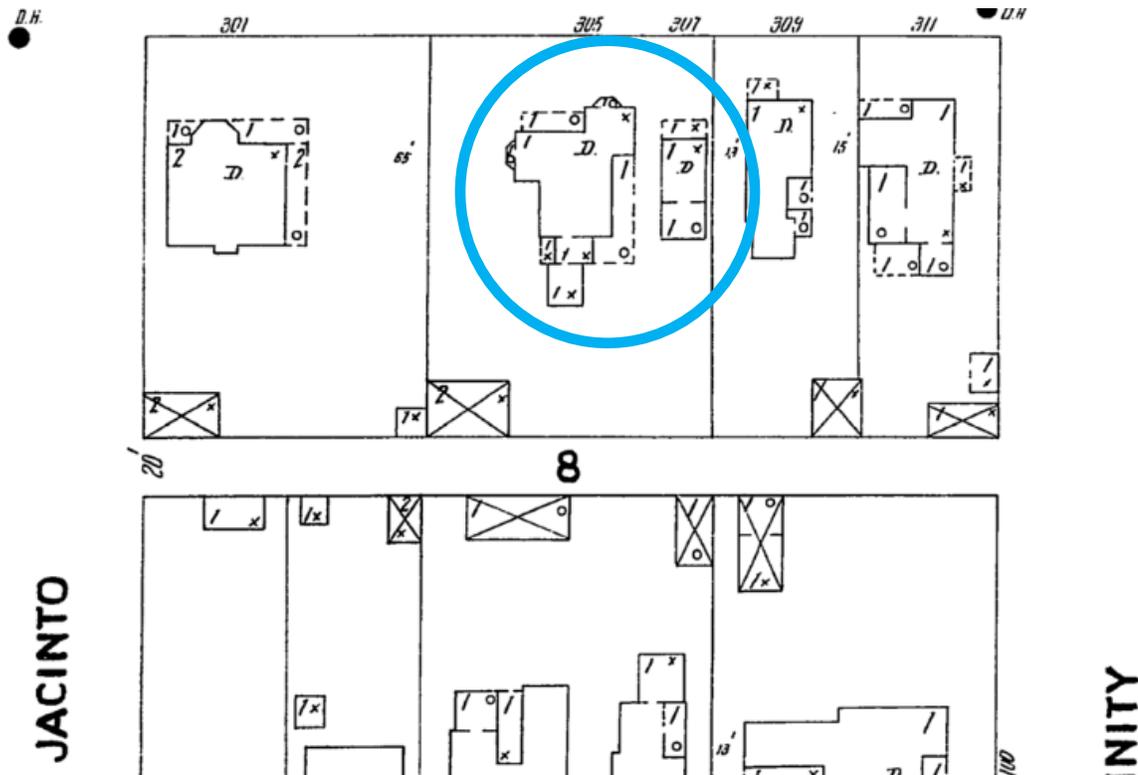
1985-86	Knight Real Estate Corporation Robert E. and Betty B. Knight, proprietors
1981	Knight Real Estate Corporation Robert E. and Betty B. Knight, proprietors
1977	Vacant
1973	Vida H. East (not listed as owner) Widow, Leonard East No occupation listed NOTE: Alvin G. East was the owner of L. East Produce, wholesale poultry, 706 E. 8 th Street.
1968	Leonard C. and Vida H. East, owners

- Proprietor (with Alvin G. East), L East Produce, wholesale poultry, 706 E. 8th Street.
- 1962 Leonard C. and Vida H. East, owners
Proprietor (with Alvin G. East), L East Produce, wholesale poultry, 706 E. 8th Street.
- 1959 Leonard C. and Vida H. East, owners
Proprietor (with Alvin G. East and Jewel E. Wolf), L East Produce, wholesale poultry, 706 E. 8th Street.
- 1955 Leonard C. and Vida H. East, owners
Proprietor (with Alvin G. East), L East Produce, wholesale poultry 706 E. 8th Street.
- 1952 Leonard C. and Vida H. East, owners
Proprietor (with Alvin G. East), L East Produce, wholesale poultry, 700-06 E. 8th Street.
- 1949 Leonard C. and Vida H. East, owners
Proprietor (with Alvin G East and Jewel E. Wolf), L East Produce, groceries and produce, 706 E. 8th Street.
- 1947 Leonard C. and Vida H. East, owners
Proprietor (with Alvin C. East), L East Produce, groceries, 706 E. 8th Street.
- 1944-45 Leonard C. and Vida H. East, owners
Proprietor, L East Produce Company, groceries, 700-06 E. 8th Street.
- 1941 Leonard C. and Vida H. East, owners
Proprietor, L East Produce Company, groceries, meats and produce, 103-05 Colorado Street.
- 1939 Leonard C. and Vida H. East, owners
Proprietor, L East Produce Company, 103 Colorado Street.
- 1937 Leonard C. and Vida H. East, owners
Proprietor, L. East Produce Company, 103 Colorado Street.
- 1935 Leonard C. and Vida H. East, owners
Proprietor, L East Produce Company, groceries, meats, wholesale and retail, turkeys, poultry, eggs, butter, ducks, pecans, guineas, geese, furs and hides, 103-05 Colorado Street.
- 1932-33 Leonard C. and Vida H. East, owners
Proprietor, L East Produce Company, groceries, meats, wholesale and retail, turkeys, poultry, eggs, butter, ducks, pecans, guineas, geese, furs and hides, 102 W. 2nd Street.
- 1930-31 Leonard C. and Vida H. East, owners
Proprietor, L East Produce Company, groceries, meats, wholesale and retail, turkeys, poultry, eggs, butter, ducks, pecans, guineas, geese, furs and hides, 102 W. 2nd Street.
- 1929 Leonard C. and Vida H. East, owners
Proprietor, L East Produce Company, groceries, meats, wholesale and retail, turkeys, poultry, eggs, butter, ducks, pecans, guineas, geese, furs, mohair and hides, 102 W. 2nd Street.
- 1927 The address is not listed in the directory. The directory shows a 305 E. 2nd Street, which is depicted on the 1900 Sanborn map, and a 309 E. 2nd Street, also depicted on the 1900 map. It is very possible that the current house was moved onto the site around 1928, but from an unknown location.

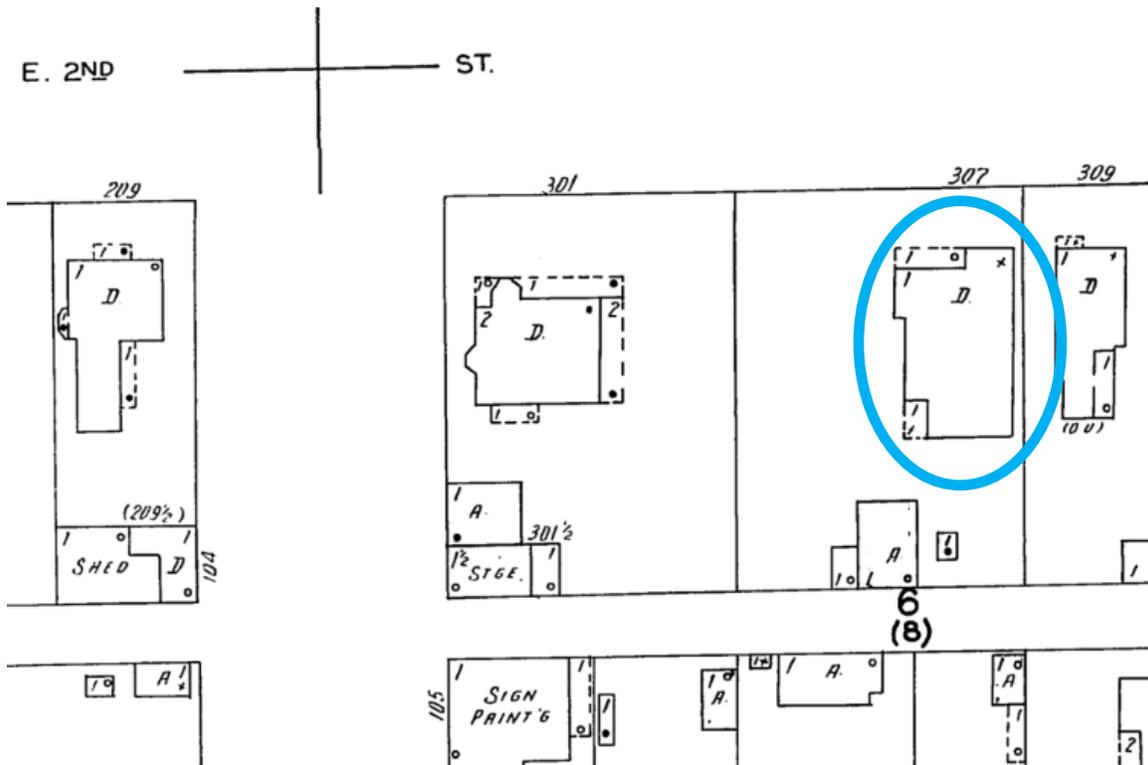
NOTE: Leonard C. and Vida H. East are listed at 204 E. 2nd Street, in the next block west (between Brazos and San Jacinto). The 1935 Sanborn map shows this as a two-story wood house with a large one-story rear addition with a large side porch. It does not appear on the 1900 Sanborn map.

NOTE: The following entries follow Leonard C. and Vida East in their residences prior to moving into the house at 307 E. 2nd Street:

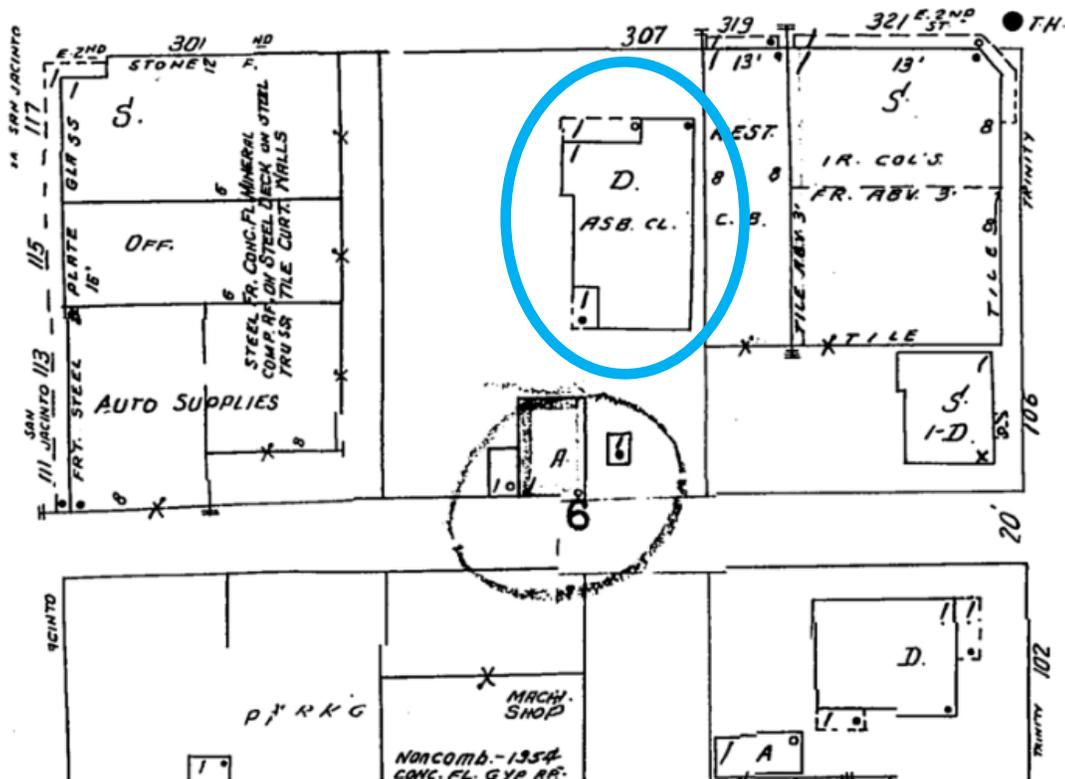
- 1924 The Easts lived at 407 E. 3rd Street. He was the proprietor of a wagon yard at 102 W. 2nd Street.
- 1922 Leonard and Vida East lived at 407 E. 3rd Street. He was the proprietor of a wood and wagon yard at 506 and 509 E. 5th Street.
- 1920 The Easts lived at 205 E. 2nd Street. He was the proprietor of a wagon yard at 509 E. 5th Street.
- 1918 Leonard and Vida East lived at 205 E. 2nd Street; he had no occupation listed.
- 1916 Leonard East is not listed in the directory.



The 1900 Sanborn map shows a different house on this site. The lot had houses addressed as 305 and 307 E. 2nd Street.



The 1935 Sanborn map shows the house with its current configuration and current address. It appears as a wood frame house with no synthetic siding.



The house appears in its current configuration and with its current address on the 1961 Sanborn map. The map indicates that the house has asbestos siding.

BIOGRAPHICAL NOTES**Leonard C. and Vida H. East (ca. 1928 – ca. 1977)**

Leonard East married Vida Henderson in Lampasas, Texas in October, 1905.

Leonard and Vida East appear in the 1910 U.S. Census of Burnet County, Texas, where they rented a farm. Leonard East was 25, had been born in Texas, and was a general farmer. Vida East was 24, had been born in Texas, and had no occupation listed. They had a son, Alvin G., 3; and a daughter, Altha, almost 2. The household also included a hired man, Frank Day, 16, who had been born in Texas and is listed as a farm laborer.

The 1920 U.S. Census shows Leonard and Vida East as the renters of the house at 205 E. 2nd Street. Leonard East was 37, had been born in Texas, and was the manager of a produce company. Vida East was 35, had been born in Tennessee, and had no occupation listed. They had a son, Alvin, 13, and a daughter, Jewel, 11, both of whom had been born in Texas. Also in the household were three of Leonard's brothers: Earnest East 39, the manager of a produce company; Malcolm East, 29, a salesman for a produce company; and Jasper East, 26, a manager of a produce company; additionally the household included a nephew, Clovis East 21, a salesman for a produce company. All of the family members had been born in Texas.

The 1930 U.S. Census shows Leonard and Vida East as the owners of this house, which was worth \$3,500. As a comparison, Andrew J. and Rose Zilker lived next door at 301 E. 2nd Street, in a house that was worth \$15,000. Leonard East was 46, had been born in Texas to a Tennessee-born father and a Texas-born mother, and was the proprietor of a produce business. Vida East was 44, had been born in Texas to a Tennessee-born father and a Texas-born mother, and had no occupation listed. They had a son, Alvin, 23, who had been born in Texas and is listed as a book-keeper for the produce company. The Easts had 6 roomers at this address as well: Raymond Dearing, 28, a Texas-born auto mechanic; Henry Gordon, 19, a Texas-born electrician; Berney Dooley, 17, who had been born in Texas and was a surveyor for the city; Ollie Wilford, 21, who had been born in Texas and was a laborer for the produce company; Floyd Henderson, 18, who had been born in Texas and was a laborer for the produce company; and Benita Williams, 19, who had been born in Texas, and was an beauty operator.

Leonard and Vida East appear at this address in the 1940 U.S. Census; their house was worth \$5,000. Leonard East was 56, had been born in Texas, and was the proprietor of a produce company. Vida East was 54, had been born in Texas, and had no occupation listed. Also in the household was Floyd Henderson, their 27-year old Texas-born nephew who worked as a truck driver for a stockyard, and their daughter, Jewel Mitchell, a 31-year old Texas-born divorcee who worked as a stenographer at the produce company. Jewel Mitchell had two young daughters, both of whom had been born in Texas: Vida Lucille, 11; and Juanita, L., 9.

His 1942 World War II draft registration card shows that Leonard East as living at this address. He was born in Lavaca County, Texas in May, 1882 and was self-employed with a business address of 103 Colorado Street in Austin. He was 5'-9" tall, weighed 155 pounds, and had a light complexion with gray hair and blue eyes. He had a scar on the middle finger of his left hand.

L. EAST PRODUCE COMPANY IN SERVICE HERE 12 YEARS

One of the best known produce firms in Central Texas is that of L. East Produce company, which occupies a commodious building at 102 West First street and which handles all type of produce placed on the local market.

This establishment was founded more than 12 years ago by L. East and through the years this business has grown until the firm moved into larger quarters about six months ago to accommodate the

growing business. A number of new chicken coop and other equipment were added in order to handle the large wholesale orders for poultry.

The East firm handles wool, mohair, pecans, raw furs, chickens, eggs, butter—in fact, anything in produce that the farmer has to sell. Both a wholesale and retail business is conducted by the firm and free deliveries are made to any part of the city.

Business page story on the L East Produce Company
Austin Statesman, February 9, 1929

L. EAST PRODUCE FORECASTS BIG TURKEY CROP

Preparations for handling a record turkey crop during the pre-Thanksgiving and pre-Christmas buying seasons are being made by L. East, owner of the L. East Produce company, one of the old established businesses in Austin.

Mr. East has thoroughly familiarized himself with the produce business in Austin through the many seasons he has handled the business of this section through his plant here, and will give the same careful attention to handling small offerings that will be given to the handling of large lots received at his plant.

Furs of all kinds originating in this territory, chickens, eggs and pecans, are handled through the L. East Produce company, and Mr. East makes every effort to keep the Austin market just as favorable to producers of these commodities as possible.

Through long established connections with eastern buyers, Mr. East is in position to wield a great deal of influence in the handling of produce originating in this section. He has endeavored to give every assistance possible to producers in finding an outlet for their offerings, and is rendering this service by paying his customers just as much as the markets will allow for all produce delivered to his place of business.

Description of L. East's business
Austin Statesman, October 26, 1929

L. EAST'S PRODUCE FIRM SERVES MANY

An Austin firm which has served this city and Central Texas in the retail and wholesale produce business for nearly a score of years is the L. East Produce company located at 102 West Second street.

Farmers of the Central Texas territory have come to Mr. East's firm for many years and sold to him their chickens, turkeys, eggs, hides, furs, pecans and other produce in season.

In turn the retail customers in Austin have bought their dressed poultry and other commodities from the East firm.

The East firm offers a splendid service to the housewives who desire the best in poultry. Hens, turkeys and other poultry are dressed free for the housewives who desire it and delivery is made to any part of the city. The housewife may select the poultry alive at the salesroom or may simply telephone her order and the firm will handle it satisfactorily.

Besides serving the retail trade, the L. East Produce company annually ships turkeys in carload lots to the eastern markets during the Thanksgiving and Christmas holiday seasons.

This firm, established about 15 years ago by L. East, pays highest market prices to the farmers.

Booster article for L. East Produce Company
Austin Statesman, January 31, 1931

The L. East Produce Company Has Formal Opening
L. East Produce Will Serve Food And Drinks To Visitors Saturday

The L. East Produce company will have its formal opening in its new store, 103-5 Colorado street, from 9 o'clock in the morning until 9 o'clock at night, Saturday, Oct. 28. L. East, owner, and Alvin East, manager, extend an invitation to the public to attend the opening on this date.

Keeping step with progressive Austin, the L. East Produce company has enlarged and improved its store. In celebration of the progress that has made this possible, the management will serve food and drinks to all who visit the new store Saturday. There will be many delightful surprises in food bargains for homemakers, who are particularly urged to see the food displays Saturday.

The new store has a 156 foot frontage, giving customers ample parking room. The building is 156 by 56 feet, which provides plenty of space for grocery and poultry departments. The interior is tastefully decorated, the color scheme of green and white being used effectively.

Among the new and modern features of the store is the refrigeration system. This consists of two vaults, one 30 by 30 feet, and the other 14 by 14 feet. The system is provided by the American Service company, and is considered one of the most up-to-date in the city. Fruits, vegetables, meat, eggs, poultry, etc., are kept in these vaults, assuring their freshness at all times.

Mr. Ben Pierce is in charge of the meat department. Mr. Pierce has been serving a select, high class public in Austin during the past 25 years. He is well acquainted with this part of the business,

and will keep all kinds of choice meats in the department.

Mr. John Boyd is manager of the grocery department. Mr. Boyd knows his groceries, having been in the business 20 years in Austin. He will choose only the freshest and finest vegetables, fruits, canned goods, etc., for his department. He has two able assistants, who

offer courteous attention to the buying public.

The firm has enlarged the poultry department, adding new batteries of chickens and turkeys. It will continue to give the same high class service in this department. Chickens and turkeys may be chosen, and while the purchaser is buying her groceries, the chicken

or turkey will be killed and prepared for cooking. This service is given without charge. There are five employes who do nothing else but kill and cut up chickens.

Right now, the L. East Produce company has a nice selection of ducks, geese and guineas for those who prefer these instead of turkeys and chickens. A supply of these are kept on hand all the time.

Mr. East recently moved to the new location at 103-5 Colorado street from his old location, 102 West Second street, where he had been in business many years. Coming to Austin from Lampasas 15 years ago, Mr. East went into the cattle business, which he still continues. He supplies his store

with meats, which he raises in his various ranches near Austin. He personally supervises the selection and fattening of all cattle that he sells. Those who buy meats at the L. East Produce company know that he offers only the best in the meat line.

Branching out from cattle raising, he went into the poultry business, which he has continued for the last 15 years. About three years ago he enlarged his business again by putting in a grocery store and meat market. Steady growth has necessitated his moving into larger quarters, and the giving to the public a wider variety of foods to select from.

Mr. East will have a cordial welcome for those who will come to his store Saturday. On other days, there will be delivery service in the three trucks that are used by the firm.

The L. East Produce company ships dressed turkeys to the eastern markets for Thanksgiving and Christmas trade. The firm also handles wools, mohair, and hides, and ships a number of carloads of pecans every season.

That the public may know of the numerous lines of activity that the L. East Produce company engages in, the public is again invited to visit the new store, 103-5 Colorado street.

NEW HOME OF L. EAST PRODUCE CO.



L. EAST PRODUCE CO.

INVITES ALL AUSTIN TO ATTEND

THE FORMAL OPENING OF THEIR NEW STORE AT

103-105 Colorado Street

SATURDAY, OCTOBER 28th

From 9 a. m. Until 9 p. m.

GROWING WITH AUSTIN

We are indeed proud to invite you to visit this newest and most modern food store in Austin. Our grocery stock has been doubled, and the vegetable line is complete. We have the largest refrigeration facilities of any private store in the city, including one vault from which you may serve yourself. Our meat box is 14 feet by 14 feet. Two display meat counters, 14 feet in length, take care of our variety of meats. We have enlarged and improved our poultry department.

Be convinced that this is the greatest food store in Austin. Come down and see for yourself. We will serve plenty to eat and drink all day. FREE to all.

TO OUR MANY FARMER FRIENDS

Make this your headquarters while in Austin. Meet your friends and neighbors here and ask us to serve you in any way we might be able to do so. We pay cash for chickens, turkeys, eggs, ducks, geese, guineas, peacocks, wool, mohair, beeswax and hides. We especially ask you to see us when you have vegetables and fresh butter to sell. Be sure that you are with us Saturday.

IF IT'S GOOD TO EAT, WE HAVE IT

WE HAVE IT IF IT'S GOOD TO EAT

Full-page story on the opening of L East Produce Company's new headquarters at 103-05 Colorado Street
Austin Statesman, October 27, 1933

EAST FIRM SENDS YULE GREETING TO PATRONS

Greetings of the Christmas season are extended this week by L. East, owner, and Alvin East, manager, of the L. East Produce company, one of Austin's best known produce firms, to their patrons in Austin and Central Texas.

The L. East Produce company, located in its new large quarters at 103-105 Colorado street, reminds its customers that it is ready to supply the trade with turkeys and other poultry for the Christmas and New Year dinner tables. Patrons are invited to get their orders in early to insure prompt and satisfactory service during the rush of the holiday season.

The East firm also maintains home grown and home slaughtered meats of all kinds. The market is in charge of Ben C. Pierce, one of Austin's best known marketmen. Mr. Pierce, for 26 years, was associated with the market of J. B. Pierce & Brother, and invites his former patrons to visit him at the East market.

To round out that Christmas and New Year dinner, the East firm offers a fresh line of vegetables in season from its own vegetable store. All of the trimmings for the turkey dinner may be secured at the East firm which operates its own retail grocery store under the same roof. In fact, the housewife may select her turkey and have it delivered dressed and cut up ready for the roaster, get her vegetables, and a complete stock of groceries and bread by making one trip to the East firm.

L East Produce extends Christmas greetings
Austin Statesman, December 16, 1933

L. EAST PRODUCE CO. EAST AVE. AND 8th FORMALLY OPENS



LEONARD EAST

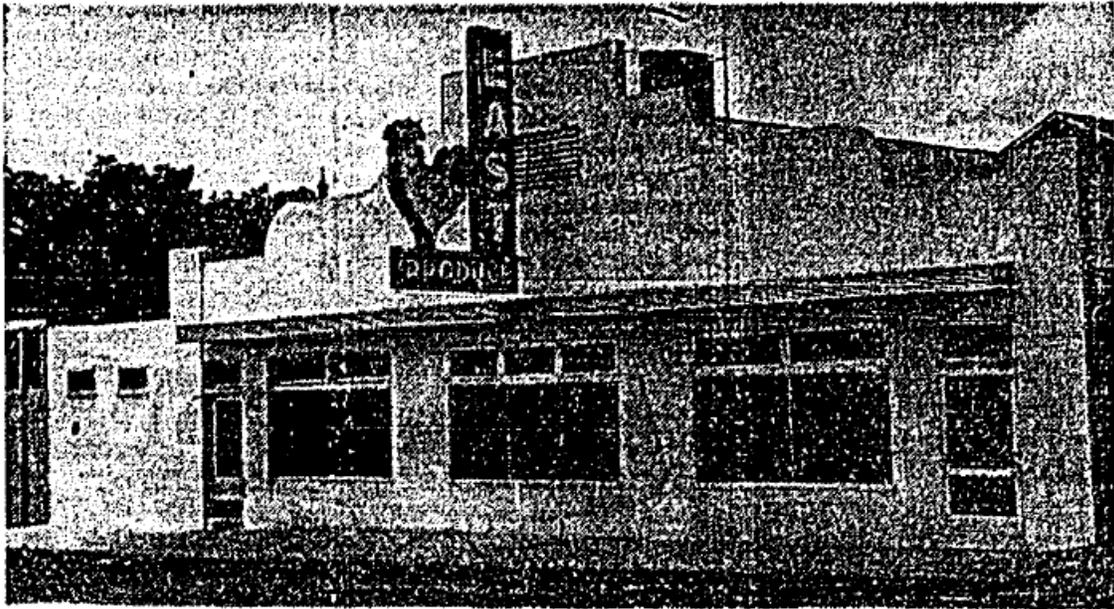
This week marks another milestone in the history of L. East Produce Co. with the opening of the firm's fine new building at 708 East 8th.

For 20 years the L. East Produce Co. has been active in business and civic circles of Austin and Central Texas. The firm has had a colorful history. Established in 1915 by Leonard East, the company had its origin as a wagon yard, at a time when Austin was the hub for farming interests throughout this section. In his daily contact with farmers, Mr. East, as a convenience to his farmer patrons, began the practice of buying chickens to resell to Austin residents. After a while, with the advent of the motor

age, the chicken business became of greater importance than the wagon yard, which was eventually abandoned in order that more concentrated attention could be given to the chicken business.

From this meager beginning, the L. East Produce Company has developed into the most modern and best equipped business of its kind in the entire section. Because of rapidly increasing patronage, the firm was forced to move from the former location at the corner of First Street and Colorado to their spacious new building at 708 East 8th.

The new building affords much greater floor space and the firm is now a complete food market with a large stock of highest grade staple



and fancy groceries, a thirty-foot refrigerator meat cooler, and the most modern cooling system for keeping vegetables just as crisp and tasty as when first gathered from the garden spots of the nation.

Alvin East, son of L. East, is acting manager of the firm. Mr. East states that the firm was built on a policy of fair dealing to the farmers of Central Texas, offering highest cash prices for poultry and eggs and affording a convenient central market at all times, and L. East Company will continue to pursue the same policy in the new location, where the most modern equipment available has been installed for the cleaning, dressing and refrigeration of poultry.

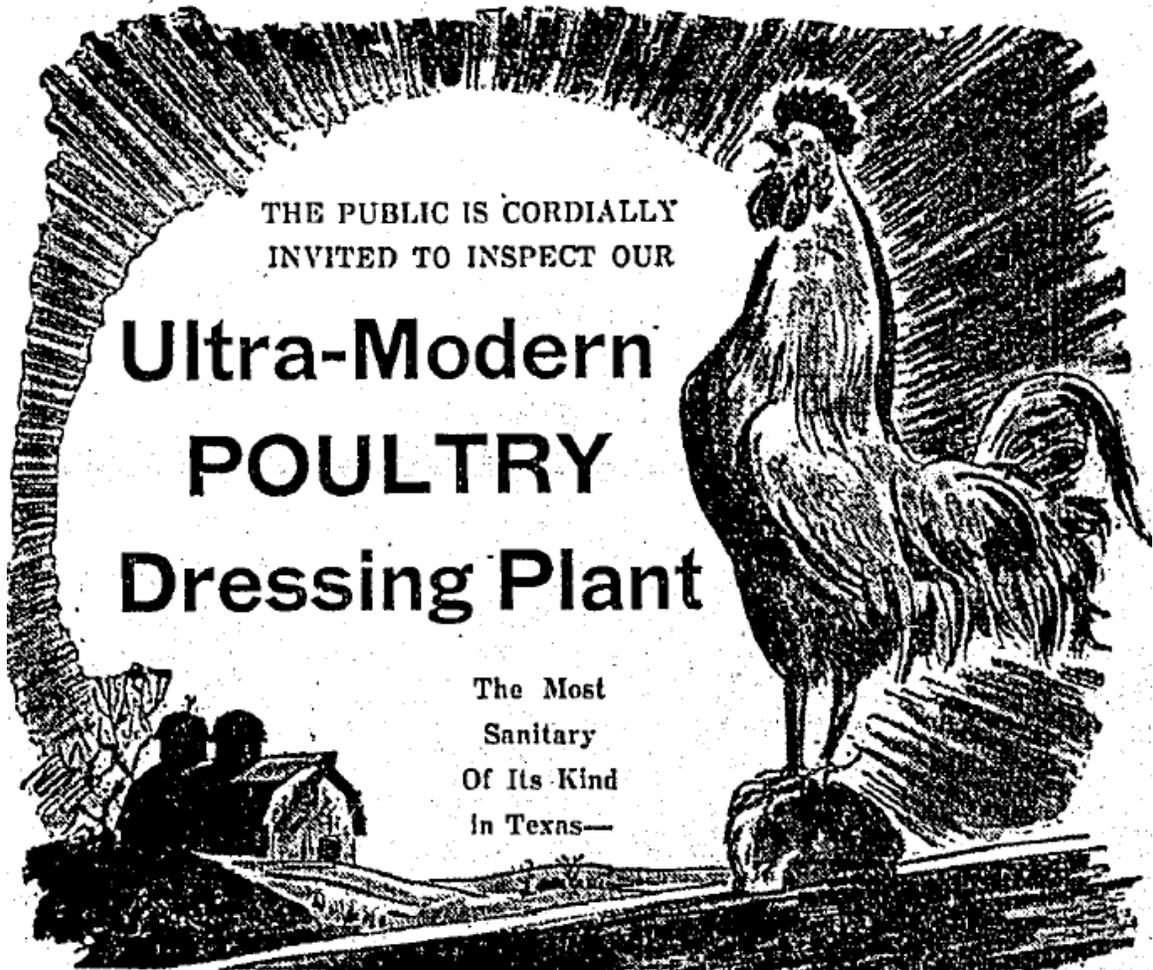
The L. East Produce Co. is now in a position to serve both city residents and Central Texas farmers more efficiently than ever before.



ALVIN EAST



**COMPLETELY AIR CONDITIONED TO 65°-24 HOURS
A DAY — MAKES IT POSSIBLE TO OFFER OUR CUS-
TOMERS THE FINEST, FRESHEST FRUITS AND
VEGETABLES.**



Opening of the new location of L. East Produce at East Avenue and 8th Street
Austin Statesman, June 9, 1944

**Veteran L. East Employee
Retires After 22 Years**

Retirement of Craton Piland as an employe of the L. East Produce Company after a service of 22 years was announced Thursday by that firm.

Craton has seen the East concern grow from an almost unknown poultry buying station with six employes to a modern dressing plant and complete shopping center employing 118 persons.

Piland, now retired to live on his farm in Del Valle, had been employed by the Texas Company for a number of years at a service station operated next door to the East Wagon Yard at 102 West Second Street.

During turkey season L. East bought and sold turkeys and each year this activity grew with an employe added now and then, Craton related.

In 1930, Craton decided to join the East concern. At that time Alvin East, he recalled, would rush into the place from school, take orders for six or more fryers, dress them and deliver them.

"When I began working the business had grown to six employes," Craton recounted. "Each month, and more noticeably, each year the business grew. Cars and trucks replaced mules and horses. The East Wagon Yard had become the L. East Produce Company. A grocery store was added to the business and more employes were needed.

The increase in business called for more room, requiring the move to 103 Colorado Street, where a meat market and vegetable department were added. Operations continued there until 1943 when another move became necessary.

"Almost an entire block at Eighth and East Avenue was purchased and the building now occupied was built. Instead of the big pot for scalding and the old table on which the chickens were picked and drawn, modern equipment has been installed. A continuous chain carrying the fryers from the killer, through enormous scalding vats and automatic picking machines to skilled workmen, each performing his job as the chicken is conveyed on to the next workman has been installed.

"This system makes it possible for a crew of 30 or more persons working on the line to dress 1,200 to 1,400 fryers an hour.

"It has been a pleasure and a privilege to have worked there all these years, and I feel that I have in a small way helped in the growth of the company, now operated by L. East, his son, Alvin East, and his daughter, Mrs. Jewell East Wolf. My best wishes for their continued success will remain with them through the years."

There is something very Texan about a barbecue. And a supper given recently by MR. and MRS. LEONARD EAST is a good example.

The Easts annually open the gates to their ranch on the shores of Lake Austin for a fall barbecue. Even the setting is Texan. For the meal is served out of doors in view of the lake, planted crops and a few cattle feeding not too far away.

And proving the old adage that Texas hospitality is the very best, the whole East family down to the great-grandchildren were on hand to add their welcome.

Son, ALVIN, was perhaps the earliest on the scene as he arrived literally before the dawn's early light to preside over the huge pits where hundreds of pounds of mutton and beef were barbecued.

Several years ago the original pit was made obsolete by a growing guest list, and today the newly constructed pits can cook enough meat for several hundred people.

By 6 o'clock the coals had turned the meat to a crisp brown, and the platters were ready for the guests. MRS. OSWALD WOLF, daughter of the Leonard Easts, assisted at one of the tables in serving the people, while her husband had charge of the cold drink stand and coffee urn.

MRS. ALVIN EAST welcomed the guests as they stepped out of the "taxi" station wagon. The car was another typically Texas solution to a parking situation which had grown along with the increased number of persons in attendance.

A pasture was converted into a parking lot this year, and since the area was several hundred yards distant from the dining tables, the station wagon was put in use taking people to and from their autos.

The young daughters of the Alvin Easts, MARY ANN and DOROTHY, were also occupied in hostess duties as they scurried about playing with the younger guests.

Another granddaughter, MRS. JIMMY BOULDIN, and her husband arrived later, adding the

two great-grandchildren on the family tree to the list of those present.

Young JAY BOULDIN was soon busy getting a piggy-back ride from his cousin, MARY ANN, while his younger brother, LEONARD WOLF BOULDIN, looked in bewilderment at the crowd of people present.

There were friends of the Easts, too, who gave a friendly helping hand for the evening.

Q. C. TAYLOR arrived bringing a steaming pot of baked beans. There were others who came carrying cakes and cookies which were served to guests along with their coffee.

MR. and MRS. CARL WILSON helped out whenever the need arose for someone to serve or carry plates to and from the tables.

It was a casual sort of evening where guests could talk informally, and COUNTY JUDGE TOM JOHNSON, COUNTY ATTORNEY LES PROCTER and GAME WARDEN GROVER SIMPSON got a chance to meet informally outside the courthouse for once.

Good food and conversation in an open air dining room were the ingredients that went into the evening which resulted in a truly Texan barbecue.

—J. E.

Society page column on the barbecue thrown by Leonard and Vida East
Austin American-Statesman, October 24, 1954



LEONARD EAST

East's Rites Scheduled Tomorrow

Funeral for Leonard C. East, 86, pioneer rancher and Austin businessman, will be Thursday at 4 p.m. at Weed-Corley Funeral Home. The Rev. Theodore McElroy, minister of the Hyde Park Christian Church, will officiate. Burial will be in Oakwood Cemetery.

Memorial contributions may be made to the Marshall Ford Game Association or a favorite charity.

East died at his home, 307 East Second Street, Tuesday. He had been a resident of Austin since 1913, coming here from Lampasas. He was a partner in the L. East Produce Company and East Ranch. He was in business here for the past 54 years.

He was a member of the Marshall Ford Game Association, Texas Cattleman Association, and the Travis County Pecan Growers Association. East moved the last bunch of cattle that crossed the Congress Avenue Bridge.

Survivors are his wife, Mrs. Vida Henderson East; daughter, Mrs. Oswald G. Wolf; son, Alvin G. East, all of Austin; one brother, Jasper East, Austin; three sisters, Mrs. Ollie Sheppard and Mrs. Ethel Hancock of San Antonio, Mrs. Annie Vines of Eastland; four granddaughters, Mrs. James R. Bouldin, Mrs. Harry M. Bouldin, Mrs. Allan Fielder and Mrs. Kenneth Aune, all of Austin, and seven great-grandchildren.

Pallbearers will be Floyd Henderson, Elton Rutledge, Horace Miller, Kenneth Kramer, Douglas Kullenberg and Jim Boswell.

East entered the Austin business scene in 1915 and at one time he bossed the biggest wagon yard in Texas on a site between West First Street and the Colorado River at the foot of the Congress Avenue bridge.

Obituary of Leonard East
Austin Statesman, April 23, 1969

**MRS. LEONARD
(VIDA) EAST**

Mrs. Leonard (Vida) East, age 92, 307 East 2nd Street, died Wednesday at her residence. She was the widow of the late Leonard East who founded L. East Produce in 1915, and her son, Alvin East, still operates the business. Mrs. East had been resident of Austin since 1913, and was a charter member of the University Avenue Church of Christ where she was very active. She was also a member of the Eastern Star and for many years was associated with Austin Mutual Life Insurance Company.

Survivors are a daughter, Mrs. Oswald G. (Jewell) Wolf, Austin; son, Alvin G. East, Austin; brother, Wiley Henderson, Austin; 4 sisters, Mrs. Lucy Rutledge, Austin, Mrs. E.J. Nobles, Mrs. Elmer Cox, both of Lampasas, and Mrs. Ophia Barnes, Houston; 4 grandchildren, Mrs. James R. (Vida) Bouldin, Sr., Mrs. Harvey N. (Nita) Bouldin, Sr., Mrs. Ken (Dorothy) Aune, all of Austin, and Mrs. Allan (Dorothy) Fielder of Lockhart; 11 great grandchildren, and 1 great great grandchild.

Funeral services will be 3:30 PM Friday at the Weed-Corley Funeral Home with Minister Lanny Henninger of the Uni-

University Avenue Church of Christ officiating. Burial will be in Oakwood Cemetery.

Pallbearers will be James R. Bouldin, Sr., Harvey Neal Bouldin, Jr., Leonard Wolf Bouldin, Thomas T. Smith Jr., Kenneth Aune, all of Austin, and Alan Fielder of Lockhart.

The family requests that memorials be sent to the G.H.P. Showalter Scholarship Fund, the University Avenue Church of Christ, 1903 University Avenue, Austin, Texas 78705.

Obituary of Vida East
Austin American-Statesman, June 17, 1977

EAST 
POULTRY
— SINCE 1913 —

Home

Our History

Products

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L. East Poultry

East Poultry was co-founded by Leonard C. East and his son Alvin G. East in 1913. Alvin helped his father establish the business as a young boy after they moved to Austin. The East's distributed poultry locally after buying it from farmers and ranchers. Alvin took charge of the business in 1927. It grew to include a systematic poultry dressing plant that processed 25,000 chickens daily. **Today East Poultry focuses solely on the distribution of fine poultry products.**

The plant was moved in 1944 to the 700 block of E. 8th Street, where part of the Austin Police Department is now located. In 1974, it was moved again to its **present location at 2615 E. 6th Street.**

Mr. Alvin East remained active as Vice-President and Treasurer of the corporation until May of 1989. Alongside Alvin during his final years with the company is the current President of East Poultry, Kenneth J. Aune, son-in-law of the late Mr. Alvin East. Ken has been part of East Poultry for over 40 years. Ken's son, Brian Aune has been a part of the family owned business for over 20. **East Poultry has been serving local area businesses for over 100 years.**

The East Poultry Company is still in business at 2615 E. 6th Street in Austin



**HISTORIC LANDMARK COMMISSION
MONDAY, MAY 24, 2021 – 6:00 PM
VIA VIDEOCONFERENCING**

COMMISSION MEMBERS:

x Terri Myers, Chair
x Ben Heimsath, Vice Chair
ab Anissa Castillo
ab Witt Featherston
x Kevin Koch
x Carl Larosche

x Kelly Little
x Trey McWhorter
x Blake Tollett
x Beth Valenzuela
x Caroline Wright

AGENDA

CALL TO ORDER

CITIZEN COMMUNICATION: GENERAL

The first (10) speakers who register to speak no later than noon the day before the meeting will be allowed a three-minute allotment to address their concerns regarding items not posted on the agenda.

1. APPROVAL OF MINUTES

- A. April 26, 2021 – Offered for consent approval.

MOTION: Approve the minutes, per passage of the consent agenda, on a motion by Commissioner Larosche. Commissioner McWhorter seconded the motion. Vote: 9-0.

2. PRESENTATIONS, DISCUSSION, AND POSSIBLE ACTION

- A. No briefings or presentations.

3. PUBLIC HEARINGS

- A. **Discussion and Possible Action on Applications for Historic Zoning, Discussion and Action on Applications for Historic District Zoning, and Requests to Consider Initiation of Historic Zoning Cases**

**Fire Station #3
Council District 9**

Proposal: Partially demolish a 1956 fire station and construct a new apparatus bay

Applicant: Rob Robbins

City Staff: Elizabeth Brummett, Historic Preservation Office, 512-974-1264

Staff Recommendation: Release the permit upon completion of a City of Austin Documentation Package.

Alex Janota, Barry Krieger, Michelle Noriega, Rob Robbins, and Chief Tony Haden spoke in favor of the application.

MOTION: Release the permit per staff recommendation, on a motion by Commissioner Heimsath. Commissioner Larosche seconded the motion. Vote: 9-0.

D.5. PR-2021-049619 – 307 E. 2nd St. – Discussion

Leonard East House

Council District 3

Proposal: Relocate a house of undetermined age to East Austin

Applicant: Natalia Garau; Dave Anderson

City Staff: Steve Sadowsky, Historic Preservation Office, 512-974-6454

Staff Recommendation: Release the permit and consider historic zoning for the house at its new site and after restoration and rehabilitation.

David Anderson, Brad Stein, and Mark Rogers spoke in favor of the application.

MOTION: Release the relocation permit upon completion of a City of Austin Documentation Package and consider historic zoning of the house at a later date, on a motion by Commissioner Koch. Commissioner Valenzuela seconded the motion. Vote: 9-0.

MOTION: Extend the meeting to 10:55 on a motion by Commissioner Heimsath. Commissioner Wright seconded the motion. Vote: 9-0.

D.6. PR-2021-055821 – 2100 Chicon St. – Consent

Council District 1

Proposal: Demolish a ca. 1930 house

Applicant: Roy Jensen

City Staff: Kalan Contreras, Historic Preservation Office, 512-974-2727

Staff Recommendation: Encourage rehabilitation and adaptive reuse, then relocation, but release the demolition permit upon completion of a City of Austin Documentation Package.



**307 East 2nd Street Project (Leonard East House)
Preliminary Budget**

January 11, 2022

House relocation:

Site Prep Construction fencing, security fencing, security measures, on site lavatory	4,500.00
Finished Surface Protection	5,000.00
Demolition Selective demolition structure that will not be relocated tract.	12,000.00
Mobilization/Demobilization	10,000.00
Structural Separation Work	10,000.00
Lower Roof Line Cost to lower the roof line in preparation for structural move	10,000.00
Load and Transport Cost to load and transport structure to new location	20,000.00
Reassembly Cost to reassemble structure and roof	10,000.00
Poured Foundation allowance. Final may be higher or lower depending on work.	18,000.00
Foundation Engineering Fee	1,800.00
Set Structure Cost to set structure onto foundation	8,000.00
Permitting & Inspection Fees. Final may be higher or lower depending on work.	2,000.00
Waste and Debris Removal	3,500.00
Waterproofing Measures Cost	6,000.00
Material Allowance. Final cost may be higher or lower depending on work	20,000.00
Police Escorts Cost for police escorts to accompany us during the move.	1,200.00
This is an estimate	
RELOCATION TOTAL	\$142,000.00

~~Relocation Contingency 10%~~ ~~14,200~~

SUBTOTAL \$156,200.00

Architectural & Engineering for remodel/restoration A & E TOTAL \$25,000.00

SUBTOTAL ~~\$181,200.00~~ \$167,000.00

Remodel/Restoration:

On site demolition	2000
Termite protection	800
Building Materials (replacement of deteriorated lumber, etc.)	20,000
Framing (left (west side) addition (labor)	18,100
Form survey	1,000
Windows	3,200
Exterior doors	1,100
Plumbing	8,500
HVAC	10,500
Roofing	13,000
Electrical	8,500
Insulation	8,800





Sheetrock & texture	5,300	
Cabinets	5,500	
Trim & materials	2,100	
Painting	5,300	
Kitchen countertops, backsplash, tile	3,100	
Vanity	800	
Light fixtures	2,000	
Flooring (addition)	3,200	
Hardware & mirror	450	
Cleaning	600	
Underpinning	4,000	
Sidewalk & steps	1,500	
Gutters	3,000	
Appliances	1,100	
Window treatments	1,700	
Inspection fees	300	
Green Builder testing	650	
Trash disposal	1,500	
Port-a-potty	450	
Utilities	450	
Builder Risk	800	
Liability insurance	800	
Builder P&O	20,000	
		CONSTRUCTION TOTAL \$160,100 \$134,650
		SUBTOTAL \$341,300.00 \$301,650
Site Improvements		
Intracorp	58,700	
Fundraising	41,300	
		SITE IMPROVEMENTS TOTAL \$100,000
		PROJECT TOTAL \$441,300.00 \$301,650

