

HISTORIC LANDMARK COMMISSION
DEMOLITION AND RELOCATION PERMITS
JANUARY 24, 2022
DA-2022-001274; GF 2022-001638
1704 LAVACA STREET

PROPOSAL

Demolish a ca. 1903 commercial building.

ARCHITECTURE

One-story, three-bay brick commercial building. Each bay has two segmental arched openings containing paired doors with a transom. The parapet has corbelled brickwork.

While the brickwork resembles the ca. 1883 building at 1700 Lavaca St., this is not the building's historic appearance. Historic photographs show the building originally had storefront windows flanking entrances in each of the three bays. Above an awning, the wall appears to have been smooth stucco with a simple metal coping. A 1975 photograph shows the façade was slipcovered at that time. Per the applicant, the building was largely reconstructed in 1983.

RESEARCH

The commercial building at 1704 Lavaca St. was historically addressed as 1702-1706 Lavaca St., with one address per each bay of the façade. It was constructed for Emil Haenel, Sr. around 1903 to expand his adjacent grocery store, established at 1700 Lavaca St. in 1883. With the additional space in this building, Haenel's Cash Store began offering general merchandise, such as kitchen items, lawn and garden equipment, and toys, in addition to groceries. Sons Emil Haenel, Jr. and August W. Haenel continued to run the business after their father's death in 1924. Around that time, the business vacated 1700 Lavaca and consolidated into this building. According to August Haenel, the store was "the first in Austin to adhere strictly to cash sales." As compared with stores that extended credit to their customers, the cash-only business model created savings in accounting and overhead passed on to the customers. Haenel's Cash Store remained in operation for approximately 70 years, until the early 1950s. During the 1950s, the building was occupied by Worth Beal Do It Yourself Store, which sold unfinished furniture.

Emil Haenel, Sr. was a German immigrant who arrived in Austin in 1873. His sons were avid bowlers in the Austin Saengerrunde and other leagues, and their wives were active in charitable work. Mrs. Emil Haenel was active in the Parent-Teacher Association and Capital Study Guild. Both she and Mrs. August Haenel were longstanding members of St. Martin Lutheran Church Ladies' Aid.

PROPERTY EVALUATION

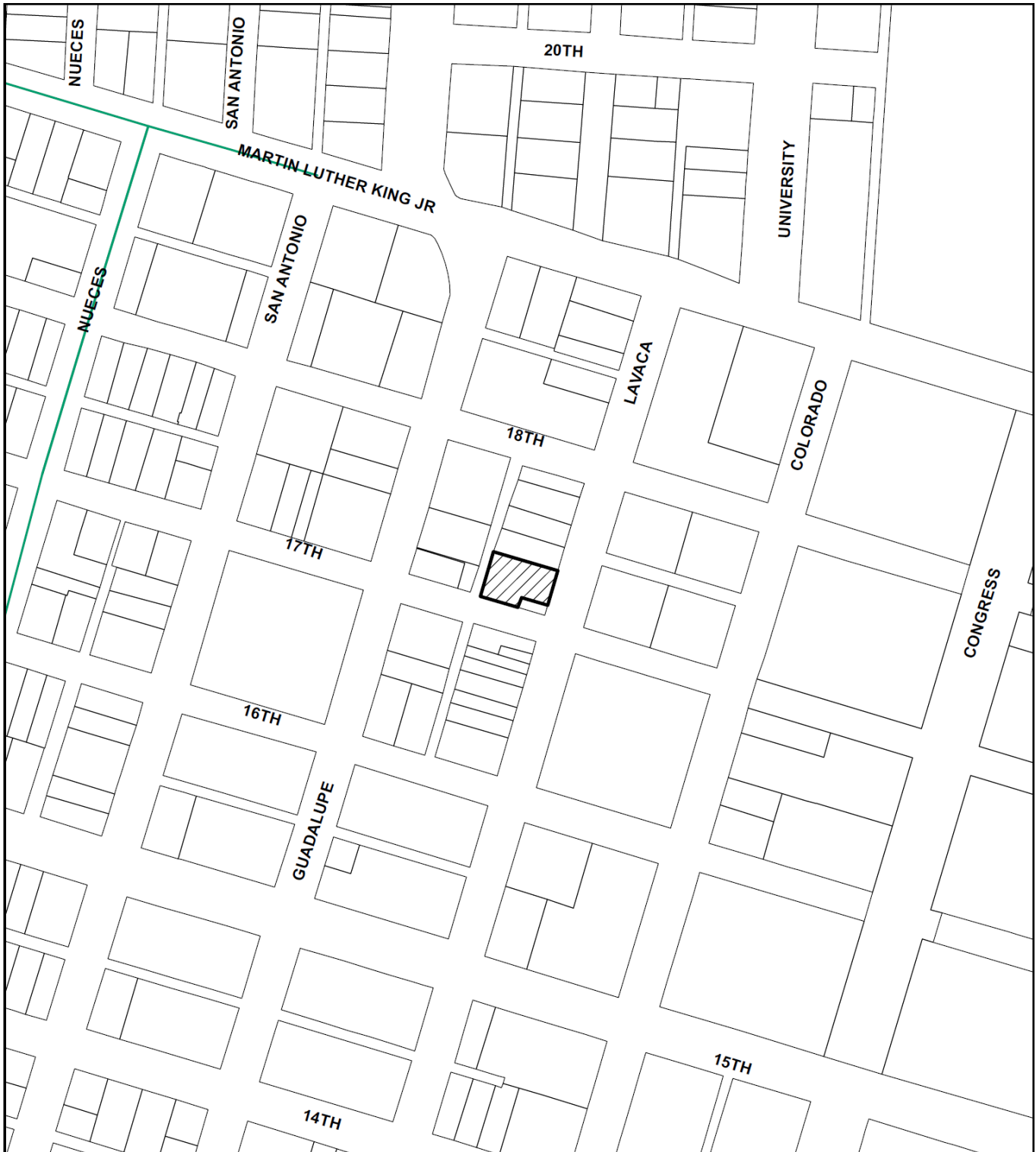
Designation Criteria—Historic Landmark

- 1) The building is more than 50 years old.
- 2) The building retains low integrity.
- 3) Properties must meet two criteria for landmark designation (LDC §25-2-352). Staff has evaluated the property and that it does not meet two criteria:
 - a. Architecture. The building does not convey architectural significance due to modifications.
 - b. Historical association. The property is associated with an early and longstanding central Austin grocery, Haenel's Cash Store. While the store was associated with this building for a longer period, 1700 Lavaca St. is the building originally associated with the business, and it has greater architectural integrity.
 - 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.
 - 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 reuse but release the permit upon completion of a City of Austin Documentation Package.

LOCATION MAP



SUBJECT TRACT



PENDING CASE



ZONING BOUNDARY

NOTIFICATIONS

CASE#: GF 22-001638

LOCATION: 1704 LAVACA STREET



1" = 250'

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



Photographs by Historic Preservation Office staff, 2022

Occupancy History

City Directory Research, December 2021

1959	1704	Worth Beal Do It Yourself Store, hobby shops
	1702, 1706	Addresses not listed
1955-57	1704	Worth Beal Do It Yourself Store, hobby shops Worth M. Beal, proprietor; residence at 3108 West Ave.
	1702, 1706	Addresses not listed Note: Emil and W. August Haenel reside at the same addresses but no longer list occupations.
1939-52	1702-1706	Haenel's Cash Store, grocery W. August Haenel, proprietor; residence at 601 W. 15 th St. Emil Haenel, proprietor; residence at 805 E. 20 ½ St.
1927-37	1702-1706	Haenel's Cash Store, grocery August Haenel, proprietor; residence at 601 W. 15 th St. Emil Haenel, Jr., proprietor; residence at 301 E. 15 th St.
1924	1702	Sandwich Shop
	1704-1706	Emil Haenel, grocer Residence, 302 W. 17 th St. August Haenel and Emil Haenel, Jr., department managers for Emil Haenel
1922	1700-1706	Emil Haenel, grocer Residence, 302 W. 17 th St. August Haenel and Emil Haenel, Jr., clerks for Emil Haenel
	1704	Estell P. Bowden, renter Widow of Elmer
1910-20	1700-1706	Haenel's Cash department store, groceries, feed, china, glassware, toys, 5 and 10¢ counter Emil Haenel, Sr., proprietor; residence at 302 W. 17 th St. August Haenel and Emil Haenel, Jr., clerks for Emil Haenel
1906	1700-1706	Haenel's Cash Store, general merchandise Emil Haenel, proprietor; residence at 302 W. 17 th St. Note: listing by address indicates H. W. Steinle & Sons, but this business was at 1612 Lavaca St.
1903	1700-1706	Emil Haenel, groceries and feed Residence, 302 W. 17 th St.
1895		No listings by address

Historical Information



*Historic photograph dated Dec. 22, 1903.
House Building File: Lavaca, 1700, C11202, Austin History Center, Austin Public Library.*



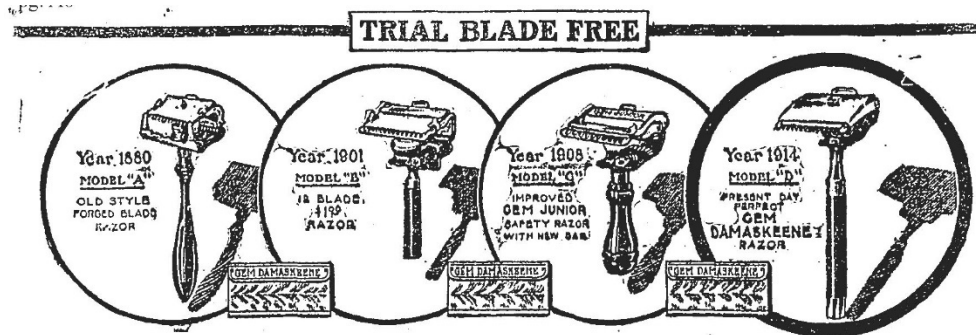
Historic photograph, undated.

House Building File: Lavaca, 1700, PICH 03449, Austin History Center, Austin Public Library.

Some Reasons		why you can buy better goods cheaper at Haenel's are, no bad accounts, no rent, no salletor, no bookkeeper or other expenses for you to pay.	
New pickles, per gal.....	35c	New sorghum, per gal.....	40c
New mincemeat, 3 lbs.....	25c	Fresh cooking oil, per gal....	45c
New currants, 3 pkgs.....	25c	Mexican beans, 8 lbs.....	25c
New seeded raisins, 3 pkgs...	25c	Onions, 8 lbs.....	25c
New evaporated peaches, 1b...	10c	Cranberries, per qt.....	10c
New evaporated apples, 3 lbs...	25c	Oranges, per doz.....	25c
Large raisins, 4 lbs.....	25c	Galvanized wash tub.....	40c
Blackerel	10c	Fresh kraut, 8 lbs, for.....	25c
New pineapple chunks, 17c...	12c	Condensed milk, 2 cans for...	15c

HAENEL'S CASH STORE
1700-1706 LAVACA STREET, AUSTIN, TEXAS

Austin Statesman, Oct. 30, 1904, 19.



What Style Safety Razor are You Using?

OVER thirty years ago the first Gem Safety Razor was introduced. Today—as the result of persistent experimenting, testing, proving—the **Gem Damaskeene Razor** (the present-day “Gem”) stands as the most practical and efficient shaving instrument in the world.

¶ Four distinct Gem models have been produced in this period—each representing an advance over the preceding one—each marking a distinct step towards perfection in every detail.

Model “A” was the first Gem—a good razor.
Model “B” was the second Gem—similar to the original but with improved teeth adjustment.
Model “C” was the third Gem—here the method of holding the blade was improved—a hinged bar replacing the small side hooks.

Model “D” is the present day Gem—the 1914 Marvel—the mechanically perfect, convenient sized, light weight razor, with finely adjusted guiding teeth and unique frame which automatically adjusts blade to exact shaving angle, ensuring a smooth, quick, comfortable shave.

Model D. is put up in a genuine morocco leather case with 7 extra Gem Damaskeene blades and is positively the greatest value offered—come in and let us show this outfit to you—price complete \$1.00

We are also authorized to present you with one Gem Damaskeene trial blade FREE!

¶ The Gem Damaskeene Blade is worthy of the Gem Damaskeene Holder. Made of highest grade steel, especially prepared and tempered to hold a keen cutting edge. Fits all safety razors like models shown and makes them all work better. Be sure to call for the Free Trial Blade today.

BENGENER BROS. 817 Congress Avenue.....

J. S. WIMBISH DRUG STORE, 308 Congress Avenue.
VAN SMITH DRUG CO., 6th & Congress Ave.
UNIVERSITY DRUG STORE, 2300 Guadalupe Street.

JACKSON'S 20th CENTURY DRUG STORE, 7th & Congress Ave.
EMIL HAENEL, 1700 Lavaca Street.
WEILBACHER'S CONFECTIONERY, 2111 Speedway.

Austin Statesman, Mar. 15, 1914, A6.

IT TAKES MONEY

To Buy Goods At HAENEL'S But Not As Much As Elsewhere.

25 oz. K. O. Baking Powder....22c	10 bars good Laundry Soap...25c
15 ounce Grapeloade35c	10c Glycerine Soap, 4 for25c
Sliced Pineapple, per can.....18c	Lump Starch, per lb.....10c
2 Packages Macaroni15c	10-qt. enameled milk pan....40c
3 pounds blackeyed Peas.....25c	8-qt. enameled coffee boiler..\$1.25
Best White Vinegar, gallon ..40c	6-qt. enameled coffee pot.....95c
Sliced Pineapple, per can.....18c	1 1/2-qt. aluminum percolator \$1.00
Peaberry Coffee, per lb.....25c	10-qt. aluminum bucket....\$1.40
Cornstarch, per package.....08c	6 pkgs. fresh garden seed.....25c
Spanish Peanuts, per lb.....10c	

HAENEL'S CASH DEPARTMENT STORE

1700-1706 Lavaca St. Established 1884. Austin, Texas.

Ads with the tag line “It takes money to buy at Haenel’s—but not as much as elsewhere” ran between 1915 and 1937. Beginning in December 1922, the business address is listed as 1704-1706 Lavaca St. By August 1927, the address is listed as 1702-1706 Lavaca St. Austin Statesman, Feb. 19, 1922, 14.

EMIL HAENEL, PIONEER BUSINESS MAN, DIES AFTER LONG ILLNESS

Emil Haenel, aged 68 years, one of Austin's oldest and best known citizens, died at 8 o'clock this morning at the family home, 302 West Seventeenth Street following an illness of several months duration. Mr. Haenel was born in Germany and came to Austin in 1873, coming here as a poor man, and by hard work and thrift built up a thriving business. This business he established in 1883, and has been conducted from the same location since that time. Surviving the deceased are his wife, one daughter, Miss Eda Haenel, two sons, August and Emil Haenel Jr., one sister, Mrs. Ida Radam, and seven grandchildren all of Austin.

Funeral services will be held Tuesday afternoon at 5 o'clock from the residence, 302 West Seventeenth Street, with Rev. F. G. Roesener officiating.

Pallbearers will be: Herman Bocker, Herman Bohn, Louis Bengener, Henry Steinhle, Ed Taylor and A. G. Gerjes. Interment will be in Oakwood Cemetery.

"Emil Haenel, Pioneer Business Man, Dies after Long Illness," Austin Statesman, July 28, 1924, 8.

Austin's Pioneer CASH STORE

Continuously since 1884, Haenel's Cash Store has been serving the people of Austin—and, saving them actual cash on their grocery needs.

Any business that serves through two generations must render an unusual service to its customers.—That's the reason for HAENEL'S successful business of today.

Haenel's Cash Store

Trade With
Merchants Who Helped to Build YOUR Town.
1702-1706 Lavaca Street

PIONEER STORE

Haenel Sons Conduct Business
Founded by Father.

Another pioneer establishment in which sons have succeeded their father, is the Haenel Cash Store, established in 1883 by Emil Haenel.

August and Emil Haenel are at present operating the store, which is one of Austin's landmarks.

"We were the first in Austin to adhere strictly to cash sales, and the first to give pennies in change," August Haenel said.

The store is located at 17th and Lavaca.

Ad and article, "Pioneer Store: Haenel Sons Conduct Business Founded by Father," Austin American, Aug. 14, 1927, B43 and B50.

HAENEL'S CASH STORE (August W and Emil Haenel) Groceries, Feed, Aluminum and Tin Ware, Dishes, Crockery, Gas Heaters, Lawn Mowers, Hardware, Kitchen Utensils and Fishing Tackle, 1702-04-06 Lavaca

Entry in 1932 City Directory describes the wide variety of wares at Haenel's Cash Store. Austin City Directory (Houston: Morrison & Fourmy Directory Co., 1932-33), 233.

Class Started

The Parent-Teacher association of the John B. Winn school has organized a class in "Home Care of the Sick," the group meeting for the first lesson Thursday morning under the direction of Miss Harriet Maxwell, city health nurse.

Mrs. Emil Haenel has been selected as chairman of the class, and Mrs. Lee Caldwell as secretary. The meetings of the class are to be held once a week, on Thursday mornings at 9:45 o'clock. Lectures are to be given by Miss Maxwell on "Home Nursing" as well as "Home Hygiene," these to be followed by open discussions on the topics.

Members and friends of the Parent-Teacher association who wish to register for the class are requested to do so before the fourth lecture, as the class will be closed after that. The lesson for the week will be a demonstration on "Bed Making in the Sick Room," the group to meet at the home of Mrs. William Trenckmann Jr.

Those who have signed for the course include Mesdames A. C. Black, Leroy Carpenter, Emil Haenel, Lee H. Caldwell, R. L. Brooks, A. Scharath, F. S. Jackson, Leo Ehlinger, S. E. Damon, Will Cook, C. B. Rhodes, A. Geue, R. E. McDonald, W. T. Patton, F. W. Stannitz, William Trenckmann Jr. and Joe Wukasch.

114 Bowlers Open Meet At Saengerrunde

Four Leagues Begin Competing in Short Summer Tourney

By PAUL BRADEN

That usual roaring and thundering noise heard at the Saengerrunde lanes the past week was the resuming of play of all bowling leagues. There are four leagues and 114 pin smashers taking part in the short summer tourney, which will last ten weeks.

League Chatter—See where there were numerous changes in the Cat league teams... The Wampus Cats won all three games and are undisputed back-yard fence leaders... Same goes for the Freund Too Tail Boys in the Industrial league.

Three teams are all tied-up for the Commercial league loop lead and we have two crews in the same boat on Thursday night in the Business league... This is just the beginning and naturally there will be ties—but it will not be long before some real fireworks will be poppin' in all leagues...

Someone has asked us a riddle. What team captain in the Cat league at Saengerrunde shot a no spare 'em and a no strike 'em game. And the bowler has been at the game for three or more years. This is a record, we mean a booby record. What do you say about a prize being secured by some one and be given to this bowler at the annual banquet... By the way his total was only 86...

CHATTER BOX: Welcome to our midst, Burleson Young and Raymond Todd... These two now members made their initial appearance in tournament play the past week... Todd is member of the American National Braves and Young is on the Blackcats... Three teams from the San Antonio Turner club will be guests at the Saengerrunde drives today... Glad to see Buddy Robson, Johannes Bohn, Fred Becker, Jr., Homer Griffiths and A. B. Goldman back on the lanes after a brief lay-off... The matches slated for today will get underway at 2 p. m. ... Herbert Bohn ran wild to score a 545...

William Bohn set a new split record with just a mere seven in a row... The previous record was held by H. A. "Chief" Turner with six in a row... Fred Walker really shell-lacked the pins for a 450... Ted Alexander stated that he is going to hold an average of 160... Looks like he means business with that 508 and 498 he bowled the past week... Chief Turner got hot with a 205... Cecil Bird is now a "hot shot bowler," he is bowling in the Hot Shot league (the Commercial league).

If anyone still wishes to bowl in the present tournament contact Joe Jacks, Tom Lastinger, August Haenel, Larry Craddock or Pete Braden.

CONGRATULATIONS: To Alex Fischer's 220, high for the week... Emil Haenel and that 577 total also high for the week... Marvin Knippa's 192 tops in the Business league... Ludwig Wendlandt and that 212 game of his in the Commercial league... Lamar Davis got of to a good start with 214 game.

Cat League

Team:	Won	Lost	Pct.
Holck Wampus Cats	3	0	1.000
Achilles Wildcats	2	1	.667
Schmedes Tomcats	2	1	.667
Mueller Bobcats	1	2	.333
Herman Alleycats	1	2	.333
Lastinger Blackcats	0	3	.000

Weekly High Records

High game, Tom Lastinger, 200.
High series, Herbert Bohn, 545.
High team game, Wampus Cats, 630.
High team series, Mueller Bobcats, 1785.

Industrial League

Team:	Won	Lost	Pct.
Freund	3	0	1.000
Bush	2	1	.667
I. G. A.	2	1	.667
Alff	1	2	.333
Fischer	1	2	.333
Reuter	0	3	.000

Weekly High Honors

High game, Alex Fischer, 220.
High series, A. J. "Doc" Freund, 555.
High team game, Bush Bears, 820.
High team series, Freund Ins. and Bush Bears, 2,122.

Commercial League

Team:	Won	Lost	Pct.
Gerjos	2	1	.667
Bohn	2	1	.667
Amer. Natl. Chiefs	2	1	.667
Wukasch	1	2	.333
Pearl	1	2	.333
Hilsberg	1	2	.333

Weekly High Honors

High game, Lamar Davis, 214.
High series, Emil Haenel, 577.
High team game, Bohn Bros., 920.
High team series, Bohn Bros., 2,384.

Business League

Team:	Won	Lost	Pct.
Scholz	2	0	1.000
Kash-Karry	2	0	1.000
Amer. Nat. Cubs	2	1	.667
Nelsons	1	2	.333
Meyers	0	3	.000
Calcasieu Stars	0	3	.000

Weekly High Honors

High game, Marvin Knippa, 192.
High series, Larry Craddock, 530.
High team game, Kash-Karry, 828.
High team series, Scholz Garten, 2,415.

Left, Mrs. Emil Haenel was active in the PTA and Capital Study Guild. Both she and Mrs. August Haenel were active in St. Martin Lutheran Church Ladies' Aid. See "Class Started," Austin American, Oct. 21, 1928, A2.

Right, Both Emil and August Haenel were avid bowlers. See "114 Bowlers Open Meet at Saengerrunde:

Four Leagues Begin Competing in Short Summer Tourney," Austin American, May 25, 1941, 14.

LOUIS E. HAENEL

Funeral services for Louis Emil Haenel, 72, 805 Est 20½ Street, were held at the Weed-Corley Funeral Home Saturday. The Rev. Albert Holck officiated with burial in Oakwood Cemetery.

Pallbearers were J. C. Tittle, Ludwig Wendlandt, William Bohn, Johannes Bohn, Manfred Holck, Walter Bohn, Herman Bohn and Bobbie Robison.

Haenel was a lifetime resident of Austin and formerly operated Haenel's Cash Store at 1706 Lavaca. He was a member of St. Martin's Lutheran Church and the Austin Saengerrunde.

Survivors include his wife of Austin; two daughters, Mrs. D. E. Griffiths, Midland; Mrs. J. D. McLellan, Burla; one son, L. E. Haenel, Shreveport, La., a sister, Mrs. L. Wendlandt, Austin. One brother, A. Haenel, Austin. Fourteen grandchildren also survive with residence in New York, Louisiana and Texas.

AUGUST W. HAENEL, SR.

August W. Haenel, Sr., 85, of 1001 Braker Lane, died in a local hospital late Friday. A lifetime resident of Austin and Travis County, he was a member of St. Martin's Lutheran Church and the Austin Saengerrunde. Haenel was a retired merchant.

Survivors are two sons, August William Haenel Jr., of San Marcos, Herman E. Haenel of Austin; sister, Mrs. Ludwig Wendlandt of Austin; nine grandchildren and two great-grandchildren.

Funeral will be Monday at 2 p.m. at Weed-Corley Funeral Home, Pastor Robert J. Adix officiating. Burial will be in Oakwood Cemetery.

Those who desire may make a memorial contribution to the Lutheran Social Service, St. Martin's Lutheran Church.

Left, obituary for Louis Emil Haenel. "Deaths and Funerals," Austin Statesman, Nov. 18, 1961, 3.

Right, obituary for August Haenel, Sr. Austin Statesman, May 7, 1972, A2.



DO-IT-YOURSELF STORE OPENS—Worth Beal, owner of Austin's first store featuring

only unfinished articles of household furniture, stands in front of the store at 2209 Manor Road.

Do It Yourself Store Opened By Worth Beal

Austin's first "do it yourself" store was opened recently by Worth Beal, former owner of Modern Floors Company in Austin and Tyler.

Featuring ready-to-finish furniture, Beal said the first heard of his type store making appearance in the eastern part of the nation, and along the West Coast. He believes the idea has become a trend there due to the amount of moving around from town to town by industrial workers who find it more convenient to purchase less expensive household equipment.

In addition to a complete line of unfinished furniture, the store offers finishing equipment including paints and varnishes, printed linoleum and rugs, asphalt tile, and juvenile furniture.

Hand and power tools, with free classes of instruction on their use, will be offered in the near future, Beal said.

"Other do-it-yourself equipment and services will be initiated as the community need for them arises," he said.

Beal, who has been an Austin resident for 14 years, has extended an invitation to the public to visit the store and inspect what he has to offer.

*Worth Beal initially opened his "Do It Yourself" store on Manor Rd.
"Do It Yourself Store Opened by Worth Beal," Austin American, Dec. 13, 1953, C3.*

Permits

Unless the plumbing is done in strict accordance with City Ordinances, do not turn on the water.

PERMIT FOR WATER SERVICE

AUSTIN, TEXAS

No. 3657

M. Haenel's Cash Store Address 1702 Lavaca St.

Plumber self Size of Tap 1/2 Date 4-2-36

Foreman's Report

Date of Connection 4/3/36

Size of Tap Made 3/4

Size Service Made 3/4

Size Main Tapped 6"

From Front Prop. Line to Curb Cock 12'6"

From E Prop. Line to Curb Cock 62'6"

Location of Meter on curb

Type of Box wood

Depth of Main in St. 8'

Depth of Service Line 8'

From Curb Cock to Tap on Main 24'

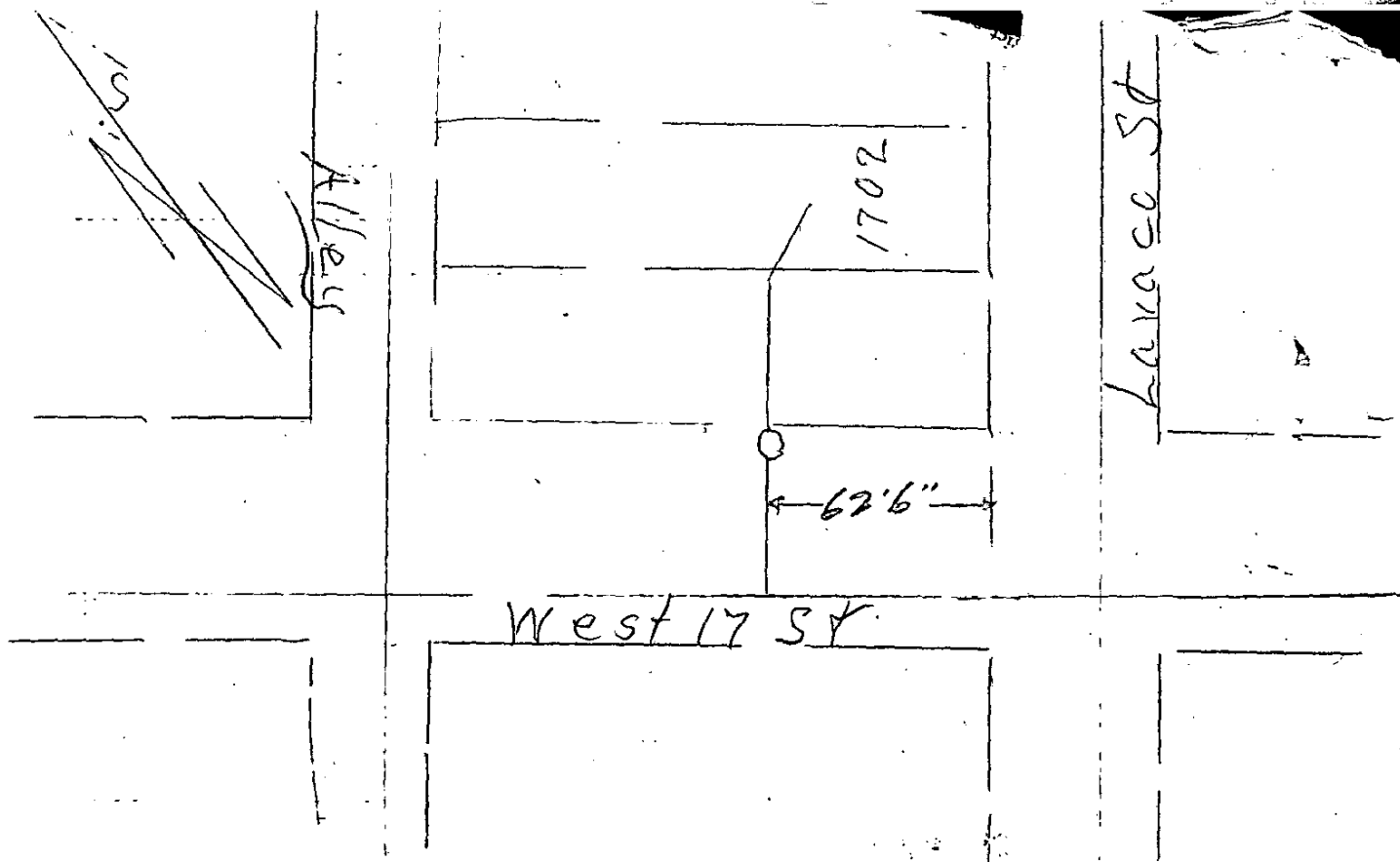
Checked by Engr. Dept. W.P.H. 52-36

No. Fittings	Size	Material
1	Curb Cock	5" K
	Elbow	
	St. Elbow	3" K
1	Bushing	3" K
1	Reducer	3" K
2	5" Pipe	3" K
1	Lead Comp.	3" K
	Nipples	3" K
1	Union	3" K
	Plug	
	Tee	3" K
1	Stop	3" K
1	Box	3" K
1	Lid	3" K
	Valves	

Req. No. 8648

Foreman's Signature BENSON

INDEXED



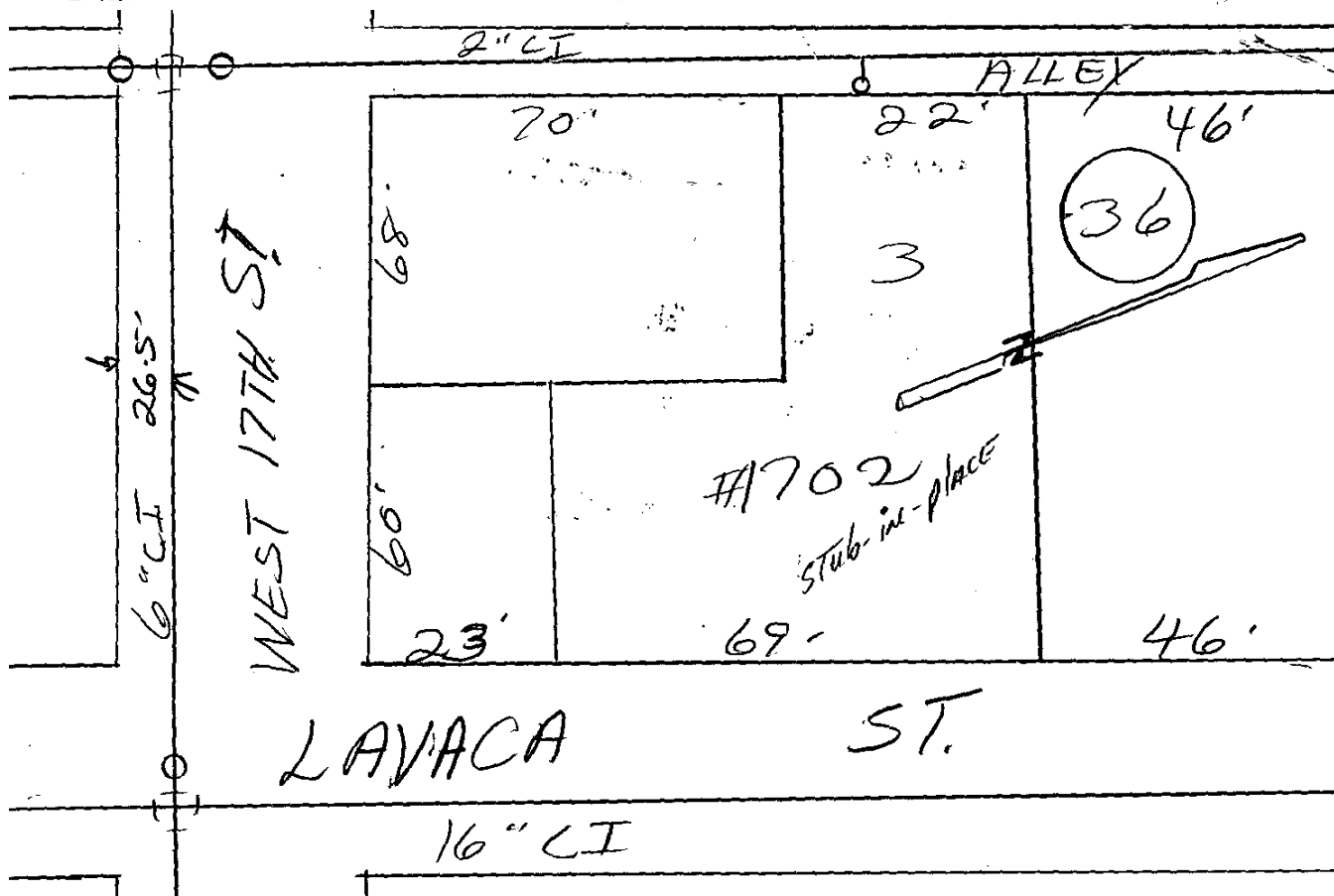
Connection - *to alley*
WATER SERVICE PERMIT No **G 36350**

Lot *3*
 Block *36*
 Plat Sec. *145032*

Received of *Dec. Stark*
 Service Address *1702 Lavaca St.*
 Amount *12-1683*
 Subdivision *Orig. P.F.*

Date of Connection *12-17-83*
 Size of Tap Made *JUL 3 1986*
 Size Service Made
 Size Main Tapped
 From Front Prop. Line to Curb Cock
 From Prop. Line to Curb Cock
 Location of Meter *in Alley*
 Type of Box
 Depth of Main in St.
 Depth of Service Line
 From Curb Cock to Tap on Main
 Zone: East ☐ Central ☒ West ☐

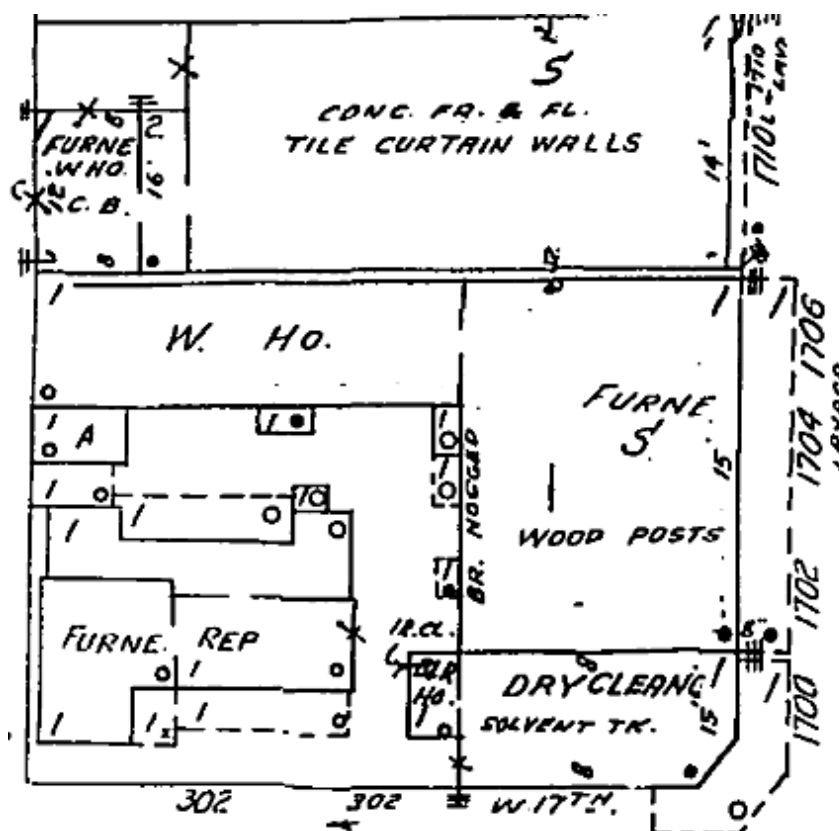
WLP 0053



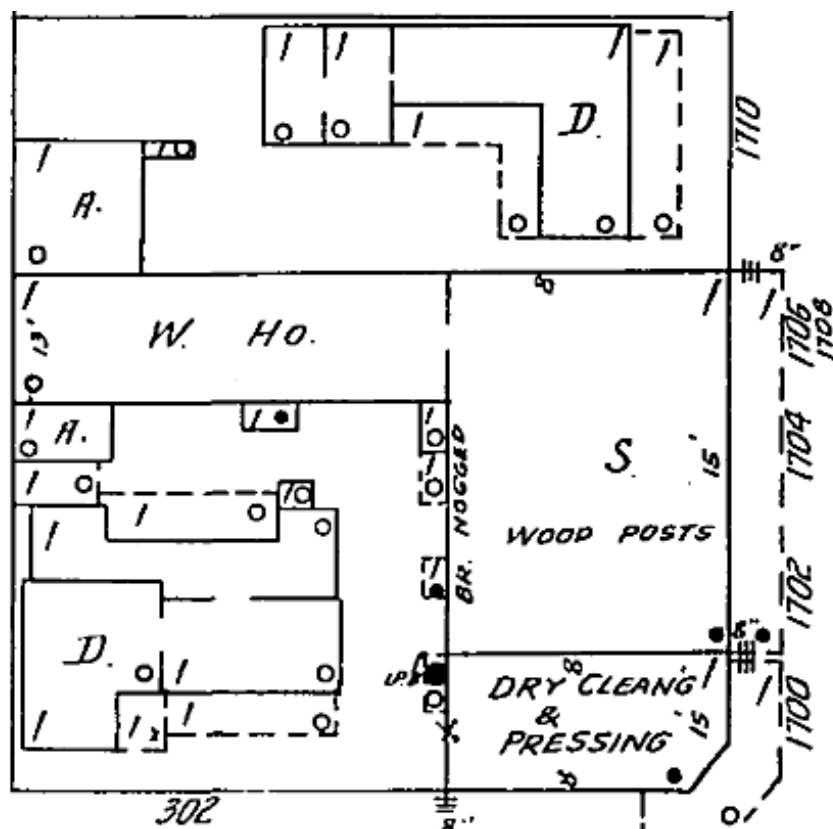
OWNER	Worth Beal	ADDRESS	1704 Lavaca Street
PLAT	1	LOT	3
		BLK	-
SUBDIVISION	Original City		
OCCUPANCY	Rental Store		
BLD PERMIT #	98921	DATE	3-9-66
		OWNERS ESTIMATE	2,000.00
CONTRACTOR	Travis Meadows	NO. OF FIXTURES	
WATER TAP REC #		SEWER TAP REC #	
Remodeling Commercial Building			

Remodel permit, 1704 Lavaca St., 1966

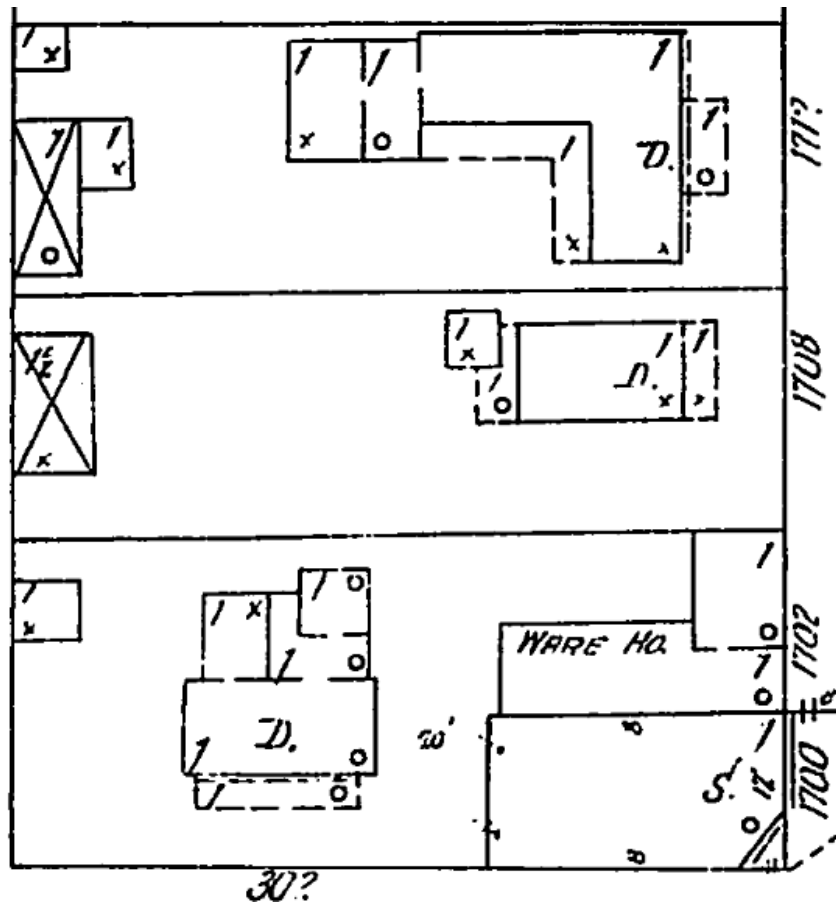
Sanborn Fire Insurance maps



1961, Vol. 1, Sheet 17



1935, Sheet 17



1900, Sheet 26