

HISTORIC AND DESIGN REVIEW COMMISSION

September 19, 2018

HDRC CASE NO: 2018-399
ADDRESS: 831 W HOLLYWOOD AVE
1900 BLANCO RD
LEGAL DESCRIPTION: NCB 6402 (BEACON HILL TERRACE), BLOCK 3 LOT 41
ZONING: C-1,NCD-5, C-2,NCD-5
CITY COUNCIL DIST.: 1
APPLICANT: Beacon Hill Alliance Neighborhood Association
OWNER: Richard Peacock/Chris Madrid's Restaurant
TYPE OF WORK: A request for review by the HDRC regarding eligibility of the property located at 831 W Hollywood, including 1900 Blanco, for landmark designation.

REQUEST:

A request for review by the HDRC regarding eligibility of the property located at 831 W Hollywood, including 1900 Blanco, for landmark designation.

APPLICABLE CITATIONS:

Unified Development Code Sec. 35-606. - Designation Process for Historic Landmarks.

(a) **Authority.** Requests for landmark designation may only be made by or with the concurrence of the property owner. In instances where a property owner does not consent to the landmark designation, the historic preservation officer shall request a resolution from city council to proceed with the designation process prior to any zoning commission hearing. Notwithstanding the foregoing, a request for landmark designation may be made and approved by the city council. To the extent that this subsection conflicts with any other provisions of this chapter, this paragraph shall control except for buildings, objects, sites, structures, or clusters heretofore designated as local landmarks or districts, National Register landmarks or districts, state historic landmarks or sites, or state archaeological landmarks or sites. Additionally, requests for designation shall be made on a form obtained from the city historic preservation officer through the office of historic preservation. Completed request forms shall be returned to the office of historic preservation for processing. All buildings, objects, sites, structures, or clusters heretofore designated by the city council as historic landmarks under any pre-existing ordinance of the City of San Antonio shall be accorded the protection of properties designated historic landmarks under this chapter and shall continue to bear the words "historic, exceptional" (HE) or "historic, significant" (HS) in their zoning designation.

(b) Designation of Historic Landmarks.

(1) **Initiation.** Any person, the historic and design review commission, zoning commission, the historic preservation officer, or the city council may initiate a historic landmark designation by filing an application with the historic preservation officer. Requests for designation shall be made on a form obtained from the city historic preservation officer. Completed request forms shall be returned to the office of historic preservation for processing. Owner consent for historic landmark designation shall be required unless a city council resolution to proceed with the designation has been approved. Additionally, owners may submit with the application a written description and photographs or other visual material of any buildings or structures that they wish to be considered for designation as non-contributing to the historic landmark.

(3) **Decision.** The historic preservation officer shall refer a completed application for historic landmark designation to the historic and design review commission. Property owners of proposed historic landmarks shall be notified of the historic and design review commission hearing by the historic preservation officer by mail prior to a historic and design review commission hearing for historic landmark designation. Notice to property owners shall state the place, date, time and purpose of the historic and design review commission hearing. The historic preservation officer shall also send notice of the meeting to any registered neighborhood associations located within the proposed district boundary. The historic and design review commission shall make and forward its recommendation to the zoning commission within forty-five (45) days from the date of submittal of the designation request by the historic preservation officer. Upon submittal of the historic and design review commission's recommendation, the proposed historic district or landmark designation shall be submitted to the zoning commission for its review recommendations along with its finding of historic significance. The zoning commission and the city council shall process the application as prescribed in [section 35-421](#) of this chapter and this section. The zoning commission shall

schedule a hearing on the historic and design review commission recommendation to be held within sixty (60) days of receipt of such recommendation and shall forward its recommendation to city council which shall schedule a hearing to be held within sixty (60) days of council's receipt of such recommendation. Upon passage of any ordinance designating a historic landmark, or removing or upgrading the designation of historic, the city clerk shall send notice of the fact by mail to the owner or owners of affected property.

Unified Development Code Sec. 35-607. – Designation Criteria for Historic Districts and Landmarks.

(a) **Process for Considering Designation of Historic Districts and Landmarks.** Historic districts and landmarks shall be evaluated for designation using the criteria listed in subsection (b) and the criteria applied to evaluate properties for inclusion in the National Register. In order to be eligible for historic landmark designation, properties shall meet at least three (3) of the criteria listed. Historic districts shall consist of at least two (2) or more structures within a legally defined boundary that meet at least three (3) of the criteria. Additionally, all designated landmarks and districts shall demonstrate clear delineation of the legal boundaries of such designated resources.

(b) **Criteria For Evaluation.**

- (1) Its value as a visible or archaeological reminder of the cultural heritage of the community, or a national event;
- (5) Its embodiment of distinguishing characteristics of an architectural style valuable for the study of a period, type, method of construction, or use of indigenous materials.
- (6) Its historical, architectural or cultural character as a particularly fine or unique example of a utilitarian structure, including but not limited to, bridges, acequias, gas stations, transportation shelters, or other commercial structures;
- (7) Its unique location or singular physical characteristics that make it an established or familiar visual feature; the filing station addresses the corner of the major commercial corridor, Blanco Road, and W Hollywood Avenue.
- (13) It bears an important and significant relationship to other distinctive structures, sites, or areas, either as an important collection of properties or architectural style or craftsmanship with few intrusions, or by contributing to the overall character of the area according to the plan based on architectural, historic or cultural motif;

FINDINGS:

- a. On June 8, 2018, a demolition application was submitted to the Office of Historic Preservation (OHP) by the property owner of the residential structure at 831 W Hollywood which is located in the Beacon Hill Neighborhood Conservation District (NCD-5). OHP Staff conducted research to determine eligibility and contacted the neighborhood association during the 30 day review period provided by UDC 35-455. Demolition was not requested of the gas station structure on the same parcel.
- b. On July 23, 2018, a Request for Review of Historic Significance for the two structures located at 831 W Hollywood was submitted to OHP by the Beacon Hill Alliance Neighborhood Association, the applicant in this case.
- c. If the HDRC agrees with the request, OHP will seek concurrence from the owner. If the owner is in favor of designation, the request may proceed in the designation process and will be presented to the Zoning Commission. In the case where an owner is not in favor, OHP must first forward the recommendation of the HDRC to City Council for consideration of a resolution to initiate the landmark designation process as outlined in UDC 35-606. If the HDRC does not agree with the request, a resolution from City Council to initiate the landmark designation will not be sought.
- d. The property is located in the Beacon Hill Neighborhood Conservation District (NCD-5); this NCD was originally created in 2005.
- e. **ARCHITECTURAL DESCRIPTION –**

Residential Structure

This Tudor influenced one-story residential structure has a steep front gable leading into a front porch. It has a cross-gabled composition shingle roof, with wood siding and wood one-over-one windows. Several windows are covered by original decorative four-over-one wood screens. There is a half-light door with 9 divided lights and a jig-sawed wood screen door. The front porch is inset under a large front gable. The front and side porch openings are arched with five straight lines making a semi-hexagon shape.

Filing Station Structure

The one-story filing station structure was built with a streamlined modern design. The character defining features of this style include a stucco finish, coping along parapet, rounded corners, bands below the roof line and a flat roof, all of which this structure exhibits. However, there have been many modifications and additions to the original structure. The front portion is one-story, with stucco and wood siding; the front canopy structure has been

enclosed with stucco siding and no fenestration. There is a raised stucco band at the edge of the roofline painted teal in color. There is about 2" of metal material along the roofline, creating another banded pattern.

There appears to be six additions: a two-story addition with a flat roof behind the original footprint, a one-story addition with wood siding to the north of the two-story addition, and another one-story addition with a gable roof to the north of that addition. There is a one-story shed addition with vertical wood siding and a corrugated metal roof on the northwest façade of the enclosed canopy that extends to the west façade of the two-story addition. On the southeast façade of the enclosed canopy, there is one-story shed addition with stucco siding, corrugated metal roofing; this addition has a set of ribbon windows with square fixed sashes, and double wood doors with full lights. The front entrance on the west façade of the two-story addition is a set of wood double doors with full lights and a shed awning. The most northern addition has four fixed wood windows.

A wooden sign hangs from the front of the enclosed canopy; the sign is oval in shape, reads "Chris Madrid's," has an image of a cheeseburger, and is bordered by a red line and blue line.

There is a rear yard, which is accessed by the public from W Hollywood Avenue, enclosed by a 6' wood privacy fence.

- f. **SITE CONTEXT** – At the northeast corner of Blanco Road and W Hollywood Avenue, the original filing station footprint sits diagonal to the intersection, with the front of the canopy facing southwest; the structure is about 5'-9' from the property line along W Hollywood, and 15'-20' from the property line along Blanco Road. The residential structure sits to the east, facing W Hollywood Avenue. Across Blanco, there is a modern one-story gas station and convenience store; the block to the south, across W Hollywood, is a parking lot for restaurant customers. On the same block, to the north, is another parking lot for customers. Generally, along Blanco Road there are one-story commercial structures with flat roofs or residential structures used for commercial purposes. There is angled parking along Blanco Road to the west of the building; there is also a long curb cut along W Hollywood Ave from the corner to the right property line, giving access to parking on site, south of the building. The residential structure sits 20'-25' from the front property line, consistent with its residential neighbors. The home is flanked to the east by a one-story, minimal traditional home with Tudor influences. The structure to the left is the filing station at the same address. Across the street there are one-story craftsman-style homes, similar in size to the subject property.
- g. **HISTORIC CONTEXT** - The property is located in the Beacon Hill Alliance Neighborhood Association. Beacon Hill Neighborhood was platted, along with its neighbor Alta Vista, in the early years of the 20th century as many people moved north from downtown to higher ground (hence the names that suggest height) to escape the floodwaters of the San Antonio River. The area is characterized by well-constructed bungalows and appealing cottages as well as Italianate and four-square two-storied homes. The residential structure was a furnished rental property with 5 rooms, a breakfast nook, tile bath, and double garage that is no longer extant. The property is listed in the 1929 City Directory with Dorothy Holmes as its tenant. In 1934, Theo A. and Emma Riebe were residents; Theo is noted as an agent at Humble Oil.
- h. **HISTORIC CONTEXT** - The filing station is to the west of the residential structure. Historic gas stations in San Antonio represent a dominant industry in our regional economy, a nationwide shift in transportation patterns to reliance on a personal automobile, and the growing emphasis on corporate branding through design, with the buildings themselves serving as advertisements for their parent company. Texas economy relied heavily on the oil and gas industry in the early twentieth century. These companies all sold gas under their own brands, establishing filling stations with recognizable logos. The earliest of these simply had individual gas tanks set right on the sidewalk, but market demand and safety concerns quickly led to more sophisticated designs. Regional influences on the architectural styles of these structures are expressed through tile roofs, parapets, and stucco siding typical to Spanish Eclectic style stations. San Antonio's last streetcars were removed in 1933, and the gasoline industry grew to meet the demand of the growing market of automobile owners. The moniker service station was applied beginning in the 1920s since most had garage bays for mechanical repairs in addition to a standard inventory of fluids, wiper blades, belts/hoses, filters, etc. Each of the thousands of filling stations across the state offered employment opportunities for local mechanics and attendants.
- i. **HISTORIC CONTEXT** - The filing station structure at 1900 Blanco opened c. 1931 as Hollywood Service Station, as part of the Texas Co./Texaco chain. The filing station also functioned as an ice house, owned by C.W. Carpenter, according to a 1932 article of the San Antonio Light. The property remained a Texaco station until 1965. In 1968, the structure was converted and housed Johnny's Beefmaster Restaurant. In 1977, Chris Madrid's opened in the space and continues to operate at the location today.
- j. **EVALUATION** – In order to be eligible for historic landmark designation, properties shall meet at least three (3)

of the 16 criteria listed. Staff evaluated the structure against all 16 criteria and determined that it was consistent with UDC sec. 35-607(b):

(1) Its value as a visible or archaeological reminder of the cultural heritage of the community, or a national event; the filling station is a reminder of the cultural heritage of San Antonio as a crossroads for many historic routes such as the Old Spanish Trail and the Meridian Highway.

(5) Its embodiment of distinguishing characteristics of an architectural style valuable for the study of a period, type, method of construction, or use of indigenous materials; for its example as an intact Tudor Revival in Beacon Hill.

(6) Its historical, architectural or cultural character as a particularly fine or unique example of a utilitarian structure, including but not limited to, bridges, acequias, gas stations, transportation shelters, or other commercial structures; the filling station maintains historic, architectural, and cultural character as a pervasive vernacular building type.

(7) Its unique location or singular physical characteristics that make it an established or familiar visual feature; the filling station addresses the corner of the major commercial corridor, Blanco Road, and W Hollywood Avenue.

(13) It bears an important and significant relationship to other distinctive structures, sites, or areas, either as an important collection of properties or architectural style or craftsmanship with few intrusions, or by contributing to the overall character of the area according to the plan based on architectural, historic or cultural motif; it's a long a block of residences that are intact and neighbors the original filling station as seen on the Sanborn Insurance Map of 1951.

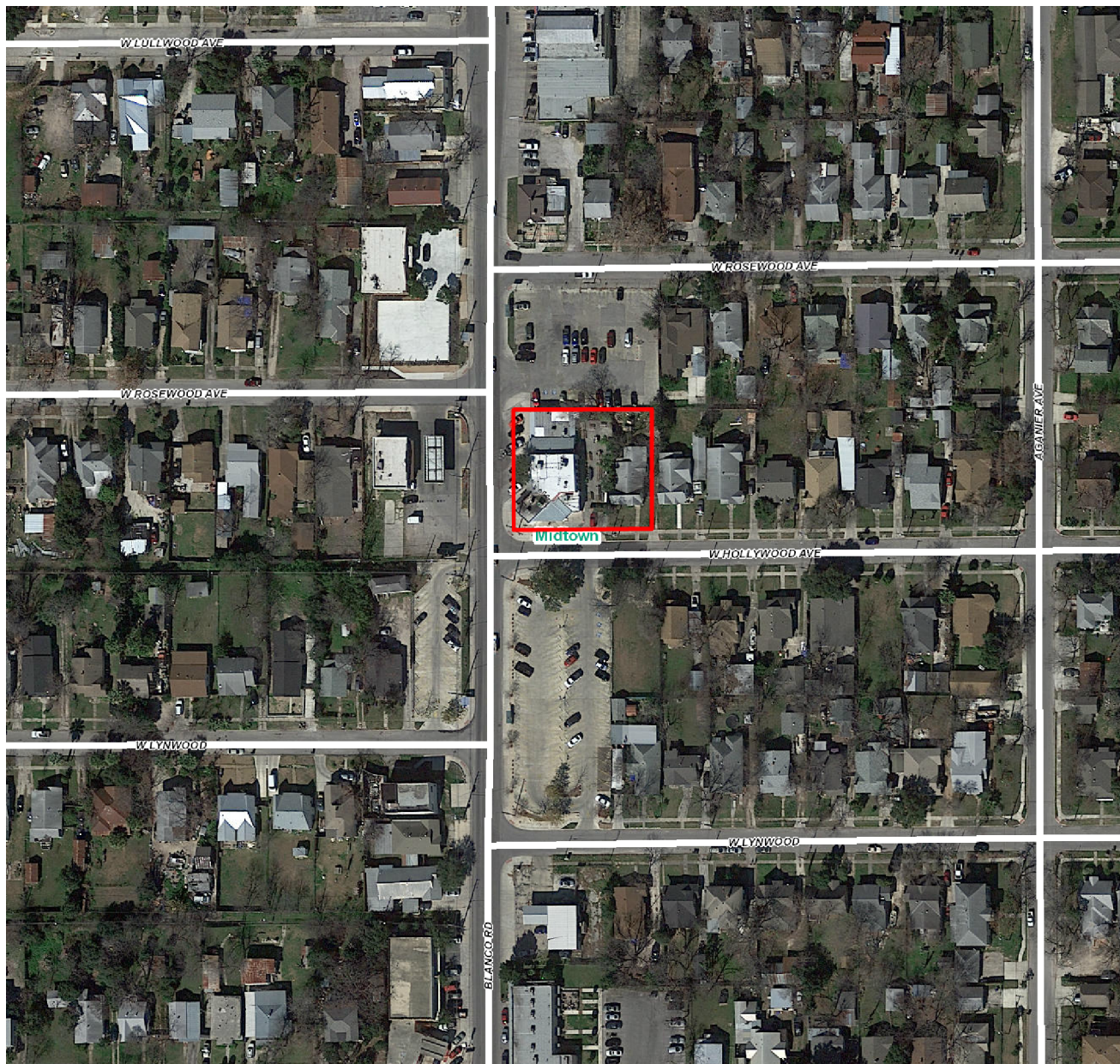
- k. Per UDC Sec. 35-453, once the commission concurs eligibility of the property and makes a recommendation of approval for designation, interim design review requirements will be in place and the property owners must receive a written approval (a Certificate of Appropriateness) for any exterior work. These interim requirements will remain in place until the City Council makes their final decision on the proposed zoning change or not longer than six months.
- l. The City offers a tax incentive for the substantial rehabilitation of historic properties because historic landmarks possess cultural and historical value and contribute to the overall quality and character of the City and its neighborhoods. If historic designation is approved, rehabilitation and restoration work may be eligible for this incentive. State and Federal tax incentives are also available for properties listed on the National Register of Historic Places and provide substantial relief for rehabilitation projects.

RECOMMENDATION:

Staff recommends approval of the request. Staff finds that the property at 831 W Hollywood, including 1900 Blanco, meets 3 of the 16 criteria for evaluation and is eligible for landmark designation based on findings c through h. If the Historic and Design Review Commission (HDRC) determines the property is eligible, the HDRC will become the applicant and will request a resolution from City Council to initiate the designation process.

CASE MANAGER:

Lauren Sage



Flex Viewer

Powered by ArcGIS Server

Printed: Sep 09, 2018

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Front corner



Facing W Hollywood



Facing West/Blanco Rd





CITY OF SAN ANTONIO
OFFICE OF HISTORIC PRESERVATION

Statement of Significance

Tier: 3

Property Address: 831 W Hollywood, also known as 1900 Blanco
NCB 6402 (BEACON HILL TERRACE), BLOCK 3 LOT 41
Known Name: Chris Madrid's

1. Application Details

Applicant: Beacon Hill Alliance Neighborhood Association
Type: A request for review of historic significance
Date: September 19, 2018

2. Findings

The property at 831 W Hollywood includes two structures, each addressed separately:
831 W Hollywood, a Tudor Revival residence built c. 1929; and
1900 Blanco, a filling station built c.1931.

The property is currently owned by Chris Madrid Restaurant Property LLC.

The property is located in the Beacon Hill Alliance Neighborhood Association. Beacon Hill Neighborhood was platted, along with its neighbor Alta Vista, in the early years of the 20th century as many people moved north from downtown to higher ground (hence the names that suggest height) to escape the floodwaters of the San Antonio River. The area is characterized by well-constructed bungalows and appealing cottages as well as Italianate and four-square two-storied homes. The residential structure was a furnished rental property with 5 rooms, a breakfast nook, tile bath, and double garage that is no longer extant.¹ The property is listed in the 1929 City Directory with Dorothy Holmes as its tenant. In 1934, Theo A. and Emma Riebe were residents; Theo is noted as an agent at Humble Oil.

The filling station is to the west of the residential structure. Historic gas stations in San Antonio represent a dominant industry in our regional economy, a nationwide shift in transportation patterns to reliance on a personal automobile, and the growing emphasis on corporate branding through design, with the buildings themselves serving as advertisements for their parent company. Texas economy relied heavily on the oil and gas industry in the early twentieth century. These companies all sold gas under their own brands, establishing filling stations with recognizable logos. The earliest of these simply had individual gas tanks set right on the sidewalk, but market demand and safety concerns quickly led to more sophisticated designs. Regional influences on the architectural styles of these structures are expressed through tile roofs, parapets, and stucco siding typical to Spanish Eclectic style stations. San Antonio's last streetcars were removed in 1933, and the gasoline industry grew to meet the demand of the growing market of automobile owners. The moniker service station was applied beginning in the 1920s since most had garage bays for mechanical repairs in addition to a standard inventory of fluids, wiper blades, belts/hoses, filters, etc. Each of the thousands of filling stations across the state offered employment opportunities for local mechanics and attendants.

¹ *San Antonio Light*, 25 May 1929: A11. *Newspaper Archives Web*. 11 September 2018.



CITY OF SAN ANTONIO OFFICE OF HISTORIC PRESERVATION

The filing station structure at 1900 Blanco opened c. 1931 as Hollywood Service Station, as part of the Texas Co./Texaco chain.² The filing station also functioned as an ice house, owned by C.W. Carpenter, according to a 1932 article of the *San Antonio Light*.³ The property remained a Texaco station until 1965. In 1968, the structure was converted and housed Johnny's Beefmaster Restaurant. In 1977, Chris Madrid's opened in the space and continues to operate at the location today.

3. Architectural Description

Site context

At the northeast corner of Blanco Road and W Hollywood Avenue, the original filing station footprint sits diagonal to the intersection, with the front of the canopy facing southwest; the structure is about 5'-9' from the property line along W Hollywood, and 15'-20' from the property line along Blanco Road. The residential structure sits to the east, facing W Hollywood Avenue. Across Blanco, there is a modern one-story gas station and convenience store; the block to the south, across W Hollywood, is a parking lot for restaurant customers. On the same block, to the north, is another parking lot for customers. Generally, along Blanco Road there are one-story commercial structures with flat roofs or residential structures used for commercial purposes. There is angled parking along Blanco Road to the west of the building; there is also a long curb cut along W Hollywood Ave from the corner to the right property line, giving access to parking on site, south of the building.

The residential structure sits 20'-25' from the front property line, consistent with its residential neighbors. The home is flanked to the east by a one-story, minimal traditional home with Tudor influences. The structure to the left is the filing station at the same address. Across the street there are one-story craftsman-style homes, similar in size to the subject property.

Residential Structure

This Tudor influenced one-story residential structure has a steep front gable leading into a front porch. It has a cross-gabled composition shingle roof, with wood siding and wood one-over-one windows. Several windows are covered by original decorative four-over-one wood screens. There is a half-light door with 9 divided lights and a jig-sawed wood screen door. The front porch is inset under a large front gable. The front and side porch openings are arched with five straight lines making a semi-hexagon shape.

Filing Station Structure

The one-story filing station structure was built with a streamlined modern design. The character defining features of this style include a stucco finish, coping along parapet, rounded corners, bands below the roof line and a flat roof, all of which this structure exhibits. However, there have been many modifications and additions to the original structure. The front portion is one-story, with stucco and wood siding; the front canopy structure has been enclosed with stucco siding and no fenestration. There is a raised stucco band at the edge of the roofline painted teal in color. There is about 2" of metal material along the roofline, creating another banded pattern.

There appears to be six additions: a two-story addition with a flat roof behind the original footprint, a one-story addition with wood siding to the north of the two-story addition, and another one-story addition with a gable roof to the north of that addition. There is a one-story shed addition with vertical

² *San Antonio, Texas, City Directory*, 1931, page 1056.

³ "Money Left Upon Front Door Step Fails to Remain." *San Antonio Light*, 19 October 1932: B1. *Newspaper Archives* Web. 11 September 2018.



CITY OF SAN ANTONIO OFFICE OF HISTORIC PRESERVATION

wood siding and a corrugated metal roof on the northwest façade of the enclosed canopy that extends to the west façade of the two-story addition. On the southeast façade of the enclosed canopy, there is one-story shed addition with stucco siding, corrugated metal roofing; this addition has a set of ribbon windows with square fixed sashes, and double wood doors with full lights. The front entrance on the west façade of the two-story addition is a set of wood double doors with full lights and a shed awning. The most northern addition has four fixed wood windows.

A wooden sign hangs from the front of the enclosed canopy; the sign is oval in shape, reads “Chris Madrid's,” has an image of a cheeseburger, and is bordered by a red line and blue line.

There is a rear yard, which is accessed by the public from W Hollywood Avenue, enclosed by a 6’ wood privacy fence.

4. Landmark Criteria

831 W Hollywood is not currently designated as a historic landmark. The gas station structure at 1900 Blanco was surveyed in 1983 as part of the Historic Gas Station survey and was identified as eligible. Staff concludes that the property meets the following criteria:

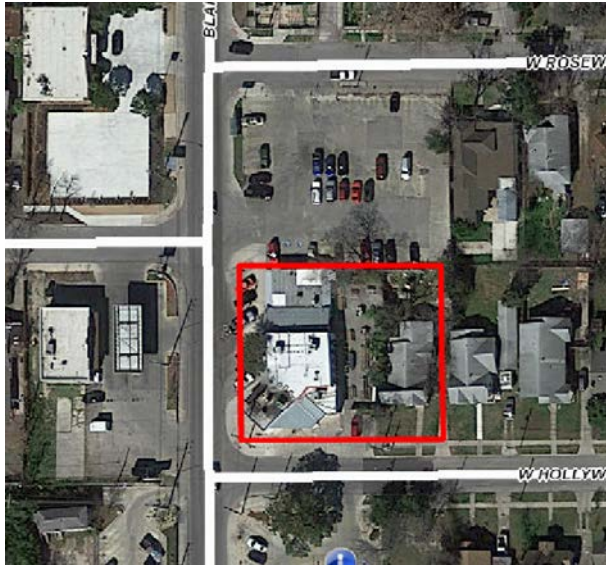
- 1. Its value as a visible or archaeological reminder of the cultural heritage of the community, or a national event;** the filling station is a reminder of the cultural heritage of San Antonio as a crossroads for many historic routes such as the Old Spanish Trail and the Meridian Highway.
- 5. Its embodiment of distinguishing characteristics of an architectural style valuable for the study of a period, type, method of construction, or use of indigenous materials;** for its example as an intact Tudor Revival in Beacon Hill.
- 6. Its historical, architectural or cultural character as a particularly fine or unique example of a utilitarian structure, including but not limited to, bridges, acequias, gas stations, transportation shelters, or other commercial structures;** the filling station maintains historic, architectural, and cultural character as a pervasive vernacular building type.
- 7. Its unique location or singular physical characteristics that make it an established or familiar visual feature;** the filling station addresses the corner of the major commercial corridor, Blanco Road, and W Hollywood Avenue.
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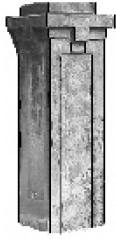
5. Outcome of Review

Based on this assessment, the two structures at 831 W Hollywood meet five of the 16 criteria listed in UDC Section 35-607(b). In order to be eligible for landmark designation, a property must meet at least three of these criteria. Thus, the property at 831 W Hollywood is eligible for designation, and both structures are contributing. Additional research may uncover more information about the significance of this property. If this street were within a historic district, this house would be found to be contributing.



CITY OF SAN ANTONIO
OFFICE OF HISTORIC PRESERVATION





Beacon Hill Area Neighborhood Association

A NEIGHBORHOOD CONSERVATION DISTRICT
Beacon Hill Area Neighborhood Association is a non-profit (501c) (4)
Organization dedicated to neighborhood unity and revitalization*

July 23, 2018

City of San Antonio
Office of Historic Preservation
1901 S. Alamo
San Antonio, TX 78204

Re: 1900 Blanco Rd including the house formerly addressed as 831 W. Hollywood

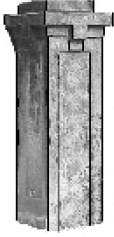
Dear Ms. Sage,

Attached you will please find our Request for Review of Historic Significance for 1900 Blanco Rd, including the home formerly addressed as 831 W. Hollywood. The property was re-platted by administrative review in March of 2017 and the home is now on the same lot as the restaurant.

Also attached are Statements of Significance, Special Warranty Deeds and photos for both structures. Since the property is currently surrounded by construction fencing, we've used photos from before the fire at the restaurant (10/15/17).

As per the email I forwarded to you earlier this morning, the BHANA Board voted 5 to 1 with one vote not present to initiate the Request for Review. We have consistently supported the preservation of both housing and commercial stock and although our NA chose to become a Neighborhood Conservation District in 2005 as vs a Historic District, we support property owners that choose to seek Historic Landmark status and have done so with the home at 932 W. Woodlawn and for several commercial buildings along the Fredericksburg corridor. We have also supported Office of Preservation initiated requests for Historic Landmark status.

In a meeting with the restaurant owner, Council District 1 staff, Development Services Department staff, neighbors and BHANA representatives on June 12th, 2018, I specifically let Mr. Peacock know that I was opposed to the demolition of the structure at 831 W. Hollywood and urged him to look at some alternatives with his architect. I mentioned the success of several restaurants in the urban core that have successfully integrated historically significant homes and other structures into their current business model and even offered a few ideas about potential compromises and suggestions about tax credits and/or grants that might be available as an



Beacon Hill Area Neighborhood Association

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incentive for retaining the structure. BHANA is still open to that discussion and I've asked Ms. Chrissy McCain in Councilman Trevino's office to try and set that up.

In the meantime, however, it is critical that we do everything within our means to represent both our neighbors and our neighborhood in our on-going efforts to revitalize without replacing – to focus on preservation and adaptive re-use which is a more environmentally friendly, historically and culturally sensitive and often economically successful approach.

Please confirm your receipt of the attached package of materials and advise us of what the next steps will be. Any questions or comments can be emailed to board@bhana-sa.org and cosimatc@gmail.com.

Sincerely,

Cosima Colvin
BHANA Member
210-381-7871

831 W Hollywood Ave



831 W Hollywood Statement of Significance

The home at 831 W. Hollywood was one of the last homes built in the 800 block of Hollywood, although all were built in the 1920's. It is a classic Tudor Revival with its steeply gabled roof and wide arched doorway and retains its original exterior finishes. It is paired with the home at 827 W. Hollywood – both Tudors, a sub-category of Craftsman architecture.

The homes in this area were platted in 1920 as part of the new Beacon Hill Terrace Subdivision by B.G. Irish. Adjacent subdivisions were platted as early as 1907 as the desire to move up and out of the city became possible with the development of the railroad and trolley car systems. The Monte Vista Station of the Missouri Pacific RR was located on Hollywood just east of the RR Tracks and the trolley car travelled up Blanco Rd from the city center. The development of these subdivisions around early 20th Century transportation recognized the need for housing and retail and service establishments to be joined together in a grid network allowing residents to work, live and recreate within the same community.

This is further validated by the fact that the home was purchased in its early life by Theo A. Rieber and his wife Martha. Theo was a manager at the Humble Oil and Refining Co. #60 located at the intersection of Blanco and Hildebrand. While there were some residences built on Blanco Rd., most of the homes were developed along the east/west streets while the commercial properties were built along Blanco. City Directories for this period indicate a steady development of service businesses such as cleaners, shoe repair, grocery stores and the like.

The building at 831 W. Hollywood is eligible for landmark designation based on the following criteria:

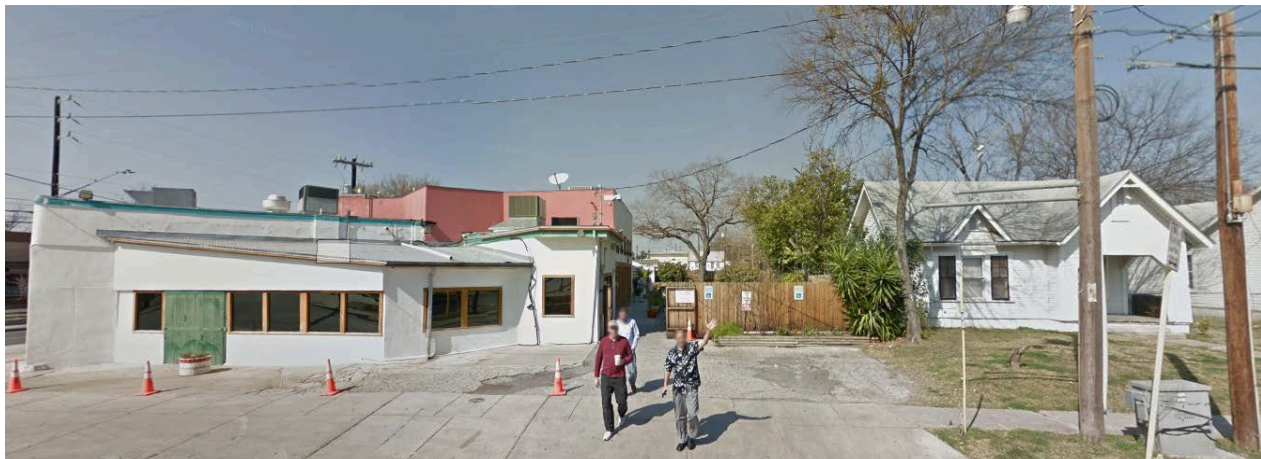
Sec. 35-607 (b) 5. Its embodiment of distinguishing characteristics of an architectural style valuable for the study of a period, type, method of construction, or use of indigenous materials. The classic Tudor Revival style home is paired with another Tudor Revival at 827 W. Hollywood with their steeply gabled roofs. The home at 831 W. Hollywood also has a wide arched doorway and retains its original exterior finishes. Tudor Revival is a sub-category of Craftsman homes that was popular in Europe before making its way across the ocean to America in the early 1900's.

Sec. 35-607 (b) 10 – its character as an established and geographically definable neighborhood, united by culture, architectural style or physical plan and development. Platting of subdivisions in the Beacon Hill area began in the early 1900's as the desire to move up and out of the flood plain of the city center along with the development of early 20th Century transportation hubs (railroad and trolley car lines) facilitated this change in development patterns. First developed with the more affluent in mind, these neighborhoods soon became affordable housing options for white collar workers such as teachers (the homes first occupant in 1929), salesmen, insurance agents and managers and owners of local businesses. This remains the case today as there is a diverse population of home owners, from those looking to live in a grand old estate home to those looking for a modest, but quality built family home, such as 831 W. Hollywood.

Sec. 35-607 (b) 11 – It is distinctive in character, interest or value; strongly exemplifies the cultural, economic, social, ethnic or historical heritage of San Antonio. The home at 831 W. Hollywood and the blocks of homes around it represent the evolution of many of our downtown neighborhoods. Developed around early 20th Century transportation patterns, these homes were the first “suburbs” of San Antonio. Later decimated by the relocation of retail to the Loops and housing to suburbs further to the north, many of the neighborhoods inside the original 36 square mile city limits suffered a loss of both commercial businesses and housing popularity. For several decades they became the communities of working class families, often Hispanic. With the resurgence of the popularity of urban living, these neighborhoods are once again treasured for their quality housing, strong sense of community and resiliency and strong

mix of residential and commercial properties. One of the cautionary tales in the story of neighborhood evolution is commercial encroachment and while it is good to see renewed interest in downtown neighborhoods it is critical that we pay homage to that well tested balance between housing and commerce and protect the quality of living for those that call our neighborhoods home.

1900 Blanco Rd – Chris Madrid's



1900 Blanco Statement of Significance

The restaurant now known as “Chris Madrid’s” was originally built as and served for many years as a Filling and Service Station. As per the Historic Gas Station Survey completed in 1983 for the San Antonio Conservation Society, the property first appears in the 1931-32 Street Directory as the Hollywood Service Station and appears to have been part of the Texas Co Stations chain. In the 1942 Street Directory it is referred to as the Buchanan Service Station; in 1946 it becomes the Raney Elfin Filling Station and in 1948 the Blanco Hollywood Service Station. In 1958 it is listed as the Clyde Bruton Texaco Station.

Please see the attached Office of Historic Preservation Statement of Significance for Historic Gas Stations in San Antonio.

Although the building has been added on to multiple times over its lifetime, the original building is still there and its role in the evolution of the Beacon Hill Neighborhood is undeniable. Purchased in 1977 by Chris Madrid it has served the neighborhood and the city for the last 40 years as one of the best known and loved burger restaurants.

The building at 1900 Blanco is eligible for landmark designation based on the following criteria:

Sec. 35-607 (b) 1 – Its value as a visible reminder of the cultural heritage of the community. In the same location for over 40 years, Chris Madrid’s is a well known and recognized lunch spot for employees of the many businesses from downtown thru midtown and up into the Medical Center; a meeting place for family celebrations and sport team post game gatherings and a favorite campaign stop for politicians across the spectrum as evidenced by the many signed shirts that adorn the interior walls.

Sec. 35-607 (b) 3 – Its identification with a person or persons who significantly contributed to the development of the community. Chris Madrid owned and operated the restaurant for forty (40) years until his untimely death in 2012. Not only was his restaurant known throughout the city for its delicious burgers and cheezy fries, but Chris himself was an icon. After his death, the Rivard Report printed the following in an article about him, “Chris Madrid himself was all about building relationships – with staff, customers, and anyone he encountered. People will remember his unwavering energy, dedication to his children, and unending supply of smiles for decades.”

Sec. 35-607 (b) 10 – Its character as an established and geographically definable neighborhood, united by culture, architectural style of physical plan and development. Early City Directories confirm that this section of Blanco and the abutting residential blocks were developed around early 20th Century transportation patterns. The homes were built as the railway and trolley systems grew to support the rapid development of the suburbs and then as those modes of transportation were replaced by the automobile, as a support system of retail and commercial services to the residents of these new housing subdivisions.

Sec. 35-607 (b) 11 – It is distinctive in character, interest or value; strongly exemplifies the cultural, economic, social, ethnic or historical heritage of San Antonio. First as a gas station that represented the transition from street cars to the era of the automobile and later as the commercial corridors of the inner city had to reinvent themselves after the development of interstates and suburbs, as a local food establishment that catered to the families that lived in the downtown neighborhoods and the cultural shift from from upper middle class white to working class multi-ethnic populations.

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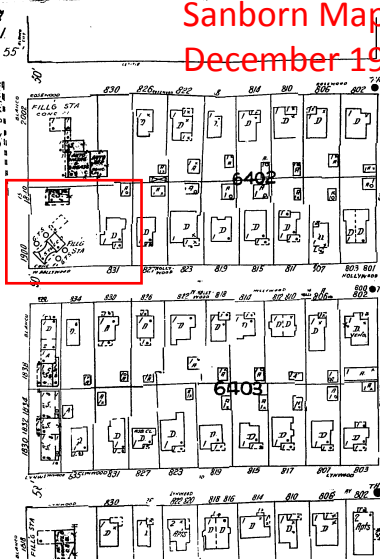
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W. ROSEWOOD
AV.

BERCON
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Sanborn Map
December 1950



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