



CITY OF SAN ANTONIO OFFICE OF HISTORIC PRESERVATION

HISTORIC AND DESIGN REVIEW COMMISSION
COMMISSION ACTION

This is not a Certificate of Appropriateness and cannot be used to acquire permits

November 6, 2019

HDRC CASE NO: 2019-508
COMMON NAME: Toudouze Building
ADDRESS: 4007 S FLORES ST
LEGAL DESCRIPTION: NCB 6230 BLK 1 LOT 1
APPLICANT: Office of Historic Preservation - 839966 PO BOX
OWNER: HIGH CAY LLC - 5602 W Hausman Rd Ste 201

REQUEST:

The Office of Historic Preservation requests a Finding of Historic Significance for the property located at 4007 S Flores St.

FINDINGS:

- a. Staff completed an historic assessment of the building at 4007 S Flores and determined it is eligible for local historic landmark designation. Staff notified the owner of the building's eligibility on September 4, 2019.
- b. If the HDRC agrees with staff's request for a finding of historic significance, 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.
- c. **HISTORIC CONTEXT:** The structure at 4007 S Flores is a two-story, Spanish Eclectic, two-part commercial block built in 1926 and c. 1941 for A. C. Toudouze. It is located in City Council District 3. High Cay LLC is the current owner. The land was originally platted in 1914. August Charles "A. C." Toudouze purchased the land from Neal and Leroy G. Denman in 1916. A. C. replatted the land in 1924, and created Toudouze St across the south end of the property. A.C. opened a small retail store in Cassin, Texas, with his brother Emil in 1913. The Cassin store was quickly followed by another store—the first in San Antonio—in 1916, at 3903 S Flores. The store at S Flores and Pleasanton Rd, opened in fall 1926, represented the fifth Toudouze location in San Antonio, and was called the Toudouze Community Center. The building was the first of its kind to offer a large parking lot for cars. In an article announcing the fifth store's opening, A. C. was described as "one of the best known retail merchants of South Texas," and the Toudouze family of stores "one of the greatest merchandizing organizations in San Antonio." A. C. served as director of the San Antonio Retail Merchants Association and the Fiesta Association. In its first years in operation, the Toudouze Community Center featured first-floor retail with a ballroom on the second floor. From its opening in 1926 until c. 1939, the second floor of the building was Toudouze Hall, a ballroom that hosted nightly dances. Local bands and touring acts played swing, country, and "old time" music to community members; churches, advocacy groups, and social organizations met regularly in the hall and occasionally held fund-raising dances. The last mention of the hall in newspapers available to staff was in April 1939. In 1941, the store announced the formal opening of the remodeled Toudouze Mart, scheduled for Tuesday, December 16. The single-story portion of the building is a result of this remodel; the company boasted the expansion was due to "growth of patronage." Toudouze Mart at 4007 S Presa remained open until c. 1982, when the property was sold to Garza Furniture. The building was sold to the current owner in 2018. The last operating Toudouze store, located at 800 Buena Vista,

closed in 2011.

d. **SITE CONTEXT:** The structure at 4007 S Flores is a two-story, Spanish Eclectic, two-part commercial block built in 1926. It is located on a triangular parcel bounded to the west by Pleasanton Rd, the east by S Flores St, and the south by Toudouze St. The building is surrounded by a mix of commercial and residential properties. The parcel has concrete sidewalks on all sides with an asphalt surface parking lot on the north side of the building.

e. **ARCHITECTURAL DESCRIPTION:** The flat-roof building with parapet is clad in brick and stucco with cast concrete elements and, in plan, can be divided into two halves: the two-story portion comprising the north half of the building and a single-story warehouse-style form comprising the south. A low metal awning runs around the north, east, and west facades of the two-story portion of the building. Building corners are clipped with fenestration that faces the parcel's corners. Where visible, windows have modern metal frames and are ganged. A pair of modern metal swinging doors is found right of center on the north elevation. All other fenestration on all elevations is either boarded or otherwise infilled. Hand-painted signs are present on all elevations, either affixed as wood signs or painted directly on the building. The northernmost bay of the west elevation of the two-story volume has a tall, thin neon sign above the cast concrete course with some letters remaining on both sides. Staff infers based on remaining letters that the sign one read OPEN TONIGHT. Character-defining features of 4007 S Flores include brick and stucco cladding, barrel tile atop parapets (where currently present), stepped and peaked parapets (where currently present), window patterns on "A" and "B" bay types, datestone at center of north elevation's parapet, finials atop pilasters on "A" bays, and the neon sign near north edge of the west elevation.

f. **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):

3. Its identification with a person or persons who significantly contributed to the development of the community, county, state, or nation; the building was the fifth location of the A. C. Toudouze chain of stores in San Antonio; the Toudouze family remained in business via the Toudouze Market until 2011.

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; as an example of a Spanish Eclectic commercial structure;

7. Its unique location or singular physical characteristics that make it an established or familiar visual feature; the land was purchased by A.C. Toudouze in 1916, platted in 1924, and the structure built c 1926, and it has remained at the corner of Pleasanton and S Flores since.

11. It is distinctive in character, interest or value; strongly exemplifies the cultural, economic, social, ethnic or historical heritage of San Antonio, Texas or the United States; the second floor of the building was Toudouze Hall, which was home to community events during the day and early evening and dances nearly every night of the week during the early decades of the building's use.

g. 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.

h. If the HDRC approves the Finding of Historic Significance, then the recommendation for designation is submitted to the zoning commission. The zoning commission will schedule a hearing and then forward its recommendation to the City Council. City Council has the ultimate authority to approve the historic designation zoning overlay.

i. Per UDC Sec. 35-453, once the commission makes a recommendation for designation, property owners must receive a written approval (a Certificate of Appropriateness) for any exterior work until the City Council makes their final decision.

RECOMMENDATION:

Staff recommends approval of a finding of historic significance and that the Historic and Design Review Commission should recommend approval for the landmark designation of 4007 S Flores St to the Zoning Commission and to the City Council based on findings a through f.

COMMISSION ACTION:

Approved as submitted.



Shanon Shea Miller
Historic Preservation Officer