

3. Address/Description: 711 E MISTLETOE  
HDRC Case No.: 2024-272  
Applicant: Betsy Hove/HOVE BETSY ANNE  
Request: Historic Landmark Designation  
City Council Dist.: 1

## HISTORIC AND DESIGN REVIEW COMMISSION

August 7, 2024

**HDRC CASE NO:** 2024-272  
**ADDRESS:** 711 East Mistletoe Avenue  
**LEGAL DESCRIPTION:** NCB 863 BLK LOT S 80 FT OF 31  
**ZONING:** R-6  
**CITY COUNCIL DIST.:** 1  
**APPLICANT:** Betsy A. Hove  
**OWNER:** Betsy A. Hove  
**TYPE OF WORK:** Historic Landmark Designation  
**CASE MANAGER:** Charles Gentry

**REQUEST:** The applicant is requesting a Historic Landmark Designation for 711 East Mistletoe Avenue.

### 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 or by City Council. Such landmarks shall bear the words "historic, landmark" (HL) in their zoning designation. 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 hearing regarding the designation by the historic and design review commission or zoning commission. Notwithstanding the foregoing, a request for landmark designation may be made and approved by the city council. Additionally, requests for designation by a property owner 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. **Initiation.**
  1. Any person, the historic and design review commission, zoning commission, the historic preservation officer, or the city council may initiate a request for review of historic significance or evaluation for eligibility for historic landmark designation. Owner consent to initiate historic landmark designation shall be required unless a city council resolution to proceed with the designation has been approved. Requests for historic landmark designation may be requested by or with verified written consent of a property owner and shall be made on a form obtained from the city historic preservation officer. Required application materials are listed in section 35-B129 of this chapter. Completed request forms shall be returned to the office of historic preservation for processing. 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.
  2. Requests made by a person who does not represent the property owner may be made by submitting a Request for Review of Historic Significance. Required application materials are listed in section 35-B129 of this chapter. Completed request forms shall be returned to the office of historic preservation for processing. Such request does not initiate the historic designation process or automatically result in interim controls. All applications shall be evaluated by the historic preservation officer and may be referred to the Historic and Design Review Commission for a Finding of Historic Significance in accordance with this section.
- g. **Decision.** A Finding of Historic Significance may be approved by the Historic Preservation Officer or by the historic and design review commission by a majority vote of members present. If approved, the Historic Preservation Officer will seek concurrence from the property owner. Property owners may verify or withdraw consent at any time during the designation process.
  1. All requests for a change in zoning to include a historic zoning overlay having either written,

verified owner consent or resolution by City Council to proceed with the historic landmark designation will be processed in accordance with 35-421.

2. If the subject property owner does not consent to the proposed designation, the Historic Preservation Officer shall request City Council resolution to initiate historic landmark designation.
3. To designate a historic landmark, the city shall obtain consent to the designation by the owner of the property or approval of designation by three-fourths (¾) vote of the Historic and Design Review Commission recommending the designation and a three-fourths (¾) vote by the City Council. If the property is owned by an organization that is a religious organization under Section 11.20, Tax Code, the property may be designated as a historic landmark only if the organization consents to the designation.
4. Upon passage of any ordinance designating a historic landmark, or removing 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). 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.**
  8. Its historical, architectural, or cultural integrity of location, design, materials, and workmanship;
  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;
  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. The request for landmark designation was initiated by the property owner.
- b. **HISTORIC CONTEXT:** The structure at 711 East Mistletoe Avenue is a one-story dwelling, built circa 1918. The subject property is located in the Tobin Hill neighborhood, just west of the St. Mary's Street corridor and U.S. Highway 281, and two blocks south of the Trail Street boundary of the Monte Vista Historic District of City Council District 1. Betsy A. Hove currently owns the property.

The land in this neighborhood was first subdivided in 1913 as part of Sarah F Ostrom's Addition. The Ostrom Homestead and farm sat just east of the plat, between the not-yet-constructed Quarry Road (now N St. Mary's Street) and the Upper Labor Ditch or acequia. At that time, Mistletoe Ave was called Broad Ave, and neither Ewald Street nor Valentino Place had been platted (Bexar County Plat Book 368, page 61).

Several homes predate the subdivision, some of which are still extant on the north side of Mistletoe Ave west of Carleton. Construction of new homes in the 1910s and 1920s was rapid, reflecting the city's growth during this period. By 1924, Mistletoe Ave had received its contemporary name. Ewald Street was subdivided in 1918 but did not appear in the City Directory until 1920, at which time its residents were all African-American; by 1930, however, the residents on Ewald were all Hispanic (Bexar County Plate Book 368 page 212).

In 1929, the City Directory includes Broad Avenue Alley, which would later become Valentino Place. Residents of Broad Avenue Alley were Hispanic and African American during this time. Home sizes

and styles vary greatly throughout the proposed district, but Ewald Street contains a consistent group of small shotguns and Valentino Place has a few small bungalows. The size of the homes reflects the modest means of the renters and property owners.

Although Mistletoe Ave, Ewald St, and Valentino Pl are chiefly residential, a few businesses have existed within the proposed district boundary. At 631 E Mistletoe (now 629 ½ E Mistletoe) a brick factory produced tortillas and tamales, and a few other lots had grocery stores that likely operated out of the owners' homes. Today, several structures at the more commercial corner of Kings Ct and E Mistletoe Ave have businesses including restaurants and a salon.

The subject property is first listed in the City Directory as 535 Broad Avenue, the location of the Bell Bedding Company and the home of Max and Belle Alpert. Max Alpert and Belle Berger married in San Antonio in 1916, and then purchased the property from J. Oswald Martyn in 1917. In 1919, Max Alpert and Irving Strauss, founded the Bell Manufacturing Company, which concentrated on the popular "Bell Middies" garment, which was widely distributed throughout Texas. The popularity of their products in the early 1920s led to rapid growth and expansion as one of the leading firms in San Antonio's burgeoning garment industry.

- c. **SITE CONTEXT:** The subject property is a south-facing house, situated near the middle of a block bound to the north by Valentino Place, the east by Kings Court, the south by East Mistletoe Avenue, and the west by Ewald Street. There is not a cohesive architectural statement along this corridor, but the homes represent the styles popular at the time of their construction in the early twentieth century. Good examples of Folk Victorian, Tudor Revival, Craftsman, and Spanish Eclectic are present along the street. Modern infill is minimal, although many homes have been modified with updated materials and additions.
- d. **ARCHITECTURAL DESCRIPTION:** The subject property is a single-story Craftsman cottage built circa 1918, with a low-pitched, cross-gabled roof with overhanging eaves, exposed rafters, and a front-facing gable covering the centered third-width front entry porch. The front porch is supported by two tapered wood columns atop square piers, and the front door is flanked by small single-sash windows. The roof is covered with composite shingles, and the rain gutters with downspouts are attached to the front edge of the side-facing gable. The left and right sides of the front façade feature paired groups of single-sash windows, with wood window screens. The left and right façades feature two sets of paired single-sash wood windows, and a smaller one-over-one wood window. The walls of each façade include distinctive wooden clapboard siding.
- e. **EVALUATION:** In order to be eligible for historic landmark designation, properties shall meet at least three (3) of the 16 criteria listed. The applicant submitted that the property meets the following criteria, consistent with UDC sec. 35-607(b):

**8. Its historical, architectural, or cultural integrity of location, design, materials, and workmanship;** as an example of a Craftsman home that retains significant original materials and design details;

**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;** for its association with the Bell Manufacturing Company, one of the most successful early companies in the San Antonio garment industry;

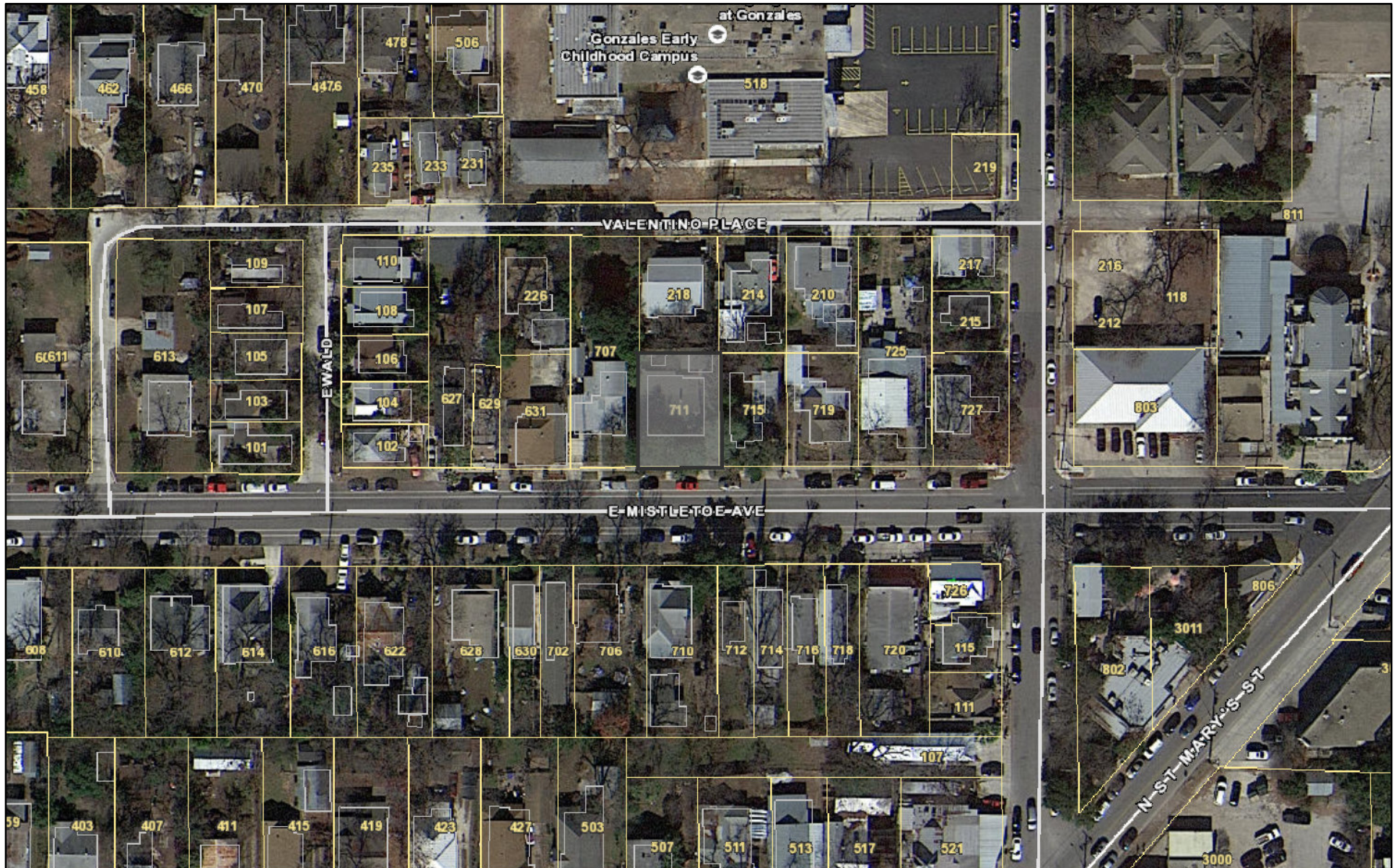
**13. It bears an important and significant relationship to other distinctive structures, sites, or areas, either as an important collection of properties or architectural style or craftsmanship with few intrusions, or by contributing to the overall character of the area according to the plan based on architectural, historic, or cultural motif;** for its location in the Tobin Hill neighborhood, an eligible local and National Register historic district.



- f. 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.
- g. If the HDRC approves the Historic Landmark Designation, 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.
- h. Per UDC Sec. 35-608, 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 Historic Landmark Designation of 711 East Mistletoe Avenue based on findings a through e.

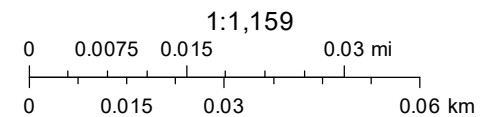
# City of San Antonio One Stop



July 30, 2024

drawGraphics\_poly

User drawn polygons







# HISTORIC PRESERVATION

## Historic Assessment

**Property Address:** 711 East Mistletoe Avenue

### 1. Application Details

Applicant: Betsy A. Hove  
Type: Historic Landmark Designation  
Date Received: 28 May 2024

### 2. Findings

The structure at 711 East Mistletoe Avenue is a one-story dwelling, built circa 1918. The subject property is located in the Tobin Hill neighborhood, just west of the St. Mary's Street corridor and U.S. Highway 281, and two blocks south of the Trail Street boundary of the Monte Vista Historic District of City Council District 1. Betsy A. Hove currently owns the property.

The land in this neighborhood was first subdivided in 1913 as part of Sarah F Ostrom's Addition. The Ostrom Homestead and farm sat just east of the plat, between the not-yet-constructed Quarry Road (now N St. Mary's Street) and the Upper Labor Ditch or acequia. At that time, Mistletoe Ave was called Broad Ave, and neither Ewald Street nor Valentino Place had been platted (Bexar County Plat Book 368, page 61).

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100 W. HOUSTON ST., SAN ANTONIO, TEXAS 78205

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## HISTORIC PRESERVATION

In a 1920 ad for The Wolff & Marx Company 43rd anniversary sale, they boasted: "Their success with this garment spurred them to greater goals, and today they have added Middle Suits, Annabelle Aprons (women's bungalow aprons), Maybelle Dresses (children's and junior wash dresses) and Roly Poly Rompers for the kiddies. Due to Increased business they recently enlarged their factory, situated at 535 Broad Avenue, in the Tobin Hill section, and employ 25 people. They anticipate doubling their organization before the end of the year."

The subject property is a south-facing house, situated near the middle of a block bound to the north by Valentino Place, the east by Kings Court, the south by East Mistletoe Avenue, and the west by Ewald Street. There is not a cohesive architectural statement along this corridor, but the homes represent the styles popular at the time of their construction in the early twentieth century. Good examples of Folk Victorian, Tudor Revival, Craftsman, and Spanish Eclectic are present along the street. Modern infill is minimal, although many homes have been modified with updated materials and additions.

### 3. Architectural Description

The subject property is a single-story Craftsman cottage built circa 1918, with a low-pitched, cross-gabled roof with overhanging eaves, exposed rafters, and a front-facing gable covering the centered third-width front entry porch. The front porch is supported by two tapered wood columns atop square piers, and the front door is flanked by small single-sash windows. The roof is covered with composite shingles, and the rain gutters with downspouts are attached to the front edge of the side-facing gable.

The left and right sides of the front façade feature paired groups of single-sash windows, with wood window screens. The left and right façades feature two sets of paired single-sash wood windows, and a smaller one-over-one wood window. The walls of each façade include distinctive wooden clapboard siding.

Character-defining features of 711 East Mistletoe Avenue include:

- Low-pitched roof with overhanging eaves
- Wooden clapboard siding
- Rear accessory structures

### 4. Landmark Criteria

The property meets six criteria under UDC 35-607(b):

- **8. Its historical, architectural, or cultural integrity of location, design, materials, and workmanship;** as an example of a Craftsman home that retains significant original materials and design details;
- **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;** for its association with the Bell Manufacturing Company, one of the most successful early companies in the San Antonio garment industry;
- **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**

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## HISTORIC PRESERVATION

**according to the plan based on architectural, historic or cultural motif;** for its location in the Tobin Hill neighborhood.

### **5. Staff Recommendation**

A property must meet at least three of the 16 criteria used to evaluate eligibility for landmark designation, and this assessment determines that 711 East Mistletoe Avenue meets this threshold. Further research may reveal additional significance associated with this property.



# HISTORIC PRESERVATION



1. Sanborn Map (1931), Vol.2, Sheet 204

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## HISTORIC PRESERVATION

VALUES FOR \$7 1/2c each

\$12.50 Grass Rugs, 6x9, for \$9.43.

### BASEMENT HALF-PRICE SALE OF READY-TO-WEAR

To Be Sold at These Prices Only the Remaining Days of Industrial Week

#### WOMEN'S SUITS

Tricotines, gaberdines and men's wear serge, in black, navy and a few of the brighter colorings are shown in the lot. There is a variety of styles in flares, semi-fitted models, box coats, pleats and belts trimmed in many attractive ways in braid, binding, buttons, neat collars and cuffs. All sizes are shown for women and misses in values that run as high as \$75.00, and would sell in the Basement at \$52.75—it is the Basement price that is cut in half. The lot consists of 250 suits and are priced as follows:

\$30.00 Values, Basement Price \$25.75, Half Price \$12.88
\$35.00 Values, Basement Price \$27.75, Half Price \$13.88
\$37.50 Values, Basement Price \$29.75, Half Price \$14.88
\$40.00 Values, Basement Price \$32.75, Half Price \$15.88
\$45.00 Values, Basement Price \$35.75, Half Price \$17.88
\$50.00 Values, Basement Price \$39.75, Half Price \$19.88
\$55.00 Values, Basement Price \$42.75, Half Price \$21.88
\$60.00 Values, Basement Price \$45.75, Half Price \$22.88
\$65.00 Values, Basement Price \$48.75, Half Price \$24.88
\$75.00 Values, Basement Price \$52.75, Half Price \$26.38

No Alterations, No C. O. D.'s Without 1/3 Deposit, No Exchanges. The Store Must Go.

#### WOMEN'S AND MISSES' COATS

Coats in This Assortment at Remarkable Savings

Stylish coats that have come to stay for several seasons. The materials are velours, covert cloth and camel's hair, in tan, rookie, brown, pekin, navy, green and rose. They are in sport and chappy style, with belt of self material or patent leather. All sizes for women and misses.

Values of \$25, Basement Price \$14.75, Sale Price \$ 7.38
Values of \$30, Basement Price \$22.75, Sale Price \$11.38
Values of \$35, Basement Price \$25.75, Sale Price \$12.88
Values of \$40, Basement Price \$29.75, Sale Price \$14.88
Values of \$50, Basement Price \$35.75, Sale Price \$17.88

OUR CUSTOMERS JUDGE US TO BE WHO WE ARE. They have a clever staff of artists, who, combined with the perfect mechanical department, are able to turn out a wide range of work for all purposes for the printing art.

### KRETZSCHMAR LEATHER COMPANY

In 1913 Charles Kretzschmar started the manufacture of studded rawhide whip lashes, sold them to the retail trade in San Antonio and surrounding country. The main part of the work was done by himself and family by traveling through the country with horse and wagon, selling to the country trade. About two years ago this firm started to manufacture lanterns and chandeliers that are waterproof, the material of which he is the sole originator. As the business increased a factory was built at the corner of Yampico and Trinity Streets and later on was incorporated with a capital of \$11,000, with Charles Kretzschmar as president and general manager, and Mr. J. W. Pich as secretary and treasurer. At the present time the factory is making rawhide strap leather, rawhide and tanned bull tacing, rawhide strap leather and harness leather; manufactured out of these materials are checklines, lanterns, whip lashes and belts.

### BELL MANUFACTURING COMPANY

One of San Antonio's infant industries, founded exactly a year ago, that has shown a healthy, steady, substantial growth, is the Bell Manufacturing Company. Founded by Max Alpert and Irving Strauss, they concentrated on the regular Bell Mittens, which are now widely distributed throughout the State. Their success with this garment spurred them to greater goals, and today they have added Middle Belts, Annabelle Aprons (women's bungalow aprons), Mayhelle Dresses (children's and junior wash dresses) and Roly Poly Rompers for the kiddies. Due to increased business they recently enlarged their factory, situated at 655 Broad Avenue, in the Twin Hill section, and employ 26 people. They anticipate doubling their organization before the end of the year.

# THE WOLFF & MARX COMPANY

2. San Antonio Light, May 19, 1920, Pg. 4,

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