Planning and Development

PROTECTED LANDMARK DESIGNATION REPORT

LANDMARK NAME: The J. F. Kessler Building **OWNERS:** Jeff Trevino **APPLICANTS:** Jeff Trevino LOCATION: 1714 Houston Avenue, Houston, Texas, 77007 – First HAHC HEARING: 09/23/2021 Ward

AGENDA ITEM: A HPO FILE NO.: HP2021 0284 DATE ACCEPTED: 09/13/2021

SITE INFORMATION: Lots 7, 8, 9 & 10 & TR 6 A, Block 273, Baker North Side Buffalo Bayou (NSBB), City of Houston, Harris County, Texas. Designation is requested for the 5, 775 square foot, retail multioccupancy building on a 21, 830 square foot lot.

TYPE OF APPROVAL REQUESTED: Protected Landmark Designation

HISTORY AND SIGNIFICANCE SUMMARY:

The J. F. Kessler Building at 1714 Houston Avenue is a single-story, brick veneer commercial block with four storefronts built in 1925. It is located on the southeast corner of Houston Avenue and Crockett Street in the historic First Ward neighborhood. The building is representative of the small neighborhood shopping centers that were built throughout Houston in the 1920s. The address of the property according to the Harris County Appraisal District is 1714 Houston Avenue; it also includes the storefronts at 1716, 1718 and 1720 Houston Avenue. Notable tenants have included Piggly Wiggly Grocery Store No. 6 (1714 Houston Avenue, 1925-1931), Isidore Weiner Dry Goods and Variety Store (1718 Houston Avenue, 1928-1929), Shipley Do Nuts (1419 Crockett/1718 Houston Avenue, 1938-1949) and Kri-Pax Bakery (1718 Houston Avenue, 1950-1953).

Emma and Thomas K. Dixon constructed 1714-1720 Houston Avenue and named the building in memory of J.F. Kessler, Emma's father and Thomas' building partner in Kessler-Dixon, a wholesale grocery firm. Dixon also opened the first Piggly Wiggly store in Houston and owned the Dixon Meat Packing Company. His wife, Emma Kessler Dixon, was the granddaughter of early Texas pioneers Johanna and Charles Kessler. Emma's father, John Kessler, was a grocer and had extensive real estate holdings in the First Ward. He purchased the property on the southeast corner of Houston and Crockett in 1893; upon his death in 1921, the property passed to Emma Dixon. The building remained part of the Emma K. Dixon trust until the late 1970s.

In 1985, the property was purchased by Houston civil rights leader Vincent F. Rachal and his wife Joyce; who owned the building until 1991. Rachal was a longtime executive at Foleys department store. In 1974, he was appointed as civil service director for the City of Houston by Mayor Fred Hofheinz. After his retirement, he founded the Community Pride Corporation, which renovated homes in the Inner Loop neighborhoods to provide affordable housing for those communities.

The building had a series of short-term owners after 1991. The current owner of the building is Jeff Trevino, who purchased the property in 2004. Jeff Trevino is seeking a protected landmark designation for 1714 Houston Avenue to ensure that the building continues to be a key facet of the First Ward. He

has a deep respect for historic architecture and considers it a great privilege to be a steward of this building.

The J. F. Kessler Building meets criteria 1, 3, 4, 5, 6 and 8 for landmark designation and criteria 1 for protected landmark designation.

HISTORY AND SIGNIFICANCE

First Ward

The First Ward was established in 1840 as one of the original four wards in Houston. At the time, the ward system provided neighborhood representation in city government with Main Street and Congress Avenue as the dividing lines between the wards. The First Ward covered all the area northwest of the intersection at Main and Congress to the city limits; it included Market Square and part of the original Port of Houston at the foot of Main Street. Although the ward system was abolished in 1905, the name First Ward is still used to describe the general area immediately west of I-45, east of Sawyer Street, south of I-10 and north of Washington Avenue.

Most land within the First Ward was outside the city's central business district and was surveyed and sold to private landholders for residential development beginning in the late 1830s. It quickly developed into a working-class community because of its proximity to the downtown port and what would become the Houston & Texas Central Railroad shops. Robust economic activity attracted German, Italian and Irish immigrants to the area who sought employment with the railroad or who would start their own businesses to serve the neighborhood. Population increase led the City of Houston to designate the part of First Ward east of White Oak Bayou as the Fifth Ward in 1866.

Many of the structures built in First Ward reflected styles that were popular in working class communities of the time, including small vernacular Victorian cottages and Craftsman bungalows. About 30 percent of the properties in the area were originally rentals, reflecting the transient nature of the occupants. Houston Avenue was First Ward's main business thoroughfare, but small commercial buildings that housed corner grocery stores, saloons, barber shops, bakeries, meat markets and drug stores were scattered throughout the neighborhood.

Like many neighborhoods its age, the First Ward began a long period of decline in the 1950s. Many of the historic houses and buildings were demolished and replaced by industrial buildings. Construction of interstates 10 and 45 also decreased the desirability of the area for anything beyond commercial buildings. The integrity of the neighborhood was further endangered as residents fled to more stable areas, and much of the remaining housing stock and commercial buildings that weren't demolished fell into disrepair.

Today, the First Ward is a neighborhood in transition. There is a thriving arts community in the area, and new retail is opening on its western edge. Demands for high-density housing near downtown, though, are putting increased pressures on the area. While small businesses are opening in rehabbed buildings and a new hike and bike trail runs along the neighborhood's northern edge, historic houses are being replaced at a rapid pace by modern townhomes. Nevertheless, the First Ward still has several late 19th-and early

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20th-century buildings, including some of the oldest surviving structures in Houston. Concerted efforts by residents and advocacy groups to preserve the remaining historic housing stock resulted in the City of Houston designating part of the neighborhood as the High First Ward Historic District on May 28, 2014.

BAKER NORTH SIDE BUFFALO BAYOU (NSBB) SUBDIVISION

William Robinson Baker (b. May 21, 1820, d. April 30, 1890)

William Robinson Baker was born on May 21, 1820 in Baldwinsville, New York, to Asa and Hannah (née Robinson) Baker. William Baker moved to Texas in 1837 and worked as a bookkeeper for the Houston Town Company. He was elected Harris County clerk in 1841, a position he held for 16 years. Baker married Hester Eleanor Runnels on December 15, 1845. They had one child, Lucy. All three are interred in Glenwood Cemetery.

Baker was the mayor of Houston from 1880 to 1886, a Texas state legislator, president of the City Bank of Houston, and president of the Houston and Texas Central Railroad. He was also instrumental in developing early neighborhoods such as the First Ward and the Sixth Ward.

Shortly after John K. and Augustus C. Allen founded the town of Houston, the area immediately west of the townsite, now known as First Ward and Old Sixth Ward, was surveyed and sold to private landholders including William Baker. According to local historian Neal Parker, Baker bought lots in the part of Houston that is now the Baker NSBB subdivision from Angus McNeil, Augustus C. Allen and James S. Holman in 1838. By 1858, William R. Baker owned or held several mortgages on most of the land in this area.

HOUSTON AVENUE

Houston Avenue was platted as the primary north-south thoroughfare through William Baker's subdivision and developed into First Ward's main commercial corridor. Houston Avenue's planned significance was evident in its 100-foot easement compared to an average 60-foot easement on other streets in the First Ward. That width allowed the Houston City Street Railway to build a streetcar line along Houston Avenue in 1892, connecting the neighborhood with the city's central business district. In 1906, the streetcar line was extended to neighborhoods north and northwest of the First Ward to bring suburban residents to downtown workplaces. By the turn of the 20th century, Houston Avenue was a mix of commercial buildings, housing drug stores, grocery stores and saloons alongside single-family Victorian homes.

Many important First Ward institutions were located along Houston Avenue, including the neighborhood's elementary school at the intersection of Bingham and Houston, and the first fire station at the intersection of Spring and Houston. One of the first two-story brick buildings in the First Ward was constructed at the intersection of Summer and Houston, and the intersection of Crockett and Houston Avenue emerged as the center of commercial activity by the 1890s with three of its four corners occupied by businesses.

By the 1930s, several of the original structures along Houston Avenue had been replaced with more modern brick buildings. Like the rest of the First Ward, Houston Avenue began a period of decline in the

1950s and changed from its original mix of commercial and residential properties to predominantly commercial. Many buildings along the street were demolished; the businesses that remained, including bars, barbershops, beauty salons, convenience stores, auto mechanics, primarily served the immediate area.

Today, Houston Avenue remains a primary artery connecting downtown to near northwest neighborhoods. Though much of the housing stock along Houston Avenue has been demolished, a few residential and commercial structures from the late 1800s and early 1900s remain. New businesses are opening in rehabilitated historical buildings, and dedicated local preservationists are acting to retain some of the street's remaining historic structures. The historic buildings on Houston Avenue are outside the High First Ward Historic District and have no city protection.

HISTORY OF 1714-1720 HOUSTON AVENUE

1714 Houston Avenue is a single-story, brick veneer commercial block with four storefronts located on the southeast corner of Crockett Street and Houston Avenue in the First Ward. Four storefronts face Houston Avenue, while exterior brickwork and Harris County records suggest that a fifth storefront once faced Crockett Street. The building was constructed in 1925, replacing two commercial structures fronting Houston Avenue and two small rental houses facing Crockett Street. Harris County appraisal records show that the building was constructed at a cost of \$12,900. Original tenants included a drug store, dry goods store, a cleaner and a grocery store.

Grocer John Franklin Kessler purchased the property in 1893 from Augustus Fuchs. Upon his death in 1921, the property passed to Kessler's only daughter, Mrs. Emma Kessler Dixon. Mrs. Dixon also inherited two additional pieces of property in the same block, now 1411 Crockett, which her father purchased from E. M. Baker in 1903. This property is now used as the parking lot for 1714-1720 Houston Avenue. John Franklin Kessler's name is memorialized in the parapet of the building.

OWNERSHIP HISTORY OF 1714-1720 HOUSTON AVENUE

Emma Kessler Dixon (b. August 17, 1873; d. September 18, 1950) Thomas Kenney Dixon, Sr. (b. November 29, 1869; d. April 21, 1955)

Emma Kessler Dixon was born August 17, 1873, in Alleyton, Colorado County, Texas, to John Franklin Kessler and Annie Kaufman Kessler. Emma was the granddaughter of pioneering Texans Charles August Kessler and Johanna Blaise Kessler.

Charles Kessler was born May 16, 1809, in Silesia, Germany, and immigrated to the United States in 1829. Johanna Blaise was born March 10, 1812, in Germany and was raised in Philadelphia. Charles and Johanna met in Pennsylvania and the two were married in 1837. The couple moved to Houston the same year, and C.A. Kessler received land grant #109 from the government of the Republic of Texas. Charles Kessler divided his time between his property in Alleyton, west of Columbus, and Houston, where he was a charter member and first president of the Houston Chamber of Commerce. He died December 29, 1884. Charles and Johanna Kessler are buried in Glenwood Cemetery.

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Emma Kessler moved to Houston with her parents in 1876, the same year her father, John Kessler, opened a grocery store on the northwest corner of Crockett Street and Houston Avenue. The family lived next door to the store. John Kessler was heavily involved in First Ward real estate; 1907 Harris County tax records show his holdings rivaled those of banker T.W. House, lumberman S.F. Carter, and a young Jesse Jones. John Kessler served two terms as alderman for the First Ward before moving to a Colonial Revival mansion at Main and Berry in 1912. John Franklin Kessler died on November 24, 1921, and is interred at Forest Park Lawndale Cemetery with his wife, Annie.

Thomas Kenney Dixon, Sr. was born November 29, 1869, in Alum Creek, Bastrop County, Texas. His parents were Wade Hampton Dixon and Marie Kenney Dixon. Thomas Dixon graduated from the Alamo Business College in San Antonio and began working as a station agent and telegrapher for the Houston & Texas Central Railway in Paige, Texas, in 1889. Thomas Dixon and Emma Kessler were married in 1894 and Thomas began working in the wholesale and retail grocery business with his father-in-law. The couple had one child, Thomas Kenney Dixon, Jr.

In 1895, T.K. Dixon and John Kessler formed a partnership and opened the Kessler-Dixon grocery store. In 1915, T.K. organized the Dixon Packing Company; in 1917, he opened the first franchised Piggly Wiggly grocery store in Texas and eventually operated three stores in Houston. T.K. also operated Main Alleys on Prairie Avenue, the first bowling alley in Houston. In 1924, he left the grocery business and sold his Piggly Wiggly stores to focus on other interests. T.K. Dixon was a founder and lifelong member of the Houston Fat Stock Association. In addition, he served on the board of Lumberman's/Second National Bank from 1908 to 1946. In 1938, he helped organize the first Bill Williams Capon Charity Dinner and served as its chairman until his death in 1955.

Emma Dixon was active in the Woman's Club of Houston, Daughters of the Republic of Texas and First Evangelical Church. She died on September 18, 1950, in Houston. Thomas Kenney Dixon, Sr. died on April 21, 1955. Emma and Thomas are interred at Forest Park Lawndale Cemetery in Houston.

The Estate of Emma Dixon continued to own 1714-1720 Houston Avenue until the late 1970s. Harris County Appraisal District records show that, by 1985, the property was owned by Vincent and Helen Rachal. The Rachals owned the property until 1991.

Vincent Flournoy Rachal (b. August 30, 1934; d. December 12, 2010) Helen Joyce Laboue Rachal (b. March 23, 1934)

Vincent Flournoy Rachal was born on August 30, 1934, in Shreveport, Louisiana, to Anthony and Genevieve Rachal. Helen Joyce Laboue Rachal was born on March 23, 1934, in Houston. Her parents were Johnnie Laboue and Dora Myers Laboue. Vincent Rachal and Helen Laboue were married in Houston on June 8, 1956.

Vincent Rachal was a leading civil rights activist in Houston. He attended Xavier University in New Orleans, where he obtained degrees in physical education and biology. Rachal began his career as a football coach and teacher at Harper Junior High and M.C. Williams Senior High School in Houston.

From the late 1960s to his retirement in the 1980s, he was an executive at Foley's department store and helped the company increase employment and advancement opportunities for people of color and women.

In 1974, Mayor Fred Hofheinz appointed Rachal to serve as the civil service director for the City of Houston to diversify the city's police department. At the time, Rachal's was the first and highest appointment of an African-American to city government. He worked for the city for two years before returning to Foley's for a short time. After his retirement, Rachal founded the Community Pride Corporation which renovated homes to provide affordable housing in Inner Loop neighborhoods. Rachal served on the boards of St. Thomas High School, the Houston Touchdown Club, and the Revitalization and Development Board for Amegy Bank. He died December 12, 2010, and is interred at Forest Park-Westheimer Cemetery.

Helen Joyce Laboue Rachal also attended Xavier University in New Orleans, where she met Vincent Rachal. The couple moved to Houston, where they married. They had three children; Vince, Vaughn and Van.

Jeff Trevino

A series of short-term owners held the property from 1991 until Jeff Trevino purchased the building in 2004. Jeff has a deep respect for Houston's history and is passionate about doing his part to restore and protect Houston's historic architecture. He is grateful for the privilege to act as a steward of the property and help ensure that the J.F. Kessler Building and its history are preserved.

NOTABLE TENANTS

Piggly Wiggly No. 6 (1925-1931) 1714 Houston Avenue

Piggly Wiggly No. 6 opened in November 1925 at 1714 Houston Avenue. Piggly Wiggly was founded in Memphis, Tennessee, in 1916 and pioneered the self-service grocery model, which reduced costs by allowing customers to select merchandise from the shelves rather than having clerks fill the orders. Each Piggly Wiggly location had a similar design with four aisles of shelves and turnstiles where customers entered and left the store. Piggly Wiggly also introduced individually priced products and check-out stands where customers paid for their groceries.

T.K. Dixon purchased the first Piggly Wiggly franchise in Texas and one of the first nationwide; he opened the first Piggly Wiggly store in Houston in 1917. In 1925, Dixon sold his franchise and three Houston stores to E. A Basse of San Antonio, who organized the Piggly Wiggly Houston Company. The Houston Avenue store was the third Piggly Wiggly that Basse opened after buying the Dixon franchise. The Piggly Wiggly Houston Company closed the Houston Avenue store in 1931.

Isidore Weiner Dry Goods Store (1927-1928) 1718 Houston Avenue

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Isidore Weiner was born in Lithuania on April 4, 1894, and immigrated to the United States in 1916. After living in New York and operating a dry goods store in Brooklyn, he moved to Houston in 1923. In 1927, he opened Isidore Weiner Dry Goods at 1718 Houston Avenue. This was the first location of what became Weiner's Variety Store, which had seven branches in Houston by the 1940s. The firm continued its growth, and sons Leon and Sol joined company leadership in the 1970s as Weiner's Department Stores further expanded its footprint. By 1994, Weiner's operated 158 stores in Texas and four other states. Competition and changing fashion trends led the company to declare bankruptcy in 1995 and again in 2000. Unable to recover from damage to several of its Houston area stores caused by Tropical Storm Allison, Weiner's finally closed its doors in 2001.

Shipley Do Nuts (1942-1949) 1419 Crockett Street/1718 Houston Avenue

Lawrence Shipley, Sr. opened Shipley Cream Glazed Donuts at 3608 White Oak in Houston Heights in 1936, where he sold donuts to the wholesale market. In 1938, Shipley moved his bakery to 1419 Crockett Street. From 1943 until 1949, Shipley also occupied the storefront at 1718 Houston Avenue, connecting the Houston Avenue storefront to the bakery facing Crockett Street. Shipley Do-Nuts continued to expand its footprint in the Houston area, opening stores throughout the city. Son Lawrence Shipley, Jr. and grandson Lawrence Shipley, III continued to grow the company, expanding operations to several states. The company remained in the Shipley family until January 2021, when it was sold to Austin investment firm Peak Rock Capital.

Kri-Pax Bakery (1950-1953) 1718 Houston Avenue

Kri-Pax Bakery operated at 1718 Houston Avenue from 1950 until 1953, taking over the space vacated by Shipley Do-Nuts in 1949. Kri-Pax was started by three friends who attended Baylor University together in the 1930s and then entered the Air Force: John Freeman, J. Cullen Paxton and Emmett Kriel. The name Kri-Pax was a combination of Paxton's and Kriel's last names. The friends raised \$600 and started what was initially a fried pie business in a small apartment at Alameda and Holman before moving to 3205 Stanford. The move to 1718 Houston Avenue in 1950 allowed the bakery to expand its operations and make more than 12,000 fried pies nightly. In addition to fried pies, Kri-Pax was known for pecan pies, cupcakes and donuts. The company's products were sold in grocery stores, restaurants, cafeterias and schools throughout Southeast Texas. In 1953, Kri-Pax moved its bakery to 2015 Silver Street, where it remained until the company closed its doors in 1990.

Café Brussels (2012-present) 1716-1718 Houston Avenue

Two Houston Avenue storefronts are currently occupied by Café Brussels, which specializes in Belgian cuisine. Catherine Duwez opened the restaurant in 2012. The café is currently the sole occupant of the building.

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ARCHITECTURAL DESCRIPTION AND RESTORATION HISTORY

ARCHITECTURAL DESCRIPTION

The J. F. Kessler Building is a single-story, brick veneer commercial block. A single-step parapet is centered in the symmetrical façade and contains and engraved panel with the name and date: "19 J. F. Kessler 25." The four storefronts are delineated with alternating cream and brown brick detailing. Cream and brown brick in a checkerboard pattern suggests a cornice on the full width of the front façade.

The Houston Avenue façade contains four storefronts with identical, symmetrical designs. Each storefront contains a central, wood-and-glass entry door with wooden surround. A plate-glass display window is on either side of the door. Each display window has a brick base and sill. A band of three transoms run the full width of each storefront. The transoms have all been replaced with plate glass except for the transom on the right side of the south (right) storefront, which contains an original wooden transom with a pair of horizontal panes of glass. The display windows in the south (right) storefront have been enclosed in glass block.

The Crockett Street façade is three bays wide and features the same patterned brick, but has an asymmetrical design. The east (left) bay contains a pair of metal, overhead garage doors. The central bay contains a small plate-glass window with brick sill and a narrow entry door that are offset to the left side of the bay. The west (right) bay contains a horizontal plate glass window with brick sill and a sealed entry under a band of four transoms, which have been replaced with plate glass.

RESTORATION HISTORY

After Jeff Trevino purchased the building, he removed the corrugated metal covering the transoms on both facades (see Exhibit E), cleaned the brick and refurbished the entry doors. He also replaced all the rotted wood and replaced the roof. Jeff plans to restore an awning that was historically on the façade.

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- , "Kessler & Dixon Add Two Stores to Grocery Chain." April 12, 1923.

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 , "Thomas Kennedy Dixon Typified Spirit of Enterprise in Houston." April 23, 1955.
 , "T.K. Passes Away." April 22, 1955.
 , "Two Ex Army Men Doing Well with Fried Pies." September 27, 1953.
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The information and sources provided by the applicant for this application have been reviewed, verified, edited and supplemented with additional research and sources by [Planner Name], Planning and Development Department, City of Houston.

APPROVAL CRITERIA FOR LANDMARK DESIGNATION

Sec. 33-224. Criteria for designation

(a) The HAHC, in making recommendations with respect to designation, and the city council, in making a designation, shall consider one or more of the following criteria, as appropriate for the type of designation:

S	NA	S - satisfies D - does not satisfy NA - not applicable		
\boxtimes		 Whether the building, structure, object, site or area possesses character, interest or value as a visible reminder of the development, heritage, and cultural and ethnic diversity of the city, state, or nation; 		
	\boxtimes	(2) Whether the building, structure, object, site or area is the location of a significant local, state or national event;		
		3) Whether the building, structure, object, site or area is identified with a person who, or group or event that, contributed significantly to the cultural or historical development of the city, state, or nation;		
\boxtimes		4) Whether the building or structure or the buildings or structures within the area exemplify a particular architectural style or building type important to the city;		
\boxtimes		(5) Whether the building or structure or the buildings or structures within the area are the best remaining examples of an architectural style or building type in a neighborhood;		
		(6) Whether the building, structure, object or site or the buildings, structures, objects or sites within the area are identified as the work of a person or group whose work has influenced the heritage of the city, state, or nation;		
	\square	(7) Whether specific evidence exists that unique archaeological resources are present;		
⊠ AND		(8) Whether the building, structure, object or site has value as a significant element of community sentiment or public pride.		
		(9) If less than 50 years old, or proposed historic district containing a majority of buildings, structures, or objects that are less than 50 years old, whether the building, structure, object, site, or area is of extraordinary importance to the city, state or nation for reasons not based on age (Sec. 33-224(b)).		
Sec. 33-229. Criteria for protected landmark designation				
S	NA	S - satisfies D - does not satisfy NA - not applicable		
\square		(1) Meets at least three of the criteria for designation in section 33-224 of this Code;		

	on Archaeological & Historical Commission	CITY OF HOUSTON Planning and Development		
	(2) Was constructed more than 100 years before director;	ore application for designation was received by the		
	(3) Is listed individually or as a contributing s Historic Places; or	structure in an historic district on the National Register of		
	\bigcirc (4) Is recognized by the State of Texas as a R	ecorded State Historical Landmark.		
STAFF RECOMMENDATION: APPROVAL				

HAHC RECOMMENDATION

Houston Archaeological & Historical Commission Department **Planning and Development**

EXHIBIT A CURRENT PHOTOS THE J. F. KESSLER BUILDING

1714 HOUSTON AVENUE, HOUSTON, TEXAS 77007

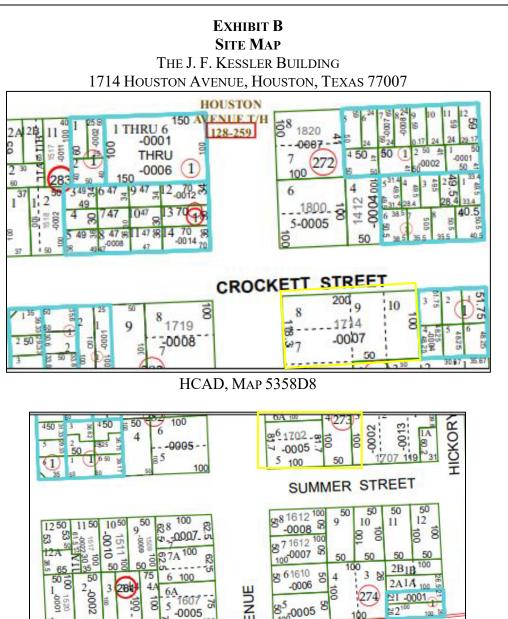


FRONT FAÇADE FACING HOUSTON AVENUE



SIDE FAÇADE FACING CROCKETT STREET Photos by Jim Parsons, Preservation Houston

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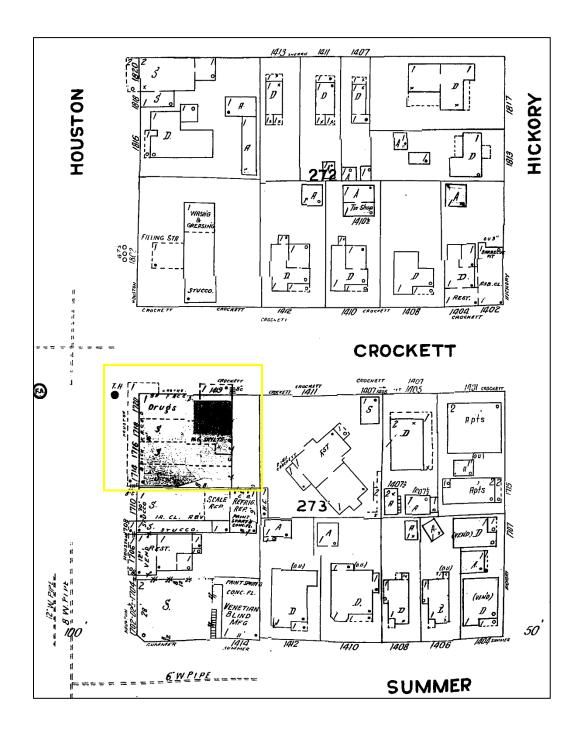
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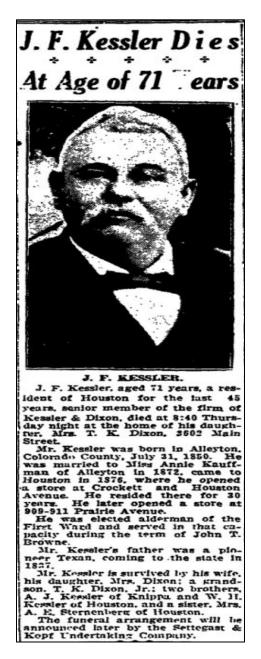
EXHIBIT C SANBORN FIRE INSURANCE MAP HOUSTON 1924-FEB. 1951 VOL. 2, 1924-DEC. 1950, SHEET 236 THE J. F. KESSLER BUILDING 1714 HOUSTON AVENUE, HOUSTON, TEXAS 77007



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Exhibit D

J.F. KESSLER OBITUARY The J. F. Kessler Building 1714 Houston Avenue, Houston, Texas 77007



SOURCE: HOUSTON CHRONICLE DIGITAL ARCHIVES

Houston Archaeological & Historical Commission Department **Planning and Development**

EXHIBIT D PIGGLY WIGGLY STORE OPENING, 1925

THE J. F. KESSLER BUILDING



SOURCE: HOUSTON CHRONICLE DIGITAL ARCHIVES

Houston Archaeological & Historical Commission Department

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EXHIBIT E Photos (Early 2000's) The J. F. Kessler Building 1714 Houston Avenue, Houston, Texas 77007



FRONT FAÇADE FACING HOUSTON AVENUE



SIDE FAÇADE FACING CROCKETT STREET PHOTOS PROVIDED BY JEFF TREVINO