

PROTECTED LANDMARK DESIGNATION REPORT**LANDMARK NAME:** The Marshall-Calloway Building**OWNERS:** Sandra Calloway**APPLICANTS:** Sandra Calloway**LOCATION:** 5303 Lyons Avenue, Fifth Ward, Houston, Texas,
77020**AGENDA ITEM:** B**HOP FILE NO.:** 2021_0199**DATE ACCEPTED:** 2021_6/29**HAHC HEARING:** JULY, 29, 2021

SITE INFORMATION: Lot 2, Block 4, Pinecrest, Fifth Ward, City of Houston, Harris County, Texas. Designation is requested for the two-story commercial and mixed residential building. The building is 2,800 square feet on a 6,000 square foot lot.

TYPE OF APPROVAL REQUESTED: Protected Landmark Designation

HISTORY AND SIGNIFICANCE SUMMARY:

The Marshall-Calloway Building is a c. 1945 two-story, vernacular, mixed-use commercial and residential building located in the Fifth Ward, north of Buffalo Bayou and east of downtown Houston.

Fred Lee Marshall, the first owner, operated his printing business at 5303 Lyons Avenue for several years. Fred resided at the property with his wife Norvell V. Hames and their children. The building was also historically used as commercial and residential rental space.

Kenneth Calloway purchased the building in January 1995. He grew up in the Fifth Ward and was very active in the community. His professional career included serving as District Liaison with Harris County Precinct One Commissioner El Franco Lee. Kenneth wanted to obtain a historic landmark designation for 5303 Lyons due to its association the Honorable Barbara Charline Jordan. Her office was located on the second floor of this property during the 1970s to 1980s, when she was working for a local law firm. Ms. Jordan was a prominent Fifth Ward resident, lawyer, educator and Democratic politician. Many residents in the neighborhood know the building for its association with her.

Kenneth passed away in December 2020. Sandra Calloway, his wife and the current owner, is seeking a protected landmark designation for the building to carry out Kenneth's wishes and ensure that the building remains part of the historic housing stock of neighborhood. The Marshall-Calloway Building meets criteria 1, 3, 6 and 8 for landmark designation and criteria 1 for protected landmark designation.

HISTORY AND SIGNIFICANCE*FIFTH WARD*

5303 Lyons Avenue is in the Fifth Ward, which is north of Buffalo Bayou and east of downtown Houston. The Fifth Ward is a mixed residential, commercial and industrial neighborhood.

In 1866, the population density increased enough that the City of Houston created a Fifth Ward, which incorporated areas north of Buffalo Bayou and east of White Oak Bayou that had been part of the First and Second wards. The neighborhood was mostly settled by Anglo-Americans and Northern European immigrants who worked and lived in the area. This section of the Fifth Ward is usually called the Near Northside today.

After the Civil War, freed people settled in the sparsely populated area east of this neighborhood and outside of the city limits. This is the neighborhood that is known as the Fifth Ward today. This isolated community developed quickly when railroads began to be built in the area. The city limits were expanded in 1866, 1874, 1903 and 1917, gradually moving east and encompassing the African American settlement.

According to *"Houston's Forgotten Heritage: Landscape, Houses, Interiors, 1824-1914,"* freed people from East Texas began building small homes on the north side of Buffalo Bayou in settlements known as "the Bottoms," while formerly enslaved people from plantations in Brazoria and Fort Bend counties settled south of the bayou. Mexican immigrants arrived in the area in the 1880s, but a significant community was not established until the Mexican Revolution in 1910.

Early development of the Fifth Ward was tied to railroads. In 1881, the Southern Pacific Railroad's yard and maintenance shops were built and created many jobs. By the end of the 19th century, a strong black community had been established and was flourishing in the eastern Fifth Ward. Many residents worked at the Southern Pacific railyard or the Houston Ship Channel. Others, particularly black women, commuted across town to work as domestics. There were several successful black-owned businesses in the neighborhood, including a pharmacy, dentist's office, an undertaking parlor, a theater and several barber shops on Lyons Avenue.

In 1927, Phillis Wheatley High School had 2,600 students and sixty teachers, making it one of the largest black high schools in America. The number of businesses continued to grow. In the 1930s, printing plants, photography studios, the entertainment venues, including the Club Matinee (known as the Cotton Club of the South), flourished in the vibrant neighborhood. After World War II, the Fifth Ward community was the economic center of black Houston with Lyons Avenue as the commercial district. However, desegregation and court-ordered integration in the 1960s, along with suburban flight, led to the economic decline of the Fifth Ward in the 1970s and 1980s. Many wealthier families left the Fifth Ward to live in neighborhoods where they were previously barred. Business owners saw their sales drop and either closed or relocated to other parts of the city.

After decades of decline, the neighborhood is undergoing revitalization spurred on by residents, business owners and the Fifth Ward Community Redevelopment Corporation. This nonprofit organization was founded in 1989 to increase access to home ownership, technology, the arts and job training. Economic decline, natural disasters and redevelopment have impacted the density of the historic housing stock in the Fifth Ward. Nevertheless, the neighborhood still contains a significant number of examples of vernacular and Craftsman-style architecture from the late 19th and early 20th centuries.

HISTORY OF 5303 LYONS

The building at 5303 Lyons, a two-story mixed commercial and residential building, was built between 1943 and 1945, replacing an earlier one-story building. According to Harris County Tax Appraisal and Building Assessment records, Fred Lee Marshall purchased 5303 Lyons and built the two-story structure that contained his print shop, along with office space and living quarters.

HONORABLE BARBARA CHARLINE JORDAN

5303 Lyons is known for its association with prominent Fifth Ward resident, lawyer, educator and state senator, and former U.S. Congresswoman, Barbara Jordan.

Barbara Charline Jordan was born in Houston on February 21, 1936, to Benjamin and Arlyne Jordan. Her father was a warehouse clerk and Baptist minister. She was one of three children. Jordan grew up in the Fifth Ward where she attended Roberson Elementary School and Phyllis Wheatley High School. After graduating magna cum laude from Texas Southern University in 1956, Jordan attended Boston University to obtain her law degree. She returned to Houston in 1960 and opened a law practice. Soon after, she began working on John F. Kennedy's presidential campaign, managing a get-out-the-vote program for Houston's 40 African American precincts.

In addition to practicing law and organizing campaign programs, Jordan ran for the Texas House of Representatives in 1962 and 1964. In 1966, she became the first Africa-American woman elected to the Texas Senate. Jordan made history again in 1972 when she was elected president pro tempore of the Texas Senate, making her the first African American woman in U.S. history to oversee a legislative body. Jordan continued excelling in her political career when she was elected to the U.S. House of Representatives for the Eighteenth Texas District in 1972, becoming one of the first African Americans elected to Congress from the American South since Reconstruction. In 1976, Jordan became the first African American and the first woman to deliver the keynote address at the Democratic National Convention.

Barbara Jordan was known for her dedication to advancing civil rights protections to all Americans and worked tirelessly in her political roles to push forward legislation aimed at creating a more just and equal society. She continued her work until she passed away on January 17, 1996 in Austin, Texas. Throughout her lifetime, Jordan was recognized for her work on several occasions, receiving the Presidential Medal of Freedom in 1994, almost two dozen honorary degrees as well as inclusion into the National Women's Hall of Fame in Seneca, New York.

OWNERSHIP HISTORY

Fred Lee Marshall, Sr. (b. August 25, 1911, d. September 15, 1987) and Norvell Vivian Hames Marshall (b. August 15, 1915, d. May 28, 1983)

Fred Lee Marshall was born on August 25, 1911, in Harrisburg, Texas to Cecelia Ann Marshall. He owned and operated his business, the Marshall Printing Press (also listed as Fred Marshall Press of Houston), at

5303 Lyons Avenue. Fred and his wife Norvell V. Hames married on January 22, 1939. Norvell was born on August 15, 1915, in Houston. She was a housewife. The couple had at least two children together, Frieda Jessyl Marshall, born on January 23, 1945, and Fred Lee Marshall, Jr., born on February 21, 1947.

Fred was first listed at 5303 Lyons Avenue in the 1942 Houston city directory. The Marshalls resided at that address and offered rental space. Norvell passed away on May 28, 1983, and Fred died on September 15, 1987.

Kenneth Earl Calloway (b. March 28, 1948, d. December 19, 2020) and Sandra Calloway

The second owner of the property was the late Mr. Kenneth Calloway. He purchased the building on January 20, 1995 from the Lindler-Broughton Company, a local real estate firm.

Mr. Kenneth Earl Calloway, known as "Cab" to family and friends, was born on March 28, 1948, in Houston to Clarence and Yvette Calloway. He grew up in the Fifth Ward, attending neighborhood schools: Atherton Elementary, E.O. Smith Junior High and Phillis Wheatley Senior High. Kenneth was actively involved in extracurricular activities including the famous Wheatley Beau Brummels and Knights & First Ladies of the Purple Shield. He continued his education at Texas Southern University. Kenneth's faith was important; he became a lifelong member of Mount Vernon United Methodist Church. As a young man, he participated in the Methodist Youth Fellowship, and later the United Methodist Men and other ministries during his Christian journey. Kenneth was strongly committed to improving the quality of life for residents of the Fifth Ward community. His professional career included serving as District Liaison for Harris County Precinct One Commissioner El Franco Lee. Kenneth retired in 2012.

Kenneth inherited a strong entrepreneurial spirit from his family, who owned Cab's Dairy Bar. Kenneth also launched his own company, Gemini Graphics, a graphics design firm located in the heart of the Fifth Ward, that sold thousands of marketing and promotional items.

In 1977, he married his soulmate, Sandra Winchester. Sandra was born in Houston. She attended local schools Worthing High School and Texas Southern University. Sandra worked with the Harris County Probation Department. The couple shared a strong commitment to improving the local community.

Kenneth owned 5303 Lyons until his death on December 19, 2020, in Houston. It was Kenneth's wish that the property be considered for a historic landmark designation. He loved the Fifth Ward and wanted the best for the area.

His wife Sandra is the current owner. The building continues to be used as a rental property; tenants include Walton Henry Recruiting and 5th Ward Islamic Center for Human Development, a religious and community-based group.

ARCHITECTURAL DESCRIPTION AND RESTORATION HISTORY*ARCHITECTURAL STYLE**American Vernacular*

5303 Lyons Avenue is an example of mid-century American vernacular commercial architecture. In her *A Field Guide to American Houses*, Virginia McAlester described the American Vernacular architecture significance period as c. 1930 to the present. Identifying features include simple geometric forms, covered porches and balconies, uncomplicated roofs, walls clad with one dominant material (wood, stone or brick) and few stylistic details.

ARCHITECTURAL DESCRIPTION

5303 Lyons Avenue is a two-story, mixed-use commercial and residential building. The building has a hipped roof with boxed eaves. The roof is covered in asphalt shingles. The first floor of the front façade is clad in PermaStone and the second floor of the building has cedar shake. The house sits on a concrete slab foundation.

The asymmetrical front façade faces Lyons Avenue. On the left side of the façade is a garage door entrance, which has been enclosed with a sign identifying the 5th Ward Islamic Center. A cantilevered canopy extends between the first and second floors of the building on the right 2/3 of the front facade. Beneath the canopy is a row of four, 1-over-1 metal, sash windows with a simple wood surround and simple ledge molding above the windows. The right side of the first floor contains a place glass entry door with metal frame a simple wood surround. Ledgestone planters extend on either side of the entrance. The second-floor façade contains two pairs of 1-over-1 metal frame windows. Each pair of windows has a simple wood surround and a wooden sill.

RESTORATION HISTORY

The current owner has not made any significant changes to the building.

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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 Roman McAllen, 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
<input checked="" type="checkbox"/>	<input type="checkbox"/>	(1) 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;		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	(2) Whether the building, structure, object, site or area is the location of a significant local, state or national event;		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	(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;		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	(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;		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	(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;		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	(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;		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	(7) Whether specific evidence exists that unique archaeological resources are present;		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	(8) Whether the building, structure, object or site has value as a significant element of community sentiment or public pride.		

AND

- (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 |
|-------------------------------------|-------------------------------------|---|-----------------------------|----------------------------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | (1) Meets at least three of the criteria for designation in section 33-224 of this Code; | | |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | (2) Was constructed more than 100 years before application for designation was received by the director; | | |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | (3) Is listed individually or as a contributing structure in an historic district on the National Register of Historic Places; or | | |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | (4) Is recognized by the State of Texas as a Recorded State Historical Landmark. | | |

Staff recommendation:

HAHC recommend to Houston City Council the designation of the Marshall-Calloway Building at 5303 Lyons Avenue, Fifth Ward, Houston, Texas, 77020 a protected landmark in the city of Houston.

HAHC RECOMMENDATION

EXHIBIT A
CURRENT PHOTO (MAY 2021)
THE MARSHALL-CALLOWAY BUILDING
5303 LYONS AVENUE, HOUSTON, TEXAS, 77020



PHOTO BY PRESERVATION HOUSTON

EXHIBIT B
SITE MAP
THE MARSHALL-CALLOWAY BUILDING
5303 LYONS AVENUE, HOUSTON, TEXAS, 77020

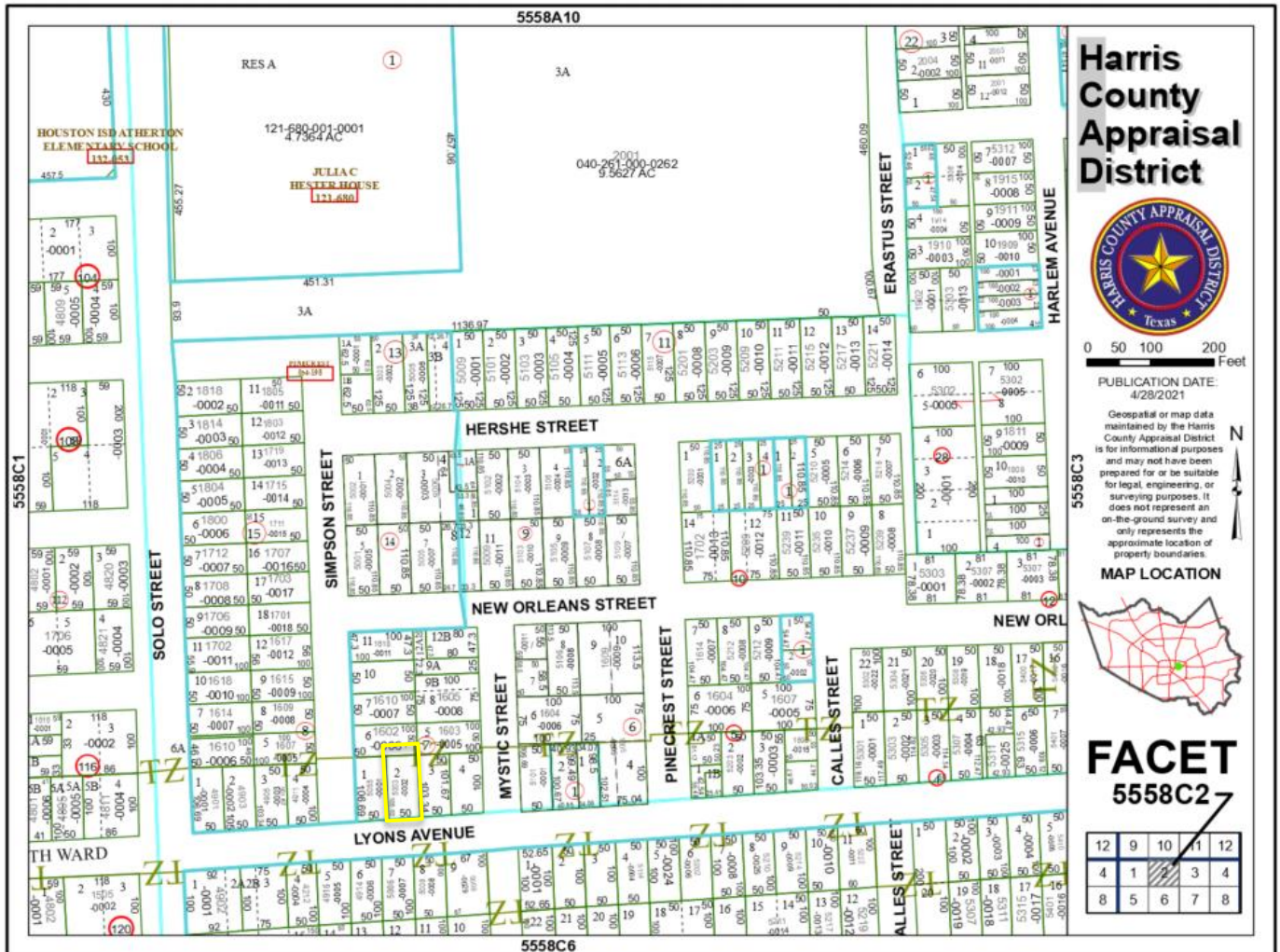


EXHIBIT C
1913 J. M. KELSON HOUSTON MAP
BOUNDARIES OF THE FIFTH WARD
THE MARSHALL-CALLOWAY BUILDING
5303 LYONS AVENUE, HOUSTON, TEXAS, 77020

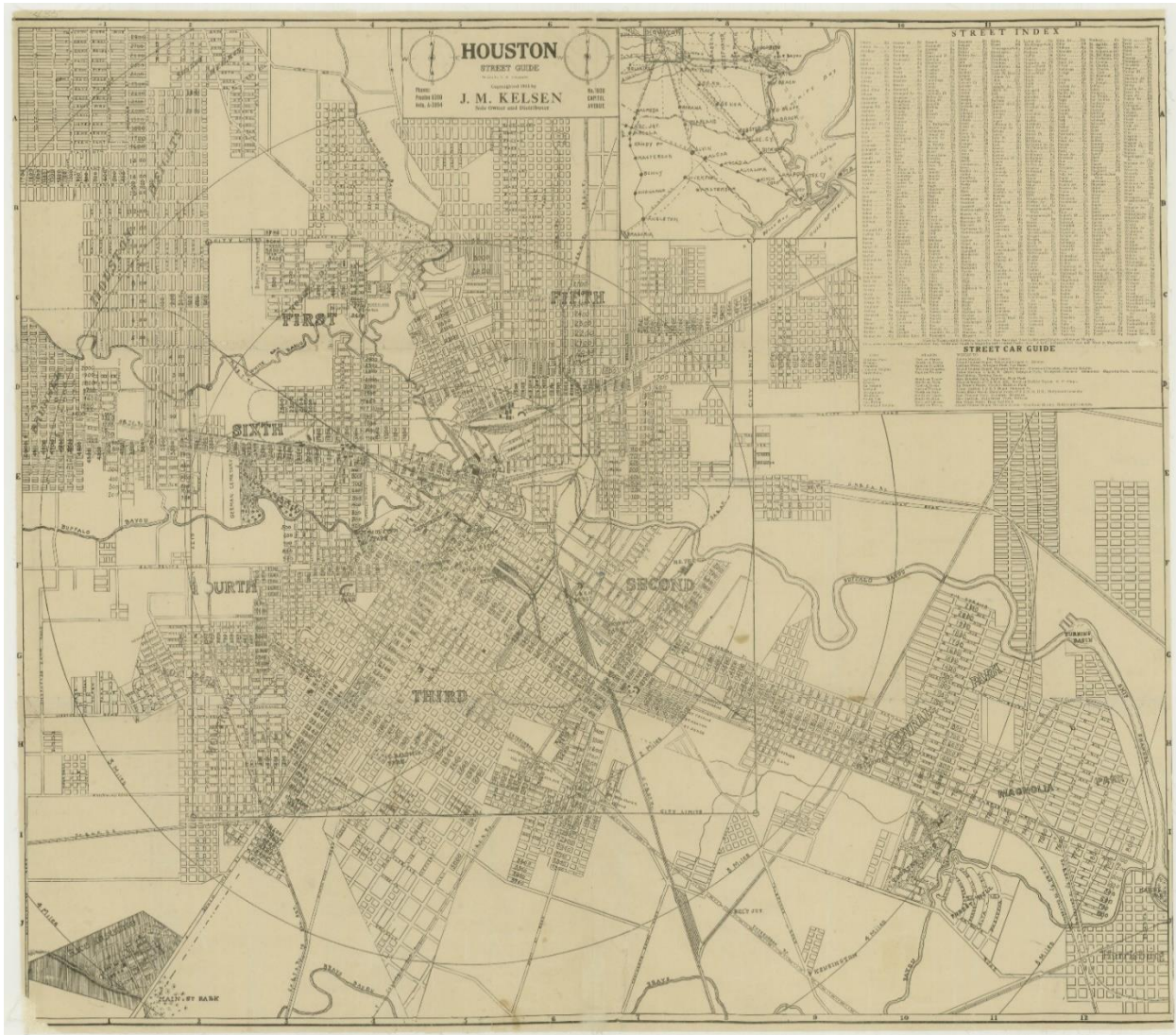


EXHIBIT D

FRED MARSHALL PRESS OF HOUSTON, ADVERTISEMENT

JANUARY 29, 1961

THE MARSHALL-CALLOWAY BUILDING
5303 LYONS AVENUE, HOUSTON, TEXAS, 77020

**Fred Marshal Press
of Houston**

**All Types of Printing
CENTRALLY LOCATED**

**5303 LYONS AVE.
OR 2-6411**

SOURCE: HOUSTON CHRONICLE DIGITAL ARCHIVES

EXHIBIT E

SENATOR BARBARA JORDAN, ARTICLE

APRIL 30, 1972

THE MARSHALL-CALLOWAY BUILDING
5303 LYONS AVENUE, HOUSTON, TEXAS, 77020



The all-black slate of new inner-city 18th Con ton first. Candidates ar dan, State Rep. Curtis civil rights activist Boo ant Milton King.

Focus of the race is 33, and Graves, 36, bot accomplishment in Ho "more radical" and she with established power.

Van Hetherly, a Chro day with each candida their makeup than any

Photos by David Nance, Chronicle St

Sen. Barbara Jord beams as the Acre Hom Barbara Jordans, form ly the Acre Homes Me serenade her with a so they composed about the candidate.

Sen. Barbara Jordan

Barbara Charlene Jordan sits in her law office above a print shop in a scruffy building at 5303½ Lyons.

Papers piled a foot high on the floor behind her cluttered desk. Framed diplomas and certificates covering the walls. Color photos of John F. Kennedy, Lyndon B. Johnson and Hubert H. Humphrey. A Bible and James Baldwin's "Another Country" among the law books. The phone in her hand, unopened mail before her.

She lives with her parents in a house just a few blocks away, at 4910 Campbell. Her father is a minister. The houses on that street are poor. Hers stands out only because of a fresh-looking coat of hot pink paint.

There she has just put away a breakfast of boiled eggs, toast, bacon, juice and coffee. Now, the early morning office routine done, it's time to campaign some more.

"I do just about what everyone else does when they're trying to get rolling." First thing today, she'll address a meeting of the National Maritime Union (NMU).

Barbara rolls away in her car. The FM is tuned to the classical music station. Her head bobs gently in time with violins. She wears a brown and white seersucker dress, no rings or jewelry, only a wrist watch tinier than some big women wear.

"I was born in that house there." A small neat brick in

the 4500 block of Sharon in the impoverished Fifth Ward, her neighborhood still.

It's 9 a.m. At the union hall on Navigation she wades into a crowd of about 250 seamen, shaking hands, exchanging inanities as campaigners must do 1000 times a day.

"How you doing? How you doing? Fine. Fine.

"Heard a lot about you, senator."

"I hope it was all faithful."

"What kind of campaign you got?"

"A challenging campaign. I'm working hard, running scared. I'm encouraged by what I see here."

Her answers are thoughtful.

(See BARBARA, Page 10)

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SOURCE: HOUSTON CHRONICLE DIGITAL ARCHIVES



Figure 1- Ms. Barbara Jordan with Mr. & Mrs. Fred Hofheinz, 1971 Rice Hotel



Figure 2-from Barbara Jordan's 1962 campaign for Texas House of Representatives



Figure 3-1975 Barbara Jordan at dinner alongside Senator Bentsen with fellow U.S. Representatives



Figure 4-Barbara Jordan, 1979

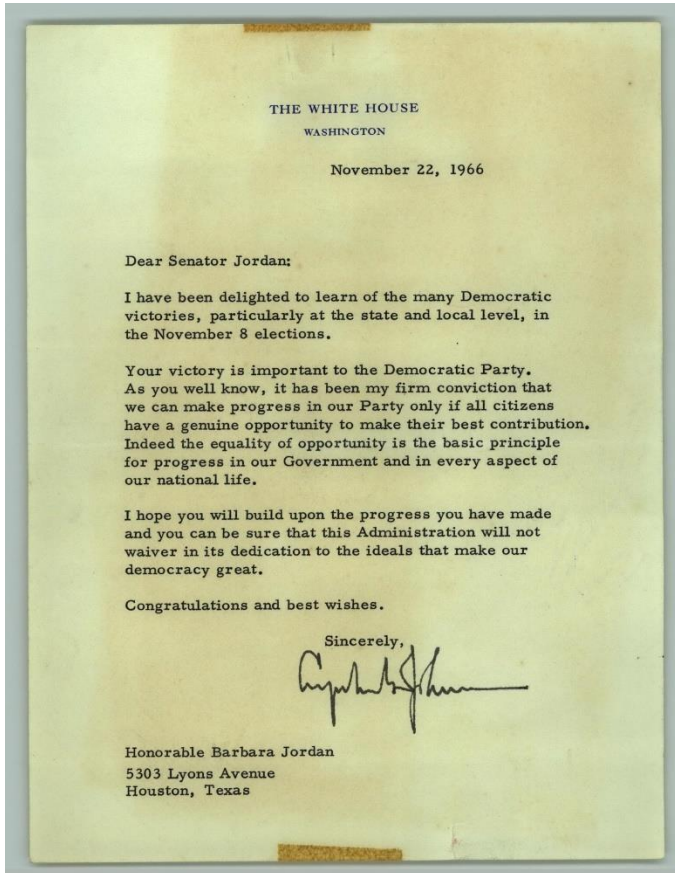


Figure 5-Letter from President Johnson to 5303 Lyons Avenue



Figure 6-The latter 6 images from the University of North Texas Portal to Texas History