

United States Department of the Interior

National Park Service

National Register of Historic Places Registration Form

1. Name of Property

Historic Name: San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway)

Other name/site number: NA

Name of related multiple property listing: NA

2. Location

Street & number: 606-620 Broadway (East Side of 600 Block)

City or town: San Antonio

State: Texas

County: Bexar


Not for publication: NA

Vicinity: NA

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this
(☒ nomination ☐ request for determination of eligibility) meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property (☒ meets ☐ does not meet) the National Register criteria.

I recommend that this property be considered significant at the following levels of significance:

☐ national ☒ statewide ☐ localApplicable National Register Criteria: ☒ A ☐ B ☒ C ☐ D

Deputy State Historic Preservation Officer

Date 9/19/2025

Texas Historical Commission

State or Federal agency / bureau or Tribal Government

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria.

Signature of commenting or other official

Date

State or Federal agency / bureau or Tribal Government

4. National Park Service Certification

I hereby certify that the property is:

☐ entered in the National Register☐ determined eligible for the National Register☐ determined not eligible for the National Register.☐ removed from the National Register☐ other, explain: _____

Signature of the Keeper

Date of Action

San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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5. Classification

Ownership of Property: Private (added parcels only)

Category of Property: District

Number of Resources within Property (boundary increase only)

Contributing	Noncontributing	
2	2	buildings
0	0	sites
0	0	structures
0	0	objects
2	2	total

Number of contributing resources previously listed in the National Register: 197 in San Antonio Downtown and River Walk Historic District

6. Function or Use

Historic Functions: Commerce/Trade: Specialty store; Industry: Manufacturing facility; Domestic: Multiple dwelling

Current Functions: Vacant; Commerce/Trade: Professional; Commerce/Trade: Specialty store

7. Description

Architectural Classification: Late 19th and Early 20th Century Revivals: Neo-Classical Revival; Other: One-part Commercial Block, Two-part Commercial Block, Factory

Principal Exterior Materials: Brick, Concrete, Stucco, Glass

Narrative Description (see continuation sheets 7-12)

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8. Statement of Significance

Applicable National Register Criteria: A, C (unchanged from original district nomination)

Criteria Considerations: NA

Areas of Significance: Commerce, Community Planning and Development, Architecture (original nomination – state level); Commerce, Architecture (subject contributing buildings – state level)

Period of Significance: 1854-1970 (original nomination); 1910-1970 (subject contributing buildings)

Significant Dates: San Antonio Tent & Awning Company: 1926; Etter Apartments: 1910

Significant Person (only if criterion b is marked): NA

Cultural Affiliation (only if criterion d is marked): NA

Architect/Builder: Unknown

Narrative Statement of Significance (see continuation sheets 13-20)

9. Major Bibliographic References

Bibliography (see continuation sheets 21-22)

Previous documentation on file (NPS):

- ☒ preliminary determination of individual listing (36 CFR 67) has been requested.
(*San Antonio Tent & Awning Company Part 1 approved 2-08-24, Project #47401; Etter Apartments Part 1 approved 2-21-24, Project #47419*)
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey #
- ☐ recorded by Historic American Engineering Record #

Primary location of additional data:

- ☐ State historic preservation office
- ☐ Other state agency
- ☐ Federal agency
- ☐ Local government
- ☒ University (University of Texas at San Antonio)
- ☒ Other – (The Conservation Society of San Antonio)

Historic Resources Survey Number (if assigned): NA

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10. Geographical Data

Acreage of Property: less than 1 acre (0.68 acres – boundary increase)

Coordinates

Latitude/Longitude Coordinates

1. 29.431683° -98.483592°
2. 29.431426° -98.483302°
3. 29.431306° -98.483384°
4. 29.430994° -98.483730°
5. 29.431278° -98.484054°

Verbal Boundary Description: The boundary increase includes four buildings on the east side of Broadway between its intersection with Brooklyn Avenue and 6th Street to the north and south, respectively. A scale map is on page 23 of this nomination.

Boundary Justification: The boundary includes four buildings and lots immediately adjacent to the north boundary of the listed district. The added boundary area excludes a small section at the rear of the 620 Broadway lot to exclude a portion of a noncontributing carport shared with a property not included in this amendment.

11. Form Prepared By

Name/title: Megan Warley McDonald, MHP, MA
Organization: Post Oak Preservation
Street & number: 2506 Little John Lane
City or Town: Austin State: TX Zip Code: 78704
Email: megan@postoakpreservation.com
Telephone: (814) 397-2359
Date: 3/26/2024

Additional Documentation

Maps (see continuation sheets 24-26)
Additional items (see continuation sheets 27-36)
Photographs (see continuation sheets 5-6, 37-62)

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Photograph Log

San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway)
San Antonio, Bexar County, Texas
Photographed by Irene Allender, August 2023 and March 2025

All photographs accurately depict property conditions. No changes nor significant deterioration has occurred since the photos were taken on August 2023 and March 2025.

Photo 1
Streetscape depicting east side of 600 Block of Broadway, view south.

Photo 2
San Antonio Tent & Awning Company, 618 Broadway, view southeast.

Photo 3
Detail view of cast stone pilasters on San Antonio Tent & Awning Company, view east.

Photo 4
Northeast elevation of the San Antonio Tent & Awning Company building, view of southern exterior light well, view southwest.

Photo 5
View of San Antonio Tent & Awning Company northwest elevation and rooftop monitor, view south.

Photo 6
San Antonio Tent & Awning Company rear elevation, view northwest.

Photo 7
Southwest Elevation of San Antonio Tent & Awning Company, view north.

Photo 8
San Antonio Tent & Awning Company west storefront interior, view southeast.

Photo 9
San Antonio Tent & Awning Company east storefront interior, view southeast.

Photo 10
San Antonio Tent & Awning second floor factory space, view southeast.

Photo 11
San Antonio Tent & Awning raised ceiling structure and monitor clerestory windows, view northwest.

Photo 12
San Antonio Tent & Awning detail view of windows along raised ceiling structure.

Photo 13
Etter Apartments primary elevation, view southeast, March 2025.

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Photo 14

Etter Apartments oblique, view south, March 2025.

Photo 15

Etter Apartments detail of primary entrance, view southeast.

Photo 16

Etter Apartments northeast elevation, view west.

Photo 17

Etter Apartments rear infilled porch, view northwest.

Photo 18

Etter Apartments southwest elevation, view north.

Photo 19

Etter Apartments rooftop deck, view south.

Photo 20

Etter Apartments first floor lobby/stairwell, view north.

Photo 21

Etter Apartments first floor apartment, view east.

Photo 22

Etter Apartments first floor apartment, view northeast.

Photo 23

Etter Apartments detail of door that separates second floor vestibule from corridor, view northwest.

Photo 24

Etter Apartments second story corridor, view southeast.

Photo 25

612-614 Broadway (non-contributing).

Photo 26

606 Broadway (non-contributing) at left and 602 Broadway at right (existing contributing structure in San Antonio Downtown and River Walk Historic District).

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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Narrative Description and the Goal of this Amendment

The purpose of this amendment is to increase the boundary of the San Antonio Downtown and River Walk Historic District (NRHP 2018) to include the San Antonio Tent & Awning Company (built 1926) at 618 Broadway Street, and the Etter Apartments (built 1910) at 620 Broadway Street as contributing resources.¹ The buildings are located just northeast of the current boundary of the San Antonio Downtown and River Walk Historic District (Maps 3 and 4). Two noncontributing buildings (606 and 612-614 Broadway) are also included to make the nominated area contiguous with the listed district.

The San Antonio Tent & Awning Company is a two-story commercial building with a reinforced concrete frame and brick infill. The northwest (primary) facade is clad in stucco and divided into two bays, each containing a first-floor commercial storefront delineated by two-story cast stone pilasters that feature floral detailing. While the building originally featured slightly recessed storefronts with overhead transoms, the transoms have been infilled and the storefronts were replaced sometime prior to 1981. The second story is characterized by a row of six historic one-over-one windows in each bay, 12 windows in total. A simple entablature runs the full length of the building, and the cornice is characterized by a slightly stepped parapet at the center of the building. The raised roof monitor is lined with clerestory windows.

The Etter Apartments is a two-story Neo-Classical Revival painted brick building. The northwest (primary) elevation is characterized by several classical features, including a symmetrical facade and full-height front porch supported by four columns with Ionic capitals, monumental cornice with dentils, decorative brackets, and multi-pane windows. The front entrance features a fully glazed single entrance door topped with a fanlight and sidelights, and a keystone. On the second level, a partially glazed door with transom is located at the center, flanked by an 18-over-1 window and a pair of glazed French doors with transom. An ornamental cast iron railing runs the length of the second story porch. Rehabilitation work to the primary elevation began in early 2025 and included the repair and replacement of water damaged wood on the porch and repainting.

The San Antonio Tent & Awning Company and Etter Apartments are similar to other contributing buildings in the boundary and retain good historic integrity to convey the commercial and architectural significance of the San Antonio Downtown and River Walk Historic District.

The San Antonio Tent & Awning Company and the Etter Apartments are compatible to the building types present in the San Antonio Downtown and River Walk Historic District. The San Antonio Tent & Awning building is a two-part commercial block, a building type that is common in the larger district, where roughly 65% are two-part commercial blocks between one and three stories in height. It is also a unique building type in the district, with a second-floor factory space with exterior light wells and a rooftop monitor to provide abundant natural light to the interior. The Etter Apartments building at 620 Broadway is a two-story, brick, Neo-Classical Revival building with a prominent two-story portico supported by Ionic columns. The Etter Apartments building is a rare example of both Neo-Classical Revival design and its function as a small-scale apartment complex within the district. There are only two other Neo-Classical Revival buildings contributing to the district, both of which were constructed as banking institutions (Lockwood Bank and the Federal Reserve Bank). And while there are two historic apartment buildings in the district (The Toltec and The Havana) they are large structures that catered to a wealthy clientele, while the Etter Apartments were modest in scale and occupied by middle-class residents.

¹ Though the individual storefronts are individually identified as 616 and 618 Broadway, Bexar CAD identifies the San Antonio Tent & Awning Building as 618 Broadway Street, and that address has been used throughout this nomination.

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Location and Setting (Maps 1-4, Figures 1-4)

The San Antonio Tent & Awning Company and Etter Apartments are located at 618 and 620 Broadway Street, respectively, in downtown San Antonio, Texas. Broadway Street was historically part of the Meridian Highway and is lined with mid-twentieth century commercial buildings, many of which originally catered to automobiles. The 600 block of Broadway primarily consists of commercial buildings, and an open parking lot is across the street from the subject buildings. The San Antonio Downtown and Riverwalk Historic District (NRHP 2018) ends at the corner of the 600 block to include 602 Broadway as a contributing resource, and only two buildings separate the district boundary from the subject buildings. Many of the buildings in the 600 block are historic age but have been heavily altered. The subject buildings are bounded by Broadway Street to the northwest, the lot line for 620 Broadway to the northeast, paved parking areas to the southeast, and the lot line for 606 Broadway to the southwest. The subject properties are on narrow, rectangular city lots with little setback from the street. A concrete sidewalk runs along the primary (northwest) elevations. Apart from trees that flank 620 Broadway, the properties feature no additional landscaping.

Building Descriptions

Barry Motor Company, 606 Broadway Street (noncontributing) (Table 1; Photos 1, 26)

The Barry Motor Company is a one-story masonry building built c. 1926. The building historically featured a symmetrical brick façade divided by pilasters, with large storefront windows topped with overhead transoms. Clay tile coping originally lined the parapet. The original façade has been entirely replaced: it is now divided into two asymmetrical sections, one of which is clad with non-historic brick and the other clad with non-historic stucco. Openings on the primary façade include four windows of varying sizes and a recessed central entryway. Due to significant alteration, the building does not retain integrity to convey its historic function as a twentieth century commercial building that housed automotive related businesses.

Jack Tire Station, 612-614 Broadway Street (noncontributing) (Table 1; Photos 1, 25)

The Jack Tire Station is a c. 1924 one-story building constructed of masonry and clad with stucco. The northwest (primary) façade is divided into three bays that are dominated by large, non-historic storefronts. The center bay is recessed several feet beneath the roof line. The center bay was historically open (see Figure 3) to allow cars to drive through, but it has been infilled. Original ball finials are extant on each end of the roofline along primary façade. Due to extensive alterations to the primary façade, the building no longer retains sufficient integrity to convey its historic function as an automobile-related commercial enterprise.

San Antonio Tent & Awning Company, 618 Broadway Street (Figures 9-10; Photos 1-12)

Exterior

The San Antonio Tent & Awning Company is a two-story building constructed of reinforced concrete frame with brick infill. It was built in 1926. The northwest (primary) facade is divided into two bays, each containing a first-floor commercial storefront and it's clad in stucco. The bays are delineated by two-story cast stone pilasters that feature floral detailing. While the building originally featured slightly recessed storefronts with overhead transoms, the transoms have been infilled and the storefronts were replaced sometime prior to 1981. The second story is characterized by a row of six historic one-over-one windows in each bay, 12 windows in total. A simple entablature runs the full length of the building, just above the windows. The cornice is characterized by a slightly stepped parapet at the center of the building.

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The northeast elevation is largely obscured due to its close proximity to 620 Broadway (Photo 4). The exterior wall consists of vertical and horizontal concrete piers infilled with oversized bricks set in a Flemish bond. Two full-height, triangular recessed light wells are located along this elevation and are a character defining feature of the building. Each side of the recessed light well is lined with fixed, multi-lite metal frame windows. The corners where the angled recessed wall meets the exterior wall are characterized by protruding bricks laid at alternating angles. Remnants of historic signage is located near the northeast corner of the building, and though the lower half of the sign is obscured, it reads “draperies.”

The southeast (rear) elevation is split into two bays, with two garage doors on the first story (Photo 6). A non-historic rear entrance is near the center of the elevation. Fixed multi-light transoms are above the garage doors. The second story is characterized by two rows of windows, one in each bay, the majority of which are four-over-four, double-hung wood frame windows, flanked by fifteen-light windows. The roofline features a simple stepped cornice.

The southwest elevation is similar to the northeast elevation, though it only features one light well (Photo 7). 614 Broadway, a one-story commercial building, immediately abuts the northernmost half of this elevation. The roof line of the southwest elevation features a stepped parapet. A ghost sign is on the second story of this elevation, near the southwest corner of the building. Though very faint, it reads “San Antonio Tent & Awning Co.”

The rooftop of 618 Broadway features a raised roof monitor lined with clerestory windows. The roof monitor provides abundant natural lighting as well as ventilation to the second-floor factory space and is a character defining feature of the building. Though not visible from street level, it is visible from the adjacent rooftop at 620 Broadway.

Interior

The interior of the San Antonio Tent & Awning Company building consists of a basement, a first floor divided into two storefronts, and a second story factory space. The first floor is divided into two commercial spaces that feature original wood floors, pressed tin ceilings, and plaster walls (Photos 8-9). Exterior light wells are on the southwest and northeast walls, providing natural light to the space.

The second story of the San Antonio Tent & Awning Company building is a large open room that runs the full length and width of the building (Photos 10-12). The room is characterized by the abundant light and ventilation provided by the light wells on the northeast and southwest walls, windows on the northwest and southeast elevations, and a projecting central monitor that extends above the roofline and is lined with clerestory windows. The second floor retains the majority of its original wood floors and pressed tin ceilings.

Alterations and Integrity

The San Antonio Tent & Awning Company retains good historic integrity to convey the historical and architectural significance of the San Antonio Downtown and River Walk Historic District. The property retains a remarkable degree of integrity to convey its historic function as a factory and commercial business. The primary alterations consist of the replacement of the historic, recessed storefronts with modern storefronts and the loss of the overhead transom windows, changes which took place prior to 1981 (Figure 10). The building remains in its original **Location** at 618 Broadway and retains its historic **Setting** along Broadway Street, historically a major thoroughfare. It retains integrity of **Design** through the retention of its reinforced concrete frame with brick infill, exterior light wells, and projecting roof monitor, and historic floor plan. The building retains integrity of **Materials**, including historic wood floors and pressed tin ceilings. **Workmanship** is expressed through the ornamental cast stone pilasters on the primary elevation, as well as the Flemish Bond and angled brickwork along the light wells. With all these aspects combined, it retains the **Feeling** of an early twentieth century tent and awning business and remains **Associated** with the rise of commercial development along a busy

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thoroughfare in downtown San Antonio in that period. Therefore, it is eligible as a contributing resource in the historic district.

Etter Apartments, 620 Broadway Street (Figures 9, 11-12; Photos 1, 13-24)

Exterior

The Etter Apartments is a two-story painted brick building designed in the Neo-Classical Revival style. It was built in 1910. The northwest (primary) elevation is characterized by several classical features, including a symmetrical facade and full-height front porch supported by four columns with Ionic capitals and a monumental cornice with dentils. Decorative brackets adorn the underside of the projecting porch roof. There are full-height pilasters on either end of the primary façade which are topped with half square ionic capitals that mimic those supporting the front porch. The front entrance features a fully glazed single entrance door topped with a fanlight, and sidelights flank either side of the entrance. Above the fanlight is a three-centered arch detail with keystone. On the ground level, 18-over-1 windows flank the main entrance. On the second level, a partially glazed door with transom is located at the center, flanked by an 18-over-1 window and a pair of glazed French doors with transom. Each of the windows on both the first and second floor feature cast stone jack arches with a central keystone. An ornamental cast iron railing runs the length of the second story porch. Rehabilitation work to the primary elevation began in early 2025 and included the repair of water damaged wood on porch ceilings and columns, repairs to column heads, and repainting. The 1990s 2x6 decking was replaced with historic appropriate tongue and groove decking on the 1st and 2nd floor (Photo 13).²

The northeast elevation consists of a brick exterior wall punctuated by windows (Photo 16). A slightly protruding bay window is near the center of the wall. Each of the windows feature brick arches and most contain their historic wood frame windows, though at least two have been replaced with glass blocks. A covered walkway is featured along this elevation, leading to a side entrance. The side entrance is through a small, non-historic, enclosed glass hyphen that provides access to both Etter Apartments and 630 Broadway.³

The rear (southeast) of the Etter Apartments is characterized by a two-story wood frame structure, which was likely originally a porch but is now enclosed (Photo 17). Recessed entrances are at the center of the building on the first and second floors and a wooden exterior staircase extends from the second floor to the paved parking lot at the rear.

The southwest elevation consists of a brick exterior wall punctuated by windows (Photo 18). A shallow bay window extends from the wall near the front of the building. The majority of historic wood-framed windows have been retained on this elevation, though much of the glass has been replaced.

A non-historic wood deck is on the rooftop of the Etter Apartments and features wood railings (Photo 19). HVAC equipment is also installed on the roof. The deck is setback from the primary façade of the building.

Interior

The Etter Apartments building houses a law firm, with individual offices in former apartment rooms (Photos 20-24). Both the first and second floors feature a central, double-loaded corridor with apartments located on either side. Historic wood door frames and moldings are present throughout. Acoustical tile drop ceilings are located in the hallways, though not in the individual rooms. Most of the transoms above the doorways have been painted or infilled but are still visible.

² Work was approved by San Antonio Historic Design Review Committee.

³ The small hyphen/vestibule was added in the 2000s, and there is no evidence of internal connection or a historic functional relationship between Etter Apartments and 630 Broadway.

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Alterations and Integrity

The Etter Apartments building is remarkably intact on the exterior. Primary alterations include recent minor rehabilitation work to the primary elevation, the enclosure of the rear wood porch, and the replacement of window glass, where needed. Two windows on the northeast elevation have been replaced with glass blocks. A small non-historic hyphen was constructed on the northeast elevation of Etter Apartments in the 2000s. The hyphen is sensitively designed and obscured from view along the primary elevation due to both vegetation and a wood fence. A non-historic roof deck was added at an unknown date. On the interior, non-historic flooring has been installed on much of the first floor and some areas of the second floor. Most of the transoms have been painted or infilled.

The Etter Apartments retains good historic integrity to convey the historical and architectural significance of the San Antonio Downtown and River Walk Historic District. The property retains excellent integrity to convey its historic function as an early twentieth-century apartment building. It also retains excellent architectural integrity, standing as a rare and excellent example of Neo-Classical Revival design in the historic district. The building remains in its original **Location** at 620 Broadway and retains its historic **Setting** along the prominent commercial thoroughfare. The building retains integrity of **Design** through the retention of its Neo-Classical Revival architectural features, including symmetrical proportions, full-height front porch with prominent columns, monumental cornice, and the stately front entrance with a fanlight and sidelights. The building retains integrity of **Materials**, including historic brick cladding and wood frame windows on the exterior. On the interior, the building retains its original circulation pattern and its historic plaster walls, historic doors and moldings, and some wood flooring. The Etter Apartments were originally constructed as a modest apartment building with workmanship largely expressed through jack arches with keystones above the exterior windows, and simple wood moldings and door surrounds on the interior. These features are still prominent, and the property therefore retains integrity of **Workmanship**. Finally, the property provides the **Feeling** of an early twentieth century downtown apartment building, and it remains **Associated** with multi-family residential design trends in downtown San Antonio. Therefore, it is eligible as a contributing resource in the historic district.

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Table 1. Inventory of resources proposed for inclusion in San Antonio Downtown and River Walk Historic District boundary increase.

Historic Name/ Address	C/NC	Date of Construction	Historic Photo	Current Photo
Barry Motor Company 606 Broadway	NC	c. 1926 Date of alterations: unknown Photo source: "Attractive New Home of Barry Motor Co., Paige and New-Day Jewett Distributors, Modern and Complete," <i>San Antonio Express</i> , January 31, 1926, 69.		
Jack Tire Station 612-614 Broadway	NC	c. 1924 Date of alterations: Storefront windows replaced c. 2020 Photo Source: "Jack Tire Station," <i>San Antonio Express</i> , May 4, 1924, 77.		
San Antonio Tent & Awning Company 618 Broadway	C	1926 Historic Storefront replaced prior to 1981. Photo source: San Antonio Conservation Society Foundation, ca. 1981.		
Etter Apartments 620 Broadway	C	1909-10 No major alterations Photo source: San Antonio Conservation Society Foundation, 1979.		

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Statement of Significance

The San Antonio Tent & Awning Company at 618 Broadway Street was built in 1926 by August H. Winkenhower to house the manufacturing and sales of tent and awning products. Etter Apartments at 620 Broadway Street was built in 1910 by Gustav Joseph Etter to function as an apartment building. The San Antonio Tent & Awning Company and the Etter Apartments are nominated as contributing buildings (through a boundary increase) to the existing San Antonio Downtown and River Walk Historic District under Criterion A in the area of Commerce and Criterion C in the area of Architecture at the state level of significance. The period of significance for the contributing buildings spans from the earliest date of construction 1910, to 1970 which falls within the historic district's period of significance, 1854-1970.⁴ Constructed during a building boom in the district, the San Antonio Tent & Awning Company and the Etter Apartments reflected broader trends in commercial and multi-family residential development in downtown San Antonio during the early twentieth century. The Etter Apartments is a rare extant example of an early twentieth century apartment building, and the owners capitalized on the need for multi-family housing close to downtown businesses and industries. The San Antonio Tent & Awning Company was built 16 years later when Broadway had become a major thoroughfare resulting in its transformation from a residential neighborhood to an extension of the downtown commercial area. San Antonio Tent & Awning Company is a unique and well-preserved example of an early twentieth century two-part commercial block designed with factory space on the second floor, while the Etter Apartments is an excellent example of an early twentieth century Neo-Classical Revival apartment building. Both buildings reflect the materials, forms, and styles represented in the historic district making them historically and architecturally cohesive with other intact contributing buildings in the boundary. Two buildings at 606 and 612-614 Broadway are also included to make the nominated area contiguous with the listed district, but they are noncontributing due to integrity loss. The architects and builders are unknown.

Justification for District Expansion

San Antonio Tent & Awning Company and Etter Apartments are nominated for inclusion as contributing buildings in the San Antonio Downtown and River Walk Historic District. The current district boundary extends to 602 Broadway Street. The 2018 nomination states that the existing boundaries were selected "to include the largest number of contributing properties and properties with a high degree of integrity."⁵ The original nomination notes the presence of 222 buildings, 172 of which are contributing. Since NR listing, new research has revealed the significance of more buildings on the east side of the 600 block of Broadway Street. The proposed district expansion would add two contributing and two non-contributing buildings to the district. Located just outside the current boundary, the proposed contributing properties are of a similar age and architectural style, and they share similar historic commercial and residential functions with other contributing buildings within the district. San Antonio Tent & Awning Company and Etter Apartments retain integrity to convey the historic and architectural significance of the historic district. 606 and 612-614 Broadway also date to the early twentieth century but are noncontributing due to significant alterations resulting in loss of integrity. Similarly, 630 Broadway, located just east of 620 Broadway, is not included in the boundary increase due to extensive alterations.

Historic Context: Twentieth Century Commercial Development of Downtown San Antonio⁶

The early twentieth century was an era of significant population growth and economic expansion in San Antonio. Ranchers in the region amassed great wealth during this period, which was spent on provisions, equipment, and supplies

⁴ Cory Edwards, Jenny Hay, Claudia Guerra, with Gregory Smith, *National Register of Historic Places Nomination form for San Antonio Downtown and River Walk Historic District, San Antonio, Bexar County, Texas*, 2018, pages 3, 58. Nomination on file at Texas Historical Commission, <https://atlas.thc.texas.gov/NR/pdfs/100002128/100002128.pdf>.

⁵ Cory Edwards, Jenny Hay, Claudia Guerra, with Gregory Smith, *National Register of Historic Places Nomination form for San Antonio Downtown and River Walk Historic District*, 4.

⁶ Adapted from San Antonio Downtown and River Walk Historic District National Register nomination, 8-65 through 8-76.

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in many San Antonio establishments. Following the arrival of the Galveston, Harrisburg & San Antonio Railroad in 1877, the city had access to larger markets, which made new building materials readily available. While local limestone had been used extensively prior to the railroad, building materials such as brick, lumber, cement, iron, and steel became more accessible and affordable. Between 1890 and 1900, San Antonio's population grew from 37,673 to over 53,000 residents. The city's business district expanded outward and vacant land was subdivided for new neighborhoods. When the Mexican Revolution began in 1910, thousands of refugees immigrated to Texas, many of whom settled in San Antonio. As the United States entered World War I, 70,000 soldiers were stationed at military installations in the city. While new single-family housing was generally built outside of the downtown area, numerous multi-family housing units and modest apartment buildings were built in or near downtown, including the Etter Apartments (1910), reflecting the need for affordable multi-family housing near downtown businesses and industries.

During the 1920s, San Antonio continued to expand. As the downtown core grew, Broadway Street became the primary north/south thoroughfare through the city. Automobile ownership increased, and numerous businesses catering to automobiles were established along Broadway, which also served as the corridor leading out of town. Commercial activity along Broadway was not limited to the automobile industry, however, and businesses such as the San Antonio Tent & Awning Company (1926) established themselves along the route to take advantage of the prominent downtown real estate and customer traffic.

Though San Antonio's building boom stalled following the stock market crash of 1929, downtown remained the heart of the city's commercial, social, and civic life. In the years leading up to World War II, the local military population swelled as soldiers reported to Fort Sam Houston and Camp Bullis as well as several airfields. San Antonio's population increased 60 percent during WWII, as approximately one million military personnel arrived in the area. The city's military installations remained significant factors in the local population and economy during the Cold War, and San Antonio continued its urban sprawl as new suburban developments were established. Beginning in the 1960s, the construction of expressways and continued suburban development led many businesses and (primarily White) residents to relocate from downtown to suburban areas. By the 1970s, downtown San Antonio entered a period of decline that lasted well into the 1980s. In the late twentieth and early twenty-first century, however, downtown San Antonio experienced an economic resurgence as rehabilitation of historic structures and new development revitalized much of the city's core.

Criterion A: Commerce

San Antonio Tent & Awning and Etter Apartments are associated with the early twentieth century commercial development of downtown San Antonio. The Etter Apartments is a rare extant example of an early twentieth century apartment building in downtown San Antonio, and the owners capitalized on the need for multi-family housing close to downtown businesses and industries during a period of exponential population growth. The San Antonio Tent & Awning Company was built 16 years later, when Broadway had completely transformed from a residential neighborhood to an extension of the downtown commercial area. Thus, both buildings illustrate the explosive population growth, economic development, and physical transformation of downtown San Antonio during the early twentieth century.

San Antonio Tent & Awning Company, 618 Broadway (1926)

In 1926, August H. Winkenhower purchased the property for \$25,000 from Anna and Valentin Buschhardt, who previously resided in a stone residence on the lot (Figure 1).⁷ Shortly after purchasing the property, Winkenhower began construction of a two-story brick and reinforced concrete structure at a cost of nearly \$40,000. Winkenhower was the president of the San Antonio Tent & Awning Company and intended to use the property as a factory for the sewing of canvas products, as well as two storefronts. The San Antonio Tent & Awning Company occupied the storefront at 616

⁷ Bexar County, Texas, Deed Book Vol. 871, Page 105, Anna and Valentine Buschhardt to A.H. Winkenhower, February 19, 1926.

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Broadway, while a new company founded by Winkenhower, the San Antonio Drapery & Shade Company, occupied 618 Broadway. Winkenhower served as the president of the “allied business concerns.”⁸

The San Antonio Tent and Awning Company was founded by Winkenhower in 1902. Originally from Missouri, Winkenhower worked as a clerk for the Missouri Tent & Awning Company in St. Louis as early as 1889. He later worked for the company as a traveling salesman before being promoted to manager of their Dallas, Texas branch by 1898. Winkenhower remained with the company until 1902, when he relocated to San Antonio and opened his own business at 115 S. Flores Street: the San Antonio Tent & Awning Company.⁹ The company later relocated to 117 S. Flores, and 129 Military Plaza. Though the company’s name emphasized tents and awnings, it produced a variety of canvas products, including wagon sheets, “army camp beds,” camp stools, camp chairs, and more.¹⁰ The company also capitalized on the rise of automobile tourism, selling “Automobile Tourists’ Tents” that were designed to extend from a vehicle.¹¹

In 1925, Winkenhower reflected on the “exceptionally good” awning and tent business being conducted in San Antonio. He explained that most of the business came from outside of the city, and that some of the tents produced by his company at that time were used by itinerant cotton pickers.¹² By the late 1920s, the company focused their advertisements on canvas window awnings, highlighting both their fashionable and practical merits. The San Antonio Tent & Awning Company hired numerous agents throughout the state, who traveled to homes to make recommendations on the type and size of awnings suitable for the home.¹³ Winkenhower advertised the cooling properties of awnings and was quoted as saying: “Besides adding to appearance of the home exterior, and contributing a certain gay festivity to doors, windows, balconies, porches and playhouses, they shut out the direct light of the sun during many daytime hours...In this way they are often of active assistance in keeping draperies and furnishings from fading.”¹⁴ The San Antonio office at 616 Broadway maintained display rooms in addition to the manufacturing plant.¹⁵

The San Antonio Drapery and Shade Company occupied the storefront at 618 Broadway. The new company was incorporated in February 1927 by August Winkenhower, his son A.O. Winkenhower, and his wife, Sarah.¹⁶ Winkenhower hired Fred H. Faust, formerly of the Joske Bros. Co. and Wolff & Marx department stores, to manage the new enterprise. The company specialized in “the making of draperies, shades, Venetian blinds, slipcovers and various articles of home furnishings of like nature, at the same time handling a complete line of curtains, tapestries, wall panels and sofa pillows.”¹⁷ The company closed during the economic crisis of the mid-1930s and in 1939 the 618 Broadway storefront was briefly occupied by the Scott Sales Corporation, a distributor of Crosley automobiles and appliances (Figure 8).¹⁸ By 1940, the San Antonio Tent & Awning Company appears to have taken over the 618 Broadway storefront, using the address in newspaper advertising and “help wanted” ads.¹⁹ Upon the death of A.H. Winkenhower in 1941, the company continued to operate out of 618 Broadway during much of the 1940s, while leasing 616 and the second

⁸ “Large Store for Broadway,” *San Antonio Light*, October 3, 1926, 56; “Building Permits,” *San Antonio Light*, September 29, 1926, 25; “Drapery and Shade Industry Launched,” *San Antonio Express*, March 20, 1927, 23.

⁹ 1889, 1895 St. Louis, Missouri City Directories; 1898, 1902 Dallas City Directories; 1903 San Antonio City Directory; “Awnings and Tents,” *San Antonio Daily Express*, December 18, 1902, 9.

¹⁰ “Direct from Manufacturer,” *El Paso Herald*, February 2, 1904; “Camping Outfits,” *San Antonio Express*, April 12, 1908.

¹¹ “Automobile Tourists’ Tents,” *San Antonio Express*, June 18, 1922, 56.

¹² “San Antonio Does \$400,000 Worth of Awning Business,” *San Antonio Light*, February 1, 1925, 73.

¹³ “Awnings,” *San Antonio Express*, April 8, 1928, 62; “Time for Awnings,” *San Antonio Express*, April 22, 1928, 48; “Awnings Add to Beauty of Homes,” *San Antonio Express*, May 28, 1934, 5; “Make Extra Money,” *Corpus Christi Caller*, May 10, 1928; *San Angelo Evening Standard*, May 17, 1928.

¹⁴ “Awnings Add to Beauty of Homes,” *San Antonio Express*, May 28, 1934, 5.

¹⁵ “Awnings Add to Beauty of Homes,” *San Antonio Express*, May 28, 1934, 5.

¹⁶ *The Waco Times Herald*, February 14, 1927.

¹⁷ “Drapery and Shade Industry Launched,” *San Antonio Express*, March 20, 1927, 23; “Faust,” *The Upholsterer and Interior Decorator*, December 15, 1926.

¹⁸ “Scott Sales Report Gains,” *San Antonio Light*, August 19, 1939, 14.

¹⁹ “Special Play Tents,” *San Antonio Express*, June 23, 1940, 13; “Man Wanted,” *San Antonio Express*, October 20, 1945, 14.

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floor to other sewing companies. After selling the building in 1949, the San Antonio Tent & Awning Company relocated to 1215 Austin Street under the leadership of Herman Edward and Harry Oliver Winkenhower, August Winkenhower's nephews.²⁰

In 1943 and 1944, A.R. Perez Mfg. Co., a women's dress manufacturer, advertised several positions at 616 Broadway.²¹ Albert Raymond Perez had worked in San Antonio's garment industry for many years. In 1924, he was listed as a bookkeeper for the Western Skirt Manufacturing Company, and by 1927, he was the manager of the Dorothy Frocks Company on Houston Street. By 1942, Perez had begun his own business, the A.R. Perez Manufacturing Company, located at 112 ½ West Commerce Street.²² Though the A.R. Perez Mfg. Co. was no longer a tenant in the building at the time, in 1949 Albert Perez and his wife, Mary, purchased the property from the Winkenhowers, and retained ownership of the building until 1972.²³

Several businesses leased space from Perez. The 1951 Sanborn Fire Insurance Map identifies the 618 Broadway storefront as a Wholesale Auto Supply store (Figure 3). From approximately 1954-1957, 618 Broadway was occupied by Watson Cushman Motors, a company that sold motor scooters.²⁴ These businesses were likely capitalizing on Broadway's identity as "automobile row," a reputation it earned following the establishment of the Meridian Highway (US-81) route along Broadway. The Meridian Highway utilized many pre-existing road alignments to form a north-south transcontinental highway. The highway was first publicized in the 1910s, and a 1916 travel guide known as *The Meridian Road in Texas* detailed the route through San Antonio. As automobile traffic increased along the route, many businesses saw lucrative opportunities catering to automobile traffic, including filling stations, car dealerships, car repair shops and supply stores, restaurants, and motels.²⁵

From 1945-1947, 616 Broadway and the second-floor factory space were leased to the Smith Manufacturing Company, which produced dress pants, among other clothing products. The 1951 Sanborn map identifies the 616 Broadway storefront as well as the second floor as a "Clothing Factory" (Figure 3). In 1963, the "Furniture, Fixtures, Equipment" of the Earl Barnes, Inc Clothing Manufactures were auctioned from the property, indicating they later leased the space. In 1969, M&M Shoe Company was located at 618 Broadway.²⁶

In 1974, the building was sold to the J.W. Richert Company, a variety store, which appears to have occupied the entire building (Figure 10). The company retained ownership of the property until 1990, when it was sold to Robert E. Burns. The property changed hands several times until it was acquired by the current owner in 2021.

Etter Apartments, 620 Broadway (1910)

The building at 620 Broadway was built between 1909-1910 on what was originally Avenue C. It was constructed as an apartment building by Gustav Joseph Etter, brew master at the San Antonio Brewing Association's City Brewery (later known as Pearl Brewing Company). Etter purchased the property from the Buschhardt family in January of 1909 and secured a building permit to construct an \$8,000 apartment house in October of that year. The apartment building was

²⁰ "Tent, Awning Company Proprietor Succumbs," *San Antonio Express*, February 9, 1941, 11; 1948 San Antonio City Directory; Bexar County, Texas, Deed Book Volume 2773, Page 573, Sarah Elizabeth Winkenhower to Southwestern Life Ins Co. (Albert R. and Mary Jayne Perez), December 28, 1949.

²¹ "Power Machine Operators," *San Antonio Express*, October 28, 1943, 20; "Cutter," *San Antonio Express*, March 12, 1944.

²² 1924 city directory, "Be in Style, Trade in S.A.," *San Antonio Light*, February 6, 1927; 1930 Census, Draft Registration Card for Albert Raymond Perez; 1950 Census.

²³ Bexar County, Texas, Deed Book Volume 6940, Page 112, Albert R. and Mary Jayne Perez to J. Andre Mouton Jr., October 25, 1972.

²⁴ 1951 Sanborn Fire Insurance Map; "Cushman Highlander," *San Antonio Express*, November 22, 1957.

²⁵ The Meridian Highway in Texas, accessed August 24, 2023:

<https://www.thc.texas.gov/public/upload/preserve/survey/highway/Report%20Final.pdf>

²⁶ 1951 Sanborn Fire Insurance Map; "Make This a Cushman Christmas," *San Antonio Express*, December 3, 1957; "Sewing Machine Operators and Lacers Needed Immediately," *San Antonio Express*, May 6, 1969; 1970 Sanborn Fire Insurance Map.

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completed in 1910, and the Etter family resided in the building alongside other tenants. The 1910 U.S. Census, conducted shortly after the Etter Apartments was completed, recorded two families in residence: Gustav and Carrie Etter and their two teenage children, and Charles and Florine Cox and their four young adult children.²⁷

When Etter purchased the lot and constructed the apartment house, the 600 block of Avenue C was primarily residential and lined with single family dwellings (Figure 1). Over the course of the next two decades, the residential character of the street shifted as each of the homes were replaced with commercial buildings (Figure 2). This was due in large part to the establishment of the Meridian Highway (US-81), which traveled through San Antonio along Avenue C (later Broadway Street).²⁸ As a greater influx of automobile traffic passed along the road, commercial enterprises were established to capitalize on the needs of automobile tourists and other travelers. While all the single-family residences on the 600 block of Broadway were lost during this transition, the Etter Apartments survived and is the oldest extant building and only remaining residential property on the block.²⁹

The Etter Apartments were ideally located just blocks from downtown San Antonio businesses. Gustav Etter's employer, the San Antonio Brewing Association, was just a mile away from the apartment building. The earliest residents of the Etter Apartments were employed in upper middle-class occupations. For example, Charles Cox (resident of the Etter Apartments in 1910) was the superintendent of a Swift & Co. packing company provision depot, while his sons were employed as a clerk at a lumber company and a salesman at a packing company (likely Swift & Co.). Similarly, the 1920 heads of households at the Etter Apartments were employed in upper middle-class positions: Richard Loebner worked as a chief engineer at Alamo Industries (a series of businesses that opened in the old City Brewery in the wake of prohibition) and Orville Carr was a telegraph operator for the International-Great Northern Railroad.³⁰

Though San Antonio city directories did not list individual tenants of the Etter Apartments until the late 1920s, the 1920 U.S. Census recorded four families residing in the apartment building: (1) Gustav and Carrie Etter, (2) Herbert, Margaret, and Margaret Scheibl (Etter's daughter, son-in-law, and granddaughter), (3) the Loebner family, and (4) the Carr family. The building was likely divided into four apartments consisting of several rooms each around that time.³¹

With the onset of the Great Depression, Etter Apartments underwent a name change and welcomed different types of tenants. In 1929, the Etter Apartments were listed as "The Olmos" in the San Antonio city directory. Though Gustav Etter was listed as a resident that year, by 1930 his family moved to a new residence but retained ownership of the apartment building until 1949. The 1930 U.S. Census shows a significant increase in tenants, perhaps a reflection of the hard times facing many people during the early years of the Great Depression. Three families were listed as renters (including the family of Lizzie Turk, who is listed as the Boarding House Manager) in addition to 11 lodgers, all of whom were between the ages of 18 and 36. Residents of the building were largely employed in middle-class occupations, including three public school teachers, two bookkeepers, a clerk, and several salesmen. The 1931 city directory listed only five tenants and two vacant rooms. By 1934, the San Antonio city directory identified the property as "The Hallenbeck" with seven apartments under the management of Mrs. M.E. Hallenbeck.³²

In 1940, the San Antonio city directory listed 10 apartments, two of which were vacant. However, the 1940 Census painted a different picture, with six families listed as monthly renters and ten individuals listed as lodgers. L.M. Stewart

²⁷ "Building Permits," *San Antonio Light*, October 22, 1909, 11; Bexar County, Texas, Deed Book Volume 304, Page 212, Anna Buschhardt, Valentine Buschhardt, and Lizzie Wagner to Gustav Etter, January 13, 1909; 1910 San Antonio City Directory; Gustav Etter, 1910 Census, San Antonio, Bexar County, Texas, available on Ancestry.com.

²⁸ The Meridian Highway in Texas, accessed August 24, 2023:

<https://www.thc.texas.gov/public/upload/preserve/survey/highway/Report%20Final.pdf>

²⁹ 1912 Sanborn Fire Insurance Map.

³⁰ Gustav Etter, 1920 Census, San Antonio, Bexar County, Texas, available on Ancestry.com; 1919, 1922 San Antonio City Directories.

³¹ Gustav Etter, 1920 Census, San Antonio, Bexar County, Texas, available on Ancestry.com.

³² Lizzie Turk, 1930 Census, San Antonio, Bexar County, Texas, available on Ancestry.com; 1931 City Directory, 1934 City Directory

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was the manager of the apartments and rooms. Occupations of tenants included a recreation leader for a WPA project, an assistant dentist, a technician in a dental laboratory, a parking lot attendant, a “psychologist,” a butcher, a baby garment designer, a bartender, and a waitress.³³

The Etter family sold the property to C.R. and Irene D. Cento in 1949. The property changed hands several times during the 1950s and 1960s. Between 1956 and 1961, while under the ownership of Amado and Josefina Guerra, the property operated as the Olney Hotel and Apartments. Newspaper advertisements for the apartments specified that: “Pensioners and retired people preferred.”³⁴ During much of the 1960s and early 1970s, the units were advertised as “tourist apartments” (Figure 12).³⁵

In 1993, the property was acquired by Cynthia M. Cesnalis and several business partners who opened the Painted Lady Inn: a bed and breakfast hotel that originally catered to the LGBTQ+ community. The 1990s were a period of increased visibility for the LGBTQ+ community in San Antonio. The decade saw growing numbers of gay owned businesses in the city, including the establishment of over 40 bars, many of which were concentrated on St. Mary’s Strip north of downtown San Antonio, surrounded by several “gayborhoods.” Many of these businesses were patronized by out-of-town tourists. As a popular tourist destination, safe and accepting lodging for queer travelers was lacking in San Antonio. The Painted Lady Inn not only provided a safe place for members of the LGBTQ+ community to find lodging in San Antonio, but also served as a connection to other safe spaces and places of interest. As advertised in Frommers “Tips for Gay and Lesbian Travelers in San Antonio,” guests at the Painted Lady could “find out all you want to know about the local scene.”³⁶ Many LGBTQ+ business owners found support following the establishment of the San Antonio Gay and Lesbian Assembly, founded in 1990 to: “bring together lesbian and gay organizations, businesses, and individuals to network for mutual support, share and disperse information, educate and serve the community as a whole and to promote the social welfare of, eliminate discrimination and prejudice against, and defend the human and civil rights of lesbians, gays, bisexuals and transgender people.”³⁷ The Painted Lady Inn operated from 1993 to 2021.³⁸

Criterion C: Architecture³⁹

San Antonio Tent & Awning Company, 618 Broadway (1926)

The San Antonio Tent & Awning Company is a rare building type in downtown San Antonio. On the exterior it appears to be a typical 1920s two-part commercial building, but the interior conveys a more extensive function. The first floor is divided into two separate storefronts, each of which contains a rear storage area. The second floor, however, was designed as a factory space for sewing machine operators and functioned as such for approximately forty years. The second floor has remained virtually unchanged since its construction in 1926 and is an excellent example of a 1920s factory designed for light industrial manufacturing in a dense urban environment.

Provisions for adequate natural lighting and ventilation have long played a role in factory and industrial design. San Antonio Tent & Awning Company was a modest two-story building constructed on a narrow city lot adjacent to other

³³ 1940 San Antonio City Directory, Mabel McChesney, 1940 Census, San Antonio, Bexar County, Texas, available on Ancestry.com.

³⁴ “Olney Hotel,” *Express and News*, November 23, 1961; *San Antonio Light*, July 20, 1956, 32; 1959 and 1960 City Directories.

³⁵ “620 Broadway,” *San Antonio Express*, March 18, 1969; “Tourist apt.,” *San Antonio Light*, July 16, 1966; “1 & 2-Room Efficiency Apts.,” *San Antonio Light*, November 15, 1965; “15 units,” *San Antonio Express and News*, August 7, 1971.

³⁶ “Tips for Gay and Lesbian Travelers in San Antonio,” Frommers San Antonio Travel Guide, accessed August 24, 2023: <https://www.frommers.com/destinations/san-antonio/planning-a-trip/tips-for-gay-and-lesbian-travelers>

³⁷ “Coming out of the Closet: Military City’s LGBTW+ History,” accessed August 24, 2023:

<https://storymaps.arcgis.com/stories/c330e007ac9f4d84be4be4bcb00f1c7e>

³⁸ 1929, 1931, 1934, 1948 San Antonio City Directories; Bexar County, Texas, Deed Book Volume 2647, Page 516, Gustav and Carrie Etter to C.R. and Irene D. Cento, February 28, 1949; “Labor of Love,” *Orange Leader*, November 19, 2000, 19.

³⁹ The architects and builders are unknown for both San Antonio Tent & Awning Company and Etter Apartments.

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commercial structures which necessitated a creative solution for providing abundant lighting for factory workers. To take advantage of all the available square footage, the building was designed to fill the lot. To maximize natural lighting, inverted exterior light wells lined with metal frame windows were built into the northeast and southwest walls, providing light to both the first and second floors (Photo 4). In addition, a large projecting skylight/monitor lined with clerestory windows rises from the center of the roof (Photos 5, 11). The windows on both the roof structure and the light wells could be opened to provide ventilation prior to the advent of air conditioning. While the second floor was specifically designed as a factory space, the exterior light wells also provided abundant natural lighting to the first floor. Though the first floor primarily functioned as the public facing space of several businesses (i.e., a showroom), it was also functional as overflow manufacturing or factory space during different time periods.

Etter Apartments, 620 Broadway (1910)

The Etter Apartments building is a rare extant example of an early twentieth century apartment building in downtown San Antonio. While dozens of small apartment buildings were constructed in San Antonio during the early twentieth century to meet the growing housing needs of the city's expanding population, few remain. Two extant downtown apartment buildings are listed on the National Register, though both were constructed on a larger scale than the Etter Apartments and for a wealthier clientele. The Toltec (NRHP 2010), completed in 1915, was a much larger and more expensive apartment building that was primarily inhabited by wealthy widows.⁴⁰ Similarly, the Havana (NRHP 1986) was constructed in 1913 along the San Antonio River, and was a much larger and more elaborately designed apartment building.⁴¹ Both the Toltec and the Havana contribute to the San Antonio Downtown and River Walk Historic District (NRHP 2018). The Etter Apartments were modest in size and initially catered toward a middle-class population who worked in nearby industries downtown.

Neo-Classical Revival Style

Constructed in 1909-1910, the Etter Apartments building is an excellent example of Neo-Classical Revival design applied to multi-family housing. The building's symmetrical facade, full-height front porch supported by four columns with Ionic capitals, monumental cornice, and fanlights and sidelights are all characteristic features of the Neo-Classical style. While several Neo-Classical Revival single-family homes have been recognized for their architectural significance in San Antonio including the Otto Meerscheidt House (NRHP 1980), the Oscar and Rachel Berman House (RTHL 2006), The Argyle (RTHL 1972), and the Alexander and Blanche Joske House (RTHL 2022), no known apartment buildings survive. Etter may have taken architectural inspiration from two apartment buildings constructed on Pecan Street in 1909, less than a mile away from his property. The Portland and The Booker, constructed side by side, were three story Neo-Classical buildings with Corinthian columns supporting open front porches (Figure 11). They were completed in May 1909, just months before Etter would secure a building permit for his new apartment building on Avenue C.⁴² Both the Portland and the Booker have been lost, and no other known Neo-Classical Revival apartment buildings of the era remain in San Antonio.

Conclusion

The San Antonio Tent & Awning Company and the Etter Apartments are nominated as contributing buildings (through a boundary increase) to the existing San Antonio Downtown and River Walk Historic District under Criterion A in the area of Commerce and Criterion C in the area of Architecture at the state level of significance. The period of significance for the contributing buildings spans from the earliest date of construction 1910, to 1970 which falls within the historic

⁴⁰ The Toltec, San Antonio, Bexar County, National Register of Historic Places, Reference # 10000498.

⁴¹ The Havana, San Antonio, Bexar County, National Register of Historic Places, Reference # 86000725.

⁴² "Flat Dwellers in San Antonio," *San Antonio Light*, May 30, 1909, 29; *San Antonio Light and Gazette*, October 17, 1909, 34.

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district's period of significance, 1854-1970.⁴³ Both buildings were established amidst San Antonio's rapid commercial development during the early twentieth century. The San Antonio Tent & Awning Company produced a variety of products consumed by the city's rapidly expanding population, including awnings and draperies for homes and business and canvas products for the U.S. Military. The Etter Apartments were built in response to the need for multi-family housing near downtown businesses and industries. San Antonio Tent & Awning Company is a unique and well-preserved example of an early twentieth century two-part commercial block with second floor factory space, while the Etter Apartments is a rare intact example of an early twentieth century Neo-Classical Revival apartment building. Two buildings at 606 and 612-614 Broadway Street are also included to make the nominated area contiguous with the listed district, but they are noncontributing due to integrity loss.

⁴³ Cory Edwards, Jenny Hay, Claudia Guerra, with Gregory Smith, *National Register of Historic Places Nomination form for San Antonio Downtown and River Walk Historic District, San Antonio, Bexar County, Texas*, 2018, pages 3, 58. Nomination on file at Texas Historical Commission, <https://atlas.thc.texas.gov/NR/pdfs/100002128/100002128.pdf>.

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—The Havana, San Antonio, Bexar County, Reference # 86000725.

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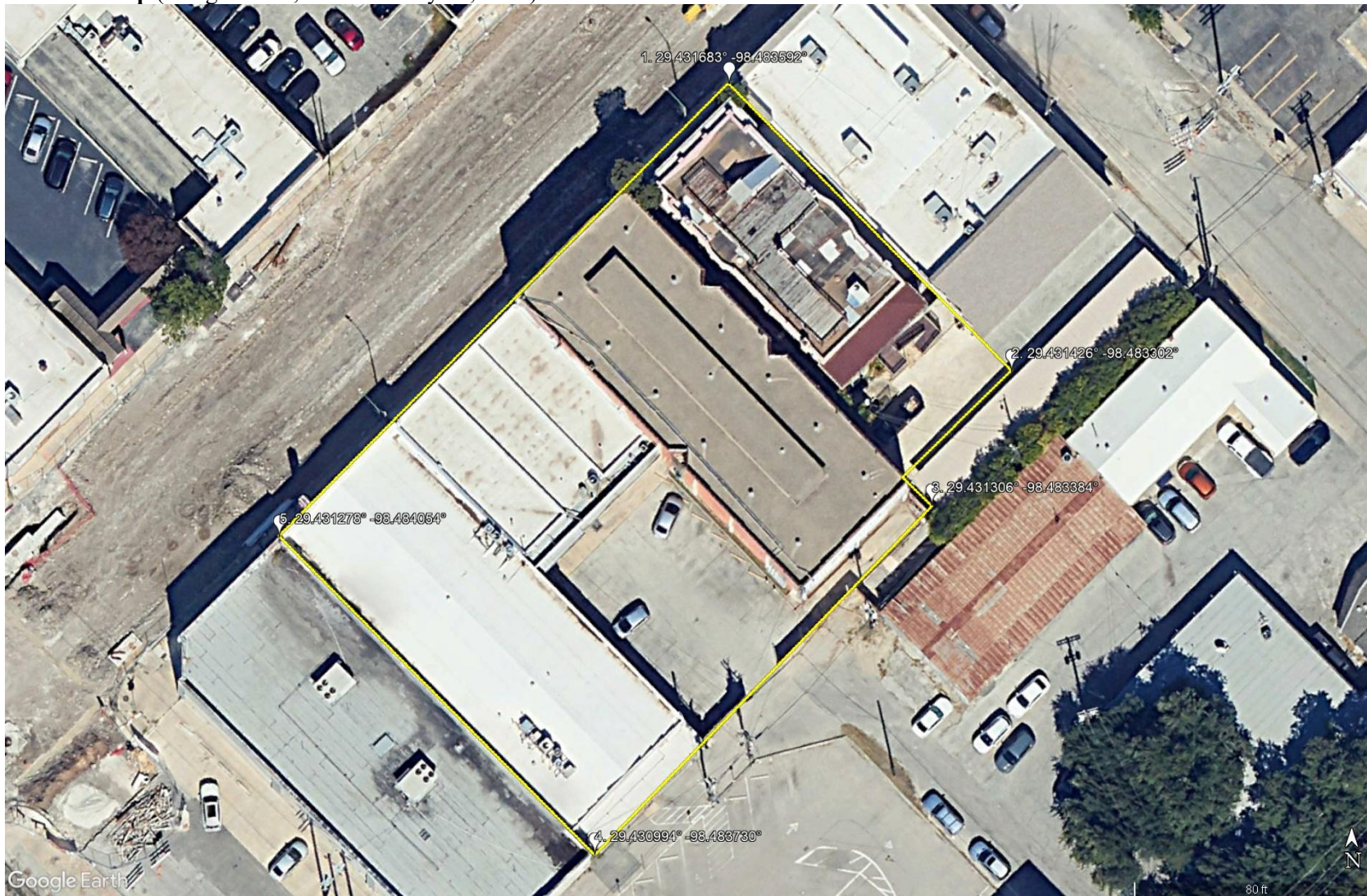
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Section 10: Geographical Data

Location Map (Google Earth, accessed May 30, 2024)



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San Antonio, Bexar County, Texas

Maps

Map 1. Bexar County, Texas in red.



Map 2. Subject properties outlined in red. Bexar County Appraisal District, accessed June 6, 2024.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Map 3. Map of proposed boundary increase (red) and adjacent San Antonio Downtown and River Walk National Register Historic District (blue). Texas Historical Commission, Texas Historic Sites ATLAS map, accessed March 25, 2024.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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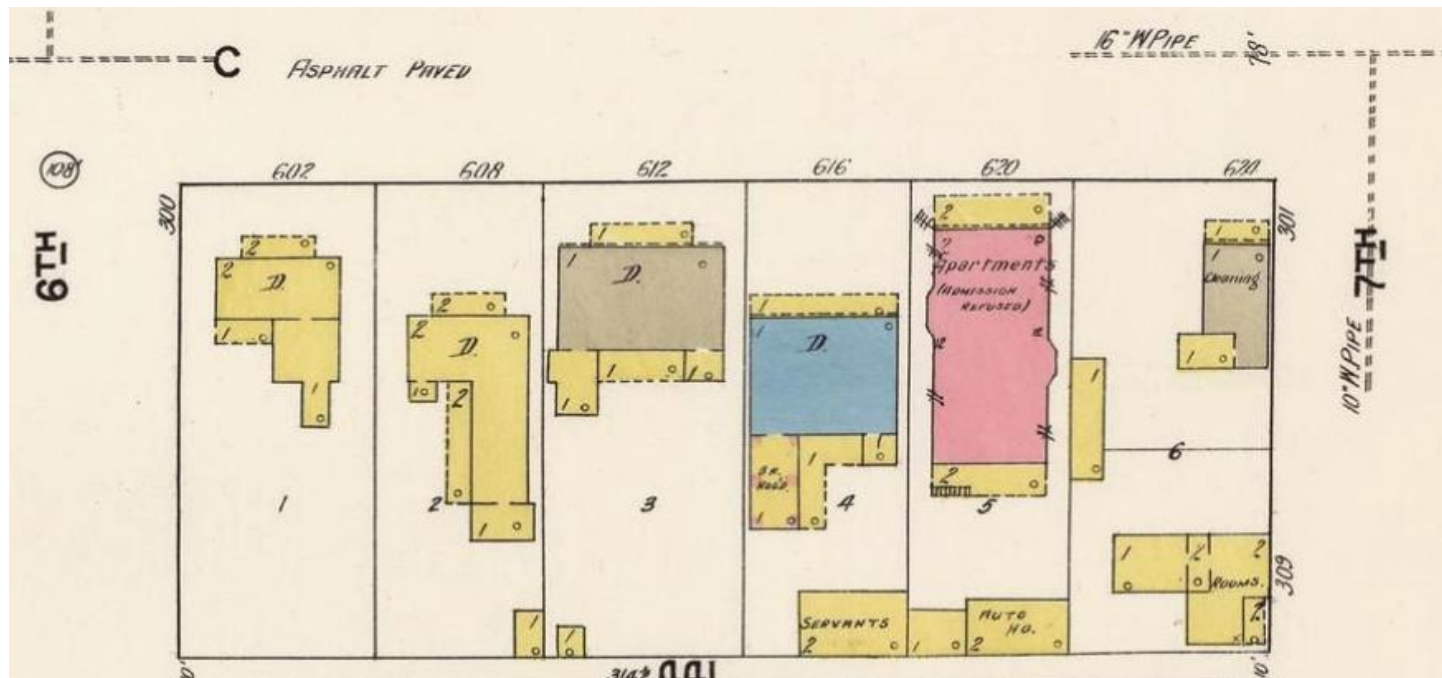
Map 4. Approximate boundary increase area adjacent to the San Antonio Downtown and River Walk Historic District (highlighted in blue). Texas Historical Commission, Texas Historic Sites ATLAS map, accessed March 25, 2024.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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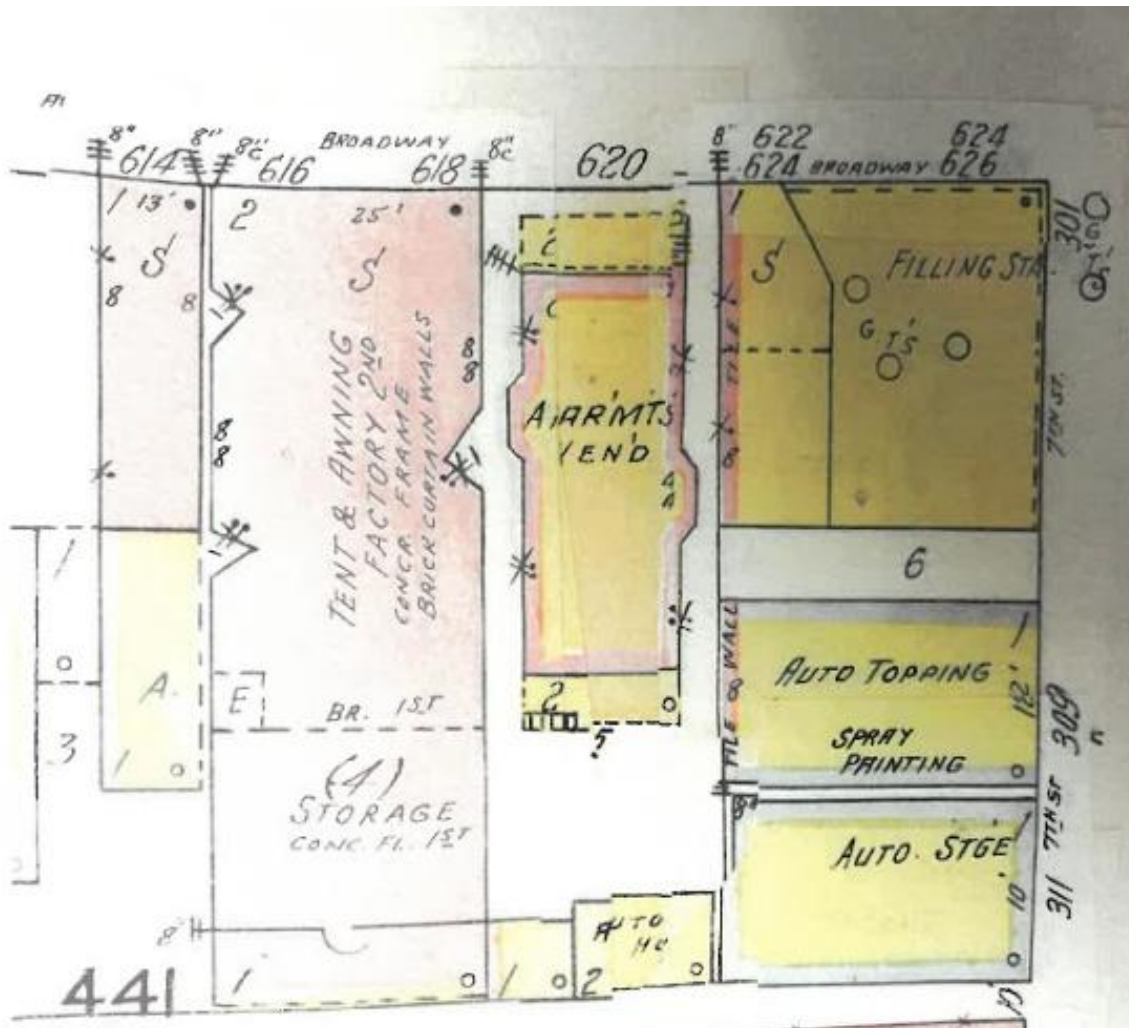
Figures

Figure 1. 1912 Sanborn Fire Insurance Map. The future site of 618 Broadway is a stone dwelling labeled “616” and the recently constructed 620 Broadway (at the time, 620 Avenue C) is a brick building labeled “Apartments.” Source: The Portal to Texas History.



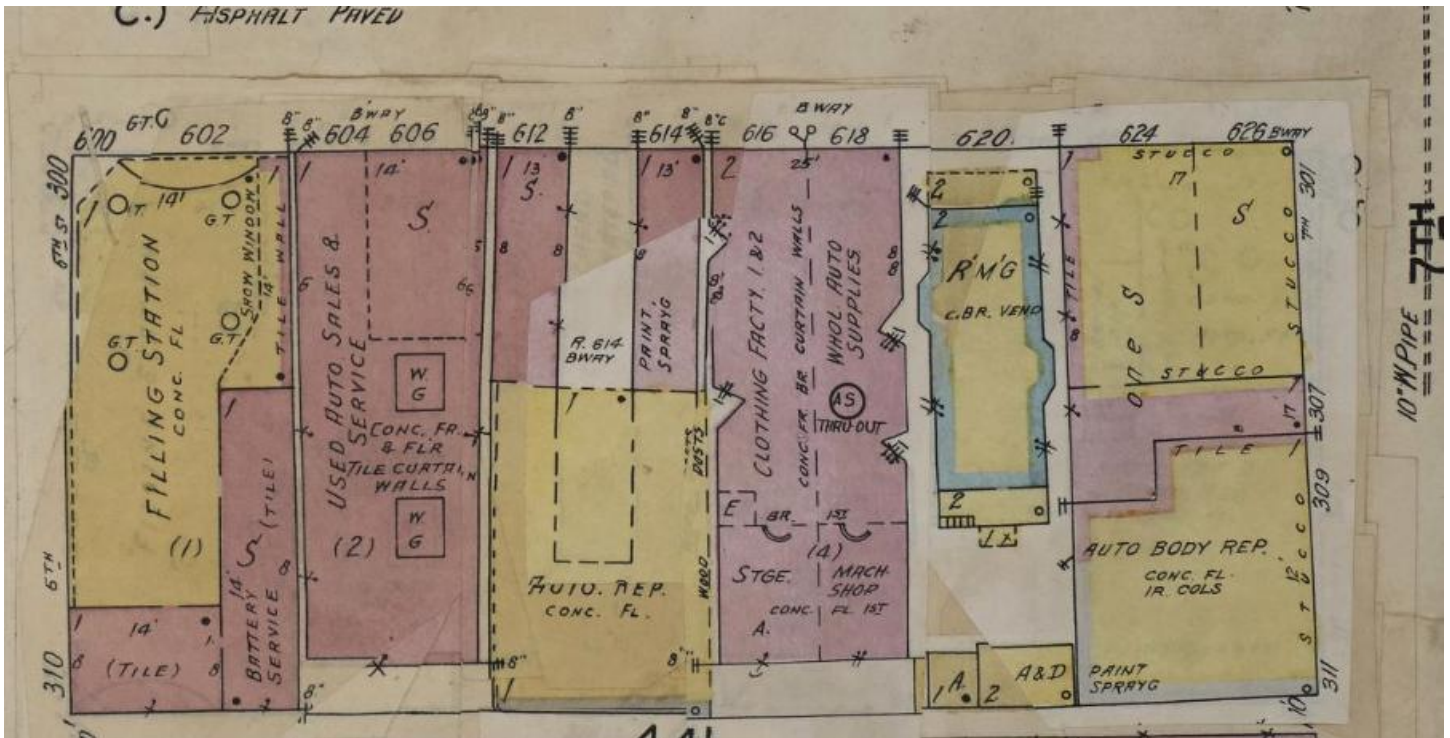
San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Figure 2. 1935 Sanborn Fire Insurance Map depicting 618 Broadway as “Tent & Awning Factory” on second floor and 620 Broadway as “Apartments.” Source: University of Texas at San Antonio.



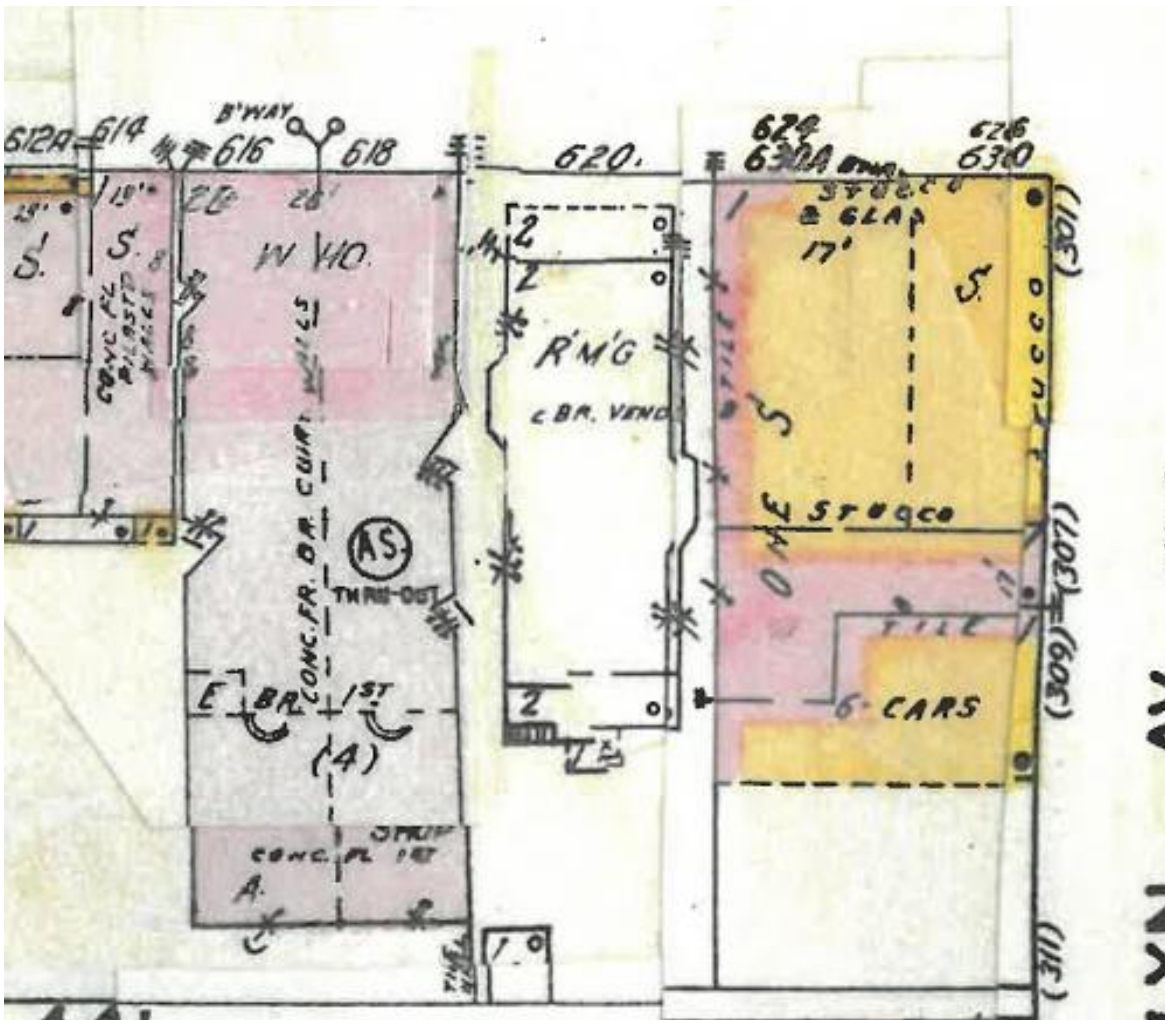
San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Figure 3. 1951 Sanborn Fire Insurance Map depicting 618 Broadway, occupied by a Clothing Factory and Wholesale Auto Supply Store. The San Antonio Tent & Awning Company vacated the building in 1949. 620 Broadway is identified as a rooming house. Source: The Library of Congress.



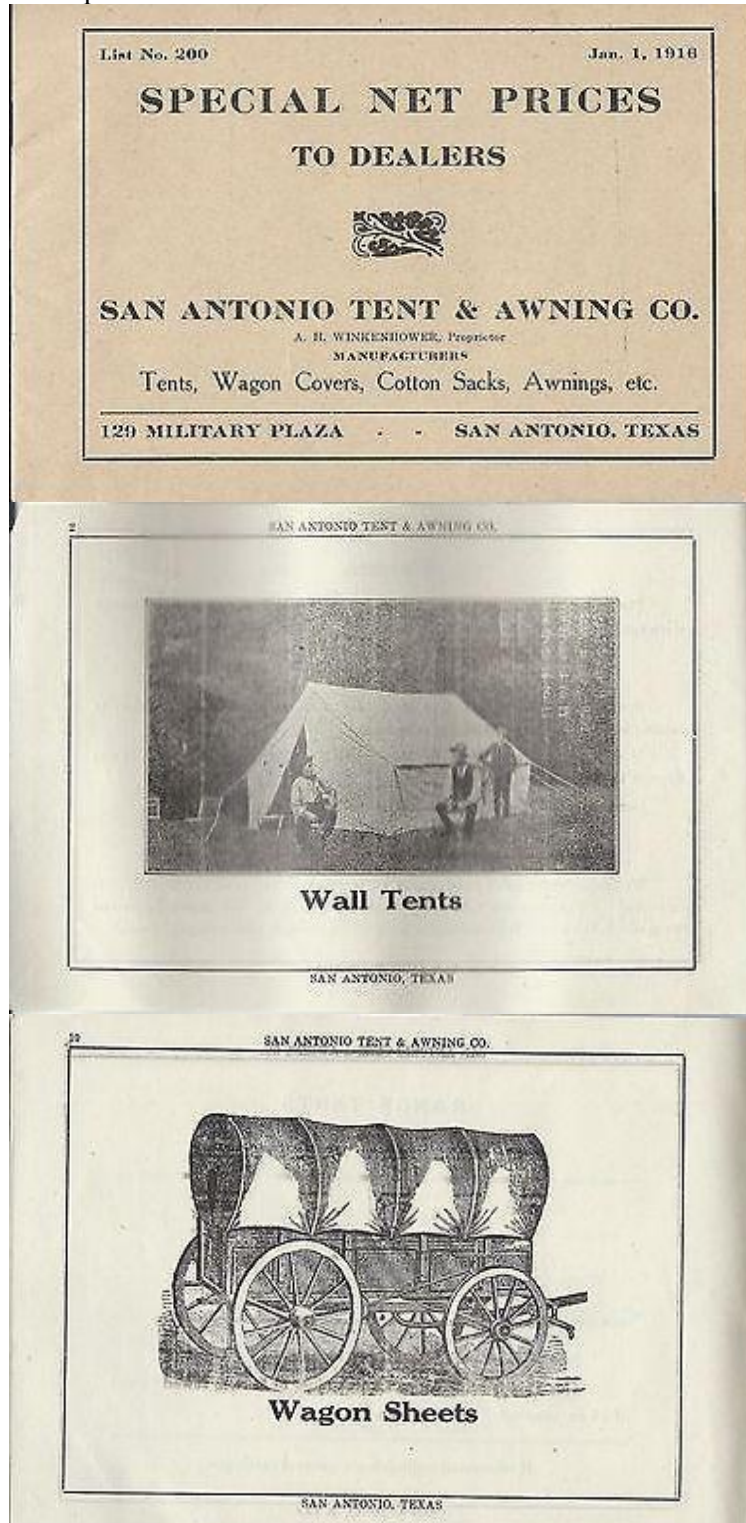
San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Figure 4. 1970 Sanborn Fire Insurance Map. 618 Broadway is identified as a warehouse and 620 Broadway is identified as a rooming house. Source: University of Texas at San Antonio.



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Figures 5-7. Excerpts from the 1916 San Antonio Tent & Awning Co. Catalog displaying some of their products. Source: Worthpoint.com.



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Figure 8. 1939 newspaper article depicting first floor of the San Antonio Tent & Awning Company Building. By this time, the Drapery & Shade Company had closed, and at least one of the storefronts was leased to the Scott Sales Corporation. The second story factory was still in operation. The large canvas awning was very likely made by the San Antonio Tent & Awning Company. Source: "Crosley Car Ready for Delivery," *San Antonio Light*, July 29, 1939, 14.

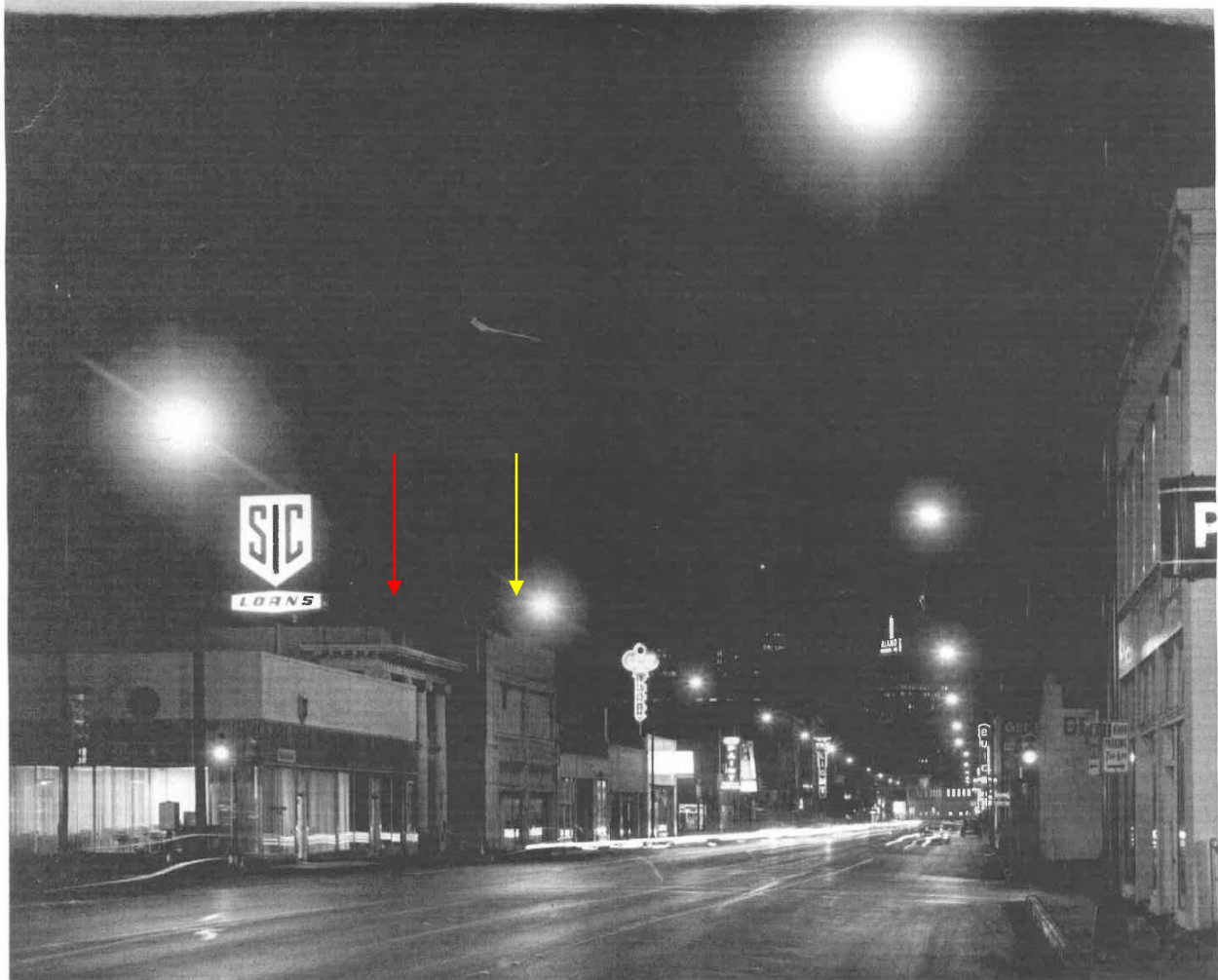
CROSLEY CAR READY FOR DELIVERY



Scott Sales corporation, 618 Broadway, pictured above, has a full stock of the new Crosley cars now available for delivery. Streamlined and styled in the very best of taste the small but formidable car is 10 feet long and four-and-a-half feet high. The Crosley car comes in two models and both are on display at the Scott Sales corporation. This firm also shows Crosley appliances, Kirby vacuum sweepers, Murray floor furnaces, room coolers and refrigeration air-conditioning.

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Figure 9. 1967 photograph of the 600 block of Broadway, depicting Etter Apartments (red arrow) and the San Antonio Tent & Awning Company (yellow arrow). Source: University of Texas at San Antonio.



600 block Broadway 1967

3-2126.001

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Figure 10. Circa 1981 photograph of 616 Broadway. Courtesy of the San Antonio Conservation Society Foundation.



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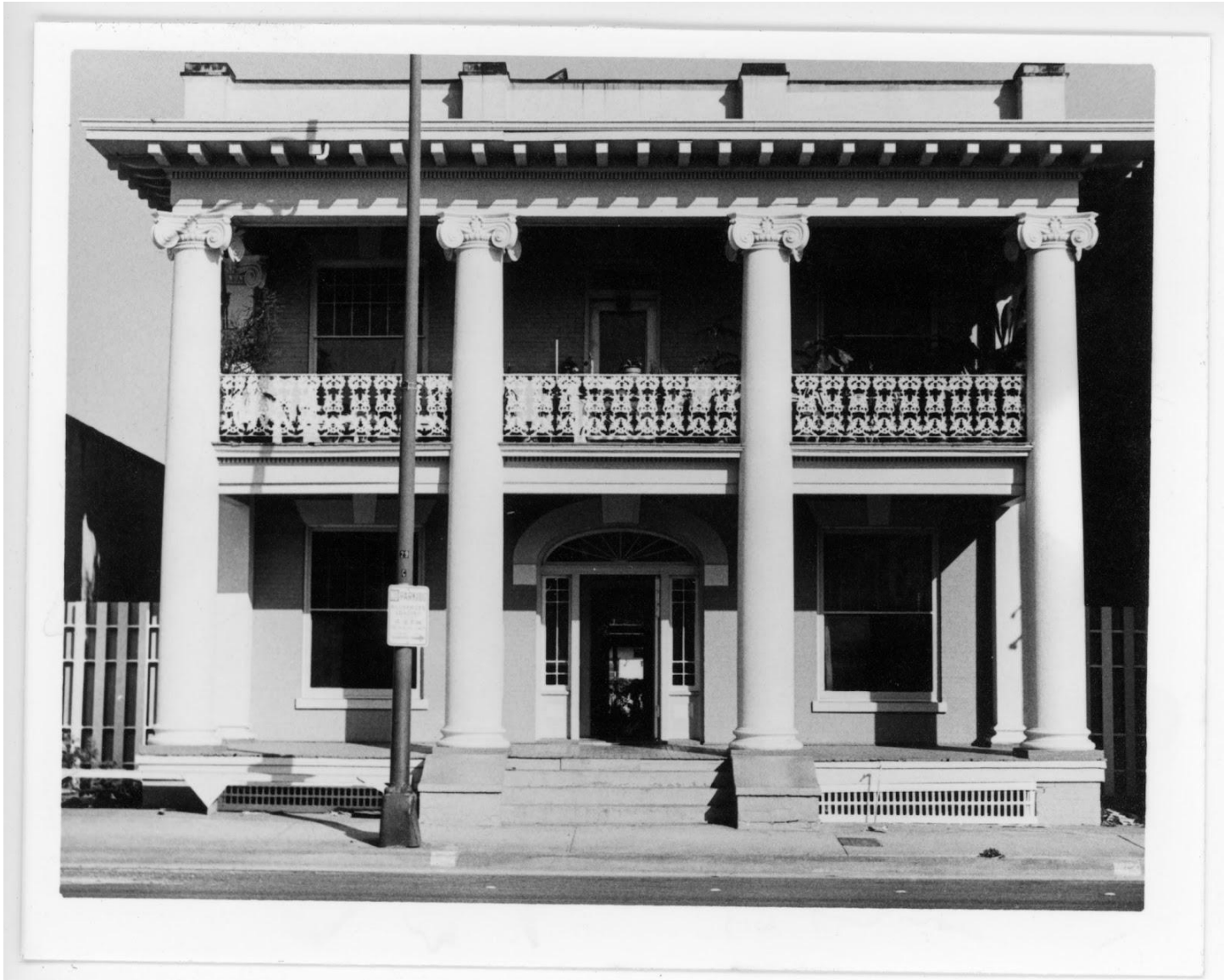
Figure 11. The Portland and the Booker, two Neo-Classical Revival apartment buildings completed in downtown San Antonio in May 1909, shortly before Gustav Etter constructed the Etter Apartments. These buildings are no longer extant, and no other known Neo-Classical Revival apartment buildings remain in San Antonio. Source: "Flat Dwellers in San Antonio," *San Antonio Light*, May 30, 1909, 29; *San Antonio Light and Gazette*, October 17, 1909, 34.



Photo by Light and Gazette Staff Photographer.
TYPES OF MODERN SAN ANTONIO APARTMENT HOUSES. THESE TWO BUILDINGS HAVE JUST BEEN COMPLETED ON PECAN STREET, BETWEEN SOLEDAD AND AND ST MARY STREETS.

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Figure 12. 1979 image of 620 Broadway. Courtesy of the San Antonio Conservation Society Foundation.



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Photograph Log

San Antonio Tent & Awning Company and Etter Apartments
San Antonio, Bexar County, Texas

Photographed by Irene Allender

Date Photographed: August 2023 except where noted March 2025.

Photo 1: Streetscape depicting east side of 600 Block of Broadway, view south.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 2: San Antonio Tent & Awning Company, 618 Broadway, view southeast.



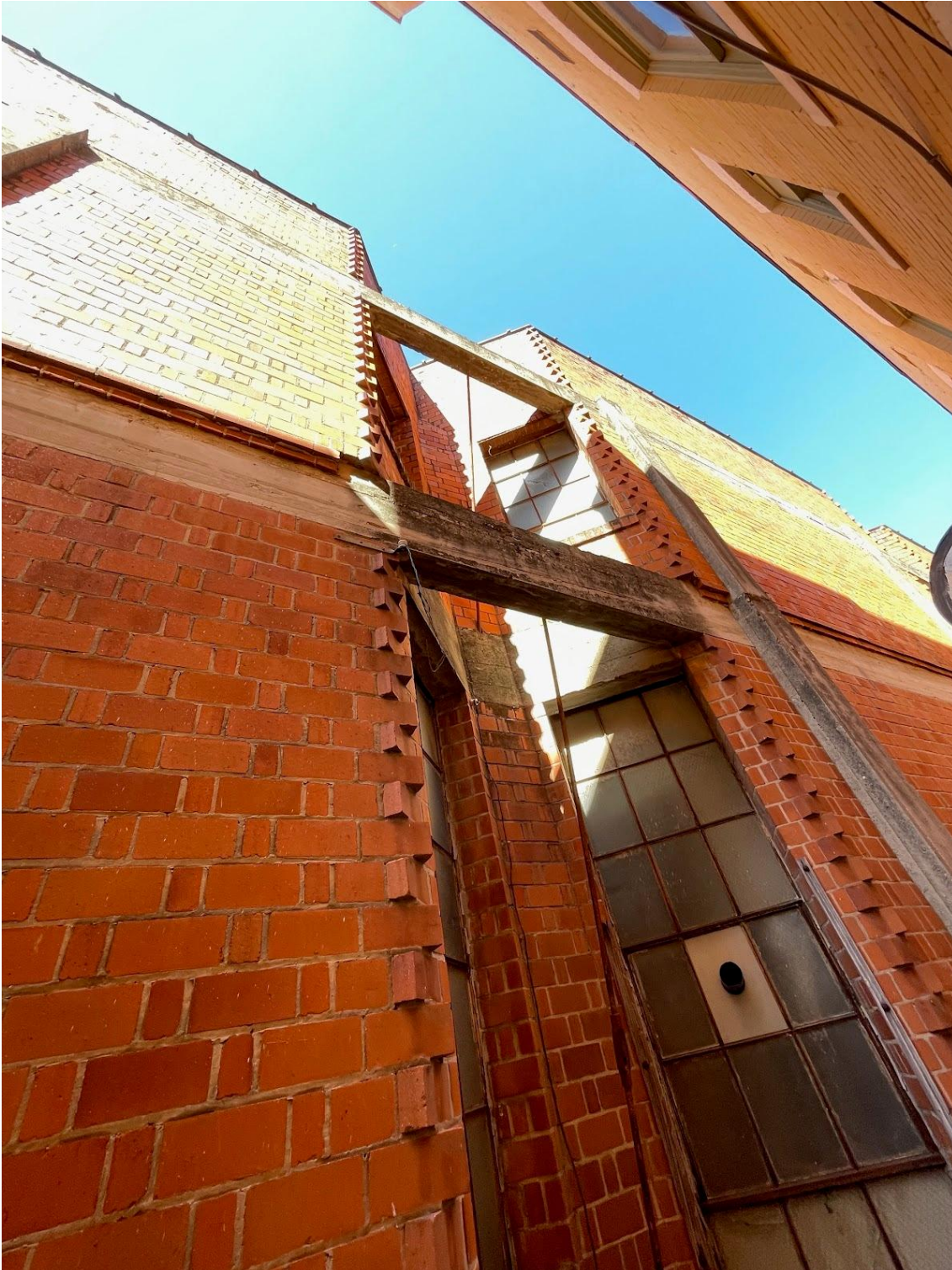
San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 3: Detail view of cast stone pilasters on San Antonio Tent & Awning Company, view east.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 4: Northeast elevation of the San Antonio Tent & Awning Company building, view of southern exterior light well, view southwest.



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Photo 5: View of San Antonio Tent & Awning Company northeast elevation and rooftop monitor, view south.



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Photo 6: San Antonio Tent & Awning Company rear elevation, view northwest.



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Photo 7: Southwest elevation of San Antonio Tent & Awning Company, view north.



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Photo 8: San Antonio Tent & Awning Company west storefront interior, view southeast.



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Photo 9: San Antonio Tent & Awning Company east storefront interior, view southeast.



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Photo 10: San Antonio Tent & Awning Company second floor factory space, view southeast.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 11: San Antonio Tent & Awning Company raised ceiling structure and monitor clerestory windows, view northwest.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 12: San Antonio Tent & Awning Company detail view of windows along raised ceiling structure.



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Photo 13: Etter Apartments primary elevation, view southeast, March 2025 showing completed work.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 14: Etter Apartments oblique, view southwest, March 2025 showing completed work.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 15: Etter Apartments detail of primary entrance, view southeast, August 2023.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 16: Etter Apartments northeast elevation, view northwest.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 17: Etter Apartments rear infilled porch, view northwest.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 18: Etter Apartments southwest elevation, view north.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 19: Etter Apartments rooftop deck, view southwest.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 20: Etter Apartments first floor lobby/stairwell, view north.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 21: Etter Apartments first floor apartment, view east.



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Photo 22: Etter Apartments first floor apartment, view northeast.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 23: Etter Apartments detail of door that separates second floor vestibule from corridor, view northwest.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 24: Etter Apartments second story corridor, view southeast.



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 25: 612-614 Broadway (non-contributing).



San Antonio Downtown and River Walk Historic District (Boundary Increase for the 600 Block of Broadway),
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Photo 26: 606 Broadway (non-contributing) at left and 602 Broadway at right (existing contributing structure in San Antonio Downtown and River Walk Historic District).

