

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

OMB No. 10024-0018

RECEIVED 2280

AUG 21 1998

NAT. REGISTER OF HISTORIC PLACES  
NATIONAL PARK SERVICE

1184

1. NAME OF PROPERTY

HISTORIC NAME: Lomita Boulevard Commercial Historic District

OTHER NAME/SITE NUMBER: South Conway Commercial Historic District

2. LOCATION

STREET & NUMBER: 400 to 700 blocks South Conway Boulevard

CITY OR TOWN: Mission

VICINITY: N/A

NOT FOR PUBLICATION: N/A

STATE: Texas CODE: TX

COUNTY: Hidalgo

CODE: 215 ZIP CODE: 78572

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 ☐ nationally ☒ statewide ☒ locally. (See continuation sheet for additional comments.)

  
Signature of certifying official

8-11-98  
Date

State Historic Preservation Officer, Texas Historical Commission

State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria.  
(See continuation sheet for additional comments.)

Signature of commenting or other official

Date

State or Federal agency and bureau

4. NATIONAL PARK SERVICE CERTIFICATION

I hereby certify that this property is:

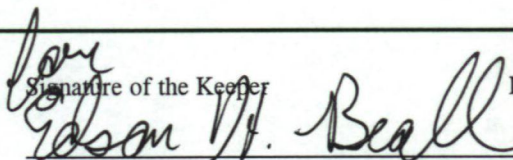
☒ entered in the National Register  
See continuation sheet.

☐ determined eligible for the National Register  
See continuation sheet.

☐ determined not eligible for the National Register

☐ removed from the National Register

☐ other (explain) :

  
Signature of the Keeper Date of Action 9-16-98



**5. CLASSIFICATION****OWNERSHIP OF PROPERTY:** private; public-local**CATEGORY OF PROPERTY:** building

<b>NUMBER OF RESOURCES WITHIN PROPERTY:</b>	<b>CONTRIBUTING</b>	<b>NONCONTRIBUTING</b>
	24	13 BUILDINGS
	0	0 SITES
	0	0 STRUCTURES
	0	0 OBJECTS
	24	13 TOTAL

**NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER:** 0**NAME OF RELATED MULTIPLE PROPERTY LISTING:** Historic and Architectural Resources of Mission, Texas**6. FUNCTION OR USE****HISTORIC FUNCTIONS:** COMMERCE/specialty store**CURRENT FUNCTIONS:** COMMERCE/specialty store; VACANT/NOT IN USE**7. DESCRIPTION**

**ARCHITECTURAL CLASSIFICATION:** Other: 1-part commercial block  
Other: 2-part commercial block  
Mission Revival

**MATERIALS:** FOUNDATION WOOD; CONCRETE  
WALLS BRICK, STUCCO; CERAMIC TILE; OTHER (PERMASTONE)  
ROOF ASPHALT  
OTHER METAL; CONCRETE; GLASS

**NARRATIVE DESCRIPTION** (see continuation sheets 7-5 through 7-8)



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Mission's Lomita Boulevard Commercial Historic District encompasses a cohesive collection of early 20th century commercial properties comprising the traditional Hispanic business district in this south Texas border town. These resources occupy tracts along the community's primary commercial thoroughfare south of the railroad tracks. They consist primarily of frame and brick buildings erected in the 1-part and 2-part commercial block forms between about 1920 and 1940. The 2-part commercial blocks provide visual anchors at primary intersections, with the bulk of the building stock consisting of smaller 1-part commercial blocks exhibiting modest stylistic embellishment. While most buildings experienced minor alterations, few modern intrusions or vacant lots detract from the historic character of this commercial enclave. With 24 of 37 resources classified as Contributing, the district therefore retains a high degree of its historic integrity of location, design, setting, materials, workmanship, feeling and association.

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The district encompasses 37 properties on approximately 13 acres along the main historic commercial route into Mission, Texas. Facing Conway Boulevard between 4th and 8th streets to the south of the rail line that bisects the community, the district's resources are categorized into a single property type, Commercial Buildings. These are defined in greater detail in the *Historic and Architectural Resources of Mission, Texas*. Most date between about 1920 and 1950, with only seven properties postdating the district's period of significance. Of the rest, only six experienced substantial alterations that diminished their integrity.

Rapid growth and redevelopment continue to fuel change in the community. The destructive force of this progress is generally focused outside the confines of the historic district, however, despite its proximity to the rapidly developing corridor paralleling U.S. Highway 83. As a result, the district retains one of the few cohesive collections of historic commercial buildings testifying to Mission's architectural and cultural heritage. The area is ripe for rehabilitation or redevelopment, as the modest residential, institutional, and commercial properties experienced few changes over the years.

The district's terrain gently slopes toward the Rio Grand to the south. Noticeable topographic variations within the community result from engineered accommodations for irrigation canals and drainage. The Missouri Pacific railroad tracks define the northern limits of the district, while 4th Street defines the southern limits. The surrounding area is strongly residential or light industrial in character. Nearby lots are moderately developed and contain mostly residential properties, with a few produce packing sheds, a large supermarket, additional commercial properties and some institutional buildings such as churches, schools and city government buildings on nearby tracts. Most property within the district is fully developed, although a few vacant lots mark buildings lost to fire or demolition.



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The district's original constructions included 1- and 2-story frame buildings. The most intense development period between about 1920 and 1942 fostered replacement of these initial buildings with masonry constructions. As none of the early frame commercial buildings (see Photo-16) survive, masonry replacements from as early as 1918 establish the character of the historic district. While most elements were in place by 1942, significant additions (see Photo 1) continued until the freezes of the early 1950s damaged the local economy. Most examples of this historic period of development retain their integrity, despite minor changes to exterior materials or paint schemes. Newer construction tends to maintain the scale, materials, setback and other characteristics established during the period of significance.

The formal relationship of the resources to each other and to South Conway Boulevard provide the district's unifying spatial framework. This pattern reflects the district's evolution of commercial purpose throughout the period of significance. Several 2-story commercial buildings on corner lots establish the district's most physically dominant elements, although adjoining 1-story buildings are more prevalent (see Photo 4). Building setbacks are minimal, typically accommodating only the concrete sidewalks that line both sides of the paved street. Flat or gently sloping fixed metal awnings project from a majority of the buildings, protecting pedestrians from the intense glare of the south Texas sun. On-street parking allows for easy access to most businesses, with paved parking lots also occurring between buildings, usually marking the sites of buildings lost to fire or demolition. Landscaping elements are minimal, with greenery present only in vacant, grass-covered lots.

Nearly all of the district's buildings are 1- and 2-story masonry and vernacular designs. Medium to small in scale, their facades feature minimal architectural styling. Among those buildings displaying architectural embellishment, Mission Revival stylistic influences (see Photo 3) predominated, with a single example featuring modest Art Moderne details. Representative of building forms and materials common to the early to mid-20th century, these main street buildings chronicle the evolution of small-town commercial construction and local social and economic change during that period.

Although alterations or demolition of some resources occurred after the period of significance, extant resources on their original sites maintain the historic spatial character of the district. Many changes, including the 1997 demolition and redevelopment of the C.G. de la Garza Building at 716 Conway, reflect changing economic status and social needs in the surrounding community. Typical alterations minimally affected the historic character of these resources on an individual or collective level. A few exceptions bear little resemblance to their original appearance. On Resource Nos. 364 and 366, for example, recent applications of vitreous ceramic tiles over the original brick exterior walls completely obscured their historic character, rendering them incompatible with their surroundings. Resource No. 372, altered in



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the 1970s, now includes a wood-shingled awning, wood siding and window replacements out of character with surrounding buildings. Resource No. 381, among the oldest buildings along the street, now exhibits a stucco finish, decorative balcony, Corinthian columns, and gold accents out of character with the building's original appearance. Other major changes include the replacement of original wood sash windows with aluminum-frames on several historic resources in the district.

The impact of such changes required analysis to categorize resources as either Contributing or Noncontributing elements of the historic district. These classifications reflect the degree to which alterations to individual properties affect the area's overall historic integrity and its ability to convey a sense of time and place. Contributing properties include historic (pre-1951) resources appearing much as they did during the district's period of significance. They need not be unaltered, but must closely resemble their historic appearance. Contributing resources retain the majority of their original form, massing, scale, materials and character-defining architectural features.

Noncontributing properties, on the other hand, include historic resources so severely altered that their historic integrity has been compromised. The removal of salient physical features or application of historically inappropriate detailing can diminish integrity and warrant categorization as Noncontributing. Examples in this category also include buildings erected after the end of the district's period of significance. They may be compatible in design, scale and materials but do not date from the time period in which the district achieved its significance. The following inventory identifies each resource in the district as either Contributing or Noncontributing. Altered historic properties marked with an asterisk (\*) may be reclassified as Contributing following sensitive rehabilitation.

**INVENTORY OF PROPERTIES**

ADDRESS	SITE NO.	DATE	PROPERTY TYPE	CLASSIFICATION
401 South Conway	385	c.1940	2-part commercial block	Contributing
402 South Conway	386	1951	1-part commercial block	Contributing
403 South Conway	384	c.1955	1-part commercial block	Noncontributing
405 South Conway	C	1997	1-part commercial block	Noncontributing
406-08 South Conway	387	c.1935	2-part commercial block	Contributing
407-09 South Conway	383	c.1945	1-part commercial block	Contributing
416-18 South Conway	388	c.1955	2-part commercial block	Noncontributing
421-23 South Conway	382	c.1935	2-part commercial block	Contributing



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ADDRESS	SITE NO.	DATE	PROPERTY TYPE	CLASSIFICATION
500-04 South Conway	389	1918	1-part commercial block	Contributing
501 South Conway	381	1919	2-part commercial block	Noncontributing*
503 South Conway	380	c.1945	1-part commercial block	Noncontributing*
505 South Conway	379	c.1935	Commercial: theater	Contributing
506 South Conway	390	c.1925	2-part commercial block	Contributing
508 South Conway	391	c.1925	1-part commercial block	Contributing
510-12 South Conway	392	c.1955	1-part commercial block	Noncontributing
514-16 South Conway	393	c.1945	1-part commercial block	Contributing
515 South Conway	378	c.1925	1-part commercial block	Contributing
521 South Conway	377	c.1920	1-part commercial block	Contributing
523 South Conway	376	c.1930	2-part commercial block	Contributing
600 South Conway	368	c.1925	1-part commercial block	Contributing
601-03 South Conway	367	c.1920	1-part commercial block	Contributing
604 South Conway	369	c.1950	1-part commercial block	Contributing
609 South Conway	366	1925	1-part commercial block	Noncontributing*
612 South Conway	370	c.1935	1-part commercial block	Contributing
613 South Conway	365	1940	1-part commercial block	Contributing
617 South Conway	364	1930	1-part commercial block	Noncontributing*
620-22 South Conway	371	c.1950	1-part commercial block	Noncontributing*
701 South Conway	363	1945	1-part commercial block	Contributing
704-06 South Conway	372	c.1935	1-part commercial block	Noncontributing*
705 South Conway	362	1945	1-part commercial block	Contributing
707-09 South Conway	361	1950	1-part commercial block	Contributing
708 South Conway	373	c.1955	1-part commercial block	Noncontributing
713 South Conway	360	c.1950	1-part commercial block	Contributing
716 South Conway	A	1997	1-part commercial block	Noncontributing
102 West 5th Street	224	c.1935	1-part commercial block	Contributing
100 East 6th Street	B	c.1960	1-part commercial block	Noncontributing
102 West 6th Street	215	c.1935	1-part commercial block	Contributing



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**8. STATEMENT OF SIGNIFICANCE**

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**APPLICABLE NATIONAL REGISTER CRITERIA**

- ☒ **A** PROPERTY IS ASSOCIATED WITH EVENTS THAT HAVE MADE A SIGNIFICANT CONTRIBUTION TO THE BROAD PATTERNS OF OUR HISTORY.
- ☐ **B** PROPERTY IS ASSOCIATED WITH THE LIVES OF PERSONS SIGNIFICANT IN OUR PAST.
- ☐ **C** PROPERTY EMBODIES THE DISTINCTIVE CHARACTERISTICS OF A TYPE, PERIOD, OR METHOD OF CONSTRUCTION OR REPRESENTS THE WORK OF A MASTER, OR POSSESSES HIGH ARTISTIC VALUE, OR REPRESENTS A SIGNIFICANT AND DISTINGUISHABLE ENTITY WHOSE COMPONENTS LACK INDIVIDUAL DISTINCTION.
- ☐ **D** PROPERTY HAS YIELDED, OR IS LIKELY TO YIELD, INFORMATION IMPORTANT IN PREHISTORY OR HISTORY.

**CRITERIA CONSIDERATIONS:** N/A

**AREAS OF SIGNIFICANCE:** Community Planning and Development; Commerce; Ethnic Heritage: Hispanic

**PERIOD OF SIGNIFICANCE:** 1918-1951

**SIGNIFICANT DATES:** 1918 1925 1951

**SIGNIFICANT PERSON:** N/A

**CULTURAL AFFILIATION:** N/A

**ARCHITECT/BUILDER:** unknown

**NARRATIVE STATEMENT OF SIGNIFICANCE** (see continuation sheets 8-9 through 8-13)

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**9. MAJOR BIBLIOGRAPHIC REFERENCES**

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**BIBLIOGRAPHY** (see related multiple property documentation form, Section I)

**PREVIOUS DOCUMENTATION ON FILE (NPS):** N/A

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested.
- ☐ 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 (*Texas Historical Commission*)
- ☐ Other state agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other -- Specify Repository: Hidalgo County Historical Museum



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Mission's Lomita Boulevard Commercial Historic District encompasses a cohesive collection of early 20th century commercial properties serving the Hispanic community since the founding of this south Texas trading center. Fostered by irrigation and rail related land development efforts in 1908, Mission developed along segregated patterns throughout the subsequent decades. Housing and services for the city's Hispanic population evolved on the city's south side. Substantial commercial enterprises developed along the primary commercial artery between about 1920 and 1950 to meet the demand for goods and services from a rapidly growing Hispanic population. Evaluated within the context of *Grapefruit's Lone Star Home: the Development of Mission*, this district reflects broad historic and cultural trends shaping development patterns in the community during this period. It is therefore nominated at the local level of significance under Criterion A in the area of Community Planning and Development.

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After Mission's founding in 1908, the new community prospered primarily because of its location on the St. Louis, Houston and Brownsville Railroad (later Gulf Coast) and the availability of water from the Mission Canal Company. These enterprises fostered large-scale agricultural activity despite the region's arid climate. Shortly after engineer S. Rowe platted Mission in 1908, two blocks along the primary commercial street evolved into the primary business district. Lying on north and south of the railroad tracks, these blocks developed with frame commercial buildings facing onto a wide, dirt thoroughfare named for the area's historic mission chapel and later renamed for one of the town's initial developers.

According to many accounts, a conscious effort to segregate Anglo from Hispanic residents guided Mission's initial development, a pattern repeated in rail related towns throughout the region. Most Anglos lived and transacted their business on the north side of the tracks in Mission, while most Hispanics lived and traded on the south side. Indeed the southern part of town became colloquially known as 'Mexiquito' in the years following the initial sale of town lots.

Mission enjoyed a reputation as one of the premier towns for Hispanics interested in relocating to the lower Rio Grande valley from outlying ranches in Texas or northern Mexico. Property south of the railroad tracks quickly attracted a substantial number of Mexican and Mexican-American settlers who proved vital to the town's early success. While several professionally and culturally accomplished Hispanics settled in Mission early on, the Mexican Revolution quickened emigration across the Rio Grande. By 1915, Mission boasted a resident Hispanic population large enough to support several commercial enterprises catering to Spanish-speaking customers. In addition, commercial and recreational services established on the south side enhanced its allure as a marketing destination point for Hispanic ranchers, farmers, field hands and their families from rural Hidalgo and Starr counties.



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Many early Mission business owners came from the area's established Hispanic ranch families. Anticipating the economic opportunities available in the new town, the sons and daughters of this landed group re-located their households and opened businesses on Mission's south side. In many instances, these merchants and service providers supported their families in a middle-class lifestyle during a period of socio-economic turbulence for many Hispanics in the region. Some families, like the de la Garzas, the Barreras, and the Austins, owned several commercial and service-oriented businesses.

The de la Garza family, for example, founded a grocery and dry goods store on the corner of Lomita Boulevard and Eighth Street. Its proximity to the railroad tracks and depot provided a competitive advantage allowing the business to prosper and enabling the family to construct a substantial masonry building (now demolished) about 1923. By 1940 the business expanded again to include a wholesale grocery warehouse.

Barrera family enterprises in the area date to the establishment of a service station at 500 Lomita (see Photo-17) in 1918. This early masonry building (Resource No. 389) still stands, albeit in a much modified configuration. It houses the district's oldest continually operating business. The Barreras and their relatives eventually ran a pharmacy and medical clinic at 506 Lomita (Resource No. 391), an auto parts store, and one of Mission's three bottling works, all located on South Lomita Boulevard.

Dr. J.J. Austin married into an Hispanic family with deep roots in the region. He and his adult children built substantial masonry buildings on South Lomita following the Mexican Revolutionary period. Dr. Austin conducted his thriving pharmacy and medical practice from a 2-story building at 501 Lomita (Resource No. 380) completed in 1919. Shortly thereafter, his son opened a dry goods store in a 1-story masonry commercial building at 601 Lomita (Resource No. 367) in the next block.

Other early commercial enterprises along South Lomita Boulevard included a windmill and primitive waterworks, dry goods, hardware, grocery stores, automotive supply and repair shops, gasoline and service stations, two bottling works, cantinas, a health clinic and two pharmacies. These enterprises suggest the extent of mercantile operations that provided services to the expanding Hispanic population in the Valley during the historic district's period of significance.

Little documentation portrays the earliest of these commercial enterprises along South Lomita Boulevard, however. Although a 2-story frame commercial building existed in the district in 1912 (see Photo-16), buildings in the area remained primarily frame constructions by the end of the decade. In addition to these single story commercial buildings, the four block area along South Lomita Boulevard hosted 17 small domestic buildings and some industrial facilities such as a bottling works. Several lots remained undeveloped, while the



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counterpart commercial area on the north side boasted several 2-story masonry buildings and few vacant tracts (Sanborn Fire Insurance Company, 1919). An equal complement of substantial commercial buildings did not appear on both sides of the tracks for another decade ((Sanborn Fire Insurance Company, 1933).

As Mission matured, the commercial blocks along the south end of Lomita Boulevard retained their unique identity. A narrower roadbed, and a concentration of groceries and wholesale merchandisers provided a more work-a-day character to this end of the commercial street, especially when compared to the confectionery shops and fancy clothing stores on the wider street in the Anglo commercial district. After World War I, many of the original frame buildings along South Lomita Boulevard were slowly replaced with more substantial, mainly masonry, storefronts. The reasons for the change were manifold. Most of the commercial properties quickly erected in the raw new town between 1908 and 1912 probably didn't benefit from permanent construction techniques and materials. A major hurricane-force storm hit Mission in 1919 and damaged many of the frame buildings in town, including a 2-story frame commercial building noted as 'out of plumb' on that year's Sanborn map (Sanborn Fire Insurance Company, 1919). An expansive economy in the subsequent decade also provided some Hispanic merchants with sufficient capital to expand their enterprises and undertake building improvements. The availability of locally made brick from Gunther Wieske's modernized Mission Brick Company after 1923 also facilitated this trend.

Grapefruit production in Hidalgo County, much of it centered around Mission, fueled the young town's extensive prosperity during the 1920s. While few Hispanics received direct economic returns from producing orchards, however, plentiful jobs fueled the local economy. The region's Hispanic population continued to swell as Mexican immigrants arrived in search of work in the booming town and surrounding orchards. As Mission grew, so did its commercial districts. Reflecting Mission's role as a distribution center for western Hidalgo County by 1925, several wholesale grocer and supply, hardware, and feed stores served as South Lomita's cornerstone businesses during this period. These large facilities were joined by other general merchandise stores, pharmacies, barber shops, saloons, pool halls, theaters, cafes, and stands catering primarily to a Hispanic clientele.

Despite the onset of the Great Depression and its damage to the agricultural economy elsewhere in the state, Mission experienced a boom during the 1930s. The agricultural economy in the valley sustained growth during this period. In addition, Otto Wood's 1934 discovery of oil 15 miles away in Sam Fordyce provided a brief influx of cash and trade to Mission. Several substantial edifices in the historic district date to this period, including 406, 421, 505 and 523 South Lomita Boulevard. Some of these buildings feature Mission Revival stylistic embellishments suggestive of the enduring appeal of this architectural style and reinforcing the town's romanticized link with La Lomita Mission.



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The influx of base personnel from nearby Moore Field during World War II also brought economic benefits to the community, although few changes to the buildings along South Lomita Boulevard. In the immediate post-war period, however, business owners razed some of the remaining frame buildings from Mission's early years, replacing them with more utilitarian masonry stores. The 1-story building at 400 Lomita (Resource No. 386) and the 2-story building at 401 Lomita (Resource No. 385), for example, reflect this trend. With the damage to the local citriculture industry wrought by the postwar freezes, however, only a limited number of buildings were built in the district after 1951. For the most part, the commercial properties in along South Lomita Boulevard (or South Conway, as it was renamed during this period) remained unaffected by the modernization impulses that struck business owners on the north side in subsequent decades.

Property owners in the Lomita Boulevard Commercial Historic District have renovated or updated district resources in recent years, however. In some cases, such as the Austin Building at 501 South Conway (Resource No. 381), these efforts rendered the building virtually unrecognizable to the period of significance. Most resources nevertheless retain historic character despite minor changes to materials and a handful of resources, such as the buildings at 406 and 715 South Conway (Resource Nos. 387 and 360) retain their architectural integrity to a high degree. As a whole the district contains the highest concentration of intact historic commercial properties in Mission. The vast majority of property and business owners are still Hispanic, and many current businesses still cater to Hispanic clientele. Although modern businesses along the rapidly developing commercial corridor fronting U.S. Highway 83 are siphoning off trade from the area, the Lomita Boulevard Commercial Historic District remains a viable economic district that bespeaks the contributions of the Hispanic community to the development of Mission. With the recent advent of a local Main Street Program, economic development and rehabilitation efforts are underway to focus attention on this significant representative of the architectural and cultural heritage of the community.

**REPRESENTATIVE PROPERTIES**

**Barrera Service Station**

500-04 Conway Boulevard 1918/1940 1-part commercial block Contributing

This 1-story commercial building evolved in stages beginning in 1918. Built of stucco faced brick, it exhibits modest Mission Revival details. Opened as an early automobile service station in 1918 (see Photo-17), the building incurred changes in the 1940s to accommodate conversion into an automobile parts store. During the 1970s the owners phased out the auto parts business and began supplying technical equipment to local industry, attaching a wing to the north to increase storage and office space. These renovation efforts reflect the changing business priorities of the Barrera family, one of the district's predominant mercantile dynasties.



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**Austin Drug Store**

501 Conway Boulevard 1919 2-part commercial block Noncontributing Photograph 4

This 2-story building is among the oldest in the district. Prominent Mission citizen Dr. J J. Austin constructed the brick building in 1919 to house his drug store. Still owned by members of the Austin family, it is rendered Noncontributing by profound alterations such as the addition of classical columns and a balcony.

**Rex Theater**

505 Conway Boulevard c.1935 Commercial: theater Contributing Photograph 4

Dating to the mid 1930s, this 2-story theater features brick walls ornamented with multicolored tiles. A glass fronted ticket booth at the center entrance is flanked by small storefronts at either side. Modest enterprises such as the E. Martinez Barber Shop operated from these retail spaces during the period of significance.

**Mission Wholesale Grocery**

600 Conway Boulevard c.1925 1-part commercial block Contributing Photograph 5

This 1-story frame building displays modest Mission Revival and Prairie School detailing. Built about 1925, it originally housed the wholesale grocery enterprise owned and operated by Esteban Martinez until 1976.

**Gutierrez and Austin Mercantile Store**

601-03 Conway Boulevard c.1920 1-part commercial block Contributing Photograph 4

The prominent Austin family constructed this 1-story brick building in the early 1920s to house the general mercantile operations of Gutierrez and Austin. The store was one of many commercial and domestic buildings constructed by members of the extended family in Mission in the late 1910s and early 1920s.

**Great American Insurance Company**

707-09 Conway Boulevard 1950 1-part commercial block Contributing Photograph 1

Faced with yellow brick and black ceramic tile, this 1-story building houses three storefronts, each with a single entry door. Notary Public Adolfo de la Garza maintained his insurance sales office at 707 Conway during the 1950s. He successfully ran for mayor of Mission late in the decade, becoming the first Hispanic mayor in the region.

**Ramirez Food Store and Greyhound Bus Station**

713 Conway Boulevard c.1950 1-part commercial block Contributing Photograph 1

This 1-story building features modest Art Moderne and Spanish Colonial Revival stylistic features, testifying to the endurance of traditional architectural forms in the district. The Ramirez family built the brick and tile building about 1950 to house their retail grocery store, in business at this location until 1994. The family also operated the local Greyhound Bus terminal at this site for nearly 25 years.



**10. GEOGRAPHICAL DATA**

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ACREAGE OF PROPERTY: 13 acres

**UTM REFERENCES**

	ZONE	EASTING	NORTHING	ZONE	EASTING	NORTHING
1	14	567300	2899280	3	14	567340 2898840
2	14	567420	2899260	4	14	567240 2898860

**VERBAL BOUNDARY DESCRIPTION**

  x   See continuation sheet 10-14

**BOUNDARY JUSTIFICATION**

  x   See continuation sheet 10-14

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**11. FORM PREPARED BY** (with assistance from Bruce Jensen, THC Architectural Historian)

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NAME/TITLE: Anne Malanka (Historian)

ORGANIZATION: Hardy-Heck-Moore &amp; Myers

DATE: September 1997/August 1998

STREET &amp; NUMBER: 1414 West Sixth Street

TELEPHONE: (512)478-9014

CITY OR TOWN: Austin

STATE: TX ZIP CODE: 78703

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**ADDITIONAL DOCUMENTATION**

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**CONTINUATION SHEETS**

MAPS (see continuation sheet Map-15)

PHOTOGRAPHS (see continuation sheet Photo-16 through Photo-18)

ADDITIONAL ITEMS N/A

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**PROPERTY OWNER**

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NAME: list on file with the Texas Historical Commission

STREET &amp; NUMBER: 1511 Colorado

TELEPHONE: (512)463-6006

CITY OR TOWN: Austin

STATE: TX ZIP CODE: 78701



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**VERBAL BOUNDARY DESCRIPTION**

The Lomita Boulevard Commercial Historic District includes properties on the east and west sides of Conway Boulevard between Fourth and Eighth streets in the City of Mission, Hidalgo County, Texas. From the midway point of the northern edge of Block 120, proceed east along West Eighth Street across Conway Boulevard and along East Eighth Street until reaching a point midway along the northern edge of Block 119. Thence proceed in a southerly direction down the middle of Blocks 119, 106, 91 and 78 until reaching East Fourth Street. Then proceed west along East Fourth Street across Conway Boulevard and along West Fourth Street until reaching the midway point on the southern edge of Block 77. Thence proceed in northerly direction up the middle of Blocks 77, 92, 105, and 120 until reaching the point of origin.

**JUSTIFICATION OF BOUNDARIES**

The district comprises four blocks of commercial buildings facing South Conway Boulevard contained within the original plat of the town of Mission, surveyed and filed with the Hidalgo County clerk in 1908. Conway Boulevard (originally Lomita Boulevard) forms the center of the district; extending north-south, it remains the principal artery of the center of the city, and is relatively free of vacant lots and open spaces.

The boundaries includes a business district that catered to the local Hispanic population. No comparable area in the community contains such a high concentration of historic resources. Properties beyond these boundaries generally do not conform to the historic character of those within, either through scale, age or deteriorated condition. Recent redevelopment beyond the boundaries includes a large, modern supermarket to the north and modern convenience stores and filling stations to the south. Residential neighborhoods bracket the district to the east and west. These properties provide a visual and temporal break that distinguishes the district from its surroundings.



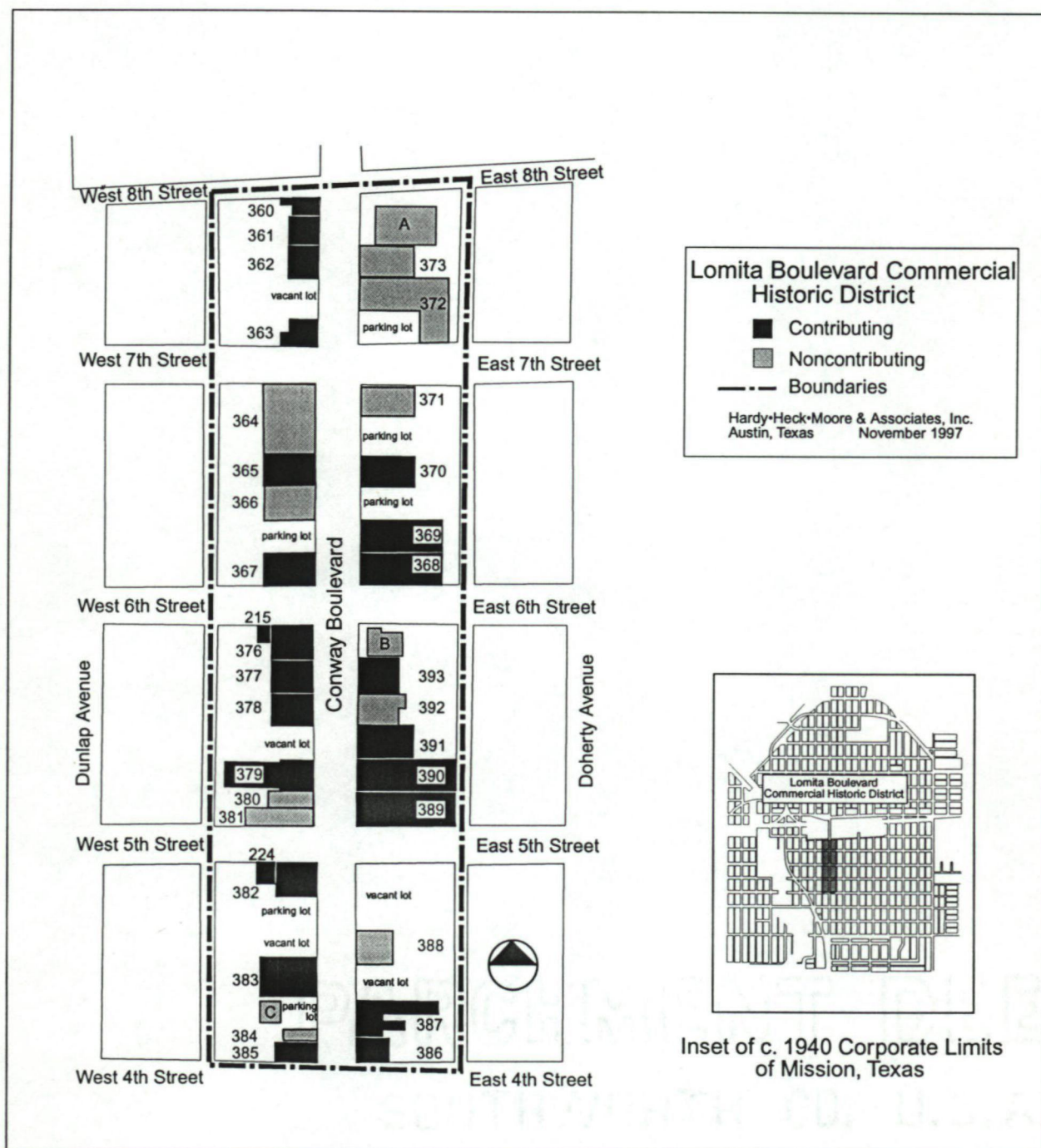
United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Lomita Boulevard Commercial Historic District  
Mission, Hidalgo County, Texas

Section MAP Page 15

DISTRICT MAP SHOWING CONTRIBUTING AND NONCONTRIBUTING PROPERTIES





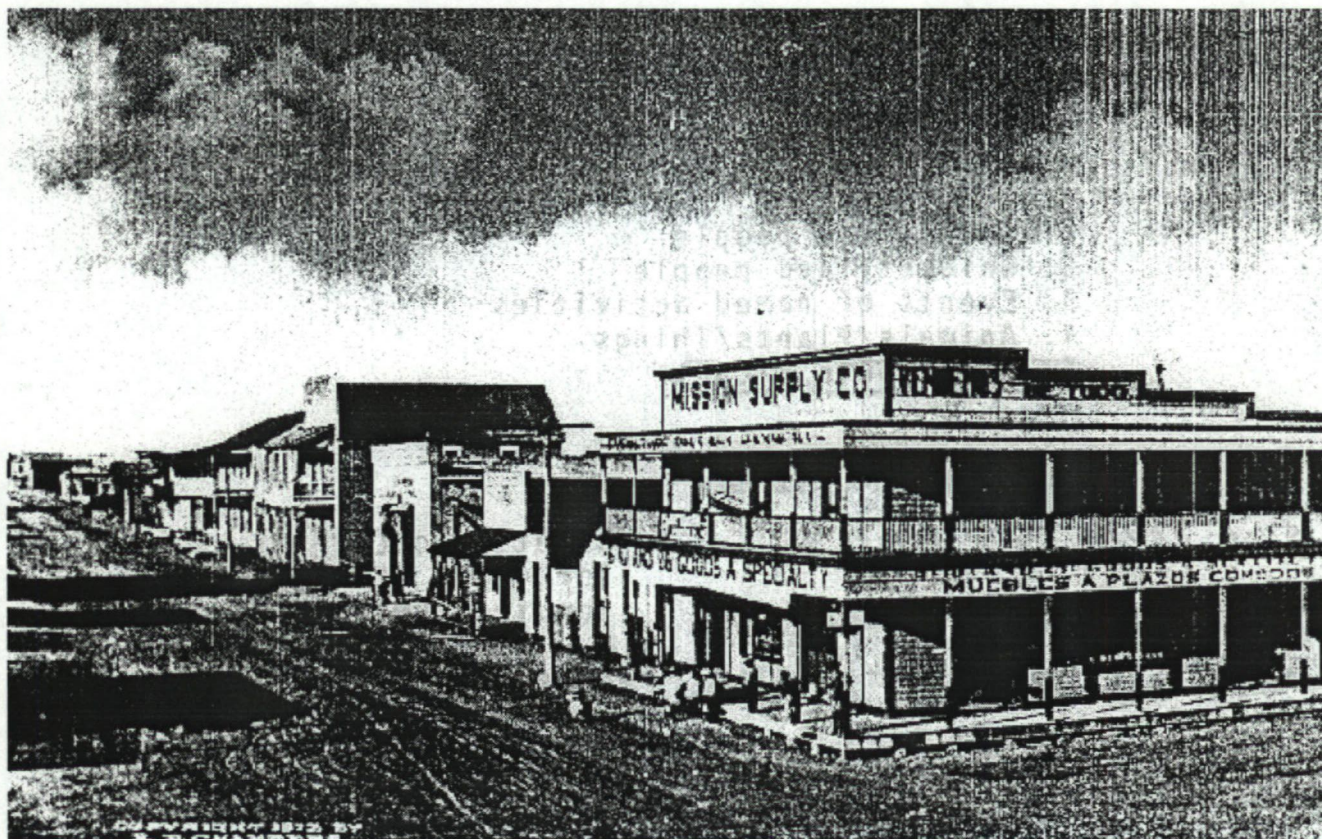
United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Lomita Boulevard Commercial Historic District  
Mission, Hidalgo County, Texas

Section PHOTO Page 16

**HISTORIC VIEW OF LOMITA BOULEVARD LOOKING SOUTHWEST, 1912**  
(SOURCE: HIDALGO COUNTY HISTORICAL MUSEUM)





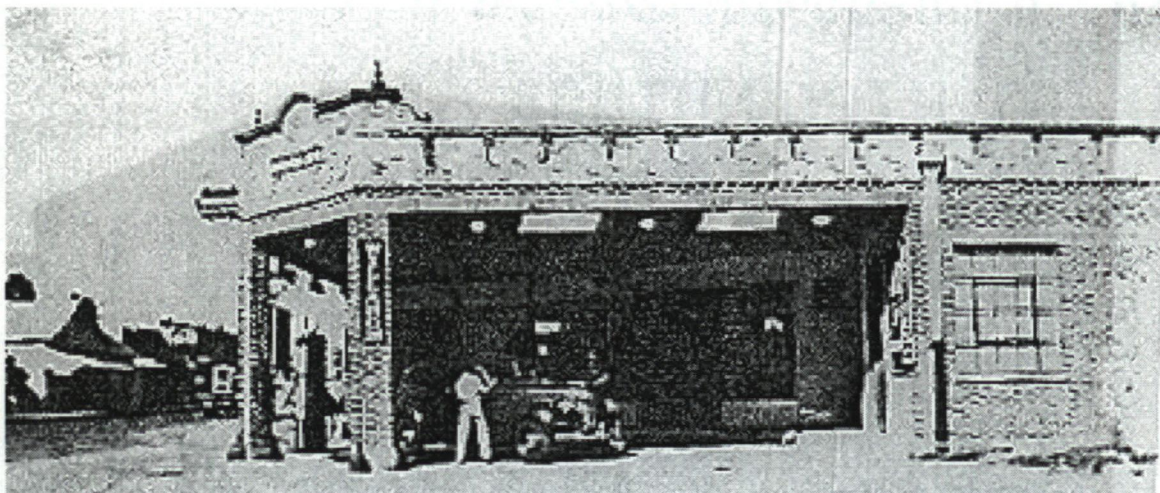
**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Lomita Boulevard Commercial Historic District  
Mission, Hidalgo County, Texas

Section PHOTO Page 17

**HISTORIC VIEW OF BARRERA SERVICE STATION, c.1925  
(SOURCE: BARRERA FAMILY ARCHIVES)**





**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Lomita Boulevard Commercial Historic District  
Mission, Hidalgo County, Texas

Section PHOTO Page 18

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**PHOTO INVENTORY**

LOMITA BOULEVARD COMMERCIAL HISTORIC DISTRICT

MISSION, HIDALGO COUNTY, TEXAS

ANNE MALANKA - PHOTOGRAPHER

JULY 1997

ORIGINAL NEGATIVES ON FILE WITH THE TEXAS HISTORICAL COMMISSION

PHOTO 1 - oblique view of west side of 700 block South Conway, camera facing southwest

PHOTO 2 - oblique view of west side of 500 and 400 blocks South Conway, camera facing southwest

PHOTO 3 - oblique view of east side of 400 block South Conway, camera facing southeast

PHOTO 4 - oblique view of west side of 500 and 600 blocks South Conway, camera facing northeast

PHOTO 5 - oblique view of east side of 600 block South Conway, camera facing southeast



UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Lomita Boulevard Commercial Historic District  
NAME:

MULTIPLE Mission, Hidalgo County MPS  
NAME:

STATE & COUNTY: TEXAS, Hidalgo

DATE RECEIVED: 8/21/98 DATE OF PENDING LIST: 9/02/98  
DATE OF 16TH DAY: 9/18/98 DATE OF 45TH DAY: 10/05/98  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 98001184

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 9.18.98 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the  
National Register

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N







701 Block Conway Boulevard  
South Conway Commercial Historic District  
Mission, Hidalgo County, Texas  
Photographer: Anne Malanka 7/15/97  
Negative on file at Texas Historical Commission  
Camera facing Southwest

700 BLOCK SOUTH CONWAY BOULEVARD  
LOMITA BOULEVARD COMMERCIAL HISTORIC DISTRICT  
MISSION, HIDALGO COUNTY, TEXAS  
PHOTO 1 OF 5







501 Block of Conway Boulevard  
South Conway Commercial Historic District  
Mission, Hidalgo County, Texas  
Photographer: Anne Malanka 7/15/97  
Negative on file at Texas Historical Commission

500 BLOCK SOUTH CONWAY BOULEVARD  
LOMTA BOULEVARD COMMERCIAL HISTORIC DISTRICT  
MISSION, HIDALGO COUNTY, TEXAS  
PHOTO 2 OF 5







400 Block Conway Boulevard  
South Conway Commercial Historic District  
Mission, Hidalgo County, Texas

Photographer: Anne Malanka 7/15/97

Negative on file at Texas Historical Commission

400 BLOCK SOUTH CONWAY BOULEVARD  
LOMITA BOULEVARD COMMERCIAL HISTORIC DISTRICT  
MISSION, HIDALGO COUNTY, TEXAS

PHOTO 3 OF 5







501 Block of Conway Boulevard  
South Conway Commercial Historic District  
Mission, Hidalgo County, Texas

Photographer: Anne Malauka 7/15/97

Negative on file at Texas Historical Commission

500 BLOCK SOUTH CONWAY BOULEVARD  
WHITA BOULEVARD COMMERCIAL HISTORIC DISTRICT  
MISSION, HIDALGO COUNTY, TEXAS  
PHOTO 4 OF 5





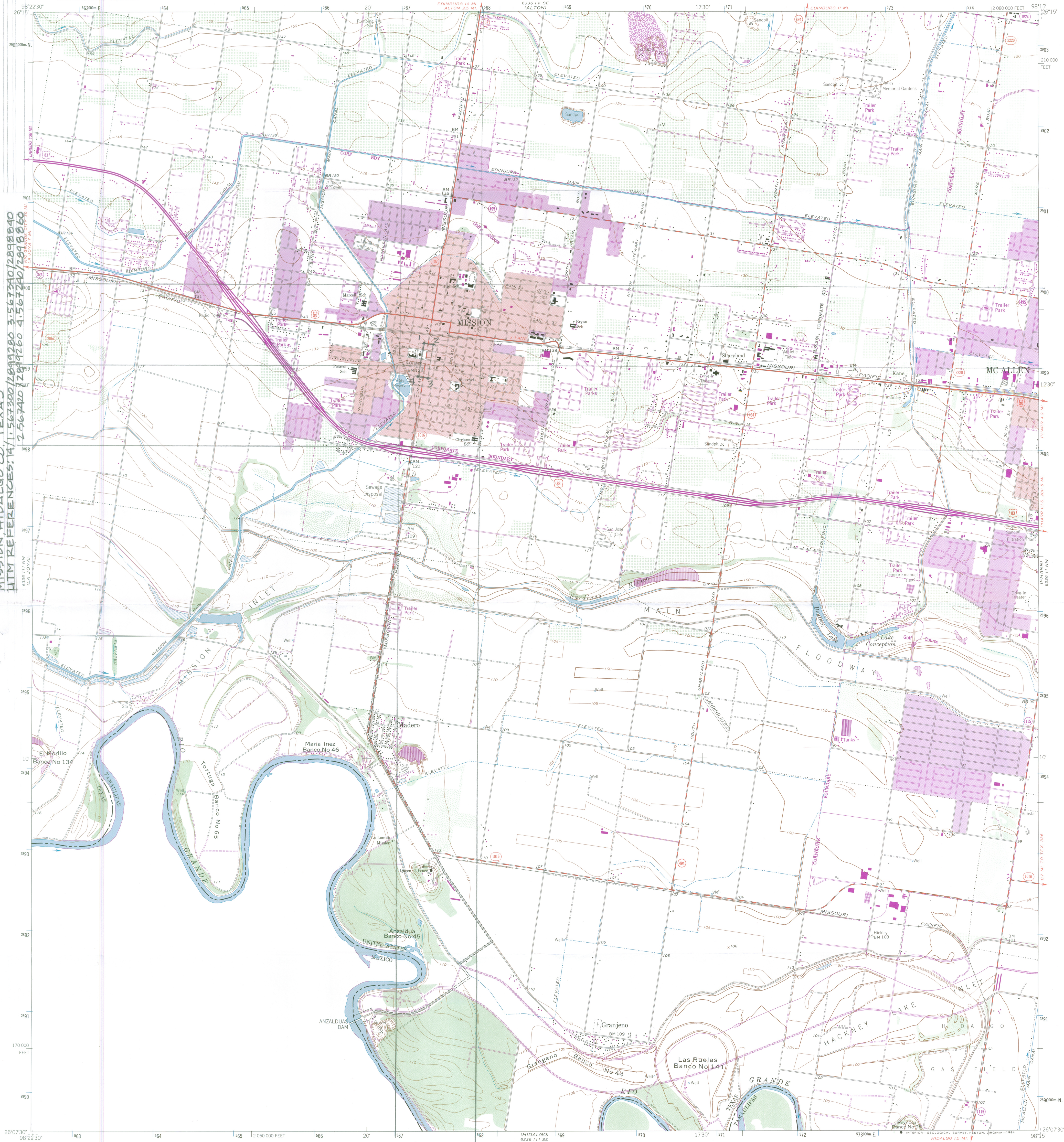


600 Block of Conway Boulevard  
South Conway Commercial Historic District  
Mission, Hidalgo County, Texas  
Photographer: Anne Malanka 7/15/97  
Negative on file at Texas Historical Commission  
Camera facing Southeast

600 BLOCK SOUTH CONWAY BOULEVARD  
WHITE BOULEVARD COMMERCIAL HISTORIC DISTRICT  
MISSION, HIDALGO COUNTY, TEXAS  
PHOTO 5 OF 5



LOMITA BOULEVARD COMMERCIAL H.D.  
100-300 BLOCKS SOUTH CONWAY  
MISSION HIDALGO CO. TEXAS  
UTM REFERENCES: 14/11567300/28992200 3-567340/28998040  
2-567420/2899260 4-56740/2899860



Mapped, edited, and published by the Geological Survey  
Control by USGS and NOS/NOAA

Planimetry by photogrammetric methods from aerial photographs  
taken 1961. Topography by planetable surveys 1963

Polyconic projection. 1927 North American Datum  
10,000-foot grid based on Texas coordinate system, south zone  
1000-meter Universal Transverse Mercator grid ticks,  
zone 14, shown in blue

Red tint indicates areas in which only landmark buildings are shown

To place on the predicted North American Datum 1983  
move the projection lines 33 meters south and  
29 meters east as shown by dashed corner ticks

Purple tint indicates extension of urban areas

Revision shown in purple and woodland compiled from  
aerial photographs taken 1980 and other source data  
This information not field checked. Map edited 1983

UTM GRID AND 1983 MAGNETIC NORTH  
DECLINATION AT CENTER OF SHEET



SCALE 1:24 000  
1000 0 1000 2000 3000 4000 5000 6000 7000 FEET  
1 5 10 KILOMETER  
CONTOUR INTERVAL 5 FEET  
NATIONAL GEODETIC VERTICAL DATUM OF 1929

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



QUADRANGLE LOCATION

ROAD CLASSIFICATION  
Heavy-duty ——— Light-duty ———  
Medium-duty ——— Unimproved dirt ———  
U.S. Route ——— State Route ———

MISSION, TEX.

26098-B3-TF-024

1963  
PHOTOREVISED 1983  
DMA 6336 111 NE-SERIES V882

2698-124