

PROTECTED LANDMARK DESIGNATION REPORT

LANDMARK/SITE NAME: Magnolia Brewery Café Taproom Building
(aka Magnolia Ballroom)

OWNER: Bart J. Truxillo

APPLICANT: Bart J. Truxillo

LOCATION: 715 Franklin Avenue (aka 120 Milam Street) – Main
Street Market Square Historic District

30-DAY HEARING NOTICE: N/A

AGENDA ITEM: I.d

PC PUBLIC HEARING: 10-06-2005

HPO FILE NO.: 05PL04

DATE ACCEPTED: Aug-22-05

HAHC HEARING DATE: 9-14-05

SITE INFORMATION

Lot 1, Tracts 2A and 12A, Block 17, SSBB, City of Houston, Harris County, Texas. The site includes an historic two-story, reinforced concrete commercial building with stucco veneer.

TYPE OF APPROVAL REQUESTED: Protected Landmark Designation

HISTORY AND SIGNIFICANCE SUMMARY:

The Magnolia Brewery Café Taproom Building at 715 Franklin Avenue, constructed by the Houston Ice and Brewing Company in 1912, is the second oldest of only two remaining buildings once part of the extensive complex of the Magnolia Brewery. Constructed as a café taproom, it survives as the one of the oldest remaining examples of the brewery buildings designed by Cooke & Company, a prominent Houston architectural firm. Their “new” design for the brewery complex buildings, which had previously been ornately Victorian in nature, now featured Italianate detailing. The building at 715 Franklin is the only remaining example of the brewery complex that exemplified the grandiose, Italianate style design of Cooke & Company. Their design, more in character with Eugene T. Heiner’s other Brewery buildings, included pairs of deep-set, cypress windows with original leaded glass of the magnolia motif, the trademark of the brewery, and the distinctive, rhythmically bracketed cornices and capped pedestals rising above the flat roof. The Magnolia Brewery, founded by Hugh Hamilton, was “one of Houston’s largest industries at the turn of the century” and by 1910 encompassed over twenty acres north and south of Buffalo Bayou.” The building at 715 Franklin remains as a unique example of “architecture of Houston’s early industrial structures.”

APPROVAL CRITERIA FOR PROTECTED LANDMARK DESIGNATION:**Sec. 33-224. Criteria for designation of a Protected Landmark.**

- (a) The HAHC and the commission, in making recommendations with respect to designation, and the city council, in making a designation, shall consider three or more of the following criteria, as appropriate for the Protected Landmark designation. If the HAHC reviews an application for designation of a Protected Landmark initiated after the designation of the Landmark, the HAHC shall review the basis for its initial recommendation for designation and may recommend designation of the landmark as a protected landmark unless the property owner elects to designate and if the landmark has met at least (3) three of the criteria of Section 33-224 of the Historic Preservation Ordinance (HPO) at the time of its designation or, based upon additional information considered by the HAHC, the landmark then meets at least (3) three of criteria of Section 33-224 of the HPO, as follows:

SITE LOCATION MAP
MAGNOLIA BREWERY CAFÉ TAPROOM BUILDING
715 FRANKLIN AVENUE
NOT TO SCALE