



**ZONING MAP CHANGE
STAFF REPORT**

City Council Meeting Date:
November 1, 2016

Council District 9

Zoning Commission Recommendation: Approval by a vote of 8-0 Opposition: None submitted Support: None submitted	Continued	Yes ___	No <u>X</u>
	Case Manager	<u>Lynn Jordan</u>	
	Surplus	Yes ___	No <u>X</u>
	Council Initiated	Yes ___	No <u>X</u>

Owner / Applicant: Churchill Properties LLC / CFW Planning and Development

Site Location: 665 S. Main Street Mapsco: 77E

Proposed Use: Historic Designation

Request: From: "NS-T5/DD" Near Southside Urban Center Zone/Demolition Delay
To: Remove Demolition Delay Overlay and add Historic and Cultural Overlay

Land Use Compatibility: No effect.

Comprehensive Plan Consistency: Requested change **is consistent.**

Background:

This property is a turn-of-the-century vernacular commercial building, constructed circa 1895. The structure was enlarged around 1907. The original structure, and 1907 alterations, was designed by prominent Fort Worth architect, L. B. Weinman. It is a two story brick structure with ornamental brick string course between the first and second floor and a corbelled cornice.

The structure was constructed for the Eagle Steam Bread Bakery, founded by William J. Doherty. It was one of the largest bakeries in Texas and was later renamed the Doherty Baking Company. Doherty was a prominent Fort Worth civic leader and poet. He was also the president of the Palace of Sweets Confectionary. 665 South Main is one of the oldest structures in the area, having survived the great fire of 1909 that decimated so many other buildings at that time.

The building has sat vacant for several years and some has some condition issues. The structural walls of load bearing masonry are deteriorating and failing on the east and north facades. These facades require stabilization or possibly reconstruction. It is the applicant's intention to restore the historic structure and construct a rear addition to accommodate new uses for the building. The structure may be eligible for the National Register.

The applicant is requesting historic designation as a Historic and Cultural Landmark (HC). The structure meets the following criteria for historic designation:

- Criterion 1: Distinctive in character, interest or value; strongly exemplifies the cultural, economic, social, ethnic or historical heritage of the City of Fort Worth, State of Texas or the United States.

- Criteria 2: Is an important example of a particular architectural type or specimen in the City of Fort Worth.
- Criteria 3: Has been identified as the work of an important architect or master building whose individual work has contributed to the development of the City of Fort Worth.
- Criteria 4: Embodies elements of architectural design, detail, materials or craftsmanship, which represent a significant architectural innovation.
- Criterion 5: Bears an important and significant relationship to other distinctive structures, sites, or areas, either as an important collection of properties or architectural style or craftsmanship with few intrusions, or by contributing to the overall character of the area according to the plan based on architectural, historic or cultural motif.
- Criteria 6: Is the site of a significant historic event.
- Criteria 7: Is identified with a person or persons who significantly contributed to the culture and development of the City of Fort Worth, State of Texas or the United States.

Site Information:

Owner: Churchill Properties LLC
 9000 W. Freeway
 Fort Worth, TX 76108

Acreage: 0.176 acres

Comprehensive Plan Sector: Southside

Agent: City of Fort Worth Historical

Surrounding Zoning and Land Uses:

- North "NS-T5" Near Southside Transect / vacant
- East "NS-T5" Near Southside Transect / vacant
- South "NS-T5I/DD" Near Southside Transect/Demolition Delay / commercial structure
- West "NS-T5/DD" Near Southside Transect/Demolition Delay / industrial structure

Recent Relevant Zoning and Platting History:

Zoning History: ZC-07-164, creating the Near Southside Form Based District

Platting History: NA

Transportation/Access

Street/Thoroughfare	Existing	Proposed
S. Main St.	ACT	ACT
Cannon St.	Two-Way Residential	Two-Way Residential

2016 Thoroughfare Plan Street Types:

- ACT Activity Street
- CMU Commercial Mixed Use
- NC Neighborhood Connector
- CMCO Commercial Connector
- SL System Link

Public Notification:

The following organizations were notified:

Organizations Notified	
Notified through the HCLC process	

Development Impact Analysis:

1. **Land Use Compatibility**

The requested "HC" zoning overlay will not change the base zoning; as a result, there will be no effect on compatibility.

2. **Comprehensive Plan Consistency**

The proposed historic designation **is consistent** with the below policies and strategies of Chapter 13, the Historic Preservation Section of the 2016 Comprehensive Plan:

- Protect, enhance and perpetuate landmarks and districts of historical, cultural, architectural, or archaeological importance to Fort Worth.
- Foster civic pride by recognizing accomplishments of the past.
- Facilitate the designation of significant districts, sites, and structures with an overlay for Demolition Delay, Historic and Cultural Landmark, or Highly Significant Endangered.

Attachments:

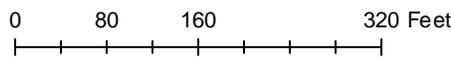
- Location Map
- Area Zoning Map with 300 ft. Notification Area
- Future Land Use Map
- Aerial Photograph
- HCLC staff report and attachments
- Minutes from the Zoning Commission hearing

Area Zoning Map

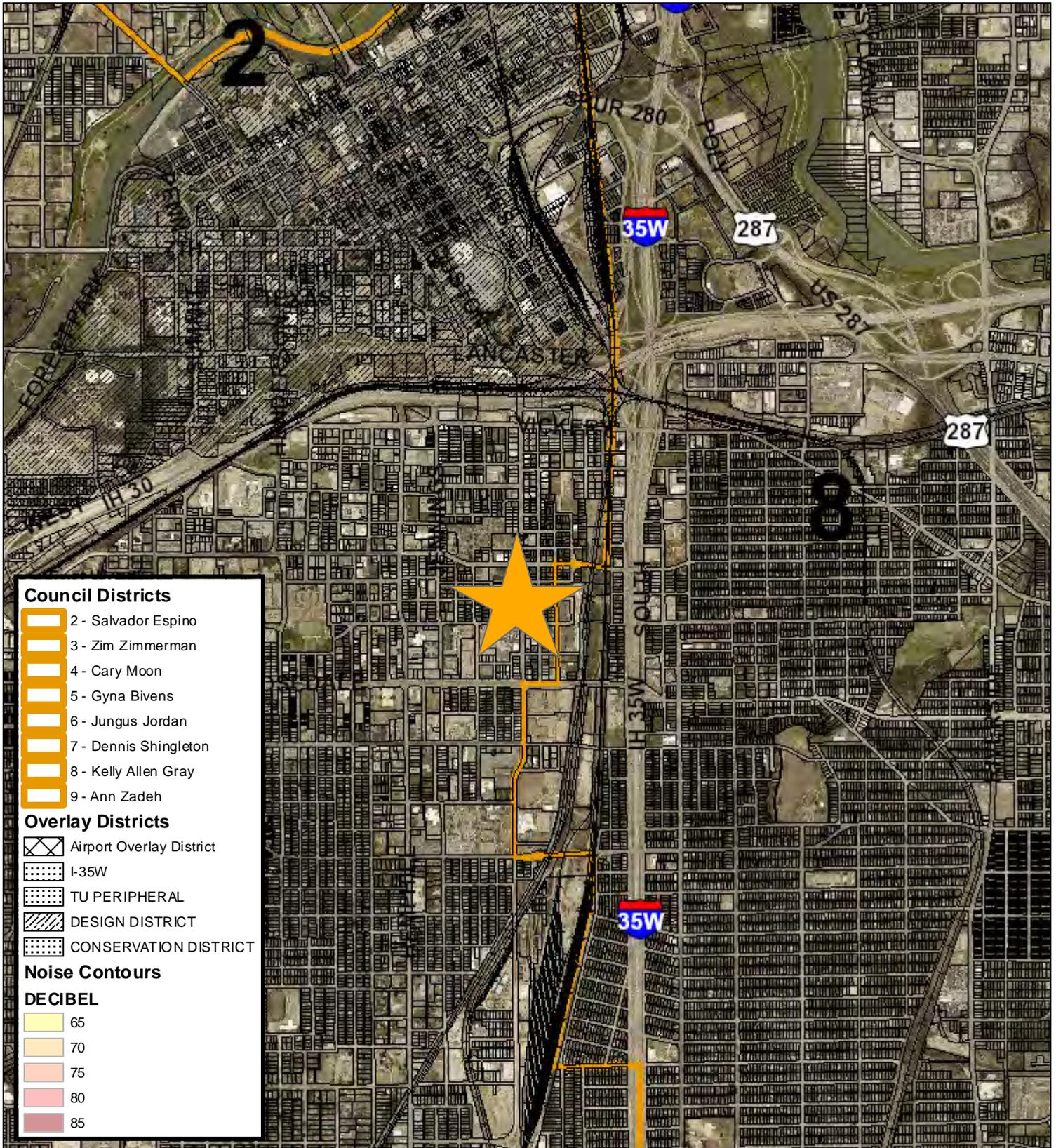
Applicant: Churchill Props/Fort Worth Planning & Dev.
 Address: 665 S. Main Street
 Zoning From: NS-T5/DD
 Zoning To: Change DD Demolition Delay Overlay to HC Historic Overlay
 Acres: 0.17635753
 Mapsco: 77E
 Sector/District: Southside
 Commission Date: 10/12/2016
 Contact: 817-392-8000



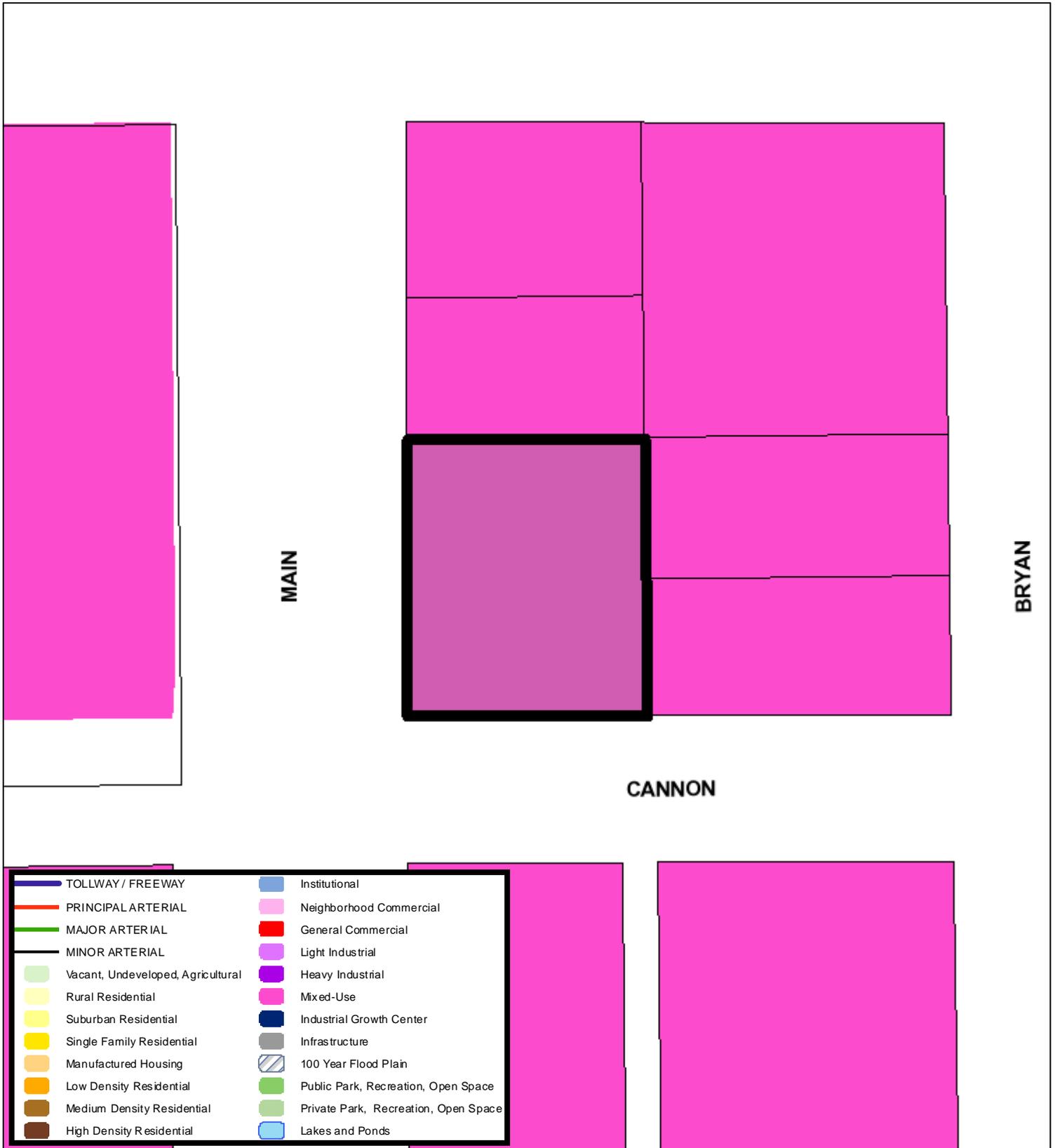
 Subject Area
 300 Foot Notification



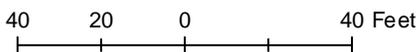
Area Map



Future Land Use



	TOLLWAY / FREEWAY		Institutional
	PRINCIPAL ARTERIAL		Neighborhood Commercial
	MAJOR ARTERIAL		General Commercial
	MINOR ARTERIAL		Light Industrial
	Vacant, Undeveloped, Agricultural		Heavy Industrial
	Rural Residential		Mixed-Use
	Suburban Residential		Industrial Growth Center
	Single Family Residential		Infrastructure
	Manufactured Housing		100 Year Flood Plain
	Low Density Residential		Public Park, Recreation, Open Space
	Medium Density Residential		Private Park, Recreation, Open Space
	High Density Residential		Lakes and Ponds



A Comprehensive Plan shall not constitute zoning regulations or establish zoning district boundaries. (Texas Local Government Code, Section 213.005.) Land use designations were approved by City Council on March 29, 2016.



Aerial Photo Map



0 25 50 100 Feet



STAFF REPORT
HISTORIC AND CULTURAL LANDMARKS COMMISSION
CITY OF FORT WORTH, TEXAS

DATES: February 11, 2013

COUNCIL DISTRICT: 9

GENERAL INFORMATION

REQUEST	Designation upgrade to Highly Significant and Endangered
APPLICANT/AGENT	665 South Main, LLC / Phillip Poole
LOCATION	665 South Main Street
ZONING/ USE (S)	NS-T5/DD
NEIGHBORHOOD ASSOCIATION	Individual

DESIGNATION

The applicant requests historic designation change as a Historic and Cultural Landmark (HC). The structure meets the following criteria for historic designation:

- Criterion 1: Distinctive in character, interest or value; strongly exemplifies the cultural, economic, social, ethnic or historical heritage of the City of Fort Worth, State of Texas or the United States
- Criterion 2: Is an important example of a particular architectural type or specimen in the City of Fort Worth.
- Criterion 3: Has been identified as the work of an important architect or master building whose individual work has contributed to the development of the City of Fort Worth
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- Criterion 6: Is the site of a significant historic event
- Criterion 7: Is identified with a person or persons who significantly contributed to the culture and development of the city of Fort Worth, State of Texas or the United States



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FINDINGS / RECOMMENDATIONS

665 South Main Street is a turn-of-the-century vernacular commercial building, constructed circa 1895. The structure was enlarged around 1907. The original structure, and 1907 alterations, was designed by prominent Fort Worth architect, L. B. Weinman. It is a two story brick structure with ornamental brick string course between the first and second floor and a corbelled cornice.

The structure was constructed for the Eagle Steam Bread Bakery, founded by William J. Doherty. It was one of the largest bakeries in Texas and was later renamed the Doherty Baking Company. Doherty was a prominent Fort Worth civic leader and poet. He was also the president of the Palace of Sweets Confectionary. 665 South Main is one of the oldest structures in the area, having survived the great fire of 1909 that decimated so many other buildings at that time.

The building has sat vacant for several years and some has some condition issues. The structural walls of load bearing masonry are deteriorating and failing on the east and north facades. These facades require stabilization or possibly reconstruction. It is the applicant's intention to restore the historic structure and construct a rear addition to accommodate new uses for building. The structure may be eligible for the National Register.

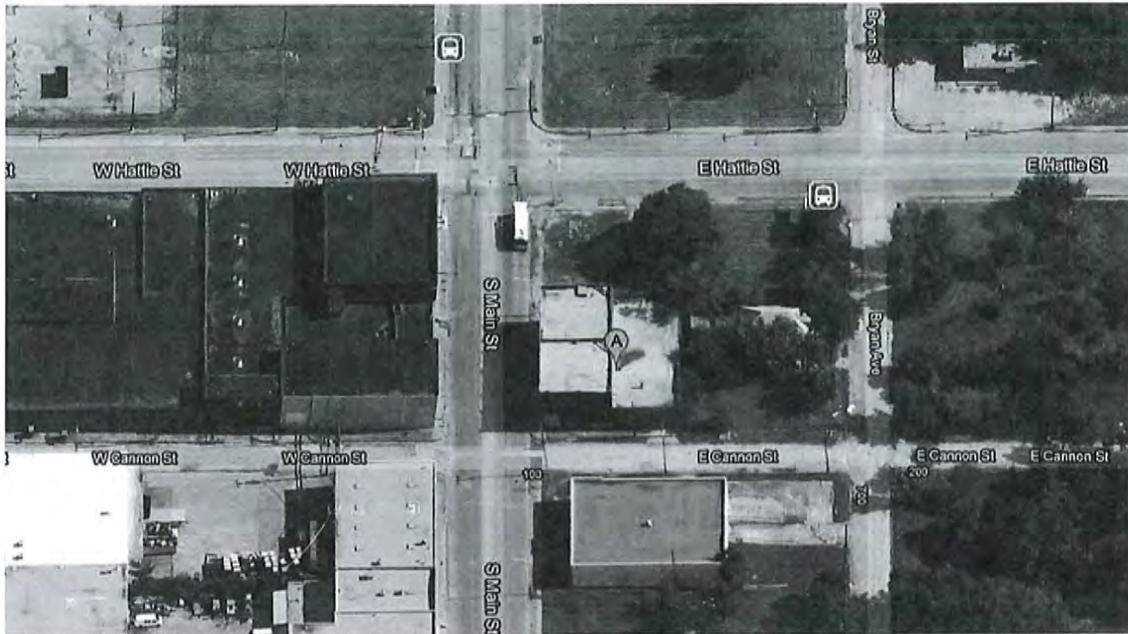
The property at 665 South Main Street meets 7 of the 10 designation criteria, which is consistent with the requirements of the ordinance for Highly Significant and Endangered (HSE) properties.

Staff recommends the following motion: **Motion to approve the designation of 665 South Main Street as Highly Significant and Endangered (HSE) and the use of the Secretary of the Interior's Standards for Rehabilitation when evaluating any proposed alterations.**

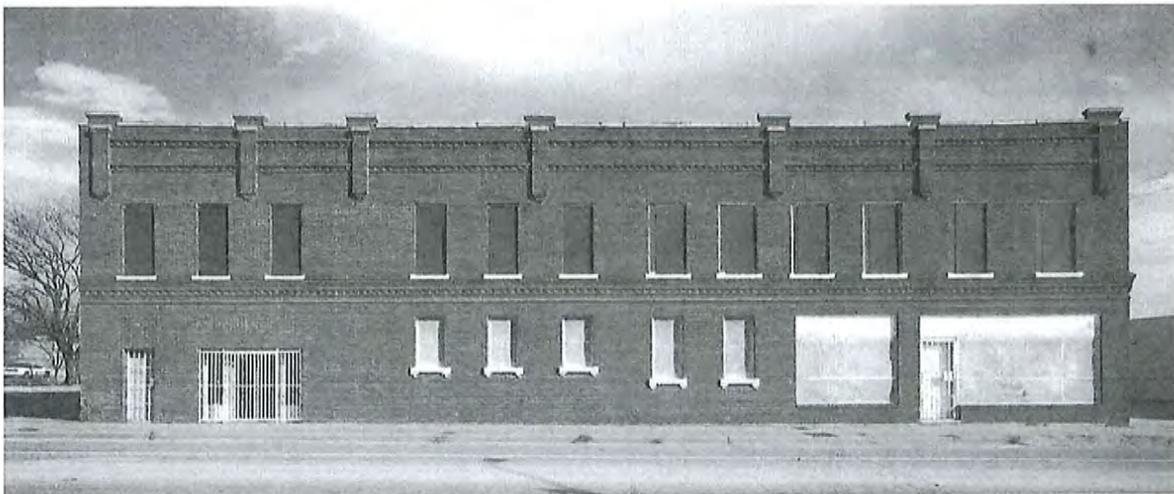
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Supplemental Materials



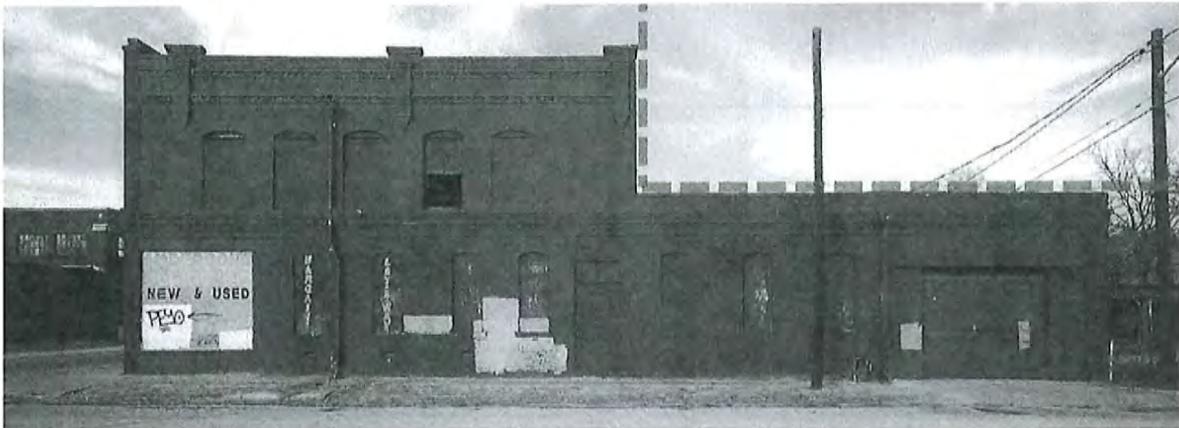
Aerial



Existing West (front) Façades

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Existing South Façade



Existing East (Rear) Façade



Existing North Façade

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Excerpt from Tarrant County Survey

76

665 S. Main Street [NR*], Eagle Steam Bread Bakery, c. 1895; c. 1907. A two-story rectangular brick structure with flat roof and parapet accentuated by regularly spaced piers. Ornamentation is derived from brick string courses and a corbelled cornice. The building originally housed the Eagle Steam Bread Factory, one of the largest bakeries in Texas. Records are not clear, but it appears that the bakery was built in two phases, first in the 1890's, then enlarged around 1907, reputedly from the designs of L. B. Weinman. The founder of the business was William J. Doherty, a native of Ireland. He was an amateur poet whose volumes of verse were well received in Fort Worth. His business was known as the Doherty Baking Co. after 1920. The building presently houses various commercial uses on the ground floor, with offices or apartments above. Although the front facade appears to have been reconstructed around 1920, the materials and detailing are sympathetic to the original structure. The building may be eligible for the National Register following more precise documentation.

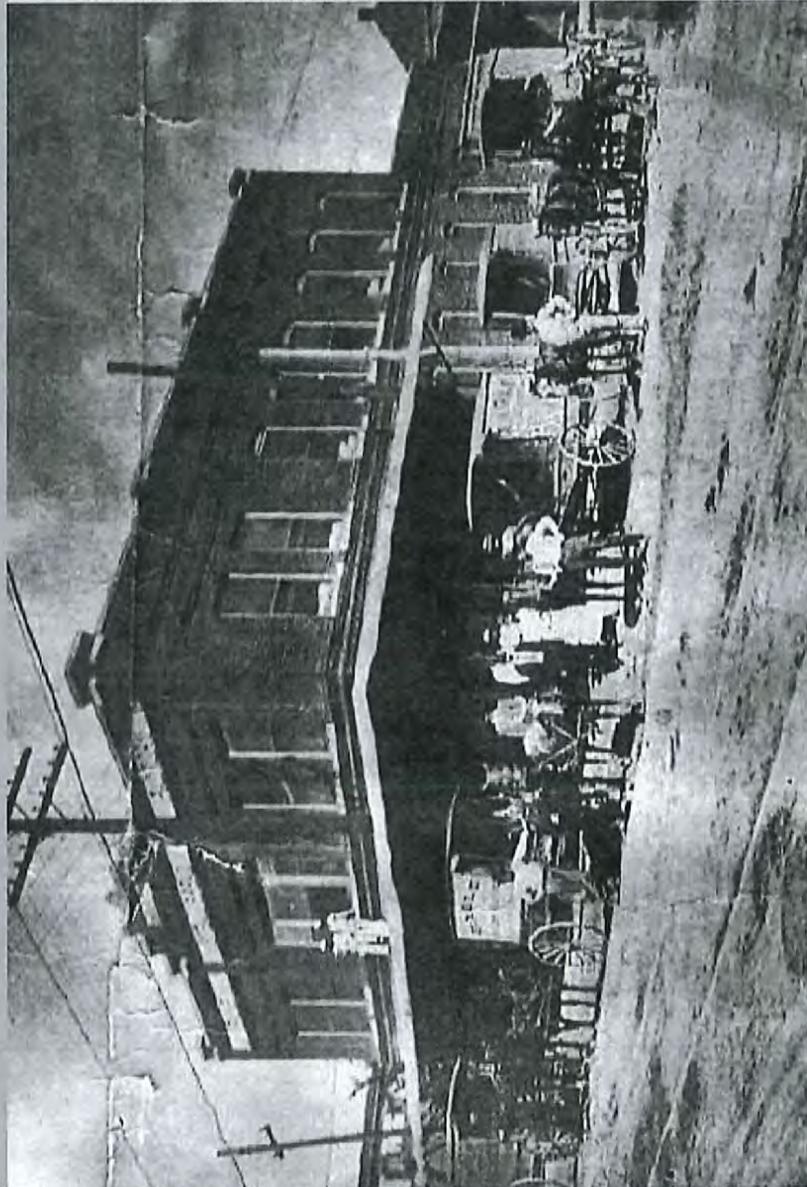


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Additional Documentation Provided by Applicant

The Eagle Steam Bakery on South Main, 1908.



In 1908 the Eagle Steam Bread Factory claimed to be the largest manufacturer of bread in the state, using 200,000 pounds of flour per month. Their capacity was 25,000 loaves per day, using the most modern bakery machinery available. They manufactured the famous Butter Nut Bread, which had a national reputation. The owner of the firm was Walter J. Doherty. The plant was around the 700 block of South Main. Note the fleet of delivery wagons.

Fort Worth ...the way we were.

In the archives of the Fort Worth Steam Telegraph Museum is a treasured copy of an October, 1908 FORT WORTH TELEGRAM special pictorial retrospective edition featuring photos of scenes and businesses of that time. Though faded and scotch-taped, most of the images are fairly well preserved. The first of the eight large pages was "fictional content" produced by the paper concerning civic affairs; the remainder was paid advertising designed to look like editorial format. We are glad to share these important never-before-seen images with the 2008 public in the following pages.

Luther P. Adkins
retired
Vice-President of
Center Publications

Image from www.fortwortharchitecture.com

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Doherty Baking Co.

FORT WORTH

The Home of **HOLSUM BREAD**



Where Cleanliness is Habit

Visitors Are Always Welcome

We concede that bread eaters have a right to see how their bread is baked, a right to know what goes into it and under what conditions it is evolved from the raw materials to the finished product. This is an invitation to the housewives of Fort Worth to visit our bakery at any time and satisfy themselves that our Bread is

Made Clean—

Sold Clean—

Delivered Clean

COOKBOOK 1916

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W. J. Doherty



ALTER J. DOHERTY has incorporated many historical events connected with Fort Worth in his volumes of occasional poems, a number of which commemorate local occurrences and give recognition to the part taken by the earlier residents of the city in its development. The first volume of his verse was issued in 1911, containing sixty-six of his best known compositions. So well were they received that in 1913 a second volume comprising the later poetical writings of Mr. Doherty was published. In them there is displayed also the author's love of nature and the information he has obtained by his studies as a naturalist, to which he devotes his spare time. This time naturally is limited, as his large business interests require much attention. He is founder and head of the Eagle Steam Bread Factory, the largest baking establishment in the Southwest, and is also president of the Palace of Sweets, and has made a remarkable business success. Recently he has devoted considerable time to the study of economics and in behalf of the poorer people inaugurated a movement to establish a uniform weight for loaves of bread. Mr. Doherty was born in Killarney and educated at Belvedere, Drumcondra, Dublin. He is the son of Timothy Doherty and Margaret Cary Doherty, who also were natives of Killarney. He is a prominent example of the successful men of his race in America and one of the recognized business successes of Fort Worth.



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Fort Worth
 ...the way
 we were.

3-photo panorama of the great 1909 fire, South Main looking north.



Image from the collection of the late FWFED Chief Jim Neah, scan courtesy of Don Pascook
 The city's worst disaster was the great 1909 fire which burned to the ground many blocks of the near south side. This view was pieced together into a panorama of three 8x10 prints. It looks north from South Main Street at right. Closeups show the T&P station, right, at Main and Front Streets. Lower left closeup shows Burnus Mill on Front Street at center and Old Post Office on Jennings at right. Perspective oddity where first two images join creates the illusion of a hill where there is none.

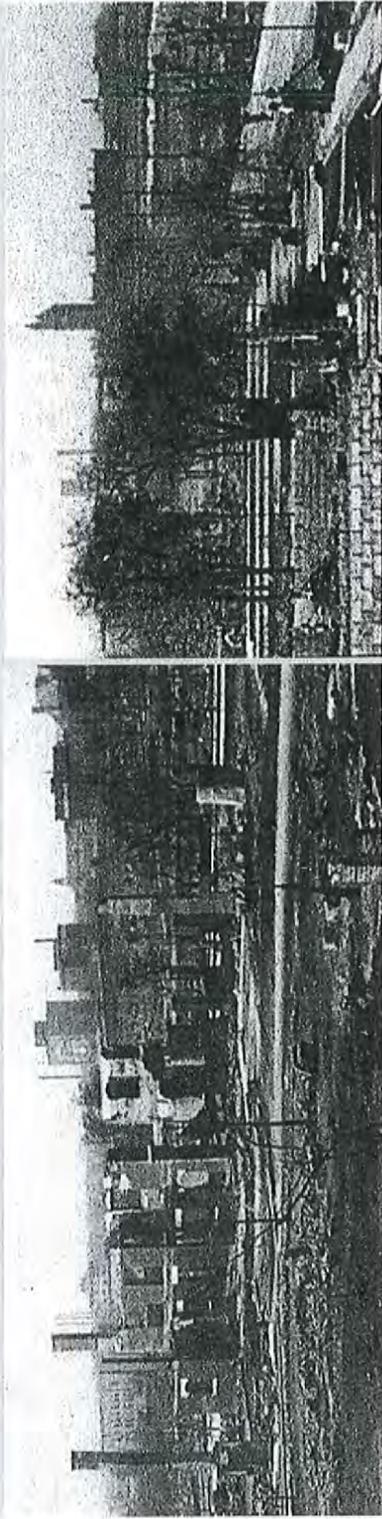
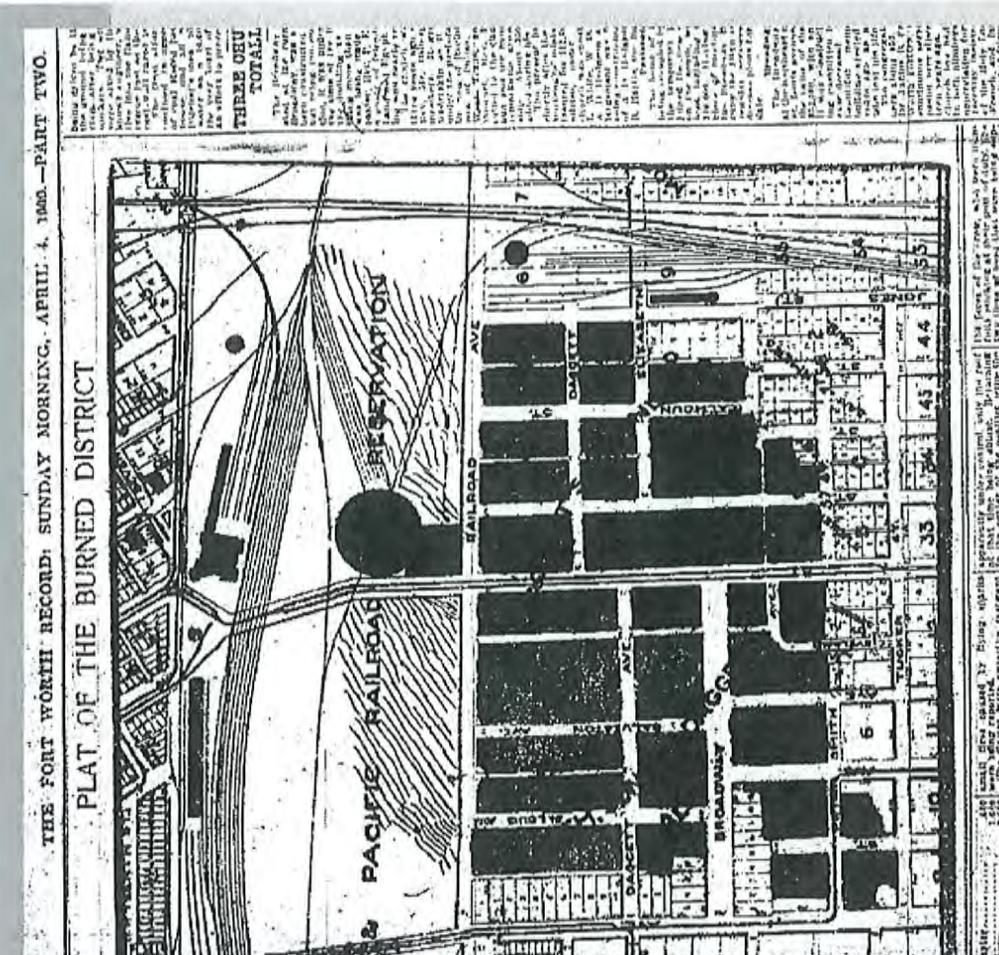


Image from www.fortwortharchitecture.com

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The great 1909 fire.

Fort Worth
...the way
we were.

Charles Liddell found and copied at the FWPL the plat from The Fort Worth Record showing all the southside blocks that were totally consumed by the 1909 inferno, from Railroad Avenue (Vickery) south to Peter Smith Street. All black areas were destroyed, except for the T&P station facilities at the top. The circle is the T&P roundhouse and shops at the corner of South Main and Railroad. Below, among the many structures burned to the ground, is the Broadway Presbyterian Church after the fire and after it was rebuilt. On the plat the major north/south streets are South Jennings and South Main. The famed Texas Spring Palace, in the area marked Pacific Railroad, had burned in 1890.



Image from www.fortwortharchitecture.com

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Criteria for Designation Summary Provided by the Applicant

HISTORIC NOMINATION / DESIGNATION APPLICATION

Criteria for Designation

- 1. Is distinctive in character, interest or value; strongly exemplifies the cultural, economic, social, ethnic or historical heritage of the City of Fort Worth, State of Texas or the United States.**

665 South Main is a prime example of early buildings of commerce located along the South Main corridor. The area south of the T&P Round House was comprised of one and two story frame residential buildings, churches, grocers and saloons. The land for the building was purchased in 1892 by Walter J. Doherty and the building was constructed in 1898. The South Main corridor produced economic support to the central business district to the north. The building in its first phase was constructed to house Eagle Steam Bread Factory which was located earlier in a building within the 700 block. At the peak of its operation, Eagle Steam was the largest bakery in the southwest producing 25,000 loaves of bread daily.

- 2. Is an important example of a particular architectural type or specimen in the City of Fort Worth.**

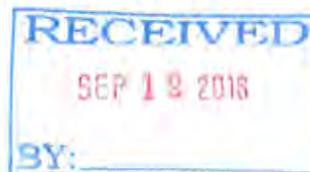
The building and its subsequent additions epitomized the 2-story, masonry typology - Texas Mercantile buildings. It survived urban renewal and demolition which occurred in the downtown "Hell's Half Acre" area. It is an extant example of this building type.

- 3. Has been identified as the work of an important architect or master builder whose individual work has contributed to the development of the City of Fort Worth.**

The original 1898 building and subsequent additions are attributed to Ludwig B. Weinman. L. B. Weinman was responsible for residential, commercial as well as church and other building forms located throughout the entire city. He was born March 14, 1867 in Reutlingen, Germany and studied at the Stuttgart Preparatory School. Mr. Weinman traveled extensively in Eastern Europe studying architecture. He came to the United States and interned from 1884-1889 in Kansas City. The 665 South Main building was one of his initial building designs upon relocation to Fort Worth. Mr. Weinman's office was located at 10th and Throckmorton where he practiced through 1938. Mr. Weinman's most prolific years were 1915-1916 when the second phase of the 665 building was added. His buildings greatly contributed to the emergence of the City of Fort Worth.

- 4. Embodies elements of architectural design, detail, materials or craftsmanship which represent a significant architectural innovation, including, but not limited to:**

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L. B. Weinman produced architectural designs exhibiting mastery of masonry detailing and in its execution exhibited craftsmanship in brick work, fenestration articulation as well as using load bearing masonry as a structural support system. The 2-story, rectilinear brick building is a commercial structure which initially housed apartments on the second floor. It is detailed with a flat parapet roof and window pattern displays with both arched and flat top fenestration, stone lentils and jack arch tops. The original storefront was a transom multi-light layout and was shielded with metal canopies. The brick work displays spring courses and corbelled cornice. Corbelled brick piers are also placed at the cornice level and become flat topped finials terminating in a stone cap at the buildings top parapet line.

- 5. **Bears an important and significant relationship to other distinctive structures, sites or areas, either as an important collection of properties of architectural style or craftsmanship with few instructions, or by contributing to the overall character of the area according to a plan based on architectural, historic or cultural motif.**

665 South Main became part of an ensemble of two and three story buildings designed and constructed prior to 1930 and housed hotels, apartments, manufacturing and other businesses located in storefronts along the South Main area. 665 South Main was one of the earliest buildings and predated the 1909 fire which totally razed the wood structures from the T&P round house southwardly to approximately two blocks north of this building. After the 1909 fire, areas north were reconstructed utilizing similar architectural styles with load bearing brick, rhythmic vertical window fenestration, stone lentils, sills, and jack arches in their designs.

- 6. **Is the site of a significant historic event.**

The near Southside along South Main Street was decimated by the fire of 1909 when nearly every structure within its path was destroyed. This gave way to rebuilding and brought back many churches on Broadway Boulevard in a masonry form. In addition, the building north of the site prompted a second addition and reconfiguring of the building into a larger manufacturing facility for the bread factory. The last of the extensions to the building occurred in 1920's when South Main was repaved in brick and the façade of the building was modified in 1927. Pediments were removed that originally had been the center piece of the façade and the building frontage was unified with a comparable masonry front detail to match the original two phases. It appears the building mirrors a masonry type and detailing found on the Coca Cola Bottling Works to the west.



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7. Is identified with a person or persons who significantly contributed to the culture and development of the city of Fort Worth, State of Texas or the United States.

The building was identified with Walter J. Doherty, Irish immigrant, born in Killarney, Ireland and educated in Dublin. Mr. Doherty began his bakery enterprise on South Main in the 700 block prior to purchasing the 665 parcel for the Eagle Steam Bakery Factory. Mr. Doherty was a civic leader and his business thrived on the south side of Fort Worth. He was also the president of the Palace of Sweets Confectionary. Mr. Doherty devoted considerable time to the study of economics and established a uniform weight for loaves of bread that was adopted nationwide and was a pioneer in wrapping bread for sale. By 1916 the Eagle Steam Bread Factory was one the southwest's largest producers and that same year along with a group of other independent bakers, founded the Holsum bread brand. Mr. Doherty was recognized as a poet and published volumes of verses as early as 1911. Mr. Doherty epitomized the best of the early founders of Fort Worth for his business enterprise, his devotion to this family, and the civic betterment of the city of Fort Worth.

665 South Main, the Eagle Steam Bread Factory, is worthy of Historically Significant Endangered designation as one of the last extant Texas Mercantile buildings constructed along South Main Street. The building has been vacant and unoccupied for many years and the structural walls of load bearing masonry are deteriorating and failing on the east and northern façade. Reclaiming the structural integrity of the rear and northern façade and adding appropriately scaled additions on the non-contributing faces will allow this building to be adaptively reused and repurposed as part of the South Main Urban Village. From its original construction in 1898 the building is an important element of the South Main corridor and a testament to the durability of the architect in detailing the structure

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