

**MAY 2022** 

# THE HISTORIC PRESERVATION ISSUE



The King William Association's (KWA) mission is to promote the health and welfare of the King William neighborhood by preserving the historic and residential nature of the neighborhood and by fostering educational, recreational, and cultural activities.

This year we are celebrating our mission with the acronym

#### P.I.G. "Preserves Informs Grants"

and recognizing an iconic piece of programmatic artwork and longtime San Antonio treasure the Big Pig, which was donated to the KWA in 2007.

Through the Feed the Pig campaign, the KWA is raising funds for the restoration and preservation of the Big Pig. This icon, which sits at 807 S. Presa, is in need of structural maintenance including window repair, painting, and general upkeep, as well as a possible relocation move. Your support of the Feed the Pig campaign helps preserve the history of the Big Pig while ensuring its story continues into the future. Donations are tax deductible as the KWA is a 501(c)3.

The Big Pig was featured on the 2022 King William Fair medal (artwork by Kathleen Trenchard) and is well-known in pop culture and American kitsch. With the growth in Southtown, the Big Pig may have to find a new home if the current property on which it sits is sold. The KWA is hoping to make the Big Pig a His-

toric Landmark Designation and is completing applications to submit to the City of San Antonio Office of Historic Preservation.

The Big Pig was created in 1935 by Mexican mason Anastacio Gaytan for the Pig Stand Coffee Shop restaurants. The Pig Stand restaurants were Texas' nationally franchised chain in the 1920s and 1930s and were

credited with introducing the drive-through window. The Pig Stand also invented fried onion rings and Texas Toast in the 1920s, followed by chicken-fried steak in the 1940s.

At 14-feet tall, made of cement and steel, the Big Pig lived at the Pig Stand #29 on Broadway and I-35 and served as a carhop shelter during the diner's early drive-in days. By 1989, the Big Pig "escaped his pen" and was located at the Humbert O'Con Tavern on E. White & Roosevelt across from the Mission Drive-In Theater and remained there until 1995. The Big Pig was then moved to 1604 S. Presa. In 1996, a verbal agreement and handshake between the Pig Stand owner, then KWA board president, and a S. Presa lot landowner agreed to let the Big Pig live at 807 S. Presa, its current home and former Pig Stand #24. The Big Pig was restored by local artist Carlos Cortes, whose family has



KWA CULTURAL ARTS COMMITTEE KWF PARADE FLOAT BY ARTIST LAUREL BODINUS

created faux bois decorative sculptures in San Antonio for decades. When the Pig Stand filed for bankruptcy in the mid 2000s, it was then that the Big Pig was donated to the KWA.





Your tax deductible gift can be made online at https://www.ourkwa.org/big-pig,

by mail to the King William Association, 122 Madison St., San Antonio, Tx 78204, or by scanning the QR code above.

# THIS MONTH'S FEATURES INCLUDE:

**HISTORY OF KING WILLIAM** 

Written by Jimmy Heston in 1984.....pg 3

# AT A GLANCE

Preserving Programmatic Art.....pg 3

**KWA FOUNDING MEMBER**Fred Pfeiffer......pg 8

KWA NEWSLETTER 1

Opinions expressed in this publication are those of the contributors and do not necessarily reflect the opinion(s) of the KWA Board of Directors.

# **NEWSLETTER STAFF**

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Advertising Rates are listed on our website at ourkwa.org or you can call 210-227-8786 or email info@ourkwa.org

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# PRESIDENT'S REPORT

### Shawn Campbell

I know this newsletter will be full of great information about preservation, but I want to digress and focus on the preservation of the 2022 King William Fair. What a beautiful day, wonderful Parade and successful Fair! It would not have been the success it was without the KW Fair staff. I want to name names because we all tend to gloss over staff listings on websites. John Costello, fair director, and Michael Tamez, fair operations manager, had some major last minute hiccups (not of our making) with CPS permits, volunteers, replacing a cleaning crew and use of the high school parking lot, but those issues were resolved. Veronica Lawson, our marketing & communications manager, ensured we were covered in a number of media outlets and social media, and we were live streamed on KSAT12 for the first time. Three experienced Fair staffers, Zet Baer, Art & Craft coordinator, Alicia Spence-Schlesinger, Parade coordinator, and Noah Peterson, food & entertainment coordinator, helped provide answers and calm every day. And, three unsung heroes are Annice Hill, consummate Fair chair, who also worked with Noah as the volunteer food coordinator; Lori Sackett who took on volunteer recruitment as a first timer; and John Hartman who reprised his role marking street vendor slots. Of course, Monika Perez-Moad managed to warmly welcome everyone amid the chaos and also answered our many "how did this work?" questions. Finally, your KWA board members were hands on doing inventory, selling merchandise, decorating golf carts and helping to resolve the "hiccups." Please email any of your board members, ED Lisa Lynde or the KWA Fair staff to let us know how we can improve next year and what you loved most about this year's Fair.

### **BOARD BRIEFS:**

At the March 16 board meeting Fair Director John Costello gave an update on the Fair. Sponsorship goals are being met as well as sales of wristbands and BlastPasses. Discussion by Board of possibly purchasing additional insurance coverage for the Fair. Executive Director (ED) Lisa Lynde reported on meeting with Councilman Bravo's office and Henry, with America's Walking Club, regarding next year's 3,000 plus convention, which would impact our neighborhood. Resident complaints regarding high school students parking their vehicles on residential streets and too close to corners and noise complaints with regard to the upcoming Siclovia event. Finance Committee reported that costs are up regarding the Fair. Committee members from the Architectural Advisory Committee (AAC), Cultural Arts Committee (CAC), and Membership Committee all reported active and engaged work in support of the KWA. President Shawn Campbell addressed John Doski's memos to the Board regarding the noise ordinance. Board voted to not have an April General Membership meeting due to the Fair.

At the April 20 board meeting Fair Director John Costello gave an update on the Fair. Sponsorship goals were exceeded. There was discussion concerning the admission wristbands and BlastPasses. ED Lynde reported that the financials for the Fair were still being worked on; however, from a financial standpoint we had a very successful Fair. President Campbell reported on updates regarding the Big Pig, STR 2 issues, and reinstating the Grant and Sidewalk Repair Programs. Members from the AAC, CAC, Membership Committee, and Nominating Committee all reported active and engaged work in support of the KWA. There was discussion by the Board regarding the positive and negative concerns of the Fair and how we can improve for next year. President Campbell stated May 4 general membership meeting will be in the parking lot of the KWA office.

Tina Garza, Board Secretary

# THE HISTORY OF KING WILLIAM BY JIMMY HESTON - PART THREE

## Executive Director Lisa Lynde

Continued from the March newsletter, please enjoy the third feature of Jimmy Heston's research paper on the history of King William. I ran across his paper while going through boxes that were stored at 1032 S. Alamo. Jimmy wrote this as a sixth grader in 1984, and we will include his entire paper throughout the year!

PART FOUR TO BE CONTINUED IN THE JUNE KWA NEWSLETTER!

# **AT A GLANCE**

Executive Director Lisa Lynde

Back when I was in Michigan getting my Masters in Historic Preservation, I volunteered for Preservation in Print, the monthly magazine published by the Preservation Resource Center in New Orleans. My assignment was a monthly column with preservation-related news from around the world. It was helpful to know what other towns and organizations were dealing with as it relates to historic preservation. I've been toying for awhile with bringing that column back in our KWA monthly newsletter, and with it being Historic Preservation Month it feels like the perfect time. My focus this month will be on roadside or programmatic architecture as we celebrate our own little piece of that – The Big Pig.

#### Idaho

The Coeur d'Alene Press reported that preservationists are celebrating the completion of a three-year campaign to get the Miner's Hat in Kellogg added to the National Register. Built in 1940, the Miner's Hat was originally a diner in the shape of a miner's hat and meant to pay homage to the area's primary industry. In the 1960s the building became a real estate office. According to architectural historian Jason Tippeconnic Fox, "Despite misconceptions that a listing restricts property owners in terms of what they can do with the property, building/demolition restrictions can only come from local governments. The National Register is an honorific designation, so what it really does is increase

# Address in the King William District: Symbol of Success

King William Street had been named for Kaiser Wilhelm of Prussia by Ernst Altgelt, the developer who had laid out the streets naming the first for his king and then after famous Americans. When Karl Guenther purchased a large tract at the end of King William Street in 1859 for his home and flour mill (later Pioneer Mills), he spoiled Altgelt's plan to honor King Wilhelm with a magnificent neighborhood. Nevertheless, many other prosperous businessmen built homes for their families there. By 1890, family names included such names as Steves, Groos, Joske, and Oppenheimer and made a King William address a symbol of success.

Each time the land was sold, it was referred to as a tract or suerte as late as 1853. In 1863, a deed transfer for part of a tract was referred to as "certain city lots in the city of San Antonio" and describes them by block and number, "in a plat of town lots surveyed for N.A. Mitchell and drawn by G. Friesleben, City Surveyor" in 1859. This means the King William Area became part of the city, and the streets were surveyed sometime between 1853 and 1859.







recognition that these are important historical places...it'll really put these places on the map."

#### **West Los Angeles**

The LA Conservancy reported the loss of one of the few remaining **Chili Bowls** built in 1935. Despite best efforts by the Conservancy to get Historic - Cultural Monument Designation for the building, the Planning and Land Use Management Committee (PLUM) voted to approve the owner's request to dismantle the building. As the LA Conservancy stated during their appeal to PLUM, "It is always going to be easier to clear a site and demolish, but that does not make it right or better for LA, our environment, and our quality of living in LA if we routinely throw away what makes us special."

#### **New Jersey**

The Courier Post announced that the National Park Service has awarded the Save Lucy Committee a \$500,000 preservation grant for exterior renovation. **Lucy**, a six-story elephant built in 1881 and one of the US's oldest examples of "architectural folly." James Lafferty, an engineer and real estate speculator, was said to have erected Lucy as a way to attract tourism and the only remaining of three elephant structures built by Lafferty. Once the renovation is complete, visitors will once again be able to tour Lucy's six stories.

# KINGWILLIAM FAIR 2022





































# John Costello

Thanks to everyone for making the 2022 King William Fair one, if not THE, most successful one in our history! After three barren years, the chilly morning on April 9 evaporated with all the smiling faces and happy people pouring into the neighborhood. Those smiles only grew bigger with the approach of the Parade, the colorful floats, the bands and all the quirkiness that is the hallmark of our Parade. After the Parade, everyone enjoyed the delicious variety of food and drink, while listening to music or shopping with their favorite Art & Craft vendors. A huge thank you to the hundreds of people who make the Fair possible, but a special thanks to the residents for their hospitality in hosting thousands of Fiesta revelers into the neighborhood. See you on April 29 for the 54th Annual King William Fair.



























# KWF Art & Craft Vendor Awards

The King William Fair Art & Craft Committee awarded the 2022 Vendor Awards choosing from 200 Art & Craft vendors at this year's Fair. Congratulations to our winners, and many thanks to Nancy Price for serving as the Art & Craft Committee Chair and Shelby Drayton for serving as the Art & Craft Volunteer Coordinator!



"Best of Show"
SK Custom Stone
Carving



"Best Fiesta Theme"
Alison Julien Collection



"Best Booth Display" Your Queen Bead



"Best New Artist" Doko Casual Art



# CONCERT IN THE PARK



# MARIACHI DAMAS DE JALISCO

SUNDAY, MAY 15 5:30 – 6:30 P.M.

SAHAS BEAUTIFY SAN ANTONIO PARK 801 S. MAIN

FREE AND OPEN TO THE PUBLIC OF ALL AGES

The Cultural Arts Committee of the King William Association (KWA) is thrilled to continue its May tradition by presenting San Antonio's Premier All Female Mariachi Group for their sixth appearance for the KWA. The concert will take place at San Antonio Housing Authority's Beautify San Antonio Park at 801 S Main St. between Johnson and Sheridan Streets.

These talented performers drew a big crowd last year as we began to meet again for outdoor events. Come on out, and celebrate a belated Cinco de Mayo with family, friends and neighbors.

The concert is **FREE** and open to the public of all ages. Arrive early and bring a blanket or chairs and a picnic if you would like, and revel in the music in the park. We hope to see you there!



# KING WILLIAM ASSOCIATION MEMBERSHIP FORM

#### □SIGN ME UP OR RENEW MY DUES TO BE A KWA MEMBER IN 2022

Dues for 2022 are payable by January 15 in order to receive complimentary King William Fair admission and be included in the printed directory. We nominate voting members in good standing to serve on the Board of Directors and nominating committee. A voting member must be current with annual dues 30 calendar days prior to any vote. The membership year runs January 1 to December 31. Dues may be paid any time but will not be prorated. The King William Association is a nonprofit 501(c)(3).

□Individual (\$30/1 vote)	a category: ☐Business/Organization (\$50/1 vote)
□Patron (\$75)	□Family (\$40/2 votes)
☐Benefactor (\$250)	□Lifetime (\$1,000)
ASSOCIATE MEMBERS: S	elect a category:
□Individual (Free) □Family	(Free) □Business/Organization (Free)
INDIVIDUAL NAME(S):	
For voting business members, who may cast a vote.	list the designated person and alternate
BUSINESS NAME (if applicab	ole):
CHILDREN (under 18, list nar	mes):
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(Check one ) □I AM □I AM NO ASSOCIATION.	OT WITHIN THE BOUNDARIES OF THE KING WILLIA
PRIMARY PHONE (with area	code):
□home □cell □work	
WEBSITE ADDRESS (for busin	nesses):
E-MAIL ADDRESS(ES):	
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ARE YOU WILLING TO SERVE	ON THE
· ·	rd □Cultural Arts □Home Tour □King William Fair
□Newsletter Committee □Oth	er:

#### THANK YOU FOR YOUR SUPPORT!

Please fill out the KWA membership form above and mail to the KWA office. You may also drop your KWA membership form in the mail slot in the door facing Madison (not the parking lot entrance). You may also email us at <a href="mailto:info@ourkwa.org">info@ourkwa.org</a>, or you may become a KWA member online by going to <a href="mailto:https://www.ourkwa.org/membership-join.">https://www.ourkwa.org/membership-join.</a>

Renew your membership today or join King William Association for the first time! The membership year began in January, but it is never too late to renew or join.

The more numerous and diverse our members the more powerful our voice in the effort to advance the KWA mission of preserving and protecting our historic residential environment. We encourage you to become involved in the work of KWA and to participate in KWA sponsored events that offer an opportunity to strenghten a sense of belonging by building relationships with neighbors. Your membership offers other benefits in the form of discounts on KWA merchandise and at businesses in the area.

Equally important, your membership helps support KWA programs, including the King William Fair!

Joining for the first time or renewing your membership is quick, easy and secure online by visiting our website at <a href="https://www.ourkwa.org">www.ourkwa.org</a>.

Shawn M Campbell

Shawn Campbell KWA Board President













# FORMULARIO PARA MEMBRESÍA DE LA ASOCIACIÓN

# □FAVOR DE ACTIVAR O RENOVAR MI MEMBRESÍA DE KWA PARA EL 2022

La membresía es efectiva del 1 de enero al 31 de diciembre. La cuota se puede pagar en cualquier momento, pero no se prorrateará. La Asociación King William es una organización sin fines de lucro 501(c)(3).

□Individual (\$30/1 voto)	□Empresa/Organización (\$50/1 voto)
□Patrocinador (\$75)	☐Familia (\$40/2 votos)
☐Benefactor (\$250)	☐De por vida (\$1,000)
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# GRACIAS POR SU APOYO!

Por favor llene el formulario y envíelo por correo a la oficina de KWA. También puede depositarlo en la ranura de la puerta que da a Madison (no en la entrada del estacionamiento). También puede enviarla por correo electrónico a <a href="mailto:info@ourkwa.org">info@ourkwa.org</a>, o puede activar su membresía en línea en <a href="https://www.ourkwa.org/membership-join.">www.ourkwa.org/membership-join.</a>

# FRED PFEIFFER, FOUNDING MEMBER OF THE KWA

## Cindy Miller

Fred Pfeiffer and his wife Maria reside in one of the oldest homes in King William. Their stately home has been in the Watson (Maria's family) for generations. This charming couple share a love for San Antonio and history associated with the area, in particular the origins of the San Antonio River. A walk through their lovely home is a history lesson in and of itself. Each item tells a story, and the oral history Mr. Pfeiffer shared with me was both informative and fascinating.

Mr. Pfeiffer grew up in San Antonio and graduated from Brackenridge High School. He recalls the lessons learned from his father about working hard and saving money. He does not describe himself as rich but does believe he is wealthy by his own definition meaning he has enough money to live comfortably with a wealth of friends, family memories, and blessings.

After graduating from Brackenridge High School, he attended the University of Texas at Austin and earned a degree in Civil Engineering. After spending summers working at the highway department, Fred decided to attend law school. His father informed him that he would have to pay for law school, so Fred worked to pay for his legal studies. Because of his long days at work, his grades were not as high as he would have hoped, but the C+ average along with his work ethic outside of school made his professors take note, and a professor's recommendation helped him land a job at The San Antonio River Authority (SARA). Mr. Pfeiffer helped lay out Loop 1604 in San Antonio as well as the MoPac highway in Austin. He remembers earning \$2-\$3 per hour and feeling extremely wealthy at the time. Fred's experience as an engineer along with his legal background made him an asset to the San Antonio River Authority. He joked that his first day as general manager was April 1, 1968 (April Fool's Day), and his last day as general manager was July 4, 1999 (Independence Day).

He was initially hired at SARA in 1963 as assistant general counsel. As





FRED PFEIFFER WITH HIS LOYAL DOG NIKKI

the river was redesigned and rerouted, he was often met with complaints and opposition. Some residents felt that the original land and nature surrounding the river would be compromised. Two of his most vocal complainers would later become his mother-in-law and second wife. He helped negotiate the purchase of the property that was used to build the San Antonio River Authority offices. As the river became a focal point of the neighborhood, he began meeting the residents and asking for their input. The conversations led to spirited debates and discussions amongst and between developers and residents.

A group came together with the purpose of sustaining the historic nature of the neighborhood and thus the King William Association was born. He has seen many changes in the area through the years. He credits Walter Mathis for many of the renovations and improvements that led to King William's resurgence and current popularity. It saddens him that many of the homes are no longer affordable to many people.

Mr. and Mrs. Pfeiffer enjoy their beautiful home on Washington Street along with their loyal Labrador Retriever, Nikki. They mostly cook and eat at home but do enjoy the German food and an occasional beer at Beethoven Halle. He encouraged me to look on the wall at Beethoven's for a picture of his grandfather, Julius Pfeiffer. He is proud of his rich German roots.

The Pfeiffers are truly neighborhood gems. Their oral and written stories of early San Antonio and King William are the very reasons this neighborhood continues to be a beloved area of the city.

# OUT IN THE GARDEN WITH ALAN CASH

Now that warmer weather is here, it is a good time to look over your garden and see what changes you may want to make. Consider replacing older shrubs that aren't as nice looking as they age, and experimenting by adding new plants to existing beds or adding new flower beds by reducing grass that needs to be watered.

Some of the work can be coordinated using SAWS WaterSaver Landscape Coupons. Between now and October 15, 2022, SAWS residential customers can apply for up to four \$100 coupons to replace part of their grass with drought-tolerant garden beds. For details go to <u>GardenStyleSA.com/coupons</u>. Recommended are plants that look great year-round and help to conserve water and reduce cost.

Warmer weather puts nature in a growing mood. And if you have lawn grass that means getting the ole mower ready to go. Cutting grass is a chore and not a garden activity many look forward to. If you have a gas powered mower, consider switching to an electric model. If you are not mechanically inclined, an electric mower is great. They do not pollute, require little maintenance, and all that's needed is to plug it in and go. Watch the electric cable and mow away from the electric plug as you go. There are battery powered models available, just be sure how long the model you chose will run on a charge so you do not have to stop part way and wait to recharge the battery.



# GARDEN NOTE

Delight in the beauty that surrounds you.

Add some excitement to your garden. Put out one or more humming-bird feeders. Hang them a few feet away from your favorite garden seat, and enjoy the birds' antics as they compete for the sugar water. The recipe for the water is one part sugar to four parts water. It is not necessary to add coloring to the water because most feeders have red parts that attract well.



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# WHAT'S COOKIN'

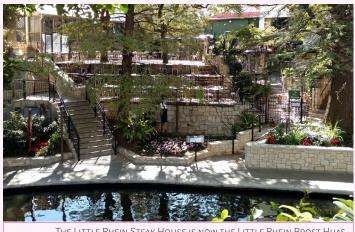
#### Annice Hill

Preservation is very important, especially in a historic neighborhood like ours. However, other traditions should be preserved too – like our food past!

Many of you may have eaten at the Little Rhein Steak House. However, do you know the whole story? The building is located on a site historically rich and diverse. The Coahuiltecan Indians founded a settlement there before 1500. In the early 18th century, Spanish soldiers and Canary Islanders established a village on the site. Santa Anna encamped there during the Battle of the Alamo.

During the late 19th century, German immigrants settled the area, designating their neighborhood as the Little Rhein District – hence the name of the steak house. The building was constructed in 1847 and is believed to be the first two-story structure in San Antonio. The lower level was hidden under silt until it was rediscovered in 1950. The structure has been an early Texan home, a boarding house, a German saloon, a hangout for desperados and a historical museum. The building is protected by the San Antonio Conservation Society.

Frank W. Phelps established the restaurant in 1967, and here is a historical recipe from them!



#### **Texas Caviar** (Serves 15 - 20)

- · 5 pounds dried black-eyed peas
- · 2½ tablespoons seasoning salt
- · ¼ teaspoon dried ground garlic
- · 1½ cups chopped celery
- · 1½ cups chopped green bell pepper
- · Pinch of cayenne pepper, or to taste
- · 1 tablespoon salt
- · 1/2 tablespoon paprika
- · ½ teaspoon black pepper
- · 1/4 pound butter
- · 3/4 cup chopped red bell pepper

Put all ingredients in a large pot. Add enough water to cover the peas. Bring to a boil, turn down heat, and cover and simmer for 11/2 to 2 hours. Remove from heat and chill. Serve with crackers as an hors d'oeuvres.

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# **BLUE STAR CONTEMPORARY**

Daniela Oliver de Portillo



COSMIC COUTURE, COURTESY OF BLUE STAR CONTEMPORARY

Blue Star Contemporary (BSC) is pleased to offer two unique public programs which encourage reflection and honor personal history and identity. Cosmic Couture takes places on First Friday, May 6 from 6 to 9 p.m., the public is invited to wear their best "cosmic couture" or a space-inspired suit to apply for galactic citizenship and receive a MA-SAporte. In BSCs current exhibition *Threads Bare*, artist Luis Valderas presents cosmic couture as a part of his ongoing Project MASA (MeChicano Alliance of Space Artists). His Alien Skins are articles of clothing that metaphorically represent the outside "skin" that people develop and wear to navigate social and cultural spaces. Your cosmic couture is imaginative clothing that can be assembled or created out of anything. Artist Luis Valderas, in collaboration with Jojo Dancer Photos, will be onsite at BSC taking portraits and issuing MASAportes during First Friday. Come in your cosmic couture and receive your passport to space!

On Saturday, May 7 at 3 p.m., artist Megan Harrison presents Readings on Loss and Grief. During this intimate reading, Harrison will share her personal writings included in her current solo exhibition, From Your Brow Rise Leaf and Lyre, inviting a collective reflection on loss and grief and connection through these shared life experiences. The writings and exhibition center on Harrison's loss of her son as an attempt to "find the right combination of words and

images that can move matter, reverse time, to find that invisible door through which I must have tumbled." Registration required.

On view now at BSC is *Threads Bare*, an exhibition investigating intersections of art and fashion through textiles and related materials as medium or subject to generate a more expansive understanding of how fashion and adornment play a role in defining individual and cultural identities. Three shows feature the work of artists awarded BSCs Berlin Residency at Künstlerhaus Bethanien in 2019. Justin Korver's *Buck* considers the romantic innuendo present in hunting culture through mixed media, sculptural works, prints, and a wall mural. Megan Harrison's *From Your Brow Rise Leaf and Lyre* includes a series of mixed media paintings based on intimate, personal, moments, and observations. And, Jimmy James Canales' *The Line Layer* uses play as an integral part of his practice to investigate ideas of standardizations of body, form, shape, and ultimately humans.



¡Para más información, visite www.SApreservation.com!

OFFICE OF HISTORIC PRESERVATION

# Roof Damage? We Can Help!

**COMMERCIAL & RESIDENTIAL** 



- FREE ROOF INSPECTION
- ROOF INSURANCE CLAIM RECOVERY
- ROOF WARRANTY COVERAGE
- CERTIFIED INSTALLERS LICENSED & INSURED
- ROOF DAMAGE REPAIRS & MAINTENANCE

# UPGRADE TO A STANDING SEAM METAL ROOF!

WITH 12 MONTHS NO INTEREST OR PAYMENT SAME AS CASH. GO TO IRONCLAD.COM TO APPLY OR FOR MORE INFO.





LIFETIME WARRANTY • FINANCING AVAILABLE

210-592-IRON (4766)

IRONCLADROOF.COM