



# ZONING CASE : ZN8419



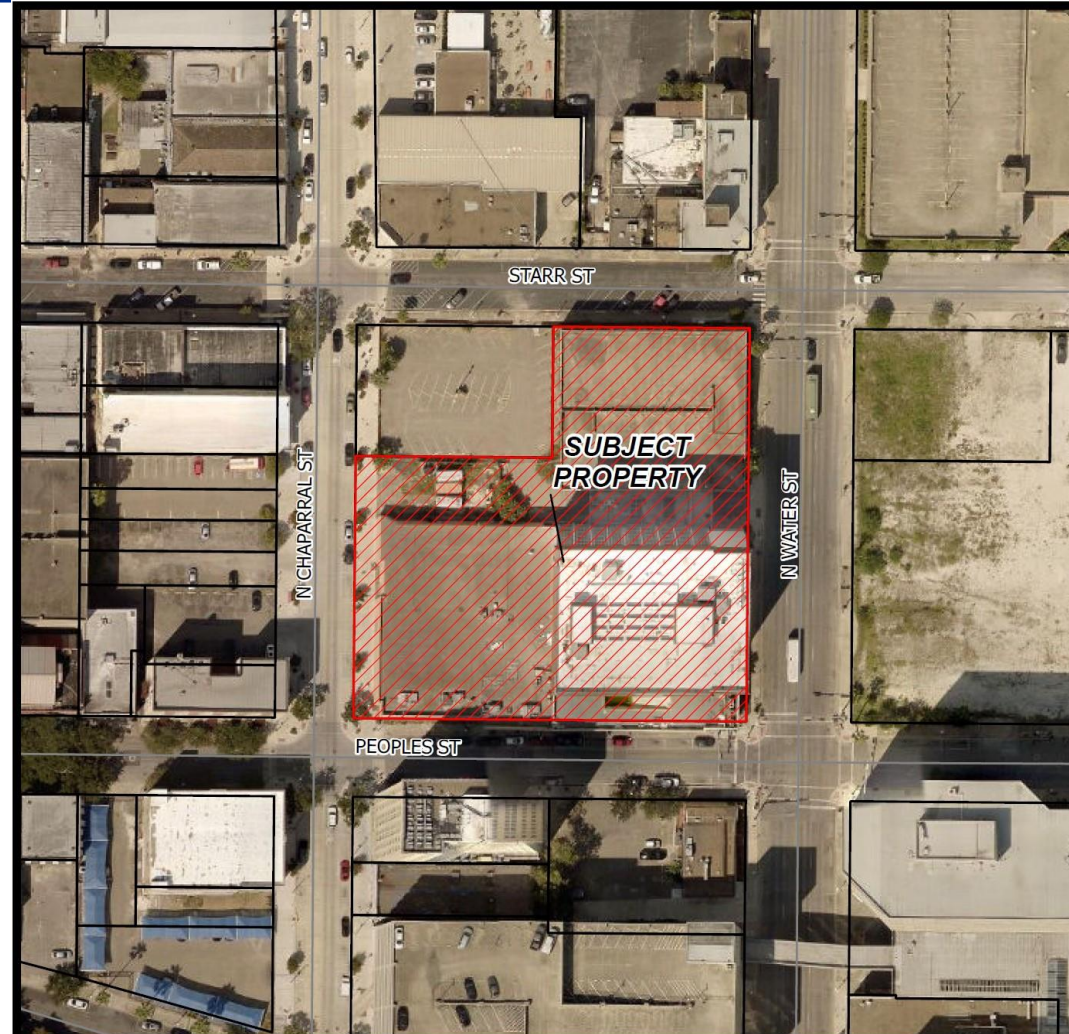
**601 North Water St.**

**Rezoning for a Property at 601 North Water Street**

**From "CBD" to "CBD/H"**



# Aerial View







# 601 N. Water Street



LA QUINTA ROYALE MOTOR INN IS MAJOR NEW DOWNTOWN HOTEL

## Work continues on schedule on downtown La Quinta Inn

By GRADY PHELPS  
Work is moving along on schedule on the \$3.2-million, 10-story downtown La Quinta Royale Motor Inn with an opening date set for mid-June.

Mickey Casel, general manager of the high-rise inn, said reservations are now being taken for tourist season bookings. He is also accepting applications for the work force of about 60 kitchen, restaurant, housekeeping and hotel personnel who will be hired from the local labor market to staff the 200-unit facility.

Casel said La Quinta Royale will observe a formal, two-day grand opening celebration in early July in which local and out-of-town officials will take part.

"We want our inn to be an asset to this beautiful city as well as an asset to ourselves," Casel said.

La Quinta Royale is being erected at 601 N. Water. It is a model for other high-rise, luxury-type inns which are planned in the future. LQ Motor Inns, the parent firm which owns 35 La Quinta Motor Inns and Rodeway Inns in Texas, Louisiana and New Mexico, also has a 102-unit,



MICKEY CASEL

garden-type La Quinta Motor Inn under construction near Navigation and Interstate 37 which should be open for business in mid-May.

Casel said every room in the downtown inn will have a balcony to offer a view of the bayfront. Rooms will contain Spanish colonial furnishings.

The Plaza del Sol or lobby area will feature a 10-story-tall garden patio and courtyard effect. Guests may gaze from the bottom to the arched skylight in the roof or view the area from terraces on each floor that overlook the lobby below.

The La Quinta Royale will include a 200-car, four-level adjacent garage, a coffee shop-breakfast room seating 100 persons, a 10th floor supper club that can accommodate 150 persons, and two public cantinas or cocktail lounges.

There will be a banquet room to handle 250 persons for a meeting or 200 for a luncheon. Casel hopes the

banquet-meeting area can be expanded to take crowds of 1,000 persons.

"We will be trying to attract seminars, conventions, tourists, commercial travelers, local meetings and other events," Casel said.

A second-floor swimming pool will include a 140-by-60-foot deck area with tables and umbrellas which will make the area attractive for outdoor meetings and parties, Casel said.

The supper club will offer gourmet dining, dancing and leading entertainers who will visit here on a tour schedule, he said. Room rates and other inn costs will be competitive with similar operations here.

"We are very excited about the challenge we are being offered," Casel added. "We feel Corpus Christi is an excellent location to give the proper treatment to our new La Quinta Royale approach."

Casel, originally from Washington, D.C., has been associated with the La Quinta franchise since 1967. He managed properties for the company in San Antonio, Dallas, El Paso and Houston. Before coming here he was regional supervisor for 10 La Quinta inns in Houston, Beaumont, New Orleans and Lafayette for two years.

Casel said the downtown inn will generate an employe payroll of \$250,000 annually. His wife, Sylvia, will act as assistant manager of the facility.

Casel said he is hopeful the new La Quinta Royale will become just as big a modern-time landmark and enjoy a life as long and as successful as the old Nueces Hotel that it is replacing.

Work on car  
may be worth  
college credit

Those hours working on a car engine may be worth college credit.

March 30,  
1973,  
Corpus  
Christi  
Caller



# Historic Significance

24J Corpus Christi Caller-Times, Sun., Jan. 27, 1980

## Construction takes a giant stride

By JESSE TREVINO  
Staff Writer

Construction of commercial buildings in 1979 was eight times greater than when the decade began, even though some of the increase was due to inflation rather than an increase in the number of real dollars.

Jerry Pascador, city building official, predicts the 1979 level of construction will continue into the '80s.

In 1970, 158 building permits were approved at a total valuation of \$8,828,993. In 1979, the valuation zoomed to \$75,735,502 on 191 permits.

The greatest single commercial plant taken under construction was a \$30-million project by Corpus Christi National Bank. The project includes a new 12-story office building at Shoreline Drive and Peoples Street and a 900-space parking garage across from the bank's offices on Water Street. The bank also built a 16-lane drive-in banking facility at Schatzel and Mesquite.

Commercial building came in two bulges in the 1970s.

The first four years of the decade saw construction rise but only to have the 1974 figure cut in half in 1975. After the 1975 decline, construction took hold and increased rapidly the next four years.

Commercial construction rose steadily from almost \$9 million in 1970 to almost \$23 million in 1974.

In 1975, construction was down to a little over \$10 million, but it rose the next year. In 1976, the figure rose to \$17 million. It passed \$24 million in 1977 and ended at almost \$75 million last year.

Unlike the rise and fall in total amounts in construction, the number of building permits stayed steady. They averaged 183 per year.

The lowest number of construction permits for commercial purposes was in 1974. Ninety-four were issued that year. Two years later, that figure rose to 311.

The second highest annual number of commercial permits — 243 — were issued in 1971, when businesses began repairing damage inflicted by Hurricane Celia. Despite Celia-related commercial construction, the largest commercial permit was for the \$6.8 million transformation of the old Driscoll Hotel into the Corpus

Christi Bank & Trust Tower.

The following year the site of the old Nueces Hotel became the location of the new \$2.2-million La Quinta Royale. Another \$2-million project that year was the construction of the Mission Shopping Center.

In 1975, a permit was issued for the Airline Sears store, which will anchor a new shopping center, Sunrise Mall. The store's building valuation was placed at \$2.6 million that year. That year also, the Citizens State Bank was issued a permit for construction of additions to its building at 2402 Leopard.

In 1974, another financial institution, then known as Corpus Christi Savings — now First Texas Savings — received a permit for a \$1.4-million project to add three floors to its building at 101 N. Shoreline.

In 1975 and 1977, two hotel projects were undertaken. One was the new \$2.4-million Hilton Inn, the other the \$2-million additions to the Holiday Inn at Emerald Beach.

Renovation at \$2.3 million of the old Center Building into a home for senior citizens was made in 1978. Also came that year the American National Bank Building at a cost of \$1.2 million.

In addition to the CCNB construction project in 1979, a \$5-million building permit was issued to Humana Inc. for a hospital facility in the 3300 block of South Alameda.

Also in 1979, a permit for the new \$2.3-million First National Bank of Flour Bluff was issued.

The 1979 commercial boom has continued into 1980. The first of several commercial construction permits will be issued this month, including the beginnings of the \$30-million Sunrise Mall.

In addition, several hotel concerns have made preliminary inquiries into building here. The most prominently mentioned is the new Hershey Inn. No building permit has been issued for that yet.

Pascador said the tourist industry is just getting off the ground.

"The potential is tremendous," Pascador said. "They (hotel interests) see the potential with the opening of the convention center," now under construction.

Pascador said there are no hard figures to compare commercial building costs for the 1980s

to those of the '70s but that housing costs can be used as a barometer.

"Residential construction has gone to about \$40 per square foot, from about \$25 four years ago," Pascador said.

Regardless of the rise in construction costs and problems with fuel costs, Pascador said he feels confident new hotels will be built here.

"People are going to take their vacations, regardless," he said.

Along with new hotels, Pascador feels commercial buildings will be constructed because Corpus Christi is viewed as a strong retail market.

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# Historic Significance

## Tourist bureau hits payload with mini-conventions

By GRADY PHELPS  
Business Writer

Corpus Christi, forced to drag its heels for the past several years in competition with other Texas cities for the big convention dollars, is now shooting at the smaller 25-to-200-delegate meeting market with some success.

Of 54 assemblies held in the city so far this year by mostly out-of-town visitors, more than 80 per cent have been of the district or regional sales-type conferences. Seven of the conventions were state-level, larger groups. None were national gatherings.

They have brought in 9,866 delegates, more than during the same first three months of 1973 and 1974 when the city was aiming for something larger.

"We're not too proud to take the 200, 100, 50 or 25 delegates instead of the 1,200 or 2,000," says Bob Conwell, executive vice president of the Corpus Christi Area Convention and Tourist Bureau.

"There are sales meetings, seminars, board or corporate

meetings going on every day in some other city," Conwell added. "they could be held in Corpus Christi."

These smaller meetings don't make the impact of a 3,000-delegate convention. But members still spend \$50 a day, the same as the major conventioners. Enough of the little meetings can add up to a big one.

The convention-tourist bureau took over city convention promotion duties last March from the Chamber of Commerce. Its staff quickly found what a lot of people had known for sometime. Corpus Christi doesn't have the meeting space or hotel accommodations desired by the larger conventions.

"We can't hide the fact that what we are marketing as a convention hall is an arena designed for ice shows, rodeos and sporting events and not for conventions," Conwell said. "With the festivals, banquets, dances, shows and other events of a civic nature already booked, Memorial Coliseum

**Corpus Christi Caller**

**FEATURES AND CLASSIFIED**

SUNDAY, MARCH 23, 1975

Hobbies: 2    Farm-Oil: 3    Classified: 5-13

SECTION D

and Exposition Hall don't have good dates available anyway.

"Because of this lack of modern meeting space, conventions and group meetings are being turned away, creating an economic loss in the millions of dollars to Corpus Christi," he said.

Conwell and Ruth Larson, the bureau's convention manager, said they are wasting their breath trying to give sales pitches against cities like Dallas, Houston, San Antonio and Fort Worth which have large, modern meeting

facilities and are making good strides at attracting national conventions.

"El Paso and Amarillo now flash their modern convention complexes before site selection committees," Conwell said. "Even Brownsville, Laredo and McAllen have newer facilities than we do and are competing with us."

The big local hangup in the convention picture of course is the \$11-million bayfront convention center which has been tied up in court litigation

since a controversial election in 1972. Work is to start soon on a companion \$5.4-million city auditorium.

Conwell said the 2,500-seat auditorium will greatly aid the convention scene here as will the proposed \$2.4-million Hilton Inn which is to have meeting space to handle 700 people. But the Hilton probably won't be ready until early next year. The city auditorium will take an estimated two years to complete once it's started.

Conwell said 90 per cent of

the executive representatives of about 300 different organizations headquartered in Austin have told local convention officials they'd like to hold meetings here. But their groups range in size from 500 to 1,00 delegates on the average.

"They know what facilities we have and the shape they are in," Conwell said. "There is no use trying to sell them. They tell us to let them know when we can get a large enough meeting space under one roof."

Mrs. Larson said the city lost a 245-delegate, three-day oil company seminar last week because it couldn't provide the right accommodations. The group wanted a central meeting area where five separate rooms seating 50 to 75 people each could be provided. After meeting, the organization wanted to break and assemble as a body, without a time delay, and have lunch and later dinner.

No hotel could fill that order so the group went to Tulsa, Mrs. Larson said. The loss

meant about \$37,000 to the city economy.

Conwell said 30 per cent of every delegate's dollar goes to the hotel-motel industry and another 26 per cent for food services. That leaves 44 per cent to be spent elsewhere in the community, with retail store purchases perhaps consuming 20 per cent.

Until the local convention-accommodation complexion brightens, the change in plans will continue to be a solicitation of smaller meetings, Conwell added. And local citizens who belong to organizations that sometimes hold group meetings four times a year will be asked to help invite them here.

Work will still go on to lure the national and state meetings, Conwell said, but more emphasis will be on the smaller congregations of businessmen, church, fraternal and other groups.

Of 50 conventions now planned for the remainder of 1975, 56 per cent of these are of the small delegation variety

Conventions and Meetings (January-March)	
Year	Delegates
1973	8,220
1974	9,654
1975	9,866 (incomplete)

and more will be encouraged later in the year.

Mrs. Larson said the convention bureau is making a big drive to recruit a number of meetings from Houston-based groups. In oil-related fields alone, there are 500 different corporate-level bodies in exploration, production, geological or services that fall in the prospective 50-to-200-delegate category, she said.

Local people who think they might land a mini-convention here in the months ahead are urged to call the bureau who will help them make a presentation. The effort will be part of many favors needed to tide the city through some competitive days until bigger and better convention facilities come on stream locally.

-To increase the availability of convention-ready buildings to bring people to the city and compete with Austin and San Antonio.



# Historic Significance

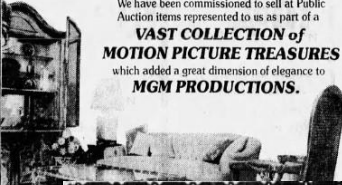
## A VERY SPECIAL PUBLIC AUCTION Presented by J.B. Skeen Galleries

WED., MARCH 12-7:30 P.M.  
Viewing Time-6:30 PM  
**LA QUINTA ROYALE**  
601 N. Water, Street-Corpus Christi

NON DECLORATIONS traveled the world in pursuit of every conceivable item of quality to authenticate their scores sets. THE ITEMS OFFERED FOR AUCTION ARE AMONG THE QUALITY.

This auction will feature objects of art from "GONE WITH THE WIND," starting Dark Cable and Vivian Leigh; "DESIRE," starring Marlon Brando and Jean Simmons; "OPAGONKICK," starring Vincent Price and Gene Tierney; "FOREVER AMBER," starring Linda Curved and Corne Balle, 20th Century Fox; "UNSINKABLE MOLLY BROWN," starring Debbie Reynolds; "THE COCO BATH," starring Paul Sorel; and "MEET ME IN ST. LOUIS," starring Judy Garland.

We have been commissioned to sell at Public Auction items represented to us as part of a **VAST COLLECTION of MOTION PICTURE TREASURES** which added a great dimension of elegance to **MGM PRODUCTIONS.**



Also included in this auction will be various important items collected from around the world: **FRENCH AND AUSTRIAN BRONZES:** Elegantly cast statuettes, figures, clock sets and accent pieces. Many pieces signed by well known artists including Dore Briznes. **FURNITURE:** Including carved glass china cabinets, French and Austrian cabinets, Louis XVI, Louis XV, and side pieces and fine period furniture. **JADE:** Quality collector of hand carved jade and hard stone carved pieces and animal statuettes. **IVORY:** Carved ivory character pieces and animal statuettes. **ORIENTAL CARPETS:** Reproduction works of art in various sizes including Kenon, Sarouk, Bokhara, Royal Hindustan and Top Hamden. **CLOCKS:** Tall and French Marble Bronze clocks, grandfather clocks with Westminster chimes. **ART:** 20th century oil, wax, Alexander Dale, Rodinone, Lupton and other notable. **DIAMONDS:** Elegant dinner rings.

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Second Portion: Sunday, October 22 at 2PM and 8PM

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**La Quinta Royale**  
601 N. Water St.



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# Historic Significance

## Texas Jaycees to hear Mauro

Garry Mauro, Texas Land Commissioner, is keynote speaker Saturday at a **convention** of the Texas Jaycees.

Corpus Christi Jaycees are hosting the weekend **convention** at the La Quinta Royale Motor Inn, 601 N. Water St.

The **convention** begins with a 5 p.m. press conference Friday at La Quinta's La Vista Room on the 10th floor. A newcomer's orientation will follow.

Saturday begins with an 8 a.m. chil-

## Regional **convention**

Overeaters Anonymous Coastal Bend Interhost a regional **convention** Feb. 22-24 at the Royale Motor Inn, 601 N. Water. Overeaters Anonymous is a mutual-help group based on the program used by Alcoholics Anonymous. The requirement for membership is the desire to stop compulsive eating. For more information, call 1-800-661-0061; Sylvia, 852-7718; or Debbie, 881-4371. P.O. Box 8448, Corpus Christi 78412.

By ROSEMARY BARNES  
staff writer

More and more of the country's elderly are falling below the national poverty line due to recent cuts in federally funded programs for senior citizens, according to the president of the National Council of Senior Citizens.

Council President Jacob Clayman, 79, will address this issue during the 16th annual state **convention** of Texas Senior Citizens Association (TSCA), scheduled April 25-27 at the La Quinta Royale Motor Inn. Clayman will speak at the **convention** banquet at 7 p.m. April 26.

"The membership we represent among the elderly have been disheartened in the last three years by the constant chipping away of benefits senior citizens have been receiving," Clayman said in a telephone interview from his office in Washington, D.C.

He cited a \$1 billion cut in home health care in 1982, a \$2.5 billion cut in 1983 and a \$2 billion cut this year in federal health benefits to the elderly.

"These are actual cuts felt by many senior citizens. And the cuts proposed by the present administration, but rejected by Congress, were equally

more drastic," he said.

The administration's proposed elimination of free legal services, which failed in Congress, and possible cutbacks in nutritional assistance for the elderly are issues that aggravate senior citizens, Clayman said.

"We are concerned in a societal way because from 1981 to 1983, 3 million new folks fell below the national poverty line. Not all of these were senior citizens, but many seniors were among them," he noted.

Clayman said the time has come for senior citizens to be involved in the decision-making.

"I'll be asking Texas to ponder that will direct said.

The majority of 65-years-old and Clayman, president since 1977, is well known for his work in health affairs and civil service at the University of Texas at Austin. He is a member of the American Federation of Teachers. He has served as its first president. He is also a member of the American Association of University Professors. He is a member of the American Association of University Professors. He is a member of the American Association of University Professors.

## Plight of elderly topic of **conventions**

before Congress, the council also lobbies on issues affecting senior citizens.

Several other advocates for the elderly will speak during the three-day **convention**.

Psychologist Doug Manning will address the council on "When Love Gets Tough," detailing the emotional dilemma of placing a loved one in a nursing home.

Morris Craig, chief of the mental health services division of the Texas Department of Health, will speak on the Alzheimer's disease support

Texas Senior Citizens Association are expected to attend the **convention**.

All **convention** activities will be at the La Quinta Royale Motor Inn, 601 N. Water.

The TSCA **convention** will be one of three state **conventions** on aging scheduled during the week of April 22 in Corpus Christi.

On Thursday, April 28, the Texas Association of Meals Programs will begin a weekend **convention** at the Holiday Inn-Emerald Beach. More than 200 people are expected to at-

## GI Forum chapter's state **convention** starts Thursday

The Dr. Hector P. Garcia Founders Chapter of the American GI Forum will have its 52nd annual state **convention** in Corpus Christi from Thursday through Saturday at the Ramada Inn Bayfront, 601 N. Water St. The **convention's** theme will be "Hispanic Leadership in the New Millennium."

U.S. Army Maj. Gen. Alfred A. Valenzuela, deputy commander in chief, U.S. Southern Command, will speak Friday at a 7 p.m. banquet. Navy Lt. Juan M. Garcia III, a White House Fellow and special assistant to the U.S. Secretary of

April 29, the Joint **Con**g, a **convention** of five " senior citizens, will **convention** at the merald Beach, with an endance of more than

ations participating in . entitled "Coming of a Way." will be: ment on Aging, the tion of Area Agencies Texas Association nd Service Programs an Association of Re-

**OPTIMIST CLUB:** Downtown Optimist Club meets at noon at Ramada Hotel, 601 N. Water St. Belinda with Lutheran Social Services will speak on Foster Care and Adoption. Information: 442-8119.

## Teachers open annual meeting

About 200 teachers from throughout South Texas today opened the seventh annual Texas Federation of Texas **convention** which will run through Saturday at La Quinta Royale Motor Inn, 601 N. Water. Included in the group are 44 delegates from the Corpus Christi chapter of the American Federation of Teachers. Local AFT president John Cole will be running for election to the federation presidency, a position to which he was appointed in January to fill the unexpired term of Ronald Wilcox.



# Architectural Style

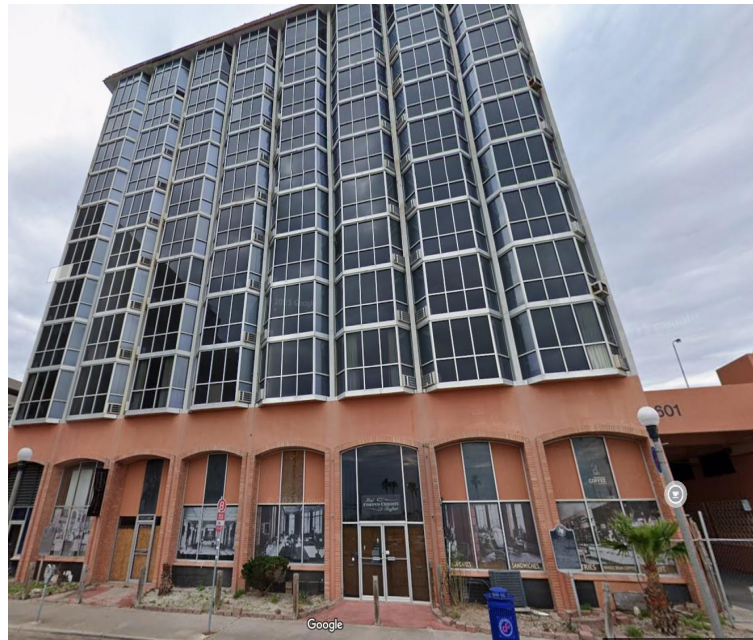


- Commercial block office tower with curtain wall construction
- Constructed in 1973
- Arcaded ground floor with inset storefront window wall with brick trimmed arches.





# 601 N. Water Street



N. Water Street View





# 601 N. Water Street



Starr Street View





# 601 N. Water Street



Chaparral Street View



# 601 N. Water Street



Corner of Chaparral and Peoples Streets View





# Landmark Commission

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## UDC Requirement: §3.4.3.A

**In determining whether to approve, approve with conditions, or deny the historic overlay or landmark designation, the applicable review bodies shall consider the following criteria:**

1. The property has received prior recognition as a Registered Texas Landmark, a national historic Landmark or as an entry in the National Register of Historic Places.
2. **The property has character, interest or value as part of the development, heritage or cultural characteristics of the City, State of Texas or the United States.**
3. The property is the site of significant historic event.
4. Its identification with a person who significantly contributed to the culture and development of the City.
5. **The property exemplifies the cultural, economic, social or historic heritage of the City.**
6. The property portrays the environment of a group of people in an era of history characterized by a distinctive architectural style.



# Landmark Commission

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## UDC Requirement §3.4.3.A

7. The property embodies distinguishing characteristics of an architectural type or specimen.
8. The property may be classified as the work of an architect or master builder whose individual work has influenced the development of the City.
9. The property embodies elements of architectural design, detail, materials or craftsmanship which represent a significant architectural innovation.
10. The property is related to other distinctive areas which are eligible for preservation according to a plan based on a historic, cultural or architectural motif.
11. The property has a unique location or singular physical characteristic representing an established and familiar visual feature of a neighborhood, community of the City.
12. The property has archeological value in that it has produced or can be expected to produce artifacts affecting historic or prehistoric study.





# Recommendation

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**Landmark Commission and Staff  
recommend:**

**Approval** of the  
CBD/H Commercial District  
with a Historic Overlay