



City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT
HISTORIC PRESERVATION OFFICE

Staff Report: Z-46-15-7
September 30, 2015

INTRODUCTION

Z-46-15-7 is a request to establish Historic Preservation (HP) overlay zoning for the property known as the Welnick Arcade Market and Liefgreen Seed Company Building, located at the southeast corner of 4th Avenue and Van Buren Street in downtown Phoenix [341-345 West Van Buren Street]. Maps and photos of the subject property are attached.

STAFF RECOMMENDATION

Staff recommends that rezoning request Z-46-15-7 be approved.

BACKGROUND

The Welnick Arcade Market and Liefgreen Seed Company Building are located side by side at the southeast corner of 4th Avenue and Van Buren Street in downtown Phoenix. Both buildings were constructed in 1927, although by separate owners. The Welnick Arcade Market, located on the corner lot (Lot 11), was owned by brothers Leo J. & Edward T. Welnick. The lot immediately to the east (Lot 9) was owned by the O'Malley Investment Company. A party wall agreement recorded in February 1927 gave each side shared use of the 12" thick brick wall that would be centered on the property line between the two buildings.

The Welnick brothers were in the grocery business and operated a store at 129 North 1st Avenue when they announced plans to open a second, larger market at the subject property. The new Welnick Arcade Market was to be an open air market featuring separate vendors selling groceries, baked goods, fruits and vegetables, and meats. The front of the building, facing Van Buren Street, was enclosed with glass storefronts for additional leased retail space. The Welnick Arcade Market officially opened on May 14, 1927, following a grand opening gala and street fair the previous night.

Architecturally, the Market building is one of Phoenix's best examples of a commercial building designed in the Spanish Colonial Revival style. It was designed by local architects Fitzhugh & Byron, who are noted for many other high profile commissions in Phoenix of the time, including the Walker Building, First Baptist Church, and the Lois Grunow Memorial Clinic. Like the Grunow Clinic, the Welnick Arcade Market features elaborate Churrigueresque art stone detailing, including its parapet, cornice, and pilasters. The Market building was constructed by the Wasielewski Construction Company, whose work includes the Brophy College Chapel and Luhrs Tower.

The adjacent building that housed the Liefgreen Seed Company appears to have been built purely as an investment property by the O'Malley Investment Company, which was affiliated

with prominent local lumber retailer the O'Malley Lumber Company. In the years following the construction of the building, a succession of tenants occupied the space, the first and longest of which was the Liefgreen Seed Company. This company occupied at least the western half of the building from 1927 through the mid-1940s. Later tenants included Germain's, Inc. and Mountain States Telephone & Telegraph Plant Technician Training Center. By 1945, the Liefgreen building had been expanded to both the south and the east, filling out Lot 9 and extending into the western 21 feet of Lot 7.

Welnick's Grocery continued to occupy the Market building through 1951. When the store finally closed, the building was used as leased retail space. In 1969, the property was sold to David & Joyce Reiff, who renovated it for their printing business. At that time all exterior doors and glazing were removed and the openings were infilled with frame and stucco panels. The awnings that had spanned the north and west sides of the building were removed. The interior was partitioned and a second floor/ceiling structure added within the space for offices and work rooms. The Reiffs also purchased the old O'Malley property, Lots 7 and 9, in 1988. They expanded the printing business into the new acquisition, renovating the exterior and infilling the Van Buren storefronts.

For the last several years, the buildings have been vacant and were nearly razed in 2010 when a demolition permit was obtained. The entire property was purchased in December 2014 by Pat Cantelme and James Kuykendall, who plan to restore the historic façades and rehabilitate the interiors for retail use. Mr. Cantelme and Mr. Kuykendall are also seeking a \$100,000 Demonstration Projects Fund Historic Preservation Bond Funds and listing in the National Register of Historic Places and are applying for federal historic preservation tax credits. At their request, the Historic Preservation Commission initiated HP Zoning for the property on June 15, 2015.

ELIGIBILITY CRITERIA

The eligibility criteria for HP overlay zoning and listing on the Phoenix Historic Property Register are set forth in Section 807.D of the City of Phoenix Zoning Ordinance. To qualify, a property must demonstrate significance in local, regional, state, or national history, architecture, archaeology, engineering, or culture, according to one or more of the following criteria:

- A. The property is associated with the events that have made a significant contribution to the broad pattern of our history;
- B. The property is associated with the lives of persons significant in our past;
- C. The property embodies the distinctive characteristics of a type, period, or method of construction, represents the work of a master, possesses high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction; or
- D. The property has yielded or may likely yield information integral to the understanding of our prehistory or history.

In addition to the significance requirement, the property must also be at least 50 years old or have achieved significance within the past 50 years if it is of exceptional importance. The property must also possess sufficient integrity of location, design, setting, materials, workmanship, feeling, and association to convey its significance.

SIGNIFICANCE

The Welnick Arcade Market and the Liefgreen Seed Company Building in Phoenix, Maricopa County, Arizona are significant under Criterion A at the local level as intact remnants of the commercial streetscape that historically lined both sides of West Van Buren Street and as an example of the types of businesses that thrived there. The Welnick Arcade Market and the Liefgreen Seed Company Building are also eligible under Criterion C as locally significant examples of a now rare extant example of 1920s retail building typology. Additionally the Welnick Building displays a high degree of integrity as an example of Spanish Colonial Revival commercial architecture. The period of significance begins with the construction of the buildings in 1927 and continues through 1965, the arbitrary 50-year limitation for eligibility, during which time the buildings were in continuous use for commercial retail purposes.

Criterion A: Commerce

The Welnick Arcade Market and Liefgreen Seed Company Building are significant under Criterion A as remnants of a once-thriving commercial streetscape just north of downtown Phoenix. They filled in a crucial section of this commercial corridor, adding a sense of continuance between two dominant commercial nodes: Five Points and Central Avenue.

The Welnick Arcade Market is particularly noteworthy to the history of grocery retailing in Arizona. The 1920s witnessed the rise of supermarkets that combined sales of dry goods, fruits and vegetables, meats, and bakery goods in a single establishment, putting considerable competitive pressure on specialty retailers. The Welnick Market hosted multiple proprietors with different specialties under one roof in order to provide similar convenience. Although not a unique or new model for the independent grocer, it was unusual, particularly for 1920s Phoenix, and indicative of the trend in grocery retailing that resulted in the ubiquity of today's supermarket model. The Welnick Arcade Market is one of the few extant buildings in Phoenix that represents this transition.

Criterion C: Architecture

The buildings are also significant under Criterion C, as they embody the distinctive characteristics of now-rare historic commercial architecture in Phoenix as expressed in the following: fronting on a major thoroughfare with storefront entries adjacent to the public sidewalk; continuous metal awning; and canted or parallel storefront and transom windows above storefront display windows and entrances.

The Welnick Arcade Market also possesses high artistic values in its Spanish Colonial Revival design, produced by local architects Fitzhugh & Byron, who were active in Phoenix in the

1920s and early 30s. The highly ornamented façade was noted at the time of its construction to “suggest a theater rather than a market.” The Welnick Arcade Market is one of a collection of significant architectural works in Phoenix designed by the firm, who completed other notable commissions including the First Church of Christ Scientist (Phoenix Historic Property Register 2004; National Register of Historic Places 1993), the First Baptist Church (PHPR 1995; NRHP 1982) (which occupies the same city block as the Welnick Arcade Market and Liefgreen Seed Company Building), the Lois Grunow Memorial Clinic (PHPR 1987; NRHP 1985), and the Phoenix Union Colored High School (PHPR 1992; NRHP 1991). Cast stone work includes cartouches, decorative cornice, pier bases and “lintel string” with Mediterranean themed reliefs, stylizing both street facades.

INTEGRITY

A few alterations have diminished the integrity of the property, notably the infill of the storefronts and the removal of the awnings in the 1970s. The property owner has requested a Historic Preservation Bond Fund Demonstration Project grant to repair the roof and roof structure, replicate the historic awning, reopen the infilled storefront openings and install windows, transoms, and overhead doors and paint, repair the stucco and the precast concrete. Once the work is completed the property will be fully eligible under Criterion C. At present, the building retains sufficient integrity to be listed under Criterion A.

BOUNDARY JUSTIFICATION

Section 807.E states that, when applying the evaluation criteria in Section 807.D, the boundaries of a historic district should be drawn as carefully as possible to ensure that:

1. The district contains documented historic, architectural, archaeological or natural resources;
2. The district boundaries coincide with documented historic boundaries such as early roadways, canals, subdivision plats or property lines;
3. Other district boundaries coincide with logical physical or manmade features and reflect recognized neighborhood or area boundaries; and
4. Other non-historic resources or vacant land is included where necessary to create appropriate boundaries to assist in meeting the criteria in Section 807.D.

The proposed HP zoning boundary follows the parcel boundaries. The total area to be rezoned is 0.85 acres. This boundary is recommended by both staff and the property owner.

CONCLUSION

The rezoning request Z-46-15-7 to establish Historic Preservation (HP) overlay zoning for the subject property should be approved for the following reasons:

1. The property meets the significance, age, and integrity requirements for HP overlay zoning set forth in Section 807.D of the Zoning Ordinance; and

2. The proposed boundaries meet the eligibility criteria outlined in Section 807.E.

Writer

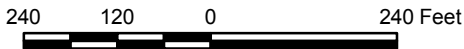
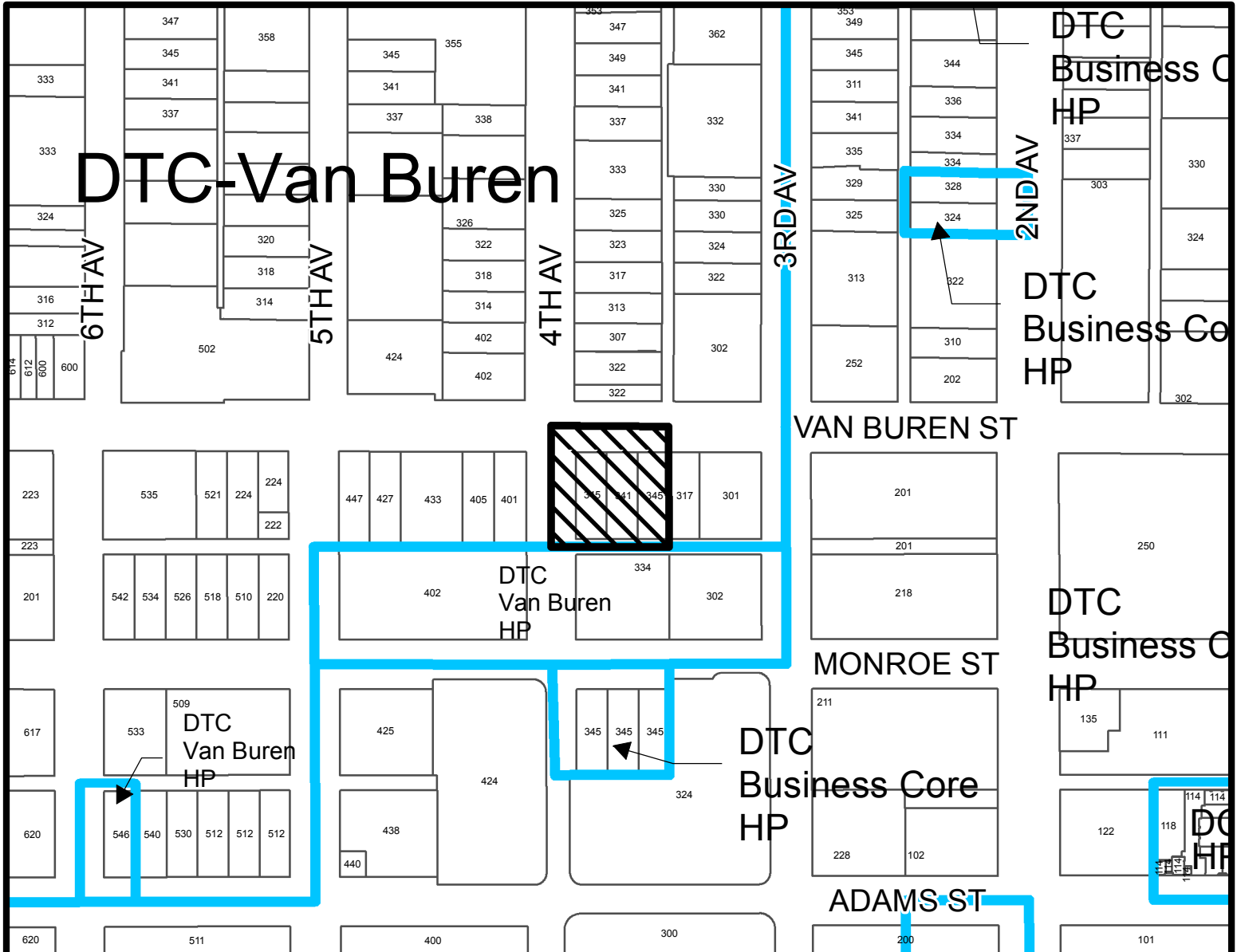
E. Finbraaten
9/23/15

Team Leader

M. Dodds

Attachments

Sketch Map (1 page)
Aerial (1 page)
Photos (4 pages)

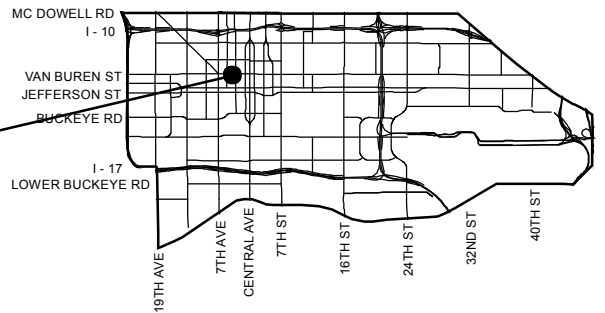


CITY OF PHOENIX PLANNING DEPARTMENT

CENTRAL CITY VILLAGE

CITY COUNCIL DISTRICT: 7

Z-46-15



APPLICANT'S NAME: City of Phoenix Hist Pres Commission

APPLICATION NO. Z-46-15

DATE: 8/18/15
REVISION DATES:

GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.

0.85 Acres

AERIAL PHOTO & QUARTER SEC. NO. QS 11-27

ZONING MAP F-8

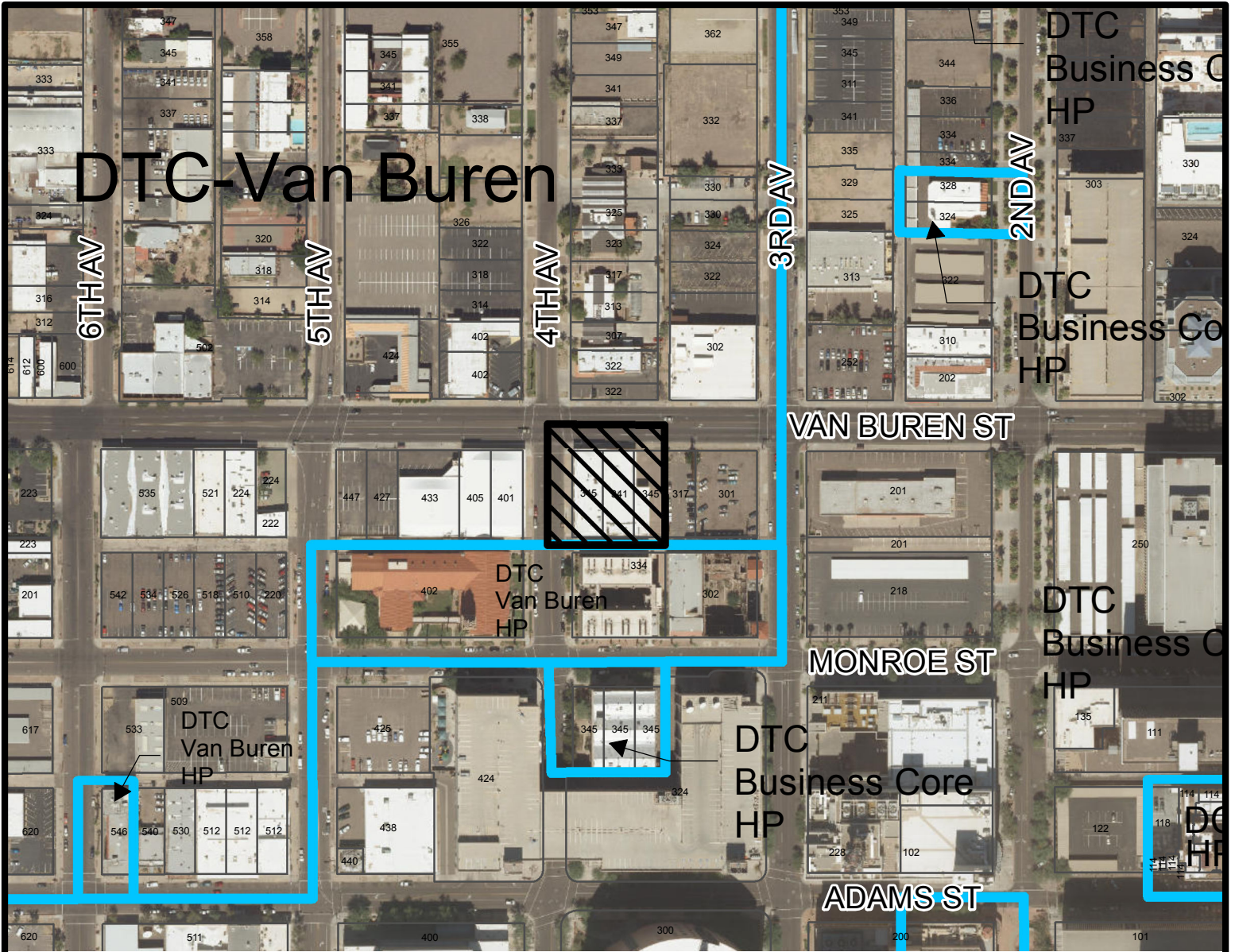
REQUESTED CHANGE:

FROM: DTC-VAN BUREN (0.85 a.c.)

TO: DTC-VAN BUREN HP (0.85 a.c.)

MULTIPLES PERMITTED	CONVENTIONAL OPTION	* UNITS P.R.D. OPTION
DTC-VAN BUREN	185	185
DTC-VAN BUREN HP	185	185

* Maximum Units Allowed with P.R.D. Bonus



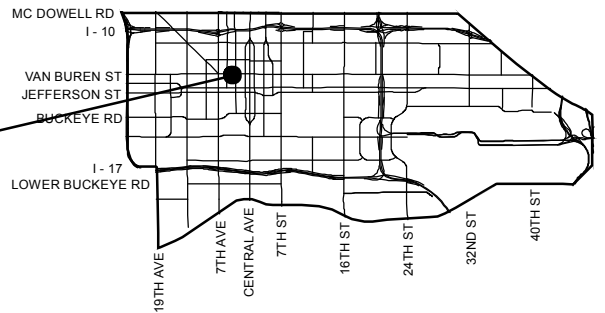
240 120 0 240 Feet

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CITY COUNCIL DISTRICT: 7

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ZONING MAP F-8

TO: DTC-VAN BUREN HP (0.85 a.c.)

MULTIPLES PERMITTED

DTC-VAN BUREN
DTC-VAN BUREN HP

CONVENTIONAL OPTION

185
185

*** UNITS P.R.D. OPTION**

185
185

* Maximum Units Allowed with P.R.D. Bonus



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SEC 4th Ave. & Van Buren St.



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