1313

RE	RECEIVED 2280							
	OMB No. 1024-0018							
	DEC 04 2008							
NAT. R	NAT. REGISTER OF HISTORIC PLACES NATIONAL PARK SERVICE							

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Proj	perty													
historic name	Bragg	s Pies Bui	lding											
other names/site n	umber –	Sun Valley	Baking, Go	odman's	s Office Fur	niture								
2. Location			, <u></u> ,,											
treet & number	1301 0	rand Ave	nue						_ [n	ot for put	olicatio	on	
city or town	Phoeni	ζ							_ [vi	cinity			
state <u>Arizona</u>		code _	AZ coun	ty <u>M</u>	aricopa	, <u></u>	code	013	zip c	ode	85007			
3. State/Federal	Agency	Certifica	tion											
Vational Register (Criteria. I ition sheet	l professio recommen for additic	nal requirem d that this pr nal commen	he docu ents set operty b ts.)		tandards CFR Par	for regis t 60. In r	ny opinio	operties on, the p	in the roperty	National mee	ts	_does not	toric Place meet the
National Register (See continua 	Criteria. I tion sheet ficial real nd bureau	I professio recommen for additio	nal requirem d that this pr nal commen C PA	he docu ents set operty b ts.) ZS	imentation s forth in 36 be considere	tandards CFR Par d signifi	for regis t 60. In r cant	ny opinic national	operties on, the p y s	in the roperty tatewic Da		ets	_does not	t meet the
National Register (See continua See continua 	Criteria. I tition sheet ficial Md bureau property	I professio recommen for additic	nal requirem d that this pr nal commen C PA	he docu ents set operty b ts.) ZS	imentation s forth in 36 be considere	tandards CFR Par d signifi	for regis t 60. In r cant	ny opinic national	operties on, the p y s	in the roperty tatewid Dav	e Lion she	ets	_does not	t meet the
National Register (See continua 	Criteria. I tition sheet ficial ind bureau property or other office	I professio recommen for additic	nal requirem d that this pr nal commen C PA	he docu ents set operty b ts.) ZS	imentation s forth in 36 be considere	tandards CFR Par d signifi	for regis t 60. In r cant	ny opinic national	operties on, the p y s	in the roperty tatewic Da	e Lion she	ets	_does not	t meet the
National Register (See continua Jack Continua Signature of certifying off ALLZO tate of Federal agency ar n my opinion, the ignature of commenting	Criteria. I tition sheet ficial M bureau property or other offic ad bureau	al profession recomment for addition of the ad	nal requirem d that this pr nal commen E PA does no	he docu ents set operty b ts.) ZSS t meet t	imentation s forth in 36 be considere	tandards CFR Par d signifi Register	for regis t 60. In r cant	ny opinic national	operties on, the p y s	in the roperty tatewid Dav	e Lion she	ets	_does not	t meet the
Actional Register (See continua Gignature of certifying off ACL Z OA Itale of Federal agency ar In my opinion, the ignature of commenting tate or Federal agency ar National Park hereby certify that entered in Se determined Se	Criteria. I tition sheet ficial ind bureau property or other offic ad bureau c Service at this pro- the Natio the Natio the continu leligible fi the continu not eligible	al Certifica berty is: tion sheet. le for the Nati- tion sheet.	nal requirem d that this pr nal commen e PA does no does no tion	he docu ents set operty b ts.) ZSI t meet t	imentation s forth in 36 be considere (4) (4) (4) (4) (4) (5) (4) (5) (6) (6) (7) (7) (7) (7) (7) (7) (7) (7) (7) (7	tandards CFR Par d signifi Register	for regis t 60. In r cant criteria.	ny opinic national	operties on, the p y s See o	in the roperty tatewic Date continu Date	e Lion she	ets	does not	t meet the
ational Register (See continua 	Criteria. I tition sheet ficial ind bureau property or other offic ad bureau c Service at this pro- the Natio se continu l eligible fi ee continu not eligil om the National continu	al Certifica berty is: lal Registe tion sheet. le for the Nati- tional Reg	nal requirem d that this pr nal commen e PA does no does no tion	he docu ents set operty b ts.) ZSI t meet t	imentation s forth in 36 be considered (4) S he National Signature of Ke	tandards CFR Par d signifi Register	for regis t 60. In r cant criteria.	ny opinic national	operties on, the p y s See o	in the roperty tatewic Date continu Date	e Lion she	ets	does not	t meet the

5. Classification

Ownership of Property (check as many as apply)	Category of Property (check as many as apply)	Number of (Do not include	Resources within Property previously listed resources in the count.)
X private public-local public-State public-Federal Name of related multiple pr (Enter "N/A" if property is not part of a m	X building(s) district site structure object	Contributin 1 1 1 1 1 Number of National Re 0	building(s) site site structure object Total contributing resources previously listed in the
6. Function or Use			
Historic Functions (Enter categories from instructions) COMMERCE/TRADE/sp		Current Fund (Enter categories fro WORK IN PR	om instructions)
		<u> </u>	
7. Description			
Architectural Classificat (Enter categories from instructions)	ion	Materials (Enter categories fro	om instructions)
MODERN MOVEMENT	Moderne/Streamline Moderne	foundation	CONCRETE
		walls	CONCRETE
		Roof	SYNTHETIC/urethane foam
		Other	GLASS

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

8.	Statement	of	Significance

Applica (Mark "x" i	ble National Register Criteria n one or more boxes for the criteria qualifying the property for National Regis	t er listing)	Areas of Significance (Enter categories from instructions)		
A	Property is associated with events that have made a contribution to the broad patterns of our history.	ARCHITECTURE			
B	Property is associated with the lives of persons sign				
X C	Property embodies the distinctive characteristics of method of construction or represents the work of a possesses high artistic values, or represents a signif	master, or			
	distinguishable entity whose components lack indiv	vidual distinction.	Pariod of Significance		
D	Property has yielded, or is likely to yield information prehistory or history.	on important in	Period of Significance 1946-1962		
			Significant Dates		
	n all the boxes that apply.)		1946- date of construction 1955- rear addition		
Α	owned by a religious institution or used for religiou	is purposes.			
B	removed from its original location.		Significant Person (Complete if Criterion B is marked above)		
C	a birthplace or a grave.				
D	a cemetery.	Cultural Affiliation			
E	a reconstructed building, object, or structure.				
F	a commemorative property.		Architect/Builder Unknown		
G	less than 50 years of age or achieved significance v years.	vithin the past 50			
Narrati	ve Statement of Significance (Explain the significanc	e of the property on one or mo	pre continuation sheets.)		
9. Maj	or Bibliographical References				
Bibliog (Cite the	raphy books, articles, and other sources used in preparing	this form on one or more	continuation sheets.)		
Previou	s documentation on file (NPS):	Pr	imary location of additional data:		
	ninary determination of individual listing (36 CFR (67)	State Historic Preservation Office		
	-	Other State agency			
previ	ously listed in the National Register	[]	Federal agency		
previ	ously determined eligible by the National Register		Local government		
desig	nated a National Historic Landmark	 	This prints		
recon	ded by Historic American Buildings Survey #	ــــا	University		
	ded by Historic American Engineering Record #		Other		
		Name of repository: Phoenix Public Library			

10. Geographi	ical Data			·····	
Acreage of Pr	operty33 acres				
UTM Referen	ces (Place additiona	I UTM references on a con	ntinuation sheet)		
1 <u>12</u> Zone	398716 <i>E</i>	3702491 <i>N</i>	3	Easting	Northing
	2			2	. containing
2	Easting	Northing	4 Zone	Easting	Northing
See continu	ation sheet.				
Verbal Bound	lary Description (De	scribe the boundaries of the	property on a con	tinuation sheet.)	

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

Anthony B. Zahn				
			date	June 10,2007
1025 Grand Avenue			telephone	(602) 391-4016
Phoenix	state	AZ	zip code	85007
	1025 Grand Avenue	1025 Grand Avenue	1025 Grand Avenue	date 1025 Grand Avenue telephone

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at	t the request of the SHPO or FPO.)					
(complete this item a	t are request of the office of 110.)					
name/title	La Melgosa LLC					
street & number	1025 Grand Avenue			telephone	(602) 391-4016	
city or town	Phoenix	state	AZ	zip code	85007	

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

County	Maricopa	
State	Arizona	
	-	

DESCRIPTION

Summary

The Bragg's Pies Building in Phoenix, Arizona was constructed in 1946 and served as a bakery, retail store and distribution center until 1962. Thereafter, it was used as an office furniture store, followed by an extended period of vacancy. The building is located on the west/northwest corner of McKinley Street and Grand Avenue in downtown Phoenix, Arizona. The building is constructed of concrete with no setback on the triangular-shaped lot. An addition of masonry block was built on the west side of the original building in 1952. Windows and doors were added to the Grand Avenue façade in the late 1950s. The International style building's most striking feature is the curved corner display and retail area facing Grand Avenue with floor to ceiling windows and aluminum trim, a design element added shortly following the construction of the building. This sensitive 1947 addition was sheathed in plywood and stucco in the 1960s but recently removed.

Location and Setting

The Bragg's Pies Building is situated on the "Lower Grand" section of Grand Avenue, a busy combination interstate highway and city arterial street. Lower Grand, from the street's origination at Seventh Avenue to the original Phoenix city limit at Nineteenth Avenue, was historically a mixed transitional zone of transportation-related retail (service stations, restaurants, motels, etc.), transient worker housing (the agricultural district began just beyond the city limits) and industrial/commercial uses. The Bragg's Pies Building has had multiple uses, serving as a manufacturing and distribution center as well as a walk-up retail facility.

Original Appearance

The Bragg's Pies Building embodies the optimistic modernism of Phoenix's post-WWII population and economic expansion. Constructed in 1946 with cast-in-place concrete technique, the building was thoroughly contemporary in its form and styling. An article from the January 1946 issue of *Arizona Builder and Contractor* highlights the construction of the building stating "modern in every detail, the building is of concrete block *(sic.)* and employs much attractive glass block in its construction."

Because Grand Avenue cuts diagonally across the rectilinear grid of Phoenix's streets, the corner lot on which Bragg's Pies was constructed has an acute triangular shape, commonly referred to as a "flat-iron" lot. A zero-lot-line approach imparted a distinctive wedge shape to the building itself, highlighting the International style being adapted to a flat iron site.

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section	7	Page	2	Name of Property	Bragg's Pies Building
				County	Maricopa
				State	Arizona

Composed of 8" thick reinforced concrete, the building has two facades: one along Grand Avenue and the other along McKinley Street, which intersects Grand Avenue at a 45-degree angle. The fifteen-foot high Grand Avenue facade is divided into six bays by protruding rectangular pilasters sixteen feet tall. All bays contain an 11' x 5' glass block clerestory panel starting at the 8' level except for the southernmost bay which has an 8' high door surrounded by glass block and topped by a glass block panel which is aligned with the others. The retail section continues along McKinley Street for 30 feet; an office area is delineated by a glass door with a transom window and a 4' by 6' picture window. Both of these windows contain a louvered upper section for ventilation. The facade then steps down to 12' and contains a 20' metal-clad loading door and four 30" x 30" windows. These windows, as well as those in the office area, are situated above eye-level.

At the apex of the acute corner, an integral covered entry was created by a cast concrete eyebrow wrapped around 30' on either façade. The covered entry was supported by two pairs of 6 inch steel posts. The original recessed entry, squared off from the corner, served a commercial purpose, the wall containing a steel casement window and wooden entry door.

In 1947, the year following the original construction, the owners decided to add a retail space below the covered entry. The eyebrow, set back 24", was enclosed in a ceiling-height wall of glass, which rests on a 60" wall for 15' then drops down to a 12" footer for the last 15' toward the corner. The point is chamfered below the eyebrow to provide for an entry door and transom window. The entry door is framed by a pair of wooden flanges that angle out toward the top and which appear to support the cantilevered eyebrow above. In the original design, freestanding, metal, backlit letters reading "PIES BRAGG'S PIES," were perched on top of the eyebrow, wrapping around the triangular corner.

Later Modifications

In 1952, a 30' x 140' masonry block addition was constructed on the land-locked, northwest side of the building in an area previously used to park a fleet of delivery trucks. The original shade awning is still visible, having been incorporated into the roof, and the original asphalt parking surface underlies the concrete floor. This addition lengthened both of the street facades, with two garage bays on the McKinley Street side and a storefront and two windows on the Grand Avenue side. The Grand Avenue section served as a retail space when the triangular corner of the building was converted to an office and briefly a soda fountain/cafe.

Sometime between 1955 and 1961, 11' x 5' window openings were cut into the Grand Avenue facade below four of the five glass block windows. Two of these openings were subsequently extended to floor level to accommodate storefront doors. Modifications were also made to the triangular corner, raising the bottom of the windows to a 5' level along the McKinley Street facade. At some time, a 20' neon sign was installed on top of the center of the building facing Grand Avenue (possibly when the bakery was sold by the Braggs to Sun Valley

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section	7	Page	3	Name of Property	Bragg's Pies Building
				County	Maricopa
				State	Arizona

Baking) and the backlit letters were removed from the eyebrow.

Further modifications were made during the early 1960s as the structure was converted from a bakery to an office furniture showroom. The Grand Avenue facade was covered with paneling and given a "skip-trowel" stucco finish. The triangular point was similarly covered, obscuring the ceiling-height windows. A new, wider entry door was installed, necessitating the destruction of one of the decorative wooden flanges. The reversal of these changes was completed in 2007. However, due to building code considerations, it was necessary to install a modern aluminum and glass window system, conforming to the original configuration and design as much as possible.

The interior of the building can be viewed as four distinct areas: the front triangular corner area; a 50' x 100' main factory room directly to the northwest along Grand Avenue; another triangular space between the factory room and McKinley Street with a 20' loading door; and the 1952 addition to the northwest side.

The front triangular corner originally included two small offices and a hallway between the retail space and the factory area. These intervening walls have been removed to create two larger rooms. The original sand-finished plaster ceiling and wall surfaces were badly damaged and have been replaced by gypsum drywall, except for a section that was retained to convey the original materials. Two restrooms were recently reconfigured to permit ADA accessibility. Acoustic tile drop-ceilings have been removed to reveal the original 12' ceiling height.

The 5,000 square foot factory area is notable for its five steel bow trusses, which had been obscured by an acoustic tile drop-ceiling installed in the 1960s that has since been removed. The curved roof is decked with 1" x 6" tongue and groove paneling, now visible once again from the building's interior. Removal of the 1960sera wood paneling from the walls has revealed an attractive texture left by the boards used to form the concrete walls during casting. Numerous exterior openings into building, which had been blocked-in with gypsum and stud walls, are still visible. The original concrete floor with its six floor drains was severely damaged and has been repaired. The floor level was lowered 4" to facilitate ADA accessibility.

The space between the main factory room and McKinley Street originally served as a loading area (through the sheet metal-clad double loading doors) and is divided by a partial 8-foot high concrete wall. A passage through this wall corresponds to the loading door and is formed by a rectangular concrete arch. The original electrical switching boxes are mounted on this wall; the boxes have been preserved despite being superseded by a modern electrical service section elsewhere in the building. The partial wall turns to form a $6' \times 14'$ room in the north corner, which contains the concrete footings of old equipment, possibly a boiler. The top of the partial wall is curved at this point. The entire 12-foot high space is covered by a flat wood roof supported by 4" steel posts at approximately 16' intervals. The same tongue and groove decking was used with crisscross bridging between the 2' x 8' joists, forming a visually interesting pattern. Several new skylights penetrate the roof decking as

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section	7	Page 4	Name of Property	Bragg's Pies Building
			County	Maricopa
			State	Arizona

well as cooling-related ductwork. A new exterior 4' x 8' opening was created along McKinley Street to facilitate ADA access.

The 1952 addition spans the northwest side of the building between Grand Avenue and McKinley Street. Constructed of 4" x 16" x 12" masonry block, this space is currently divided into four office suites. The southeast wall is cast concrete and, having formerly been the exterior of the original building, contains the original electric meter box and four steel-frame windows just above eye level, as well as four door openings. The door and windows at the Grand Avenue side had been blocked-in but are currently being restored to their original state. On the McKinley Street side, one of the two 10' x 9', side-by-side loading doors has been blocked-in to house a new electrical service section. The flat, wood roof is supported by two I-beams, the first of which formed part of the original shade awning for parking the delivery trucks that ran two-thirds of the length of the building. The other, larger I-beam is supported by 6 inch diameter steel posts. There are new skylights and duct openings in the addition's roof.

Integrity

The Bragg's Pies building has good integrity, as the changes made during the 1960s and 1970s that altered and obscured its International aesthetic have recently been reversed, and the building is poised to become a useful commercial building once again.

The Bragg's Pies Building was modified in the historic period to accommodate changes in use. The earliest of these occurred just a year after original construction when the eyebrow overhang was enclosed in glass to accommodate a lunch counter. Subsequently in 1952 an addition was made to allow for larger scale retail sales out of the building. Following this, additional windows and entries were added below the high glass block windows to allow for more natural light and more functional retail space. The building has lost some integrity in the areas of materials and workmanship, while other features in those categories, such as the bow truss roof, and glass block windows are still intact. The integrity of the building's design, especially the curved corner eyebrow entry is high. These character-defining features have been restored to their original appearance. The building retains the feel of an industrial space with large, open rooms, contributing positively to the bakery association (although, without the machinery). The setting on Grand Avenue has changed, however, as the street is no longer the busy commercial thoroughfare it was sixty years ago.

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section	8	Page	5	Name of Property	Bragg's Pies Building	
				County	Maricopa	
				State	Arizona	

SIGNIFICANCE

Summary

Completed in 1946, the Bragg's Pies Building is significant under Criterion C as an example of a rare surviving International style commercial building in Phoenix, Arizona. While its pedigree lacks any record of an architect's involvement, the sophistication of the design strongly suggests professional expertise. The building is notable as an example of the International style of architectural design. The salient features of International style are smooth and uniform wall surfaces of reinforced concrete, little embellishment, windows with minimal exterior reveals, and windows that turn the corner of the building. These elements are all primarily expressed in the materials and form of the building including the pointed retail corner and the wedge shape of the building.

The period of significance for the Bragg's Pies Building begins in 1946, marking the year of the building's construction, and extends to 1962, the year in which the building ceased function as a commercial bakery. The period of significance encompasses the modifications that were made to the bakery to enhance its retail and commercial functions.

Historic Context

Allan and Elaine Bragg purchased the vacant northwest corner of Grand Avenue and McKinley Street in 1945, which at the time possessed only a billboard erected in 1934. The couple had been involved in commercial pie baking in the Salt River Valley for a decade and the new site was a good fit for an expanding manufacturing business. Lower Grand, from its origination at 7th Avenue and Van Buren Street (locally known as Five Points) to the former city limits at 19th Avenue and McDowell Road (or Six Points), was at the time Phoenix's major transportation corridor to points west.

Conceived as an elegant boulevard lined by 1,000 ash trees and the villas of wealthy Phoenicians by pioneer developer W. J. Murphy in 1887, Grand Avenue instead evolved into a gateway commercial district. In 1918, 76% of the properties along Grand Avenue were residential, according to city directories. However, by 1926 when Grand Avenue was designated part of U.S. Highway 60, the composition was approximately 50% commercial and 50% residential. In 1945, the balance was 66% commercial interest. Over time, businesses bore a direct relation to transportation (service stations, auto repair, tires, etc.), rising from 13% in 1918 to 35% in 1945. In the 1930s, tourist courts catering to long distance travelers and migrant laborers began to appear, clustering around the Six Points end of Lower Grand. A streetcar route served Grand Avenue until the late-1940s and one could catch a passenger train to Wickenburg and beyond at 19th Avenue.

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section	8	Page 6	Name of Property	Bragg's Pies Building
			County	Maricopa
			State	Arizona

When the Bragg's Pies Building opened in 1946, it was a state-of-the-art facility and quite an accomplishment for Allan and Elaine as the business began with ten pies baked in mother's kitchen one day in 1935. In the business' early days at the Grand Avenue location, delivery trucks parked in the shade provided by the 1934 billboard, the long-term lease for which was honored under terms of the purchase contract. The company ran 35 daily routes at the peak of operations, traveling as far as Tucson and Yuma.

The majority of the building was dedicated to the manufacturing process. The 5,000 sq. ft. main room was supplied with natural light from the clerestory glass block windows and six floor drains allowed for efficient clean up. There were no ground level windows to distract employees and all workers entered and left through a single door so Allan could check for pilfering.



The Bragg's Pies Building circa 1947

Shortly after construction, the Bragg's moved beyond wholesale baking and delivery, incorporating walk-up retail sales in a stylish, contemporary setting. They enclosed the building's covered entry with tall panes of glass and supplemented their baking operation by running a full-service lunch counter. The counter offered

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section	8	Page	7	Name of Property	Bragg's Pies Building
				County	Maricopa
				State	Arizona

sandwiches, hamburgers and ice cream-based desserts in addition to pies and donuts. Daughters Jan and Patty operated the lunch counter during summer breaks from school.

This arrangement lasted only five years. With the construction of an additional 5,000 sq. ft. on the north end in 1952, the lunch counter was closed and a day-old bakery outlet handled retail sales in the new addition. The office area was expanded into the triangular area. Three years later in 1955, Allan Bragg abruptly sold the business to a national firm, Serv-us Bakers, based in Oklahoma City, a sale that even caught family members off guard. Over-worked and in failing health, Bragg continued to work for the new owner until the operation was again sold to locally-based Sun Valley Bakery, in 1959.

Lower Grand's greatest commercial success occurred in the 1950s with more than 120 businesses lining the 13 blocks, including a Chevrolet dealership, a Safeway grocery store, a department store and a bank. Transportation-related businesses continued to dominate Grand Avenue with several new, resort style motels making an appearance in the mid-1950s. One of the finest examples, the 2.6 acre Hotel Desert Sun, was built adjacent to and north of the Bragg's Pies Building in 1955.

The transformation of the Bragg's Pies Building represents this shift to commercialism and transportation along Grand Avenue. While the Braggs initially constructed the building with an industrial "pie factory" use in mind, they quickly realized the necessity of incorporating a retail sales component. Thus the eyebrow style covered entry was filled in with glass to create an accessible lunch counter. As the Grand Avenue area continued its commercial boom, the bakery shifted focus from small restaurant sales to larger scale day old baked goods sales and created an addition to the building as well as new window cuts within the northern facade to accommodate this use.

Sun Valley Bakery ceased operations at the site in 1962 and the building was vacant until 1966 when Goodman's Arizona Office Furniture remodeled it to suit their needs as a retail showroom. All of the built-in baking equipment was removed and oddly, for a showroom, the windows that had been cut into the Grand Avenue facade sometime in the late 1950s were boarded up and the exterior sheathed in a new stucco veneer. The transformation of the glassed-in triangular corner from retail to office space was completed by covering the entire window wall with stuccoed paneling.

Goodman's Office Furniture operated for a decade, and then was replaced by the Linch and Waxman Company, a company that remanufactured office cubicles and furniture. Their tenancy began as Lower Grand entered a period of decline. In addition to the national trend toward suburban flight, two events were major contributors to this slump: the opening of Interstate 10 in 1978 which diverted traffic away from U.S. 60/Grand Avenue, and the City of Phoenix's removal of curb-side parking lanes in 1980 which crippled retail businesses on Grand Avenue. The Bragg's Pies Building reflected a sense of disuse and gradual decay. The stuccoed veneer of the mid-1960s obscured all the unique characteristics of the International styling. The building became

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section	8	Page 8	Name of Property	Bragg's Pies Building
			County	Maricopa
			State	Arizona
			State	Arizona

windowless, painted a bland beige color and mottled with painted-over graffiti. The large neon sign on the roof ceased operation. Inside, the building was partitioned and rooms were added as need arose. Crude openings were chopped through two interior concrete walls and a load-bearing stud wall was removed.

Ownership of the building passed to real estate speculators creating the serious possibility of demolition. Another bakery to the south, across McKinley Street was outgrowing its facility and expressed a desire to construct a new building on the Bragg's site. With the descent of the adjacent Hotel Desert Sun into a weekly, low-income residential complex, developers eyed the entire block for redevelopment.

In 2004, Beatrice Moore and Tony Zahn, purchased the Bragg's Pies Building. The building is currently undergoing conversion to a mixed-use emporium while restoring it to its former appearance. Lower Grand Avenue is also undergoing a gradual renaissance, sparked by the involvement of the arts community.



The Bragg's Pies Building, 2007

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section	8	Page	9	Name of Property	Bragg's Pies Building
				County	Maricopa
				State	Arizona

International Style

The International style has European origins beginning in the 1920s with German architects Walter Gropius and Ludwig Mies van der Rohe. Viennese architect Richard Neutra introduced the style to the United States in 1928 with his design of the Lovell House in Los Angeles. The style gained prominence in the United States in the 1930s and maintained popularity in the post-war era. The style is indicated by flat roofs, smooth exterior wall finishes, and lack of ornamentation. Windows with minimal exterior reveals, curved glass and protruding canopies or eyebrows were often utilized. Large expanses of blank wall are used when windows are not required for interior function and reinforced concrete was a typical wall material.

The Bragg's Pies Building is a modest incarnation of the International Style as applied to a flat iron lot, however it does exhibit many of the key International Style characteristics. The building includes: smooth exterior concrete walls, a curved eyebrow eave over its prominent triangle corner, large storefront windows, as well as glass block windows, and aluminum trim around most of its openings.

The Bragg's Pies Building is significant as a rare surviving example of a commercial International Style building in Phoenix. The owner, Allan Bragg, sought a unique and modern building to represent the emerging commercial and retail corridor along Grand Avenue. With the decline of Grand Avenue as a retail destination, much of the historic fabric of this post war boom has been lost. The Bragg's Pie building remains as a distinct and rare example of post war commercial International style buildings.

Criteria Considerations

According to the guidance specified in the Bulletin, *How to Apply the National Register Criteria for Evaluation*, resources "whose construction began over fifty years ago, but the completion overlaps the fifty year period by a few years or less" do not need to meet the considerations of Criteria Consideration G. The Bragg's Pies Building was initially constructed in 1946, and was modified less than one year later to incorporate a stylish contemporary storefront to boost retail sales. Further modifications, completed by 1962, enhanced both the commercial and retail function of the bakery and are considered compatible to the design and function of the building.

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section	9	Page 10	Name of Property	Bragg's Pies Building
			County	Maricopa
			State	Arizona

BIBLIOGRAPHY

Blumenson, John J.-G.

1995 Identifying American Architecture: A Pictorial Guide to Styles and Terms, 1600-1945. Alta Mira Press, Walnut Creek, CA.

Marshall, Jan Bragg.

1947 Photograph of Bragg's Pie Building.

2007 Oral history.

Murphy, Merwin L. 1975 W. J. and the Valley. Merwin L. Murphy, Alhambra, CA.

Phoenix City Directories. Various dates.

Ruelas, Richard. 2007 "A slice of Phoenix history." *The Arizona Republic*, 22 October, Phoenix, AZ.

Sanborn Fire Insurance Company maps. Various dates.

Weight, Kevin.

2005 "Zoning Case No. Z-124-04-7, Stewart Motor Company / Circles Discs and Tapes." City of Phoenix Historic Preservation Office.

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section	10	Page	11	Name of Property	Bragg's Pies Building
				County	Maricopa
				State	Arizona

GEOGRAPHICAL DATA

Verbal Boundary Description: The boundary for the Bragg's Pies National Register of Historic Places listing is the same as the legal description for Maricopa County Assessor's Office Tax Parcels #111-27-007/111-24-136/111-27-138. Description follows: LOTS 87, 89 AND 91, BLOCK "A" UNIVERSITY ADDITION, ACCORDING TO BOOK 1 OF MAPS, PAGE 6, RECORDS OF MARICOPA COUNTY, ARIZONA; EXCEPT THE FOLLOWING DESCRIBED PROPERTY: THAT PORTION OF LOT 87, BLOCK "A", UNIVERSITY ADDITION, ACCORDING TO BOOK 1 OF MAPS, PAGE 7, RECORDS OF MARICOPA COUNTY, ARZIONA, DESCRIBED AS FOLLOWS; BEGINNING AT THE SOUTHEASTERLY CORNER OF SAID LOT 87, THENCE NORTH 44 DEGREES, 51 MINUTES 00 SECONDS WEST, ALONG THE NORTHEASTERLY LINE OF GRAND AVENUE, (U.S. HIGHWAY 60-70) A DISTANCE OF 11 FEET; THENCE SOUTH 22 DEGREES 44 MINUTES 22 SECONDS WEST, 8.39 FEET TO THE SOUTHERLY LINE OF SAID LOT 87, COINCIDENT WITH THE EXISTING NORTHERLY RIGHT OF WAY LINE OF WAY LINE OF WITH THE EXISTING NORTHERLY RIGHT OF WAY LINE OF SAID LOT 87, COINCIDENT WITH THE EXISTING SOUTHWESTERLY LINE OF SAID LOT 87, COINCIDENT WITH THE EXISTING NORTHERLY RIGHT OF WAY LINE OF SAID LOT 87, COINCIDENT WITH THE EXISTING NORTHERLY RIGHT OF WAY LINE OF SAID LOT 87, COINCIDENT WITH THE EXISTING SOUTHWEST OF WEST MCKINLEY STREET; THENCE SOUTH 89 DEGREES 40 MINUTES 15 SECONDS EAST ALONG SAID COINCIDENT LINE A DISTANCE OF 11 FEET TO THE POINT OF BEGINNING.

Boundary Justification: The boundary of the nominated property corresponds with the parcel historically associated with the Bragg's Pies Building.

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section _	РНОТОЅ	Page PHOTOS	Name of Property	Bragg's Pies Building	
			County	Maricopa	
			State	Arizona	

For All Photos:

- 1. Bragg's Pies Building
- 2. Maricopa County, Arizona
- 3. Photographer: Jodey Elsner
- 4. Date: 10/26/07
- 5: All images are digital, submitted on appropriate CD-R media

Information Pertaining to Specific Photos

Photo 1 View of East Façade; looking west

Photo 2 Looking northwest

Photo 3 View of South side, including eyebrow eave, looking east

Photo 4 View of East side of building, looking south

Photo 5 Interior view of glass storefront, looking southeast

Photo 6 Interior of Bakery, looking southeast