

**ADDENDUM to PHASE 1 HISTORIC RESOURCE STUDY for PARCELS at 43
SOUTH SAN FRANCISCO STREET and 14 SOUTH LEROUX STREET,
FLAGSTAFF, COCONINO COUNTY, ARIZONA —
PROPOSED MITIGATION MEASURES
March 6, 2020 by Lynn A Neal**

This addendum is intended to highlight and detail proposed mitigation measures for preserving information associated with the two properties slated for demolition at 43 South San Francisco and 14 South Leroux streets, but focused on the San Francisco St property. Initial preservation-minded interpretive ideas were conveyed in the Phase 1 report, and in late February 2020 discussed further with the property owner's representative, David Hayward, and the City's Heritage Preservation Officer Mark Reavis. These conversations more fully defined the mitigation measures. The addendum was requested by Mr. Reavis to solidify what is to be done to tell the stories of the properties and to make interpretive mitigation a requirement necessary to obtain heritage preservation approval from the City.

The primary mitigative measure will consist of an interpretive display to be positioned in one of the two new buildings, preferably in the most accessible area fully available to the public with the purpose of returning lost value of the demolished properties to the public. The display panels will include the following elements. (**Photos at the end of this document can be interspersed with the text once the display content is laid out as it will appear in the new building.*)

(1) **The story of the Nackard family**, who developed both properties, will figure prominently. The focal point will be that of the family's beverage distribution history in Arizona and its start and heart in Flagstaff.

The Nackard family settled in Flagstaff in 1912, and it was the eldest of seven children to settlers K. J. and Marie Nackard, Fred, who started the Nackard business. With the ratification of the 21st Amendment repealing the 18th Amendment, national Prohibition was ended December 5, 1933. Deciding to take advantage of this new development, Fred entered the distilled spirits distribution business. On October 2, 1934, Fred and his cousin Elias Nackard received a liquor license for their company, Northern Arizona Wholesale Liquor. This liquor license is still valid today (2020) and remains the oldest wholesale liquor license in continuous operation in Arizona!

Soon after receiving the license the company becomes Fred Nackard Wholesale Liquor Company operating out of the building built at 43 S San Francisco Street (*see photos below*). In 1936 Fred added the sale and distribution of soft drinks to the company's repertoire. When Fred was drafted into the US Army during the height of WW II in 1943, his wife Monica Heaney Nackard (*see photo below*) and sister-in-law Bessie were to take over the company's operations. Dr. Pepper Company refused, however, insisting that they would send a man to run the business in Fred's absence. Fred did not agree, and in 1943 he parted ways with Dr. Pepper and signed with Pepsi from boot camp in Fort Lewis, Washington. When Fred was honorably discharged and returned to Flagstaff in 1945, he added bottling lines for soft drinks and signed an agreement with the Schlitz Brewing Company—bringing Fred Nackard into the beer business. By 1950, Fred had signed with Gallo wine and was distributing wine as well.

By this time (circa 1948), Fred Nackard had built truck garage and warehouse spaces at 14 S Leroux Street (then 8 Cottage Avenue). These buildings were expanded in 1951 and into the 2000s.

In 1951 Patrick Nackard was born to Fred and Monica Nackard. Patrick started working for the family business at age 10, sorting bottles in the summer. At 25 years of age in 1976, he began working for Nackard Bottling Company (which it had become in the late 1950s) in management, where he has remained, today managing now Nackard Companies with his wife Julie Ralston Nackard and son Palmer (*see photos below*).

(2) Highlighting the uniquely interesting architectural features of the historic buildings at 43 S San Francisco and 14 S Leroux streets.

For 43 S San Francisco this was the concrete plaster sheathing exterior treatment that was installed to simulate random ashlar stone construction (*see photos below*). This method was only used on a handful of buildings in Flagstaff, all of them built in the 1930s to early 1940s. It can still be seen on another Nackard building constructed in 1944 across Cottage Avenue from their S San Francisco Street warehouse (*see photos below*). The same treatment was used on the Hutchinson & Sauer building built in the early 1930s and modified in 1938 at the southwest corner of Beaver Street and Phoenix Avenue (**plan to add photo*). It is an intriguing observation that this sheathing method was ever done here when various construction-compatible stone types were readily available in and around Flagstaff, as well as having access to skilled masons plus the popularity of decorative concrete block at the time. Food for thought—This patterned concrete veneer application may have been a method adopted and used by a local mason or concrete worker for a specific period of time. In addition to masons, Flagstaff also had persons skilled in cement stucco application in the 1930s and 1940s.

In ashlar masonry all the stones are cut and dressed, or worked, so they have the same shape, size, and surface texture. The stones are then laid together in cement or lime mortar of equal size joints at right angles to each other. The masonry built using ashlar stones is rectangular where cuboid blocks are laid in horizontal courses or layers. The joints between the stones are very thin, regular, and of uniform thickness. In random ashlar masonry, however, the stone block arrangement does not have any specific rule of placement. It has a general course of alignment, but the vertical joints need not be one over the other. Even though it looks very random, it has an in-built harmony. The variations in height and length have to be in proportion to the overall structure for strong bonding, and therefore, the positioning has to be mindfully crafted, requiring skilled and knowledgeable workers. It is often done as a facing, a veneer backed by rubble, uncut stone or brick walls.



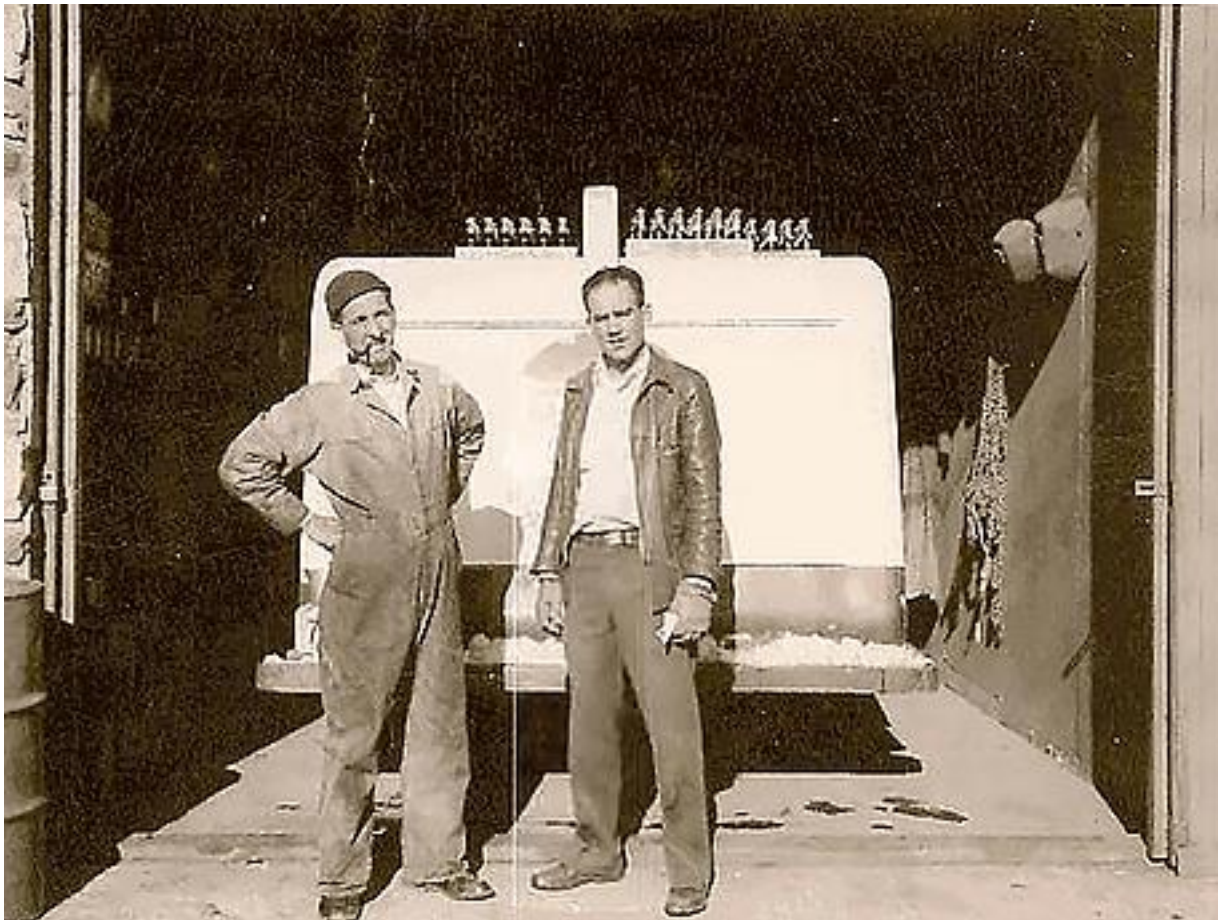
As might be assumed, using a concrete plastering technique to mimic this style of masonry construction is equally crafty but ultimately somewhat easier to install. It involves stamping a concrete stucco that has been applied to a wall surface, likely over concrete blocks and/or wood in the case of the 43 S San Francisco Street building. The stucco might be more thickly applied than a non-stamped stucco finish to allow for the depth of the stamp to properly mimic rock coursing. The stucco, likely a mix of Portland cement, was applied directly to the backing wall surface. (**This can be updated after we get a closer*

look at the actual layering and sheathing wall backing prior to full demolition.) The stucco was probably powder tinted with natural pigments to obtain more natural variability in color, again mimicking real stones, as well as painted/color-washed in imitation of marbling. The stucco would be applied in sections, and while wet, stamped with a mold or interlocking molds perhaps made of plaster or metal. (These stamp molds are today made of flexible urethane rubber and foam.) The joints may have also been touched up and further pronounced by retooling. The finished product is strong and looks like stone. The solid-painted color of the plaster sheathing on the 43 S San Francisco Street building, applied sometime after 1992, appeared less like stone than it did originally (*see comparative photos below, and *perhaps pieces of the sheathing, recovered from the demolished building, to be installed in the display*).

The most interesting characteristics of the building at 14 S Leroux Street were the remnant porthole windows, cut and set in stone and representing all that remained of the original pre-1948 malpais garage structure (*see photos below*), and the domed roof of a circa 1951 addition/remodel with its intricate curved wood planking and steel trusses that were interiorly visible (*see photo below*). The porthole windows were in the north façade of the garage, the only lighting to the one-time separate building. The domed roof could be seen from the exterior, but the detail of the ceiling was only evident on the interior. Why so much detailing was done to the roofing of this warehouse structure is a mystery.



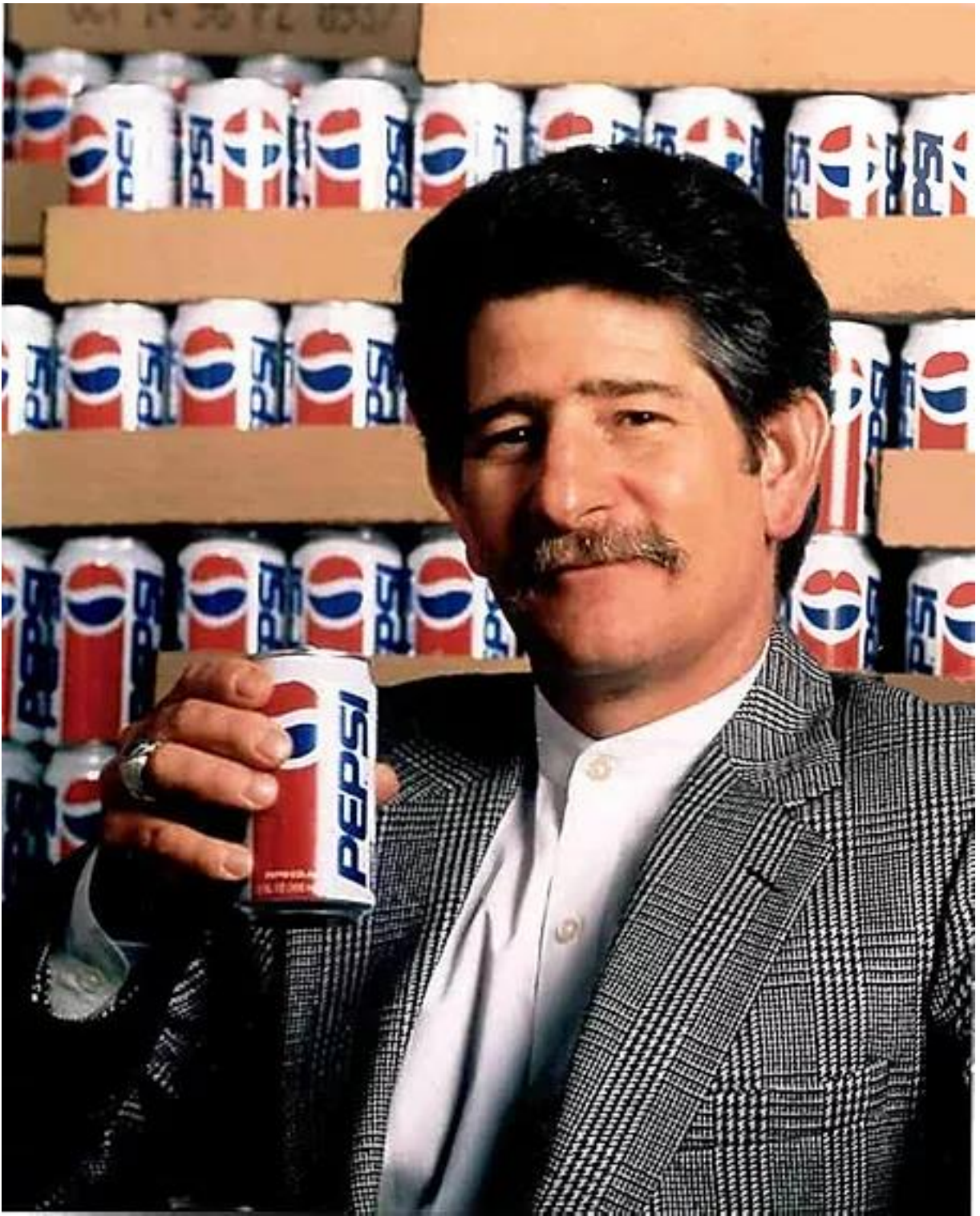
Fred Nackard Wholesale Liquor Company distribution fleet at 43 S San Francisco St property, circa 1940.



Fred Nackard (left) & brother Phillip Nackard in loading bay at 43 S San Francisco St, circa 1930s–1940s.



Fred Nackard's wife Monica in front of 43 S San Francisco St property, though not visible, ca. 1930s-40s.



Patrick Nackard, son of Fred and Monica and current President of Nackard Companies, circa 1970s.



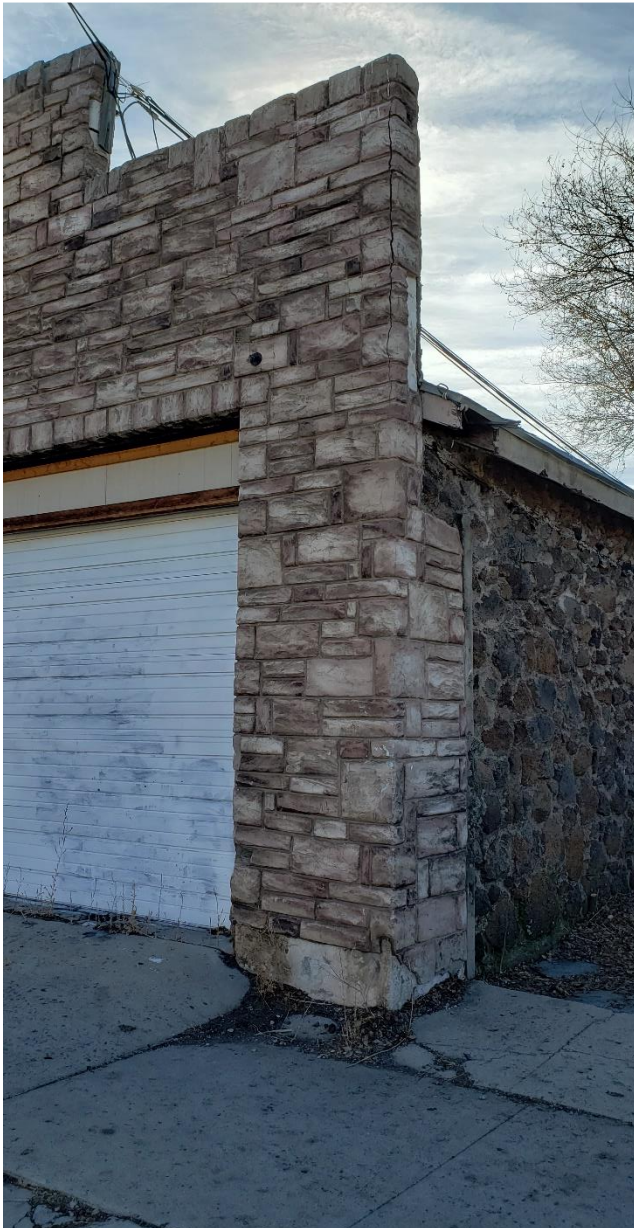
Nackard Companies ownership family: Monzie, Palmer, Julie, and Patrick Nackard (clockwise from top left), circa 2000s.



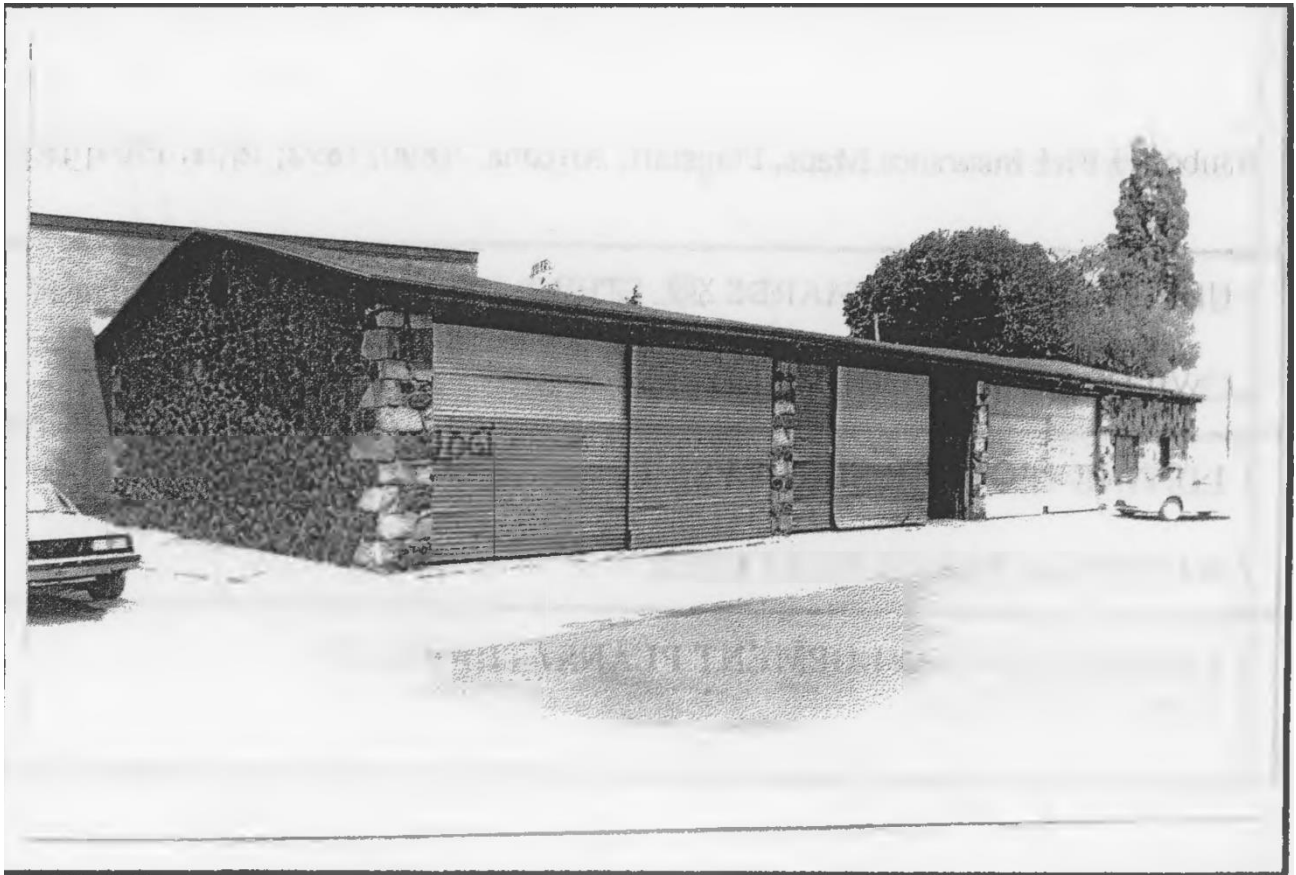
43 S San Francisco Street at junction with Cottage Avenue, view to NW in May 2019.



Example of concrete plaster sheathing on 43 S San Francisco's front/E façade (left) & at NE corner (right), December & May 2019.



Example of concrete plaster sheathing on adjacent circa 1944 Nackard storage warehouse at 9 E Cottage Avenue, May & December 2019.



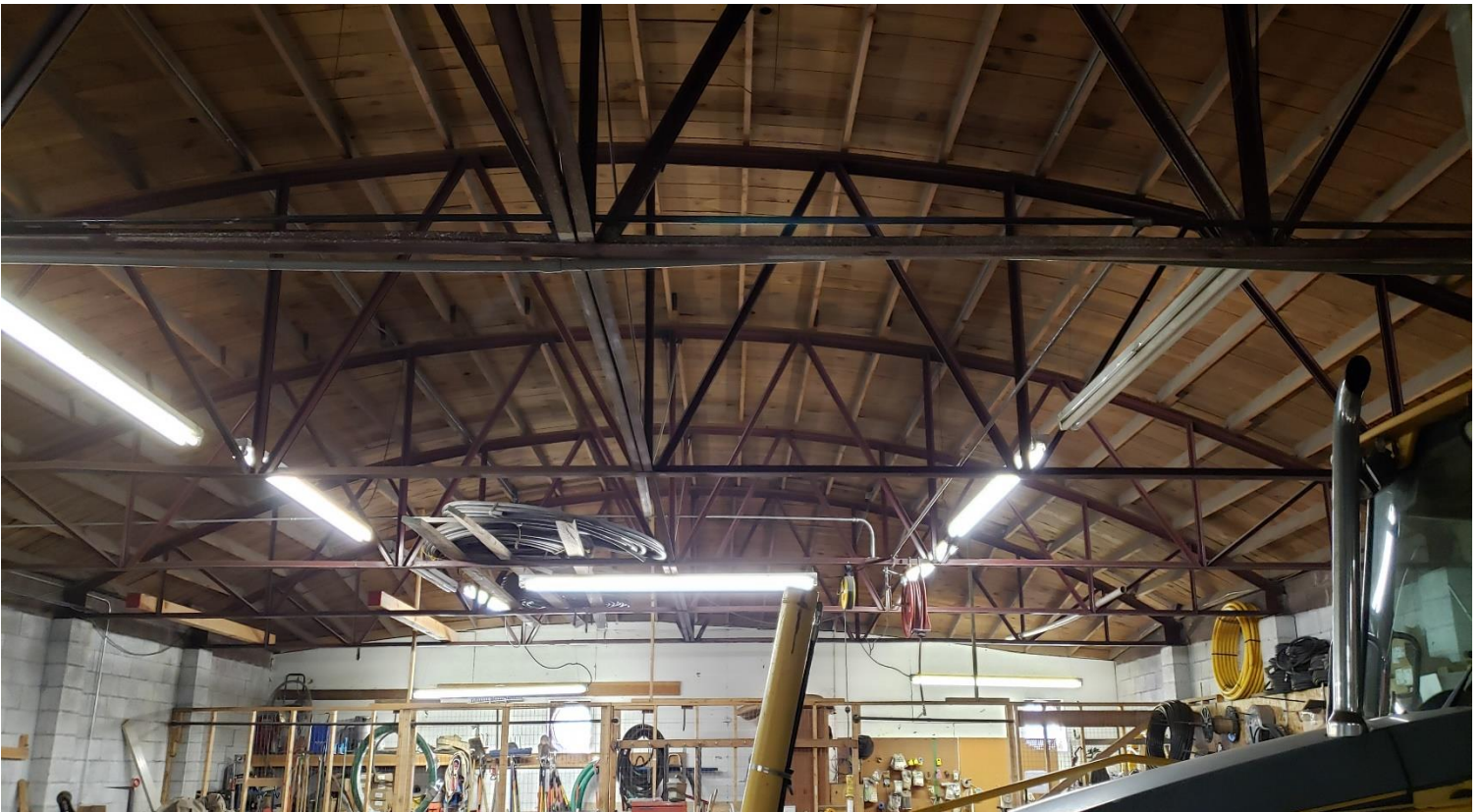
14 S Leroux St / 8 Cottage Ave when documented as part of Southside Historic Building Survey, 1992.



14 S Leroux St south façade overview from Cottage Avenue, May 2019.



14 S Leroux St interior S façade porthole window, remnant of original garage structure, December 2019.



14 S Leroux St interior middle room doomed ceiling/roof, constructed circa 1951, December 2019.