

PETITION TO FLAGSTAFF CITY COUNCIL
 Pursuant to Flagstaff City Charter Article II Section 17
 and Flagstaff City Code Title I Chapter 12



Pursuant to the Flagstaff City Charter and the City Code, any citizen (resident) of the City may present a written petition to the City Manager, signed by a minimum of 25 citizens from the City of Flagstaff, which shall be presented to the City Council.

Title of Issue: Declare Macy's Coffeehouse as a historic landmark

Action Requested: The Council locally recognizes Macy's European Coffeehouse as a historic place and recommend further action to the Heritage Preservation Commission.

Printed Name of Submitter: Brendan Trachsel

(Submitter must also sign below and complete information)

Contact Information: (858)880-5962, trachselbrendan@gmail.com
(Phone Number and/or e-mail address)

PETITION SIGNATURES

DATE SIGNED	PRINTED NAME	RESIDENCE ADDRESS	SIGNATURE
3/20/23	Brendan Trachsel	[REDACTED]	B. Trachsel
3/20/23	Lindsey Thornton		Lindsey Thornton
3/20/23	Trevor Burich		Trevor Burich
3/20/23	Amelia Sheehi		Amelia Sheehi
3/20/23	Shealyn Leedy		Shealyn Leedy
3/20/23	Maria Emilia Machelor		Maria Emilia Machelor
3/20/23	Callie Lowe		Callie Lowe
3/20/23	Morgan Ruff		Morgan Ruff
03/20/23	Rayne Hayes		Rayne Hayes
3/20/2023	Karli VanderMeersch		Karli VanderMeersch

RECEIVED BY CITY OF FLAGSTAFF		
DATE RECEIVED	BY	COUNCIL MEETING DATE
3/20/23	Stacy Salzburg	April 4, 2023

PETITION TO FLAGSTAFF CITY COUNCIL (Continued)

TITLE OF ISSUE: Declare Macy's Coffeehouse as a historic landmark PAGE 1 OF 1

DATE SIGNED	PRINTED NAME	RESIDENCE ADDRESS	SIGNATURE
3/20/23	Cooper Jensen		
3/20/23	Maley Kavanagh		
03/20/23	megan Rembiano		
03/20/23	Noah Craft		
3/20/23	Thomas Hinters		
3/20/23	Amaya Gooch		
3/20/23	Diego ...		
3/20/23	Vincent Braccare		
3/20/23	Luke Neville		
3/20/23	Madison Miller		
3/20/23	Emma Anderson		
3/20/23	Ashley Wallace		
3/20/23	Kattlyn Millard		
3/20/23	John Gartin		
3/20/23	Clare Steinberg		
3/20/23	Lorenzo Gomez		
3/20/23	Gissell Garrota		
3/20/23	Chris Castillo		
3/20/23	Iliana DaSilva		
3/20/23	Chelsea Hutton		
3/20/23	Alex Lee		
3/20/23	Pierson Beveridge		
3/20/23	Allison Parker		

Macy's deserves to be on the Historic Register

Brendan Trachsel

Just over 40 years ago, Tim Macy started a journey that would change Flagstaff forever: He opened Macy's European Coffeehouse & Bakery. Since 1980, it has been a staple of the community for Flagstaffians and tourists alike.

"It makes me feel at home and was the first place I felt connected to in Flagstaff," Alanna Massman, a 2021 NAU graduate said.

Massman's experience is not unique. In fact, it is by design. In 2010, [Macy spoke](#) in National Public Radio about how, "The whole dream was that we wanted it to be a microcosm of the way the world could be, you know, a place where everyone could come in. They were all welcome, you know?"

Macy's isn't only comfortable for the customers that regularly visit, it is [comfortable for the employees](#) as well. Macy attributes a significant portion of the shop's atmosphere to his employees, or family, as he calls them. He even writes "love you" on every paycheck.

Macy's unique and comfortable environment can also be attributed to the Baha'i faith, according to an interview Macy gave with [The Lumberjack](#).

"The Baha'i faith believes in a god or a higher being that we can't comprehend, and we believed that the spirit comes from all the different teachers, so we believe in all different religions," Macy said.

Baha'i imagery and text can be seen throughout the space, alongside Tim Macy's showcased photography and seemingly endless "Best of Flag" awards wrapped around the walls. The quote, "The Earth is one country and mankind its citizens" by Bahá'u'lláh — the founder of the Baha'i faith — can be found on the main menu on the wall.

Macy's also serves as Flagstaff Baha'i's gathering space. Every month, special late-night events are held discussing topics relevant to the faith. Everyone is always welcome.

Not only is Macy's a welcoming space with excellent coffee, it was Arizona's first coffeehouse to roast its own beans. In a time where espresso was merely a novelty, Flagstaff became a new home for caffeine and community.

Even the iconic Macy's logo was [crafted by a community member](#). A young woman that wanted to work there included a napkin drawing of a man soaking in a cup of coffee with her application. While she had limited availability and couldn't be hired, Tim Macy paid her for her sketch creating the ultimate cup imagery we know and love.

Success often comes with expansion, but despite many offers, Tim Macy believes that any more locations would negatively affect the spirit of the space. Uniqueness is Macy's strength, and its community is dedicated to preserving the space.

Such a unique and significant community space should be recognized for years to come. One way the community can distinguish Macy's is to work toward designating it a historic place on the [National Register of Historic Places](#).

According to the [National Park Service](#), "To qualify for the National Register, a property must be significant; that is, it must represent a significant part of the history, architecture, archeology, engineering or culture of an area."

Historically, Macy's status as the first in-house coffee roaster in Arizona is quite significant. Looking around Flagstaff, Arizona and the whole country in 2023, coffee shops and roasteries are all over. Even serving espresso was groundbreaking at the time.

To put things into perspective, automatic home drip coffee makers only [hit the market](#) in 1972. The early burnt coffee from percolators made way to — what many would say, the first decent cup of coffee one can make at home. Drip coffee was the groundbreaking coffee technology at the time.

Just eight years later, Macy's opened with espresso drinks — completely unheard of at the time. Starbucks didn't start serving espresso drinks until 1984. It is clear, through their coffee roasting and espresso, Macy's holds historic value.

The other category is cultural value. Macy's means a lot to many people. This has been demonstrated by them being all but guaranteed to be voted "Best Coffeehouse" in Flagstaff every year.

The Baha'i community adds to the special space within Macy's, furthering its unique cultural qualities. Other shops have come and gone, but the one that started it all continues to stand out among all others.

Outside of the Baha'i community, Macy's is a mecca for coffee lovers. Students can be found studying, and Flagsaffians socializing, from open to close.

Unlike other coffee shops in Flagstaff, the community has built up Macy's to be something greater than itself. It is a gathering space for all, comfortable to be in, and welcoming to be a part of. It is time we recognize it by giving it historical status.

The ultimate cup: Macy's European Coffee House and Bakery celebrates 40 years in Flagstaff

Gail G. Collins

Our inclination toward a good thing is to enjoy and preserve it. For four decades, that's been the case as coffee lovers consistently crowd Macy's European Coffee House and Bakery, south of the tracks in downtown Flagstaff. The town's first roaster and coffee house opened in 1980, and many who came to love it as students at Northern Arizona University are happy to see it just as they remember it all those years ago.

Owner Tim Macy, who prefers the term caretaker, feels that timelessness is part of the coffee shop's intrinsic charm.

"Everyone is welcome in a spirit of unity—treated with respect and love," he says. "Macy's is a microcosm of what the world will be one day."

With an easy smile, he then quips, "I got lucky—people loved Macy's."

It was more than luck; it was knowledge, determination and firm principles that propelled Macy's idea to open a coffee house. It was also a man named Carl Diedrich, a German who had—after fighting at the Battle of the Bulge, marrying into a family coffee, tea and cocoa business, studying the coffee industry in Naples, Italy, and purchasing a coffee plantation in Guatemala—built a retail coffee business from his garage with a hand-fabricated roaster. Macy was inspired to learn from the innovator and self-taught man but initially struggled to reach him. Finally, he convinced Diedrich to teach him the trade when he showed up at his strip mall shop in Costa Mesa, California.

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"Once a week, I would buy a pound of the best coffee I'd ever had in my life and hang around to learn the business," Macy says.

Following what became a three-year mentorship, Macy chose to open his own shop in Flagstaff because of its college setting and great potential. He bought equipment and rented the space where Middle Earth Bakery had been. His first roaster, hand-built by Diedrich's son, took center stage in the front window. In February 1980, with little more than a penny left to his name, Macy opened his doors.

Macy's

Macy's European Coffee House and Bakery is celebrating 40 years in Flagstaff. Photo by Gail G. Collins

At this point, Macy needed to educate the public about coffee. At the time, 99 percent of the best coffee was imported to Europe with a paltry amount making its way to the U.S. Macy would change that by serving 50-cent espressos and classy cappuccinos. People were captivated by the aroma of coffee roasting. It even caused a stir with the local fire department.

“For the first year, every few weeks, the fire department showed up, thinking there was a problem,” Macy recalls.

Diedrich supplied the coffeeshouse with beans for 10 years before Macy began an alliance with Erna Knutsen. The “godmother of specialty coffee,” as she was known, traveled the world, reinvesting locally and promoting growers’ schools long before the advent of the fair-trade trend. Knutsen won the Specialty Coffee Association of America’s Lifetime Achievement Award in 1991, and was again honored as a founder of the specialty coffee industry in 2014. Today, Macy works with small-source farms, paying above fair-trade prices.

For all those reasons, Macy assures, “Now in Flagstaff, we have the best coffee in the world. You can find a similar product, but nothing better.”

Macy’s has long thrived on rare relationships. Early on, a gal applied for work at the coffee shop. As incentive, the budding artist flashed a sketch of a person, soaking in a cup of coffee bliss, drawn on a

napkin. The student had limited availability so couldn't be hired, but Macy paid her for the sketch, dubbed "the ultimate cup," which became the shop's logo.

the ultimate cup.jpg

The original Macy's logo was drawn on a napkin by a young woman applying for a job there. Macy ended up purchasing the napkin from her and the drawing, titled "the ultimate cup," still decorates Macy's merchandise all these years later. Photo by Gail G. Collins

Growing pains

Macy made a number of difficult but ultimately ground-breaking business decisions over the years.

In the early days, Macy's tried selling a couple of Italian-inspired items, including gelato and handmade pasta, but coffee, pastries, sandwiches and soups forged its menu.

Feb2020Macy's06.jpg

"In the early days, Macy's tried selling a couple of Italian-inspired items, including gelato and handmade pasta, but coffee, pastries, sandwiches and soups forged its menu." Photo by Gail G Collins

And, after reading *Diet for a New America* by John Robbins, Macy became a vegetarian. Several members of his staff also refrained from eating meat, and Macy didn't feel right having them handle roasted turkey each day. Soon after, the shop began serving only vegetarian cuisine.

"It was hard and sales took a hit, but then we became kind of a cool, unique place," Macy says.

The vegetarian biscuits and gravy compete with meaty varieties for taste. Vegan Belgian-style waffles can be topped with fruit for a sweet treat. The French cinnamon roll within a croissant is doubly-good. All pastries are handcrafted daily by Siri Karshner with no preservatives, dough conditioners or stabilizers. Soup choices feature two daily specials.

"Macy's makes the best grilled cheese in town," 15-year coffee veteran Bill Gowey says during a recent visit.

Pair it with tomato basil soup for the ideal meal. Gowey rides his Victory Crossroads motorcycle across the U.S. stopping into coffee shops but maintains, "There is nothing like Macy's."

A welcoming atmosphere

Macy's Bahá'í faith has influenced his business from the start and guides his interactions with employees and guests. General Manager Brandon Cox, soft-spoken in a knitted cap with a lumberjack-worthy beard, has worked for Macy for 19 years.

"It's the spirit of the place—all walks of life can come together and jive," he says. "It's a philosophy of being kind to one another, and people feel that."

Die-hard locals, running the gamut from high schoolers whose parents studied there as youngsters to retired folks, make up Macy's customer base, coming in daily to get their caffeine fix.

"If we don't see them, we wonder if they're OK," Cox says.

Cox credits the overall atmosphere at Macy's with bringing customers back time and time again.

"We enjoy our work and have fun putting out a good product," he says. "It's the personality of the place."

That personality starts with Macy himself, who Cox champions as compassionate, inspirational and kind, teaching him about the workplace and the world.

"He encourages individuality—it's empowering," Cox says.

Feb2020Macy's08.jpg

Tim Macy opened his iconic downtown Flagstaff coffee shop Macy's in 1980. This month marks four decades of Macy's, which continues to be a favorite of locals and visitors alike. Photo by Gail G. Collins

Roasting relationships

Julia McCullough, a straight talker and old school Flagstaff admirer, has been roasting beans for Macy's for 30 years. Like many employees, she began behind the counter and stayed because Macy's became family.

"They're an instant group of caring individuals," she says.

Feb2020Macy's03.jpg

Julia McCullough has been roasting beans for Macy's for 30 years. Photo by Gail G. Collins

McCullough roasts twice a week. The product, like the staff and clientele, is consistent, and that equation has long yielded success for Macy's. The beans aren't sold commercially, only in-house.

"A cup of Macy's coffee is only available here," McCullough says.

Oct2019Macys1.jpg

All Macy's coffee is roasted in house and can only be purchased at the coffee shop. Photo by Gail G. Collins

Usually, success breeds expansion, and Macy has been offered the chance to move or franchise many times. His answer was always no. Beyond growing its square footage in absorbing the shop next door, the coffee shop has remained exclusive; Macy isn't about riches, and believes another location would split the spirit of the place.

"Keep it small; keep it unique," he says. "That's why we're still here."

Macy's European Coffee House and Bakery will celebrate its 40th anniversary on Feb. 21. All day, coffee drinks will be half-price, and cake will be served until it's gone. To commemorate the date, McCullough organized production of long-sleeve T-shirts and mugs designed by Robert Waldmire.

Waldmire, Bob to friends like Macy, led the push to preserve Route 66. He grew up along the iconic road, and later, as a gifted illustrator, captured college town landmarks and local businesses like Macy's—snapshots in time. His first drawing of Macy's in 1986 reflects the soul of its caretaker's longstanding vision, and the anniversary shirts and mugs will bear said image. Waldmire also created the label for the bags of coffee beans Macy's still sells in its storefront.

macys 40th

This Macy's rendering was sketched by artist and friend of Tim Macy, Robert "Bob" Waldmire in 1986. Apart from a sidewalk expansion and the shifting of tables, not much has changed on the Macy's exterior. Courtesy photo

So, get your Macy's gear and be a part of this landmark coffee shop's storied history. A group photo of the Macy's family—guests and employees—will be taken Saturday, Feb. 22, at 4:30 p.m. All are invited. To learn more, visit www.macyscoffee.net

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