

2011 Rudy Bruner Award

For Urban Excellence



Arizona Hardware Supply Company Warehouse
Phoenix, Arizona

December 10, 2010

2011 RUDY BRUNER AWARD PROJECT DATA



PROJECT DATA

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name _____ Location _____

Owner _____

Project Use(s) _____

Project Size _____ Total Development Cost _____

Annual Operating Budget (if appropriate) _____

Date Initiated _____ Percent Completed by December 1, 2010 _____

Project Completion Date (if appropriate) _____

Attach, if you wish, a list of relevant project dates _____

Application submitted by:

Name _____ Title _____

Organization _____

Address _____ City/State/Zip _____

Telephone (_____) _____ Fax (_____) _____

E-mail _____ Weekend Contact Number (for notification): _____

Perspective Sheets:

Organization	Name	Telephone/e-mail
--------------	------	------------------

Public Agencies _____

Architect/Designer _____

Developer _____

Professional Consultant _____

Community Group _____

Other _____

Please indicate how you learned of the *Rudy Bruner Award for Urban Excellence*. (Check all that apply).

Direct Mailing Magazine Announcement Previous Selection Committee member Other (please specify)

Professional Organization Previous RBA entrant Online Notice

Bruner/Loeb Forum

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, and to post on the Bruner Foundation web sites, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature _____ Date _____

2011
RUDY BRUNER AWARD
PROJECT
AT-A-GLANCE



PROJECT AT-A-GLANCE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name _____

Address _____

City/State/ZIP _____

1. Give a brief overview of the project.

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.)

2011 RUDY BRUNER AWARD PROJECT DESCRIPTION



PROJECT DESCRIPTION

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project?

2. Briefly describe the project's urban context. How has the project impacted the local community? Who does the project serve? How many people are served by the project?

2011 RUDY BRUNER AWARD AWARD USE



AWARD USE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided.

Please separate this page from the rest of the application. Award Use should be submitted in a sealed envelope along with the application materials. It will not be used in judging entries or be seen by members of the Selection Committee.

Please describe how *Award* monies will be used to benefit the project. (The *Award* check will be made out to the Applicant unless otherwise specified.)

** This statement should be signed by the applicant. Photocopies or facsimile copies of the statement with original signature is acceptable. Award Use statement should be submitted in a sealed envelope along with the application materials.

Name and Title

Date

2011
RUDY BRUNER AWARD
DEVELOPER
PERSPECTIVE



DEVELOPER PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by the person who took primary responsibility for project financing or is a representative of the group which did.

Name _____ Title _____

Organization _____ Telephone () _____

Address _____ City/State/ZIP _____

Fax () _____ E-mail _____

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature _____ **Date** _____

1. What role did you or your company play in the development of this project? Describe the scope of involvement.

2. What trade-offs or compromises were required during the development of the project?

3. How was the project financed? What, if any, innovative means of financing were used?

4. What do you consider to be the most and least successful aspects of the project?

2011
RUDY BRUNER AWARD
ARCHITECT
OR DESIGNER
PERSPECTIVE



ARCHITECT OR DESIGNER PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services.

Name	Title
Organization	Telephone ()
Address	City/State/ZIP
Fax ()	E-mail

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature	Date
------------------	------

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

2. Describe the most important social and programmatic functions of the design.

ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

4. Describe the ways in which the design relates to its urban context.

2011
RUDY BRUNER AWARD
PROFESSIONAL
CONSULTANT
PERSPECTIVE



PROFESSIONAL CONSULTANT PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a professional who worked as a consultant on the project providing services other than physical design or planning (e.g., legal services).

Name	Title
Organization	Telephone ()
Address	City/State/ZIP
Fax ()	E-mail

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature	Date
------------------	------

1. What role did you or your organization play in the development of this project?

2. Describe the project's impact on its community. Please be as specific as possible.

PROFESSIONAL CONSULTANT PERSPECTIVE (CONT'D)

3. How might this project be instructive to others in your profession?

4. What do you consider to be the most and least successful aspects of this project?

2011
RUDY BRUNER AWARD
PUBLIC AGENCY
PERSPECTIVE



PUBLIC AGENCY PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a staff representative of a public agency directly involved in the financing, design review, or public approvals that affected this project.

Name _____ Title _____

Organization _____ Telephone () _____

Address _____ City/State/ZIP _____

Fax () _____ E-mail _____

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature _____ **Date** _____

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

3. Describe the project's impact on your city. Please be as specific as possible.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities?

5. What do you consider to be the most and least successful aspects of this project?

Arizona Hardware Supply Company Warehouse, Phoenix Arizona
2011 Rudy Bruner Award Nomination
Supportive Materials Reference

1. 22 EJ 80s.jpg

The building stood on Jackson Street in the early 1980's. The roofline was the primary clue to the original design. Modifications had completely masked any vestige of the original façade features.

2. 22 EJ 2007.jpg

At the time the building was purchased by Dudley Ventures, it had been heavily modified once again, removing the historic roofline. The band of steel casement windows and loading door were the only clues that this building had been a warehouse and was very likely "older than it looked," an assumption that proved correct.

3. Historic DT Phx.jpg

In 1957, the railroad delivered various goods along Jackson Street, which was the distribution hub for the downtown area. 22 East Jackson, the Arizona Hardware Supply Company appears at the lower left.

4. 22 EJ Historic Aerial.jpg

Close examination of the aerial photograph revealed both the appearance and functionality of the original façade.

5. Interior Space.jpg

The interior space was completely open, characterized by the truss work of the roof, the exposed brick and concrete framing, and steel rails down the center. The steel rails represent the edge of a recessed central groove extending longitudinally through the building, which originally allowed tucks to drive in and unload merchandise.

6. Stucco Removal.jpg

Before any work was initiated on the façade, the stucco was carefully removed and a test patch created. Removal of the stucco was largely by hand. Brick was cleaned with a low pressure "soda blast" and then repointed with matching mortar.

7. Removal of Roof.jpg

Original corrugated metal panels were removed and salvaged for reinstallation on interior ceiling, in order to replicate warehouse characteristics and authentic appearance.

8. Roof Trusses.jpg

Interior space during construction. New center portion of roof trusses are in place, clearly differentiated as new components, yet structurally integrated with original framing to create a hybrid structural truss that supports roof.

9. Completed Interior.jpg

Interior space upon completion. Brick walls and concrete framing are exposed as a key aspect of the interior décor, new doors and windows are in place on ground level. Original restored steel casement sash in upper portion of space were left in place and restored.

10. Interior Mezzanine.jpg

New interior space, finished with contemporary design and surfaces, including the upper story mezzanine that allows utilization of the upper volume of the original space for office purposes.

11. Original Trusses

The original features were retained in the front portion of the warehouse, yielding an authentic representation of the three original trusses that were retained, as well as the corrugated ceiling and full volume of the original space.

12. Modification of Roof Trusses & Interior Mezzanine

The modification of the roof trusses allowed the mezzanine level to be a “full-height” space for office uses, including offices and conference space.

13. Exterior Complete Restoration.jpg

Exterior view of building at completion of full restoration. The stucco was removed to expose the original brick and concrete framing, the Flemish gable parapet was replicated, original signage repainted, original steel awning windows retained, and new windows/doors installed on façade.

14. AZ Hardware Supply Company.jpg

Arizona Hardware Supply Company Warehouse – 2010.

15. Breakroom Mural.jpg

Mural in employee breakroom at 22 East Jackson. Local Phoenix artist, Joseph Perez.

Arizona Hardware Supply Company Warehouse, Phoenix Arizona
2011 Rudy Bruner Awards
Project Photographs

Photo 1



The building stood on Jackson Street in the early 1980's. The roofline was the primary clue to the original design. Modifications had completely masked any vestige of the original façade features.

Photo 2



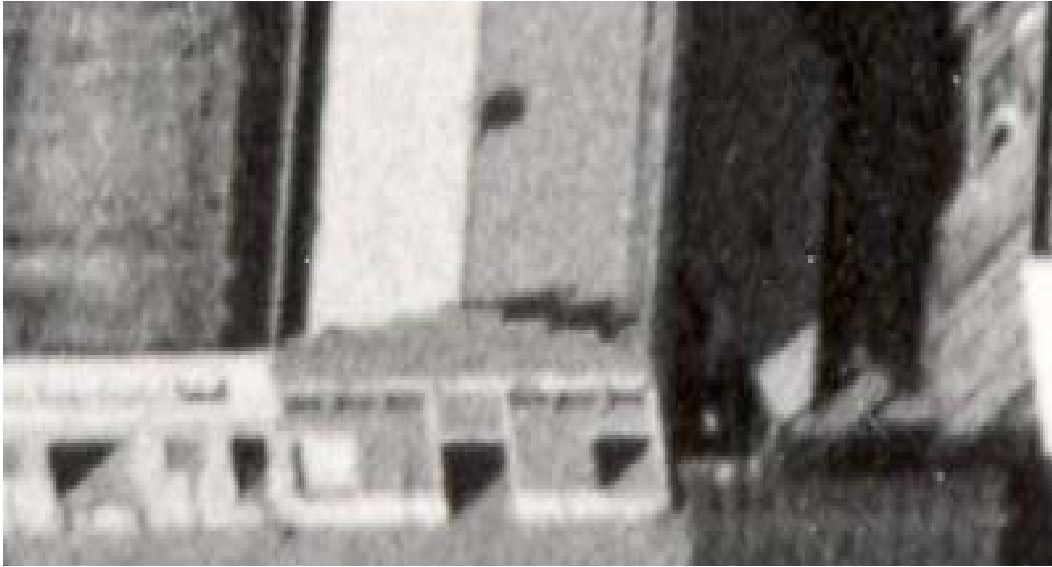
At the time the building was purchased by Dudley Ventures, it had been heavily modified once again, removing the historic roofline. The band of steel casement windows and loading door were the only remaining clues that this building had been a warehouse and was very likely "older than it looked," an assumption that proved correct.

Photo 3



In 1957, the railroad delivered various goods along Jackson Street, which was the distribution hub for the downtown area. 22 East Jackson, the Arizona Hardware Supply Company appears at the lower left.

Photo 4



Close examination of the aerial photograph revealed both the appearance and functionality of the original façade.

Photo 5



The interior space was completely open, characterized by the truss work of the roof, the exposed brick and concrete framing, and steel rails down the center. The steel rails represent the edge of a recessed central groove extending longitudinally through the building, which originally allowed trucks to drive in and unload merchandise.

Photo 6



Before any work was initiated on the façade, the stucco was carefully removed and a test patch created. Removal of the stucco was largely by hand. Brick was cleaned with a low pressure “soda blast” and then repainted with matching mortar.

Photo 7



Original corrugated metal panels were removed and salvaged for reinstallation on interior ceiling, in order to replicate warehouse characteristics and authentic appearance.

Photo 8



Interior space during construction. New center portion of roof trusses are in place, clearly differentiated as new components, yet structurally integrated with original framing to create a hybrid structural truss that supports roof.

Photo 9



Interior space upon completion. Brick walls and concrete framing are exposed as a key aspect of the interior décor, new doors and windows are in place on ground level. Original restored steel casement sash in upper portion of space were left in place and restored.

Photo 10



New interior space, finished with contemporary design and surfaces, including the upper story mezzanine that allows utilization of the upper volume of the original space for office purposes.

Photo 11



The original features were retained in the front portion of the warehouse, yielding an authentic representation of the three original trusses that were retained, as well as the corrugated ceiling and full volume of the original space.

Photo 12



The modification of the roof trusses allowed the mezzanine level to be a “full-height” space for office uses, including offices and conference space.

Photo 13



Exterior view at completion of full restoration. The stucco was removed to expose the original brick and concrete framing, the Flemish gable parapet was replicated, original signage repainted, original steel awning windows retained, and new windows/doors installed on façade.

Photo 14



Arizona Hardware Supply Company Warehouse, 22 East Jackson Street

Arizona Hardware Supply Company Warehouse, Phoenix Arizona

Photo 15



Mural in employee breakroom at 22 East Jackson. Local Phoenix artist, Joseph Perez, designed and drew the mural taking into account Dudley Ventures' mission of continuous growth and involvement with bettering low-income areas through development & rehabilitation.



City of Phoenix

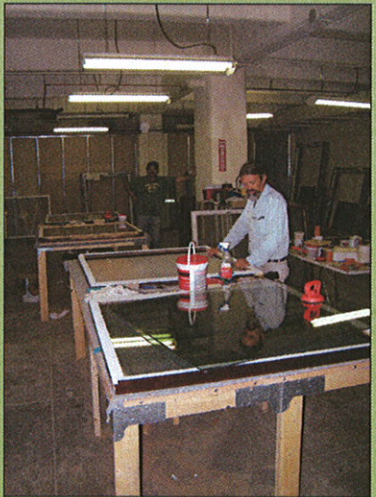
Luhrs Building (1924) Anchor Manufacturing Co. (1928) Arizona Hardware Supply (1930) Historic Building Tour - October 15, 2009



The Luhrs Building c. 1930.



George Luhrs and his son George, Jr. c. 1900.



Workers install dual pane glass in original window frames.



The Luhrs Building c. 1924.

Rehabilitation of the Building

The ongoing project to rehabilitate the Luhrs Building includes cleaning and repointing of the brick exterior and reopening of the prism glass transom windows above the storefronts. The concrete and terra cotta sills will be restored as will all original wood windows on the east and north sides. Energy-efficient dual pane glass was sympathetically fitted into the existing wood window frames on the north and east sides. Non-historic replacement windows were removed and replaced with custom-built, energy-efficient windows replicating the original design, including the large arched windows on the top floor. The decorative metal awnings that

Luhrs Building (1928), 11 W. Jefferson St.

The Luhrs Building was built in 1924 by George H.N. Luhrs. It was designed by the regionally prominent architecture firm of Trost & Trost, with offices in El Paso, Albuquerque and Phoenix. The 10-story, L-shaped building featured windows in every office, allowing for natural light and fresh air. The top floor was home to the Arizona Club, a social organization of pioneering Valley families. The dining room of the club could easily be converted for dancing.

once hung above the north and east entrances will be recreated and installed. The building's rehabilitation is partially funded by a Demonstration Project grant provided by the Phoenix Historic Preservation Office.



Modern concrete panels in the process of being removed to expose original transom storefront windows.

Anchor Manufacturing Company (1928), 525-551 S. Central Ave.



Anchor Manufacturing Company building in 1990.

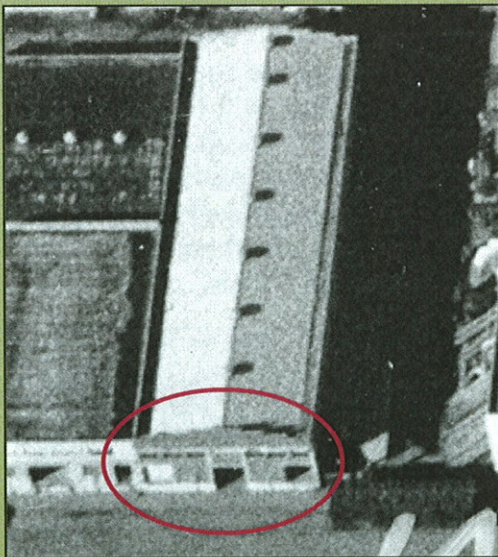


Steve and Andi Rosenstein of R&R Surplus are the current owners of the Anchor Manufacturing Co. building, nicknamed "the duce."



The interior of the Anchor Manufacturing Co. building shows one of the two bays that once housed the iron works and auto body repair shop. An entrance can be seen at center background. The skylight and open doors would have provided the main sources of light when the building was in use.

Arizona Hardware Supply (1930), 22 E. Jackson St.



The Arizona Hardware Supply building in a 1957 aerial photograph prior to façade alterations. This is the only known historic photo of the warehouse. Note the original stepped roof parapet and exposed brick walls on the building's façade.



Arizona Hardware Supply prior to rehabilitation, May 2008. Note the non-original, gable-ended roof parapet and stucco sheathing.



The brick parapet was reconstructed in 2009.

The Arizona Hardware Supply building at 22 E. Jackson Street was constructed in 1928. It was used as an annex warehouse for the company headquarters at 15-39 E. Jackson Street. The company was owned by the DeMund family and dealt in building supplies as well as guns and ammunition. In later years, the company expanded into refrigerators, radios and fans.

The bricks used to fill the concrete curtain walls were salvaged from other buildings. The corrugated metal roof is supported by wood trusses.

The building's rehabilitation, partially funded by a Warehouse and Threatened Building Grant provided by the City of Phoenix Historic Preservation Office, is near completion.

- [Education](#)
- [Hotels](#)
- [Light Rail](#)
- [Nonprofits](#)
- [Service businesses](#)
- [Real Estate](#)
 - [Commercial](#)
 - [Residential](#)
- [State of Downtown](#)
- [About](#)
- [Contact](#)

Mayor's Breakfast: A Celebration of Phoenix's Historic Warehouse District

Posted by [Yuri Artibise](#) on 10/16/09

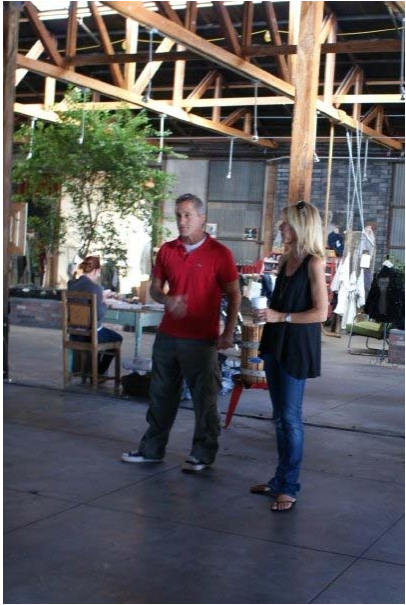
Think that Downtown Phoenix's revitalization is all about art galleries and restaurants? Think again. On the morning of October 15, 2009, about 80 people gathered for the Downtown Phoenix Historic Building & Warehouse Tour hosted by [Mayor Gordon](#) as part of his monthly breakfast meetings. Participants saw firsthand that law firms, development companies and retailers are also active participants in the preservation and revitalization of Downtown's historic warehouse district.

The crowd, ranging from city officials to business people, real estate agents, community activists and interested citizens, received a guided tour of three outstanding examples of adaptive use and revitalization. During the tour, we learned about the about the process involved in renovating of these important historical buildings. We also saw firsthand why this Downtown area continues to gain popularity among business owners and residents.



The group met in the top floor of the [Luhrs Building](#) at 11 W. Jefferson St. for breakfast and introductions. Dan Klocke from the [Downtown Phoenix Partnership](#) and Barbara Stocklin from the [Phoenix Historic Preservation Office](#) provided a brief overview of the day's events as well as some history of the Luhrs Building. Local businessman George H.N. Luhrs constructed the building in 1924 to celebrate the emerging city of Phoenix. The building's top floor

was the original home of the Arizona Club, a social organization of pioneering Valley families. Today, after extensive renovations and repairs by **Hanji Urban**, it is home to the law offices of **Hagens Berman, LLP**. Renovations to the rest of the building continue, including cleaning of the building's brick face and reopening of the transom windows above the street-level storefronts. The building's rehabilitation is being partially funded by a Demonstration Project Grant from the Phoenix Historic Preservation Office.



The group then boarded **Ollie the Trolley** (and his partners Dolly and Molly) who transported us to the **Anchor Manufacturing Building** at 525 S. Central Ave. Built in 1928, the Anchor Building was originally an iron works factory, notable for producing original iron work installed at the Orpheum Theater. A classic example of adaptive reuse, the building has seen many uses throughout its 81 years life, including an auto body shop, a city bus garage, a beer distributorship and a produce market.

It is now owned by Steve and Andi Rosenstien, and is now home to **R&R Surplus**, a vintage clothing company. The couple has big plans for the building that is affectionately called "the Duce;" a sobriquet given by the police when the warehouse was home to some more disreputable activities after business hours. Starting in February, in addition to picking up some vintage clothing, you'll be able to grab a drink from a bar taken from the Black Orchid Club in Chicago (the Rosensteins' previous home), buy some organic vegetables, sample some 'vintage' Milwaukee beers, get a great hot dog, buy a vintage bicycle, or just watch the crowd go by from atop a set of bleachers rescued from the original St. Mary's High School gymnasium (on the present site of the Arizona Center). Stay tuned to DPJ for more details on the grand opening in the new year.

The next stop on the tour was the Arizona Hardware Supply Building at 22 E. Jackson St. Constructed in 1928 as a warehouse for building supplies, it has since stored ammunition, refrigeration equipment, radios and fans. The building was purchased a few years ago by **Dudley Ventures**, a developer specializing in community revitalization projects. Leading by example, the company — with the help of a Warehouse and Threatened Building Grant through the City of Phoenix Historic Preservation Office — has carefully restored this once-neglected stucco building and carefully restored and adapted it into an industrial modern office space that houses its new office.





Mayor Gordon at the Arizona Hardware Supply Building. Photograph by Stephen G. Barr

The tour, hosted by Dudley Ventures founder Jim Howard, highlighted the extensive work that was done to restore the building and convert it to a functioning office space. In addition, we were shown a special feature in the firm's break room: a large mural created by painter Joseph Perez, an artist from **Neighborhood Ministries**. The mural represents rebirth and revitalization that fits well with Dudley Ventures' community revitalization mission.

Mayor Gordon joined the group at the Arizona Hardware building. During his remarks, the mayor emphasized the importance of preserving our authenticity and diversity through the reuse of historic buildings next to new developments like CityScape. He also reiterated how the projects highlighted during the tour are contributing to Phoenix's urban revitalization.

All in all, the Downtown Phoenix Historic Building & Warehouse Tour was a great experience that highlighted a few of the many hidden assets of Downtown Phoenix. Not only do projects such as these give Phoenixians authentic places to work, live and play in the heart of Downtown, but they also support Phoenix's rich architectural history and heritage — necessary ingredients in any great city.





The Luhrs Building. Photograph by Stepehn G. Barr



The Anchor Manufaturing Building. Photograph by Stephen G. Barr





Arizona Hardware Supply Building.

Photograph by Yuri Artibise



Mural by Joseph Perez. Photograph
by Yuri Artibise

Related Posts

- [State of Downtown](#)
- [Mayor Gordon's Blog | Tourism and You](#)
- [Mayor Gordon's Blog | Weatherization for Low-Income Families](#)

Categorized as [Commercial](#), [Copper Square](#), [Meetings](#), [News](#), [News & Events](#),
[SoDo/Warehouse](#) • Tagged as [Anchor Manufacturing Building](#), [Andi Rosenstein](#), [Arizona Club](#),
[Arizona Hardware Supply Building](#), [Barbara Stocklin](#), [Black Orchid Supper Club](#), [Chicago](#), [Dan](#)
[Klocke](#), [Demonstration Project Grant](#), [Downtown Phoenix](#), [Downtown Phoenix Historic](#)
[Building & Warehouse Tour](#), [Downtown Phoenix Partnership](#), [Dudley Ventures](#), [Hagens](#)