



## City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT  
HISTORIC PRESERVATION OFFICE

**Staff Report: Z-144-25-7**

**January 13, 2026**

**\*REVISED**

**[Historic Preservation Commission](#)**      January 12, 2026  
**Hearing Date:**

**[Central City Village Planning](#)**      January 12, 2026  
**[Committee Meeting Date:](#)**

**[Planning Commission](#) Hearing Date:**      February 5, 2026

**Request From:**      [DTC-Warehouse](#) (Downtown Code-Warehouse Character Area) (0.36 acres)

**Request To:**      [DTC-Warehouse HP](#) (Downtown Code-Warehouse Character Area, Historic Preservation) (0.36 acres)

**Proposal:**      Historic Preservation Overlay for Price & Price Building / Arizona Mercantile Company Warehouse

**Location:**      Northeast corner of Central Avenue and Jackson Street

**Owner:**      Brad Jannenga, 10 East Jackson, LLC

**Applicant:**      Michael Buschbacher, Earl & Curley, P.C.

**Representative:**      Taylor Earl, Earl & Curley, P.C.

**\*Staff Recommendation:**      Approval, subject to stipulations

### **Background**

The subject property was first recognized as eligible for historic designation in July 2006, when Historic Preservation (HP) staff compiled a map of eligible properties in Downtown Phoenix. The property was formally added to the City's geodatabase of historic resources in April 2013. It was also recognized as eligible in the Cultural Resource Inventory and Evaluation completed for the South Central Light Rail Extension in April 2016.

In April 2025, the property owner's architect, Artie A. Vigil III of AV3 design studio, contacted HP staff to inquire about HP zoning for part of the property. Mr. Vigil confirmed that the owner was interested in placing an HP overlay over the southern portion of the property but wanted to demolish the northern portion, given its poor condition, and replace it with a new building. HP staff was in support of this approach, as it would preserve the majority of the site.

The owner's representative, Earl & Curley, P.C., subsequently filed this rezoning application for the southern portion of the site, with a post-application meeting taking place on November 24, 2025. A demolition application was submitted for the northern portion on December 12, 2025, which began a 60-day hold before the permit can be issued, due to the building's historic eligibility. The hold is scheduled to end on February 10, 2026.

## History

Located on Lots 10 and 12 of Block 36 of the Original Townsite of the City of Phoenix, the buildings at the subject property were constructed in five phases. The oldest portion is at the southwest corner of the site and originally measured approximately 25' x 50' (shown in Figure 1 in red). Its origins date to 1909, when it was constructed as the Depot Restaurant. An advertisement in the *Arizona Republican* dated September 4, 1909, states that the new restaurant, with living rooms attached, was "now nearly completed" and was available for rent to "experienced restaurant people." The ad notes that "a paying business has been established at this location for the last five years." The owner at the time was Clay F. Leonard, who served as Maricopa County Recorder from 1905 to 1912. Both the restaurant and the adjacent rooms are shown on the 1911 Sanborn Fire Insurance Map (see Figure 2).

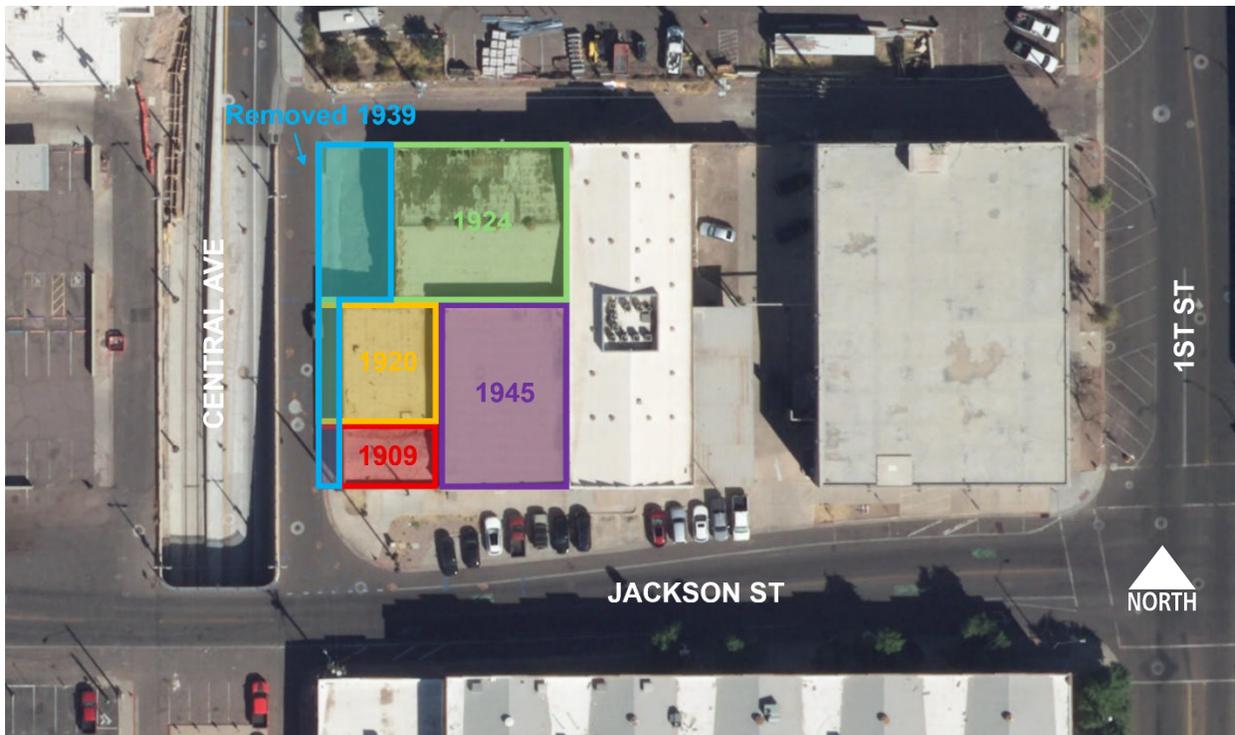


Figure 1. 2025 aerial photo showing five phases of building construction. Source: City of Phoenix.

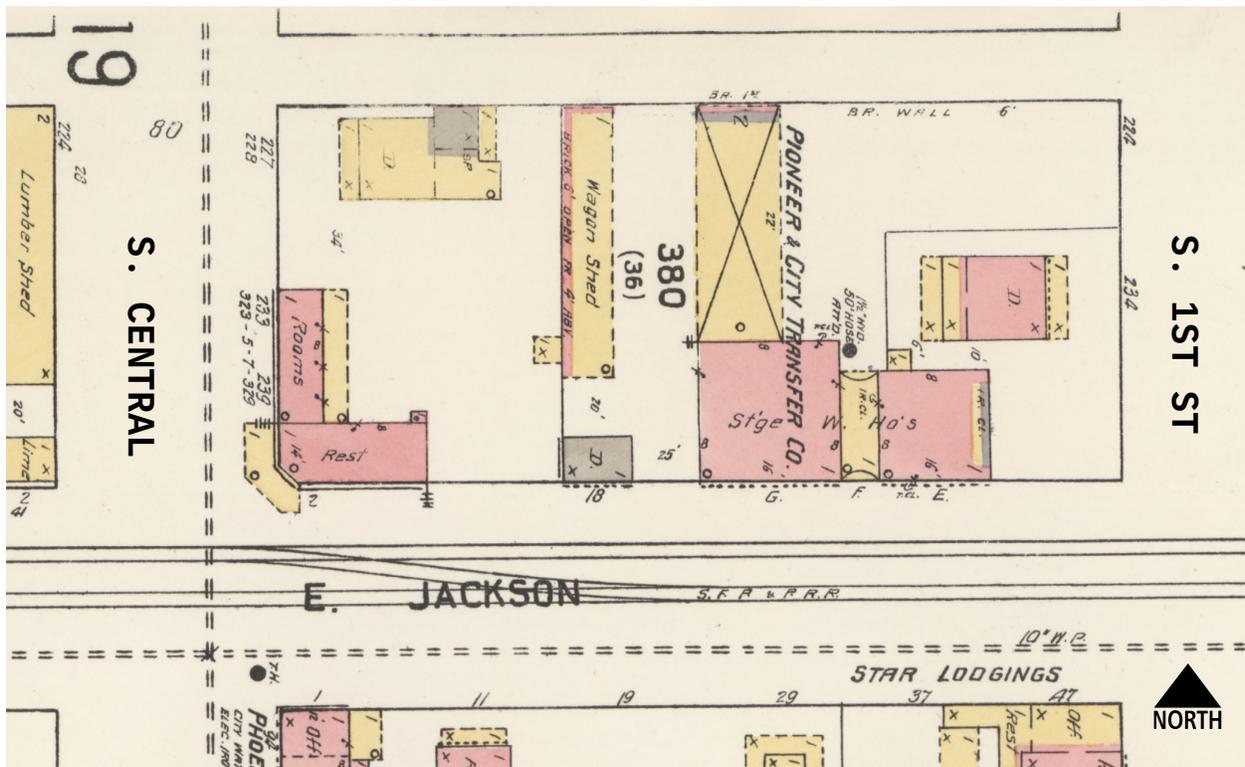


Figure 2. 1911 Sanborn Fire Insurance Map showing restaurant building at northeast corner of Central Avenue and Jackson Street, with adjacent rooms. Source: Library of Congress.

The second phase of the property dates to 1920 when a new store building measuring approximately 50' x 50' was constructed immediately north of the restaurant, taking the place of the "Rooms" building previously in that location (shown in Figure 1 in gold). According to an article in the *Arizona Republican* dated June 29, 1920, a permit was granted to the Price & Price Investment Company to construct a store building at 239 South Central Avenue at a cost of \$4,000. Price & Price, which was managed by brothers J.R. and George F. Price, had acquired the property from Clay F. and Serena G. Leonard the previous month.

Phase 3 of the property consisted of an approximately 65' x 70' building at the north end of Lots 10 and 12 (shown in Figure 1 in green). An *Arizona Republican* article dated October 12, 1924, states that a permit was granted to Price & Price for construction of a new concrete garage at 235 South Central Avenue at a cost of \$3,000. The building is present on a 1930 oblique aerial photo (see Figure 3) with a flat-roofed portion at the front, which is now gone. The building also appears in photos taken in early 1939, along with the 1909 and 1920 buildings (see Figures 4 and 5).

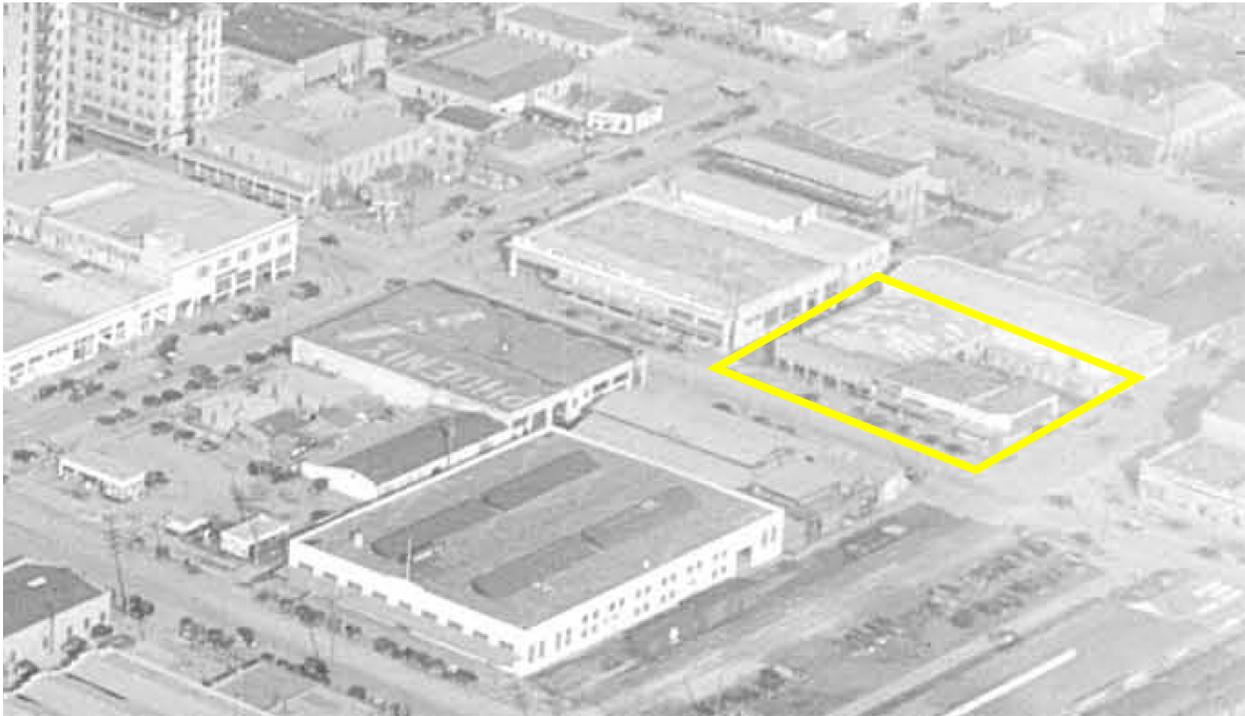


Figure 3. 1930 oblique aerial photo, looking northeast. The subject property is highlighted in yellow, with the 1924 building on the left and the 1920 and 1909 buildings on the right. Source: Flood Control District of Maricopa County.



Figure 4. Photo taken February 15, 1939, from roof of Luhrs Building, looking south along Central Avenue, with subject property at left center. Source: Phoenix Public Library.



Figure 5. Photo of subject property taken in early 1939. The 1924 building is on the left, and the northernmost storefront of the 1920 building is visible on the right. Source: Phoenix Public Library.

While the 1909 building continued to be used as a restaurant, early tenants of the 1920 building included a barber, billiards operator, and the Phoenix Rescue Mission. Tenants of the 1924 building included the Phoenix Ignition Company, Superior Auto Service, and Refrigeration Supplies Distributor (RSD). Some tenants occupied space in both buildings or moved from one building to the other. For example, starting in 1928, the Harley-Davidson motorcycle company leased space at 235 South Central (see Figure 7), but advertisements later that year show the company at 239 South Central. Likewise, RSD initially occupied the storefront at 239 South Central but by 1940 had moved to 231 South Central.

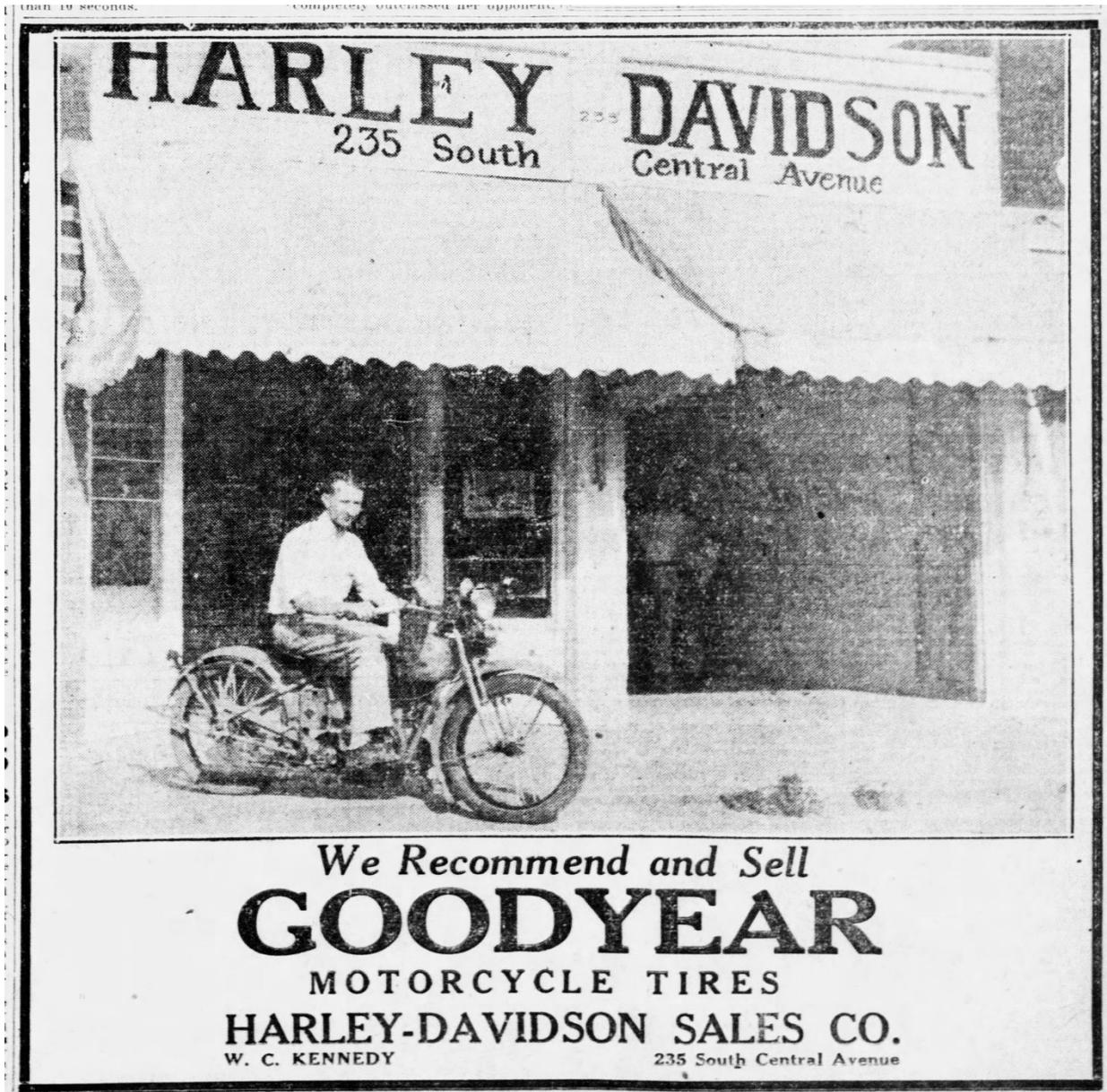


Figure 6. Advertisement for Harley-Davidson Sales Company showing front of 1924 building, *Arizona Republican*, July 29, 1928.

Phase 4 came about as a result of the Central Avenue Underpass, which was constructed between 1939 and 1940. Construction of the underpass required widening the street to create frontage roads on each side. A Superior Court judgment dated March 6, 1939, allowed the City of Phoenix to condemn 10 feet of Lot 12 of Block 36, along with other properties affected by underpass construction. The owners of Lot 12—J.R. Price, Mabel Price, George F. Price, Effie May Price, and Elizabeth Steele—were awarded \$17,500 in compensation.

On November 6, 1939, the City granted a permit to Price & Price to cut 10' from the front of the 1909 and 1920 buildings and rebuild, at a cost of \$1,000 (see Figure 7). Photos of the underpass construction dated March 26, 1940, show the modified 1909/1920 building with its new front façade, still unpainted (see Figures 8 and 9). The renovated building had four storefronts, whose tenants included Lance Electrical Refrigeration Service, Jensen Washing Machine Service, and a restaurant operated by J.T. Cox (in the same corner location as the original Depot Restaurant). Although there is no permit on record, the flat-roofed portion at the front of the 1924 building also appears to have been impacted by the underpass construction, as the 1940 photos show it removed. (Figure 1 shows the area removed in blue.)

APPLICATION FOR PERMIT TO BUILD, PHOENIX, ARIZONA				Permit No.
Street No. <u>239-249 Center</u>			Fire Limits <u>GM.</u>	<u>3002</u>
Lot <u>10</u>				Date of Permit <u>11/6/39</u>
Block <u>36</u>		Addition <u>PHX.</u>		Entire Cost of Proposed Work <u>1000</u> <sup>00</sup>
Owner <u>PRICE + PRICE</u>			Address	
Builder <u>Gamm</u>			Address	
Description of Building <u>Cut ten feet from front and rebuild</u>				
Details if No Plan is Filed <u>no added value.</u>				
Foundation	Floor Joist	Ceiling Joist	Plaster	
Roof Rafters	Studs	Toilet	Sink	
<p>If permission to occupy street or alley during construction is granted, the occupant hereby agrees to promptly carry out all laws governing same, and to hold the City harmless from any costs, damages or claims of damages.</p> <p>The issuance of this permit shall be considered as an adoption by the Building Inspector of the manifested technical construction contained in the plans and specifications, if thereafter it can be shown that any portion of the work is in conformity with any portion of the ordinances. It is agreed that this work will be done in conformity with the laws of the City of Phoenix and the State of Arizona.</p>				<p>Part Checked by</p> <p>Permit Approved by</p>
<p><u>Price &amp; Price</u>            (Owner, Architect, Contractor)</p>				<u>H.</u>

Figure 7. City of Phoenix construction permit, issued November 6, 1939.



Figure 8. Photo of Central Avenue Underpass nearing completion, looking south, with renovated subject property visible at left, March 26, 1940. From McCulloch Brothers Inc. Photographs, Arizona State University Libraries.



Figure 9. Photo of Central Avenue Underpass nearing completion, looking south, with renovated subject property visible at left, March 26, 1940. From McCulloch Brothers Inc. Photographs, Arizona State University Libraries.

The fifth and final phase of building construction took place in 1945. The previous year, the Price family sold Lots 10 and 12 to Howard Bendalin and his wife, Bessie Bendalin. In October 1945, the architectural firm of Lescher & Mahoney prepared plans for a new warehouse building for Howard Bendalin's firm, the Arizona Mercantile Company. On December 5, 1945, the City of Phoenix granted a permit to the Arizona Mercantile Company's representative, the Womack Construction Company, to build a new reinforced concrete warehouse at 10-16 East Jackson Street, at a cost of \$35,000 (see Figure 10). The new warehouse would measure approximately 50' x 75' and would fill in the space on Lot 10 fronting Jackson Street (shown in Figure 1 in violet).

APPLICATION FOR PERMIT TO BUILD, PHOENIX, ARIZONA				Permit No.
Street No.	10-16 E Jackson		Fire Limits	671
Lot	10		Date of Permit	9659
Block	36	Addition	Phoenix	DEC 5 1945
Owner	Ariz Mercantile Co		Entire Cost of Proposed Work	35,000.00
Builder	Womack Const Co		Amount of P.C.	3900
Description of Building	Reinforced Concrete		Date Plans Received	
Details If No. Plan Is Filed	Warehouse		Plans Checked by	
Foundation	Floor Joist	Ceiling Joist	Plaster	
Roof Rafters	Stud	Toilet	Sink	
<p>If permission to occupy street or alley during construction is granted, the occupant thereby agrees to promptly carry out all laws governing same, and to hold the City harmless from any cost damages or claims.</p> <p>The issuance of this permit shall be considered as an adoption by the Building Inspector of the unaltered technical construction contained in the plans and specifications, if thereafter it can be shown that any portion of the work is in conflict with any portion of the ordinances. It is agreed that this work will be done in conformity with the laws of the City of Phoenix and the State of Arizona.</p>				Permit Approved by
<p>Womack Construction Co            (Owner, Architect, Contractor)</p>				Hiby P

Figure 10. City of Phoenix construction permit, issued December 5, 1945.

A December 9, 1945, *Arizona Republic* article titled "Grocery Firm Adds Building" reports that Womack had already started construction of the new warehouse addition, which would be one story with a full basement. The article further states, "The floor, at truck height, will be of reinforced concrete and the roof will be composition, carried on wood trusses. When completed, the entire warehouse will be 90 by 137½ feet." A photo of the building under construction appears in the March 1946 edition of *Arizona Builder & Contractor*. The completed warehouse also appears on the 1946 Sanborn Fire Insurance Map and a 1949 aerial photo (see Figure 11).



Figure 11. 1949 aerial photo showing subject property.

Howard & Bessie Bendalin continued to own the property through the 1950s and 1960s. The couple formed Bendalin Realty and specialized in buying and selling farms and ranches. City directories from the 1960s show that Bendalin Realty operated out of the storefront at 245 South Central, with Jensen's Washing Machine Service still present at 231 South Central. Rust Sales Company, a Denver firm dealing in wholesale bakery equipment, leased 247 South Central and 10 East Jackson starting in 1958 to serve as a branch distribution center for its equipment.

In 1972, Howard & Bessie Bendalin sold Lots 10 and 12 of Block 36 to their son, Sherman R. Bendalin, an attorney. Sherman sold the property in 2006 to 10 E Jackson St, LLC, which then sold the property in 2010 to FM 10 Jackson Street, LLC, a limited liability company affiliated with the Fort McDowell Yavapai Nation. In 2016, the property was sold to current owner 10 E Jackson, LLC, a limited liability company managed by Brad Jannenga.

Preliminary plans submitted by the owner's representative show the 1909/1920 building will be rehabilitated for retail use and the 1945 building will be converted to an office. The 1924 building will be replaced with a new one-story corrugated metal structure that will be used as a garage, with a mezzanine office space. The buildings will become the corporate headquarters for Bonafide Beef, an Arizona-based Wagyu beef ranching

business. The site will include corporate offices, a test kitchen, a retail store, several shops that will be rented to other retailers, and a private garage. A conceptual site plan and elevations are attached to the staff report, along with the rezoning request narrative.

### **Eligibility Criteria**

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

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

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

### **Significance**

The Price & Price Building and the Arizona Mercantile Company Warehouse are significant as rare remaining examples of a retail/restaurant building and an industrial warehouse from the 1900-1945 time period. While not high-style architecture or associated with significant individuals, the buildings are survivors from an earlier era and provide an excellent representation of what Phoenix looked like during the early 20<sup>th</sup> century. As such, the property is significant under Criterion A for its association with early commerce in Phoenix, as well as Criterion C, representing two rare remaining examples of once-common property types.

The publication [\*Commerce in Phoenix, 1870 to 1942: A Context for Preserving Historic Properties\*](#), prepared by Janus Associates, Inc. for the Arizona State Historic Preservation Office in 1987, identifies property types that are eligible for historic designation. One of these is "Low-Rise Commercial Architecture from the Reclamation Era through the Post-World War I Years." Although it was modified in 1939, the 1909/1920 building at the subject property still displays the physical characteristics that define this property type, which include the use of specific building materials and

structural systems, scale, location, and architectural style. The publication notes that several examples of this property type still existed in 1987, although most of them are now gone, having been replaced by high-rise office towers, hotels, and government and educational buildings.

A second property identified in the publication is “New Deal Era Industrial Architecture.” Although it is a later example, the 1945 building at the subject property displays the physical characteristics of this property type, which are distinguished by their design, use of building materials, and location. The publication states, “The designs for the industrial architecture of the 1930s and early 1940s were distinctively progressive. The buildings no longer reflected the eclectic period images popular in the 1920s. Rather, their designs were based on the concepts of modernism that dominated the era. Modernistic and Streamlined Moderne Styles were most frequently used, with simple, smooth walls and facades, punctuated by groupings of steel casement windows. If no reference was made to the contemporary styles, the designs were utilitarian. The location of warehouses and other industrial buildings of the period is another distinguishing characteristic. Some buildings were built as infill in the already dense warehouse district between 5<sup>th</sup> Avenue and 5<sup>th</sup> Street. The majority, however, were located on the fringes of the district and along outlying major thoroughfares.” Again, the publication notes that many examples of this property type existed in 1987; yet of the eight listed in the document, only one remains intact today.

### **Integrity**

Both the Price & Price Building and Arizona Mercantile Company Warehouse retain sufficient integrity of location, setting, design, materials, workmanship, feeling, and association to convey their historic significance. While in need of rehabilitation, the 1909/1920 building remains virtually unchanged since the 1939 renovations. Likewise, the 1945 warehouse still retains its historic appearance, with few alterations.

### **Boundary Justification**

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

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

The proposed HP zoning boundary encompasses 0.36 gross acres. It has been drawn to include the 1909/1920 building and 1945 warehouse in their entirety, as well as the adjacent portion of the right of way, as is customary in rezoning cases. While eligible for inclusion in the HP overlay, the 1924 building has been excluded due to its poor condition and diminished integrity with the front, flat-roofed portion removed. Staff does not object to its exclusion given that the majority of the site will be preserved.

### **Findings**

The rezoning request Z-144-25-7 to establish Historic Preservation (HP) overlay zoning for the subject property should be approved for the following reasons:

1. The property meets the significance, age, and integrity requirements for HP overlay zoning set forth in Section 807.D of the Zoning Ordinance; and
2. The proposed boundaries meet the eligibility criteria outlined in Section 807.E.

### **Stipulations**

1. Prior to final site plan approval, the landowner shall execute a Proposition 207 waiver of claims form. The waiver shall be recorded with the Maricopa County Recorder's Office and delivered to the City to be included in the rezoning application file for record.

### **Writer**

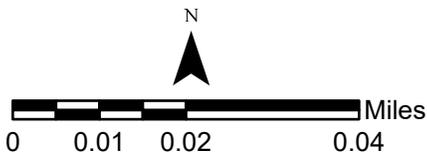
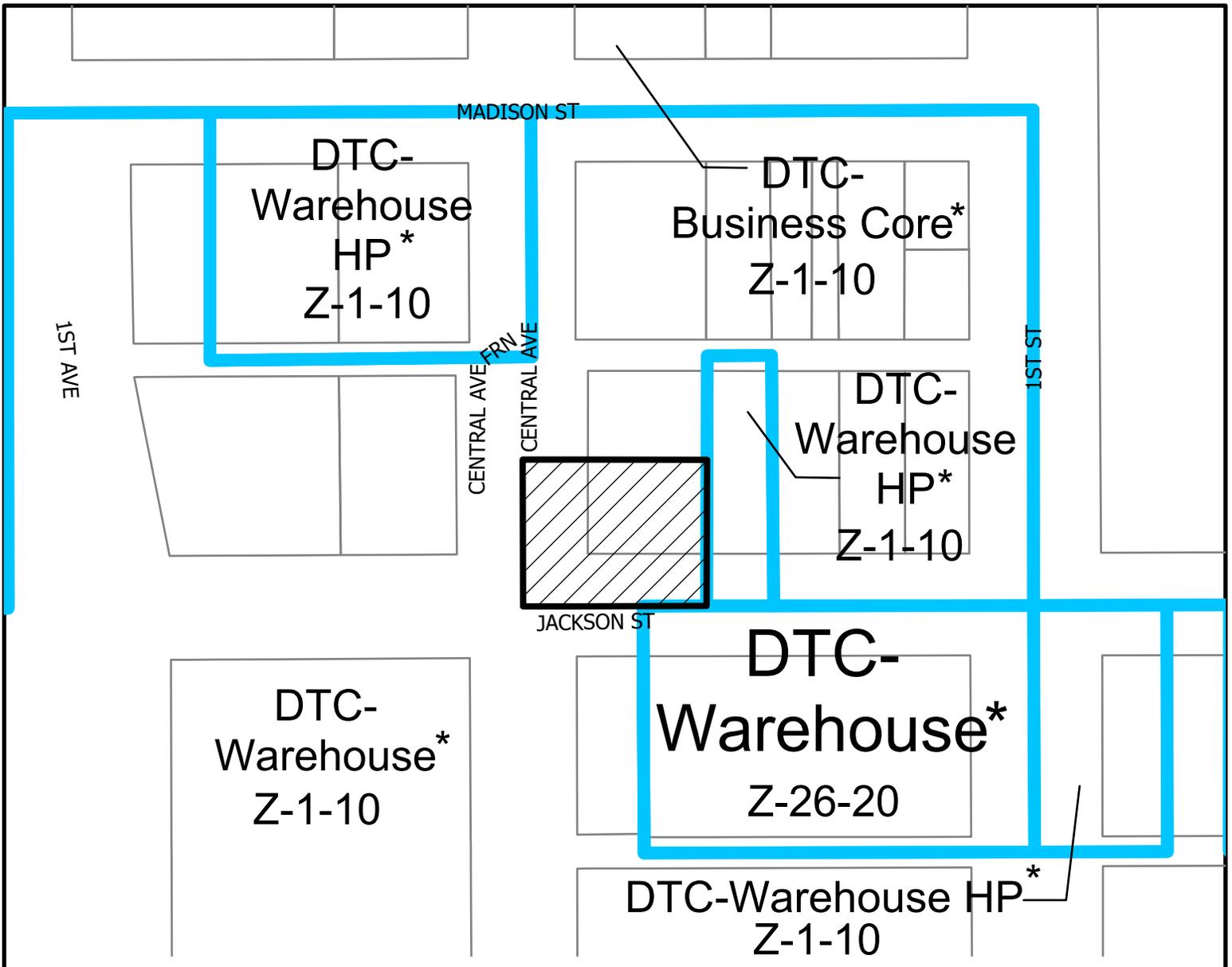
Kevin Weight  
December 26, 2025

### **Team Leader**

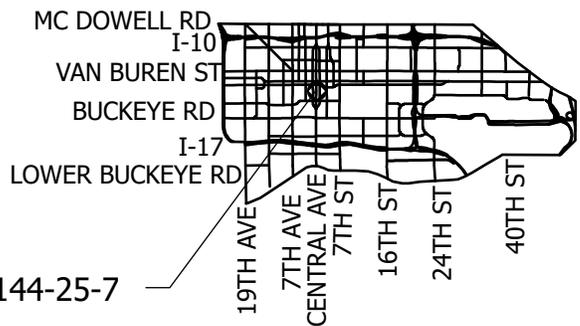
Helana Ruter

### **Exhibits**

Sketch Map (1 page)  
Aerial Sketch Map (1 page)  
Site Photos (7 pages)  
\*Rezoning Request Narrative (5 pages)  
Conceptual Site Plan (1 page)  
Conceptual Elevations (1 page)

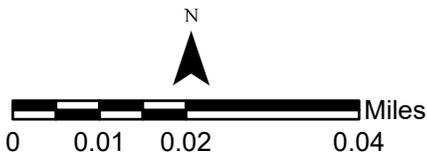
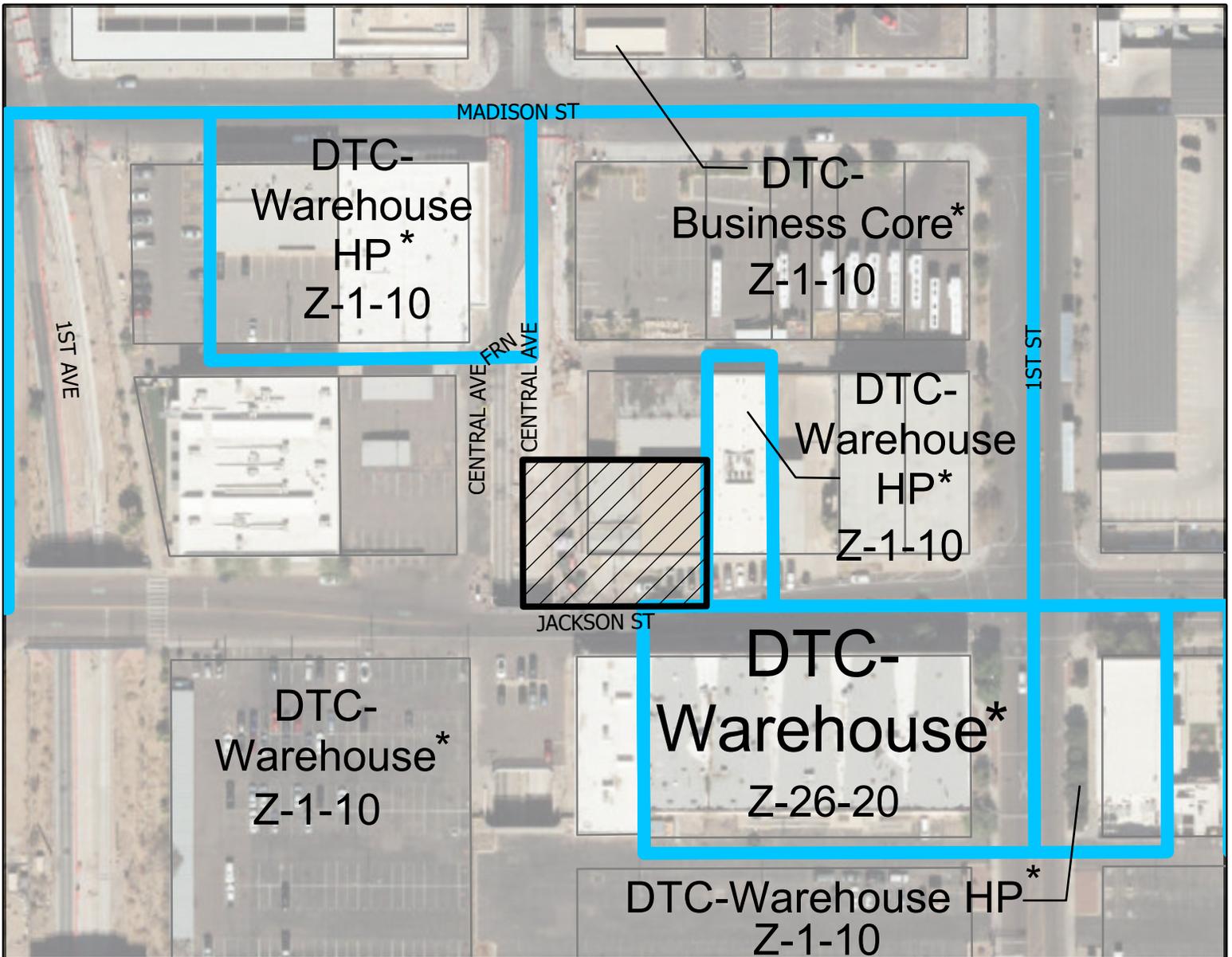


**CENTRAL CITY VILLAGE**  
COUNCIL DISTRICT: 7

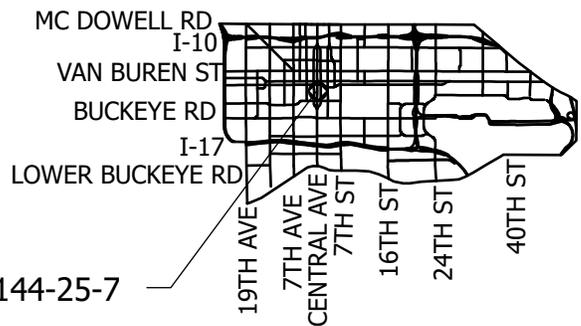


APPLICANT'S NAME: Earl & Curley, P.C.		REQUESTED CHANGE:	
APPLICATION NO: Z-144-25-7	DATE: 11/3/2025	FROM: DTC-Warehouse ( 0.36 ac.)	
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.  0.36 Acres	REVISION DATES:		TO: DTC-Warehouse HP ( 0.36 ac.)
	AERIAL PHOTO & QUARTER SEC. NO. QS 10-28	ZONING MAP F-8	
MULTIPLES PERMITTED DTC-Warehouse DTC-Warehouse HP	CONVENTIONAL OPTION No Density Limit No Density Limit		* UNITS P.R.D OPTION N/A N/A

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



**CENTRAL CITY VILLAGE**  
COUNCIL DISTRICT: 7



APPLICANT'S NAME: Earl & Curley, P.C.		REQUESTED CHANGE:	
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\* Maximum Units Allowed with P.R.D. Bonus

**Z-144-25-7  
Site Photos**



Photo 1. View of subject property, looking east from frontage road on west side of Central Avenue Underpass. The 1924 building (not in proposed HP zoning overlay) is on the left, and the 1909/1920 building is on the right. Source: Google, December 2020.

**Z-144-25-7  
Site Photos**



Photo 2. View of north and east facades of 1924 building (not in proposed HP zoning overlay), looking southeast from alley. Source: Google, May 2018.

**Z-144-25-7  
Site Photos**



Photo 3. View of west facade of 1924 building (not in proposed HP zoning overlay), looking southeast from alley. Source: Google, October 2021.

**Z-144-25-7  
Site Photos**



Photo 4. View of 1909/1920 building, looking east from frontage road on west side of Central Avenue Underpass. Source: Google, December 2020.

**Z-144-25-7  
Site Photos**



Photo 5. View of west and south facades of 1909/1920 building, looking northeast from frontage road on east side of Central Avenue Underpass. Source: Google, October 2021.

**Z-144-25-7  
Site Photos**



Photo 6. View of subject property, looking north from Jackson Street. The 1909 building is on the left, and the 1945 warehouse is at center. The building on the right is the Arizona Hardware Supply Company Warehouse, which was listed on the Phoenix Historic Property Register in 2009. Source: Google, June 2024.

**Z-144-25-7  
Site Photos**



Photo 7. View of 1945 warehouse from Jackson Street, looking north.



# Bonafide Beef Headquarters

## Historic Preservation Rezone Request

Case No. Z-144-25-7

Date: October 3, 2025

\*Revised: January 12, 2026

Council Adoption Date: \_\_\_\_\_



**Earl & Curley**  
ZONING & LAND USE LAW

## **PRINCIPALS AND DEVELOPMENT TEAM**

*Owner:*

**Bonafide Beef**

Contact: Brad Jannenga  
5832 N 2<sup>nd</sup> Avenue  
Phoenix, AZ 85013  
602-  
[brad@bonafidebeef.com](mailto:brad@bonafidebeef.com)

*Architect:*

**AV3 design studio**

Contact: Artie Vigil III, ncarb, leed ap, cnu-a  
(602) 326-3387  
[av3design@gmail.com](mailto:av3design@gmail.com)

*Attorney:*

**Earl & Curley, P.C.**

Attorney: Taylor Earl  
Planner: Michael S. Buschbacher II, AICP  
3101 North Central Avenue, Suite #1000  
Phoenix, Arizona 85012  
Phone: (602) 265-0094  
[tearl@earlcurley.com](mailto:tearl@earlcurley.com)  
[mbuschbacher@earlcurley.com](mailto:mbuschbacher@earlcurley.com)

**Historic Preservation Overlay Rezone  
Zoning Pre-Application Narrative  
Bonafide Beef Corporate Headquarters  
October 3, 2025**

**Description of the Request**

The proposed project encompasses approximately 0.57 gross acres of land with historic buildings located at the northeast corner of Central Avenue and Jackson Street in the warehouse district in downtown Phoenix. (APNs: 112-27-072). The proposal is to rezone the site from DTC-Warehouse to DTC-Warehouse-HP for the development of a high-end corporate headquarters for a new Arizona based Wagyu Beef ranching business. The business plans to include corporate offices, a test kitchen, a retail store, with several shops that will be rented to other retailers and a private garage.

**Site Plan Description**

The address is 10 E Jackson Street, and the site consists of three historic warehouse buildings on approximately 24,850 sf site.

Building A is a single story building with a basement and fronts onto Jackson Street. This will be remodeled into a corporate office as an adaptive re-use. A new lobby will be added to the south and north side of the warehouse building to meet ADA requirements. Existing exterior windows will be restored for re-use; the exterior will maintain the existing historic character. Interior tenant improvements will occur for the corporate office. Within this office there will be private test kitchen used to market to potential purveyors of their exclusive Arizona Wagyu beef.

Building B is a historic retail building will include a restoration of the existing historic building. This will require a new roof, brick repairs and storefront that will be reconstructed to match the historic character. One of the retail shops would be reserved as a shop for Bonafide Beef's Arizona Wagyu meat. The other shops would be rented out as other retail establishments.

Building C is also an existing historic warehouse but is in major disrepair. The roof has partially collapsed along with large sections of the parapets, which have fallen. The existing warehouse slab is recessed below grade and results in the flooding of the buildings interior. The building has been determined to be unsalvageable and will be demolished and replaced with a new private garage building. A mezzanine office loft will be added to the northwest corner of the new building.

### Sketch of Concept Site Plan

Primary access would be from Jackson Street with a secondary point of access along the Central Avenue frontage road. This portion of Central Avenue is sunken as it is an underpass for both Jackson Street and the Union Pacific Railroad. Vehicle for the corporate headquarters, private owners and their guests would be parked in the proposed new garage building.

### **About the Company**

Bonafide Beef was founded on one simple goal; creating Arizona's best steaks. To guarantee that they provide exceptional Arizona steaks, they cut out the commercial middleman and take pride in overseeing the entire process, from ranching to production. Blending modern technology with good, old-fashion ranching, ensures each cut offers unmatched flavor and texture. Their Arizona Wagyu combines the superior quality of Angus with the tenderness and intense marbling of Red Wagyu. Cattle are pasture-raised in Arizona on the open-range. They are raised clean, with no hormones, no antibiotics and no shortcuts. The cattle are handled ethically, with respect at every step.

In 2013, Bonafide Beef set out to revive a historic cattle ranch, transforming it into a beacon of quality and sustainability. Their mission is not just about beef; it's about creating a seamless blend of farming, ranching and production that honors tradition and innovation.

### **Analysis**

High quality beef has been and will continue to be in high demand in the local market. US beef consumption is significant, averaging around 57-59 pounds per person annually as of 2023.<sup>1</sup> Here the uniqueness is that Bonafide Beef is one of the first cattle ranches producing Arizona grown Wagyu Beef. While wagyu is widely available in Arizona, particularly in the Phoenix area, through local upscale grocery stores and butcher shops, this is one of the first Arizona-based ranches that offer direct-to-consumer sales and delivery, providing options this new hybrid Angus and Japanese Red Wagyu grown beef.

The subject site is ideal because of its proximity to the downtown core, light rail and is within the historic warehouse district, which originated as an agricultural hub for trading in it earlier years. The site is centrally located for consumers across the valley and the state. The use fits well and pays homage to the history of the

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<sup>1</sup><https://straitresearch.com/report/beef-market>

area and saves two historic warehouses by renovating them through adaptive reuse and placing an historic preservation overlay on the two viable buildings.

### **Circulation & Operations**

Circulation is provided via Central Avenue and Jackson Street. Pedestrian areas will be activated and provide linkage to the nearby light rail. Bike lanes will encourage active transportation, and vehicular use will be minimized due to the de-emphasis on parking cars in the downtown historic warehouse district.

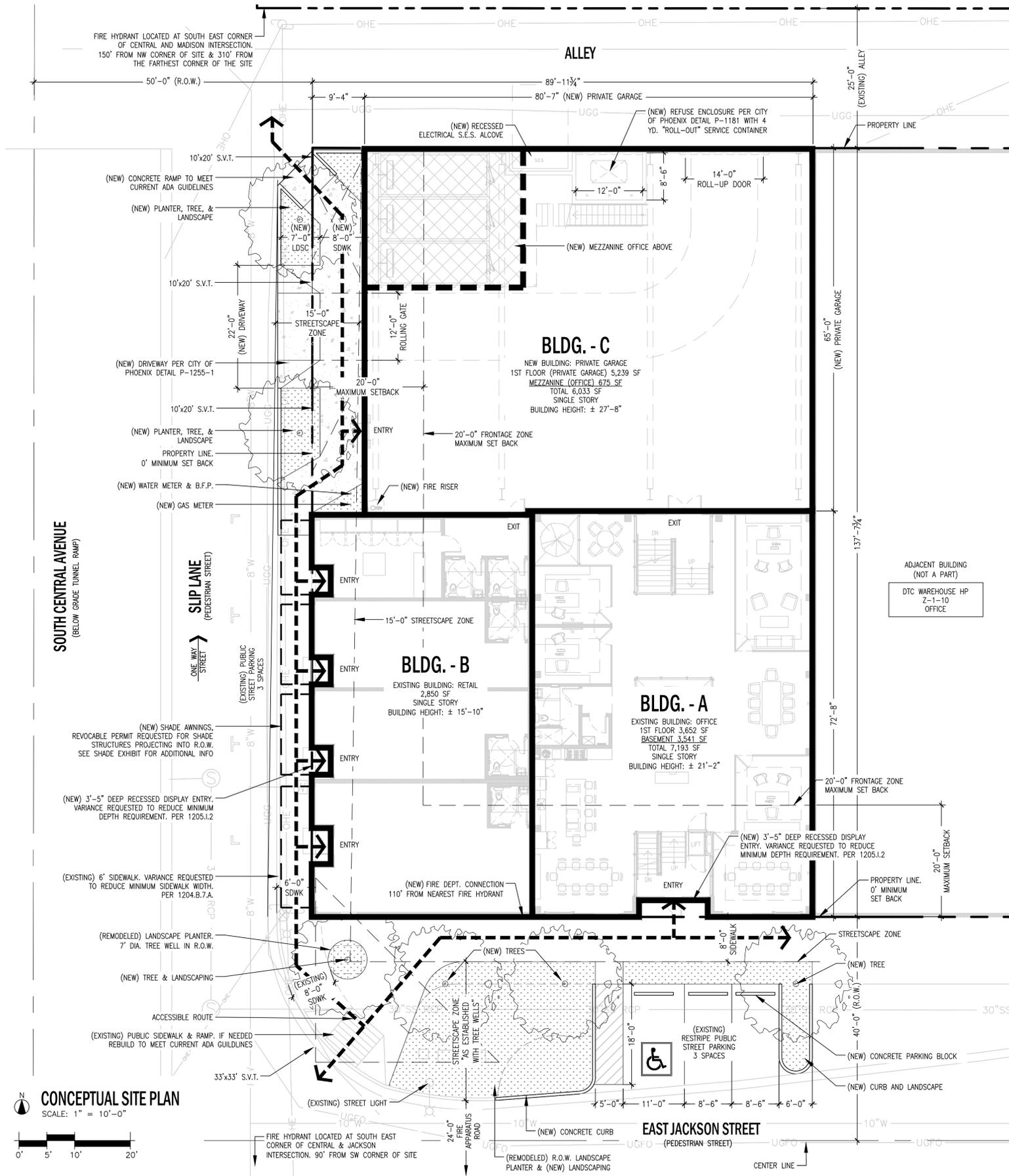
Regarding impact on adjacent roadways, impact on adjacent roadways will be minimal to nil, so much so that the Traffic report for this rezone was waived by the streets transportation department.

In addition to the roadway system, as mentioned before, the site is within proximity to the light rail and is within walking distance to several light rail stations.

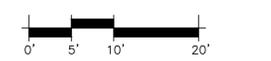
### **Conclusion**

We feel that this project is exactly what the downtown code was designed for with the exception of a few minor deviations that will be addressed through application to the design review process and possibly one or two technical appeals. By designating these buildings as a historic preservation, they will be saved for future generations to celebrate the vibrant history of the warehouse district with a use that echo's those of the past agricultural marketplace that once occupied these historic warehouse.

We think that this is a good fit for the site. We look forward to working collaboratively with the town and the community to create a successful project that provides needed resources for the area.



**CONCEPTUAL SITE PLAN**  
SCALE: 1" = 10'-0"



**SITE NOTES**

1. DEVELOPMENT AND USE OF THIS SITE WILL CONFORM WITH ALL APPLICABLE CODES AND ORDINANCES.
2. THIS PROJECT IS LOCATED IN THE CITY OF PHOENIX WATER SERVICE AREA AND HAS BEEN DESIGNATED AS HAVING AN ASSURED WATER SUPPLY.
3. ALL NEW OR RELOCATED UTILITIES WILL BE PLACED UNDERGROUND.
4. ALL SIGNAGE REQUIRES SEPARATE APPROVALS AND PERMITS.
5. ANY LIGHTING WILL BE PLACED SO AS TO DIRECT LIGHT AWAY FROM THE ADJACENT RESIDENTIAL DISTRICTS AND WILL NOT EXCEED ONE FOOT CANDLE AT THE PROPERTY LINE. NO NOISE, ODOR OR VIBRATION WILL BE EMITTED SO THAT IT EXCEEDS THE GENERAL LEVEL OF NOISE, ODOR OR VIBRATION EMITTED BY USES OUTSIDE OF THE SITE.
  - A) LIGHTING SHOULD BE MINIMIZED OR TURNED OFF WHEN THE BUILDING IS NOT IN USE.
  - B) SECURITY LIGHTING SHOULD BE ACTIVATED BY MOTION DETECTORS RATHER THAN REMAINING ON THROUGHOUT THE NIGHT.
  - C) LIGHTING THAT EMITS WHITE OR NEAR WHITE LIGHT SHOULD BE AVOIDED AND REPLACED WITH SOFTER LIGHT THAT IS COMPATIBLE WITH THE ADJACENT USE.
  - D) ILLUMINATED GASES AND FIBER OPTICS SHOULD NOT BE PLACED ON STRUCTURES THAT ARE ADJACENT TO A BUFFER ALLEY.
6. OWNERS OF PROPERTY ADJACENT TO PUBLIC RIGHT-OF-WAY WILL HAVE THE RESPONSIBILITY FOR MAINTAINING ALL LANDSCAPING WITHIN THE RIGHTS-OF-WAY IN ACCORDANCE WITH APPROVED PLANS.
7. AFTER FINAL APPROVAL THE PROJECT WILL BE INSPECTED FOR ZONING COMPLIANCE DURING CONSTRUCTION AND PRIOR TO OCCUPANCY. THE APPLICANT IS TO NOTIFY DSD PRIOR TO OCCUPANCY TO ARRANGE FOR INSPECTIONS. CALL 262-6981 AND REQUEST A SITE INSPECTION.
8. ALL ROOFTOP EQUIPMENT AND SATELLITE DISHES SHALL BE SCREENED TO THE HEIGHT OF THE TALLEST EQUIPMENT.
9. ALL SERVICE AREAS SHALL BE SCREENED TO CONCEAL TRASH CONTAINERS, LOADING DOCKS, TRANSFORMERS, BACKFLOW PREVENTERS AND OTHER MECHANICAL OR ELECTRICAL EQUIPMENT FROM EYE LEVEL ADJACENT TO ALL PUBLIC STREETS.
10. FINAL BUILDING PERMIT CANNOT BE OBTAINED UNTIL BONDING OR APPROVED ASSURANCES ARE PROVIDED FOR THE LANDSCAPING WITHIN THE RIGHT-OF-WAY.
11. NO PLANT SUBSTITUTIONS, TYPE, SIZE, OR QUANTITY DEVIATIONS FROM THE APPROVED LANDSCAPE OR IRRIGATION PLANS WITHOUT PRIOR APPROVAL FROM THE CITY OF PHOENIX LANDSCAPE SECTION AT 602-262-7811.
12. ALL PLANT MATERIAL AND SPECIFICATIONS TO CONFORM TO THE ARIZONA NURSERYMAN ASSOCIATION STANDARDS.
13. ALL RIGHT-OF-WAY AND CITY-REQUIRED (PERIMETER, RETENTION AND PARKING) PLANT MATERIAL TO BE IN COMPLIANCE WITH THE DEPARTMENT OF WATER RESOURCES LOW WATER USE PLANT LIST.
14. VERIFY OWNERSHIP OF ANY PLANT MATERIAL OR IRRIGATION LOCATED IN PUBLIC RIGHT-OF-WAY. OBTAIN PERMISSION FROM PARKS & RECREATION DEPARTMENT, IN WRITING, PRIOR TO REMOVAL OF ANY CITY PLANT MATERIAL OR EQUIPMENT.
15. ALL EXISTING TREES AND SHRUBS IN RIGHT-OF-WAY DESIGNATED TO REMAIN BUT ARE DAMAGED OR DESTROYED WILL BE REPLACED IN LIKE SIZE AND KIND BY THE CONTRACTOR. CONTACT THE PARKS & RECREATION DEPARTMENT PRIOR TO ANY RIGHT-OF-WAY PLANT RELOCATIONS AT 602-262-6862.
16. EXISTING CITY OF PHOENIX IRRIGATION SHALL BE MODIFIED IN RIGHT-OF-WAY AND CONNECTED TO THE NEW SYSTEM. MAINTAIN ANY THROUGH IRRIGATION REQUIREMENTS. CONTRACTOR TO CAP OFF OR ABANDON EXISTING IRRIGATION TO PLANT MATERIAL AND PROVIDE NEW IRRIGATION FROM PROJECT TO EXISTING RIGHT-OF-WAY LANDSCAPING.
17. ALL ON-SITE ACCESSIBLE SIDEWALKS SHALL BE A MINIMUM OF 3 FEET 0 INCHES WIDE AND HAVE A MAXIMUM SLOPE OF 1:20 WITH THE MAXIMUM CROSS SLOPE OF 1:50. ALL CURBS MUST PROVIDE ACCESSIBLE RAMPS PURSUANT TO THE AMERICANS WITH DISABILITIES ACT (ADA) STANDARDS.
18. WALLS ARE NOT APPROVED AS PART OF THE LANDSCAPE PLAN BUT ARE SHOWN FOR REFERENCE ONLY.
19. TREES ADJACENT TO PEDESTRIAN WALKWAYS SHOULD HAVE A MINIMUM CANOPY CLEARANCE OF 6 FEET 8 INCHES.
20. THE SANITARY SEWER COLLECTION SYSTEM WITHIN THIS PROJECT WILL BE A PRIVATE SYSTEM, OWNED AND MAINTAINED BY THE PROPERTY OWNER(S) OR ASSOCIATION. THE SYSTEM WILL BE REVIEWED AND INSPECTED BY THE BUILDING SAFETY SECTION OF THE DEVELOPMENT SERVICES DEPARTMENT.
21. ALL NEW SANITARY SEWER LINES WITHIN THE SITE SHALL BE PRIVATE PLUMBING LINES SUBJECT TO THE PHOENIX PLUMBING CODE OR THE ARIZONA DEPARTMENT OF ENVIRONMENTAL QUALITY (ADEQ) AQUIFER PROTECTION PROGRAM (APP) GENERAL PERMIT 4.01 IN ACCORDANCE WITH ARIZONA ADMINISTRATIVE CODE TITLE 18, CHAPTER 9, SECTION E301 (AAC R18-9-E301) WHICHEVER IS APPLICABLE.
22. ALL ON-SITE WATER LINES, INCLUDING THOSE REQUIRED FOR FIRE PROTECTION SHALL BE PRIVATE PLUMBING LINES SUBJECT TO THE PHOENIX PLUMBING CODE.
23. WHERE REQUIRED BY THE FIRE CODE OFFICIAL PAINTED CURBS AND APPROVED SIGNS OR OTHER APPROVED NOTICES THAT INCLUDE THE WORDS "NO PARKING--FIRE LANE" SHALL BE PROVIDED AND MAINTAINED FOR FIRE APPARATUS ACCESS ROADS TO IDENTIFY SUCH ROADS OR PROHIBIT THE OBSTRUCTION THEREOF. THE MEANS BY WHICH FIRE LANES ARE DESIGNATED SHALL BE MAINTAINED IN A CLEAN AND LEGIBLE CONDITION AT ALL TIMES AND BE REPLACED OR REPAIRED WHEN NECESSARY TO PROVIDE ADEQUATE VISIBILITY.

**GENERAL NOTES**

1. ALL LIGHTING TO BE BUILDING MOUNTED (NO SITE MOUNTED LIGHTING). SEE ELEVATIONS FOR BUILDING MOUNTED LIGHTING.
2. SERVICE AREAS NOT REQUIRED FOR BUILDINGS UNDER 40,000 GROSS S.F. PER 1206.F.1
3. ALL BUILDINGS ARE TO BE EQUIPPED WITH AUTOMATIC FIRE SPRINKLERS SYSTEMS
4. PER CITY CODE (CHAPTER 31, ARTICLE III, SECTION 31-49.1), A PERSON THAT CAUSES DAMAGE TO THE PUBLIC STREET WHILE WORKING IN THE PUBLIC RIGHT-OF-WAY MUST REPAIR THE STREET AT THE PERSON'S SOLE COST AND EXPENSE IN ACCORDANCE WITH CITY STANDARDS AND SPECIFICATIONS. BEGINNING JULY 1, 2017, ALL STREET PAVEMENT CUTS REQUIRE ASPHALT RESURFACING TREATMENTS BASED ON THE AGE OF THE PAVEMENT. AT MINIMUM, ANY PAVEMENT CUT INTO AN EXISTING PAVEMENT OLDER THAN 24 MONTHS WILL REQUIRE A SLURRY SEAL AND/OR MICROSEAL TREATMENT.
5. CITY OF PHOENIX WILL NOT SERVE THIS COMMERCIAL DEVELOPMENT FOR REFUSE AND RECYCLE BY PHOENIX CITY CODE. ACCESS AND CONTAINMENT ARE STILL REGULATED PER CITY CODE.
6. SEE 510.1 FOR EMERGENCY RESPONDER RADIO COVERAGE REQUIREMENTS

**PROJECT DESCRIPTION**

ADAPTIVE RE-USE OF THREE BUILDINGS LOCATED AT 10 E. JACKSON.

BUILDING A - SINGLE STORY EXISTING HISTORIC WAREHOUSE WITH BASEMENT WILL BE REMODELED INTO A CORPORATE OFFICE. A NEW ENTRANCE LOBBY WILL BE ADDED TO THE SOUTH AND NORTH SIDE OF THE WAREHOUSE BUILDING TO MEET ADA REQUIREMENTS. EXISTING EXTERIOR WINDOWS WILL BE RESTORED FOR RE-USE. INTERIOR TENANT IMPROVEMENT FOR CORPORATE OFFICE.

BUILDING B - RESTORATION OF EXISTING HISTORIC RETAIL BUILDING. NEW ROOF, BRICK REPAIRS AND STOREFRONT WILL BE RECONSTRUCTED TO MATCH HISTORIC CHARACTER.

BUILDING C - EXISTING HISTORIC WAREHOUSE IS IN MAJOR DISREPAIR. THE ROOF HAS PARTIALLY COLLAPSED ALONG WITH LARGE SECTIONS OF THE PARAPETS HAVE FALLEN. THE EXISTING WAREHOUSE SLAB IS RECESSED BELOW GRADE AND RESULTS IN FLOODING ON THE INTERIOR. THE BUILDING HAS BEEN DETERMINED TO BE UNSALVAGEABLE AND WILL BE DEMOLISHED AND REPLACED WITH A NEW PRIVATE GARAGE BUILDING. A MEZZANINE OFFICE LOFT WILL BE ADDED TO THE NORTH WEST CORNER OF THE BUILDING.

COMMON IMPROVEMENTS THROUGHOUT INCLUDE:

- UTILITY SERVICE UPGRADES.
- JACKSON STREET FRONTAGE PARKING AND LANDSCAPE TO BE IMPROVED.
- EXTERIOR LIGHTING BUILDING MOUNTED WILL BE ADDED FOR SECURITY AND SAFETY AND WILL BE COMPATIBLE WITH THE HISTORIC CHARACTER OF THE BUILDING.

**LEGAL DESCRIPTION**

LOTS 10 AND 12, BLOCK 36, ORIGINAL TOWNSHIP OF PHOENIX, ACCORDING TO THE PLAT OF RECORD IN THE OFFICE OF THE COUNTY RECORDER OF MARICOPA COUNTY, ARIZONA, RECORDED IN BOOK 2 OF MAPS, PAGE 51; EXCEPT THE WEST 10 FEET OF SAID LOT 12; EXCEPT TITLE TO ANY MINE OF GOLD SILVER, CINNABAR OR COPPER OR TO ANY VALID CLAIM OF POSSESSION HELD UNDER THE EXISTING LAWS OF CONGRESS, AS SET FORTH IN PATENT FROM THE UNITED STATES OF AMERICA.

**BUILDING CODE**

- CURRENT CODE YEARS:
- 2024 INTERNATIONAL BUILDING CODE ADMINISTRATIVE PROVISIONS (IBC CHAP. 1)
  - 2024 INTERNATIONAL BUILDING CODE (IBC)
  - 2024 INTERNATIONAL MECHANICAL CODE (IMC)
  - 2024 INTERNATIONAL PLUMBING CODE (IPC)
  - 2024 UNIFORM PLUMBING CODE (UPC)
  - 2024 INTERNATIONAL FUEL GAS CODE (IFGC)
  - 2024 INTERNATIONAL ENERGY CONSERVATION CODE (IECC)
  - 2024 INTERNATIONAL EXISTING BUILDING CODE (IEBC)
  - 2023 NATIONAL ELECTRICAL CODE (NEC)
  - 2022 ASME

**VICINITY MAP**



**CITY OF PHOENIX**

**OCT 10 2025**

**Planning & Development Department**

**PROJECT DATA**

ZONING: DTC-WAREHOUSE Z-1-10  
 ADDRESS: 10 E. JACKSON ST. PHX, AZ. 85004  
 APN: 112-27-072  
 Q.S.: 10-28  
 CONSTRUCTION TYPE: 5-B

(ZONING: CH12.1222.B.4) BLDG. SETBACKS	REQUIRED	PROVIDED
N. (ALLEY)	0'	0'-0" *EXISTING
S. (JACKSON ST.)	0'	0'-0" *EXISTING
E. (CENTRAL AVE.)	0'	0'-0" *EXISTING
W. (PROPERTY)	0'	0'-0" *EXISTING

SITE AREA  
 GROSS: ± 24,850 SF = 0.570 ACRES  
 NET: ± 12,375 SF = 0.284 ACRES

BUILDING AREAS	
BLDG.-A: 1ST FLOOR (OFFICE)	3,652 SF
BLDG.-A: BASEMENT (OFFICE)	3,541 SF
BLDG.-B: (RETAIL)	2,850 SF
BLDG.-C: 1ST FLOOR (PRIVATE GARAGE)	5,239 SF
BLDG.-C: MEZZANINE (OFFICE)	675 SF
TOTAL:	15,957 SF

LOT COVERAGE:  
 MAX ALLOWED (ZONING: CH12.1222.B.3): 100%  
 PROVIDED (11,741 SF / 12,375 SF) = 94.9%

PARKING REQUIRED  
 PARKING REQUIRED (ZONING: CH12.1222.B.5): 0 SPACES

PARKING PROVIDED  
 ON-SITE PARKING: 0 SPACES  
 TOTAL BICYCLE PARKING SPACES: 0 SPACES

**ADDITIONAL PERMITS**

1. FIRE ALARM
2. FIRE SPRINKLERS
3. UNDERGROUND FIRE LINE
4. EMERGENCY ACCESS

**DIRECTORY**

OWNER:  
 10 E. JACKSON LLC  
 1 N. 1ST ST. SUITE 600  
 PHOENIX, AZ 85004

ARCHITECT:  
 AV3 DESIGN STUDIO  
 PO BOX 16792  
 PHOENIX, AZ 85011

ATTN:  
 BRAD JANNENGA

ATTN:  
 ARTHUR (ARTIE) VIGIL III  
 P. 602.326.3387  
 E. ARTIE@AV3DESIGNSTUDIO.COM

CODY CASTELLETTI  
 P. 602.410.0616  
 E. CODY@AV3DESIGNSTUDIO.COM

**KIVA#: 20-2096**  
**SDEV#: 2007754**  
**FACT#: 2502645**  
**QS#: 10-28**



**TEN EAST JACKSON**

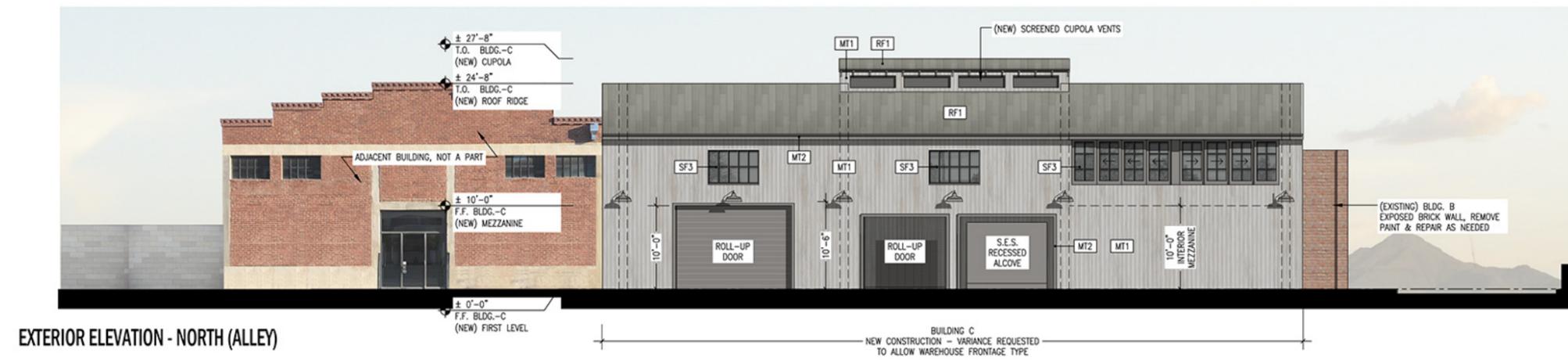
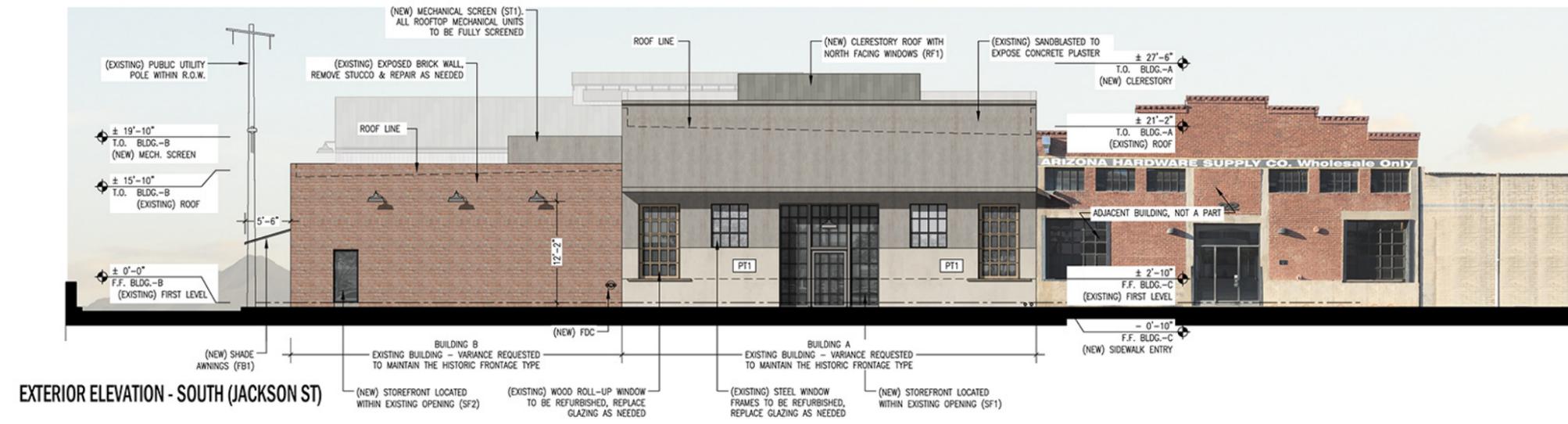
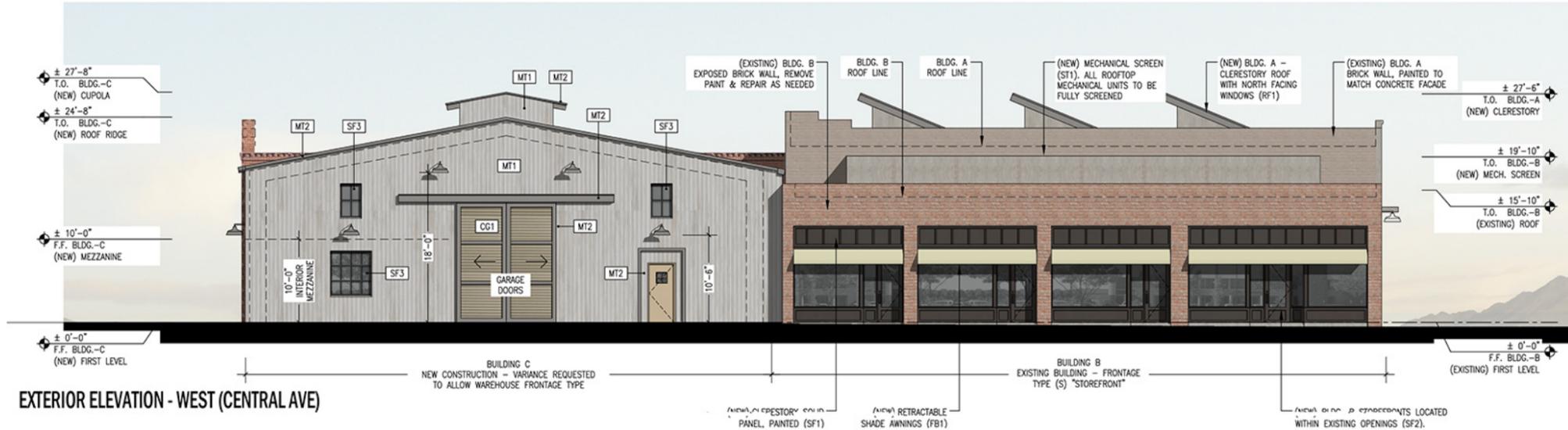
EXISTING BUILDING SHELL REMODEL  
 PHOENIX, ARIZONA

**SITE PLAN REVIEW**  
**CONCEPTUAL SITE PLAN - 02C**

PROJECT # 25011  
 2025 . 04 . 23  
 REVISED: 2025 . 08 . 01  
 REVISED: 2025 . 09 . 12

**COLORS & MATERIALS**

- PT1 PAINT (BLDG-A WAINSCOT)**  
MFG: DUNN EDWARDS  
TYPE: PAINT EXISTING CONCRETE  
COLOR: DE6236 - WILDERNESS  
FINISH: MATTE FINISH
- ST1 STUCCO (MECH. SCREEN)**  
MFG: DRYVIT (OR SIMILAR)  
TYPE: TUSCAN GLAZE  
COLOR: MATCH: DE6220 PORUS STONE  
FINISH: SAND FINISH
- SF1 STOREFRONT (BLDG A)**  
MFG: PINKYS WINDOWS (OR SIMILAR)  
TYPE: SIMULATED STEEL WINDOWS  
COLOR: BRUSHED SILVER  
GLAZING: CLEAR-TEMPERED (NO TINT)
- SF2 STOREFRONT (BLDG B)**  
TYPE: CUSTOM STOREFRONT  
MFG: WD. FRAMED / ALUMINUM  
TYPE: PAINTED  
COLOR: DE6231 - SHAKER GREY  
GLAZING: CLEAR (NO TINT)
- SF3 STOREFRONT (BLDG C)**  
MFG: PINKYS WINDOWS (OR SIMILAR)  
TYPE: SIMULATED STEEL WINDOWS  
COLOR: BRUSHED SILVER  
GLAZING: CLEAR-TEMPERED (NO TINT)
- FB1 FABRIC AWNING**  
MFG: PHOENIX AWNING  
TYPE: RETRACTABLE AWNING-SUNBRELLA  
COLOR: OYSTER - 8442-0000
- MT1 METAL SIDING**  
MFG: BERRIDGE (OR SIMILAR)  
TYPE: S-DECK  
COLOR: LEAD-COAT  
FINISH: SEALED
- MT2 METAL TRIM**  
MFG: BERRIDGE (OR SIMILAR)  
TYPE: METAL TRIM  
COLOR: CHARCOAL GREY  
FINISH: MATTE
- RF1 METAL ROOFING**  
MFG: BERRIDGE (OR SIMILAR)  
TYPE: STANDING SEAM  
COLOR: CHARCOAL GREY  
FINISH: MATTE
- CG1 CORRUGATED PANEL**  
MFG: PALRAM PANEL  
TYPE: SUNPAL PANELS  
COLOR: BRONE SHGC 0.35



**CITY OF PHOENIX**

OCT 10 2025

Planning & Development  
Department

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