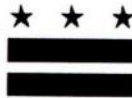


GOVERNMENT OF THE DISTRICT OF COLUMBIA
HISTORIC PRESERVATION OFFICE



HISTORIC PRESERVATION REVIEW BOARD
APPLICATION FOR HISTORIC LANDMARK OR HISTORIC DISTRICT DESIGNATION

New Designation _____ X for: Historic Landmark X Historic District
_____ Amendment of a previous designation _____

Please summarize any amendment(s) Request for determination that property does not meet the DC Landmark Criteria

Property name Safeway Grocery Store

If any part of the interior is being nominated, it must be specifically identified and described in the narrative statements.

Address 4865 MacArthur Boulevard, NW

Square and lot number(s) 1389/25

Affected Advisory Neighborhood Commission 3D

Date of construction 1941 Date of major alteration(s) 1956

Architect(s) Carroll Meigs Architectural style(s) _____

Original use Grocery Store Present use Grocery Store

Property owner NAI Saturn Eastern, LLC

Legal address of property owner 11555 Dublin Canyon Road, Pleasanton, CA 94588

NAME OF APPLICANT(S) NAI Saturn Eastern, LLC

If the applicant is an organization, it must submit evidence that among its purposes is the promotion of historic preservation in the District of Columbia. A copy of its charter, articles of incorporation, or by-laws, setting forth such purpose, will satisfy this requirement.

Address/Telephone of applicant(s) 11555 Dublin Canyon Road

Pleasanton, CA 94588

Name and title of authorized representative Timothy McNamara, Senior Real Estate Manager

Signature of representative [Signature] Date 12/18/2018

Name and telephone of author of application Timothy McNamara; 301-918-6502

Date received 12/26/2018
H.P.O. staff [Signature]

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Safeway

other names/site number _____

2. Location

street & number 4865 MacArthur Boulevard

city or town Washington

state DC

code _____

county _____

code _____

zip code 20007

☐ not for publication

☐ vicinity

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide ___ local

Signature of certifying official/Title

Date

State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

___ entered in the National Register

___ determined eligible for the National Register

___ determined not eligible for the National Register

___ removed from the National Register

___ other (explain:)

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

Category of Property

(Check only **one** box.)

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
	1	buildings
		sites
		structures
		objects
		Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing)

Number of contributing resources previously listed in the National Register

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE Grocery Store

Current Functions

(Enter categories from instructions.)

COMMERCE/TRADE Grocery Store

7. Description

Architectural Classification

(Enter categories from instructions.)

Materials

(Enter categories from instructions.)

<hr/>	foundation: <u>Concrete</u>
<hr/>	walls: <u>Brick</u>
<hr/>	
<hr/>	roof: <u>Slag</u>
<hr/>	other: <u></u>
<hr/>	<hr/>

Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Safeway located at 4865 MacArthur Boulevard, NW in Washington, DC is a simple rectangular building that is utilitarian in presentation with undistinguished architectural character. Initially constructed in 1941, the building was almost doubled in size in 1956. The main block of the masonry building measures approximately 90' wide along MacArthur Boulevard by 130' wide. This block is formed by the original block and the 1956 addition, which extends from the original block to the northwest and increased the width of the street facade by approximately 40 feet. A rear addition, which spans the entire width of the building, is irregular in form, and was added at some point between 1964 and 1970. Asphalt paving wraps around the building on three sides.

The building is located on Square 1386 on Lot 25 (historically Lots 7-10, 14-16). The irregularly shaped Square 1386 is bound by V Street, NW to the north, U Street, NW to the east and south, and MacArthur Boulevard, NW to the southwest. 48th Place, NW bisects the Square.

Narrative Description

The Safeway located at 4865 MacArthur Boulevard, NW in Washington, DC is a simple rectangular building that is utilitarian in presentation with undistinguished architectural character. Initially constructed in 1941, the building was almost doubled in size in 1956. The main block of the masonry building measures approximately 90' wide along MacArthur Boulevard by 130' wide. This block is formed by the original block and the 1956 addition, which extends from the original block to the northwest and increased the width of the street facade by approximately 40 feet. A rear addition, which spans the entire width of the building, is irregular in form, and was added at some point between 1964 and 1970. Asphalt paving wraps around the building on three sides.

The entire building is clad in brick that has been painted and is topped by a flat slag roof. There is a parapet on the southwest (front) facade, which wraps around to the western portion of the northwest (side) elevation. The entire building features metal coping.

There is brick quoining on the northwest and southwest corner of the southwest facade. A large vertical crease in the building's facade provides evidence of the building's original form. A blind window is located on the northern portion (addition) of the facade, and three courses of raised brick, which framed signage on the front facade of the original block, are still visible. There are three modern signs and one banner attached to the front facade.

The parapet extends wraps around to the northwest elevation from the southwest elevation. Brick quoining is evident at the eastern edge of the parapet. In addition to piping, evenly spaced pendant lighting is located just below the coping. A contemporary sign reading "Safeway" has been affixed to the elevation. The southeast elevation features evenly spaced pilasters. Either a pendant light or a vent is centered between the pilasters. The northern portion of the rear addition features a loading dock. HVAC systems, visible from the ground level, are located on the roof of the rear addition.

The only fenestration on the building - large non-original show window, composed of six casement windows and the primary entrance -- is centered on the front facade of the original portion of the building. The primary entrance is located off-center, and features a modern sliding door with side lights and a transom. A non-original secondary entrance is located within a glass entry vestibule covered by a flat roofed hood supported by two round poles on the northwest elevation. Dentils characteristic of the Colonial Revival style adorn the hood.

Original Construction

On January 9, 1941, a ground lease for the property described as "Lots numbered Seven (7) and Eight (8) in Block numbered Twelve (12) in the subdivision of part of 'Whitehaven' now called 'Palisades in Potomac'...now known for the purposes of assessment and taxation as Square Numbered Thirteen Hundred and Eight-nine" was executed between members of the Kogod family and the Sanitary Grocery Company, Inc.¹ At the time of the initial lease, the land described above was unimproved.

In September 1941, the Kogods applied for a permit to construct a one-story brick and hollow-tile building for an estimated cost of \$20,000.00. The proposed store, located on the premises leased by the Sanitary Grocery Company, was to measure measuring 130' by about 50', and was to be constructed on a concrete foundation with a flat slag roof. The unimproved Lot 7 and northeast portion of Lot 8 were to be paved in concrete. Architect Carroll Meigs and builder George C. Martin are listed on the application.² The building was utilitarian in presentation. Oriented to MacArthur Boulevard, the original entry was recessed and centered the facade. The recessed entry was flanked on either side by large show windows. It is likely that the northwest and southwest corner of the building featured brick quoining.

No. 4135	Recorded February 7, 1942 at 11:48 A. M.	399
LEASE		
<p>This Lease, made the 9th day of January in the year one thousand nine hundred and forty-one</p> <p>Between Edith Kogod and Samuel Kogod, wife and husband and Roslyn Kogod and Theodore Kogod, wife and husband party of the first part and sometimes hereinafter referred to as lessor, (which term includes the party or parties above named, whether one or more corporations or individuals), and Sanitary Grocery Company, Incorporated, a Delaware corporation, party of the second part and sometimes hereinafter referred to as lessee;</p> <p>Witnesseth: That in consideration of the mutual covenants, promises and agreements herein contained, said parties hereto do hereby covenant, promise and agree to and with each other as follows:</p> <p>First: Said party of the first part does hereby demise and lease to said party of the second part the following described real property, situated in the city of Washington, District of Columbia, designated as N. E. corner of Conduit Road and "U" Street, N. W., to-wit:</p> <p>All of Lots seven (7) and eight (8) in Square 1389 among the land records of the District of Columbia.</p> <p>Said premises are situated at the Northeast corner of Conduit</p>		

*DC Recorder of Deeds, Lease,
Edith Kogod and Samuel Kogod,
Roslyn Kogod and Theodore Kogod
to Sanitary Grocery Company,
Incorporated, recorded February
7, 1942, made January 9, 1942,
Liber 7721 Folio 399 No. 4135.*

- 1 DC Recorder of Deeds, Agreement Edith Kogod and Samuel Kogod, Roslyn Kogod and Theodore Kogod to Sanitary Grocery Company, Incorporated, recorded February 7, 1942, Liber 7721 Folio 415 No. 4138.
- 2 DC Build Permit #247716, September 23, 1941, Record Group 328, National Archives and Records Administration, Washington, DC.

Permit No. 247716
Issued 9-23-41

(Answer all questions with ink)

APPLICATION FOR PERMIT TO BUILD

(NEW BUILDING)

Street: Improved
☒ Improved
☐ Unimproved
☐ Improved
☐ Unimproved
 Deposit: \$50.00

Owner: Edith Kogel Lot No. 7-8
 Premises: 1389 Square No. 1389
 Purpose of building: Store Material of building: Brick & N. tile
 Have many buildings? one Stories high? one Estimated cost: 20,000.00
 Number of rooms: one Number of families: one Number of bricks: 9000
 Capacity: 50 (by yds.) Cubic contents of each building: 100,000

To the Inspector of Buildings:
 I, the undersigned, hereby apply for permission to build by the following specifications:
 Name of owner: George C. Martin Address: 6246-3rd NW
 Name of architect: Carroll Mings Address: 726 Jackson St NW
 Have dimensions of all buildings and yards been properly indicated on plat? Yes
 Will any part of building be used for commercial purposes? Yes
 Will there be any projections beyond the building line? Yes
 Check below:
☐ Main steps ☐ Areas ☐ Marquises ☐ Vaults ☐ Area steps
☐ Other: None

Submit separate application for projections (see note on back).
 Lot: Width 31.03 Depth 177.42
 Wall facing: Skeleton
 Height of building at front center, from sidewalk to highest point of roof: 20.0
 Height of terrace above sidewalk: 6"
 Height of first floor above sidewalk: 12.47
 Foundation to 1st floor: 12.47
 1st to 2d: 12.47 2d to 3d: 12.47 3d to 4th: 12.47 4th to 5th: 12.47
 Give MATERIAL and THICKNESS of exterior walls: Foundation to 1st floor: 12.47
 Give MATERIAL and THICKNESS of party walls: Foundation to 1st floor: 12.47
 1st to 2d: 12.47 2d to 3d: 12.47 3d to 4th: 12.47 4th to 5th: 12.47
 Will the roof be pitch, mansard, or flat? flat Roof covering: fly clay
 Will the front wall project beyond the front walls of other buildings in block? Yes
 Will building be wired for electricity? Yes How will building be heated? gas
 Number and type of elevators: none Have elevator plans been filed? Yes
 Is there a sidewalk, curb, or improved roadway in front of proposed building? Yes
 Has the curb grade been obtained from the Engineer of Highways? Yes Alley grade? Yes
 Has a certificate of parking been obtained from the Superintendent of Parking? Yes
 Approval of plumbing plans must be obtained from the Plumbing Inspector before this application will be considered by the Inspector of Buildings.

By: George C. Martin
1731 12th NW
6246-3rd NW

I, Edith Kogel, having been duly sworn, on each deposit and say that I am the authorized agent for the lawful owner of the property mentioned in the foregoing application, and that the statements contained therein are true.

Subscribed and sworn to before me this 26 day of Sept, 1941
W. J. H. Smith
 Notary Public, D. C.

Be sure to read instructions on back of this application.

RECOMMENDED FOR PERMIT
 SUBJECT TO PLANS FILED

TO BE FILLED IN BY OWNER
 USE DISTRICT 11
 HEIGHT DISTRICT 11
 AREA DISTRICT 11
 Fee 49.00
 Date made of 9/24/41

DC Build Permit #247716, September 23, 1941, RG 328, NARA.

Inspector's Office
 DISTRICT OF COLUMBIA
 Washington, D. C. Aug 23, 1941

Plat, for Building Permit of Lots 7 and 8 Source 1589
 Recorded in Book Co 7 page 28
 Scale: 1 inch = 30 feet S. O. 42251

NOTE: DATA SHOWN ON ASSESSMENT AND TAXATION LOTS OR PARCELS ARE PER RECORDS OF ASSESSOR, D. C. BUT DO NOT NECESSARILY AGREE WITH DEED DESCRIPTION.

Purified to Geo. Martin
 J. P. H. Smith
 Surveyor, District of Columbia

Plat, DC Build Permit #247716, September 23, 1941, RG 328, NARA.



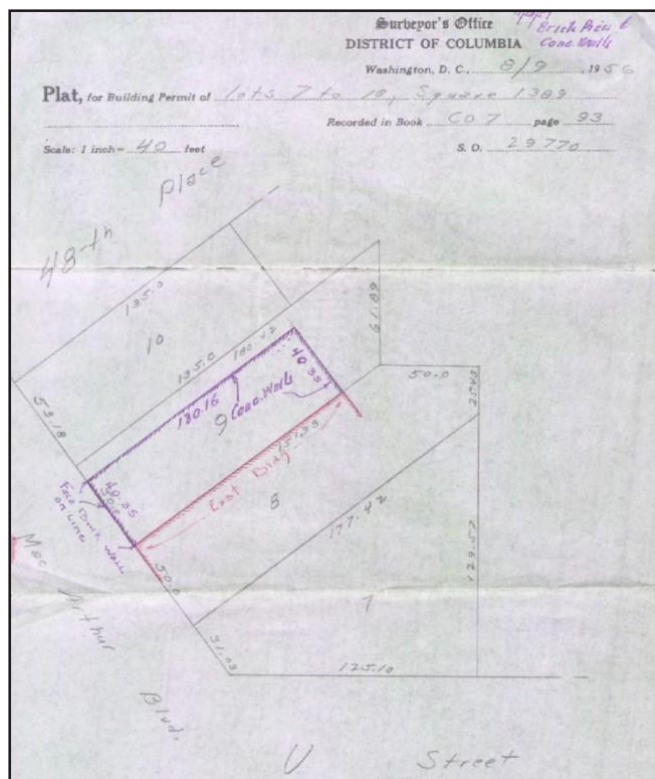
Permit # 250145, January 5, 1941, RG 328, NARA.

In December of that year, the tenant, Sanitary Grocery Company, Inc. applied for a permit to install a refrigerating system, and in January 1942, the grocery company applied to erect four single-faced signs to be placed against the building line wall.³ Two of the signs, measuring 2'-6" by 18', were to say "SAFEWAY," and two were to be 2'-6" by 10' reading "Drive In & Save SAFEWAY One Hour Free Parking."⁴ One set of the signs was to be erected facing MacArthur Boulevard, and the other set was to face U Street, NW.

Later Alterations

In 1952, Safeway Stores, Inc. officially purchased the property from the Kogod family.⁵ At that time, Safeway Stores, Inc. also purchased lots 9 and 10 from independent landowners.⁶

In 1953, an air conditioning unit was installed in the Safeway Store located at 4865 MacArthur Boulevard. This improvement made the store at 4865 MacArthur Boulevard one of over 100 air-conditioned Safeway stores in the greater Washington area.⁷ The store was enlarged and likely reconfigured in circa 1956. A survey of the site indicates that an addition, measuring 130' by about 40' was constructed directly adjacent to the northwest elevation of the extant store, on lot 9 of Square 1389.⁸ The one-story addition was constructed of concrete that was faced in brick and had a flat roof. As with the existing building, the new wing was utilitarian in presentation. A blind window was created on the northern portion of the southwest elevation. The brick quoining that was likely present on the original northwest corner was removed and patched. Brick quoining was added to the new northwest corner of the building.



DC Office of the Surveyors, Plat, August 9, 1956, Surveyors Book CO 7, p. 93.

- 3 DC Permit #250093, December 31, 1941, Record Group 328, National Archives and Records Administration, Washington, DC.
- 4 DC Permit #250145, January 5, 1942, Record Group 328, National Archives and Records Administration, Washington, DC.
- 5 DC Recorder of Deeds, Deed, Edith Kogod and Roslyn Kogod to Safeway Stores, Incorporated, made September 3, 1952, recorded September 10, 1952, Liber 9796 Folio 620.
- 6 DC Recorder of Deeds, Deed, Jack Pollekoff to Safeway Stores, Incorporated, made September 9, 1952, recorded September 10, 1952, Liber 9796 Folio 618; DC Recorder of Deeds, Deed, Doris Churchill Gray to Safeway Stores, Incorporated, made July 12, 1952, recorded September 10, 1952, Liber 9796 Folio 620.
- 7 Safeway Advertisement, The Washington Post, July 13, 1955.
- 8 DC Office of the Surveyors, Plat, August 9, 1956, Surveyors Book CO 7, p. 93.

Aerial photographs show that a one-story rear addition was added to the store at some point between 1964 and 1970. The irregularly-shaped brick addition extended the entire width of the building. Currently, this section of the building serves loading and back-of-house purposes.

In 1970, Safeway's land holdings were subdivided to create record lot 25.⁹

Between 1976 and 2004, the recessed entry door on the southwest (front) elevation was replaced with a modern sliding door that aligned with the windows. A secondary entry vestibule was added to the southwest corner of the northwest elevation. Two canopies were installed: one above the entry vestibule, and another on the northwest corner of the west elevation. The awnings have subsequently been removed.

9 DC Office of the Surveyors, Plat, April 28, 1970, Subdivision Book 156, p. 58.

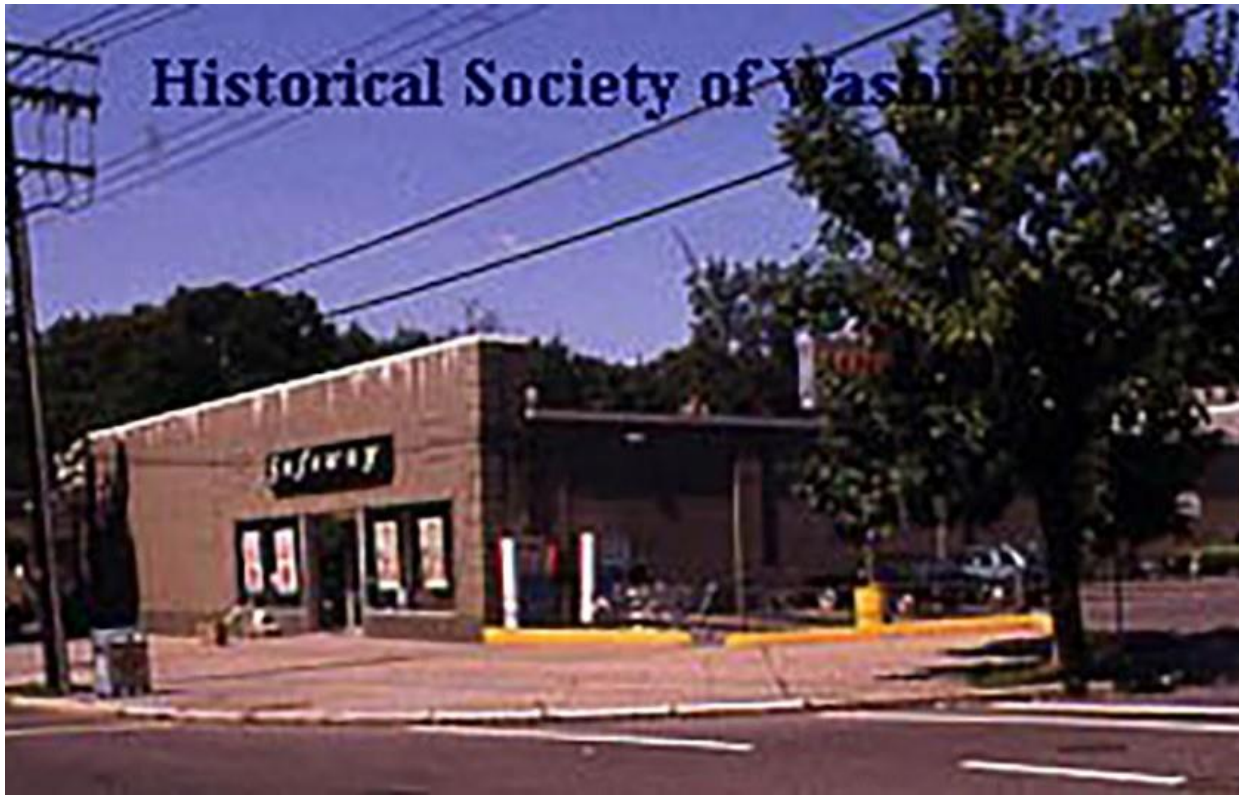


Figure 10: Safeway Grocery Store at 4865 MacArthur Boulevard, NW, October 1976. Historical Society of Washington.



Figure 11: Safeway Grocery Store at 4865 MacArthur Boulevard, NW, September 2004. Properquest DC.

Name of Property

County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

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

Areas of Significance

(Enter categories from instructions.)

Period of Significance

Significant Dates

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ A Owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object, or structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years old or achieving significance within the past 50 years.

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Carroll Meigs

George C. Martin

Period of Significance (justification)

Criteria Considerations (explanation, if necessary)

Name of Property

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Safeway store located at 4863 MacArthur Boulevard, NW, constructed in 1941 by George C. Martin to the design architect Carroll Meigs, does not qualify for designation as a District of Columbia landmark because it does not meet the criteria established for such designation. The building's design is not unique to the District of Columbia nor to the nation. Rather, it is an ordinary box devoid of any deliberate or meaningful architectural expression, and which was constructed chiefly out of expediency. It was preceded and followed by many similar grocery stores and thus did not create any new design or building trends in the District, particularly as it relates to the development of the grocery store. Likewise, while the store has served the Palisades area for many years, the development patterns of the neighborhood were already established by the time this store was constructed. This store was neither a catalyst nor an influential component of the area's development. Consequently, the store located at 4865 MacArthur Boulevard has little historic significance within the District of Columbia and therefore should not be considered eligible for listing on the DC Inventory for Historic Places.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

A property is eligible for designation in the DC Inventory of Historic Properties if it meets at least one of the seven criteria as set forth in 10-C DCMR §§ 201.1 – 201.3. These criteria generally correspond to the criteria established by the National Park Service in evaluating whether a property has sufficient historic significance to be listed in the National Register of Historic Places. The following analysis serves to argue that the grocery store located at 4865 MacArthur Boulevard, constructed as a Safeway Store in 1941, is neither unique in design nor is specifically associated with events or people that have contributed to the history and development of the District of Columbia. Instead, it is one of many Safeway grocery stores constructed in the District during the early 1940s, and therefore, it should not be considered eligible for individual listing on the DC Inventory of Historic Places.

CRITERION (a) Events: *They are sites of events that contributed significantly to the heritage, culture or development of the District of Columbia or the nation.*

The building located at 4865 MacArthur Boulevard is not the site of any significant event that contributed significantly to the heritage, culture, or development of the District of Columbia, as it was not the first Safeway grocery store constructed in the District.

Key milestones in the history and development of the Sanitary Grocery Store and Safeway Stores, Inc., occurred either well before or after the construction of the MacArthur Boulevard store. The first Sanitary Grocery Store was established in Washington in 1907, several decades prior to the construction of this store. It also post-dates Safeway's acquisition of the Sanitary Grocery Company in 1928, which maintained its autonomy in the local market as a subsidiary of Safeway for over a decade. Even though the property was leased by the Sanitary Grocery Company at the time the MacArthur Boulevard store was constructed in 1941, it operated under the "Safeway" brand name.

In January 1941, the Sanitary Grocery Company announced that all existing and future stores would operate under the Safeway name to simplify business records.¹⁰ By the time a building permit had been

¹⁰ "We Sanitary store folks are changing our name," Advertisement, *The Evening*

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issued for the MacArthur Boulevard store in September of that year, several permits for new Safeway stores -- many on properties leased by the Sanitary Grocery Company -- had already been issued or filed, making it far from the first new grocery store to be constructed following that January 1941 announcement. As this store was one of many large grocery stores that Safeway opened around the District during this time period, its opening is not an event that contributed significantly to the District of Columbia.

CRITERION (b) History: *They are associated with historical periods, social movements, groups, institutions, achievements, or patterns of growth and change that contributed significantly to the heritage, culture or development of the District of Columbia or the nation.*

The building located at 4865 MacArthur Boulevard does not meet Criterion B as it is not associated with groups or patterns of growth that contributed significantly to the development of the District of Columbia.



1201 Franklin Street, NE,
constructed 1941. EHT Traceries,
2018.



404 Butternut Street, NW,
constructed 1941. EHT Traceries,
2018.

Star, January 26, 1941, 10; Even though stores would take the Safeway name, president of the Sanitary Grocery Company Mark L. Langford provided assurances that ownership, management, and personnel would remain the same. "200 Sanitary Stores to Take 'Safeway' Name," *The Evening Star*, January 26, 1941, 4.

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1941 and 1942 showed one of the largest increases for the number of supermarkets nationally. Within the District alone, at least eight Safeway stores were constructed during these years, all of which were located in established suburban-like neighborhoods outside of the downtown core. On January 26, 1941, the same day that president of the Sanitary Grocery Company announced that the over 200 extant stores within the Washington area would take the name "Safeway," The Washington Post reported that Sanitary Grocery Company filed for a permit to erect a one- story masonry grocery store at 1201 Franklin Street, NE for an estimated cost of \$20,000. Victor R. Beauchamp, Inc. was listed as the builder, and Russell O. Kluge was listed as the architect.¹¹ Located along the commercial main street of Brookland, the Safeway store was constructed in the neighborhood following a period of immense expansion and development that occurred in the first half of the twentieth century.¹² On July 5, 1941, The Evening Star reported that Sanitary Grocery Company filed for a permit to erect a one-story masonry grocery store in Takoma at 404 Butternut Street, NW for an estimated cost of \$20,000. As with the forthcoming store located at 4865 McArthur Boulevard, the July 5 permit application for the store at 404 Butternut Street listed Carroll Meigs as the architect and George C. Martin as the builder.¹³ Located along the commercial main street of Brookland, the Safeway store was constructed in the neighborhood following a period of immense expansion and development that occurred in the first half of the twentieth century.¹⁴

The preference for locations outside of the downtown area was not unique to Safeway. The expansion of Washington's road systems outside the Federal City that resulted from the implementation of the DC Street Highway Act was quickly followed by residential construction. In 1927, a Great Atlantic and Pacific Tea Company store, constructed by Israel Diamond opened at 5435 MacArthur Boulevard (previously 5435 Conduit Road), opened in the heart of the Palisades neighborhood.

As the grocery store located at 4865 MacArthur Boulevard was neither the first grocery store in the Palisades, nor the first or last grocery store constructed in 1941, this building should not be considered as individually contributing significantly to the District of Columbia.

¹¹ "D.C. Ranks 5th in Permit Valuation," The Washington Post, January 26, 1941, R-5.

¹² "Brookland History and Cultural Resources," Brookland/CUA Metro Station Plan - Existing Conditions Report, https://planning.dc.gov/sites/default/files/dc/sites/op/publication/attachments/Final%20Plan%20with%20Council%20notes%204-09-09_Part3.pdf (accessed March 1, 2017).

¹³ "Permits," The Evening Star, July 5, 1941, B-6.

¹⁴ "Brookland History and Cultural Resources," Brookland/CUA Metro Station Plan - Existing Conditions Report, https://planning.dc.gov/sites/default/files/dc/sites/op/publication/attachments/Final%20Plan%20with%20Council%20notes%204-09-09_Part3.pdf (accessed March 1, 2017).

Name of Property

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CRITERION (c) Individuals: *They are associated with the lives of persons significant to the history of the District of Columbia or the nation.*

The MacArthur Boulevard Safeway store is not associated with the lives of persons significant to the history of the District or the nation. While the underlying property of the Safeway store was initially owned by brothers Samuel and Theodore Kogod and their wives, they were not involved with designing, constructing, or operating this or any Safeway store.

Samuel and Theodore Kogod owned and operated Kogod Bros. District Grocery Store, located at 34th and Dent Place NW from 1928 through 1945. Thereafter, the brothers owned and operated Kogod's Liquor Store in northwest Washington from 1946 to 1975. Despite these business interests, the brothers and their wives acted solely as land owners in connection with the MacArthur Boulevard Safeway. Other members of the family were active in the real estate and grocery business, but these members were likewise not affiliated with the site. Therefore, the building does not meet Criterion C.

CRITERION (d) Architecture or Urbanism: *They embody the distinguishing characteristics of architectural styles, building types, or methods of construction, or are expressions of landscape architecture, engineering, or urban planning, siting, or design significant to the appearance and development of the District of Columbia or the nation.*

The MacArthur Boulevard Safeway is undistinguished in its architectural expression, building type, and method of construction. While some features of typical grocery store design are discernable, the store on MacArthur Boulevard is not intact to its original appearance and does not embody the distinguishing characteristics of an architectural style. Therefore it does not meet Criterion D.

The evolution of grocery store design in Washington, DC closely reflected the general trends seen throughout the country. Supermarkets as we know today emerged in the 1930s, likely as a result of the Depression. These stores, known by historians of the grocery industry in the United States as "cheapy" stores, were synonymous with low price structures and stripped appearances. As part of keeping operation costs down, store design was stripped from the more opulent exteriors and interiors popularized in the 1920s. Unlike the earlier grocery stores that featured sales at a counter with the aid of sales staff, the interiors of these cheapy stores had no partitions, crude floors, bare ceilings, unpainted fixtures, glaring lights, large eye-catching signs, and merchandise stacked on shelves creating shopping aisles for the customers to select themselves.¹⁵ These stores further moved away from previous convention by having multi-line operations, another characteristic of 1920s stores.

As the economy began to improve in the mid-1930s, supermarkets took the place of smaller grocery chains. Between 1936 and 1938, the number of supermarkets within the county skyrocketed from 1,200 to 4,982, with the Great Atlantic & Pacific Tea Company leading the industry.¹⁶

¹⁵ Charvat, *Supermarketing*, 18.

¹⁶ Charvat, *Supermarketing*, 26.

Name of Property

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Increasing numbers of mergers and acquisitions in the 1930s hastened the trend toward greater uniformity in the operational structure of big stores. By the time World War II broke out, a distinct industry had emerged of building stores inspired by the Southern California archetype, with buildings as sleek free-standing objects, their prominence enhanced by sizable parking lots, and with expansive, clear-span spaces, self-service, and a single range of check-out stands. The supermarket combined features of large public markets, such as the conspicuous exterior and clear-span selling space, with the form of more modest "small" public markets – 4,000 to 7,000 square feet – that gained popularity in the 1920s.¹⁷ As with their competitors, Safeway introduced a standardized design for its stores, that often included a side lot graded for off-street parking. Most Safeway stores did not exceed 6,000 square feet until the 1940s.¹⁸

In 1941, the same year the Sanitary Grocery Company (owned by Safeway since 1928) officially changed the name of their stores to Safeway, numerous Safeway stores, in addition to the store located at 4865 MacArthur Boulevard, were constructed in several of the city's suburban-like neighborhoods. All of these stores, as with other stores constructed in the District and the country at large, presented as simple masonry boxes averaging around 6,000 square feet in size.

The MacArthur Boulevard Safeway did not introduce this building form, reinterpret it, or advance it; instead, it simply adopted the prototype as a matter of expediency and convenience. It is an unremarkable building that does not rise to the level of individual landmark status.

CRITERION (e) Artistry: *They possess high artistic or aesthetic values that contribute significantly to the heritage and appearance of the District of Columbia or the nation.*

The building located at 4865 MacArthur Boulevard is a simple rectangular form with undistinguished architectural character, and therefore it does not meet Criterion E.

The MacArthur Boulevard Safeway is an ordinary masonry building that is devoid of any architectural character or expression. In the 1940s, Safeway streamlined the construction of new stores, providing general corporate specifications for interior and exterior design. Diverging from earlier, more aesthetic designs, Safeway stores constructed between 1940 and 1942 were on average a size of 6,000 square feet, were simple brick boxes, and were largely devoid of decoration.

The MacArthur Boulevard Safeway is reflective of mundane and uninspired design based on corporate directives. It is indistinguishable from the other grocery stores constructed in the District in the period prior to US involvement in WWII and offers no artistic or aesthetic values that contribute significant to the heritage or appearance of the District.

¹⁷ Richard Longstreth, "The Los Angeles Super," *The Drive-In, the Supermarket, and the Transformation of Commercial Space in Los Angeles, 1914-1941* (Cambridge: MIT Press, 1999), 101.

¹⁸ "Safeway History," *Groceteria.com: Exploring supermarket history*, January 13, 2009, <http://www.groceteria.com/store/national-chains/safeway/safeway-history/3/> (accessed December 7, 2018).

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Figure 20: Safeway Grocery Store, 893 Portage Avenue, Winnipeg, c. 1929. West End Dumplings, <http://westenddumplings.blogspot.com/2018/03/former-safeway-store-facade-destroyed.html>.



Figure 21: Safeway Grocery Store. Undated, but likely from the 1930s. Groceteria.com

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Figure 22: 732 15th Street, SE. Constructed in 1926 by the Sanitary Grocery Company. EHT Traceries, 2018.



Figure 23: 3415 18th Street, NE. Constructed in 1929 by the Sanitary Grocery Company. Exterior has subsequently been altered. EHT Traceries, 2018.



Figure 24: 6201 3rd Street, NW. Constructed in 1939 by the Sanitary Grocery Company. The original grocery store (left) has been subsequently combined with the corner building. EHT Traceries, 2018.

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CRITERION (f) Work of a Master: *They have been identified as notable works of craftsmen, artists, sculptors, architects, landscape architects, urban planners, engineers, builders, or developers whose works have influenced the evolution of their fields of endeavor, or are significant to the development of the District of Columbia or the nation.*

The MacArthur Boulevard Safeway is not a notable work of any craftsmen, architect, builder, or developer, nor is it the product of any craftsmen, architect, builder, or developer whose work has influenced the evolution of their field of endeavor.

The store at 4865 MacArthur Boulevard was constructed by George C. Martin to the design of architect Carroll Meigs (1904-1976). Despite the fact that both men had practices based in Washington, DC, neither are considered preeminent in their field.

Meigs's career began with single-family houses and included work with modular homes. By the late 1930s, he began receiving commissions for commercial buildings, such as gas stations and some minor government work, including post offices.¹⁹ In 1940, he received a commission to be the lead designer for Safeway chain stores in the District. Between 1940 and 1942, when he closed his firm, Meigs is known to be responsible for designing nine Safeway stores: 2901 Minnesota Avenue, SE (permit application dated December 20, 1940), 5233 North Capitol Street, NE (permit application dated June 3, 1941; demolished), 404 Butternut Street, NW (permit application dated July 2, 1941), 2305 Rhode Island Avenue, NE (permit application dated August 7, 1941), 4865 MacArthur Boulevard, NW (permit application dated September 23, 1941), 4411 Fourteenth Street, NW (permit application dated October 28, 1941), 2809 Twelfth Street, NE (permit application dated November 5, 1941), and 1901 Wisconsin Avenue, NW (permit application dated February 11, 1942). More than half of these stores were constructed by George C. Martin. None are architecturally distinguished; rather the same utilitarian design is used with only minimal deviations to accommodate the site.

George C. Martin founded his own contracting firm in Washington in 1936, following a decade of working construction with his brothers in the area. His three sons eventually joined the company. The firm was responsible for building and remodeling several Safeway stores in addition to building other stores, gas stations, churches and government buildings.²⁰

Despite the fact that both Meigs and Martin spent a portion of their careers designing and constructing Safeway stores, the store located at 4865 MacArthur is not notable of either man. Instead, it is typical of one of the grocery stores designed and constructed by the pair for the Safeway Corporation in the early 1940s.

CRITERION (g) Archaeology: *They have yielded or may be likely to yield information significant to an understanding of historic or prehistoric events, cultures, and standards of living, building, and design.*

The building located at 4865 MacArthur Boulevard does not meet Criterion G as it is unlikely to yield information important to history or prehistory. Historic maps do not indicate the location of a previous structure on the site. No archaeological assessment has been made regarding the property itself.

¹⁹ Brian Kraft, *DC Historic Building Permits Database*.

²⁰ "In and About the City," *The Washington Post*, April 17, 1907, 3.

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Figure 25: 2901 Minnesota Avenue, SE. EHT Traceries, 2018.



Figure 28: 404 Butternut Street, NW. EHT Traceries, 2018.



Figure 26: 2305 Rhode Island Avenue, NE. EHT Traceries, 2018.



Figure 29: 4865 MacArthur Boulevard, NW. EHT Traceries, 2018.



Figure 27: 4411 Fourteenth Street, NW. EHT Traceries, 2018.



Figure 30: 1901 Wisconsin Avenue, NW. EHT Traceries, 2018.

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Integrity (10-C DCMR § 201.2): The form and quality of the building has changed since its original construction circa 1942 due to a major addition. Consequently, its integrity is somewhat compromised. Nevertheless, its original utilitarian form and appearance is evident.

Sufficient Time (10-C DCMR § 201.3): Seventy-seven years – has elapsed so as to allow for the professional evaluation of the store located at 4865 MacArthur Boulevard, NW.

CONCLUSION

The Safeway located at 4865 MacArthur Boulevard, NW, is neither the first grocery store in the District of Columbia, nor the first Sanitary Grocery Company or Safeway store in the District. It does not embody design significant to the development of the grocery store or supermarket. The building's simple rectangular form is undistinguished and devoid of any architectural character or historical significance. It does not meet the criteria for individual designation and is ineligible for listing on the DC Inventory of Historic Place.

Developmental history/additional historic context information (if appropriate)

HISTORIC CONTEXT: ESTABLISHMENT OF THE MODERN GROCERY STORE

The MacArthur Boulevard Safeway Store was not influential in the development of the modern grocery store, whose roots can be traced back to the mid-nineteenth century and the evolution of chain stores. In 1859, George Gilman, a leather merchant in New York, opened a small store in an effort to give consumers higher quality products at lower retail prices. Gilman's business partner, George Huntington Hartford, ultimately took over the operation and created the Great Atlantic & Pacific Tea Company. The popularity of his business plan, which included providing incentives to customers who spent a certain amount of money at his store, is evident; by 1865, only six years after it opened, Hartford's business had expanded to twenty-five stores, and by 1932, it was considered the largest chain store in the world.²¹¹

The idea of the chain store evolved and expanded during the first quarter of the twentieth century, largely due to the effects of the Industrial Revolution. Chain stores allowed flexibility in organization and distribution. Chain stores also adopted the practice of selling goods at lower prices than individual retailers, making them an economic and increasingly popular option for consumers.²² Despite the fact that the chain store originated in the grocery field, other industries, especially the fashion industry, soon followed suit. Some of the earliest chain stores include, but are not limited to, the following: J.C. Penny Company (1902), the Walgreen Company (1906), the Louis K. Liggett Company (1907), Safeway Stores, Inc. (1914), and the Piggly Wiggly Corporation (1916).

In the 1920s, the grocery store industry was still composed of single- or limited-line outlets, such as dairy stores, meat markets, confectioners, delis, or markets without meat. Innovative ideas, such as the self- service store introduced by Piggly Wiggly, began to changed the operations of grocery stores during this period. The supermarket as we know today emerged in the 1930s, likely as a result of the Depression. These stores, known by historians of the grocery industry in the United States as "cheapy" stores, were synonymous with low price structures and stripped appearances. As part of keeping operation costs down, store design was stripped from the more designed exteriors and interiors popularized in the 1920s. Unlike the earlier grocery stores that featured sales at a counter with the aid of sales staff, the interiors of these cheapy stores had no partitions, crude floors,

²¹ John P. Nichols, *Chain Store Manual* (New York City: National Chain Store Association, 1932), 26.

²² Nichols, *Chain Store Manual*, 29.

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bare ceilings, unpainted fixtures, glaring lights, large eye-catching signs, and merchandise stacked on shelves creating shopping aisles for the customers to select themselves.²³ These stores further moved away from previous convention by having multi-line operations, another characteristic of 1920s stores.

As the economy began to improve in the mid-1930s, supermarkets took the place of smaller grocery chains. Between 1936 and 1938, the number of supermarkets within the county skyrocketed from 1,200 to 4,982, with the Great Atlantic & Pacific Tea Company leading the industry.²⁴

Increasing numbers of mergers and acquisitions in the 1930s hastened the trend toward greater uniformity in the operational structure of big stores. By the time World War II broke out, a distinct industry had emerged of building stores inspired by the Southern California archetype, with buildings as free-standing objects, their prominence enhanced by sizable parking lots, and with expansive, clear-span spaces, self-service, and a single range of check-out stands. The supermarket combined features of large public markets, such as the conspicuous exterior and clear-span selling space, with the form of more modest "small" public markets – 4,000 to 7,000 square feet – that gained popularity in the 1920s.²⁵ As with their competitors, Safeway introduced a standardized design for its stores, that often included a side lot graded for off-street parking. Most Safeway stores did not exceed 6,000 square feet until the 1940s.²⁶

HISTORIC CONTEXT: SUMMARY OF THE HISTORY OF SAFEWAY IN WASHINGTON, DC

The MacArthur Boulevard Safeway Store is likewise not influential in the arrival of Safeway to the District of Columbia. Rather, it is just one of over a hundred stores constructed by Safeway and its subsidiary companies, including the Sanitary Grocery Company and Piggly Wiggly, in the District.

The Sanitary Grocery Company

In 1907, *The Washington Post* reported that the Sanitary Grocery Company, a general retail grocery business, was incorporated in Washington, DC. The flagship store was located at 1301 H Street, NE.²⁷ It was part of a well-established trend in chain store development that was spearheaded by grocery stores, beginning with the incorporation of the Great Atlantic and Pacific Tea Company in 1858.²⁸ The Sanitary Grocery Company in Washington followed this trend into the twentieth century. By February 1908, Boyd's Directory of the District of Columbia listed six stores within the District, and by March 1909, the grocery chain had expanded to twenty-one stores in all four quadrants of the city and in suburban Maryland.²⁹ Locally, the Sanitary Grocery Company quickly

²³ Frank J. Charvat, *Supermarketing* (New York: The Macmillan Company, 1961), 18.

²⁴ Charvat, *Supermarketing*, 26.

²⁵ Richard Longstreth, "The Los Angeles Super," *The Drive-In, the Supermarket, and the Transformation of Commercial Space in Los Angeles, 1914-1941* (Cambridge: MIT Press, 1999), 101.

²⁶ "Safeway History," *Groceteria.com: Exploring supermarket history*, January 13, 2009, <http://www.groceteria.com/store/national-chains/safeway/safeway-history/3/> (accessed December 7, 2018).

²⁷ "In and About the City," *The Washington Post*, April 17, 1907, 3.

²⁸ Paul H. Nystrom, *Chain Stores* (Washington, DC: Domestic Distribution Department, 1930), 3-4.

²⁹ Store locations listed in the business directory of the 1908 Boyd's Directory were

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became a competitor of the Great Atlantic and Pacific Tea Company, the largest chain grocery store in the United States.³⁰

In 1914, as the Sanitary Grocery Company's operations increased, it became necessary to move from their headquarters from H Street, NE to a larger space, located at 52 O Street, NW. Although becoming more prevalent throughout the country, particularly in larger cities, manufacturers and agricultural producers were only just beginning to get acquainted with chain store operations. Consequently, the Sanitary Grocery Company was forced to organize a separate wholesale operation in order to supply all their stores with the necessary goods.³¹ In 1916, a warehouse was constructed adjacent to the headquarters building in order to accommodate the company's expanded operations. The headquarters and adjacent warehouse remained on O Street, NW until 1923, when plans were made to erect a four-story warehouse, located at 1845 Fourth Street, NE. The warehouse, designed by Ballinger Co. to dually serve the headquarters and warehouse operations, remains extant.

In 1927, it was reported that the Sanitary Grocery Store purchased forty-nine Piggly-Wiggly self-service stores and meat markets in the greater Washington area. The former Piggly-Wiggly would be operated as a subsidiary company of the Sanitary Grocery Store. The acquisition of the local chain brought the number of stores operated by the Sanitary Grocery Company to 326.³²



Advertisement, The Evening Star,

Piggly Wiggly

Piggly Wiggly was established in 1916 by Clarence Saunders in Memphis, Tennessee as a self-service store. The self-service method of shopping was an innovation; it allowed shoppers to "stroll down wide aisles stocked on either side with a large variety of food products...[with] no delay, and the added privilege of carefully examining new items, reading the labels and deciding whether or not you want them."¹³ Self-service proved to be wildly

1301 H Street, N, 600 B Street, SE, 409 7th Street, SW, 1426 7th Street, NW, and 214 E Street, SW. (R. L. Polk, *Boyd's Directory of the District of Columbia* (Washington: R. L. Polk, 1908), 402); "No Competition for S. G. Co.'s Prices," *The Evening Star*, March 16, 1909, 14.

³⁰ "Ban on Grocery Store Denied to Competitor," *The Washington Post*, August 28, 1923, 10.

³¹ Edward G. Yonker, "Sanitary Grocery Company -- Its Beginning and Growth," *Uno Animo* 7, no. 7 (May 1932), 7, 7.

³² "Sanitary Firm Buys Piggly-Wiggly Stores," *The Washington Post*, August 30, 1927, 18.

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successful, allowing Saunders to grow his business into a chain of stores that were located across the country.

Advertisements for Piggly Wiggly stores first appeared in Washington newspapers in 1919, only three years after the chain's creation. In May 1920, the first Piggly Wiggly stores opened in Washington. The opening announcement proclaimed "'Tis in the Springtime here at Washington that twenty-six (26) PIGGLY WIGGLY stores are to be born on the same day."³³ The stores were to be located throughout the District, and one store was to be in nearby Alexandria, Virginia. By this time, Piggly Wiggly had operations in twenty-seven states.

Despite the success of the chain, the various holdings of the company was bought out by several larger chain companies by the latter 1920s. One such acquisition was made in 1927, when the Sanitary Grocery Company purchased the Washington-area Piggly Wiggly stores. Under Sanitary Company operation, Piggly Wiggly continued to expand in the region, retaining their signature self-service stores.

Safeway Acquisition and Expansion within the District

By 1928, the Sanitary Grocery Company, which included Piggly-Wiggly stores, maintained more than 421 chain stores in Richmond, Washington, and in the greater-Washington area.³⁴ In September of that year, *The Washington Post* announced that the local grocery chain had plans to merge with Safeway Stores, Inc.

Safeway Store, Inc. was established in California in 1914. By the mid-1920s, it operated the largest chain of "cash and carry" grocery stores in California, with 342 stores in the southern part of the state alone.³⁵ By the 1930s, shortly after the acquisition of the Sanitary Grocery Company, Safeway operated 2,695 stores throughout the nation under the Safeway, Piggly Wiggly, Sanitary Grocery Company, and many other local grocery chain names. It was the second largest retail grocery conglomerate in the United States, falling only behind The Great Atlantic and Pacific Tea Company.³⁶

In January 1941, merely months after conclusion a workers' strike that affected over 200 stores operated by Safeway within a twenty-five-mile radius of the District, the president of the Sanitary Grocery Company announced that the extant stores would take the name "Safeway" to simplify business records.³⁷ Later that

³³ "Two New Piggly Wiggly Self Service Stores," Advertisement, *The Evening Star*, May 2, 1929.

³⁴ As part of the acquisition, Sanitary Grocery stores remained service stores, and Piggly Wiggly stores remained self-service stores.

³⁵ Display Ad, *The Washington Post*, May 28, 1926, 15.

³⁶ "Safeway History," *Groceteria.com: Exploring supermarket history*, January 13, 2009, <http://www.groceteria.com/store/national-chains/safeway/safeway-history/2/> (accessed December 7, 2018).

³⁷ Even though stores would take the Safeway name, president of the Sanitary Grocery Company Mark L. Langford provided assurances that ownership, management, and personnel would remain the same. "200 Sanitary Stores to Take 'Safeway' Name," *The Evening Star*, January 26, 1941, 4.

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26

Fluttering Baby Birds

'Tis in the Springtime that baby birds are born

'Tis in the Springtime that new flowers burst forth with new born life

'Tis in the Springtime here at Washington that twenty-six (26) PIGGLY WIGGLY stores are to be born on the same day

Birds, Flowers and PIGGLY WIGGLY is the Springtime greeting that is given to everybody in the Nation's capital and with the greeting, a carnation fresh in its own spring life is handed to each PIGGLY WIGGLY visitor and there will be sensed in that mingling of Springtime beauty and in the melody of bird music a rhythm of delight that will make everybody in Washington glad that PIGGLY WIGGLY has come to town.

One Hundred and Twenty-five Thousand (125,000) carnations have been plucked from carnation beds and they are here at each of the twenty-six (26) PIGGLY WIGGLY stores to be handed to each man, woman and child as may come to a PIGGLY WIGGLY store and there see for the first time the new-born system of merchandising.

And you will not be asked to make a purchase—nobody is ever asked to do that in a PIGGLY WIGGLY store.

When you come in at the front door there is welcome and a carnation expressive of that welcome, and you are allowed to go through the turnstile on the left-hand side of the store and throughout that first aisle you may walk leisurely or fast as may suit you best, seeing on either side a variety of merchandise so arranged as to present a perfect picture with a profusion of colors, each blended into a composite whole, that can be seen in no place except in PIGGLY WIGGLY.

A swinging price tag will tell you the price of every article, a basket will be ready for you as you enter the turnstile gate, if you choose to use a basket and it's free for use in the store, and after you have gone from the first aisle into the second, the third and out through the fourth you will pass the checking counter, where will be tabulated on an adding machine such articles as you have purchased of your own choice, and where such purchase will be wrapped, and where you will make payment for the purchase, but if no purchase has been made and you have merely walked through the store purely for pleasure and for information, then you will simply pass the checking counter without stopping and without making any payment whatever.

Thus comes PIGGLY WIGGLY—twenty-six (26) at one time—into the midst of Washington's workers, into the midst of its society, into the midst of its Governmental activities and yet as each PIGGLY WIGGLY opens its door, that door will be the same invitation to him who is of moderate means, to him who is of much wealth, to him who is poor indeed, to all it will mean just one thing and that is, everyone is received alike, everyone is able to buy alike and at the same price, everyone is to be allowed that same freedom of choice and of movement throughout the store and in all of these things not one time on any day will there be one solicitation that any person make a purchase.

There is no salesmanship in a PIGGLY WIGGLY store except in the mute appeal of the merchandise itself and as the swinging price tag may indicate its value.

PIGGLY WIGGLY stores today are operating throughout the United States in a total of 27 states and in a total of 141 towns and with everyone who has seen and known PIGGLY WIGGLY there has been but one verdict and that is, that a new era in the retail distribution of food products has arrived.

Direct from producer and manufacturer to the consumer, to him and to her who eats, is the PIGGLY WIGGLY way. More than one thousand items and variety of food products are on display in a PIGGLY WIGGLY store and there is present in the price of each article only that cost necessary as first payment to the producer or manufacturer and as is necessary to take care of one cost in distribution to the consumer. The usual wholesale jobber's profit is eliminated entirely and PIGGLY WIGGLY, through its manifold savings in cost of distribution, is able to do business on a margin of profit which in total is approximately the general average of profit usually taxed on food products as the portion belonging to the great middle man—the Wholesale Grocer.

Decade after decade and age after age there have been attempts theoretically to make the path short from producer and manufacturer to consumer and to make the cost small, yet not until PIGGLY WIGGLY came was there ever a practical way to do this.

In a PIGGLY WIGGLY store there is that cleanliness that is seen in the well regulated home pantry of the housewife, and in truth, PIGGLY WIGGLY is a very large pantry for use by the housewife and one that can be depended upon every day. From every market of the entire country the buying arrangements for PIGGLY WIGGLY stretch out and touch, and from these markets come the best that can be had, and all of this is for the choice of the housewife as may suit her purse and as may suit her own judgment of comparative values.

You wait on yourself in a PIGGLY WIGGLY store and while you are doing this more than one hundred others can be doing likewise and still each one can make a choice and appraise a value without interruption or suggestion from any one else.

There are no sales clerks to haggle with and none to give preference to one customer over another.

There is no one to tell you that you ought to buy this or you ought to buy that, or you ought not to buy this or you ought not to buy that. All the telling of that kind that is done is told in your own mind and according to what may be your own personal desire and if you cannot suit yourself there certainly no one else in the world will be able to do that thing.

Fresh Fruits and Vegetables are there for your own selection.

A carnation free at each of the stores as listed below await your coming that you may know the whole truth concerning PIGGLY WIGGLY.

26

A Carnation Free to Everybody

26 PIGGLY WIGGLY STORES

Opening Day from 10 a.m. to 6 p.m.; Regular, 8 a.m. till 6 p.m.; Saturday, 8 a.m. till 10 p.m.

Arcade Market. 1631 Connecticut Ave. N.W. 3207 Georgia Ave. N.W. 3528 Georgia Ave. N.W. 3515 12th St. N.E. 3164 Mt. Pleasant Ave.	632 Pennsylvania Ave. N.W. 907 7th St. N.W. 733 North Capitol St. 2459 18th St. N.W. 1533 7th St. N.E. 412 8th St. S.E. 3218 M St. N.W.	2117 Pennsylvania Ave. N.W. 3612 14th St. N.W. 1416 F St. N.W. 715 8th St. S.E. 3423 Sherman Ave. N.W. 1500 H St. N.E. 2017 14th St. N.W.	1305 Wisconsin Ave. N.W. 1205 Good Hope Road S.E. 6914 4th St. N.W. 2009 18th St. N.W. 11 7th St. N.E. 518 King St., Alexandria, Va.
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TOMORROW—THURSDAY, IS THE DAY

"Fluttering Baby Birds," Advertisement, The Evening Star, May 5, 1920.

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We Sanitary store folks are changing our name



WE'VE lived here and done business and made friends under the Sanitary name since away back when. For years and years our Sanitary Stores have been part of this community.

And now we are to have a new name—SAFEWAY.

Nothing else about us is changing at all. Same ownership. We'll still be the same people, operating in the same locations. We'll still offer you the same fine foods, farm-fresh produce and guaranteed meats.

And we'll still be offering you *money-savings every day* because our stores will continue to be chain stores, distributing foods directly.

Our new name—SAFEWAY—is the

name of the parent organization to which Sanitary Stores have long belonged. It will simplify our business records to be known as SAFEWAY Stores.

Our new name is going up on the front of our stores. And our regular food advertisements in the newspapers this week-end will carry the SAFEWAY name. It will look like this:

SAFEWAY

We're publishing this message just so you won't be inconvenienced when we change our name. SAFEWAY is a name that's sort of friendly-like and easy to get used to, don't you think?

**Your SANITARY Grocer...who from
now on is your SAFEWAY Grocer**

"We Sanitary store folks are changing our name," Advertisement, The Evening Star, January 26, 1941.

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month, one of the first Safeway ads appeared in local newspaper.³⁸¹⁹

The early 1940s showed one of the largest increases in the number of grocery stores nationally. As seen across the design and construction industry at this time, Safeway provided general corporate specifications for interior and exterior design of new stores in an attempt to streamline the design of new stores across the country. Diverging from earlier designs, which were smaller and individualized, Safeway stores constructed between 1940 and 1942 were on average a size of 6,000 square feet, were simple brick boxes, and were largely devoid of decoration. While the prototype was still largely urban and pedestrian focused, with entrances directly from the sidewalk, many of the stores constructed during this period had side parking lots.

Within the District alone, at least eight Safeway stores were constructed during these years. These new stores, which were all constructed in accordance with Safeway's corporate specifications, appear to follow the patterns of residential development within the District.

Safeway continued to construct grocery stores during World War II; however, as the century proceeded, the company transitioned all of its holdings from small neighborhood grocery stores into larger supermarkets, either through design changes, such as the additions seen at MacArthur Boulevard or through new construction. By the end of the 1950s, the new stores were still large masonry boxes, but were instead characterized strong architectural components that were influenced by retail architectural trends throughout the nation. This included features that were easily recognizable and associated with Safeway stores. This also included more windows more interesting roof forms, exposed interior beam ceilings, air conditioning, colorful interiors, and sites that allowed for parking in the front and sides of the building. Some of these newer stores in Washington were designed in Georgian or Colonial Revival styles to blend in with the local construction patterns so as to minimize an 'invading giant chain' appearance.³⁹ Existing stores, such as the MacArthur Boulevard Safeway, were retrofitted to accommodate this change in the corporate design model, but they lacked the architectural goals and trends by which newly constructed stores were designed.

PROPERTY OWNER: KOGOD FAMILY

Display Ad, The Washington Post, January 31, 1941.

³⁸ Display Ad, *The Evening Star*, January 31, 1941.

³⁹ *The New Way at Safeway* (Fairchild Publications, 1958), 48, <https://archive.org/details/TheNewWayAtSafeway1958/page/n1> (accessed December 10, 2018).

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Samuel and Theodore Kogod, immigrants from Poland via Rio de Janeiro, arrived in the United States in the 1920s, along with their brother Fred Kogod. A fourth brother, Abraham, remained in Brazil. All three brothers entered into the grocery business when they arrived in the United States. While Samuel and Theodore went into business with each other, Fred was a co-founder of the Kogod-Dubb Store Fixture Co. and a partner in the Washington Refrigerator Co. By 1924, he went into the theatre business with his brother-in-law Max Burka.⁴⁰ Fred's youngest son Robert, was a real estate developer, who with his brother-in-law Robert H. Smith developed Crystal City for the Charles E. Smith Company in the 1960s. Robert Kogod is a major philanthropists in the Washington area.

Fred was also a partner in the establishment of the District Grocery Store (later referred to as DGS), a largely Jewish cooperative market established in 1921. Unlike the grocery chains, including Sanitary Grocery Stores, Piggly Wiggly, and Safeway, that were emerging at this time, DGS stores were individually owned by independent grocers. Samuel and Theodore Kogod owned and operated Kogod Bros. District Grocery Store, located at 34th and Dent Place NW from 1928 through 1945. They then operated Kogod's Liquor Store in northwest Washington from 1946 through retirement in 1975.⁴¹

In addition to various landholdings throughout the city, Samuel, with wife Edith, and Theodore, with wife Roslyn, owned lots 7 and 8 of Square 1389. Fred and Max Burka owned the eastern portion of Square 1389.⁴² In January 1941, a ground lease for lots 7 and 8 was executed between the Kogods and the Sanitary Grocery Company. Safeway Stores, Inc. eventually purchased the property, along with lots 9 and 10 (which were independently owned) in 1952. The following year, Safeway purchased Lots 15, 16, and 17 from Fred and Max Burka. This portion of the property is currently used as surface parking. The Kogods participation in the above transactions was limited to their ownership of the land. Despite having history in the grocery industry, they were not involved with the building or operation of the grocery store at this site.

ARCHITECT: CARROLL MEIGS | BUILDER: GEORGE C. MARTIN

Carroll Meigs (1904-1976) was born in Hampton, Virginia, but moved to Washington at an early age. In 1933, he established his own practice, which ultimately dissolved at the onset of US involvement in World War II. During this brief period, Meigs designed twenty buildings in Washington. He began his career by designing dwellings. As an active member of the Architects Institute of America, he worked with other members to design module homes. By the late 1930s, he began receiving commissions for commercial buildings, such as gas stations and some minor government work, including post offices.⁴³ In 1940, he received a commission to be the lead designer for Safeway chain stores in the District. Between 1940 and 1942, when he closed his firm, Meigs is known to be responsible for designing nine Safeway stores: 2901 Minnesota Avenue, SE (permit application dated December 20, 1940), 5233 North Capitol Street, NE (permit application dated June 3, 1941; not extant), 400 Butternut Street, NW (permit application dated July 2, 1941), 2305 Rhode Island Avenue, NE (permit

⁴⁰ "Fred S. Kogod Dies; Head of DC Theatre Chain," *The Evening Star*, December 13, 1956, 18.

⁴¹ "DC Grocer Theodore Kogod Dies at 78," *The Washington Post*, October 7, 1988.

⁴² DC Recorder of Deeds, Deed, Kogod & Burka Enterprises, Inc. to Fred S. Kogod and Max Burka, Incorporated, made August 31, 1951, recorded January 17, 1952, Liber 9632 Folio 512 No. 4.

⁴³ Brian Kraft, *DC Historic Building Permits Database*.

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application dated August 7, 1941), 4865 MacArthur Boulevard, NW (permit application dated September 23, 1941), 4411 Fourteenth Street, NW (permit application dated October 28, 1941), 2809 Twelfth Street, NE (permit application dated November 5, 1941), and 1901 Wisconsin Avenue, NW (permit application dated February 11, 1942). More than half of these stores were constructed by George C. Martin.

In 1941, Meigs was appointed as the architect for the Montgomery County Housing Authority, a position he held for merely a year.⁴⁴

Following the dissolution of his firm in 1942, Meigs joined the U.S. Foreign Economic Administration, and in 1957, he transferred to the State Department and joined the Foreign Service to serve as acting chief administrative officer at the US Embassy in Bonn, West Germany. He remained in this post until 1962, when retired from the Foreign Service and started a position as the Chief of the Rehabilitation Conservation Division at the Redevelopment Land Agency.⁴⁵

George C. Martin founded his own contracting firm in Washington in 1936, following a decade of working construction with his brothers in the area. His three sons eventually joined the company. The firm was responsible for building and remodeling several Safeway stores in addition to building other stores, gas stations, churches and government buildings.^{46,27}

⁴⁴ "Carroll Meigs Named Architect by County Housing Authority," *The Evening Star*, September 28, 1941, 16.

⁴⁵ "Carroll M. Meigs, Architect for RLA," *The Washington Post*, January 16, 1976.

⁴⁶ "In and About the City," *The Washington Post*, April 17, 1907, 3.

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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https://planning.dc.gov/sites/default/files/dc/sites/op/publication/attachments/Final%20Plan%20with%20Council%20notes%204-09-09_Part3.pdf (accessed March 1, 2017).

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Longstreth, Richard. *The Drive-In, the Supermarket, and the Transformation of Commercial Space in Los Angeles, 1914-1941*. Cambridge: MIT Press, 1999.

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Nystrom, Paul H. *Chain Stores*. Washington, DC: Domestic Distribution Department, 1930.

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The New Way at Safeway. Fairchild Publications, 1958. <https://archive.org/details/TheNewWayAtSafeway1958/page/n1> (accessed December 10, 2018).

The Washington Post, 1877-1997. Proquest Historical Newspapers. <http://search.proquest.com> (Accessed February 2018).

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Previous documentation on file (NPS):

____ preliminary determination of individual listing (36 CFR 67 has been requested)
____ previously listed in the National Register
____ previously determined eligible by the National Register
____ designated a National Historic Landmark
____ recorded by Historic American Buildings Survey # _____
____ recorded by Historic American Engineering Record # _____
____ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

____ State Historic Preservation Office
____ Other State agency
____ Federal agency
____ Local government
____ University
____ Other
Name of repository: _____

Historic Resources Survey Number (if assigned):

10. Geographical Data

Acreage of Property _____

(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1 _____
Zone Easting Northing

2 _____
Zone Easting Northing

3 _____
Zone Easting Northing

4 _____
Zone Easting Northing

Verbal Boundary Description (Describe the boundaries of the property.)

The Safeway store located at 4865 MacArthur Boulevard and the surrounding parking lot is located on Lot 25 of Square 1386. Lot 25 encompasses the western portion of the square.

Boundary Justification (Explain why the boundaries were selected.)

The boundaries are consistent with the property's legal description, as delineated in the land records of the District of Columbia.

Name of Property

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11. Form Prepared By

name/title Alyssa Stein/Historian; Emily Eig/CEO

organization EHT Traceries

date December 18, 2018

street & number 440 Massachusetts Avenue, NW

telephone 202.393.1199

city or town Washington

zip code

State DC

20001

e-mail Alyssa.stein@traceries.com

Additional Documentation

Submit the following items with the completed form:

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

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

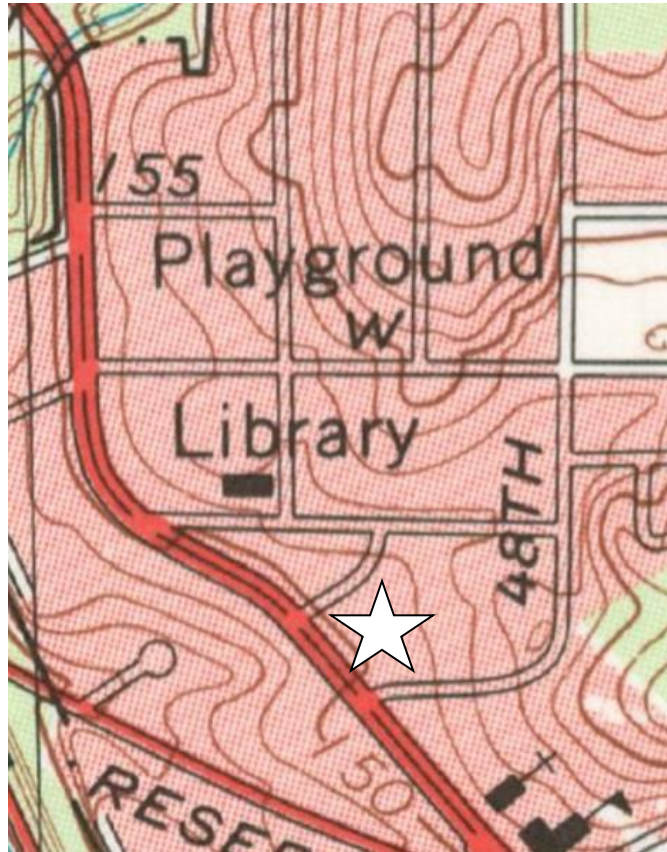
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)



Site shaded in yellow. PropertyQuest DC.

Name of Property

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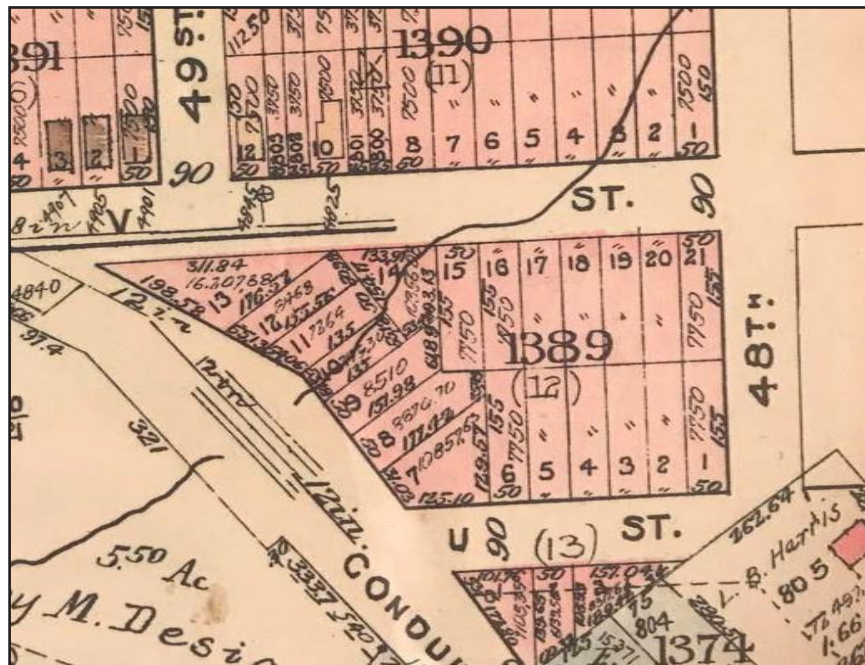


USGS Map

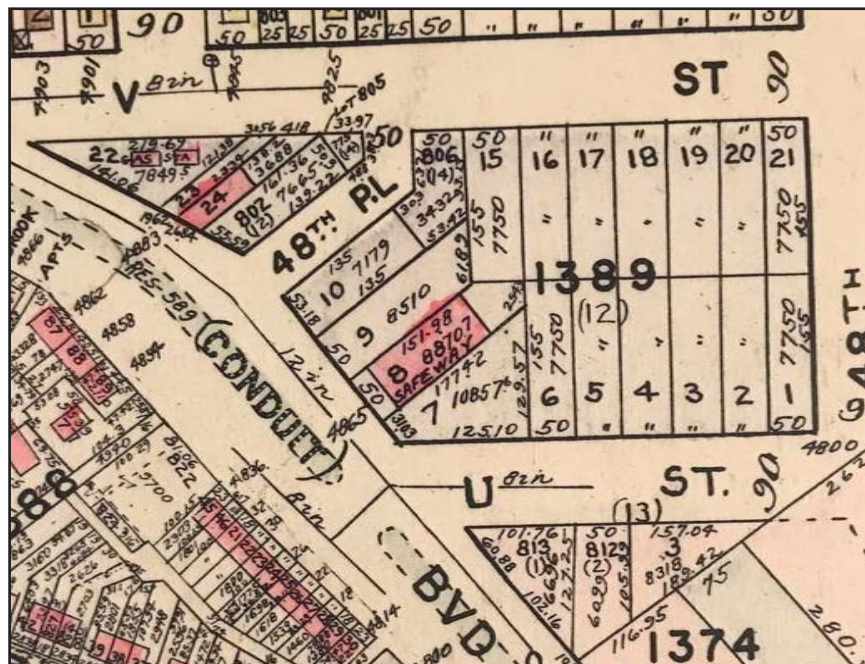
Name of Property

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HISTORIC MAPS



1931 Baist, volume 3, plat 30.



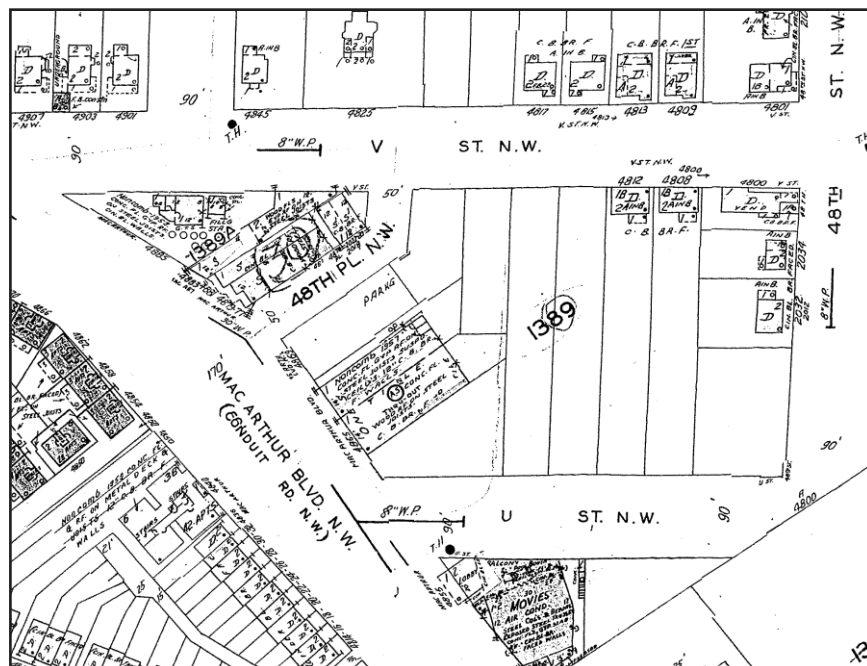
1945 Baist, volume 3, plat 30.

Name of Property

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1954 Baist, volume 3, plat 30.



1960 Sanborn, volume 5, sheet 562

Name of Property

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Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: 4865 MacArthur Boulevard, NW

City or Vicinity: Washington

County: State: DC

Photographer: Alyssa Stein

Date Photographed: January 31, 2018

Description of Photograph(s) and number:

1 of 7

Front (southwest) elevation, looking northwest.

2 of 7

Northwest (side) elevation, looking east.

3 of 7

Northeast (rear) elevation, looking
southwest. 4 of 7

Southeast (side) elevation.

5 of 7

Rear addition of building, looking northwest.

6 of 7

South corner of building, looking north.

7 of 7

Rear surface parking lot.

Name of Property

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1 of 7 Front (southwest) elevation, looking northwest.



2 of 7 Northwest (side) elevation, looking east.

Name of Property

County and State



3 of 7 Northeast (rear) elevation, looking southwest.



4 of 7 Southeast (side) elevation.

Name of Property

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5 of 7 Rear addition of building, looking northwest.



6 of 7 South corner of building, looking north



7 or 7 Rear surface parking lot.

Property Owner:

(Complete this item at the request of the SHPO or FPO.)

name NAI Saturn Eastern, LLC

street & number 11555 Dublin Canyon Rd telephone _____

city or town Pleasanton state CA zip code 94588

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.