

SCOTTSDALE PLANNING COMMISSION REPORT

To: Planning Commission
From: Preservation Division
Meeting Date: May 29, 2002



ITEM IN BRIEF

Action:

Hotel Valley Ho Historic Property Overlay

Consider a request to rezone from Highway Commercial (C-3) to Highway Commercial, Historic Property (C-3 HP) on an 8.86± acre parcel located at 6850 E. Main Street, and to place the property on the Scottsdale Historic Register.

7-ZN-2002

Purpose:

This request comes from the City of Scottsdale. This application was initiated by the Historic Preservation Commission (HPC) on March 14, 2002. Don Meserve in the Preservation Division is managing this application on behalf of the Historic Preservation Commission. Westroc is the new owner of this property, scheduled closing on May 17, 2002.

Location:

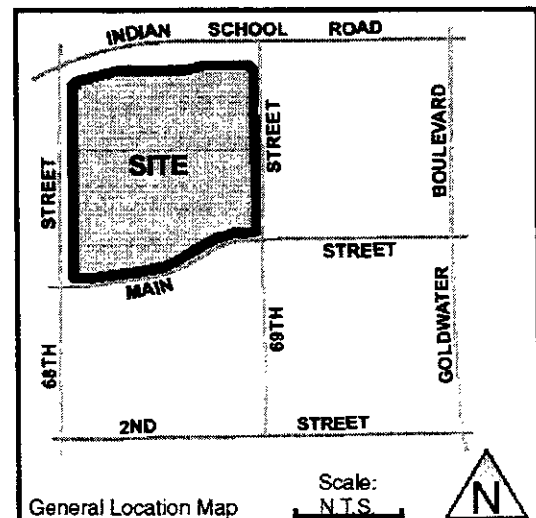
6850 E. Main Street

Key Considerations:

- The owner supports the rezoning request.
- The Historic Preservation Commission voted unanimously on 5/9/02 to recommend approval of the HP overlay zoning and identified this property in the recent downtown survey as historically significant.
- The Hotel Valley Ho is historically significant in multiple criteria for designation including its association with Scottsdale's development as a top rated arts colony and tourist destination, for its modern organic architectural style and for being the first year round resort to open up in the town employing "southwestern" architecture.
- The Hotel Valley Ho is the last resort remaining of the postwar boom that put Scottsdale on the map as a tourist destination and it has retained a high level of integrity in all aspects.
- No development or change in use or the underlying zoning is proposed in this City-initiated Historic Property overlay zoning case.

Applicant:

Don Meserve
City of Scottsdale
7447 E. Indian School Rd Ste 105
Scottsdale, AZ 85251
480-312-2523



Owner:

Scott Lyon, Managing Member
Westroc Real Estate Development
7305 East Greenway Road
Scottsdale, Arizona 85260
480-367-6222

Don Meserve, AICP, Preservation Planner
480-312-2523
E-mail: dmeserve@ci.scottsdale.az.us

DISCUSSION

Background/History:

The Historic Preservation Commission (HPC) was charged by City Council with identifying significant historic resources in the city and with establishing and maintaining the Scottsdale Historic Register as part of a comprehensive Historic Preservation Program. Scottsdale's current historic preservation program began with the 1996 Council-appointed Historic Resources Preservation Task Force, chaired by Councilwoman Cynthia Lukas. Council appointed the HPC in June 1997. The first priority of the HPC was to prepare local ordinances to identify and protect Scottsdale's significant resources. In July 1999 Council approved two ordinances on preservation; Ordinance No. 3242. Historic Property Zoning Overlay, and Ordinance No. 3243. Protection of Archaeological Resources.

The HPC and staff conducted an intensive survey of approximately 750 commercial properties within a 1-square mile area of downtown during the past two years to identify significant historic resources. The survey emphasized those properties related to Scottsdale's historic development as an arts colony and tourist destination. Through this survey effort the HPC identified the Hotel Valley Ho and approximately fourteen other individual properties and two collections of buildings to be considered for possible designation and placement on the Scottsdale Historic Register. Staff described the survey process to several groups including the Downtown Task Force and the Scottsdale Downtown Partnership. The survey results were presented to City Council in a progress report in November 2001.

The Hotel Valley Ho is a resort hotel complex located on 8.86 acres at the southeast corner of Indian School Road and 68th Street in Scottsdale, Arizona. The property is located on the north side of East Main Street, between 68th and 69th Streets on the western edge of downtown. The modern style complex is characterized by a random arrangement of buildings across a relatively flat site. The Hotel Valley Ho has continually operated as a resort hotel since opening in 1956. Its largest building, with an entry off Main Street, contains the original lobby, bar, and restaurant. Guest rooms also open off single corridor wings and frame a landscaped interior area with patios and a pool. Two additional buildings in the same style and materials as the original structure were constructed to the northwest along Indian School Road in 1958 and contain additional guest rooms. The original, 1956 building is a free flowing, single and two-story parabolic form with a strong horizontal emphasis. The buildings on a smaller parcel on the south side of East Main Street are not proposed for designation and were constructed later as a separate hotel.

The Historic Preservation Commission and the Central Arizona Chapter of the AIA sponsored a charrette on the Hotel Valley Ho in June 2001 to gain an understanding of those issues that would need to be addressed to preserve an aging downtown commercial property. The purpose of the charrette was to determine an economically viable and appropriate program of uses, and to preserve significant historic features.

The Hotel Valley Ho historic property overlay zoning case was initiated by the HPC on March 14, 2002 along with five other downtown properties as significant resources related to the development of Scottsdale as an arts colony and tourist destination from the postwar period (See also Attachment #9 March 14, 2002 HPC Minutes). The property is proposed for HP because the building is historically significant and exhibits a high degree of integrity according to the criteria in the Historic Property Overlay District, Section 6.100 of the Scottsdale Zoning Ordinance. No changes are proposed in land use, transportation or existing buildings and no development project/activity is associated with this request to apply the HP overlay to the property.

General Plan Context:

The proposed HP zoning for the Hotel Valley Ho is consistent with the Scottsdale General Plan. A Scottsdale Value in the Character and Design Element is the "Protection of significant historic buildings and settings." The proposed zoning is also consistent with Goal 3. in the Character and Design Element to "Identify Scottsdale's historic, archaeological and cultural resources, promote an awareness of them for future generations, and support their preservation and conservation."

Historic Significance:

The Hotel Valley Ho is historically significant for its association with Scottsdale's development as a top rated arts colony and tourist destination and for its modern, organic architectural style. It was the first year round resort to open up in the town and the first to employ "southwestern" architecture, bridging modern and western detailing, and expressing the cosmopolitan nature of Scottsdale. This is also the site where many celebrities and noteworthy guests stayed when vacationing in Scottsdale over the years.

The complex maintains a high level of integrity in all aspects of location, design, setting, materials, workmanship, feeling, and association. The buildings are in their original location and retain their organization of space as a physical manifestation of their historic and long-standing use as a resort hotel. The organic design and materials are characteristic of mid-century modernism and are distinctive original building features. The Hotel Valley Ho's significance at both the local and national levels was recently underscored by Alan Hess, a well-known architectural critic and historian, who noted that it appears to be the best remaining example in the country of a modern fifties resort. (See also Attachment #5 Historic Significance and Integrity Assessment Report)

Description of Applicant's Proposal:

The proposed HP overlay zoning district will not change the uses permitted with the pre-existing underlying C-3 zoning. No changes in the existing buildings or hotel use are proposed. No changes are proposed in land use, transportation or existing buildings on this 8.86 ± acre property and no development project/activity is associated with this request.

The request, initiated by the Historic Preservation Commission on March 14, 2002, is to rezone the property at 6850 E. Main Street, Parcel #130-11-089A, from C-3 to C-3HP to place the

Historic Property (HP) overlay zoning district on the property and to place the property on the Scottsdale Historic Register. The HPC held a public hearing on case 7-ZN-2002 on May 9, 2002.

Community Impact:

It is very timely for the Mayor and Council to recognize significant historic resources this year following Scottsdale's celebration of its 50th anniversary of incorporation. The work of the HPC and Council to identify and protect significant local historic and archaeological resources is ongoing and has been gaining recognition in the community as properties are placed on the Scottsdale Historic Register. Placing the Hotel Valley Ho on the Scottsdale Historic Register as a significant postwar resort related to the arts and tourism theme is a way to recognize past accomplishments and to honor the past.

Historic resources provide an opportunity for residents and visitors alike to see and appreciate significant examples of past efforts to build a special community. Historic postwar commercial buildings in the downtown area like the Hotel Valley Ho put Scottsdale on the map as a tourist destination in the 1950s. Recognizing significant downtown resources is consistent with the values and goals in the General Plan.

Community Involvement:

The HPC is the lead citizen's commission for developing an effective historic preservation program. The HPC worked with staff to survey the downtown and identify potentially significant resources for the past two years. Other citizens groups, including the Scottsdale Historical Society and Scottsdale Downtown Partnership, have expressed interest in preserving Scottsdale's past and staff has provided progress reports to interested groups. The Scottsdale Library Advisory Board sponsored a Fall 2001 lecture series on "Post World War II American Architecture", including Scottsdale's postwar architectural resources. The HPC held two open houses at Loloma School in January 2002 on the results of the downtown survey effort. The HPC also sponsored the June 2001 Hotel Valley Ho Charrette and provided copies of the charrette report to City Council, the owner, architects and prospective buyers.

Public comments at the fall architecture series, the January open houses on the downtown survey and the three recent open houses on the six proposed HP zoning cases were all very favorable. Staff discussed the HP zoning case with the prior owner, others interested in purchasing the property, and the new owner, Westroc, that plans on revitalizing the hotel. The HPC and staff have received very positive comments on this proposed recognition of a significant downtown historic property. The Scottsdale Historical Society supports the zoning and adding properties to the local register (See Attachment #8 Citizen Involvement Report).

Key Policy Considerations:

- The Hotel Valley Ho is the last resort remaining from the 1950s postwar boom and was very significant in Scottsdale's development as a tourist destination.
- The HP zoning does not impact the existing use or underlying zoning but it would support the continued use of the property as a resort hotel.
- The HPC unanimously recommended on May 9, 2002 that the HP overlay zoning be approved.

Historic Preservation Officer Recommendation:

Debbie Abele, the Historic Preservation Officer (HPO) designated by the Preservation Director, recommends approval due to the historic significance of the Hotel Valley Ho in multiple criteria

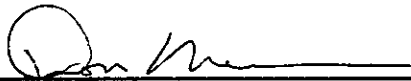
for designation and its important contribution to the historic theme of Scottsdale's development as an arts colony and tourist destination.

Historic Preservation Commission Recommendation:

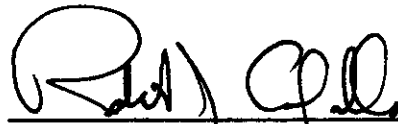
The HPC unanimously approved a recommendation to City Council to add HP overlay zoning to the Hotel Valley Ho and to place the property on the Scottsdale Historic Register.

Attachments to 7-ZN-2002:

- Attachment #1: Applicant's Narrative
- Attachment #2: Aerial
- Attachment #2A: Aerial - Enlarged
- Attachment #3: Land Use Map
- Attachment #4: Existing Zoning Map
- Attachment #5: Historic Significance and Integrity Assessment Report
- Attachment #6: Early Photos and Rendering
- Attachment #7: Recent Photos
- Attachment #8: Citizen Involvement Report
- Attachment #9: Minutes of March 14, 2002 HPC meeting (part)
- Attachment #10: Draft Minutes of May 9, 2002 HPC meeting (part)
- Attachment #11: Letter of support from Scottsdale Historical Society
- Attachment #12: Letter of support from Alan Hess, Architect



Don Meserve, AICP
Preservation Planner
Report Author



Robert J. Cafarella
Director, Preservation Division

The following departments/divisions have participated in the staff review of this request and support the stipulations/conditions as presented.

- ☒ Planning, Environment and Design
- ☒ Current Planning
- ☒ Preservation
- ☒ Economic Vitality
- ☒ Citizen & Neighborhood Resources

Scottsdale Unified School District has been notified of this application.

- ☒ Rezoning ☐ Other
☐ Use Permit
☐ Development Review
☐ Master Sign Programs
☐ Variance

Case # 7-ZN-2002/147-PA-2002
 Project Name Valley Ho HP REZONING
 Location 6850 E. MAIN STREET
 Applicant CITY OF SCOTTSDALE -
HISTORIC PRESERVATION COMMISSION

SITE DETAILS

Proposed/Existing Zoning: C-3 TO C-3 HP Parking Required: NO CHANGE
 Use: _____ Parking Provided: 11
 Parcel Size: _____ # Of Buildings: 3 EXISTING
☐ Gross Floor Area ☐ Total Units: _____ Height: EXISTING/NO CHANGE
☐ Floor Area Ratio ☐ Density: _____ Setbacks: N- _____ S- _____
 E- _____ W- _____

In the following space, please describe the project or the request

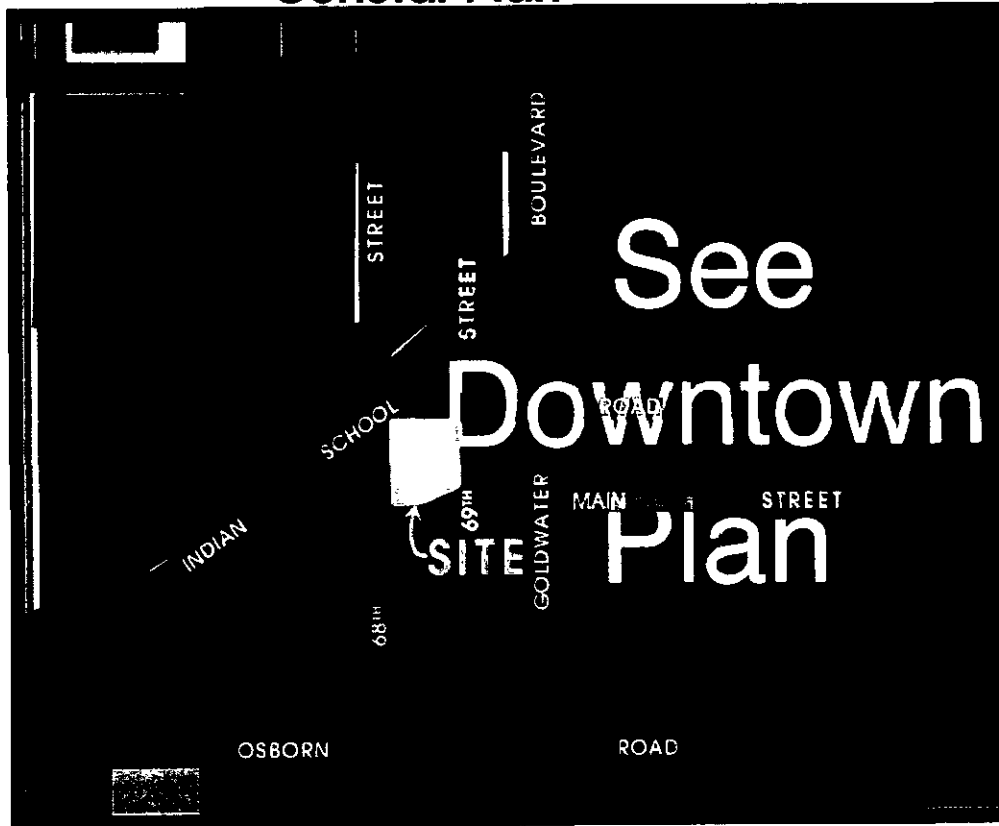
NO DEVELOPMENT OR CHANGE IN USE IS PROPOSED BY THIS HP OVERLAY ZONING APPLICATION. THE ZONING CASE WAS INITIATED MARCH 14, 2002 BY THE SCOTTSDALE HISTORIC PRESERVATION COMMISSION FOLLOWING A PUBLIC HEARING. THE PROPOSED REZONING WILL ADD HP-HISTORIC PROPERTY OVERLAY ZONING DISTRICT TO THE 1956+1958 VALLEY HO (NOW RAMADA VALLEY HO) ON THE NORTH SIDE OF E. MAIN STREET ON THE SOUTHEAST CORNER OF 68TH STREET & INDIAN SCHOOL ROAD. THE VALLEY HO HOTEL OPENED FOR BUSINESS AS SCOTTSDALE'S FIRST YEAR ROUND RESORT IN 1956, BUILT BY EVELYN & ROBERT FOEHL. THE 2-STORY BUILDINGS DESIGNED BY EDWARD L. VARNER ASSOC. UTILIZES DISTINCTIVE MASONRY, CONCRETE & METAL FEATURES REFLECTIVE OF MID-TWENTIETH CENTURY ARCHITECTURE INFLUENCED BY FRANK LLOYD WRIGHT. IT IS THE ONLY 1950's RESORT HOTEL REPRESENTING THE ARTS & TOURISM THEME. ITS CONSTRUCTION, LOCATION & HISTORY ARE IMPORTANT FOR SCOTTSDALE DEVELOPMENT AS AN ARTS COLONY & TOURIST DESTINATION AFTER WWII. WITH THE SAFARI HOTEL'S DEMISE THIS HOTEL WILL BE AN IMPORTANT ADDITION TO THE SCOTTSDALE HISTORIC REGISTER AS A SIGNIFICANT HISTORIC DOWNTOWN RESOURCES.

(If an additional page(s) is necessary, please attach.)

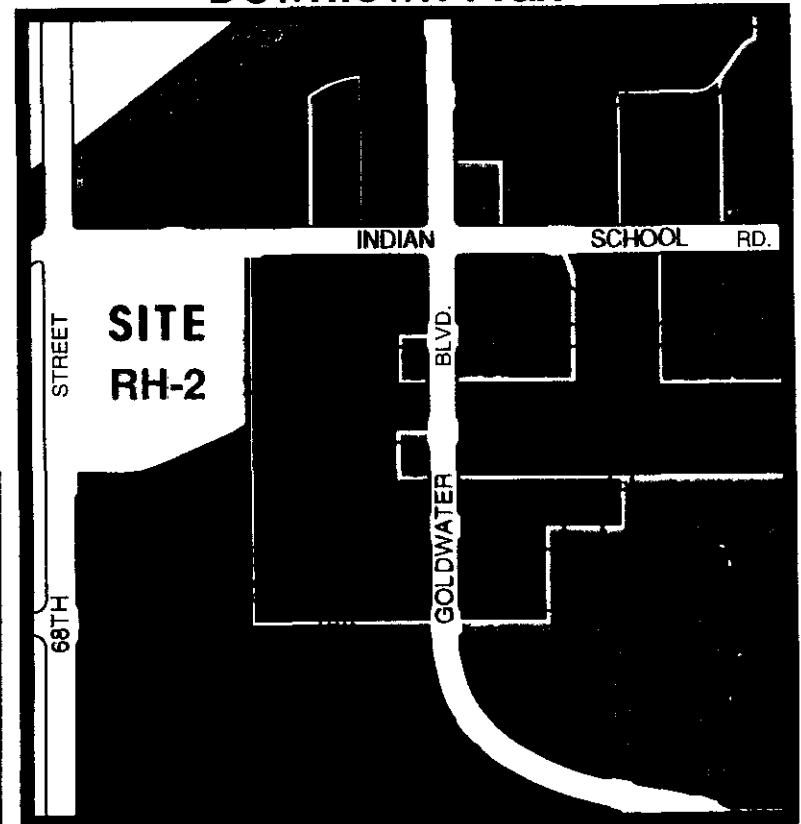
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ATTACHMENT #1

General Plan



Downtown Plan

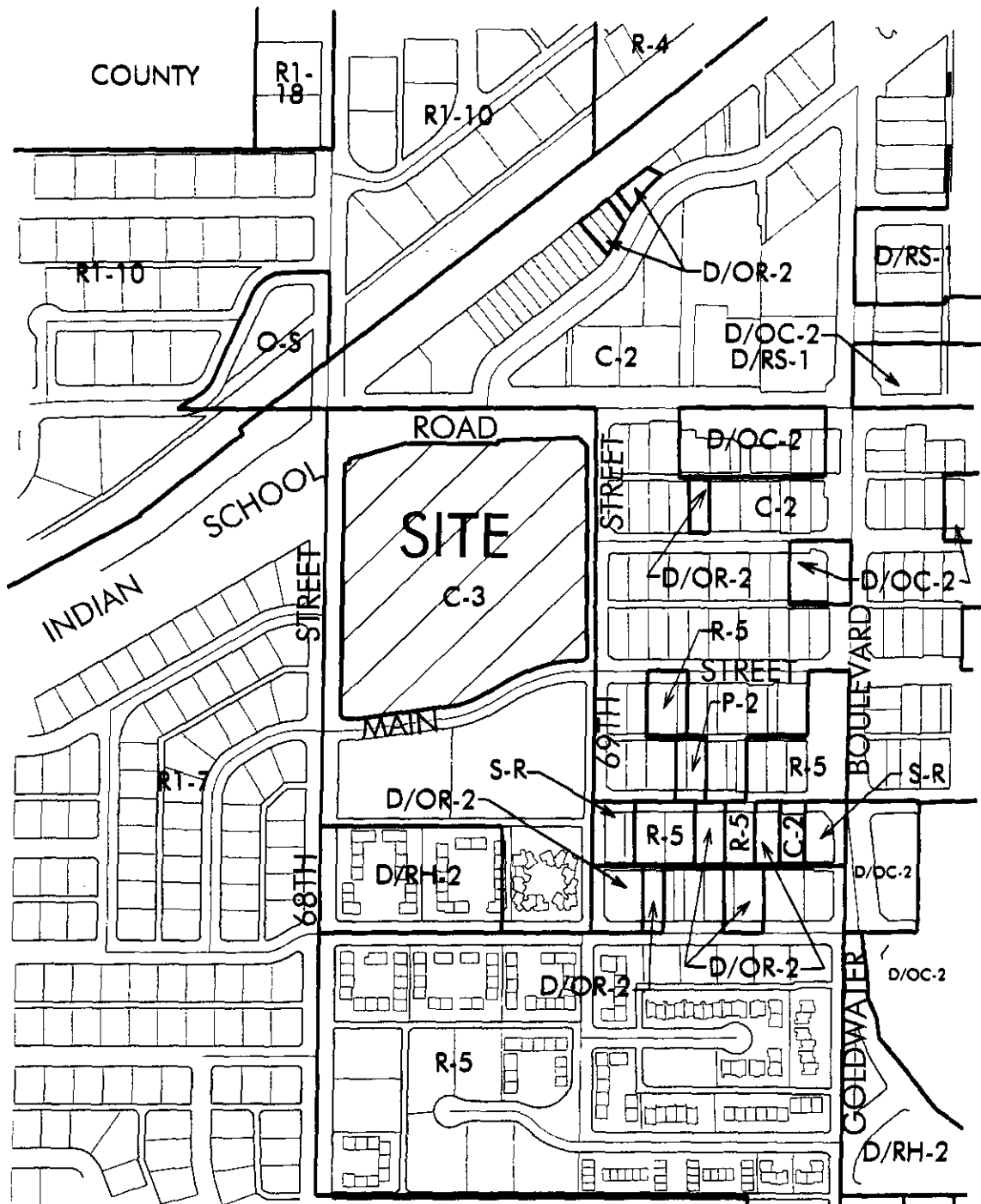


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|---|--|
| Rural Neighborhoods | Commercial |
| Suburban Neighborhoods | Office |
| Urban Neighborhoods | Employment |
| Mixed-Use Neighborhoods | Natural Open Space |
| Resorts/Tourism | Developed Open Space (Parks) |
| Shea Corridor | Developed Open Space (Golf Courses) |
| Mayo Support District | Cultural/Institutional or Public Use |
| Regional Use District | State Trust Lands under State Land Commissioner's Order #078-2001/2002 |
| McDowell Sonoran Preserve (as of 3/2002) | |
| Recommended Study Boundary of the McDowell Sonoran Preserve | |
| City Boundary | |

- | | |
|--------------------|----------------------------|
| Retail Specialty | Residential/Hotel |
| Office Commercial | Regional Commercial/Office |
| Civic Center | Residential High Density |
| Office Residential | Medical |



7-ZN-2002
ATTACHMENT #3



7-ZN-2002
ATTACHMENT #4



Scottsdale Historic Preservation Commission
Historic Significance and Integrity Assessment Report

Proposed Listing on the Scottsdale Historic Register for

Hotel Valley Ho

6850 E. Main Street, Scottsdale, Arizona

Scottsdale Historic Register Application No. SHR -02-1

Zoning Application No. 7-ZN-2002

Background

An intensive survey of downtown Scottsdale was conducted by the City's Preservation Division staff with assistance from Arizona State University interns, local historians and architects during the period 2000-2001. The goal of the survey was to identify those properties that might be eligible for listing on the Scottsdale Historic Register. Approximately 750 properties, built for commercial use, were studied with particular emphasis on those properties that related to Scottsdale historic development as an "Arts Colony and Tourist Destination." The Scottsdale Historic Preservation Commission and the members of the Commission's Historic Register Committee periodically reviewed the research collected and conducted field studies of the survey properties. Their relative significance and integrity were analyzed and compared. As a result of this effort, approximately fourteen other individual properties and two collections of buildings were identified that merited further consideration for designation to the Scottsdale Historic Register for their association with important historic events and representation of the architectural influences that shaped Scottsdale development during the post World War II era. The Hotel Valley Ho was among those properties that were identified as having both historic and architectural significance and a high degree of integrity.

Description

The Hotel Valley Ho is a historic resort hotel complex located on 8.86 acres at the southeast corner of Indian School Road and 68th Street in Scottsdale, Arizona. The site is at the western edge of downtown Scottsdale's 5th Avenue and Old Town shopping districts. The complex buildings are located on the north side of East Main Street, between 68th and 69th Streets. The three original buildings of the complex were constructed between 1956 and 1958. These are listed under Maricopa County Assessor parcel #130-11-089A. The buildings on a smaller parcel on the south side of East Main Street that are also part of the current hotel complex are not proposed for designation and were constructed later as a separate hotel.

The Modern style complex is characterized by a random arrangement of buildings across a relatively flat site. The property boundaries lack definition and the horizontal forms and use of concrete, brick, stone, and glass materials in the original buildings further reflect the organic quality of the complex. The Hotel Valley Ho has continually operated as a resort hotel since opening in 1956. Its largest building, with an entry off Main Street, contains the original lobby, bar, and restaurant. Guest rooms also open off single corridor wings and frame a landscaped interior area with patios and a pool. Two additional buildings in the same style and materials as the original structure were constructed to the northwest within two years of the resort's opening, and contain additional guest rooms.

The complex is within walking distance of Scottsdale's major downtown shopping areas. Grass expanses and traditional landscape features create a resort-like setting, which is further emphasized by the buildings' setback from the roadways and open spaces with pathways between structures. Traditional resort amenities complement the setting and include tennis courts, pool, and an outdoor

dining patio. Surface parking is adjacent to three of the property's northern parcel boundaries, located between the roadways and resort buildings.

The original 1956 building is a free flowing, single and double story parabolic form with a strong horizontal emphasis. Its Main Street entry is marked by a vertical mass that contains an elevator shaft and extends over the porte cochere where guests arrive. A low ceiling entrance opens to a large volume interior lobby space, a feature used frequently by architect Frank Lloyd Wright to create a "sense of arrival" upon entering the building. The flat roof is made of heavy poured concrete with wide overhangs. Concrete pillars that extend to the basement provide decorative support for the building structure. The original exterior walls are constructed of masonry materials including desert stone and brick. The use of organic materials repeats inside where redwood ceilings and stone floor and wall patterns link the exterior entry area with the inside lobby space. Modern architectural features also include use of glass walls and glazing uniting indoor public spaces and guest rooms with the outdoors. Floating partition walls separate outside guest patios. Cantilevered balconies are another prominent design element. Special façade details include over one mile of precast geometric concrete panels designed in a motif described in newspaper accounts of the day as "Southwestern," and "Indian". Geometric metal forms also ornament the stair railings and roof eaves.

Two additional buildings with guest rooms were constructed in 1958 at the northwest corner of the property. These structures are two story, rectilinear forms sited parallel to each other, with double loaded rooms opening onto a central corridor. Like the original building, the concrete roofs are flat and their exterior walls use just a single material on any one surface, a tenant of modern design. These are constructed with the same brick, desert stone, and glass materials found on the main building. Precast concrete panels are also repeated on the balconies of the 1958 buildings.

History

The Hotel Valley Ho was built between 1956 and 1958 during the heyday of Scottsdale's development as a major tourist destination. The decade after World War II had seen the expansion of a wide array of accommodations to lure vacationers and seasonal residents and by the mid fifties the area was well known as an arts colony with first-rate tourist amenities. These larger development patterns are fully described in a separate context statement.

The Hotel Valley Ho was built to be one of Scottsdale's finest modern hotels, competing alongside the glitzy and well-known Safari and Mountain Shadows resorts. Scottsdale's Safari Resort was demolished in the 1990s. When the Valley Ho opened for business in 1956 it was Scottsdale's first European plan, year round hotel. The resort advertised large rooms and suites with private sun decks and individual snack-bar kitchens. It utilized distinctive masonry, concrete and expanses of glass that were features reflective of mid-twentieth century Modern architecture. In anticipation of future expansion, the original design of the structures included features such as an elevator shaft and a structural system that could support additional building mass. The design of the hotel's grounds and its distinctive buildings was the work of Edward L. Varney and Associates, one of the most prominent local architectural firms of the period. The construction and operations of the complex was overseen by a well-known local hotelier, Bob Foehl and his wife, Evelyn. A contest was announced in March of 1956 to find a name for the property that had a "westward flavor, was easy to pronounce and had a relationship to the general area in which it was being erected." The winning entry was selected because it typified Scottsdale's location at the threshold of Paradise Valley, tied the new hotel to its parent, the Westward Ho Hotel in Phoenix, and had a melodious sound. Under the Foehl's management, the Hotel Valley Ho attracted celebrities and other clientele that they had met through their resort operations in California. Becoming popular with the rich and famous almost immediately, Hollywood stars Natalie Wood and Robert Wagner held their wedding at the hotel in December 1957.

Motorola also helped sustain early operations at the Hotel Valley Ho by housing many of its new employees there while they looked for permanent homes. The resort soon gained a national reputation for its amenities and hospitality.

Significance

The Hotel Valley Ho is historically significant for its association with Scottsdale's development as a top rated arts colony and destination for tourists and for its modern, organic architectural style. It was the first year round resort to open up in the town and the first to employ "southwestern" architecture, bridging modern and western detailing, and expressing the cosmopolitan nature of Scottsdale. This is also the site where many celebrities and noteworthy guests stayed when vacationing in Scottsdale over the years.

The physical features of the three buildings that comprise the original complex north of Main Street are virtually unchanged from the fifties and continue to convey their historical associations. The single and double story structures have a strong, free flowing horizontal emphasis with flat, precast concrete roofs and wide overhangs. Cantilevered balconies and guest patios separated by floating walls open up through glass to outside spaces around the pool and resort grounds. The use of organic materials including desert stone and brick as well as precast concrete panels are very reminiscent of modern Frank Lloyd Wright inspired buildings and provide a distinctive identity.

The complex maintains a high level of integrity in all aspects of location, design, setting, materials, workmanship, feeling, and association. The buildings are in their original location and retain their organization of space as a physical manifestation of their historic and long-standing use as a resort hotel. The organic design and materials are characteristic of mid-century modernism and are distinctive original building features. The Hotel Valley Ho's significance at both the local and national levels has been confirmed by Alan Hess, a well-known architectural critic, author and historian, who proposes that the complex might be the best remaining intact example of a modern fifties resort in the country (See Attachment #12).

Recommendation

Based upon this information, it is recommended that the HP Commission:

Approve a recommendation to the City Council to apply HP overlay zoning and list the Hotel Valley Ho on the Scottsdale Historic Register.

CITIZEN INVOLVEMENT REPORT
Case #7-ZN-2002, Historic Property Zoning Map Amendment
For 6850 E. Main Street, Valley Ho (Ramada Valley Ho)

Numerous efforts have been undertaken to ensure that citizens and property owners understand the proposed zoning map amendment. This report documents the citizen involvement efforts undertaken to comply with the requirements for a Citizen Review Plan and Report.

1. INTERESTED/POTENTIALLY IMPACTED PARTIES IDENTIFIED:

- Property Owners, Property Manager and Prospective Buyers
- Scottsdale's HPC-Historic Preservation Commission (Council-appointed)
- Scottsdale Historical Society (Private)
- Downtown Scottsdale Partnership and past Downtown Task Force, merchants associations, architects and other citizens interested in the downtown
- Surrounding property owners and nearby businesses/tenants
- Southwest Village neighborhood HOA and residents to the west, north and south
- State Historic Preservation Office (SHPO)
- Mayor and City Council
- City Manager, Assistant City Managers, Downtown Coordination Team and Interested/Impacted City Staff in Other Departments

2. NOTIFICATION METHODS

- Owner Contacts: The owner and property manager were called about all HPC meetings, the design charrette and any hearings, and were sent copies of agendas and/or notices. Staff talked with both Pauline Ip, Kemp Properties, and the prospective buyer, Westroc, to discuss the impact of HP zoning and to answer questions. The owner and their realtor attended the charrette in June 2001. Staff talked with the property manager to review placement of Early Notification and Zoning signs prior to installation.
- Prospective Buyers and Realtors: Interested buyers and agents have contacted City staff in Preservation, Economic Vitality and other departments to obtain information on zoning, development potential, the Downtown Plan and other policies related to the property. Preservation staff have described the impacts of historic property overlay zoning and placing a property on the Scottsdale Historic Register. Met with Artemis and Westroc in April 2002.
- HPC Meetings: Agendas for HPC meetings are posted and sent to interested citizens. The property was placed on the agenda for a few different HPC meetings and a public hearing. The HPC held a public hearing on initiating the HP zoning case and approved initiating the HP case on March 14, 2002. The Commission approved a list of properties for consideration for the register, including the Valley Ho, in October 2001. Notices were mailed first class to property owners within 750' of the Valley Ho for the public open houses and for the HPC, PC and CC zoning hearing.
- Open Houses: Three public open house was held by the HPC on April 25th, April 30th, and May 9th 2002 on the Valley Ho, Craftsman Court and Adobe Motor Apartment rezoning cases. The participants were very supportive of historic preservation efforts.
- Design Charrette: The Historic Preservation Commission and the Central Arizona Chapter of the American Institute of Architects sponsored a design charrette on June 30, 2001. The primary goal of discussing the Valley Ho in a charrette was to gain an understanding of those issues that need to be addressed to preserve an aging downtown commercial property. The findings will assist the City in developing incentives programs related to existing conditions,

development pressures and reuse potential. The June 2001 design charrette was an opportunity for architects, historians, and developers to discuss what could happen to the Valley Ho to keep it financially viable while preserving the historic hotel buildings. The charrette report was presented to Council in the fall and is in the case file.

- **Historical Society:** Contacted President of the Scottsdale Historical Society to speak on a board of director agenda about the proposed HP zoning cases. Attended meeting April 15th to share information on the rezoning and to request the support of the historical society for the HP designations. A letter of support was received from the President on April 22, 2002.
- **Merchants Groups:** Debbie Abele made presentations last Summer and Fall to the Downtown Task Force and the Scottsdale Downtown Partnership on the downtown survey to identify historic properties. Participants were supportive of historic preservation activities.
- **Neighborhood Meetings:** Sent copies of the open house notices to a local HOA, Southwest Village. Debbie Abele attended a Southwest Village neighborhood meeting on May 1, 2002 and described the HP zoning case and answered questions about the Valley Ho and the case.
- **Posting Site/Notices/Mailings:** Both the Early Notification and Zoning signs were posted at the site as required and notices were placed in the newspaper for the public hearings. Preservation mailed the notices to property owners for the open houses and HPC hearing. Current Planning will mail the notices for the PC and CC hearings.
- **School Notification:** Scottsdale United School District was contacted mail.
- **State Organization:** Contacted SHPO about rezoning applications.
- **City Contacts:** Assistant City Manager, Planning Systems, Urban Design, Economic Vitality, and City Attorney's Office to discuss case. Took Assistant City Manager, Ed Gawf on tour.
- **Memo to Mayor and City Council** describing proposed rezoning process and updates. Took interested Council members on tour of site if desired.

3. INFORMATION ON SUBSTANCE OF HP ZONING CASES

- **Public Information Handouts:** Information on the HPC, HP zoning, downtown survey and other general information on the historic preservation program was provided at all open houses, meetings and hearings along with the opportunity to talk to staff and commissioners.
- **Case Information:** Media updates, internet, newspaper articles and other techniques were used to inform the public about the pending zoning. Shannon Wallace in Citizen & Neighborhood Resources and Bonnie Fuller in Current Planning assisted in getting public information out on this case. Case files are available in Current Planning and Preservation for the public to inspect/review. The site was posted with the white and red zoning notifications signs.

4. ADDITIONAL OPPORTUNITIES FOR COMMENT BEFORE HEARINGS

- **Meetings:** Interested citizens can speak and comment at open houses, public meetings and public hearings of the HPC, PC or Council. The HPC also invited owner and public comment at their meeting when initiating the rezoning.
- **Inquiries/Staff Contacts:** Staff provided information on the case to the owner, prospective buyers and interested citizens in response to phone calls and at meetings.: Responded to drop-ins, phone calls, e-mails, etc. from reporters and the public to answer questions about historic preservation and the case.
- **Merchants Meetings:** Staff received some positive feedback from the Downtown Task Force and Scottsdale Downtown Partnership during presentations on the downtown survey.
- **Fall Lectures:** The Scottsdale Library Advisory Board sponsored a series of three lectures titled "Post World War II American Architecture". Speakers included Alan Hess, nationally

prominent architectural writer, Joan Fudala, local author of Scottsdale history and Debbie Abele, Historic Preservation Officer. The lectures were a great introduction to architecture from the recent past and why it is important to identify and preserve significant buildings from the postwar era in Scottsdale.

- **January Open Houses:** The HPC held open houses on January 9th and January 10th 2002 at Loloma School to provide information on studies of the downtown that identified properties, including the Valley Ho, eligible for designation on the local register. About 750 non-residential properties were included in an intensive survey of downtown Scottsdale to identify potentially significant properties. About fifteen individual properties and two collections on Fifth Avenue and Main Street were identified in the survey.
- **City Meetings:** Talked about cases in Downtown Coordination Team and Screening Meetings with other staff as well as one-on-one meetings with some interested staff.

5. ISSUES DISCUSSED AND COMMENTS RECEIVED

- All citizens speaking at the open houses and public meetings have been enthusiastic supporters of recognizing this hotel as a significant historic resource in the downtown.
- The prior owner and prospective owner have both met with staff regarding the HP zoning and placing the property north of Main Street on the Scottsdale Historic Register.
- There have been several questions about the impact of HP overlay zoning and what assistance the City can provide owners of historic properties.
- A pending change in ownership during this pending City-initiated zoning case caused some confusion and speculation about the future of the hotel.

SUMMARY OF PUBLIC INVOLVEMENT

All the requirements of the July 2000 Citizen Review Process and zoning procedures as revised have been met. All public comments received have been in favor of the proposed rezoning. A variety of people have asked for information and clarification about the impacts of HP zoning.

Supplementary Information in 7-ZN-2002 File:

Fall lecture series flyer
January Open House post card
Handout on downtown survey process
April/May open house post cards
Photo of display board for open houses
Sign-in sheets from public meetings
City/internet meeting notices
Q and A flyer on HP
June 2001 Valley Ho Hotel Charrette Report
Newspaper article from April 27th Arizona Republic

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MINUTES

HISTORICAL PRESERVATION COMMISSION
FIRST FLOOR COMMUNITY DEVELOPMENT CONFERENCE ROOM
MARCH 14, 2002
5:00 P.M.

CALL TO ORDER

The meeting was called to order at 5:00 P.M.

ATTENDANCE

Present: Cathy Johnson, Chairwoman
Darlene Petersen
Tom Lennon
Doug Sydnor
Janet Wilson

Absent: Patricia Myers

Staff: Don Meserve
Debbie Abele
Bob Cafarella

Visitors: Tom Giller, Sam West, Anselm Bischoff, Davida Schiffman Smith

PUBLIC HEARING/ACTION ITEMS

Initiation of HP – Historic Property Zoning

Ms. Able stated that the public hearing action items before the Commission is initiation of HP- Historic Public overlay zoning to place properties on the Scottsdale Historic Register. Ms. Able referred to the chart that describes the steps that need to be taken to determine if a property is to be placed on the Scottsdale Historic Register. She further stated that the overlay zoning does no effect the zoning. She reviewed the process that has taken place. Ms. Able reported that the Commission couldn't discuss the specifics or the merits about the property.

Chairwoman Johnson requested that the Historic Preservation Commission consider initiating an HP overlay zoning case for the Valley Ho (Ramada Valley Ho).

(There was no public testimony)

* MOTION WAS MADE by Commissioner Sydnor for INITIATION OF HP – HISTORIC PROPERTY ZONING FOR VALLEY HO (RAMADA VALLEY HO) AT 6850 E. MAIN STREET TO PLACE THE PROPERTY ON THE SCOTTSDALE HISTORIC REGISTER. MOTION WAS SECONDED by Commissioner Petersen, WHICH CARRIED 5-0.

Chairwoman Johnson requested that the Historic Preservation Commission consider initiating an HP overlay zoning case for Adobe Motor Apartments (El Adobe) to place the property on the Scottsdale Historic Register.

MINUTES

Historical Preservation Commission
1st Floor Community Development Conference Room
May 9, 2002
5:00 P.M.

CALL TO ORDER

The meeting was called to order at 5:00 P.M.

ATTENDANCE

Present: Cathy Johnson, Chairwomen
B.J. Gonzales
Darlene Peterson
Tom Lennon
Doug Sydnor
Patricia Myers

Absent: Janet Wilson

Staff: Don Meserve
Debbie Abele

Visitors: Ester Kozinets, Margy Parisella, Louise Roman, JoAnn Handley, Bill Nossikos,
Anne Perkins, Jeff Bostetter, and Scott Lyon

INTRODUCTIONS

Chairwomen Johnson introduced B.J. Gonzales who was appointed to the Historic Preservation Commission by City Council on April 16, 2002.

MINUTES

Commissioner Sydnor recommended the following change:

Page 2, third line should read: "Commissioner Sydnor suggested using the word form instead of shape". Chairwomen Johnson stated the same correction should be made five lines later.

Chairwomen Johnson stated that the minutes of April 11, 2002 stood approved as amended.

PUBLIC HEARING/ACTION ITEMS

1. Public Hearing/Discussion/Possible Action: 7-ZN-2002 (Valley Ho Hotel Historic Property Overlay) – request by City of Scottsdale, applicant Kemp Properties, Inc., owner to rezone from Highway Commercial (C-3) to Highway Commercial, Historic Property (C-3 HP) on an 8.86 + acre parcel located on the north side of East Main Street, at 6850 E. Main Street. This request would add Historic Property (HP) overlay zoning to the Valley Ho (now Ramada Valley Ho) Hotel in Downtown Scottsdale, and place the buildings on the Historic Register. No changes in use or the underlying zoning are proposed.

Chairwomen Johnson reviewed the procedures used in conducting this meeting.

Ms. Abele presented this case as per the Historic Significance and Integrity Assessment Report to the HPC. Based upon this information, it is recommended by the Historic Preservation Officer, Ms. Abele, that the HPC: Approve a recommendation to the City Council to apply HP overlay zoning and list the Valley Ho Resort Hotel on the Scottsdale Historic Register.

Commissioner Sydnor stated the action lists the request by the City of Scottsdale and the applicant as Kemp Properties, Inc. He inquired if that was correct. Mr. Meserve stated that it is standard language for City-initiated zoning cases to list the City as applicant and the property owner's name.

Commissioner Sydnor stated there are a couple of inconsistencies in the report. Mr. Meserve stated the report would be revised before going to the Planning Commission.

Chairperson Johnson opened public testimony.

JoAnn Handley, President of the Scottsdale Historical Society, reported that the Scottsdale Historical Society Board of Directors met on April 16th and discussed placing the Valley Ho Hotel on the Scottsdale Historical Register and the Board felt it should be placed on the register. She stated this building has really played a part in Scottsdale's history. She further stated she felt the building is as pretty today as it was when it was built.

Louise Roman inquired if the entire complex dates back to 1956.

Ms. Abele stated the three original buildings of the complex were constructed in 1956 and 1958.

Chairperson Johnson closed public testimony.

Ms. Abele stated the proposal is for recommendation of *Valley Ho Hotel* but after doing further research of original documents it is listed as *Hotel Valley Ho*.



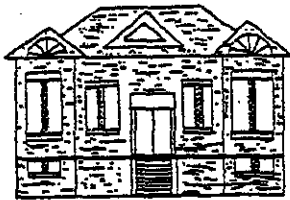
COMMISSIONER SYDNOR MOVED TO FORWARD 7-ZN-2002 (Valley Ho Hotel Historic Property Overlay) – request by City of Scottsdale, applicant Kemp Properties, Inc., owner to rezone from Highway Commercial (C-3) to Highway Commercial, Historic Property (C-3 HP) on an 8.86 + acre parcel located on the north side of East Main Street, at 6850 E. Main Street TO THE CITY COUNCIL WITH A RECOMMENDATION FOR APPROVAL. SECONDED BY COMMISSIONER MYERS.

THE MOTION PASSED UNANIMOUSLY BY A VOTE OF SIX (6) TO ZERO (0).

2. Public Hearing/Discussion/ Possible Action: 8-ZN-2002 (Craftsman Court Historic Property Overlay) – request by City of Scottsdale, applicant, Sunbrella Properties, Inc., owner to rezone from Central Business District (C-2) to Central Business District, Historic Property (C-2 HP) on .82 + acre parcels located at 7121 –7141 E. 5th Avenue. This request would add Historic Property (HP) overlay zoning to the Craftsman Court (now Kiva Center) in downtown Scottsdale, and place the buildings on the Historic Register. No changes in use or the underlying zoning are proposed.

Ms. Abele presented this case as per the Historic Significance and Integrity Assessment Report to the Historic Preservation Commission. Based upon this information, it is recommended by the Historic Preservation Officer that the HPC: Approve a recommendation to the City Council to apply HP overlay zoning and list Craftsman Court on the Scottsdale Historic Register.

Scottsdale Historical Society



April 24, 2002

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Jerry Hargitt
Vice President
Clebern Best
Secretary
Margaret Overstreet
Corr. Sec'y
James Hadder
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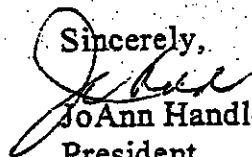
Thelma Steiner Holveck
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Bill Kimsey
Lois McFarland
Paul Messinger
Don Prior
Marion Saba
Jean Shipp
Tom Silverman
Marshall Trimble

Don Meserve
Preservation Office
One Civic Center
7447 East Indian School Road
Scottsdale, AZ 85251

Dear Don:

Thank you and Cathy Johnson for your presentation to the Scottsdale Historical Society Board of Directors at their meeting Monday, April 15, 2002 on the recommendation of the Scottsdale Historic Preservation Committee on the placing of six properties on Scottsdale's Historic Preservation Historic Property zoning. After discussion, the Board of Directors voted to approve the recommendations of the Historic Preservation Commission. The Board of Directors very strongly supports the preservation of Scottsdale's historic properties.

Sincerely,


JoAnn Handley
President

ALAN HESS
ARCHITECT
3106 GLOUCESTER, #86
TROY, MI 48084
248 637 1584
al_hess@aol.com

May 7, 2002

Mayor Mary Manross
City Council members
City of Scottsdale

To the Mayor and City Council:

On a recent Scottsdale visit I was impressed to see the Valley Ho hotel. As a historian and author of six books on modern Western architecture, I was encouraged to find such a significant piece of local, regional and national history in operation and in good repair. I would sincerely urge you to insure that this important asset remains a vital part of the architectural and economic life of Scottsdale.

Few buildings better represent the tremendous impact of tourism, recreation and the auto on the economy and culture that developed Scottsdale and much of the West in the second half of the twentieth century. The Valley Ho's flowing plan and organic design embody the character of the region in the national consciousness.

Today the impact of the railroad and tourism in the first half of the twentieth century can be seen (and enjoyed by present day tourists) in such landmark hotels as Yosemite's Ahwanee, Yellowstone's Old Faithful Lodge and Santa Fe's La Fonda. The Valley Ho is their equivalent in concept and style for the second half of the century when the auto opened new vistas to a new generation on wheels. It also holds the same potential for being successfully promoted for its unique atmosphere and chic.

The significance of the Valley Ho spreads far beyond Scottsdale or even Arizona. It is one of the few remaining representatives of an entire era and its architecture. This fact magnifies its national historical and cultural value.

Mid century tourism, part of the bedrock of the region's economy, created a web of hotels, roads, recreation sites, parks, restaurants, visitor centers and other buildings throughout the West. The Valley Ho may well be among the best remaining examples of the period's motor hotel resorts. We have already lost many examples in such cities as Los Angeles, Las Vegas, Tucson, and Scottsdale, where the demolished Safari Inn once stood.

The Valley Ho's architecture is as significant as its historic role. It is a casually but purposefully arranged complex of buildings, reflecting an easy and accommodating use of the automobile.

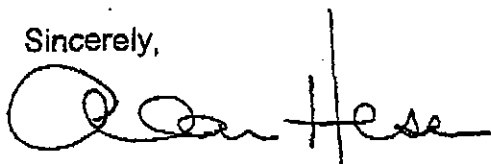
The broad *porte cochere* greets motorists; room wings are laid out horizontally to make car access to each room convenient. This arrangement also creates airy sun filled rooms with easy access to the out of doors. The pool and landscaped recreation areas are sheltered from the road in large courtyards. And yet the distant mountains are visible from almost anywhere in the complex.

The sophistication of the architecture reflects the vivid natural setting. The conscious use of an Organic architectural vocabulary – seen in the cast concrete balcony railings and concrete block in the lobby – also tie the building's form, texture, line and color to the desert setting.

Also notable is the Valley Ho's relationship to the design of Frank Lloyd Wright, a Scottsdale resident when the motor hotel was built. Its desert-based materials and tones can be seen as an updating of the principles of Wright and McArthur's famous Arizona Biltmore.

In the Valley Ho we can envision an entire Western modern landscape serving the contemporary automobile way of life, and reflecting a robust tourist economy. It embodies a major piece of the story of the West in the mid twentieth century. It deserves every consideration as a historic structure. I would urge you to help protect this significant building for future generations.

Sincerely,

A handwritten signature in black ink, appearing to read "Alan Hess". The signature is fluid and cursive, with a vertical line extending upwards from the middle of the name.

Alan Hess

cc: Historic Preservation Commission