

HISTORIC PRESERVATION COMMISSION REPORT



To: Historic Preservation Commission
From: Preservation Division
Meeting Date: May 9, 2002

ITEM IN BRIEF

Action:

Valley Ho Hotel 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 on March 14, 2002. Don Meserve in the Preservation Division is managing this application on behalf of the Historic Preservation Commission. Kemp Properties, Inc. is the owner of this property.

Location:

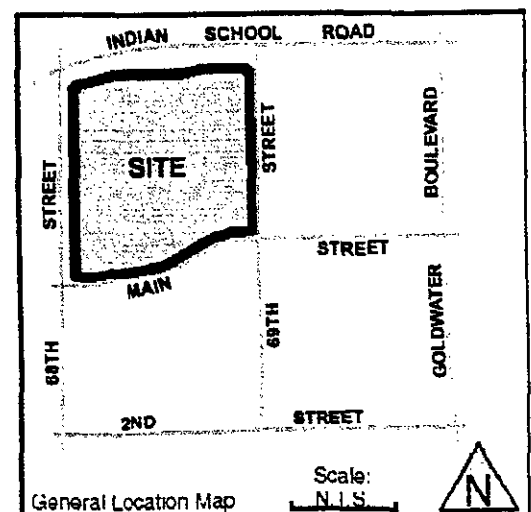
6850 E. Main Street

Key Considerations:

- The 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 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.
- The Historic Preservation Commission and the Central Arizona Chapter of the AIA sponsored a charrette on the Valley Ho in June 2001. The purpose of the charrette was to determine an economically viable and appropriate program of uses, and to preserve significant historic features.
- No development or change in use or the underlying zoning is proposed in this City-initiated Historic Property overlay zoning case.

Applicant:

Don Meserve, AICP
City of Scottsdale
7447 E. Indian School Rd., Suite 300
Scottsdale, AZ 85251
480-312-2523



Owner:

Ms Pauline Ip
Kemp Properties, Inc.
6850 E. Main Street
Scottsdale, AZ 85241-4310
626-446-7071

Staff Contact:

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. The proposed HP overlay zoning for the Valley Ho would be the eleventh designation. 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 about one thousand non-residential buildings within a 1-square mile area of downtown during the past two years to identify significant historic resources. Through this survey effort the HPC identified the 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.

The 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 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 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 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 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 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 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.

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 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 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 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 owner and others interested in purchasing the property, including a prospective buyer that plans on purchasing the property and 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.

Key Policy Considerations:

- The 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 owner maintains the flexibility to reinvest in the historic hotel, to create new uses and construction, and/or to demolish the historic hotel for redevelopment.
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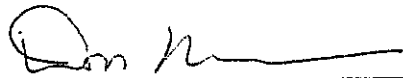
Historic Preservation Officer Recommendation:

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

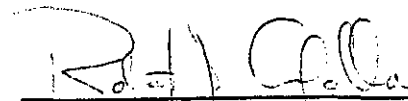
designation and its important contribution to the historic theme of Scottsdale's development as an arts colony and tourist destination.

Attachments to 7-ZN-2002:

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



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.

- Comprehensive Planning
- Community Development
- Preservation
- Economic Vitality
- Urban Design Studio
- 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: "
 Parcel Size: _____ # Of Buildings: 3 EXISTING
 Gross Floor Area Total Units: _____ Height: EXISTING/NO CHANGE
 Floor Area Ratio Density: _____ Setbacks: N- _____ S- _____
 E- _____ W- _____

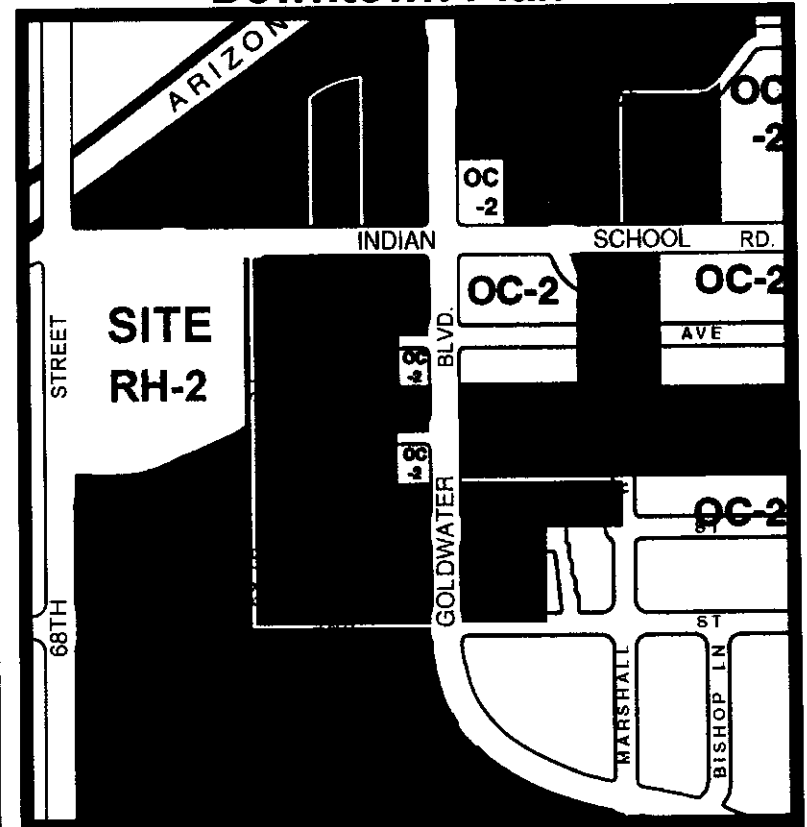
In the following space, please describe the project or the request

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. VALNEY ASSOC. UTILIZES DISTINCTIVE MASONRY, CONCRETE & METAL FEATURES REFLECTIVE OF MID-TWENTIETH CENTURY ARCHITURE 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.

General Plan



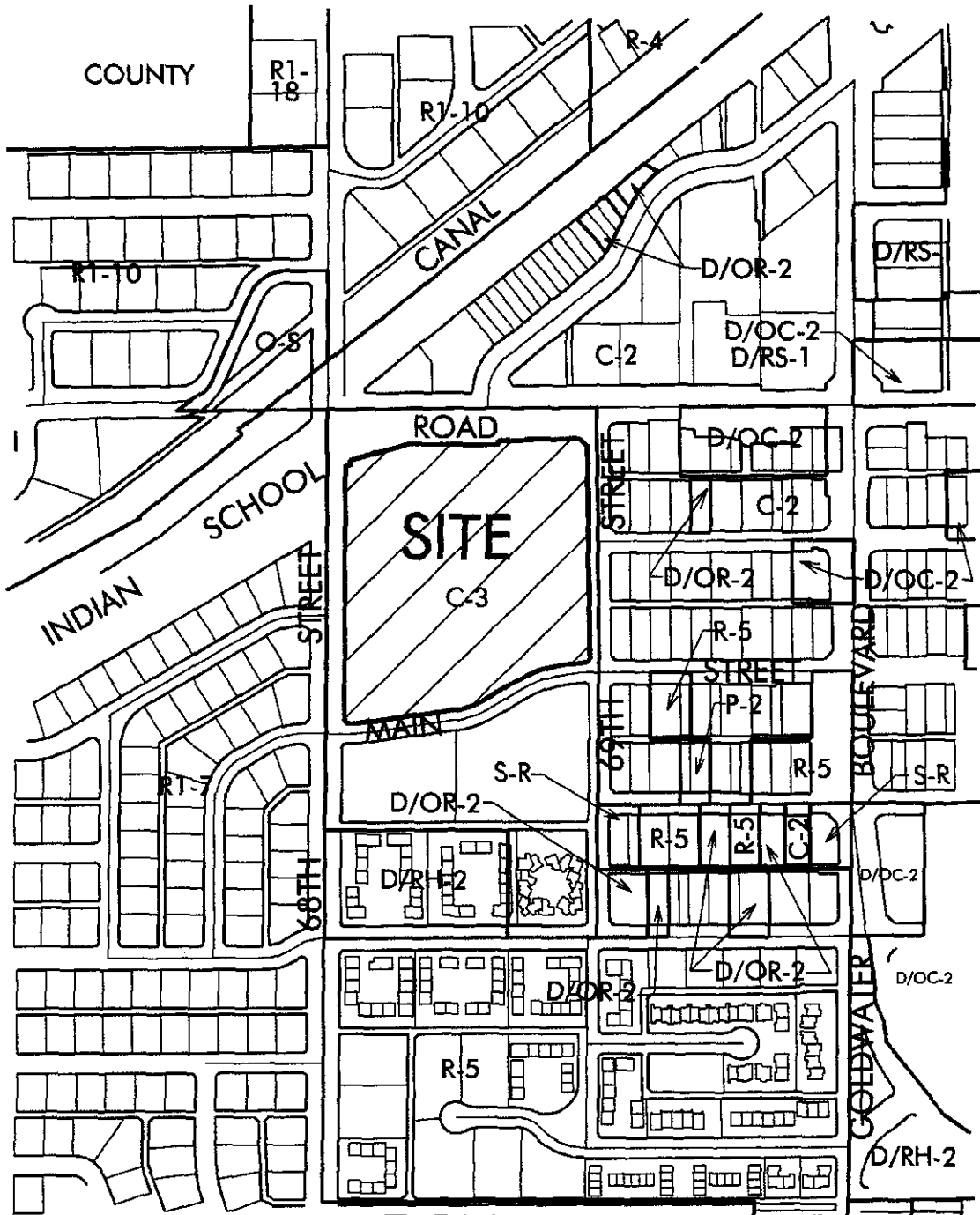
Downtown Plan



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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 #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

The City Historic Preservation Office staff conducted an intensive survey of the downtown of Scottsdale 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 two dozen properties 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 Valley Ho Resort Hotel was among those properties that were identified as having both historic and architectural significance and a high degree of integrity.

Description

The 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 Valley Ho Hotel's significance at both the local and national levels was recently underscored by Alan Hess, a well-known architectural critic and historian, who proposed that the complex might be the best remaining intact example of a modern fifties resort in the country.

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 Valley Ho Resort Hotel on the Scottsdale Historic Register.

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.

Scottsdale Historical Society



April 24, 2002

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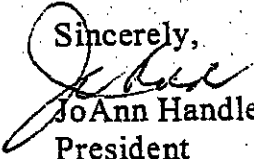
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Don Meserve
Preservation Office
One Civic Center
7447 East Indian School Road
Scottsdale, AZ 85251

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

P.O. Box 143 • Scottsdale, Arizona 85252 • (480) 945-4499 • Fax (480) 970-3251

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