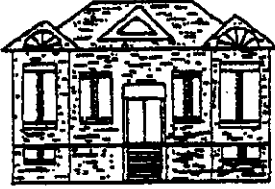


# Scottsdale Historical Society



April 24, 2002

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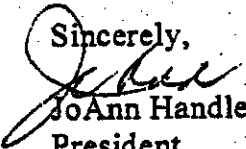
Thelma Steiner Holveck  
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Jean Shipp  
Tom Silverman  
Marshall Trimble

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  
ahess@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.

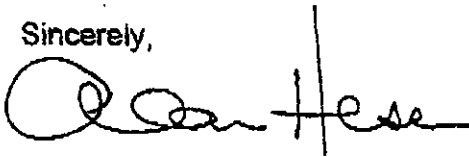
The broad *porte cochere* greets motorists; room wings are laid out horizontally to make car access to each room convenient. This arrangement also creates airy sun filled rooms with easy access to the out of doors. The pool and landscaped recreation areas are sheltered from the road in large courtyards.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

Alan Hess

cc: Historic Preservation Commission



• "Most Livable City" U.S. Conference of Mayors •

April 9, 2002

Ms. Gremlyn Waddell  
Scottsdale Unified School District 48  
3811 N. 44<sup>th</sup> Street  
Phoenix, AZ 85018

**RE: PROPOSED ZONING MAP CHANGES TO ADD HP-HISTORIC PROPERTY  
OVERLAY ZONING TO SIX DOWNTOWN PROPERTIES**

Dear Ms. Waddell:

This letter concerns proposed zoning map changes that will have no impacts on development, land use or school population. I work in the City of Scottsdale's Preservation Division on the Historic Preservation Program. The Council appointed the Historic Preservation Commission and on March 14, 2002 this commission initiated six zoning cases to add the HP-Historic Property designation to the zoning map for several properties in downtown Scottsdale with existing buildings related to postwar commercial development. The HP overlay zoning district is used to give special recognition to resources that are significant and should be preserved. If Council approves the zoning the properties will be placed on the Scottsdale Historic Register.

The six properties below are proposed to be designated HP and added to the Scottsdale Historic Register list:

- Valley Ho (now Ramada Valley Ho) at 6850 E. Main Street; 8.86 acres
- Craftsman Court (now Kiva Center) at 7121-7141 E. 5<sup>th</sup> Avenue; .82 acres
- Adobe Motor Apartments (now El Adobe) at 7037-7041 E. 1<sup>st</sup> Avenue; .29 acres
- Valley Bank (now Bank One) at 4031 N. Scottsdale Road; .37 acres
- Bank of Douglas (now Bishoff's Gallery) at 3925 N. Brown Avenue; .22 acres
- Pima Plaza (now Old Town Plaza) at 7221-7235 E. 1<sup>st</sup> Avenue; .50 acres

The Historic Preservation Commission, the Planning Commission and the City Council will conduct public hearings before City Council can take action on changing the zoning map for these six properties. The first public hearing by the Historic Preservation Commission is scheduled for May 9, 2002 and the Planning Commission public hearing is tentatively scheduled for May 29, 2002. The proposed zoning changes regarding historic preservation will have no impacts on schools. Please call me at 480-312-2523 if you would like additional information on the zoning map change or about the public hearings.

Sincerely,

A handwritten signature in black ink, appearing to read "Don Meserve", written over a horizontal line.

Don Meserve, AICP, Preservation Planner  
City of Scottsdale

schools02

December 10, 2001

Dear Property-owners, Merchants and Interested Parties:

Over the past year and a half, the Scottsdale Historic Preservation Commission has been studying the downtown area to identify buildings and areas that might be eligible for designation on the Scottsdale Historic Register. This survey builds upon our earlier work of recognizing the historic buildings that were associated with Scottsdale's development during its "Early Town Building" era. This recent effort has focused on those historic resources within the downtown area that relate to Scottsdale's development as an "Art Colony and Tourist Destination." The City's Historic Preservation Officer, Debbie Abele, conducted the survey with the assistance of local historians, architects and ASU interns. This letter is to invite you to attend an open house to learn about the survey work and its findings.

Two open houses will be held at the historic **Loloma School, 3720 Marshall Way**, in the library of the Scottsdale Artist School. Parking and entry is available at the rear of the building. Both morning and late afternoon/evening times are offered for your convenience. The first session will be held on **Wednesday, January 9<sup>th</sup> from 4:30 to 7:00 p.m.** and then again the following **Thursday, January 10<sup>th</sup> from 8:00 to 10:00 a.m.** On display will be maps, photographs and other information related to the study. The City Historic Preservation staff and members of the Historic Preservation Commission will be available to share insight into the historic inventory process, the survey findings and what historic designation means for a property. The informal sessions also will allow Commissioners and staff to answer any questions you might have.

We hope you will find time to stop by and learn about this important undertaking. In the meantime, if you have any questions, feel free to call Debbie Abele or Don Meserve at (480) 312-7013. The members of the Scottsdale Historic Preservation Commission look forward to seeing you at the open house.

Sincerely,

Janet Wilson, Chair  
Scottsdale Historic Preservation Commission

## **City Council Update – 04/03/02**

### Downtown Historic Property Zoning Open Houses

The Historic Preservation Commission and the Preservation Division host three open houses on Downtown Historic Property zoning. Comments are being sought for six postwar commercial properties under consideration for HP- Historic Property zoning.

Thursday, April 25

Tuesday, April 30

Scottsdale Storefront

7094 E. 5<sup>th</sup> Ave. (near the corner of Stetson and 5<sup>th</sup> Avenue)

4-7 p.m.

May 9

One Civic Center

7447 E. Indian School Rd. (Community Development Conference Room)

3-4:30p.m.

Six buildings will be featured:

- Valley Bank (Bank One) 4031 N. Scottsdale Rd.
- Bank of Douglas (Bishoff's Gallery) 3925 N. Brown Ave.
- Craftsman Court (Kiva Center) 7121-7141 E. 5<sup>th</sup> Ave.
- Pima Plaza (Old Town Plaza) 7221-7235 E. 1<sup>st</sup> Ave.
- Valley Ho (Ramada Valley Ho) 6850 E. Main St.
- Adobe Motor Apartments (El Adobe) 7037-7041 E. 1<sup>st</sup> Ave.

For more information, contact Don Meserve, Historic Preservation Planner, ext. 22523, [dmeserve@ci.scottsdale.az.us](mailto:dmeserve@ci.scottsdale.az.us)

## Meserve, Don

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**From:** Cafarella, Robert  
**Sent:** Friday, March 15, 2002 1:24 PM  
**To:** Lukas, Cynthia; Manross, Mary; O'Hearn, Ned; Ortega, David; Pettycrew, Robert; Silverman, Tom; Zraket, George  
**Cc:** Dolan, Jan; Gawf, Ed; Hornbeck, Sahler; Ekblaw, Kroy; Meserve, Don; dabele@phxinternet.net  
**Subject:** Initiation of Downtown Properties for Historic Preservation Consideration

Honorable Mayor and City Council, as you know from previous reports, over the past two years an exhaustive analysis was performed in the 1 1/2 mile downtown area to assess the historic significance and historic preservation potential of every property (building). Out of this process, approximately 20 properties and a few collections of properties were identified for further consideration. The results of this process were submitted to the Council during the Historic Preservation Commission chair's progress report.

At last night's Historic Preservation Commission meeting, the Commission initiated the process to consider Historic Properties designation on the first five properties. This process will take many months to complete. For each property that is considered, the Historic Preservation and the Planning commissions will first consider the properties and forward a recommendation to the Council. Council will make a final decision on all designations. The earliest the first properties could get to Council is early Summer.

The five properties are:

Valley Ho Hotel located at 6850 E. Main St.  
Adobe Motor Apartments (El Adobe) located at 7041 E. 1st Avenue  
Pima Plaza (Old Town Plaza) located at 7221-7141 E. 5th Avenue  
Valley Bank (Bank One) located at 4031 N. Scottsdale Road  
Bank of Douglas (Bishoff's Gallery) located at 3925 N. Brown Avenue

The owner of each property was contacted and in many cases met with well in advance of the Commission meeting and subsequent action. The owner and/or the owner's representative of two of the properties attended the meeting.

April 5, 2002

Jerry Palozie  
Southwest Village HOA  
3517 N. Hopi Way  
Scottsdale, AZ 85251

Dear Mr. Palozie:

I have been working on the historic preservation program for the City of Scottsdale since it started and work actively with the Historic Preservation Commission. I spoke to your homeowners organization about local preservation efforts.

The Historic preservation Commission has initiated several overlay zoning cases to recognize significant postwar commercial properties. The current properties under consideration include the Valley Ho on the southeast corner of Indian School and 68<sup>th</sup> Street, across the street from your neighborhood.

The HP-Historic Property overlay zoning case under consideration is an effort to recognize the significant historic resort building between E. Main and Indian School. No change in use or development is associated with this City-initiated zoning case. However we are aware that the property is for sale and private developers/redevelopers may be coming forward with plans for the property in the future.

Enclosed are copies of the open houses being held by City staff and the Historic Preservation Commission to receive public comment on the proposed HP-Historic Property overlay zoning cases including the Valley Ho.

Please call me 312-2523 if I can answer any questions on local historic preservation efforts or if you would like a meeting with staff on the Valley Ho.

Sincerely,

Don Meserve, AICP  
City of Scottsdale – Preservation Division.



• "Most Livable City" U.S. Conference of Mayors •

April 9, 2002

Ms. Gremlyn Waddell  
Scottsdale Unified School District 48  
3811 N. 44<sup>th</sup> Street  
Phoenix, AZ 85018

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Don Meserve, AICP, Preservation Planner  
City of Scottsdale

school402

# Scottsdale Historical Society



April 24, 2002

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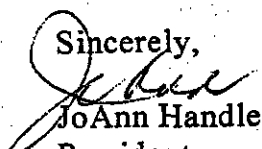
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President