

**Applicant:**

Steven Voss, LVA Urban Design Studio, 7502 E Main St, Scottsdale, AZ 85251  
480-994-0994

**Owner:** Mayo Clinic Foundation, 13400 E. Shea Boulevard, Scottsdale, AZ 85259

**Staff Contact:**

Kira Wauwie, Project Coordination Manager, 480-312-7061, E-mail: [kwauwie@ci.scottsdale.az.us](mailto:kwauwie@ci.scottsdale.az.us)

Please refer to the discussion noted under item 19 since items 19 and 20 were related and presented for discussion together.

COUNCILWOMAN LUKAS MOVED TO APPROVE THE AMENDMENT TO PARCEL F OF A SITE PLAN APPROVED IN CASE 30-ZN-1991, ON 5± ACRES LOCATED AT THE NORTHWEST CORNER OF VIA LINDA AND 136TH STREET, ON PROPERTY WITH NEIGHBORHOOD COMMERCIAL, ENVIRONMENTALLY SENSITIVE LANDS (C-1 ESL) ZONING AND ADOPT ORDINANCE NO. 3445 AFFIRMING THE ABOVE REZONING. (30-ZN-1991#2) COUNCILMAN ECTON SECONDED THE MOTION WHICH CARRIED 7/0

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**21. 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, and consider adopting Ordinance No. 3453 affirming the rezoning.**

**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 owner of this property.

**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 to the City Council 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.
- The Planning Commission voted 6-0 on the regular agenda to forward the case to the City Council with a recommendation for approval.

**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

**Staff Contact:**

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

Debbie Able presented information on items 21, 22, and 23 in one presentation. Ms. Able's presentation and comments are summarized below.

**Overview of Three  
HP Zoning Cases**

Request to place HP overlay zoning on 3 downtown properties and to place properties on the Scottsdale Historic Register

**Reasons for Historic Preservation Program**

- ∪ Create Sense of Pride in Our heritage
- ∪ Prevent Loss of Valuable Historic Resources
- ∪ Recognize Distinctive Areas
- ∪ Create Economic Benefits by Enhancing Tourism and Increasing Property Values

**Role of HPC (Appointed 7/97)**

- ∪ Historic Preservation Commission (HPC) develops and promotes local historic preservation:
  - Conducts surveys of resources
  - Applies eligibility criteria
  - Initiates Historic Property (HP) zoning
  - Historic Preservation Officer (HPO) prepares reports on significance/integrity
  - Makes recommendations to Council

### **Criteria for Eligibility**

- ∪ Associated with significant event, or
- ∪ Associated with significant person, or
- ∪ Work of a master, possesses high artistic value, or special type of construction
- ∪ Yields, or could yield, important information on prehistory, and
- ∪ Associated with important time period in Scottsdale's settlement (themes), and
- ∪ Maintained integrity in: location, design, setting, materials, workmanship, feeling and association

### **Benefit/Impact of HP Zoning**

- ∪ Added to Scottsdale Historic Register
- ∪ Recognize Existing Buildings – No development proposed
- ∪ Properties become eligible for any incentives for properties listed on register
- ∪ Historic Preservation Commission reviews changes in façade; not Development Review Board – Design Guidelines prepared for property
- ∪ Potential 1 Year stay on demolition

### **Theme Based Designations**

- ∪ Settlement of Environs of Scottsdale
- ∪ Early Town Buildings – 8 on register
- ∪ Scottsdale's Development as an Arts Colony and Tourist Destination
  - 2 on register, 3 proposed
- ∪ Contribution of Native American and Hispanic Communities
- ∪ Influential Role of Women Civic Leaders
- ∪ Post WWII Neighborhood Development
- ∪ Scottsdale as a Dynamic & Innovative City

### **Key Considerations**

- ∪ Properties determined eligible for register by HPC and HPO
- ∪ Important to Scottsdale's development as arts colony and tourist destination (theme)
- ∪ Owners support HP designation
- ∪ HPC initiated and unanimously supports designations

### **7-ZN-2002 Hotel Valley Ho Historic Property Overlay Request**

- ∪ Rezoning
  - 6850 E. Main Street from Highway Commercial (C-3) to Highway Commercial, Historic Property (C-3 HP) on 8.86 acres
- ∪ Initiated by HPC - March 14, 2002

### Key Considerations

- u Hotel Valley Ho was identified through the downtown survey as one of the most significant postwar resort properties
- u Hotel Valley Ho is both historically and architecturally significant with a high level of integrity
- u Hotel Valley Ho is last resort from postwar boom and important to Scottsdale's development as a tourist destination
- u Existing buildings recognized - No change in use proposed by HP overlay zoning

### Historic Significance/Integrity

- u Associated with Scottsdale's development as a top rated arts colony and tourist destination; celebrity guests
- u "Southwestern " architecture; horizontal emphasis, organic style, distinct precast concrete panels and details
- u High level of integrity in all aspects: location, setting, materials, design, workmanship, feeling and association
- u Best intact remaining 50's resort – Alan Hess

### 7-ZN-2002

#### Recommendations

- u Historic Preservation Officer recommends approval of HP zoning and placing on Scottsdale Historic Register
  - Due to significance in multiple criteria for designation and its important contribution to Scottsdale's development as an arts and tourist destination.
- u Historic Preservation Commission unanimously recommends approval, 5/9/02
- u Planning Commission unanimously recommends approval, 5/29/02

Mayor Manross opened public testimony.

**Scott Lyon**, 7305 E. Greenway Road, spoke as the managing member of Westroc Hospitality. He noted that he has been working behind the scenes evaluating the property. He noted that his company shared the same enthusiasm for the property as the Historic Preservation Commission. He stated that the company is working very closely with the commission to address all the needs of the property.

**Don Hadder**, 7433 E. Edgemont, spoke as a representative of the Scottsdale Historical Society. The Historical Society has reviewed the properties. Based on the fact that there are relatively few buildings from this period of time that represent this stage of history in the City, the organization endorses the historic designation of the buildings.

**Cathy Johnson**, 8655 E. Diamond, spoke as the Chairman of the Historic Preservation Commission. She thanked Council for their consideration of the designation for the buildings. She noted that the commission is proud of the historic buildings and urged Council to approve their historic designation.

Mayor Manross closed public testimony. Five additional cards were received from citizens in support of items 21, 22, and 23 who did not wish to speak.

Mayor Manross expressed her belief that Council should move forward with the designations. She thanked the staff and commission for their work.

Councilman Ecton noted that he visited all three sites this past week. He called special attention to the Valley Ho property since it was his belief it is special.

Councilwoman Lukas agreed that the Valley Ho property is very special and has potential to win national recognition. She noted that the three properties being considered tonight for the historic designation are great examples of what the historic preservation program is doing.

Vice Mayor Ortega agreed that the property is great because of the small shops that are on the site, the character, and colors that go with it.

COUNCILMAN ECTON MOVED TO APPROVE THE REZONING 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, AND ADOPT ORDINANCE NO. 3453 AFFIRMING THE REZONING. (7-ZN-2002) COUNCILMAN SILVERMAN SECONDED THE MOTION WHICH CARRIED 7/0.

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## **22. Action:**

### **Craftsman Court Historic Property Overlay**

**Consider a request to rezone from Central Business District (C-2) to Central Business District, Historic Property (C-2 HP) on a .82 ± acre parcel located at 7121-7141 E. 5<sup>th</sup> Avenue and to place the property on the Scottsdale Historic Register, and consider adopting Ordinance No. 3454 affirming the rezoning.  
8-ZN-2002**

### **Purpose:**

This request comes from the City of Scottsdale. This application was initiated by the Historic Preservation Commission on March 14 of this year. Don Meserve in the Preservation Division is managing this application on behalf of the Historic Preservation Commission. Sunbrella Properties, Inc. is the owner of this property.

**Location:** 7121 – 7141 E. Fifth Avenue

### **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.
- Public comments at open houses and public hearings were very favorable.
- No development and no change in use or the underlying zoning is proposed in this City-initiated Historic Property overlay zoning request.
- The Planning Commission voted 6-0 on the regular agenda to forward this case to the City Council with a recommendation for approval.

### **Applicant:**

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