

Amended 2/13/03 and 5/5/04 by Historic Preservation Commission  
Amended 4/1/03 by Ord. 3502 and 5/17/04 by Ord. 3572 by City Council  
City of Scottsdale - Historic Preservation Program

# Hotel Valley Ho Historic Preservation Plan



## **INTRODUCTION**

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It is the goal of the Scottsdale Historic Preservation Ordinance to protect and preserve those properties recognized and listed on the Scottsdale Historic Register. One of the mechanisms used to accomplish this is the development of a Historic Preservation (HP) Plan for the properties once they are designated. This plan for the Hotel Valley Hotel sets forth the objectives for the preservation of this important historic resource and identifies the procedures and support the City will utilize to achieve its goals.

The Hotel Valley Ho is located at 6850 East Main Street in downtown Scottsdale. Constructed in 1956-58, the property was listed on the Scottsdale Historic Register (SHR) in July of 2002. The historic hotel complex is nationally, regionally and locally significant with a high degree of integrity. It is historically significant for its representation of the mid-twentieth century Western regional and Arizona development of the tourism industry and Scottsdale's local development as an arts colony and tourist destination. As such, the hotel is an excellent illustration of an important tourist and recreational property type from the post WWII period. Architecturally it is significant as an intact example of the Organic Modern style of architecture and as a highly evolved architectural expression of an automobile-oriented building. The Hotel Valley Ho is also notable as one of the works of Edward L. Varney Associates, a pre-eminent architectural firm in the Phoenix metropolitan region in the postwar era. Finally, the hotel complex is considered exceptionally significant as a well-preserved, relatively rare example of the tradition of resort hotel building in areas of natural beauty. This building form used style, materials, function and imagery to reflect the

cultural identity of the region. Once widespread, today only a handful remains. The Hotel Valley Ho is one of the few intact representatives of an entire era and its architecture. Further, with the Safari Hotel's demolition in the late 1990's the Hotel Valley Ho is the only remaining postwar resort or hotel in the Valley, and conceivably, in Arizona, that has not had substantial changes to design, materials or architectural features. Of the major examples of motor hotels published in the architectural journals of 1950s, none with the prototypical nature of the Hotel Valley Ho remain today. This fact magnifies its historic and cultural value. 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 goal of the Hotel Valley Ho HP plan is ensure the preservation of those character-defining features that distinguish the property and contribute to its significance. It is the further goal of this plan to assist this historic property in maintaining its economic viability and continued use as a commercial property. Through the assistance offered, the City of Scottsdale intends to demonstrate that the practical considerations associated with aging downtown properties can be addressed and both its preservation and redevelopment potential can be realized.

## **DESIGN REVIEW**

An important component of the HP plan is the design guidelines that have been prepared to guide the “Review Process on Applications Requiring a Certificate of No Effect of Certificate of Appropriateness” as set forth in Section 6.122 of the HP ordinance. Section 6.122 represents the public action to regulate development that is necessary to achieve the preservation objectives of this HP plan. This regulation is not intended to prohibit alterations to the existing buildings or new development or construction within the designated historic complex. Instead it is intended to: (1) guide the work that is done so that it does not adversely affect the historic characteristics that distinguish the Hotel Valley Ho and (2) provide compatibility of the new with the old. Further the regulation is limited to exterior work only.

### **DESIGN REVIEW PROCESS**

When a building permit is sought to do exterior work within the designated portion of the Hotel Valley Ho complex, the Development Services Director will refer the request to the City’s HP Officer to determine if the work requires a Certificate of No Effect or a Certificate of Appropriateness (C of A). If the “C of A” is required and when the Development Review Board approval is also necessary, the HP Officer and the Zoning Administrator will confer to determine whether the preservation of historic character or development aspects of the proposed project dominates. In making this determination the following factors will be considered: (1) Do the HP Design Guidelines for the property specifically address the work proposed; and/or (2) the additional amount of lot coverage resulting from the proposed project; and/or (3) the percentage of building square footage

being added; and/or (4) the percentage of the existing building foot print that is affected by the proposed work.

For those cases reviewed by the Historic Preservation Commission, the decisions of appropriateness will be made in accordance to the following principles that have evolved over time and reflect the accepted standards for historic preservation work today. This philosophical approach should be used in planning and undertaking work on the Hotel Valley Ho:

#### **Understand the Character-Defining Features**

Historic properties have specific physical characteristics that enable them to convey their association with historic events and people, illustrate historic building types, periods or methods of constructions and give them distinctive visual character. These features should be retained as part of any planned work, so as to not diminish the property’s significance.

#### **Preserve, Protect and Maintain**

The identified character-defining features should be protected and maintained. Performing regular maintenance and upkeep is encouraged. This work will lessen the likelihood of the buildings needing major repairs or expensive replacement of features

#### **Repair**

When character-defining features or materials become damaged or worn, repair should be done with the least degree of intervention possible. Repair should begin with patching and move to limited replacement in kind with matching materials and/or finishes.

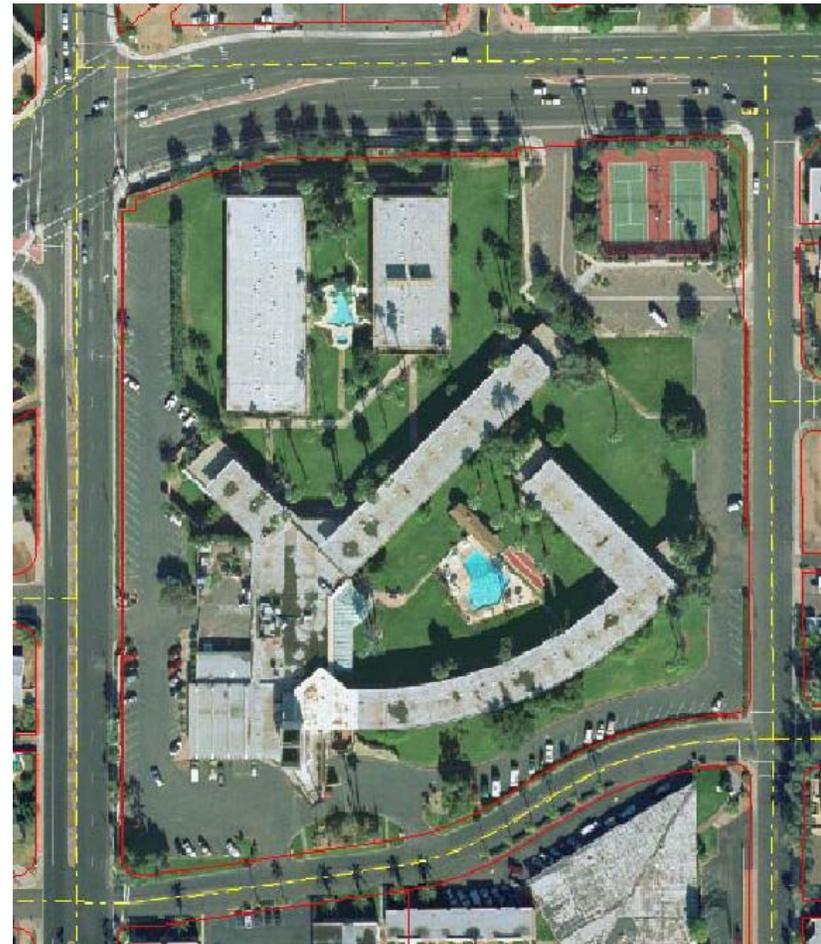
#### **Replacement**

It is preferable to repair rather than replace but when a feature is missing or the level of deterioration precludes repair, then replacement may be appropriate. Replacement should be with matching or compatible materials and repeat the original design. Features replaced or reconstructed should be reproduced according to physical evidence or archival documentation on its historic appearance.

**Character-defining physical features that distinguish the Hotel Valley Ho:**

**Site Plan & Setting:**

- Multiple buildings arranged randomly on a relatively flat site linked by covered and open walkways.
- Various structures, objects, site furnishing and other features related to recreational uses and resort amenities interspersed among the buildings
- Buildings and walls serve to frame and/or enclose portions of the complex's interior grounds and site features.
- The setbacks of the buildings from roadways and open space within the complex contribute to a resort-like character
- Landscaping includes turf, trees, plantings and hardscape surfaces.



Site Plan (above) showing 1956 and 1958 building layout, courtyards and landscaping. Entrance is on south. North is up.

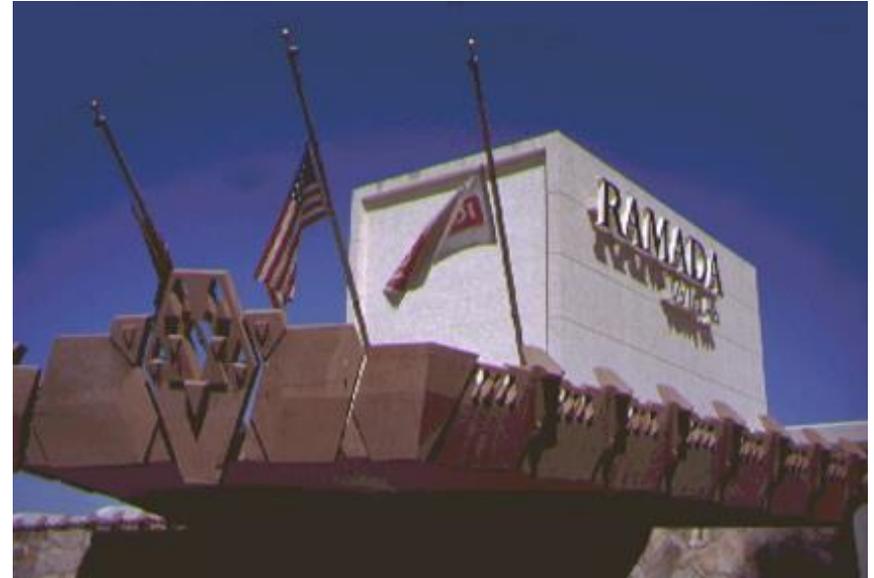
**Building Design:**

- Primarily two story building heights
- 1956 building has curved plan with a rectilinear projecting wing. Other buildings are rectangular
- Strong horizontal emphasis of the building forms
- Low profile and curved treatment of building features gives the massing an organic quality
- Flat roofs with wide overhangs



**Building Design Continued:**

- Building stories articulated with a variety of treatments
- Prominent entry feature with vertical shaft and cantilevered overhang
- Cantilevered balconies are a strong design element
- Fixed and swiveling partitions are distinctive Modern design feature
- Distinctive geometric forms distinguish detailing



**Building Materials:**

- Predominance of masonry both brick and cut stone
- Glass walls and large expanses of glazing also found throughout the buildings
- Building planes have one primary material – masonry or glass
- Exterior stone work used as base or to define corners, entrances
- Continuation of flagstone floors and masonry walls link exterior areas to interior lobby
- Glass walls and panels further link public spaces and guest rooms with the outdoors
- Precast concrete with ornamental motifs used on structural support and building features throughout the complex



The following are the design guidelines that will be used by the Historic Preservation Officer and the Historic Preservation Commission in their review of applications for Certificates of No Effect or Certificates of Appropriateness for the Hotel Valley Ho related to work on the existing buildings, additions or expansions of the existing buildings and new construction and development within the designated complex:

### **Historic Building Rehabilitation:**

1. Rehabilitation of the historic buildings must minimize alterations to the existing form, materials, finishes and detailing.
2. The character-defining features of the historic building's design, noted above, must be retained and preserved.
3. Deteriorated architectural features and exterior materials should be repaired rather than replaced. Where repair is not feasible, replacement features must match the original component in design, material, texture, color and finish.
4. Features or finishes to be reconstructed should be reproduced according to physical evidence and/or archival documentation.
5. Abrasive cleaning methods that can damage historic materials are to be avoided.
6. Mechanical, electrical, solar or other exterior equipment will be located and screened so as to minimize their visual impact on the historic buildings and setting.
7. Construction of access ramps and other accommodations for those with disabilities should be done so as to minimize the loss of historic fabric and provide reasonably convenient access without being visually intrusive.
8. Signage may be reconstructed in the original location and size as found during the building's period of historic significance.
9. Restore original textures and materials wherever possible.



**Additions:**

10. Additions to the historic buildings are acceptable if they are designed and sited such that they do not obscure the historic plan and form of the existing buildings and courtyards.

11. Vertical additions to the buildings are acceptable if they (a) are constructed in conformance with the original plans and construction documents prepared for the building; or (b) continue the pattern of building on the lower levels with similar materials but with simplified forms and detailing; or (c) if they are set back from the primary facades.

12. The proportions, massing, rooflines and horizontal emphasis, as well as the pattern of openings and materials of the additions, should correspond to that found on the existing buildings.

13. Detailing on additions should be made of matching or similar materials but simplified in its design so as to be distinguishable as a product of its own time.

**New Construction/Development:**

14. The historic buildings must be retained as the key elements of the overall site plan and their visual prominence within the complex maintained.

15. New construction should be sited so as to continue the informal arrangement and pattern of buildings on the site.

16. The adjacent elevations of new construction should be constructed of, or sheathed in an exterior material that matches or continues the proportional pattern of the unit size of the materials on the existing buildings.

17. The solid to void pattern of the historic buildings openings and exterior walls should be repeated in the new construction.

18. New construction should not directly abut an existing historic building. However, when there is no other feasible alternative, a clear definition of the transition between the old and the new should be established and maintained. The transitional element may be distinguished by its form or the use of neutral materials that distinctly differentiates the new construction.

19. The pattern of architectural detailing found on the historic buildings may be incorporated into the new construction in a simplified or abstracted form.



## **City Preservation Assistance**

In accordance with the provisions of Section 6.119.A.3 of the HP ordinance, the following is the plan for public action to supplement the regulation that has been formulated to provide assistance and benefits for properties designated on the Scottsdale Historic Register. This program has been developed specifically for the Hotel Valley Ho with the goal of supporting the property owner's efforts to retain its historic use as a resort hotel. It is intended to compliment the substantial private investment that has been committed for the rehabilitation of the historic buildings, functional upgrades and improvements to meet code requirements and the provision of site amenities that will enhance its highly visible location at the western entry to the Downtown.

Assistance is offered in four categories:

### **Technical Assistance**

The focus of this assistance is to provide the property owner with information and the benefit of the City HP staff's expertise and the technical expertise of others to enable the property to take advantage of a variety of Federal and State historic preservation incentive programs.

### **National Register of Historic Places Nomination**

City HP staff will prepare documentation and oversee the application process for listing the Hotel Valley Ho on the National Register of Historic Places. Listing on the National Register will make the property eligible for a variety of Federal and State financial incentives program. It will bring national recognition to the historic property that will assist in its promotion and marketing.

### **Federal Historic Preservation Tax Certification**

City HP staff will prepare the application and supporting documentation required for the "Certified Rehabilitation" of the work performed as part of the rehabilitation of the historic buildings on the Hotel Valley Ho complex. Once certified, the property owner will be eligible for a tax credit of federal income tax owed in the amount of 20% of the total rehabilitation costs. The eligible costs include construction costs, architectural and engineering fees, site survey fees, development and legal fees and other construction-related expenses.

### **Arizona State Property Tax Reclassification Program (SPT)**

City HP staff will work with the State Historic Preservation Office to enroll the Hotel Valley Ho property in the SPT commercial component program that is available for properties listed on the National Register of Historic Places. Participation in this program allows for a temporary tax classification for a ten-year period that will maintain the County Assessor's current base assessment of the property but assesses the improvements made as part of the rehabilitation at only 1% of full cash value. In return for this special tax treatment the property must be rehabilitated and maintained in conformance with the *Secretary of the Interior's Standards for Rehabilitation*.

### **Developmental Assistance**

This category of assistance addresses the existing building conditions of the historic hotel complex and its unique situation and needs relative to the City review processes and building, zoning and development codes.

#### Building Permit Review

The City recognizes from the outset that there will be many challenges in rehabilitating the historic buildings of the Hotel Valley Ho to meet the standards of modern building codes. The City is committed to providing flexibility in achieving the intent of the codes by allowing equivalent life safety measures for repairs, alterations and additions to the historic buildings. The alternative methods of achieving safety utilized by the Uniform Code of Building Conservation will be considered in reviewing approaches and treatments that might be acceptable for the Hotel Valley Ho rehabilitation.

#### City Expedited Development Review

The review of the development and building plans for work undertaken as part of the redevelopment and rehabilitation of the Hotel Valley Ho will be expedited in accordance with City procedures for providing such a review.

#### Amendments to the Underlying Zoning Development Standards

Section 6.119.A.5.c of the HP Ordinance provides for the modification of the standards set in the underlying zoning district in which a designated property is located if it will assist in its preservation. Accordingly, with the approval of this HP plan the development standards for the existing zoning of C-3 Highway Commercial will be amended for the Hotel Valley Ho property as follows:

### **5.1504.D Building Height:**

*Justification for Amendment:* For the rehabilitation of the hotel to be economically viable, additional square footage must be added to the complex. The most practical and sensitive location for the expansion to occur is by adding additional stories over the one- and two-story public area housing the lobby, lounge and restaurant. This is consistent with the original construction drawings that show this area was designed, engineered and constructed to allow for four additional floors of guest rooms. Therefore the expansion in this location is in keeping with the original design intent. Limiting the additional square footage to this one location also retains the historic arrangement of buildings and open space of the resort and preserves the historic appearance of the guest room wings. This approach to adding additional square footage also is considered the most acceptable method in keeping with the *Secretary of Interior's Standards for Rehabilitation*.

The purpose of historic preservation is to maintain the historically significant features of the property while providing for the continued evolution and economic use of the property. The existing building layout on the property is a fixed feature the owner must work with and around. This limits the development opportunities of the property. Additional building height in the location proposed achieves both objectives for the property.

*Proposed Amendment:* Maximum height will be extended from thirty-six (36) feet to seventy-two (72) feet to allow for the new construction to occur while minimizing the impact on the Hotel Valley Ho's character-defining features. (*Amended by Ordinance No. 3572, Case Numbers 7-ZN-2002#3/2-HP-2004, adopted by City Council 5/17/04*)

**5.1504.D Frontage Open Space:**

**Justification for Amendment:** Although the hotel complex as a whole meets the City’s open space requirements, there is not sufficient open space along the property’s frontage. It should be recognized that the existing conditions on the site are part of its historic character and the current arrangement of the physical elements including the existing buildings, parking locations and open spaces, contributes to the property’s significance. Consequently, the current requirement that a minimum of one-half (1/2) of the open space requirement be incorporated as frontage space should be modified to reflect the percentage of frontage open space that existed historically on the site

*Proposed Amendment:* Required frontage open space on the Hotel Valley Ho should be reduced to one-quarter (1/4) of the open space requirement. (Amended by Ordinance No. 3502, Case numbers 7-ZN-2002#2/1-HP-2003, adopted by City Council 4/1/03)

**5.1504.F.1.c Parking Setback:**

**Justification for Amendment:** It should be recognized that the existing conditions on the site are part of its historic character and the current arrangement of the physical elements including the existing buildings, parking locations and open spaces, contributes to the property’s significance. Consequently, the current requirement that a yard of thirty-five (35) feet in depth shall be provided between parking and the street should be modified to reflect the existing arrangement of the parking locations.

*Proposed Amendment:* Requirement for thirty-five (35) feet yards between parking and the street be modified to allow existing parking and setbacks to remain. (Amended by Ordinance No. 3502, Case numbers 7-ZN-2002#2/1-HP-2003, adopted by City Council 4/1/03)



Attachment: Original and Proposed Addition Intent Comparison, Prepared by Allen + Philp, Architects

### **Financial Incentives**

The construction costs associated with the redevelopment of the historic motor hotel resort complex are estimated to be approximately \$45 million. Of that amount \$18 million will be used to rehabilitate the three historic buildings to meet current safety and accessibility codes and provide needed functional upgrades. Additionally the proposed approach of preserving the existing buildings and continuing to use the existing hotel rooms will limit the size of the hotel complex, which in turns affects the returns that can be generated. Understanding the economic issues associated with the preservation of this important historic property is key to developing City support for the project which will help it maintain its commercial viability.

In recommending appropriate measures, it has been recognized that the rehabilitation of the Hotel Valley Ho will help the City achieve a number of community redevelopment and economic objectives. It will rejuvenate an aging area of the downtown while maintaining its historic character. As a boutique hotel with a distinctive appearance and wide array of services and amenities, it will expand the range of accommodations available in downtown Scottsdale for the business and leisure travelers. As a restored historic hotel, it will draw the cultural heritage tourist, one of the fastest growing and most lucrative segments of the tourist market. Once reopened and operating as projected, the Hotel Valley Ho will generate bed tax revenues for the City at greater levels than it has ever provided in the past, even after calculating the amount represented by the proposed City financial incentives.

While there will be numerous benefits that will be derived from the preservation and continued use of the Hotel Valley Ho, it should be acknowledged that given the project costs, the investment returns will be marginal. It is only through the combined Federal, State and proposed City financial incentives that the project is at all feasible. The City of Scottsdale's participation in this important public-private partnership will help ensure the economic viability of this undertaking and tangibly demonstrate the City's support for the preservation and reuse of historic properties.

With the adoption of this plan, the City will prepare for City Council's consideration the necessary agreements to acquire agreed upon public improvements and a "Deed of Preservation Easement" for the portion of the Hotel Valley Ho designated with an HP overlay zone. To fund this acquisition, an agreement is anticipated to provide that the City will reinvest in the property:

- (1) The amount of the building permitting and development fees that are typically charged as part of the construction and redevelopment work, and
- (2) Through a rebate of the amount of the incremental increase in the sales tax generated by the property prior to rehabilitation. The terms and conditions of this rebate will be set forth in a development agreement to be executed upon the adoption of the plan; and
- (3) A rebate from the City's General Fund representing the incremental increase in the annual bed tax revenues generated by the property prior to rehabilitation in an amount equal to the City's one-third portion of the bed tax.



rehabilitation project for awards, such as the Arizona Heritage Award.

#### National Historic Hotels Program Affiliation

Staff will assist in affiliating the Hotel Valley Ho with the National Trust for Historic Preservation's Historic Hotels program.

#### Brochures

The Hotel Valley Ho will be included in promotional and marketing materials prepared by the City and the Scottsdale Historical Society on the properties listed on the Scottsdale Historic Register.

### **Promotion**

#### Publicity

Working with writers who focus on historic preservation, design and tourism, City staff will assist in the development of articles and press about the Hotel Valley Ho for local, state and national publications.

#### Events

To celebrate the listing of the Hotel Valley Ho on the National Register of Historic Places as a property of exceptional significance, the HPC will host an event and tour of the property to coincide with its reopening. This will help increase local awareness and appreciation for its significance.

#### Awards

City HP staff will assist in gaining recognition for the Hotel Valley Ho preservation efforts by nominating the

