

Adopted by the Phoenix City Council Jan. 21, 2015
Resolution No. 21289

PRESERVE HISTORIC PHOENIX



City of Phoenix



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RESOLUTION 21289

A RESOLUTION ADOPTING PRESERVEHISTORICPHX,
AN HISTORIC PRESERVATION PLAN FOR PHOENIX.

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF PHOENIX

as follows:

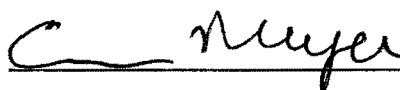
SECTION 1. That PreserveHistoricPHX, an Historic Preservation
Plan for Phoenix, attached hereto as Attachment A, is hereby approved and
adopted.

PASSED by the Council of the City of Phoenix this 21st day of
January, 2015.





ACTING MAYOR

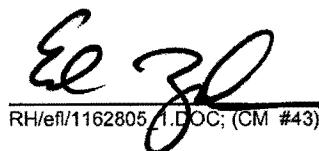
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 City Clerk

APPROVED AS TO FORM:

 Acting City Attorney *RAH*

REVIEWED BY:

 City Manager
RH/efl/1162805 1.DOC; (CM #43) (Item #64) 1/21/15

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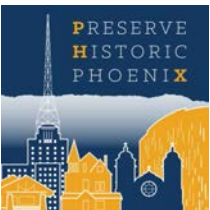
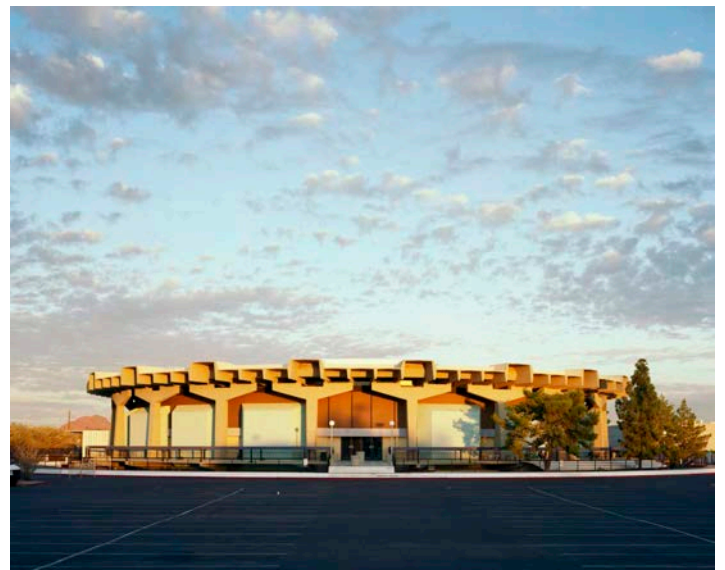
Kathryn Leonard, Project Director

Kerri Flanagan

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City of Phoenix



Top Left:
 Tovrea Land & Cattle Co. Administration Building /
 Stockyards Restaurant
 Constructed 1947; (rebuilt 1953-1954 following a fire)
 Phoenix Historic Property Register 2004
 Photo by Larry Mishler

Bottom Left:
 Fifth Avenue Medical Building, 3411 N 5th Ave.
 Photo by Michael Lundgren

Top Right:
 Financial Center, 3443 N. Central Ave.
 Constructed 1964
 Photo by Larry Mishler

Bottom Right:
 Phoenix Star Theatre / Celebrity Theatre, 440 N. 32nd St.
 Constructed 1963. Phoenix Historic Property Register 2013
 Photo by Michael Lundgren

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Top Left:
Valley National Bank, 201 W. Indian School Road
Constructed 1957
Photo by Larry Mishler

Bottom Left:
A.E. England Motor Company, 424 N. Central Ave.
Constructed 1974, Phoenix Historic Property Register 1999,
Phoenix Historic Property Register 2006
Photo by Patrick Madigan

Top Right:
Classis Ruzow & Associates, 1545 W. Thomas Road
Constructed 1974, Phoenix Historic Property Register 1999,
National Register Historic Places 2007 (both as part of the
Margarita Place Historic District)
Photo by Larry Mishler

Bottom Right:
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Phoenix Historic Property Register 1990, National Register
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Photo by Patrick Madigan

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***We shape our buildings; thereafter,
our buildings shape us.***

*- Sir Winston Churchill,
former Prime Minister of the United Kingdom (1874-1965)*



Executive Summary



PreserveHistoricPHX is a comprehensive plan that provides a long-term vision and framework to guide the direction and priorities of the Phoenix Historic Preservation Program. It furthers the efforts of PlanPHX, the city’s 2015 General Plan update, which offers a blueprint for Phoenix to become a Connected Oasis. **PreserveHistoricPHX** is intended to inform and inspire us to connect with and preserve our unique archaeological and historic resources. This plan describes the benefits and legal basis for historic preservation and includes an overview of the history of Phoenix, past preservation efforts in the city and the historic preservation program. The goals, policies and actions in **PreserveHistoricPHX** address the city’s five core values and utilize the seven strategic tools developed through an extensive public outreach effort in PlanPHX.

Through its own public participation process with residents and in collaboration with city leaders, staff and the Phoenix Historic Preservation Commission, the following five goals were identified to move forward and achieve the vision of **PreserveHistoricPHX** over the next 10 years:

Goal 1: Protect Archaeological Resources

Goal 2: Protect Historic Resources

Goal 3: Explore Preservation Incentives

Goal 4: Develop Community Awareness

Goal 5: Promote Partnerships



Streetscape in the Ashland Place Historic District

Preservation is about deciding what's important, figuring out how to protect it, and passing along an appreciation for what was saved to the next generation.

- National Park Service



Purpose of the Plan



PreserveHistoricPHX identifies goals and strategies for the city of Phoenix Historic Preservation Office as it works over the next 10 years to protect, enhance and preserve properties and areas of historical, cultural, archaeological and aesthetic significance in the interests of the health, prosperity and welfare of the people of the city of Phoenix. Historical and cultural resources include elements from the built environment such as buildings, structures, objects, sites and districts. Seeking to build on past successes and overcome new challenges, **PreserveHistoricPHX** pinpoints ways in which historic preservation can contribute to economic development, neighborhood revitalization, building community and civic pride and promoting a sustainable life style.

Without an eye to the past, the community can neither recognize how it achieved its current form and unique personality nor build on that history and character. Historic and cultural resources tangibly reflect the extent of Phoenix's changes and growth over time – from the first settlement by the Hohokam around A.D. 1 to Jack Swilling's recognition of expansive farmable land at the foot of the north slopes of the White Tank Mountains to the great post–World War II boom to today.

WHAT IS A HISTORIC PRESERVATION PLAN?

It is a long-term vision for the city's historic preservation program, proactively setting priorities for future activities

and identifying innovative strategies for achieving the identified goals and plans and actions. It is also one of the strongest instruments available for preserving our valued heritage properties. Such a plan is even stronger when it is closely tied to the local land-use decision-making process. As a supplement to the *General Plan for the City of Phoenix*, the preservation plan seeks to integrate historic preservation issues into the core values developed in the PlanPHX process.

WHAT DOES IT DO?

Historic preservation plays a vital role in maintaining the character and identity of Phoenix. **PreserveHistoricPHX:**

- Guides future historic preservation projects and programs in the city;
- Details the city's historic preservation goals
- Recommends the implementation of specific policies and actions for achieving those goals
- Summarizes the information available on the historic resources in the city of Phoenix
- Highlights the issues and concerns of residents and professionals regarding the preservation and enhancement of cultural and historic resources.

PreserveHistoricPHX represents the city's first effort to think comprehensively about the role of historic preservation throughout Phoenix. The plan is intended to inform future decisions and to strategically guide preservation activity over the next 10 years.



The restoration of the Dr. Roland L. Rosson House in Heritage Square raised public awareness of the value of historic preservation. The house was built in 1894 and 1895 and listed on the Phoenix Historic Property Register in 1989 as part of Heritage Square - Block 14 and elevated to local landmark status in 2004. It was listed in the National Register of Historic Places in 1971. Photo courtesy Library of Congress, Prints & Photographs Division, HABS, Reproduction number HABS ARIZ,7- PHEN,5--1

HOW WAS IT CREATED?

The Historic Preservation Office started its planning process with an online review of plans for other communities in the western United States to learn what other municipal and state governments found important enough to address in their historic preservation plans or general plan elements. These other plans had many sections in common, including a history of the community, the legal basis for historic preservation, the history of the preservation program, and information about historic preservation’s economic benefits and connection with improved *sustainability*.

PUBLIC PARTICIPATION

The Historic Preservation Office held four public meetings to solicit input from Phoenix residents. Two general meetings (March 15, 2014, and April 1, 2014) were held at the Burton Barr Central Library and two special meetings for interested groups (Phoenix Historic Neighborhoods Coalition, March 20, 2014, and the Story Preservation Association, April 8, 2014) were held upon request. Approximately 90 people attended the meetings. The complete results of these public meetings are available in Appendix D.

At each meeting two questions were asked:

1. What should be preserved?
2. How should it be preserved?

For the first question, participants were asked to list the properties and property types they thought should be preserved. Staff then handed participants eight dots each and asked them to place the dots next to the properties that were most important to them. The following information summarizes the participants’ responses to this first question.

Meeting participants expressed the most interest in preserving properties from these time periods:

Postwar Expansion Era (1945-1975)	70
Statehood to Great Depression Era (1912-1931)	29
Great Depression and World War II Era (1932-1944)	17

Analyzing the properties that are currently listed on the Phoenix Historic Property Register and comparing them to the eras of the buildings or sites, the results show:

How do the individually listed properties on the Phoenix Historic Property Register compare? ¹

Era (Place Type)	Resources Listed	Number of Dots
Prehistoric to Protohistoric (To 1540)	4	1
Early Historic (1540-1864)	0	0
Early Resettlement (1865-1879)	1	0
Early Expansion and Pre-Statehood Years (1880-1911)	58	10
Statehood to the Great Depression (1912-1931)	97	29
Great Depression & World War II (1932-1944)	43	17
Post War Expansion (1945-1975)	17	71
Southwest Metropolis (1975 to Present)	0	3

These property types received the most dots:

Commercial	38
Public/Institutional (Governmental, Religious and Educational Buildings)	25
Single-Family Residential	24

¹ Properties listed on the Phoenix Historic Property Register for their individual merit, rather than as part of a district.

These individual properties and districts received the most dots:

Union Station (1923)	17
Hotel Westward Ho (1928)	15
Arizona State Fairgrounds and Arizona Veterans Memorial Coliseum ²	13
St. Matthew's Neighborhood ³	11

These property types and general concepts received the most dots:

Landscapes and Streetscapes ⁴	67
Historic Neighborhoods ⁵	48
Phoenix Trolley System ^{6,7}	44
Adobe Buildings	35
Signs, Neon and Vintage	15
Alleys	15
Windows	15
Industrial Buildings and Warehouses	13
Canals/Irrigation Structures/Flood Irrigation ⁸	11

Following the question of what should be preserved, participants were then asked how these properties should be preserved. Historic Preservation Office staff classified each response under one of the following areas:

Commercial	38
Public/Institutional	25
Single-family Residential	24
Transportation Related	9
Notable Architects ⁹	8
Ethnic Heritage	7
Branch Banks	5
Rural Agricultural	5
Multi-Family Housing	4
Multi-family Residential	4
Murals	4
Neighborhoods	4

² This category includes the Arizona State Fairgrounds, Fairgrounds & Coliseum, State Fairgrounds and Coliseum.

³ Currently this neighborhood is not listed on the Phoenix Historic Property Register.

⁴ This category includes historic driveways, streetscapes, streetscapes/landscapes, streetview of historic home, hardscape, sidewalks, landscapes, landscaping, landscaping in residential districts, lawns in historic districts, the Murphy Bridle Path, saltcedar trees, and shade trees.

⁵ This category includes general mentions of historic neighborhoods, as well as most of those identified by name. St. Matthew's Neighborhood is mentioned separately because it received 11 votes.

⁶ This category includes Phoenix trolley cars, Phoenix Trolley Museum and street railway lines embedded in streets.

⁷ Both general meetings were attended by at least four representatives of the Phoenix Trolley Museum who primarily placed their dots in favor of all things trolley related.

⁸ This category includes canal system, canals, canals/irrigation structures/flood irrigation and dirt canals.

⁹ Includes Will Bruder, Bennie Gonzalez, Eddie Jones, Lescher & Mahoney, Clyde Rousseau, Ralph Haver and Frank Lloyd Wright.

Parks	4
Residential High Rises	4
Warehouse/Industrial	4
Other ¹⁰	27

Following the public meetings, staff developed a 10-question survey to ask stakeholders additional questions regarding how to preserve the places that had been identified as important during the public meetings. Complete results from this survey are in listed in Appendix D.

Information from the public meetings and the survey was used to create the program goals and objectives for the next 10 years. (See Moving Forward Section).



Incorporating the desires of the community is a critical part of any planning process. Here, Phoenix residents answer the two questions on Mar. 15, 2014.

¹⁰ Includes: Important Events, Vernacular/Eclectic, Landscapes & Streetscapes, Objects, Possible Districts, Signs, Social History, Alleys, Archaeology, Architectural Elements, Historic Windows, Irrigation, Medical, Other, South Phoenix, Sunnyslope, Tourism, Under 50.



Photo by Michael Lundgren

My favorite historic place in Phoenix is...

Veterans Memorial Coliseum (1826 W. McDowell Rd.) at the Arizona State Fairgrounds. Eligible for listing on the National Register of Historic Places and Phoenix Historic Property Register; constructed in 1965.

It is important to me because...

it's where Phoenix grew from a small town to a "major league" city [because the Phoenix Suns played there]. It's a gorgeous building that influenced similar arenas (e.g., Calgary Saddledome). It's where many Phoenicians saw their 1st concert, 1st big game, etc. My first game there was a [Portland Trail] Blazers v. Suns game that went to overtime, Tom Chambers scored 40 points, if I recall, leading the Suns to victory.

- Will Novak, March 15, 2014

***There is no sustainable development
– economic, social, or any other kind –
without stewardship.***

- Donovan Rypkema

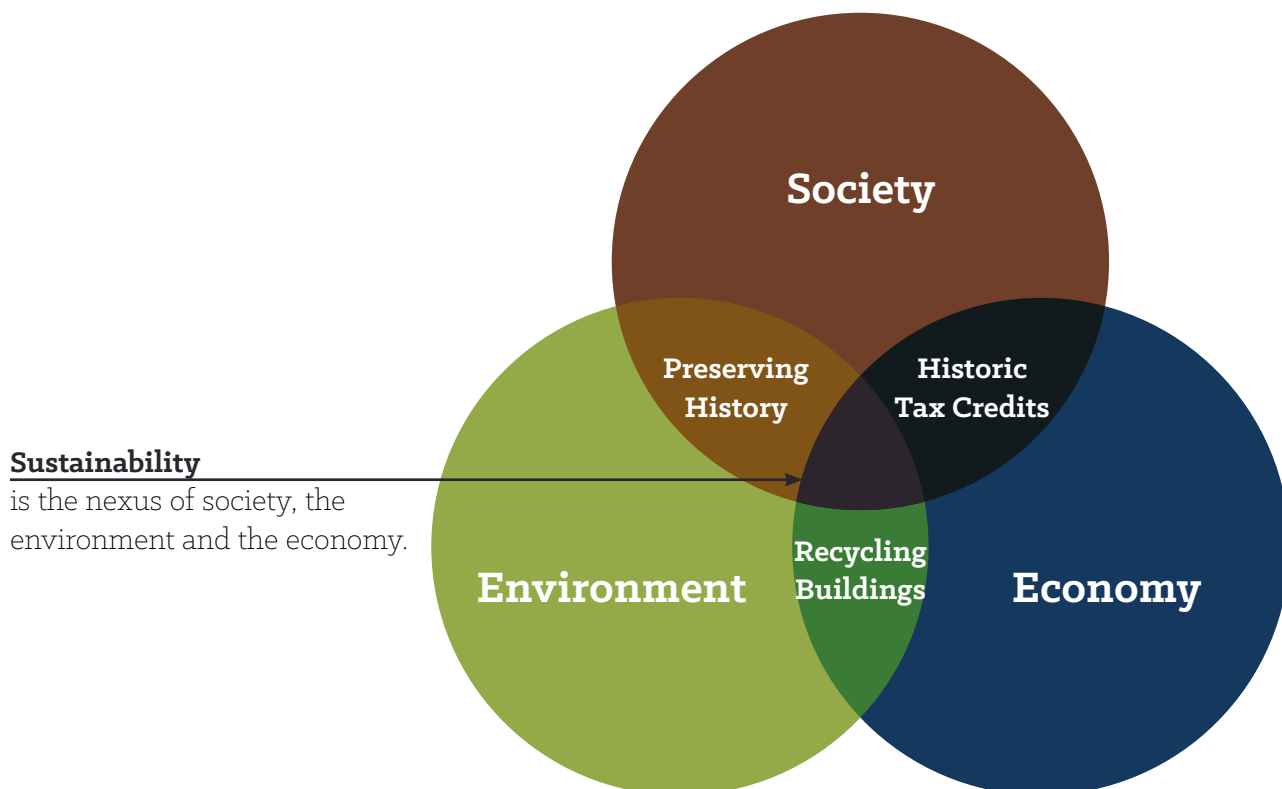


Benefits of Historic Preservation



The city of Phoenix recognizes that building the “sustainable desert city” as a core value in its General Plan update will enhance the community’s prosperity, health and environment. The term sustainability is commonly perceived in the narrow sense of energy efficiency and the green movement. However, sustainability in actuality refers to the means by which a system (in this case, one of the largest urban populations

existing in a desert environment) ensures its existence over a long period of time. In recent years, the sustainability movement has promoted conceptualizing sustainability in terms of three pillars, or overlapping domains: social, economic and environmental. Historic preservation is central to achieving social, economic and environmental benefits and therefore reflects the core values of sustainability.



When you affect people's heritage [by demolishing or destroying it], you affect people's identity. Identity is something you transmit from a generation to another and this is how a history of a country or a community is built. ... At some point, this [history] is lost and it can have important impacts on the future of the community.

- Karim Hendili, UNESCO World Heritage Centre

SOCIAL AND CULTURAL BENEFITS OF HISTORIC PRESERVATION

Historic preservation is one of many tools available to help cities create unique, livable and aesthetically interesting places to live, work and visit. However, an ethic of preservation is to also ensure that the enhancement of these places is authentic and tied to the historical and cultural roots of a community. Historic preservation, with its emphasis on conserving aspects of the built environment that tell the broader story of place, is uniquely positioned to communicate the rich history of Phoenix's diverse origins. Over the years, the city's Historic Preservation Office has conducted large-scale inventories to identify, designate and help preserve residential neighborhoods, commercial buildings, educational facilities, government buildings, civic gathering areas and places of worship. Targeted surveys have identified resources particularly significant to Hispanic American, African American and Asian American groups. Historic preservation efforts such as these are ensuring that the tangible expressions of Phoenix's cultural identity are conserved for the appreciation of residents and visitors alike.

Historic preservation not only helps to build a sense of community identity for Phoenix but also helps to promote this "sense of place" among residents and visitors. Preservation of historic buildings reminds the public of the city's evolution, allowing us to better connect with the places where we live and work. Adaptive reuse of historic buildings takes advantage of the city's diverse heritage to create civic engagement and interest in new uses for old buildings. As studies supported by the National Trust for Historic Preservation's National Main Street Center show, communities that invest in the historic built environment to create a sense of place benefit from enhanced visitation. Simply put, most people want to stay longer, and consequently spend their money, in places that they find aesthetically and culturally interesting. Heritage tourists, those tourists who specifically seek out destinations with historic resources, in particular, tend to stay longer and spend more per day, thereby contributing a greater economic impact than the general tourist.



Located at Eighth and Jefferson streets, Tanner Chapel A.M.E. Church was constructed in 1929 and is one of the oldest remaining properties associated with African Americans in Phoenix. In 2010, it was listed as a landmark on the Phoenix Historic Property Register for its significance relating to ethnic heritage.

Finally, there are the social benefits of historic preservation to the broader community. Although comparable studies have not been performed in the United States, the European Livable Cities Project documented significant reductions in crime, improved health and education, and civic engagement in cities possessing formal heritage conservation programs. Indeed, historic preservation projects in Phoenix not only have educated residents on significant aspects of our shared heritage but also have brought together diverse stakeholders, enhancing social interaction and dialogue on what makes the city a great place to live. Organizations such as Preserve Phoenix, Modern Phoenix, the Phoenix Historic Neighborhoods Coalition and the Arizona Preservation Foundation collaborate with the city Historic Preservation Office to further promote the value of preservation in establishing civic dialogue on the creation of a diverse, livable city.

“New Ideas Must Use Old Buildings”: The Legacy of Jane Jacobs

Jane Jacobs (1916-2006) was a Canadian-born author and activist who, after enjoying a successful career as a reporter and freelance writer, turned her attention to diagnosing the blight, crime and consequent “suburban flight” experienced by many American cities, a situation she boldly proclaimed was wrought by poor city planning and aggressive urban renewal programs. Her seminal work, “The Death and Life of Great American Cities” (1961), is considered a foundational text in urban planning. In her writings, Jacobs championed historic preservation as an important tool for promoting community identity, pedestrian-scale environments and economic vitality in urban areas. Jacobs also tempered her professional writings with urban activism and was well known for her vociferous opposition to Robert Moses’ plans to construct a freeway through historic neighborhoods in Manhattan. Jacobs was also one of the first urbanists to extol the need to preserve older buildings, not for their high style or cultural significance but for their role as economic incubators for small, creative start-up companies. Her observation “new ideas must use old buildings” has become a mantra for preservationists at both the national and local level.

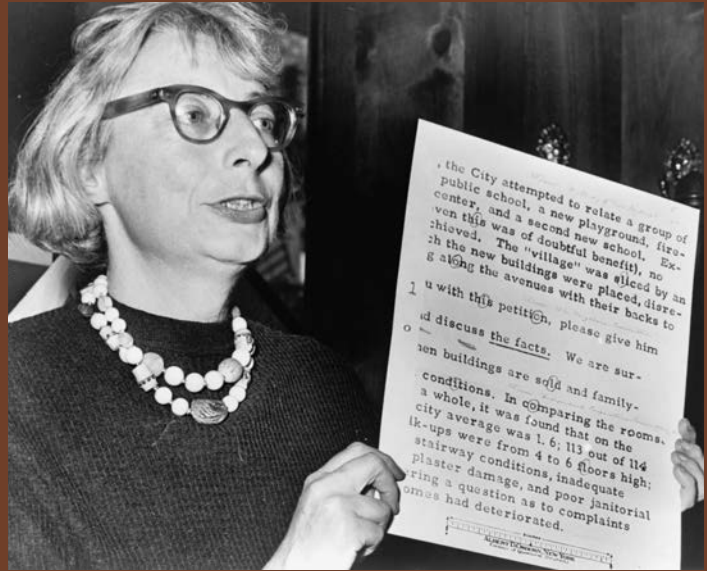


Photo courtesy of Library of Congress, LC-DIG-det-4a24549

Upon her death in 2006, a group of Jane’s friends and colleagues in Toronto wanted to memorialize her ideas and activist spirit in a highly visible way. The next year, Jane’s Walks were born. In 2009, Yuri Artibise, an expatriate from Canada working in downtown Phoenix, launched the first local Jane’s Walk focusing on neighborhoods and sites just north of downtown. By the second Jane’s Walk in Phoenix’s Warehouse District in 2010, the number of walkers had doubled. After Artibise’s move to Vancouver in 2011, friends and colleagues continued the tradition by organizing a walk in Sunnyslope and a walk to view the Calle 16 murals along 16th Street. In 2013, participants in Jane’s Walk enjoyed an evening tour of downtown Phoenix and in 2014 walks were undertaken within the Warehouse District and along a stretch of Adams Street undergoing significant planning scrutiny. The year 2014 also marked the first local bike ride in honor of Jane organized by local bicycle enthusiasts.



Photo courtesy Sean Sweat

We've all often heard the expression, 'It's cheaper to build new than it is to reconstruct.' That's not true. I've always found that it's cheaper to use an existing structure. Now, doing so is more complicated, and you actually have to be a better builder to do that kind of work, but if you know what you're doing, it costs you less money. A lot of the building is already done--you already have your structure--so that's why it's much cheaper. For example, I saved a substantial amount of money when I built Trump Park Avenue in New York City by reusing the Delmonico Hotel's foundation, frame, and exterior.

- Donald Trump

ECONOMIC BENEFITS OF HISTORIC PRESERVATION

There are many economic benefits to historic preservation. According to a 2011 report prepared by PlaceEconomics for the Advisory Council on Historic Preservation:

The good news is historic preservation is good for the economy. In the last fifteen years dozens of studies have been conducted throughout the United States, by different analysts, using different methodologies. But the results of those studies are remarkably consistent – historic preservation is good for the local economy. From this large and growing body of research, the positive impact of historic preservation on the economy has been documented in six broad areas: 1) jobs, 2) property values, 3) heritage tourism, 4) environmental impact, 5) social impact, and 6) downtown revitalization. (Rypkema and Cheong 2011)

Historic preservation projects create jobs. Although the cost of labor is typically the highest expense on a historic rehabilitation project, in some cases 60 percent or more, labor is often hired locally. Those local laborers in turn spend their income locally, supporting businesses that are part of the local economy.

Historic preservation supports and increases property values. Sales of homes in nationally and locally designated historic districts across the United States have been shown to receive a sales price premium over comparable properties in undesignated neighborhoods. A study by the Arizona State Historic Preservation Office regarding economic effects of historic designation on property values in the city of Phoenix (2007) reinforces the results seen in other state and local surveys across the nation. A subsequent State Historic Preservation

Office study in 2013 regarding the results of the collapse in property values between 2007 and 2011 showed that properties within designated historic districts were less affected than properties in similar neighborhoods that do not have historic designation.

Historic preservation attracts visitors. A 2013 study by Mandala Research, LLC, reports that 71 percent (approximately 170.4 million) of Americans who traveled did so for leisure purposes. Of those travelers, 76 percent could be classified as traveling to participate in cultural or heritage activities. These tourists generally spend more money and have longer stays than those who travel for other reasons.

Historic preservation creates affordable housing. Historic housing is frequently located near existing services and public transit, reducing transportation costs for residents. The New York City Housing Authority determined that the per-unit cost of rehabilitation would average \$99,000, whereas the cost of replacement would average \$370,000. Utilizing existing buildings generally saves money.

Historic preservation supports local businesses. Older and historic buildings are frequently used by small independent businesses when they first start, and 75 percent of all net new jobs are created by small businesses. According to a study by Civic Economics (referenced on localfirstaz.com/studies/), for every \$100 spent at a locally owned business, \$27 is sent out of state vs. \$57 for a non-locally owned business.

Heritage Tourism and Archaeology

The potential contribution of archaeological sites to the local economy isn't obvious. However, if safeguarded and sensitively developed, archaeological sites have substantial economic and educational benefits beyond their contribution to our understanding of the past. The city of Phoenix has developed archaeological sites as educational venues that also have the benefit of promoting tourism, one of Arizona's largest economic sectors. In addition, several city parks have archaeological sites and cultural significance to local tribal communities.

Pueblo Grande Ruin was the first National Historic Landmark (1966) in Phoenix. It was listed on the Phoenix Historic Property Register in 1991 and elevated to a local landmark in 2005. It has a well-developed museum with educational programs and activities. Each December since 1976, the Pueblo Grande Museum Auxiliary holds the Indian Market where over 200 Native American artists feature items such as paintings, sculptures, jewelry, baskets and more. The market includes music and dance performances, as well as artist demonstrations and traditional Native American foods. The fee for the event includes admission to the museum.

Pueblo Grande features a prehistoric Hohokam platform mound, which is one of only a few remaining intact platform mounds in the Salt River Valley. More than 20 such platform mound features were scattered along the network of prehistoric canals in the Salt River Valley. There is also a 2/3-mile-long trail that features a ball court, replicas of prehistoric pit houses and an adobe compound, and interpretive signage. The museum also features three indoor galleries that include a children's exhibit on archaeology, a long-term exhibit on the Hohokam and a changing exhibit.



A young hoop dancer performs the traditional Native American dance that uses up to 50 hoops at a time.



People visiting the Home Builders exhibit at the museum.



Students participate in an archaeological adventure.

Photos Courtesy of Pueblo Grande Museum, city of Phoenix

The greenest building is the one already built.

- Carl Elefante, architect

ENVIRONMENTAL BENEFITS OF HISTORIC PRESERVATION

Preservation of existing buildings reduces the carbon footprint of the city by using the infrastructure of the city's historic core. Preservation promotes the adaptive reuse of existing infrastructure in new and often creative ways and recycles the embodied energy that is already stored in the materials that compose existing buildings. In recent years, the National Trust's Sustainable Community initiative has conducted an impressive amount of research to quantify the environmental benefits of historic preservation practices. While programs established to promote energy efficiency in new construction, such as LEED (Leadership in Energy and Environmental Design) accreditation, are broadly acclaimed within environmental circles, the National Trust's study found that the carbon footprint far outweighs the carbon-reduction benefits of energy-efficient new construction. The Trust's study found that regardless of improved energy efficiency, it takes 10 to 80 years for a newly constructed building to overcome the adverse climate change impacts that its construction generates. (Saving Energy, Money, and Jobs: Realizing the Energy Efficiency Potential of Small Buildings, preservationnation.org/information-center/sustainable-communities/green-lab/small-buildings/)

Adaptive and continued reuse of historic buildings not only minimizes the carbon footprint associated with extracting and transporting new construction materials but also conserves the embodied energy stored in the city's existing infrastructure and buildings. Furthermore, adaptive reuse of now-vacant buildings will also lessen the amount of demolished building materials in U.S. landfills; currently, demolition debris comprises 25 to 40 percent of total waste.

One of the most significant threats to historic preservation stems from the misperception that older buildings are not energy efficient. On the contrary, the substantial construction of historic buildings (e.g. double-bonded brick rather than frame and stucco) and design elements for passive cooling (adobe construction materials, building orientation, and window size and location) often render them more energy efficient than those constructed today. Owners of historic homes in Phoenix, in particular, are often approached by vendors of contemporary dual-pane windows marketed as minimizing heat gain and lowering electric bills. However, research shows that the amount of



Demolition of historic buildings generates an enormous amount of waste that ends up in our landfills

Photo courtesy Logan Simpson Design, Inc.

energy and money “saved” through window replacement are negligible compared with the cost of replacement. Other options – such as installation of awnings, interior window shades, application of clear window films designed to block solar heat gain and shade-enhancing landscaping – not only are more cost-effective treatments for reducing heat gain but also are options that preserve the character of the historic building's exterior façade.

Energy conservation will always remain a critical issue for Phoenix residents, including those living and working within its historic districts. The city Historic Preservation Office, through the design review process, works with homeowners and business owners to help them plan property improvements that will achieve desired energy efficiency and also meet the city's historic preservation design guidelines.

City of Phoenix Adaptive Reuse Program

This Arizona Hardware Supply Company (22 E. Jackson St.) was built in 1930 and listed on the Phoenix Historic Property Register June 2009. The rehabilitation project was assisted by Warehouse and Threatened Building funds from the city's 2006 Historic Preservation Bond and was one of the earliest projects to participate in the city of Phoenix's Adaptive Reuse Program.

The Adaptive Reuse Program was developed to help with the renovation of existing buildings for new business uses. The program offers development guidance, streamlined processes, reduced timeframe and cost savings to customers looking to adapt older buildings for new business uses. Additionally, the adaptive reuse of existing buildings preserves the city's history, contributes to economic vitality and creates more vibrant neighborhoods.

Small business owners are encouraged to contact the Office of Customer Advocacy (OCA) to learn how the Adaptive Reuse Program may benefit them. OCA staff will determine project qualifications and assist the applicant working through the development process. For projects meeting the program requirements, staff will apply Adaptive Reuse policies during the plan review, permit and inspection process. Call 602-534-7344 or visit phoenix.gov/pdd/services/permitservices/arp for more information.



Before rehabilitation, 2007



After rehabilitation, 2009

We will probably be judged not by the monuments we build but by those we have destroyed.

- *Ada Louise Huxtable (1921-2013), New York Times Editorial (on the destruction of Penn Station in 1963)*



Legal Basis for Historic Preservation



Photo of the main waiting room of Grand Central Terminal in New York City taken between 1910 and 1920; Photo courtesy of Library of Congress, LC-DIG-det-4a24549.

Also known as Grand Central Station, Grand Central Terminal was constructed between 1903 and 1913 and listed as a New York City Landmark in August 1967 and in the National Register of Historic Places in January 1975. In 1968, the owner of the Grand Central Terminal, Penn Central Railroad, proposed constructing a 55-story office building atop of the historic building. Having lost the 1910 Beaux Arts Penn Station designed by McKim, Mead and White just five years before, the New York City Landmarks Preservation Commission was loathe to lose another landmark. The Commission rejected the project but offered Transfer of Development Rights (TDRs) to allow the owner to sell the air space above Grand Central Terminal to other developers for their own use. Penn Central felt this was not enough to be considered just compensation filed a lawsuit against New York City. In 1978, the US Supreme Court, in the milestone case *Penn Central Transportation Co. v. City of New York*, 438 U. S. 104 (1978), recognized that historic preservation was a valid public purpose and a legitimate function of government and stated that the decision by the Landmark Commission was not a regulatory taking of their property. Thus, Grand Central Terminal in New York City was saved for future generations of Americans to appreciate when passing through, as a destination or as a backdrop in popular movies.

NATIONAL

Federal legislation related to historic preservation dates to the early 1900s, during President Theodore Roosevelt's administration. The president, a noted outdoor enthusiast, established many national parks during his administration. The 1906 Antiquities Act (Public Law 59-209) was one of the first federal responses to threats to mostly prehistoric Native American ruins and artifacts on federal lands in the American West. The act authorized permits for legitimate archaeological investigations and penalties for taking or destroying antiquities without permission. It also authorized the president to proclaim "historic landmarks, historic and prehistoric structures, and other objects of historic or scientific interest" as national monuments. Two of the earliest designated national monuments are in Arizona: Montezuma Castle near Camp Verde (designated on Dec. 8, 1906), which are the cliff dwellings of the Sinagua people, and Tonto National Monument in the Tonto National Forest (designated Oct. 21, 1907), which is not only one of many wilderness-area monuments, but also contains well-preserved cliff dwellings occupied by the Salado people during the 13th through 15th centuries.



President Roosevelt on the road to Roosevelt, Ariz. Roosevelt came to Arizona for the dedication of the Roosevelt Dam (built 1905-1911) on the Salt River. Roosevelt was responsible for one of the first federal responses to threats to archaeological resources, The 1906 Antiquities Act. Photo courtesy of Library of Congress, LC-DIG-ppmsca-36266.

Congress created the National Park Service on Aug. 25, 1916, with the passage of the National Park Service Organic Act (16 United States Code 1). In 1935, the Historic Sites Act (Public Law 74-292) became law. This act declared that "it is a national policy to preserve for public use historic sites, buildings, and objects of national significance for the inspiration and benefit of the people of the United States," and it authorized the Park Service to:



President Roosevelt came to Arizona for the dedication of the Roosevelt Dam (built 1905-1911) on the Salt River. The dam contributed to the settlement of Central Arizona and to the development of large-scale irrigation in the Valley. Photo courtesy of Library of Congress, LC-DIG-ppmsca-36033.

- a. Secure, collate, and preserve drawings, plans, photographs, and other data of historic and archaeological sites, buildings, and objects. [For these purposes, the Park Service uses the Historic American Buildings Survey, which was launched in 1933 as the nation's first federal historic preservation program to document America's architectural heritage.]
- b. Make a survey of historic and archaeological sites, buildings, and objects for the purpose of determining which possess exceptional value as commemorating or illustrating the history of the United States.
- c. Make necessary investigations and researches in the United States relating to particular sites, buildings, or objects to obtain true and accurate historical and archaeological [sic] facts and information concerning the same.⁷

Following the Great Depression and World War II, and in response to the needs expressed by leaders of the American historic preservation movement, President Harry Truman signed legislation creating the National Trust for Historic Preservation on Oct. 26, 1949 (Public Law 81-408), to provide support and encouragement for historic preservation efforts. The National Trust focused on acquiring and administering historic sites and, in 1951, procured the Woodlawn Plantation in northern Virginia. The Special Committee on Historic Preservation, sponsored by the U.S. Conference of Mayors with Ford Foundation support, formed in the summer of 1965. The committee, which included representatives from the National Trust and the National Park Service, worked on recommendations for furthering historic preservation at the federal level. In early 1966, the committee's resulting recommendations were published in *With Heritage So Rich*; the committee also recommended passage of the National Historic Preservation Act, which President Lyndon B. Johnson signed into law on Oct. 15, 1966.

⁷ 16 U.S.C. 462(a)-(c), cited in National Park Service 2006, 12.



President Lyndon B. Johnson signed the National Historic Preservation Act into law on Oct. 15, 1966. Photo courtesy of Library of Congress, LC-USZ62-13036.

“The preamble to the law declared that the historical and cultural past of the nation should be preserved as ‘a living part’ of community life in order to ‘give a sense of orientation to the American people.’”⁸ Passed by the 89th Congress, the National Historic Preservation Act, as amended in 2006, has led to the creation of state, county and municipal historic preservation programs nationwide. But the 89th Congress did not stop there. It passed two additional laws with important preservationist elements, earning its moniker the “Preservation Congress.”

- The Department of Transportation Act created a policy to preserve natural and human-made sites along highway routes. Section 4(f) of this act specifies preservation responsibilities of the Secretary of Transportation and sets a standard higher than that of Section 106 of the National Historic Preservation Act. Because of Section 4(f) requirements, departments of transportation nationwide are more aware of how their projects could affect historic and natural resources.
- The Demonstration Cities and Metropolitan Development Act created a policy that directs the Secretary of Housing and Urban Development “to assert an interest in historic preservation and reduce its Urban Renewal activities by clearing older buildings.” As a result, this act encourages existing housing to be recycled and reused instead of demolished and replaced.

The Park Service is the federal agency responsible for administering and implementing the National Historic Preservation Act. As the lead preservation agency, the Park Service sets the standards and guidelines for identifying and treating historic and cultural resources, and it maintains the National Register of Historic Places.

The Secretary of the Interior is responsible for establishing professional standards and providing advice on the preservation and protection of all cultural resources listed, or eligible for listing, in the National Register of Historic Places. The “Secretary of the Interior’s Standards

for the Treatment of Historic Properties” apply to all proposed development grants-in-aid projects assisted through the National Historic Preservation Fund and are intended to be applied to a wide variety of resource types, including buildings, sites, structures, objects and districts. They address four treatments: preservation, rehabilitation, restoration and reconstruction. The Secretary of the Interior’s Standards are common-sense historic preservation principles in nontechnical language. They promote historic preservation best practices to help protect our nation’s irreplaceable cultural resources and are used by preservation programs nationwide when reviewing work or changes to historic properties. Many historic preservation programs across the United States base their state and local design guidelines on these federal standards.

The National Park Service offers technical support to and administers grant funding for state and tribal historic preservation offices and Native Hawaiian officials. Title I of the National Historic Preservation Act authorizes these matching grants to allow states to complete surveys and create comprehensive preservation plans.

Amendments to the National Historic Preservation Act in 1980 broadened the federal-state preservation partnership to include local (towns, cities and counties) partners, which led to the creation of the Certified Local Government Program. There are 27 cities and one county (Pima) in Arizona with certified historic preservation programs; Phoenix became certified in 1988. Certified local governments must have established a preservation ordinance and a formalized means of identifying, registering and protecting cultural resources within their boundaries. These certified governments perform much of the historic property survey work in Arizona.

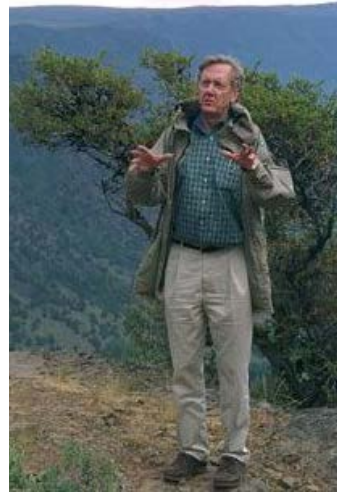
STATE

In 1893, the Arizona Territorial Legislature created the first and largest anthropology museum in the Southwest, the Arizona State Museum. The museum is the state’s official permitting agency for archaeological and paleontological projects and the official archaeological repository. It administers the Arizona Antiquities Act (1960) and helps state and federal agencies enforce related legislation.

Before passage of the National Historic Preservation Act, there was strong interest in preserving historic and prehistoric sites in Arizona. In 1957, preservationists were part of a coalition that successfully lobbied the state Legislature to create the Arizona State Parks Board. Bert Fireman, a prominent Arizona historian and a member of the Parks Board, persuaded the board to include several historic sites among the first state parks: the former county courthouse in Tombstone, Jerome, Tubac Presidio, Yuma Territorial Prison, Picacho Peak (near the site of the Civil War skirmish) and Fort Verde.

⁸ Glass, 1990, 19.

The passage of the National Historic Preservation Act had an important impact on the work at Arizona State Parks. While the Parks Board was willing to participate in preservation activities before the ground-breaking federal law, it focused more on acquiring parks and establishing camping, picnicking and other services there, especially in natural and recreational areas. The National Historic Preservation Act mandated that state historic preservation offices work with the National Park Service and the Advisory Council on Historic Preservation to establish a list of properties important to the nation's history; the act also mandated state preservation offices to work with federal agencies on preventing the destruction of these properties and on administering a program of grants-in-aid to ensure the properties' preservation. Arizona Governor Samuel Pearson Goddard, Jr. (1965-1967) appointed Arizona State Parks Director Dennis McCarthy as the first state historic preservation officer.



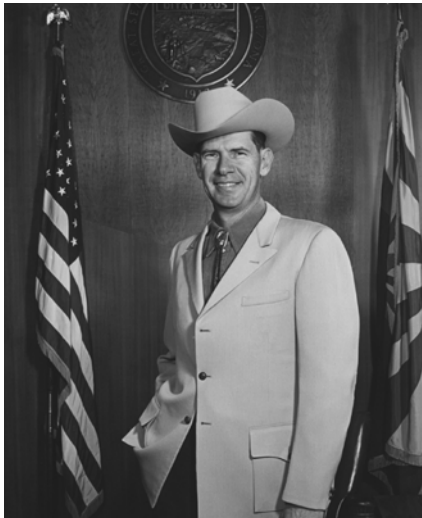
*Governor Bruce Babbitt
(1978-1987)
Photo by Maggie Sacher*

The first recommendation was to develop an improved Arizona Register of Historic Places. At the time, the Arizona Register lacked clear conditions for listing properties and held lesser status to the National Register.

The second policy addressed cultural resources under state ownership. At the time, the Arizona State Land Department and the State Museum cooperated to identify and inventory archaeological sites, there was no requirement that the same be done for historic properties, recommending that all state agencies inventory the cultural resources under their control; that the state adopt the Secretary of the Interior's Standards for Historic Preservation Projects for the treatment of historic buildings; that the Arizona Historical Advisory Commission make recommendations to the legislature for the development of a policy for the acquisition and disposition of historic resources and to ensure that these resources were adequately maintained; that state agencies be directed to give first consideration to historic buildings when planning for acquisition or lease of facilities; and that the state adopt a model building code adjusted to the special concerns of historic buildings and to make it available to other jurisdictions for local use.

The third policy focused on encouraging preservation in the private sector through tax incentives, grants and technical assistance. The recommendation resulted in the creation of the State Historic Property Tax Incentive Program for owner-occupied residential properties.

The fourth policy took its cues from the 1980 amendments to the National Historic Preservation Act, which instituted the Certified Local Government Program to encourage decentralization of historic preservation programs. The resulting legislation enabled the creation of local historic districts and special overlay districts. It also recommended the creation of the Governor's Award for special achievements in historic preservation.



*Arizona Governor
Samuel Pearson
Goddard, Jr. (1965-
1967)*

Preparation of the first statewide historic preservation plan began in 1969. The National Park Service approved Arizona's Interim Plan for Historic Preservation in December 1970, which allowed the state to continue receiving its allocation from the Historic Preservation Fund. This plan established a process for identifying and nominating properties within Arizona to the National Register of Historic Places. The Arizona State Legislature did not establish the Arizona Register of Historic Places until 1974.

In 1981, Governor Bruce Babbitt (1978-1987) created the Governor's Task Force on Historic Preservation. The 12-member task force, which included individuals from museums, historical and heritage societies, and universities, established five policies to encourage replacing barriers to historic preservation efforts with incentives for preservation efforts by state and local government agencies and state residents.

The last policy sought to promote awareness and appreciation of the unique cultural and historic resources within Arizona, which the task force hoped would increase public involvement in preservation projects.

In 1982, the Arizona Legislature passed the State Historic Preservation Act. This act encourages the preservation of historic resources by state agencies and expanded the role of the State Historic Preservation Office to include reviewing plans by state agencies to determine whether or not such plans would adversely affect historic properties.

MUNICIPAL PLANNING

The General Plan for Phoenix is required by state law under Title 9, Article 4, Chapter 6 Municipal Planning.

In Arizona, historic preservation is accomplished through the zoning power, which allows local governments to regulate the use of property. According to the state legislation that enables cities, towns and counties to pass zoning regulations Arizona Revised Statutes, Section 9-462.01(A)(10):

(A) Pursuant to the provisions of this article, the legislative body of any municipality by ordinance may in order to conserve and promote the public health, safety and general welfare.

(10) Establish districts of historical significance provided that:

- a. The ordinances may require that special permission be obtained for any development within the district if the legislative body has adopted a plan for the preservation of districts of historical significance which meets the requirements of subdivision (b) of this paragraph, and the criteria contained in the ordinance are consistent with the objectives set forth in the plan.
- b. A plan for the preservation of districts of historical significance shall identify districts of special historical significance, state the objectives to be sought concerning the development or preservation of sites, area and structures within the district, and formulate a program for public action including the provision of public facilities and the regulation of private development and demolition necessary to realize these objectives.
- c. The ordinance establishing districts of historical significance shall set forth standards necessary to preserve the historical character of the area so designated.
- d. The ordinances may designate or authorize any committee, commission, department or person to designate structures or sites of special historical significance in accordance with criteria contained in the ordinance, and no designation shall be made except after a public hearing upon notice of the

owners of record of the property so designated. The ordinances may require that special permission be obtained for any development affecting the structures or sites.

The history of historic preservation in Phoenix can be found in [here](#).

LOCAL

In 1984, Mayor Terry Goddard and the City Council created an Ad Hoc Committee on Historic Preservation, which recommended, among other things, the adoption of a city historic preservation ordinance.

Chapter eight of the city's zoning ordinance is known as the "Historic Preservation Ordinance of the City of Phoenix." It states,

It is hereby declared as a matter of public policy that the protection, enhancement and preservation of properties and areas of historical, cultural, archaeological and aesthetic significance are in the interests of the health, prosperity and welfare of the people of the City of Phoenix. It is further intended to recognize past needless losses of historic properties which had substantial value to the historical and cultural heritage of the citizens of Phoenix, and to take reasonable measures to prevent similar losses in the future. (Section 802.A)

The preservation ordinance provided for the establishment of historic preservation districts in order to:

1. Protect, enhance and preserve the improvements and landscape features of landmarks, districts and archaeological resources which represent distinctive elements of the city's cultural, educational, social, economic, political, architectural and archaeological history
2. Safeguard the city's historic, aesthetic and cultural heritage, as embodied and reflected in such districts
3. Foster civic pride in the accomplishments of the past
4. Protect and enhance the city's attraction to visitors and the support and stimulus to the economy thereby provided
5. Promote the use of historic preservation districts and properties for education, pleasure and welfare of the people of the City of Phoenix

The ordinance and the policies and procedures of the Phoenix Historic Preservation Office are in place to:

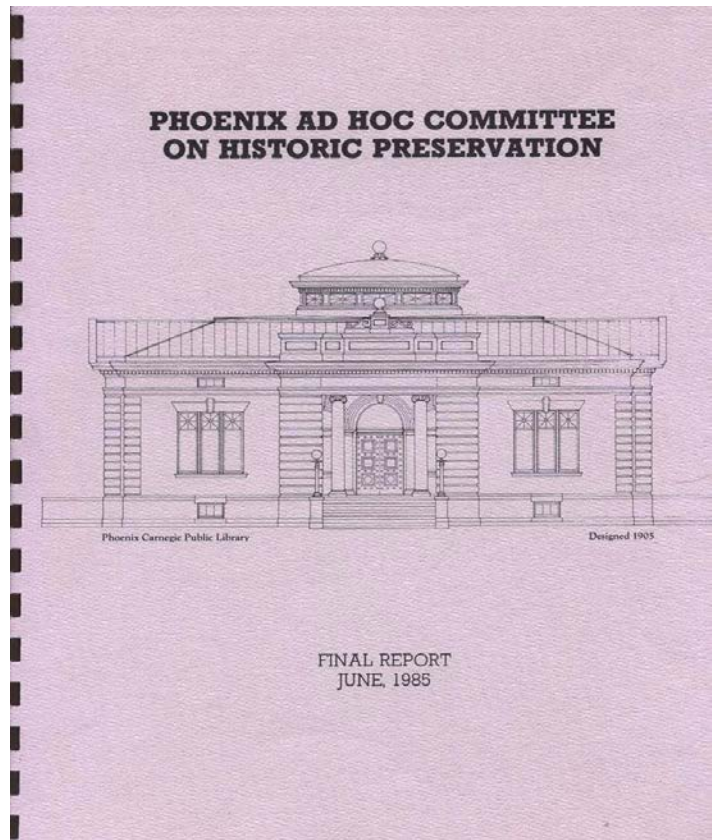
- Encourage the retention and adaptive use of historic properties;
- Ensure that alterations, new construction and subdivisions of lots are compatible with the character of the district or property;

- Recognize the value of historic preservation districts and the contributions that they make to the cultural, educational and historic values of the city,
- To encourage the retention and maintenance of historic properties and districts; and
- Encourage the restoration of historic properties.

The ordinance also encourages the identification of prehistoric and historic archaeological resources and the preservation or recovery of these resources, as appropriate. It also encourages recognition that archaeological resources found on public land are the property of all Phoenixians, not private property.

The ordinance established the position of historic preservation officer as well as the Historic Preservation Commission, made up of nine individuals with demonstrated special interest, knowledge or experience in historic preservation. At least one member of the commission must fulfill each of the following roles: registered architect, real estate professional, archaeologist and historian.

Furthermore, it establishes the Phoenix Historic Property Register and the criteria for listing properties, defines the effect of historic-preservation zoning, establishes the processes for reviewing projects for Certificates of No Effect and Certificates of Appropriateness and outlines the steps necessary when considering a property for demolition and/or removal from its original site. (See the section on Design Review (link to section on Design Review) for more information.)



The Phoenix Ad Hoc Committee on Historic Preservation was formed in October 1984. The committee issued its final report in June 1985, recommending the establishment of a historic preservation program for Phoenix.



In 1908, Washington Street was still a dirt thoroughfare. Phoenix had completely transitioned from adobe to brick and boasted imposing buildings like the Elks Opera House at right. Over the decades, its towers and mansard roof were removed to erase its ornate architectural details. It was demolished to make room for the Phoenix Municipal Court building in the 1990s. Photo courtesy of Library of Congress, LC-DIG-ds-02320.

***History is who we are and why we are
the way we are.***

- David McCullough, historian



History of Phoenix



It is important to remember the “historic” in historic preservation. Understanding the history of Phoenix is crucial in deciding what people and events are important and, in turn, what properties best represent these people and events. This section briefly summarizes the city’s history, highlighting important periods for research and designation purposes. See the Bibliography in Appendix A for additional reading.

PREHISTORIC TO PROTOHISTORIC (TO 1540)

Archaeological evidence suggests that more than 14,000 years ago the ancestors of Native Americans arrived on the North American continent. Archaeologists generally believe that Native Americans migrated from northeast Asia across the Bering Strait land bridge, between Siberia and Alaska, during the late Pleistocene Epoch, or last ice age. Over the course of centuries, these new arrivals settled both the North and South American continents.



Evidence of the extensive trade network in which the Hohokam were engaged also provides information regarding arts and crafts they practiced. Photos courtesy of Pueblo Grande Museum.

The first Native Americans, called Paleo-Indians (paleo meaning “ancient”) by archaeologists, were hunters and gatherers. They hunted Pleistocene megafauna, or big-game animals, such as mammoths, mastodons, giant bison, ancient horses, camels and giant sloths. Although mammoths and

other Pleistocene mammal skeletons have been discovered in the Salt River Valley, no Paleo-Indian remains have been recovered.

With the end of the Pleistocene Epoch, a warmer climate resulted in mass extinctions of ice-age megafauna. Paleo-Indians were forced to hunt smaller game, which led to the development of a new culture archaeologists call the Archaic.

Sometime around 9,000 years ago, Archaic people lived throughout the American Southwest. These small bands of hunters and gatherers led a nomadic life, traveling from place to place with the seasons, hunting and searching out a variety of wild plants. About 3,000 years ago their way of life began to change dramatically as many Archaic peoples of the Southwest adopted an agricultural lifestyle and became more sedentary. South of the Salt River Valley, evidence exists that irrigation canals were constructed and in use as early as 1500 B.C. As farming became more established, groups began developing differences in their material culture. Through these differences, cultures of the Southwest became more visibly distinct from one another.

The Hohokam settled the region of central and southern Arizona sometime after A.D. 1 and lived in the area until around A.D. 1450. Their name comes from the Akimel O’odham (Pima Indian) word Huhugam, roughly translated as “those who have gone.” The Hohokam turned the arid desert of the Salt and Gila river valleys and other areas of southern Arizona into lush farmlands and thriving villages by building



Above: Archaeologist examining metate and broken pottery on pit house floor at La Villa

Right: Broken pottery, carbonized plant materials and deer bones on pit house floor

Photographs courtesy of Pueblo Grande Museum



La Villa is a prehistoric Hohokam farming village that was occupied largely during the Pre-Classic period. Because of its location in downtown Phoenix, a number of different development and maintenance projects have triggered archaeological data recovery excavations as a means of mitigating impacts to the site. These projects have resulted in the discovery of hundreds of pit house structures, extramural pits, mortuary features, and other types of features.

Prior to a joint city and county-sponsored multi-phased storm drain project, two separate data recovery excavation projects were conducted at La Villa within existing city streets. The sheer volume of features that were encountered during these projects was astounding, consisting of 80 pit houses, 63 mortuary features, and nearly 100 extramural features including pits, hornos (earthen ovens), and a small canal. Several houses appear to have been catastrophically burned, and one contained an interesting floor assemblage consisting of several broken jars that held carbonized plant materials such as corn, amaranth and squash or pumpkin seeds, along with several long bones from a deer. Another house floor contained a deep trough metate and a broken plain ware vessel. Technical reports of these excavations are in preparation.



Artist Michael Hampshire's rendering of how the fields and canals of the Hohokam may have looked. Image courtesy of Pueblo Grande Museum

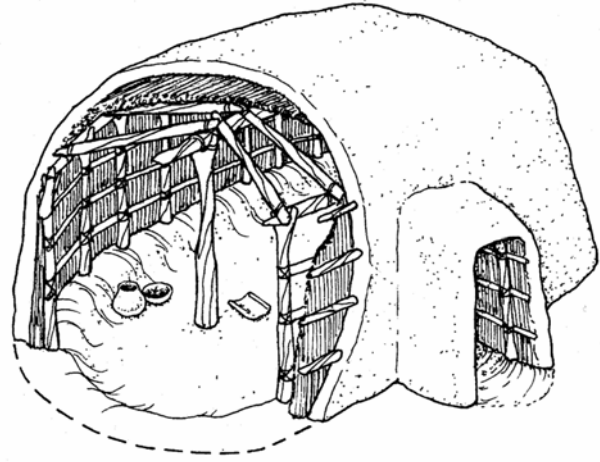
a highly sophisticated system of irrigation canals without modern engineering equipment or beasts of burden. Many of the canals were so well engineered that early settlers of Phoenix later used them for their own farming needs. In the Salt River Valley, the Hohokam built more than a thousand miles of canals that conveyed water to large villages, farmsteads and agricultural fields. They cultivated cotton, corn, beans and squash, and they supplemented their diet by hunting local small game, such as rabbits and mule deer, and by fishing in rivers and canals.

Pueblo Grande, located in Phoenix, is one of only two Hohokam villages in the Salt River Valley where a preserved platform mound is still visible. Pueblo Grande was likely settled some time before A.D. 500 and was abandoned around A.D. 1450. It is listed on the National Register of Historic Places and is designated as a National Historic Landmark. Pueblo Grande's location near the headwaters of several large prehistoric canals suggests that it may have had a prominent role in the operation and maintenance of the system and overall distribution of water to other villages north of the Salt River.

The Hohokam engaged in extensive trade networks within present-day Arizona, New Mexico and California and deep into Mexico. Trade items included marine shells, pottery, obsidian, turquoise and copper bells. Shells from the Pacific coast, the Gulf of California and the Gulf of Mexico were used to make jewelry, including pendants, rings and bracelets. Archaeologists believe that the Hohokam traded cotton and corn with other communities in exchange for nonlocal raw materials. The Hohokam also produced distinctive red-on-buff pottery featuring complex designs.

For most of their occupation, the Hohokam practiced cremation as the preferred treatment of the dead. Specialized artifacts found in association with cremation burials, such as carved stone palettes, ceramic effigy vessels and ceramic and stone censers (stone or ceramic vessels used to burn incense or ground pigment), indicate associated ritual activities. In later periods, the dead were not cremated.

The Hohokam created rock art known today as *petroglyphs* and *pictographs*. Petroglyphs are images pecked into stone, while pictographs are images painted on rock surfaces. Because pictographs are painted, they are more vulnerable to weathering and therefore tend not to preserve well. All of the mountain ranges surrounding the Salt River Valley contain Hohokam petroglyphs, especially the South Mountains, which contain hundreds of panels and are considered sacred to local tribal communities. The Hohokam used a variety of images and designs in their rock art, many of which appear on their pottery. Although no one can be certain about the meaning of Hohokam rock art, it clearly had a special significance to the Hohokam; given the time and energy it would have taken to produce and its presence on high cliff walls and other practically inaccessible areas.



Artist Michael Hampshire's illustration of a pit house with wall cut away to show what the inside of a pit house would have looked like. Image courtesy of Pueblo Grande Museum



Hohokam rock art depicting birds. Photo courtesy of Pueblo Grande Museum.

The Hohokam lived in pit-house settlements for much of their occupation. Pit houses were built by digging a shallow pit into the ground. The house was constructed in the pit and consisted of a wooden superstructure of mesquite or cottonwood beams interlaced with sticks, saguaro ribs, cholla branches, and grasses. These were then covered with mud and adobe. Floors were often lined with caliche or adobe. Less formal structures often indicate seasonal rather than permanent occupation.

The Hohokam also built monumental public architecture such as ball courts, adobe compounds, big houses and platform mounds. Ball courts were constructed at large village sites. They are oval-shaped depressions that served as public spaces for trading activities and possibly for playing ball games. Ball courts were popular for several hundred years but appear to have been abandoned around A.D. 1150 when above-ground adobe compounds and platform mounds became common.

Big houses, such as the multistoried adobe structure at Casa Grande National Monument, were built at some of the large villages during the Hohokam Classic period (about A.D. 1150-1450). A big house was reported to have been present at Pueblo Grande but was destroyed before current historic preservation laws were enacted.

Also during the Classic period, the Hohokam constructed platform mounds – large earthen structures with rooms and plaza areas on top of them. Platform mounds were present at large village sites in the Salt River Valley, though only two complete mounds remain preserved today, at Pueblo Grande and Mesa Grande cultural parks. Platform mounds may have replaced the public function previously served by ball courts; however, this remains a topic of archaeological research.

Casa Grande National Monument, outside of Casa Grande, Ariz., was built during the Hohokam Classic Period. Photo courtesy Library of Congress, Prints & Photographs Division, HABS, Reproduction number HABS ARIZ,11-COOL.V,1--2





Artist Michael Hampshire's illustration of a platform mound. Image courtesy of Pueblo Grande Museum,

There are multiple interpretations about why the Hohokam stopped building pit-houses and ball courts and started building aboveground dwellings and platform mounds and why they changed centuries-old burial practices. These changes may be related to new cultural influences, social stresses, a change in ideology, or depletion of resources such as the wood needed for construction and cremation ceremonies.

Why the Hohokam vacated their villages and irrigation structures in the 15th century remains another important topic of archaeological research, but it may be linked to a combination of environmental and social factors. Possible explanations include a severe drought followed by a series of catastrophic floods, an influx of people from other culture areas into southern Arizona or a breakdown in longstanding trade relationships. Perhaps the most plausible theory is that Hohokam society collapsed through internal conflicts triggered by environmental pressures on a population that had met or exceeded the carrying capacity of the land. Continually emerging archaeological evidence shows that the Hohokam did not simply vanish or abandon their villages overnight; instead their cultural collapse was an extended process lasting several generations.

There is little information about the protohistoric period – the time between the abandonment of the Hohokam villages and irrigation systems and the arrival of Spanish explorers in the late 16th and 17th centuries. When the Spanish arrived in Arizona, Akimel O’odham (Pima) and Tohono O’odham (Papago) groups were living in the middle Gila River Valley in small autonomous settlements, practicing floodwater farming. The Pee Posh (Maricopa) migrated from the west and formed an alliance with the Akimel O’odham in the early 1800s, and together they continue to occupy the Salt-Gila basin today. The Salt River Valley was largely unoccupied between A.D. 1450 and resettlement in the mid-1800s by Euro-Americans, Hispanics and Native Americans. It may have served as a buffer zone between cultural groups that were not on friendly terms.

More than a thousand prehistoric and historic archaeological sites remain within the city of Phoenix. These sites are located in the downtown area, along the Salt River and associated washes, and in the foothills and canyons of the mountain preserves. Remnants of archaeological sites are preserved under parking lots, city streets, historic buildings and playing fields in city parks.

EARLY HISTORIC (1540-1864)

Beginning in 1540, many Spanish explorers, such as Francisco Vázquez de Coronado, Fray Marcos de Niza, Father Eusebio Francisco Kino, Antonio de Espejo, Juan de Oñate and Don Diego de Vargas, traveled across the territory that would become Arizona. However, they likely did not venture into the area that would become the city of Phoenix. Missions were established in southern Arizona, one of the most notable being San Xavier del Bac (founded in 1692, constructed 1783-1797), and in northern Arizona and New Mexico.

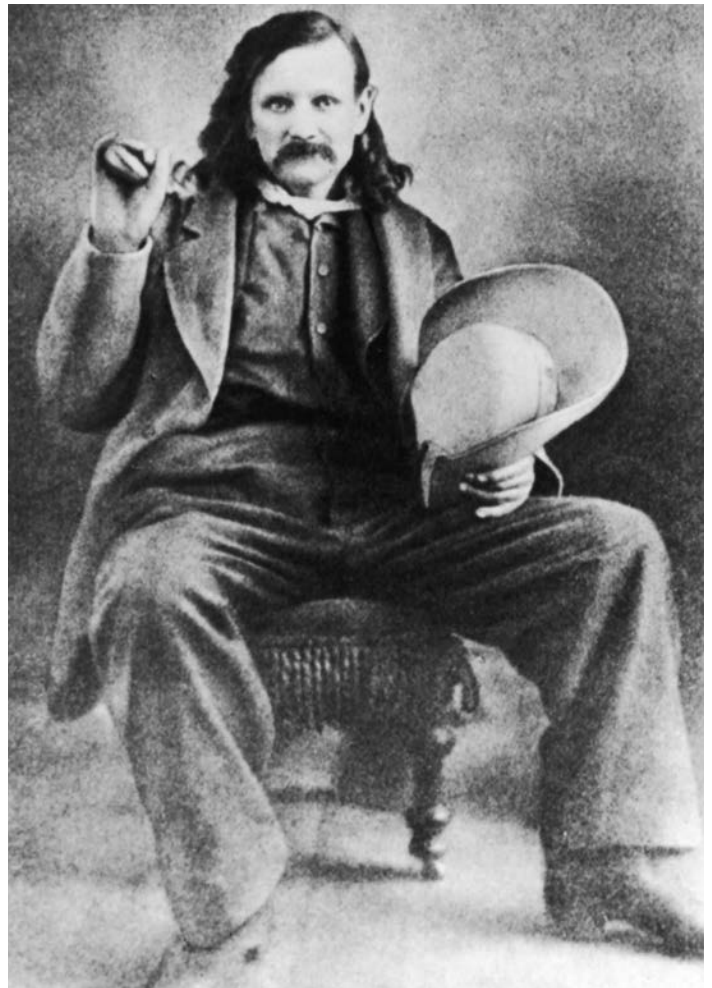
In 1821, Mexico won its independence from Spain and took with it the territory that would become Arizona. By 1826, funding that supported missions in Arizona diminished. During the 1820s through 1840s, Apache raiding parties made life especially difficult for settlers in southern Arizona. Trappers, traders and ranchers, and prospectors heading to California traveled through and settled in Arizona during this time.

From 1846 to 1848, following the American annexation of Texas, the Mexican-American War was waged. On February 2, 1848, the Treaty of Guadalupe Hidalgo was signed, ceding the territory including California, Nevada and Utah, as well as parts of Arizona, Colorado, New Mexico and Wyoming, to the United States. Modern-day Phoenix is located within these ceded lands. The remainder of Arizona became part of the U.S. territory with the ratification of the Gadsden Treaty on April 25, 1854.

EARLY RESETTLEMENT (1865-1879)

The American settlement of the Salt River Valley began in 1867 when John Y.T. Smith established a wild-hay harvesting camp on the north bank of the Salt River. Smith was master of transportation for the 14th Infantry, which was heading for Fort McDowell (established in 1865) in the new Arizona Territory. Shortly after arriving on the Salt River, he negotiated a contract to supply Fort McDowell with hay.

In 1867, John W. “Jack” Swilling and his wife Trinidad arrived in the Salt River Valley. Trinidad Escalante, who may have been the first Mexican woman to live in the early settlement of Phoenix, was born in Hermosillo, Sonora in 1847. At the age of thirteen Trinidad traveled north with her mother to the small town of Tucson. At this time, Anglo American men were beginning to settle and intermingle in the long-established Mexican settlements in present-day southern Arizona. Since very few Anglo American women lived on the southwestern frontier (the census recorded only 44 in the Arizona area in 1860), these men often took Mexican or American Indian women as wives. Swilling met Trinidad in Tucson. She was seventeen when they married in 1864. Swilling was



Jack Swilling, one of the founders of Phoenix.

a man of questionable integrity and high ambitions. He pursued mining claims in central and northern Arizona. After their wedding, Swilling and Escalante moved to Prescott, where Jack worked a mining claim with famed Arizona mountain man, Pauline Weaver.

Later in 1867, Swilling organized the Swilling Irrigation & Canal Company. Swilling constructed an irrigation ditch on the north bank of the Salt River upstream from Smith’s hay camp. Crops irrigated by Swilling’s Ditch were first harvested in the spring of 1868. When the first government survey examined the Salt River Valley in April 1868, it found a cluster of adobe houses at the Swilling settlement, located in the area bordered today by 28th and 32nd streets, Van Buren Street and the Salt River.

By 1870, 270 people were living near Swilling’s Ditch. It was known as the “Phoenix Settlement” and supported a post office, a few businesses and a flour mill. The name “Phoenix” was selected to evoke the image of a new and flourishing community rising from the ashes of the Hohokam civilization that had vanished centuries earlier.

On Oct. 24, 1870, a committee was appointed to select the location of a new townsite about 5 miles west of Swilling's Ditch. The original townsite was platted by Capt. William A. Hancock in November of 1870. All east-west streets were named for early U.S. presidents (Washington, Adams, Jefferson, Madison, Monroe, Jackson, Harrison and Van Buren). The north-south streets were named to reflect the region's Native American and Spanish heritage (Apache, Tonto, Aribiapa, Pinal, Pima, Maricopa, Montezuma, Cortes, Mojave, Papago, Yuma, Cocopa, Hualpai and Yavapai). The north-south street that ran through the center of the townsite was appropriately named "Center Street" (it would later become Central Avenue). The original townsite included two public plazas, which would later become the location of the county courthouse and city hall.

In January 1871, William Augustus Hancock began the construction of a small one-story adobe building, the first permanent structure built in Phoenix. After its completion, Maricopa County (established February 1871) rented the rear portion of Hancock's building for the first county offices for \$10 a month. In this same building, William Smith opened the first store in July 1871. The building, located at First and Washington streets, was demolished in the early 1880s to make room for a more modern brick building.

Hancock's building was followed by other stores, a brewery, a butcher shop, two churches and a county courthouse. The first church was built in 1871, and the first school building was built in 1873. By 1875, Phoenix had 16 saloons, four dance halls, two card parlors and one faro table.

The Panic of 1873 caused mining operations, military posts and government agencies in Arizona to consolidate their assets and reduce expenses. Farmers and merchants in the Salt River Valley were also affected, and development in Phoenix came to a halt. By 1876, the region's economy had improved. The Salt River Herald, the town's first newspaper, reported that "the growth of the town has not been feverish nor of mushroom order, but it has been steadily and heartily improved."

Irrigation was key to the town's sustained growth. The irrigators continued to follow the ancient Hohokam canal patterns, and thousands of additional acres of arable land were brought into cultivation. Along with the Swilling Ditch (which later became the Salt River Valley Canal), the major waterways included the Maricopa Canal (completed in 1870) and the Grand Canal (completed in 1878).



The Salt River Herald became the Phoenix Herald in 1879. This adobe building was located on Central between Washington and Jefferson Streets. Through a series of name and ownership changes this paper was merged with today's Arizona Republic. Photo courtesy of Library of Congress, Prints & Photographs Division, HABS, Reproduction number HABS ARIZ, 7-PHEN, 16--20

In 1872, three men and two women, the first Chinese to move to Phoenix, opened the first laundry in what was then little more than a dusty trailside camp of adobe shacks and tents. The number of Chinese in Phoenix remained small until May of 1879, when the Southern Pacific railroad halted work on railroad construction across Arizona due to the intense summer heat. The tracks ended at a new railhead called Terminus (near Casa Grande), thirty-five miles south of Phoenix, and many of the temporarily unemployed Chinese workers came to Phoenix to find work and residence for the summer. When rail construction resumed in January 1880, most Chinese returned to work, but at least 164 are known to have remained in Maricopa County, creating a sizeable Chinese community in and around Phoenix. Those who settled to the south of Phoenix began growing vegetables, a scarce commodity in a valley full of grain farmers. Those who moved into town started grocery stores, restaurants and laundries, and found work as domestic servants, cooks, gardeners and vegetable peddlers. The early Chinese established businesses and boarding houses in only one part of Phoenix, clustered along the west side of Montezuma Street (1st Street), extending a half block north and a half block south of Adams Street. Through the 1880s, this area grew to become Phoenix's Chinatown. By the end of the decade, most of the major commercial and service establishments were located along Washington Street. While many business owners lived near their places of work, the more affluent were beginning to move to residences along Center Street north of Adams, a pattern that would continue for decades afterward.



Ah Sam Laundry. n. d. Image Courtesy of Phoenix Museum of History.

Hachiro Onuki was the first Japanese to arrive in Phoenix. As a young man, he visited Philadelphia in 1876, and then went on to Tombstone, where he worked as a freighter hauling fresh water for miners. He became a naturalized citizen in 1879, and took a more Anglicized name, Hutchlew Ohnick. Seventy-one in 1886, Ohnick moved to Phoenix and joined with two white businessmen to create the Phoenix Illuminating Gas and Electric Company. The town's first power supplier received a twenty five-year franchise and Ohnick was the superintendent of the gas works and generators for several years, until he sold his interest in the company. About 1900, he started a truck farm south of Phoenix called Garden City Farms. Shortly

thereafter, Ohnick moved his family to Seattle where he opened the Oriental American Bank. He died in California in 1921.

EARLY EXPANSION AND PRE-STATEHOOD (1880-1911)

The presence of government continued to expand when, in 1883, Maricopa County supervisors ordered the construction of a \$25,000 courthouse on the county's reserved site fronting West Washington Street. Four years later, Phoenix voters approved \$15,000 in improvement bonds for the construction of a city hall on the city's reserved site fronting East Washington Street. Both buildings became local points of pride.

Another important development during this period was the completion of the 44-mile-long Arizona Canal, which opened up an additional 100,000 acres of desert to potential agricultural development. Unlike the other canals which were built on the existing Hohokam system or extensions of it, the Arizona Canal was a striking departure. Wider and longer than the other canals, it ran through land not previously irrigated by the Hohokam or their successors. Work on the canal began in 1883 and was completed two years later. Exhaustive promotional efforts by Arizona Canal builder and land developer W.J. Murphy and his associates contributed to the first extensive exposure of Phoenix and the Salt River Valley to the rest of the country. Their efforts attracted many new farmers, including citrus and fruit growers from Southern California, who settled on lands watered by the Arizona Canal. In June 1887, Murphy and his associates formed the Arizona Improvement Company, a water and land development corporation. Among other ambitious projects, the company created Grand Avenue, a 100-foot-wide thoroughfare that began at the intersection of Seventh Avenue and Van Buren Street at the northwest corner of the townsite and angled northwest for 18 miles. Along its path, the company surveyed the town sites of Alhambra, Glendale and Peoria and actively promoted their development potential.

As agricultural production increased, the desire for a railroad link to the outside world grew stronger. In the late 1870s, the Southern Pacific Railroad built its transcontinental route across the Arizona Territory, but the closest it came to Phoenix was Maricopa, roughly 30 miles to the south. To relieve Phoenix's isolation from the railroad, boosters built a freight wagon and stagecoach road from Maricopa to Phoenix in 1879, but it failed to fully satisfy the needs of the community. In June 1886, a group of local promoters organized the Maricopa and Phoenix Railroad Company. Financed by Chicago and San Francisco investors, including the Pacific Improvement Company—a development firm affiliated with the Southern Pacific Railroad—the railroad company started to lay track in October 1886. The project

also benefited from \$200,000 in Maricopa County railroad bonds authorized by the Territorial Legislature and from Phoenix's donation of two blocks in the southeast corner of the city for a depot site. The project was completed on July 4, 1887.

Local promoters then organized a campaign to move the territorial capital from Prescott to Phoenix. In 1877, the capital had been moved back to Prescott from Tucson, much to the displeasure of southern Arizonans. During the next several Arizona Legislature sessions, the subject of the capital's location was debated, but Prescott managed to retain it despite opposition from Tucson and Phoenix. In the 1885 session, Phoenix received the Arizona Insane Asylum (Arizona State Hospital) with an appropriation of \$100,000, and Tucson received the University of Arizona with an appropriation of \$25,000, but neither was considered to be as prestigious or as valuable as the territorial capital.

By the 1889 session, Phoenix and Tucson promoters had joined forces to move the capital to the Salt River Valley. Despite bitter opposition from the Prescott backers, the Arizona Legislature approved the move. On Feb. 7, 1889, the Legislature met for the first time in the new capital of Phoenix. The new city hall became the temporary capitol until a new building could be constructed.

By 1890, Phoenix's position as the political and commercial center of the territory had been solidified. Between 1885 and 1890, the city's population tripled, from 1,000 to 3,152 residents. A second railroad, the Santa Fe, Prescott and Phoenix Railroad, established later that decade, further connected Phoenix to the rest of the country, and provided access to Midwestern and East Coast markets.

In November 1887, the Phoenix Street Railway Company began operating a mule-drawn line along Washington Street, just east of the townsite. The Arizona Improvement Company also ran a mule-drawn line along Washington Street beginning in January 1888.

By 1893, the streetcar system had been electrified and expanded to serve the fairgrounds, the Maricopa and Phoenix Depot, and a new park at the east end of the line known as "Phoenix Park" (now known as Eastlake Park). The entire system was now operated by the Phoenix City Railway Company, under the leadership of General Sherman. Hundreds of Phoenix-area citizens relied on the streetcars for basic transportation.

Despite some financial difficulties, which included a foreclosure action and sale at public auction in 1899,



The Arizona Canal was begun in 1883. In the fall of 1907 the Arizona Canal was enlarged with a Bucyrus dredger placed on a boat. Over 113,000 cubic yards of material was removed and reused to build a road on the south side of the canal. Photo courtesy Library of Congress, Prints & Photographs Division, HAER, Reproduction number HAER ARIZ,7-PHEN.V,1--4

the streetcar system continued to expand and remained a driving force behind the creation of new subdivisions in Phoenix well into the first two decades of the 20th century. Between 1914 and 1925, when the city of Phoenix acquired the streetcar system, no new lines of significance were established. The city continued to operate the system during the Depression and World War II. However, streetcar lines were gradually replaced with bus lines and in 1948 the streetcar system shut down for good.

By the mid-1890s, it was clear that the future of Phoenix lay to the north. In February 1891, the Salt River overflowed its banks, destroying canals, fields and much of the town itself. One year later, floodwaters forced the evacuation of neighborhoods as far north as Jackson Street. Fearing more floods, those who could afford to fled north. From this point forward, the southern neighborhoods were occupied primarily by Mexican, African and Chinese Americans, as well as less affluent Euro-Americans who were barred from the northern neighborhoods.

Members of the working-class and minority families began to populate the southern sections of Phoenix (south of the railroad). One study notes that in 1911, many “lower economic class members” were living in the Irvine Addition, west of 7th Avenue and south of the railroad, along with the Montgomery Addition area. Poorer families tended to live at the outskirts of the city limits, where land was cheaper. As distinctively lower income neighborhoods developed, municipal services to these areas changed proportionately. Drainage and debris from the upper parts of the city floated down gutters to the southern section, and a poor sewage system made matters worse. These factors caused the transition of a

desirable residential neighborhood into a depressed area. Property values and the price of homes decreased, and real estate developers turned their attention elsewhere in the city.

The first decade of the 20th century was a critical period for Phoenix. The problem of too much or too little water continued to plague the city. The floods of the early 1890s, followed by a severe drought later in the decade, forced thousands of acres out of cultivation. Territorial representatives and several influential landowners pressed local officials, as well as legislators in Washington D.C., for water-control projects in the West. Their success came with the foundation of the U.S. Reclamation Service, which was authorized to undertake water-related projects in the West. Users of these projects were required to form cooperative associations to manage the system and pay for improvements, which would be financed by the federal government.

In February 1903, the Salt River Valley Water Users Association was formed, and later that year, the association succeeded in passing legislation authorizing construction of Roosevelt Dam on the Salt River. Completed in 1911, Roosevelt Dam established a stable water supply to farmers across the Valley. It became the cornerstone for the physical growth of Phoenix as the expanding economy attracted businesses and people to the area. The federal commitment to construction of the dam and the anticipated boom in the economy and local population were no doubt factors that influenced Congress to grant Arizona statehood on Feb. 14, 1912.



Phoenix was a young, vibrant, territorial city in 1908. The Adams Hotel commanded the northeast corner of Adams Street and 1st Avenue. Like every view of Phoenix from one hundred years ago, the scene has changed drastically. However, the Gooding Block, the building at the far left, is still standing, although it was heavily modified in the early 1950s. Photo courtesy of Library of Congress, LC-DIG-ds-02316

The completion of Roosevelt Dam and the granting of statehood launched a period of unprecedented growth in the Salt River Valley. Phoenix would never be the same small town again but would double in population in each of the first three decades of the 20th century. The city limits expanded multiple times, extending in all four directions but primarily to the north.

STATEHOOD TO THE GREAT DEPRESSION (1912-1931)

The United States' entry into World War I in 1917 had a major effect on the Valley. While population growth slowed dramatically, a demand for certain agricultural products increased. Long-staple cotton was essential to the war effort for the manufacture of tires, balloons and airplane fabric. The Valley was an ideal site for its production due to the climate and plentiful irrigation water from Roosevelt Dam.

Several new reclamation projects on the Salt River improved irrigation and enabled the expansion of other agricultural and related industries. Citrus soon became the major cash crop of the region with the expansion of the citrus industry. Increased production of hay and alfalfa supported the growth of cattle ranches around the state. As the cattle industry grew, so too did the local meat-packing industry. Demand for copper also was high during this time. As mining regions prospered, the demand for goods and services supplied from Phoenix increased. This, in turn, fueled the growth of local business. The record levels of agricultural and commercial production resulted in increased population and corresponding expansion of the city limits.

By the late 1920s, the automobile had become the preferred mode of transportation. Cars first appeared on Phoenix streets in the summer of 1900. By 1913, there were 646 cars; by 1920, 11,539 cars; and by 1929, 53,064 cars. To address the growing problem of dust, Mayor Lloyd Christy organized the Phoenix Citizens Street Paving Association in November 1910. Two years later, 19 blocks of downtown streets had been paved. By 1915, a total of seven miles had been paved; by 1920, 25 miles; and by 1929, 86 miles of paved roads connected virtually every neighborhood in the Phoenix metropolitan area.

Another significant improvement in transportation which affected the community's development was the completion of the new Southern Pacific Railroad's direct line to Phoenix. A new Union Station opened in 1923. Phoenix Sky Harbor Airport was built in 1935. The city was then accessible to anyone who could drive, fly, or travel by train. By the mid-1930s the city had become a leading retail and wholesale trade center connected to national and international markets through three important transportation networks.



The 1928 Hotel Westward Ho (618 N. Central Ave.) was designed in the Spanish Colonial Revival style with ornate Churrigueresque cast stone entrances. Fisher, Lake & Travor were the initial architects (Louis L. Dorr finished the project) of this sixteen-story hotel, which held the honor of being the tallest building in Arizona until 1960. Image courtesy of Barbara Stocklin Postcard Collection

THE GREAT DEPRESSION AND WORLD WAR II (1932-1944)

Phoenix enjoyed a tremendous building boom in the 1920s. During the Great Depression, however, Phoenix's early 20th-century residential housing boom nearly ground to a halt.

At the onset of the Depression, Phoenix did not suffer as much as the older, more industrialized cities in the east. The state of Arizona and the rest of the region did. Copper prices, for example, declined from 18.1 cents to 5.6 cents a pound in 1932, and most of the copper mines in state

p-41 Valley National Bank, Phoenix, Arizona



Image courtesy of
Barbara Stocklin Postcard
Collection

My favorite historic place in Phoenix is...

the Professional Building (137 N. Central Ave. / 15 E. Monroe St.). Listed in National Register of Historic Places and Phoenix Historic Property Register, 1993; constructed in 1931.

It is important to me because...

of its association with Valley National Bank. Walter Bimson, Carl Bimson, and other bank executives were instrumental in helping Arizonans bounce back from the Depression, thrive during World War II, and boom in the postwar period. Significant Valley National Bank programs conceived in and executed from this building include the rise of affordable installment loans, the embrace of FHA [Federal Housing Administration] lending, the 300 Club loan program, post-World War II VA [Veterans Administration] mortgages and postwar boosterism benefitting the Valley and the state.

- John Larsen Southard, April 1, 2014

were shut down by 1933. By that time, the conditions in Phoenix had begun to mirror that of the rest of the state and the nation. In 1934, however, things began to recover.

Many Mexican Americans did experience hardship in the Depression. In 1933, 59 percent of Mexicans in Phoenix were without steady employment. Like other Americans during the Depression, Hispanics looked to the government for economic relief through public welfare programs. The Unemployment Relief Bureau provided some jobs to local residents. Beginning in 1932, the Reconstruction Finance Corporation, the Federal Emergency Relief Administration, and after 1933 the Civil Works Administration operated in Arizona, along with joint federal and state direct relief plans. In November of 1935 the Works Progress Administration began small civil construction projects. Job pay ranged from 50 cents per hour for unskilled labor to \$1.25 for technical and professional work. The National Youth Administration and Civilian Conservation Corps (CCC) also operated in the state in the late 1930s and early 1940s. The CCC functioned under military discipline and served to further Americanize young Mexicanos, and coincidentally, prepared them for service in World War II. Various work projects began under New Deal programs in Phoenix. Mexican American men found work in the federally-sponsored construction and maintenance projects, although as in other cities, they were required to show proof of citizenship. Women worked as domestic workers or in sewing rooms.

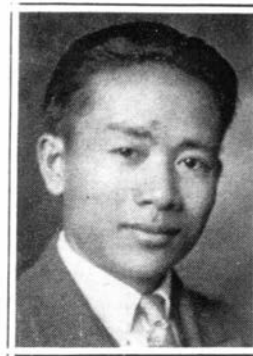
The turnaround began with the initiation of President Roosevelt's New Deal programs in the mid-1930s. Phoenix benefited from its relationship with the federal government through jobs, various infrastructure



The Administration Building at the entrance to South Mountain Park was constructed in 1934 by the Civilian Conservation Corps, one of the most ambitious and far-reaching New Deal programs implemented during the Great Depression. The Pueblo Revival-style building is a romantic interpretation of a Hopi pueblo designed to comfortably blend within the natural park environment utilizing local schist stone and roof heights that lift and drop like the surrounding mountains.

improvement projects, and government and school building construction. Even through the decade of the Great Depression, the city grew from 48,118 people in 1930 to 65,414 in 1940.

Chinatown remained a bustling community within the city with restaurants, specialty stores, Chinese organizations and the temple. In the late 1930s, Chinese began establishing successful businesses elsewhere and people began leaving Chinatown. After generations of hard work, young families were able to enjoy a comfortable middle class lifestyle and Chinatown became seen as a place plagued by problems with opium use and crime. By 1945, Chinatown was nearly abandoned.



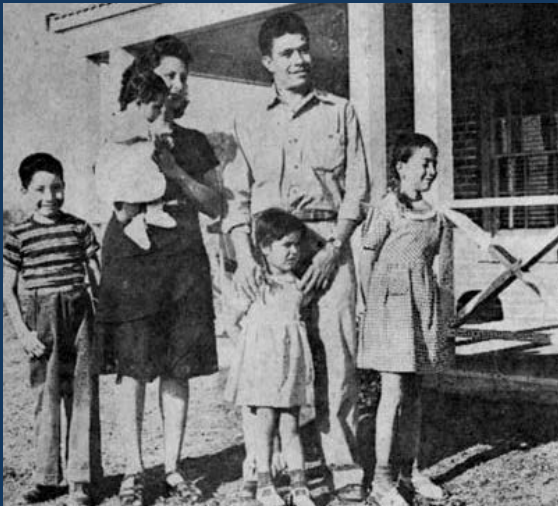
Wing F. Ong was one of the first Asian Americans in the country to be elected to a state legislature. Image Courtesy of Phoenix Museum of History.

The success gained by Chinese-Americans in Phoenix is exemplified by the life of Wing Ong. During the war, Wing F. Ong, longtime Phoenix grocer attended the University of Arizona Law School and in 1943, he graduated at the top of his class and became one of only eight Chinese American lawyers in the United States. Ong set up a law office in one of the bays of his grocery at 13th and Jefferson streets, and in 1946, he ran for a seat in the Arizona Legislature as a Democrat. Ong campaigned in English, Spanish and Chinese and was known for his witty slogan, "Give me, a Chinaman, a chance." He was elected to the Arizona House of Representatives in 1946, and reelected in 1948. Ong was one of the first Chinese Americans in the country to be elected to a state legislature. His accomplishments in office included raising teachers' salaries, requiring officeholders to take a non-Communist oath, preventing property owners from losing their property for not paying taxes on time, and defeating a proposed sales tax increase. In 1950, Ong lost his bid for reelection to Hayzel B. Daniels, an African American attorney, and he subsequently moved to San Francisco to start a practice in immigration law and international affairs. He returned to Phoenix in 1956 and started Wing's Restaurant at 1617 East Thomas Road, with a law office

upstairs. He was later elected to a term in the Arizona Senate in 1966. Ong's involvement in politics created a precedent for other Chinese American leaders, including Thomas Tang, an attorney and veteran who was elected to the Phoenix City Council.

Another grocer's son, John Sing Tang, the son of Tang Yik Gin, earned a Bachelor of Arts degree in 1944 and a Bachelor of Science in Architecture in 1945 from Rice Institute (now Rice University) in Houston. He returned to Phoenix to work as a draftsman at the architecture firm Lescher & Mahoney. By 1950, Tang had his own practice and was nationally recognized as a modern home designer. Tang was the first Chinese American architect to practice in Phoenix where he designed Central High School, several government buildings, homes, shopping centers and industrial complexes.

Residential construction in Phoenix had only begun to rebound from the Great Depression when the onset of World War II curtailed nearly all "nonessential" domestic housing throughout the country. Likewise, residential construction in Phoenix temporarily halted but resumed when the city was designated a "war industry district." The city's safe, inland location and year-round sunny, warm climate attracted numerous defense-related industries and air bases to the Valley. After years of unemployment, multitudes of workers moved to Phoenix for job opportunities, and they all needed housing. Housing shortages were so acute that Phoenix residents were urged to open their homes to defense workers to support the war effort. Ultimately, the federal government lifted construction restrictions in Phoenix in order to supply housing for defense workers.



Congressional Medal of Honor Award Winner Silvestre Herrera with his family in front of their new home at 501 N. 43rd Ave., 1947. The home no longer exists. Photo from Las Voces newspaper.

One young man who showed immense bravery during the war was Silvestre Herrera. Born in Chihuahua, Mexico in 1916, he came to the Valley with an uncle in 1927, and worked at local farms and the Central Avenue Dairy owned by the Geare family. Herrera attended schools on the west side of Phoenix, and married Ramona Hidalgo in 1939.

With three children, and another child on the way, Herrera received his U.S. Army draft notice in 1944. His uncle reminded him that he was not a United States citizen and was not obligated to join the military. Herrera felt it was his duty to fight and defend his adopted country, the United States. The Army sent him to Alabama for infantry training. On March 15, 1945, near Mertzwiller, France, his squad was pinned down by enemy German machine gun fire. Private First Class Herrera "stood up and charged with the bayonet fixed on his M-1 rifle. He tipped over one machine gun and

captured eight German soldiers. The squad advanced through a mine field toward another, better fortified machine-gun emplacement. Herrera stepped on an anti-personnel mine, and both his feet were blown off." Although severely wounded, he continued to fire to hold off the enemy squad. He was evacuated to Bushnell General Hospital in Utah to receive medical care.

On August 23, 1945, PFC Silvestre Herrera was awarded the Congressional Medal of Honor in a special military ceremony by President Harry S. Truman. The Medal of Honor is the highest award for valor in action against an enemy force which can be bestowed upon an individual serving in the Armed Services of the United States. He also received his United States citizenship upon his return to his Mexican-American community in Phoenix. Herrera was honored for his bravery with a proclamation by Governor Sidney P. Osborn designating August 25, 1945, as "Silvestre Herrera Day."

By 1939, war industries throughout the country ramped up production, and restrictions on domestic construction were being imposed. In the long run, the war proved an unexpected boon for Phoenix as related industries and military bases located in the Valley of the Sun to take advantage of its connected location and climate which were well-suited to training and production. By the end of the war in 1945, Phoenix boasted six military facilities, two major air bases, three training fields and a naval air station. Entire communities of houses, stores and businesses had been built to serve the military and civilian population associated with these military posts and war-related industries.

Japanese Americans had a very difficult time during the Second World War. Based on the public suspicion that Japanese would serve as spies and saboteurs for Japan, on February 19, 1942, President Roosevelt signed Executive Order No. 9066, authorizing the evacuation of all people of Japanese descent living on the Pacific coast. General John DeWitt designated the Pacific coast states of California, Oregon, and Washington, and Arizona south of highway U.S. 60 as Military Area No. 1. All Japanese families living in that restricted zone were taken from their homes and moved to relocation centers located in the interior of the country. In less than a year, 110,000 people of Japanese ancestry, more than half of whom were American-born citizens, were living in isolated relocation camps scattered across the West.

Two of the ten relocation camps were located in Arizona: Poston Relocation Center, located on 71,000 acres along the Colorado River, opened in May of 1942; and Gila River Relocation Center, established on 17,000 acres on the Gila River Indian Reservation south of Phoenix opened the following July. Housing at the camps consisted of rows of wooden barracks, 20'x100', divided into six rooms. The

living area for a family of five was generally 20'x25'. The War Relocation Authority (WRA) operated the camps and tried to create whole communities that were as productive and self-sufficient as possible, with most of the internees working in the camp's light industry or agricultural programs. At Gila River, they tended a 7,000-acre farm, which included 3,000 acres planted in vegetables, 2,000 head of cattle, 2,500 hogs, 25,000 chickens, and 110 dairy cows. Schools were set up for children and many Arizona teachers volunteered to teach at the camps. By the end of 1942, there were 30,000 people at the two relocation centers, making them the third and fourth largest cities in Arizona.

POSTWAR EXPANSION (1945-1975)

Many military personnel and defense workers who spent time in Phoenix during World War II were impressed with the Valley's climate and convinced of its opportunities. Thousands returned to the city after the war. In 1940, Phoenix was a small city of 65,000 people occupying an area of less than 10 square miles. By 1950, the city claimed a population of more than 100,000. Ten years later, Phoenix was the largest city in the Southwest with a population of 439,170. This population gain was mostly due to the annexation of satellite communities such as Sunnyslope, Maryvale and South Phoenix. Not surprisingly, Phoenix's growth rate exceeded that of any other U.S. city in 1960.

Phoenix attracted a number of manufacturing plants and related businesses in the postwar era, including Motorola, AiResearch, and Goodyear Tire & Rubber Company. As job opportunities with these businesses drew even more people to the city, demands for new homes, parks, schools, churches and shopping areas also increased. Phoenix builders labored to oblige them.



The 1956 Grand Opening of the "Greatest Home Show on Earth." Hundreds of residents wait in line to view seven new model homes on Indian School Road near 47th Avenue built by John F. Long made homebuying easy by providing many options, from facades to appliances to the color of the carpeting - all under one roof. Photo courtesy of John F. Long Properties

Government-insured mortgage funding through the Federal Housing Administration and the Veterans Administration (now known as the Department of Veteran Affairs) played a big part in making home ownership viable for most working and middle class families. An expanded Federal Housing Administration program and the newly passed GI Bill of Rights (1944), which included a provision for no-money-down guaranteed mortgage loans to military veterans, made it easier for millions of new families to buy their own homes. With so many families migrating to the Southwest during the postwar era, these federally insured loans helped promote Phoenix's housing industry and spurred the city's suburban growth.

Phoenix's African American population also took advantage of these federally insured loans in the postwar era. Unfortunately, the programs did nothing to erase racial boundaries in the city and, in fact, helped institutionalize segregation. Legally sanctioned segregation had been a fact of life in Arizona since the territorial government passed an anti-miscegenation law prohibiting interracial marriages in 1864. The Legislature solidified its position in 1909 when it passed a law permitting school segregation; Phoenix Union High School had integrated classes until 1912, when the Phoenix Union Colored High School was established and classes were held separately on the same campus. A separate school was not built until 1926. During the 1920s, when the Ku Klux Klan re-emerged and communities throughout the country were establishing color lines, Phoenix codified segregation in parks, swimming pools, theaters, grocery stores, restaurants and cemeteries. Upscale subdivisions maintained restrictive covenants to uphold their "whites only" status. In most areas of the city, however, it was simply understood that African Americans, as well as other minorities, lived south of Van Buren Street.

The Federal Housing Administration also found it advantageous to maintain the color line, justifying it as beneficial for economic stability and resale value. As early as 1938, the administration produced a manual encouraging builders to restrict their subdivisions to whites only. Consequently, new subdivisions for African Americans were platted in South Phoenix, near existing enclaves of substandard, segregated housing. Despite the blatant racism inherent in the system, many African Americans bought homes in South Phoenix subdivisions with federally insured loans. Neighborhood segregation continued in Phoenix into the 1950s and beyond. In 1954, Lincoln and Eleanor Ragsdale, a prominent couple in the Civil Rights Movement, broke the color line by moving into the all-white North Encanto neighborhood on Thomas Road. Nevertheless, more than a decade passed before significant integration was achieved in the city.

The widespread growth in the Valley would not have been possible without the advent of air conditioning. Before the 1940s and 1950s, summers meant sleeping, draped in damp sheets, on cots in screen-lined sleeping porches attached to your home. Evaporative coolers and later whole-house refrigeration allowed comfort year round. The serious impediment of Phoenix's scorching summers was mitigated through climate control, thereby attracting new residents.

During the Great Depression and World War II, many families were living two or three families to a dwelling unit. Following the war the need for new housing units was great. Phoenix had some builders who had experience from before and during the war, such as Andy Womack and Alfred Andersen. Others, like Ralph Staggs, John C. Hall and John F. Long, started one house at a time and ended up building large communities in Phoenix,



Invented at John F. Long, this sidewalk/rolled curb apparatus does the work of four men, averaging 600' feed of sidewalk/curb per hour. Long set the standards for infrastructure and sidewalks became part of all new subdivisions in the area. Photo courtesy of John F. Long Properties

Glendale and Scottsdale. Eventually, “Arizona Builder and Contractor” magazine came to call these men the “big three” of home building because they consistently ranked highest in the number of housing units built each year.

No individual builder made a greater impact on expanding the Valley’s residential housing stock than John F. Long. Long, a former World War II serviceman built his first home with his wife, Mary. The demand for houses was so high at the time that it was not unusual to receive an offer to buy a house before it was completed. Long agreed to sell his home at a handsome profit, which he immediately reinvested in the raising of a new house. By 1949, under his construction company, which had just six employees, Long built his first subdivision.

Long realized that diversifying his efforts with amenities and complimentary retail facilities enhanced the attractiveness of his new neighborhoods. He built community and shopping areas himself rather than setting land aside for other developers. By the mid-1950s he reserved land for schools and parks, which he donated or sold at low prices. As the ambitious vision of Maryvale grew, Long became increasingly protective of his community. He tried to maintain interest through such activities as yard beautification competitions.

In 1956, Maryvale grew at a faster rate than Phoenix itself, with 1,021 new houses compared with only 956 building permits in the city. Long consistently set building records – 1,785 houses in 1957 and 2,500 in 1958. In 1958, he

was one of the nation’s largest home builders, second to a developer in Florida who built only five more units than Long. His building pace continued into the early 1960s and was slowed only by the general downturn in the housing industry that severely affected many local builders. By 1964, Long moved into other areas like Moon Valley and Paradise Valley, although he did not dominate these places as he previously had with Maryvale.

In roughly 23 years, Long constructed some 23,000 houses. By 1984, when he was inducted into the National Housing Hall of Fame, that total rose to approximately 30,000. No other local home builder has matched John F. Long’s record of home building.

Phoenix’s population continued to grow through the 1960s and 1970s, fueled by abundant land for development and a low cost of living. Technology firms were drawn by the same factors as well as the expanding pool of potential employees. Valley industry was dominated by aerospace and electronics companies eager to take advantage of the inexpensive land. Though still an important component in the city and Valley’s economy, agriculture continued to lose acreage to commercial, industrial and residential development. By the late 1970s, 10,000 acres of fields a year were being converted from agriculture to other uses, and the farming industry was replaced by tourism as the second largest source of the city’s income. Phoenix outpaced national population growth rates throughout the latter half of the 20th century.



Photo courtesy of John F. Long Properties

John F. Long reviews construction plans as masons lay the 8” x 4” x 16” concrete blocks, as many as 1,000 per day. Superlite block, a Phoenix concrete company located in the Maryvale vicinity, was at the time the largest block making facility in the world. approximately 80 percent of all Valley homes during the post-war expansion years were built with Superlite concrete blocks.

Developer John F. Long’s vision was to build a community, so he purchased farmland on the west side and hired Gruen and Associates to develop Maryvale, the first Master Planned Community in Phoenix, complete with all amenities.

Beginning in 1954, his company built homes, infrastructure, shopping areas and parks, and reserved land for schools, churches and medical facilities, which he donated, built or sold the land at low prices.

The John F. Long Foundation was established in 1958 to assist the community, and the Long family and company remain in Phoenix and continue to be invested in Maryvale to this day.

The Hispanic community is now an important segment in Maryvale. It is a legacy of Long’s vision of building not just housing but an entire community, and preserving this identity has contributed to recent efforts to stabilize and revitalize Maryvale.

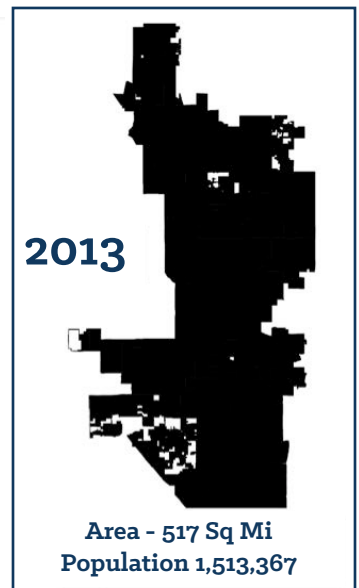
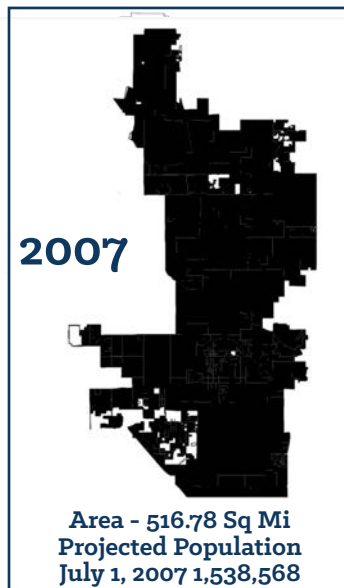
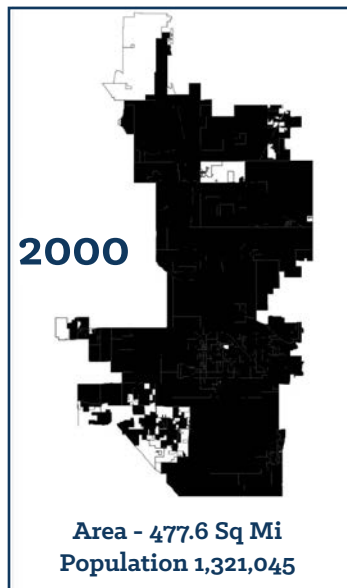
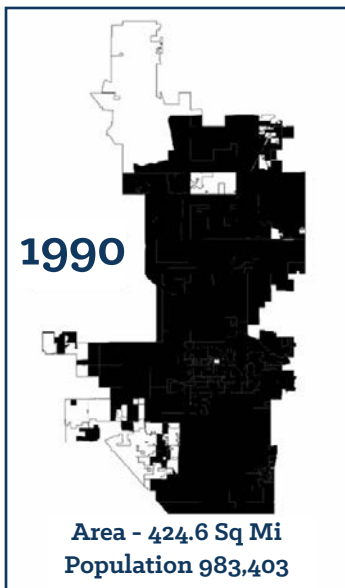
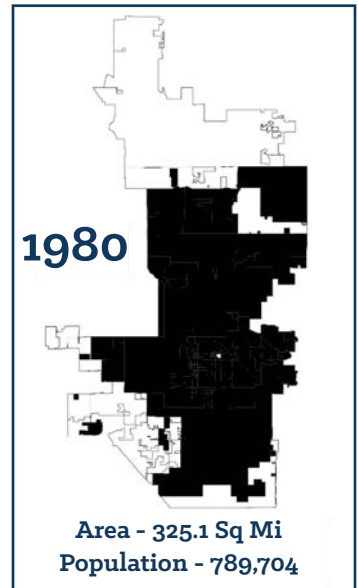
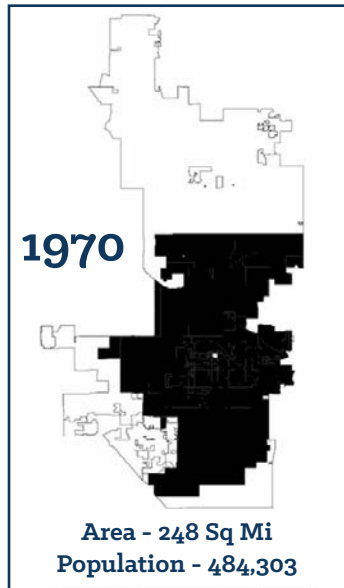
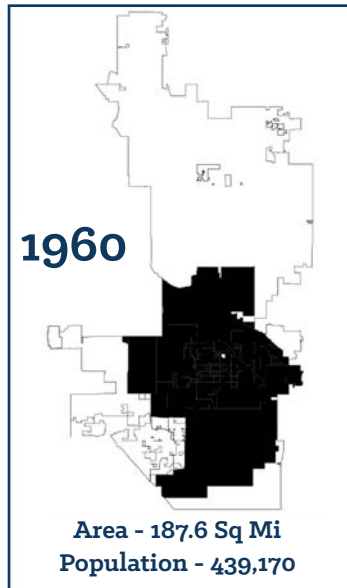
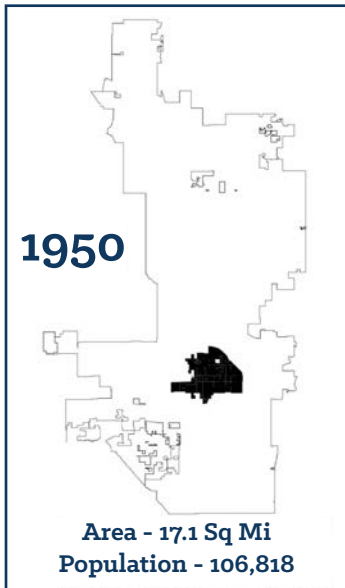
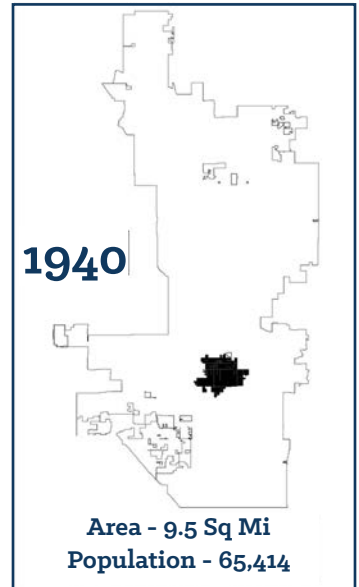
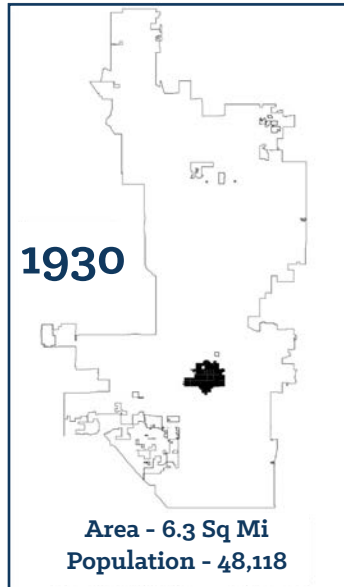
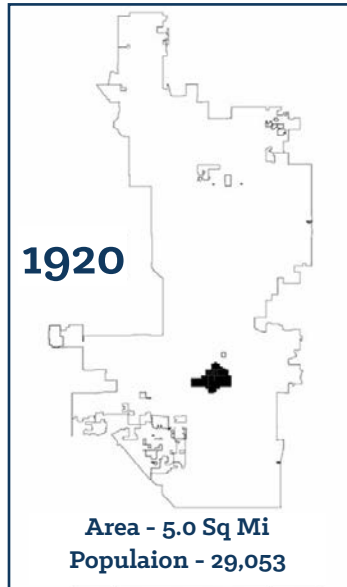
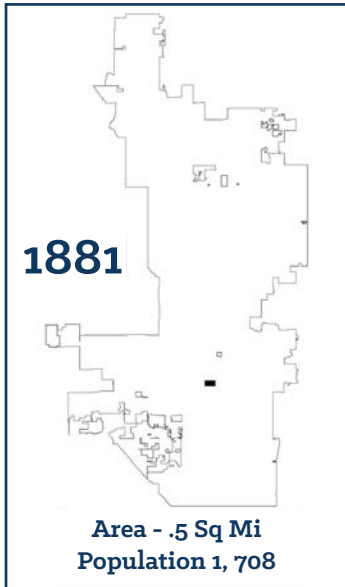
Along with continued outward expansion, the city expanded upward with dramatic high-rise architecture. Additionally, Arizona Veterans Memorial Coliseum opened in 1965 and became home to the new Phoenix Suns professional basketball team in 1968. In the spirit of urban renewal, the blighted area in downtown known as “the Deuce” was razed and replaced by the Phoenix Civic Plaza complex in 1972. That same year, the monumental Valley Center (now known as Chase Tower), was constructed over an entire city block. The 40-story building, designed by Welton Becket and Associates, in conjunction with local architects Guirey, Srnka, Arnold & Sprinkle, has been the tallest building in the state since its construction.

The 1960s and 1970s brought important changes to Phoenix city government. In 1966, Morrison Warren became the first African-American to be elected to the Phoenix City Council and served until 1970. In 1972, he was followed by local African-American community leader Calvin C. Goode who served 11 terms on the City Council until 1994. In recognition of Goode’s service to Phoenix, the 1963 city hall building was renamed in his honor. Four years later, Margaret T. Hance was elected the city’s first female mayor. She served two terms. The park built over the Interstate 10 tunnel in downtown Phoenix is named for her.

Phoenix became a nexus of the Chicano Movement in the 1960s and 1970s. In May 1972, in an unassuming building at 10th and Hadley streets, César Chávez, with the assistance of the United Farm Workers union, held a 24-day “fast of love.” The fast was a protest against Arizona House Bill 2134, which severely restricted the ability of farmworkers to strike. It was during the fast that Chávez spoke the words, “¡Sí Se Puede!” which became a rallying cry for the Chicano Movement as a whole.

SUMMARY

The history of Phoenix is longer than most people realize and there is a strong connection between the initial settlement of the area and later, more modern settlement. In a little over a century, Phoenix has risen from a pioneer settlement along the Salt River to one of the largest metropolises in the Southwest. From a planned, compact townsite, with uniform lots and blocks, the city and its satellite communities have grown to encompass a metropolitan area of roughly 4.3 million people. The direction and extent of Phoenix’s growth has been driven largely by developers who obtained inexpensive land on the city’s periphery and platted new subdivisions that moved the population ever outward from the downtown core. Suburban growth initially followed the streetcar lines in the late 19th and early 20th centuries, but increased automobile ownership in the early to mid-20th century allowed development to spread. Exponential growth after World War II led to even greater suburban development. Today, the city of Phoenix encompasses more than 518 square miles and is the sixth most populated city in the United States.



Saving old buildings and neighborhoods is an enormously effective way to provide continuity in the places where we live.

- Dwight Young, National Trust for Historic Preservation



History of Preservation in Phoenix



Historic preservation efforts in Phoenix date to 1867, when founding-father Jack Swilling cleaned out the prehistoric canals along the Salt River and used them to run water to fields where he grew hay, wheat, barley and corn to help supply the soldiers at Fort McDowell. Although Swilling's intention was not necessarily to preserve history, he recognized the value of the canals and profited from their reuse, thus becoming the town's first preservationist. The name that Swilling and his pioneer colleagues gave their new settlement – Phoenix – reflected their hope that life would rise again from the remains of the past.

During the 1920s, two significant events made Phoenix a trailblazer in the field of historic preservation. First, in 1924, a group of prominent Phoenicians, with the aid of U.S. Senator Carl Hayden, bought 13,000 acres from the federal government for \$17,000. Originally known as Phoenix Mountain Park, the property was later renamed South Mountain Park. Now at more than 16,000 acres, it is the largest municipal park in the United States. Also in 1924, Thomas Armstrong, former president of the Arizona Archaeological and Historical Society, purchased the Pueblo Grande platform mound and surrounding three acres and donated the property to the city of



This photo, taken around 1939, shows an aerial view of Pueblo Grande, looking north. The platform mound and museum are in the foreground, along with the Grand Canal. The Old Crosscut Canal runs top left to lower right, west of the meat packing plant and stockyards. Photo courtesy Library of Congress, Prints & Photographs Division, HAER, Reproduction number HAER ARIZ,7-PHEN,17--3

Phoenix. Later that same year, city engineer Omar Turney convinced the city to purchase approximately 10 acres of property south of the platform mound known as the Park of Four Waters. This land contained the remnants of irrigation canals that supplied water to the Hohokam villages on the north side of the Salt River. In 1929, the city hired Odd Halseth as Pueblo Grande museum director and city archaeologist – the first municipal archaeologist in the nation.

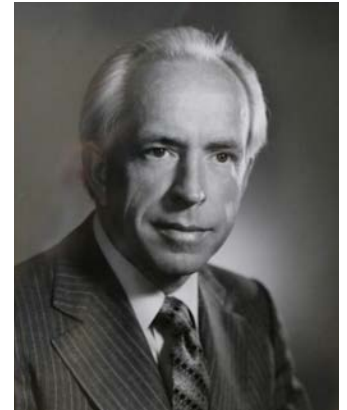
In 1942, the Arizona State Museum and city of Phoenix agreed to restore an adobe building believed to be the home of Phoenix pioneer Darrell Duppa. During the 1940s and 1950s, restoration advice was sought from preservation experts, and restoration proceeded with reconstruction of the walls and roof, replacement of the doors, and addition of concrete to the roof and floors. The building operated as a museum into the 1980s, when it was discovered that the adobe was not Duppa's home but a barn constructed for John Montgomery's dairy operation.

In 1954, the Camelback Improvement Association formed to oppose construction on Camelback Mountain, a beloved Valley landmark. Building on the mountain began in the 1930s as the Arcadia area developed and Phoenix expanded eastward. Activists worked to stop development on the mountain throughout the 1950s and early 1960s but were largely unsuccessful until they found an unlikely ally in politician and Phoenix native Barry Goldwater. After an unsuccessful presidential bid in 1964, Goldwater headed an aggressive campaign to gather public donations through a nonprofit organization to buy Camelback Mountain, and he successfully lobbied for \$211,250 in matching funds from Secretary of the Interior Stewart Udall. Thanks to Goldwater's efforts, the Save Camelback Mountain Foundation turned over the mountain and extra funds to the city in 1968.

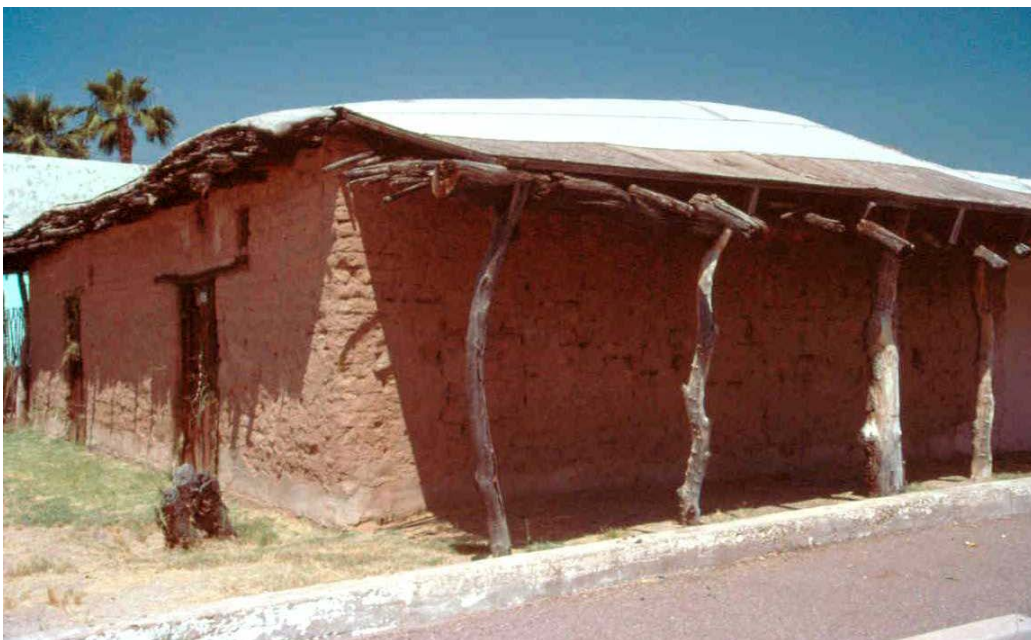
In 1966, Pueblo Grande Ruin became the first property in Phoenix to be listed on the National Register of Historic Places. The property was also listed as a National Historic Landmark and, to date is the still the only nationally designated landmark in Phoenix.

Efforts to preserve urban mountains continued into the 1970s, as Phoenix voters approved a \$21.5 million bond in 1972. This was the first of several ballot initiatives to purchase and maintain the urban mountains as public parks. Throughout the next several decades, the city added many thousands of acres to the system, including North Mountain, South Mountain, Camelback Mountain and Piestewa Peak (formerly known as Squaw Peak).

A significant preservation milestone occurred during the National Bicentennial Celebration in 1976 – the establishment of Heritage Square, a project led by former Phoenix Mayor John Driggs and the Junior League of Phoenix Inc. The square included the Victorian-era Rosson House, one of the last left in the downtown area, and several other buildings from the late 19th and early 20th centuries. Driggs and the Junior League purchased and rehabilitated the buildings on behalf of the city through community fundraising. Completed in 1980, the project was a great success and remains one of the city's most recognizable preservation achievements.



Former Mayor John Driggs along with the Junior League of Phoenix led the establishment of Heritage Square completed in 1980.



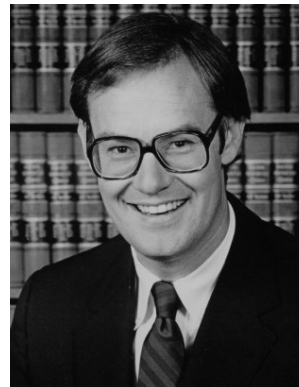
This adobe building was originally thought to be the homestead of Phoenix pioneer Darrell Duppa, but was later determined to have a different association. It is still owned by the city and was listed on the Phoenix Historic Property Register in 2005 as a rare 19th century agricultural outbuilding.

Despite these many accomplishments, freeway construction was the ultimate catalyst for the creation of the city's historic preservation program. Initially unveiled in 1957 and championed by local business leaders, Phoenix's first freeway system was not constructed until the 1970s because politicians and residents did not fully embrace freeways and refused to approve tax increases to fund them. The delay gave Phoenicians a chance to fully consider the effects of the freeway, and many had second thoughts. In April 1973, Eugene C. Pulliam, publisher of the Arizona Republic and Phoenix Gazette, wrote an editorial opposing freeway construction, claiming that the freeway was an environmental disaster and an eyesore that would ruin the Valley's natural beauty. Pulliam particularly disliked the proposed elevated section of the freeway, designed to rise 100 feet as it crossed Roosevelt Street in downtown Phoenix. Pulliam's fervent attacks and refusal to give column space to freeway proponents forced a nonbinding citywide vote on the freeway plan. The landslide defeat of the measure in May 1973 forced the City Council to abandon the project.

However, the issue did not go away completely, as the organization Use Now I-10 Effectively (UNITE) gathered enough support to place the issue on the ballot in November 1975 and secure its passage. Although the freeway would follow the original route, the second round of the freeway fight would be different; this time, the issue of freeways broadened beyond discussions of aesthetics, traffic flow and western lifestyle to include Phoenix's cultural heritage. Beginning in 1976, Arizona State University professor Gordon Weiner, Ph.D., campaigned to save the archaeological sites affected by the freeway construction. Weiner was joined by fellow professor Fred Plog, as well as several neighborhood organizations that saw freeway construction as a threat to property values and the area's quality of life.

Weiner and Plog eventually enlisted the support of a young Harvard-educated lawyer and preservation advocate, Terry Goddard, and incorporated a nonprofit organization named Arizona: Past & Future Foundation. In 1979, the foundation filed a lawsuit in the Ninth Circuit Court against the U.S. Department of Transportation, the Federal Highway Administration and the Arizona Department of Transportation, asserting that the agencies failed to meet federal standards under Section 4(f) of the 1966 Department of Transportation Act requiring the protection of historic resources. Despite what it believed was a strong case with broad neighborhood support, the foundation lost. After consulting with its lawyers, the foundation decided that its case was unlikely to prevail at a higher court and chose not to appeal. Despite the setback, the fight generated support for and awareness of preservation issues, which was key to the creation of a historic preservation ordinance. Terry Goddard would later be elected mayor and become the "father" of the city's historic preservation program.

Meanwhile, in 1978, concerns about the city's declining historic core and demands for residential protection from development led to the adoption of the Special Conservation District Ordinance. Described as offering the benefits of historic preservation, the provision allowed neighborhoods to "conserve, revitalize, or generally upgrade their neighborhood by tailoring the zoning ordinance to the unique needs of the area." A year later the city completed the Phoenix Historic Building Survey, which identified properties eligible for listing on the National Register of Historic Places. The survey report urged the city to promote the appreciation and preservation of its historic and archaeological heritage but stopped short of recommending a formal program. Meanwhile, the advocacy of the Phoenix Junior League continued to raise public consciousness. The league hosted the Phoenix Preservation Strategy Forum in 1982, which sought to bring together Phoenix leaders and Arizona State Historic Preservation Office representatives to determine potential next steps for saving the city's resources. The Junior League also completed the Historic Phoenix Commercial Properties Survey in 1984 and was responsible for many of the properties identified in the survey being listed on the National Register. The Roosevelt and Encanto-Palmcroft neighborhoods were also surveyed and listed on the National Register in 1983 and 1984, respectively.



Mayor Terry Goddard assembled the Ad Hoc Committee on Historic Preservation in 1984 that led to the establishment of the Historic Preservation Ordinance and Historic Preservation Commission in 1985.

After decades of many individual preservation efforts, Goddard's term as mayor in the wake of the I-10 controversy signaled a distinct shift in how the city managed its built environment. Making good on campaign promises, Goddard assembled the Phoenix Ad Hoc Committee on Historic Preservation in October 1984. To prevent demolitions from occurring before the committee could issue its report, Goddard persuaded the City Council to approve a temporary ban on razing or significantly altering the exterior of historic buildings and districts already listed on the National Register. In August 1985, the Ad Hoc Committee recommendations – which included an ordinance

that would establish historic-preservation overlay zoning, a Phoenix Historic Property Register, a review procedure for properties zoned for historic preservation, a historic preservation commission and a historic preservation officer position – were adopted by the City Council. The city's Historic Preservation Commission held its first meeting on Nov. 21, 1985.

The city's preservation program reached several milestones during the following year. The city hired its first historic preservation officer and listed its first property on the Phoenix Historic Property Register – the Corpstein Duplex. Owned by developer and future mayor Phil Gordon, the duplex was listed on the Phoenix Register in April 1986. Fourteen more individual properties followed that year, as well as three historic districts – Roosevelt, Coronado and Phoenix Union High School.

In 1989, the City Council responded to concerns about demolitions by passing a provision requiring historic preservation review of demolition permits for any structure over 50 years old anywhere in the city. However, this provision was removed a short time later because of the burden it placed on the preservation program and concerns about the loss of private property rights.

One of Phoenix's greatest preservation achievements occurred that same year when voters approved \$15 million in bond funds for city historic preservation purposes. Proposition 2, as it appeared on the ballot, was enthusiastically supported by the editorial staff of the Arizona Republic, which cited the recent loss of several

historic buildings as evidence of the city's "feeble" ability to halt demolitions and noted that the tactic of "persuasion usually loses out to profit." The bond's approval immediately gave the Historic Preservation Commission the funds necessary to entice owners to protect their properties. Of the \$15 million approved, \$5 million was earmarked specifically for the acquisition and preservation of Tovrea Castle, and the remaining \$10 million would be used for other city-owned historic buildings and made available to private property owners in the form of grants. In 1999, three of the current historic preservation grant programs were established – Exterior Rehabilitation Assistance, Demonstration Project, and Affordable Housing (later renamed Low-Income Historic Housing Rehabilitation). The City Council also authorized two additional Historic Preservation Office staff positions to help administer the bond programs.

By 1985, the fruits of the bond program were visible as the initial acquisition of 6.7 acres of land and emergency stabilization at Tovrea Castle had taken place. The Historic Preservation Office also published "Historic Homes of Phoenix: An Architectural Guide," which won a Governor's Award for Historic Preservation in the category of education. By this time, there were 22 historic



Vote YES For Your Neighborhood!

Vote YES

On, October 3rd For:

PROPOSITION 2



PROPOSITION 103



Taken on the steps of Kenilworth School, this 1989 promotional photo featured several current and future mayors and city council representatives encouraging Phoenixians to vote for historic preservation bond funds.

districts listed on the Phoenix Historic Property Register, including 15 residential districts. Consequently, the office was moved from the Planning Department to the newly created Neighborhood Services Department, since most of the properties listed on the Phoenix Register and supported by the bond program were residential.

Over the next few years, city preservation accomplishments continued, as evidenced by new publications, acquisitions, and awards. The pamphlet “A Walking Tour of Historic Downtown Phoenix” was published in 1995, and the 96-acre historic Indian School Park site acquisition was finalized in 1996. The Historic Preservation Commission also published its 10-year anniversary report, “Ten Vital Years in the History of Phoenix,” which proclaimed that “Phoenix protects a full 40 percent of its historic architecture built before 1940—the highest percentage of any large city in the nation.” In 1997, the National Trust for Historic Preservation presented a National Preservation Honor Award to the city of Phoenix for its Historic Preservation Bond Program, which was deemed the “largest municipal historic preservation fund in the nation.”

In 2001, voter approval of an additional \$14.2 million in bond funds for the Historic Preservation Program replenished the city’s preservation fund. That same year, an Ad Hoc Historic Preservation Review Panel appointed by the City Manager recommended 30 program and process improvements, including moving the Historic Preservation Office to the City Manager’s office and reclassifying the historic preservation officer position as a middle manager. The following year, the City Council approved implementation of 11 of the Ad Hoc Panel recommendations, including the office move and position reclassification.

In 2004, the Historic Preservation Office implemented another of the Ad Hoc Panel recommendations by completing the “African American Historic Property Survey,” the first of three surveys relating to ethnic heritage. Two years later, the “Hispanic Historic Property Survey” was completed, followed by the “Asian American Historic Property Survey” in 2007. These groundbreaking surveys helped identify 88 individual properties and 7 districts eligible for listing on the Phoenix and National registers due to their association with ethnic heritage. Also in 2004, a new office staff position was created due to revenue received through interdepartmental charges for reviewing federal environment projects affecting historic properties.

In 2006, Phoenix voters approved bond funding for the Historic Preservation Program for the third time. On this occasion, the total amount approved was \$13.1 million. The three previous bond-funded grant programs continued, and a fourth program – the Warehouse and Threatened Building Program – was established to assist historic buildings in the city’s warehouse district and to preserve endangered structures throughout the city.

Two additional significant events occurred in 2011. First, the Historic Preservation Office moved back to its original home in the Planning & Development Department as part of a larger city-budget consolidation effort. The office also released the groundbreaking publication “Midcentury Marvels: Commercial Architecture of Phoenix, 1945-1975,” which won a Governor’s Heritage Preservation Grand Honor Award.



A sign unveiling ceremony is held with the designation of each new historic district. Campus Vista was listed on the Phoenix Historic Property Register in 2003. The neighborhood, located within view of the Phoenix College campus, consists of brick and block homes constructed between 1939 and 1956.

These old buildings do not belong to us only, they belong to our forefathers and they will belong to our descendants unless we play them false. They are not in any sense our own property to do with as we like with them. We are only trustees for those that come after us.

- William Morris, English textile designer, poet, novelist, translator, and socialist activist (1834-1896)



Phoenix Historic Preservation Program



HISTORIC PROPERTY INVENTORY, SURVEYS AND CONTEXTS

As of October 2014, the city of Phoenix’s inventory of historic properties consisted of 833 entries, made up of approximately 10,000 individual resources – buildings, structures, sites, objects and districts. The inventory includes properties listed on both the Phoenix Historic Property Register and the National Register of Historic Places. It also includes properties that have been recommended eligible for listing but have not yet been added to a historic register. The inventory is housed in a geodatabase, which is maintained by city staff and available to the public by request.

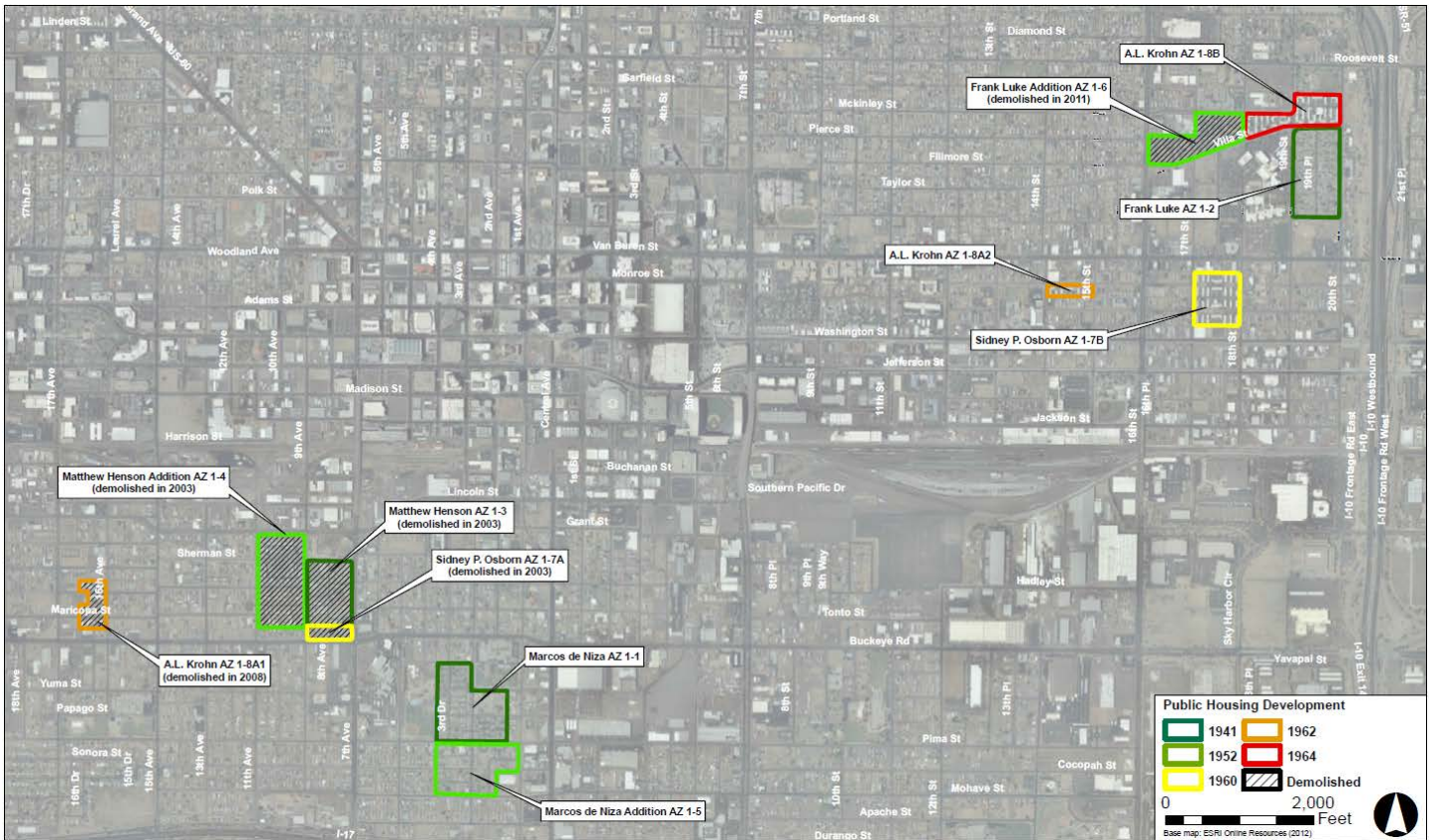
New properties are added to the inventory primarily through the completion of historic property surveys. These surveys may be conducted by city staff or by an outside entity. Each survey looks at properties within a specific geographical area, which may be as small as a single city block or as large as the entire city. Depending on the purpose of the survey, it may attempt to identify every eligible historic property in the survey area or it may focus on the eligibility of properties relating to a particular theme (such as commerce, agriculture, or ethnic heritage).

Historic property surveys generally fall into one of two types: reconnaissance-level surveys and intensive-level surveys. As the name implies, a reconnaissance-level survey is a preliminary survey to gain more information; it is a first step to identify areas and properties worthy of further study. For example, in 1990, the city conducted the Pre-

1950 Residential Reconnaissance Survey, which identified neighborhoods built before 1950 and prioritized them for future study. Intensive-level surveys, on the other hand, provide more detailed information on each property, including information needed for determining which properties are eligible for historic designation. These surveys generally consist of a summary of the survey methodology, a written report with one or more historic contexts, and an inventory of the historic properties identified in the survey accompanied by maps, photographs, and recommendations of eligibility.

The historic context is a key component to the survey, as it provides the basis for evaluating the significance of properties identified in the survey. Each context is based on a specific theme and the geographical and chronological limits of that theme. For example, a context titled “Education in Phoenix, 1871-1942” would focus on the construction of schools and other education-related buildings within the Phoenix city limits during the 71-year period specified. Each historic context contains three parts:

1. A narrative that “tells the story” of the given theme as it relates to the specific place and time. For example, in the aforementioned education context, the history of education in Phoenix would be documented, starting with the earliest schoolhouse in the town and leading up to the numerous school buildings constructed before World War II.



Many of the city's surveys are related to a specific property type. In 2012, the city hired a consultant to study all of the public housing developments built by the city of Phoenix between 1941 and 1964. The survey identified extant public housing projects as well as those that had been demolished, as shown in the above map. A context was also prepared describing the historical influences on the development and design of these early public housing complexes. Map courtesy of EcoPlan Associates, Inc.

**City of Phoenix
Asian American
Historic Property Survey**



Prepared for the City of Phoenix Historic Preservation Office

Vince Murray and Scott Solliday



The Asian American Historic Property Survey, completed in 2007, identifies eligible historic properties in Phoenix relating to the theme of ethnic culture. Image courtesy of Arizona Historical Research

2. Various property types that relate to the specific theme, place and time. The education context, for example, would identify schoolhouses as the main property type but could also identify school district offices, gymnasiums, stadiums and other educational buildings.
3. Registration requirements that properties must meet to be considered eligible for historic designation. For example, a schoolhouse may be eligible for the National Register of Historic Places under Criterion A (broad patterns of events) if it retains its integrity of location, materials, feeling and association.

Historic contexts can vary considerably in their level of detail; some are extremely detailed while others are more general, depending on the amount of information available and how they will be used. However, historic contexts lose their effectiveness if they are defined too broadly so that all historic resources fall within a single historic context or too narrowly so that only one type of resource is covered by a historic context.


Historic property contexts and surveys are fundamental to sound preservation planning. In a 2000 article titled "Whither Historic Contexts? Their Role in 21st-Century Planning," Susan L. Henry Renaud of the National Park Service states:

"HISTORIC BUILDING FORM" SHPO INVENTORY NO. _____

ARIZONA STATE HISTORIC PROPERTY INVENTORY

IDENTIFICATION SURVEY AREA NAME: Phoenix Commercial HISTORIC NAME: <u>E. S. Baird Machine Shop</u> ADDRESS/LOCATION: 623 E. Adams CITY/TOWN: Phoenix TAX PARCEL NUMBER: 112/29/71 OWNER: City of Phoenix OWNER ADDRESS: 620 W. Washington Phoenix, AZ 85003 HISTORIC USE: Machine shop PRESENT USE: sign shop BUILDING TYPE: Commercial/ STYLE: 20th Century Commercial CONSTRUCTION DATE: c.1929 ARCHITECT/BUILDER: INTEGRITY: original site/alterd minor CONDITION: fair/cosmetic problems	COUNTY: Maricopa SURVEY SITE: 15-6 USGS QUAD: Phoenix T 1N R 3E S 8 N 2 1/4 OF THE 1/4 UTM Description (contd.) ROOF TYPE: pitched truss ROOF SHEATHING: built up EAVES TREATMENT: stepped parapet WINDOWS: segmental arch - double-hung wood ENTRY: double-hung central PORCHES: no STOREFRONTS: 1 bay- 2 display windows filled NOTABLE INTERIOR: OUTBUILDINGS: ALTERATIONS:
DESCRIPTION STORIES: 1 DIMENSIONS: (l) 25 (w) 50 STRUCTURAL MATERIAL: brick FOUNDATION MATERIAL: concrete WALL SHEATHING: brick APPLIED ORNAMENT: no	PHOTOGRAPH PHOTOGRAPHER: Francissen DATE August 1983 VIEW: SE

SKETCH MAP:



Historic property surveys include inventory forms for each property in the survey area. Inventory forms typically include build date, architectural style, use and details about the historic property's construction. Sometimes, the inventory forms become the only documentation of a building once it is demolished. This inventory form was completed in 1983 and is for the E. S. Baird Machine Shop (ca. 1929) at 623 E. Adams St. The Baird Machine Shop is now a part of Heritage Square.

The historic context is the cornerstone of the planning process. It provides a mechanism, a process, for assessing and organizing information about patterns of prehistory and history, and about historic and cultural resources; for identifying a full range of associated property types; and for defining goals and priorities for the identification, evaluation, registration and treatment of historic properties.

Without historic contexts and their accompanying surveys, proper identification and evaluation of historic properties could not take place.

For a list of historic surveys and contexts available from the city Historic Preservation Office as of October 2014, please see Appendix C.

DESIGNATION

QUALIFICATIONS:

Properties become designated historic resources by listing them in the Phoenix Historic Property Register, the National Register of Historic Places or both. Properties may be listed individually or as part of a larger historic district. To qualify for either register, a property must meet three eligibility criteria: the property must be at least 50 years old (rare exceptions are made); it must demonstrate significance or documented importance; and it must possess historic integrity, with its important historic features present and recognizable.

A property's significance can be at the local, state or national level and must be in one or more of the following categories:



Pueblo Grande, a 1,500 year old Hohokam site is the largest preserved archaeological site within Phoenix. Pueblo Grande was designated as a National Historic Landmark in 1964, but has been a part of the city of Phoenix Parks and Recreation Department since 1929. Photo courtesy Wikipedia Commons User Marine 69-71

- a. It is associated with events that have made significant contribution to the broad patterns of our history.
- b. It is associated with the lives of persons significant in our past.
- c. It distinctly represents a type, period or method of construction, is the work of a master, or possesses high artistic values.
- d. It has the potential to yield information important in the understanding of our history or prehistory.

In determining historic integrity, seven aspects of a property's characteristics and environment are evaluated: location, design, setting, materials, workmanship, feeling and association. Although a property rarely retains all of its original character-defining features, it must retain the essential aspects of integrity to convey its historic significance. If the property has been substantially altered, then the historic integrity is lost and the property is not eligible for listing.

When a property or district is listed, its resources are classified as contributors or noncontributors. A contributing building, site, structure or object adds to the historic associations, historic architectural qualities or archaeological values for which a property is significant because the resource was present during the period of significance, relates to the documented significance of the property and possesses historic integrity or is capable of yielding important information about the period. For example, a Tudor Revival-style house that was constructed during the period of significance of a district and that retains half-timbering, wood shingle roof, 3-over-1 wood, double-hung windows and stucco would be considered a contributor.

A noncontributing building, site, structure or object does not add to the historic associations, historic architectural qualities or archaeological values for which a property is significant because the resource was not present during the period of significance or does not relate to the documented significance of the property because the resource no longer possesses historic integrity due to alterations, disturbances, additions or other changes or is not capable of yielding important information about the period. A building that was constructed in 1958 but that is within a district with a period of significance from 1917 to 1935 would be considered a noncontributor. A bungalow constructed in 1925 that has had its porch filled in, its window openings reduced, and a second story added would also be considered a noncontributor.

PROPERTY TYPES:

There are five types of resources eligible for listing on the historic registers.

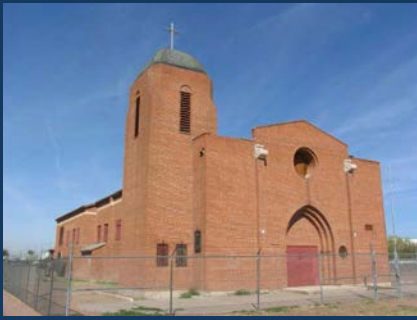
Building: A building, such as a house, barn, church, hotel or similar construction, is created principally to shelter any form of human activity. "Building" may also refer to a historically and functionally related unit, such as a courthouse and jail or a house and barn. Examples include houses, barns, stables, sheds, garages, courthouses, city halls, social halls, commercial buildings, libraries, factories, mills, train depots, stationary mobile homes, hotels, theaters, schools, stores, and churches.

Site: A site is the location of a significant event, a prehistoric or historic occupation or activity, or a building or structure – whether standing, ruined or vanished – where the location itself possesses historic, cultural or archaeological value regardless of the value of any existing structure. Examples: habitation sites; funerary sites; rock shelters; village sites; hunting and fishing sites; ceremonial sites; petroglyphs; rock carvings; gardens; grounds; battlefields; ruins of historic buildings and structures; campsites; sites of treaty signings; trails; areas of land; shipwrecks; cemeteries; designed landscapes; and natural features, such as springs and rock formations; and land areas having cultural significance.

Structure: Functional constructions (distinct from buildings) made usually for purposes other than human shelter. Examples: bridges, tunnels, gold dredges, fire towers, canals, turbines, dams, power plants, corncribs, silos, roadways, shot towers, windmills, grain elevators, kilns, mounds, cairns, palisade fortifications, earthworks, railroad grades, systems of roadways and paths, boats and ships, railroad locomotives and cars, telescopes, carousels, bandstands, gazebos, and aircraft.

Object: Constructions (distinct from buildings and structures) that are primarily artistic in nature or are relatively small scale and simply constructed.

Building



Constructed between 1954 and 1956, Sacred Heart Church at 16th St. & Buckeye Road was identified in the Hispanic Historic Property Survey as a property significant to Mexican American residents of Phoenix. The church is the only structure remaining from the Golden Gate Barrio, which was razed when Sky Harbor Airport expanded in the 1970s and 1980s. The church was listed on the Phoenix Historic Property Register in 2007 and the National Register of Historic Places in 2012. Although the building is vacant, its doors still open once a year for Christmas Mass for the former neighborhood residents.

Site



Established in 1908, Beth Israel Memorial Cemetery at 305 S. 35th Ave. is a site eligible for listing on the Phoenix Historic Property and National Register of Historic Places due to its cultural significance.

Structure



The first electric streetcar debuted in Phoenix in 1893. Streetcars proved extremely popular and operated until 1948, when a car barn fire decimated the fleet, and they were replaced by buses. Streetcar #116 was built in 1928 and was one of the last three streetcars to travel the tracks. It is now housed at the Phoenix Trolley Museum.

Object

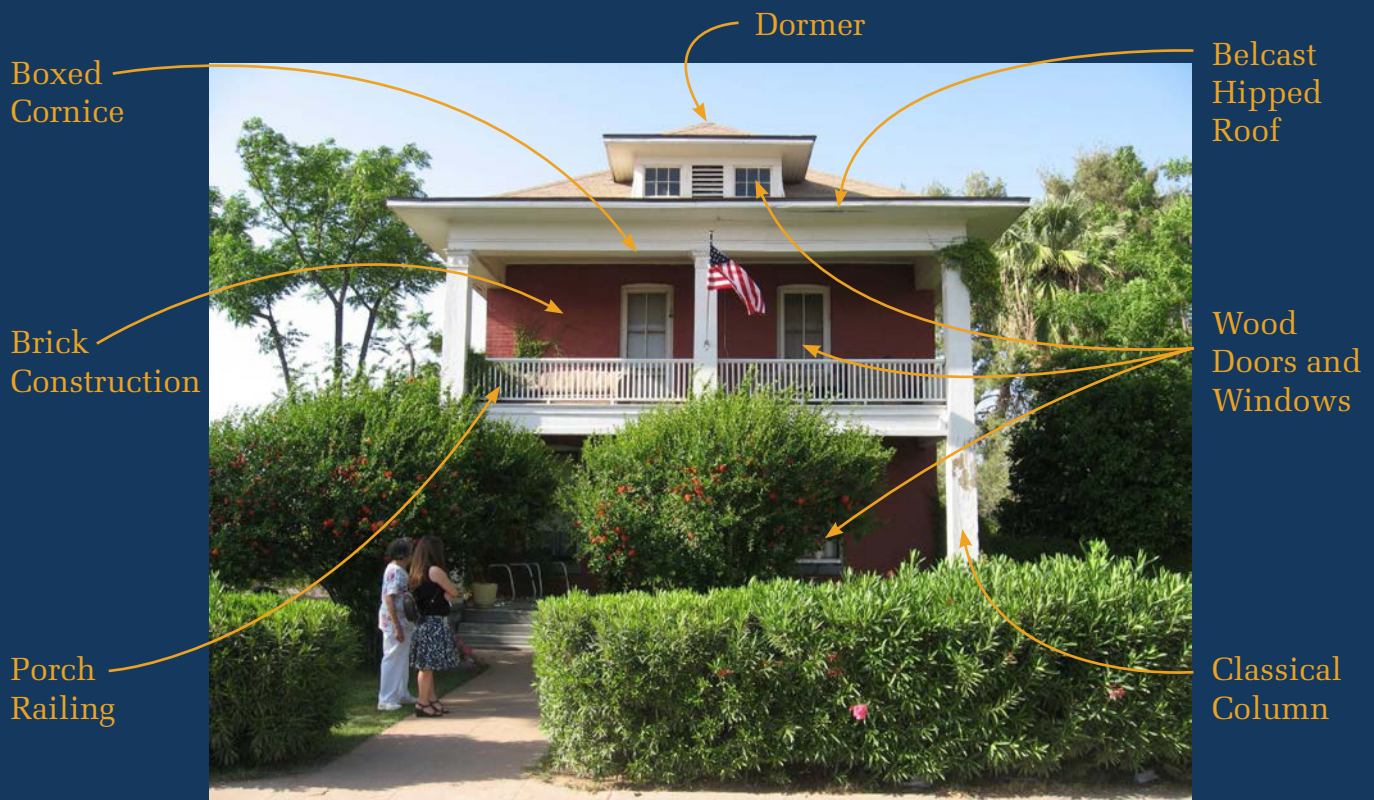


“S” Mountain was first painted in 1955 by students from Sunnyslope High School. The “S” was listed on the Phoenix Historic Property Register in 2011. Every October, the freshman class adds a new coat of paint to the “S”.

District



The first district listed on the Phoenix Historic Property Register, the Roosevelt Historic District was listed in September 1986. Photo by Patrick Madigan



William and Mary Grier House (1942 W. Adams St.); constructed around 1901. The Grier House is a rare remaining residence from the Territorial era. A unique example of the Colonial Revival style, character-defining features of this two-story house include belcast hipped roof with a boxed cornice and a dormer; a two-story front porch with classical columns and a balcony at the second level; brick construction; and tall, double-hung wood windows with single-light sash. The roof was originally sheathed with wood shingles but now has asphalt shingles.

Properties are listed on the Phoenix or National Register in part because they possess physical characteristics which should be preserved so that they may continue to convey their significance to the public. According to Lee Nelson, FAIA, in Preservation Brief 17: *Architectural Character—Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving their Character*:

Every old building is unique, with its own identity and its own distinctive character. Character refers to all those visual aspects and physical features that comprise the appearance of every historic building. Character-defining elements include the overall shape of the building, its materials, craftsmanship, decorative details, interior spaces and features, as well as the various aspects of its site and environment.

Although it may be, by nature or design, movable, an object is associated with a specific setting or environment. Examples: sculpture, monuments, boundary markers, statuary and fountains.

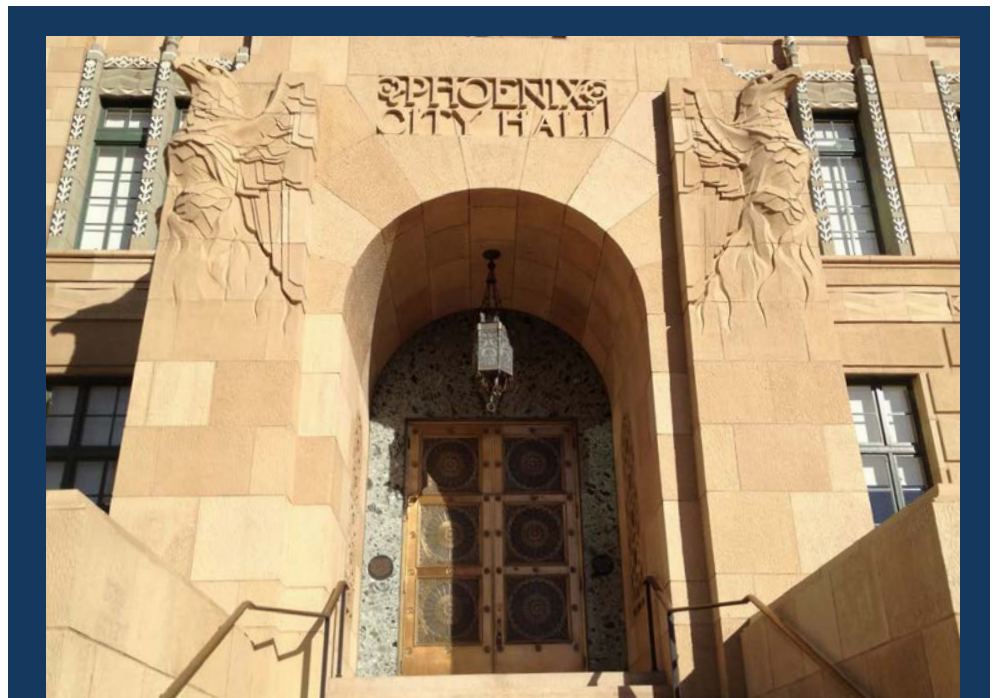
District: Properties “relatively equal in importance, such as a neighborhood, or a large acreage with a variety of resources, such as a large farm, estate, or parkway.” Examples: college campuses; central business districts; residential areas; commercial areas; large forts; industrial complexes; civic centers; rural villages; canal systems; collections of habitation and limited activity sites; irrigation systems; large farms, ranches, estates or plantations; transportation networks; and large landscaped parks.

PHOENIX HISTORIC PROPERTY REGISTER

Properties listed on the Phoenix Historic Property Register are rezoned with a Historic Preservation (HP) or Historic Preservation-Landmark (HP-L) zoning overlays. The landmark designation is used to recognize exceptionally significant historic properties. The procedures to establish an HP or HP-L overlay are described in the city of Phoenix Historic Preservation Office handout “Requesting Historic Designation” and in Sections 807 and 808 of the Phoenix Zoning Ordinance. HP and HP-L rezoning applications are presented to the Historic Preservation Commission, the Planning Commission and the City Council at public hearings; the City Council makes the final decision to designate properties and list them in the Phoenix Historic Property Register. Once rezoning is approved, the properties are formally protected through a special permit review process administered by the Historic Preservation Office. These properties are also eligible for financial incentives offered by the city of Phoenix.

NATIONAL REGISTER OF HISTORIC PLACES

Properties are listed in the National Register through a nomination process. Information about preparing a National Register nomination is described in the “How to Complete the National Register Registration Form” bulletin published by the National Park Service. Nominations for properties located in the city of Phoenix are reviewed by the city Historic Preservation Office, the State Historic Preservation Office, the Arizona Historic Sites Review Committee, and the Keeper of the National Register of Historic Places (located in Washington D.C.) The Keeper of the National Register ultimately determines whether a property is historic and should be listed in the register. National Register listing is honorary and places no regulations or obligations on the property owner. Contributors to National Register listed districts and individually listed properties are eligible for the Arizona State Historic Property Tax Reclassification Program.



The Maricopa County Courthouse & Historic City Hall was constructed in 1928-1929 by Edward, Wildey & Dixon and designed by Edward F. Neild (exterior) and Lescher & Mahoney, (City Hall interior). The arch leading to the main entry of the Historic City Hall includes twin terra cotta sculptures of the mythical phoenix bird which rose from the ashes of a previous civilization. Adjacent to the bronze doors are panels of polished granite. The steel casement windows were rehabilitated in 2013 using federal grant funds. (Listed on the National Register and the Phoenix Historic Property Register 1989; elevated to Landmark status on the Phoenix Register, 2004).



DESIGN REVIEW

The Historic Preservation Office recognizes that change is inevitable. Homes constructed in previous eras may not possess all of the amenities deemed necessary for modern life. Modifications to historic properties to include additional bedrooms or bathrooms improve the likelihood that the building will be retained for use by future generations. Buildings without tenants are more likely to become damaged, neglected, and ultimately demolished than those that have continuous use.

Design review is a critical part of protecting those elements of historic properties and districts that make them unique and important in the first place.

It serves many purposes. First, design review instructs the property owner or developer about the requirements for new construction, including additions and infill within the historic preservation overlay. In this way,

projects can reflect new methods, materials and styles while meeting other criteria that make it well suited to the district. Second, design review also offers the public an opportunity to comment on projects that may affect the district or adjacent properties.

Third, the design review process helps to ensure that the new construction reflects the character of the area, without prescribing the design elements of the construction. Compatible new construction, be it an addition to an existing building or a new building within a district, should not be identical to other properties within the area but should have similar elements – such as size, scale, massing, proportions, orientation, surface textures and patterns, details, and embellishments.

Finally, and most importantly, design review protects the right to due process of individual property owners by providing fair and rational procedures during the approval process changes to historic properties.



Sometimes, vacant lots can be found in historic districts because of a lot split, a parcel was never built on or because of fire or other catastrophic event. The “Secretary of the Interior’s Standards”, Historic Preservation Ordinance, the “General Design Guidelines for Historic Properties” allow for new construction to afford the owner enjoyment of their property rights.

Standard 9 of the Standards states that,

“The new work shall be differentiated from the old and shall be compatible with the massing [the three dimensional qualities of a building that create its size and shape as seen from the outside], size, scale, and architectural features to protect the historic integrity of the property and its environment.”

This house, built in 2012, with its contemporary style, is clearly new construction. The primary building materials, wood stucco and metal are present throughout the Pierson Place Historic District. It is similar in height and width and massing, and is aligned with the setbacks of the adjacent residences. It has a porch overhang and an active front yard that speaks to the street. The garage is at the rear of the property as they were following the historic pattern.

For properties within a historic preservation overlay district, the Historic Preservation Office reviews all exterior work that requires a building permit. For construction projects, there are two types of approvals: a Certificate of No Effect and a Certificate of Appropriateness.

A Certificate of No Effect may be issued for minor work that does not materially change the historic character of the property and is clearly within the adopted design guidelines for historic properties, such as a small addition or rear patio cover that is not visible from the street. These certificates are frequently approved at the time of the initial request.

A Certificate of Appropriateness must be applied for if the proposed work will make material changes that may alter, diminish, eliminate or affect the historic or architectural character of the property in any way. Larger additions and street-visible changes fall into this category. These certificates require a pre-application meeting and a public hearing with a hearing officer to determine whether the proposed project meets the “General Design Guidelines for Historic Preservation” and the “Secretary of the Interior’s Standards for Rehabilitation” (Appendix B).

The Historic Preservation Office also reviews Requests for Demolition as part of its design review responsibilities. Applicants submit photos and a site plan, and the office staff reviews these along with other information to determine the contributing status of the property, building or buildings in question. The zoning ordinance states that the Historic Preservation Officer will determine if a demolition approval can be issued. This decision is based solely on whether or not the building or structure has historic or architectural significance and whether or not it adds to the historic value of the property

If the building or buildings do not meet these two criteria and the request is denied, the applicant either may wait until the restraint of demolition has expired (one year in most cases, three years in the case of buildings bearing the HP-L zoning overlay) or request a Certification of Economic Hardship hearing. To determine whether or not a hardship exists, staff reviews information regarding the condition of the building, cost estimates and scopes of work for rehabilitation and for comparable new construction. Based on this information, Historic Preservation Office staff evaluates how significant the condition problems are, how much of the historic fabric would be left if a rehabilitation project were to take place, and how substantial the cost differences are; the office then makes a recommendation to the hearing officer regarding whether or not to grant the Certification of Economic Hardship.

Decisions made at the public hearings are subject to appeal by the applicant or other interested parties within five days. The Historic Preservation Committee holds a de novo hearing at its next available meeting to review the facts of the case and make a decision regarding whether or not to grant the Certificate of Appropriateness or Certification of Economic Hardship. This decision may also be appealed. All appeals are heard by the City Council at its next available meeting. Anyone aggrieved by a decision of City Council may file a special action in Superior Court in accordance with the law, to have the court review that decision.

The office staff is available for consultation each work day during walk-in hours for design review to help residents develop their projects to meet the guidelines. One-on-one appointments are also available with planners on staff to discuss projects in depth.

NATIONAL HISTORIC PRESERVATION ACT, SECTION 106 REVIEW

In the National Historic Preservation Act of 1966 (as amended 2004), Congress established a comprehensive program to preserve the historical and cultural foundation of the nation as a living part of community life. All federal agencies under the executive branch of the U.S. government are subject to the requirements of Section 106, including independent regulatory agencies.

Section 106 requires federal agencies to consider the effects on historic properties of projects they carry out, assist, permit, license or approve (undertakings). Agencies comply with Section 106 through the process in the implementing regulations, “Protection of Historic Properties” (36 Code of Federal Regulations Part 800). The regulations implementing Section 106 can be found on the Advisory Council for Historic Preservation’s Web site at achp.gov/regs-rev04.pdf. A fundamental goal of the Section 106 process is to ensure that federal agencies consult with interested parties to identify and evaluate historic properties, assess the effects of their undertakings on historic properties, and attempt to negotiate an outcome that will balance project needs and historic preservation values.

Section 106 review encourages, but does not mandate, a preservation outcome and recognizes that sometimes there is no way for a project to proceed without affecting historic properties. Based on the information gathered through the Section 106 process, a federal agency may make an informed decision to approve, change or deny a project. Therefore, the outcome of Section 106 reviews can range from avoidance of historic properties to the acceptance of extensive adverse effects on historic properties. The Section 106 process ensures that a federal agency assumes responsibility for the consequences of its



The city received Federal Highway Administration funds to enhance the landscaping and provide pedestrian amenities along the Washington Street right-of-way between Central Avenue and the Capitol, in preparation for the state's Centennial celebration in 2012. As part of the Section 106 review properties within the project area were surveyed for historic significance and the segment of Washington Street between Seventh Avenue and Wesley Bolin Plaza was determined to be a historically significant boulevard. To avoid an adverse effect, the conceptual design was modified to reinforce the pattern and rhythm created by the California fan palms that lined the historic portion of roadway by planting similarly-sized and spaced replacement palms where the originals were missing.

undertakings on historic properties. For determinations of adverse effect, the agency may agree to some means, such as documentation, to mitigate the adverse effect.

In terms of federal compliance, properties included in, or eligible for inclusion in, the National Register of Historic Places, are considered historic. The Phoenix Historic Preservation Office completes these assessments when federal funds, licenses or permits are part of a project. Examples of reviews include storm drain replacement in historic districts; cell tower installation on South Mountain; energy upgrades to an eligible turn-of-the-20th-century home; pedestrian bridges over Valley canals; and runway expansions at a city-owned airport.

If a project results in an adverse effect on a historic property, the Historic Preservation Office works to mitigate the adverse effect through various methods. These include documentation (in the case of imminent demolition); a historical resource survey of the affected locale; or, in many cases, the research and production of interpretive signage. These methods provide information to researchers and the general public that might not have been known previously. Interpretive signage, specifically, provides an opportunity to inform the public about the affected historical resource by providing a brief history of the building or site along with historical photographs.

The Historic Preservation Office reviews these projects

and coordinates with other city departments such as Neighborhood Services, Housing, Street Transportation and Aviation in order to complete the reviews. The office also works closely with county, state, and federal agencies, as well as private entities with an interest in or ownership of historic properties. The completion of these reviews ensures the city's future access to federal funding opportunities and maintains the city's compliance with Section 106.

GRANTS AND INCENTIVES

An important part of what makes Phoenix a special place to live is its unique historic properties. Preservation of these resources fosters community pride, investment and redevelopment. There are several financial incentive programs available to preserve and rehabilitate historic buildings and properties:

EXTERIOR REHABILITATION ASSISTANCE PROGRAM

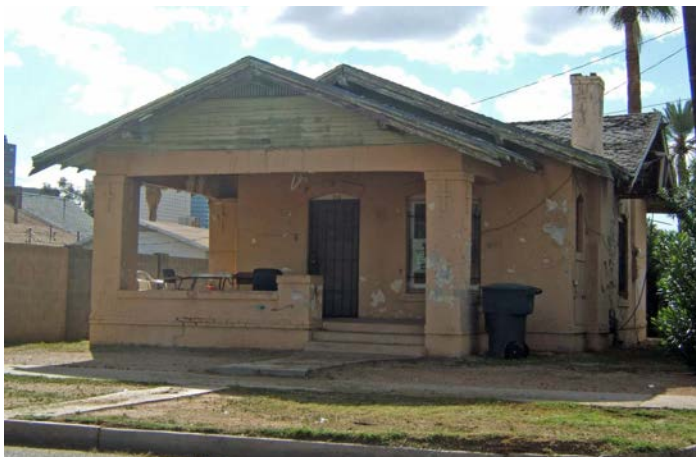
This program helps residents to sensitively rehabilitate the exteriors of historic homes while promoting reinvestment in Phoenix's historic neighborhoods. Owners of historic homes, either in city-designated historic districts or individually listed on the Phoenix Historic Property Register, are eligible to apply. The program reimburses owners on a 50/50 matching basis for pre-approved work with grant funding between \$5,000 and \$10,000 per project. Owners apply for funding during grant cycles offered every 12 to 18 months. In exchange for receiving financial assistance, the owner sells the city a conservation easement to protect the building's exteriors.



Adobe buildings require special care and maintenance. In order to properly repair adobe, tests must be conducted to ascertain the soil content and strength. Repairs were conducted at the Judge Fred C. Jacobs House (constructed ca. 1928) as part of the Exterior Rehabilitation Assistance Program. Years of water infiltration had damaged the adobe prior to its rehabilitation in 2014.

LOW-INCOME HISTORIC HOUSING REHABILITATION PROGRAM

This program encourages the exterior repair and rehabilitation of historic residences that house income-qualifying individuals and families. The city will provide 70-30 match for eligible exterior work when the match is paid by a nonprofit organization, outside agency or other city department. The city provides a 80-20 match for eligible exterior rehabilitation work on projects where individual grant recipients are providing the match. The minimum request the city will consider is \$3,000, and the maximum funding amount is \$30,000. In exchange for receiving funding assistance, owners also convey a conservation easement to the city. Applications are received on an ongoing basis, but project funding is provided on a first-come first-served basis, and at times, there is a waiting list for projects to move forward.



before



after

Before and after views of a bungalow in the Garfield Historic District that was rehabilitated in 2009 with Low Income Historic Housing Rehabilitation grant funds.

DEMONSTRATION PROJECT PROGRAM

This program encourages the exterior rehabilitation of significant historic properties used for multi-family residential, commercial or institutional purposes. The program provides funding on a reimbursement basis for exterior work that preserves and rehabilitates historic buildings and supports adaptive use projects that keep a historic building economically viable. The program reimburses owners on a 50-50 matching basis for pre-approved work with grant funding award amounts based on costs required to address physical needs and availability of funding. In exchange for financial assistance, the property owner conveys to the city a conservation easement to protect the historic character of the property's exteriors. Applications are received on an ongoing basis, with projects moving forward individually on a case-by-case basis.



Constructed in 1925, the Gold Spot Marketing Center is located at 1001 N. Third Ave. in the Roosevelt Historic District. This early neighborhood shopping center originally housed a drugstore, butcher shop, bakery, beauty parlor, barbershop, dry cleaner, real estate office, milliner and dressmaker. It was built by M.G. Pratt, and designed by architect Jake Knapp in the Mission Revival style. The Gold Spot served the Roosevelt neighborhood for nearly 60 years before it closed in the early 1980s. It sat vacant for about 20 years and was slated for demolition three times before it was finally rehabilitated in 2003 by Desert Viking Properties, using city of Phoenix Demonstration Project grant funds.

WAREHOUSE AND THREATENED HISTORIC BUILDING PROGRAM

This program helps property owners rehabilitate the exteriors of threatened historic buildings and historic downtown warehouses and to return them to a viable use. Eligible buildings are either historic commercial buildings located in the downtown warehouse overlay district or are city-designated historic buildings located elsewhere in the city that are severely threatened either by their deteriorated condition or by possible demolition.

The program pays 100 percent for grant-eligible work items, provided that the property owner is funding an equal amount of work for non-grant-eligible work items (such as plumbing, mechanical and electrical repairs). Applications are received on an ongoing basis, with projects moving forward on a case-by-case basis.

STATE, FEDERAL AND OTHER INCENTIVES

The state and federal governments as well as public and private foundations have developed incentives to assist in the restoration, maintenance and rehabilitation of historic resources.

ARIZONA STATE HISTORIC PROPERTY TAX RECLASSIFICATION PROGRAM

The state of Arizona maintains a property tax reduction program for non-income-producing properties listed on the National Register of Historic Places and a property tax incentive program for income-producing properties listed on the National Register. The Arizona State Historic Preservation Office, in conjunction with the county assessors, administers this program. For more information, call 602-542-4009 or visit the State Historic Preservation Office Website: azstateparks.com/shpo/propertytax.html.

FEDERAL HISTORIC PRESERVATION TAX INCENTIVE

The National Parks Service administers financial incentive programs for historic buildings in partnership with the Internal Revenue Service. This includes a 20 percent rehabilitation tax credit on federal income taxes for certified historic building rehabilitation projects. For these projects, buildings must be listed or eligible for listing in the National Register of Historic Places. For more information, call 602-542-4009 or visit: azstateparks.com/shpo/propertytax.html

NATIONAL TRUST FOR HISTORIC PRESERVATION

The National Trust, through its financial assistance programs, demonstrates that preserving our heritage improves the quality of life in American communities. The National Trust's grant and loan programs have assisted thousands of innovative preservation projects that protect the continuity, diversity and beauty of our communities. For more information, go to: preservationnation.org/resources/find-funding/

NEW MARKET TAX CREDITS

The New Markets Tax Credit Program is a federal government program that was established by Congress in 2000 to encourage investments in locating businesses

and real estate projects in low-income communities. Sometimes, historic buildings are found in these areas and can benefit from incorporating this tax credit to help the project budget. The program attracts investment capital by permitting individual and corporate investors to receive a tax credit against their federal income tax return in exchange for making equity investments in specialized financial institutions called "community development entities." The credit totals 39 percent of the original investment amount and is claimed over a period of 7 years (5 percent for each of the first 3 years, and 6 percent for each of the remaining 4 years). The investment cannot be redeemed before the end of the 7-year period. For more information, visit: cdfifund.gov/what_we_do/programs_id.asp?programID=5

Other federal, state and local incentives may be available depending on the type of project undertaken. New programs and initiatives are developed regularly. When preparing a plan to rehabilitate a historic building, research what programs are available at the time and be creative. Some funding or incentive programs that are not perceived as relating to preservation, such as those related to the use of the building, may be able to increase the capital or defray costs in a way to make the project more feasible.

TECHNICAL ADVICE

The Phoenix Historic Preservation Office provides information about preserving, rehabilitating and restoring historic buildings. Staff offers technical advice on



preservation projects to help identify and determine the best approach for resolving common issues before beginning work. The office also publishes guides for historic-property owners on such topics as the appropriate treatment for historic window repairs, masonry cleaning and repointing, paint removal, and wood shingle roofs. In addition, the National Park Service publishes Preservation Briefs that address treatment of various traditional building materials, specific architectural features, the reuse of particular building types, and broader themes such as how to understand architectural character and make historic buildings accessible.

OUTREACH

Outreach is an important part of any healthy historic preservation program. The city of Phoenix provides outreach, as resources permit. These efforts have included the following:

- Preservation publications such as books, brochures, newsletters and pamphlets
- Preservation workshops such as proper rehabilitation techniques for a historic home
- Presence at historic-home tours by staffing a booth at the event
- Attendance at neighborhood and preservation organization meetings
- Information on the city website
- Use of social media such as Facebook, Twitter and Instagram
- Preservation articles for local newspapers
- Preservation celebrations such as National Preservation Month events



Historic Preservation recognizes the property owners for their stewardship of historic resources at the 2014 National Preservation Month Event.



Celebration event for rehabilitation of vault lights on Central Avenue and Pierce.



Through a partnership with Historic Preservation, Stardust Building Supplies opened the "Silver Lining Shop" where building materials from demolitions can use repurposed instead of going to the landfill.

The city also relies on community partners for outreach. The following organizations each play an important part of preservation in Phoenix.

Outreach is also achieved through preservation organizations, partner organizations and the 35 residential historic districts within the city.



Since 1979, the **Arizona Preservation Foundation** has worked with local, state and national partners to promote and protect Arizona’s historic resources. The organization compiles Arizona’s Most Endangered Historic Places List; publishes a Historic Preservation Referral Guide for homeowners and building professionals; issues Preservation Alerts about possible demolitions; communicates preservation success stories and challenges through social media and the Web; offers a Speaker’s Bureau for meetings and events; helps organize the annual Arizona Historic Preservation Conference and Governor’s Heritage Preservation Honor Awards in conjunction with the State Historic Preservation Office; offers registration discounts to the annual conference and other sponsored tours and workshops; and is always ready to advocate for historic preservation statewide. For more information, visit azpreservation.org.



Phoenix Historic Neighborhoods Coalition

The **Phoenix Historic Neighborhood Coalition** works with the 35 historic neighborhoods in Phoenix to create awareness of programs such as the State Historic Property Tax Reduction Program, the Phoenix Exterior Rehabilitation Grant Program, and other historic property incentives. They

also publish the enDangered Dozen list and the Historic Neighborhoods of Phoenix map. The Coalition initially met as a group of just a few historic neighborhoods in 1997 and obtained non-profit status in 2013.

MODERN PHOENIX

Modern Phoenix Neighborhood Network was founded in 2004 as an online archive documenting midcentury modern architectural design in central Arizona to help consumers locate, research and invest in midcentury properties. Maps, biographical profiles of architects, vintage primary sources and a lively social media presence assist property owners wishing to restore and preserve their midcentury buildings. The organization’s annual event Modern Phoenix Week brings awareness and appreciation for midcentury Phoenix through tours, talks and educational workshops that have included the expertise of the city’s Historic Preservation Office.



The **Postwar Architecture Task Force** of Greater Phoenix was founded by members of Modern Phoenix in 2012 as a multidisciplinary group of professionals interested in preserving midcentury architecture for future generations. The task force’s all-volunteer group is composed of cultural leaders, historic preservation professionals, educators, architects, journalists, realtors, civic leaders and

activists. They partner with civic, cultural, educational and preservation-minded organizations on both a local and national level to further research, publishing, events, tours, activism, outreach and policy reform on midcentury architectural topics. Through talks, tours, activism and workshops the task force members promote the economic, civic, cultural, historical and ecological benefits of preserving the midcentury heritage of Greater Phoenix. Recent efforts have focused on motivating the task force's Top 25 commercial midcentury properties and selecting residential properties to join the National and Phoenix historic registers.



Preserve Phoenix was established in 2012 partly due to the urgency created by the threatened demolition of the David and Gladys Wright House. The organization is a grassroots network of advocates for the protection of historic places throughout Phoenix. Although efforts had been ongoing for years to create a local advocacy organization that promotes the protection of all historic resources within the city, it was the potential demolition of the house that Frank Lloyd Wright designed for his son David that created the immediate need. The American Institute of Architects, Metro Phoenix Chapter, as well as the Frank Lloyd Wright Foundation have also become local partners in the preservation efforts of the David and Gladys Wright House as well as other Frank Lloyd Wright designed properties in Phoenix. In fact, national organizations such as the National Trust and the Frank Lloyd Wright Building Conservancy were instrumental in efforts to save the David and Gladys Wright House.

These groups have active websites and tend to organize through social media not only in a proactive matter to inform the public about the city's great historic resources but also to respond to the threat of their loss. They offer social and educational events as well as resources such as maps and contact lists for preservation professionals. They provide outreach to property owners of historic buildings that are often seen as less intrusive than the same efforts by a government official. Their effectiveness has been proven through a show of support when an historic resource is threatened with demolition. They seek to slow the threat of demolition and actively pursue alternatives to demolition. Past efforts have included a potential purchaser, a new use or plan for the site and sharing potential incentives for rehabilitation.

The State Historic Preservation Office is also a partner in the city's outreach efforts. They often participate jointly in events, workshops and presentations related to preservation. The organizations and neighborhoods mentioned above have also been active in regard to state programs. They worked to save the State Historic Property Tax Reclassification Program that reduces property taxes for non-income producing properties that are contributors to their historic district when that program was threatened with elimination. They have also sought the return of the Heritage Fund that has helped save and rehabilitate many historic properties.

It is hoped through these outreach efforts that Phoenix will be a more informed and engaged community that understand the benefits of preservation and will support the activities and initiatives that result in the protection of our city's resources.



The Frank Lloyd Wright Building Conservancy awarded Mayor Greg Stanton the "In the Spirit of Frank Lloyd Wright Award" at their 25th Anniversary Conference at the Arizona Biltmore for his leadership in saving the David and Gladys Wright House from demolition.

ARCHAEOLOGY

Since 1929, the city of Phoenix has had a city archaeologist. The City Archaeology Office is located at the Pueblo Grande Museum and is part of the Parks and Recreation Department. Archaeological investigations are required for development projects in the state of Arizona whenever there is state or federal funding, permitting or licensing involved. In addition, state law (Arizona Revised Statutes, Sections 41-844 and 865) strictly regulates the removal and disposition of human remains and their associated funerary objects, both on private and public lands.

The city of Phoenix Zoning Ordinance (Section 802.A) acknowledges the significance of archaeological resources within the city:

It is hereby declared as a matter of public policy that the protection, enhancement and preservation of properties and areas of historical, cultural, archaeological and aesthetic significance are in the interests of the health, prosperity and welfare of the people of the City of Phoenix. It is further intended to recognize past needless losses of historic properties which had substantial value to the historical and cultural heritage of the citizens of Phoenix, and to take reasonable measures to prevent similar losses in the future.

The ordinance also states the following (Section 802.B.2):

With respect to archaeological resources:

- a. To encourage identification of the location of both pre-historic and historic archaeological resources.
- b. To assist with the preservation of these resources, within developments where appropriate, and with recovery of the resources where applicable.
- c. To encourage recognition of the fact that archaeological resources found on public land are the property of all citizens, and are not private property. Archaeological resources found on City-owned lands are the property of the City.

The city of Phoenix General Plan includes a policy that “encourages protection, preservation and designation of historic resources;” and requires that development is “compatible with architectural and historic resources and their setting.” The General Plan also encourages the preservation “of archaeological resources found at development sites of public and private projects.”

Responsibilities of the City Archaeology Office are as follows:

- Assess all development projects – those that are city sponsored, are on city land, or are undergoing planning review (including private development) – for potential impacts on archaeological resources.
- Coordinate the development of treatment plans if archaeological resource impacts are identified; treatment plans may involve excavations to examine and document subsurface deposits.
- Assist private development projects with the archaeology process required for construction permit stipulations.
- Manage all city-sponsored archaeological projects, including those that involve federal agencies (e.g., Housing and Urban Development, Federal Transit Administration, Federal Highway Administration and Federal Aviation Administration) and state agencies (e.g., Arizona State Land Department).
- Participate in State Historic Preservation Act and Section 106 consultation, providing guidance for the treatment of archaeological resources.
- Prepare scopes of work for city projects, evaluate responses and help with the hiring of archaeological consulting firms.
- Manage the citywide annual services contracts for on-call archaeological services.
- Review archaeological fieldwork, reports and collection submittals to Pueblo Grande Museum, the city repository for archaeological collections.
- Manage the Pueblo Grande Museum publication series, including Anthropological Papers, Occasional Papers and Technical Reports.
- Coordinate the Arizona Site Steward Program for the city of Phoenix. The Arizona Site Steward Program is managed by Arizona State Parks; it involves volunteers that monitor and act as stewards of specific archaeological sites for various land-managing agencies across the state. The stewards document site vandalism, damage and other disturbances, and report it to the city archaeologist, who then conducts a field visit and takes appropriate actions to prevent further damage.
- Coordinate the Pueblo Grande Platform Mound Stabilization Program. The Pueblo Grande platform mound is one of a few similar prehistoric resources that are preserved in the Salt River Valley. It is subject to erosion and destruction from wind and rain, and it requires routine stabilization activities that meet the Secretary of the Interior’s Standards. These activities are conducted by a team of volunteers.

- Coordinate the city of Phoenix Burial Repatriation Program with Native American Communities in Arizona. Under the Arizona State Burial Law (Arizona Revised Statutes, Section 41-844), the city of Phoenix has a citywide burial agreement with the Arizona State Museum and tribal communities that claim cultural affiliation with the Hohokam. The city archaeologist, under this agreement, is responsible for notification, protection, treatment, and repatriation of prehistoric human remains discovered on city projects.
- Conduct research for public exhibits and publications, and interact with the media. Pueblo Grande Museum produces exhibits and publications that require review, research and written material from the city archaeologist. Media queries regarding archaeological projects within the city or other news stories that involve archaeology are directed to the city archaeologist.



Floor surface of a large Pioneer-period pit house with postholes, storage pits, hearth and elongated entryway. Photo courtesy of Pueblo Grande Museum.

The Frank Luke Addition is a federally funded residential housing development project sponsored by the city of Phoenix Housing Department. The city archaeology office's review indicated that the project would affect La Ciudad, a large prehistoric Hohokam village that was occupied for nearly eight centuries. La Ciudad is known to contain hundreds of pit houses, roasting features, canals, cemeteries, possibly two ball courts, plazas, adobe room blocks, and two platform mounds.

Together, the city archaeologist and project team developed a treatment plan, consulted with tribal communities, and hired an archaeological consultant to conduct data recovery excavations on the portion of La Ciudad that would be disturbed by the project. These archaeological excavations identified two site components – a habitation area dating from A.D. 640 to 1020 and a farming area dating from A.D. 780 to 1020. The city archaeologist will review the report on excavation results, and the report will also be provided to tribal communities for review and comment.

The city archaeologist also works with many community partners and organizations supporting the advancement of archaeology in Phoenix. Several of these organizations are highlighted below.



The **Arizona Archaeological Council** is a non-profit voluntary group that promotes the goals of professional archaeology in Arizona. They are dedicated to preserving cultural resources through education and advocacy, with a membership that includes avocationalists, academics, private companies, local communities, and federal, state, and tribal agencies. For additional information, visit <http://www.arizonaarchaeologicalcouncil.org/>.



The **Arizona Site Stewards Program** is an award-winning volunteer organization that monitors sensitive archaeological sites in Arizona and reports instances of vandalism and destruction to land managers. Stewards are selected, trained and certified by the State Historic Preservation Office and the Governor's Archaeology Advisory Commission. http://azstateparks.com/volunteer/v_site stewards.html



The **Arizona Archaeological Society** (AAS) is an independent, non-profit statewide volunteer organization that connects professional archaeology and avocational volunteers to promote interest in archaeological research in Arizona and to encourage public awareness and concern for the protection of cultural resources. The AAS Phoenix Chapter organizes archaeological training sessions, site tours, and other programs, conducts education and outreach and hosts a monthly lecture series at Pueblo Grande Museum. Additional information is available at the Arizona Archaeological Society Website: <http://www.azarchsoc.org/>



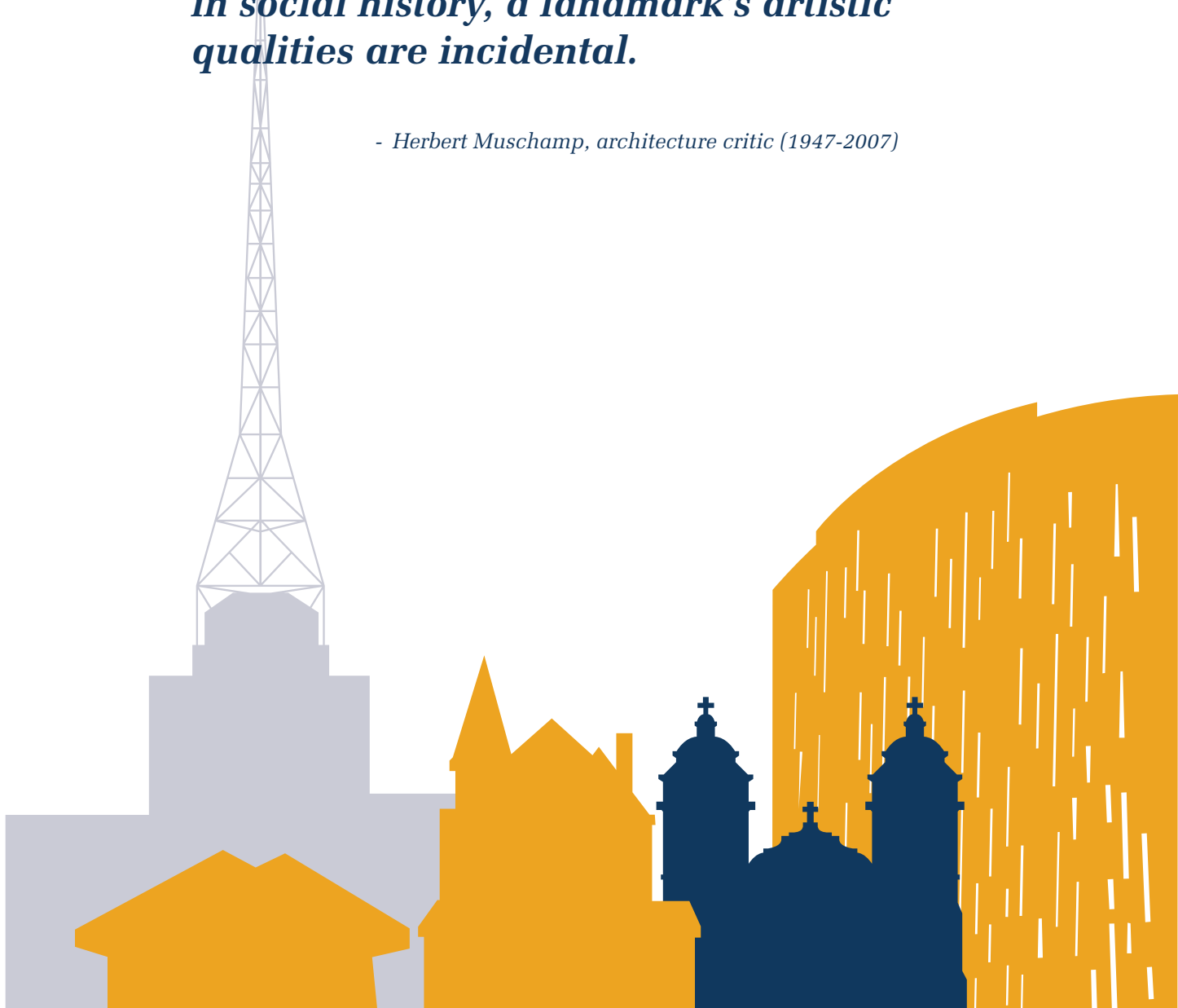
Photo courtesy of K Neenan Photography

The **Pueblo Grande Museum Auxiliary** is a volunteer group that provides assistance and funding for numerous museum activities including exhibits, programs, and special events. They host a monthly lecture series at Pueblo Grande, serve as an advisory group for the museum, and provide trained docents as guides and interpreters for thousands of students visiting the museum each year. The Auxiliary also operates the Pueblo Grande Museum store, which offers a variety of southwestern arts and crafts and an extensive book collection. <http://www.pueblogrande.org/>

For more than 20 years, a group of volunteers called the **Pueblo Grande Museum Mudslingers** has provided routine ruins stabilization for the prehistoric platform mound. They conduct monthly maintenance work as well as emergency stabilization activities following severe rainstorms.

A building does not have to be an important work of architecture to become a first-rate landmark. Landmarks are not created by architects. They are fashioned by those who encounter them after they are built. The essential feature of a landmark is not its design, but the place it holds in a city's memory. Compared to the place it occupies in social history, a landmark's artistic qualities are incidental.

- Herbert Muschamp, architecture critic (1947-2007)



Moving Forward



VISION STATEMENT

Phoenix recognizes the contribution of our archaeological and historic resources toward the prosperity, health and environment of our city. Phoenix will promote partnerships to develop community awareness and explore preservation incentives that will protect our archaeological and historic resources.

MISSION STATEMENT

Phoenix identifies, protects, enhances and preserves our archaeological and historic resources.

MOVING FORWARD

THE LINK

The shared values and ideas from PlanPHX participants serve as the foundation for updating the city's General Plan. The General Plan's brand promise is: A Blueprint for a Connected Oasis. The concept of the "oasis" speaks to the unique story of Phoenix; a place where natural resources and human ingenuity have been springing life into the desert for thousands of years. In order for this "Oasis" to persist and thrive, residents seek to pursue a new blueprint for how we continue to grow into the future. Residents want a new model for planning and growth that emphasizes our city's unique assets and addresses enhancing our city's health, environment and prosperity by utilizing connectivity as the framework for growth and development. In PlanPHX's Vision for the Future of

Phoenix as a Connected Oasis, Phoenix will continue to be a city like no other city in the world. It will be a place steeped in history, defined by its beautiful desert setting, activated by unique neighborhoods and businesses and embodied by a pervading sense of opportunity and equity. Phoenix will become an even greater city by building on its existing wealth of assets and enhancing residents' opportunities to connect with our city's assets and each other. By becoming a more "connected" city, Phoenix residents will benefit with enhanced levels of prosperity, improved health and a thriving natural environment. Bringing the great people and places of this flourishing desert metropolis together is what will solidify Phoenix's identity as the Connected Oasis.

PreserveHistoricPHX will use the framework established through PlanPHX to meet its goals through defined policies and actions. The policies and actions utilize the Seven Strategic Tools. The Tools not only provide a concise and practical way to organize the implementation strategies for PlanPHX and **PreserveHistoricPHX**, but also allow all of the great projects and initiatives that are already occurring to be integrated into the Blueprint.

The Five Core Values will serve as the organizational structure for the updated General Plan. These values have been linked to the relevant goals established in **PreserveHistoricPHX**.

Ultimately, the goals and Tools and Values serve to support the Three Community Benefits. The city’s historic properties and districts support these Benefits by virtue of the fact that they most historic neighborhoods are already walkable. The buildings themselves are also the epitome of recycling, and serve as ideal locations for incubator space for new local businesses.

Like any big city, Phoenix has its challenges. These challenges can be categorized within the three Community Benefits: Prosperity, Health, and Environment. Addressing these challenges will be critical in achieving the Vision of the Connected Oasis. PlanPHX developed a pyramid to plot a course towards achieving the Vision of a Connected Oasis.

7 TOOLS:

The seven tools of PlanPHX are utilized in PreserveHistoricPHX with a slight modification from “I PlanPHX” to “I PreservePHX.” “I PreservePHX” tools are actions individuals can take to further the goals of the plan.



PLANS:

- Reference to an existing plan and a call to implement or update it
- Creation or adoption of new plans, studies or planning exercises



CODES

- Creation of new codes or regulations
- Update of an existing code or regulation



OPERATIONS

- Continuation or expansion of a current city program or practice
- Support for change to city program or practice



FINANCING

- Identification of a need for city financing for capital improvements
- Pursuit of philanthropic or other funding sources



PARTNERSHIPS

- Identification of community partners or partnership that could help achieve the goal



KNOWLEDGE

- Creation of public awareness
- Enhancement of staff and community capacity



“IPRESERVEPHX”

- Items that residents can do to implement the goal and play a direct role in shaping Phoenix’s future

FIVE CORE VALUES:

Historic preservation is aligned with all five core values identified through PlanPHX.



BUILD THE SUSTAINABLE DESERT CITY

Historic preservation builds a sustainable desert city through adaptive reuse of our historic buildings by limiting resources that go into the landfill and retaining the embodied energy in the materials used to construct them.



CREATE AN EVEN MORE VIBRANT DOWNTOWN

Historic preservation creates an even more vibrant downtown by protecting our historic buildings that provide unique spaces where people live, work and play.



CONNECT PEOPLE AND PLACES

Historic preservation connects people and places to our past through the historic and archaeological resources that remain from the people that came before us.



CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

Historic preservation celebrates our diverse communities and neighborhoods by identifying and recognizing our cultural resources and historic neighborhoods from the early nineteenth century to midcentury modern.



STRENGTHEN OUR LOCAL ECONOMY

Historic Preservation strengthens our local economy through historic building and structure rehabilitation that uses local trades and professionals and attracts visitors – all of who, in turn, contribute directly to our local economy.





Goal 1:

Protect archaeological resources.



The Hohokam turned the arid lands of the Salt and Gila River valleys and other areas of southern Arizona into lush farmlands and thriving villages by building a highly sophisticated system of irrigation canals without modern engineering equipment or beasts of burden. Many of the canals were so well engineered that early settlers of Phoenix later used them for their own farming needs. In the Salt River Valley, the Hohokam built more than a thousand miles of canals that conveyed water to large villages, farmsteads and agricultural fields. These resources, as well as rock art and pictographs from Native Americans and the remains of historic-era settlement, are critical to understanding the breadth of the history of the area now known as the city of Phoenix.

POLICY DOCUMENTS AND MAPS

- Historic Preservation Ordinance
- Map of the Salt River Valley with an overlay with the prehistoric Hohokam canals and sites
- GIS map of Phoenix with known archaeological resources

TOOLS: POLICIES & ACTIONS

POLICIES

- Knowledge** Maintain inventory of archaeological resources.
- Operations** Be proactive in protecting archaeological resources.
- Operations** Encourage data recovery before disturbance of archaeological sites.

ACTIONS

- Codes** Incorporate archaeology into city plans and processes, as appropriate.
- Knowledge** Conduct additional surveys to expand the inventory of archaeological resources.
- Knowledge/Operations** Increase staffing to meet existing and future workloads.
- Knowledge** Increase understanding of alternatives to disturbing resources or sites.
- Operations** Formalize policies related to protection of our archaeological resources.
- IPreservePHX** Practice proper site etiquette when visiting archaeological sites and encountering archaeological resources. See the “Archaeological Site Etiquette Guide” in Appendix E, for more information.
- IPreservePHX** Volunteer at Pueblo Grande Museum or as a site steward.
- IPreservePHX** Support the City Archaeology Office at city budget hearings.



Archaeological sites are considered non-renewable resources. All archaeological sites on public Federal land in Arizona are protected by the Archaeological Resources Protection Act and various state laws prohibit digging, removing artifacts, and damaging and/or defacing archaeological resources; these laws provide for felony and misdemeanor charges with jail time, confiscation of property and large fines. Arizona state law also protects graves (human remains) and grave goods located on state and private lands. The Arizona Site Steward Program has served as a model for other state programs. Sponsored by the Arizona State Historic Preservation Office, the program was created in the early 1990s and uses volunteers to keep an eye on sites that are in danger of vandalism or natural deterioration. The city archaeologist coordinates the site stewards for the city of Phoenix. Photo courtesy of Parks & Recreation Department



Goal 2: Protect historic resources.



Preserving historic resources is important when considering all five of the core values. Small businesses are an important part of the economy, and historic buildings provide ideal incubator space as well as unique accommodations for new small businesses. These buildings, which are often part of the downtown, support the city’s cultural identity and create a unique character, contributing to a more vibrant downtown. Many canals and traffic corridors have historic roots. Incorporating interpretive signage and working on rehabilitation projects along these routes and at community and activity centers help connect people with their destinations. In addition, Phoenix currently has 35 historic districts, many of which are located along the light rail. Each of these neighborhoods has a unique blend of houses and people contributing to the diversity of the city. Finally embracing the concept that “greenest building is the one that is already built,” will allow us to retain historic resources and also reduce local landfill waste and the city’s carbon footprint.



POLICY DOCUMENTS AND MAPS

POLICY DOCUMENTS

- “General Design Guidelines for Historic Properties”
- “Secretary of the Interior’s Standards for Rehabilitation”

MAPS

- Historic Properties Geodatabase



TOOLS: POLICIES & ACTIONS

POLICIES

- Codes** Ensure the design guidelines are user-friendly, comprehensive, flexible and objective.
- Knowledge** Increase staffing as the number of designated properties increase.
- Operations** Discourage demolitions of historic resources.

ACTION

- Codes** Update the current design guidelines.
- Codes** Update Historic Preservation Ordinance.
- Financing** Seek funding to finance an ethnic heritage survey of Native American properties.
- Knowledge** Explore ideas to decrease demolitions without permits.
- Knowledge** Increase understanding of demolition alternatives by residents, developers and other city staff.
- Operations** Designate post-World War II properties on the Phoenix Historic Property Register.
- Partnerships** Improve communications regarding potential demolitions.
- Plans/Codes** Complete a survey of city-owned historic properties to determine eligibility
- Plans** Complete context development and surveys of post-World War II property types.
- IPreservePHX** Patronize businesses located in historic buildings.
- IPreservePHX** Repair, rather than replace, historic windows and other character-defining features.
- IPreservePHX** Support the Historic Preservation Office at city budget hearings.





Before



After

This 1928 Spanish Colonial Revival building was originally constructed for the C. P. Stephens DeSoto Six automobile dealership. Located downtown, at 915 N. Central Ave., it is one of only two remaining automobile dealerships in Phoenix from the years prior to World War II. The building was vacated in the 1980s and sat empty, boarded and deteriorating for nearly 30 years. After its roof collapsed in 2007 and the bank foreclosed, it seemed destined for demolition. However, this treasure was saved through the collaborative efforts of a visionary property owner, city bond funds and federal tax credits and provides a unique opportunity for new businesses that want to locate downtown, along the light rail.



Goal 3: Explore preservation incentives.



Financial incentives, including grant funds and tax abatement, help rehabilitation projects move forward. Programs such as the city’s Adaptive Reuse Program not only provide cost savings to customers but also offer development guidance, streamlined processes and reduced turnaround times for reviews and approvals by the Development division. Reuse of historic buildings also keeps those materials out of landfills, reducing waste and pollution. The state of Arizona has two property tax reclassification programs, one of which reduces property taxes for commercial properties. The State Historic Preservation Office reviews rehabilitation plans to ensure that the proper standards are met, while the valuations and taxes are the responsibility of the county. The federal government provides income tax credits through the Federal Historic Preservation Tax program. The State Historic Preservation Office works with the National Park Service to review and approve the plans and ensure that they meet the Secretary of the Interior’s Standards. The New Markets Tax Credits Program (NMTC Program) urges investment in locating businesses and real estate projects in low-income communities. This tax credit program, by attracting investment capital to low-income communities, has been used nationwide on historic properties. Exploring and encouraging programs such as these is an important way to stimulate historic preservation, growth and sustainability in Phoenix.

POLICY DOCUMENTS AND MAPS

- Program Guide for the Exterior Rehabilitation Grant Program
- Program Guide for the Low-Income Historic Housing Rehabilitation Program
- Program Guide for the Demonstration Project Program
- Program Guide for the Warehouse and Threatened Building Program
- Brochure for the Adaptive Reuse Program
- “International Existing Building Code”

TOOLS: POLICIES & ACTIONS

POLICIES

Operations / Codes / Develop incentives that encourage and facilitate the rehabilitation and adaptive reuse of historic buildings, structures, objects and sites.

ACTIONS

Operations / Codes / Explore zoning ordinance changes to encourage preservation of historic structures over demolition.

Operations / Financing / Seek grants for preservation activities.

Partnerships / Encourage the use of state- and federal- level incentives.

IPreservePHX / Encourage owners of properties eligible for the State Historic Property Tax Reclassification Program to enroll.

IPreservePHX / Support a new election to provide additional historic preservation bond funds.



The Judge Charles A. Tweed House was constructed ca. 1880 in the Second Empire style. It is one of only two known examples of Second Empire in Arizona (the other is at Ft. Verde State Historic Park). Two grants from the Exterior Rehabilitation Assistance Program have funded the repair and restoration of the wood, double hung windows and a new wood shingle roof. The inset shows how the house appeared in the mid-20th century.



These photos from 2013 show the rehabilitation of the Tweed House's wood shingle roof and many of the windows.



Goal 4: Develop community awareness.



There are many misconceptions about the costs and benefits of historic preservation, as well as the requirements of owning a historic property. Educating policy makers, property owners, architects, other city departments, contractors, real estate professionals, and others is essential when maintaining a historic preservation program. Beginning at an early age, residents should be encouraged to visit historic properties and become involved in community projects. Knowledge is power. The city of Phoenix needs to empower its residents with the tools and information to stimulate more historic preservation projects.



For those neighborhoods that do not meet the criteria for designation on the Phoenix Historic Property Register, but still desire to share their history and promote the special character of their neighborhood, an alternative heritage neighborhood designation could assist in recognizing its important role in the development of the city.



POLICY DOCUMENTS AND MAPS

- Historic Preservation Office Website
- “Midcentury Marvels: Commercial Architecture of Phoenix, 1945-1975”
- State and Municipal Historic Preservation Incentive Programs and Residential Property Values: A Case Study of Phoenix, Ariz. (2007), William S. Collins, Ph.D., State Historic Preservation Office, Arizona State Parks
- 2013 Update to State and Municipal Historic Preservation Incentive Programs and Residential Property Values: A Case Study of Phoenix, Ariz. William S. Collins, Ph.D., State Historic Preservation Office, Arizona State Parks



TOOLS: POLICIES & ACTIONS

POLICIES

- Knowledge/ Partnerships** Celebrate preservation successes through events, awards and other recognition methods.

ACTIONS

- Knowledge** Create preservation activities for grade-school students in Phoenix schools.
- Knowledge** Prepare newsletter and newspaper articles on preservation topics as requested.
- Knowledge** Use social media to communicate with the public to disseminate key news and information.
- Operations/ Knowledge** Update website to include more maps, brochures and relevant links.
- Operations** Create a heritage neighborhood alternative to designation that celebrates the unique character of our neighborhoods.
- IPreservePHX** Attend neighborhood tours and events at city historic parks.
- IPreservePHX** Investigate the history of a historic property or neighborhood.
- IPreservePHX** Learn about rehabilitating a historic property.
- Partnerships** Share information with the public on the benefits of historic preservation to gain support to address Proposition 207.

MIDCENTURY MARVELS

COMMERCIAL ARCHITECTURE OF PHOENIX 1945-1975



CITY OF PHOENIX HISTORIC PRESERVATION OFFICE
AND RYDEN ARCHITECTS, INC.

In 2001, HPO staff began the process of surveying post-World War II commercial buildings in Phoenix. However, instead of creating another technical report that would sit on a bookshelf and largely go unnoticed, the Historic Preservation Commission felt strongly that the City should publish a high-quality “coffee table book” that readers would want to purchase. Nine years later, “Midcentury Marvels: Commercial Architecture of Phoenix 1945-1975” was published. The 255-page, full-color, hard-cover book contains over 400 images, including dozens of historic photographs and postcards, and even a few advertisements from early Phoenix newspapers. The goal of the book was to get people interested in and inspired by Phoenix’s midcentury architecture and to show that buildings from this era are worth saving.



Goal 5: Promote partnerships.



Historic preservation, when it is most effective, is the work of all parts of the community. Neighborhood groups, historic-home owners, educators, public officials and historic preservation professionals join together to develop priorities, to list historic properties, and to preserve the history of Phoenix for future generations.

POLICY DOCUMENTS AND MAPS

- Neighborhood Associations & Preservation Organizations



TOOLS: POLICIES & ACTIONS

POLICIES

Partnerships Partner with community organizations and preservation professionals to better protect historic and cultural resources.

ACTIONS

Knowledge Provide opportunities for city staff to learn more about preservation and its benefits.

Operations Increase communications with other government agencies to promote good preservation practices.

Operations Provide outreach to tribes and tribal organizations to protect all cultural resources.

Operations Increase dialogue with other city departments to ensure historic preservation goals and objectives are reflected in the goals and objectives of those departments

Operations Further develop communication methods to ensure that projects outside of the city jurisdiction are shared with all preservation stakeholders in a timely manner on projects with possible impacts to the city historic resources or areas.

IPreservePHX Attend events sponsored by preservation organizations.

IPreservePHX Volunteer at a historic park or event.

IPreservePHX Attend the meeting of a historic neighborhood association or other historic preservation organization.





The Orpheum Theatre in Phoenix is among the structures downtown that are rich in history. Located at 203 W. Adams St., it was designed by the architectural firm of Lescher & Mahoney for Harry Nace and J. E. Rickards, who managed theaters across Arizona. This Spanish Colonial Revival-style theater was constructed in the late 1920s for plays, movies and vaudeville. It was listed on the National Register of Historic Places in 1985, the Phoenix Historic Property Register in 1987 and upgraded on the Phoenix Register to a Historic Preservation Landmark in 2004 due to its exceptional significance.

It is the only remaining theater built prior to World War II in Phoenix. The city purchased the theater in 1984 and it was beautifully restored in the 1990s thanks to the support of the community and organizations such as the Junior League and Orpheum Theatre Foundation. When construction of Phoenix City Hall began in 1992, great care was taken to incorporate the new structure around the Orpheum Theatre.

It remains an excellent example of how to blend a modern building with a historical one. We can learn about our history through discovering and celebrating our historical and cultural resources. These resources are identified, evaluated and protected through designation on the National Register and/or the Phoenix Register. These places are tangible, visible reminders that connect us with our past and distinguish us from other cities.

Before any properties are designated, they must be identified and evaluated. Such an effort was made in 1984 by the Junior League of Phoenix. Through a matching grant from the National Park Service and administered by the State Historic Preservation Office, Janus Associates was hired by the league to survey commercial properties developed between 1870 and 1947 in central Phoenix (McDowell to Buckeye roads, and 19th Avenue to 16th Street). League volunteers assisted with the field survey and research and supported the effort with \$20,200 in funding. Through this process, 143 properties were identified as eligible for the National Register. Among them was the Orpheum.

It is through the efforts of community organizations, preservation activists, preservation professionals, policy makers and property owners that we all have something to celebrate today.



Appendix A

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Appendix B

THE SECRETARY OF THE INTERIOR'S STANDARDS



Hanny's Department Store, 40 N. First St., was rehabilitated with the assistance of Demonstration Grant Funds and the Federal Tax Credit and is now a restraint and bar.

The following Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

- (1) A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
- (2) The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
- (3) Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
- (4) Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

- (5) Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
- (6) Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
- (7) Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
- (8) Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
- (9) New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
- (10) New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.



Appendix C

PREHISTORIC AND HISTORIC PROPERTY INVENTORIES, SURVEYS AND CONTEXTS



	NAME	YEAR	PREPARED BY	PREPARED FOR
1.	An Initial Survey of Historic Resources within the Phoenix Metropolitan Area	1977	Arizona State Parks	U.S. Army Corps of Engineers
2.	Phoenix Historic Building Survey	1979	Charles Hall Page & Associates, Inc.	City of Phoenix Planning Department
3.	Historical & Architectural Resources along the Inner Loop Corridor	1981	Janus Associates, Inc.	Arizona Department of Transportation
4.	Roosevelt Neighborhood Historic Buildings Survey	1982	Gerald A. Doyle & Associates	Roosevelt Action Association, Inc.
5.	Encanto Historic Resources Survey	1983	Page, Anderson & Turnbull, Inc.	Encanto Citizens Association
6.	East Papago Historic Building Survey	1984	Janus Associates, Inc.	Arizona Department of Transportation
7.	Historic Phoenix Commercial Properties Survey & Nomination to the National Register of Historic Places	1984	Janus Associates, Inc.	The Junior League of Phoenix, Inc.
8.	Historic Survey – Final Report: Coronado Neighborhood	1984	Linda Laird & Associates	Neighborhood Housing Services of Phoenix
9.	City of Phoenix Historical/Architectural Survey of City-Owned Properties	1986	Janus Associates, Inc.	City of Phoenix Planning Department
10.	Grand Avenue Corridor Cultural Resource Survey	1986	Janus Associates, Inc.	Parsons Brinckerhoff Quade & Douglas, Inc.
11.	F.Q. Story Historic District Survey Report	1987	Don W. Ryden, AIA/Architects, Inc.	The Story Preservation Association
12.	Historical & Architectural Resource Survey of the Government Mall, Capitol & Longview Redevelopment Areas	1987	Janus Associates, Inc.	City of Phoenix Planning Department
13.	Historical-Architectural Resource Survey of the Evans-Churchill Area	1988	Robert J. Schill Architects, Inc.	City of Phoenix Planning Department
14.	South Mountain Agricultural Area Historic Resources Survey	1989	Don W. Ryden, AIA/Architects, Inc.	City of Phoenix Planning Department
15.	Willo-Alvarado Multiple Property Area Historic Resources Survey	1989	Janus Associates, Inc.	City of Phoenix Planning Department
16.	Pre-1950 Historic Residential Resources Survey	1990	Don W. Ryden, AIA/Architects, Inc.	City of Phoenix Planning Department
17.	Phoenix: Nineteenth Century Architecture – Historic Property Survey	1991	Woodward Architectural Group	City of Phoenix Historic Preservation Office
18.	Phoenix: Public & Institutional Architecture – Historic Property Survey	1991	Woodward Architectural Group	City of Phoenix Historic Preservation Office
19.	Phoenix: Rural & Estate Architecture – Historic Property Survey	1991	Woodward Architectural Group	City of Phoenix Historic Preservation Office

	NAME	YEAR	PREPARED BY	PREPARED FOR
20.	Country Club Park Historical Profile	1992	Country Club Park Neighborhood Association	City of Phoenix Historic Preservation Office
21.	Arcadia Historic Residential Property Survey	1993	Woodward Architectural Group	City of Phoenix Historic Preservation Office
22.	Educational Buildings in Phoenix from Early Settlement to 1942 – National Register of Historic Places Multiple Property Documentation Form	1993	Jim Woodward & Patsy Osmon	City of Phoenix Historic Preservation Office
23.	North Central Corridor Estate Survey	1993	Woodward Architectural Group	City of Phoenix Historic Preservation Office
24.	Religious Architecture in Phoenix – National Register of Historic Places Multiple Property Documentation Form	1993	Jim Woodward & Patsy Osmon	City of Phoenix Historic Preservation Office
25.	Garfield Neighborhood Historic & Architectural Resource Survey	1994	City of Phoenix Historic Preservation Office	City of Phoenix Historic Preservation Office
26.	Historic Residential Subdivisions & Architecture in Central Phoenix, 1912-1950 – National Register of Historic Places Multiple Property Documentation Form	1994	City of Phoenix Historic Preservation Office	City of Phoenix Historic Preservation Office
27.	Nineteenth Century Residential Buildings in Phoenix – National Register of Historic Places Multiple Property Documentation Form	1995	Jim Woodward & Patsy Osmon	City of Phoenix Historic Preservation Office
28.	Van Buren Street Tourism Related Historic Structures Survey	1995	John H. Akers & Robin Louise Baldwin	Arizona State Historic Preservation Office
29.	A Cultural Resources Survey of Four Intersections along Grand Avenue	2000	Logan Simpson Design, Inc.	Arizona Department of Transportation
30.	Central Phoenix/East Valley Light Rail Transit Project: Historical, Archaeological & Traditional Cultural Resources Technical Report	2002	Regional Public Transportation Authority	Regional Public Transportation Authority
31.	Phoenix Commercial Architecture 1945-1975: A Preliminary Architectural Context	2002	Ryden Architects, Inc.	City of Phoenix Historic Preservation Office
32.	African American Historic Property Survey	2004	Athenaeum Public History Group	City of Phoenix Historic Preservation Office
33.	An Addendum Cultural Resources Report for the 202L, South Mountain Freeway EIS & L/DCR Project	2005	HDR Engineering, Inc.	Arizona Department of Transportation
34.	Historic Resource Survey of Seven Phoenix Airport Area Neighborhoods	2005	Ryden Architects, Inc.	City of Phoenix Aviation Department
35.	Historical, Archaeological & Traditional Cultural Places Technical Report for the Proposed Sky Harbor International Airport Development Program	2005	URS Corporation	Federal Aviation Administration
36.	Additional Historic Property Survey Work – Memorandum of Understanding Stipulation 9 for the Community Noise Reduction Program	2006	Arizona Historical Research	City of Phoenix Aviation Department
37.	Aviation Non-Residential Sound Mitigation Services Feasibility Study	2006	Jones Payne Group	City of Phoenix Aviation Department
38.	Hispanic Historic Property Survey	2006	Athenaeum Public History Group	City of Phoenix Historic Preservation Office

	NAME	YEAR	PREPARED BY	PREPARED FOR
39.	Valley Metro Rail – Northwest Extension Study: Evaluation of Historic Properties & Districts	2006	Ryden Architects, Inc.	Valley Metro
40.	Asian American Historic Property Survey	2007	Arizona Historical Research	City of Phoenix Historic Preservation Office
41.	Laveen Village Historic Property Survey	2007	Alex Bethke	City of Phoenix Historic Preservation Office
42.	Residential Sound Mitigation Services, Phoenix Historic Property Survey	2007	City of Phoenix Historic Preservation Office	City of Phoenix Aviation Department
43.	Centennial Way: Washington Street Streetscape Evaluation & Recommendations	2010	EcoPlan Associates, Inc.	City of Phoenix Street Transportation Department
44.	Avenida Rio Salado: An Eligibility Evaluation of Historic Structures and Districts along Broadway Road from 7th Street to 67th Avenue	2010	Ryden Architects, Inc.	City of Phoenix Street Transportation Department and AZTEC Engineering, LLC
45.	Midcentury Marvels: Commercial Architecture of Phoenix 1945-1975	2010	City of Phoenix Historic Preservation Office & Ryden Architects, Inc.	City of Phoenix Historic Preservation Office
46.	North Central Phoenix Farmhouses & Rural Estate Homes, 1895-1959 – National Register of Historic Places Multiple Property Documentation Form	2010	Arizona Historical Research	City of Phoenix Historic Preservation Office
47.	Phoenix Streetscape Conservation Report & Guide	2010	Vincent Murray & Sam Morse	City of Phoenix Historic Preservation Office
48.	Residential Subdivisions & Architecture in Central Phoenix, 1870-1963 – National Register of Historic Places Multiple Property Documentation Form	2010	Terri Myers, Kristen Brown, Kevin Weight & William Collins	City of Phoenix Historic Preservation Office
49.	A Slice of Phoenix History: Eligibility Assessment of Architectural Properties along the 1-17 Improvement Corridor	2012	EcoPlan Associates, Inc.	Arizona Department of Transportation
50.	Public Housing in Phoenix 1940-1970: Historic Context & Documentation	2012	EcoPlan Associates, Inc.	City of Phoenix Housing Department
51.	Tourism-Related Resources of South 17th Avenue	2014	Motley Design Group, LLC	City of Phoenix Neighborhood Services Department



Appendix D

PUBLIC PARTICIPATION AND SUMMARY OF RESULTS



PUBLIC MEETINGS

The Phoenix Historic Preservation Office held four meetings to solicit public input. Sixty-two people attended the two general meetings (March 15 and April 1, 2014) that were held at the Burton Barr Central Library at 1221 N. Central Ave. Two special meetings also took place at the request of local preservation groups. The Phoenix Historic Neighborhoods Coalition hosted Historic Preservation Office staff on March 12, 2014; 16 people attended that meeting. The Story Preservation Association also hosted staff on April 8, 2014; 11 people attended that meeting. First, Historic Preservation Office staff asked participants to create a list to answer the question, what should be preserved? The participants were advised to indicate both specific properties that were important to them, but also property types. Once this part of the exercise was completed, the sheets were hung on the walls for all to review.

Staff then handed participants eight colored dots each and asked participants to place the dots next to the idea items that were most important to them. The table below shows each idea that was provided by participants, with ideas mentioned multiple times combined into one line item. Some items that formed a distinct concept, or were a single property mentioned in different ways, were combined. For example, based on discussion at the meetings, participants indicated that historic driveways, landscaping and trees were all part of a larger concept called the historic streetscape. To capture the importance of that concept, these ideas were consolidated under “Landscapes and Streetscapes.” The total equals the number of times that an idea was listed at each meeting, plus the number of dots or votes the idea received. For example, alleys were mentioned at three meetings and received 15 votes between the meetings, so its total is 18.

IDEA	TOTAL
Landscapes & Streetscapes	68
Historic Neighborhoods	52
Phoenix Trolley System	46
Adobe Buildings	38
Union Station (1923)	20
Westward Ho (1928)	18
Signs, neon and vintage	18
Alleys	18
Windows	16
Arizona State Fairgrounds	16
Industrial Buildings & Warehouses	16
Canals/Irrigation Structures/Flood Irrigation	15
St. Matthews Neighborhood	13
Pre-1900s Architecture	12
Mid-Century Marvels Buildings (& Structures & Objects)	12
Valley National Bank (44th & Camelback)	11
Encanto Park	11
Sun Mercantile Building (1929)	10
South Mountain Park	10
Stewart Motor Co./Circles Records (1947)	10

IDEA	TOTAL
Pugh (1897) House (362 N. 2nd Ave.)	10
Education	10
Churches	10
Al Beadle Buildings	9
Existing Commercial Buildings	8
Miscellaneous	9
Financial Center	8
Haver Buildings	8
Mid-Century Garden Apartments	8
Junior League survey Buildings Identified in 1985	8
Ice House (1920)	7
Phoenix College Buildings (WPA & Haver)	7
John F. Long Homes	7
City Parks	7
Maryvale	7
2943 N 2nd St / 2947 N 2nd St (Winnie Ruth Judd House	6
Coliseum	6
Professional Building	6
Van Buren Buildings	6
Murals	6
South Phoenix	6
Property Types Unique to Phoenix, e.g., Mystery Castle, Thompson Rock Garden	6
Victorian Architecture	5
Pre-1925 Architecture	5
Fairgrounds & Coliseum	5
Properties along Light Rail	5
Rural Agricultural Heritage	5
International Congress (Luhrs Central Building)	6
Durant's	6
Wedding Arch @ Sky Harbor Airport	5
Terminal 2 (1962)	5
Cave Creek Road Streetscape (7th & Thunderbird Road)	5
Rosson House (1894-1895)	4
Grand Avenue (Streetscape, Buildings, Signage)	4
Kenilworth School (1918-1920)	4
Pre-1920 residences with high integrity	4
Melrose Area District (7th Ave between Indian School & Camelback Roads)	4
Landmark Tower	4
Regency House	4
Post-war Neighborhoods	4
Auto Dealerships	4
Mid-Century Residential	4
Pre-war commercial	4
Resources from Ethnic Heritage Surveys	4
MacAlpines Drug Store	4
Garden Center	4

IDEA	TOTAL
Bennie Gonzales' Bank 26th & Camelback	4
Sunnyslope	4
Carnegie Library (1907)	3
Pre-1912 (Territorial) Architectures	3
Hotel San Carlos (1928)	3
Security Building (1927-1928)	3
Ellis-Shackelford House (1917)	3
GM Testing Lab on Roosevelt & 20th Street	3
Central Avenue Under Pass (1937)	3
Mystery Castle	3
Banks	3
Post-war Commercial	3
Valley National Bank (Central & Monroe)	3
Playboy Lofts/Aphrodisiac Apartments (1123 E Maryland St (1964)	3
First Christian Church (Frank Lloyd Wright)	3
Calvin C. Goode Municipal Complex (1963)	3
"My Florist" Sign (1947)	3
Hallcraft Homes	3
Post-war Developers	3
Post-war Residential	3
Restaurants	3
Sculptures	3
Public Buildings	3
Farmsteads and Orchards	3
Buildings under 50 years old	3
Mrs. White's Golden Rule Café (808 E Jefferson St)	3
Synagogue (333 E. Portland St.)	3
Luhrs Tower	2
Carver, George Washington School (1926)	2
Grunow Clinic (1931)	2
The Laird (1927)	2
Woodland Park (1913)	2
Post Office on Central	2
Neil House (Formerly Way Cool Hair Salon) (102 E Willetta St)	2
WW II era "cabins" on Grand Avenue	2
Phoenix Country Club	2
2932 W. Manor Dr. (Art Deco House)(Barry Goldwater)	2
University Club of Phoenix - 39 E Monte Vista Road (1941)	2
Arizona Bank 20th & Camelback (NW)	2
Mel's Diner	2
Shopping Centers	2
300 Bowl/Christown Lanes	2
Googie-Style Bowling Alleys	2
Older commercial Buildings on McDowell Road	2
Sacred Heart Church (1954-1956)	2
Murphy Bridle Path (1948)	2

IDEA	TOTAL
Arcadia Area Garden Apartments	2
Coze Mural at Terminal Two	2
Executive Towers	2
Phoenix Towers	2
Quebedeaux Automobile Building	2
Single- & Multi-family Mid-Century Condos & Neighborhoods	2
Will Bruder Buildings	2
Ethnic Heritage Neighborhoods	2
Lescher & Mahoney Buildings	2
Buildings south of Baseline (East side of Central)	2
Cemeteries	2
Grain Silos	2
Social/Community Buildings	2
Ruins	1
Windsor Hotel (1893; 1935)	1
St. Mary's (1903-1913)	1
2340 W. Adams St. (NEC 24th Ave & Adams)	1
Paisley Violin Building on Grand Avenue	1
Jim Ong's Market (1928)	1
Murals at Fairgrounds	1
First Baptist Church (1929)	1
Tovrea Castle	1
Wakelin Grocery (1913)	1
Federal Post Office Murals	1
Early Public Housing	1
Adobe house (2100 E Missouri, 4+ acres between 1937 & 1949)	1
Large lot homes 1930s (West of 7th St north of Glendale Road)	1
17th Avenue Tunnel (1935)	1
First National Bank Branch (Grand & Culver)	1
Corral Drive Inn Restaurant	1
Johnson's Big Apple (building & sign)	1
Park Central Mall	1
Town & Country Mall	1
Aero Theatre? Bowling Alley? (34th & Van Buren)	1
Bayless, AJ Building (27th Ave & Van Buren)	1
Beefeaters	1
Stockyards	1
Medical Arts Building	1
Haver Neighborhoods	1
Olympus	1
Orchard House Condos	1
Phoenix Townhomes - 15th Ave. & Campbell (Hallcraft)	1
Cascades	1
Country Club Terrace	1
Beatitudes Campus (15th Ave & Glendale Road)	1
Federal Courthouse on Van Buren	1

IDEA	TOTAL
Fire Station on 1st St at Hance Park (1951)	1
Al Beadle House	1
Fleetwood Homes	1
Miranda Arrest Site	1
Frank Lloyd Wright's houses	1
Eddie Jones Buildings	1
Clyde Rousseau Buildings	1
Iconic Restaurants	1
Movie Theatres	1
Places where important activities occurred	1
Places where important people stayed	1
Places where movies were filmed	1
Agricultural Properties Down around South Mountain	1
South Mountain/Agricultural Study	1
Resorts	1
Gas Stations	1
Transportation-Related Properties	1

Next, staff asked participants to create a list to answer the question, how should it be preserved? The ideas are listed below. Staff reviewed the ideas and grouped them into 13 categories: Alternatives to Designation, Customer Service, Demolitions, Design Review, Designation, Education/Outreach, Enforcement/Penalties, Incentives, Proposition 207, Public Engagement, Revenue, Stewardship, Other.

CATEGORY ONE	CATEGORY TWO	CATEGORY THREE	IDEA
Alternatives to Designation			Conservation Districts
Alternatives to Designation			Buildings on top of buildings
Alternatives to Designation			Façade-ism
Alternatives to Designation			If not salvage, recycle
Alternatives to Designation			Make distinction between historic & “interesting”
Alternatives to Designation			Move buildings to be demolished to city property
Alternatives to Designation			Salvage all building materials, give list of contractors
Customer Service	Education/Outreach		Matrix/checklist for properties/strategies
Customer Service		Adaptive Reuse	Adaptive re-use, incentivize
Customer Service		Adaptive Reuse	Further incorporate HP in Adaptive Reuse Programs
Customer Service		Adaptive Reuse	Historic & Adaptive Reuse Projects - Front of the line
Customer Service		Code Changes	Code flexibility
Customer Service		Code Changes	Target Commercial Building Owners/Business Owners
Demolitions			Demolition permits: too cheap and easy to obtain
Demolitions			Early Warning System on Demolitions
Demolitions			Rein-in Demolitions
Design Review			Single-story bungalows
Design Review			Compatible Additions
Design Review			Review of work that doesn't require a permit
Designation			Post-war contexts

CATEGORY ONE	CATEGORY TWO	CATEGORY THREE	IDEA
Education/Outreach			Positive Ways to reach compliance
Education/Outreach			Watch list/tier system
Education/Outreach	Revenue		Identify/connect with prominent partners
Education/Outreach		Architects	Educational Materials for Architects
Education/Outreach		Contractors	Educational Materials for Contractors
Education/Outreach		Disclosure	Covenants/Deed Restrictions
Education/Outreach		Disclosure	Description on Assessor's website
Education/Outreach		Disclosure	Require disclosure
Education/Outreach		Networking	Network 35 districts - education
Education/Outreach		Networking	Networking
Education/Outreach		Networking	Strong coalition among 35 residential historic districts
Education/Outreach		Other City Departments	Education of City Departments
Education/Outreach		Other City Departments	Help all city departments value preservation
Education/Outreach		Other City Departments	Zoning Counter - ongoing education
Education/Outreach		Policy Makers	Education of City Council
Education/Outreach		Policy Makers	Share studies, information w/ City Council
Education/Outreach		Property Owner	How to Rehabilitate Your Home
Education/Outreach		Real Estate Professionals	Educate Real Estate Professionals
Education/Outreach		Real Estate Professionals	Educational Materials for Realtors
Education/Outreach		Real Estate Professionals	Preservation Class, renewal for realtors
Education/Outreach		Real Estate Professionals	Rules for Real Estate Professionals - required certification
Education/Outreach			Correspond with legislators
Education/Outreach			Create educational program
Education/Outreach			Education
Education/Outreach			Events - education
Education/Outreach			Highlight the benefits of preservation
Education/Outreach			How to Report Problems
Education/Outreach			Install Neighborhood Signs above street name signs
Education/Outreach			Interpretive signage of what was there
Education/Outreach			Monthly award for preserving buildings
Education/Outreach			Public Outreach Position with budget
Enforcement/Penalties		Improved Enforcement	More enforcement non-permitted construction, penalties
Enforcement/Penalties		Improved Enforcement	Stop Work Orders on Weekends
Enforcement/Penalties		Improved Enforcement	Weekend work enforcement
Enforcement/Penalties		Taxes/Fines	Land Banking Tax
Enforcement/Penalties		Taxes/Fines	Large Fines for those who demolish or do unpermitted work
Enforcement/Penalties		Taxes/Fines	Legal "teeth"

CATEGORY ONE	CATEGORY TWO	CATEGORY THREE	IDEA
Enforcement/Penalties		Taxes/Fines	Notification/earlier investigation by Development
Enforcement/Penalties		Taxes/Fines	Penalties for people who should know better
Enforcement/Penalties		Taxes/Fines	Tax demolition by neglect
Enforcement/Penalties		Taxes/Fines	Tax new development higher
Enforcement/Penalties		Taxes/Fines	Tax vacant land more
Enforcement/Penalties		Taxes/Fines	Tax/fine intentional demos w/o permit
Incentives		From What	Incentives for Roosevelt Park
Incentives		Rehabilitation Funds	Carrots
Incentives		Rehabilitation Funds	City Bond Funds
Incentives		Rehabilitation Funds	Maintain Grant Programs
Incentives		Rehabilitation Funds	Scale incentives based on how public the building is
Incentives		TDRs	Transfer of Development rights
Incentives			More aggressive marketing of tax incentives
Proposition 207			Prop. 207 Exception for HP
Proposition 207			Prop. 207 strategies
Public Engagement			Support staff/hearings for design review
Revenue		Cost Recovery	Charge for Appeals
Revenue		Cost Recovery	Charge for HPO Reviews
Revenue		Crowd Funding	Crowd Funding
Revenue		Crowd Funding	Crowd funding
Revenue		Extra Funding	1% for HP
Revenue		Extra Funding	Parking meters for preservation
Revenue		Extra Funding	Relocate funds from sources like parking
Revenue		Extra Funding	Sales tax
Revenue		Extra Funding	Take a portion (tax) public parking
Stewardship		Adopt-a-Building	City council “adopt-a-building”
Stewardship			City set a good example
Stewardship			Promote neighborhood/community pride
Stewardship			Promote Stewardship
Other			More emphasis on building’s significance
Other			New Development on edges of Historic Districts
Other			Reverse Inappropriate Changes
Other			Activate underutilized spaces
Other			Analyze - where are there roadblocks?
Other			Autonomy for HP Office
Other			Be respectful of private property rights
Other			Go proactive
Other			Preservation based on Building’s merit, not on temporary owner’s opinion
Other			Repair/replace inappropriate work

STAKEHOLDER SURVEY

Nearly 100 survey invitations were sent using SurveyMonkey online survey software. Fifty people responded to the survey, although most did not answer all of the questions. People from the following categories and subcategories were asked to take the survey.

Professionals: Architects, archaeologists, planners, historians, attorneys, historic-preservation real estate agents, engineers, developers and historic-preservation contractors

Government Agencies: Other city of Phoenix departments, State Historic Preservation Office, Maricopa County Department of Transportation, Arizona Department of Transportation, Arizona State Land Department and Bureau of Reclamation

Native Americans: Inter-Tribal Council, Salt River Pima-Maricopa Indian Community, Gila River Indian Community and Hopi Tribe

Organizations: AIA Phoenix Metro, Arizona Archaeological Council, Arizona Archaeological Society (Phoenix Chapter), Arizona Archaeology Southwest, Arizona Preservation Foundation, Downtown Voices, Frank Lloyd Wright Foundation, Modern Phoenix, Phoenix Historic Neighborhood Coalition, and Preserve Phoenix

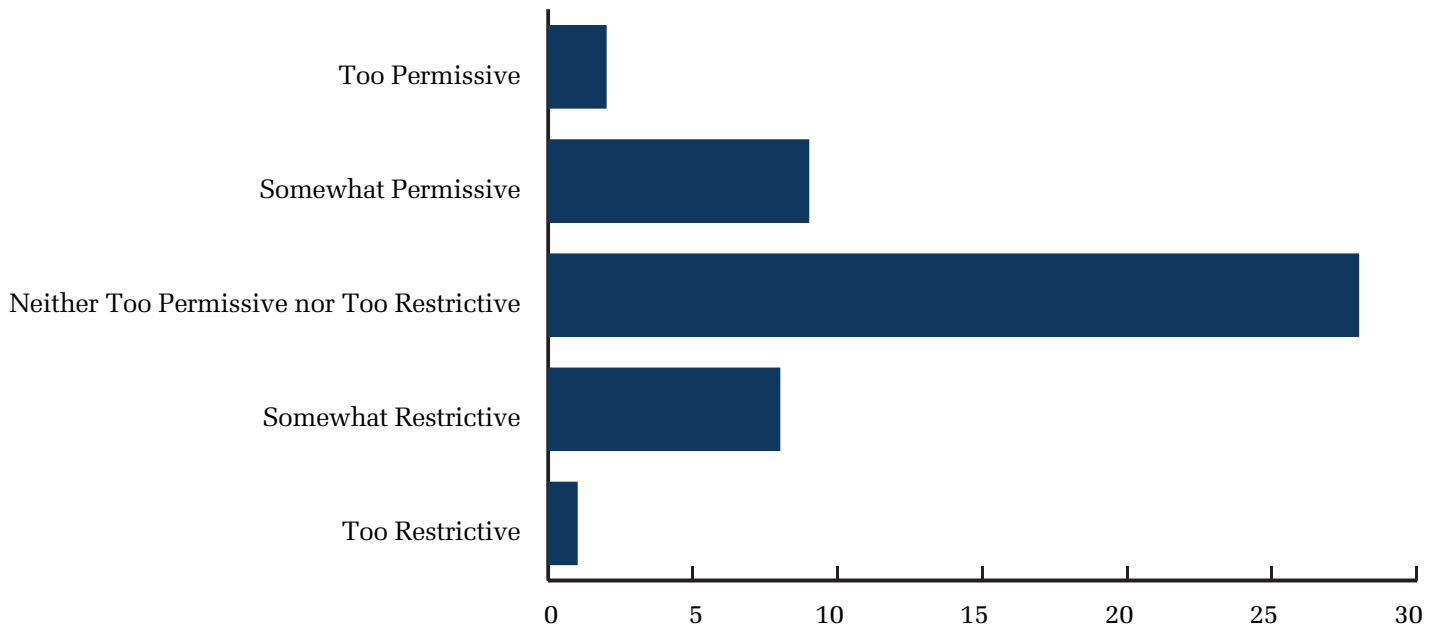
Educational Institutions: Arizona State University, Phoenix College, Arizona Museum of History and Pueblo Grande Museum and Archaeological Park

Business Groups: Downtown Phoenix Inc., Downtown Phoenix Partnership, Greater Phoenix Economic Council, Local First Arizona, Phoenix Community Alliance Greater Phoenix Chamber of Commerce

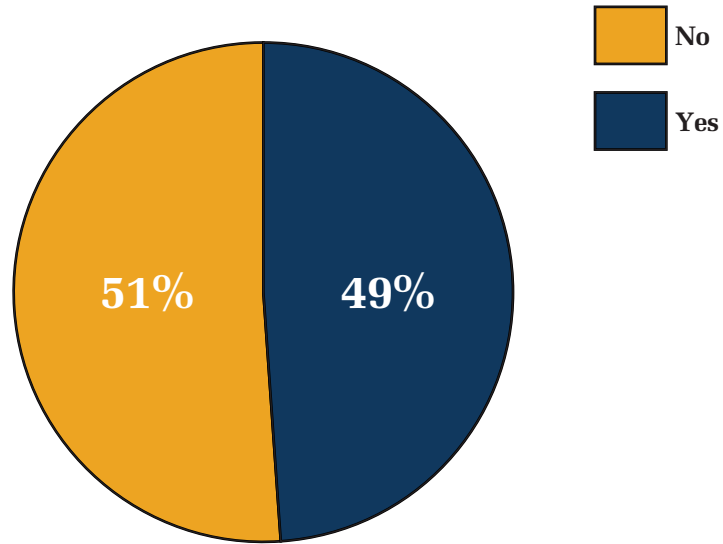
Individuals: Past historic preservation commissioners, and past commercial grant recipients

Utilities: Salt River Project and Arizona Public Service

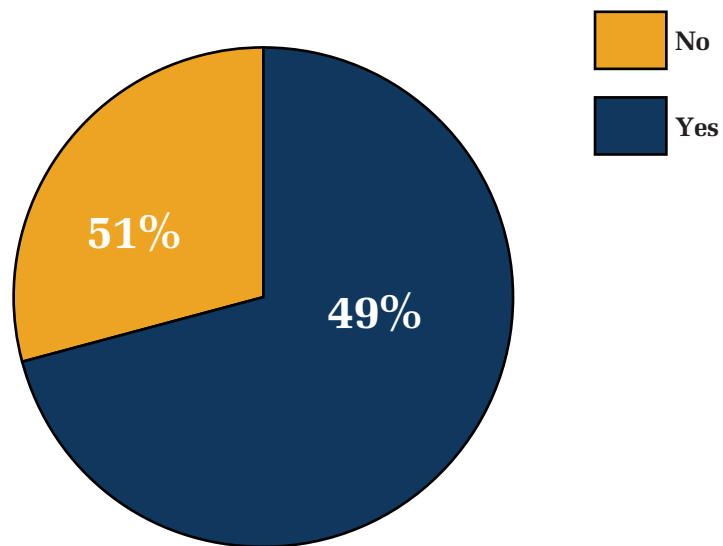
1. What do you think about the current design review process? (N = 48)



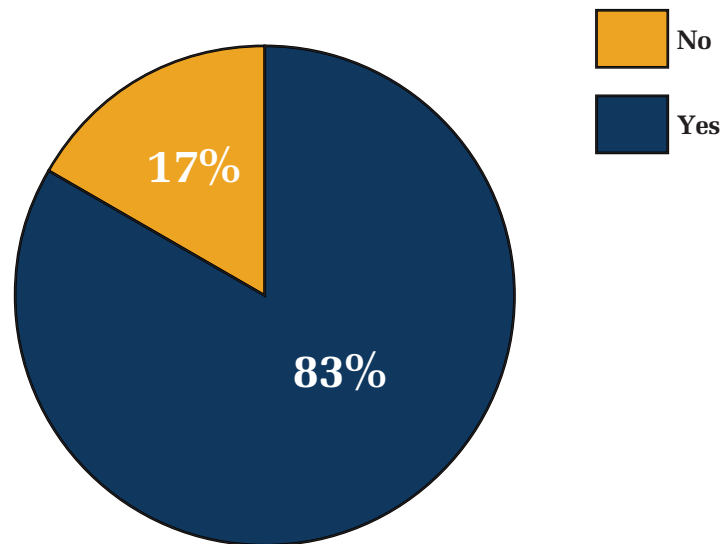
2a. Would you like to see a fee for appealing the hearing officer's or the Historic Preservation Commission's decision in a Certificate of Appropriateness case (currently no fee)? (N = 49)



2b. Would you like to see a fee increase for construction without a permit (currently double permit fee)? (N = 48)



2c. Would you like to see a fee increase for demolition without a permit (currently double permit fee)? (N = 48)



3. Given the 2006 Historic Preservation Bond Funds are nearly depleted and a new bond election is not anticipated for some time, what suggestions do you have for an alternative revenue source for historic preservation projects (e.g., for rehabilitation grants and funds to hire consultants for historic resource surveys and studies)? (N = 28)

- Development fees
- 1% for historic preservation taken from use fees for new construction on the outskirts of town.
- Actively look for grants and apply for them
- Be the go-to shop for property buyers to take advantage of a revived state HP tax credit; apply for NFP grant money to fund focused programs; post-WW II property HP design guidelines
- City Council dedicate General Fund revenues
- Community benefit agreements on new construction. Significantly relaxed code standards for adaptive reuse and rehabilitation to decrease cost of projects.
- Consultants who have benefited from the 2006 HP Bond Funds should offer pro bono services or reduced rates as needed to complete critical work that is time sensitive or cannot wait.
- Create an In Lieu fee, so that those who don't want to comply or want to demo will help fund those other efforts.
- Develop partnerships with local designers and manufacturers to design and market historic fixtures that would generate revenue back to City HPC.
- Federal CDBG funds -- if allowable.
- Funds to enable homeowners to hire consulting expertise would be helpful, even small amounts not to exceed 1500 would be helpful asset.
- Gain a general consensus on buildings that are valuable but threatened and make a quiet push for some general funds to purchase and put out for Request for Proposals
- Grant applications to private sector foundations, Kickstarter, other social media concepts
- Heavily fine/tax new builds that do not comply to higher environmental standards. "Percent for preservation" program through taxes or hotel fees.
- All projects done in the city should have a 1% HP fee taken from the project budget. This would provide funding for HP projects between HP bonds. Also allow people to give an additional \$1 on monthly utility bills for Historic Preservation of city properties.

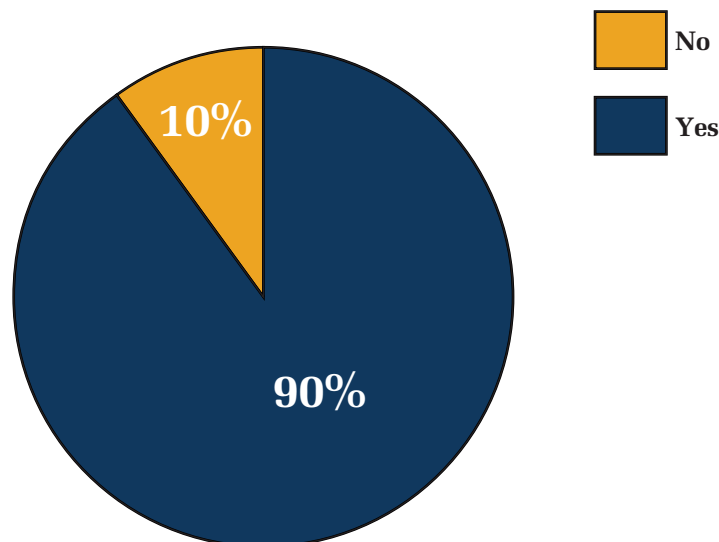
- Some of the work could be funded by other grants if the CHPO is willing to think “outside the box.”
- Increase all demolition permit fees and dedicate the increased revenue to preservation projects
- Increase fees, decrease scope of consultants.
- n/a
- Not sure
- Private investors - for areas spec.
- Punitive fees for noncompliance issues.
- Real Estate Transfer Tax
- See funding resources at <http://azpreservation.org/assets/incentives>
- Small fee added to plan check and permits for commercial buildings. fee based on size or cost of development of the building or property.
- Solicit donations from historic district owner occupants who (i believe) receive a 50% tax credit on their homeowner taxes
- Work with Community and Economic Development to see if there is a way to generate additional resources from Government Property Lease Excise Tax supported projects.

4. Prioritize what you are willing to support on a future city bond election from least (1) to most (10). (N = 41)

Average Ranking

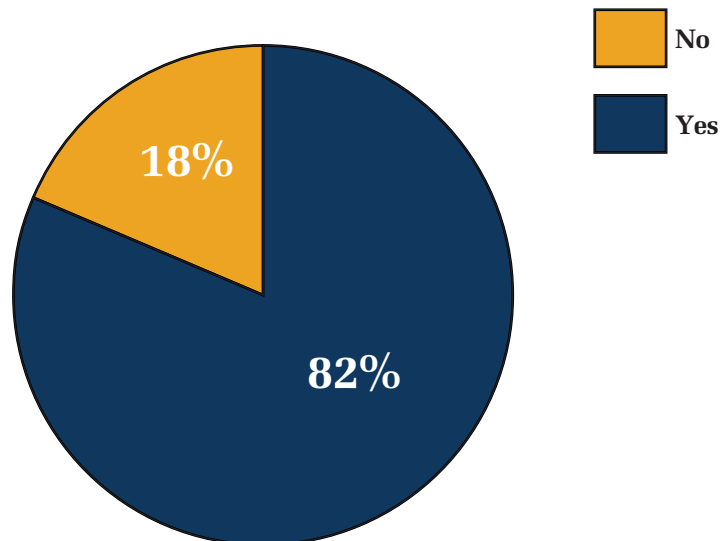
• Funds to hire consultants for identification and designation of historic resources	6.59
• Grants to rehabilitate commercial properties	6.24
• Funds to rehabilitate city-owned public buildings	5.93
• Grants to rehabilitate threatened or endangered buildings	5.56
• Grants to rehabilitate non-city owned public buildings (such as schools, churches, and federal and state buildings).	5.54
• Grants to rehabilitate multi-family properties	5.49
• Grants to rehabilitate single family properties	5.49
• Grants to rehabilitate post-World War II properties	5.37
• Low income grants to rehabilitate single family properties	4.61
• Grants to rehabilitate warehouses	4.20

5. Would you support public notification for demolition requests within historic districts? (N = 41)

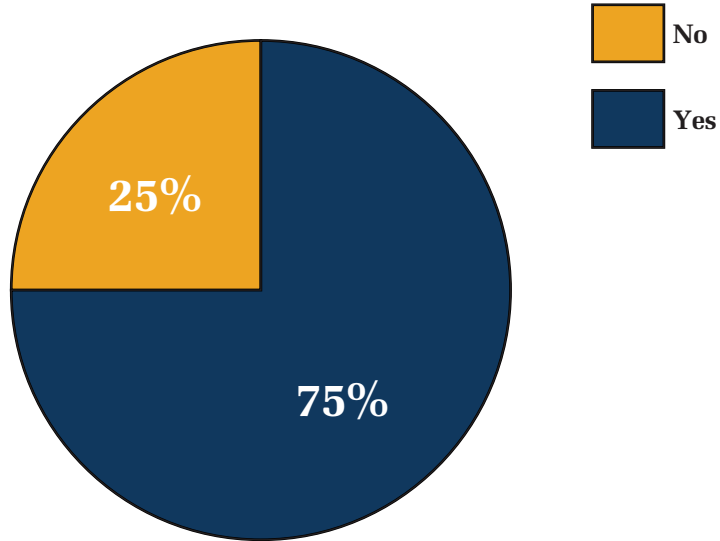


6. Prioritize the importance of education on historic preservation for the following groups from least (1) to most (6) important. (N = 40)
- | | Average Ranking |
|----------------------|-----------------|
| • Policy makers | 3.88 |
| • Property owners | 3.68 |
| • Architects | 3.48 |
| • City departments | 3.40 |
| • Contractors | 3.30 |
| • Real estate agents | 3.28 |
7. Prioritize the following methods of public outreach by what you consider the least (1) to most (4) effective. (N = 40)
- | | Average Ranking |
|--|-----------------|
| • Articles for newsletters | 2.85 |
| • Presentations at organizational meetings | 2.75 |
| • Classes on specific topics | 2.23 |
| • Greater use of social media | 2.18 |

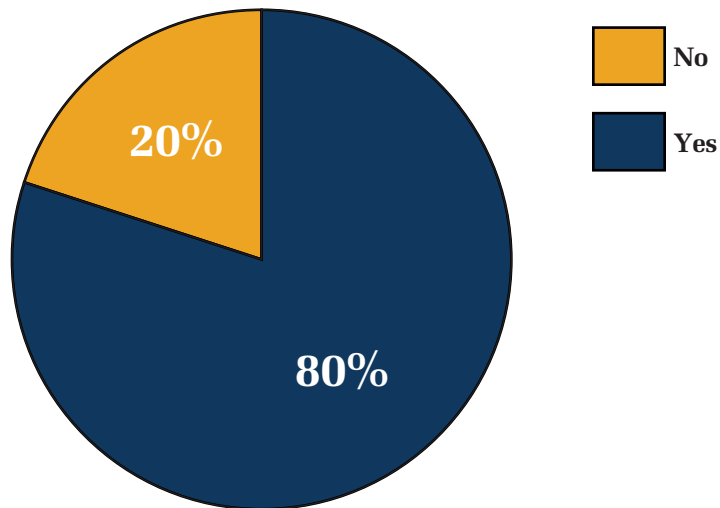
8. **Given the constraints of designating neighborhoods to the Phoenix Historic Property Register due to Proposition 207, would you support legislation to exempt those designations from Proposition 207? (N = 38)**



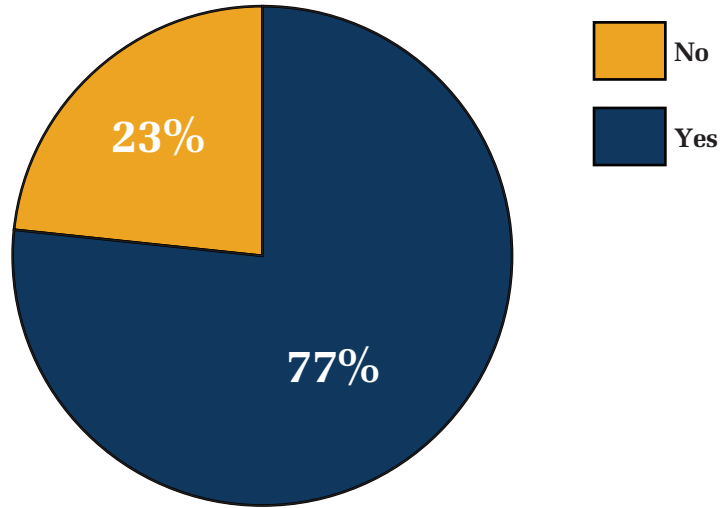
9a. For those neighborhoods that do not meet the criteria for designation on the Phoenix Historic Property Register or the National Register of Historic Places, would you support recognition of Heritage Neighborhoods by proclamation? (N = 40)



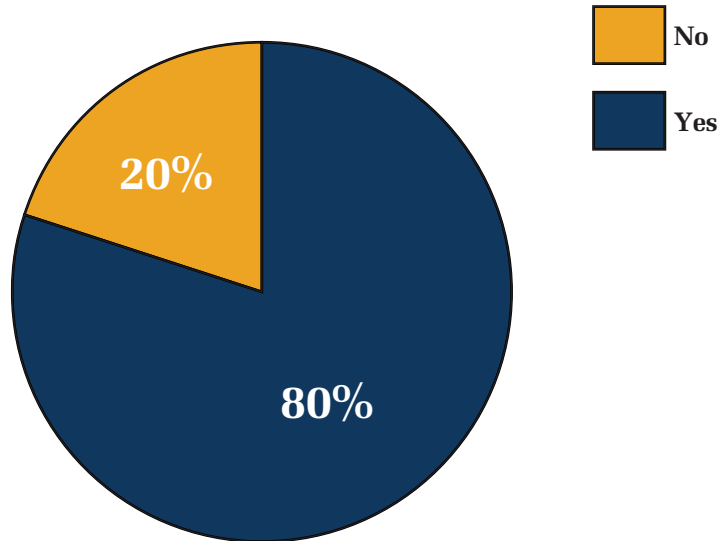
9b. For those neighborhoods that do not meet the criteria for designation on the Phoenix Historic Property Register or the National Register of Historic Places, would you support street sign toppers to identify Heritage Neighborhoods using an alternative color to the blue street sign toppers used to identify neighborhoods on the Phoenix Register? (N = 40)



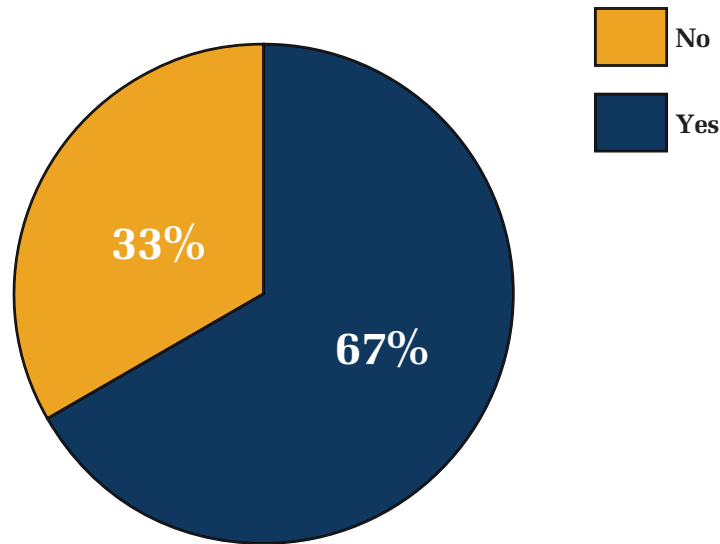
- 9c. (For those neighborhoods that do not meet the criteria for designation on the Phoenix Historic Property Register or the National Register of Historic Places, would you support) Interpretive signage with history of Heritage Neighborhoods on entry monuments or common walls located at entrances to the neighborhood? (N = 39)



- 9d. For those neighborhoods that do not meet the criteria for designation on the Phoenix Historic Property Register or the National Register of Historic Places, would you support electronic brochures on the city's website with the history of the Heritage Neighborhood? (N = 40)



9e. For those neighborhoods that do not meet the criteria for designation on the Phoenix Historic Property Register or the National Register of Historic Places, would you support recognition events for Heritage Neighborhoods (N = 39)



10. What ideas do you have to protect our historic and cultural resources? (N = 30)

- (not in any particular order) 1. Create an endowment or in lieu fund to help with HP efforts. 2. Educate not only on the importance of HP to the HP interested community but also the increases in costs for HP. 3. Prioritize which buildings, locations, etc are a higher importance to save because not everything can, so focus efforts on specific items and not everything.
- Additional education on the heritage of Phoenix. Phoenix is a relatively young city. “Newcomers” do not recognize that 75 or a 100 years is a long time for us. People from old cities like New York and others areas on the east coast and New England don’t understand if we don’t preserve our 75 year old buildings they won’t get any older.
- Any effort needs to involve a carrot and not a stick. The answer to this question actually depends on the resource and the approach to preservation. Every situation will be different.
- Be fair and open minded to maintain the interaction – so the people making the choices are not hesitant to meet
- City of Phoenix needs to network with other cities, Scottsdale, Tempe, Glendale, Gilbert, Chandler etc. to stop the demolition of historic building by helping each other bring attention to these buildings and not let a few elected officials determine historic significance!
- Coordinate city HP plan with SHPO plan. Work closely with existing advocacy groups. Regular column in Arizona Republic. Support reinstatement of Arizona State Parks Heritage Fund.
- Educate the population of the importance of our historic resources. Start in the schools.
- Educate, educate, educate. Advocacy, advocacy, advocacy. It must be done all year, not just at certain times like Preservation Month. Make a greater connection to our (Phoenix/Arizona) history. Stress its importance and value (cultural & economic). Develop business card size info on the economics of preservation/protection in this area. Cultural tourism is big & is probably bigger than sports. Prove it and then shout about it!
- Education. Everything starts with the property owner.
- Embrace the economic argument for preservation as a means of reaching those unmoved by architecture and/or history alone.
- Explore use of a Revolving Fund Document Economic Values of Preservation Connect Preservation to current issues like sustainability and energy conservation.
- Focus on the most significant priorities; provide zoning/code incentives to owners who are willing to save historic properties.
- Funding will continue to be a problem for many years. Legal changes to make preservation less expensive will help. Also, Prop 207 must be fairly analyzed instead of a blanket conclusion that preservation will always lead to a damages law suit. The City should compile a package of quid pro quo benefits to secure voluntary designation.

- Get our city leadership on board. Foster corporate support. Make it easier for the public to experience them.
- I think the City of Phoenix has policies and procedures in place to protect historic and cultural resources, but I am personally aware of several instances where they have not been followed. Stronger oversight to ensure following established procedures would help. The City expects state and federal agencies whose undertakings are subject to review to protect properties, which is appropriate. But all too often, they later (sometimes immediately) fall prey to private development and are destroyed. If the City were able to provide incentives to property owners to protect historic and cultural resources, perhaps some of these properties could be saved. Alternatively, give the City more power to impose historic overlays.
- Incentivize private money (through creative zoning provisions) to make investments where public money is not available.
- It is all about education and political will.
- More info disseminated through social media
- Need major advocacy effort to enact state historic preservation tax credit for commercial projects
- None come to mind.
- Once a property is designated as Historic on its own merit, NO DEMOLITION permit should be available.
- Outreach and education to neighborhoods, single family homes, commercial buildings and multifamily buildings -- they need external validation that they are special and exemplary, desperately need explanation of benefits, dispelling of myths, encouragement to get started in the process, urgency of protecting what they have in the meantime. The recent public input meetings might reveal a list that could be published as points of pride as selected BY THE PEOPLE representing the city they love. Shift the conversation from “historically significant” to “culturally significant” for Post-World War II properties to shift perception of what HP’s role is. Commercial properties seem to need bigger carrots to make it fiscally savvy to preserve their buildings. “Top 25” meeting for Modern Phoenix Week was a start -- continue to cultivate relationships there and repeat event for those who could not attend next year if possible.
- Providing incentives (financial or otherwise) and education to property owners of historic and cultural resources to understand their significance and the importance of protecting them.
- Signage and awareness . . . articles in pop media, Media entries for individual properties SQL info is out there.
- Site plan and street frontage improvements associated with new permitted work in the warehouse district can add up to significant construction costs and impose conditions not typical of the district in which the building is located . . . this can place undue burden on building owners who desire to make improvements to the historic building fabric . . . relax frontage improvement standards and storm water retention standards in an effort to give the historic structures a better opportunity to convert to a modern function and thus an improved income stream to ensure financial sustainability of the building.
- Support revival of the state tax credit program continue to id emerging HP-worthy resources work/mobilize folks to renew bond program
- The HP Commission must be more proactive in educating Council about the importance of HP. There seems to be less support on Council these days. The Commission and staff must gain more understanding of the true costs of rehabbing commercial buildings and what developers need to make in order for it to be worthwhile. It cannot be dependent on the goodwill of developers when it is their livelihoods at stake. No one else in this process is asked to risk everything. It is also critically important that a handful of people do not hijack the process especially when staff is supportive of the property owner. The Commission needs to back staff. Finally, there might need to be an outside group which is development friendly but can be more aggressive than staff/ Commission is allowed to be, so true pressure and resources can be brought to bear so we do not do historic preservation from one crisis to the next.
- The inclusion of a cultural resource survey in the grading ordinances would ensure that appropriate measures have been taken by property owners to preserve or mitigate resources before impacts occur.
- There must be a much stronger preservation ethic. It is clear that sometimes the city is at war with itself. Community development folks are hellbent for development and ignore the fact that properties are on HP inventories, or may even be designated. There should be severe penalties within the city for ignoring these issues in redevelopment. It’s shameful what some city departments get away with.
- Update the historic preservation guidelines to be less subjective and more specific to the architectural and financial challenges and conditions in Arizona.

THE FOLLOWING ARE THE SURVEY QUESTIONS, AS PRESENTED TO RESPONDENTS, FOR THE SURVEY CONDUCTED BETWEEN JULY 1 AND JULY 9, 2014.

PreserveHistoricPHX Stakeholder Survey

Welcome to My Survey

Thank you for participating in our survey. Your feedback is important.

[Click to edit the page title.](#)

1. What do you think about the current design review process?

Too Permissive	Somewhat Permissive	Neither Too Permissive nor Too Restrictive	Somewhat Restrictive	Too Restrictive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. For which of the following would you like to see a fee or fee increase?

	Yes	No
Fees for appealing the hearing officer's or the Historic Preservation Commission's decision in a Certificate of Appropriateness (currently no fee)	<input type="radio"/>	<input type="radio"/>
Construction without permit (currently double permit fee)	<input type="radio"/>	<input type="radio"/>
Demolition without permit (currently double permit fee)	<input type="radio"/>	<input type="radio"/>

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3. Given the 2006 Historic Preservation Bond Funds are nearly depleted and a new bond election is not anticipated for some time, what suggestions do you have for an alternative revenue source for historic preservation projects (e.g., for rehabilitation grants and funds to hire consultants for historic resource surveys and studies)?

4. Prioritize what you would be willing to support on a future city bond election from least (1) to most (10) likely.

- Funds to hire consultants for identification and designation of historic resources
- Funds to rehabilitate city-owned public buildings
- Grants to rehabilitate non-city owned public buildings (such as schools, churches, and federal and state buildings).
- Grants to rehabilitate post-World War II properties
- Grants to rehabilitate warehouses
- Grants to rehabilitate threatened or endangered buildings
- Grants to rehabilitate single family properties
- Low income grants to rehabilitate single family properties
- Grants to rehabilitate commercial properties
- Grants to rehabilitate multi-family properties

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5. Would you support public notification for demolition requests within historic districts?

Yes

No

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6. Prioritize the importance of education on historic preservation for the following groups from least (1) to most (6) important.

Architects

City Departments

Contractors

Policy Makers

Property Owners

Real Estate Agents

7. Prioritize the following methods of public outreach by what you consider the least (1) to most (4) effective.

Presentations at organizational meetings

Articles for newsletters

Classes on specific topics

Greater use of social media

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8. Given the constraints of designating neighborhoods to the Phoenix Historic Property Register due to Proposition 207, would you support legislation to exempt those designations from Proposition 207?

Yes	No
<input type="radio"/>	<input type="radio"/>

9. For those neighborhoods that do not meet the criteria for designation on the Phoenix Historic Property Register or the National Register of Historic Places, would you support the following alternatives?

	Yes	No
Recognition of Heritage Neighborhoods by proclamation	<input type="radio"/>	<input type="radio"/>
Street sign toppers to identify Heritage Neighborhoods using an alternative color to the blue street sign toppers used to identify neighborhoods on the Phoenix Register	<input type="radio"/>	<input type="radio"/>
Interpretive signage with history of Heritage Neighborhoods on entry monuments or common walls located at entrances to the neighborhood	<input type="radio"/>	<input type="radio"/>
Electronic brochures on the city's website with the history of the Heritage Neighborhood	<input type="radio"/>	<input type="radio"/>
Recognition events for Heritage Neighborhoods	<input type="radio"/>	<input type="radio"/>

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10. What ideas to you have to protect our historic and cultural resources?

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Appendix E

ARCHAEOLOGICAL SITE ETIQUETTE GUIDE



HELP PRESERVE ARCHAEOLOGICAL SITES

- Artifacts, in context (where they lie), tell a story. Once they are moved, a piece of the past is destroyed forever. Digging, removing artifacts, or piling them up changes what can be learned from these pieces of the past.
- Walls are fragile and continually deteriorating. Climbing, sitting or standing on walls can damage them. Picking up or moving rocks alters the walls forever.
- Cultural deposits, including the soil in an archaeological site, are important for scientific tests and are used in reconstructing past environments. Please carry out any trash (especially organic remains) you may have while visiting a site.
- Fragile desert plants and soils that are part of archaeological sites are destroyed when you stray from the trail. Please stay on trails...they are there for your protection.
- Fire destroys prehistoric organic materials, impairs the potential for chronometric dating, and damages or even destroys rock art by covering it with soot. Absolutely no fires, candles, or smoking should occur at archaeological sites.
- Oils from even the cleanest hands can cause deterioration of prehistoric drawings and destroy the dating potential for future scientists trying to unravel the meaning of symbols painted and pecked on stone. Please refrain from touching rock art.
- Graffiti (drawing, painting, scratching and carving) is destructive and can destroy rock art, as well as deface wood and stone buildings. Graffiti destroys rock art and architecture.
- Pets can damage sites by digging, or depositing their waste in them. Please do not bring pets into archaeological sites.

CAMPING AND DRIVING

Avoid driving or riding your bicycle through sites; pitching your camp in a site; dismantling historic buildings for firewood or any other use; and camping or making campfires in any historic building.

ARCHAEOLOGICAL PROTECTION LAWS

All archaeological sites on public (federal and state) and tribal lands in Arizona are protected by the Archaeological Resources Protection Act, and state laws that prohibit digging, removing artifacts, damaging, and/or defacing archaeological resources. These laws provide for both felony and misdemeanor prosecution with imprisonment and fines.

VANDALISM

If you see people vandalizing sites, please report it as soon as possible by calling 1-800-VANDALS. Obtain as much information about the people without putting yourself in danger. Do not confront them! They may be dangerous.

By following these simple guidelines, you can help preserve these unique and fragile remnants of our American heritage. Thanks for your cooperation, and we hope you enjoy visiting archaeological sites in Arizona!

Archaeological sites are non-renewable resources. Help us preserve America's cultural heritage!

For more information on site etiquette, becoming a site steward and Arizona's historic places, visit Arizona State Parks State Historic Preservation Office [<http://azstateparks.com/SHPO/index.html>] Website.

PRESERVE
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City of Phoenix