



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT
HISTORIC PRESERVATION OFFICE

Staff Report: Z-2-17-7
March 2, 2017

INTRODUCTION

Z-2-17-7 is a request to establish Historic Preservation (HP) overlay zoning for the property known historically as the Dud R. Day Motor Company / Phoenix Motor Company, located at the southwest corner of 4th Avenue and Van Buren Street [401-447 West Van Buren Street]. Maps and photos of the subject property are attached.

STAFF RECOMMENDATION

Staff recommends that rezoning request Z-2-17-7 be approved.

BACKGROUND

In October 2016, the City of Phoenix HP Office received a letter from Sherry Rampy, representing the owner of the subject property, SoHo on Van Buren, LLC. The letter requested that the subject property, which comprises five parcels located on the south side of Van Buren Street between 4th and 5th Avenues, receive HP overlay zoning.

Located on the property is a building constructed in 1930 that originally housed an automobile dealership. Over time, the building has been heavily modified—the original storefront openings have been covered, decorative materials have been removed, and the entire building has been sheathed with stucco. Because of the alterations, HP staff initially determined that the property was not eligible for HP zoning. However, after viewing the interior of the building, staff learned that the original storefront, door and window openings were still discernible and that other features were still intact, including several steel windows and the original roof trusses (see attached photos).

Over the past five months, the owner has commenced work to reverse as many of the modifications as possible. As of this writing, the storefront, door and window openings have been uncovered and the steel windows are now visible. The owner intends replicate the look of the original storefronts and recreate the missing decorative features. Unfortunately, attempts to remove the stucco have been unsuccessful, damaging the brick underneath, so the stucco will remain. However, enough of the alterations have been reversed that staff now recommends the building eligible for HP zoning.

In conjunction with the HP zoning application, the property owner has submitted a grant application to the City's HP Office, requesting funding assistance to rehabilitate the building and convert it to an 1,800-seat entertainment venue. The owner has entered into a lease agreement with Tucker Woodbury and Charlie Levy, known for their

Phoenix projects Valley Bar, Crescent Ballroom, the Vig, and the Womack. The grant request, in the amount of \$200,000, is tentatively scheduled for City Council approval on May 10, 2017. One of the conditions precedent to the disbursement of grant funds is that the property receive HP zoning. To this end, the City's HP Commission initiated HP zoning for the property on January 9, 2017. It is anticipated that the construction work will be completed during the first half of 2017.

ELIGIBILITY CRITERIA

The eligibility criteria for HP overlay zoning and listing on the PHPR are set forth in Section 807.D of the City of Phoenix Zoning Ordinance. To qualify, a property must demonstrate significance in local, regional, state, or national history, architecture, archaeology, engineering, or culture, according to one or more of the following criteria:

- A. The property is associated with the events that have made a significant contribution to the broad pattern of our history;
- B. The property is associated with the lives of persons significant in our past;
- C. The property embodies the distinctive characteristics of a type, period, or method of construction, represents the work of a master, possesses high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction; or
- D. The property has yielded or may likely yield information integral to the understanding of our prehistory or history.

In addition to the significance requirement, the property must also be at least 50 years old or have achieved significance within the past 50 years if it is of exceptional importance. The property must also possess sufficient integrity of location, design, setting, materials, workmanship, feeling, and association to convey its significance.

SIGNIFICANCE

The subject property, known historically as the Dud R. Day Motor Company (later Phoenix Motor Company, Quebedeaux Chevrolet, and Ray Korte Rambler-Jeep), meets Criterion A for significance due to its association with early commerce in Phoenix. It is an excellent example of the property type "20th Century Auto-Dependent Commercial Architecture, 1919-1945," a once common but now rare property type. The historic context study *Commerce in Phoenix 1870-1942*, prepared by Janus Associates, Inc. for the Arizona State Historic Preservation Office, states the following about this property type:

Buildings housing automobile sales, service, and to a lesser extent, auto storage garages, were designed with attention to popular styles that helped convey an image for the business. Frequently used styles included Spanish Colonial Revival, Second Renaissance Revival and Moderne. Designs of the gas stations and auto courts relied extensively on variations of the Eclectic Revival Styles and combinations of the

Pueblo Revival and Moderne Styles. The styles were selected to be similar to popular residential styles so as to blend with the surrounding neighborhoods. The auto-dependent commercial types with the largest scale were the automobile sales, service and storage buildings. Those buildings consumed several lots, usually near a street intersection, and their height was always one story. Auto sales buildings utilized some system of large display windows or bays. They were almost always constructed of brick or concrete block masonry with steel truss roofs. Construction materials for the gasoline stations and auto courts were selected from a broader range of choices, including wood frame and plaster, painted or plastered brick, metal frame and sheathing, and concrete block. Most of the gasoline stations and auto sales and service buildings were situated on major arterial streets, determined by high visibility and convenience to the customer. Locations of almost all auto courts were on the city's thoroughfares that also served as part of the national or state highway system through the Valley: Van Buren Street, 17th Avenue, Buckeye Road and Grand Avenue.

The subject property is one of just three remaining automobile dealerships in Phoenix from the years prior to World War II. (The others are A.E. England Motors, Inc. at 424 North Central Avenue, built in 1926, and C.P. Stephens DeSoto Six Motor Cars at 915 North Central Avenue, built in 1928.)

Dud R. Day was a member of the firm of Lawrence & Day, an authorized Ford dealership in Los Angeles. By June 1930, he had moved to Phoenix and created his own firm, the Dud R. Day Motor Company, which became the second authorized Ford dealership in this city. He located temporarily at 428 North Central Avenue, then announced plans to construct a new building at 401 West Van Buren Street. The new quarters were completed in October 1930.

Based on the description of the building in the opening day ads, this was a large and impressive structure, valued at \$10,000. Lescher & Mahoney, a prominent local architecture firm, designed the building in the Spanish Colonial Revival style. The builder was Dave M. Dubach. The showroom, which was located in the northeast section of the building, had large windows facing Van Buren Street and was elaborately decorated with "Monterey furnishings." The parts department occupied the two-story space at the northwest corner of the building. The shop at the rear of the building, referred to by Day as his "Half-Acre of Service," was an unobstructed 100 feet square. The roof of the building was supported by large trusses weighing six tons each. The company had a staff of 10 to sell new cars and another four for used car sales. In all, the firm employed 42 people.

By 1932, the building was occupied by Grady Watson, Inc., which later became Consolidated Motors, Inc. This firm acquired the Dud R. Day Motor Company, with Day eventually returning to Southern California to become a concrete and asphalt paving contractor. The Packard Phoenix Motor Company took over the property in 1934. This

firm, which had moved from a smaller site in the downtown area, was managed by Shadwell Bowyer, who later owned Bowyer Motor Company in Tucson.

In 1939, the Packard Phoenix Motor Company traded buildings with the Phoenix Motor Company, which had previously occupied space at 4th and Washington Streets. In announcing the move, Phoenix Motor Company president W.C. Quebedeaux said that a “long lease” had been obtained on all the land between 4th and 5th Avenues and that the firm would immediately begin work on a sizable addition to the existing building, representing an investment of more than \$40,000. The addition, which was designed by architect H.H. Green and built by the Del E. Webb Construction Company, was described as “modernistic.” The grand opening of the new facility took place in December 1939. The “complete automotive plant” included a spacious showroom, super-service station, modern parts store, repair department, and two used car lots, all on the same property.

In the 1950s and 1960s, the property was occupied by Quebedeaux Chevrolet and Ray Korte Rambler-Jeep. After that, the U.S. General Services Administration ran an interagency motor pool in the building for about 10 years. The current owner took possession of the property in 2015.

BOUNDARY JUSTIFICATION

Section 807.E states that, when applying the evaluation criteria in Section 807.D, the boundaries of a historic district should be drawn as carefully as possible to ensure that:

1. The district contains documented historic, architectural, archaeological or natural resources;
2. The district boundaries coincide with documented historic boundaries such as early roadways, canals, subdivision plats or property lines;
3. Other district boundaries coincide with logical physical or manmade features and reflect recognized neighborhood or area boundaries; and
4. Other non-historic resources or vacant land is included where necessary to create appropriate boundaries to assist in meeting the criteria in Section 807.D.

The proposed HP zoning boundary encompasses the entire north half of Block 96, which is the south side of Van Buren Street between 4th and 5th Avenues. It coincides with the parcel boundaries and includes the original 1930 Dud R. Day Motor Company building and the 1939 Phoenix Motor Company addition. The total area to be rezoned is 1.68 acres. This boundary is recommended by staff and supported by the property owner.

CONCLUSION

The rezoning request Z-2-17-7 to establish Historic Preservation (HP) overlay zoning for the subject property should be approved for the following reasons:

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1. The property meets the significance, age, and integrity requirements for HP overlay zoning set forth in Section 807.D of the Zoning Ordinance; and
2. The proposed boundaries meet the eligibility criteria outlined in Section 807.E.

Writer

K. Weight

3/2/17

Team Leader

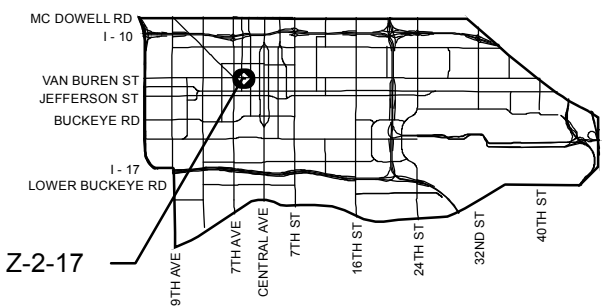
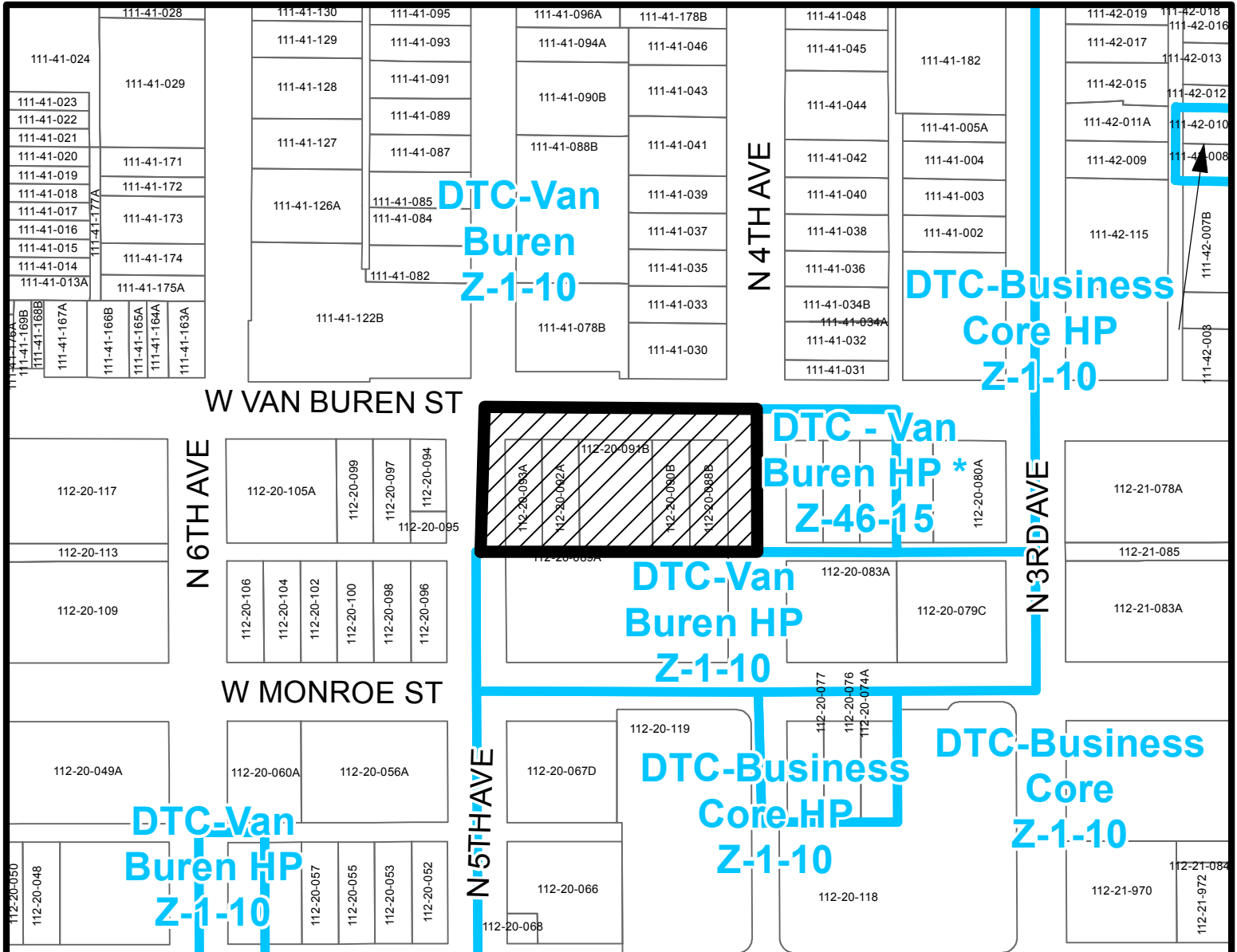
M. Dodds

Attachments:

Sketch Map (1 page)

Aerial (1 page)

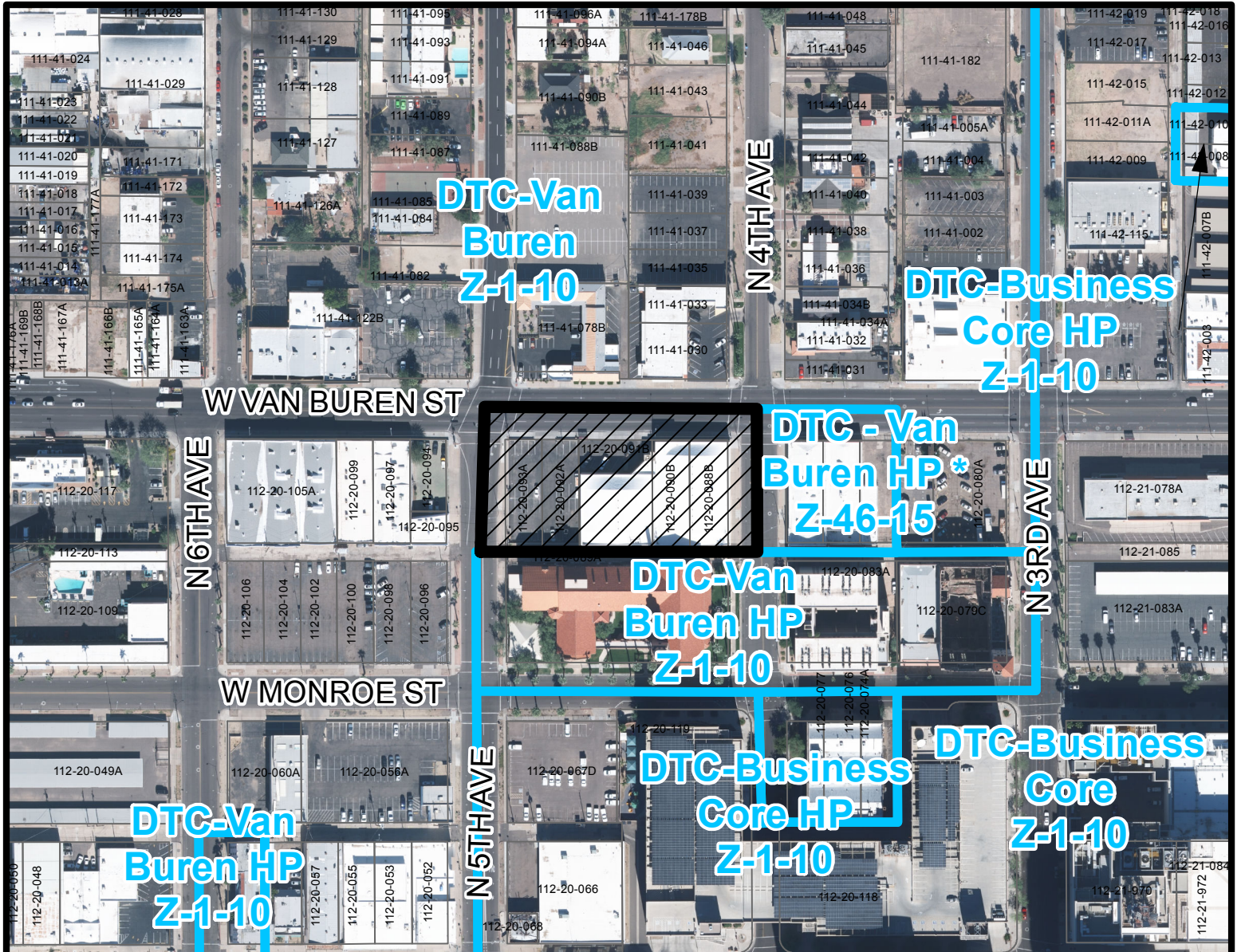
Photos (6 pages)



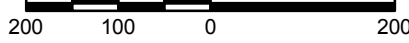
CENTRAL CITY VILLAGE
CITY COUNCIL DISTRICT: 7



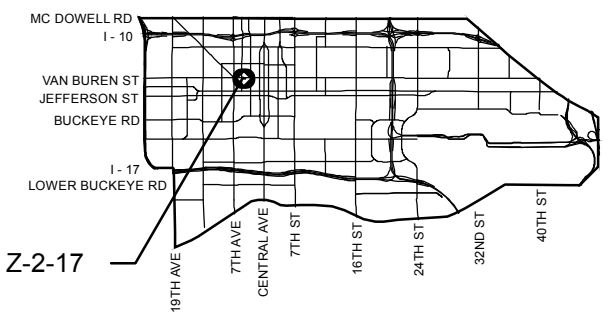
APPLICANT'S NAME: City of Phoenix Historic Pres Commission		REQUESTED CHANGE:	
APPLICATION NO. Z-2-17		FROM: DTC-Van Buren, (1.68 a.c.)	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 1.68 Acres		TO: DTC-Van Buren HP, (1.68 a.c.)	
MULTIPLES PERMITTED DTC-Van Buren DTC-Van Buren HP		CONVENTIONAL OPTION	
* Maximum Units Allowed with P.R.D. Bonus		* UNITS P.R.D. OPTION	



Feet



CENTRAL CITY VILLAGE
CITY COUNCIL DISTRICT: 7



APPLICANT'S NAME: City of Phoenix Historic Pres Commission

REQUESTED CHANGE:

APPLICATION NO. Z-2-17

DATE: 01/11/2017
REVISION DATES:

FROM: DTC-Van Buren, (1.68 a.c.)

GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.

1.68 Acres

AERIAL PHOTO & QUARTER SEC. NO.
QS 10-27

ZONING MAP
F-8

TO: DTC-Van Buren HP, (1.68 a.c.)

MULTIPLES PERMITTED

DTC-Van Buren
DTC-Van Buren HP

CONVENTIONAL OPTION

*** UNITS P.R.D. OPTION**

* Maximum Units Allowed with P.R.D. Bonus

Z-2-17-7

SW corner of 4th Avenue and Van Buren Street
Dud R. Day Motor Company / Phoenix Motor Company



1939 - Exterior view - historic appearance



2016 - Exterior view - façade modified

Z-2-17-7
SW corner of 4th Avenue and Van Buren Street
Dud R. Day Motor Company / Phoenix Motor Company



1939 - Exterior view - historic appearance



2016 - Exterior view - façade modified

Z-2-17-7
SW corner of 4th Avenue and Van Buren Street
Dud R. Day Motor Company / Phoenix Motor Company



2016 - Interior view - original storefront openings discernible



2016 – Interior view - original steel casement windows present

Z-2-17-7
SW corner of 4th Avenue and Van Buren Street
Dud R. Day Motor Company / Phoenix Motor Company



2016 - Interior view - original steel casement windows present



2016 - Interior view - original wood trusses present and recently repaired

Z-2-17-7

SW corner of 4th Avenue and Van Buren Street
Dud R. Day Motor Company / Phoenix Motor Company



2017 - Exterior view – work in progress to restore historic appearance

Proposed Home Of New Ford Dealer

DUD R. DAY
MOTOR CO.

LEICHER & MAROBY
ARCHITECTS

Rapid progress is being made on the new building at the corner of Van Buren street and Fourth avenue, which, when completed will be occupied by Dud R. Day, new Phoenix dealer in Ford motor cars. According to the terms of the contract the building is to be completed so Day can have his formal opening about September 15. The building is to be of Spanish design, and will have a frontage of 100 feet on Van Buren street and will extend 140 feet along Fourth avenue to the alley. The front of the structure will provide a sales room 40 by 70 feet, and a two story parts department 40 by 30 feet. The rear of the building 100 feet square will be devoted entirely to the service department. The sales room will be furnished in Monterey furnishings, and will have a beamed ceiling. A local atmosphere will be included in the draperies which will be typical of the Pacific southwest.

1930 - Newspaper article announcing construction of Dud R. Day Motor Company building

SW corner of 4th Avenue and Van Buren Street
Dud R. Day Motor Company / Phoenix Motor Company

Phone 3-1111

Arizona Republic, Phoenix, Saturday Morning, December 16, 1939

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PHOENIX MOTOR'S NEW HOME TO BE OPENED TONIGHT

Music, Movies Will Feature Entertainment

Another important development in the steady growth of the Phoenix Motor Company is the new plant at the southwest corner of 4th and Van Buren streets, which will be opened to the public tonight.

The new quarters consist of three main units each having a 100-foot frontage on Van Buren street and a depth of 120 feet. A recently new building and structure, which formerly housed another division of the Phoenix Motor Company, will serve as the Buick and Chevrolet sales quarters of the Phoenix Motor Company and a repair shop.

The plant will be open 24 hours a day. It is equipped with all the latest and most modern equipment, especially for service, body-building and repair divisions.

Chevrolet Unit Makes Strides

The Chevrolet division of the Phoenix Motor Company was added in 1938 and has made rapid gains.

Service Offered By Buick Plant

Buick service is offered by the Phoenix Motor Company, which has a long tradition for this type of service.

Ninety Persons Work For Firm

Ninety persons are employed by the Phoenix Motor Company, and the new plant at 401 W. Van Buren street, which was completed recently by W. C. Quebedeaux, president and general manager, provides an additional 100 jobs.

FROM Our Complete Stocks of Service Station and Garage Equipment, the following was furnished.

GAS PUMPS

HYDRAULIC HOISTS

LINCOLN LUBRICATION EQUIPMENT

for installation in the new home of the

PHOENIX MOTOR CO.

STUCKEY
AUTO SUPPLY CO.
502 West Washington Phone 3-4141

W. C. Quebedeaux Directs Policies Of Motor Company



W. C. QUEBEDEAUX

Fur, Purse, Ring Stolen

The fourth theft in Phoenix since the first of December was reported to police yesterday.

A representative of Louie's Silver Shop, 12 North Central avenue, told officers a \$280 silver fur had been taken from the store, probably Monday. How the fur was taken was not known.

Manuel Tama, 510 West Fillmore street, advised deputies sheriff a \$100 ring had been stolen from his home.

Harry Rabenowitz, 218 North Seventh street, reported theft of a watch from 393 East Coronado road. J. L. Lewis reported, saying that the thief or thieves entered his home through a back door while he and his family were in the back yard of the home.

PLUMBING

For
PHOENIX MOTOR CO'S.
Fine New Home
Installed by
Roy Brooks
PLUMBING
913 N. 7th St. Ph. 4-2315

SUMMERBELL TRUSSES

Provide the Maximum Use of Interior Space
Inspect Their Use in the
PHOENIX MOTOR CO.
New Building
Furnished By
J. B. MATZ
SPECIALTY CONTRACTOR
860 W. Madison

Used Cars Put In Top Shape

A policy of "customer satisfaction first" is followed by the used-car department of the Phoenix Motor Company. Ron Temple, department manager, said yesterday.

Indian Believed Murder Victim

A coroner's jury decided yesterday that Fredie Wilbur Wood, 21 years old, an Indian from San Carlos, died of "two blows upon the head inflicted by a person or persons unknown to the jury."

Plant Location Is Strategic

The new Phoenix Motor Company plant, which formally will be known as the Phoenix Motor Company, is strategically situated at the southwest corner of 4th and Van Buren streets. The plant is situated at 401-441 West Van Buren street. It has a 100-foot frontage on Van Buren street, a 120-foot frontage on 4th avenue and a 100-foot frontage on 5th avenue.

It is on the most heavily traveled highway and thoroughly in Arizona. The new plant is only three blocks west of the strategic Central avenue and Van Buren street intersection.

Accessories Are Carried

Scores of thousands of parts and accessories, of 7,000 varieties, are carried by the parts and accessories department of the Phoenix Motor Company. This important division of the company is headed by Otis Garnand.

SHEET METAL WORK

By
Valley Plumbing
& Sheet Metal Works
232 WEST ADAMS ST.

Painting catalogued to permit rapid service. Use of the features of the department is a "visible merchandise" section where frequently used accessories, automotive equipment and parts are displayed and ready priced.

In Constructing The New Home for the

PHOENIX MOTOR CO.

we furnished

STEEL SASH
GLASS
MILLWORK

Arizona Sash, Door & Glass Co.

Consolidated Roofing and Supply Co.
521 South 9th Ave. Phone 3-9351

CONSTRUCTION OF THE New Shop and Service Station for the

PHOENIX MOTOR CO.

by
DEL E. WEBB
CONSTRUCTION CO.
1633 West Jefferson St. Phoenix

You Are Cordially Invited to Attend the GRAND OPENING Of Phoenix Motor's New Home Today

SPACIOUS SALESROOMS MODERN PARTS STORE SUPER-SERVICE STATION TWO USED CAR LOTS

The block-long quarters of the Phoenix Motor Co., Phoenix dealer for Chevrolet and Buick, where every facility for sales and service is accommodated in its building extending from 4th to 5th avenues on W. Van Buren

TODAY WE CELEBRATE THE COMPLETION OF A NEW HOME AT 401 W. VAN BUREN

We invite you to visit us today or any time and see for yourself how we can care for your needs.

The Finest Plant in the Southwest—

NO expense has been spared . . . no feature has been overlooked . . . to make the new home of the Phoenix Motor Company the finest automotive establishment in the entire southwest. And just as we are dealers for two of the world's finest motor cars—Buick and Chevrolet—we pledge to maintain a service on a par with their excellence. Occupying the entire half block facing on Van Buren Street and extending from 4th Avenue to 5th Avenue, this new plant is a model of efficiency and convenience. For here, under one roof, are the many departments—show rooms, complete super-service station, modern parts store, repair departments, body-rebuilding, painting, truck service, tow service, etc.—that combine to make the complete automotive plant.

Equipped for Every Service Job—

MANY thousands of dollars have been expended on buildings and new, scientific equipment so as to bring up to the highest peak of efficiency the one-stop method of motor car service and maintenance.

In our plan of shop operation, little is left to guesswork. The personnel is entirely factory trained and skilled in the use of modern methods. Equipment includes every modern development to detect car operating inefficiencies . . . and the proper means of correcting them.

The parts department stocks a complete line of Buick and Chevrolet parts and accessories thus assuring fast service on all repair and replacement jobs.

Shop routine methods have been developed to speed work through in the least possible time and every effort will be made to meet all schedules.

CHEVROLET

BUICK

PHOENIX MOTOR CO.

W. C. Quebedeaux, President
FROM 4th to 5th AVENUES ON WEST VAN BUREN ST.

Come Early - - Stay Late!

PROGRAM STARTS AT 8:00 P. M.
YOU'LL FIND A LOT TO INTEREST YOU

MUSIC ALL EVENING

FAVORS for the LADIES

MOTION PICTURES

KTAR BROADCAST

FROM THE SALESROOM AT 8:30 P. M.
Featuring "The Three Notes" and Tony Corral, with his Royal Castilians