



City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT
HISTORIC PRESERVATION OFFICE

Staff Report: Z-11-21-8 April 1, 2021

INTRODUCTION

Z-11-21-8 is a request to establish Historic Preservation (HP) overlay zoning for the property located at the southwest corner of 19th Street and McDowell Road [1845 East McDowell Road] known historically as Valley National Bank Branch #10 (now McDowell Place Senior Center). Maps and photos of the subject property are attached.

STAFF RECOMMENDATION

Staff recommends that rezoning request Z-11-21-8 be approved.

BACKGROUND

In 2019, a historical resource survey was commissioned for Miracle Mile, a mid-century commercial strip between 14th Street and 20th Street and McDowell Road. The survey was completed by Motley Design Group, LLC. During the survey, Valley National Bank Branch #10 was determined eligible for listing in the Phoenix Historic Property Register and the National Register of Historic Places. Michelle Dodds, Historic Preservation Officer, contacted Marchelle Franklin, Director of the Human Services Department, to discuss designation. Ms. Franklin agreed, and the Historic Preservation Commission initiated HP zoning on December 21, 2020.

PROPERTY HISTORY

Valley National Bank (VNB) Branch #10 was one of several branches constructed during VNB's expansion program in 1956. The branch is located on Lot 1, Block 1 of Bostrom Place subdivision, originally residential. After the lot's purchase, the dwelling on the site was demolished. Valley National Bank, the largest bank in the state, was discerning in its bank locations, selecting the southwest corner of 19th Street and McDowell Road for its relationship to the burgeoning residential subdivisions to the north and east, and its location along the new commercial strip known as "Miracle Mile."

The branch was designed by the local architecture firm of Weaver & Drover. The company had completed at least four other branches in Phoenix for VNB. It was built by Mardian Construction, a company run by four brothers since 1940. Over the years, the firm built the Arizona State Capitol House and Senate Wings, Sky Harbor Airport Terminal 3, and numerous other Valley National Bank branches.

The building is a late example of the International Style with exterior walls of brick and stone veneer. The brick portion is beneath an overhanging flat roof with wide fascia faced in corrugated metal; the stone segment is subordinate to the brick and has a flat roof with short parapets. Aluminum-frame windows occur only in the brick portion. Perforated clay tile screens protect the east-facing windows. The main entrance faces McDowell Road, and a second entrance is located at the rear of the lobby on 19th Street. A double drive-through at the southwest corner added a level of convenience for the midcentury motorist. At 10,000 square feet, it was a much larger footprint than VNB's previous branches. The larger size may have been due to projected growth in the area, which Valley National Bank closely monitored. With strong competition for banking customers, it was important that the branch stand out from neighboring buildings and look "modern."

The building has been artfully repurposed as a Senior Center operated by the City of Phoenix, with some minor interior alterations. The banking hall, the most important public interior space, remains intact except for the teller desks, light fixtures and updated floor coverings.

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.

EVALUATION

The Valley National Bank Branch #10 is significant under Criterion A as it represents the postwar expansion of the banking industry in the Salt River Valley. At the beginning of

the 1950s, there were just three banking corporations in Phoenix—the Bank of Douglas, Valley National Bank and First National Bank of Arizona. Each company had a main office in downtown Phoenix and a small number of branches throughout the valley—the Bank of Douglas had one branch, Valley National had 3 branches and First National had 5 branches. By the end of the decade, the Bank of Douglas had 8 branches, Valley National had 13 branches, First National had 16 branches, and three new banking corporations had been formed. By 1959, Valley National ranked among the fifty largest banks in the United States when measured by deposits. The bank played a major role in the development of both the city and state during the postwar years.

The Valley National Bank Branch #10 is significant under Criterion C as a high-quality, late example of an International-style bank building. It possesses excellent integrity for a midcentury bank, especially its original exterior materials. While some interior finishes have been lost, the basic fabric of the building remains. It clearly conveys its original function as a branch bank down to the intact, attached drive-through at the southwest corner of the building. The door to the original bank vault is still present, as is a built-in clock in the former banking hall.

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 1.34 gross acres and includes two parcels, as well as the adjacent right of way, which is customary for rezoning cases. It coincides with documented historic boundaries as much as possible and follows parcel lines and street monument lines.

CONCLUSION

The rezoning request Z-11-21-8 to establish Historic Preservation (HP) overlay zoning for the subject property should be approved for the following reasons:

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

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2. The proposed boundaries meet the eligibility criteria outlined in Section 807.E.

Writers

K. Weight

J. Elsner

4/1/21

Team Leader

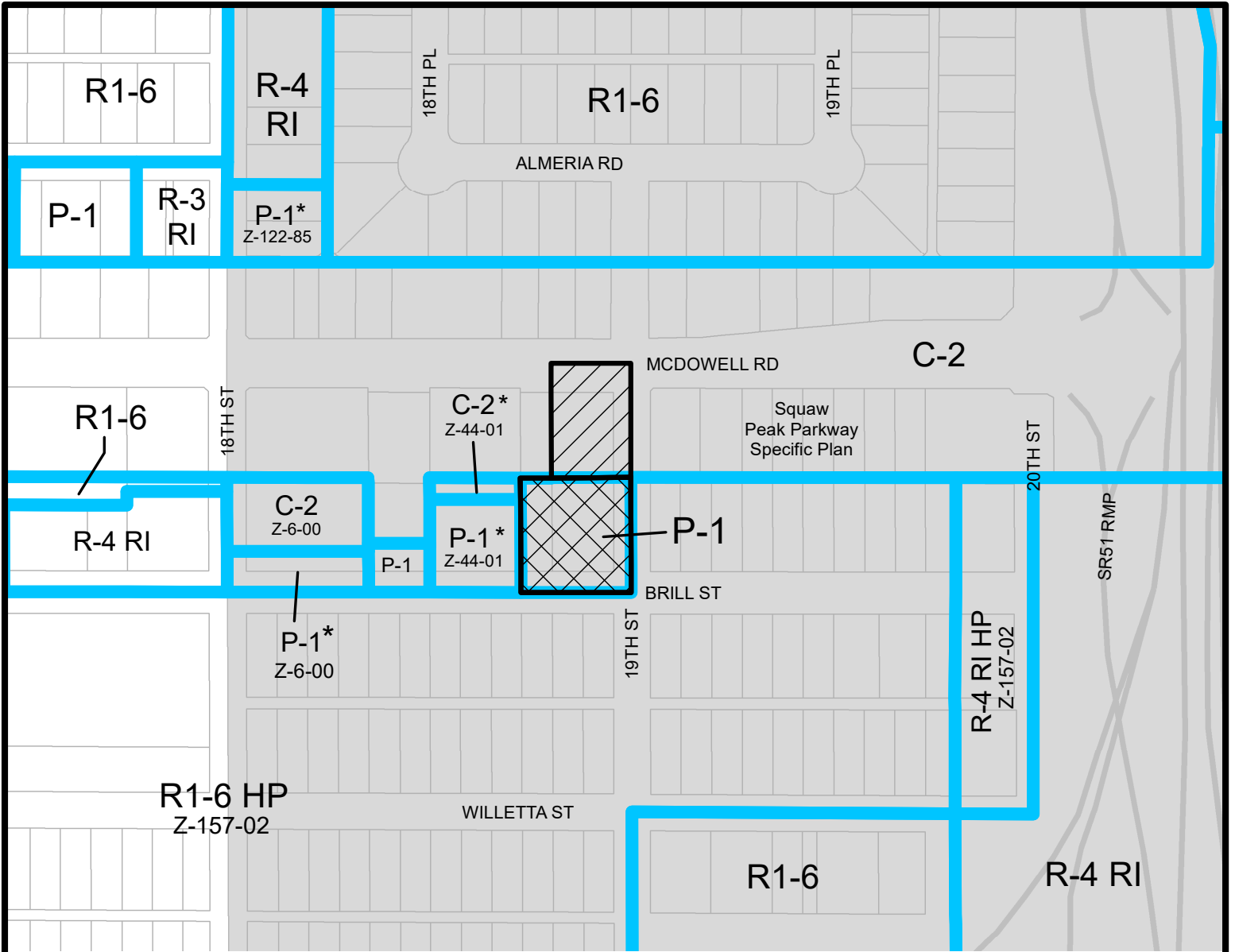
M. Dodds

Attachments:

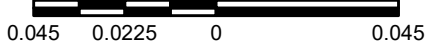
Sketch Map (1 page)

Aerials (2 pages)

Photos (4 pages)



Miles

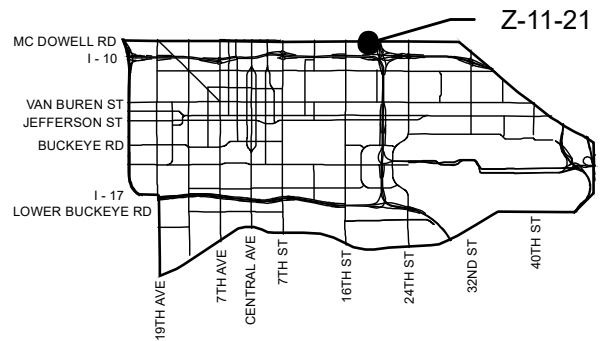






CENTRAL CITY VILLAGE

CITY COUNCIL DISTRICT: 8

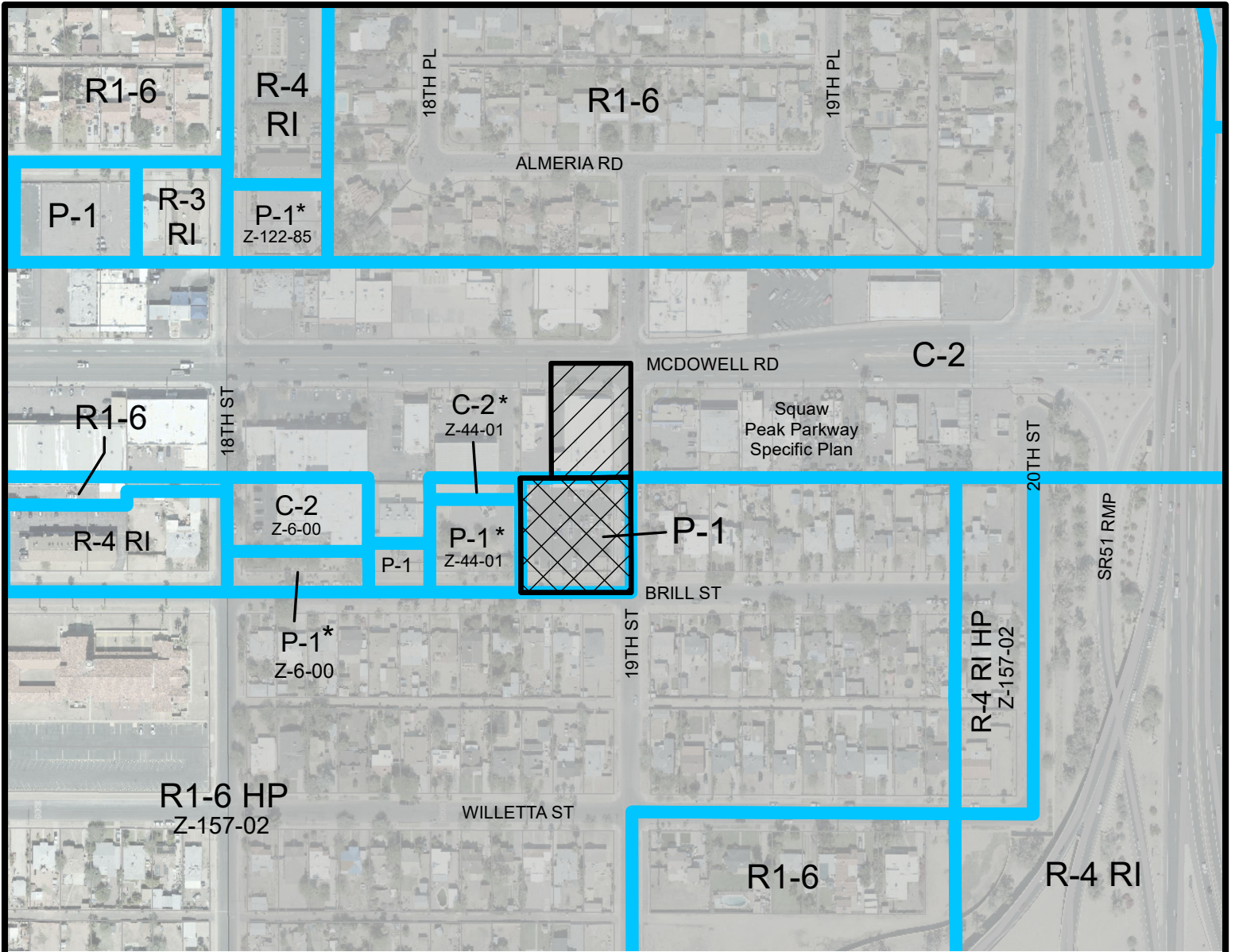


City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

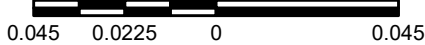


APPLICANT'S NAME: City of Phoenix Hist Pres Comm		REQUESTED CHANGE:	
APPLICATION NO. Z-11-21	DATE: 3/1/2021 <small>REVISION DATES:</small>	FROM: C-2 (0.56 a.c.)  P-1 (0.78 a.c.) 	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 1.34 Acres	<small>AERIAL PHOTO & QUARTER SEC. NO.</small> QS 12-31	<small>ZONING MAP</small> G-9	TO: C-2 HP (0.56 a.c.)  P-1 HP (0.78 a.c.) 
MULTIPLES PERMITTED C-2, P-1 C-2 HP, P-1 HP	CONVENTIONAL OPTION 8, N/A 8, N/A		* UNITS P.R.D. OPTION 9, N/A 9, N/A

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



Miles

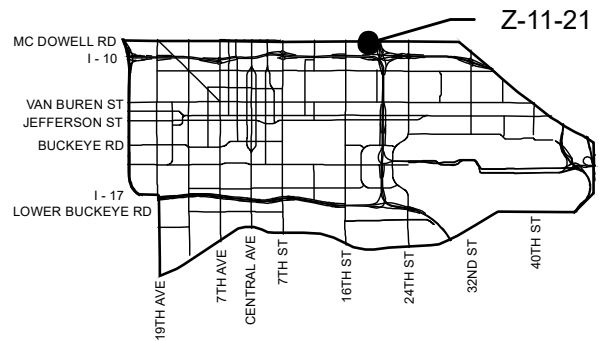


CENTRAL CITY VILLAGE

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1.34 Acres

AERIAL PHOTO & QUARTER SEC. NO. QS 12-31

ZONING MAP G-9

REQUESTED CHANGE:

FROM: C-2 (0.56 a.c.) 
P-1 (0.78 a.c.) 

TO: C-2 HP (0.56 a.c.) 
P-1 HP (0.78 a.c.) 

MULTIPLES PERMITTED

C-2, P-1

C-2 HP, P-1 HP

CONVENTIONAL OPTION

8, N/A

8, N/A

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

9, N/A

9, N/A

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



Valley National Bank Branch #10

1845 East McDowell Road / 1838 East Brill Street

Proposed Historic Preservation (HP) Zoning Overlay shown in purple

Z-11-21-8
1845 East McDowell Road
Valley National Bank Branch #10



View looking southeast at north façade, December 2020



View looking southeast from across McDowell Road, December 2020

Z-11-21-8
1845 East McDowell Road
Valley National Bank Branch #10



View looking southwest from across McDowell Road, December 2020



Architect's rendering, Paul Markow Collection, 1956

Z-11-21-8
 1845 East McDowell Road
 Valley National Bank Branch #10

13 ALL EDITIONS

Saturday is day at the "Miracle Mile"

19TH STREET-McDOWELL OFFICE

OPEN HOUSE
Everyone Cordially Invited!
 Refreshments
 Souvenirs
 10 a.m. - 3 p.m.
 Saturday, March 2

Yes, tomorrow will be a big day for the Valley Bank

and, we hope, a most significant day for you folks who live, work or shop in the flourishing eastern area of Phoenix.

In line with the bank's policy of providing complete banking facilities where they are needed, we have been impatiently waiting for this beautiful, major office to be completed.

Now that it's finally ready, we're holding a special Open House Preview tomorrow - for you and your family and friends. Monday morning we officially open for business.

So please stop in tomorrow, if you possibly can. Whether you plan to be a customer or not, we'll be delighted to show you the "ins and outs" of the most modern bank in the country. Our top officers from Home Office will be on hand to greet you... we'll have refreshments and a little souvenir for every visitor.

Cordially,

 E. G. NEWTON, President
 VALLEY NATIONAL BANK
 19th Street McDowell

Features of the new office...

CONSTRUCTION: Norman brick walls, generous use of glass panels, decorative masonry accents on east wall, major work on west entrance and west wall. Heavy structure with several parking spots.

LOBBY: High light and airy room, 42' x 82' 6", with 12'10" ft. ceiling. Black terrazzo floor in lobby, polished in center, white tile in entrance. Reception area and 194 office. Six ornamental pillars, 4' x 4' x 10' high. Two large windows, 12' x 10' x 10' high. Reception area and 194 office. Six ornamental pillars, 4' x 4' x 10' high. Two large windows, 12' x 10' x 10' high. Reception area and 194 office.

CONFERENCE ROOM: Tastefully decorated private area for confidential business.

DRIVE-IN WINDOWS: Two windows, one on "in" side, the other on "out" side wall. Entrance from McDowell, across right on left on Bill.

COLOR & DECOR: Decorous selected harmonizing throughout, with main theme "Mid-Century" and "Tudor Revival" with accents of Empire Green.

LIGHTING: Modern fluorescent.

RIGHT DEPOSITORY: (With envelope slot) for after-hour deposits.

PARKING: Large, paved area directly behind bank, several trees 194 Street.

EMPLOYEE LOUNGE: Modern kitchen conveniences and rest area for the people who serve your banking needs.

PLUS: 194 area, locally, dependable Valley Bank service. Attentive respect all over the place!

E. G. NEWTON
 President
 (194) President in an interview as you can see! Born in Phoenix, graduated from Phoenix Union High School. He has worked for the Valley Bank ever since he left school. Member has had a wealth of banking experience all the way from the rural area, through its operating departments, and now and branch retail manager's job. We're sure you'll like G. G. Newton, and one thing is certain... he's looking forward to making your acquaintance!

 Jack Phillips Assistant Manager	 Walt Todd Assistant Manager	 Bob Loyall Branch Teller	 Bob Schmitt Cashier	 Lela Bennett Branch Teller	 Cory Terry Branch Teller	 Carl H. Fish Branch Teller	 Mary Campbell Branch Teller
 Dorothy Lee Teller	 Cheryl Farley Teller	 Sally Kermeyer Teller	 Jerald Reed Branch Teller	 Bob Smith Branch Teller	 Bob Brink Branch Teller	 Mary Shelby Branch Teller	 J. W. Elford Branch Teller

Arizona's Bank
 45
 44 FRIENDLY OFFICES • Resources \$449 Million
 MEMBER FEDERAL RESERVE SYSTEM

Advertisement from the *Arizona Republic* newspaper, March 1, 1956



Built-in clock, main banking hall, December 2020

Z-11-21-8
1845 East McDowell Road
Valley National Bank Branch #10



Vault door, December 2020