



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT  
HISTORIC PRESERVATION OFFICE

**Staff Report: Z-60-18-4**  
**October 8, 2018**

**INTRODUCTION**

Z-60-18-4 is a request to establish Historic Preservation (HP) overlay zoning for the property located approximately 425 feet west of the northwest corner of 3<sup>rd</sup> Avenue and Camelback Road, known historically as the 400 West Camelback and 444 West Camelback Buildings. Maps and photos of the subject property are attached.

**STAFF RECOMMENDATION**

Staff recommends that rezoning request Z-60-18-4 be approved.

**BACKGROUND**

In May 2018, the City of Phoenix HP Office received a request from Venue Projects, representing the owner of the subject property, Arrive Phoenix, LLC. Venue Projects requested that the City of Phoenix initiate an application to establish HP overlay zoning for the building at 444 West Camelback Road. Staff verified the eligibility of the property, and on June 19, 2018, the HP Commission initiated HP zoning for 444 West Camelback Road.

Later that month, the Phoenix City Council approved a replat of the property, combining the buildings at 400 and 444 West Camelback Road into a single parcel. Following this action, the HP Office received a request from Venue Projects to re-initiate HP zoning so that the building at 400 West Camelback Road would also be included. On August 20, 2018, the HP Commission amended the initiation to include both buildings, per the owner's request.

The site is currently undergoing rehabilitation to convert the former office buildings to a new use as a hotel. "Arrive Phoenix" will combine both buildings into a singular 79-room property. It will also host a boutique coffee shop, a poolside taco bar, a gourmet ice creamery, and a nautical-themed rooftop craft cocktail bar. Totalling just over 2 acres and 45,000 square feet, this \$20 million project is expected to be completed next year.

## **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.

## **HISTORY**

The building at 444 West Camelback Road (originally described as 346 West Camelback Road in an *Arizona Republic* article) was built in 1958 for a group of investors headed by Arnold Becker. A graduate of Harvard Law School, Becker practiced law in Rochester, New York, before coming to the Phoenix area in 1950, where he switched from courtroom activities to construction. His many investment projects included hospitals, medical centers, hotels and motels, apartments, office complexes, restaurants, and other various commercial structures.

Becker acquired the property at 444 West Camelback Road in 1957. A newspaper article from January 1958 notes that the site was purchased at a record price of \$11,000 an acre. It was part of the Jennie Cantrell estate and included 20 acres of land north of Camelback. The north portion was sold and developed with several apartment buildings.

To design the office building at 444 West Camelback, Becker selected the architectural and structural engineering firm of Maddock & Associates. The building was designed with a reinforced concrete frame and glass curtain walls. It featured three full stories and a penthouse-office on the roof. In all, there was space for 30 offices. Because the building was oriented at a 90-degree angle to Camelback Road, the article noted that the layout was such that a twin building at 400 West Camelback Road could be erected

when future demand for office space warranted the investment. Chaney Construction Company was the builder.

In April 1958, a subsequent newspaper article noted that the building at 444 West Camelback Road was nearing completion and was representative of the expansion of commercial office buildings north of downtown. In describing its details, the article stated the building was unique in that there was “little or no steel in its construction.” It noted that “the masonry walls are the bearing walls for the floors” and that “an unusual amount of plywood is employed in its construction, both for floors, walls and for decorative purposes.” The decorative aspects of the building also included bold choices in paint color including turquoise, white, lemon, and black.

Concurrent with the construction of 444 West Camelback, Arnold Becker was developing another office building at 8900 North Central Avenue, with Maddock & Associates and Chanen Construction as designer and builder. Unfortunately, at the Central Avenue site, tragedy struck when a masonry wall collapsed, killing one construction worker and injuring another. The cause of the accident was determined to be insufficient structural design. The architect of record for Maddock & Associates, Stefan Ryciak, subsequently lost his license, and Frank Maddock, head of the firm, had his engineer’s license suspended. Because the 8900 North Central and 444 West Camelback buildings were similar in design, Becker hired Foltz & Associates, consulting structural engineers, to re-engineer both structures. Chanen carried out the necessary improvements, ensuring the buildings were structurally sound.

A newspaper article from December 1958 indicates that Becker was moving forward with the “twin building” at 400 West Camelback and had hired Maddock & Associates and Chanen Construction to also work on that building. However, after the tragedy at the Central Avenue site, Becker halted construction at 400 West Camelback and returned the plans to the architects. He ultimately chose to use a different architectural firm, as an article from May 1959 indicates that the building under construction at 400 West Camelback was designed by Murray Harris of Fred M. Guirey & Associates. Interestingly, a June 1959 article shows the architect as Ralph Haver & Associates, although this appears to be a mistake, as Harris’ name is on the construction permit, and several articles from late 1959 and early 1960 indicate that Guirey designed the building. Records show that Harris left Guirey’s firm in October 1959 to work as Chanen’s construction coordinator, so it makes sense that Guirey himself would have completed the job. Foltz & Associates were retained as engineers for the project.

The 400 West Camelback office building was three stories in height, designed with an all-steel frame and curtain walls entirely of glass and “porcelainized” steel sheets set in aluminum frames. The “sandwich” sheets of metal had insulation incorporated between the two surfaces so that they formed both exterior and interior wall when installed. The building also had a central concrete elevator tower, which was clad in metal, as well as louvered stairwells at both ends. The 18,000-square foot building had sufficient space

to be divided up into as many as 40 offices. The structure was completed in January 1960.

The article touting the building's completion noted that 444 West Camelback had been completed under the same ownership 18 months previously and because the buildings were set perpendicular to one another, the property as a whole allowed for ample parking. While the 1960 *Arizona Republic* photo of the completed building does not appear to depict the rear single-story portion of the building, it is evident on a historic aerial dating to 1962, suggesting that if it was not original, it was completed shortly thereafter.

### **SIGNIFICANCE**

Despite the differences in stylistic detailing, the buildings at both 400 and 444 West Camelback are good representative examples of Modern architecture as applied to low-rise office buildings. 444 West Camelback evokes the Googie style, with whimsical elements such as the zigzag roof at the penthouse suite, decorative metal rails, concrete columns extending above the roofline, and original bright colors. 400 West Camelback's central, metal-panel clad elevator shaft and louvered steel bookends emphasize Modernism's favored material palette as well as its respect for geometric rectilinearity. Furthermore, both buildings are significant for their use of innovative construction methods and materials. This combination of architectural and structural significance makes both buildings eligible for listing under Criterion C in the area of Architecture.

Each building is also representative of the expansion of the commercial core north of downtown Phoenix in the post-World War II-era, making them significant under Criterion A in the areas of Commerce and Community Planning & Development. When 444 West Camelback was constructed in 1958, it was noted as "the first structure on Camelback of more than two stories."

### **INTEGRITY**

The buildings at 400 and 444 West Camelback Road retain integrity of location, design, materials, workmanship, feeling, and association. Integrity of setting has been modestly impacted by adjacent development and the widening of Camelback Road, which eliminated the buildings located on the south side of the street. The setting will be further impacted by the addition of new structures proposed for the Arrive Hotel, which will be built in front of the existing buildings. However, because the buildings are primarily significant for their architecture, setting is less of a concern. Changes to the historic buildings themselves, including a rear addition to 444 West Camelback, will be minor and will not affect the integrity of design, materials, or workmanship, which are the most important aspects of integrity in this case.

## **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 2.32 gross acres and contains both the 400 and 444 West Camelback buildings. The proposed boundary also includes 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-60-18-4 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
2. The proposed boundaries meet the eligibility criteria outlined in Section 807.E.

### Writers

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10/8/18

### Team Leader

M. Dodds

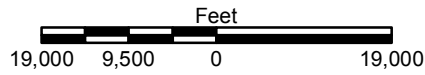
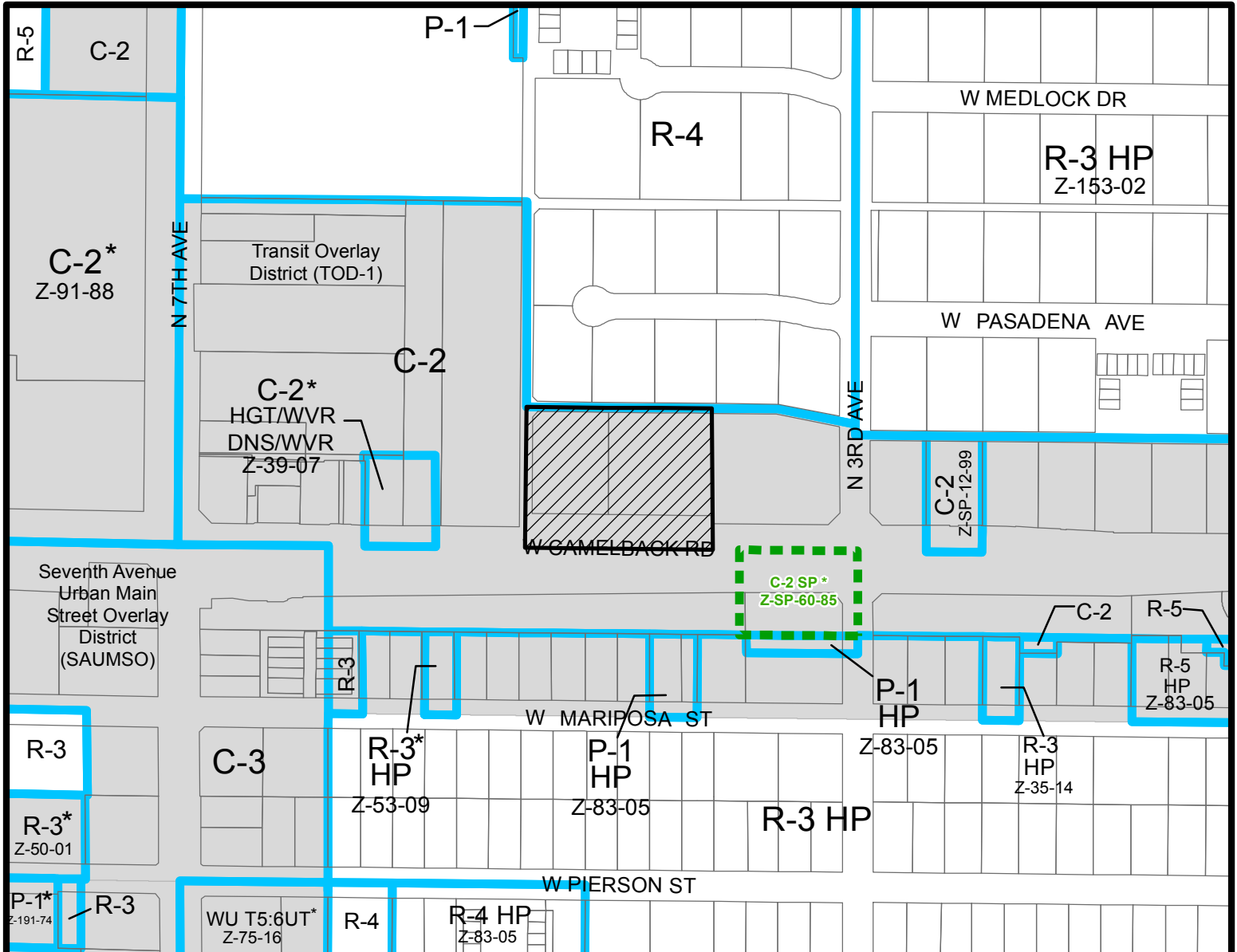
### Attachments:

Sketch Map (1 page)

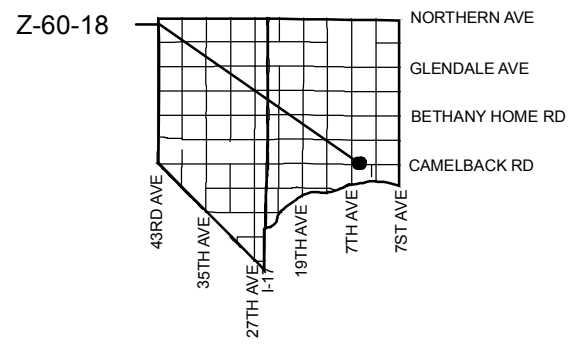
Aerials (2 pages)

Photos (5 pages)

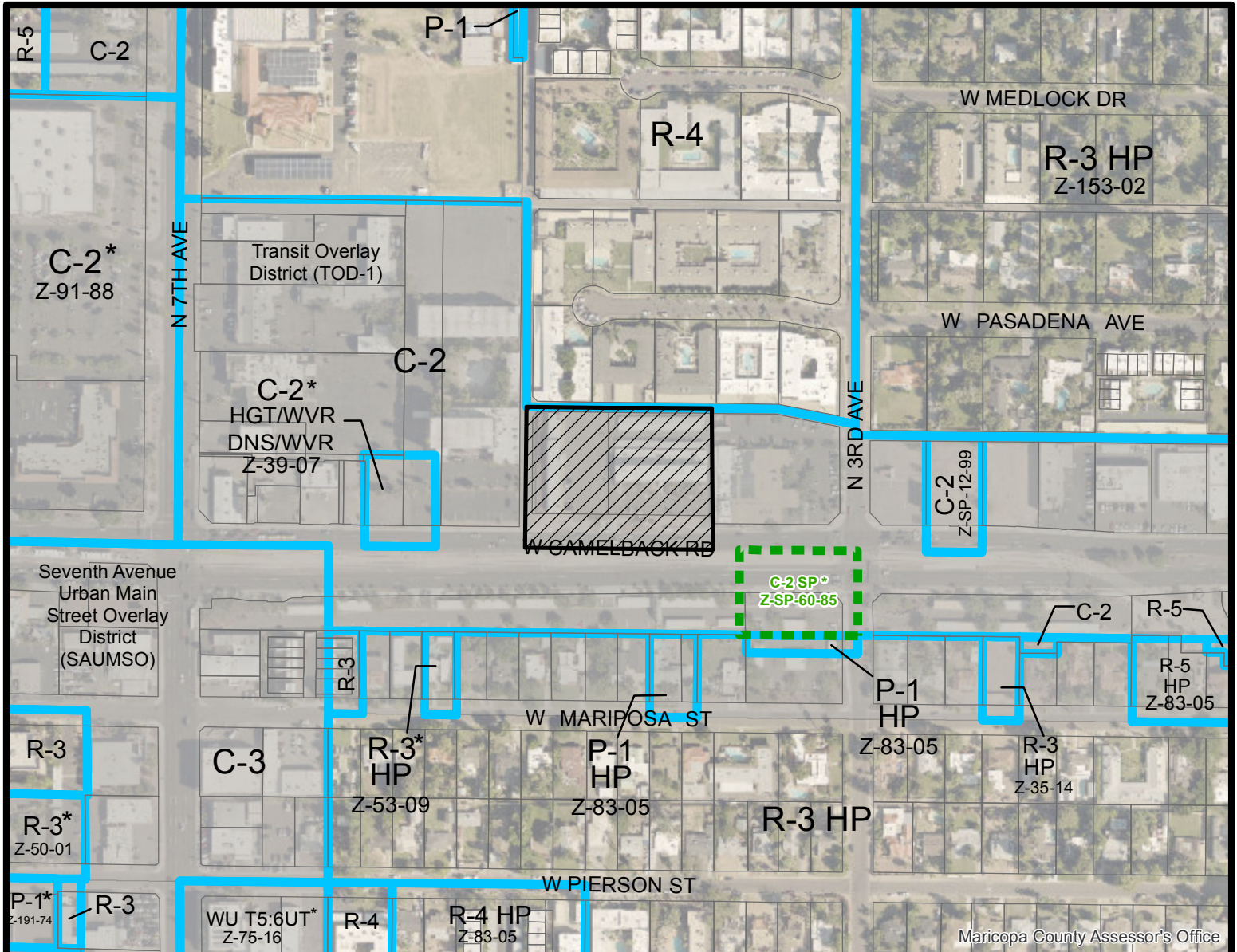
Newspaper Articles (4 pages)



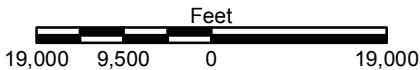
**ALHAMBRA VILLAGE**  
CITY COUNCIL DISTRICT: 4



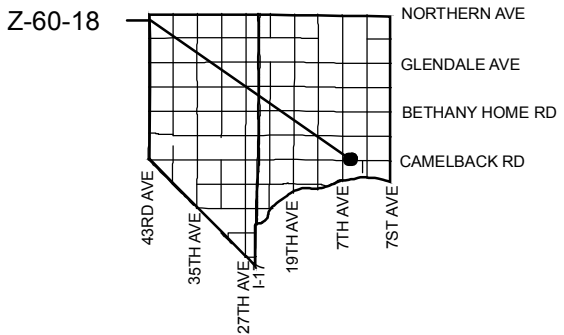
<b>APPLICANT'S NAME:</b> City of Phoenix Hist Pres Commission		<b>REQUESTED CHANGE:</b>	
<b>APPLICATION NO.:</b> Z-60-18		<b>FROM:</b> C-2 TOD-1 ( 2.32 a.c.)	
<b>DATE:</b> 8/24/2018 <small>REVISION DATES:</small>		<b>TO:</b> C-2 HP TOD-1 ( 2.32 a.c.)	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> <b>2.32 Acres</b>			
<small>AERIAL PHOTO &amp; QUARTER SEC. NO.</small> <b>QS 19-27</b>		<small>ZONING MAP</small> <b>H-8</b>	
<b>MULTIPLES PERMITTED</b>		<b>* UNITS P.R.D. OPTION</b>	
C-2 TOD-1		40	
C-2 HP TOD-1		40	
<b>* Maximum Units Allowed with P.R.D. Bonus</b>			



Maricopa County Assessor's Office

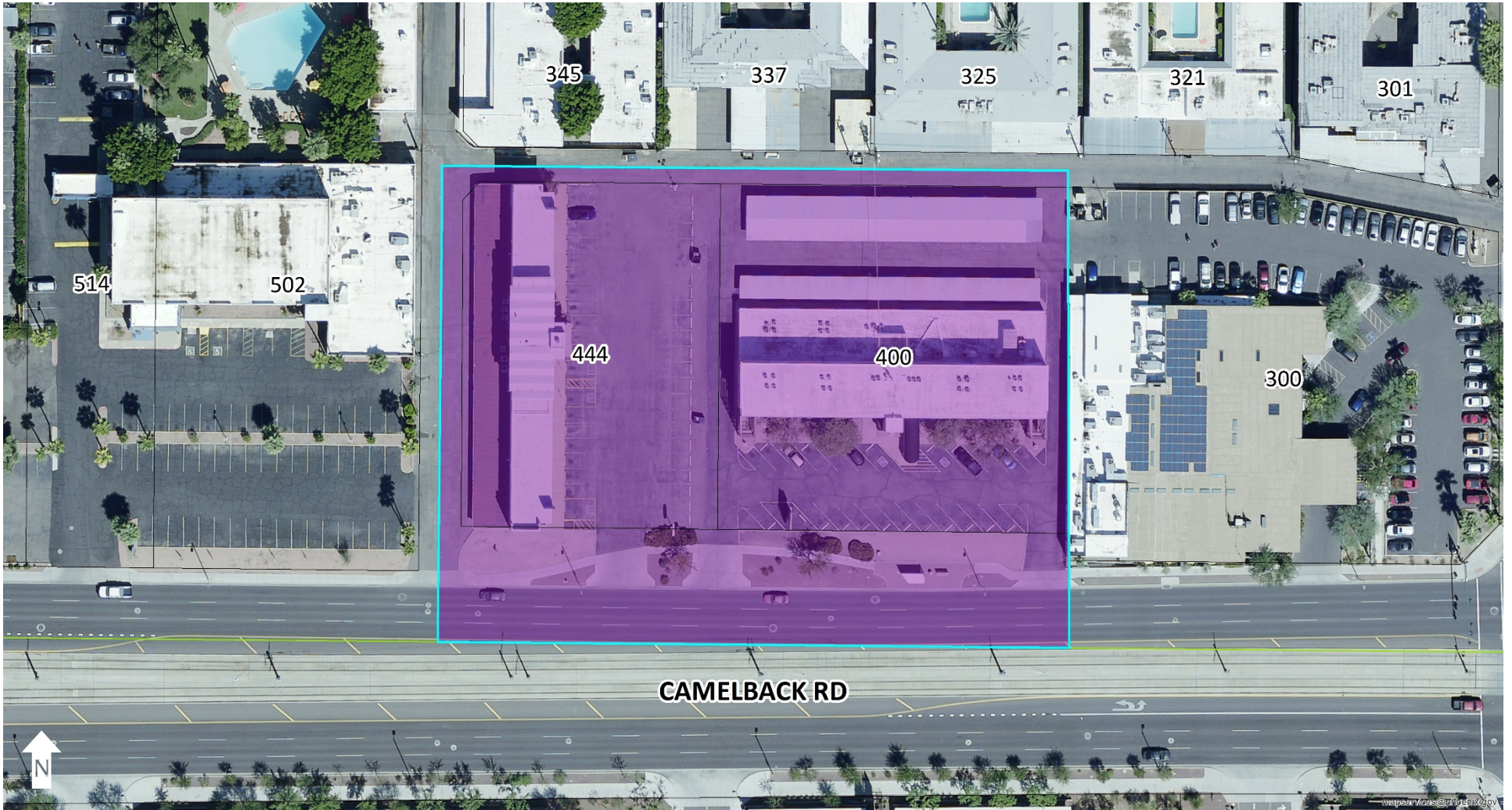


**ALHAMBRA VILLAGE**  
CITY COUNCIL DISTRICT: 4



<b>APPLICANT'S NAME:</b> City of Phoenix Hist Pres Commission		<b>REQUESTED CHANGE:</b>	
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\* Maximum Units Allowed with P.R.D. Bonus



**400 & 444 West Camelback Road**  
**Proposed Historic Preservation (HP) Zoning Overlay**  
**(shaded in purple)**



Z-60-18-4  
400 & 444 West Camelback Road



**Photo 1.** View of 400 & 444 West Camelback Road from opposite side of street, facing northwest. Rehabilitation is in progress (2018).



**Photo 2.** View of 400 West Camelback Road from opposite side of street, facing north (2018).

**Z-60-18-4**  
**400 & 444 West Camelback Road**



**Photo 3.** View of 400 West Camelback Road from inside construction fence, facing northeast (2018).



**Photo 4.** View of 400 West Camelback Road from inside construction fence, facing northwest (2018).

Z-60-18-4  
400 & 444 West Camelback Road



**Photo 5.** View of 444 West Camelback Road from opposite side of street, facing northwest (2018).



**Photo 6.** View of 444 West Camelback Road from parking lot, prior to rehabilitation, facing northwest (2016). Courtesy Leland Gebhardt Photography and Modern Phoenix LLC.

Z-60-18-4  
400 & 444 West Camelback Road



**Photo 7.** Vintage photo of 444 West Camelback Road (date unknown). Courtesy Leland Gebhardt Photography and Modern Phoenix LLC.



**Photo 8.** Vintage photo of 444 West Camelback Road (date unknown). Courtesy Aaron Kimberlin.

**Z-60-18-4**  
**400 & 444 West Camelback Road**



**Photo 9.** Rendering of Arrive Phoenix hotel development, now under construction, facing northwest. Courtesy Arrive Phoenix LLC.



**Photo 10.** Rendering of Arrive Phoenix hotel development, now under construction, facing north. Courtesy Arrive Phoenix LLC.



## Little Steel Feature Of New Offices

Several interesting features mark the new 444 W. Camelback building, now nearing completion for Arnold Becker and associates.

Plans for the structure were drawn by Maddock and Associates, Scottsdale, and the building contract is held by Chanen Construction Co.

The structure is three full stories and a penthouse. There is little or no steel in its construction. The masonry walls are the bearing walls for the floors.

An unusual amount of plywood is employed in its construction, both for floors, walls and for decorative purposes.

The building is but one room deep. Facing east, all offices open on galleries on that side and have no windows to the west.

There are nine office suites to a floor, with an elevator to serve them in the center of the structure. The building is attracting added attention because of its striking color treatment, which includes turquoise for the "Duraply" panels, white for the pumice block walls, lemon and black for railing trim.

Parking space for 66 cars has been developed. An island of trees will be planted along the Camelback front.

Plans of the Investment Management Co., owner of the property, call for erection of a matching building to the east of 444. It was stated approximately 50 per cent of the space already is under lease.

**West Camelback** The city's business office area is spreading ever northward. Above is the office building at 444 W. Camelback, being completed for an investor's syndicate headed by Arnold Becker, by Chanen Construction Co. It is the first structure on Camelback of more than two stories. It also is the most colorful. Colors of the rainbow have been employed in railing panels, walls, and fins. Elevator is in the center (at right) where the fourth floor penthouse is located.—(Republic Photo)

## State Registrar Matches Builders' Rules With FHA

The Arizona rules and regulations for contractors now correspond to those of the Federal Housing Administration, it was announced yesterday by Rufus S. Spoon, state registrar of contractors.

These were put into effect only after the plan had been submitted to the various organizations in the building industry, as well as organized labor groups.

Implementing of the state's present standards to conform with those of FHA will tend to make better housing throughout

If other financing is handling the work, the state expects the job to be up to FHA standards, but does not undertake to check on it, unless a complaint is filed.

The principal power of the new regulations is to put all contractors on notice that they cannot expect to get away with sub-standard work because no FHA inspectors visit the job.

The "teeth" in the state regulations is the statement:

"All work must be done in a

## Apartments Site Bought

Allteen Construction Co. has purchased five lots at Sheridan and 18th Street for purpose of erecting apartments, it was announced yesterday.

The development planned includes four duplexes and one triplex. The land was purchased from James Lanus. Work on the apartments is to start May 1.

Sullivan Realty and Mortgage Co. handled the property deal.



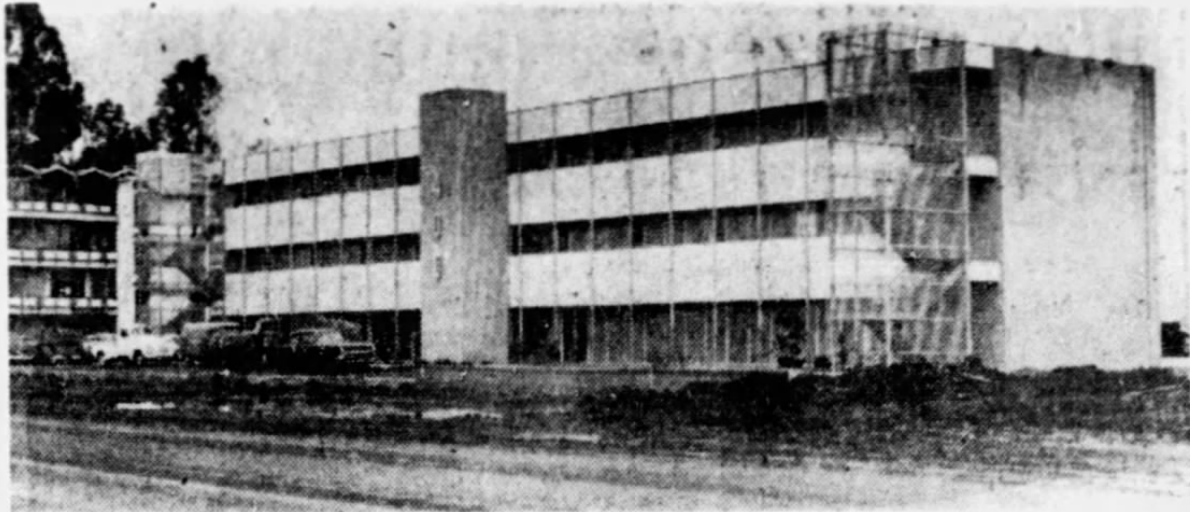
**A** striking addition to the Phoenix scene is this beautiful new modern office building at 444 West Camelback. Asphalt tile floors throughout the building were installed by SUN CONTROL, specialists in all kinds of floor covering, including the finest selection of popular priced carpeting to be found in the Phoenix area. Sun Control's long reputation for expert workmanship, quality materials and modest prices—made possible by the huge scope of its operation—assures full satisfaction. Whether it's new carpeting for the home, or floor covering for your office or commercial building, you are invited to stop in and see the valley's widest selection of quality floor coverings at SUN CONTROL, 2323 West Van Buren. Phone AL 3-6161 for estimates or assistance, without obligation.



**WEST CAMELBACK** — This distinctive office structure now is under construction at 400 W. Camelback for Arnold Becker, one of the city's large property investors. It was designed by Ralph Haver and Associates, architects, and is being

erected by Chanen Construction Co. The central tower is for the elevator, while the stairs are within the louvered units at either end. The building will have an all-steel frame and curtain walls of porcelainized steel in pastel colors.





**400 W. CAMELBACK** — Named for its street number, this three-story office structure recently was completed by Chanen Construction Co. for Arnold Becker and Herman Chanen, owners, from plans drawn by Fred M. Guirey, architect. The central tower contains an automatic elevator.

## Offices Completed On West Camelback

Chanen Construction Co. last week completed the 400 Building at 400 W. Camelback for the co-owners, Arnold Becker and Herman Chanen.

Plans for the three story structure were drawn by Fred M. Guirey and Associates, architects. It has a steel frame and is enclosed with a porcelainized - aluminum curtain wall.

Offering its length to face Camelback, the building has outdoor stairways at each end and an elevator in the center to serve the balcony "hallways." Several tenants already have occupied the building,

which is devoted entirely to offices.

Eighteen months ago, the same investors erected the 444 Building, just west of the new unit. It stands at right angles to the 400 Building, but is of like size.

The arrangement gives both buildings unusually easy access to the ample parking areas. The new building is said to represent an investment of \$500,000.

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