Historic Preservation Commission Regular Meeting

May 24, 2023 | 5:00 p.m. Chandler City Council Chambers 88 E. Chicago St., Chandler, AZ





Commission Members

Cheryl Bell Erika Finbraaten Bryan Saba Jeff Velasquez Devan Wastchak Kevin Weight Mark Yost

Pursuant to Resolution No. 4464 of the City of Chandler and to A.R.S. § 38-431.02, notice is hereby given to the members of the Historic Preservation Commission and to the general public that the Historic Preservation Commission will hold a REGULAR MEETING open to the public on Wednesday, May 24, 2023, at 5:00 p.m., at City Council Chambers, 88 E. Chicago Street, Chandler, AZ. One or more members of the Historic Preservation Commission may attend this meeting by telephone.

Persons with disabilities may request a reasonable modification or communication aids and services by contacting the City Clerk's office at 480-782-2181 (711 via AZRS). Please make requests in advance as it affords the City time to accommodate the request.

Agendas are available in the Office of the City Clerk, 175 S. Arizona Avenue.

Historic Preservation Commission Regular Meeting Agenda - May 24, 2023

Call to Order/Roll Call

Pledge of Allegiance

Scheduled/Unscheduled Public Appearances

Members of the audience may address any item not on the agenda. State Statute prohibits the Board or Commission from discussing an item that is not on the agenda, but the Board or Commission does listen to your concerns and has staff follow up on any questions you raise.

Action Agenda

- Minutes of May 4, 2023, Historic Preservation Commission
 Move Historic Preservation Commission approve Historic Preservation Commission Meeting Minutes of May 4, 2023.
- 2. PLH23-0034 Goodyear Canal, located on the west side of Basha Road between Ocotillo Road and Snedigar Park, Historic Preservation District Landmark zoning overlay, Ordinance No. 5058

Move Commission recommend City Council approve Ordinance 5058, PLH23-0034, Goodyear Canal Historic Preservation District Landmark zoning overlay

Member Comments/Announcements

Calendar

3. The next Regular Meeting of the Historic Preservation Commission will be scheduled as needed.

Adjourn



Historic Preservation Commission Development Services Memo No. HPC 23-009

Date: 05/24/2023

To: Historic Preservation Commission **Thru:** Kevin Mayo, Planning Administrator

From: Julie San Miguel, Senior Administrative Assistant

Subject: Minutes of May 4, 2023, Historic Preservation Commission

Proposed Motion:

Move Historic Preservation Commission approve Historic Preservation Commission Meeting Minutes of May 4, 2023.

Attachments

May 4, 2023 Regular Meeting Minutes

Meeting Minutes Historic Preservation Commission Regular Meeting

May 4, 2023 | 5:00 p.m. Chandler City Council Chambers 88 E. Chicago St., Chandler, AZ



Call to Order

The meeting was called to order by Chairman Velasquez at 5:00 p.m.

Roll Call

Commission Attendance

Chairman Jeff Velasquez Vice Chairman Kevin Weight Commissioner Cheryl Bell Commissioner Bryan Saba Commissioner Devan Wastchak Commissioner Mark Yost

Absent

Commissioner Erika Finbraaten Ex Officio Jody Crago

Staff Attendance

Derek Horn, Director of Development Services David de la Torre, Planning Manager Harley Mehlhorn, City Planner Darsy Omer, Associate Planner Thomas Allen, Assistant City Attorney Julie San Miguel, Clerk

Pledge of Allegiance

The Pledge of Allegiance was led by Commissioner Saba.

Scheduled and Unscheduled Public Appearances

Members of the audience may address any item not on the agenda. State Statute prohibits the Board or Commission from discussing an item that is not on the agenda, but the Board or Commission does listen to your concerns and has staff follow up on questions you raise.

Action Agenda Item No. 1 and Discussion

1. Meeting Minutes of April 12, 2023, Historic Preservation Commission

Move Historic Preservation Commission approve Historic Preservation Commission Meeting Minutes of April 12, 2023.

CHAIRMAN VELASQUEZ asked if there were any comments or corrections to the Meeting Minutes of April 12, 2023.

VICE CHAIRMAN WEIGHT advised of the following corrections to the Historic Preservation Commission Meeting Minutes of April 12, 2023:

Page 4, Paragraph 9: Correction to say the City Code does not allow *wood* as the primary material for fencing.

Page 6, Paragraph 1: Correction to replace the word rumination with room addition.

Page 7, Paragraph 2: Correction to remove non-participants as the intent was to make statements regarding non-contributors who wanted to make additions to the building that could potentially protrude into the front yard.

Page 7, Paragraph 4: Correction to clarify that the *referring to the property that was reviewed* for the signage earlier as a non-contributor to the district, not necessarily the signage itself because the property was not a contributor.

Page 10, Paragraph 1: Correction to replace the word sedimentation with sign location.

COMMISSIONER WASTCHAK advised of the following corrections to the Historic Preservation Commission Meeting Minutes of April 12, 2023:

Page 2, Paragraph 2: Correction to replace with the following: *COMMISSIONER WASTCHAK* asked if there was going be 100% and there were 100 homes and in a given district if and 40% who did not sign if they can do what they want and if they do not if they do opt in later on, what does that require the other the future owners to be committed to it.

Page 2 Paragraph 3: Correction to add the following: *DEREK HORN, DIRECTOR OF DEVELOPMENT SERVICES stated the 40% do not have to opt in, they can do what they want with their home.*

DEREK HORN, DIRECTOR OF DEVELOPMENT SERVICES confirmed this was correct.

Action Agenda Item No. 1 Motion and Vote

COMMISSIONER WASTCHAK moved to approve Action Agenda Item No. 1 of the May 4, 2023, Historic Preservation Commission Meeting with corrections noted on record; Seconded by CHAIRMAN VELASQUEZ.

Motion carried unanimously (6-0).

Action Agenda Item No. 2 and Discussion

2. PLH23-0031 MIC DROP MANIA SIGN

HARLEY MEHLHORN, CITY PLANNER introduced Darsy Omer to the Commission and stated she has been with the City for over a year and has been an invaluable asset to the planning team.

DARSY OMER presented details regarding the request for architectural plan review approval for new signage to the building located at 51 E Boston St, generally located on the east side of Arizona Avenue and ¼ south of Chandler Boulevard.

COMMISSIONER SABA stated one of the things about a sign like this is that other businesses in downtown will want to have something similar. He explained one of the bars that has live music may want to post something similar. He asked how will this precedent be managed so downtown does not end up with the signs all over the place.

DAVID DE LA TORRE, PLANNING MANAGER replied each case would be reviewed on a case-by-case basis to determine whether it should have changeable copy or not. He further stated in situations like this, where there are different types of shows with different times, maybe that is a distinguishing point that sets them apart from a bar a restaurant that has live music.

COMMISSIONER SABA stated that he has been very supportive of unique and interesting signs as they are important in the downtown, but he is concerned that if this is approved, there will be several more. He explained because of the change of different words and he can see at least two or three of the bars that have live music potentially asking for something similar. He would like to point out that approval will set a precedent that the Commission will have to address.

VICE CHAIRMAN WEIGHT asked if the deviation is that the sign is illuminated, and it has changeable copy.

DARSY OMER, ASSOCIATE PLANNER confirmed this was correct.

VICE CHAIRMAN WEIGHT stated it does not sound like there are any examples of signs that have both, although one was approved, it was not actually installed. He asked if there are examples of signs that have either one or the other, that are illuminated but do not have changeable copy or

that have changeable copy and are not illuminated. He stated his intent is to get a sense of how uncommon this request might be.

HARLEY MEHLHORN, CITY PLANNER responded there is context for an illuminated blade sign beneath the colonnade. He explained last year before this Commission, the SanTan Spirit sign came through and that is an illuminated hanging blade sign beneath the colonnade.

VICE CHAIRMAN WEIGHT asked if there are any other signs that have changeable copy underneath the colonnade.

HARLEY MEHLHORN, CITY PLANNER responded this would be the first within the Center City District (CCD) and mentioned through PDP one was approved on the Applicant's previous location but that was not within the CCD.

VICE CHAIRMAN WEIGHT asked how other venues with changeable events advertise and if they use sandwich boards or other mechanisms. He mentioned he is still trying to sense what is the norm and how different this might be from it.

HARLEY MEHLHORN, CITY PLANNER replied, typically downtown businesses will use A-frame signs and temporary window signs.

COMMISSIONER BELL pointed out since the photo on the presentation was taken, there has been a lot of signage added to that location. She explained there is an overhead sign, another under the colonnade, a full window, to the right of the door, and the box office has a sign. She asked how many signs is too many and stated considering the type of sign that is proposed this could lead to a cluttered look.

CHAIRMAN VELASQUEZ asked staff to present frontage images of the business.

HARLEY MEHLHORN, CITY PLANNER stated with a small suite signage can begin to appear cluttered, however consideration should be given for this is the type of business that relies upon street presence. He stated it may be supportable in this case, over other cases where the primary function in the business is not so street oriented. He pointed out the existing signs were allowed through the standard sign code.

CHAIRMAN VELASQUEZ asked Commissioner Bell if there are other signs that not on the image presented by staff.

COMMISSIONER BELL explained there is a sign under the colonnade, a standard sign over the top, the full right-side window, and the box office has a sign.

CHAIRMAN VELASQUEZ thanked Commissioner Bell and asked if food or drinks will be sold or if this is performing arts-based establishment.

DAVID DE LA TORRE, PLANNING MANAGER responded they do offer some food and drinks, but it is primarily performance and not a food establishment.

CHAIRMAN VELASQUEZ asked if the signage could be considered with the focus that it is for a performance-based establishment. He stated it does not seem that a sign like this would be good for an existing bar or food focused establishment and asked Commissioner Saba if that is his concern.

COMMISSIONER SABA stated that he understands the interest in having the sign here because it is a performance-based establishment, but if more get approved it can start to look cluttered downtown.

DAVID DE LA TORRE, PLANNING MANAGER advised the Commission that the Applicant is present if they wish to ask questions.

COMMISSIONER SABA stated he is not sure how to handle the precedent aspect of this and believes that is something for the Commission to address. He explained that he could see a bar with live music wanting to have a sign that changes and to staff's point that is why businesses are using a A-frame signs. He further stated the others will come before the Commission and asking for something like this to advertise their live music and asked if the Commission could address the precedent aspect and if the Applicant could speak on how this particular sign will work for the establishment.

COMMISSIONER WASTCHAK stated the Commission wants businesses to be successful and should consider how Chandler is restrictive on signage and how that can be somewhat of a hamper to businesses and their need for exposure. He compared the sign with a sandwich board on the sidewalk facing west and east and if that is going to suffice without setting a precedence. He stated the Applicant can try the A-frame sign and if they are not getting enough traffic and it is not working, then they come back before the Commission and request a sign versus the Commission trying to come up with some precedent limiting factors in this whole thing. He further stated that they might need the marquee because that is their primary generator. He presented statements regarding the other comedy club on Arizona Avenue, and pointed out they did not have a sign like this and if they are still in business, that means its working and they are not, maybe this is the reason. He stated it is going to be tough to approve then somehow not approved for somebody else. He suggested to see if a sandwich sign can work with all the other signage they have before the Commission sets a precedence by approving it.

VICE CHAIRMAN WEIGHT asked if the Applicant could share if the sandwich board or A-frame option had been considered and why or why not this is preferred.

DAVID SPECHT, APPLICANT thanked the Commission for their time and stated they have been in business in Chandler for eight and a half years and owned the other comedy club on Arizona Avenue that was mentioned earlier. He stated they purchased this building to be part of downtown forever and their intent is to bring entertainment to Chandler. He explained the difference between other venues with stages is that they sell food and drinks, and they do this on non-entertainment nights. He further explained that it is an industry standard when somebody comes to town, to see their name in lights and it is a pretty common practice. He stated this is an entertainment venue much like Chandler Center for the Arts and a sign like the proposed is absolutely necessary. He further stated that they have done the A-frames and had already gone through the approval process for a sign at their prior location, but because of the pandemic shut down they decided against spending \$10,000 to put it up. He explained they are invested and staying in downtown Chandler, and he understands it is a difficult decision, but it is simple to differentiate comedy club from a food and drink establishment. He stated the comedy club will feature talented performers and bring national attention to downtown Chandler.

COMMISSIONER WASTCHAK expressed his appreciation for the explanation and asked if the sign that was previously approved was for your other establishment on Arizona Avenue.

DAVID SPECHT, APPLICANT confirmed this was correct and stated the approved sign was for the north facing wall, however due to the pandemic we shrunk our footprint, and the lobby was turned into Pie Snob. The sign was moved to the front of the building and now it faces Arizona Avenue, but the Chandler lettering was taken off. He explained they have now purchased the space downtown and their existing signage is like what you see on all the other buildings. He stated the proposed blade sign is the only difference because it is illuminated, and it is going to be special. He further stated that it really fits in downtown because there was a theater here for a long time and Chandler needs a theater and live entertainment.

COMMISSIONER WASTCHAK asked if they bought the building or just the suite and if they are moving from the other location.

DAVID SPECHT, APPLICANT confirmed they purchased the suite and stated they already moved and opened in February 2023.

COMMISSIONER WASTCHAK asked when the sign approval from the other location came through the Historic Preservation Commission.

DAVID DE LA TORRE, PLANNING MANAGER stated the other location is not within the CCD, therefore it did not go through Historic Preservation Commission. He clarified the sign was approved by PDP through Planning Zoning Commission and the City Council but not through Historic Preservation Commission.

COMMISSIONER WASTCHAK stated he is open, if the rest of the Commission Members are to saying that the venue focuses on entertainment as a limiting factor. He asked Commissioner Saba if that would help.

COMMISSIONER SABA stated that will work and further stated that he recognizes the needs of the business and does not wish to minimize that because there are a lot of great interesting signs in downtown Chandler. He explained the Commission has been very supportive of that because of how it supports businesses. He agreed that this is an entertainment venue, and it draws a parallel to the Challenger Center for the Performing Arts, as a performing venue.

DAVID SPECHT, APPLICANT confirmed they are an entertainment venue and they are not open outside of show times or even have a lunch menu.

COMMISSIONER SABA stated that helps draw a distinction that will help us to manage.

DAVID SPECHT, APPLICANT thanked the Commission and stated it can be confusing because they changed their name and went from improv to more standup. He stated they will be bringing in national acts and it's fun to bring people here and put their names in lights. He explained it's a big deal in our industry and thanked the Commission for all their time and thought they are putting into this.

CHAIRMAN VELASQUEZ thanked the Applicant and stated we appreciate you being in the downtown to especially activating the east side of Arizona Avenue.

VICE CHAIRMAN WEIGHT asked if there is a timeframe this has to be approved. He explained his reason for asking is because some of the Commission are not entirely comfortable with the proposal. He wondered if it was appropriate to continue this item to the next meeting on May 24th, 2023, as there is additional signage on the building that was not shown on the presentation. He stated the next meeting is in less than three weeks, so the Commission can get a full picture of all the signage that exists. He further stated he would like to visit the site and increase his comfort level a little more if this is the direction that the Commission is headed. He wanted to introduce that as an option for discussion, if it was an option, as far as the timeframe for approval.

DAVID DE LA TORRE, PLANNING MANAGER replied that is certainly an option if the Commission wishes to continue this item to the next meeting. He explained it would push out the schedule for the sign to be installed as a sign permit cannot be issued until the Historic Preservation Commission has approved it. He confirmed that this is certainly something the historic preservation commission could do.

CHAIRMAN VELASQUEZ asked what are the hours of operation, is this 6:00 p.m. to 10:00 p.m. or 11:00 p.m.

DAVID SPECHT, APPLICANT responded approximately yes, and occasionally there is a brunch on the weekend, but mostly the shows are at nighttime.

CHAIRMAN VELASQUEZ stated that the focus could be evening entertainment and that can give some ease.

COMMISSIONER SABA stated given the discussions held about how much of an entertainment venue this is, he is much more comfortable with being able to manage the precedent. He further stated in terms of the sign itself especially with the black instead of red outline, he would be supportive of the sign with the understanding that the reason the Commission approved was because this is truly a performing arts venue.

CHAIRMAN VELASQUEZ thanked Commissioner Saba for his comments and stated it's a reminder of the Rowena Theater back in the 1930's and 1940's.

COMMISSIONER YOST stated he is familiar with the location and he is curious if the Applicant will get enough visibility for this sign, due to less traffic going east on Boston Street.

DAVID SPECHT, APPLICANT explained there is going to be a lot of visibility especially on social media and physical visibility is going to increase as more people visit the Tipsy Egg, The Uncommon, and parking lot across the street. He stated there are an approximate 200 parking stops in front of the venue and a city parking garage, so the business will get actually a tremendous amount of visibility. He further stated it is eye catching on Arizona Avenue as well when headed southbound. He mentioned he sees it when he drives on Arizona Avenue and reminded that this is his dream. He stated has been preforming for 20 years and this is everything they want.

COMMISSIONER YOST stated that he drives the area frequently and does not notice the Inchin's sign.

COMMISSIONER BELL asked if she could share her photos for with fellow Commissioners.

THOMAS ALLEN, ASSISTANT CITY ATTORNEY confirmed that was okay.

COMMISSIONER WASTCHAK suggested Vice Chairman Weight to take a look at Commissioner Bell's photos to see what the signage looks like now as it sounds like this item might be moving forward today.

VICE CHAIRMAN WEIGHT stated he will take a look.

COMMISSIONER WASTCHAK pointed out for height it shows nine and a half feet from to the bottom. He stated it seems like it should be closer to the canopy; therefore, there is more height or was it dropped a certain distance for a reason. He suggested the Applicant pull the sign up half

the distance to where it is now, so it is a little higher and the windows in the back are more visible. He asked staff if height was discussed with the Applicant.

DAVID DE LA TORRE, PLANNING MANAGER stated the proposed height is in line with other blade hanging signs underneath the colonnade but because this one is going to be illuminated, if it is the commissioners desire to raise it up, that is certainly something that can be done.

COMMISSIONER WASTCHAK mentioned that was just his initial thought. He stated it might help with visibility if it was higher and asked Commissioner Saba for his thoughts on keeping it at the same height or raising it up higher.

DAVID SPECHT, APPLICANT stated it's higher than it looks, and he understands the comments, but he is happy with it. He further stated the door is very tall and it is a couple of feet above that door and in line with the other blade sign that is up there now. He explained we were not trying to hide any signs, there were no sign up when this proposal came through and signs were then put up the weekend we opened. He stated this is Signarama's rendering, and our sign was not up at the time of filing. He mentioned the Commission works, lives, and hangs out downtown so they have probably seen their signs, but they're not trying to put a bunch of signs in Windows, it's a logo, the word box office, and then the standard sign every business has.

CHAIRMAN VELASQUEZ confirmed there were no more questions or comments from the Commission and asked if they were ready to make a motion.

COMMISSION SABA moved to approve Action Agenda Item No. 2 of the May 4, 2023, Historic Preservation Commission Meeting; Seconded by COMMISSIONER WASTCHAK.

COMMISSIONER WASTCHAK asked if staff could create a stipulation that notes that Commission approval is stipulated on the fact that this is an entertainment venue, not a bar with an entertainment element. He further stated he would like that noted as part of the Commission's approval.

COMMISSIONER SABA stated that entertainment is broad and asked for the term performing arts because that separates it even more so.

COMMISSIONER WASTCHAK stated he would like staff to come up with something that the Commission can approve. He asked if staff could come up with something and if more time is needed, they can hear the next item then come back to vote on this.

THOMAS ALLEN, ASSISTANT CITY ATTORNEY clarified that stipulations are normally added when it's something limiting or applicable to the item and in this case, it seems that the Commission's wishes to have some sort of a policy that we only permit these for live entertainment, performing arts venues. He stated he did not know if that would be appropriate to stipulate in this case,

because for this one that precedent is going to be your decision in the future; therefore, if the commission has a policy of avoiding permitting these for live events, I do not think it would make a difference to put it on a stipulation for this item as it would not be binding on other applications.

COMMISSIONER WASTCHAK stated from a precedent standpoint, if it is specifically noted when approved by the Commission, this is the reason and the limiting factor, it may not serve legally but at least the Commission or somebody down the road will see the intent. He further stated it is his understanding that it is not legally binding but that was his reason for wanting it in there.

THOMAS ALLEN, ASSISTANT CITY ATTORNEY stated he just wanted to clarify that a stipulation would not necessarily have legal binding, but as far as preserving the record, it could certainly serve that purpose, if that is the intent.

COMMISSIONER SABA asked the Assistant City Attorney if the venue was to change its primary usage and became more of a bar or something similar, would the sign be grandfathered in or would this kind of stipulation work to preclude this space from having the sign.

THOMAS ALLEN, ASSISTANT CITY ATTORNEY asked staff if the City has done a sign approval before where there was a limitation on If the business changes that the sign has to come down.

DAVID DE LA TORRE, PLANNING MANAGER responded that certain approvals have conditions where if there is a change in business owner, they must come back through the process. He explained something similar could be noted, where if the business changes where it no longer has live preforming acts, they need to remove the sign. He stated staff could come up with a stipulation that says, the changeable copy sign shall be removed in the event that the performing arts aspect of it goes away.

THOMAS ALLEN, ASSISTANT CITY ATTORNEY stated Commissioner Saba made a great point that he did not consider when he gave the previous advice. He further stated the stipulation would be appropriate because it would be tied to limiting that particular property if the use was changed. He warned there is a motion on the floor without the stipulation language being on the record and recommend to withdraw the motion.

COMMISSIONER SABA withdrew his motion to approve Action Agenda Item No. 2 of the May 4, 2023, Historic Preservation Commission Meeting.

CHAIRMAN VELASQUEZ asked staff to create a stipulation based on the discussions held and once written to read it into the record.

COMMISSIONER WASTCHAK asked the Applicant how business has been at their new location.

DAVID SPECHT, APPLICANT stated its been good and rewarding. He explained they have completed a year and a half worth of renovations and made improvements to the plumbing, sprinklers, bathrooms, kitchen, and back patio. He further stated they opened in February 2023 but got the keys two Julys ago.

COMMISSIONER WASTCHAK asked if the new location is bigger than the prior.

DAVID SPECHT, APPLICANT stated it's roughly about the same footprint, in the old space they had a bit of a lobby and this new space does not have a lobby and it is all showroom with small kitchen and bar. He further stated they updated the whole back patio and it's beautiful.

DAVID DE LA TORRE, PLANNING MANAGER read aloud the added Stipulation No. 4: The changeable copy sign shall be removed in the event that there is a change in business, where the performing arts ceases to be the primary use.

COMMISSIONER WASTCHAK advised he is supportive of the stipulation and wanted to verify to make sure that this is something that can reasonably be enforced.

DAVID DE LA TORRE, PLANNING MANAGER replied this can absolutely be enforced. He stated if there is a new request for a new C of O, through that permit process, the City will require the sign to be taken down.

Action Agenda Item No. 2 Motion and Vote

Move Historic Preservation Commission approve PLH23-0031 Mic Drop Mania Sign, approval of a sign that deviates from code, subject to conditions as recommended by Planning staff.

Upon finding the proposed exterior signs to complement the existing Early Twentieth Century Commercial style of architecture, Planning staff recommends the Historic Preservation Commission approve PLH23-0031 Mic Drop Mania Sign, subject to the following conditions:

- 1. The sign shall be in substantial conformance with Exhibit A, kept on file in the City of Chandler Planning Division, in File No. PLH23-0031 Mic Drop Mania Sign.
- 2. The red outline depicted in Exhibit A shall be replaced with white or black.
- 3. A sign permit must be processed for the subject signage.
- ** Note: Stipulation #4 was added due to discussions held by the Historic Preservation Commission this date.
 - 4. The changeable copy sign shall be removed in the event there is a change in business, where the performing arts ceases to be the primary use.

COMMISSIONER SABA moved to approve Action Agenda Item No. 2 of the May 4, 2023, Historic Preservation Commission Meeting, with added stipulation No. 4; Seconded by COMMISSIONER WASTCHAK.

Motion carried unanimously (6-0).

Action Agenda Item No. 3 and Discussion

3. PLH23-0028 MCCULLOUGH-PRICE HOUSE HISTORIC LANDMARK DISTRICT

DEREK HORN, DIRECTOR DEVELOPMENT SERVICES presented details regarding the request for Historic Landmark Designation for a building located at 300 S. Chandler Village Drive, generally located west of the intersection of Frye Road and Chandler Village Drive, roughly ½ mile south and west of Chandler Boulevard and Price Road.

CHAIRMAN VELASQUEZ thanked staff for the fantastic presentation. He stated about a year ago he took a tour through the house, and it is very fascinating and such a great piece of Chandler history.

CHAIRMAN VELASQUEZ stated he is thrilled that the City acquired this property in 2001 and even more thrilled now that it is going to be the first landmark nominated to the Chandler Historic Register. He thanked Derek and staff for making this happened and mentioned this is the closest thing we have to the founder's house. He stated this is truly a Chandler landmark and one of the best examples in the valley of Pueblo Revival style architecture.

COMMISSIONER SABA stated he read the packet and the information was fascinating and he wanted to thank staff and everyone who assisted with putting it together. He mentioned this seems like the most fitting perfect, first landmark that the Commission could put into that designation. He congratulated staff for putting this one forth and doing it in such a complete way.

DEREK HORN, DIRECTOR OF DEVELOPMENT SERVICES thanked the Commission and stated it truly was a team effort and we appreciate recognition. He further stated Harley Mehlhorn and Jody Crago and others contributed to this and of course we drew on the nomination papers by Vice Chairman Weight.

CHAIRMAN VELASQUEZ thanked everyone that contributed.

VICE CHAIRMAN WEIGHT asked to clarify the nomination as a landmark rather than a standard Historic Preservation zoning designation. He asked can staff briefly explain what the distinction is and how this might be treated differently as a landmark versus if it were not a landmark.

DEREK HORN, DIRECTOR OF DEVELOPMENT SERVICES stated per ordinance, when there is a landmark designation, we also designate as a historic preservation district as well as so all the rules that go with the district will also go with the landmark. He explained basically the rules are that it remains is a historic context, as an historic building not altered to remove its historic context. He further stated he brought up the definition from the ordinance on a landmark, which basically says a structure a site that contains an outstanding or unique example of an architectural style is associated with a major historic event, activity, person, or persons is a site or structure of unique visual quality and identification or is it a historical or cultural importance of the community as either located in historic preservation district or meets all the criteria or designation as historic preservation district.

CHAIRMAN VELASQUEZ confirmed there were no further questions or comments from the Commission.

Action Agenda Item No. 3 Motion and Vote

Move Historic Preservation Commission recommend City Council approve Ordinance 5053, McCullough-Price House Historic Preservation District Landmark.

COMMISSIONER WASTCHAK moved to approve Action Agenda Item No. 3 of the May 4, 2023, Historic Preservation Commission Meeting; Seconded by VICE CHAIRMAN WEIGHT.

Motion carried unanimously (6-0).

Action Agenda Item No. 4 and Discussion

4. Meeting Days for the Historic Preservation Commission

Move to establish meeting days for the Historic Preservation Commission as the fourth Wednesday of each month.

HARLEY MEHLHORN, CITY PLANNER stated this item is a follow up to discussions held last meeting regarding identifying the fourth Wednesday of the month as this Commission's meeting date. He stated that the Commission Members gave individual confirmation and generally positive input, and this monthly date will work. He further stated approval of this item tonight will establish and ratify the fourth Wednesday of the month as the regularly scheduled meeting date.

VICE CHAIRMAN WEIGHT pointed out there was no listed time and asked for clarification.

HARLEY MEHLHORN, CITY PLANNER stated no time was identified but 5:00 p.m. is generally understood as the time, but it could vary by 30 minutes to an hour.

CHAIRMAN VELASQUEZ thanked staff and confirmed there were no further questions or comments from the Commission.

Action Agenda Item No. 4 Motion and Vote

VICE CHAIRMAN WEIGHT moved to approve Action Agenda Item No. 4 of the May 4, 2023, Historic Preservation Commission Meeting; Seconded by COMMISSIONER WASTCHAK.

Motion carried unanimously (6-0).

Briefing

Staff briefing on historic preservation activities.

DEREK HORN, DIRECTOR OF DEVELOPMENT SERVICES thanked the Commission and presented a list of all the current historic preservation projects. He stated staff has been working with Southside Village, on their historic markers. He reminded the Commission that Southside village went before the Commission last year as a designated conservation district. He further stated staff will be applying to the State Historic Preservation Officer tomorrow for Certified Local Government status. He stated the City has been in communication with them back and forth, and we are ready to make a formal application. He stated the items that were discussed last meeting, the code amendments the design guidelines, are going to City Council next week, and then the ordinance for the code amendments will be on the next City Council cycle. He stated as discussed earlier, the next steps for the McCullough-Price House will be to go to Planning and Zoning and City Council. He mentioned that staff has been working with the Silk Stocking Neighborhood and hoping if the ordinance passes that the threshold of 90% to 60% will help them and other neighborhoods reached that designation threshold. He stated staff is trying to get a meeting together with the core group to discuss neighborhood designation and then have larger neighborhood meeting sometime later. He explained in the spring, we are trying to get more homeowners in to talk with them about the designation and hopefully get them on board. He stated the final project to discuss is the Goodyear Canal Landmark Designation. He explained the Goodyear Canal is the concrete lined canal on Basha Road south of Ocotillo to with the double role of palm trees and stated is part of historic Goodyear and one of the few remaining items of that community that still exist. He further stated there is a neighborhood meeting for the designation May 18, 2023, Historic Preservation Commission Meeting on May 24, then Planning and Zoning Commission on June 7, 2023, and City Council on June 15, 2023, and June 29, 2023.

VICE CHAIRMAN WEIGHT thanked staff for their support and all wonderful work that they are doing.

DEREK HORN, DIRECTOR OF DEVELOPMENT SERVICES thanked Vice Chairman Weight for his support and advise.

CHAIRMAN VELASQUEZ thanked staff for the briefing.

Member Comments/Announcements

None.

Calendar

The next Regular Meeting of the Historic Preservation Commission will be scheduled May 24, 2023.

Adjourn

The meeting was adjourned at 6:07 p.m.

Jeff Velasquez, Chairman

Derek Horn, Staff Liaison for Historic Preservation

Matters and Designation

David de la Torre, Staff Liaison for City Center District

Matters and Reviews



Historic Preservation Commission Development Services Memo No. DS23-012

Date: 05/24/2023

To: Historic Preservation Commission

Thru: Derek D. Horn, Development Services Director, Historic Preservation Officer

Harley Mehlhorn, Planner, Assistant Historic Preservation Officer

From: Derek Horn, Development Services Director

Subject: Ordinance No. 5058, PLH23-0034 Goodyear Canal Historic Preservation

District Landmark Designation

Proposed Motion:

Move Commission recommend City Council approve Ordinance 5058, PLH23-0034, Goodyear Canal Historic Preservation District Landmark zoning overlay

Background/Discussion

Background:

The Goodyear Canal runs along the west side of Basha Road between Ocotillo Road and Snedigar Park. It is an open, concrete lined canal, about four tenths of a mile in length, with a row of palm trees on each of its sides. The canal has been a fixture at that location for over 100 years and provides significance to Chandler's history in three ways. First, the canal is one of the few remaining physical pieces of the farming community of Goodyear that existed at that location 100 years ago. Second, it is connected to several prominent Chandler families including founder Dr. A.J. Chandler. Third, its association with Chandler's agricultural past and a world war provides information in understanding Chandler's history and development.

Discussion:

The Canal and the Goodyear Community:

The community of Goodyear sprung into life quickly as a result of wartime needs, but its primary crop, cotton, has been cultivated in the Salt River Valley for thousands of years starting with the Hohokam Native Americans.

In 1898 David Fairchild, a federal Department of Agriculture employee charged with finding crops that could grow in the Southwest, gave seeds of Egyptian cotton that he had gathered in his travels to Dr. Chandler. Dr. Chandler successfully grew this cotton on his ranch. Further experimentation with this variety resulted in the development of Pima cotton that was well-suited to the desert environment. Soon after its development, cotton growing, ginning and production began in the Valley in the 1910s.

The Chandler Improvement Company (CIC), headed by Dr. Chandler, owned large tracts of agricultural land south and west of the town of Chandler. Some of this land at the intersection Basha and Ocotillo roads during the 1910s was used for growing both melons and citrus. (Present day street names are used for clarity and consistency). US Geological Survey maps from 1914 and 1917 named the area northeast of the intersection as "Naranja" and the area south as "Casaba." A spur line of the Arizona Eastern Railroad connected the growing fields in this area to downtown Chandler.

In August 1914, World War I broke out in Europe. Wartime activities soon severely restricted the imports of Egyptian cotton which was utilized in the manufacture of rubber tires. The Goodyear Rubber and Tire Company, based in Akron, Ohio, needed another source of this cotton. After a search for suitable substitutes, Goodyear decided to farm its own cotton in the Salt River Valley. In December 1916, Goodyear entered into an agreement with the Chandler Improvement Company to lease, with a purchase option, agricultural land southwest of Chandler. One month later the Southwest Cotton Company (SCC), a Goodyear subsidiary headed by Paul Litchfield, was incorporated in Arizona and began leasing and purchasing large tracts of land for cotton cultivation in both the East and West Valley.

The area SCC leased from CIC generally ranged between present day Queen Creek Road on the north, Hunt Highway on the south, Price Road on the west and Hamilton Street on the east, over 12 sections, or 12 square miles, almost 9,000 acres. SCC set up a farming camp near Basha and Ocotillo, called alternately Chandler Ranch, Egypt or Cotton, and immediately began raising cotton. Newspapers through the winter and spring of 1917 reported on the various activities at "Chandler Ranch" including barbecues, tours, and worker strikes.

To irrigate the Chandler Ranch fields, a canal was dug to bring water from well sites east of Alma School Road between Pecos and Germann roads to the farming operations. This canal measured roughly 14 feet wide at the top and about 3.5 feet deep. It was trapezoidal shaped with a flat bottom 6–7 feet wide and lined

with concrete. It ran along the east side of Alma School road until crossing the road south of Germann where it continued south along the west side to Hunt Highway.

In June 1917 SCC announced it would construct two model towns. The one near Chandler would be called "Goodyear" and the one in the West Valley "Litchfield." Each town would have dwellings, schools, hospitals, offices, stores, warehouses, garages, and recreation spaces. During the years 1918-1920 farming continued as SCC constructed Goodyear. The local newspapers marked its growth with articles about events, the need for labor, and the hiring of teachers.

A map of community from that era shows a town laid out in a grid pattern with streets and street names, blocks and individual dwelling parcels. The map shows a school block, athletic fields, a semicircular community plaza with houses, playgrounds, offices, a store, a separate plaza for Mexicans and an Indian barracks. The railroad spur was on the west side. The executives, managers and supervisors lived houses with nice yards and sidewalks on the east side of the community. The laborers lived in small dwellings on the west side.

Alma School Road, then called Goodyear Street, ran through the center of the community. In the center of the street was the canal with the roadway on each side. Early photographs show a double row of palm trees along the canal which, along with the double-sided street, form a grand boulevard through the center of town.

World War I ended in November 1918, but construction on Goodyear continued. By early 1920 the local newspaper reported that a new theater would open soon, electric lights were being installed, the school building was complete, more trees were being planted, offices were remodeled and there were plans for expansion. Later in 1920 it was announced that Goodyear would install a water works and a map from that era shows proposed water and sewer systems. In 1922 it was announced that the roads to Goodyear would be paved.

By 1920 about 200,000 acres in the Salt River Valley were planted in cotton, but later that year the cotton market began to collapse. Southwest Cotton Company continued its presence in area, however, and in February 1922 it purchased nearly 8,000 acres from CIC which was selling its holdings in the Goodyear area.

Goodyear Tire and Rubber consolidated its holdings into the West Valley, now the present site of Goodyear and Litchfield Park. SCC continued farming operations on the land it purchased growing cotton and alfalfa. The canal continued to provide water to its land and other farms in the area.

Goodyear evolved over the next two decades. Many of the laborers left, but the farming community remained. Its school continued to operate and was eventually converted into a segregated school for African American students. In 1932 lke and Eddie Basha leased the Goodyear mercantile and established their first grocery store there that later grew into the Basha's chain. Eventually the Bashas acquired land on the west side of Alma School in Goodyear and established their corporate offices and operations at that location.

In 1943 Southwest Cotton Company became Goodyear Farms and in 1944 sold its land between Queen Creek Road on the north, Hunt Highway on the south, Price Road on the west and Arizona Avenue on the east, nearly eight sections or eight square miles, to the R. W. Hanna family. Two years later, in 1946, the Hannas sold the north four sections of land, including a half interest in the canal, to Bogle Farms, Inc., but they retained the other half interest in the canal to continue irrigation to their farm south of the Bogle's land.

Hal Bogle of New Mexico began acquiring agricultural interests in the Chandler area in the early 1940s. He acquired the Pecos Valley Alfalfa Mill from the estate of Roy Lochhead in 1941. In 1946 Bogle, with his wife and sons, formed Bogle Farms, Inc., and began farming the land they acquired from the Hannas as well as other properties acquired from Dr. Chandler. Two of his sons, Jackson and Peter, settled in the Chandler area while other family members focused on operations in other states. Bogle family members became very active in the Chandler community for many years serving on the school and other boards and in clubs. They were involved with the Boy Scouts and Chandler Center for the Arts endowing what became the Hal G. Bogle Theater. Jackson also served in the Arizona National Guard eventually rising to the rank of Adjutant General. Bogle Junior High School is named after Jackson and Barbara Bogle.

Over the decades the Goodyear area went through an evolution from agricultural operations to urban development as subdivisions and commercial centers began to take over the farmland once owned by Dr. Chandler and the Southwest Cotton Company. The Hanna properties became Sun Lakes starting in the 1970s. Beginning in the 1980s most of the Bogle Farms properties were developed into residential subdivisions and the Intel facility. Snedigar Park also occupies part of the former Chandler/Goodyear/Hanna/Bogle land. While little remains of the once thriving Goodyear community, the area on the east side of Basha Road still retains the original Goodyear street arrangement and some open space. The Goodyear Hospital still exits, but is now apartments. Most of the original Goodyear houses, schools, and offices have been demolished.

The Goodyear Canal, however, continued to serve the remaining agricultural operations in the area and provide Sun Lakes irrigation water into the 1990s until Sun Lakes installed its own irrigation system. The canal soon ceased conveying the irrigation water that it had done for decades, but it found a new purpose in 2001 when Bogle Farms Inc., granted an easement to Ocotillo Management Group (OMG) to allow them to convey reclaimed water to serve their developments on the former Bogle farmland. As development took over the area, the open canal was covered from its northern origin at Pecos to Ocotillo roads and south from Snedigar park. A significant portion of the canal between Ocotillo and Snedigar Park, however, remains open in its historic configuration. With the exception of some repairs, the original concrete lining remains and the double row of palm trees planted during Goodyear's development over 100 years ago still stands. Water still flows through the canal as it has for over 100 years. In 2023, the City of Chandler acquired the remaining rights to the canal and have committed funding to repairs and maintenance with plans to eventually turn it into a community amenity and historical marker of the Goodyear community.

Neighborhood Meeting:

A neighborhood meeting was held on May 18, 2023. Five residents from the surrounding neighborhoods attended. Staff discussed the City's proposed historic designation of the canal, its purpose, general plans for its maintenance and having it eventually become a community amenity. The neighbors expressed concerns about the need for maintenance of the canal and were interested in the City's future plans. Staff committed to follow-up on some items requested by the attendees.

Review and Recommendation:

Since its construction in 1917, the Goodyear Canal has been a part of the agricultural infrastructure and heritage of the City of Chandler. The Canal meets the following qualifications for historic designation:

- It is associated with events and/or people important to Chandler's history, primarily Dr. A. J. Chandler, the City's founder, Goodyear Rubber and Tire, and the Hanna, Basha and Bogle families
- It has yielded and will continue to yield information on understanding the history of Chandler
- It is a unique example of the landscaped open canals that once lined Chandler's streets

The Canal also meets the definition of a Landmark in that it is a unique example of the canal infrastructure that was so important to Chandler's and the Salt River Valley's settlement and growth, is of unique visual quality, and is a historic remnant of an agricultural community connected to Chandler's history and that supplied an important commodity to the nation during a world war.

The request to add the Historic Preservation District Landmark zoning overlay occurs primarily on City right-of-way and does not change the underlaying land use. The Landmark overlay honors the history of canal and the Goodyear community along with ensuring it remains a historic structure and landmark of Chandler's history.

Recommendation:

In conclusion, the Development Services Staff recommends the Historic Preservation Commission recommend the City Council approve Ordinance No. 5053, PLH23-0028, and the Goodyear Canal be designated as a Historic Preservation District Landmark and be listed on the City's Historic Property Register.

Attachments

Vicinity Map

Ordinance 5058

Goodyear Historic Images

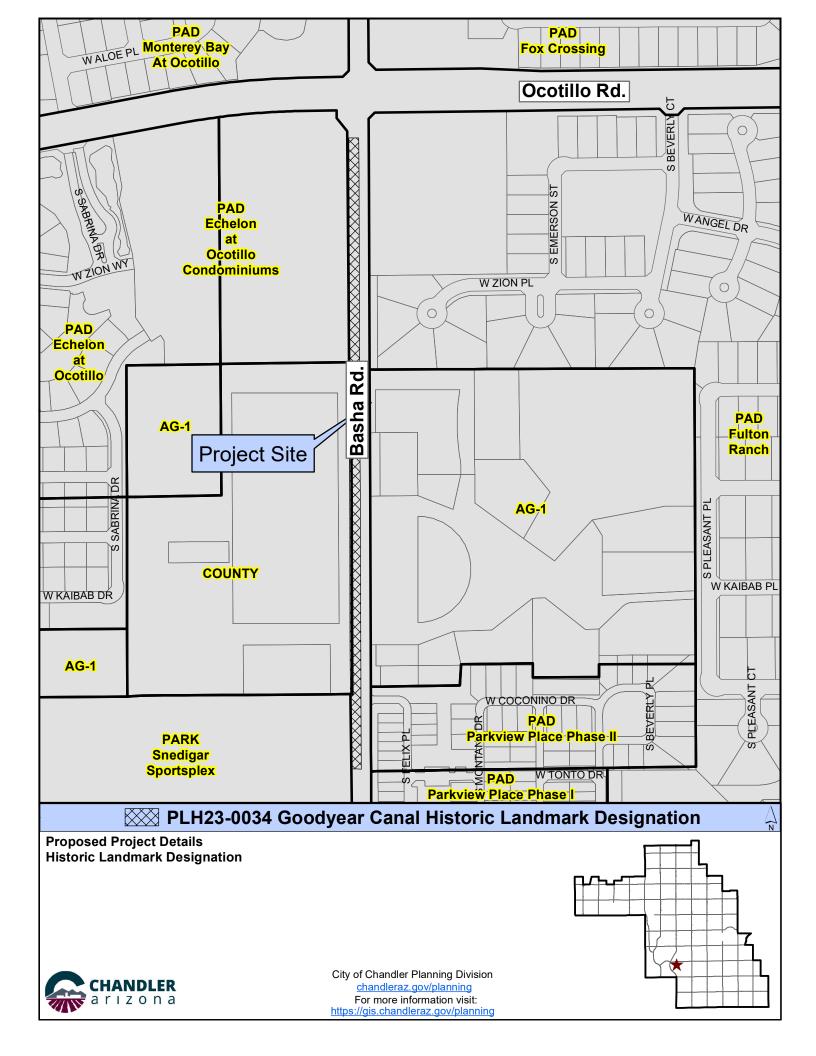
Map of Major Goodyear Land Ownership and Transfer

US Geological Survey 1917

US Geological Survey 1917 Map Goodyear Detail

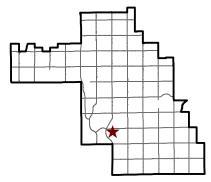
US Geological Survey 1913

US Geological Survey 1913 Map Goodyear Detail





Proposed Project Details Historic Landmark Designation





City of Chandler Planning Division chandleraz.gov/planning For more information visit: https://gis.chandleraz.gov/planning

ORDINANCE NO. 5058

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, AMENDING THE ZONING CODE AND MAP ATTACHED THERETO, BY CREATING A HISTORIC PRESERVATION DISTRICT LANDMARK ZONING OVERLAY ON THE WEST 35 FEET OF CITY RIGHT-OF-WAY AND A CITY-OWNED PARCEL ON THE WEST SIDE OF BASHA ROAD COMMENCING ON THE SOUTH SIDE OF OCOTILLO ROAD AND PROCEEDING A DISTANCE OF 2,400 FEET SOUTH IN CASE PLH23-0034 (GOODYEAR CANAL) WITHIN THE CORPORATE LIMITS OF THE CITY OF CHANDLER, ARIZONA; PROVIDING FOR THE REPEAL OF CONFLICTING ORDINANCES; AND PROVIDING FOR PENALTIES.

WHEREAS, an application for designating a Historic Preservation District Landmark zoning overlay on a certain property within the corporate limits of Chandler, Arizona, has been filed in accordance with Article XXVI of the Chandler Zoning Code; and

WHEREAS, the application has been published in a local newspaper with general circulation in the City of Chandler, giving fifteen (15) days' notice of the time, place, and date of public hearing; and

WHEREAS, a notice of such hearing was posted on the property at least seven (7) days prior to the public hearing; and

WHEREAS, the City Council has considered the probable impact of this ordinance on the cost to construct housing for sale or rent; and

WHEREAS, a public hearing was held by the Historic Preservation Commission as required by the Zoning Code; and

WHEREAS, a public hearing was held by the Planning and Zoning Commission as required by the Zoning Code.

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Chandler, Arizona, as follows:

Section 1. Legal Description of Property:

EXHIBIT 'A'

Said parcel is hereby zoned with Historic Preservation District Landmark Overlay, subject to the following conditions:

1. The property shall be subject to the General Design Guidelines for Historic Preservation Districts and Landmarks.

Section 2.	The Planning Division of the City of Chandler is hereby directed to enter such changes and amendments as may be necessary upon the Zoning Map of said Zoning Code in compliance with this Ordinance.		
Section 3.	All ordinances or parts of ordinances in conflict with the provisions of this Ordinance, or any parts hereof, are hereby repealed.		
Section 4.	In any case, where any building, structure, or land is used in violation of this Ordinance, the Planning Division of the City of Chandler may institute an injunction or any other appropriate action in proceeding to prevent the use of such building, structure, or land.		
Section 5.	If any section, subsection, sentence, clause, phrase, or portion of this Ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, then this entire ordinance is invalid and shall have no force or effect.		
Section 6.	A violation of this Ordinance shall be a Class 1 misdemeanor subject to the enforcement and penalty provisions set forth in Section 1-8.3 of the Chandler City Code. Each day a violation continues, or the failure to perform any act or duty required by this Ordinance or the Zoning Code, shall constitute a separate offense		
	ED AND TENTATIVELY APPROV 15th day of June, 2023.	ED by the City Council of the City of Chandler,	
ATTEST:			
CITY CLERK		MAYOR	
PASSED AN June, 2023.	D ADOPTED by the City Council o	f the City of Chandler, Arizona, this 29 th day of	
ATTEST:			
CITY CLERI	<u></u>	MAYOR	

2. The property shall retain the double row of palm trees along each side of the canal and along Basha Road along Snedigar Park.

CERTIFICATION

I HEREBY CERTIFY that the above and foregoing Ordinance No. 5058 was duly passed	land
adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held o	n the
29th day of June, 2023, and that a quorum was present thereat.	

	CITY CLERK
APPROVED AS TO FORM:	
CITY ATTORNEY 14	
Published in the Arizona Republic on:	

EXHIBIT "A"

LEGAL DESCRIPTION

That portion of a parcel of land described in the Records of Maricopa County, Arizona located in the Northeast quarter of Section 20, Township 2 South, Range 5 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, being more particularly described as follows:

The East 35.00 feet of the Northeast quarter of said Section 20.

Except the North 125.00 feet and except the South 170.00 feet.

Containing an area of 82,351.26 square feet or 1.89 acres more or less.

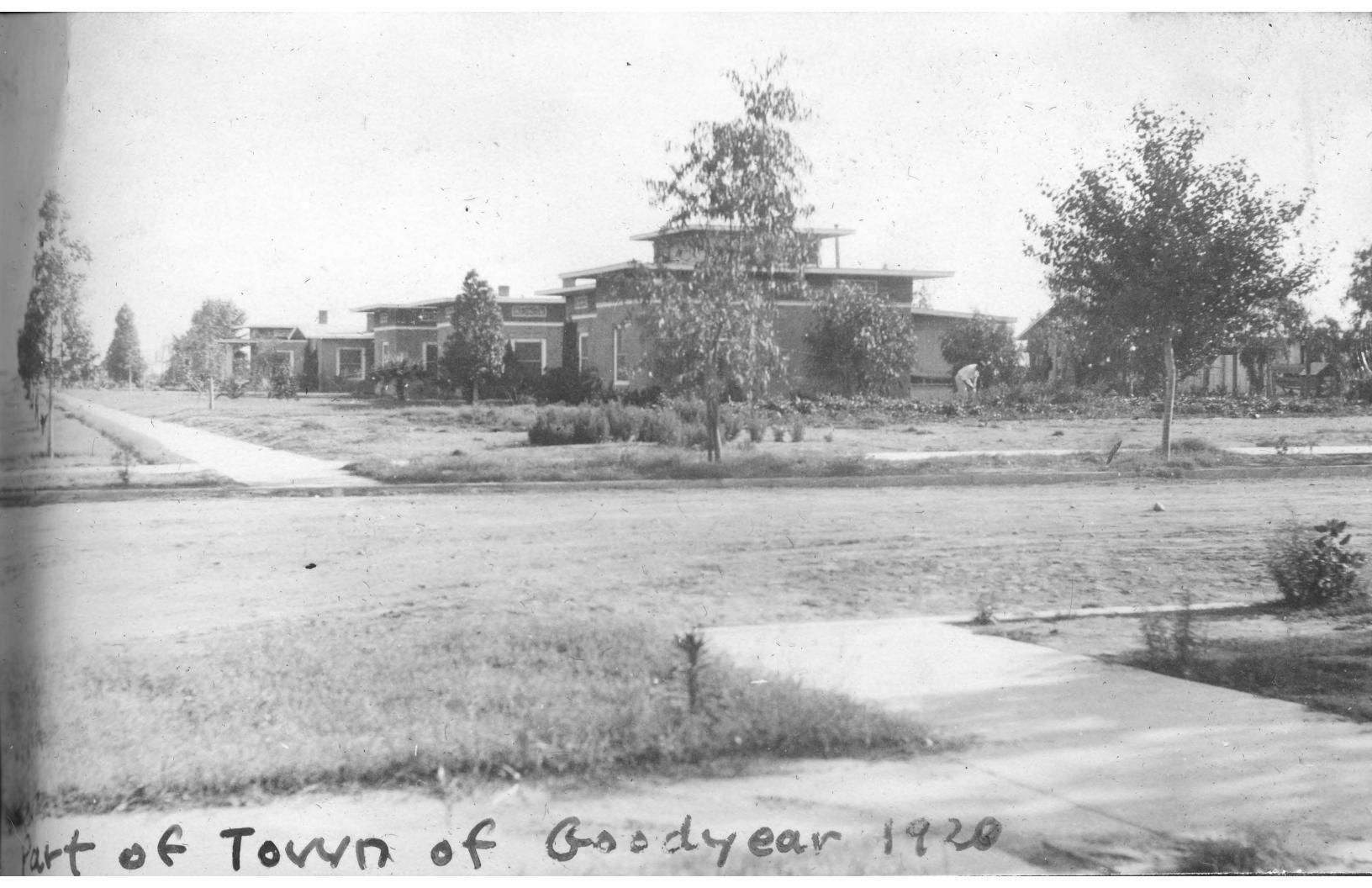
Note: The legal description above is based on county and municipal documents. It is not based on a boundary survey of the subject parcel.













Goodyear Stores -1420

Goodyeur-April 1921 - Home on-192!

Bruce's Birth Place 2.25-1922

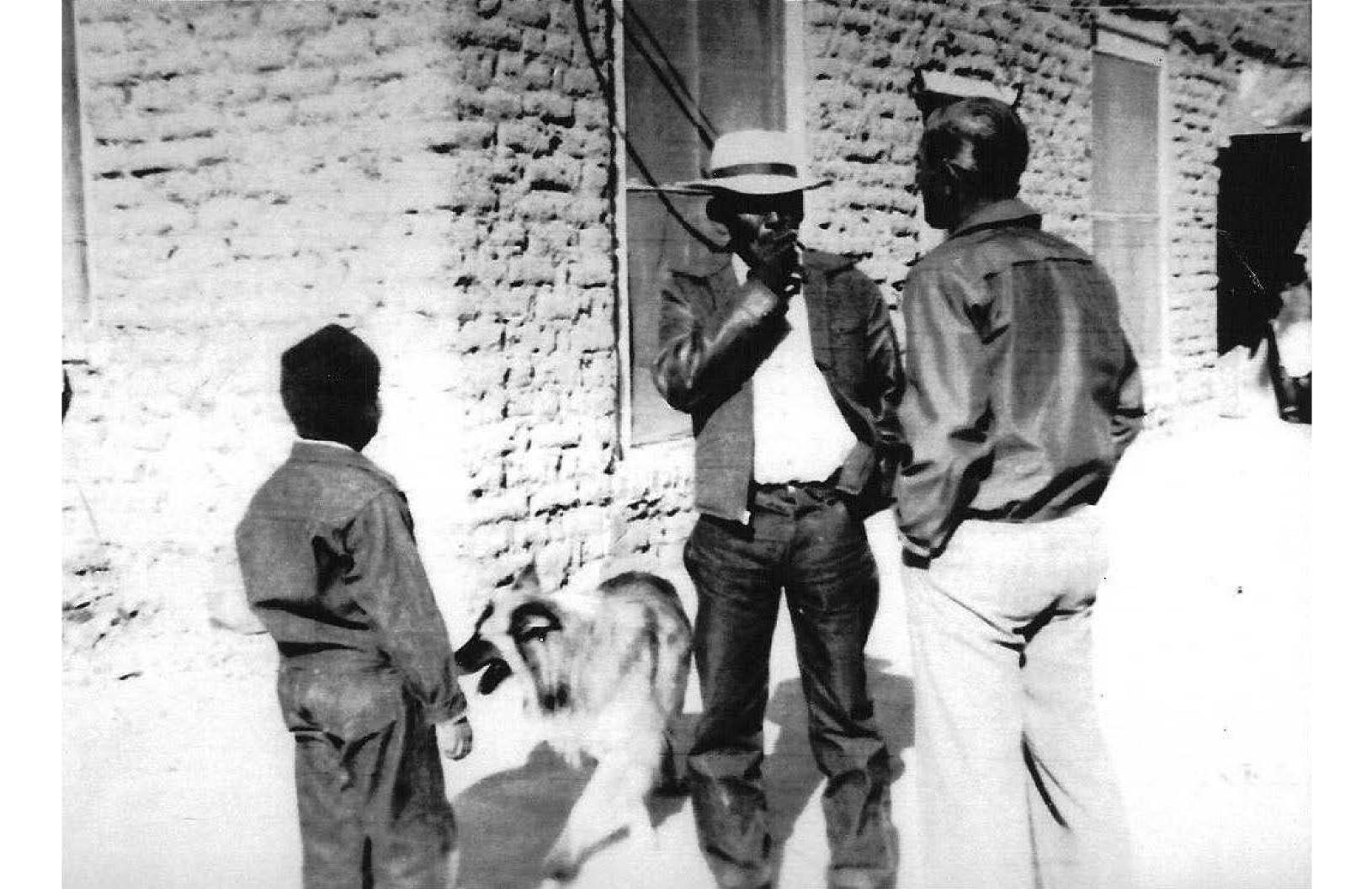


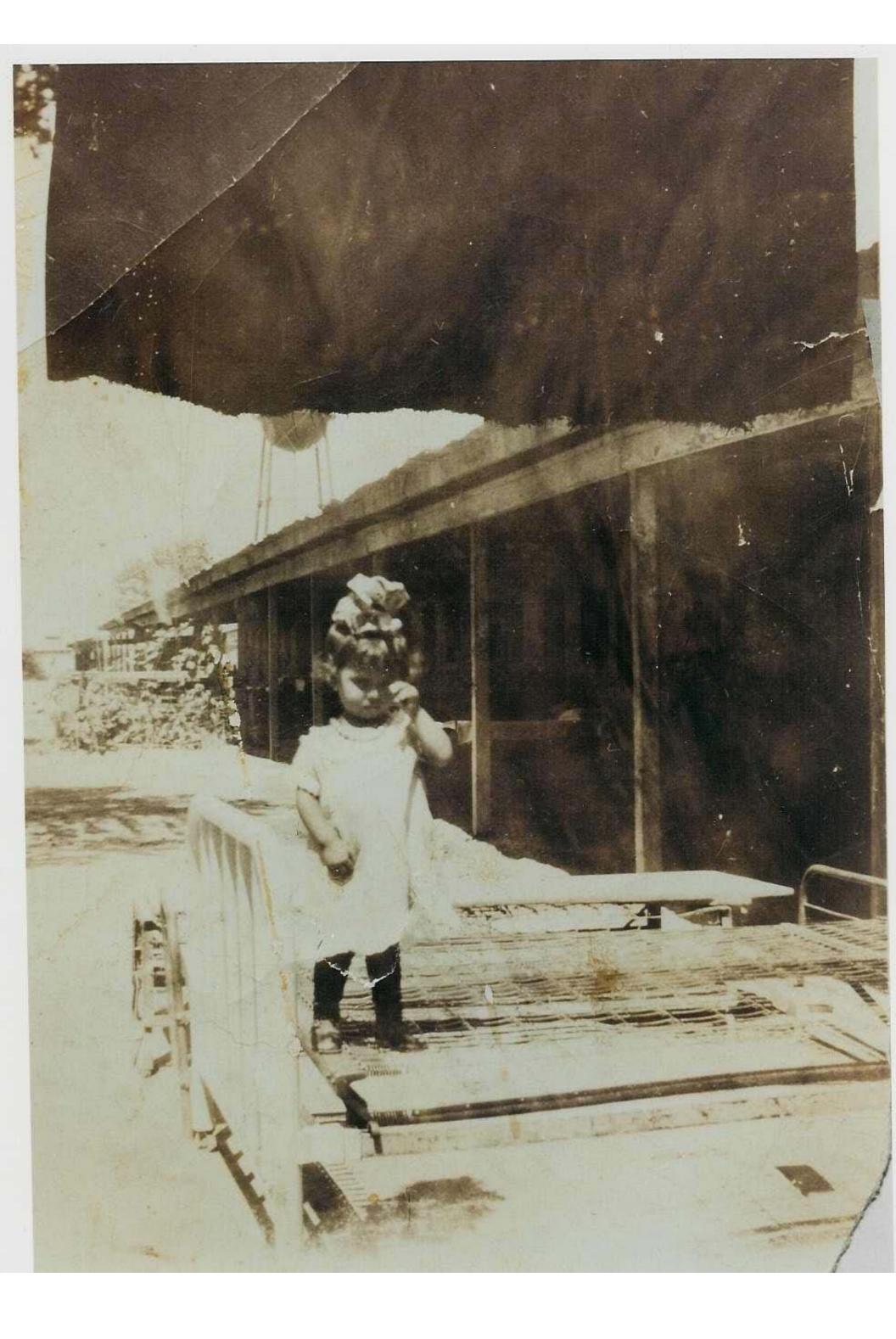










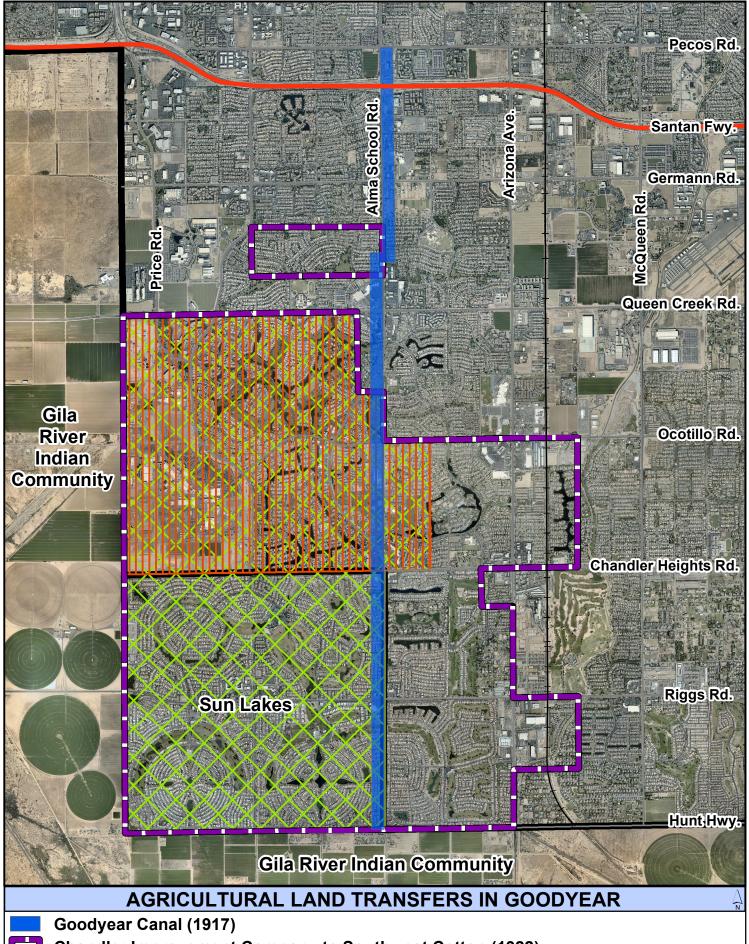


GOOD, YEAR TIRES

VOLUNTEER

915-8-16-37 I





Chandler Improvement Company to Southwest Cotton (1922)

Goodyear Farms to Hanna Family (1944)

Hanna Family to Bogle Farms (1946)



