

**CITY OF FLAGSTAFF HERITAGE PRESERVATION COMMISSION
STAFF REPORT**

Public Hearing/Neighborhood Meeting

DATE: 10/8/2020

MEETING DATE: October 21 ,2020

REPORT BY: Mark Reavis, AICP, NCARB

Whispering Winds/ Route 66 - Landmark Overlay Zoning Map Amendment

PROPERTY INFORMATION:

Address: 922 E. Route 66

Assessor's Parcel Number: 104-05-005

Property Owner: WW66. LLC,6164, Abineau Canyon Dr, Flagstaff AZ

Applicant: Jose R. Alvarado, Director of Sales, Ascend Capital Management

City Staff: Mark Reavis, HPO

BACKGROUND

The HPC has reviewed and approved the application for a historic sign & facade grant as a \$10,000 matching grant for the full restoration of the Whispering Winds Motel Sign. The HPO has reviewed a submission by a sign company that accurately reestablishes the missing upper components of the historic sign that remains. The applicant will confirm that the project will comply with that HPO review with the sign contractor that is selected.

PREVIOUS HPC DECISIONS

HPC has reviewed and approved the grant with HPO follow up on compliance.

REQUEST

Conduct Public Hearing to meet the Neighborhood Meeting requirement for a Landmark Overlay Zoning Map Amendment for the purpose of restoring the historic Route 66 sign at 922 E Route 66 (Whispering Winds Motel).

STAFF RECOMMENDATION

Conduct Public Hearing that serves as Neighborhood meeting requirement. Receive public comment, close hearing.

DISCUSSION

Questions?

BASIS OF REPORT

Requirements for Grant compliance and public notification.

INFORMATION

Advertisement was published and property owners within 300 foot were notified by letter.

I. **Landmark Overlay Zoning Map Amendment Findings**

Landmark Overlay Zoning Map Amendments shall be evaluated based on the following findings:

A. **Finding #1: Significance and Integrity of the Proposed Landmark**

The eligibility of the Motel for the National Register of Historic Places and specifics of the signs note its significant status. Review of the integrity of the remains of the sign by HPO City staff show that the property meets the findings for the Landmark Overlay.

B. **Finding #2: Conformance and Consistency with the Regional Plan and applicable Specific Plans**

The proposed amendment must be found to be consistent with and in conformance with the goals and policies of the General Plan and any applicable specific plans. If the application is not consistent with the General Plan, and any other applicable specific plan, the applicable plan must be amended in compliance with the procedures established in Chapter 11-10 of the City Code (Title 11: General Plans and Subdivisions) prior to considering the proposed amendment.

i. **General Plan/Flagstaff Regional Plan (FRP 2030) Process and Analysis Summary**

The adoption of a Landmark Overlay for the Whispering Winds Historic Route 66 Motel Sign. The Regional Plan's policies related to Historic Preservation supports the preservation and restoration of historic buildings and architectural elements such as signs and the formal recognition of landmarks. This proposed Zoning Map amendment supports the preservation of the Motel as the caretaker of an irreplaceable community asset associated with Route 66 with the acknowledgment of the restoration of its sign in both the preservation and restoration of the resource and adaptive reuse to support the continued utilization of the motel.

ii. **Applicable General Plan Goals and Policies**

As part of its review, staff identified relevant Regional Plan Goals and Policies that could be applied to support or not support the proposed Zoning Map Amendment. The following is a discussion of how the project generally meets or conflicts with goals and policies in each chapter.

a. **Community Character (Scenic Resources and Natural Setting, Heritage Preservation, Community Design, and Arts, Sciences and Education)**

Policy CC.2.2. Formally recognize heritage resources through designation as local landmarks and historic districts.

Policy CC.2.4. Support restoration and rehabilitation of historic housing, buildings, structures, and neighborhoods.

Policy CC.2.10. Educate the community and developers on the benefits of adaptive reuse and create policies to incentivize the reuse of historic buildings to maintain their integrity.

Policy CC.2.11. Assist businesses and residents who are caretakers of historic resources, maximize the economic value of their property without damaging the integrity of the historic resource.

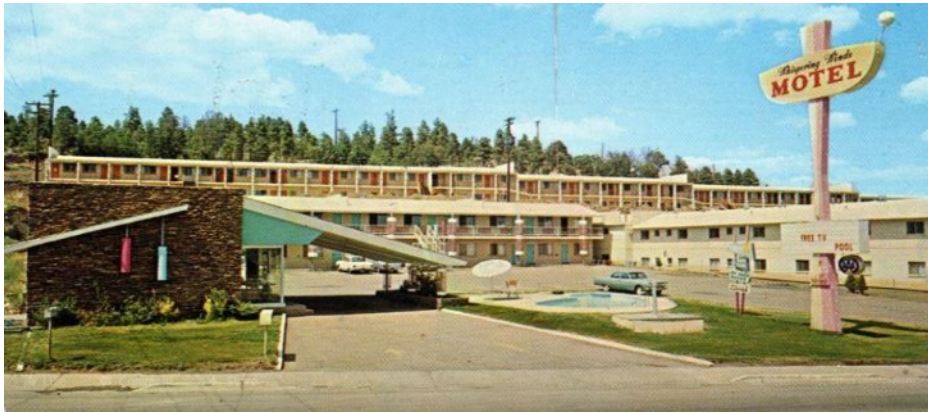
b. **Growth Areas & Land Use (Reinvestment, Greenfield, Urban Area, Suburban Area, Rural Area, Employment Area, Special Planning Area, and Activity Centers)**

Policy LU.10.3. Value the Historic Neighborhoods established around downtown by maintaining and improving their highly walkable character, transit accessibility, diverse mix of land uses, and historic building form.

Policy LU.11.5. Encourage adaptive re-use of historic structures for a variety of commercial spaces and housing options.

Preservation of the historic Whispering Winds sign related to the Route 66 Motel itself supports the character of the community and the use and reuse of the historic structures on the property.

ATTACHMENT



Post card image



Existing Sign Condition