

Whispering Winds Motel Landmark Overlay Zoning Map Amendment

PZ-20-00141-02

Mark Reavis, AICP, NCARB
Heritage Preservation Officer





Landmark Zoning Overlay

Heritage Preservation Program 10-30.30.010 “Purpose”

The purpose of this division is to protect and enhance the cultural, historical, and archaeological heritage of the City of Flagstaff by recognizing, preserving, enhancing, and perpetuating the use of those objects, structures, sites, and landscape features that represent distinctive elements of the City’s cultural, political, architectural, and archaeological history. The Council finds and intends that preservation of the City’s heritage is in the interest of the health, economic prosperity, education, cultural enrichment, and general welfare of the public.

** The Heritage Preservation Program promotes local landmark designations, shepherds the applications, and supports and pays the fees associated with the landmark zoning overlays so as to further enhance heritage preservation efforts.*



Landmark Zoning Overlay

Individual Signs of Historic or Cultural Significance

Significant Signs:

- Have been in continuous existence at their present location for not less than 50 years.
- Use exemplary technology, craftsmanship or design.
- Demonstrate extraordinary aesthetic quality, creativity, or innovation.
- Unusual, significant, or meaningful to the City streetscape and the City's history.
- And as such, be worthy of special recognition and may be designated as a landmark property in accordance with the provisions of this division.



Landmark Overlay

Why is a Landmark Overlay Required for an “Individual Signs of Historic or Cultural Significance”

The Landmark Overlay will allow for the continued utilization of the historic sign’s remaining components and the sign’s restoration to its original appearance, height and area. Without the zoning overlay the sign would be limited to minor improvements or replacement while not meeting the community’s goal of the retention or restoration of significant historic signs.

This provision of the code cannot be utilized to replicate a no longer existing sign, only for restoration of an existing historic sign.



Whispering Winds Motel Sign

Direct to Ordinance Zoning Map Amendment for Historic Overlay.

LO - Landmark Overlay for 922 E Route 66

Per 10.50-100.020 sign ordinance provisions allows significant historic signs (per 10-30.30) to be restored to original condition even if the sign exceeds allowable requirements when the sign is brought into a landmark overlay.

Consideration was given to Dark Sky compliance (though not required) in restoration design.

Whispering Winds' Sign

Sign is located @ 922 East Historic Route 66.

Historic Overlay calls out entire parcel for identification but is only applicable to the sign.



Land Use

The subject property is:

- Approximately **0.82** acres
- Fronts Route 66
- Owned by WW.66 LLC, 6164 E. Abineau Canyon Dr. Flagstaff AZ. LLC.
- Existing Land Use:
Motel/Commercial
- Proposed Land Use:
Motel/Commercial



Condition

- Motel is consistent in use with other motels and commercial enterprises along Route 66.
- Motel is an exceptional example of a 1960s modern architectural design that has retained its form and architectural features.
- The sign has suffered from weather exposure, some modifications, and the loss of the upper portion of the sign- an oval form that once featured the motel's name.



Whispering Winds Motel

Iconic 1964 “motor hotel” and its sign in current compromised condition.



Whispering Winds Historic Sign Grant

Flagstaff's Historic Façade and Sign Grant Program to support a portion of the cost of the sign's rehabilitation and restoration





Whispering Winds Motel Sign

Restoration Design

Client: WHISPERING WINDS
 Contact: 922 E. ROUTE 66
 Flagstaff, AZ 86001
 Phone:
 Email:

Office: 480.970.8060
 Fax: 480.970.6646
 Email: jr@number1signs.net
 ROC # 257610 Date: 09/30/20
 AE: JR deLuna: 602-359-9494

SIGNS
 number1signs.net

OPTION 2

Monument Refurb.
 Rendering | Scale: NTS

2'-3" ±

4'-11"

13'-7"

8'-4"

Whispering Winds
MOTEL

Illuminated,
 16" deep
 Aluminum fabricated
 Rounded cabinet

Paint pole cover over
 existing vertical structure
 colors TBD
 (non-illuminated)

28'-8" ±
 MAX
 HEIGHT

15'-5 3/4"

3'-6"

aluminum cabinet
 fabrication TBD

8" diameter

pole cover painted structure
 color TBD

3'-9" ±

AIR CONDITIONED
 TELEPHONE
 CABLE TV

Monument Refurb.
 Elevation | Scale: 3/16"=1'-0"

Postcard documentation

Client: WHISPERING WINDS
 Contact: 922 E. ROUTE 66
 Flagstaff, AZ 86001
 Phone:
 Email:

Office: 480.970.8060
 Fax: 480.970.6646
 Email: jr@number1signs.net
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Proposed

Existing

Reference Photo Only | Scale: NTS

HP Incentive Grant

City of Flagstaff Historic Façades and Signs

Grants provides up to a max of \$10,000 at 50/50 matching basis for historic structures preservation (BBB tax).

- “The Heritage Preservation Commission provides funding for projects that rehabilitate, restore, or preserve Flagstaff’s heritage sites, buildings, structures, and objects. By investing in heritage and cultural resources, the Commission supports the economic vitality of our community through heritage tourism, sustainable community development, enhancement of the built environment, neighborhoods, and districts, and by fostering private investment in significant heritage and cultural resources.”





HPC Review and Recommendation

Previous HPC Decision & Update Required

- Sign grant approved on August 19, 2020, conditioned on Landmark Overlay
- Neighborhood Meeting held at regular HPC Meeting on October 21, 2020
- HPC held a special meeting on February 3, 2021 to review additional updated information that clarified the signs design, verified grant compliance and recommended approval of the Landmark Overlay zoning application (PZ-20-00141-02) to the Planning and Zoning Commission.
- The Neighborhood meeting was noticed in the AZ Daily Sun and with a sign on the property as were the public hearing dates for Planning and Zoning and City Council

Finding #1

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.



Relevant Regional Plan Goals and Policies support the proposed Zoning Map Amendment.

The Landmark Overlay supports Environmental Planning & Conservation, Growth Areas & Land use, Transportation General Plan Goals & Policies in particular:

- Goal CC.3 design traditions of Flagstaff.
- Policies CC.3.1 and CC.3.2 for context and documented evidence of the signs original design with photo documentation for the sign restoration and consistent with surrounding development of Route 66.
- Policy CC.4.1 states streetscapes are to be context sensitive & not impacting traffic safety.

Finding #2

The proposed amendment must be determined to add to the public good as described in the General Plan.

- Preservation of a sign identifying a significant historic motel along Route 66 - a roadway of State and National significance - is a priority of the Flagstaff Heritage Preservation program. The retention of the sign retains an essential feature of a Nationally significant Scenic byway and All-American Road.
- *The Heritage Preservation Commission believes that the proposed application meets this finding.*



Finding #3

In consideration of Life Safety.

The amendment must be determined not to be detrimental to the public interest, health, safety, convenience, or welfare of the City of Flagstaff

The affected site is physically suitable in terms of provision of public and emergency vehicle access and public services and utilities and covered and is further called out in 10-20-50.40F 1a. The landmark overlay is only applicable to the existing sign's footprint and does not constitute a hazard to the property in which the property is located.

- *Staff believes that the proposed application meets this finding. The Inter-Division Staff reviewed the application and concluded that the site was suitable for the proposed development.*



Additional HPC Findings

10-30.30.040.E - were met & approved by HPC

Designation of Landmark Properties or Historic Overlay Zones

Individual Signs of Historic or Cultural Significance



- The sign has been in continuous existence at its present location for not less than 50 years.
- Uses exemplary technology, craftsmanship, design and historic sign materials
- Is significant, to the Route 66 streetscape and the City's history, and
- Is worthy of special recognition as a landmark property

HPC Recommendation

Heritage Preservation Commission recommends Planning and Zoning Commission forward the request to the City Council with a recommendation approving PZ-20-00141-02 with following conditions.

- That the subject sign must be developed in accordance with the approved sign grant application and,
- That any future alterations must be reviewed by the HPO.





Staff Recommended Action

Planning and Zoning Commission recommend approval of PZ-20-00141-02 to the City Council with following conditions:

- That the Flagstaff Zoning Map designation of approximately 0.82 acres of the real property located at 922 E Route 66, and specifically described and depicted in Exhibit attached, be amended by adding an LO designation to the existing HC classification.
- That, pursuant to Flagstaff Zoning Code Section 10-30.30.040 Designation of Landmark Properties or Historic Overlay Zones, the portion of the Property consisting of the historic sign's footprint is the only portion of the Property subject to the landmark overlay criteria and review.
- That, prior to the City Council's final adoption of this Ordinance, the Owner shall execute an Agreement for the Waiver of Claims for Diminution of Value of Property with the City of Flagstaff, as authorized by Arizona Revised Statutes Section 12-1134(I).

P & Z Recommendation

The Planning and Zoning Commission has forwarded the request to the City Council with a recommendation of approving PZ-20-00141-02 per stated conditions.





Thank You

Questions?





Options

Planning and Zoning Commission recommend approval of PZ-20-00141-02 to the City Council with following conditions:

- **#1 Approve PZ-20-00141-02 with stated conditions.**
- **#2 Deny for LO (Landmark Overlay) zoning map amendment.**
 - Property owner can retain sign remains and make minor modifications or,
 - Remove and replace sign per current sign code (which will require cultural resource study because sign had been determined to be significant).

Thank You

Questions?

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