



# City of Flagstaff

# Community Development Division

211 W. Aspen Ave  
 Flagstaff, AZ 86001  
 www.flagstaff.az.gov

P: (928) 213-2618  
 F: (928) 779-7684

**HPC-C**

<b>Date Received</b>	<b>Application to Heritage Preservation for a Certificate within an Overlay</b>			<b>File Number</b>
<b>Property Owner(s)</b> Capri Flagstaff LLC	<b>Title</b>	<b>Phone</b> 520-429-4256	<b>Email</b> jim@caprinc.com	
<b>Mailing Address</b> 6867 N Oracle RD Tucson AZ 85704			<b>City, State, Zip</b>	
<b>Applicant</b> Capri Flagstaff LLC	<b>Title</b>	<b>Phone</b> 520-429-4256	<b>Email</b> jim@caprinc.com	
<b>Mailing Address</b> 6867 N Oracle RD Tucson AZ 85704			<b>City, State, Zip</b>	
<b>Property Interest of Applicant(s)</b> (Owner, contractual interest, or agent) Owner				
<b>Site Address</b> 19 West Birch Ave. Flagstaff 86001			<b>City, State, Zip</b>	
<b>Project Name</b> Graduate Hotel				
<b>Parcel Number(s)</b> APN 100-19-00-004A /100-19008A /100-19-007		<b>Zoning District(s), including Overlays</b> Downtown Historic Overlay		
<b>Property Information:</b>				
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Listed individually on the National or Arizona Register of Historic Places? (Name: _____)				
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Located in a National Register Historic District? (Name: _____)				
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Is a structure on the property considered contributing to the District?				
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Located in a Historic or Landmark Overlay? (Name: _____)				
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Is the structure over 50 years old at the time of application?				
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Does this application include review of a sign in an overlay or the Central Sign District?				
<b>Type of HPC Application Requested:</b>				
<input type="checkbox"/> Certificate of No Effect (May be reviewed by the Heritage Preservation Officer or the Commission)				
<input checked="" type="checkbox"/> Certificate of Appropriateness (Must be reviewed by the Heritage Preservation Commission)				
<input type="checkbox"/> Certificate of Economic Hardship (Must be reviewed by the Heritage Preservation Commission)				
<b>Note: Applications which are incomplete or not accompanied by the required information will not be accepted.</b>				
<b>Property Owner Signature:</b> 		<b>Date:</b> 4/19/26	<b>Applicant Signature:</b> 	
			<b>Date:</b> 4/19/26	
<b>For City Use</b>				
<b>Date Filed:</b> _____		<b>HPC Hearing Date:</b> _____		
<b>Fee Receipt #:</b> _____		<b>Amount:</b> _____		<b>Date:</b> _____
<b>Action by HPC:</b>				
<input type="checkbox"/> Consent Approval by HPO				
<input type="checkbox"/> Approved				
<input type="checkbox"/> Approved with Conditions				
<input type="checkbox"/> Denied				
<input type="checkbox"/> Continued				
<b>Staff Initial:</b> _____			<b>Date:</b> _____	

## Submittal Requirements

An application to the Heritage Preservation Commission and Historic Preservation Officer shall contain at least the following information:

1. Completed Application including all signatures and payment of fees. If applying for multiple types of HPC reviews only one fee is collected at the time of the first application for the same work.
2. An electronic copy and one copy of drawings or documents as needed to describe the proposal, which may include a Site Plan, Floor Plans, Exterior Elevations, Building Sections, Exterior Details, Lighting Plan, and a Landscape Plan. All drawings shall be drawn to scale and dimensioned and shall clearly and accurately represent the natural and built conditions of the context area and the project, including both existing conditions and proposed work.
3. Photographs of the context, including the property, surrounding properties, and the neighborhood.
4. A Color Board depicting all exterior materials and finishes associated with the work (if requested).
5. A list of related permits and development applications that have been or will need to be submitted.
6. Proof of ownership, or letter of authorization from the current property owner, if the applicant and owner are not the same.
7. Statement of approval from a subdivision or property owners association, if applicable.
8. Any other information which the applicant feels would be helpful and/or pertinent to the request.
9. Any other information as may be required by the Historic Preservation Officer or Heritage Preservation Commission to assist in the review of the requested application.

## Timing of Submission and Completeness Review

The Heritage Preservation Commission meets to review applications monthly on the third Wednesday of the month. If you are submitting an application for review of a Certificate of Appropriateness, a Certificate of Economic Hardship, Community Development must receive your application by the submittal deadline posted to the [Heritage Preservation program website](#).

For your item to be added to an agenda, the Heritage Preservation Officer (HPO) must deem the application complete and the information in it correct within 5 working days. The HPO will contact applicants for additional information as necessary.

Please also note that per the Flagstaff Zoning Code, the HPO refer any application, including Certificates of No Effect to the Commission for any reason. If the HPO refers the application, you will not need to resubmit, but additional materials may be requested.

Applications pertaining to Certificates for properties with the Townsite Overlay Zone must also be properly noticed 15 days prior to the public hearing in accordance with *Section J of the Townsite Historic Design Review Overlay District Design Standards and Guidelines*.

Approval of a Certificate does not indicate a final approval of site plans, building plans, permanent sign permits and other applications that will be required prior to demolition, modification, or construction. Approval of all Certificates will be conditioned on their conformance with Zoning Code and Building Code standards. The Heritage Preservation Officer may elect to hold an application until a review by the InterDivision staff is completed and substantive comments have been provided to the applicant.

If this application includes the review of a sign within the Downtown Overlay, Central Sign District or the Townsite Overlay, a permanent sign application must be submitted prior to the submission of the HPC-C application and the comments provided in that review should be attached to this application.

We encourage you to reach out early in designing your projects so that the HPO may assist you and your clients. HPO contact information: Lauren Clementino, Phone: (928) 213-2633; Email: [lclementino@flagstaffaz.gov](mailto:lclementino@flagstaffaz.gov)



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**HPC-C**

## **Project Description**

The Graduate Hotel is a design-driven hospitality concept, part of Hilton Hotels, specifically tailored for cities and towns with a strong university presence. The brand is known for creating immersive guest experiences that reflect the local culture, history, and collegiate identity of each community. The proposed project will be located in downtown Flagstaff and will include 143 guest rooms within a five-story hotel building.

The hotel's design will thoughtfully incorporate multiple themes that reflect the rich history and character of Flagstaff, as well as its connection to Northern Arizona University, creating a unique sense of place for visitors. Through curated interiors, artwork, and architectural elements, the property will celebrate the region's heritage while delivering a modern, comfortable, and elevated guest experience. The development will feature a range of amenities, including a welcoming entry, lobby, library, café, restaurant, bar, fitness center, and rooftop lounge with outdoor patio. Floors two through five will accommodate guest rooms, while the rooftop space will provide expansive views of the surrounding area.

As part of this project, a structured parking garage will be constructed alongside the hotel. The garage will be approximately four and a half stories in height and will provide approximately 200 parking spaces, with 150 spaces dedicated to hotel guests and 50 spaces available for public use. This component of the project is intended to help meet both on-site demand and broader downtown parking needs.

This project is intended to be a defining addition to downtown Flagstaff, introducing a nationally recognized hotel brand while supporting economic growth. It will generate construction and long-term employment opportunities, increase tourism, and contribute to local sales and lodging tax revenues. In addition, the hotel will complement and support surrounding restaurants, retail establishments, and locally owned businesses.

## **Explanation of how the project meets the applicable overlay and relevant sections of the Zoning Code**

See additional pages with the application.

Insert additional pages if necessary

# Explanation of how the project meets the Compliance with The Downtown Design Handbook

The proposed Graduate Hotel in downtown Flagstaff is designed to reflect both the character of the Graduate Hotel brand and the unique history and culture of Flagstaff. Graduate Hotels are specifically tailored to university communities, incorporating locally inspired themes into the architectural design and guest experience. For this project, the building design draws from Flagstaff's historic downtown context, including its railroad heritage, mountain setting, and traditional materials, to create a structure that feels authentic and rooted in place. This approach is consistent with the intent of the Downtown Design Handbook, which encourages context-sensitive, locally inspired architecture.

## **Building Scale, Massing, and Context**

The hotel is a five-story structure with an integrated parking garage (four levels), consistent with the intensity and character of downtown Flagstaff. The proposed building height of approximately **60 feet** complies with zoning allowances. The project includes **143 guest rooms (keys)** and is designed to reflect the urban form and density typical of downtown developments.

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## **Design Guidelines for Color (C1–C3)**

### **C1 – Use of Contextual Colors**

The buildings utilize a color palette derived from Flagstaff's historic downtown context, including earth tones, muted neutrals, and natural material colors. These tones are consistent with surrounding historic structures and reinforce the region's architectural character.

### **C2 – Avoidance of Highly Saturated or Reflective Colors**

Bright, highly saturated, or reflective colors are avoided on primary building surfaces. Accent colors are used sparingly at architectural details and storefront elements to provide visual interest without overwhelming the façade composition.

### **C3 – Integration with Materials**

Color is integrated with natural materials such as brick, stucco, tile, sand blasted concrete and malpais stone and painted concrete, allowing the building's appearance to be driven by material authentic finishes.

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## **Design Guidelines for New Buildings (N1–N9)**

### **N1 – Compatibility with Context**

The building reflects the scale, rhythm, and character of downtown Flagstaff through its massing, material palette, and architectural detailing. Design references include the area's railroad heritage and historic masonry structures.

### **N2 – Pedestrian-Oriented Design**

Active ground floor uses—including lobby, café, restaurant, and lounge—are oriented toward the street with large transparent glazing and clearly defined entrances, creating an engaging pedestrian environment.

### **N3 – Human-Scaled Elements**

The façade incorporates vertical and horizontal articulation, material changes, and storefront proportions that relate to pedestrian scale.

### **N4 – Building Massing and Articulation**

The building mass is broken into smaller components through step-backs, modulation, and façade

offsets consistent with zoning requirements. This reduces perceived bulk and aligns with the scale of surrounding development.

#### **N5 – Exterior Materials and Finishes**

The project incorporates high-quality, durable materials appropriate for downtown Flagstaff, including:

- **Malpais stone (basalt)** is used at the base, consistent with local historic construction and as required by prior Commission direction.
- **Architectural concrete finishes**, including painted colored cast-in-place and/or precast concrete. Finishes include sand blasted and stained and smooth formwork textures to provide visual depth and variation while maintaining durability.
- **Masonry elements** of brick, tile and sandblasted and stained concrete accents used in a complementary manner.

All materials are selected for longevity, resistance to weathering, and compatibility with the historic context, consistent with the intent of this guideline.

#### **N6 – Roof Forms and Expression**

Rooflines are designed to contribute to the overall building composition and include variation to avoid large, unarticulated roof masses.

#### **N7 – Windows and Openings**

Window patterns reflect a vertical rhythm and proportion consistent with traditional downtown buildings. Ground floor glazing is maximized to support transparency and pedestrian engagement.

#### **N8 – Ground Floor Design**

The ground floor includes a high level of transparency, frequent entrances, and active uses that contribute to a vibrant streetscape.

#### **N9 – Parking Integration**

The project provides a total of **200 parking stalls**, including approximately **150 dedicated hotel spaces and 50 City-designated public parking spaces**, exceeding the minimum required **149 stalls**. The parking garage is fully integrated into architectural treatment consistent with the Graduate hotel design and the downtown handbook design.

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### **Site Design Guidelines (SD1–SD4)**

#### **SD1 – Pedestrian Connectivity**

Primary building entrances are oriented toward public sidewalks, with clear and direct pedestrian access from adjacent streets.

#### **SD2 – Streetscape and Landscape Design**

A 5-foot landscape buffer is provided along street frontages. Streetscape elements are designed to complement downtown character and enhance walkability.

#### **SD3 – Service and Loading Areas**

Service functions, including trash, recycling, and loading, are located internally and accessed from the alley. These areas are screened from public view to maintain a high-quality streetscape.

#### **SD4 – Bicycle and Alternative Transportation**

Bicycle parking is provided (10 spaces) in convenient, accessible locations, supporting multimodal transportation options.

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### **Additional Design Consideration – Malpais Stone**

Consistent with prior Commission conditions of approval, **malpais stone** is incorporated into the building design as a primary material at ground level. This material reinforces the building's connection to local geology and historic construction practices in Flagstaff, while enhancing durability and visual authenticity.

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### **Conclusion**

The proposed Graduate Hotel meets the applicable Downtown Design Handbook guidelines through careful attention to color, material selection, building articulation, pedestrian engagement, and site design. The integration of locally significant materials such as malpais stone, along with high-quality concrete and masonry finishes, ensures the project contribute positively to the character and continuity of downtown Flagstaff.



City of Flagstaff  
 Community Development Division  
 Building Safety & Code Compliance Section  
 211 W. Aspen Avenue  
 Flagstaff, AZ 86001

Phone: (928) 213-2627 Email: [Buildingpermits@flagstaffaz.gov](mailto:Buildingpermits@flagstaffaz.gov)

## OWNER AUTHORIZATION FORM

I (property owner) do hereby authorize Capri Flagstaff LLC Jim O'Connell  
Agent's Name and Company (if applicable)

to act on my behalf for improvements at 19 W Birch Ave  
Property Address / Suite / Unit

and to obtain building permit(s) on my behalf for the work specified below. If the property has more than one owner, I certify that I have authority to provide this authorization on behalf of all owners.

### Residential:

<input type="checkbox"/>	New Build / SFR
<input type="checkbox"/>	Addition (attached)
<input type="checkbox"/>	Roof
<input type="checkbox"/>	Demolition
<input type="checkbox"/>	Mechanical
<input type="checkbox"/>	Gas
<input type="checkbox"/>	Electrical

<input type="checkbox"/>	Remodel
<input type="checkbox"/>	Accessory (detached)
<input type="checkbox"/>	Manufactured Home / Park Model
<input type="checkbox"/>	Solar System
<input type="checkbox"/>	Plumbing
<input type="checkbox"/>	Fence / Walls
<input type="checkbox"/>	Other (specify):

### Commercial:

<input type="checkbox"/>	New Build
<input type="checkbox"/>	Addition (attached)
<input type="checkbox"/>	Roof
<input checked="" type="checkbox"/>	Demolition
<input type="checkbox"/>	Gas
<input type="checkbox"/>	Sign
<input type="checkbox"/>	Site Improvements
<input type="checkbox"/>	Cell Tower

<input type="checkbox"/>	Tenant Improvements
<input type="checkbox"/>	Accessory (detached)
<input type="checkbox"/>	Modular Building
<input type="checkbox"/>	Mechanical
<input type="checkbox"/>	Plumbing
<input type="checkbox"/>	Fence / Walls
<input type="checkbox"/>	Change in Occupancy
<input type="checkbox"/>	Other (specify):

By signing this Form, I acknowledge and agree that I am not released from responsibility for: (1) the payment of any and all fees associated with the issuance of any permits, orders, notices, or other approvals ("Approvals") by the City of Flagstaff pursuant to my agent's application; (2) the satisfactory completion of all work authorized by such Approvals in compliance with all applicable county, state, and federal laws, codes, rules, regulations, and requirements; and (3) correcting any violations of the terms and conditions of such Approvals issued by the City of Flagstaff pursuant to my agent's application.

### Property Owner's Signature:

Printed Name: Jim O'Connell

Signature: *Jim*

Phone: 520-429-4256

Email: Jim@capriinc.com Date: 4/11/26



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## OWNER AUTHORIZATION FORM

I (property owner) do hereby authorize Jim OConnell Capri Flagstaff LLC  
Agent's Name and Company (if applicable)  
to act on my behalf for improvements at 111 N VERBOUX ST FLAGSTAFF AZ 86001  
Property Address / Suite / Unit  
and to obtain building permit(s) on my behalf for the work specified below. If the property has more than one owner, I certify that I have authority to provide this authorization on behalf of all owners.

### Residential:

New Build / SFR	Remodel
Addition (attached)	Accessory (detached)
Roof	Manufactured Home / Park Model
Demolition	Solar System
Mechanical	Plumbing
Gas	Fence / Walls
Electrical	Other (specify):

### Commercial:

New Build	Tenant Improvements
Addition (attached)	Accessory (detached)
Roof	Modular Building
Demolition	Mechanical
Gas	Plumbing
Sign	Fence / Walls
Site Improvements	Change in Occupancy
Cell Tower	Other (specify): <u>Demolition of Building</u>

By signing this Form, I acknowledge and agree that I am not released from responsibility for: (1) the payment of any and all fees associated with the issuance of any permits, orders, notices, or other approvals ("Approvals") by the City of Flagstaff pursuant to my agent's application; (2) the satisfactory completion of all work authorized by such Approvals in compliance with all applicable county, state, and federal laws, codes, rules, regulations, and requirements; and (3) correcting any violations of the terms and conditions of such Approvals issued by the City of Flagstaff pursuant to my agent's application.

### Property Owner's Signature:

Printed Name: Bhavana Prema  
Signature: Bhavana Prema  
Phone: 928 562 256 5813  
Email: bhavnaprema@gmail.com Date: 1/16/25

## Flagstaff Commercial Permitting

### Land Use

Concept Plan Approval

Site Plan Approval

HPC Approval

### Building

Demolition Approval

Flagstaff Service Planning/APS Approval

Commercial Building/Civil Plan Approval

Mechanical/Electrical/Plumbing Approval

Deferred Submittals including Fire Sprinkler, Fire Alarm, etc.

Coconino County Health Food Service Approval