



Graduate
HOTELS

GRADUATE HOTEL - FLAGSTAFF

Response to 7.16.26 HPC Request(s)

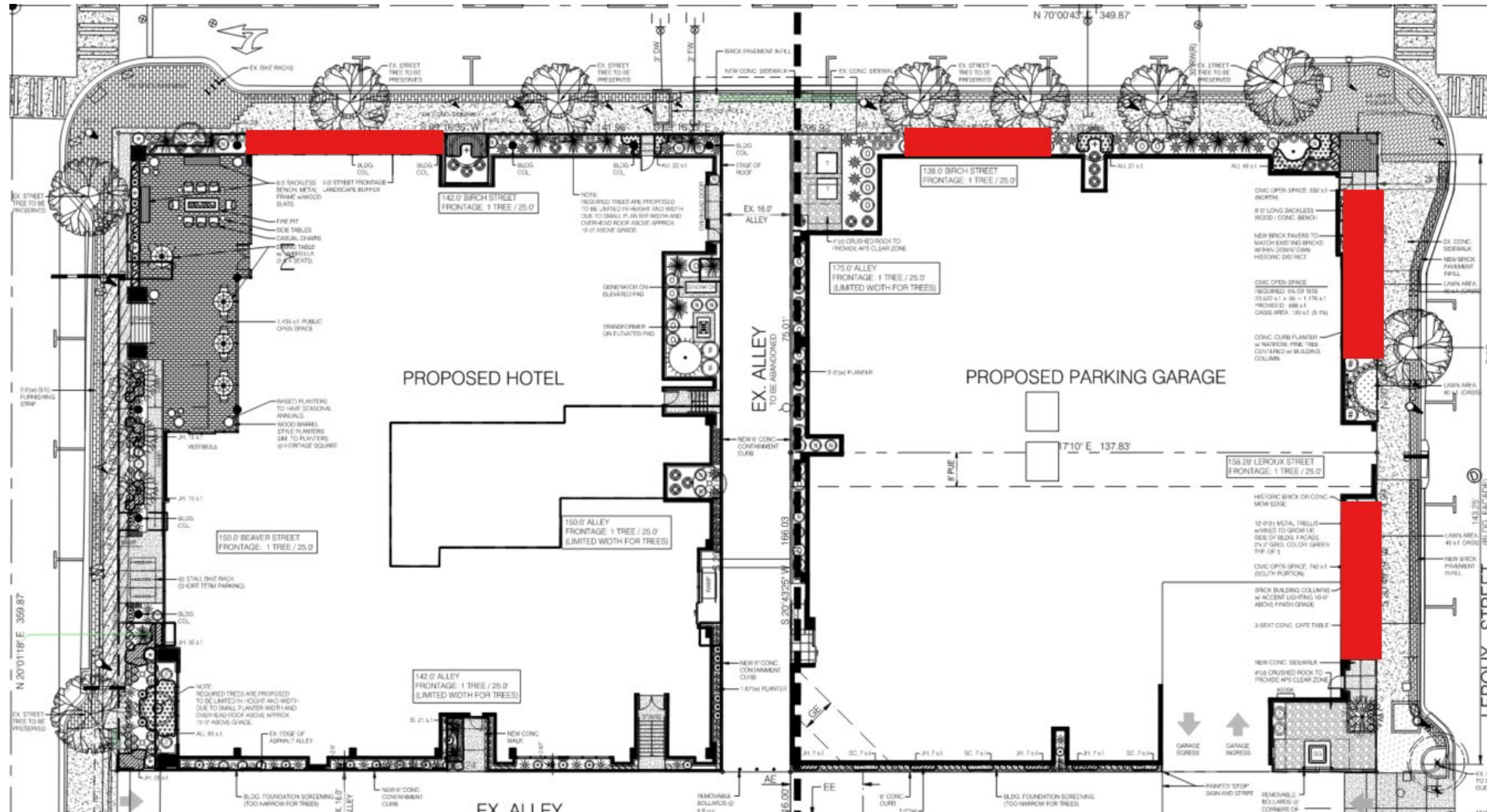
Overview

Pursuant to the 7.16.26 Meeting, the following requests were made:

1. For *informational* purposes only, the Commission requested conceptual examples of murals and micro retail, rendered from street level.
2. **Moved by** Emily Dale, **seconded by** Alec Overmann to approve the Certificate of Appropriateness with the condition to address concerns over the N2 Guideline in the Design Handbook for Downtown Flagstaff, submit renderings of the hotel building with the fifth story limestone swapped with the second story brick to the Heritage Preservation Commission for review.

Micro Retail and Engaging the Public

Collaboration with FDBA & City – Activation & City Beautification Grants



Red “blocks” indicate locations of interest for self supporting micro retail needing power only or potential locations for other activation elements.

Garage Renderings

For *informational* purposes only, the Commission requested conceptual examples of murals and micro retail, rendered from street level

Updated rendering from the NE of the garage showing what it could look like with City provided murals and having small vendors in the three areas along Leroux and Birch:



Garage Renderings

For *informational* purposes only, the Commission requested conceptual examples of murals and micro retail, rendered from street level

Updated rendering from the NE of the garage showing what it *could* look like with City provided murals and having small vendors in the three areas along Birch



Hotel Renderings

Utilizing the original design with the lighter trim would best meet the design considerations for mass and bulk.

Generally, lighter colors/materials higher on a building and darker colors lower down is considered a good strategy for reducing the perceived mass and bulk of a building.

Darkest / heaviest

- Ground floor
- Podium
- Base
- Stone, brick, dark metal, etc.

Middle

- Transition band
- Secondary materials/colors
- Recessed areas

Lightest / visually lightest

- Upper stories
- Setback portions
- Penthouse/top floors
- Light-colored stucco, metal panels, glass, etc

Hotel Renderings

Utilizing the original design with the lighter trim would best meet the design considerations for mass and bulk.

It works because the visual weight of the building tends to feel **heavier at the base and lighter as it rises**, which can make a large building feel less imposing. There are several visual principles at work:

1. Dark colors appear visually heavier.

A dark lower portion can make the building feel grounded rather than allowing the entire façade to read as one enormous volume.

2. Light colors recede visually.

A lighter upper story can make the top of a 4–6 story building feel less dominant against the sky.

3. It creates a visual "base–middle–top."

Breaking the building into these three zones helps prevent the façade from reading as a single monolithic wall.

4. It can make upper floors appear less massive.

This is particularly useful when dealing with a building that has a large continuous façade or significant height.

Hotel Renderings

Original Rendering



Hotel Rendering - Revised

Utilizing the original design with the lighter trim would best meet the design considerations for mass and bulk.



Hotel Rendering – Switch Material Locations

Alternating Stucco (not limestone as misspoken during HPC meeting) at top floor with brick as seen from Birch/Beaver



Hotel Rendering – Switch Material Locations

Alternating Stucco (not limestone as misspoken during HPC meeting) at top floor with brick as seen from Birch





THANK YOU

GRADUATE HOTEL FLAGSTAFF

Certificate of Appropriateness