

January 29, 2018

City of Phoenix  
200 West Washington Street  
Phoenix, AZ 85003- 1611

atten: Michelle Dodds, City of Phoenix Historic Preservation Officer

Dear Ms. Dodds,

I'm writing in support of the proposed infill building in the Coronado Historic District (2330 n. 12<sup>th</sup> St.), which received a 'Certificate of Appropriateness' (Case No. 1700451) at a public hearing.

I understand the finding of the Historic Preservation Staff as verified by the Hearing Officer has now been challenged through appeal to the Phoenix Historic Preservation Commission.

The appeal counters the decision of the Hearing Officer, contending the design is not 1) 'compatible within context', 2) 'parking in front yard', 3) 'front porch', 4) 'roofline', and 5) 'no windows on façade' "Eyes on the Street" ( a reference to Jane Jacobs)

The interpretation of the term 'compatibility' is central to a schism among historic preservation practitioners, informed by 'Traditionalists', on the one hand, and 'Modernists' on the other. While for 'Traditionalists', compatibility means commonality, as a means of providing a seamless transition between the new and old, with the objective of continuity, 'Modernists' favor designs contemporary with the present currency, to insure the integrity of each building's expression of its own "use, time and place". Additionally, Modernists argue the new/old contrast accentuates historic authenticity.

Modernists consider the 'Traditionalist's approach to result in "creating a false sense of historical development"; While 'Traditionalists' consider the introduction of modern buildings within historic districts to be disruptive, and "not in character" with the historic context into which they are interjected.

This is a longstanding debate among preservationists, most prominently celebrated in the opposing views on this issue between Steven W. Semes, associate professor at the Notre Dame School of Architecture, and the late Paul Spencer Byard FAIA, former Adjunct Associate Professor at the Columbia University Graduate School of Architecture, Planning, and Preservation. Their positions are articulated in both their actual debates and more succinctly in their books. Spencer's book, *The Future Of The Past, A Conservation Ethic for Architecture, Urbanism, and Historic Preservation*, and Byard's book, *The Architecture of Additions, Design and Regulation*,

together are the primary resources for understanding what has become an ongoing conundrum.

City of Phoenix, atten: Michelle Dodds, January 29, 2018

Page 2

Both of these opposing views posit their view is supported by *the Secretary of the Interior's Standards for Treatment of Historic Properties*. In this case the 'treated property' is the Coronado Historic District.

The Standards are obviously subject to broad interpretation.

It is considered by many that neither side in this issue is entirely wrong, nor indisputably right; and therefore neither a 'Traditionalist' infill within an historic district nor a 'Modernist' infill, should be denied by regulation.

This understanding is based in the fact that the Standards avoid mention of 'style', preferring to reference those architectural qualities inherent in all building irrespective of any affectation of 'style', namely: that 'compatibility' relates to "massing, size, scale and architectural features".

While the mention of "architectural features " may imply a persuasive advantage to the 'Traditionalists' position, who would prefer to incorporate a similarity of windows, or rooflines, or porches evidenced within the district, a balance in favor of the 'Modernists' is implied in "adding conjectural features or architectural elements from other buildings shall not be undertaken".

The preservation of architectural and urban design is the preservation of that creativity which is expressive of those trends, patterns and events important in the history of our nation. Regulation, other than in matters of life safety, that in any way diminishes or prevents innovation and creativity, diminishes the integrity of that history.

The Coronado Historic District, to its benefit, lacks the continuity, sameness, and uniformity characteristic of suburban 'housing product'. Its aesthetic significance is embodied in a range of expression from the historicist's 'pattern book' designs to the 'ranch house' in conformance with FHA Minimum Standards, and which presently has seen the effects of reinvestment resulting from a trend toward a return from the suburbs to urban living. The history of Coronado continues to be written in infill of both the 'Traditional' and 'Modern', reflective of a current diversity of opinion in the matter of compatibility between the new and the old, in pursuit of contemporary relevance.

Were there a single characteristic of Coronado that must surely be preserved, it is its diversity.

Sincerely,

Robert R. Frankeberger  
Architect

March 2, 2018

Mayor Stanton and City Council  
City of Phoenix  
200 West Washington Street  
Phoenix, AZ \*5003

re: 2330 North 12<sup>th</sup> street, Certificate of Appropriateness  
Appeal to City Council to Deny

Dear Mayor Stanton and Council Members,

This is not an issue to be determined politically, weighing how many constituents will be pleased or not. Your Historic Preservation Zoning ordinance simply doesn't support the reasons projected for overturning the Certificate of Appropriateness as recommended by your qualified professional Historic Preservation staff, and as affirmed in the decision of the Officer during the Public Hearing.

The Certificate of Appropriateness, as issued through the regulatory process, should be ratified by this body allowing the project to receive building permission.

The first appeal, regarding the hearing officer's ruling, to the Historic Preservation Commission resulted in the addition of stipulations amending the Certificate of Appropriateness. These stipulations, to add a porch and to add additional windows to the façade, are not supported in the Historic Preservation Zoning Ordinance, or in the City's advisory Design Guidelines.

The City in accepting National Certification of its Historic Preservation Program, adopted The Secretary of the Interior's Standards For Treatment of Historic properties. The City's Design Guidelines are not regulatory, but merely advisory in effort to assist in the application of the Standards in review of a specific project.

At issue in this matter is the interpretation of Standard #9 which requires new construction, within a historic district will be both "*differentiated* from the old and will be *compatible* with the historic materials, features, size, scale and proportion and massing to protect the integrity of the property and its environment. (in this case the 'property' is the City of Phoenix designated Coronado Historic District)

The issue centers on the meaning of the term "compatible". This has been the basis of contention among Preservationists for decades, in which one side, represented in the current appeal, believe new construction in an historic district must be similar and imitative of the surrounding historic houses in order to be compatible. While the applicant for the Certificate of Appropriateness as confirmed by the Preservation Staff, in their finding that the design for this new infill home is appropriate, support differentiation of the new from the old in order to avoid "creating a false sense of history" as proscribed in Standard #3.

Standard #3 also states: “adding conjectural features from other historical properties will not be undertaken”. Clearly unsupportive of the ‘historical simulacra’ favored by those appealing the lawful issuance of this Certificate of Appropriateness.

Further, Standard #3 states that “ each property will be recognized as a physical record of its time, place and use”, clearly supportive of new construction designed in the current mode and responsive to the requirements of contemporary life.

The historic properties of the Coronado Historic District will continue to express and convey their historic significance unaffected by the presence of modern buildings.

However, adjacent new construction designed as historic simulacra invites questions of historical origin, and can thereby question, as well, the perceived authenticity of the truly historic. In that sense, faux historic new construction poses an adverse effect on the district’s historic significance, which new construction expressive of its own “time, place and use”, cannot.

Historic districts within the vicinity of the City center’s burgeoning renaissance of urban living, are accommodating a diverse demographic ranging from baby boomers to millennial’s, through reinvestment in infill housing on vacant lots and the rehabilitation of existing historic homes with well designed and regulated development which both preserves the historical significance of these neighborhoods, and their continued relevance to contemporary living.

Please consider the precedent setting effect of your ruling on both the future of historic preservation in our city; and on our City’s continued advancement and vitality into the future.

Ratify the Certificate of Appropriateness as originally supported by your preservation professionals and confirmed by the Hearing Officer in a public forum.

Sincerely,

Robert R. Frankeberger, Architect  
Historic Preservation Professional

City of Phoenix  
Historic Preservation Commission  
200 W Washington  
Phoenix AZ 85003

Commissioners,

I am writing in support of the proposed project, case number 1700451, at 2330 N 12<sup>th</sup> St. in Coronado Historic District.

As a 10 year plus resident of the district I can tell you these type on modern infill are embraced by most community members and have become part of the fabric of Coronado. Indeed, the tag line of the neighborhood association is "Historically Modern". Coronado is a very diverse neighborhood, both architecturally and socially. This project fits right in.

It is my belief that the project meets the Secretary's Standards and Guidelines in that in that is clearly distinguishable from nearby Historic Contributors and is an appropriate building for the lot, as well as for the scale and mass criteria.

I am sure the commission will allow this project to go forward, for not to would thwart precedence established by the Historic Preservation Office and the HP Commission itself. Such would likely run counter to Arizona Law as established by prop 207.

As you know, from recent conversations and a meeting with the applicant, myself, neighborhood residents, and David Longoria, Chief of Staff for Vice Mayor Laura Pastor, the work of this designer has wide support among community members. While it's easy for one person to oppose a project and thus stifle the continuing story of this very diverse neighborhood our recent meeting shows that the design and the designer has far more supporters than detractors.

With respect and in community,

Patrick Jordan  
Realtor ®  
Coronado Resident  
Concerned Citizen

**From:** [Grace Sampo](#)  
**To:** [Michelle Dodds](#)  
**Subject:** Letter of Support!  
**Date:** Monday, February 12, 2018 11:10:54 AM

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City of Phoenix  
200 West Washington Street  
Phoenix, AZ 85003- 1611

atten: Michelle Dodds, City of Phoenix Historic Preservation Officer

Dear Ms. Dodds,

I'm writing in support of the proposed infill building in the Coronado Historic District (2330 n. 12<sup>th</sup> St.), which received a 'Certificate of Appropriateness' (Case No. 1700451) at a public hearing.

I understand the finding of the Historic Preservation Staff as verified by the Hearing Officer has now been challenged through appeal to the Phoenix Historic Preservation Commission.

The appeal counters the decision of the Hearing Officer, contending the design is not 1) 'compatible within context', 2) 'parking in front yard', 3) 'front porch', 4) 'roofline', and 5) 'no windows on façade' "Eyes on the Street" (reference to Jane Jacobs)

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Preservation. Their positions are articulated in both their actual debates and more succinctly in their books. Spencer's book, *The Future Of The Past, A Conservation Ethic for Architecture, Urbanism, and Historic Preservation*, and Byard's book, *The Architecture of Additions, Design and Regulation*, together are the primary resources for understanding what has become an ongoing conundrum.

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Were there a single characteristic of Coronado that must surely be preserved, it is its diversity.

Sincerely,  
Grace Sampo  
Coronado Homeowner

Att: Historic Preservation Commission  
City of Phoenix Planning & Development Dept  
200 W Washington St  
Phoenix, Az 85003

Dear Mrs. Dodds and members of the commission,

In regards to the appeal at 2330 N 12<sup>th</sup> street, Case 1700451.

I am an actual property owner/ resident of the Coronado District and I wanted to express my approval of the design and support for Historic Preservation's Decision to approve of the project. It is a beautiful home that will fit in perfectly with the direction we want the community to continue moving towards.

We agree with the staff's interpretation of the guidelines in that every building needs to be reflective of its era and time and that faux historic homes have no place in historic districts.

We feel that the home owner and or hired consultants should have the majority say in the design of their home with negotiations with the Historic Preservation Office/ staff.

In addition, as Coronado residents, we all would greatly appreciate it if people from outside of The Coronado District would respect our desire to stay unique. We are very different from other Historic Districts and wish to be allowed to continue with careful progress to our neighborhood while maintaining preservation of our existing structures.

Respectfully,  
**Bryan Schlueter**

CC:

Vice Mayor Laura Pastor  
Kevin Weight, HPO Planner  
Michelle Dodds, HPO Officer  
Alan Stephenson, Director of Planning & Development

Att: Historic Preservation Commission  
City of Phoenix Planning and Development Dept  
200 W Washington St  
Phoenix, AZ 85003

Dear Mrs. Dodds and members of the commission,

I'm writing in regard to the appeal at 2330 N 12<sup>th</sup> St, Case #1700451

I am a neonatal pharmacist at Banner University Medical Center and currently own a home in Coronado. I have been employed at BUMCP for eight years but moved to Coronado in 2014 from north central Phoenix. The reason for my move was to create a better work/life balance and restore an aging bungalow in the neighborhood with a focus on historic modern design. I am passionate about this type of design and I was inspired largely by the work of Joel Contreras.

Personally I have seen a lot of growth in the neighborhood in recent years. This also can be contributed largely to Mr. Contreras' work. He has ignited a passion for quality design and craftsmanship that has fueled growth of home values in our neighborhood to outpace those in the rest of the valley, including neighboring historic districts.

While I and many neighbors love this design trend (and to be clear, HPO guidelines strongly encourage building trends that are contemporary) there are others whose personal taste isn't reflected by Mr. Contreras' style. For this reason, I have seen people attack his style and use their personal taste as a reason for construction appeals. If everyone who built or restored homes in Coronado were to put their designs up to vote requiring 100% approval of the neighborhood, no one would build and our now thriving community would stagnate. This is not why I moved to Coronado.

I encourage you to use the guidelines established, and the desire of this new homeowner to enter this community, to approve this project. Coronado is in the midst of a renaissance. I am thrilled to witness it and would hate to see it end as a result of the opinions of a few.

Regards,

Dr. Scott Schmelder, PharmD

Att: Historic Preservation Commission  
City of Phoenix Planning & Development Dept  
200 W Washington St  
Phoenix, Az 85003

Dear Mrs. Dodds and members of the commission,

In regards to the appeal at 2330 N. 12<sup>th</sup> St, Case 1700451:

I am a property owner in the Coronado District. One who cares immensely about the neighborhood and community. I am also someone who has benefitted from the services, expertise and guidance of Joel Contreras. My hope in writing this letter is not only to express my support for the design of the subject property, but to express my frustrations for what is being allowed to take place (in terms of shutting down, or nearly shutting down, any project Joel is associated with), and what is clearly a very flawed system of checks and balances.

The subject design itself is beautiful. And is something I would dream of driving by in Coronado every single today. But, the unfortunate truth of the matter is: it doesn't matter what the design is or turned out to be. It would be appealed and disputed no matter what. Simply because Joel's name is associated with it.

How this can be allowed to take place, and to continue to take place, is incredibly unfair, bewildering, and disgusting. As I mentioned, I once was fortunate enough to hire Joel to help me remodel and transform what was a very painful eyesore in a very ugly part of the neighborhood. I saw firsthand the unparalleled amount of time, energy and genuine care and love for the neighborhood that Joel put into every ounce of his work in resurrecting my home. I can't possibly fathom how I would have felt if some stranger who knew nothing about me, my property, or how in love with Coronado I am, put a halt to what has turned into a dream come true and life changing experience, simply because Joel Contreras's name was associated with the permits and/or design.

I sold the first home I ever bought, worked 7 nights a week and a double on Sundays for 6 months, and ate an unhealthy amount of Top Ramen in order to turn my little dream into a reality. How could it possibly be fair for someone to do all the above in order to do what they want, within the rules, to their own piece of land and property, only to potentially be shut down by one person's impartial objection? My remodeled home, which is complete with a newly constructed casita in the back (very similar in many ways to the design of the subject 12<sup>th</sup> St property), has allowed me to help pay for my grandmother to be put into a nursing home, pay off a number of personal loans, and has changed my life financially. No one in the groups appealing these projects would ever take a tour of my property and say it detracted from the neighborhood....unless they were told in advance that Joel was responsible for it.

To say that the individual responsible for all these appeals is biased, and not simply "doing this for the good of the community", is not a matter of opinion. But, a very easily explained fact.

As I'm sure you're well aware, there are dozens of remodels going on in the Coronado neighborhood. Some remodels of/additions to existing homes, and some new construction. There are many (majority actually) that are neither historic (I can't tell you how many dumpsters out front of old bungalows I've seen full of original wood flooring, original door hardware, and original, period-perfect bathroom tiles – things Joel would never do or allow to be thrown into a dumpster), reminiscent of historic, or anywhere nearly complimentary to the historic/modern style and architecture that graces our beloved Coronado. Here are A FEW recent properties for reference.

1521 E Sheridan St, MLS#: 5716689

2329 N 13<sup>th</sup> St, MLS#: 5702730

1545 E Oak St, MLS#: 5665424

2246 N 10<sup>th</sup> St, MLS#: 5708453

Where were the appeals from these enthusiasts, heroes, and protectors of Coronado on these projects? If their goal and genuine objective is to protect the integrity of the neighborhood, then why aren't they fighting against the actual properties that are going to ruin it? And all of them?

The truth is, Joel is protecting Coronado. The worst thing that could happen to Coronado would be more properties like the ones above. And it's not like the remodeling/new construction in Coronado is going to stop (especially because only Joel's are being appealed). So for every project that Joel could potentially be a part of in which he's shut down, for every 1920s/1930s brick bungalow that Joel would've gone to great lengths to salvage (and get featured in Dwell magazine) and bring incredibly positive attention and tourism to Coronado, someone with the smallest fraction of passion for and knowledge of the neighborhood and community, and with purely monetarily driven intentions, will take its place.

I, and we, are literally begging you to not let this happen. In no other line of work or walk of life would what's being allowed to transpire ever happen. If people were allowed to ruin someone's livelihood and life's work simply because they don't like them personally, the world would be a really awful, deceitful place. Please do not be a part of letting that happen.

Respectfully,

Zach Silvernail

DocuSigned by:

*Zach Silvernail*

2/11/2018

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CC:

Vice Mayor Laura Pastor

Kevin Weight, HPO Planner

Michelle Dodds, HPO Officer

Alan Stephenson, Director of Planning & Development

Att: Historic Preservation Commission  
City of Phoenix Planning & Development Dept  
200 W Washington St  
Phoenix, Az 85003

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We feel that the home owner and or hired consultants should have the majority say in the design of their home with negotiations with the Historic Preservation Office/ staff. We feel strongly that personal vendettas should have no place in the appeal process.

In addition, as Coronado residents, we all would greatly appreciate it if people from outside of The Coronado District would respect our desire to stay unique. We are very different from other Historic Districts and wish to be allowed to continue with careful progress to our neighborhood while maintaining preservation of our existing structures.

Respectfully,

*Chris Bingham*

cc:

*[Handwritten signature]*

Vice Mayor Laura Pastor  
Kevin Weight, HPO Planner  
Michelle Dodds, HPO Officer  
Alan Stephenson, Director of Planning & Development

*2219 N. Dayton*

February 8, 2018

City of Phoenix  
200 West Washington Street  
Phoenix, AZ 85003- 1611

City of Phoenix Historic Preservation Officer

To whom this may concern,

I'm writing in support of the proposed infill house design in the Coronado Historic District (2330 n. 12<sup>th</sup> St.), which received a 'Certificate of Appropriateness' (Case No. 1700451) at a public hearing.

Based on the presented information, I believe that the house design falls within the development guidelines of "new construction" as put forth by the Historic Preservation office. The proposed design fits within the scale, form, and massing of the Coronado neighborhood, its exterior materials are compatible with other homes in the neighborhood, its mechanical equipment is located in the least visible place, and it is setback similar to adjacent properties.

Perhaps most importantly, its design and detailing are clearly of its time. Infill lots are an opportunity to add new art to the collection that is "Coronado", and I believe this design will be a nice addition to the neighborhood.

Sincerely,

Cavin Costello  
Registered Architect

## Kevin Weight

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**From:** Michelle Dodds  
**Sent:** Tuesday, February 13, 2018 3:56 PM  
**To:** Kevin Weight  
**Subject:** FW: Case 1700451

Another late one.....

-----Original Message-----

**From:** Michelle Dodds  
**Sent:** Monday, February 12, 2018 8:58 PM  
**To:** Denise Fowers <dtfowers@yahoo.com>  
**Subject:** Re: Case 1700451

Denise- you sent your email after the 4:30 meeting had started. I will add your email to the file and forward it to the Council should the decision be appealed.

Sent from my iPhone

> On Feb 12, 2018, at 4:48 PM, Denise Fowers <dtfowers@yahoo.com> wrote:

>

> Dear Ms. Dodds and other members of the commission:

>

> I would like to express my support for the design submitted per Joel Contreras for 2330 N. 12th St. I live at 2510 N Mitchell St. Have been there since 1999 and had walked my dogs hundreds of times past this address. The old house was an eyesore and I believe was a non contributing property. This new design adds much to the Coronado neighborhood. I think it fits in well. There are people who really don't know the history and just want to oppose anything that is new or different because they are afraid of change. I'm looking forward to walking past this new home in the near future.

>

> Sincerely

> Denise Fowers