

Attachment B



City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT
HISTORIC PRESERVATION OFFICE

To: PLANNING COMMISSION

Date: September 21, 2018

From: Kevin Weight
Planner III

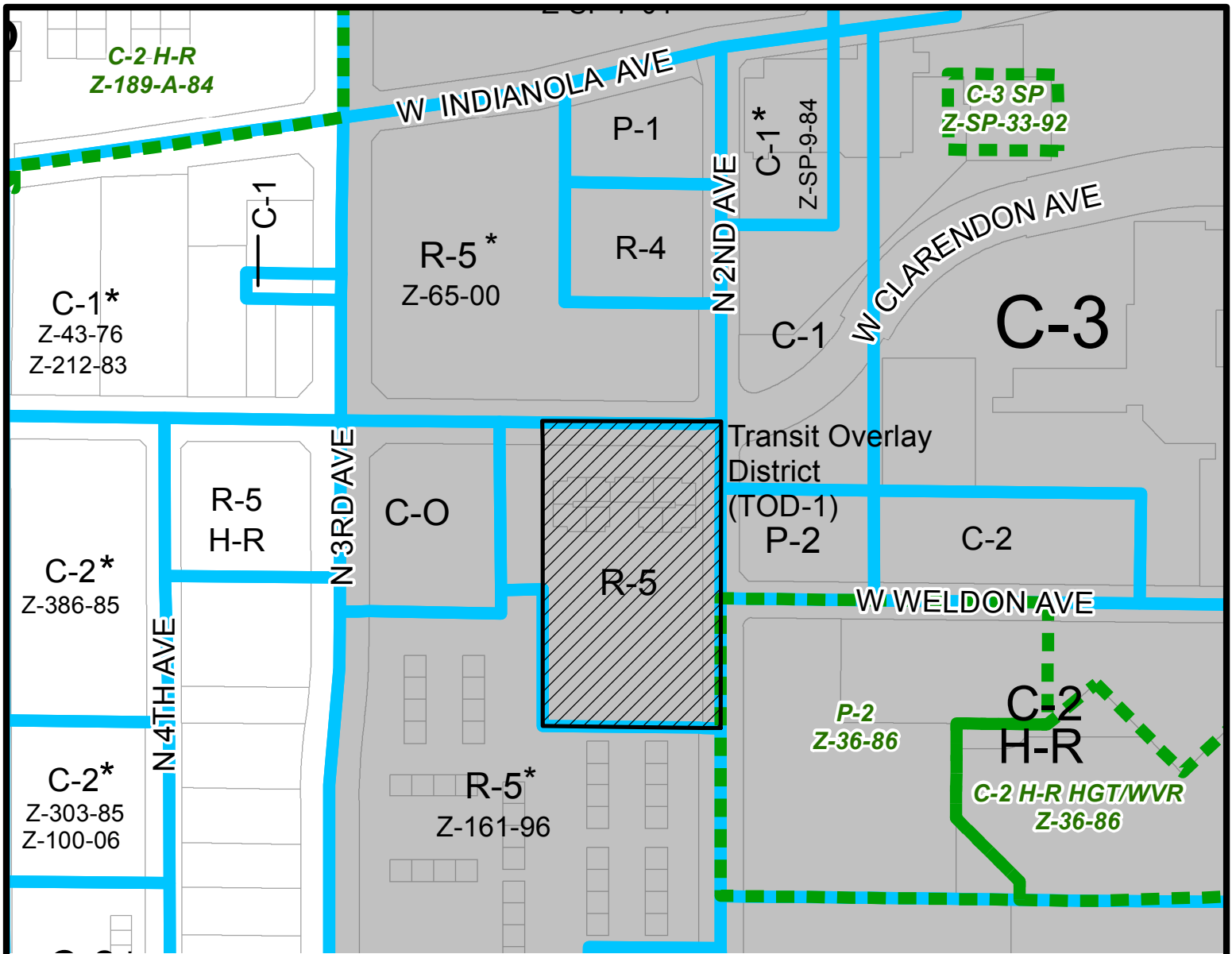
Subject: REZONING APPLICATION Z-24-18-4

The Planning Commission held a public hearing to review the subject application on August 2, 2018. Following the hearing, staff discovered an error with the application.

Specifically, the current zoning was shown on the sign and in the advertisement as “R-5” and the proposed zoning was shown as “R-5 HP.” The correct current zoning is “R-5 TOD-1” and the correct proposed zoning is “R-5 HP TOD-1.”

Staff has now corrected the error and the case is being sent back to the Planning Commission for a new hearing on October 4, 2018. The case will then go to the City Council on October 17, 2018.

The attached sketch map and aerial show the corrected zoning for this case.



Feet

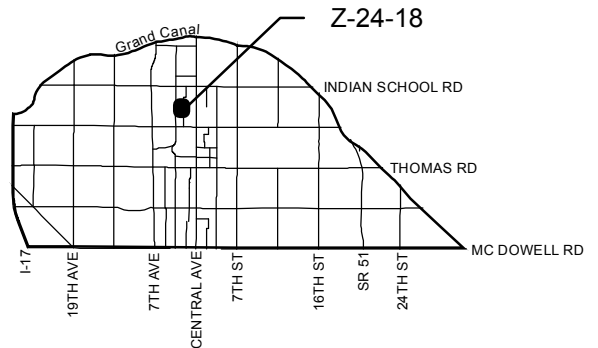
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ENCANTO VILLAGE

CITY COUNCIL DISTRICT: 4



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT



APPLICANT'S NAME: City of Phoenix Hist Pres Commission

APPLICATION NO. Z-24-18

GROSS AREA INCLUDING 1/2 STREET
AND ALLEY DEDICATION IS APPROX.

2.33 Acres

DATE: 4/3/2018

8/22/2018

REVISION DATES:

AERIAL PHOTO &
QUARTER SEC. NO.

QS 16-27

ZONING MAP

H-8

REQUESTED CHANGE:

FROM: R-5 TOD-1, (2.33 a.c.)

TO: R-5 HP TOD-1, (2.33 a.c.)

MULTIPLES PERMITTED

R-5 TOD-1

R-5 HP TOD-1

CONVENTIONAL OPTION

101

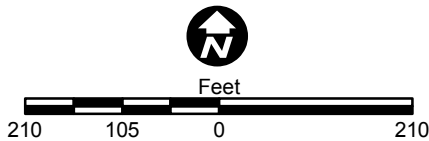
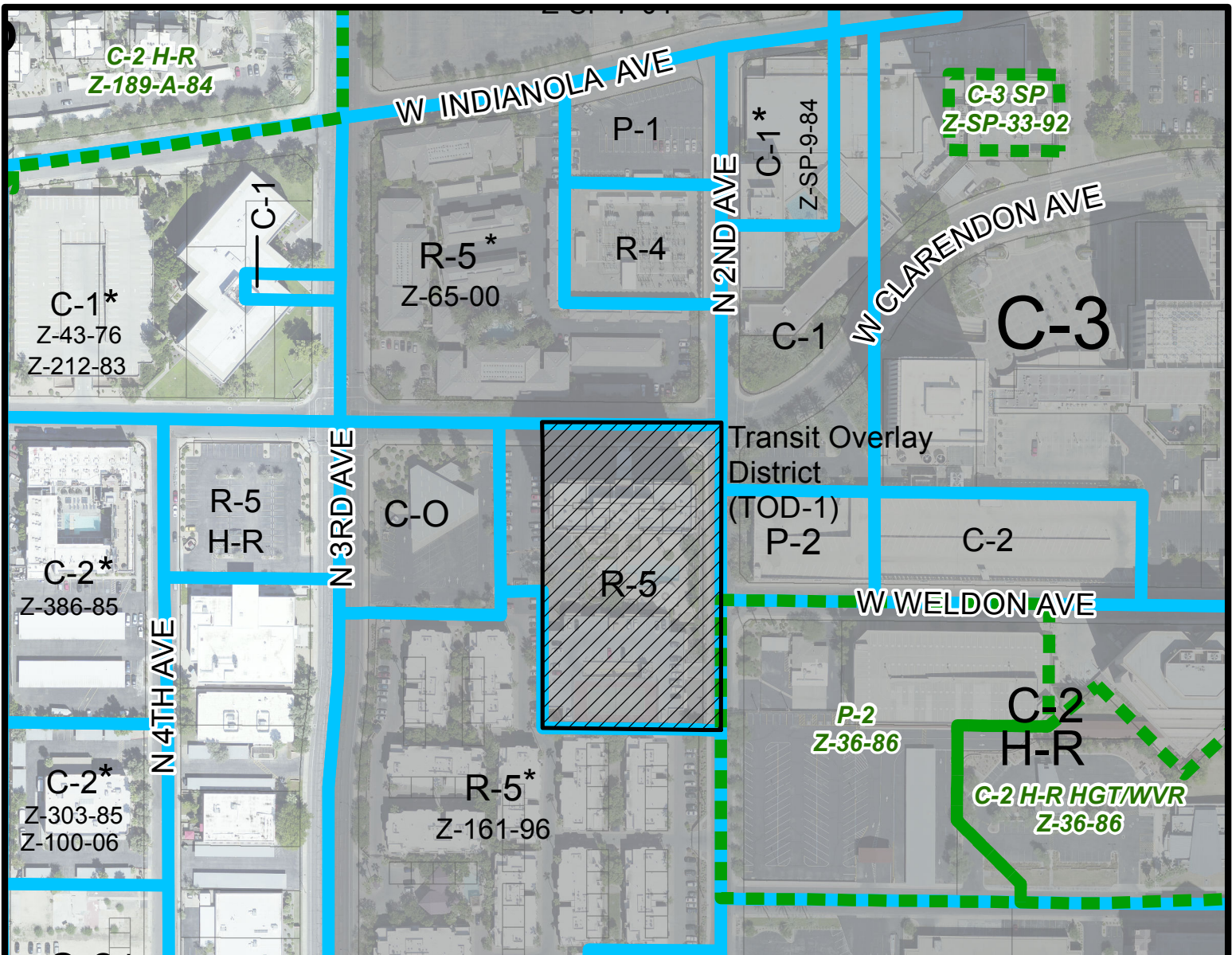
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* UNITS P.R.D. OPTION

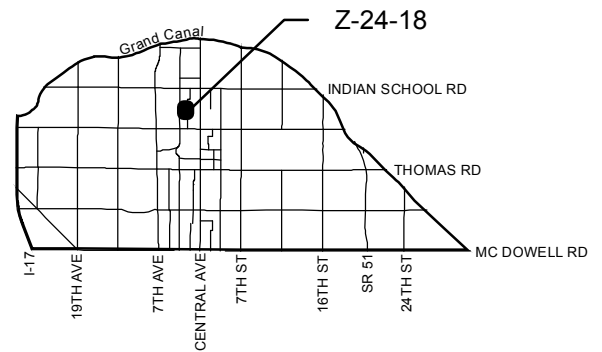
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* Maximum Units Allowed with P.R.D. Bonus



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City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT
HISTORIC PRESERVATION OFFICE

Staff Report: Z-24-18-4
May 16, 2018

INTRODUCTION

Z-24-18-4 is a request to establish Historic Preservation (HP) overlay zoning for the property known as Executive Towers, located at the southwest corner of 2nd Avenue and Clarendon Avenue [207 West Clarendon Avenue]. Maps and photos of the subject property are attached.

STAFF RECOMMENDATION

Staff recommends that rezoning request Z-24-18-4 be approved.

BACKGROUND

In January 2017, Executive Towers was listed on the National Register of Historic Places. In December 2017, the City of Phoenix HP Office received a letter from Ken Flynn, manager of the subject property. The letter requested that the City of Phoenix initiate an application to establish HP overlay zoning for Executive Towers. On February 7, 2018, HP staff met with the Executive Towers board to discuss historic designation. On March 19, 2018, the HP Commission initiated HP zoning for the subject property.

ELIGIBILITY CRITERIA

The eligibility criteria for HP overlay zoning and listing on the PHPR are set forth in Section 807.D of the City of Phoenix Zoning Ordinance. To qualify, a property must demonstrate significance in local, regional, state, or national history, architecture, archaeology, engineering, or culture, according to one or more of the following criteria:

- A. The property is associated with the events that have made a significant contribution to the broad pattern of our history;
- B. The property is associated with the lives of persons significant in our past;
- C. The property embodies the distinctive characteristics of a type, period, or method of construction, represents the work of a master, possesses high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction; or
- D. The property has yielded or may likely yield information integral to the understanding of our prehistory or history.

In addition to the significance requirement, the property must also be at least 50 years old or have achieved significance within the past 50 years if it is of exceptional importance. The property must also possess sufficient integrity of location, design, setting, materials, workmanship, feeling, and association to convey its significance.

DESCRIPTION

Summary

Executive Towers is a 22-story Modernist residential tower completed in 1963. It is noted for being a narrow, rectangular form, with each story articulated by a series of cantilevered balconies that project from the four elevations. The wall surfaces are articulated by structural piers, solid vertical panels rising to the roof on each elevation, and the glass doors opening to the balconies at each story. The north elevation is the primary façade, highlighted by a porte-cochere, a reflecting pool at the base and a low-pitched staircase leading to the entrance. The actual entry is now a sliding glass door set within a wall framed with aluminum mullions. The south elevation is uniquely articulated by a recessed open staircase/internal fire escape that is a functional yet ornamental component of the south wall. The property exhibits a very high degree of integrity of overall design, form and original detailing.

Setting/Context

Executive Towers is the key feature of a complex that includes the residential high-rise, a parking structure and a pool and recreation area, all initially conceived as an integrated composition. The complex is located just west of the intersection of Central Avenue and Clarendon Avenue, the core of what is now midtown Phoenix, four miles north of the downtown center. The site is within a cluster of mid-rise buildings consisting of Executive Towers, two mid-century office buildings known as the Rosenzweig Center, and a more recent hotel. The adjacent blocks to the west on Clarendon are two and three-story apartment buildings also from the mid-century era. This setting has changed markedly since 1963, when the Executive Towers stood in a relatively isolated context, with only one tall structure, the 1960 Guaranty Bank Building, standing in close proximity. While Executive Towers is still visible from all sides, it is now part of a cluster of buildings. The area to the east is a varied blend of more recent office towers and scattered retail stores.

Exterior Façade and Elevations

Executive Towers is a Modernist rectangular building, noted for its stark, Miesian characteristics as interpreted by designer Al Beadle, featuring a light base level supporting the larger structure above. The four elevations, although they appear similar, have differing details. The building's overall form consists of 8-inch thick

concrete slabs on 20" x 36" columns, spaced on an 18-foot module on the long dimension and 26 feet on the shorter side. The balconies at each level are an extension of the floor slabs. Each balcony has a balustrade railing with light-dimension, square metal balusters, which are a signature feature of the building.

The building is articulated at the base, notably on the façade, by a raised concrete podium that spans the façade and is highlighted by low-scale circular planters. Portions of the first story are large-pane, clear glass window framed by aluminum mullions. The solid portions feature vertical, textured bricks and precast square concrete tiles. One portion of the base, east of the entrance, is a circular projection featuring horizontal bands of contrasting brown and beige glass mosaic tiles. The mosaic pattern is interrupted by vertical stained glass window panels with the glass placed in a heavy ceramic field in a random, angular pattern. There is a water feature at the base that accentuates the circular form.

The upper section of the first story is unified by a two-foot panel of blue glass mosaic tiles that form an architrave band which separates the base of the building from the projection of the second story. The balconies of the upper stories are subdivided by vertical concrete walls. The vertical panels have a curved edge at the base, which becomes part of the geometry and contrasting shapes and textures that distinguish the first story.

The main entry is centered at the base of the façade. The current doors are aluminum sliding panels, a replacement of the original solid wood doors, inlaid with steel and chrome. The entry is shaded by a free-standing porte-cochere that extends to the north, sheltering a curved driveway. The other primary elevations have similar detailing, although the blue mosaic is the only feature that carries around the building. The west elevation has a band of textured tufa stone at the base, rather than glass. The center of the east and west elevations features a column of precast panels rising to the roof level, giving a pronounced vertical element to the wall surface. The same detail appears on the north and south elevations.

Unique to the south elevation is the recessed central staircase (fire escape), a utilitarian feature that is a key vertical element, intended to visually divide the south elevation into two distinct sections. The south elevation is also marked by three vertical bands of precast concrete panels that rise up the façade to the roof.

The roof of the tower is articulated by a concrete framework that marks the perimeter of the building shape. This feature is a termination of the vertical concrete piers on the facades. Each pier projects above the wall surfaces to visually frame the roof, completing the expression of the structural frame which is integral to the elevations. In addition, there is a penthouse for the elevator core located at the center of the roof. It also has an external concrete frame surrounding the solid walls.

Interior Lobby

The main lobby is an imposing, double-height space that conveys an open, light-filled volume due to the full-height glass walls on the north and south. The key feature of the lobby opposite the entrance is a wide stained-glass sculpture that serves as an art piece, but also provides partial separation between the entrance and the elevator doors of the central elevator core. These doors are stainless steel, with very simple framing. The walls of the elevator core are travertine (installed per Beadle's specification in 1972, replacing the original walnut paneling). The floors are polished terrazzo, with brass joints between the panels. The ceiling is textured plaster, with evenly spaced downlights. To the left is the original curved reception desk, which has a terrazzo base. This is adjacent to a public seating area framed by floor-to-ceiling glass and a view of the pool area to the south.

Corridors with terrazzo flooring extend east and west from the central lobby area. To the east, the corridor leads to a common area/lounge, a glass enclosed space now integrated with a glass-walled addition built in 1972 that expanded the lounge into the pool area. To the west of the lobby, the wide corridor leads to a series of retail spaces that are original to the building. The corridor walls are glass panels with aluminum mullions, similar to the external glazing at the base of the building.

Floor Plan and Typical Unit Configuration

The internal floor plan above the lobby level consists of a centrally-placed, double-loaded corridor which runs in a transverse direction from east to west. The focal point of the corridors is the elevator core, with three steel-frame elevator door openings set in a modestly paneled wall surface at the midpoint of the building. Opposite the elevators is a mechanical chase that is the only projection from the surface of the north wall. For lighting, most floors still feature their suspended, spherical light globes at the center point, opposite the elevator core. Doors to the residential units were originally solid-panel walnut or birch, with no articulation other than the unit numbers. Most units still have their original doors, although some have been replaced.

There are eight residential units on each floor, with a mix of 1-, 2- and 3-bedroom configurations. Most of the units have been modified internally, but this does not impact the appearance or integrity of the public corridors or overall design aspects of the upper stories. All the units still feature floor-to-ceiling glass windows and Arcadia doors opening to the exterior patios, with only a few exceptions. Due to the height of the building and the projection of the balconies, the few alterations are not discernible from the exterior and are potentially reversible.

Site Plan, Site Features and Grounds

The site plan is rectilinear, with the tower at the north end, the pool and patio area at the center and the parking structure at the south. The pool appears as a “T” shape—essentially a large pool with small, square spa that appears as an extension of the main pool, located to the west. The pool area is dominated by a circular sun shade. This unique structure, 36 feet in diameter, was designed by Al Beadle specifically for this site. It is comprised of 12 tapered radial barrel shells supported on a single tapered column. Each shell is a portion of a tapered cone, creating the barrel effect. The sections are set at 7-feet at the center, rising to 8-foot clearance at the perimeter. The structure is partially poured concrete and steel reinforcement. The surface of the barrels is actually gunnite, shot in place over steel rebar that formed the structure.

The parking structure is a three-level parking deck, designed by Al Beadle to blend with the site. The parking levels are open, except on the north side where there are two solid wall sections. The north elevation features a prominent *Sgrattito* plaster mural titled “207.” The mural was fabricated by Milt Tuttle, a Los Angeles artist. The roof of the garage also has a concrete frame over the elevator access, which repeats the form of the concrete on the roof of the Executive Towers building.

SIGNIFICANCE

Summary

Executive Towers, completed in July of 1963, is significant under Criterion A as one of the first high-rise apartment buildings in Phoenix. Upon completion, the \$4.5 million, 22-story Executive Towers became the tallest building in Arizona. The property is also significant under Criterion C, as the work of a master, Phoenix designer Alfred Newman Beadle. At the time, Al Beadle was the designer in the firm of Alan A. Dailey & Associates. Executive Towers is a strong statement of midcentury Modernism and a pivotal building that established the career and reputation of Al Beadle as a prominent Modernist designer in Arizona.

Alfred Newman Beadle

Al Beadle was born in 1927 in Saint Paul, Minnesota. His father was a commercial contractor and kitchen designer and taught his son drafting and construction. Beadle also served in the Navy and was a member of the Construction Battalion (or “Seabees”), which provided construction training on projects as diverse as runways, piers and hospitals. These projects all had to be built fast, on a budget and with a minimum amount of materials. Beadle initially worked for the Beadle Equipment Company, his father’s kitchen and restaurant construction business in Minnesota. He had no formal training in architecture, relying solely on his construction knowledge and experience working as a designer for the kitchen business. During this period, Beadle

designed two modern houses in Wayzata, Minnesota, an affluent suburb outside of Minneapolis.

In 1951, Beadle moved to Phoenix, where he would create most of his work and remain for his entire career. His parents had already moved to Phoenix and started the Beadle Design company, again focused on the restaurant business. Al initially worked with them before transitioning into architecture and construction. His early residential designs were flat-roofed houses that were strikingly Modern in form and design. They were in part derived from the variations of the contemporary houses appearing in southern California, by architects such as John Lautner.

Although Beadle's reputation as a designer quickly spread, he was limited by his lack of an architectural license. This became an issue following his success with the Safari Hotel in Scottsdale, completed in 1955. He was chastised by the local chapter of the American Institute of Architects (AIA), told he could not practice and sued by the AIA for practicing without a license.

Beadle and Alan A. Dailey & Associates

To rectify the situation, in 1956, Beadle joined forces with Alan A. Dailey, a Harvard-educated, licensed architect who, like Beadle, was a former Navy Seabee. Having retired from upstate New York and moved to Phoenix, Dailey learned of Beadle's problems and approached him with a solution. The pair collaborated, with Beadle as the designer, working under the name Alan A. Dailey & Associates. From the outset, their partnership was an arrangement between Dailey and Beadle specifically created to allow Beadle to complete his architectural apprenticeship yet still practice design under Dailey's license. This relationship remained in effect throughout the design and construction of Executive Towers. Dailey passed away on August 9, 1962, before Executive Towers was completed.

After Dailey's death, Beadle remained the lead designer for the firm. He teamed with William F. Cody, from California, on the main branch of Western Savings & Loan in Phoenix. Cody won an award from the American Iron & Steel Institute for the building. At the same time, Lazlo Sandor joined the firm and was the signatory architect for Beadle, allowing the firm to continue, until he moved to Palm Springs in 1967. That same year, Beadle was formally registered as an architect and incorporated his own firm, Al Beadle & Associates.

Introducing Modernism to Phoenix

On arrival in Phoenix, Beadle began building essentially for himself, creating a design-build practice, Beadle Construction. Initially, he had trouble obtaining financing in the traditional banking community, as bankers would not finance speculative residential construction with a flat roof. He had to build a house and convince the lenders that part

of the structure was his office and, therefore, commercial from the standpoint of financing.

Al Beadle's houses effectively introduced Modernism—at least for residential design—to Phoenix. As a Midwesterner, Beadle was particularly influenced by the designs of Mies van der Rohe and the Second Chicago School, which emerged from Mies' work in that city. Beadle's homes—many designed on raised platforms supported on piers—appeared to float above the site and any topographic constraints, a Miesian characteristic. The platform concept became a prevalent characteristic of Beadle's residential work in Phoenix. Early examples of Beadle's residential construction in the Phoenix area include Beadle Home #6 at 4918 East White Gates Drive in Phoenix (built 1954) and Beadle Home #7 at 5302 East Doubletree Ranch Road in Paradise Valley (built 1955).

Beadle's first commercial work in Arizona was the Safari Hotel, built in 1955 in Scottsdale. The primary hotel was a two story, flat-roofed building, with exposed steel framing and glass walls. It was distinct from all other hotels or resorts in the area at the time and was arguably among the first facilities to reflect the new, postwar "resort" concept in Arizona. Beadle also designed the Tropics Motor Hotel in 1958—a more modest but still Modern design on East Van Buren Street in Phoenix, which was then the tourist highway through the Phoenix area.

Beadle achieved national recognition for his early Phoenix experiments in multi-family housing. His initial apartment projects in Phoenix—Three Fountains and the Boardwalk—are multi-unit apartments built on a modular plan. They are set on a platform raised above the ground plane, are flat-roofed and were built with steel frame infill panels. A smaller unit, known as the Triad Apartments, was published in the 1963 issue of *Art & Architecture Magazine*, as Case Study House #28. The Case Study Houses were the result of a program announced by the magazine in 1945. The intent was to encourage architects to envision options for residential living conditions using the latest in techniques and materials. The Case Study Houses were built and published sporadically until 1966. Most were built in the Los Angeles area, with the Triad Apartments being a notable exception. Other architects involved with the program over the years were leading names in the Modernist movement, including as Richard Neutra, Charles Eames, Eero Saarinen and A. Quincy Jones. The publication of the Triad put Beadle at the forefront and brought him national recognition concurrently with the completion of Executive Towers.

Like Beadle's other buildings, Executive Towers is a bold statement of Modern design, although at a much greater scale than anything he had previously designed. The sense of the tower portion essentially rising above the visually smaller footprint of the first floor is characteristically Miesian. The Miesian influence is also apparent at the upper floors, where most of the wall surface is glass but concrete structural elements are also visible.

Developers and Contractors

Executive Towers was developed by the Dru-Colachis Development Company, a new, Phoenix-based development firm founded in 1958. Stanley Dru was a native of Cyprus who had relocated to Phoenix and was working at the Arizona Title and Trust Company. James Colachis, who had an Industrial Engineering degree from the University of Southern California, worked in the site selection department of the Del Webb Construction Company. The initial large-scale project of Dru-Colachis was a collaboration with the Del Webb Company to complete a shopping center in San Diego, initiated by Del Webb. Dru-Colachis later bought the project from Del Webb and operated the center.

The first Dru-Colachis project in Phoenix was an office plaza designed by local firm Gilbert & Dolan at 222 West Osborn Road that would become their corporate office, as well as the office of Dailey & Associates. From this location, they could see the Executive Towers site and watch the construction.

Recognizing there was a demand for apartment units in Phoenix, the Dru-Colachis team conceived the Executive Towers project. They had two financial backers, both industrialists from Chicago—R.F. Bensinger and Joseph Stefan. They wanted Executive Towers to be a showplace, both architecturally and functionally. Dru and Colachis scoured the country, trying to hear every possible complaint about high-rise apartments, so they could avoid repeating the mistakes here. Al Beadle, who by that time had a local following, was a logical choice to design the project.

The Dru-Colachis company collaborated with the long-established Mardian Construction Company on Executive Towers. Mardian was the only firm in town at the time with the capacity to build a structure of this magnitude, using progressive construction techniques to build as quickly as possible. The construction was based on a computer-driven methodology, which was innovative for the time.

Executive Towers is a poured concrete structure, built according to the Critical Path Method. Mardian utilized the new technology of a moving construction crane system both for speed of construction, as well as an overall cost-saving measure. Formwork for the concrete was built on-site and, with steel support spans, the falsework could move up with each floor. The result is that the lower floors were completed at the rate of one floor in 3 days and the upper floors at the rate of one in 4 days.

The use of concrete allowed the builder to save both time and money, and it also correlated with the design aspects of the tower. The floor-to-floor height ratio could be minimized, and it was possible to extend the floor slabs to create the cantilevered floors for the balconies, which are an integral aspect of the exterior form and appearance.

Influence on Phoenix Zoning Policy

At the time of construction, Executive Towers stood on the outskirts of the commercial core of Phoenix, approximately four miles north of downtown. The only other tall building in the vicinity was the Guaranty Bank building, at 3550 North Central Avenue, completed in 1960. All other “high-rise” buildings in Phoenix at the time were in the downtown core, with the Hotel Westward Ho, at 618 North Central Avenue, being the tallest at 15 stories. In part, the lack of taller buildings north of the downtown core was due to zoning regulations that limited building heights to 4 stories, or 48 feet.

The character and height of buildings along Central Avenue began to change in the mid-1950s with the appearance of new structures at the north edge of downtown. The First National Bank headquarters, at 411 North Central Avenue, was completed in 1955, although still only nine stories. The first notable residential building was Phoenix Towers, at 2201 North Central Avenue, completed in 1957. It is credited as being the first Modern high-rise building in Arizona, at 14 stories.

At the time Executive Towers was conceived and eventually built, the only other tall building of similar height and scale was the 20-story Guaranty Bank Building completed in 1960. Outside of these two buildings, the architectural context in the adjacent area consisted of a blend of low-rise commercial and office buildings, although it was increasingly evident that the Central Avenue corridor and emerging Midtown area surrounding Executive Towers would be a cluster of taller buildings.

From its inception, the height of Executive Towers required a significant change in zoning. The height issue had been debated for several years regarding commercial projects, including the adjacent Guaranty Bank Building, but Executive Towers would require the ordinance to also address increased height and density for residential construction.

Construction of the building was contingent on approval of the rezoning of the site. The Phoenix City Council approved the rezoning at a meeting on June 15, 1961. The approval was consistent with a Planning Commission recommendation that the applicant be allowed to exceed the four-story or 48-foot height limitation but not to exceed a maximum height of 22 stories. The request was approved with stipulations that the building also conform to recent changes regarding residential density that had been approved on April 28, 1961 (in Ordinance No G-104) and that construction commence within 18 months.

Additional changes would follow to bring the zoning into conformity for several projects, including Executive Towers. These issues were ultimately resolved by the City Council through the passage of Ordinance G-449, on December 28, 1961. The ordinance, which supplanted the prior G-104 document, cumulatively addressed the regulation of height, density, number of stories and lot coverage. It also addressed the “location and

use of buildings, structures and land for trade, industrial commercial, residence or other purposes, and establishing setback lines.” In effect, the new ordinance brought the various high-rise projects emerging in the Central Avenue corridor into compliance with the zoning ordinance.

BOUNDARY JUSTIFICATION

Section 807.E states that, when applying the evaluation criteria in Section 807.D, the boundaries of a historic district should be drawn as carefully as possible to ensure that:

1. The district contains documented historic, architectural, archaeological or natural resources;
2. The district boundaries coincide with documented historic boundaries such as early roadways, canals, subdivision plats or property lines;
3. Other district boundaries coincide with logical physical or manmade features and reflect recognized neighborhood or area boundaries; and
4. Other non-historic resources or vacant land is included where necessary to create appropriate boundaries to assist in meeting the criteria in Section 807.D.

The proposed HP zoning boundary encompasses 2.33 gross acres and contains the Executive Towers property in its entirety, including the apartment tower, pool area and parking garage, which are all contributing features. The proposed boundary also includes the adjacent right of way, which is customary for rezoning cases. It coincides with documented historic boundaries as much as possible, following parcel lines and street monument lines.

CONCLUSION

The rezoning request Z-24-18-4 to establish Historic Preservation (HP) overlay zoning for the subject property should be approved for the following reasons:

1. The property meets the significance, age, and integrity requirements for HP overlay zoning set forth in Section 807.D of the Zoning Ordinance; and
2. The proposed boundaries meet the eligibility criteria outlined in Section 807.E.

Writer

K. Weight

5/16/18

Team Leader

M. Dodds

Staff Report: Z-24-18-4

May 16, 2018

Page 11 of 11

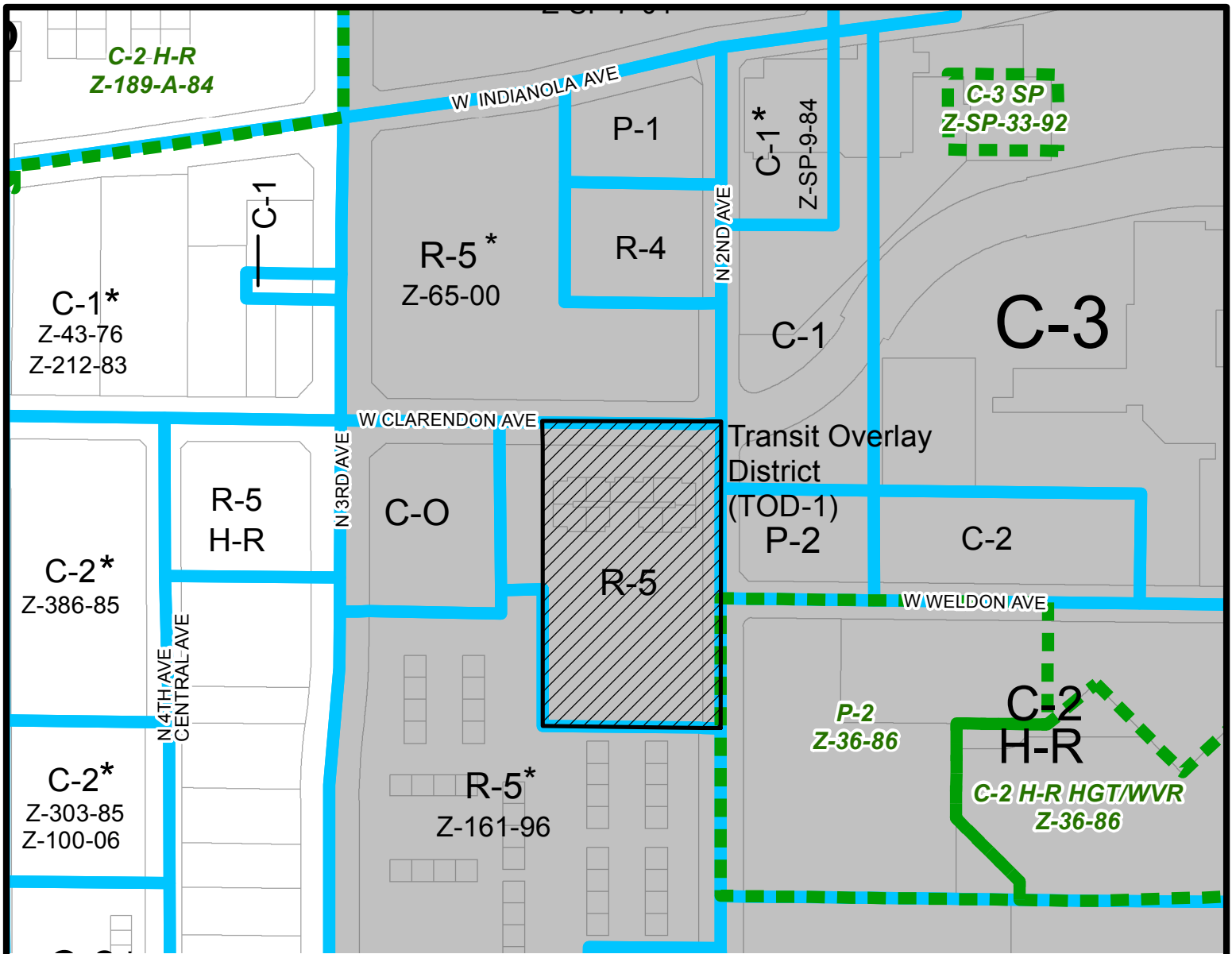
Attachments:

Sketch Map (1 page)

Aerials (2 pages)

Photos (4 pages)

Newspaper Articles (2 pages)



Feet

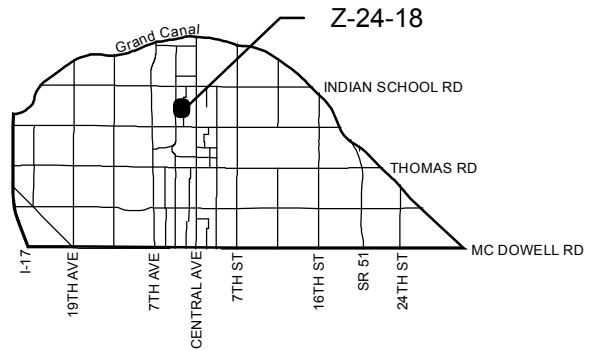
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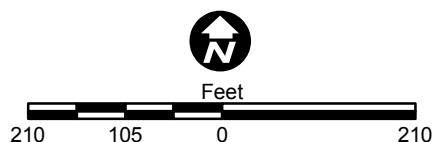
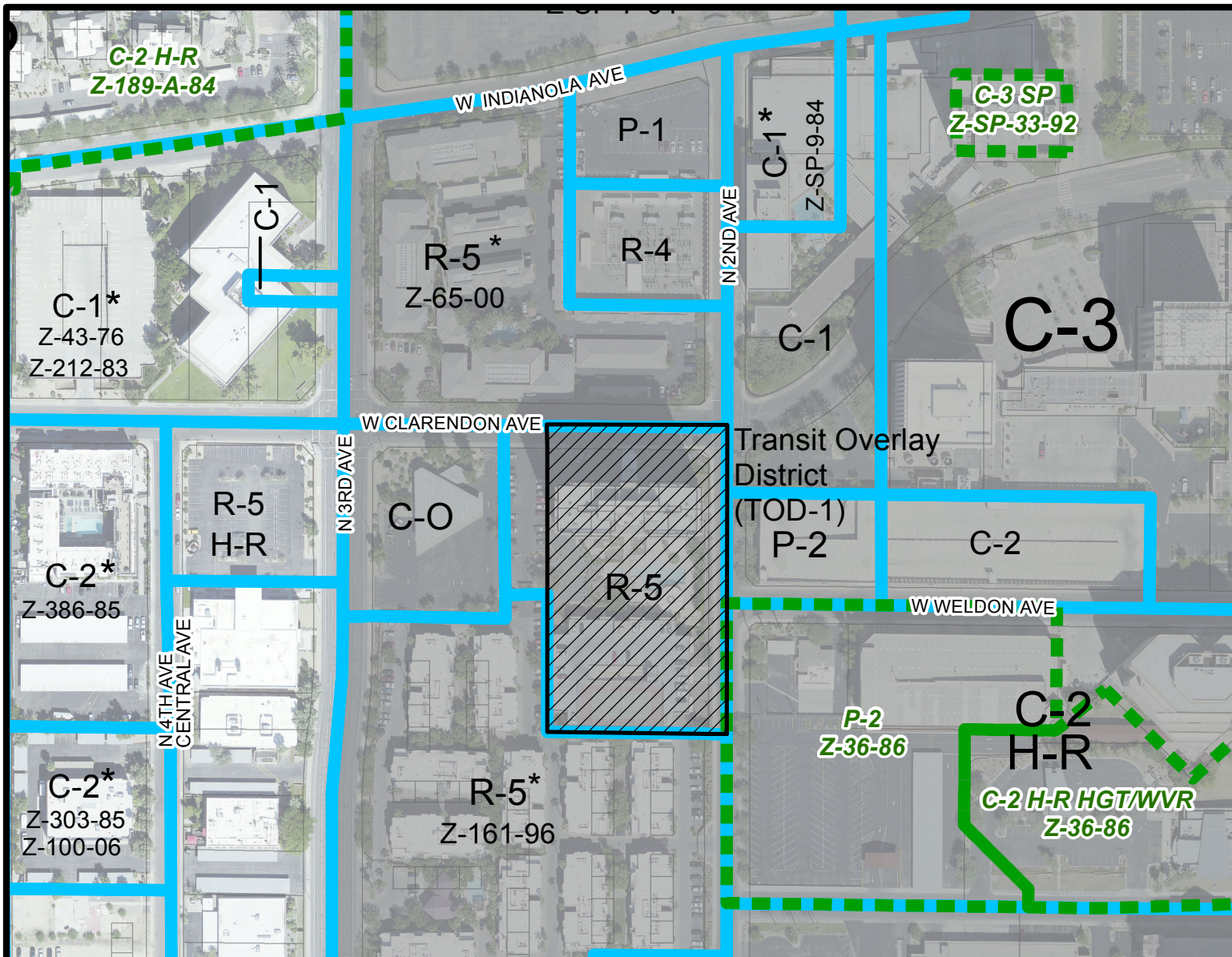
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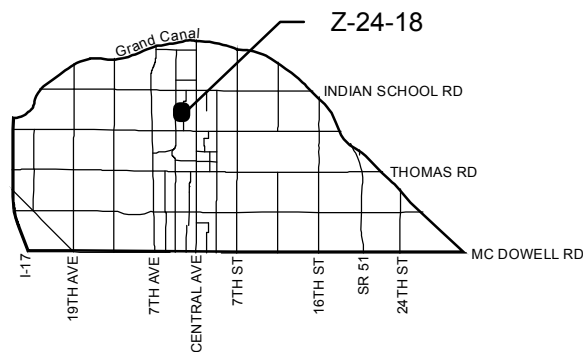
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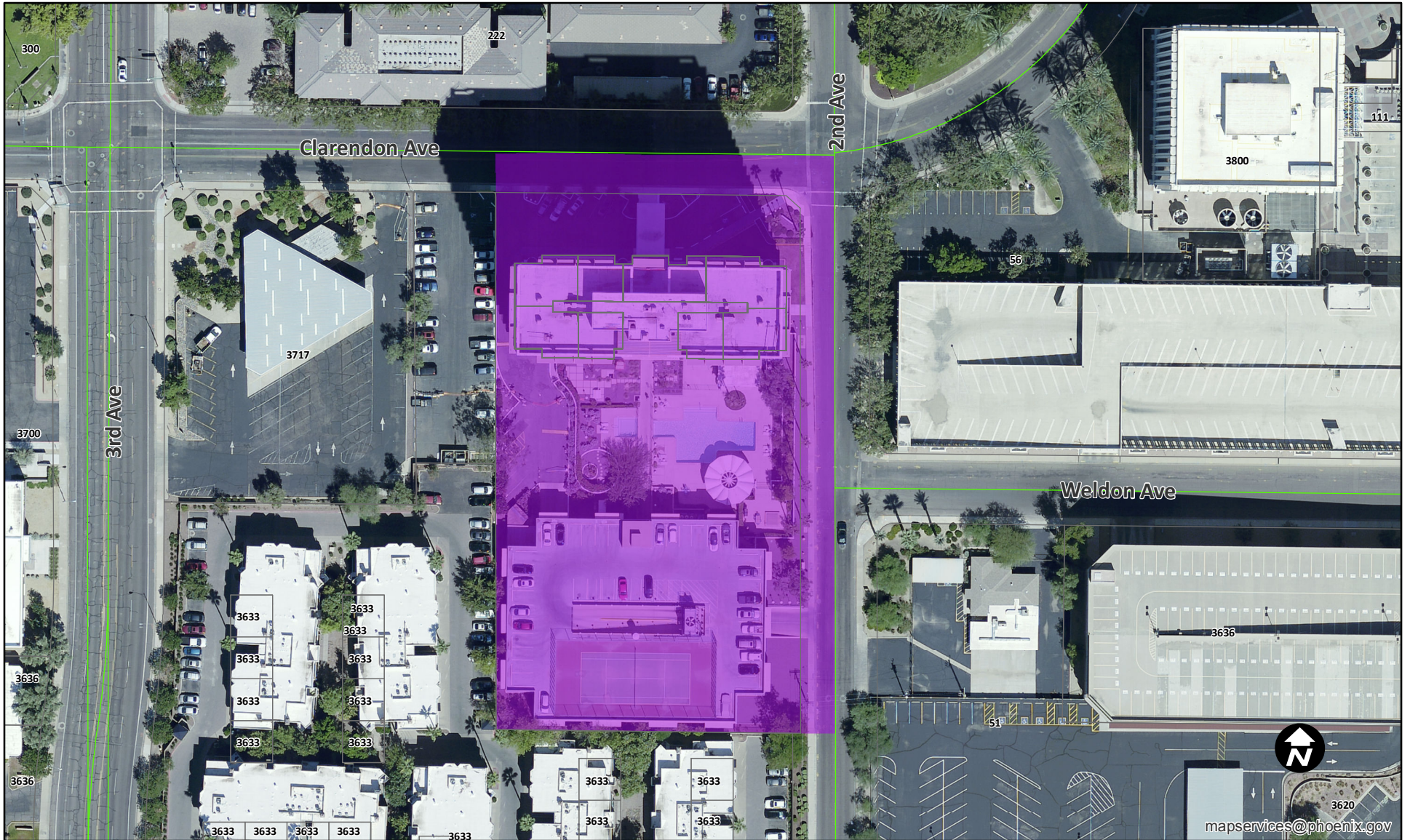
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Executive Towers
207 West Clarendon Avenue
Proposed Historic Preservation (HP) Zoning Overlay

Z-24-18-4
Executive Towers
207 West Clarendon Avenue



Photo 1. Main north façade and the west elevation, looking southeast.



Photo 2. Main façade, with a portion of the east elevation, looking southwest.



Photo 3. South elevation, with parking garage at lower left, looking northwest.

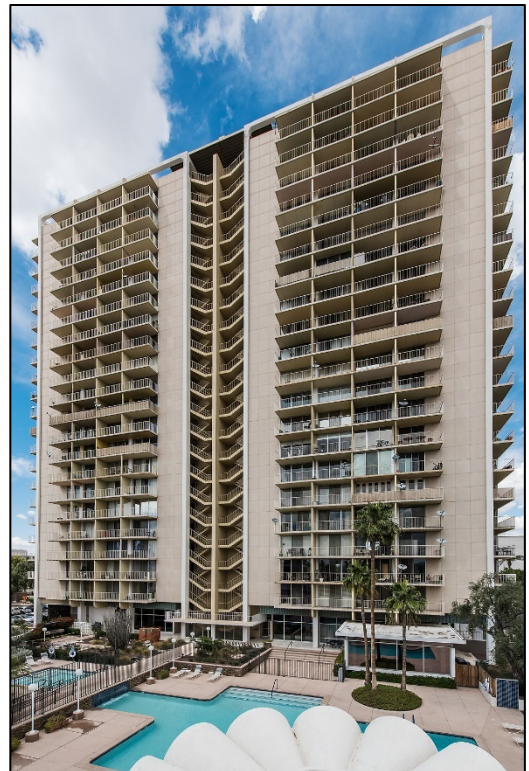


Photo 4. South elevation, with portion of sunshade at bottom, looking northwest.

Z-24-18-4
Executive Towers
207 West Clarendon Avenue



Photo 5. Pool, sunshade and parking garage, looking southeast.



Photo 6. Pool area and 1972 addition to lounge area, looking northeast.



Photo 7. Pool area, with sunshade at left and Executive Towers at right, looking west.

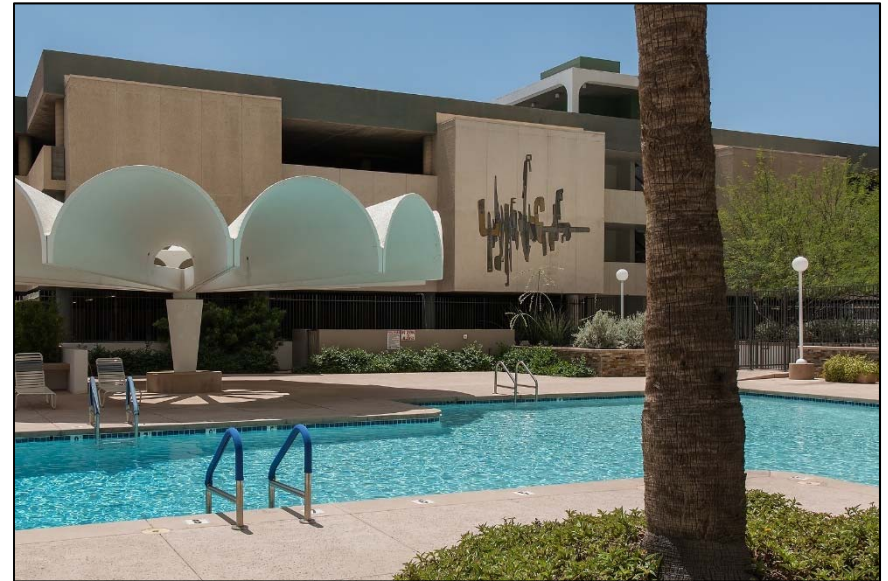


Photo 8. Pool, sunshade and parking garage, looking southwest.

Z-24-18-4
Executive Towers
207 West Clarendon Avenue



Photo 9. Main lobby, showing terrazzo floors, reception desk, elevators, and stained-glass sculpture, looking southeast.



Photo 10. Main lobby, looking east.



Photo 11. View through lobby toward pool area and parking garage, looking southwest.



Photo 12. Interior corridor, Floor 22, typical view, looking west.

Z-24-18-4
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207 West Clarendon Avenue



Photo 13. Base of first floor, curved projection with mosaic bands and stained glass, looking southwest.



Photo 14. Base of north elevation, main façade, looking southwest.



Photo 15. Base of north elevation, main façade, showing entrance with curved projection and reflecting pool, looking east.



Photo 16. Base of north elevation, main façade, showing porte-cochere and entrance, looking southeast.

Sky-Scrapping Apartments Going Up

CONSTRUCTION of the \$6 million Executive Towers, Phoenix's tallest building to date, begins tomorrow on Clarendon, between Second and Third avenues.

Executive Towers will be a 22-story, luxury apartment house and is a project of Dru-Colachis Development Co. In addition to Stanley Dru and James Colachis, principals in the development firm, other owners are Robert F. Bensinger and Joseph J. Stefan, Chicago industrialists with extensive Arizona investments.

Mardian Construction Co. has the contract for the building, which will take one year to complete. Plans were drawn by Alan A. Dailey and Associates, architects.

The structure is being built under provisions of Sec. 207 of the National Housing Act, giving it FHA mortgage insurance. Both construction and long-term financing was arranged through O'Malley-Pickrell Mortgage Co.

The building will have 160 large-size, luxury apartments. Its main entrance will be on Clarendon. The ground floor will be given over to commercial use, such as a restaurant and service shops.

In addition to the main tower, a four-story parking garage will
(Continued on Page 3-A, Col. 1)



Executive Towers Will Be Arizona's Tallest
Deluxe 22-Story Apartments Will Cost \$6 Million

More About

Apartments

(Continued from Page 1)

be built to the south of it to accommodate 260 automobiles. Surrounding the building will be appropriate landscaping, with a tremendous pool in the patio between the tower and the garage.

The project was announced nearly one year ago, but the problems of zoning approval and financing took much longer than anticipated, Dru said.

A ground breaking ceremony was held yesterday, with Robert Pickrell, state attorney general, filling in for Gov. Paul Fannin.