

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY	
RECEIVED	DEC 19 1980
DATE ENTERED	FEB 19 1982

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC

Hotel Westward Ho

AND/OR COMMON

Construction name: Roosevelt Hotel

2 LOCATION

STREET & NUMBER

618 North Central Avenue

NOT FOR PUBLICATION

CITY, TOWN

Phoenix

CONGRESSIONAL DISTRICT

STATE

Arizona

VICINITY OF

CODE

04

COUNTY

Maricopa

CODE

13

3 CLASSIFICATION

CATEGORY

- DISTRICT
- BUILDING(S)
- STRUCTURE
- SITE
- OBJECT

OWNERSHIP

- PUBLIC
- PRIVATE
- BOTH
- PUBLIC ACQUISITION**
- IN PROCESS
- BEING CONSIDERED

STATUS

- OCCUPIED
- UNOCCUPIED
- WORK IN PROGRESS
- ACCESSIBLE**
- YES: RESTRICTED
- YES: UNRESTRICTED
- NO

PRESENT USE

- AGRICULTURE
- COMMERCIAL
- EDUCATIONAL
- ENTERTAINMENT
- GOVERNMENT
- INDUSTRIAL
- MILITARY
- MUSEUM
- PARK
- PRIVATE RESIDENCE
- RELIGIOUS
- SCIENTIFIC
- TRANSPORTATION
- OTHER:

4 OWNER OF PROPERTY

NAME

Westward Ho Associates

STREET & NUMBER

512 Nicollet Mall, Suite 1100

CITY, TOWN

Minneapolis

STATE

Minnesota 55402

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.

Maricopa County Recorder's Office

STREET & NUMBER

111 South Third Avenue

CITY, TOWN

Phoenix

STATE

Arizona

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

An Initial Survey of Historic Resources within the Phoenix Metropolitan Area

DATE

February 1977

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS

State Historic Preservation Officer, Arizona State Parks

CITY, TOWN

Phoenix

STATE

Arizona

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Hotel Westward Ho is a symmetrical 16 story reinforced concrete building with stepped back massing and Spanish Colonial Revival detailing. The original main building measures 183 feet north and south by 139 feet east and west for two stories. The massing then changes to a cruciform plan with 50 foot bays rising to the tenth floor level. The central portion of the cross continues five more stories. Originally it stepped back on the north and south sides at the 15th floor but it has since been infilled with large observation windows. An additional story of mechanical equipment completes the 50 x 50 central core which is covered by a truncated hipped roof of red mission tile. The original building has a full height of 217 feet, but in 1949 it was topped by a triangulated steel transmission tower which rises to a point some 460 feet above the ground.

The Hotel is on the northwest corner of Central Avenue and Fillmore with recessed entrances at the midpoint of each major facade. These entrances are richly decorated with Churrigueresque motifs of cast stone. The original doors have been replaced. Flanking the entries are two story bays separated by pilasters with elaborate cast stone capitals. Other Spanish Colonial Revival details include recessed panels above the tenth floor windows, red mission tile parapet capping and cast stone decoration centralized on all facades of the 15th floor. Band courses add emphasis to the 10th, 14th and 15th floors, accentuating the massing changes. The first floor street facing bays have been modified with brick, plastered panels and aluminum frames, except for the west portion of the south facade which remains original. The second floor street bays retain their original window or grill detailing but many openings have been blocked off from the inside. The exterior of the building is finished in textured stucco which was originally painted gray, then tan, and now white. The guest room windows form discrete individual elements within the wall planes and are finished with three light steel casement windows with decorative latches. Westward Ho signs comprised of individually articulated upper case letters have been placed on each facade of the central tower at the 16th floor level. The Fillmore Street entrance and automobile unloading area have been modified with a flat canopy on top of which are the words Hotel Westward Ho.

The Hotel is entered from Central Avenue on the east or Fillmore Street on the south. The entrance from Central leads to the main corridor which runs east and west through the entire main building along the north side of the lobby. This corridor originally ended at a lounge called the Palm Room just outside the main dining room, but has since been connected to the central patio. The corridor is divided into four sections by the use of piers and features a decorative ceramic and red quarry tile floor which replaces the original quarry tile floor. The first or east portion of the corridor has paired arched entryways on each side. At the springline are cast imposts featuring medallions and eagles. Originally these openings led to a florist shop on the south and an Indian curio store on the north. The south arches are now walled off and the north entry way leads to a restaurant, originally the Nineteenth Hole Coffee Shop. A simulated flat arch divider with scrolled corner brackets connects with the second and main portion of the corridor. This part of the corridor abuts the north side of the main lobby separated by three openings divided by piers and topped with segmental arches resting on scrolls. The floor is tile

(See continuation sheet)

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and the coffered concrete ceiling, as in the first space, simulates wood beams. On the north side of the corridor are two modified elevators and an original stairway which lead to the mezzanine and the stories above. The stairway features concrete treads with multi patterned glazed ceramic tile risers and wrought iron railings. Next to the elevators is an original brass letter box and at various locations are original wrought iron vent and access grills. A separate doorway, with an original 10 panel door, is located between the stairway and elevators and leads to the service elevators and kitchen. The lighting is not original but is compatible and a sprinkler system has been added.

The third portion of the corridor connects to a second stairway leading to the basement and the mezzanine with similar original details as the other stair. The corridor is divided from the adjacent spaces on the north, east and west by grooved segmental archways with curvilinear brackets and the plastered ceiling is vaulted. The south wall features an original glazed tile drinking fountain with side planters. The back splash plate has a central green ceramic lion's head which appears to have spouted water at one time.

The last or west portion of the corridor originally was part of the Palm Room, which served as both a lounge and entrance to the main dining room. The Palm Room was 28 by 30 feet and featured a central tile covered octagonal column which is now covered by partitions. The room has been divided into offices and the corridor leading to the patio. A glazed tile parabolic archway on the north wall leads to the main dining room.

The centrally located main lobby measures 46 by 55 feet. Each wall is divided into three openings with segmental arches on scrolls and rectangular openings with brackets above on the mezzanine. Dividing the room into three sections are four two-story octagonal columns with decorative plaster capitals at each third point. The plastered ceiling is ornate and complex with coffered geometrical designs, relief work and original vents. The lighting was modified and sprinklers were sensitively added. The tile floor matches other areas on the main floor. The north wall openings lead to the main corridor, elevators and stairs. To the west was the main registration desk with offices behind. On the east are modified entrances to shops which face onto Central Avenue. To the south is the Fillmore Street entrance corridor. The corridor, on axis with the lobby, features a concrete coffered beam-like ceiling, wrought iron grills and a tile floor. Segmental arched openings lead to shop space on the east and a connecting vestibule on the west. Two openings, one on the east and one south off the vestibule, feature double wrought iron swing gates. The space to the south of the vestibule is approximately square with a segmental vaulted ceiling, tile floor and some original woodwork and decorative iron grills below the modified windows.

To the east, modified double doors connect the vestibule with the original art gallery, (now an anteroom) to the non original auditorium. The art gallery is one of the best preserved rooms of the hotel. Original features include a large fireplace with a cast mantel on decorative columns on the north wall; cast entryway and balcony with iron grillwork on the east; and three original leaded glass windows with woodwork and grills below on the south wall. The main feature of the room is the cast concrete ceiling painted to simulate wood, which has a central east-west peak and decorative iron rods.

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The painted decoration simulates Spanish Colonial motifs in which geometrical shapes and plant forms dominate. Non-original elements of the room include the vinyl floor tile, the two chandeliers and the three west side doorways.

The remaining spaces on the ground floor of the original building were all modified during the 1950s with the most recent changes occurring in 1974. The northwest corner is occupied by the Concho Room, the original main dining room, which was modified in 1952 by architect H. H. Green. This room was detailed in a Romanesque mode but was completely remodeled into a "modern" curvilinear design, complete with a curved window area facing the patio to the west. The original Old Dutch styled Nineteenth Hole Coffee Shop, in the northeast corner, was decorated in 1974 as an English pub. Between the dining room and the coffee shop is the kitchen and service area. In the southeast corner are shops which were modified in the 1950s.

The second floor, or mezzanine, also has a central east-west hall, the central portion of which overlooks the main lobby to the south below. At the east end this hallway leads through an original large four leaf folding door to the foyer of the original ballroom. This room in the northeast corner of the building measures 40 x 82 feet and was simplified from its Renaissance design in 1957 and is now known as the Turquoise Room because of the dominant paint color. To the west of the Turquoise Room is a smaller meeting room (originally three private dining rooms) and a service kitchen.

The southeastern portion of the mezzanine is divided into eight original sample rooms and modified public restrooms. Hallways leading to these rooms overlook the main lobby. Overlooking the lobby from the west are three office suites (modified as radio broadcast studios). North of these spaces is a pair of offices originally occupied as a beauty parlor. An adjacent women's lounge completes the second floor layout. Although it was never as richly detailed as the first floor, the mezzanine retains many original elements including doors, woodwork and wrought iron grills.

The basement contains the hotel's major services spaces including the mechanical equipment, laundry and cold and dry storage. In regards to the mechanical equipment, the Westward Ho was the first major structure in Phoenix to be fully equipped with full air conditioning.

Other modifications made to the main building during the 1950s include the north-south extension and remodeling of the 15th floor as a restaurant and bar which was used by the Phoenix Kiva Club. Also two apartments were added to the top of the north wing at the 11th floor level, and in 1950 the newly organized Phoenix Press Club added two rooms to the third floor (southwest corner) at a cost of \$30,000.

In 1948 the owners began an expansion program on the half block to the west which provided necessary convention related facilities and a broader range of hotel room/apartment combinations. These additions, including the auditorium on the south and the four story apartments to the west and north, form the walls of a patio courtyard occupied by a fountain, swimming pool and vegetation. This hotel oriented open space provides necessary relief from the enclosed qualities of the original building.

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The auditorium, known as the Thunderbird Room, measures 85 by 160 feet and is the largest interior space in the hotel complex. It is constructed of plastered concrete block with steel supports for the roof truss system. This system is covered with a steel deck and three inches of perlite. The auditorium is entered from the west side of the original library through three pairs of doors and a foyer which houses stairways to the basement, a projection booth on the second floor and restrooms. The main auditorium has a suspended plaster ceiling and terrazzo floor. At the west end is a raised stage and food service preparation area. To the south are two pairs of large wooden doors separated by an undulating wall plane. To the north are three sets of glass double doors with side lights, transoms and aluminum frames. The basement contains the kitchen, a meeting room, dressing rooms and storage areas.

The apartment addition along the west and north property lines is known as the "J" building because of its overall shape in plan. The four story plastered concrete block massing is broken by vertical circulation towers topped by hipped mission tile roofs and decorated with mosaic tile. Horizontal circulation balconies also break up the north portion of the west wing. A fifth story penthouse with plastered walls and a red tile roof was placed on the roof of the west wing.

The Hotel Westward Ho developed as a unique complex which evolved organically from the pure symmetry of the original design. The additions have added visual identity and interest to the hotel whose profile on the horizon has become a true community landmark.

6 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
1700-1799	<input type="checkbox"/> ART	<input checked="" type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES	1927-1928	BUILDER/ARCHITECT	Trewhitt-Shields Company H.W. Shields, Construction Manager
STATEMENT OF SIGNIFICANCE			R. Raymond Fisher, Engineer H. Rafael Lake, Architect After April 1928 Louis L. Dorr, Architect J.B. McNeil, General Contractor

The significance of the Hotel Westward Ho derives from its architectural and technical features, its role in the emergence of Arizona's tourist economy and its status as one of the most readily identifiable landmarks in Phoenix.

As laid out by H. Rafael Lake in 1927 and modified by Louis L. Dorr a year later, the Westward Ho embodies many of the most advanced features of architectural work for its time. Designed in the Spanish Colonial Revival style--popularized by the Panama-California Exposition of 1915--the hotel features Churrigueresque detailing at the street level, at the tenth story and on the top two stories of the tower. Employed primarily on buildings with long, relatively low profiles, the Spanish Colonial Revival style is successfully used on the 16 story Westward Ho because its stepped, symmetrical massing establishes a formal yet complex shape suitable for such ornamentation. The building is the largest of this style in Arizona. In addition, the hotel has a clear internal organization which makes full use of high value commercial space on the lower levels and allows all rooms on the upper levels to have good views, natural light and access to outside ventilation. Decoration of public spaces on the interior was in Spanish Renaissance (with Mexican variations), Italian Renaissance and Romanesque styles. Typical portions of these finely crafted areas still remain in place.

Two technical features of the Westward Ho are particularly noteworthy. First, with the exception of one building in Long Beach, California, the Westward Ho was the tallest reinforced concrete structure west of the Mississippi at the time it was built. Second, the Westward Ho was the first multiple story building in Phoenix to use refrigeration for air conditioning rather than evaporative cooling. While neither application was novel with regard to the technologies themselves, these innovations clearly mark the incorporation of Arizona into the mainstream of American architecture. Employment of progressive architectural firms from Los Angeles helped make the advance possible.

The stimulus for development of the Westward Ho came from a burgeoning tourist economy. Since the 1880s travelers had been drawn to the natural beauty and mild winter climate of Arizona; but they were relatively few in number. The prosperity of the 1920s, in combination with the rise of the automobile as a form of fast, personal transportation, provided the means by which thousands of Americans could get into the Southwest. By the

(See continuation sheet)

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Arizona a State Guide. New York: Hastings House, 1940.

Arizona Republican, various issues 1927, 1928.

Dukes, Ester D. and Homer D. Dukes, Washington and Central 1922-1979. Phoenix: (Private Publisher), 1979.

APR 1981 NOT RECORDED
 JUL 1981 NOT RECORDED

(See continuation sheet)

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY Less than 1

QUADRANGLE NAME Phoenix

QUADRANGLE SCALE 1:24,000

UTM REFERENCES

A 12 40,020,0 3,70,205,0

B [] [] [] [] [] [] [] [] [] [] [] []

C [] [] [] [] [] [] [] [] [] [] [] []

D [] [] [] [] [] [] [] [] [] [] [] []

E [] [] [] [] [] [] [] [] [] [] [] []

F [] [] [] [] [] [] [] [] [] [] [] []

G [] [] [] [] [] [] [] [] [] [] [] []

H [] [] [] [] [] [] [] [] [] [] [] []

VERBAL BOUNDARY DESCRIPTION

Lots 1 through 12, the south 30 feet of Lot 13, and the north-south alley adjacent to said lots; Block A of the Bennett Place Addition to the City of Phoenix; NE ¼ of Section 5 T1N R3E.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE Billy G. Garrett, Architectural Historian and James W. Garrison, Historical Architect

ORGANIZATION Janus Associates

DATE 26 June 1980

STREET & NUMBER 2121 South Priest, #127

TELEPHONE (602) 967-7117

CITY OR TOWN Tempe

STATE Arizona 85282

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL STATE LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

James B. Byers

TITLE State Historic Preservation Officer

DATE 26 Nov 1980

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

Entered in the National Register

DATE 2/19/82

ATTEST: *Deborah Byers*

DATE

CHIEF OF REGISTRATION

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middle of the decade accommodations were inadequate to meet the demand. In response to this condition at least 15 major hotels and resorts were built in Arizona between 1916 and 1929. The Westward Ho was one of the two largest projects--the other being the Biltmore Hotel northeast of Phoenix. Both hotels cost about \$2,000,000 apiece to build. During the succeeding decades hundreds of thousands of additional dollars were spent to keep the Westward Ho at the front of Arizona hostelry. Construction of the auditorium and "J" building were typical of these changes. These modifications have not detracted from the design of the building but have elaborated on it, forming a more complex facility around the original tower.

From the outset of its construction the Westward Ho assumed a singular place in the Phoenix landscape. The initial building permit of \$1,200,000 was the largest for any project in Phoenix history up to that time; in fact, the hotel was equal to about half of all the building activity in Phoenix for 1926. Such a large job greatly stimulated the city's economy since, as much as possible, both labor and materials were locally acquired. Local investors became involved in the project late in 1927 when the Pacific Hotels Company, original owner of the building, encountered fiscal problems and shut down the job. Rather than see the hotel abandoned or erected in an abbreviated manner, a number of Phoenix businessmen, headed by George L. Johnson and Leigh Ford, created a holding company which refinanced the project and reinitiated work. Having assured the completion of the hotel, this group later sold a controlling interest in the work to Mr. Charles V. Bob of New York.

The degree of local participation required to successfully realize the Westward Ho project greatly enhanced the social value of the building once it was completed. Later uses of the complex for meetings, conventions and special events further strengthened the position of the hotel in the community landscape. During the 1950s the visibility of the Westward Ho was literally and figuratively extended by three tenants: the Kiva Club, the Phoenix Press Club and radio/television station KPHO. Beginning in the early 1950s the Kiva Club leased the 15th floor which previously had an enclosed gallery added out over the floor below. The club was organized as a private membership restaurant by a group known as the Thunderbirds. As a special events committee of the local chamber of commerce, the Thunderbirds have used sports to promote both Phoenix and Arizona. The Phoenix Press Club was another private organization established in the early fifties. This organization added two rooms on the third floor for their use. During the next quarter of a century these quarters were the setting for many important forums and press conferences. KPHO made a more striking alteration to the hotel by constructing a 240 foot tower and 40 foot antenna on top of the building. Built during the fall of 1949, the structure was used to transmit programs from Arizona's first television station. In 1960, when the station was relocated and the antenna removed, the hotel decided to leave the tower in place as it had achieved a landmark identity of its own. Although the tower, Press Club rooms and Kiva Club galleries are all significant in their own right, they are reversible additions to the original design of the building.

With the tower, antenna and warning beacon in place the total height of the Westward Ho was 500 feet, making it by far the tallest structure in the city until the 1960s. Yet

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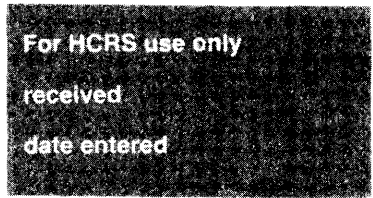
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even without this superstructure the hotel was a highly visible building. This quality resulted from a combination of height and location. Sited on Central Avenue a quarter of a mile north of the "downtown" area, the Westward Ho was well separated from any other tall multi-storied buildings. Following the lead of the hotel, other skyscrapers have been built along Central, creating a distinctive part of the Phoenix streetscape. In the course of this development, the Westward Ho has remained visually discrete as is befitting a unique building with a distinguished history.

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Original Building Plans, City of Phoenix, Buildings Records.

Oral Interviews:

Rayburn, Chuck, Arizona Republic
Thompson, Glen, KPHO Engineering

ARIZONA STATE HISTORIC PROPERTY INVENTORY

IDENTIFICATION

SURVEY AREA NAME: Phoenix Commercial
 HISTORIC NAME: Hotel Westward Ho
 ADDRESS/LOCATION: 618 N. Central
 CITY/TOWN: Phoenix
 TAX PARCEL NUMBER: _____
 OWNER: Westward Ho Associates
 OWNER ADDRESS: 512 Ricollet Mall, Ste. 1100
Minneapolis, MN 55402
 HISTORIC USE: Hotel
 PRESENT USE: Apts. for elderly
 BUILDING TYPE: Commercial
 STYLE: Spanish Colonial Revival
 CONSTRUCTION DATE: 1927-1929
 ARCHITECT/BUILDER: Louis L. Dorr
 INTEGRITY: Unaltered & altered minor
 CONDITION: Excellent

COUNTY: Maricopa SURVEY SITE: 27-22
 USGS QUAD: Phoenix
 T 1N R 3E S 5 / S 1/4 OF THE NE 1/4
 UTM Zone 12 Easting 400210 Northing 370205

Description (contd.)

ROOF TYPE: hip and flat
 ROOF SHEATHING: red mission tile
 EAVES TREATMENT: parapets
 WINDOWS: replaced - alum. siding
 ENTRY: recessed - east and south entries
 PORCHES: none
 STOREFRONTS: notable for Churrigueresque elements
 NOTABLE INTERIOR: _____
 OUTBUILDINGS: none
 ALTERATIONS: Addition to building

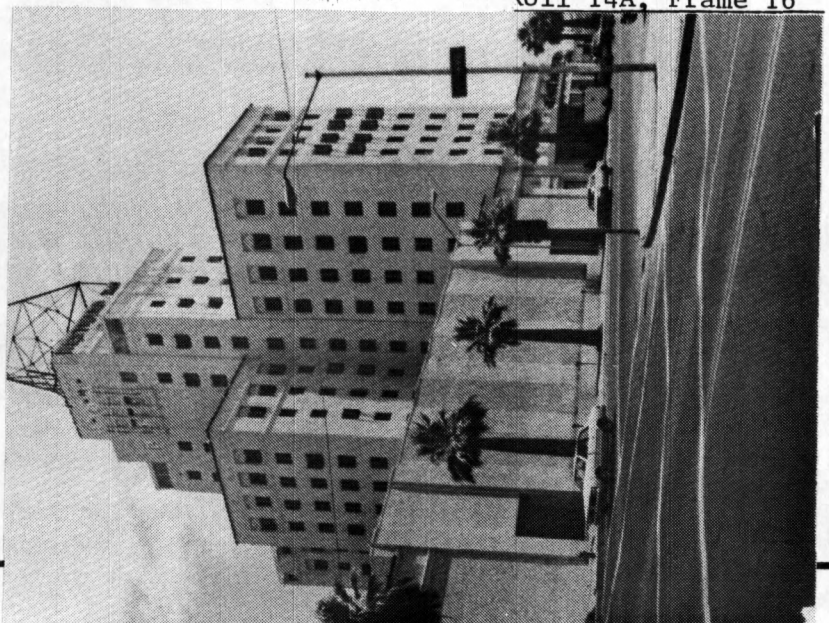
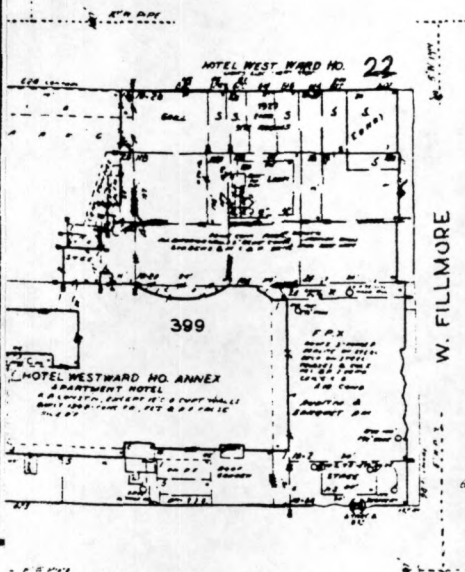
DESCRIPTION

STORIES: 16 DIMENSIONS: (1)83' (w) 139'
 STRUCTURAL MATERIAL: Concrete
 FOUNDATION MATERIAL: Concrete
 WALL SHEATHING: Stucco
 APPLIED ORNAMENT: Churrigueresque motifs at entries

PHOTOGRAPH

PHOTOGRAPHER: Garrison
 DATE: 7/25/83 VIEW: S
 NEGATIVE NUMBER: PC Roll 14A, Frame 16

SKETCH MAP:



ADDITIONAL DESCRIPTION/ANALYSIS (annotated form):

SIGNIFICANCE:

AREAS OF SIGNIFICANCE: COMMERCE COMMUNITY PLANNING ECONOMICS

EXPLORATION/SETTLEMENT GOVERNMENTAL MILITARY RELIGION SCIENCE

THEATRE TRANSPORTATION TOURISM OTHER(specify)

HISTORIC ASSOCIATIONS (be concise):

PROMINENT OCCUPANT/HISTORIC ASSOCIATION(S) _____

RELATIONSHIP TO LOCAL DEVELOPMENT Reflects the growth of tourism in Phoenix in the 1920s.

CULTURAL AFFILIATIONS (below) At least 15 major hotels were built in Phoenix between 1926-1929.

ARCHITECTURAL STYLE Unique example of Spanish Colonial Revival Hotel; Phoenix. Churrigueresque detailing exemplary for Phoenix.

MAJOR ARCH. FORM/MATERIAL _____

ENGINEERING/STRUCTURAL First Phoenix building to use refrigeration for air-conditioning.

DISTRICT/STREETScape CONTRIBUTION Due to its height differentiation with surrounding buildings

DISCUSSION AS REQUIRED: the Hotel is a focal point of North Central Avenue.

When built, was second tallest structure of reinforced concrete between the Mississippi and California.

Only historic highrise outside of the original townsite.

Cultural Affiliations (cont.)

Included meeting and office space for Kiva Club, Phoenix Club and radio/television station KPHO. See MRA text, Item 8, pages 38,41,47.

CONTEXT: ISOLATED/RURAL RESIDENTIAL STREET COMMERCIAL CENTRAL SQUARE

CBD: OTHER: Highrise

BIBLIOGRAPHY/SOURCES:

Arizona State Historic Property Inventory, 1983

LISTING IN OTHER SURVEYS: National Register of Historic Places/Page Survey/Army Corps Survey

NATIONAL REGISTER STATUS:

LISTED DETERMINED ELIGIBLE DETERMINED NOT ELIGIBLE NOT EVALUATED

2-19-82

COMMENTS/DEVELOPMENT PLANS/THREATS:

SURVEYOR J. Garrison etal SURVEY DATE May 1984 DATE FORM COMPLETED May 1984