



Historic Preservation Board

Date: August 1, 2017

Time: 6:00 p.m.

Location: Lower Level Council Chambers – 57 E. First Street

Members Present	Members Absent	Staff Present	Guests
Laura Schaffer-Metcalf, Ed.D., Chair Greg Marek Louise Swann Janice Gennevois, Vice-Chair Annalisa Alvrus, Ph.D. Milagros Zingoni	Brandon Benzing	John Wesley Kim Steadman Angelica Guevara Jeff McVay Lauren Allsopp	Jennifer Duff Vic Linoff Ron Peters Donna Bengé Others

1. Call meeting to order

Chair Schaffer-Metcalf called the meeting to order at 6:00 p.m.

2. Election of Officers for 2017/2018

First motion made by Board member Swann to elect Chair Shaffer-Metcalf as Chair, and seconded by Board member Marek.

Motion carried 6-0 (Board member Benzing, absent)

There was discussion of nominating Vice-Chair Gennevois, and Board member Swann for Vice-Chair.

It was determined to continue the vote for Vice-Chair to the September 5, 2017 agenda.

3. Approval of the June 27, 2017 regular meeting minutes

Board members identified corrections to be made to the minutes. Staff to make corrections. This item will be moved to the September 5, 2017 agenda.

4. Miscellaneous Items from the Audience

Staff member Angelica Guevara presented Imagine Mesa, the City's social media campaign to engage citizens in sharing ideas for Mesa.

5. Hear a presentation and provide feedback on façade improvement designs

This item was delayed until later (after item #7) in the meeting.

6. Discuss and provide direction on the student writing contest topics for the coming year

The six contest topics from the July minutes were discussed, with Board members identifying their preferred three topics. It was determined that the essays should treat each topic in the period up until 1970. The selected topics are:

- How residents celebrated the holidays in downtown – until 1970
- Select a downtown business and write a story about them in the heyday – until 1970
- Baseball and Mesa – until 1970

7. Discuss and provide direction on the options for involving older students in historic preservation

Board member Zingoni proposed a contest to create a video, addressing one of the three approved topics. There was agreement to use the same topics. Staff member Wesley asked about prizes. In the past the prize money was donated. Does it get distributed to the video contest as well? The Board discussed MAC tickets, airing the video on Channel 11. Board member Swann asked if a video could be created by a team. Board member Marek suggested airing all videos on Channel 11, with the winning video played at a Council hearing. Staff member Allsopp proposed clickable icons for the videos on the HP page so the public can view them. Chair Shaffer-Metcalf proposed that the Board decide at the September 5, 2017 meeting.

5. Staff member Jeff McVay discussed the façade improvement designs, which have been to a Design Review Board work session. After final revisions, the approval letters will be issued by the Planning Director. Ron Peters, who designed the Nile Theater façade improvement worked with SHPO so the structure can qualify for HL status. Board member Gennevois asked Mr. Peters if downtown could qualify as a historic district. Mr. Peters responded that a process of discovery for each building would be required. He believes this would result in eligibility. Staff member Allsopp reminded the Board of the SHPO policy of “Two strikes and you’re out”, meaning that if you change two historically significant elements of the building, it no longer qualifies as historic.

8. Updates on ongoing items:

- a. Certificates of Appropriateness

None.

- b. Possible new historic districts to include but not limited to: Duke Manor, Flying Acres, and Sherwood Mesa

Staff member Allsopp reported that Duke Manor wants Heritage Neighborhood status, but not Historic District. Flying Acres may have 50%, both in petitions and waivers. They will do their own report under the guidance of Ms. Allsopp. Ms. Allsopp asked if the Board wanted to meet with the two neighborhoods, as a way to encourage them. Board members Alvrus and Swann, and Chair Shaffer-Metcalf supported the idea.

The Safeway at Main Street and Horne was spared demolition because a proposed housing development was abandoned. The building is vacant and endangered. Mesa Preservation Foundation is trying to be proactive to save the resource. Ms. Allsopp cited two goals of the Central Main Plan that would apply to saving the building: 1, blending old with new, and 2, locating a fresh food market in the area.

- c. Historic Sign Ordinance

Staff member Wesley reviewed the draft ordinance with City Attorneys, and has made revisions. A stay of demolition was discussed at the previous meeting and will be added to the ordinance. Board member Marek asked if this ordinance would be included in the Sign Code update, and what the schedule is for the update. Staff member Wesley said the Historic Sign Ordinance will be included in the Sign Code update. Staff member Guevara said the goal for a Public Review draft was August.

- d. Neon Sign Update

Staff member Allsopp reported the Frontier, and the Sally’s signs are coming down. The City will store them on the City Police Training site. Ms. Allsopp will video the removal. Board member Swann asked about the Bill Johnson’s sign. Ms. Allsopp responded that the

property owner, CPLC, has not responded. Staff member McVay said that CPLC has committed to protect the sign, but that they are selling the property. Mr. McVay will contact CPLC.

9. Updates on Museums, Exhibits, Committees and Events related to Historic Preservation

Board member Swann shared photos of the Buckhorn Baths site and sign, taken by the photographer who works with Ms. Swann at her annual Bonanza Reunion. Staff member

Wesley asked about future participation in Second Fridays events. Chair Shaffer-Metcalf said the event is an opportunity for outreach, and understands that it is a real commitment. Board member Gennevois said we need to examine how we engage. The goal was to get people to HP meetings. We need to study our approach. Staff member Allsopp suggested an agenda item for the September 5, 2017 meeting to discuss expanding Public Relations, and the Second Fridays events.

Donna Benge discussed an Expo that will take place in March.

Vic Linoff updated on the Buckhorn Baths. One company is buying the land, without interest to preserve, but another buyer, who is interested in the history is interested. A book on the Buckhorn will be published November 20th. Mr. Linoff suggested a presentation of this book to the Board. Mesa Preservation Foundation will present to Mesa Leadership, discussing Historic Preservation. Mr. Linoff discussed what other communities are doing with historic neon. MPF has made a significant update to the list of sites with historic neon (including lost signs) into a database with images. It can be used as a presentation. MPF has added the list of recognized HP contractors to its site, as a resource. The list was provided by Staff member Allsopp. Speculation over the architect for the Safeway has been Benny Gonzalez. A recently found newspaper article from the period that references Benny Gonzalez as the architect.

Staff member Allsopp discussed the Annual Report. Last year there were four goals. She asked for the Board's goals, suggesting they can be emailed to her. We have goals that are ongoing. Do we establish a work plan? Board member Zingoni suggested a timeline for ideas to track progress stages of Idea, Progress, and Completion. This would allow us to see if we are moving forward. What do you want the work plan to be? Board member Gennevois proposed adding this item to the agenda for the September 5, 2017.

10. Board Member comments, questions, and future agenda items

The Board raised a discussion of the Historic Preservation Officer position for the City of Mesa. Chair Shaffer-Metcalf asked that the item be placed on the agenda for the September 5, 2017 meeting.

11. Adjournment

Chair Schaffer-Metcalf adjourned the meeting at 7:59 pm.

First Motion made by Board member Marek to adjourn the meeting and seconded by Board member Swann.

Motion carried 6-0 (Board member Benzing absent)

Supporting data is available for public review in the Planning Division,
Municipal Building, 55 N. Center St., Mesa, Arizona 85201

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