

City of Prescott  
**Prescott Preservation Commission**



July 22, 2025 | 11:00 AM  
201 N. Montezuma Street  
Council Chambers, 1st Floor  
Prescott, AZ 86301

**AGENDA**

The following Agenda will be considered by the **Prescott Preservation Commission** at their meeting to be held **July 22, 2025**. Notice of this meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02.

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. DISCUSSION & ACTION ITEMS**

- A. **HP25-004:** A Request for Approval for Demolition of an Existing Building & Construction of a 4-Story, 47-Room Hotel (Prescott Plaza Hotel). Historic Preservation District: #1 Courthouse Plaza (National and Local Districts). Location: APN 109-02-014A, 136, 138 & 140 S. Montezuma Street. Zoning: DTB (Downtown Business). Owner/Applicant: Jim Griset,. Architect: Stroh Architecture.**Recommended Action:**

**MOVE to recommend approval or denial of HP25-004**

**4. ADJOURNMENT**

Upon a public majority vote of a quorum of the Board, the Board may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (1) Discussion or consideration of personnel matters (A.R.S. §38-431.03(A)(1));
- (2) Discussion or consideration of records exempt by law (A.R.S. §38-431.03(A)(2));
- (3) Discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03(A)(3));
- (4) Discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid litigation (A.R.S. § 38-431.03(A)(4));
- (5) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03(A)(5));
- (6) Discussion, consultation or consideration for negotiations by the city or its designated representatives with members of a tribal council, or its designated representatives, of an Indian

reservation located within or adjacent to the city (A.R.S. §38-431.03(A)(6));

(7) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03(A)(7)).

### **CERTIFICATION OF POSTING OF NOTICE**

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on 7/18/25 at 9:00 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

*Sarah M. Thornhill*

---

Sarah M. Thornhill, City Clerk



TO: MAYOR AND CITY COUNCIL  
AGENDA: July 22 Prescott Preservation Commission Special Session  
DATE: July 22, 2025  
DEPT: Community Development  
ITEM #: 3.A  
SUBJECT: **HP25-004:** A Request for Approval for Demolition of an Existing Building & Construction of a 4-Story, 47-Room Hotel (Prescott Plaza Hotel). Historic Preservation District: #1 Courthouse Plaza (National and Local Districts). Location: APN 109-02-014A, 136, 138 & 140 S. Montezuma Street. Zoning: DTB (Downtown Business). Owner/Applicant: Jim Griset,. Architect: Stroh Architecture.

## ITEM SUMMARY

This item is for review and discussion of an updated proposal for the Prescott Plaza Hotel.

### Current Request

The applicant proposes to demolish the existing buildings located at 136, 138, and 140 S. Montezuma St. to allow for the construction of a new structure.

The proposed Prescott Plaza Hotel building can be described as follows:

- A four-story hotel building housing 47 rooms and an open-air terrace on the 4th floor that will host a wine bar overlooking the Plaza.
- The rear of the hotel (facing Whiskey Row Alley) will feature a hotel mercantile shop, as well as a secondary entrance and elevator for guests, employees and deliveries.
- Regular and Juliet balconies at the front and rear of the building will feature black, wrought iron railings. The rooftop terrace will also feature black, wrought iron railings across the front.

The first three stories of the building have a zero-foot setback from the back of the sidewalk. The fourth story is set back 15 feet, 3 inches from the back of the sidewalk. The height of the fourth story at the top of the parapet is 43 feet and 6 inches. There will be an elevator overrun on top of the fourth floor that will extend to 48 feet, which will house mechanical equipment only.

The finishes proposed for the exterior are:

- At the front street level - natural stone wainscoting.
- Above the wainscoting to the top of the building - red brick veneer as the primary exterior material.
- Cornices, lintels and balconies to be of natural stone.
- Alley façade will feature red brick veneer as primary material, along with natural stone for details.
- First floor, Courthouse Plaza facing windows feature canvas awnings in a burgundy shade.
- Suspended portico above front entrance featuring 'Prescott Plaza Hotel' signage.

See attached plans and renderings for additional design details.

## Analysis

Conformance with the Prescott Historic Preservation Master Plan (HPMP): In part, the HPMP chapter for the Courthouse Plaza Historic District (Chapter 8) states:

- Adhere to key Architectural characteristics for District (see text quoted further below for additional height and width requirements):
  - Buildings in District generally rectangular in plan and symmetrical in massing. **Meets criteria.**
  - Commercial blocks distinguished by brick or a combination of two masonry materials. **Meets criteria.**
  - Each building occupies the entire width of its parcel up to the front property line. **Meets criteria.**
- Require zero setbacks at the front property line for at least 50 percent of the front façade and 100 percent of the second and third floor facades *including* the roofline. **Does not meet criteria. Building steps back 15 feet and 3 inches at the fourth floor to accommodate open air patio.**
- First floor facing the plaza shall be pedestrian oriented. **Meets criteria.**
- Encourage continued alley use for service to take the burden off of the front of the property; encourage and coordinate safer alley use by pedestrians. **Meets criteria.**
- Storefronts....should have opaque bottom panels...individual glass panes should have a vertical orientation. Fixed transom panels above doors and windows...are encouraged. **Meets criteria.**
- Allow only double- or single-hung windows or casements, with pane design of "one-over-one" or "two-over-two". **Meets criteria. Windows for guest rooms display one-over-one window design.**
- Emphasize vertical orientation on windows; encourage locating windows singularly; use up to two vertical windows for a larger opening versus a large horizontal window (see text quoted further below for additional orientation, size and spacing criteria). **Meets criteria.**
- Allow and encourage "storefront" openings only at the first floor; storefronts should have opaque panels at the bottom and should have a vertical orientation. **Meets criteria.**
- Require brick or stone as the major exterior material. **Meets criteria.**
- Use only integral and natural colors of a neutral tone, compatible with the building and the district. **Meets criteria.**
- Use wood for doors, windows and storefronts. **Partially meets criteria. Windows to be wood frame and wood frame with aluminum cladding; doors will be glass.**
- Encourage detailing in the design; details must be historically consistent with the district. **Meets criteria.**
- Do not allow demolition in the district unless certain conditions are met (see text quoted further below for additional criteria on demolition). **Meets the first demolition condition, as noted below.**
- Replace demolished building(s) with building of massing and scale to contributing buildings in the district. **Meets criteria.**
- Keep all existing alleys open and usable. **Meets criteria once completed.**
- Encourage the use of fabric awnings throughout the district. **Meets criteria.**

### **Master Plan Text on Demolition**

Demolition within the Courthouse Plaza Historic District should not be permitted unless one or more of the following conditions are met:

- 1. The building is a noncontributor to the historic district; or**
2. The condition of the building has deteriorated beyond the point where it can be rehabilitated in an economically viable manner. Rehabilitation shall be determined to be "economically viable" when the costs of renovation are 50 percent or less than the cost of new construction of a similar building in size, use and height; or
3. The condition of the building is such that it becomes a public nuisance because of safety, aesthetics or condition.

If a building is demolished, with the official consent of the Prescott Preservation Commission, it shall be replaced with a building of similar massing and scale to contributing buildings in the district. The guidelines set forth in this document shall in all cases be followed for new construction to maintain the character of historic downtown Prescott. ***Meets criteria.***

### **Master Plan Text on Scale, Massing, and Building Size**

A significant characteristic of the Courthouse Plaza Historic District is the relationship of building width-to-height to attempt to achieve balance between elegance and endurance.

- One-story buildings shall be between 16 and 24 feet in height (as measured from the front sidewalk to the uppermost part of the roof line).
- Two-story buildings shall be between 28 and 36 feet in height.
- Three-story buildings shall be between 40 and 48 feet in height. ***No guidelines beyond three stories.***
- No building shall be greater than 48 feet in height. ***Meets criteria.***

As a general rule, the wider the building, the taller it should be. For example, a one-story building on a 25-foot-wide parcel should be closer to 16 feet in height, while a one-story building on a 75-foot-wide parcel may be closer to the 24-foot height limit. This principle also applies to two- and three-story buildings. ***No guidelines beyond three stories. However, the proposal largely meets the criteria as the overall height has been reduced to 43 feet and 6 inches to the top of the fourth floor parapet with the elevator overrun not exceeding 48 feet.***

### **Master Plan Text on Siting:**

The building setbacks surrounding the Courthouse Plaza are one of the district's most distinguishing features. All of the contributing buildings, as well as most of the non-contributing structures, have zero setbacks at both the front and sides of the building. The notable exception is the Yavapai County Courthouse.

Require zero setbacks for side yards for the entire height and length of the building. ***Meets criteria (portions of second, third and fourth floors set back 5' from property lines to comply with fire code).***

All setbacks should be zero for at least 50 percent of the first-floor façade and 100 percent of the second and third floor facades, including the roofline. ***Does not meet criteria. Zero front setback is discontinued at fourth floor in order to accommodate open air patio.***

### **Master Plan Text on Windows and Doors**

All non-storefront doors and windows should have a vertical orientation in design. That is, the height of each opening should be at least one and one-half times the width (ie., a 3-foot-wide window must be at least 4-1/2 feet tall). All windows in the second and third stories should be between two and four feet in width. No single opening on the second and third floors should exceed four feet in width.

**Meets criteria.**

[Non storefront] Windows should be single or double hung in design. Casement windows are also acceptable if they meet the vertical orientation criteria. Sliding, awning, hopper and jalousie windows are not acceptable. **Meets criteria.**

### **Master Plan Text on Materials and Details**

The materials of any structure contribute significantly to its character and is often the first identifying element of a building. Much of the character of the buildings in the Courthouse Plaza Preservation District has as much to do with the use of materials as it does with siting and massing. Thus, the compatible use of materials is strongly encouraged to continue the design theme established almost 100 years ago.

The use of brick or stone masonry is required. Masonry may be either structural or veneer. Smooth-faced concrete masonry units and "slump" block are not acceptable. "Split-face" block is acceptable if used with an integral color. **Meets criteria**

Details may include, but are not limited to, the following:

Cornices (a projection at the top of a wall); friezes (areas below the cornice which may contain additional detailing); pediments (a triangular element resembling a gable; accentuated lintels (the area above an opening) or sills (the area below an opening); columns; parapet copings (caps at the top of the wall); arches above openings, brackets (a projection from a wall used to support a cornice); and corbeling (outward stepping at the top of a wall to form a ledge). **Meets criteria.**

### **Summary**

Applicant has made the following design revisions (since August 2023):

- Reduced height by one story
- Lowered overall building height to 43'-6" (elevator overrun at 48')
- open-air patio moved to fourth floor
- Juliet balconies added in middle of 2<sup>nd</sup> and 3<sup>rd</sup> stories
- Sandstone friezes and banding removed
- Window and entry configuration at sidewalk level modified

The proposed project design has improved from the design submitted in August 2023. Although the fourth-floor setback/open-air terrace does not fully conform with siting guidelines, the reduction of height by one story and the modification of the sidewalk-level windows and entry brings the design predominately into conformance with the Chapter 8 [Courthouse Plaza] Preservation Master Plan Guidelines.

## **BACKGROUND**

## **Existing Conditions**

National Register Status: The existing building is not listed in the National Register of Historic Places due to significant alterations and reconstruction of the front façade after the “great snow of December 1967”. There are remaining fragments (windows and side walls) of the original structure to the rear of the building. It would be eligible for nomination at this point because it is greater than 50 years in age. The Historic Inventory form completed for this property for the State Historic Preservation Office (SHPO) in 1987 describes it as “an integral part of the Montezuma Street ‘Whiskey Row’ Streetscape”.

The reconstructed front façade from the late 1960s is comprised of three storefronts set into a traditional red brick façade with simple horizontal brick banding relief above varied storefront window and door systems. The businesses occupying these storefronts (south to north) are: Mountain Spirit Gallery, Harley-Davidson, and Wild at Heart.

## **Previous Actions**

An introduction and study session was first held for the project at the March 11<sup>th</sup>, 2022 Prescott Preservation Commission meeting. At that meeting, the Commission and the public principally expressed opposition. Key preservation-related concerns were as follows:

- Failure to adhere to local and national preservation guidelines (i.e., City of Prescott’s Historic Preservation Master Plan and The Secretary of the Interior’s Standards)
- Negative impacts on the character and culture of the Courthouse Plaza
- Too large-scale and massing issues
- Importance of preservation for future generations

The applicant chose not to proceed to a voting session and made modifications to the design.

Another introduction and study session was held for the project at the July 14<sup>th</sup>, 2023 Preservation Commission meeting to review the revised design. Despite the changes, the Commission and the public still expressed opposition. The key preservation-related concern brought forth at the July 14<sup>th</sup>, 2023 meeting was failure to adhere to local and national preservation guidelines.

A courtesy review of the July 2023 design against the Secretary of the Interior’s Standards was also provided by the State Historic Preservation Office’s (SHPO) Architect, Susan Lawson, at the request of the City’s Preservation Specialist. Ms. Lawson reviewed the design against Standards 3, 9 & 10 of the Secretary of Interiors Standards. The design was found to be in conformance with Standards 3 & 10 in entirety but not Standard 9. In summary, Ms. Lawson stated “the Prescott Plaza Hotel design should be reconsidered to meet Standard 9 ...to maintain the integrity of the District in particular the aspects of design, scale and materials”.

The applicant made further changes to finish materials and brought the project to the August 11<sup>th</sup>, 2023 Preservation Commission voting meeting in which the Commission unanimously voted 7-0 to deny the application. The key preservation-related concern was failure to adhere to local and national preservation guidelines.

The applicant filed an appeal with the City, in which the project was taken to the March 26<sup>th</sup>, 2024 City Council Voting Session where the Council unanimously upheld Preservation Commission’s denial.

The applicant has modified the design further and submitted a continuation of the appeal on June 16<sup>th</sup>, 2025. At the July 8<sup>th</sup>, 2025 City Council Voting session, the Council voted unanimously to defer consideration on the application until a City Council Special Meeting on August 5<sup>th</sup>, 2025 pending a full Administrative Review and report from the City's Historic Preservation Specialist and possibly feedback from the Prescott Preservation Commission, if able to convene.

## **FINANCIAL IMPACT**

There is no fiscal impact associated with this item.

## **RECOMMENDED ACTION**

MOVE to recommend approval or denial of HP25-004

## **ATTACHMENTS**

1. HP25-004 June 2025 Submittal Package
2. 07.22.25 PPC Special Session Presentation
3. Public Input for Plaza Hotel- 07.16.25

**JUNE 16, 2025 SUBMITTAL  
FOR JULY 8, 2025  
CITY COUNCIL VOTING MEETING**

**JIM GRISET  
PRESCOTT PLAZA HOTEL  
136 S. MONTEZUMA  
PRESCOTT, AZ**

The forty-seven room Prescott Plaza Hotel, at the center of Whiskey Row, blends vintage elegance with modern appeal.

Clad in classic weathered red brick and featuring ornamental iron balconies, the facade honors the turn-of-the-century architecture of Prescott's historic Courthouse Square.

The hotel entrance features a vintage inspired grand marquee; beneath which sit the elegant main entry doors that welcome you inside.

Tall showcase windows on both sides of the entrance provide a tantalizing peek into the stylish lobby within..... where heritage materials meet bold design... and upward glimpses reveal the true gem of the property: a rooftop bar and patio offering sweeping views of the iconic Courthouse Plaza, the town square and the breathtaking Prescott skyline beyond.

From the moment you step inside you'll be greeted with sleek wooden interiors, stone fireplace, vintage western decor, a player piano and be able to relax and enjoy small plates in the hotel's lobby bar, where the best of western influence meets contemporary design. The lobby is more than a place to grab a drink.... it's an experience in itself.

The guest rooms, four of which with balconies facing the plaza, will feature sleek wooden interiors and blend cowboy aesthetics and rain showers with plush amenities and top-tier smart technology.

The lower level banquet room and the fourth floor rooftop bar and patio will be the perfect setting for corporate, other special events and weddings.

With access from the famous Whiskey Row Alley, the hotel shop will offer hotel merchandise, along with ADA access, a rear entrance for guests parked in the Garage on Granite and an elevator for catering and deliveries.

The Prescott Plaza Hotel is more than a stay... It's a destination.



**Prescott Plaza Hotel Whiskey Row Perspective**



**Prescott Plaza Hotel Whiskey Row Terrace Perspective**



Prescott Plaza Hotel Whiskey Row Alley Perspective



Prescott Plaza Hotel South Elevation Concept



**Brick Veneer**



**Natural Stone  
Wainscot, Lintils, etc.**



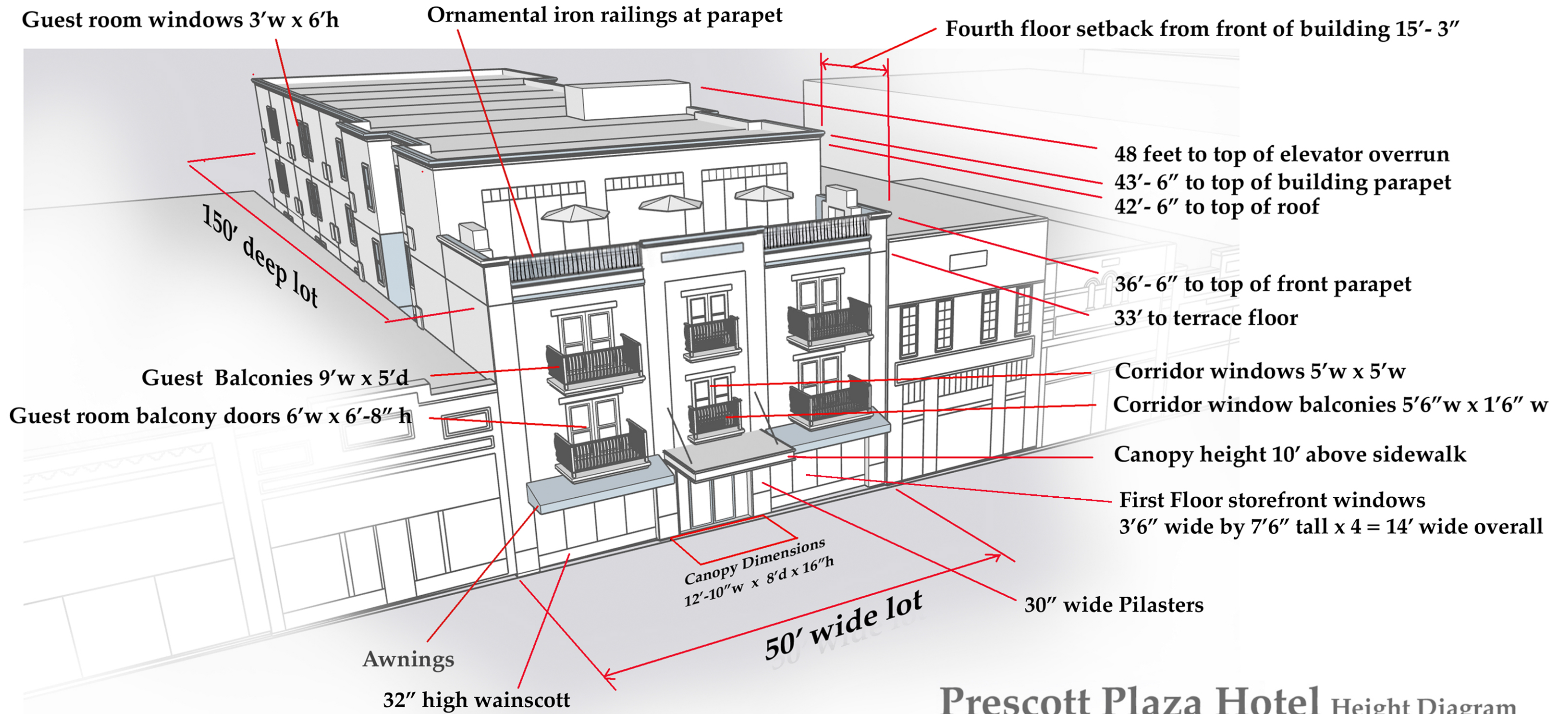
**Metal Balcony Railings**



**Canvas Awnings**



**Prescott Plaza Hotel**  
Exterior Finishes



**Prescott Plaza Hotel** Height Diagram



**This view, created in SketchUp, precisely integrates the Prescott Plaza Hotel into the existing prominent buildings fronting on Whiskey Row.**

**Prescott Plaza Hotel**  
View from Northeast



**This view, created in SketchUp, precisely integrates the Prescott Plaza Hotel into the existing prominent buildings fronting on Whiskey Row.**

## **Prescott Plaza Hotel**

**View from Southeast**

**PROJECT DATA**

**PROJECT DESCRIPTION:**  
 BOUTIQUE HOTEL, 5 STORIES WITH 43+ ROOMS, ROOFTOP TERRACE ON THE 5 STORY TOWER AND A SECOND TERRACE OVER THE ONE-STORY LOBBY INCLUDING (2) EXISTING WHISKEY ROW BUSINESSES, OVERALL DESIGN TO COMPLEMENT AND PRESERVE THE HISTORIC ARCHITECTURE AND AMBIENCE OF COURTHOUSE SQUARE. PROPOSED ROOFTOP TERRACES COULD ACCOMMODATE A LINE BAR, BAR RESTAURANT, SPECIAL EVENT VENUE, SOCIAL AREA OR PRIVATE CLUB FOR GUESTS, OR OTHER USES TBD. MAY INCLUDE AN OUTDOOR FIREPLACE.

**OWNER:**  
 JAMES R. GRISET  
 444 OLD NEWPORT BLVD, SUITE A  
 NEWPORT BEACH, CA 92663

**PROJECT ADDRESS:**  
 136 S. MONTEZUMA STREET  
 PRESCOTT, AZ 86303

**APN:** PARCEL 109-02-014A

**ZONING:** DOWNTOWN BUSINESS (DTB)

**CONSTRUCTION TYPE:** II-B CONSTRUCTION

**OCCUPANCY TYPE:** R-1 DWELLING (HOTEL)

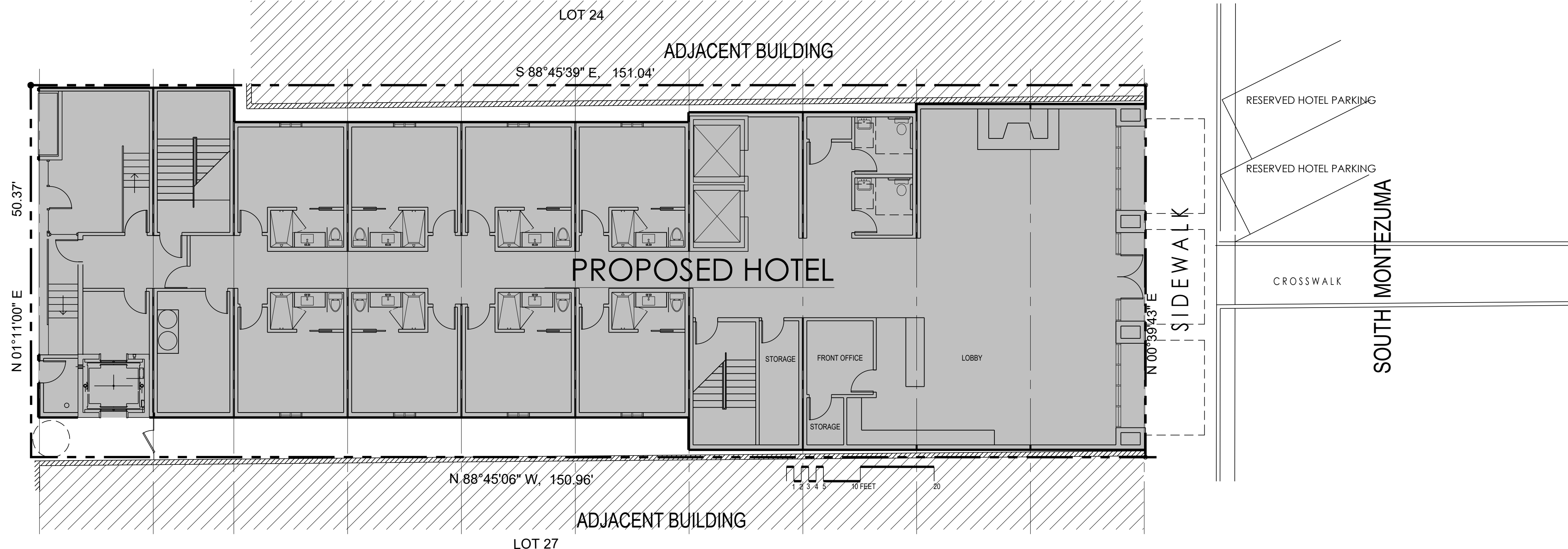
FIRE SPRINKLERS WILL BE INSTALLED

**PARKING:**  
 NONE REQUIRED

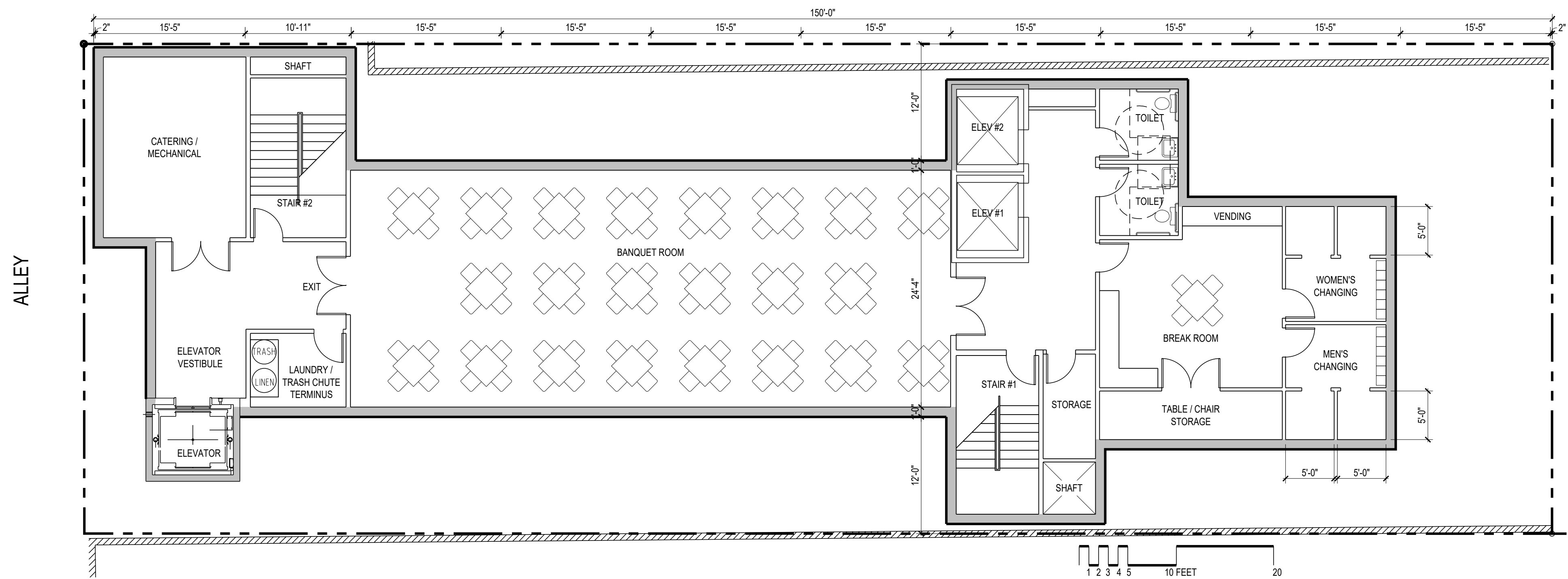
**CITY OF PRESCOTT**  
 PRE-APPLICATION NUMBER: T.B.D.

**PRELIMINARY  
 NOT FOR  
 CONSTRUCTION**

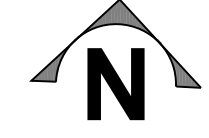
**STROH ARCHITECTURE, INC.**  
 Suite B  
 1577 Plaza West Drive, West Drive, AZ 86303  
 Prescott, AZ 86303  
 (928) 771-0548



**1 SITE PLAN**  
 SCALE: 1" = 10'-0"



**2 BASEMENT FLOOR PLAN**  
 SCALE: 1/8" = 1'-0"



**PRELIMINARY**

**JIM GRISET**  
 PRESCOTT PLAZA HOTEL  
 136 S MONTEZUMA ST  
 PRESCOTT, AZ 86303

REVISION

**SHEET**  
**SITE PLAN /**  
**BASEMENT PLAN**  
**A-1**  
 DRAWN BY: JRK  
 CHECKED BY: DDS  
 DATE: JUNE 2025  
 JOB NO: 25-04

PRELIMINARY  
NOT FOR  
CONSTRUCTION

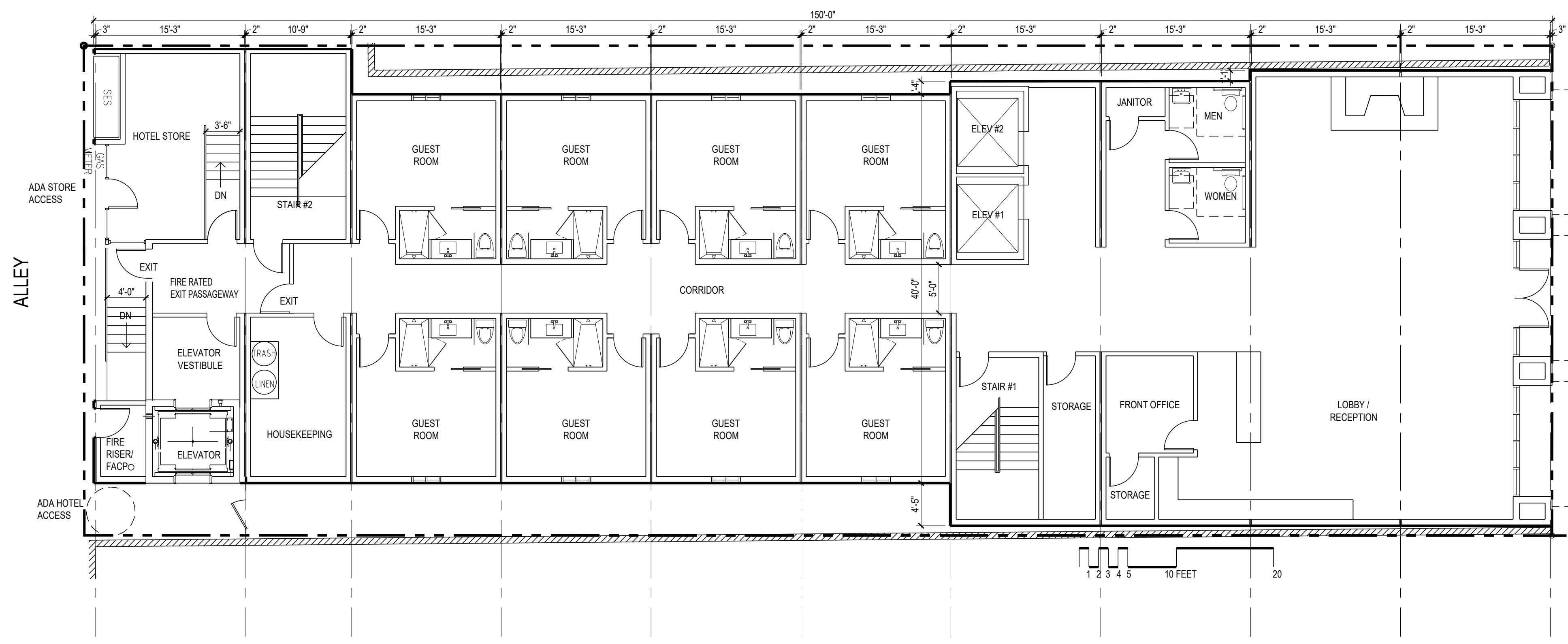
STROH ARCHITECTURE, INC.  
1577 Plaza West  
Prescott, AZ 86303  
(928) 771-0548

JIM GRISET  
PRESCOTT PLAZA HOTEL  
136 S MONTEZUMA ST  
PRESCOTT, AZ 86303

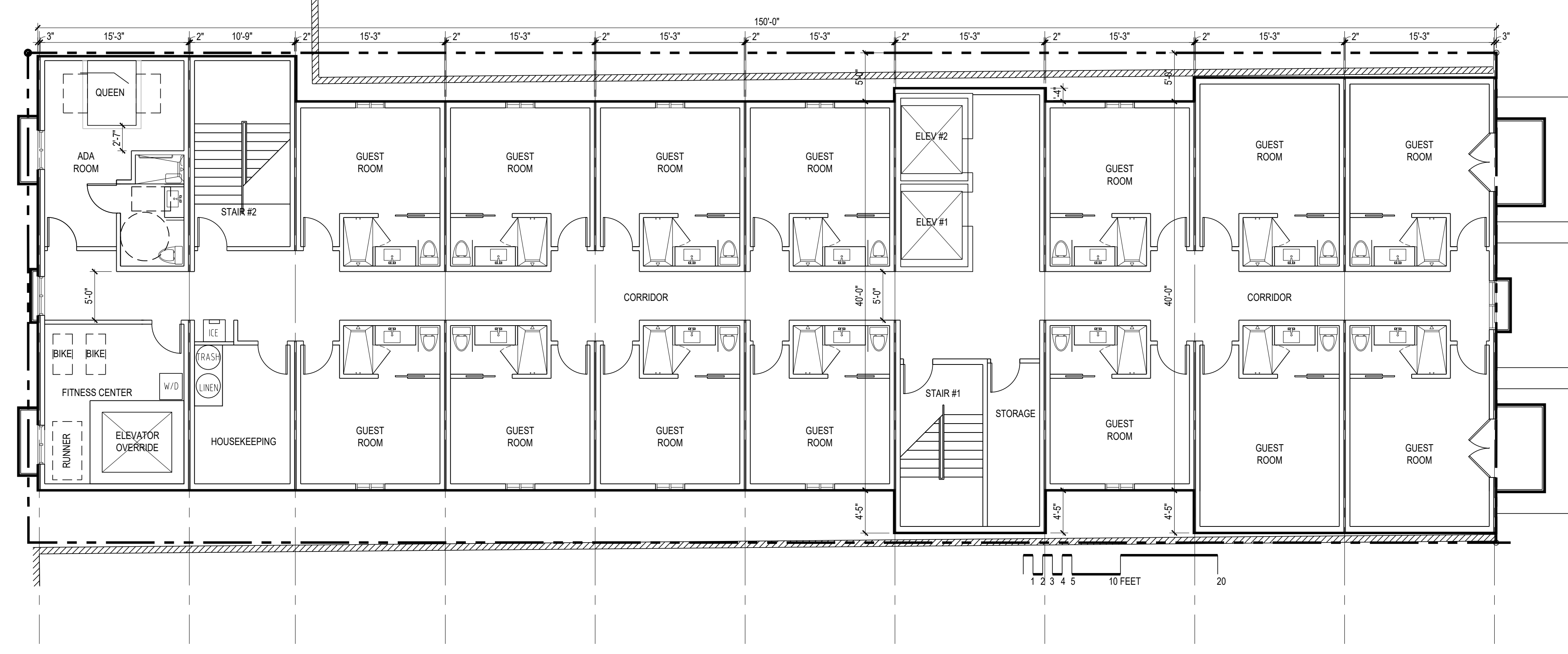
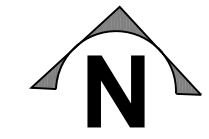
REVISION

SHEET  
1ST & 2ND  
FLOOR PLANS  
A-2  
DRAWN BY: JRK  
CHECKED BY: DDS  
DATE: JUNE 2025  
JOB NO: 25-04

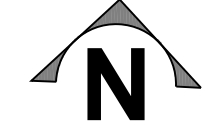
PRELIMINARY



1 FIRST FLOOR PLAN  
SCALE: 1/8" = 1'-0"



2 SECOND FLOOR PLAN  
SCALE: 1/8" = 1'-0"



RESERVED HOTEL PARKING  
RESERVED HOTEL PARKING

CROSSWALK

SOUTH MONTEZUMA

SIDEWALK

ALLEY

ADA STORE ACCESS

ADA HOTEL ACCESS

PRELIMINARY  
NOT FOR  
CONSTRUCTION

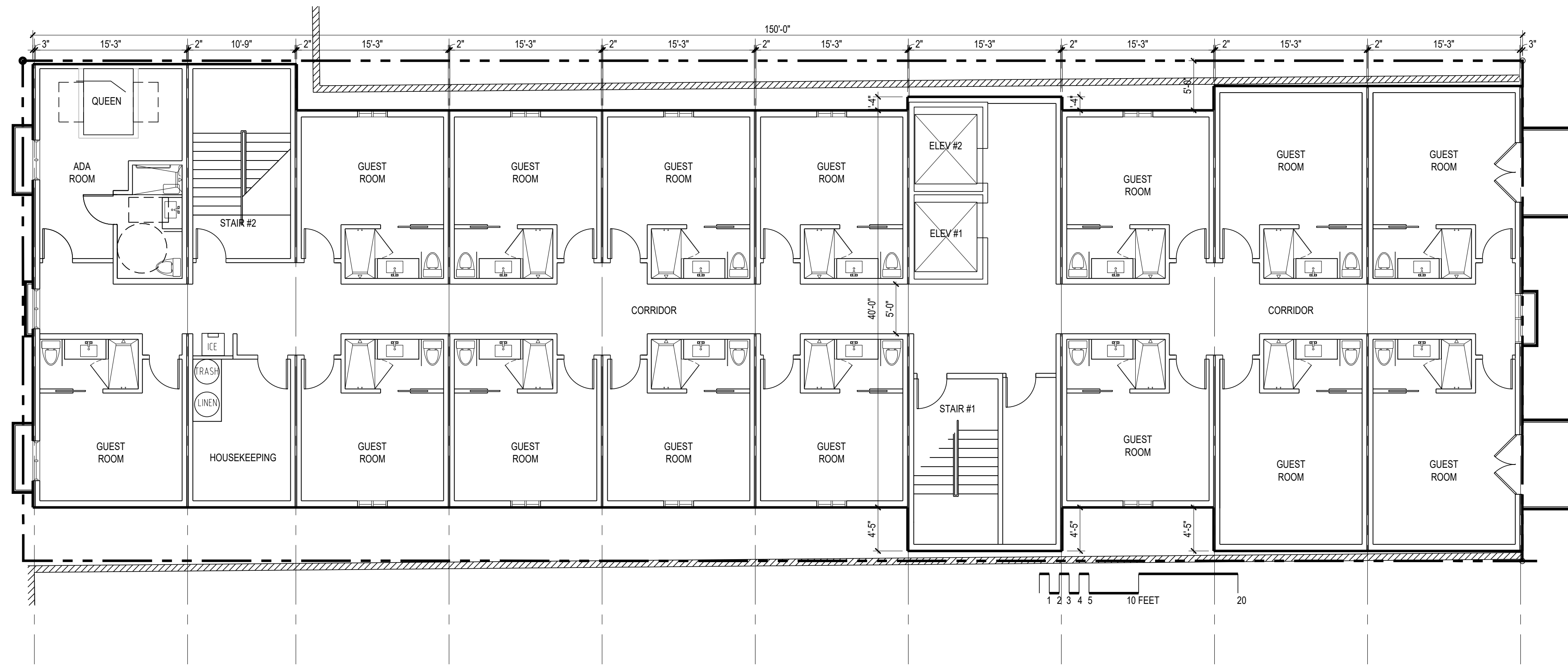
STROH ARCHITECTURE, INC.  
1577 Plaza West  
Prescott, AZ 86303  
(928) 771-0548

JIM GRISET  
PRESCOTT PLAZA HOTEL  
136 S MONTEZUMA ST  
PRESCOTT, AZ 86303

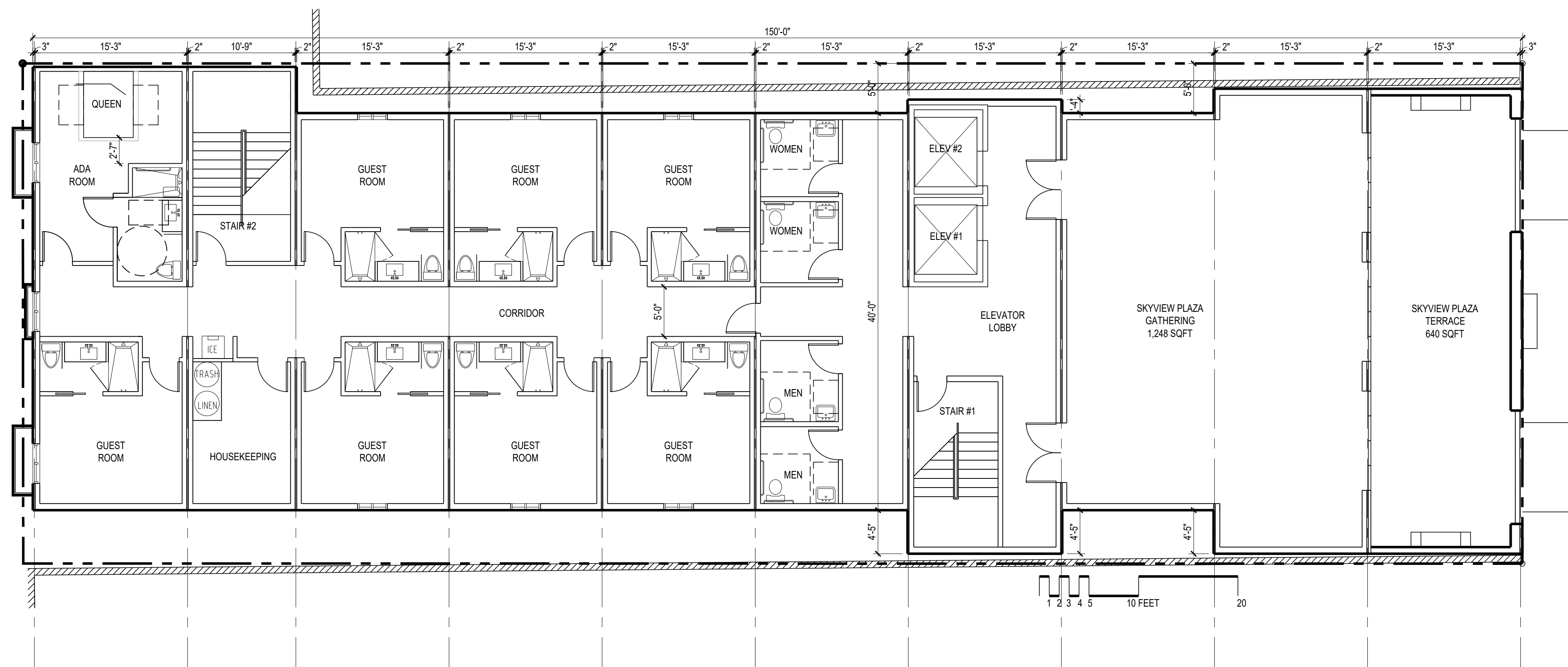
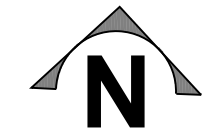
REVISION

SHEET  
1ST & 2ND  
FLOOR PLANS  
A-3  
DRAWN BY: JRK  
CHECKED BY: DDS  
DATE: JUNE 2025  
JOB NO: 25-04

PRELIMINARY



1 THIRD FLOOR PLAN  
SCALE: 1/8" = 1'-0"



2 FOURTH FLOOR PLAN  
SCALE: 1/8" = 1'-0"



PRELIMINARY  
NOT FOR  
CONSTRUCTION

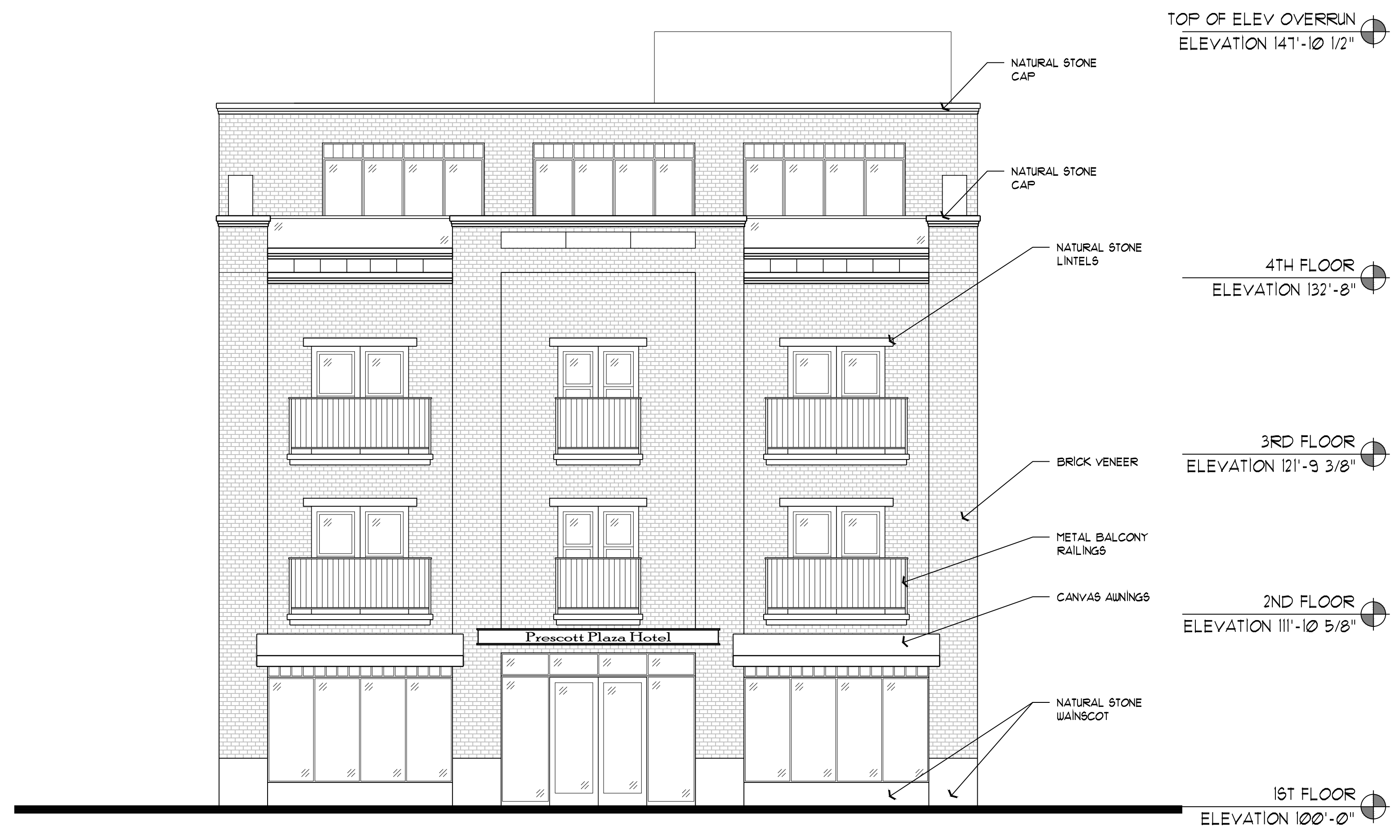
STROH ARCHITECTURE, INC.  
1577 Plaza West  
Prescott, AZ 86303  
(928) 771-0548

JIM GRISET  
PRESCOTT PLAZA HOTEL  
136 S MONTEZUMA ST  
PRESCOTT, AZ 86303

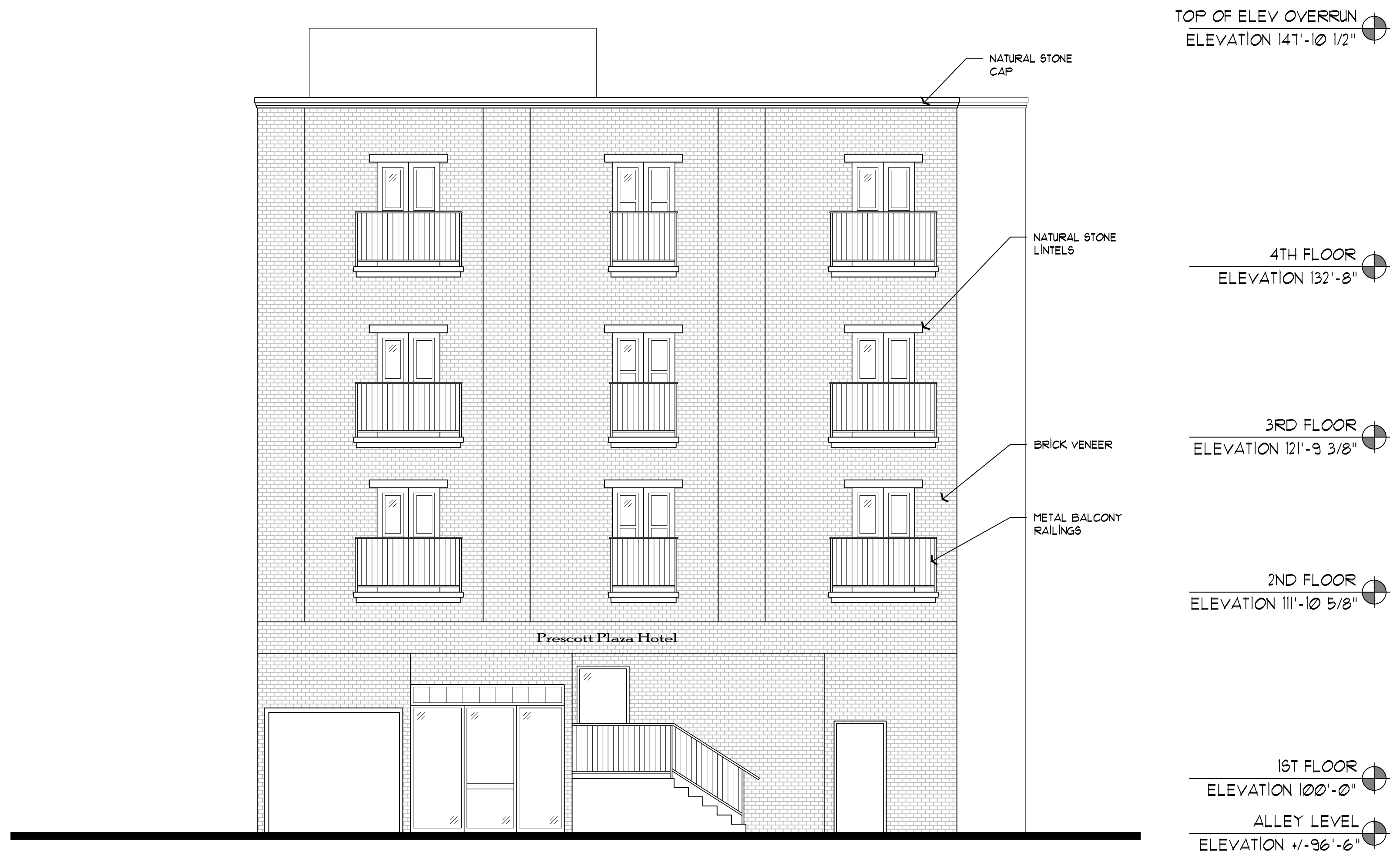
REVISION

SHEET  
EXTERIOR  
ELEVATIONS  
A-4  
DRAWN BY: JRK  
CHECKED BY: DDS  
DATE: JUNE 2025  
JOB NO: 25-04

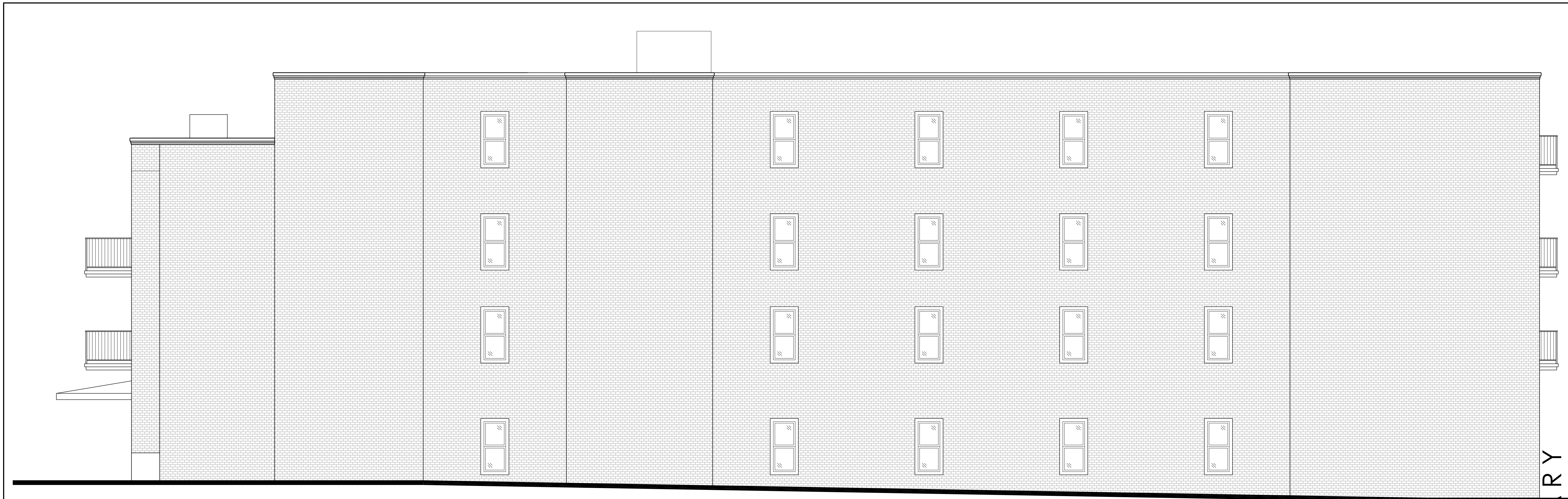
PRELIMINARY



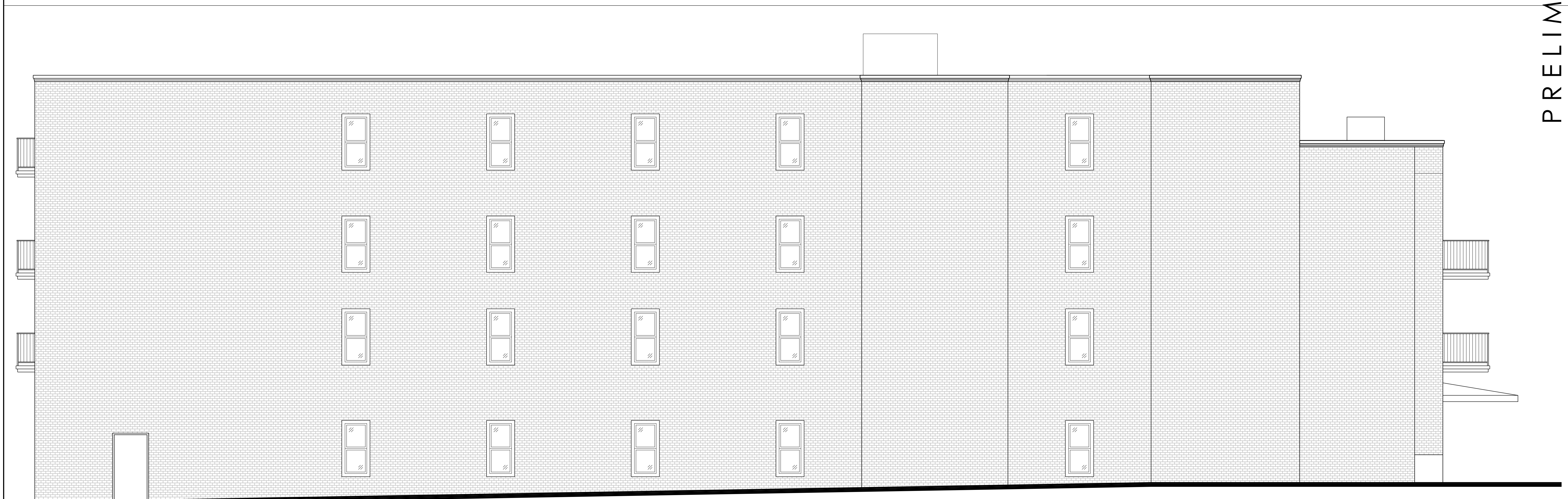
1 EAST ELEVATION  
SCALE: 3/16" = 1'-0"



2 WEST ELEVATION  
SCALE: 3/16" = 1'-0"



1 NORTH ELEVATION  
SCALE: 3/16" = 1'-0"



2 SOUTH ELEVATION  
SCALE: 3/16" = 1'-0"

PRELIMINARY

PRELIMINARY  
NOT FOR  
CONSTRUCTION

STROH ARCHITECTURE, INC.  
1577 Plaza West Drive, Suite B  
Prescott, AZ 86303  
(928) 771-0548

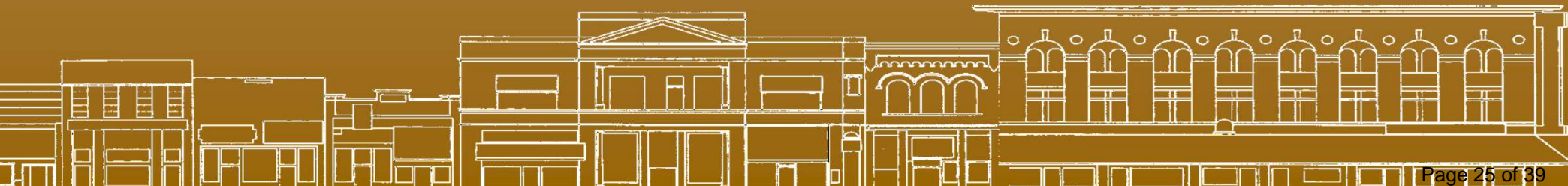
JIM GRISET  
PRESCOTT PLAZA HOTEL  
136 S MONTEZUMA ST  
PRESCOTT, AZ 86303

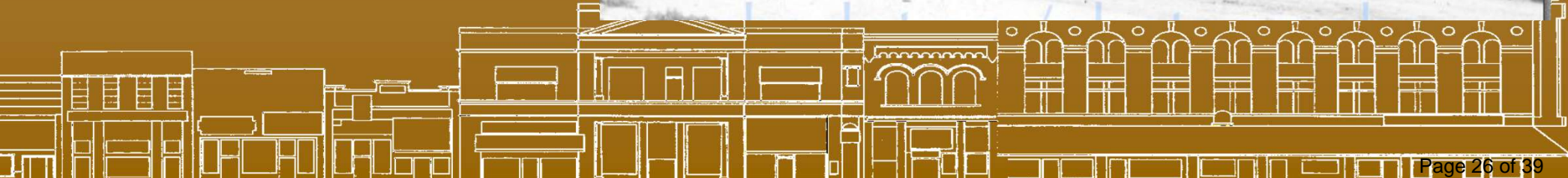
REVISION

SHEET  
**EXTERIOR  
ELEVATIONS**  
**A-5**  
DRAWN BY: JRK  
CHECKED BY: DDS  
DATE: JUNE 2025  
JOB NO: 25-04



# Prescott Plaza Hotel Redesign (HP25-004)





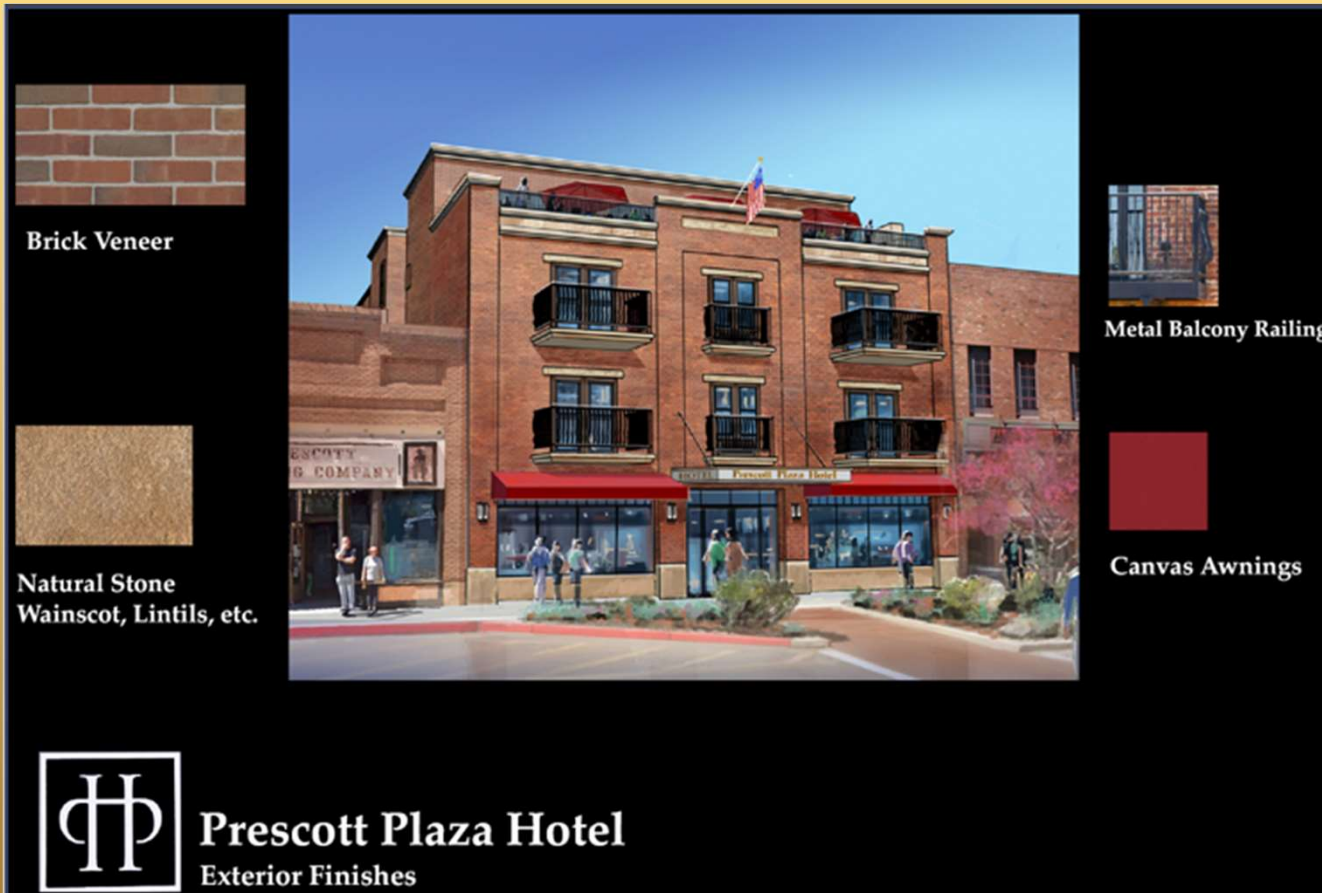
# Previous Actions



- Project previously brought to two study sessions (March 2022 & July 2023) and a voting meeting in August 2023 where PPC denied the proposal.
- Applicant appealed PPC’s denial to Council in March 2024, denial was upheld
- Continuation of appeal heard at 07.08.25 Council Voting Session, Council deferred to 08.05.25 requesting further analysis.
- Prior, Prevailing Concerns:
  - Failure to wholly adhere to local & national preservation guidelines
  - Precedent this project would set
  - Too large- scale & massing issues
- Concerns Outside Purview of PPC:
  - Parking & Traffic issues
  - Negative impacts on nearby businesses, particularly adjacent buildings during construction



## Current Request



- Demolish existing building
- Construct 4-story boutique hotel with 47 guest rooms and an open-air terrace on the 4<sup>th</sup> floor.
- Rear of hotel (Whiskey Row Alley) will feature a hotel mercantile shop as well as secondary entrance
- Building Height: 43'-6" to top of 4<sup>th</sup> floor parapet, 48' to top of elevator overrun
- Building Depth: Approx. 150'
- Brick veneer primary exterior finish material, details to be natural stone
- Canvas awnings & black wrought iron railing on balconies



Current Request- Cont.

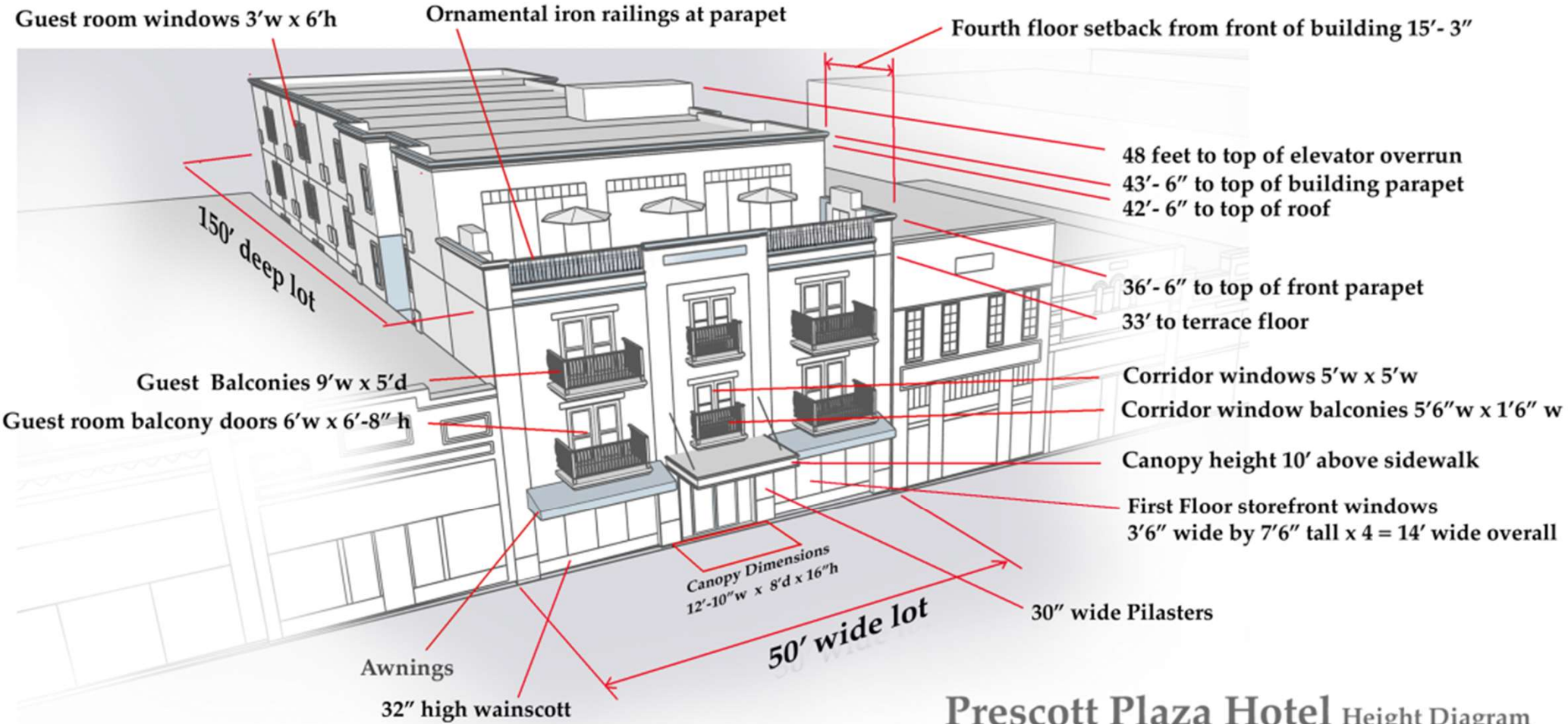


Prescott Plaza Hotel Whiskey Row Terrace Perspective



Prescott Plaza Hotel Whiskey Row Alley Perspective

# Dimensional Diagram



**Prescott Plaza Hotel** Height Diagram





**This view, created in SketchUp, precisely integrates the Prescott Plaza Hotel into the existing prominent buildings fronting on Whiskey Row.**

**Prescott Plaza Hotel**  
View from Northeast



# Analysis

- Reviewed against Ch. 8 (Courthouse Plaza District) of Prescott’s Historic Preservation Master Plan (HPMP)

- Elements:

- **Materials & Details**

- Meets criteria

- **Windows & Doors**

- Largely meets criteria (sidewalk level configuration improved from last design). Window materials appropriate, doors to be glass

- **Siting**

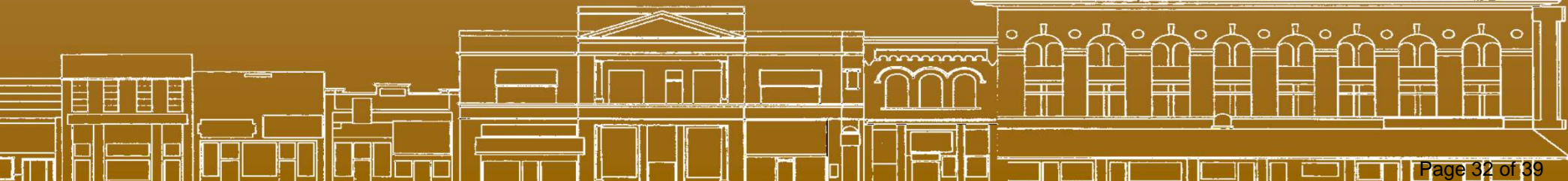
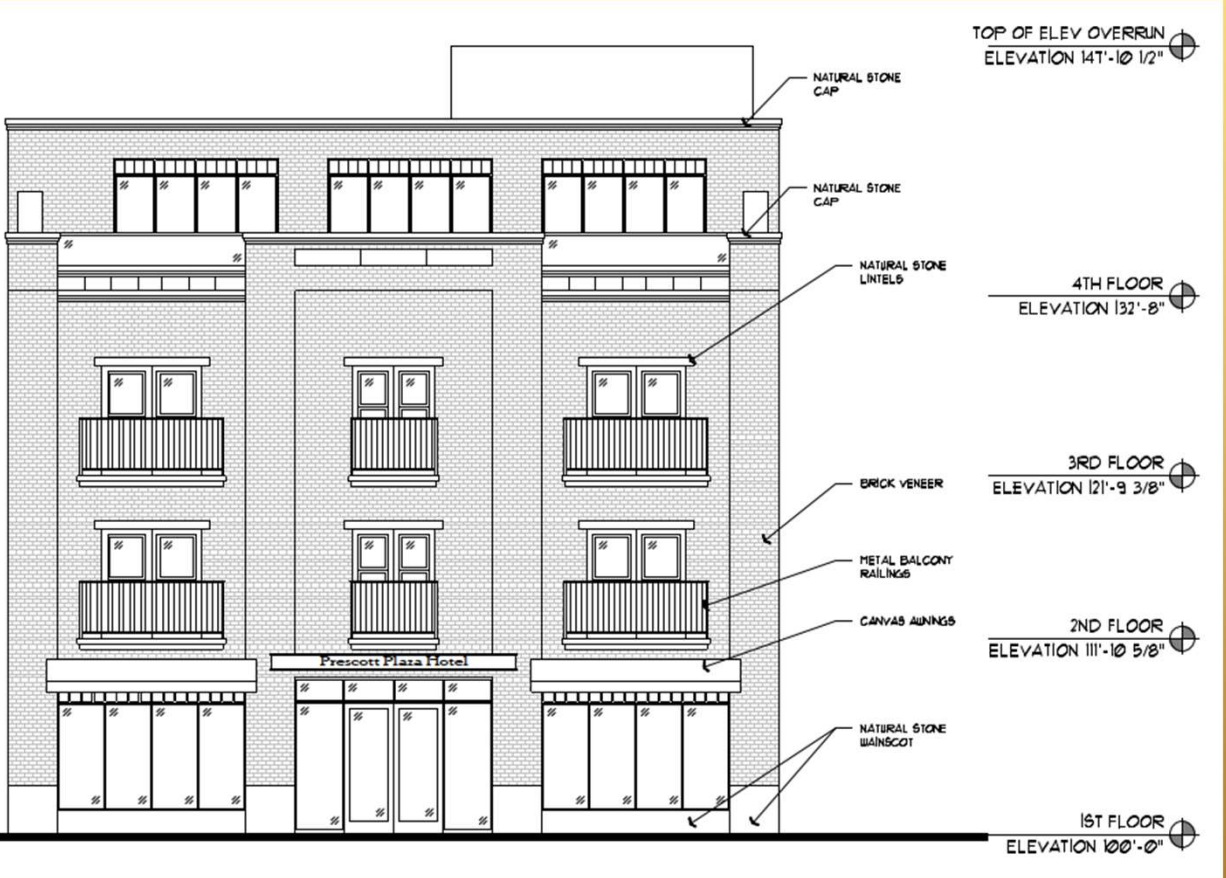
- Largely meets criteria; step-back on third floor atypical, however. Buildings in district have a zero setback for entire height.

- **Building Size & Scale**

- Meets criteria (reducing by one story brought design in conformance w/height guideline)

- **Demolition**

- Meets criteria as current building is noncontributor to NR; however, current building architecturally compatible with Whiskey Row.



## **ACTION**

Move to Approve or Deny HP25-004, Request approval for demolition of existing building and construction of 47-room, four story boutique hotel at 136-140 S Montezuma St.



**From:** Mel Roop <[REDACTED]>  
**Sent:** Monday, July 14, 2025 7:47 PM  
**To:** Kaylee Nunez  
**Subject:** Proposed Hotel on Whiskey Row

This project is a challenge because it is in the center of Whiskey Row, the most important site in the city because of the need to preserve over 140 years of our western heritage in a sensitive, professional manner. Some of the reasons for the difficulties:

1. Conflicting Priorities:

The city's priority is to approve a design that follows professional architectural design practices and is consistent with the historical character of the site.

The applicant's only priority is to maximize his profits.

2. Need to Protect Private Property Rights:

The city addresses this in Section 2.3 of its Land Development Code which allows numerous uses in every district so that uses can be found that are appropriate for any size parcel. A review of that code ( pages 9 through 19) shows twelve different uses which would be compatible with existing uses.

3. The Process

The applicant selects uses(s) from the list and prepares a feasibility study which is submitted to the city to determine appropriateness for the site and consistent with standards and criteria for a major historic property. A feasibility study allows determination, at a minimal cost, of whether or not the project should be approved. Detailed plans, such as working drawings, are not required at this stage. It is incumbent upon the applicant to prove that his project should be approved.

4. Options Available to the Applicant:

If the design is not approved, the applicant has the options of selecting other use(s), continue to revise the design or withdraw the application. Based upon the extensive review to date, it does not appear to be productive to continue to review the current plan.

5. A Feasible Option:

One option that may be responsive to the shortcomings of the current plan and have a chance for success, would be to restrict hotel uses to the second floor and above and incorporate other allowable uses on the first floor.

6. Failure of the applicant to Utilize Accepted Professional Design Practices:

First, an experienced architect would perform a detailed photo analysis of existing Whiskey Row buildings and show how those details are incorporated into his design. Apparently, this did not happen.

Secondly, professional architectural design processes require an analysis of the needs of the ultimate users of the building and how well those needs are reflected in the design. In this case, the designer must understand the importance of the pedestrian experience at street level.

#### 7. The Pedestrian Experience on Whiskey Row:

The most important users of the center of Whiskey Row are the visitors who come to experience our history. The design should incorporate elements of a pedestrian scale, pedestrian friendly uses, and 19<sup>th</sup> century details. The existing frontage has three tenants, each with their own entrance and uses that are popular with visitors.

The proposed design is for a single, contemporary , grandiose entrance to a hotel.

[REDACTED]

---

**From:** Rosalie Burns [REDACTED]  
**Sent:** Tuesday, July 15, 2025 9:58 AM  
**To:** Kaylee Nunez  
**Subject:** Request to build hotel in the middle of downtown.

Caution: The sender name (Rosalie Burns) is different from their email address ([REDACTED]) which may indicate an impersonation attempt. Verify the email's authenticity with the sender using your organization's trusted contact list before replying or taking further action.

Secured by Check Point

Please do not let that man build a hotel in the middle of Whiskey Row downtown. We have one big one on the corner and the other small one in the middle. There is no parking for a big hotel. His design is still ugly and obtrusive. It can never be good enough because it is new. Why do people come into Prescott and want to destroy the history here? He said it is a gift. It will destroy downtown. He just wants more money. It would destroy three businesses. I always thought when a preservation committee says no that is it. What grounds for a lawsuit does he have? Thanks for your department. Rosalie Burns. A resident since 2012. My youngest daughter owns The Wild Iris coffee shop. My address is [REDACTED] Prescott AZ 86393 [REDACTED]

[Sent from Yahoo Mail for iPhone](#)

---

## Proposed Hotel on Whiskey Row - July 8 City Council Meeting

---

From Mel Roop [REDACTED]

Date Sun 6/29/2025 5:37 PM

To phil.goode@prescott-az.gov <phil.goode@prescott-az.gov>; citystaff@prescott-az.gov <citystaff@prescott-az.gov>; connie.cantelme@prescott-az.gov <connie.cantelme@prescott-az.gov>; ted.gambogi@prescott-az.gov <ted.gambogi@prescott-az.gov>; eric.moore@prescott-az.gov <eric.moore@prescott-az.gov>; lois.fruhwrith@prescott-az.gov <lois.fruhwrith@prescott-az.gov>; brandon.montoya@prescott-az.gov <brandon.montoya@prescott-az.gov>

**PREVIOUS CONSIDERATION.** The Prescott Preservation Commission did a thorough and professional job evaluating this project. Their unanimous recommendation was for denial, which the City Council affirmed unanimously. That was the correct decision based upon the scale, inappropriate design and lack of sensitivity to the historical nature of the site and to community input.

I attended all of the public meetings for this project. I am basing my comments on professional work experience as a consultant for developers, responsible for obtaining their entitlements for major projects, many with historical implications. Throughout this process, the applicant stressed the project as a "boutique hotel" instead of any merits the project may have that were responsive to the massive historical importance of the site and concerns of the public. The response of the public attending those meetings was overwhelming in opposition.

The first priority for Whiskey Row is to preserve its historical significance for residents and visitors. It is a national and international treasure. Tru West magazine judged Prescott to be number 2 of their list of the ten best western towns in the country in 2024. As a member of the Renegades, on weekends we meet with visitors from all around the U.S. and other countries to enjoy our western heritage.

Feedback we received since the developer's comments appeared in the newspaper June 25 were that the project was denied because of greed reflected in the design; arrogance; maybe we should delay action until after the City Council election; and it looked like the developer was trying to jam 10 pounds of crap into a five pound bag. Nobody came to see a nice boutique hotel.

In an article in the newspaper on June 25, 2025, there were quotes by the applicant attempting to sell his project based on issues unrelated to the project merits. There was no attempt to reconsider the shortcomings of the project. He blamed his rejection on "the political climate makes it really hard to get things done." It was insulting to the people of Prescott. It reinforced the previous impression that he was not sympathetic to the desires of the community. He appears to suggest that, if the denial of the inferior project is not reversed, he would sue the city. If he does, it's a battle worth fighting.

As an alternative, if a revised plan were to be submitted that was more modest in scale so that it allowed the designers a chance to be more creative and reflect the site's physical constraints, historical character and community desires, I believe that it could be approved. And it should be prepared by a firm with proven experience integrating new projects into historical environments.

**PRECEDENT.** This project will have huge negative impacts on Whiskey Row. If the inferior design is allowed to proceed unchanged, it would set a terrible legal precedent for all future projects on Whiskey Row and everywhere in the city. Prescott deserves better.

Once we lose the historical and cultural character of Whiskey Row, we can never get it back.

Thank you for your

consideration:

**Mel Roop - Former Member of Prescott Planning and Zoning Commission**



## Prescott, Arizona

The original territorial capital of Arizona is well known as “everyone’s hometown” and has rightfully earned that nickname. The historic and picturesque mile-high town in Yavapai County is the perfect place to take a walk through the state’s history.

Start at Sharlot Hall Museum, a living history center that has one of the finest collections of territorial buildings in the state, including the Territorial Governor’s Home, the Sharlot Hall Building and Fort Misery. The Lawler Exhibit Center’s “Prehistory of the Central Highlands” provides visitors with an insightful understanding of the natural and cultural history of the area before the arrival of Europeans.

From Sharlot Hall, walk east on Gurley Street to the historic Yavapai County Courthouse Plaza and Prescott’s historic downtown district. Solon Borglum’s *Rough Rider* bronze, also known as the Buckey O’Neill Monument, was dedicated in 1907 and is one of the most recognized landmarks in the city and the state.

The historic district around the plaza is a mecca of antique shops, boutiques, restaurants, historic hotels and classic historic bars, including The Birdcage, Matt’s Saloon and the Palace Restaurant and Saloon. The Palace is the oldest operating bar in the state and offers up great food and entertainment in a historic, Old West museum atmosphere.

While in Prescott, schedule time to visit Prescott’s Western Heritage Center



Yavapai County Courthouse Plaza  
Prescott, Arizona

Courtesy Prescott Tourism

(just down the street from the Palace), the Indigenous People’s Museum and the Phippen Museum, which houses one of the finest Western art collections in the state.

Prescott hosts public festivals and parades on the plaza year round, including the popular, annual Courthouse Lighting held the first Saturday of every December.

Since 1888, the city’s biggest annual event, the World’s Oldest Rodeo, has been held every Fourth of July. In 2024, Prescott Frontier Days will celebrate its 136th anniversary with eight shows July 1-7, 2024. The annual Prescott Frontier Days Parade will be held on Saturday morning, July 6.

[prescott.org](http://prescott.org)



The Prescott Frontier Days  
World’s Oldest Rodeo Parade  
Prescott, Arizona

Courtesy Art Markham