



# PRESCOTT PRESERVATION COMMISSION A G E N D A

**PRESCOTT PRESERVATION COMMISSION  
REGULAR MEETING/PUBLIC HEARING  
FRIDAY, November 9, 2012  
8:00 AM**

**CITY COUNCIL CHAMBERS  
201 S. CORTEZ STREET  
PRESCOTT, ARIZONA  
(928) 777-1100**

The following agenda will be considered by the **Prescott Preservation Commission** at its **Regular Meeting / Public Hearing** to be held on **Friday, November 9, 2012** in **Council Chambers, 201 S. Cortez Street, Prescott, Arizona** at **8:00 AM**. Notice of this meeting is given pursuant to *Arizona Revised Statutes*, Section 38-431.02.

**I. CALL TO ORDER**

**II. ATTENDANCE**

**Members**

Mike Todd, Chairman  
Lee Vega, Vice Chairman  
Russ Buchanan  
Elisabeth Ruffner

Christy Hastings  
DJ Buttke  
Robert Burford

**III. REGULAR AGENDA**

- 1. Consider approval of the minutes** of the October 12, 2012 meeting.
- 2. HP12-024**, 100 E Sheldon St. Historic Preservation District #8, Santa Fe Depot. APN: 113-18-006. Request for approval for relocation of existing signage to the front façade of 100 East Sheldon Street. Applicant is Morgan Sign, and building owner is Depot Marketplace Owners, LLC. Historic Preservation Specialist, Cat Moody.
- 3. HP12-025**, 106-110 W Gurley St. Historic Preservation District #1, Courthouse Plaza. APN: 113-15-112, 113 & 114. Request to replace historic windows on the second story of the Union Block building and re-construct a street level door for access to the second story. Applicant is Otwell Architects. Historic Preservation Specialist, Cat Moody.
- 4. HP12-023**, 100 Block S Montezuma St. Historic Preservation District #1, Courthouse Plaza. Comprised of multiple APN's. Continuation of request for approval to rename the 100 Block of S Montezuma St to "Historic Whiskey Row". Applicant is Dave

Michaelson. Historic Preservation Specialist, Cat Moody.

**IV. UPDATE OF CURRENT EVENTS OR OTHER ITEMS OF NOTE**

**VI. ADJOURNMENT**

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**CERTIFICATION OF POSTING OF NOTICE**

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall and on the City's website on November 2, 2012 at 3:00 PM in accordance with the statement filed with the City Clerk's Office.

  
Suzanne Derryberry, Administrative Assistant  
Community Development Department

*The City of Prescott endeavors to make all public meetings accessible to persons with disabilities. With 48 hours advance notice, special assistance can also be provided for sight and/or hearing impaired persons at public meetings. Please call 928-777-1100 (voice) or (TDD) to request an accommodation to participate in the meeting.*



**PRESCOTT PRESERVATION COMMISSION  
REGULAR MEETING / PUBLIC HEARING  
October 12, 2012  
PRESCOTT, ARIZONA**

**MINUTES OF THE OF THE PRESCOTT PRESERVATION COMMISSION REGULAR MEETING / PUBLIC HEARING held on October 12, 2012 at 8:00 A.M. in COUNCIL CHAMBERS located at 201 S. Cortez Street, Prescott, Arizona.**

**I. CALL TO ORDER**

Chairman Todd called the meeting to order at 7:59 a.m.

Mr. Todd introduced Mr. Burford as a new commission member to the Prescott Preservation Commission.

**II. ATTENDANCE**

<b>MEMBERS PRESENT</b>	<b>STAFF PRESENT</b>
Mike Todd, Chairman	Cat Moody, Preservation Specialist
Russ Buchanan	Suzanne Derryberry, Administrative Specialist
DJ Buttke	George Worley, Planning Manager
Elisabeth Ruffner	<b>COUNCIL PRESENT</b>
Christy Hastings	
Robert Burford	
Lee Vega, Vice Chairman	

**III. REGULAR AGENDA**

- 1. Consider approval of the minutes** of the August 10 and September 14, 2012 meetings.

Mr. Todd discussed agenda item HP12-020 which was reviewed in the September 14, 2012 meeting. He wished to further clarify the intent of the amendment which was subsequently added as an amendment to the original minutes of the September 14, 2012 meeting minutes.

Mr. Buttke, MOTION to approve the August 10 and September 14 meeting minutes as amended. Mrs. Hastings, 2<sup>nd</sup>. VOTE 7-0; passed

- 2. HP12-021, 160 S Montezuma St. Historic Preservation District #1, Courthouse Plaza.** APN: 109-02-019. Request for approval to add a fire riser room addition at the rear of the structure. Applicant is Michael Taylor, and building owner is John Thorup. Historic Preservation Specialist, Cat Moody.

Mrs. Moody reviewed the staff report and discussed the proposed changes to the exterior of the building. The applicant was requesting to have the fire riser closet located on the exterior of the building to allow for better circulation within the building and to create less dead end hallway space. Ms. Moody continued by displaying photos on the overhead projector.

Mr. Buchanan wanted to know the function of the fire riser closet.

Erin Raisley, 118 S. Pleasant, stated that a fire riser room is basically used to house the equipment for the sprinkler system and hold all of the main controls which must be readily accessible to the fire department, hence the reason for the proposed location.

Mr. Buttke inquired if the fire riser room would also house the alarm system. Mr. Raisley stated that he was not sure. Mr. Buttke asked if he was aware of any conflict with the required egress. Mr. Raisley stated that there would be two exits to the building so there would not be any conflict.

Mr. Vega, Motion to approve as presented. Mr. Burford, 2<sup>nd</sup>. VOTE 7-0; passed

3. **HP12-022**, 231 S Mount Vernon Ave. Historic Preservation District #13, Southeast Prescott. APN: 110-01-073. Request for approval to construct a two-story addition on the south side of the building. Applicant and owner is Robert Beyea. Historic Preservation Specialist, Cat Moody.

Ms. Moody reviewed the staff report and discussed the specifics of the proposal, she continued by displayed photos on the overhead projector.

Robert Beyea, 231 S. Mt. Vernon, discussed his personal reasons for the two-story addition.

Mr. Burford discussed the new siding and shingles to match that of the existing siding and shingles. Mr. Beyea discussed what types of materials they would be using for the addition.

Mr. Beyea continued by discussing further in depth, the specifics of the proposal.

Mr. Buttke wanted to know if there was a reason to use a gabled end instead of a hip. Mr. Beyea stated it was because the addition includes coverage of the existing deck and the gable trusses would make that easier to accomplish. Various members of the committee continued to discuss the gable trusses vs. a hip framing.

Ms. Ruffner, MOTION to approve as presented. Mr. Buttke, 2<sup>nd</sup>. VOTE 7-0; passed

4. **HP12-023**, 100 Block S Montezuma St. Historic Preservation District #1, Courthouse Plaza. Comprised of multiple APN's. Request for approval to rename the 100 Block of S Montezuma St to "Historic Whiskey Row". Applicant is Dave Michaelson. Historic Preservation Specialist, Cat Moody.

Ms. Moody reviewed the staff report and provided some background information regarding the naming of the 100 Block of S Montezuma St as well as "Historic Whiskey Row".

Ms. Moody further discussed other examples of historic name changes which took place in other cities and states. She noted that in order to change the name of a street in Prescott it requires all property owners on the street to agree to the street renaming.

Ms. Moody stated that letters had been mailed to the property owners, as well as the business owners, requesting their opinions regarding the street name request.

Ms. Moody continued by discussing the opinions of the transportation engineering department regarding the name change request. Input from the County Administrator and State Historic Preservation office had not been received at that time.

Staff recommended delaying any action by the commission until all of the requested feedback had been received.

Ms. Ruffner provided a history background regarding the area in question.

Ms. Ruffner wanted to know what, if any, expense the city would incur having to deal with the changing of street signs. Ms. Moody stated there would be an expense incurred but she expected it to be minimal.

Various members of the commission discussed existing signage already in place defining that area as "Historic Whiskey Row".

Mr. Todd questioned why this item was being brought to the commission and who had the deciding factor on the proposal.

Ms. Moody stated that the request was coming before the Historic Preservation Commission because it was part of the Historic Preservation Overlay District. She added that the commission opinion on the proposal would be brought to the Council, who would then make the final decision.

Tommy Meredith, 116 S. Montezuma, discussed his reasons for the proposed name change and emphasized the importance of tourism for Whiskey Row.

Mr. Todd called for individual comments from the commissioner's.

Ms. Hastings stated that Whiskey Row is already well marked and that it is a row, not a street. She added that it wouldn't make sense to change the name for just a small piece of a street and it would create a lot of confusion.

Mr. Burford stated that having a dual named area had some benefits to the city and also stated that marketing could be done to help aid in tourism with having to change the name of the street. Lastly, he noted that a street name change to occur right in the middle of a street would create confusion.

Mr. Buchanan concurred with Ms. Hastings and Mr. Burford. He didn't see a point in officially designating one block with a different name especially when it is already adequately marked.

Mr. Buttke shared the same thoughts with the other commissioner's. He noted that it would be against the historic flow and that the name change would be pointless.

Mr. Vega stated that before he came to a conclusion he wanted to have the opinions of the public, businesses and surrounding residents.

Ms. Ruffner noted that she wanted the feedback from the State Historic Preservation office and she continued by discussing the importance of tourism. She stated that she would be in favor of the name change but the word "Historic" must be included.

Mr. Todd discussed the name change and added that if the retailers and the city would benefit from the name change, then he would be in favor, however, he was concerned about the possibility of having such a positive impact.

Ms. Moody reiterated that the commission would just be providing a recommendation which would then be forwarded to the City Council for the final decision. She added that the key factor would be the full support of the property and business owners.

Ms. Ruffner, MOTION to defer action pending information from the State Historic Preservation Office as well as input from property owners and businesses. Mr. Vega, 2<sup>nd</sup>. VOTE 7-0; passed.

#### IV. UPDATE OF CURRENT EVENTS OR OTHER ITEMS OF NOTE

Mrs. Ruffner discussed the General Plan committee nearing completion of the first draft of the Prescott General Plan.

Ms. Moody discussed the roadside markers.

#### VI. ADJOURNMENT

Chairman Todd adjourned the meeting at 9:29 AM

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Michael Todd, Chairman

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Suzanne Derryberry, Administrative Specialist  
Community Development Department

**PRESCOTT PRESERVATION COMMISSION  
COMMUNITY DEVELOPMENT DEPARTMENT**

**Staff Report  
November 9, 2012**

**AGENDA ITEM: HP12-024 Request for approval for relocation of existing signage to the front façade of 100 East Sheldon Street.**

**Planning Manager: George Worley** *GW*  
**Director: Tom Guice**

**Historic Preservation Specialist: Cat Moody** *CM*

**Report Date: November 1, 2012**

**APN:** 113-18-006

**Zoning:** BR, Business Regional

**Historic Preservation District:** Depot Marketplace #8

**Property Manager:** Diamonte Property Services, 5373 N Union Blvd #200, Colorado Springs, Co 80918.

**Applicant:** Morgan Sign Co, 704 E Moeller St, Prescott AZ 86301

**Existing Conditions**

The Santa Fe Depot was built in 1907 and is individually listed in the National Register of Historic Places and is within the boundaries of the Depot Marketplace Historic Preservation District.

Current signage for Nextage Realty is located on the auxiliary non-historic buildings associated with this district.

**Analysis**

The existing Nextage signage is constructed of reverse pan 1.5' deep channel lettering with painted enamel letters and graphics. The sign is illuminated with low voltage LED lighting to create a halo effect.

The sign is a total of 39 sq ft which is well under the maximum allowable 50 sq ft of signage.

The Depot Marketplace, which includes the Santa Fe Depot, has an adopted Comprehensive Sign Package with design guidelines. The proposed signage meets the requirements for the Comprehensive Sign Package.

**Conformance with the Prescott Historic Preservation Master Plan :**

The summary of recommendations for the Santa Fe Depot includes:

- Encourage continued use of the Santa Fe Depot as professional office and commercial space, flanked by a compatible shopping center that does not detract or compete with the historic image of the Depot

The proposed sign is in compliance with the guidelines of the historic preservation master plan.

**Site Visit:** Optional.

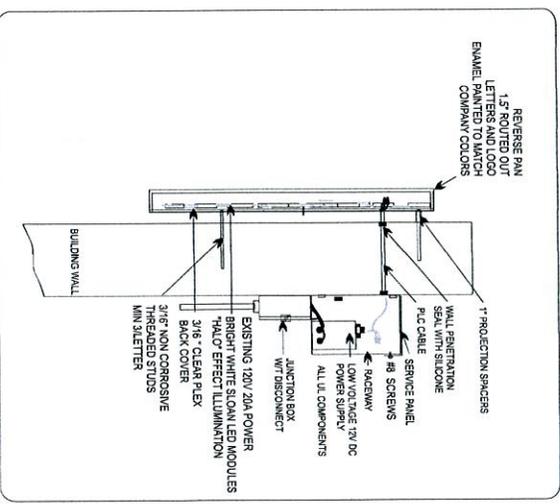
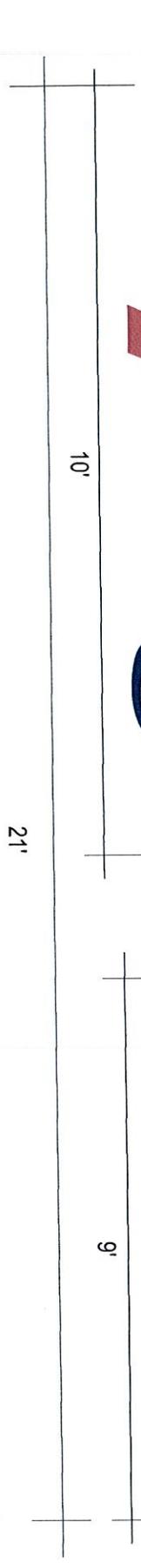
**Agenda Item:** HP12-024 100 East Sheldon Street.

**Recommended Action:**

Move to Approve HP12-024- Request for approval for relocation of existing signage to the front façade of 100 East Sheldon Street.

30" | **Nexlagre** |

12" | **Realty** |  
12" | **Professionals** |



\* COLORS SHOWN ARE FOR VISUAL PRESENTATION ONLY. ACTUAL COLORS MAY VARY

PROJECT:

DRAWN BY: SKM SCALE: NTS

DATE:

CUSTOMER APPROVAL:

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**morgan sign**

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morgansign@cabheane.net



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	DATE:	
	CUSTOMER APPROVAL:	




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morgansign@caleone.net



### Analysis

The proposed work will enhance the historic integrity of this building, and provide a means to have the space returned to use as professional offices.

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

- Encourage detailing in the design; details must be historically consistent with the district and generally constructed of materials already on the building
- Allow only double-or single-hung windows or casements, with pane design of "one-over-one" or "two-over-two"
- Encourage transoms above doors and windows extending to the bottom of the finished ceiling
- Use wood for doors, windows and storefronts;

The Secretary of the Interior's Standards for Rehabilitation, #9, states:

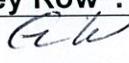
*New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.*

**Site Visit: Recommended**

**Recommended Action:** Approve or Approve with modifications HP12-025- Request to replace historic windows on the second story of the Union Block building and re-construct a street level door for access to the second story.

**PRESCOTT PRESERVATION COMMISSION  
COMMUNITY DEVELOPMENT DEPARTMENT  
Staff Report  
November 9, 2012**

**AGENDA ITEM: HP12-023. Request for approval to rename the 100 Block of S Montezuma Street to "Historic Whiskey Row".**

**Planning Manager:** George Worley   
**Director:** Tom Guice

**Historic Preservation Specialist:** Cat Moody 

**Report Date: November 1, 2012**

**Historic Preservation District:** #1 Courthouse Plaza  
**APN:** various **Zoning:** DTB  
**Location:** 100 Block of S Montezuma St  
**Agent/Applicant:** Dave Michaelson 120 S Montezuma St, Prescott AZ 86303

**Existing Conditions**

The current name and address range for this street segment is the 100 Block of South Montezuma Street. This item was first considered at last month's meeting, and action was deferred in order to wait for the remaining input on this item to be received.

**Request**

The applicant proposes to officially change the street name of the 100 Block of South Montezuma Street to be "Historic Whiskey Row".

**Analysis**

See previous staff report for history of the name of Montezuma St and the term Whiskey Row.

**Input Solicited and Received**

There were 11 property owners contacted on the West side of the street.  
5 are in favor of the renaming  
1 are against the renaming  
1 is neutral position to go with majority  
4 did not respond

There were 24 businesses contacted on the 100 Block of S Montezuma Street.  
12 are in favor of the renaming  
1 is against the renaming  
11 did not respond

**Agenda Item: HP12-023, 100 Block S Montezuma St**

From the adjoining blocks (200 South and 100 North Montezuma Street) 18 property owners were contacted.

- 5 are in favor of the renaming
- 3 are against the renaming
- 10 did not respond

Any of the forms returned that had written comments have been included as part of this packet for your review and consideration.

The City's transportation engineering division was asked to submit an opinion. The memo with their opinion was distributed to all commissioners at last month's meeting.

The City's addressing staff, the County's addressing staff, and the Regional Dispatch Center was also solicited for input.

They approved the change with strong reservations, their comments were: "Yes with reservations for street naming convention to maintain continuous street name. This would interrupt the Street Naming for Montezuma and make it confusing for visitors to Prescott."

The State Historic Preservation Office (SHPO) was contacted for an opinion.

The consensus from SHPO is that the name should not be changed but that the actual "row" of buildings be marketed ie "Whisky Row on Montezuma Street" but the final decision should be left to the citizens of Prescott.

Yavapai County Administrators have been contacted for an opinion.

The Board of Supervisors will review this item at their November 5<sup>th</sup> meeting, and their opinion will be presented at the November 9<sup>th</sup> Preservation Commission meeting.

**Conformance with the Prescott Historic Preservation Master Plan (HPMP):**

The Master Plan does not address street naming specifically, and does not provide guidelines for this type of request.

**Potential Criteria**

Other Cities have developed criteria for evaluating renaming a street within a historic district. This is from Portland, Oregon:

**"Historic significance" of the current name or "significance in its own right" of the street proposed for renaming:** The name of the street to be renamed currently enjoys a particular meaning or importance within a particular period of social or political events, and relating to a particular community or geographic area. The HP may consider the following:

- Was the street named after a "prominent" person, as defined in the code?
- Does the street name commemorate an event or "concept" whose importance is equivalent to that of a "prominent" person?
- Is the name of the street associated with some aspect of local history or culture?

**Agenda Item:** HP12-023, 100 Block S Montezuma St

- Are the street and its name related to a legacy of place-based memories that evoke an emotional response?

**Site Visit:** Recommended to review current signage locations as it relates to this request

**Recommended Action:** Approve, approve with modifications, or deny HP12-023- Request for approval to rename the 100 Block of S Montezuma St to "Historic Whiskey Row".



201 S Cortez St  
PO Box 2059  
Prescott AZ 86302

The City has received a request to rename the 100 block of South Montezuma Street to "Historic Whiskey Row". This request will be reviewed by the Prescott Preservation Commission at 8am on Friday October 12, 2012 at City Hall Council Chambers.

Part of the street name request approval process requires that all property owners on the street agree to the street name change.

I am in support of changing the street name of the 100 Block of South Montezuma Street To "Historic Whiskey Row".

I am not in support of this street name change.

Please feel free to comment on this request:

Time after countless times I have been asked, "Where is Whiskey Row" by our beloved visitors. Well, you are on "Whiskey Row"... then why is it called "Montezuma St."? Yes, it would be an immediate inconvenience but, in the long run, a positive move on behalf of the city. Especially now that Scottsdale is building their own Whiskey Row complex... That is what new visitors ~~the~~ will think is Whiskey Row in AZ, and not bother venturing up North to the ~~Real~~ Whiskey Row!

Dan STAMM



201 S Cortez St  
PO Box 2059  
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I am in support of changing the street name of the 100 Block of South Montezuma Street To "Historic Whiskey Row".

I am not in support of this street name change.

Please feel free to comment on this request:

I am very happy to see the name changed to "Whiskey Row". However, I would prefer "HISTORIC" NOT to be used. My feeling on this is that by using "historic" it refers to changing the name recently, rather than always having been known as Whiskey Row.

Thank you.

112 S. Montezuma St

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I am in support of changing the street name of the 100 Block of South Montezuma Street To "Historic Whiskey Row".



I am not in support of this street name change.

Please feel free to comment on this request:

There was mention of the word 'Whiskey'  
being spelled 'Whisky'

If this is the case, I am not in favor  
of the name change.

It should be spelled "Whiskey" as it currently  
is spelled - then I approve.

Thank you for your consideration

Shemie Kubelland  
Artful Eye Jewelers



201 S Cortez St  
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I am in support of changing the street name of the 100 Block of South Montezuma Street To "Historic Whiskey Row".

I am not in support of this street name change.

Please feel free to comment on this request:

I'm VERY MUCH IN FAVOR OF RENAMING MONTEZUMA ST. TO "WHISKEY ROW" YOU WILL FIND MY SIGNATURE ON THE REQUEST FOR NAME CHANGE stipulating "HISTORIC WHISKEY ROW" HOWEVER, FOR SEVERAL REASONS, I'VE COME TO THE CONCLUSION THAT DROPPING THE "HISTORIC" WOULD BE MUCH MORE ACCEPTABLE; AFTER ALL 'WHISKEY ROW' HAS BEEN "WHISKEY ROW" FOR OVER 100 YRS ONE OTHER INTERESTING OBSERVATION IS THAT "BOURBON STREET" SEEMS TO WORK VERY WELL FOR NEW ORLEANS, LOUISIANA. ALL MARKETING, ADVERTISING, TOURISM AND PROMOTIONS REFER TO "WHISKEY ROW"

Thank you's

JERSEY LILLY SHOOK  
Candy Weidell  
925-8372

110 S Montezuma St



201 S Cortez St  
PO Box 2059  
Prescott AZ 86302

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I am in support of changing the street name of the 100 Block of South Montezuma Street To "Historic Whiskey Row".

I am not in support of this street name change.

Please feel free to comment on this request:

Historic Whiskey Row is not just a place to go in Prescott, it is a destination point for tourists, relatives and friends visiting local residents here and visitors from all corners of the state. We have a lot of local residents that come to our store when relatives or friends are in town and tell us that this (Whiskey Row) is the place to bring them when they come for a visit.

Puttin' on the Hat

106 S Montezuma



201 S Cortez St  
PO Box 2059  
Prescott AZ 86302

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I am in support of changing the street name of the 100 Block of South Montezuma Street To "~~Historic~~ Whiskey Row".

I am not in support of this street name change.

Please feel free to comment on this request:

I am in support of changing street name to "Whiskey Row".

At: KikKapoo Express

1185 Montezuma



201 S Cortez St  
PO Box 2059  
Prescott AZ 86302

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I am in support of changing the street name of the 100 Block of South Montezuma Street To "Historic Whiskey Row".

I am not in support of this street name change.

Please feel free to comment on this request:

MONTZUMA STREET BETWEEN GURLEY  
AND GOODWIN IS MORE COMMONLY KNOWN  
AS HISTORIC WHISKEY ROW OR WHISKEY  
ROW. FOR SOMEONE WHO'S NEVER BEEN  
TO PRESCOTT IT COMES UP IN MY OPINION  
A VISION OF THE OLD WEST WHICH  
PRESCOTT IS NOTED FOR. IT WILL  
ALSO ELIMINATE THE CONFLICT OF  
"WHERE IS WHISKEY ROW". IT WILL  
BE GOOD FOR ALL OF PRESCOTT

120 S MONTZUMA



201 S Cortez St  
PO Box 2059  
Prescott AZ 86302

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I am in support of changing the street name of the 100 Block of South Montezuma Street To "Historic Whiskey Row".

I am not in support of this street name change.

Please feel free to comment on this request:

Not necessary, People reblige  
We are Wishey Row -  
would be inconvenient  
to change Banking address,  
Business cards, shipping address  
ect. I would suggest a plaque  
stating Historic Whiskey Row - if  
needed.

Marshea Fisher



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I am in support of changing the street name of the 100 Block of South Montezuma Street To "Historic Whiskey Row".

We agree to the majority decision/vote

I am not in support of this street name change.

Please feel free to comment on this request:

Why change the name ... it is already historic, so changing an historically correct name seems strange and unimportant. Will this cause a lot of "red-tape" regarding mail, etc.?

Ridgeway, Charles



201 S Cortez St  
PO Box 2059  
Prescott AZ 86302

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I am in support of changing the street name of the 100 Block of South Montezuma Street To "Historic Whiskey Row".

I am not in support of this street name change.

Please feel free to comment on this request:

Whiskey Row  
is NOT AN  
ADVANTAGED  
NAME FOR  
MANY TYPES  
OF BUSINESS

Seth-Honay family Trust



201 S Cortez St  
PO Box 2059  
Prescott AZ 86302

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I am in support of changing the street name of the 100 Block of South Montezuma Street To "Historic Whiskey Row".

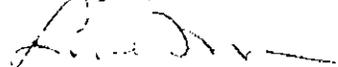
I am not in support of this street name change.

Please feel free to comment on this request:

Arts Prescott Cooperative Gallery has been in business on Whiskey Row since 1995. We feel that the proposed name change to Montezuma Street is unnecessary, would be redundant, ineffective and be very costly to all the businesses on the street. We will have to change all of our accounts, business cards, packaging, all our advertising brochures, postcards and event and hand-outs, register the change of address with all local, county, state and federal agencies, which will be costly. We will also have to amend our incorporation filing with the Arizona Corporation Commission. Frankly, it will be a pain in the neck.

Montezuma Street between Gurley and Goodwin streets is well established in it's own right and also by the name "Whiskey Row." Quite frankly to have our "official" address as Whiskey Row is more than a bit undignified, it would be a deterrent to families with children and it would reflect negatively on the City of Prescott - "everybody's hometown. In this tough economy, we ask you to walk away from this ill-conceived idea.

Thank you,

 (Linda Thomas)

Arts Prescott Cooperative Gallery

134 S MONTEZUMA

**MARK S. FAVOUR  
P. O. Box 1433  
Prescott, Arizona 86302  
(928) 713-1911**

October 11, 2012

**HAND DELIVERED**

Ms. Cat Moody  
Historic Preservation Specialist  
City of Prescott  
201 South Cortez Street  
Prescott, Arizona 86303

Dear Ms. Moody:

On Monday past, I received three letters from you, each dated October 2<sup>nd</sup>, regarding the proposal to rename a portion of Montezuma Street to "Historic Whiskey Row". Pursuant to your request, I am returning the two forms you supplied for purpose of registering my formal objection(s) to renaming any portion of Montezuma Street.

By way of background, I am a lifelong resident of Prescott and member of a family which settled here over 100 years ago. I value the history and traditions of our community. I own multiple parcels on Montezuma Street, located in both the 100 South and 100 North blocks. These parcels have been in the family 40 years and more.

Simply put, I feel the proposal to rename Montezuma Street is a gimmick and unnecessary. If approved by the City, it will create financial stress for both the government and private sectors. This is unsuitable in the current economic times.

While "Whiskey Row" is historical, it must be noted that times have changed. Currently on Montezuma Street, from Willis Street on the north to Carleton Street on the south, I count only seven drinking establishments in business today. This number includes the "Palace" which I feel caters more to diners. Of the seven bars in business today, three of them are tenants of mine. This is a far cry from the number of similar enterprises found yesteryear.

I am essentially retired now, but for nearly 30 years I was a professional and businessman operating multiple businesses downtown. Over the years from time to time, I have encountered a person who inquires as to the location of "Whiskey Row"; however, I have never perceived this as a major problem for the average person, tourist or otherwise. Even today, I observe the existence of signage directing travelers to the locale of the moniker "Whiskey Row". If current businesspeople in the 100 block of South Montezuma truly feel the identity of "Whiskey Row" is a pressing problem, I challenge them to unite in a common marketing effort to promote their businesses along the block. I feel this is a more logical and fitting approach to business success. Montezuma Street is a main artery of some 1.5 miles,

Ms. Cat Moody  
-2-  
October 11, 2012

end to end. To carve a one block section out of the heart of the roadway for street name modification is ridiculous and ill-advised. It will create far more identity or navigational problems then found today.

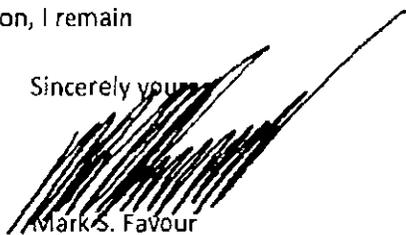
For the basic reasons cited above, I am opposed to any proposal involving name modification of Montezuma Street, in whole or in part.

I ask that you please share my written comments with members of the Prescott Preservation Commission at the meeting on October 12<sup>th</sup> and members of the City Council should the proposal advance to that stage.

If you have questions concerning my position in this matter, please contact me.

Thanking you for your courtesy and cooperation, I remain

Sincerely yours

A handwritten signature in black ink, appearing to read "Mark S. Favour", written over the typed name.

Mark S. Favour

MSF:afs  
Enclosures