

# CITY COUNCIL REPORT

ITEM



date: April 23, 1979  
to: Charles M. Christiansen, Manager  
General Services Office  
from: L. B. Scaewater, Acting Director  
Parks, Recreation and Library Department  
subject: Heritage Square Follow-up Report on Restoration  
Progress and Projected Activities

AGENDA

## PURPOSE

The purpose of this report is to: 1) Provide a brief restoration and construction update; 2) project a calendar of events; and 3) suggest use of specific buildings for revenue producing activities.

## RESTORATION AND CONSTRUCTION UPDATE

Staff has actively coordinated construction schedules as outlined under Alternative No. 1 in the January 4, 1979, City Council Report. This work is proceeding as anticipated. Some delays have occurred because of material shortages, but change order work is proceeding on schedule. The fire sprinkler system is currently being designed and will be installed in July. Funding for the system will be provided by a Department Capital Improvement Budget Request. The system, however, is anticipated to cost less than originally projected.

An additional change order will allow work to begin on the relocated Burgess Carriage House. Crews are in the process of "cleaning up" all structures and landscaping on the block.

Salt River Project has generously donated \$50,000 for the restoration of the Silva House (southeast corner) for use as a historical museum of irrigation and water use in the Valley. In addition, Salt River Project has agreed to maintain the interior, pay utilities and provide an on-site coordinator.

J.S.P. crews are anticipated to begin brick work in mid-June, or as soon as material is available.

## EVENTS CALENDAR/PROJECTED USES

In January, 1979, Recreation Division staff organized a task force to study future activities and uses for Heritage Square. Several City departments, the Valley of the Sun Convention and Visitors Bureau, the Junior League and others participated in the 12-week study.

The Heritage Square Restoration Committee and the task force have projected:  
1) A calendar of activities; and 2) potential uses for each structure on the Square.  
(See attachments.)

The calendar of activities has been scheduled beginning in October. Pre-opening and grand opening events have been outlined and several other special and on-going events have been planned. Much consideration has been given to Civic Plaza and other related events to avoid schedule conflicts. The task force will continue to meet and plan for Fall opening.

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A brief study has shown that there is good revenue producing potential for the block. With Civic Plaza activities, increasing downtown business growth, and two major tourists hotels within walking distance, Heritage Square will provide a gathering place for sight seeing, shopping and eating.

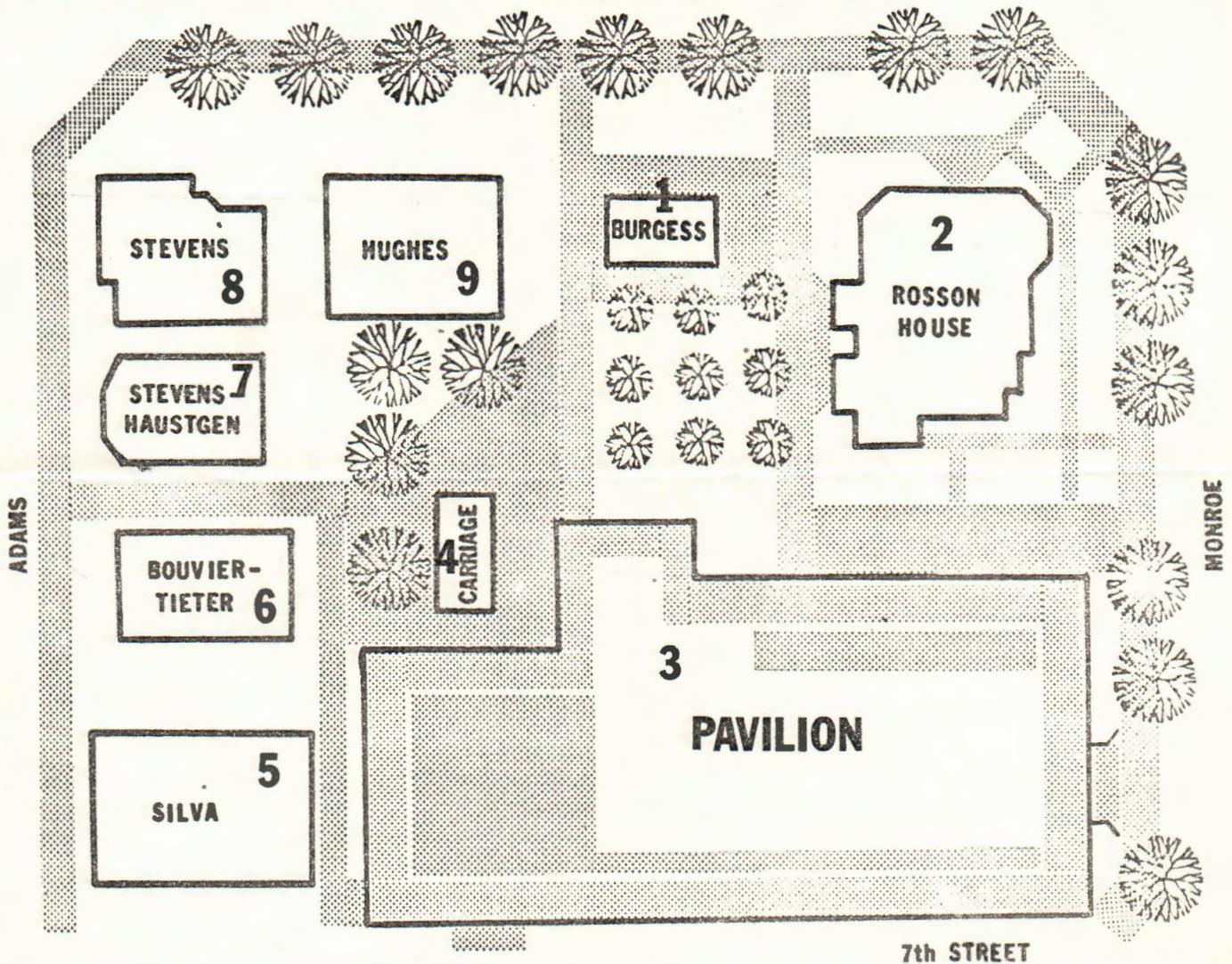
Staff is presently preparing procedures for reservations, rentals, concessions, etc., which will be presented for approval by the Park and Recreation Board. Possible concessionaires will be approached for specialty restaurants and boutiques. Agreements will then be negotiated and provisions made to facilitate occupancy.

SUMMARY

Restoration and construction work on Heritage Square is moving along as anticipated. Staff has been actively planning activities and scheduling events for Fall opening. Additional sources for private donations are being explored, and projected commercial concession activities will increase the revenue producing potential for Heritage Square.

LBS/MW/nd

# HERITAGE SQUARE



1. Burgess Carriage House - Heritage Square Information Center and Gift Shop to be operated by the Junior League of Phoenix.
2. Rosson House - Victorian Museum, Tours, Exhibits, and Special Activities related to the Victorian Era.
3. Pavilion (Lath House) - Multi-Purpose Activity Center, Exhibits, Expositions, Workshops, Special Events, Cultural Shows and Concerts, Receptions, Picnics, Fairs, Specialized Shows and Sales.
4. Existing Carriage House - Projected Ice Cream Parlor and Sandwich Concession.
5. Silva House - Future Salt River Project History Museum of irrigation and water use.
6. Tieter House - Projected Restaurant site.
7. Stevens Haustgen House - Projected Boutique Shop location.
8. Stevens House - Projected Restaurant site.
9. Huges Duplex- Future Convention and Visitors Bureau Branch office and Equipment Storage.

Heritage Square Activities  
October - December 1979

October 1979

1 - 13	Rosson House Invitational
14	Grand Opening - Tours, Special Programs
21	Cultural Heritage Program Music, Dance, Drama, Arts & Crafts
24	Pavilion Mercado (open air market)
26	Pavilion Mercado
28	Halloween Special Event, Ghosts of Phoenix Past
31	Pavilion Mercado

November 1979

2	Pavilion Mercado
4	Antique Show and Sale
7	Pavilion Mercado
9	Pavilion Mercado
11	Veterans Day Celebration
14	Pavilion Mercado
16	Pavilion Mercado
17	Turkey Shoot and Chili Bake
18	Cultural Heritage Program
21	Pavilion Mercado
23	Pavilion Mercado
28	Pavilion Mercado
29	Christmas Bazaar
30	Pavilion Mercado

December 1979

1	Pavilion Mercado
5	Pavilion Mercado
7	Pavilion Mercado
8	Christmas Toy Swap and Sale
11 - 16	Victorian Christmas Celebration
12	Pavilion Mercado
14	Pavilion Mercado
19	Pavilion Mercado
21	Pavilion Mercado
26	Pavilion Mercado
28	Pavilion Mercado