

HERITAGE SQUARE ACTIVITIES & USE SUBCOMMITTEE

SUMMARY REPORT

An ad hoc committee of the Restoration Committee has met for several months to discuss and report on the potential usages for the buildings remaining unoccupied on Heritage Square. The committee consisted of Mike Whiting (Special Services Section Supervisor, City Parks Dept.), Kim Sterling (Community V.P., Jr. League, member of Restoration Committee), Sharee Brookhart (Jr. League representative to Restoration Committee), Dave McDowell (Outdoor and Historical Resource Specialist), Sandi Wilcox (Director of Public Relations for the Valley of the Sun Convention and Visitors' Bureau) and Mary Hudak (Interior Restoration Chairman and member Restoration Committee). Consulting members were Ted Sprague (Executive V.P. Valley of the Sun Convention and Visitors' Bureau), Carol Zahn (City Planning Department, Downtown Redevelopment Plan), Mike Maloney (Director of Housing and Urban Redevelopment, Phoenix), Ted Edmunson (Eller Outdoor), and Rudy Turk (Curator of the Matthews Museum, A.S.U.).

The following report is a summary of the committee's recommendations for activities and building occupancy at Heritage Square.

CONCEPT

Heritage Square, designated as a focal point in the revitalization of downtown Phoenix, should be attractive and appealing not only to tourists, but to Phoenicians themselves. In essence, it should be a people place, providing a variety of activities, shops, and restaurants that would draw people to the downtown area. In keeping with the quality of effort and program outlined for the Rosson House, Silva House and the Pavilion, the planning for the uses of other buildings on the block should be equally thoughtful and creative. Herein lies the potential for Heritage Square to become as well-known as Larimer Square in Denver or Ghirardelli Square in San Francisco. This will be possible if the quality of merchandise, food, exhibits, and programs is of the same high standards demonstrated in the restoration of the Rosson House and the construction of the Pavilion. Careful planning is the key.

ESTABLISHED USES

ROSSON HOUSE: Tourists and school groups can be expected to keep the Rosson House busy with activity as docents take them on tours through the house. It is hoped that the house will also feature a variety of changing exhibits and activities so that Phoenicians will return to their house again and again.

THE PAVILION: The scope of activities that can be offered here is limited only by the imagination. Suggested uses for the Pavilion are concerts, farmers' market or mercado, receptions (public or private), holiday gatherings, square dances, art shows or auctions, exhibitions for children, antique or photography shows, flower and garden shows, private parties for groups or individuals, etc.

SILVA HOUSE: This will be used as a Salt River Project museum depicting the history of reclamation from the time of prehistoric Indians to the present.

POTENTIAL USES

A variety of ideas has been offered for the usage of the remaining buildings on the block. What follows is an itemization of those ideas with the specific recommendations from the committee as to the best usage of those buildings.

FOOD SERVICES: Mexican Restaurant
Sandwich/Salad Bar
Ice Cream/Sandwich Parlour
Delicatessen
Bakery
Gourmet Cuisine
Wine/Cheese
Combination of the above

SPECIALTY SHOPS: Boutique
Antique shop
Needlework shop
Culinary shop
Flower shop
Books/cards/etc.
Art gallery

ARIZONA HOUSE: (Concept: Take one house and offer a variety of artisans--rotating or permanent--demonstrating their craft and selling their "art." Craftsmen would be considered in the areas of silversmithing, painting or sandpainting, leather working, weaving, pottery, or areas indigenous to Arizona's cultural heritage. Standards for admission to "show, demonstrate, or sell" should be of the highest and could be regulated by the tenant.)

BURGESS CARRIAGE HOUSE: An information center

MULTIPLE-USE: (Concept: Some houses lend themselves architecturally to consideration of several uses within the same structure. Some houses will be receiving funding from more than one source, and ideas must be developed to offer public recognition to those sources while using the building for purposes other than the normal business activities of the donors.)

- A) One house could have two or three small specialty shops within the same building.
- B) Several donors to one house might be satisfied to have a tasteful plaque outside the house indicating their contribution with no strings as to the usage of the house.
- C) A specialty shop or restaurant could be decorated with photographs, murals, or artwork depicting the community and statewide endeavors of a business throughout the years.
- D) During completion of the restoration of each of the remaining buildings on the block, a sign could be posted giving recognition to the donor(s) and telling about the house.

RECOMMENDATIONS

It is the recommendation of the committee that

- 1) THE CARRIAGE HOUSE BE USED AS AN OLD-FASHIONED ICE CREAM PARLOUR/SANDWICH SHOPPE WITH THE POSSIBILITY OF A SPECIALTY SHOP ON THE UPPER LEVEL.
- 2) THE BOUVIER-TIETER HOUSE BE USED AS A WESTERN ART GALLERY AND MUSEUM.
- 3) THE STEVENS-HAUSTGEN HOUSE BE USED AS THE ARIZONA HOUSE.
- 4) THE STEVENS HOUSE BE USED AS A MEXICAN RESTAURANT.
- 5) THE HUGHES-STEVENSON DUPLEX BE USED AS TWO SEPARATE SPECIALTY SHOPS.