

VOLUME 8 ISSUE 4

\$5.99 JUL-AUG 2019
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CONSTRUCTION AROUND ARIZONA

PROJECTS - PEOPLE - PRACTICES

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WEST CAMELBACK'S 400-444 BUILDINGS "ARRIVE" AS A HOTEL

DZEVIDA SADIKOVIC

Two mid-century modern office buildings are being preserved in their transformation into the Arrive Hotel. The adaptive reuse project aims at connecting guests with the surrounding Midtown Phoenix neighborhoods.

The \$20 million, 2-acre project will include a shaded pool, coffee shop, Popsicle stand, and poolside bar. It is scheduled to open this fall.

Arrive is a boutique-brand hotel that originated in Palm Springs. Venue Projects acquired the building at 444 W. Camelback Road and Vintage Partners has the building at 400 W. Camelback Road.

"This is the first time we've joint ventured to develop a property," said Lucas

Lindsey, development manager at Venue Project. The two companies did a market study that showed there could be a demand for a hotel in this part of the Phoenix. Then they looked for a hotel partner and found one in Arrive Hotel.

The Phoenix City Council approved combining the two addresses into one parcel in 2018. Lindsey said Arrive Phoenix is financed by a combination of partners, investors, and local banks.

Scottsdale-based Ameris Construction is supervising and managing the construction process. Architecture and design are being done by John Douglas Architects, Scottsdale, and Chris Pardo Design, Seattle.

There will be 79 guest rooms – once office suites – of about 300 square feet each. All rooms will have a patio and a view of the pool. Four new buildings are being added to the site: public restrooms and shower, coffee shop, the Popsicle stand that also serves as a reception area, and the poolside bar with a commercial kitchen. There also will be a rooftop cocktail bar. An

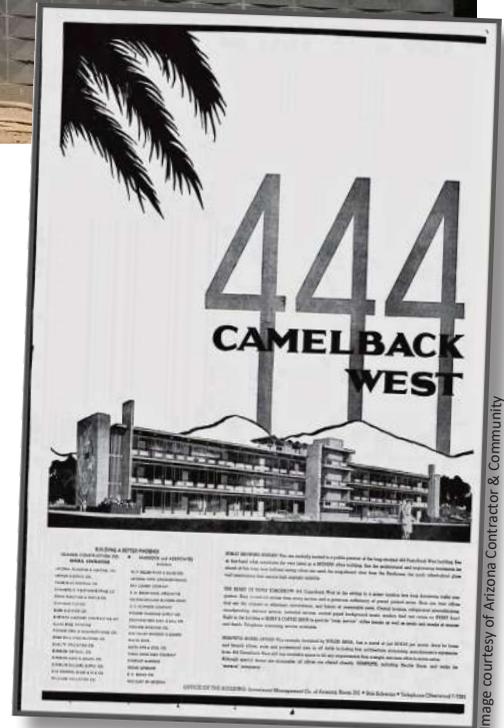


Image courtesy of Arizona Contractor & Community

addition to the rear at 444 W. Camelback will provide space for activities necessary to run the site.

The Popsicle stand, which will be open to the neighborhood, will serve as the check-in area, with guests receiving a frozen snack on arrival.

Top: The Arrive Hotel's Popsicle stand and reception area, 2019.
Right: A 1958 advertisement for the 444 Building that lists Chanen Construction's subcontractors for the original project.



Image courtesy of Arizona Contractor & Community

Top: The 444 Building in 1960 featuring the Don Woods Realty neon sign, which was built by the Virgil Moss Sign Company.
Below left: The Arrive Hotel's future poolside bar and patio with zigzag roof located next to hotel entrance and parallel with Camelback Road, 2019.
Below: Stairwell addition at rear of the 444 Building, 2019.

"Whether you are neighbor or a visitor, everybody loves something sweet and refreshing especially on a sunny Phoenix day," Lindsey said. "Popsicles are a great treat, and they appeal to adults and children alike. They are a popular alternative to ice cream and something new and unique for the neighborhood."

The roof terrace has been extended for a walkout and has seating, shades, and plant boxes. In addition to the food, drinks, and ambiance, it offers a great view of the city and Camelback Mountain, Lindsey said.

The main pool will have a shade structure in the swim area. "We're from Phoenix, and Arrive started in Palm Springs, so we both understand that a little shade goes a long way in the desert," Lindsey said. "Since the pool is at the heart of the property, we thought we could take the Arrive experience up a notch by bringing

the temperature down."

Arrive's goal is to attract people to come and stay in the hotel, and to have guests explore Phoenix, especially Melrose District where mid-century historic buildings house antique shops, boutique retail shops, and local restaurants. "They want guests to have a unique Phoenix experience," Lindsey said. The vision for a light rail's transit-oriented development attracted the partners to the area.

Lindsey explained Arrive works to integrate into the neighborhood and to be welcoming to the surrounding area with its cool, high-energy environments.

Both three-story structures are representative of mid-century modernism and were built in the late 1950s by the development team of Arnold Becker & Associates and built by Chanen Construction. The building at 444 W.



Images courtesy of Author

Camelback was designed by Maddock and Associates. The building at 400 W. Camelback Road was designed by Fred Guirey, with Frank Foltz & Associates.

Venue Projects has been in business for 11 years. It started in 2008, and its Valley redevelopment projects include the Orchard, Alhambra, Central Market, the Newton, the Douglas, and Oasis Twenty. Venue Projects focuses on investors who support entrepreneurship and investing in local communities.

Vintage Partners is a commercial real estate development and investment company. Its projects include Flagstaff Mall Harkins and Timber Sky in Flagstaff, Epicenter in Gilbert, Marana Center near Tucson and Uptown Plaza in Phoenix. 🏡

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