

## **Scottsdale Postwar Multifamily Housing Survey**

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### **Introduction**

#### Goals and Purpose

The Scottsdale Post World War II Multifamily housing study was undertaken by the City of Scottsdale. It was funded in part by the City and in part by the National Park Service (NPS), U.S. Department of the Interior through a Certified Local Government (CLG) PASS-THROUGH grant administered by the State Historic Preservation Office (SHPO) in Arizona State Parks. The goal of the survey was to locate and document multifamily housing buildings that were constructed during the building boom after World War II that could be eligible for listing on the National Register of Historic Places (NRHP). The information collected will help the Scottsdale Historic Preservation program fulfill its CLG responsibilities to maintain a system for the survey and inventory of historic properties. In accordance with the "Better Resource Management" goal of the Arizona Historic Preservation Plan Update 2000, this survey has targeted a specific resource type within the City. The findings will be integrated into the City's broader planning and decision-making processes. Additionally, the survey findings will assist the Scottsdale Historic Preservation Commission (HPC) in selecting properties for listing on the Scottsdale Historic Register. A better understanding of the nature and condition of this historic resource type will also be valuable to the HPC in their development of local HP programs that support the preservation of extant properties.

#### Acknowledgements

Although the survey publication was financed in part with Federal Funds from the NPS, the contents and opinions do not reflect the views or policies of the Department of the Interior, nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior. Further, the CLG program receives Federal assistance for the identification and protection of historic properties. Under Title VI of the Civil rights act of 1964 and Section 504 of the Rehabilitation Act of 1973, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, age or handicap in its federally assisted programs. If you believe you have been discriminated against in any program activity, please contact the Office of Equal Opportunity, U.S. Department of the Interior, Washington, D.C. 20240.

### **Methodology**

#### Research Design

Previous study of the development of single family homes during the post WWII period in Scottsdale guided the selection of methods, techniques and the parameters of study for this survey effort. This earlier work has resulted in the development of several historic contexts that could be used in the evaluation of the significance of the properties identified. With an understanding of the postwar growth in Arizona, the Phoenix metropolitan area and in Scottsdale, an initial hypothesis of the undertaking was that multifamily development would follow similar patterns of periods of construction and changes in design as was found in single family residential subdivision development. Consequently the initial focus for the survey was on multifamily units, as defined by the Maricopa County Assessor's Office and Federal Housing

Administration's (FHA) property classification systems, built between 1946 and 1975. Data was collected and analyzed on 368 multifamily complexes built during this time period. Preliminary field reviews were conducted to identify the physical development patterns associated with the different periods of building. Research specific to rental housing development was undertaken. As a result of this work, it was determined that pronounced changes occurred in the production as well as the type and appearance of the multifamily housing much earlier than what occurred in single family development. In consultation with SHPO, the focus of the survey effort was refined to evaluate and document multifamily housing complexes built during the period 1946-1965 that were located within the current City boundaries. This includes multifamily apartment projects that were originally located in unincorporated areas of the county and properties that were originally built as apartments but later converted to condominiums. Excluded from the study were properties originally built for use as townhomes or condominiums and small infill multifamily projects (2-4 units) that were built on the fringes of single family districts, which are illustrative of larger residential subdivision development practices of the period. Some of these multifamily projects are being studied as part of Scottsdale HPC's current evaluation of postwar single family developments.

#### Data Analysis

An important technique used to study the postwar multifamily housing population was Geographic Information System (GIS) analysis. A database was created, from the Maricopa County Assessor's records, with information about the physical characteristics of the individual buildings and associated subdivision development. These characteristics and their patterns were analyzed over time, geographically and descriptively. Using this analysis, the building typology components that characterize the multifamily housing population were identified communitywide. Gaining an understanding of the overall pattern of development and the character-defining features of the population in advance of extensive fieldwork facilitated the process of evaluation. Further, when the physical patterns were matched with historic trends, the important development influences and themes became easier to identify.

#### Field Reviews

Using Scottsdale's GIS, the various types of multifamily complexes were aggregated at the subdivision level (typically identified as "survey areas" in the findings) and by project (identified as "site nos.") Field reviews were also conducted to collect information not available in the Assessor's database, assess integrity and document the properties. Since the complexes included a variety of features, multiple photographs were taken to accurately portray the range of components found in their design and construction. Aerial photographs were also obtained from the Assessor because the plan and layout of the different complexes was determined to be a character-defining feature.

#### Evaluation

The multifamily complexes were evaluated for their significance as individual buildings and as collections united historically or aesthetically by plan or physical development. As there are relatively large numbers of buildings related to the various themes, and representative of the physical features that illustrate the historic contexts, properties were held to a high degree of integrity. Properties that had changes to their building or complex design, setting or original

materials have been recommended as ineligible. Additionally the districts or individual buildings must manifest some examples of the workmanship of the style or period and convey a strong sense of feeling and association. For the most part those properties recommended as eligible relate to multiple criteria of significance.

## Historic Context

### *The Development of Multifamily Housing in Scottsdale, Arizona 1946-1965*

#### Introduction

##### Multifamily vs. single family housing

In the twenty years after World War II, America experienced an unprecedented housing boom, adding more than 25 million new residential structures by 1965. Most of these were free standing, single family homes – a housing form held out as the ideal since the early days of our settlement as a nation. So overwhelming were the numbers of new single family homes, compared to multifamily units (which accounted for less than fifteen percent of all new housing in the first postwar decade), that one observer noted “new rental housing has apparently been going the way of the icebox and the horsecar” (Winnick 1958, 3). In the second postwar decade, however, multifamily construction increased substantially, comprising more than a third of all new housing units (Doan 1997; Horowitz 1983; The Report of the President’s Committee on Urban Housing 1968; Winnick 1958).

The forces that shaped the development of single family homes as treasured symbols of independence and personal identity -- a haven for the American family -- are quite different than the influences on multifamily housing production. The American family’s desire for ownership is deep-seated, and is only frustrated by economic and social barriers. Given the opportunity, the typical postwar American household chose ownership of a freestanding, single family home. Multifamily housing usually served those that single family homes did not. Although new rental housing construction had been declining in America since the Great Depression, by the mid-1950s rental units still served almost 40 percent of all households. These households included the newly married, the highly mobile, minority groups, the elderly, financially insecure, and “house haters” (Hayden 1984; Winnick 1958).

Regulations pertaining to single family and multifamily housing differ. Rental housing was first regulated beginning in the 1920s through promulgation of building and zoning codes. These codes emerged in direct response to health and safety concerns associated with the tenement buildings being constructed in America’s industrial cities. Zoning ordinances evolved to ensure the primacy of the single family home above all other land uses, including multifamily. In addition, mortgage regulations beginning in the 1930s favored single family construction to the detriment of rental housing. However, the severe housing shortage of the late 1940s prompted the government to pass regulations to support the construction of more rental units, resulting in a temporary increase in new multifamily construction. It was not until the late 1950s though, that barriers to multifamily housing relaxed as shifting demographic patterns and changing financial terms improved opportunities for the rental unit developer (Doan 1997; Winnick 1958).

While single family homes are an end product as far as the developer is concerned, multifamily projects are commercial enterprises, requiring ongoing attention to operations and

maintenance as well as an income stream after completion. As such, rental construction is more market driven than single family housing and is more susceptible to boom and bust real estate cycles. Also from the outset, the financing and development process is more complex than that for single family developments. Mortgage lenders usually required equity investors for multifamily projects. These investors were not easily found, given that new rental housing was the riskiest type of real estate investment in the early postwar years. This situation was the result of a weak demographic market for multifamily housing, the exposure to social control in the form of zoning and financial regulations, and a poorly organized market for buying and selling apartments as well as the long period of time required to fully amortize the cost of the property out of operating earnings (Winnick 1958).

## **National Trends**

### Housing Demand

Housing demand is largely influenced by demographic factors, economic conditions, the availability of land, and government policies. In the first postwar decade demand favored single family home construction but by the second decade, circumstances began to support the development of increasing numbers of multifamily projects (Doan 1997).

Housing Americans became both a national priority and big business in the postwar era and for the first time housing starts by month and year were an important economic indicator. Rampant suburban growth made construction the major industry in many communities, especially in the West. Residential construction in particular was an increasingly effective stimulant to the national economy and by the late 1960s housing was considered "a premier U.S. consumer good" (President's Committee on Urban Housing 1968, 114). After World War II new residential construction contributed less than one percent to the gross national product (GNP). But it quickly rose, accounting for more than six percent by 1950. Housing construction leveled off to about three percent of the GNP by the late 1960s. By then residential land and structures represented nearly one third of America's total national wealth (Hayden 1984; President's Committee on Urban Housing 1968; Sumichrast and Frankel 1970).

Americans enjoyed sustained prosperity in the postwar era. The nation's sound financial health especially strengthened demand for the single family home. Mortgage debt on new single family homes rose from an all-time low of eighteen percent in 1945, to 38 percent by 1956 and was up to 54 percent by the mid 1960s. By then nearly two thirds of the nation's housing units were owner occupied as a result of easy financing and general postwar prosperity. Furthermore, an expected postwar recession did not materialize and there was actually an increase in nonfarm employment between 1945 and 1946. In addition, the early postwar years saw a redistribution of jobs as defense corporations gave women's wartime positions to returning veterans and successfully converted many defense industries to production of consumer goods. A redistribution from labor and blue collar jobs to service and professional employment also occurred (Doan 1997; Hayden 1984; Stewart 1979; U.S. Census 1961).

Partially due to these changes, the middle class in America continually expanded after the war. The postwar population was more affluent in terms of savings and income than any earlier generation of Americans had ever been. The nearly full employment and the constraint on spending during the war caused disposable income to double between 1940 and 1945. Most of these personal savings were channeled into war bonds or commercial bank and savings

bank deposits. Median family incomes also doubled between 1950 and 1970, increasing at a faster rate than consumer prices, translating directly into the consumption of new homes throughout the postwar era (Doan 1997; Hayden 1984).

Lending institutions also enjoyed a substantial rise in assets. Following the war most liquidated their government bonds, which were yielding two percent, in favor of mortgage or commercial loans that were yielding between four and six percent. This reallocation provided an abundance of funds for housing investments, and was particularly stimulating for the single family market (Doan 1997).

Housing discrimination in the early postwar period meant that white families were much more likely than nonwhite families to own their home. By 1960, almost two thirds of the white households owned the home where they lived versus only a third of all nonwhite families. In fact, 62 percent of nonwhites nationwide were renters (U.S. Census 1961).

The location of employment centers in outlying suburbs created a demand for both single family and multifamily units. Between 1950 and 1970 the suburbs emerged as separate socioeconomic units attracting 75 percent of all new manufacturing and retail jobs. This brought about a corresponding rise in the number of specialized service jobs like banking, accounting, legal, and advertising. At the same time, central cities lost thousands of jobs. Therefore, by 1970 the number of jobs located in the suburbs outnumbered those in the central city. The new suburban industries influenced the development of many single family subdivision and multifamily projects in their communities (Fishman 1987).

As the postwar period progressed, increasing land prices provided more incentive for multifamily housing production where higher densities could help offset costs. In fact, land became the fastest-rising element of all major housing expenses, increasing at an annual average rate of ten percent in the 1950s and rising to almost fifteen percent annually in the 1960s. In 1949 the average single family lot value represented eleven percent of the total house price. With this figure climbing to nearly 25 percent in the mid-1960s, multifamily construction became a means of conserving the land costs of housing development (The Report of the President's Committee on Urban Housing 1968; Sumichrast and Frankel 1970).

#### Changing American Population Demographics

In addition to providing a picture of economic conditions, postwar housing production trends reflect demographic influences. As the number of households increased, there was greater demand for housing and higher production rates. The age distribution of the population also affected household formation rates, with the highest number of new households coming from the 20 to 34 year group (Doan 1997).

By 1957 early postwar housing demands had been satisfied and single family housing production began to slow. Changing demographics, rising land costs, and the increasing availability of funds for rental housing began to influence a shift toward the construction of more multifamily units. This trend was partially attributable to a drop in the number of men and women between the ages of 30 and 40, who typically provided the strongest market for single family housing. Also, by 1957 new households were forming at a faster rate than population increased, as children married or left home at an earlier age to establish their own households. These

relatively young, childless households translated into a somewhat sluggish demand for single family housing while apartment unit development climbed to historical highs, accounting for a third of all new units by the mid 1960s. During that decade the number of household formations continued its postwar climb, as a result of an increase in both the marriage and divorce rates, creating a demand for additional dwelling units. At the same time, however, the birth rate declined, dropping the average household size. This reduced the total space required by the typical household, helping to shift demand to multifamily housing options. Also, an increase in the number of persons in their twenties, as well as a rise in the number of people over age 65, further influenced the change to more multifamily construction (Doan 1997; Horowitz 1983; Rice 1979; Stewart 1979; Sumichrast And Frankel 1970).

#### Increased Mobility of American Population

The period following WWII saw many changes in the living patterns of the American population. Soldiers were sent to new and different parts of the country where they trained before being shipped out for service. Upon their return, many veterans moved to these communities to make their new home (Hayden 1984).

Additionally, others moved to find new or better jobs as employment opportunities developed with the general expansion of the economy and with the conversion of war industries to consumer trades. The expansion of the highway system in the postwar era facilitated the population's mobility between and within these communities (Fishman 1987).

In the 1950s housing starts reflected regional population realignments, with 36 percent of new starts in the South and 24 percent in the West. The rate of multifamily construction in particular was also higher in the western USA. In addition, the migration rate from rural to urban and suburban locales was strong, accounting for almost a third of the nonfarm population increases in these areas in the first postwar decade, declining slightly to a quarter of all net increases in the second decade (Doan 1997; Winnick 1958).

While these circumstances prompted a continual demand for new single family housing, highly mobile populations were particularly suited to rental housing situations, where less maintenance and economic commitment is attractive. Households that frequently traveled or moved as a result of work demands often chose rental complexes. Leisure travel also prompted production of rental housing that appealed to the vacationing tourist who might be interested in a seasonal stay.

#### Multifamily Financing and Federal Programs

Historically, the United States government left responsibility for the nation's housing supply to the private market. However, this changed with the advent of the Great Depression in 1929, which "inflicted crippling blows on both the housing industry and the homeowner" (Jackson 1985, 193). Residential construction dropped precipitously between 1928 and 1933, as did expenditures for home repairs, both falling by over 90 percent. Furthermore, residential foreclosures skyrocketed and by 1933 half of all home mortgages were in default and over a thousand homes per day were entering foreclosure. Financial institutions holding apartment house mortgages were forced into bankruptcy as well and after 1931 most had divested themselves of their multifamily holdings (Jackson 1985; Winnick 1958).

The government was compelled to intervene and Congress passed the first National Housing Act in 1934. Pursuant to the Act over a million short-term mortgages were refinanced and replaced with new, long-term loans. The National Housing Act also created a stable network of savings and loan institutions whose deposits from small savers were directed toward home construction and mortgages (Ames 2000; Fishman 1987; Weiss 1987).

In addition, this Act established the Federal Housing Administration (FHA). Through the FHA, the federal government insured private, long-term mortgages for home construction and purchase. One to four family properties were insured under Section 203 of the Act, while Section 207 covered properties with five or more units. Initially Section 207 applied only to low to moderate income rental projects, but this restriction was lifted in 1938 to stimulate multifamily construction across the board. Under Section 207, the FHA restricted the rents developers could charge tenants to "reasonable" and "moderate" rates and required that all projects admit children. In addition, the FHA set minimum standards for construction, location, and other matters to maximize the opportunity for a successful apartment project. The Section 207 program also typically required a developer to invest cash equity of up to ten percent as a condition of mortgage insurance approval. This program was continued in the postwar era, gaining in popularity after terms were liberalized under the National Housing Act of 1956 (Jacobs et. al. 1986; Winnick 1958).

In addition to the staggering number of new single family detached homes constructed under the provisions of Section 203, the program supported construction of duplexes, triplexes and fourplexes. These structures were particularly popular in the late 1940s as the nation struggled with a severe housing shortage. Small equity investors often put up their life savings to build a modest multifamily complex, sometimes living in one unit and renting the others to generate income (Winnick 1958).

In 1942, as America entered World War II, all federal housing programs were brought under the purview of the newly-created National Housing Agency and the Section 608 program was created for war and veterans multifamily housing. This program continued with the FHA after World War II and became the government's postwar emergency rental housing program. To encourage builders to construct multifamily housing, the FHA changed the valuation formula in 1948 from "reasonable replacement cost" to "necessary current costs", virtually eliminating equity requirements for multifamily projects. As a result of this change, it was possible to build a new rental project without any out-of-pocket investments or risk to the developer. The FHA also increased their loan to building value ratio and amortization periods for multifamily mortgages, and softened the constraints on property location (Cole 1979; Jacobs et al 1986; Winnick 1958).

As a result, Section 608 became the largest, most effective rental program ever initiated in America, with 400,000 new apartment units constructed during its postwar period of operation (Winnick 1958, 194). However, the program also turned out to be overly generous with its mortgage terms and some builders exaggerated their costs, thus receiving mortgages that exceeded expenditures, and then pocketing the excess. As a result of these practices, the "no equity" terms were discontinued in 1952 and an investigation into the windfall profits was launched. Further tarnishing the program's reputation was the substantial foreclosure rate of projects constructed under Section 608 whose chances of success, as it turns out, were dim from the start (Cole 1979; Jacobs et al 1986; Winnick 1958).

In 1948 and 1949 multifamily housing production exceeded ten percent of all new housing starts. However, apartment production dropped dramatically between 1950 and 1956 in the aftermath of the Section 608 scandals. Mortgage lenders once again required an equity participant in all multifamily projects as well as cost certification upon completion to ensure that mortgage amounts were tied to actual costs. An important source of equity capital also dried up when life insurance companies largely discontinued investments in apartment projects in the early 1950s, having realized poor returns on these properties in the postwar period. In addition, demand for single family housing was still blazing, comprising more than 90 percent of all new housing starts in the early 1950s (Horowitz 1983; Winnick 1958).

In addition to the FHA, the federal government was involved in housing through its Veterans Administration (VA). In 1944 Congress pass the Serviceman's Readjustment Act, better known as the GI Bill, in anticipation of a postwar housing shortage. This bill authorized the VA to guarantee mortgage loans for the construction and purchase of housing for returning war veterans. One of the key provisions allowed veterans to buy a home with no down payment. In 1946 the Veterans' Emergency Housing Act was passed. This Act extended price and rent control for new housing to peacetime conditions, allocated materials and facilities for housing construction, authorized premium payments for the production of building materials, and provided a preference to veterans in new sales and rental housing. Like the FHA, most VA programs favored single family home construction and multifamily projects came in a distant second in terms of production (Doan 1997).

The Housing Act of 1956 liberalized terms for FHA multifamily construction under both Section 203 and Section 207. These changes, along with the shifting American demographic patterns and rising land prices, contributed to an abrupt upswing in new apartment projects beginning in 1957. Under the new Section 207 terms, mortgage ceilings were raised from 80 percent to 90 percent of project value, with allowance for \$2250 per room or \$8100 per unit if rooms in the project averaged less than four per unit. Many of the restrictions on the operation of the completed projects were also removed. Most importantly, equity participation requirements fell to three percent. The National Housing Act of 1956 also raised the multifamily housing loan limit under Section 203 for duplexes, triplexes and fourplexes to \$15,000 for the total project or \$2500 per family unit. In spite of this change, small apartment developments became less common in the second postwar decade as the trend in rental housing projects was increasingly larger in scale. The 1956 Act also added Section 221 to provide mortgage insurance on projects for low to moderate income renters (House and Home, April 1958; Jacobs et. al. 1986; Practical Builder, September 1956; Horowitz 1983).

To further encourage multifamily construction, in 1954 the Internal Revenue Code was changed to allow greater tax advantages for the apartment complex owner. With equity requirements dropping to three percent and using the double-depreciation rate, it became possible for the builder to recoup his total equity investment in three or four years and to own the complex free and clear within ten years (House and Home, April 1958; Practical Builder, September 1959).

Federal programs continued to focus on multifamily housing options in the second postwar decade. The 1959 National Housing Act introduced Section 231 to provide mortgage insurance on rental projects for the elderly and Section 202 created a direct loan program for non-profit developers of elderly rental housing. The Housing Act of 1961 broadened the Section 221



program for low to moderate income rental projects. In addition, Section 234 was added in 1961, authorizing the FHA to insure financing for condominiums (Jacobs et. al. 1986).

Despite the various multifamily mortgage programs offered through the federal government, most rental projects were conventionally financed in the postwar period. With the exception of the late 1940s when the Section 608 "no equity" mortgage insurance program was available, investors and builders generally found conventional financing terms comparable to those offered by the FHA. Conventional financing lenders, however, did not involve as much "red tape" in their development process and placed fewer operational restrictions and regulations on the completed projects than FHA rental projects, making them more attractive to developers in most circumstances (House and Home, April 1958; Sumichrast and Frankel 1970; Winnick 1958).

Whether financed conventionally or through an FHA guaranteed program, the equity investor played a pivotal role in the development of postwar multifamily housing by contributing both capital and entrepreneurial services. Most equity investors were individuals, and this was particularly true for small and medium-sized apartment projects. However in projects with 50 or more units, corporations were the major equity investors. Equity investors assumed the responsibility for planning and producing new apartment units that appealed to the consumer. Since only twenty percent of the multifamily projects were built for immediate sale, the equity investors had to assume the continued risks and responsibilities associated with ownership after the project was completed (Sumichrast and Frankel 1970; Winnick 1958).

#### Evolution of the Building Construction Industry

In the postwar decades, residential construction technology and operations continued to evolve, facilitating development of larger multifamily projects and ever-increasing building sizes. Engineering approaches to housing production helped standardize much of the process. As a result, better use was made of materials, and machines were widely used for both pre-assembly work off site and final construction on site. Patterns, jigs, special purpose power tools and new fastening equipment were employed. Standard sizes for building components and repetitive construction processes also improved efficiency (Sumichrast and Frankel 1970).

In addition, big business management techniques were applied to residential construction in the postwar era. More attention was paid to scheduling, project planning, cost estimates, purchases and inventory control. Site supervision also improved. These functions were particularly important to the multifamily developer who might have as many as 25 people working on one building at the same time. Tight scheduling was necessary to ensure that each craft and trade got their job done and got out of the way for the next (Practical Builder, September 1959; Sumichrast and Frankel 1970).

#### Design

The design characteristics of postwar apartments related to their project size and layout, complex plans, building types and architectural styles, as well as a range of possible amenities. Apartment projects constructed in the first postwar decade were typically small (with fewer than five units) or medium size (with 5 to 49 units). By the mid 1950s opportunities for the rental investor began to improve and a greater number of large-scale projects with 50 or more units were built, though the medium sized project remained most popular, particularly in suburban areas. Some

multi-story elevator buildings were constructed in larger, central city locations (Horowitz 1986; Winnick 1958).

As commercial endeavors, the design of rental projects is closely tied to their profitability. To turn a profit, apartments must be cost-effective to construct, with respect to materials, plans, and mechanical systems, and yet suit the tastes of tenants over many years. They must also be efficient in terms of their ongoing operations and maintenance expenses. Locations near shopping, public transportation, places of worship, employment centers, recreation and schools were important considerations for the developer of multifamily projects. In addition, the ready availability of utilities was important when choosing a site. At the fringes of single family districts, it was a common practice to construct small projects with single story structures of the duplex, triplex, or fourplex type. These buildings were residential in character, typically designed in the same Ranch and Contemporary Styles of the postwar single family homes. Larger apartment projects were also constructed as a buffer between single family districts and commercial shopping areas (House and Home, April 1958; Practical Builder, February 1962; Winnick 1958).

Garden apartments were the most popular type of multifamily complex constructed in the first twenty years after World War II. These were walk-up buildings, usually of one or two stories (though up to four levels was permitted in some areas). The buildings were arranged to provide clustered areas of open space for walkways, lawns, trees, shrubbery, and recreation that were available to the occupants of each unit. Also, each unit was designed with the entire floor plan on one level and, in multi-story garden apartments, identical units were usually vertically stacked atop one another (Horowitz 1983).

The size of the individual buildings in a garden apartment project steadily grew in the postwar years. While it was a common practice in the late 1940s and early 1950s to arrange duplexes, triplexes and fourplexes in a corridor, "L" or "U" plan to create an open courtyard, by the late 1950s and early 1960s the individual buildings within a complex were often two stories with a minimum of eight units each. Structures with up to 50 units per building were also introduced into the garden apartment complex as part of the trend toward larger projects in the second postwar decade.

The architectural styles of the garden apartments were modern, ranging from the traditional Ranch styles to more progressive Contemporary and International designs. Often these complexes conveyed a cosmopolitan, western, or colonial theme through the varied use of materials and workmanship on the façade. This image helped in their ongoing marketing to prospective tenants.

A dramatic entry was another technique apartment builders employed in the design and marketing of their projects. This was frequently achieved with modern signage, lush landscaping, fountains, decorative block grills, or sculptures, mosaics and mural artwork. Other features included decorative terraces, stairways and balconies. Recreational amenities such as swimming pools, tennis courts, shuffleboards, putting greens, and barbeques were also incorporated into the design as a way of attracting renters (House & Home, April 1958; Practical Builder, April 1960).

An emphasis on indoor-outdoor living and views were as important to apartment dwellers as they were to single family homeowners in the postwar period. To achieve these effects, multifamily builders used window walls, sliding glass doors, balconies and landscaped terraces and courtyards. Postwar apartments were consciously designed to have these balcony, patio and courtyard spaces function as outdoor living rooms, uniting them with indoor spaces through the use of glazing. In fact, balconies were even encouraged by the FHA, who counted them as a room for loan purposes (House & Home, July 1952, April 1953; April 1958, August 1962; Stewart 1979).

As population continued to increase in the postwar decades, providing privacy became an even greater consideration. In apartment design, privacy was considered in terms of both sight and sound. In contrast to the earlier years when units faced street frontage, later buildings were often oriented inward, away from the street. They also were designed and arranged so that apartment units did not directly look on one another. Front and side yards also provided privacy between buildings. Visual privacy depended on the placement of windows and doors and the regulation of patios, balconies and outdoor areas. Exterior partitions and plantings were often used to create terrace privacy and upper unit balconies used partitions and railings with decorative designs to provide both privacy and shade for tenants. Separate outside entrances for each unit also helped. In addition, decorative block grills were frequently designed to screen apartment units and open spaces from the street (House & Home, July 1952, April 1958, August 1962, February 1963; Practical Builder, September 1959, February 1962).

Noise was often cited as the number one complaint among apartment dwellers and postwar builders responded with several design considerations. Buildings were set back from the street with a front yard buffer. Sound stopping walls were constructed between units. Butting the kitchen of one unit against the bathroom of another also minimized noise problems. (House & Home, July 1952, July 1961, February 1963)

In addition, more practical considerations were important to prospective tenants in the design of postwar apartments. Parking was often located around the perimeter of the buildings in an apartment complex, which discouraged through traffic and created safe, traffic-free open spaces. This arrangement also permitted parking close to each tenant's unit. Adequate inside and outside storage space was also desirable. As the postwar period progressed, renters increasingly sought other conveniences such as laundry facilities, built-in ovens and ranges, garbage disposals, dishwashers and air conditioning in warmer climates (House & Home, April 1958, August 1962; Practical Builder, September 1959).

Construction and maintenance costs, as well as safety considerations, also influenced the design of postwar multifamily projects. Masonry materials and concrete became widely available and inexpensive in the postwar years and were therefore extensively used in apartment projects. Block, brick, stone and stucco exterior walls were also low maintenance materials that could take a beating. Masonry and concrete materials had the added benefit of being fire resistant. Walls built with block or brick also had the ability to support precast concrete roofs, which were more economical than wood roof trusses. Labor costs could be reduced by alternating bands of masonry walls with spaces that were infilled with prefabricated window walls. The use of stock materials was a major factor in reducing postwar construction costs. Kitchen cabinetry was prefabricated, minimizing installation costs at the site. Using

standard materials in the design also reduced labor expenses for carpentry work on the job. By designing with standard twenty foot roof joists and eight or sixteen foot interior studs, less time was spent measuring and cutting at the work site (House & Home, April 1953; Practical Builder, September 1959).

## **State and Regional Trends**

### Growth of Arizona & the Phoenix Metropolitan Area

Both the World War II years and the postwar period were eras of rapid change for Arizona and especially for the Phoenix metropolitan area. The state had one of the highest in-migration rates in the country with new people arriving by the thousands. In fact, during the 1940s and 1950s Arizona was the second fastest growing state in the country after California. The population increase was dramatic. Between 1940 and 1950 the state's population grew by almost 25,000 people a year. Over the next fifteen years the average annual increase doubled to another 50,000 new residents each year. Many of these people moved to the Phoenix metropolitan area, which had 37 percent of the state's residents in 1940 but was home to more than 50 percent of the statewide population by 1960 (Real Estate Research Corp 1964).

World War II had ironically ushered Phoenix into a new era of unprecedented prosperity and growth. With its warm climate and desirable inland location, Phoenix had all the requisite elements for war industries and military installations. Soon after the war began, a number of aviation and military training camps opened in the state. This inspired other war-industries to locate in Arizona as well. Several large manufacturers who were looking to decentralize with multi-plant operations built industrial centers in the Phoenix metropolitan region during the war. By 1945 the Salt River Valley had six military facilities: two major air bases, three training fields, and a Naval Air Station. These bases created an immediate demand for new housing, stores and other businesses to meet the needs of the thousands of soldiers stationed in Arizona.

These events proved instrumental in the postwar development of the Phoenix metropolitan area, as Luke and Williams' air bases remained operational. The population also grew as other military personnel, who trained or worked in the area during the war years, decided to relocate to the Valley with their families when they returned to civilian life. This marked the beginning of a postwar population explosion. It also provided a labor pool of skilled workers, which was attractive to the postwar manufacturing operations that were emerging nationwide. During the 1940s the metropolitan population doubled and by 1950 approximately 330,000 people lived in the Valley. By 1960 the population had nearly doubled again, increasing to almost 660,000 residents. Population growth slowed slightly in the early 1960s but still the Phoenix metropolitan area had close to a million residents by 1965.

A positive employment picture as well as Arizona's mild climate and low living costs were factors that continued to attract new residents. As the state capitol and the largest city in Arizona, Phoenix -- along with its surrounding suburban cities -- became the focal point for development of the state's basic industries, which were manufacturing, agriculture, tourism and mining. Manufacturing emerged as the most significant industry, first rising to prominence during the war and becoming even more important in the postwar era. By the early 1960s manufacturing had become the state's "biggest income producer and fourth largest employer."

The developing cold war had encouraged a focus on technology, and particularly electronics. The manufacturers of defense equipment were urged by the federal government to locate in the Southwest and West where many of the wartime industries had been established. Phoenix was attractive because it was close to West Coast supply sources and was an air transportation hub. Phoenix actively cultivated its expanding industrial base. In 1946, the Chamber of Commerce attempted to maintain the momentum created before the shutdown of the war industries by raising \$150,000 to conduct a nationwide search for clean, light industries. The arrival of Motorola in 1949 was credited for giving "impetus to the state's single most important industry, electronics." As a result of the government's encouragement and Motorola's presence, a number of other major industrial manufacturing firms located in the Phoenix area. By the mid 1960s General Electric, Sperry-Rand, Dixon Electronics, and Kaiser Aircraft and Electronics had opened plants in the metropolitan area, each employing more than a thousand workers. Hundreds of smaller firms also sprang up in Maricopa County.

As the 1960s approached, Arizona continued to experience a swell in population. At the same time, however, the age group distributions changed. There were major increases in the number of young adults under 30 and older adults over 55. But the population between 30 and 40, which traditionally provided the strongest market for single family homes, barely rose. In turn the average household size, which had increased during the late 1940s and 1950s, began to decline. These demographic changes influenced the development of different housing types, including apartments and condominiums as well as entire planned communities, such as special retirement communities. In a parallel to nationwide trends, the proportion of new housing that was comprised of freestanding single family homes gradually declined and multifamily housing types became more prevalent.

#### Phoenix Metropolitan Housing

Influenced by a postwar population boom, new job growth, the availability of cheap, raw land as well as a mild climate and a prosperous and innovative lending industry, the number of new housing units in the metropolitan area skyrocketed. Though the Valley was particularly known for its single family subdivisions in the postwar period, by the mid 1960s more than twenty percent of the housing units in the metropolitan area were in multifamily projects. Three quarters of these projects were medium sized operations, with five to 49 units. Small projects made up about fifteen percent of the total, with the remaining ten percent comprised of large multifamily projects with 50 or more units.

Multifamily developments in the Phoenix area were almost equally split between one story and two story structures, with a very small percentage of three or more level structures. Duplexes were the most prevalent building type found in these multifamily projects. Buildings with five or more units were also common. The area's remaining shares of multifamily units were found in triplex and fourplex buildings (Real Estate Research Corporation 1964).

Almost half of the postwar apartments constructed in the Valley had two bedrooms, while 40 percent had one. Less than ten percent of these units were efficiency studios and only three percent were larger units with three bedrooms. Because of the hot summer weather, coolers or air conditioning were found in virtually all of the metropolitan area's postwar multifamily projects. In addition, summertime temperatures influenced almost three quarters of the Phoenix area

apartments to include swimming pools; carports and garages were just as common (Real Estate Research Corporation 1964).

The tenants of multifamily buildings in the metropolitan region included the working population, an increasing number of retirees, as well as winter visitors. With a growing statewide tourism industry in the postwar era, approximately half of the Phoenix metropolitan area apartments were available for rent on a seasonal basis, though the proportion actually rented to vacationing winter residents was closer to 25 percent. Many projects offered furnished apartments for rent to either seasonal or year-round residents. Sixteen percent even included maid service as one of the amenities. By the mid 1960s the typical rent for a furnished, seasonal unit in the Valley was \$238 a month versus \$130 for a furnished, year-round rental unit (Real Estate Research Corporation 1964; Stanford Research Institute 1959).

## **Local Trends**

### Scottsdale's Growth

Until the early 1950s Scottsdale was a small, unincorporated town in the desert eight miles east of Phoenix -- Arizona's biggest city. Initially settled in the late 1800s as an agricultural community, the town grew at a snail's pace compared to elsewhere in the metropolitan area. By 1940, there were still fewer than 2,500 residents in the Scottsdale area, and only 740 within the original 40 acre town site (Fudala 2001). In contrast, Phoenix had over 65,000 residents by 1940 (U.S. Census Bureau).

Shortly after the war concluded Scottsdale began to experience its first population and business boom. When the community incorporated as a town on June 25, 1951, it had a population of just over 2,000 living in one square mile. The area between Camelback and Thomas Roads, the Arizona Canal to the west, and Miller Road on the east defined the official town limits. This area included the downtown commercial district where an estimated 70 businesses operated (Fudala 2001; Myers 1988).

Motorola also built a laboratory near the town on Ingleside Road in 1950 after its first Phoenix area plant opened in 1949. In 1957, the company constructed a nearly 200,000 square foot transistor fabrication and research facility at Granite Reef and McDowell Roads, just outside the Scottsdale town limits. Another 200,000 square feet was added in 1961 and the facility expanded again in 1965. Motorola's presence was instrumental to Scottsdale's residential development and created a strong demand for new housing.

Dr. Dan Noble, the vice president and inventor of Motorola's famous wartime two-way radio, was influential in Motorola's decision to operate in Scottsdale. Already familiar with the state as a result of spending time here as a youth, Dr. Noble had also been a regular winter visitor to Scottsdale in the late 1940s, where he came to escape from the Chicago cold. In 1950 he relocated to Arizona and purchased a home in Scottsdale. Over the next twenty years he guided Motorola to its position as one of the largest semiconductor manufacturers in the country (Hernandez 1962; Historic Scottsdale n.d.; Scottsdale Progress 1950; Zarbin 1962).

By 1955, Scottsdale's population had grown to an estimated 3,500 residents. Over the next decade a series of annexations and the continual influx of new residents brought on by the expansion of Motorola and the arrival of other employers, caused the population to skyrocket.

By 1960, the official population was about 10,000, though there were closer to 25,000 people in the Scottsdale area. By 1965, the official population had grown to 55,000 residents. At this time, Scottsdale ranked second behind Phoenix in population among the metropolitan area communities and was the third largest city in the State (Fudala 2001; Real Estate Research Corporation 1966; Scottsdale Growth and Development Report 1985; U.S. Census Bureau 1972).

Much like national postwar suburban trends, Scottsdale's population was overwhelmingly (almost 99 percent) white. While by 1970 five percent of the city's residents were of Hispanic heritage, this figure was far below the 25 percent average found in the Phoenix metropolitan area (U.S. Census Bureau 1961 & 1972).

The postwar prosperity evident in much of the country was especially apparent in Scottsdale. Motorola's decision to open its laboratory and research facilities in Scottsdale influenced a number of high-skilled workers to move to the Scottsdale area. By 1960 the town was the most affluent community in the state. It had the highest household income, level of education, and percentage of persons employed in white-collar occupations. It was nationally known for its resident industrialists, bankers, and manufacturing millionaires. The median income was 25 percent higher than that found in the rest of the Phoenix metro area. Almost two thirds of the workforce were white collar workers, compared to just under half of all workers in the metropolitan region. These trends held through the 1960s during which Scottsdale's median family income rose 65 percent and it continued to exhibit social and economic characteristics that distinguished it as the state's most prosperous city (Real Estate Research Corporation 1966; Scottsdale Growth and Development Report 1985).

#### Scottsdale's Housing

Like all communities in the Phoenix metro area, the majority of Scottsdale's postwar housing units were freestanding single family homes. Between 1946 and 1965, approximately 12,000 of these homes were constructed for the largely family-oriented community. Multifamily projects, in contrast, comprised less than fifteen percent of the new starts, contributing approximately 2000 units to the housing stock in Scottsdale during the first two postwar decades. Most of these projects were constructed after 1956 when the market for new rental housing picked up substantially. In 1961, condominium and townhouse development started up in Scottsdale, adding another 1400 new housing units by 1965. By the mid 1960s there were also about 250 mobile homes in the city (Maricopa County Assessor Data 1999 & 2003; Real Estate Research Corporation 1964 & 1966).

The late 1950s demand for multifamily housing in Scottsdale is attributed to a variety of factors. There was a depletion of suitable single family open land, an increasing number of retirees and seasonal residents, a desirable and distinctive upper-income residential environment, as well as a growing demand for year round rental accommodations. Paralleling national and regional trends, the majority of Scottsdale's postwar multifamily units was constructed in medium-sized projects with five to 49 units and most were garden apartments (Maricopa County Assessor Data 2003; Real Estate Research Corporation 1964; Stanford Research Institute 1959).

Scottsdale's multifamily housing differed in some ways from that found in the larger Phoenix metro area. Duplexes were the most common multifamily housing structures built in the Valley, representing 40 percent of all multifamily units constructed during the postwar period. However,

duplexes were relatively uncommon in Scottsdale, making up fewer than thirteen percent of the city's multifamily units. In fact, more than 50 percent of Scottsdale's postwar apartments were included in larger buildings with five or more units, which was almost double the percentage found in the metropolitan area. The proportion of triplex and fourplex structures in Scottsdale and the Phoenix area were similar, comprising about 30 percent of the total multifamily units in each region (Real Estate Research Corporation 1964).

Scottsdale had a slightly higher percentage of single level versus two story apartment structures than the greater Valley, where multifamily structures were almost evenly split between one and two levels. The proportion of efficiency, two and three bedroom apartments was also slightly higher in Scottsdale whereas the percentage of one bedroom units was slightly less than the metropolitan area as a whole (Real Estate Research Corporation 1964).

Almost 60 percent of Scottsdale's postwar multifamily apartments were available as seasonal rentals. Many of these were furnished. Even among year round rental units, approximately 55 percent came furnished. In general, Scottsdale's postwar apartments had more amenities than the typical Phoenix area multifamily unit. Virtually all came carpeted, with drapes, a stove and refrigerator. Most also included a swimming pool in the complex. More than a quarter of the complexes in Scottsdale even provided maid service (Real Estate Research Corporation 1964).

The demand for luxury rentals was particularly strong in Scottsdale in the postwar era. As a result of the upscale character of many complexes, the city's apartments commanded the highest rents in the Valley. For example, by the mid-1960s the median monthly rent on a furnished unit was nearly 30 percent higher. There was less disparity among unfurnished rentals, though Scottsdale's unfurnished units were still among the more expensive apartments in the metropolitan area (Real Estate Research Corporation 1964; Stanford Research Institute 1959).

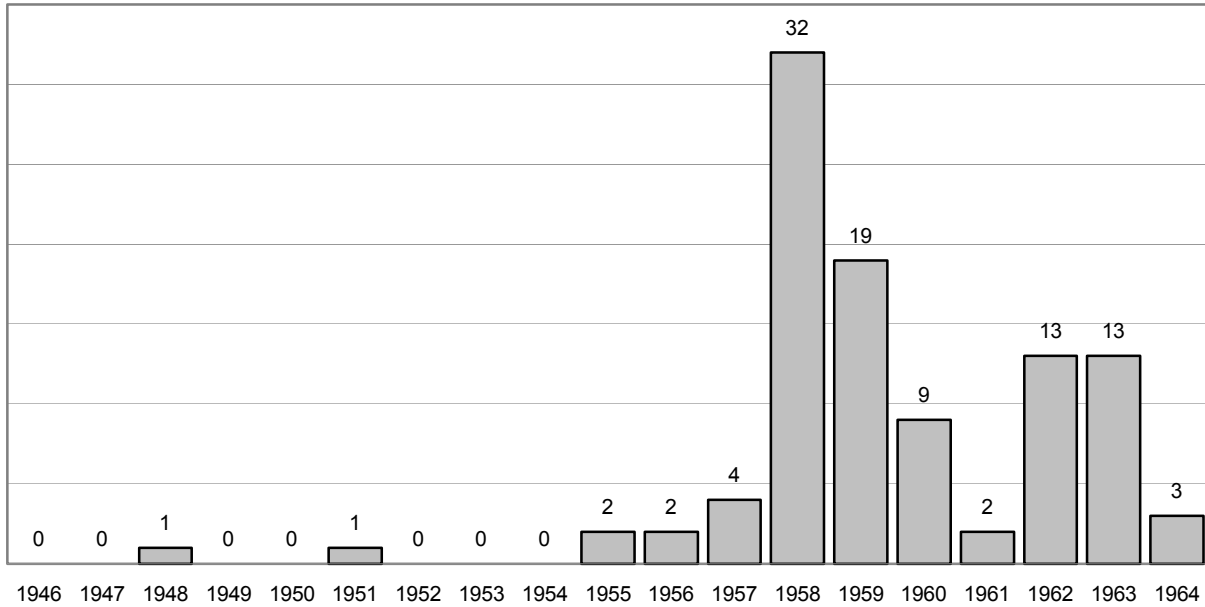
By the mid 1960s the first big wave of postwar apartment construction in Scottsdale was over. More than 100 multifamily projects of varying sizes had been built, mainly between 1955 and 1965. A trickle of new apartment construction began again in the late 1960s though production levels in this second period never reached those seen with the earlier boom.

## **Scottsdale Postwar Multifamily Housing Design and Construction**

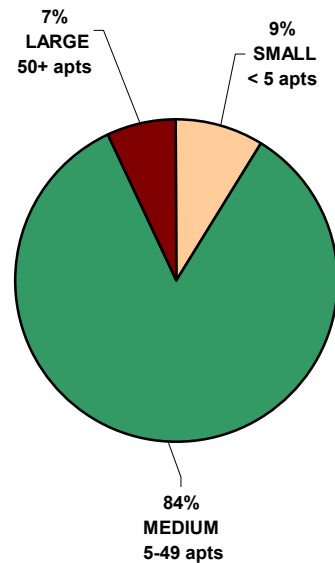
One hundred one (101) multifamily projects built between 1948 and 1964 were surveyed in this study. Only a handful of these were constructed in the late 1940s and early 1950s when Scottsdale was still a small town, known mainly for its agriculture, artists, and resorts. Beginning in the late 1950s, however, housing starts soared after Motorola announced they would open a major facility nearby. Other new businesses came to town as well. A number of new single family subdivisions and multifamily developments were constructed in response to the intense demand for housing. The town's reputation as an artists' colony and tourist destination also continued to grow and influenced a number of new developments, including resort apartments, that catered to seasonal residents.



Scottsdale's Multifamily Projects, Year Construction Started



Scottsdale's postwar multifamily projects varied in size. Most were comprised of at least two buildings and many had multiple buildings and more than one complex. The majority of the City's postwar apartment projects were of medium size, with anywhere from five to 49 units in the development. Fewer than a dozen of the projects surveyed were small projects of less than five units. Seven of the City's postwar multifamily projects built were done on a large scale, with more than 50 units in the development. Large projects were clearly associated with Scottsdale's boom period of growth, beginning in the late 1950s. In the early 1960s, as Motorola and other businesses expanded and Scottsdale's reputation as a winter resort community was solidified, another six large projects were constructed. These projects, including the Scottsdale Condos, Scottsdale East, and Palm Lane survey areas are among the more noteworthy in terms of their complex designs, building features, and amenities.



The overwhelming majority of postwar complexes in Scottsdale were garden apartments, designed with buildings arranged around courtyards. These courtyards became outdoor living spaces, typically with lush landscaping, pools, and other recreational amenities such as barbecues, shuffleboards, and putting greens. Ground floor terraces and second floor

balconies often overlooked the courtyards and merged with inside living spaces through the use of window walls and sliding glass doors in the building designs.



Postcard of Scottsdale's *White Feather* garden apartments, circa 1960

Nearly three quarters of Scottsdale's postwar garden apartments were designed with a "U" plan arrangement of buildings in the complex. Sometimes the courtyard space opened to the street; these complexes usually incorporated a decorative block pattern wall in the design to enclose the space and shield the living units and recreational areas from the street, giving privacy to residents. In other projects, the courtyards opened inward and were accessed through breezeways between buildings. A corridor arrangement of buildings with open space in between was another common plan, found in almost twenty percent of Scottsdale's postwar garden apartments.

A dramatic entry was incorporated into the design of many of Scottsdale's upscale garden apartments as part of an ongoing marketing campaign for renters. This was often achieved by using theme art, modern metal signage with the complex name, fountains, a decorative arrangement of wall materials, and decorative entry overhangs. The projects in the Valley Ho survey area incorporated many of these physical characteristics in their design. Marketed specifically to the seasonal winter tourist, the complexes in the district were located directly south of the Hotel Valley Ho, which opened in 1956. Early resort ads welcomed winter visitors to their dining room and cocktail lounge.



Postcard of Hotel Valley Ho with *Jacaranda* and *White Feather* Apts in background, circa 1960



Postcard of *Jacaranda* Apartments featuring a dramatic entry & western theme art, circa 1960

The Regal Arms Apartments, constructed as an individual project in Scottsdale and not part of a larger district, also exemplified the use of theme features and a dramatic entry, largely achieved with a simple block entry sign. The theme features have continued to evolve, and presently the property has a courtyard wall with crenulated battlements, as well as shutters with a decorative shield design.

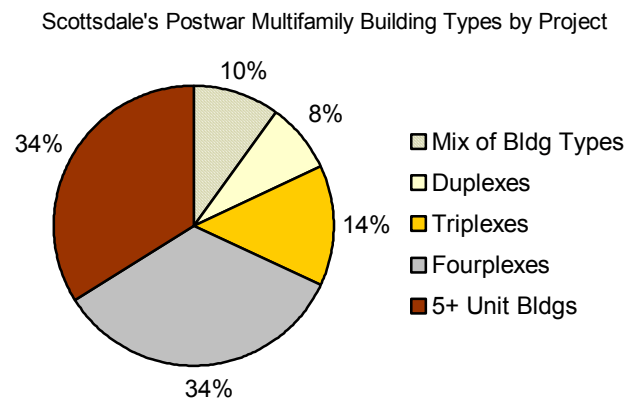


Postcard of the *Regal Arms* Apartments featuring a castle theme entry sign, circa 1960

Parking was typically located at the perimeter of most complexes, along the side and off the rear alleys, conveniently near the apartment units. Some of the larger projects incorporated private interior roads for circulation in the site plan. Approximately 60 percent of the City’s postwar complexes included carports as one of the amenities in their design. Pools were just as common.

Only fifteen percent of Scottsdale’s postwar apartment complexes were sited conventionally on the lot, like single family homes, with buildings oriented toward a front yard and the street instead of a courtyard. This pattern was more typical with smaller projects, and particularly with those multifamily developments that were constructed as infill at the fringes of a single family neighborhood.

Nearly 70 percent of the City’s postwar apartment buildings were single level structures. The remaining projects used two story designs or a mix of one and two story buildings. These designs were more typical of upscale complexes in Scottsdale. Most multifamily structures were either fourplexes or buildings with five or more units. Duplexes, triplexes, and complexes with a mix of building types were less common.



The architectural styles of Scottsdale's postwar apartments were modern. Nearly half were Simple Ranches, defined by a lack of decoration and traditional rectilinear or "L" plan buildings and low pitch gable roof forms. California Ranch features such as board and batten over brick or squeezed mortar were found on about ten percent of the homes surveyed. More progressive designs were used in approximately one third of the postwar multifamily projects. Most of these designs were International Styles, characterized by geometric massing and flat roof forms, found on 30 percent of the projects in the study. The Contemporary Styles, characterized by front facing, very low pitch gable roofs were another progressive design seen in almost ten percent of the projects surveyed. A small number of buildings used Character Ranch features to help define their style. In the early 1960s a few projects also began reflecting Spanish influences using slump block, tiles, stucco, and arches in their designs.

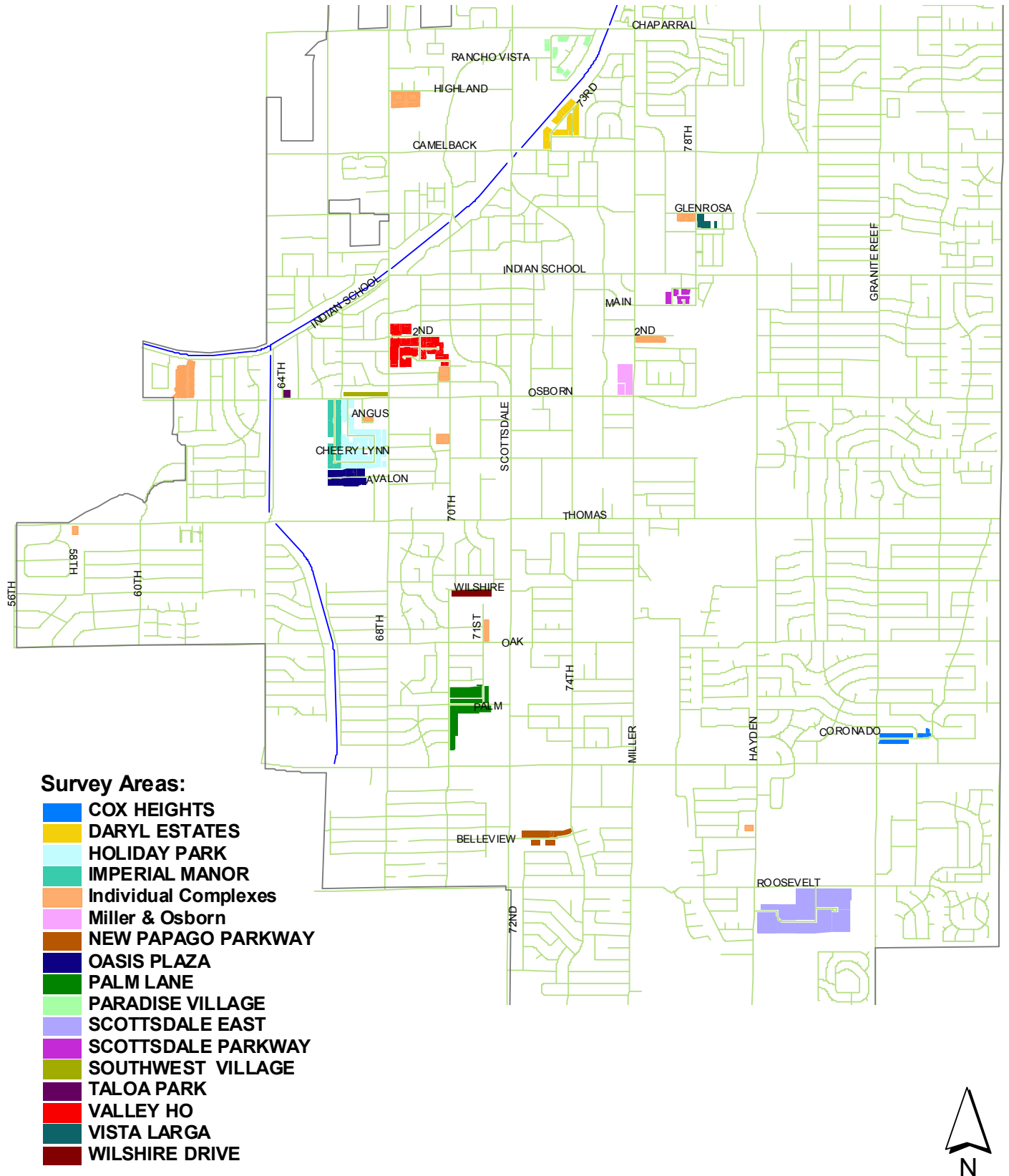
Block was the most prevalent exterior wall material for multifamily projects and was used in the construction of more than 90 percent of the complexes. It was relatively inexpensive and readily available as a result of the success of the Phoenix-based Superlite Block Company, which had become one of the largest block manufacturers in the country by the early 1960s. Ornamental blocks were used to make shadow walls for extra façade interest on many multifamily designs in Scottsdale. In addition, open blocks were arranged to create decorative grill courtyard walls.

Fewer than a half dozen projects in the study were constructed with brick or slump block. The Embassy in the Valley Ho survey area is unique for its use of tan glazed brick in the design. One pattern of alteration identified in the study was the application of stucco over block exterior walls. This has occurred in more than ten percent of the projects surveyed. The windows have been replaced in a similar percentage of projects. Nearly three quarters of Scottsdale's postwar complexes used aluminum horizontal sliders in their original project design, while the remaining 25 percent were built with steel casement windows. Casement windows were more common on complexes built earlier in the study period, and by the late 1950s aluminum sliding windows became the most popular type.

In addition to ornamental block and stone patterns, metal materials were used in Scottsdale's postwar apartment projects to achieve an upscale, modern appearance. Decorative stair and balcony railings in particular were typical features found on many garden apartment complexes from the era.

The upscale character and livable designs that characterized Scottsdale's postwar multifamily projects have influenced changes in their use. Many of the more successful apartment projects have been converted to condominiums and each unit is now owned separately. More than twenty percent of the City's postwar complexes have been replatted for this purpose.

# Scottsdale's Postwar Apt Projects, 1948-1964



## Survey Findings

### Projects Surveyed

One hundred and one (101) postwar multifamily projects were surveyed and documented on Arizona Historic Property Inventory forms. Of this total, it is recommended that thirty-eight (38) are eligible for listing on the National Register of Historic Places, while the remaining sixty-three (63) are not considered eligible due to lack of historic or architectural significance and/or diminished integrity. Seven (7) projects are recommended as individually eligible as multifamily historic properties. Twenty-one (21) of the projects surveyed are recommended as NRHP eligible as contributors to a larger postwar multifamily district. An additional ten (10) properties are potentially eligible as multifamily infill projects that were developed as part of an adjacent single family district.

### NRHP Eligible Multifamily Projects (38)

#### *Individually Eligible properties (7)*

- 1) Individual Complex, Survey Site B, Alhambra Terrace
- 2) Individual Complex, Survey Site C, Scottsdale Condos
- 3) Individual Complex, Survey Site E, Siesta Suites
- 4) Individual Complex, Survey Site F, Angus Drive
- 5) Miller & Osborn, Survey Site #1, Regal Arms
- 6) Scottsdale Parkway, Survey Site #1
- 7) Scottsdale Parkway, Survey Site #2

#### *Properties Eligible as contributors to a Multifamily Apartment District (21)*

- 8) Oasis Plaza Survey Site #1
- 9) Palm Lane Survey Site #1, Palm Tree Apts
- 10) Palm Lane Survey Site #2
- 11) Palm Lane Survey Site #3, Summertree Apts
- 12) Scottsdale East Survey Site #1
- 13) Scottsdale East Survey Site #2
- 14) Valley Ho Survey Site #1, White Feather
- 15) Valley Ho Survey Site #2, Jacaranda Apts
- 16) Valley Ho Survey Site #3, Granada
- 17) Valley Ho Survey Site #4, Dayo
- 18) Valley Ho Survey Site #5, Americana
- 19) Valley Ho Survey Site #6, Azura East
- 20) Valley Ho Survey Site #7, Loloma Vista
- 21) Valley Ho Survey Site #8, Fountain Terrace
- 22) Valley Ho Survey Site #9, Savoy Plaza
- 23) Valley Ho Survey Site #10, Shalimar Sands
- 24) Valley Ho Survey Site #12, Capri
- 25) Valley Ho Survey Site #13, Fountaineblue
- 26) Valley Ho Survey Site #14, Carmelo
- 27) Valley Ho Survey Site #15, Embassy
- 28) Valley Ho Survey Site #16, Park Paradise

*Properties Eligible as contributors to a Single Family District development (10)*

- 29) Cox Heights Survey Site #1
- 30) Cox Heights Survey Site #2
- 31) Cox Heights Survey Site #3
- 32) Cox Heights Survey Site #4
- 33) Individual Complex, Survey Site D
- 34) Southwest Village Survey Site #1
- 35) New Papago Parkway Survey Site #1
- 36) New Papago Parkway Survey Site #4
- 37) New Papago Parkway Survey Site #5
- 38) New Papago Parkway Survey Site #6

Ineligible Multifamily Properties (63)

- 39) Daryl Estates Survey Site #1: Lacks historical or architectural significance. Average example of typical building forms, complex plans and architectural styles for period.
- 40) Daryl Estates Survey Site #2: Noncontributing due to design alterations; stucco applied over original block walls.
- 41) Daryl Estates Survey Site #3: Lacks historical or architectural significance. Average example of typical building forms, complex plans and architectural styles for period.
- 42) Daryl Estates Survey Site #4: Noncontributing due to design alterations; stucco applied over original block walls.
- 43) Daryl Estates Survey Site #5: Noncontributing due to design alterations; stucco applied over original block walls; mission wall form added to courtyard entry.
- 44) Daryl Estates Survey Site #6: Lacks historical or architectural significance. Average example of typical building forms, complex plans and architectural styles for period.
- 45) Daryl Estates Survey Site #7: Noncontributing due to design alterations; stucco applied over original block walls.
- 46) Daryl Estates Survey Site #8: Noncontributing due to design alterations; stucco "pop out" window frames around original openings.
- 47) Daryl Estates Survey Site #9: Lacks historical or architectural significance. Average example of typical building forms, complex plans and architectural styles for period.
- 48) Daryl Estates Survey Site #10: Lacks historical or architectural significance. Average example of typical building forms, complex plans and architectural styles for period.
- 49) Daryl Estates Survey Site #11: Lacks historical or architectural significance. Average example of typical building forms, complex plans and architectural styles for period.
- 50) Daryl Estates Survey Site #12: Lacks historical or architectural significance. Average example of typical building forms, complex plans and architectural styles for period.
- 51) Daryl Estates Survey Site #13: Lacks historical or architectural significance. Average example of typical building forms, complex plans and architectural styles for period.
- 52) Daryl Estates Survey Site #14: Noncontributing due to design alterations; stucco applied over original block walls.
- 53) Holiday Park Survey Site #1: Ineligible as a result of design alterations to many buildings. Project setting also altered with a vacant lot and lack of maintenance at several complexes.
- 54) Holiday Park Survey Site #2: Lacks historical or architectural significance. Average example of typical building forms, complex plans and architectural styles for period.
- 55) Holiday Park Survey Site #3: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period.

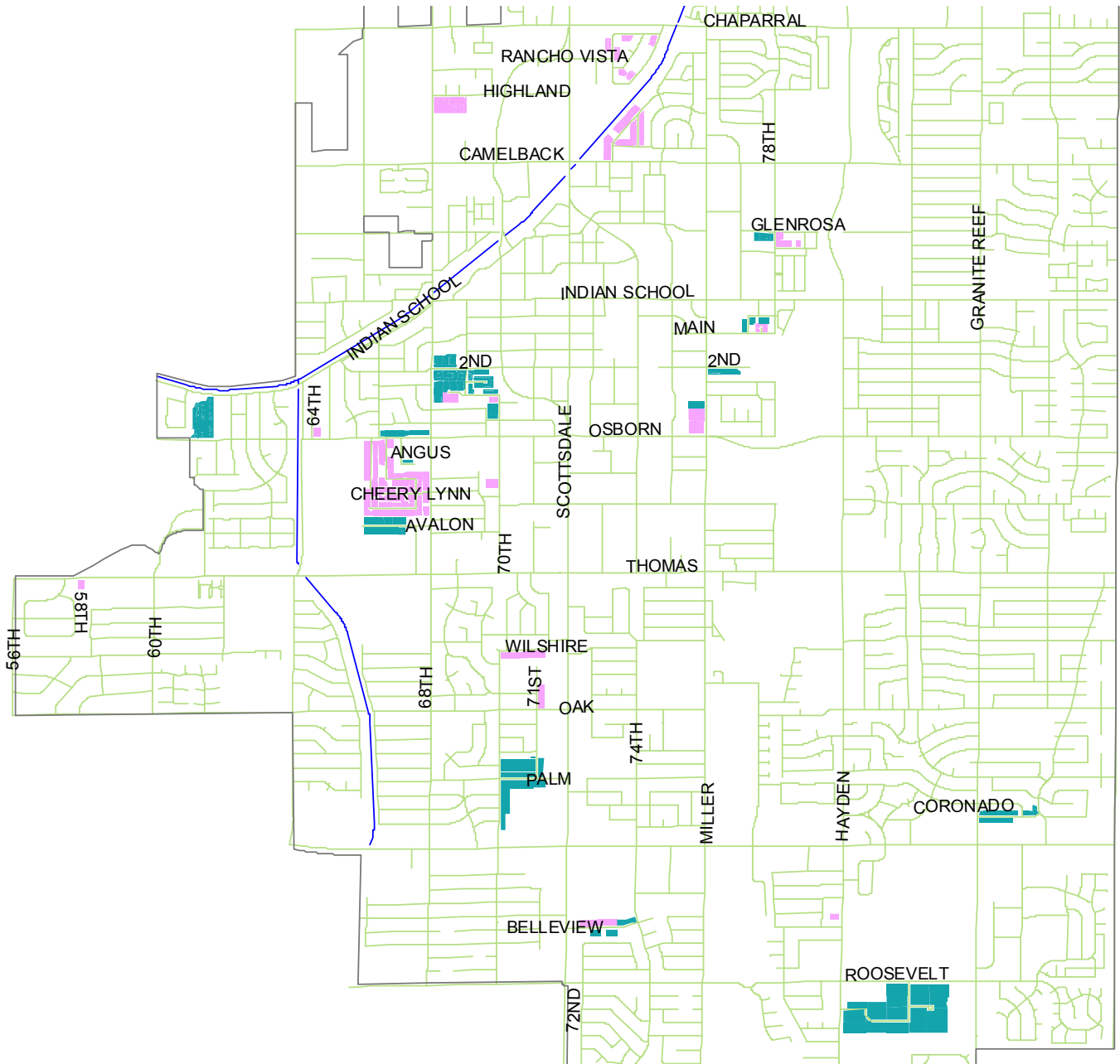


- 56) Holiday Park Survey Site #4: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period.
- 57) Holiday Park Survey Site #5: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period.
- 58) Holiday Park Survey Site #6: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural styles for period.
- 59) Holiday Park Survey Site #7: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period.
- 60) Holiday Park Survey Site #8: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period.
- 61) Holiday Park Survey Site #9: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period.
- 62) Holiday Park Survey Site #10: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period.
- 63) Holiday Park Survey Site #11: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period.
- 64) Imperial Manor Survey Site #1: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period.
- 65) Imperial Manor Survey Site #2: Lacks historical or architectural significance. Average example of typical building forms, complex plans and architectural styles for period.
- 66) Imperial Manor Survey Site #3: Lacks historical or architectural significance. Average example of typical building forms and complex plan for period. Design altered by addition of stucco, mission style courtyard walls.
- 67) Imperial Manor Survey Site #4: Lacks historical or architectural significance. Average example of typical building forms and complex plan for period. Design altered by application of stucco over original walls.
- 68) Imperial Manor Survey Site #5: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period.
- 69) Imperial Manor Survey Site #6: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period. Setting altered by asphalt paving and bare dirt along street façade.
- 70) Imperial Manor Survey Site #7: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period.
- 71) Imperial Manor Survey Site #8: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period.
- 72) Imperial Manor Survey Site #9: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period. Setting altered by asphalt paving and bare dirt along street façade.
- 73) Imperial Manor Survey Site #10: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period. Setting altered by lack of front yard maintenance.
- 74) Imperial Manor Survey Site #11: Lacks historical or architectural significance. Average example of typical building forms, complex plans and architectural styles for period. Setting altered by lack of front yard maintenance.
- 75) Imperial Manor Survey Site #12: Lacks historical or architectural significance. Design altered by application of stucco over original walls and addition of mansard roof form.
- 76) Imperial Manor Survey Site #13: Lacks historical or architectural significance. Average example of typical building forms, complex plans and architectural styles for period.
- 77) Imperial Manor Survey Site #14: Lacks historical or architectural significance. Average example of typical building forms, complex plan and architectural style for period.
- 78) Imperial Manor Survey Site #15: Lacks historical or architectural significance. Average example of typical building forms, complex plans and architectural styles for period.

- 79) Individual complex, Survey Site A: Colony Camelback, 4701 N. 68<sup>th</sup> Street. Lacks historical or architectural significance. Represents typical building forms and complex plans for period. Hybrid architectural style represents transition to Los Ranchos Styles of the 1960s.
- 80) Individual complex, Survey Site G, The Scottsdale Townhouse Apts: Ineligible due to design alterations. Stucco applied to original block walls. Window openings have been altered.
- 81) Individual Complex, Survey Site I: Lacks historical or architectural significance. Represents typical building forms, complex plan and architectural style for the period.
- 82) Individual Complex, Survey Site H: Lacks historical or architectural significance. Represents typical building forms, complex plan and architectural style for the period.
- 83) Individual Complex, Survey Site J: Lacks historical or architectural significance. Represents typical building forms, complex plan and architectural style for the period.
- 84) Miller & Osborn, Survey Site #2: Lacks historical or architectural significance. Average example of a typical building form, complex plan and architectural style for period.
- 85) Miller & Osborn, Survey Site #3: Lacks historical or architectural significance. Design altered; stucco applied over original block walls.
- 86) Miller & Osborn, Survey Site #4: Lacks historical or architectural significance. Average example of a typical building form, complex plan and architectural style for period.
- 87) Miller & Osborn, Survey Site #5: Lacks historical or architectural significance. Average example of a typical building form and complex plan for period. Hybrid architectural style represents transition to Los Ranchos Styles of the 1960s.
- 88) New Papago Parkway Survey Site #2: Design altered by application of stucco over original block walls.
- 89) New Papago Parkway Survey Site #3: Design altered by application of stucco over original block walls.
- 90) Paradise Village Survey Site #1: Lacks historical or architectural significance. Represents typical building forms, complex plans and architectural styles for period. Setting altered; most of the district build out occurred after 1965, and many of the later structures are condominiums and towhhomes.
- 91) Paradise Village Survey Site #2: Lacks historical or architectural significance. Represents typical building forms, complex plans and architectural styles for period. Setting altered; most of the district build out occurred after 1965, and many of the later structures are condominiums and towhhomes.
- 92) Paradise Village Survey Site #3: Lacks historical or architectural significance. Represents typical building forms, complex plans and architectural styles for period. Setting altered; most of the district build out occurred after 1965, and many of the later structures are condominiums and towhhomes.
- 93) Scottsdale Parkway, Survey Site #3: Design altered; stucco applied over original block walls.
- 94) Taloa Park Survey Site #1: Lacks historical or architectural significance. Represents typical building forms, complex plan and architectural style for period. Most of the district build out occurred after 1965.
- 95) Taloa Park Survey Site #2: Lacks historical or architectural significance. Represents typical building forms, complex plan and architectural style for period. Most of the district build out occurred after 1965.
- 96) Valley Ho Survey Site #11: Noncontributing due to design alterations. Stucco panels added to façade walls and stucco applied over original block courtyard wall. Some window openings altered with stucco "pop out" frames.
- 97) Valley Ho Survey Site #17: Noncontributing due to design alterations. Stucco applied over original block courtyard and façade walls.
- 98) Vista Larga Survey Site#1: Lacks historical or architectural significance. Represents a typical project, bldg forms, complex plan and architectural style of the period.

- 99) Vista Larga Survey Site #2: Lacks historical or architectural significance. Complex design altered by replacement of one of the original buildings in the collection with an incompatible new style building.
- 100) Wilshire Drive Survey Site #1: Lacks historical or architectural significance. Represents a typical project, bldg forms, complex plan and architectural style of the period.
- 101) Wilshire Drive Survey Site #2: Lacks historical or architectural significance. Represents a typical project, bldg forms, complex plan and architectural style of the period.

# NRHP Eligibility, Scottsdale's Postwar Apt Projects, 1948-1964



## Eligibility Recommendations

- NOT ELIGIBLE
- ELIGIBLE



## Recommendations for further study

### Properties to consider for Historic Designation:

- 1) Individual Complex, Survey Site B, Alhambra Terrace: Historically significant as a medium-scale multifamily garden apartment. Architecturally significant as one of the best International Style, two-story apartment complexes in postwar Scottsdale.
- 2) Individual Complex, Survey Site C, Scottsdale Condos: Historically significant as a large-size, upscale garden apartment project. The International Style complex is architecturally significant for its unusual, undulating building forms and for incorporating the first elevators in a postwar apartment complex design in Scottsdale.
- 3) Individual Complex, Survey Site E, Siesta Suites: Historically significant as a typical medium-scale project. Best example of a common postwar complex plan, with two story, rectilinear buildings oriented toward the street. Also architecturally significant as a simple International Style design.
- 4) Individual Complex, Survey Site F, Angus Drive: Architecturally significant for its complex design and its unique use of Los Ranchos Styles to distinguish individual units.
- 5) Miller & Osborn, Survey Site #1, Regal Arms: Historically significant as a medium-scale garden apartment that used a theme design as part of its ongoing marketing efforts to attract renters. Architecturally significant as a Character Ranch Style complex with "castle" features.
- 6) Oasis Plaza, Survey Site #1: Historically significant as the best collection in Scottsdale of a typical type of single story garden apartment with rectilinear fourplexes arranged in repeating corridor style complexes. Also architecturally significant for its project design unified by identical building forms and complex plans but distinguished by the varied use and arrangement of materials on each complex facade.
- 7) Palm Lane Apartment District: Three contributing projects. Historically significant as a collection of medium and large scale apartment complexes. The tree-lined streets provide the best example of a distinguishing multifamily district landscape design in Scottsdale. The district is also architecturally significant for its repeating use of Contemporary Style, two-story fourplex buildings as well as the intimately spaced single story International Style duplexes connected by open lattice breezeways.
- 8) Scottsdale East Apartment District: Two contributing projects. Historically significant as a large scale multifamily district with multiple 5+ unit buildings. Architecturally significant for its distinctive pinwheel arrangement of buildings and for its innovative use of new roof forms and exterior wall materials.
- 9) Southwest Village, Survey Site #1: Historically significant as a medium-sized, infill apartment project. This collection of garden apartment complexes represents a common pattern of multifamily infill, where a whole street of apartments buffers the edge of the Southwest Village Single Family district. Also architecturally significant, with some of the best examples of Simple Ranch and Contemporary Style designs for small complexes.
- 10) Valley Ho Resort Apartment District: 15 contributing projects (2 noncontributing.) One of the best collections of upscale, garden apartments in the Phoenix Metropolitan area. Also historically significant for its association with development of the Hotel Valley Ho (north of this district). The District is significant for its use of theme designs and dramatic facades as part of ongoing marketing efforts to attract the seasonal resident. The Valley Ho Resort Apartment District is also architecturally significant, with a range of modern styles, varied use of materials, decorative features and extra amenities.

Properties recommended for further study:

- 1) Cox Heights: Recommend consideration of 4 contributing multifamily properties in the development of the Cox Heights single family neighborhood. Represents a postwar pattern of multifamily infill in streets at the edge of a single family development.
- 2) Individual Complex, Survey Site D: Recommend consideration as a contributing medium scale project in the development of the Scottsdale Village subdivision. Represents fringe pattern of multifamily infill at the edge of a single family development. Also consider two additional small, multifamily projects in the Scottsdale Village District that were excluded from this multifamily survey (6947 E 6<sup>th</sup> Street and 6932 E Osborn.)
- 3) New Papago Parkway: Recommend consideration of the contributing multifamily projects (2 noncontributing) in the development of the New Papago Parkway single family neighborhood. Represents a postwar pattern of multifamily infill in streets at the edge of a single family development.
- 4) Scottsdale Parkway, Survey Site #1: Recommend further comparison as an individual complex with other International Style, 2 story, medium-scale projects.
- 5) Scottsdale Parkway, Survey Site #2: Recommend further comparison as an individual complex with other International Style, 1 story, garden apartment projects.