Scottsdale Residential Single Family Neighborhood Development Themes 1947-1960

Two History Related Themes: Association with Significant Events

Event Theme: Growth of the Phoenix Metropolitan Area 1947-1960

The postwar period was an era of rapid change for Arizona and especially for the Phoenix metropolitan area. A number of demographic and economic conditions influenced a high volume of housing production. The state had one of the highest in-migration rates in the country with people arriving by the thousands. Between 1940 and 1950 Arizona's population increased by almost 25,000 a year; in the 1950s the average annual increase more than doubled to 55,000 new residents each year. Most of these people moved to either the Phoenix or Tucson areas. A positive employment picture as well as Arizona's mild climate and low living costs were all factors that attracted new residents.

Scottsdale's early postwar growth paled in comparison to the rest of the metropolitan area. Though the community began to experience its first population and business boom shortly after the war concluded, it still only had a population of just over 2,000 living in one square mile when it incorporated as a town on June 25, 1951. In contrast, by 1950 Phoenix had a population of nearly 107,000, Mesa had almost 17,000 residents, and Tempe's population had reached 7,700.

The lack of new industry in the Scottsdale area contributed to its slow growth rate in the early postwar years. Since the late 1800s the town's principal industry had been farming. Beginning in the 1930s the community also became increasingly well known as an arts colony and a winter resort destination. The town's "unique world-wide reputation as a fashionable sun-and-fun vacationland" subsequently influenced many visitors to become permanent residents in the 1950s and 1960s (Valley National Bank 1967, 11-12).

However, manufacturing proved to be the main spark to Scottsdale's postwar growth in the 1950s and 1960s. In fact, manufacturing became the biggest income producer and fourth largest employer in the state by the early 1960s. These developments were rooted in activities from World War II, which had ironically ushered the Phoenix area into a new era of unprecedented prosperity and growth. With its warm climate and desirable inland location, the Valley 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. In the Scottsdale area, Thunderbird Air Field opened in 1942. The aviation training facility graduated more than 5,500 cadets before closing two years later.

These events proved instrumental in the postwar development of the 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 the postwar population explosion. It also provided a labor pool of skilled workers, which was attractive to the postwar manufacturing operations that were emerging nationwide.

The developing cold war in the postwar era had encouraged a focus on technology, and particularly on electronics. 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.

After the war the federal government asked Motorola to move part of their military research and development operations out of Chicago to avoid the potential of losing everything in the event of an atomic attack. Dr. Dan Noble, the vice president and inventor of Motorola's famous wartime two-way radio, decided that part of their operations would relocate to Phoenix. 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. The arrival of Motorola in Phoenix in 1949 was credited for driving 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. In addition to Motorola, 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 and most were in Maricopa County.

In 1950, Dr. Noble relocated to Arizona and purchased a home in Scottsdale. Motorola also built a laboratory near Scottsdale on Ingleside Road that same year. In addition, they opened another plant on 52nd Street. In 1957, the company constructed a nearly 200,000 square foot transistor fabrication and research facility at Granite Reef and McDowell Roads, just outside Scottsdale's town limits. Another 200,000 square feet was added in 1961 and again in 1965.

Motorola's presence was instrumental to Scottsdale's residential development, creating a strong demand for a range of new housing, which influenced development of economy, typical, and upscale neighborhoods. Because Motorola's wages were much higher than those paid by most other employers, their employees could afford to pay more for their new homes. This circumstance encouraged development of neighborhoods in the Scottsdale area that were more expensive - with more square footage, rooms, and bathrooms - than the average housing found elsewhere in the Valley. A number of builders and developers took advantage of this situation, and many of the 1950s developments in Scottsdale were completely built out with attractive new housing within a few short years.

Most of the company's executives purchased upscale homes in the Scottsdale and Paradise Valley areas. While looking for housing, Motorola put them up at the Hotel Valley Ho Resort in Scottsdale. When determining where to construct a new plant, Motorola looked for locations where less expensive housing could be constructed for their assembly-line workers. The company determined that most of these workers would likely reside inside a six-mile radius of the plant, which influenced the development of economy and typical residential developments within this range of their plants. Motorola's financial officers encouraged new employees to contact representatives from local lenders, including Valley National Bank and Western Savings, to obtain mortgages for the purchase of their new homes.

By the mid 1950s, resort, commercial, residential, and industrial growth began to alter the original character of the farming community and in the second half of the decade Scottsdale began developing as a major city within the metropolitan area. By 1960 Scottsdale's official population was about 10,000, though there were actually closer to 40,000 residents counting those who lived around the urban fringe. Like many suburban communities across the country, demographic trends presented a family-oriented picture. About three quarters of the population were married; over 40 percent of the residents were children under eighteen; fewer than five percent were seniors over 65.

The postwar prosperity evident in much of the country was especially apparent in Scottsdale. Motorola's decision to open a laboratory on Ingleside Road in 1950 and a large facility at McDowell and Hayden Roads in 1957 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.

Postwar developers building in Scottsdale paid considerable attention to factors that would make neighborhoods desirable to new families moving to the community. From its beginnings in the late 1800s, Scottsdale residents had consistently supported bonds for education. As a result, in the postwar period the Scottsdale schools were the best in the metropolitan area, making Scottsdale's single family neighborhoods even more attractive to families moving to the area. New school construction proceeded at a rapid pace. The location of these schools was planned to ensure that students could walk there from home and developers often marketed their proximity to local schools as an amenity.

Developers were influenced by FHA regulations as they sought to create safe environments that would attract buyers. Through the FHA's voluntary review process, the agency had a noticeable impact on the street layouts, lot sizes, and site plans of postwar subdivisions. For example, FHA standards favored curvilinear streets and cul-de-sacs that slowed traffic and minimized entries to the neighborhood, factors that created a safer play environment. Winding streets were also thought to improve property values by lending a country feel to the neighborhood. Moreover the FHA required paved blacktop roads. In 1957 the FHA required developers to build sidewalks in all new residential neighborhoods in the Phoenix and Tucson metropolitan areas for the safety and convenience of pedestrians, except in small or large rural estate developments.

Builders also sought to create stable environments and ensure long-term property values with their use of covenants, codes, and restrictions (CC+Rs) as private land use regulations. Introduced to maintain long-term property values by mandating or prohibiting certain behaviors, covenants are private contracts between the original developer and all subsequent buyers and are legally enforceable as deed restrictions. FHA policies, encouraging the use of restrictive covenants by builders, recommended a wide range of physical planning issues be addressed by the deed restrictions including how the house was placed on its lot, property maintenance, architectural design, and even racial exclusion. Most of Scottsdale's postwar developments had CC+Rs.

In addition, Scottsdale adopted a uniform building code and zoning ordinance and residential subdivision regulations in the 1950s. These ensured the sanctity of single family neighborhoods and restricted other uses in residential developments. The regulations also promulgated and enforced design and engineering standards in variables such as street layout and lot sizes to enhance the marketability of residential subdivisions in the community.

Event Theme: Residential Subdivision Practices in Scottsdale 1947-1960

In Scottsdale, the development of single family residential neighborhoods was almost entirely a post World War II phenomena. Because early twentieth century industries in the town were primarily farming and western-lifestyle tourism, Scottsdale maintained a rural identity and experienced none of the earlier forms of residential subdivision development characteristic of railroad, streetcar and prewar automobile suburbs in other communities. Instead, early residential development patterns in Scottsdale were characterized by its rural heritage, with homes scattered at the edge of agricultural plots and along a handful of rural residential streets adjacent to the downtown near Main Street and Scottsdale Road. However, this pattern changed in the postwar period as demand for single family housing increased dramatically with a population boom and the arrival of new industries to the area. Between 1948 and 1954 a steady number of new residential subdivision plats were recorded each year in the Scottsdale area. In 1955, neighborhood development began increasing at a more rapid pace. By 1960, Scottsdale had 38 single family residential developments that were more than 50 percent built out with new homes.

As a result of the federal government's FHA and VA loan programs, financing for residential developments and home purchases was readily available to builders and homebuyers in the postwar

era. A number of title companies, banks, and savings and loan associations opened local branch offices to serve their new suburban clients.

The availability of easy financing allowed building operations of all sizes and levels of sophistication to successfully compete in the market for new buyers. Paralleling national and regional trends, a variety of builders and other professionals became involved in the construction of residential subdivisions in Scottsdale during the postwar period. It was common for builders to work with planners, architects, and realtors to provide complementary services including subdivision layout, housing design, and sales. This organizational structure was especially true of small and medium sized tract developments, with up to 100 homes. Home building in Scottsdale and elsewhere became more sophisticated with emergence of the large-scale developer who incorporated most of these services in-house. In addition, developers began to take on the role of community builders by providing space for parks, schools, churches, and commercial uses in their subdivisions designs.

In the 1950s a number of small and medium-scale builders constructed new developments in Scottsdale. Among these were Argus Construction, W.W. Creighton, Crittendon Construction Company, Elmer Dunhame, Fred Woodward, Gibralter Construction Company, O'Malley Investment Company, and Paul Construction Company. In addition, many well-known developers built larger developments in the City, which had over 100 homes and were often comprised of more than one subdivision plat. Large-scale developers working in Scottsdale included Allied Construction Company, Associated Builders, D.D. Castleberry who operated Castleberry Construction Company, Gene Hancock with Cavalier Homes, Del E. Webb Development Company, John Hall with Hallcraft Homes, Inc., and Ralph Staggs with Staggs-Bilt Homes, the Ellis Suggs Construction Company, Universal Homes, and P.W. Womack Construction Company.

Scottsdale's postwar developments reflected a range of socioeconomic conditions during this era, resulting in economy, typical, and upscale neighborhoods. However, postwar neighborhoods in Scottsdale were generally more expensive than those found in other Phoenix metropolitan area communities. As a result, the average home size, number of rooms, and number of bathrooms were comparatively higher in Scottsdale versus other areas and the City had more upscale subdivisions than other Valley communities. In addition, nearly one in five postwar homes in Scottsdale were constructed with brick exterior walls. This figure is much higher than the percentage found in any other Phoenix metro area community during the postwar period. The clay for bricks was imported from either California or Texas, so this material was nearly 30 percent more expensive than block, which was produced locally and became the most widespread material used in postwar home building in the State.

The tract development was a hallmark of postwar neighborhood development in Scottsdale and in other suburbs throughout the country. Homogeneity characterized this type of development and was often achieved by the repeating use of house plans, styles, and the type and arrangement of materials. In addition, uniform lot sizes, house setbacks, and landscaping patterns also contributed to a homogenous appearance within neighborhoods. Semi-custom and custom home development also characterized some of Scottsdale's postwar neighborhoods, contributing to the City's upscale image. These developments had a more heterogeneous appearance. Different house plans, a mix of architectural styles, and the varied use and treatment of materials on the exterior facades were often distinguishing features of these neighborhoods. Irregularly shaped and large lots, as well as homes that were individually sited on their lots were other characteristics often associated with semi-custom and custom developments in Scottsdale.

Builders and development companies occasionally worked with architects to design standardized plans for their tract developments as well as custom home designs in some of the more upscale neighborhoods. In the postwar era, Scottsdale attracted notable architectural firms including Weaver and Drover, Edward Varney and Associates, and Haver, Nunn, and Jensen. These firms worked on residential development designs and other building types in the community. Ralph Haver designed several plans for Del Webb and also produced plans for the distinctive Contemporary Style homes

constructed by Fred Woodward in Town and Country Scottsdale. Haver's Contemporary Style homes offered the advantage of reduced construction costs, with only two exterior masonry bearing walls and one central interior bearing partition and wood beam for the roof ridge. In addition the distinctive styling of Haver homes gave builder Fred Woodward the opportunity to offer unique and progressive home designs, which provided the development with a competitive advantage and helped it stand out among the other neighborhoods under construction in Scottsdale during the late 1950s.

A variety of marketing practices were employed by builders and developers in the postwar era to attract buyers. Marketing became more sophisticated as builders moved beyond small classified advertisements, and began to run larger advertisements in newspapers and *The Arizonian*, a local society magazine. The practice of building homes on speculation, which was common before the war and continued among some small and medium-scale builders in the early postwar years, also changed. By the mid 1950s, new tract homes were often sold on the basis of what furnished models displayed, with the sales contract signed before ground was even broken. This method gave the buyer an opportunity to choose special features to customize his new home such as exterior house features including trim patterns and roof shapes as well as interior color schemes, tiles, and even slight plan modifications. In Scottsdale professional decorators often furnished model homes, using pieces from popular home furnishing stores. Realtors were often employed by small and medium scale builders to market and sell the homes they constructed. Large developers usually used their own in-house sales team. Many postwar developers also printed their own promotional brochures, which were distributed to potential buyers who came to tour their models.

In response to the high demand for housing in the postwar era, builders responded with a number of techniques and innovations to increase production and make homes more attractive to potential buyers. To reduce costs, developers relied on mass production techniques, which allowed them to achieve economies of scale that were not possible with homes constructed one at a time. Other innovations included a continuous rolled curb, which allowed flexibility in where homes and driveways were constructed on their sites. Innovations related to energy efficiency were also introduced. Hallcraft Homes began constructing their homes with a one inch space for insulation between the exterior brick walls and interior sheet rock. This method improved the heating and cooling efficiency of their homes. D.D. Castleberry constructed an all-electric demonstration home in the Sherwood Heights development to showcase the convenience and practicality of electric living.

Three Design Related Themes: Distinctive Characteristics of a type, period or method of construction, or work of a master, or that possess high artistic skills or significant distinguishable entity whose components may lack individual significance

Design Theme: Residential Subdivision Design Evolution 1947-1960

Dramatic growth and emerging trends in residential subdivision practices also impacted the design of Scottsdale's postwar single family neighborhoods. Physical characteristics associated with these developments varied. Paralleling nationwide trends toward ever-larger developments, half of Scottsdale's postwar neighborhoods had more than 100 houses. Medium-sized developments with 26 to 100 houses were also well represented among the population of postwar neighborhoods in the town. Small developments with fewer than 26 houses were less common.

Half of the 1950s neighborhoods in Scottsdale were completed in one subdivision plat and one quarter of the developments were comprised of two plats. As developers became more sophisticated, some constructed their developments in multiple phases, ranging from three to six plats. These multiple plat developments were always large, with more than 100 homes. One of the Scottsdale Estates developments constructed by Hallcraft was completed in five plats with a total of 877 homes.

As a result of an increase in the size of families during the postwar period as well as a cultural shift emphasizing greater privacy, the size of the average home steadily grew during the 1950s both

nationwide and in Scottsdale. By 1960 Scottsdale was the most affluent community in the State and one in five developments were upscale, with homes averaging almost 2000 square feet. Even the typical and economy developments in the town were larger than those found in other Phoenix area communities. Scottsdale's typical developments comprised nearly 60 percent of the community's postwar neighborhoods, with homes that ranged in size from 1350 to 1990 square feet.

Developments associated with the 1950s in Scottsdale displayed a range of street patterns. It was most profitable for developers to use a grid layout because it was possible to squeeze more parcels into a development. Uniform, rectilinear parcels were also more cost effective in subdivision designs. However, developers were increasingly designing with curvilinear streets and cul-de-sacs, which were viewed favorably at the FHA and were thought to create a safer, more desirable neighborhood. With this variation in street patterns came pie shaped and other irregular parcels.

Average lot sizes in Scottsdale's 1950s developments ranged from 6,300 square feet to more than an acre. Almost three quarters of the developments had average lots that were less than 10,000 square feet. In the late 1950s demand for new housing in Scottsdale reached an all-time high. At the same time, the price of land became the fastest increasing component of housing costs. In fact, between 1955 and 1960 vacant subdivision land in the metropolitan area increased 400 percent in value. As a result, in Scottsdale average lot sizes decreased in the late 1950s.

Landscaping elements also varied among postwar developments in Scottsdale. Assorted hardscape features such as streets, curbs, sidewalks, driveways, formal walkways, and fences were found. In earlier years, it was common to find neighborhoods that lacked formal walkways. As competetion among builders increased, many began offering sidewalks as an additional amenity and in 1957, the FHA mandated sidewalks in almost all new neighborhoods in the Phoenix metro area. Vertical curbs, which buffered sidewalks from the street, eventually gave way to rolled curbs, which eliminated the driveway cut and provided developers with more flexibility in terms of where to site their homes and driveways on the lot. Entry walks to the front door also varied, sometimes linking directly to the sidewalk, but more commonly providing a path from the driveway to the main entry.

Most of the postwar neighborhoods in Scottsdale were located in areas where the topography was flat and level. However, elevation changes were present within a few of the 1950s developments. Village Grove 1-6 featured a gradual rise in street elevations from east to west. In Sherwood Heights, variations in the topography were more evident, with gently rolling streets as well as elevation changes going up to many of the homes.

Plant palettes also differentiated neighborhoods. In the 1950s flood irrigation in some developments promoted abundant water landscapes, distinguished by earthen berms and their lush vegetation. Traditional landscapes with turf, hedges, shrubs, and trees were the most common. Native landscapes with low water use plants and decomposed granite characterized other developments by creating a more natural desert appearance. This pattern was often present on selected parcels within traditionally landscaped neighborhoods as well.

FHA regulations required developers to include two trees in the front of each new single family home. This policy promoted a uniform appearance within neighborhoods and increased property values. In the 1950s the FHA actually increased the appraisal value of subdivisions that preserved existing trees during development. In Scottsdale, some 1950s neighborhoods were developed on agricultural lands that were previously used as citrus groves. In many instances, these citrus trees were preserved, becoming a feature of the new residential development. In neighborhoods where new trees were planted, palms and mulberries were popular choices.

Some developers also constructed entry walls with signage to promote their new neighborhoods. Views were another distinguishing feature of some of Scottsdale's postwar developments. Locations with views of Camelback Mountain, Papago Park, the McDowell Mountains, Superstitions, and Four

Peaks, and even city views were marketed as an amenity in some of the new developments in Scottsdale.

Design Theme: Post WWII Housing Design 1946-1960

Mass production techniques had an impact on housing design. The years following World War II were characterized by the increased industrialization of many practices and materials involved in the housing construction industry. Builders nationwide and locally adapted the principles of speed and efficiency first developed in assembly-line plant manufacturing operations to the construction of homes. Squads of workers moved through a stationary house, each group focusing on a particular step of the development, such as the framing, electrical, and plumbing.

In addition, materials and parts were mass produced off site. As a result, items such as roof trusses, brick, superlite blocks, steel casement and aluminum horizontal sliding window units, prehung door units, kitchen cabinets, and drywall that characterize much of the postwar housing in Scottsdale were constructed and assembled elsewhere and delivered to the jobsite for installation. The standardization of parts and use of assembly line production methods to produce houses resulted in great cost savings to homebuyers. Indeed, it was actually reported that teams of builders from other parts of the country were sent to Phoenix to study the cost saving methods that produced these exceptional values. Arizona also had an ample supply of qualified construction workers. It was common for the volume builders in the Phoenix area to operate on a small net profit, sometimes as little as $200 per house, which was unheard of in other parts of the country and helped keep costs down for buyers and competition up among builders.

In the postwar era, housing form no longer provided the diversity that had distinguished homes from one another in earlier twentieth century neighborhoods. The form became more regular, and was most often characterized by a single story rectilinear plan. Instead, with modern housing styles a whole variety of applied features, materials, and techniques were used to achieve diversity within neighborhoods. Roof styles varied. Extending the overhang from the main roof or intersecting the porch roof with the house roof made porch designs look different from one another. Hoods in the shape of broad or steep gables or gambrel forms were applied over windows to distinguish Character Ranch Styles. Clerestory windows, window walls, and sliding glass doors were used to achieve different looks. Materials were arranged in a variety of ways to provide diversity among houses. In addition to the traditional stretcher bond pattern, blocks were stacked or bricks were laid in a Flemish bond pattern with alternate stretchers and headers in each course. Decorative block grills and squeezed mortar were used. Shutters and window boxes were applied to the main façade for extra decoration.

The automobile influenced changes in the plan of the typical postwar single family detached home. The car moved in with the family and carports became a standard design feature in the 1950s. Garages also began appearing under the main roof in the late 1950s. These spaces could easily be converted to living areas, and this became a popular pattern of alteration. The front porch, which had been a social center in eras when neighbors strolled past, began to shrink as people began to drive past instead. The major entrance to the home moved from the street side to a door nearest the carport or garage. To escape from road noise and take advantage of outdoor living areas in the backyard, the living room moved to the rear of the house and patios were added to help merge the two living spaces. Patios also were enclosed to create “Arizona Rooms”.

An emphasis on informality guided the plan of the typical postwar home. Houses in the postwar subdivision moved toward the front of their lots, often with a standard setback of 20 to 25 feet from the property boundary and a minimum lot width of 50 feet. This left more room in the side yards and backyard for outdoor living spaces such as terraces, patios, and barbeque areas. The “family room” became a general-purpose space for family interaction. Plans in the 1950s and later were also characterized by a flowing arrangement of rooms, which enhanced their informality and functionality by using spatial divisions instead of stationary or permanent walls. In the early postwar years typical

house plans also were quite simple. Mechanical systems and appliances were an important part of the home by the 1950s with air conditioning, ranges, and dishwashers coming standard with most new single family homes.

Design Theme: Single Family Home Architectural Styles 1946-1960

In Arizona, the typical postwar home was a single-level, Ranch Style house, with walls of concrete block, floors of concrete, and low-pitched roofs covered with asphalt shingles. Most roof styles were gable, hip, or a modified hip shape with the broadside to the street. A number of Ranch substyles were constructed in Scottsdale in the postwar period. The popular Ranch Style gained momentum in the postwar era as local builders adapted nationwide patterns to regional preferences and locally available building materials. The mass-market Ranch often had a simple, rectangular form but upscale builder ranches and custom-designs were typically characterized by projecting wings or a more rambling footprint as well as more exterior façade detailing**.**

The tremendous initial demand for housing in the postwar period was satisfied by the early 1950s. To remain competitive, builders became more creative in order to sell homes. To appeal to potential buyers, they began varying house styles, materials, and features. They also began marketing the individuality of their homes, as well as the amenities and modern conveniences to lure new buyers. Slight modifications to the form and detailing of the tract houses were made, usually enlarging the basic Ranch form and giving it a new personality. Through “tack-on architecture” the house might convey storybook imagery of a western working ranch, a gingerbread house, or the character of a Swiss Chalet, English Tudor, American and even Dutch Colonial style home.

In addition, the California Ranch was a very popular choice. Characterized by an often rambling, single story plan, and different materials across the front façade – most commonly board and batten over brick – this style was most closely associated with the romanticized Western lifestyle. Popular and trade literature of the day lauded the western aesthetic of the Ranch House Style. Western imagery was pervasively romanticized in film and literature in the postwar decades, and vacationing in the west became a popular pastime. The style of the modern Ranch house in its suburban retreat was designed and marketed to evoke the romantic appeal and spirit of the open range, with an emphasis on outdoor living and drawing on an imagery of the good life with barbeques, sunshine, and leisure.

The Contemporary Style house was offered as a more progressive alternative to the basic Ranch. It began appearing in the 1950s in mainstream home and builders’ magazines. Contemporary Styles were characterized by a low profile, flat or shallow-pitched gable roof, and extensive use of glass uniting inside and outside. Builders in Scottsdale sought input from registered architects and began including these designs among their tract model options. Fred Woodward constructed an entire subdivision with a majority of the homes designed by architect Ralph Have in the Contemporary Style.

The following lists summarize the styles seen in Scottsdale during between 1947 and 1960 and their character-defining features:

Simple Ranch

- Single story
- Rectilinear or “L” form
- One exterior wall material, typically block or brick, no variation in treatment of materials
- Little or no extra ornamentation, such as shutters, special cut fascia board or porch posts
- Single car attached carport or garage
- Often lacks a defined front porch, may have a slight overhang at entry
- Characteristic style found throughout the postwar period

- Often associated with economy and typical subdivisions

California Ranch

- Single story
- Long horizontal form often rambling or with projecting wings and with the broadside to the street
- Combination of two or more exterior wall materials across front façade, such as block, board-and-batten or wood siding over a band of brick, weeping mortar block, stucco or stone
- Low-pitched gable or hip roof, typically sheathed in asphalt shingle; asbestos shingles and wood are found on more upscale examples
- Front porch often extends across the main façade with supporting wood posts or front porch overhang between projecting wings
- Attached garage or carport
- Ornamental trim frequently included wood shutters and decorative porch post and railings
- Common style for mass produced tract homes constructed in the late 1950s and early 1960s; also a frequently constructed custom Ranch Style home

Character Ranch

- Single story
- Homes portrayed “personality” detailing on the front façade to convey the character of a Cowboy Ranch, Dutch Colonial, Swiss Chalet, or English Tudor
- Exterior walls predominantly block or brick with additional wall materials used to define the character including wood, brick, and stone accents
- Weeping mortar commonly used on the Swiss Chalet and occasionally on the English Tudor styles
- Chalet character defined by scrolled fascia board pattern, asymmetrical and wide gable hoods over windows or an extension of gable roof strip beyond the eaves
- English Tudors characterized by variation in facade materials and treatment and steep pitched hoods over windows
- Dutch Colonials defined by gambrel hood over windows or a gambrel garage roof
- Associated with tract subdivisions of the late 1950s and early 1960s

Contemporary

- Single story
- Boxlike or rectilinear plan
- Flat or extremely low pitched gable roof built up using impermeable materials, usually with gable ends to the street
- Band of contrasting block or brick across bottom of front façade, often merging into wing walls
- Architectural details such as unusual block patterns or porch posts
- Glass window walls and clerestories
- Front façade divided into horizontal and vertical panels of glazing, block, and brick walls
- Carports more common than garages
- Economy examples were often simple, small and inexpensively built
- Many custom homes employed more progressive designs reflecting the input of architects
- Progressive examples often have a massive chimney