

Description

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Nineteenth and Twentieth Century American cities are identified primarily through their natural settings and commercial buildings. Commercial buildings form the cities' skylines and house the business and professional organizations that are the heart of economic life. Commercial buildings have therefore become identified with both the image of their tenants and the image of the city.

The growth of Phoenix from 1870 through the 1940s was positive and steady, with development consistent with national trends. Following the Second World War, an economic and population explosion was triggered that geometrically increased changes in the built environment. The evaluation and recognition of pre-war commercial architecture was disregarded as Phoenix sought to be a completely "modern" city without the problems of older American cities. Although the total number of historic commercial buildings in Phoenix is small in relationship to non-historic commercial buildings, their location in the heart of the city makes them easily threatened and hastily destroyed. Therefore, the pre-1940 core of the city has been surveyed for all commercial buildings worthy of preservation.

The survey area consisted of a six-square mile zone surrounding and including the original one-half square mile townsite. This area was chosen because its boundaries conform to the major street grid and Township section lines and because a very high percentage of historic commercial and neighborhood growth occurred within this six-square mile area. Commercial development outside this zone was primarily linear along trolley lines or highways through the Second World War.

Today this area is commonly referred to as "downtown". The central portion of the area remains the financial and governmental center of Arizona, with support retail and warehousing functions. Primarily banking and savings and loan institutions built new corporate buildings during the 1950s, 60s, and 70s, while completion of the 1972 civic center convention buildings brought new high-rise hotel construction. With the advent of shopping malls, the central business district declined as the major shopping center. Downtown retail business became specialty shops oriented to the visitor and downtown executive, or shops oriented to the surrounding neighborhoods and bus commuters. Since 1955,

many Townsite blocks have been transformed into parking lots, and multi-story parking structures occupy half or whole blocks. The original Townsite is now characterized by the recent multi-story high-rise buildings, the historic "high-rise", declining retail establishments and parking lots or garages. Older structures are scattered and in many cases isolated from the remainder of the historic pattern.

The surrounding early subdivisions have been impacted through the decline of the street railway system in the 1940s, apartment zoning in the 1950s, and a change to residential rental occupancy. Those subdivisions nearest the Townsite have been severely impacted through demolition and higher density development. Several of the neighborhoods at the fringe of the study area have remained intact, such as the Roosevelt, Encanto, Alvarado and Coronado neighborhoods. These areas are the focus of grass roots revitalization efforts. Many are distinguished by palm and orange trees and other historic landscape features. Commercial establishments within the neighborhoods are now rare. Consolidation of services occurs at the major intersections and recent auto-oriented convenience stores replace neighborhood markets.

Tourist and automobile strip commercial businesses, once focused along Van Buren, 17th Avenue, Buckeye Road and Grand Avenue, have been impacted by the interstate freeway system that bypassed the downtown core. The new Papago Freeway alignment crosses the northern half of the survey area, but impact on commercial properties has been minimal and adjacent impacted properties have been surveyed and documented.

The commercial buildings in this nomination are representative of the historic growth of Phoenix. Included within the study area are not only the obvious high and low-rise offices and retail stores of the Central Business District, but warehouses, neighborhood stores, and strip commercial buildings related to the impact of the automobile on the form of Phoenix. Commercial architecture as defined for this nomination includes those buildings originally constructed for profitable enterprises including hotels and warehouses, even though their current uses may vary. Excluded from consideration were other building types now used for commercial purposes (i.e., a house made into an office).

The historic commercial architecture of central Phoenix is also representative of the development of construction technology and architectural style in Arizona. Because Phoenix was at the forefront of Arizona's twentieth century development, many dominant and influential examples of architecture are found within this commercial architecture thematic study area. Included are examples of Queen Anne, Neo-Classical Revival, Mission Revival, Moderne, Streamlined Modern, Spanish Colonial Revival, Second Renaissance Revival, Twentieth Century Commercial and International styles. Regional variations of these styles and composite designs are also noted.

Physical Characteristics

Located at an altitude of 1,080 feet, Phoenix, the capital of Arizona, is a desert metropolis in the approximate center of the Salt River Valley of central Arizona. Pre-Cambrian granite and Tertiary sedimentary mountain ranges surround the city with distinctive outcroppings and massing which include: Squaw Peak (Phoenix Mountains) and, Camelback Mountain to the north, the Papago Buttes to the east, South Mountain and Estrella Mountains to the south and the White Tanks Mountains to the west. Lower and upper Sonoran vegetation types such as Creosote Bush, Saguaro, Ocotillo, Mesquite, and Palo Verde, are found on the Valley floor and in the foothills.

Located in the middle of the Salt River Valley Irrigation Project, central Phoenix has always been surrounded by irrigated farm land. The irrigation canal system which developed from 1867 to 1885, primarily along the alignment of prehistoric Hohokam canals, transformed the desert terrain into fields of alfalfa, grains, vegetables and eventually citrus and cotton. The image of Phoenix has, therefore, always been one of a "garden city" and the harshness of the desert has been tempered by the irrigated fields.

In 1867, the United States General Land Office began surveying Arizona and Salt River Valley into townships (6 mile square grid) tied to an initial point near the confluence of the Salt and Gila Rivers (115th Avenue and Baseline). Within each townsite were 36 one-mile square sections which became the legal basis of homesteading claims. This one-mile grid now forms the major alignment of the Phoenix street system.

In October of 1870, a "townsite" was selected by local settlers as the north half of Section 8, Township 1 North, Range 3 East. "The said town (was) to be named Phoenix." Captain William A. Hancock was hired to survey the townsite. into 98 blocks (300 feet square) containing 1,192 individual lots. Most of the blocks contained 12 lots, each 50-foot wide, with an east-west alley.

The focal points of the townsite were two public blocks (nos. 23 and 76). The westerly one (Washington to Jefferson, First to Second Avenues) became known as "Courthouse Square" in February, 1871, when Phoenix became the County Seat of Maricopa County. The easterly block (Washington to Jefferson, First to Second Streets) became known as City Hall Plaza when the Phoenix City Hall was built in 1888.

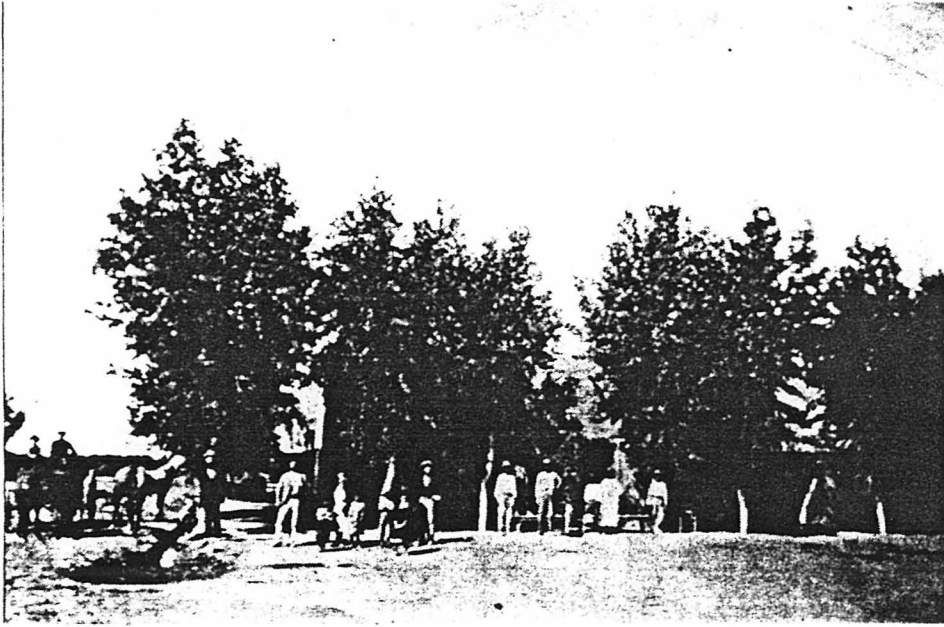
The eight east-west streets were named after United States Presidents, while the north-south streets on each side of Centre Street (now Central Avenue) were named after 12 Indian tribes, Hernando Cortez and the Aztec Montezuma. In 1893 these names were changed to numerical avenues to the west and numerical streets to the east, while Centre became Central Avenue.

Land surrounding the Townsite was subdivided and eventually annexed into the city. From 1880 to 1889, 11 subdivisions extended from the townsite primarily along routes of the trolley system to the northeast and northwest.

It is within this natural and man made geographical context with the distant deserts and stark mountains, the agricultural fields fed by gently sloping canals, the sectional grid and the surveyed townsite and subdivisions, that the commercial architecture of Phoenix developed.

Characteristics of Commercial Development by Period

The historic commercial growth of Phoenix can be divided into four main periods connected to both changes in the built environment (i.e. architectural styles, construction technology, scale of development, etc.) and historic events and trends (i.e. coming of the railroad, statehood, World War I). The Settlement Period lasted from formation of the townsite in 1870 to the arrival of the railroad in 1887. For Period II, from 1887 until statehood in 1912, Phoenix is best characterized as a Victorian town. Period III, Early Urban



*FIGURE 2 SETTLEMENT PERIOD
Gardner Boarding House, (c.1872), now demolished.
State Library and Archives.*

Center Development, lasted from statehood through 1931 as Phoenix began commercial expansion outward from the townsite and upward to multi-story structures. The last period covers Mature Urban Center Development up to 1947 when the commercial specialization and marketing techniques dramatically changed, and the full impact of the automobile became evident.

I. Settlement Period (1870-1886)

Phoenix in the 1870s is characterized physically by extensive use of adobe as a building material. These adobe commercial stores, with discrete doors and windows, were constructed flush with the property line, similar Sonoran row building found in other early Arizona towns, such as Florence and Tucson. The wide dirt streets were lined with cottonwood trees beside irrigation ditches.

The first adobe store was constructed by John Hancock on the northwest corner of First Street (Montezuma) and Washington. This corner and the adjacent blocks along Washington, later referred to as the "Old Corner", formed the nucleus of commercial development. The basis for growth rested not only in the relationship of Phoenix to the surrounding agricultural farmland, but also in the city as a distribution point strategically located between the mining community of



FIGURE 3 SETTLEMENT PERIOD
Sonoran Row House Block, First Street (c.1900).
State Library and Archives.

Wickenburg to the northwest, the military's Fort McDowell to the northeast and Maricopa Wells on the railroad to the south. Large Freighting rigs drawn by teams of oxen, horses or mules came to Phoenix loaded with lumber and merchandise and carried out flour, grain, and other farm products. The military camps, agricultural fields and mining districts were the basic industries supplied through Phoenix. Frame corrals, stores, and outbuildings infilled between the adobe buildings. The character of central Phoenix was very unique at this time but virtually nothing except potential archeological sites remains today.

In 1878, urban growth in Phoenix was marked by the opening of the first bank, the publishing of the first weekly newspaper, and the building of the first brick kiln. Brick became available on a limited basis and was primarily used for public buildings, such as the school and the county courthouse, and industrial facilities, such as John Y.T. Smith's Flour Mill. However the first two-story brick commercial building in Arizona was constructed by Edward Irvine on the southwest corner of First Street and Washington.

The population of Phoenix grew to 1,708 in 1880, and in February, 1881, Phoenix was incorporated as a city. The

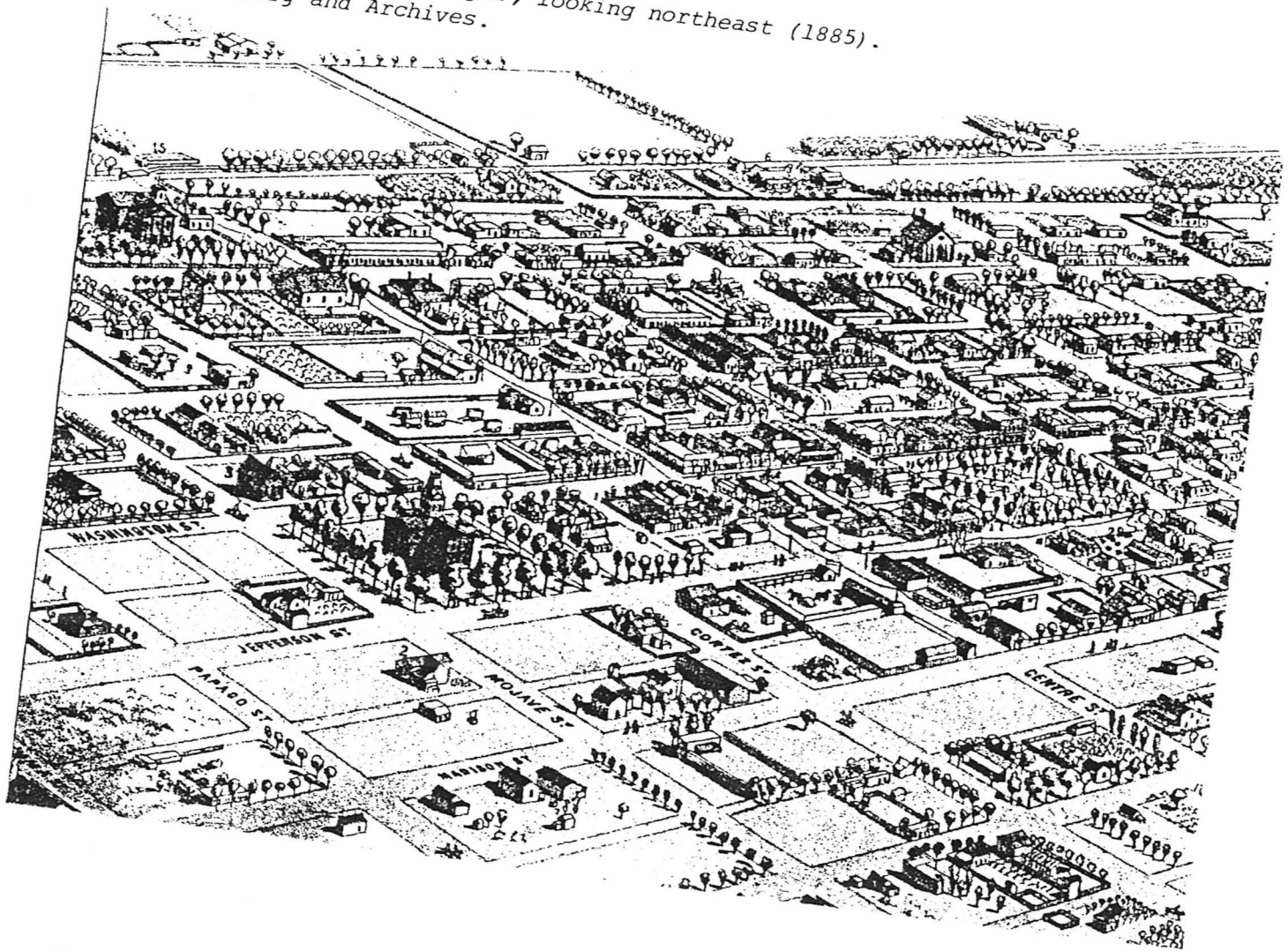


FIGURE 4 SETTLEMENT PERIOD
Fry Building (29-13), (1984).

dominant influence and immigration into the valley at that time came from California.

Within this nomination is but one commercial building which remains intact from this initial settlement period. The 1885 Fry Building (29-13) on the northwest corner of Second Street and Washington is the oldest commercial building within the thematic survey area. Although the facade has had minor remodeling in the 1930s the building retains many of its original qualities, including massing, setback, walls, and windows. A 1904 addition toward the rear complements the 1885 portion of the building.

FIGURE 5 SETTLEMENT PERIOD
Overview sketch by C.J. Dyer, looking northeast (1885).
State Library and Archives.



II. Victorian Period (1887-1912)

Several events, led by the coming of rail transportation, transformed the indigenous adobe and vernacular brick farming village into a bustling Victorian community. By 1887, the primary irrigation canal system on the north side of the Salt River extended more than 100 miles with a potential land coverage of 100,000 acres (although there was insufficient water in the river to irrigate every acre). Agriculture continued to be a primary industry.

In that same year, the 40 mile long Maricopa and Phoenix Railway opened between Phoenix and the Southern Pacific main line at Maricopa Wells. "The new branch line provided a fast and direct outlet for crops and an inducement to expand and vary agricultural production" (Sargent, 1983). It also allowed a wide variety of building materials to be economically imported, such as lumber from California; industrial machinery, like the first pressed brick machine; ready-made windows, doors, and hardware; and complete cast-iron storefronts.

The steady growth through the 1880s and 1890s also brought the first "professional" architects to Phoenix, especially notable were the self-taught, such as James Creighton and the long-time practitioner, such as A.P. Petit. Both men influenced Phoenix architecture throughout this period.

Fires in the downtown core in 1885 and 1886 led to the exclusion by ordinance of wood frame buildings from the business district. In addition, adobe was stigmatized as an inferior material. Therefore, brick exterior walls in a wide variety of patterns, details, chimneys, cornices and openings dominated commercial building design. Other characteristics were turned post verandas, boardwalks, mansard roofs, turrets and oriel windows. Phoenix evolved into a Victorian town modeled after San Francisco. Gone were the earlier open irrigation ditches and the large cottonwood trees.

The Porter Building, the Commercial (Luhrs) Hotel and the first story of the Goodrich Building were the major commercial blocks constructed during the late 1880s. None of these buildings survive.

In 1889, the Fifteenth Territorial Legislative Assembly voted to make Phoenix the capital of Arizona which in turn brought



FIGURE 6 VICTORIAN PERIOD
Washington Street Looking West (c.1900).
Private Collection.

continued growth and diversification to the Phoenix economy. The "Thieving Thirteenth" Territorial Legislative Assembly had already awarded Phoenix "the coveted insane asylum with an appropriation of \$100,000." Promotion of Phoenix intensified at this time, with the organization of business interest groups such as the Phoenix Board of Trade (1888).

By 1890, the population had increased to 3,152. John A. Black described Phoenix as:

"one of the handsomest towns in the Southwest.... The buildings, which were formerly adobe, are now nearly all of brick and wood; those erected during the last year being entirely of the latter material.

"Washington Street, the principal thoroughfare of the city, is three miles in length, lined on either side for several blocks by handsome business houses....

"Phoenix is lighted by gas and electricity, and is supplied with street railroads and water works.... Business of every description is well presented in Phoenix; and it being the natural trade center of an extensive region, has a large and steadily growing traffic". (Black 1890)

During the 1890s utility service systems were extended into the surrounding subdivisions promoted by the street railway (trolley) lines. Residential areas grew to the north and east of the commercial core, primarily to avoid areas severely flooded by the 1890 and 1891 spring runoff in the Salt River.

In 1895, the Santa Fe, Prescott and Phoenix Railroad opened between Prescott and Phoenix. With its station on the Harrison Street alignment west of Central and the Maricopa and Phoenix Railway Station on the same alignment to the east of Central, those residential subdivisions south of the tracks were cut off from progressive anglo development and became primarily ethnic neighborhoods. After the turn of the century, Harrison and Jackson Streets became the focus of warehouse development.

The 1890s also saw the Phoenix climate and agricultural potential promoted to entice settlers. Both the curative nature of the desert air and the mild winters were publicized to attract the chronically ill and the wealthy winter visitor. Although the 1893 large and complex plans for the Ward Sanitarium one and one-half mile northeast of downtown never were implemented, several smaller facilities were opened. These included the conversion of the Alhambra Hotel in the townsite to a sanitarium by Doctors Purman and Martin in 1896, and the opening of the Phoenix Sanitarium at 630 N. Central. The Sisters of Mercy also began St. Joseph's Hospital in 1895 at a site west of Phoenix Union High School.

For the winter visitors, the large and elegant Adams Hotel was completed in 1896 at the northeast corner of Central and Adams. The design and location of the Adams Hotel represents two trends. First, the design, although still within the Victorian tradition of brick structure and wood porches, had porch details showing a trend toward Neo-Classical Revival motifs including the use of Ionic columns on the first floor and subtle pediments at the roofline. Second, its North Central Avenue location increased a growing trend to make Central Avenue the dominant commercial street on a north-south axis as opposed to Washington on an east-west axis.

Growth moved outward toward several public institutions. To the east was the Insane Asylum at 24th Street and Van Buren, and Eastlake Park at 16th Street and Jefferson. To the north

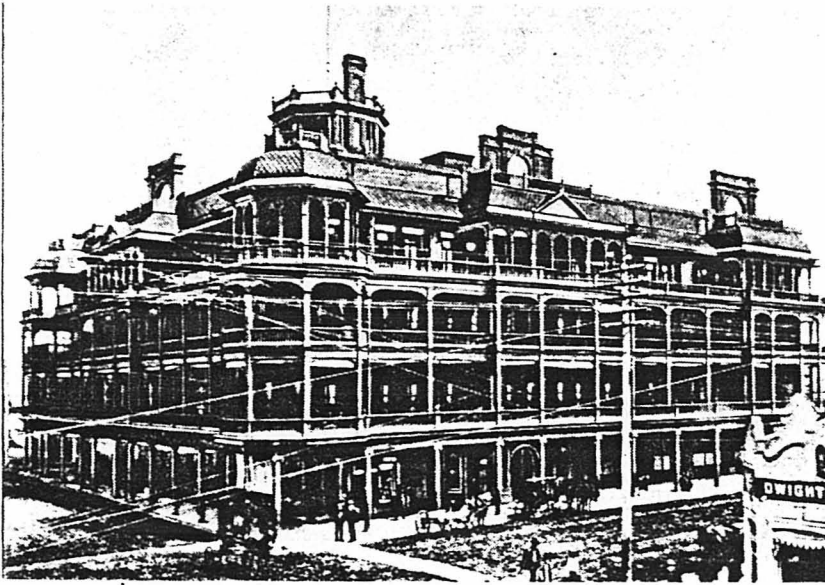


FIGURE 1 VICTORIAN PERIOD
Adams Hotel (c.1900), now demolished.
Arizona Historical Foundation.

was the 1891 Phoenix Indian School at Third Street and Indian School Road, one of the largest off-reservation schools in the United States. To the northwest at Grand Avenue and McDowell Road was the site of the State Fair Grounds. To the west a mile and one-half from the townsite was a tract set aside for the construction of a capitol building, and to the south was Riverside Park at Central Avenue and the Salt River. All remain today except Riverside Park.

The first neighborhood commercial center to develop outside the commercial core occurred in the 1890s at Five Points, where Grand Avenue meets Seventh Avenue and Van Buren. Growth was slowed to the west, however, because of periodic flooding along the Cave Creek Wash, especially after the turn of the century.

The Twentieth Century began in Arizona with the completion in 1900 of the State Capitol. Designed by James Reily Gordon, it was the first dominant Neo-Classical Revival building in Phoenix. The Neo-Classical Revival influence was slowly transferred to commercial designs, but the dominant trend throughout the territorial era remained Queen Anne Victorian designs.

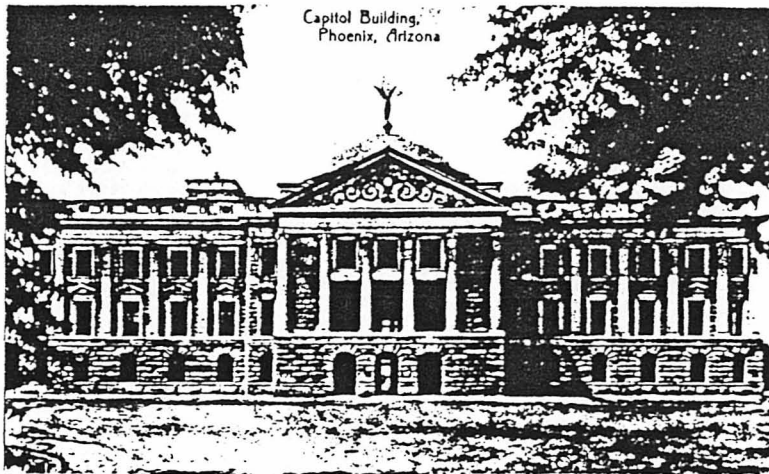


FIGURE 8 VICTORIAN PERIOD
State Capitol (c.1900).
State Library and Archives.

Phoenix had a population of 5,544 in 1900. The main question on everyone's mind was how to solve the water fluxuations of the Salt River. The floods of the early 1890s had become droughts by the late 1890s. Taking advantage of the National Reclamation Act of 1902, local leaders formed the Salt River Valley Water Users' Association. On March 10, 1903, Congress authorized construction of the Tonto Dam (Roosevelt Dam) and reservoir, sixty-five miles east of Phoenix on the Salt River. Construction began in 1906 and was completed in 1911. At this time Granite Reef Diversion Dam (1906-08) was constructed to divert water into the canal systems north and south of the river. The construction of Roosevelt Dam "brought vital stability to the water supply" and hence growth to Phoenix. Hydroelectric power also increased in supply as storage dams were constructed on the Salt and Verde rivers.

Major developments within the central business district from 1900 to 1912, included the construction of a new depot for the Maricopa and Phoenix Railroad at Central and Harrison, thus increasing Central Avenue as a focus of development. "By 1910 the Santa Fe, Prescott and Phoenix Railroad and Arizona Eastern had established their dominance in the wholesale and warehouse district adjacent to the main lines,



FIGURE 9 VICTORIAN PERIOD
Noble Building (c.1910), now demolished.
State Library and Archives.

side tracks, and passenger and freight depots..." (Mawn, 1979) Grain and storage supplier, lumber yards, produce and citrus shippers all found locations near the railroads. Professionals such as physicians, realtors, and bankers concentrated along Central Avenue locating their offices northward along the street.

In late 1906, Harrison Albright of Los Angeles designed the first reinforced structure in Phoenix. Fifty-six reinforced concrete columns supported the four stories of the Noble building at First Street and Adams. Financial problems delayed the construction and opening of the building until 1910, when it became the home of Dorris-Heyman Furniture Company and Goldwaters Department Store.

Although there were great strides made in city services including the public ownership of the water and sewer system, tragedy struck when the Adams Hotel burned on May 17, 1910. The fire caused renewed interest in adequate fire protection, especially in construction of fireproof buildings. The Adams hotel was rebuilt with fireproof concrete in 1911.

Telephone service also greatly expanded in the decade prior to statehood. The Sunset Telephone Company developed prior



FIGURE 10 VICTORIAN PERIOD
Ellingson Block, (30-11), (c.1912).
Ellingson Collection.

to 1906 in competition with Consolidated Telephone, Telegraph and Electric Company of Tucson. Sunset installed the first underground telephone cables in Phoenix and Arizona, in the alley between Washington and Adams, First Avenue to First Street. Consolidated T.T. and E. purchased Sunset in 1906 and, by 1908, 1,200 subscribers were in the Phoenix exchange. Competition then came from the Overland Telephone Company which specialized in long-distance service. Overland brought Phoenix its first direct dial exchange.

Included in this nomination are sixteen Victorian Era commercial buildings. The most representative of commercial development during this period are the three two-story retail-office buildings, the Ellingson (30-11), the Stroud (29-25) and the Lewis (29-34) Blocks. Six early hotels remain, with the Steinegger Lodging House (29-10) being the oldest operating rooming house in Phoenix. The Wharton (29-32) is the only known Phoenix commercial work of architect A.P. Petit, while the Sixth Avenue Hotel (47-9) and the Annex (27-1) both sport interesting 1930s Moderne facades. The Madison (31-6) and the West End (55-3) Hotels complete this category.

Three neighborhood grocery stores also have been historically documented. The oldest is El Fresnal (25-23) in the Hispanic

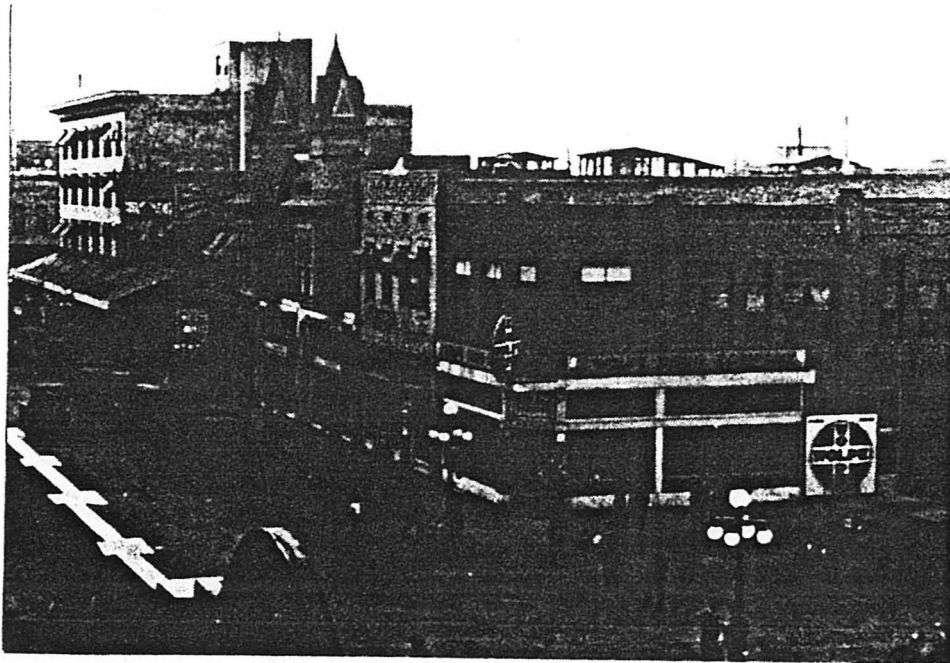


FIGURE 11 VICTORIAN PERIOD
Wharton and Lewis Blocks, (29-32 & 29-34), (c.1915).
State Library and Archives.

neighborhood of East Buchanan. Another neighborhood store is the combined-use Espinoza Grocery and residence (25-9) on South Second Street. The T.J. Richardson grocery building (41-11) is the earliest known use of concrete block in the survey area.

The remaining four buildings are the Patton Grand Opera House (37-13), the oldest remaining theater structure in Phoenix; the Valley Machine Works Warehouse (56-5); the Phoenix Feed and Seed Warehouse (25-21); and the Mission Revival Arizona Orange Growers Warehouse (49-4).

III. Early Urban Center Period (1912-1931)

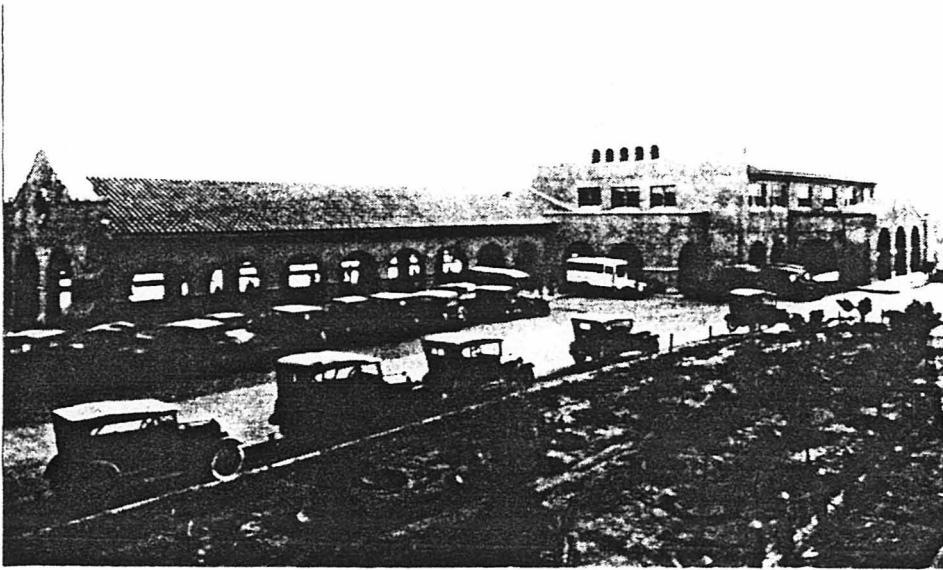
Completion of the Roosevelt Dam in 1911, followed by statehood in February of 1912, brought Arizona and Phoenix as its capital into a period of substantial growth. Phoenix at statehood contained over 600 businesses. The surrounding agricultural base was productive and diversified. Between 1912 and the full impact of the Great Depression in 1931, Phoenix would metamorphose from a Victorian village into the dominant urban center of Arizona. Commercial, agricultural, administrative and transportation functions combined to thrust the city into prominence.

Phoenix completed its first street paving project in February, 1912. Paving of 19 blocks on Washington, Adams, Central, First Avenue and First Street demonstrated the city's support of its commercial core. Ornamental electric light fixtures with five globes were also installed downtown. Within two years, all of the original townsite was paved. Concrete sidewalks, first popularized in 1893, became even more prominent as street paving extended into the surrounding neighborhoods.

Street paving was initially feasible because of commitments by Moses H. Sherman, owner and operator of the trolley system, to pave areas between and two feet on either side of the tracks. It is ironic that this commitment was, in the long run, to lead to the demise of the trolleys, as paving the roads made automobiles much more popular. In fact, 1915 was the peak extension (29.75 miles) year of the trolley system. Although not fully abandoned until 1948, the trolley systems was headed for extinction because of the popularity of the private automobile.

The transition to the automobile as the primary mode of transportation is reflected in the number of cars registered in Maricopa County. In 1913, there were 646 registered cars, the number rising to 11,539 by 1920 and 53,654 by 1929. As support to this transition, commercial facilities were constructed which were specifically related to the needs, services and conveniences of the motorist. In 1917, the last livery on Central was converted to a parking lot and garage. By 1920, there were 36 new car dealerships and 21 garages in Phoenix.

Highway connections to other communities became increasingly important. In 1916, the Federal Aid Highway Act was passed



*FIGURE 12 EARLY URBAN CENTER PERIOD
Union Station (39-1), (c.1923).
State Library and Archives.*

and in 1919 , a \$4 million bond issue passed in Maricopa County for "a complete highway system". This same year, the primary Tucson to Phoenix, Phoenix to Yuma highway became part of the Bankhead National Highway, which ran from Washington D.C. to San Diego. The Bankhead National Highway Association met in Phoenix in April of 1922.

With such an overwhelming committment to the automobile, Phoenix easily could have forgotten its long-term desire to be located on a major transcontinental railroad route. This desire first peaked in 1910 when the Arizona Eastern Railroad was incorporated as a consolidation of Southern Pacific subsidiaries. However, the Southern Pacific used this consolidation to block expansion of the Santa Fe and other railroads into Southern Arizona instead of pushing forward on a new alignment of their main line.

Suprisingly, even with this rivalry, the Southern Pacific and the Santa Fe railroads did agree to construct a new combined Union Station (39-1) at Harrison Street and 4th Avenue. When it opened in October of 1923, it was promoted by the Arizona Republican newspaper as the "finest Spanish Mission type structure in America".



FIGURE 13 EARLY URBAN CENTER PERIOD
Curio Store (c.1915), now demolished.
Mission Revival Style.
State Library and Archives.

Finally, in October of 1926, the Southern Pacific main line was rerouted through Phoenix, one year before the inauguration of tri-weekly airline service to Tucson and Los Angeles from the County's new Sky Harbor Airport. Expansion and diversification of the transportation systems, (car, rail and air,) had a significant impact on the commercial popularity of Phoenix. With a 1920 population census of 29,053, Phoenix had overshadowed Tucson (Population 20,292) as the residential and commercial center of Arizona.

Social reforms also affected the growth and development of Phoenix. In October of 1913, a new city charter was adopted which approved the commission-city manager form of administration. Following the banning of gambling in 1906, prohibition gathered strength in Maricopa County. Except in Phoenix, the County prohibited sale of alcoholic beverages on April 18, 1911. A state prohibition law went into effect January 1, 1915, and a National ban followed in 1920. This transition did have its affects on commercial buildings as saloons and taverns became pool halls, ice cream stores and curio shops. Prohibition was repealed nationally in 1933.

Services, utilities and communications systems all steadily improved during the Early Urban Center period. Water and

sewer systems remained in city ownership. Electricity continued to be supplied by the Pacific Gas and Electric Company until November of 1920, when the Central Arizona Light and Power Company bought out the California interest. In March of 1913, the competing telephone exchanges were officially consolidated under the Mountain States Telephone and Telegraph Company, forerunner of Mountain Bell.

The city's economy was still based upon agricultural supply and distribution. The Salt River Valley began this period with a great diversity of agricultural production. Led by alfalfa, crops included grains, fruits, citrus, melons and cotton. Alfalfa production supported winter grazing of sheep and cattle and a growing dairy industry.

The first World War affected Arizona in two ways. First, during this period, Arizona emerged as the Nation's leading copper producer. Second, the Salt River Valley began a transition from diversity in agricultural production to an almost total commitment to cotton.

The demand for cotton increased because of the federal government's experimentation with new varieties of long staple cotton. These Yuma and Pima varieties brought the Goodyear Tire and Rubber Company to the Valley in 1916 to produce its own cotton for tire cord. The Pima variety was also promoted by the Department of Agriculture for use in military balloons, airplane wing fabric and gas mask cloth.

As the demand and price of cotton went up, so did the acreage committed: 7,400 acres in 1916, 34,000 in 1917, 71,900 in 1918, 92,000 in 1919 and 190,000 acres in 1920. Cotton displaced alfalfa as the leading crop in 1918. This rise in cotton production almost destroyed the Valley's dairy industry, hog raising and cattle feeding by converting alfalfa fields to cotton.

The interest in cotton growing brought new commercial ventures to Phoenix for production, harvesting, processing and distribution of cotton. Unfortunately, the cotton market failed in 1920 with a drop from an anticipated price of \$1.50 per pound to 28 cents per pound. This brought a short-lived depression to Phoenix. Growers went bankrupt, business in general declined and Mexican farm workers became destitute. The Salt River Valley learned the hard way that crop diversification should be the rule.



FIGURE 14 EARLY URBAN CENTER PERIOD
Jefferson Hotel (Ackel Building), (30-5), (c.1915).
State Library and Archives.

The winter climate continued to attract an increasing number of tourists. Surrounding Phoenix, resorts and guest ranches developed related to the desert, farmlands and fruit orchards. These included the San Marcos in Chandler (1913), Jokake Inn near Scottsdale (1926), the Wigwam in Litchfield Park (1929), and nearest Phoenix, the Arizona Biltmore (1929). The citizens of Phoenix supported this trend with community subscription stock sales for the construction of the 16 story Westward Ho Hotel (27-22) a dominant Phoenix landmark since 1929. Its location outside the original townsite is unique.

Architecturally, the central business district matured through an increase in size and height of commercial office buildings and hotels. Eight "high rise" (six stories or more) buildings included in this nomination were constructed in the townsite during this period. They are each unique and distinctive: 1. the 1914-15 Ackel Building/Jefferson Hotel (30-5), 2. the 1920 Heard Building (29-4), 3. the 1924 Luhrs Building (30-1), 4. the 1928 San Carlos Hotel (28-5), 5. the 1928 Security Building (28-7), 6. the 1929 Luhrs Tower (30-3), 7. the 1931 Title and Trust Building (37-1) and 8. the 1931 Professional Building (29-9). These buildings formed the distinctive look of Phoenix through the post World War II boom of the 1950s.

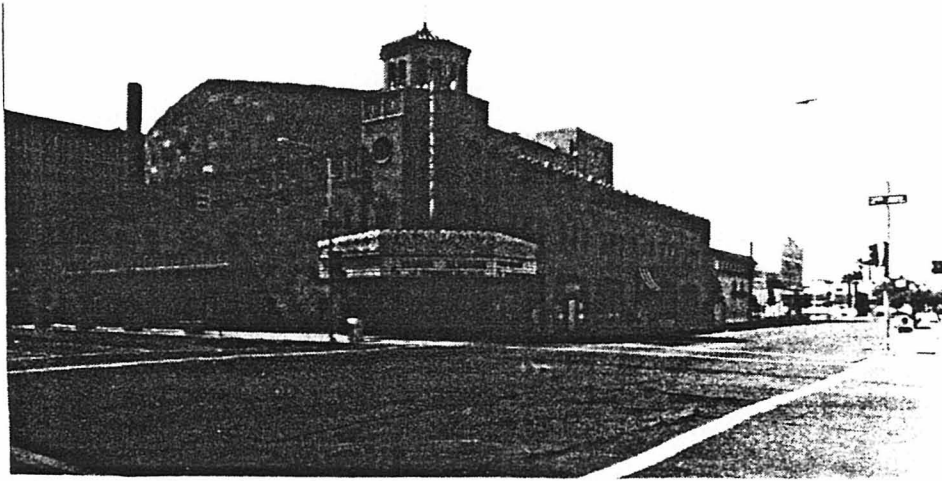


FIGURE 15 EARLY URBAN CENTER PERIOD
Orpheum Theater (37-19), (1984).

Most of the major strides architecturally, economically and commercially in Phoenix were caused by cultural and financial imports. "In general, little advancements was possible without local initiative, local planning, local promotion and outside capital" (Mawn, 1979). As Phoenix became accessible physically by road, rail and air, it became accessible to ideas and financing. These primary networks led to Chicago, El Paso, and Los Angeles. Dwight Heard brought investment and Chicago architectural styles to the valley. The architectural firm of Trost and Trust from El Paso, completed dominant architectural projects for George Luhrs. An excess of architects in the Los Angeles area during the 1920s led many to seek commissions in Phoenix.

The majority of properties (108) included in the nomination relate to the above themes of the Early Urban Center Period.

Properties related to the railroad include those directly owned by the railroad companies, namely the Union Station (39-1) and the earlier Santa Fe Freight Station (49-2). Also related to the railroad's growth are warehouses and warehouse/office/store mixed-occupancy buildings generally serviced directly by rail. Warehouses include: 4-6, 16-4,



FIGURE 16 EARLY URBAN CENTER PERIOD
International Order of Odd Fellows Building (37-16), (1984).

25-6, 25-17, 31-16, 31-17, 31-22, 39-9, 39-15, 41-6, 41-7, 49-6 and 49-8; warehouse/store combinations include: 25-11, 31-14, 39-2, 39-4, and warehouse/office combinations include: 39-3, 48-2, 49-1 and 60-3.

Properties related directly to the sales and servicing of automobiles include: 20-1, 27-17, 28-23, 30-4, 31-12, 36-8, 47-15 and 59-3.

Those properties combining stores and offices all occurred within the original townsite and primarily relate to six of the multi-story buildings mentioned above (28-7, 29-4, 29-9, 30-1, 30-3, 37-1) but do include two, two-story buildings. The Donofrio Building (29-33) and the Winter's Building (29-36).

Two properties were constructed by sodalities with commercial space on the ground floor: the International Order of Odd Fellows Building (37-16) and the Knights of Pythias Building (20-7).

Nineteen properties were constructed for single retail or wholesale products tenant. Included are three bakeries (43-4, 48-1, 53-1), three drug stores (4-5, 5-1, 42-2), and



FIGURE 17 EARLY URBAN CENTER
Pay'n Takit #25 (267-8), (c.1945).
State Library and Archives.

two machine shops (15-6, 269-3). The remaining buildings housed a wide variety of products from Coca Cola to sporting goods to pickles (2-4, 27-5, 41-3, 48-12, 48-13, 53-3, 53-10, 56-1, 58-1, 58-2, 295-1).

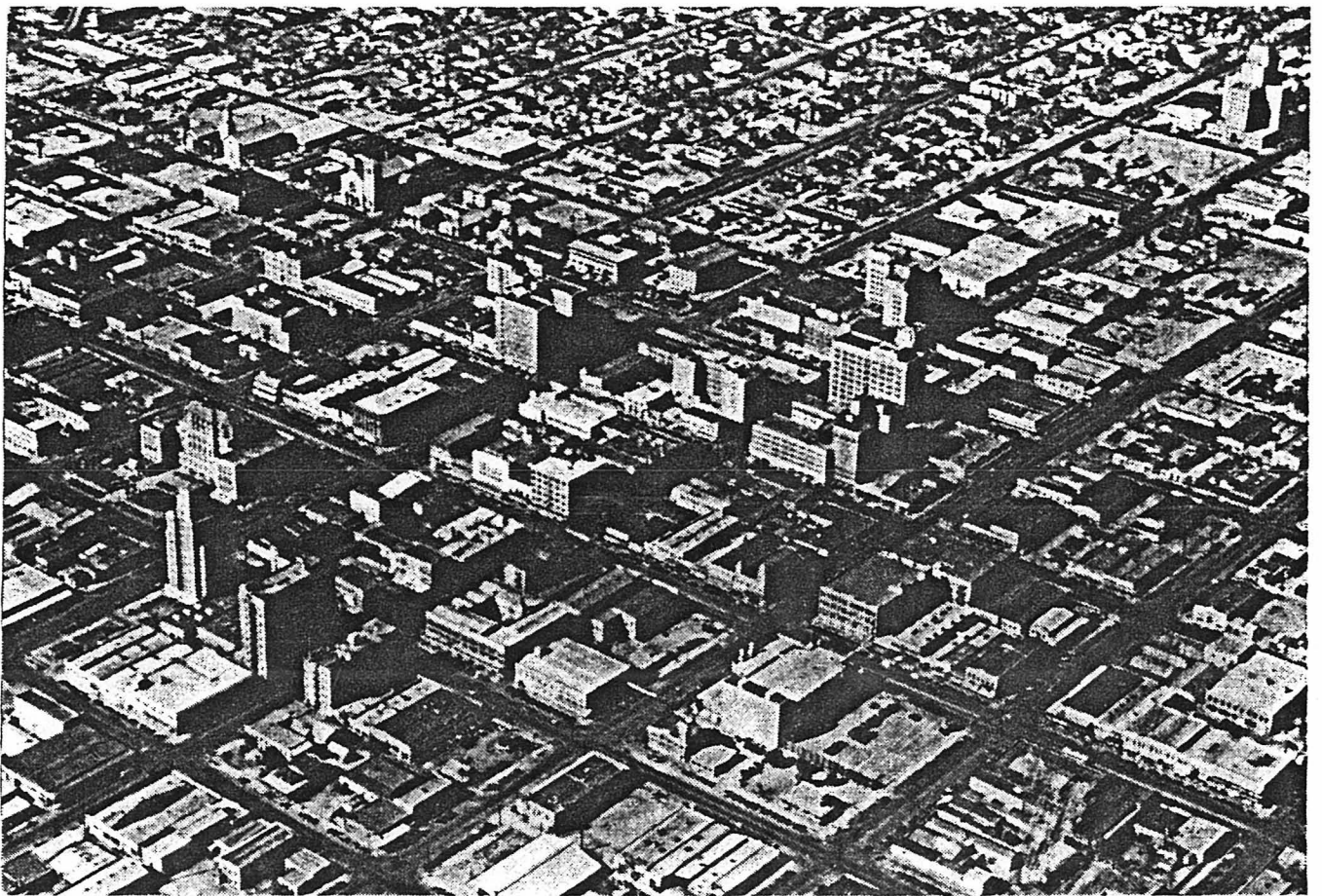
Fourteen properties provided services. There are three restaurants (25-22, 46-17, 288-4), two funeral parlors (36-19, 37-12) and two printers (5-3, 37-11). The remaining buildings housed a variety of services, such as offices for doctors and dentists, barber shops and plumber shops (28-17, 30-2, 37-7, 37-19, 47-7, 267-9, 273-2).

Properties which relate to the expansion of the electrical network include two office buildings and a substation of the Central Arizona Light and Power Company (37-15, 40-1, 63-7).

In addition to the three "high rise" hotels mentioned above (27-22, 28-5, 30-5), three two-story hotels (20-10, 31-3, 31-13) and two tourist courts (278-5, 278-7) are included.

Finally, there are 23 grocery stores, five of which were combined with residential units or a complex of stores (1-2, 7-3, 9-2, 9-5, 22-16, 27-21, 32-1, 36-4, 41-2, 42-1, 42-8, 43-1, 46-18, 53-9, 58-3, 58-6, 262-4, 265-3, 267-8, 269-1, 276-1, 277-1, 294-3).

*FIGURE 18 MATURE URBAN CENTER PERIOD
Overview looking northwest, (1934).
State Library and Archives.*



IV. Mature Urban Center (1932-1947)

The Great Depression was most severe in Phoenix from 1931 to 1933. Following the completion of the Professional Building (29-9) in 1931, no "high-rise" structures would be constructed in Phoenix until the mid 1950s. Although the local economy rebounded quickly from the Depression, and the population count remained on the increase (1930:48,118, 1940:65,414), commercial development was limited to low-rise infill and car oriented businesses along the primary highways and facing major intersections.

During the 1930s, the Federal Highway System became a top priority of the New Deal. Phoenix was fortunate in this regard because of its location on four major Federal highway routes (#60, #70, #80 and the only north-south federal highway in Arizona, #89). Federal programs also built bridges, tunnels, underpasses and overpasses. As the federal highway system developed during this period, automobile-related tourist accommodations and service facilities developed along the main streets into town, Buckeye Road, Van Buren and Grand Avenue.

Tourism and relocation actually increased during the 1930s due to the climate, the large number of Federal programs and the increasing problems in Europe. Resorts such as the Camelback Inn (1936) continued to be constructed and the "dude ranch" appeared in outlying areas. It was during the 1930s that a local advertising agency first used the ever-popular phrase "Valley of the Sun" to attract winter visitors and Phoenix became known as the "City of Palms".

Arizona's strong Congressional delegation led by Senator Carl Hayden, facilitated huge expenditures of public money from the "alphabet" Federal Agencies such as the WPA, PWA and CCC. In fact, Arizona was near the top of per capita expenditures from the New Deal. In addition to highways and bridges, the Federal Government undertook construction of schools, hospitals, utilities, government buildings, airports, parks, playgrounds and recreational facilities. By 1935 the Federal Government was the largest employer in Maricopa County and, by 1937 was pouring more than ten million dollars annually into the local economy.

There was a positive affect of these programs on business as the nearly six thousand federal employees began purchasing

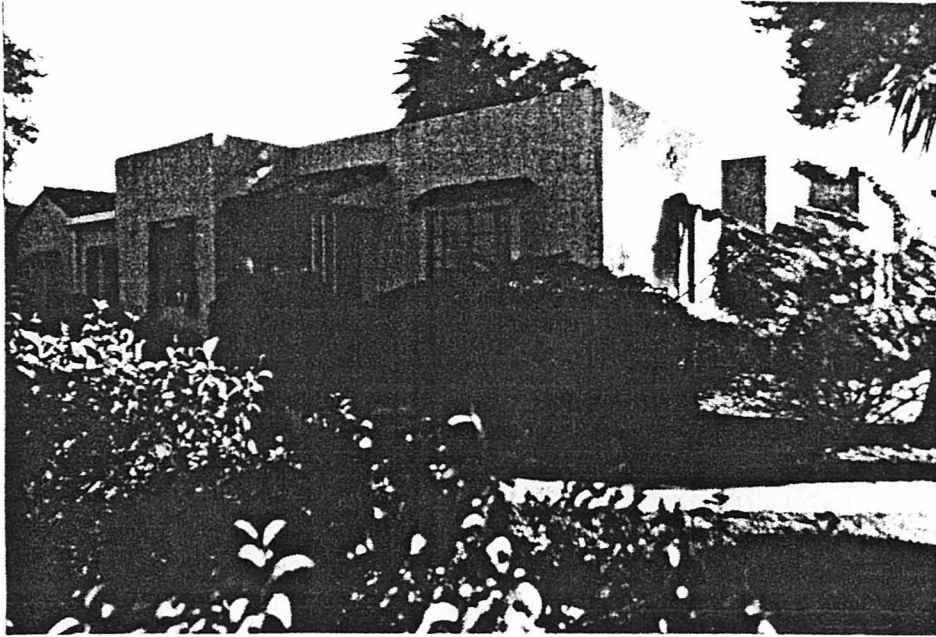


FIGURE 19 MATURE URBAN CENTER PERIOD
Hoehn Complex (291-4), (1984).

goods and services. The federal government also spent more than four million dollars annually during the 1930s purchasing materials, equipment and supplies from local vendors. New Deal legislation in the fields of banking and construction spurred activity in housing and business development, such that, by 1940, construction was moving at the fastest pace ever, exceeding even the boom days prior to World War II. The war brought a sustained interest in the Valley by the Federal Government as policies were implemented to decentralize America's industrial base and to provide additional training facilities for the military. By 1943, six air bases, including Luke Field and Williams Field and three army camps were in operation. Defense contractors relocating to Arizona included the Aluminum Corporation of America, AiResearch and Goodyear Aircraft.

Phoenix was well-known for both its mild winter climate and its severe summer heat, the latter a deterrent to economic growth. Those fortunate enough to be able to leave the Valley during the summer were considered the lucky ones, while the die hard natives slept on their roofs under soaked sheets. All of the resorts were closed from May to October. Beginning with the Westward Ho Hotel (27-22) in 1929, a concerted effort was undertaken throughout the thirties and forties to develop the means of refrigerating interior air and allowing a "year-round" use of facilities. The technology of modern air conditioning and improvements in

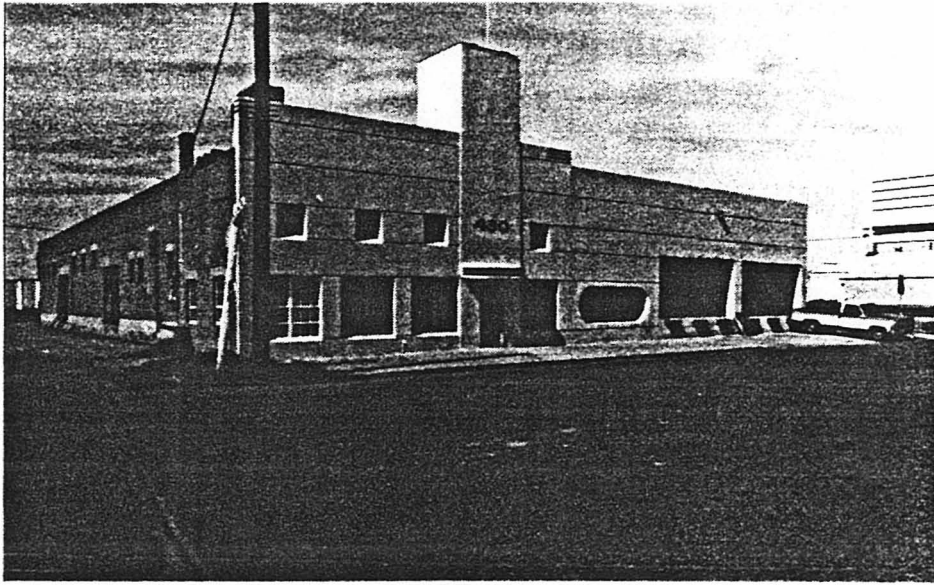


FIGURE 20 MATURE URBAN CENTER PERIOD
Cobb Brothers Warehouse (39-19), (1984).

evaporative coolers led promoters in the 1940s to proclaim Phoenix as the "air conditioned" capital of the world. Air conditioning stimulated business during the summer months and increased productiveness of employees.

During the 1930s and 1940s, the original townsite remained the focus of retail sales and professional and financial services, with dominant intersections along the street grid taking on secondary importance. The basic image of Phoenix remained stable until the economic boom began at the end of World War II. By the early 1950s, Phoenix was on the verge of its greatest adventure with growth and development, but its historical past had matured, making Phoenix the most distinguished and dominant city in Arizona.

Included in this nomination are eighteen commercial properties from this Mature Urban Center period. Eleven meet the 50 year eligibility rule while seven are felt to have exceptional merit. The thematic discussion has been developed through the 1940s so that the exceptional merit properties can be included and so that at least fourteen properties can be evaluated when they individually meet the 50 year rule.

Only one property in the central business district from this period is included, the Hanny's Building (29-22) from 1947, which has already been determined eligible. Other



FIGURE 21 MATURE URBAN CENTER PERIOD
Phoenix Costume House (4-3), (c.1935).
State Library and Archives.

product-related properties include the Basket Lumber Yard Office (55-6) and the Penrod Furniture Store (264-3).

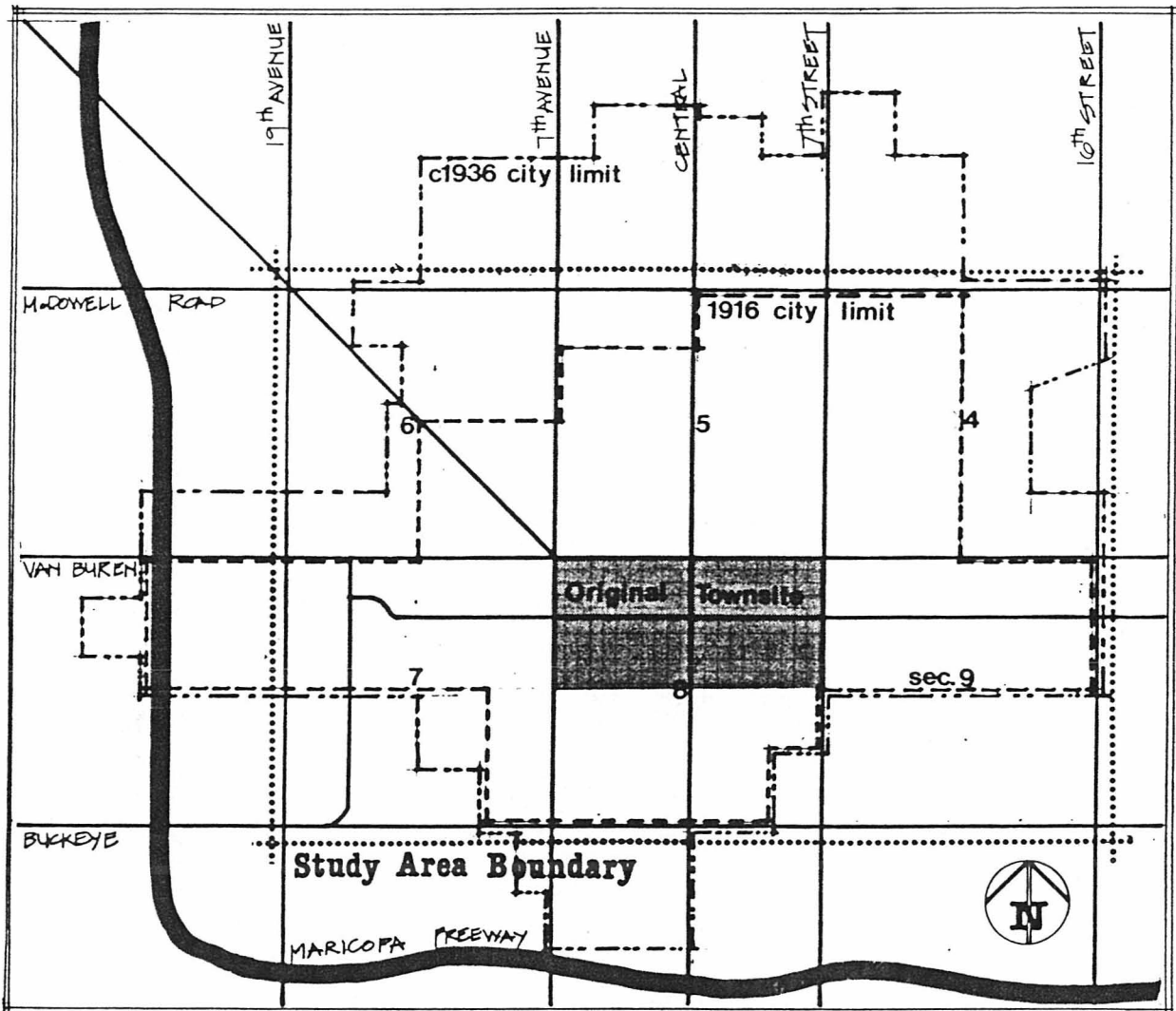
Railroad-related properties include two late warehouses, one for incoming market products, the Cobb Brothers Market Warehouse (39-19) and one for outgoing grapefruit (16-3) of the Arizona Citrus Growers. One service property, the Phoenix Laundry and Dry Cleaning Company (46-21) is included while four grocery stores from the time period have been documented (43-3, 1-3, 294-1, and 401-1).

Mixed-use buildings include the Medical Arts Building (263-8), the Hoehn Complex (291-4) and the Phoenix Costume House (4-3) which is built in the front yard of an earlier Victorian House.

Finally, five car related properties have been documented, four of which are of exceptional merit. The Streamlined Modern Rose Tourist Court (267-3) meets the age requirement while the King's Rest Hotel Motor Court (63-8) constructed in 1937, is the best-preserved example of its type in Phoenix.

Two of the three service stations documented in this nomination are less than 50 years old but represent the only remaining examples of their types in Phoenix; the 1936 Fitzgibbon Service Station (288-5) is built of metal and the Swader Service Station (9-3) is the only Spanish Colonial Revival stylistic station in the survey area.

The Stewart motor Company Building (20-3), constructed in 1947 is the best example of streamlined modern commercial architecture in the study area and represents the last effort in keeping new car sales concentrated on Central Avenue.



Development Reference Map, Phoenix, Arizona

FIGURE 22