
COMMERCE IN PHOENIX

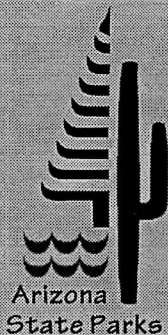
1870-1942



A Component of the Arizona Historic Preservation Plan

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Commerce in Phoenix, 1870 to 1942

A Context for Preserving Historic Properties

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SUMMARY

Located in the geographic center of the Salt River Valley, Phoenix has for most its history been surrounded by irrigated farm land. The irrigation canal system, which was developed primarily along the framework of abandoned prehistoric Hohokam canals, transformed the desert terrain into fields of alfalfa, grains, fruits, and eventually citrus and cotton. The image of Phoenix has always been one of a "garden city," its success and growth inextricably tied to agriculture, and agriculture in turn tied to a reliable irrigation canal system.

The impetus for the settlement of the Valley in 1867, and the subsequent establishment of the Phoenix townsite in 1870, was the Salt River. The combination of that water source, with the Valley's rich, arable land, and a temperate climate was significant in the initial settlement of the area. More important to its long term success however, was the realization that the Valley had the potential of producing agricultural products in commercial quantities. It was that potential for regional commerce that attracted investment from eastern capitalists which in turn resulted in the widespread promotion, increased settlement, and continued development of the Valley.

The completion of the 44-mile long Arizona Canal in 1885 marked the culmination of the initial canal building efforts in the Valley. The resultant system included over 240 miles of canals capable of irrigating over 300,000 acres of land. During the eighteen year period from 1867 to 1885, Phoenix grew steadily in population from 200 to 2,000 people.

Agricultural enterprises provided products for the local market, as well as exports to other regional settlements such as Fort McDowell, Wickenburg, and Prescott. Local commerce included retail enterprises, service oriented businesses, and quite necessarily, banks and real estate firms. The townsite had also become the seat of government for Maricopa County in 1879.

The period of initial settlement and development provided the framework for the growth and economic prosperity of Phoenix for the next sixty years. The establishment of the canal system and surrounding farmland, with Phoenix as the commercial and political focal point, also established the area as a viable investment opportunity; an indispensable ingredient for the city's future success.

Trends in the history of commerce in Phoenix after initial settlement from 1885 to 1942 are linked together by five major historical periods. Each period is marked by distinct patterns in the local economy and the resultant fluctuations in the growth and shape of the townsite.

THE BOOM YEARS (1885-1892)

Although brief, the period between 1885 and 1892 was an important turning point for the City of Phoenix. Much of the events and activities during this time were the result of initial, intensive Boosterism surrounding the fairly rapid development of successful agricultural enterprises in the Salt River Valley.

The beginning of this period is marked by the completion of the Arizona Canal in 1885. Capitalized primarily by outside interests, the three year construction project was the first major development effort in the Valley. Exhaustive promotion of the economic promise of the Valley by land speculators contributed to the first extensive exposure of the Valley and Phoenix to the rest of the country. The objective was increased immigration, which in turn would increase land values and broaden other investment opportunities.

Those efforts were timely considering the heightened interest of eastern and midwestern capitalists in the investment opportunities of irrigation developments throughout the west during the late 19th century. The movement at the national level encouraged immigration and colonization of these newly reclaimed desert lands, and a period was appropriately dubbed the "Irrigation Age of the West."

Public participation in Boosterism also began during this period with the formation of the Phoenix Board of Trade and the Phoenix Chamber of Commerce in 1888. The Territorial Immigration Commission and the Maricopa County Immigration Board expanded their promotional efforts as well.

Population trends and increases in the assessed value of valley lands are measures of the success of those promotional efforts. Between 1880 and 1890 the population within the city's corporate limits nearly doubled from 1,700 to 3,152. Assessed property valuation in 1890 was estimated at \$7 million, double its value from the previous decade. At the beginning of the 1890s, Phoenix was described by journalist John A. Black as "one of the handsomest towns in the Southwest. Business of every description is well represented and, it being the natural trade center of an extensive region, has a large and steadily growing traffic."

The development of municipal improvements and the establishment of the infrastructure of city services were also undertaken during this period. In 1888 the Phoenix City Council authorized a franchise for the construction of a city water works. The Phoenix Water Company was created to operate the utility and by 1903, the system contained 33 miles of pipeline. Another franchise development was a street railway system. Begun in 1887, the system used light, open, mule drawn cars, which by 1893 were powered by electricity. The franchise became the Phoenix Street Railway Company and it played an important role in the growth of subdivisions surrounding the Phoenix townsite.

Politically motivated improvements and facilities were also completed during the boom years. The Maricopa County Courthouse had already been built in 1882 at the southwest corner of First Avenue and Washington Street in one of the two public plazas of the original townsite. The Phoenix City Hall was built in 1888 on the public plaza southeast of First and Washington Streets. The building would serve as the center of Phoenix government until 1929.

Several other projects broadened the base of the City's importance in the territory. In 1886 the Territorial Legislature appropriated funds for the construction of a Territorial Insane Asylum at Phoenix two miles east of the original townsite. In 1892 the U.S. Indian Industrial Training School moved into its new facility at Third Street and Indian School Road, three miles north of central Phoenix. It was one of the largest off-reservation schools in the United States.

The crowning achievement of the boom years occurred in 1889 when Phoenix was made the territorial capital of Arizona. The act of the Fifteenth Territorial Legislature solidified the city's position as the political, as well as the commercial, focal point of the territory.

Rail transportation was a vital element in the successful early development of Phoenix. The first railroad link to Phoenix was accomplished in 1888 which connected Phoenix to the Southern Pacific Railroad's transcontinental mainline at Maricopa. A north-south railroad connecting Phoenix with the Atchison, Topeka, and Santa Fe Railroad's transcontinental line through northern Arizona was completed in 1895. It extended from Phoenix parallel to Grand Avenue, then to Wickenburg and north to Ash Fork via Prescott.

The coming of the railroads opened up the possibility for rapid transportation of local agricultural products to markets outside the Valley and the territory. A wide variety of products could be economically imported as well, providing Phoenix with a broader range of available goods and merchandise, further strengthening local commerce. The railroad was also vital to the creation of new businesses and the expansion of others. Transcontinental links to the east and west also increased immigration to the Valley and saw the beginning of seasonal traffic during the winter.

As the center of commerce for the surrounding farming district, the economy of nineteenth century Phoenix was principally agriculture related. Businesses and industries that were created to serve the booming agricultural interest included building supply companies, mercantile establishments, hay and grain storage companies, agricultural machinery businesses, real estate firms, and banking and loan companies.

By 1892 Phoenix had a business core that included 48 retail establishments catering to the local population. Seven farm equipment dealers, hardware stores, and mining outfitters were also established by 1892. Not surprising, 34 horse transportation related businesses operated in Phoenix during the boom years. They included blacksmiths, liverys and corrals, carriage sales, wagon makers, and harness and saddlemakers.

Wholesale and manufacturing enterprises, geared to serve the local economy, included two flour mills and two feed, grain, and hay storage companies. A bottling works company, ice-maker, two creameries and two dairies also were in operation.

The construction industry supported five contractors, two brick making companies, a lumber company, three architects, and two engineers. Other professionals who established practices in Phoenix included 18 attorneys and 21 physicians.

As expected, finance and real estate related commerce generated a number of businesses by 1892. Five banks, four title companies, and four insurance agencies had been established. Nine real estate agencies sprung up during this period, many dealing in loans, investments, insurance as well as farming and rural property.

THE YEARS OF UNCERTAINTY (1893-1905)

Droughts beginning in 1893 caused heavy losses to the agricultural industry in the Valley. The sustained dry periods of 1893-1898 and 1901-1904 brought the citizenry of Phoenix to the realization that the economic and agricultural opportunities of the region could never be fully realized with a constantly unpredictable water supply in the canals. The results of the water fluctuations in the Valley's irrigation system during this period were significant: nearly two-thirds of the farm land reclaimed in the 1880s became unproductive, much of it returning to desert.

The drought years had a broad-ranging effect on all aspects of the city's commerce, population and general prosperity. The pace of population growth slowed from 1890 to 1900 as compared with the previous decade. By 1900 there were 5,544 residents inside the city limits, about two thirds the growth rate of 1880-1890. The assessed valuation of Phoenix real estate also revealed the post-boom reality of the period. Between 1890 and 1910 the value of real estate rose only \$1.8 million.

The number of businesses in almost every category of retail, wholesale, service, and professional enterprises showed increase during the period from 1893 to 1906. What is important is that in the seven years from the end of the boom period to 1900, local business enterprises slightly more than doubled in number, but from 1900 to 1906, when the effects of the drought period were felt the most, businesses grew by only one percent. Some areas of the economy that saw a reduction in the number of businesses were in retail such as groceries, dry goods, restaurants and hotels, wholesale industries like farm products and building materials, and the construction trades.

The building industry showed the most significant decline in terms of number of businesses. General contractors in Phoenix declined 33% from 1900 to 1906, and the number of sub-contractors dwindled by 58%. In 1900 there were seven architects and three engineers practicing in the city. By 1906 there were three architects and no engineers.

Financial and real estate related businesses tended to stabilize in number with no significant growth in any category during the first decade of the twentieth century. While real estate agencies had jumped to 35 by 1900, only 36 were in business by 1906. Loan companies increased from four to seven, and banks increased by one during the same period.

Despite economic setbacks during the years surrounding the turn of the century, some improvements in local development were made. Municipal services were expanded. Additional water mains were installed by the Phoenix Water Company, extending service west and east of the townsite in 1905. Fire hydrants were installed along the city's water system as well. Telephone service was greatly expanded in the first decade after the turn of the century. By 1908, 1200 subscribers were in the Phoenix exchange. The Sister's of Mercy began St. Joseph's School opened in the Churchill Mansion at the northwest corner of Van Buren and Seventh Street.

One of the most noteworthy political events during this period was the construction of a permanent capitol at Phoenix. Appropriations for construction of the building were made in 1896, construction began in 1898, and the capitol was dedicated in 1901.

Boosterism continued during this period, but focused on other facets of Phoenix besides its agricultural potential. The most important was the local climate. The curative nature of the desert air and mild winters was publicized to attract the chronically ill visitor. Sanitoriums for tuberculosis were established and health "camps" were developed in the outlying areas of the townsite.

The promotional efforts to attract visitors to Phoenix were the foundation of a tourist industry that would have a lasting impact on the city and its environment. The large and elegant Adams Hotel, built in 1896 with the winter visitor in mind, was the first major project in Phoenix geared toward tourism.

The most significant event of the period, and one that climaxed the Years of Uncertainty, was the passage of the National Reclamation Act in 1902. It was followed by the organization of valley farmers as the Salt River Valley Water Users' Association. Both events were necessary for the construction of Roosevelt Dam, and the answer to the water problems that had plagued valley farmers for nearly forty years. Federal legislation authorizing construction of the dam was passed in 1903 and construction was begun in 1906. It was clearly the beginning of a new era for Phoenix and the Salt River Valley.

THE RECLAMATION YEARS (1906-1918)

The construction of Roosevelt Dam brought vital stability to the water supply and hence, to the economy and growth of Phoenix. The dedication of the dam in 1911 was symbolic of the emergence of Phoenix as a formidable western city. It was the cornerstone of the first significant building boom in the city's history.

Actual signs of the upswing in development and prosperity began between 1905 and 1910. The city's population between 1900 to 1910 had doubled from 5,544 to 11,134 people. Real estate markets grew increasingly stronger, and by 1914, the number of new residential subdivisions in Phoenix peaked at 37. Assessed valuation for Phoenix property rose to \$16 million between 1905 to 1910, then increased dramatically to \$93 million by 1918.

With the increase in population and a strengthened economy, the real estate industry saw dramatic growth during the second decade of the twentieth century. The number of real estate agents doubled from 36 in 1906 to 67 in 1912, and then to 78 by 1918. One institution was added to the local banking industry, bringing the total to six. Private lending companies increased from seven to fourteen during the same period.

The phenomenal growth of businesses during this time was also a major indicator that Phoenix had outgrown a single-source economic base. The number of farm implement and machinery companies doubled between 1913 and 1918. Distribution of farm products were handled by eight brokers by 1912. Storage, and wholesale of agricultural goods such as flour, wheat, grain and hay were undertaken by twelve businesses, up 25% from the previous decade. In addition, there were seven cotton ginning companies established valleywide to handle the volume of the Valley's most profitable cash crop.

Retail businesses saw the sharpest increase during this period, and for the first time the number of businesses located outside the central urban area grew dramatically; most to serve outlying residential neighborhoods. In 1912 there were 69 food-related retail establishments within the urban center and 59 in outlying areas. By 1918, 105 such establishments were located downtown and 67 in the residential areas. Fifty-six of those were neighborhood grocery stores.

Industrial development at the western edge of Phoenix was established during this period. The cornerstone of this trend was the construction of the Standard Oil Company's statewide headquarters and distribution center at 19th Avenue and Fillmore, along the Santa Fe Line. That facility set the precedent for the development of 19th Avenue as an industrial corridor. Other businesses that followed suit included Valley Lumber, Capitol Foundry, and the Santa Fe Railroad Maintenance Yard and Roundhouse.

Growth in the construction industry was dramatic during this period. The number of general contractors increased from 22 in 1906 to 52 in 1912. During that same period sub-contractors working in Phoenix increased from nine to 30. Home building companies also appeared for the first time and undertook speculative residential construction on a large scale in the expanding subdivisions.

The transition to the automobile as the primary mode of transportation was significant to the Valley's development. The number of cars registered in Maricopa County in 1913 was 646. By 1920 that number rose to 11,539. As support to this rapid 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 Avenue was converted to a parking lot and garage. By 1920 there were 21 car dealerships in Phoenix, 58 garages, and 12 gasoline stations.

The demand for municipal services to meet the growing city's needs, and to keep pace with the rapidly modernizing world, also increased significantly. Expansion, and finally consolidation of the competing telephone companies began in 1906 and by 1913 all of the telephone exchanges were under the ownership of Mountain State Telephone and Telegraph Company. In 1914 Phoenix became the principal toll station between Los Angeles and El Paso, making it one of the communication centers of the southwest.

In 1907, the City of Phoenix purchased its first utility franchise when it bought the water works of the Phoenix Water Company. In 1911, the City of Phoenix also purchased the Phoenix Sewer and Drainage Company, the private sewer system franchise. That year Phoenix voters authorized the sale of \$400,000 in municipal bonds for expansion and improvements to the system. At the time, it was the largest commitment to bonds in the city's history. In 1913 a new Phoenix City Charter was approved by voters. It called for a commission form of government with a mayor, four city commissioners, and a city manager.

By the time of the U.S. involvement in World War I, Phoenix was poised on the threshold of becoming a progressive urban center and hub of commerce for the Southwest.

THE POST-WORLD WAR I YEARS (1919-1930)

The First World War affected Arizona in two ways. As a result of the war effort, Arizona emerged as the nation's leading copper producer. A sharp demand for cotton during the war years also provided Phoenix as well as Arizona with a major economic boom. Between 1915 and 1920 the Salt River Valley underwent a transition from diversity in agricultural production to an almost total commitment to cotton. The expansion of those industries provided the framework for the city's emergence as a metropolitan city and major Southwestern distribution center.

The local economy experienced both low and high periods during the ten years following the First World War. A brief post-war economic boom lasted until 1920, when the local agricultural industry was devastated by the plummeting price of cotton.

In Phoenix, full recovery from that depression was not evident until the mid 1920s. Beginning in 1926, Phoenix experienced a period of phenomenal growth characterized by a boom in the development and construction industries that was not equaled until the 1930s. The boom peaked in 1928 and 1929 and then collapsed in late 1931. During that period, Phoenix expanded the area within its city limits by fifty percent, increased its population from 29,000 to 48,000, and saw hundreds of new homes and business buildings constructed.

Assessed valuation in Phoenix real estate during the 1920s is one of the most graphic indicators of the city's post-war boom. Between 1919 and 1922 assessed valuation grew steadily by \$12 million. Then, from 1926 to 1930 land values shot up \$32 million to \$153 million, the city's all-time, pre-Depression high. Construction permits for business buildings during the last four years of the decade totaled 411, with a value of \$2.9 million, also a record-breaking statistic.

Transportation became a key factor in the city's growth during the latter years of the mid-1920s. The re-routing of the Southern Pacific Railroad's main line through Phoenix in 1926 was the most important event. The following year, the first tri-weekly airline service to Tucson and Los Angeles was begun from the county's new Sky Harbor Airport. As Phoenix became more accessible by road, rail and air, its dominance as a Southwestern urban center grew. That accessibility also led to substantially more investment by outside capital, principally in agricultural lands and urban subdivision development.

The 1920s were also characterized by a demand to improve municipal services, a development of the city parks system, open land planning and regulation of future growth. Out of the 1920s was born the Phoenix Parks and Recreation Commission as well as the Phoenix Planning and Zoning Commission. Their efforts during the 1920s included creation of the City's first comprehensive plan.

The growth in the number of Phoenix businesses in another indicator of the economic success of the 1920s. Real estate, investment, banking and lending businesses were important benefactors of the post-war boom. Real estate agents operating in Phoenix grew from 78 in 1919 to 121 by 1930. The industry evolved from being an arm of real estate businesses in the early 1920s to full fledged savings and loan institutions by the close of the decade. In 1930, there were six legitimate savings and loan businesses in

Phoenix. The number of banks had stabilized in the late 19th century at five, most notably the Arizona Bank, First National Bank and Valley Bank.

Automobile related businesses also grew significantly during this period as the local population became more dependent upon the car for everyday transportation needs. Gasoline service stations flourished during this period with 14 operating in 1920, 26 in 1925, and an astonishing 119 in 1930. Auto dealerships remained at about twenty during the decade, with most of these concentrating on expanding or building new facilities.

The construction industry saw significant growth during this period. 32 general contractors were in business in 1919 and by 1930 that number had swelled to 131. Five engineers and fourteen architects were practicing in Phoenix in 1930, more than double the number at the beginning of the decade.

Retail establishments of all varieties expanded during the post war boom, with the most dramatic growth seen in retail groceries. By 1930, slightly more than 300 grocers were in business in Phoenix, up from 127 in 1919. The majority of those were neighborhood stores located outside the urban center. Related small localized businesses such as barber and beauty shops, ice cream stores, dry cleaners and drug stores were often contiguous to the grocery store, creating an agglomeration of businesses catering to a single neighborhood. The clustering of those types of businesses became the forerunner to the strip commercial building concept that emerged in the 1930s.

Phoenix matured as a distribution center between 1920 and 1930 with the growth of the wholesale shipping and warehousing industries. In 1919 there were only seven wholesale distributors in the central Phoenix area. By 1930 there were fourteen food-related wholesalers and 38 non-food related wholesalers. Of those 52, sixteen represented national distributors. Five of those companies were suppliers of oil products, one of the fastest growing new industries in the Valley.

The non-rail shipping industry growth during this period is illustrative of the city's heightened importance as a regional distribution center, particularly after Phoenix was put on the Southern Pacific's main line in 1926. Only two storage and transfer companies existed in Phoenix in 1920, compared with 16 in 1930.

During the post-war years Phoenix continued to develop its fledgling tourist industry. The winter climate attracted an increasing number of tourists Valley-wide and several resorts in the areas surrounding Phoenix were developed; these included the San Marcos Hotel in Chandler (1913), Jokake Inn near Scottsdale (1926), the Wigwam Inn in Litchfield Park (1929). The San Carlos Hotel, built in 1928, was a private development effort also aimed at the tourist market. Seeking to capitalize more directly from tourism, the citizens of Phoenix supported community subscription stock sales for the construction of the sixteen-story Hotel Westward Ho in 1929. Both the San Carlos and the Westward Ho represent an early recognition of the importance of tourism to the local economy.

THE GREAT DEPRESSION AND NEW DEAL YEARS (1931-1942)

The decade of the 1930s was the most significant period of growth in the pre-World War II history of Phoenix. Beginning with the Great Depression and ending with the economy-strengthening federal programs of the New Deal years, the decade witnessed a sharp rise in growth and related construction activity.

The worst years of the local economic depression, 1932 through 1935, are reflected in the virtual standstill in real estate development and construction activity. Building permits issued for residential construction from 1932 through 1935 totaled 125, compared with 135 for 1931 alone. Similarly, construction of business buildings during the Depression numbered only 62, compared with 32 for 1931. Assessed valuation of Phoenix real estate plummeted to \$96 million in 1934, from \$153 million four years earlier.

From 1933 through 1941, Arizona's strong congressional delegation, led by Senator Carl Hayden, facilitated huge expenditures of public money from the New Deal federal agencies, particularly the Works Progress Administration (WPA) and the Public Works Administration (PWA). In addition to highways and bridges, the federal government sponsored construction of schools, utilities, government buildings, parks, playgrounds, and recreational facilities in Phoenix. By 1934 the federal government was the largest employer in Maricopa County, and by 1937 was pouring more than \$10 million annually into the local economy.

There was a positive effect of those programs on business in Phoenix when the nearly six thousand federal employees began purchasing goods and services locally. In addition, the federal government spent more than four million dollars annually for materials, equipment, and supplies purchased from local vendors. New Deal legislation in the fields of banking and construction eventually stirred activity in housing development, such that by 1940, construction was reported by the Arizona Republic as moving at the "fastest pace ever, exceeding even the boom days prior to 1930."

The experience of the Great Depression had a sobering effect on real estate-related businesses locally by the time the U.S. entered World War II. Real estate agencies dwindled from an all-time high of 131 in 1931 to only 66 in 1934. Agencies climbed steadily to 90 by 1941, which reflected a net decrease of 26% for the decade. Banks, savings and loan companies, and title insurance businesses all saw a reduction and consolidation during the decade. Three banks existed in 1941, compared with five in 1931. Savings and loans dropped to two from eight, and the number of title companies shrank from seven to two in the same period.

Assessed property valuation showed steady gains during the New Deal Years, rising \$12 million between 1934 and 1941. Building permits for commercial buildings from 1936 through 1940 totaled 219, three and a half times the number of permits issued during the first half of the decade and over six times the construction value. The boom in the development and construction industries that characterized the last half of the 1930s was partially the result of federally assisted public works projects including major street improvements, and comprehensive expansion of the city's water and sewer systems.

Clearly the most influential factors affecting residential development and construction were the housing policies and programs of the federal government. The New Deal years marked the beginning of the federal government's full-fledged participation in the provision and improvement of housing nationwide. The National Housing Act which created the Federal Housing Administration (FHA) was the key federal program. It was designed to stimulate new construction through increased mortgage lending by private institutions, whose loans were insured by the federal government. From 1934 to 1941 almost \$4 billion in home and property improvement financing had been underwritten by the FHA, representing 500,000 new homes nationwide.

Residential activity in Phoenix soared as a result of the federally insured lending program. Between 1936 and 1941, 1,258 residential permits were issued, ten times the number for all of 1932 through 1935. The value of that construction totaled \$6.5 million. The benefit of the building activity to all sectors of the city's economy played a major role in the commercial growth of the city through 1942.

Wholesaling of locally produced agricultural products and distribution of imported consumer goods grew during the New Deal years, providing a substantial boost to the local economy. Diversification of agricultural products continued with cotton, citrus, produce and poultry leading the market. Produce wholesalers in Phoenix saw the most dramatic increase in the decade, due largely to expanded production of vegetables by small farmers, and a significant increase in citrus growing. Between 1931 and 1941 the number of wholesalers increased to thirty from six, an eighty percent rate of growth.

Regional wholesaling and distribution of consumer goods also saw significant growth during the decade, as Phoenix continued to expand its role as a regional center of commerce. The number of distributors of non-food consumer goods nearly doubled, from 38 in 1931 to 64 in 1941. Twenty-five percent of those wholesalers represented national companies. Distribution of food and liquor to regional markets, an industry begun in the 1920s, continued in the 1930s. Transfer, storage and trucking companies operating in Phoenix grew 43% in the ten years from 1931 to 1941.

During the period of the 1930s, the neighborhood grocery store continued to develop in response to the expanding residential areas. The increase in the number of such commercial enterprises during the New Deal years, however, was not nearly as dramatic as it was during the previous decade. The 1920s saw an average 34% annual growth in the number of neighborhood groceries, compared with only fourteen percent growth in 1930s. Two factors contributed to the first signs of the end of that type of commercial enterprise. One was the implementation of the city's first zoning ordinance in 1930 which prohibited commercial uses in residential districts, and encouraged its development along major streets. The second factor was the growth in automobile-related strip commercial development, which was also focused on arterial roadways. By the end of the 1940s, strip commercial centers dominated the commercial scene in the city and the neighborhood grocery store concept was all but abandoned.

Construction of commercial buildings during this period was influenced by the automobile in the choice of location, the type of enterprise, and the emphasis on parking for accessibility. Growing commercial activity included automobile-dependent businesses such as auto dealerships, garages and service stations, and tourists courts. Other new businesses, although not dependent on the automobile, took advantage of the

automobile and chose their locations on important city streets. These types of commercial enterprises included strip commercial groceries, single use retail, and office buildings.

Part of the automobile-related development of business was tied to the growth of tourism nationwide as more Americans began traveling the country in their private cars. The tourist court, forerunner of today's motel, offered home style living at reasonable prices and helped make it possible for the average working American to have a vacation away from home. In Phoenix such facilities proliferated during the late 1920s. The first tourist court appeared locally in 1921 and by 1930 there were 53. That expanded to 84 by the mid 1930s and exceeded 100 by the outbreak of World War II.

As the United States entered World War II Phoenix had grown to become a large, economically sound southwestern city. Along with Albuquerque and El Paso, Phoenix was considered a major urban center and significant contributor to the regional economy. The population in Phoenix expanded to 65,434 persons by 1940, a 36% increase from 1930. Retail trade had grown to \$48 million in annual sales by 1939. Wholesale establishments in Phoenix for 1939 increased to 194 with annual sales of \$49.5 million. Deposits in the City's banking institutions between 1930 and 1940 exceeded \$63 million, nearly double the amount from the previous decade. Clearly by 1942 Phoenix was on the threshold of becoming a metropolitan city capable of influencing regional and even national economic trends. Phoenix was also prepared, in many respects, for the phenomenal growth it would witness after the close of World War II.

LOCATIONAL PATTERNS OF COMMERCIAL DEVELOPMENT 1885-1942

Commercial enterprises, certainly the backbone of any new town created during America's 19th century westward expansion, formed the core and focus for the early development of Phoenix. Following the traditions of 19th century city planning, the City's earliest commercial architecture was built in the center of the townsite surrounding the two public squares, and lining Washington Street, the major east-west thoroughfare. This became the first of a series of distinct locational patterns for local commercial architecture.

Farmers and ranchers in the surrounding area patronized local retail enterprises located in the center city for necessary goods and services. The earliest, most successful businesses were those that catered to local needs, particularly dry goods, clothing, hardware, farm implements and machinery, and food. Banking concerns, real estate agencies, and legal services also received substantial business from the surrounding population. As the seat of county government, Phoenix solidified its purpose as an urban center, drawing residents county-wide to the community in order to transact official business provided through the County Recorder, Treasurer, and Assessors Offices as well as the court system.

The establishment of railroad connections to Phoenix during those years provided the framework for some concentrated expansion of specialized commerce as well. That created the second distinct locational pattern of the City's commercial architecture. The railroad alignments also proved to be significant barriers to overall urban development, perhaps not anticipated in the original townsite plan, or by early subdividers of adjacent

residential additions to the townsite. The east-west railroad alignment along Harrison Street segregated the early residential subdivisions to the south from the townsite proper. The flooding of the Salt River in the Nineteenth Century also had an effect on the desirability of the residential subdivisions to the south. An orderly flow of residential expansion was therefore forced to the north.

Likewise, the rail line connecting Phoenix to the north via Wickenburg altered developmental trends west of the townsite. The railroad alignment paralleled the southwestern side of Grand Avenue to 19th Avenue, then south along that roadway to its connection at Harrison Street. That barrier, coupled with the intermittent flooding of the areas west of Seventh Avenue, altered the orderly expansion of the urban area westward until the late 1920s.

The effect of the railroads and the floods on local development and the locational patterns of commercial enterprises was two-fold. First, the alignment forced a stratification of local real estate from most desirable (north and east of the townsite), to least desirable (south and west of the townsite). That stratification also resulted in the segregation of the urban center neighborhoods by social and economic class. Upper and middle class areas were located in the northern portion of the townsite and the early subdivisions north of Van Buren. Lower economic classes and ethnic groups were concentrated in the areas south and southeast of the townsite, and certain areas north east of Grand Avenue.

Second, the railroad alignment created a convenient and economically prudent location for commercial enterprises dependent upon rail transportation. Such businesses included warehousing and shipping agricultural products, and storage and warehousing of bulk imported products for local retailers, particularly agricultural machinery, lumber, and furniture. The locations of those types of commercial enterprises created a linear "zone" of specialized commerce. That zone also served as a magnet for other industrial enterprises, not necessarily railroad dependent. Ice plants, cold storage facilities, machine shops, and creameries are a few examples of those industries which located in that zone and catered to the local population, but were not necessarily dependent upon the railroad to succeed.

With the precedent set by the railroad alignment, and the town square focus for retail and service commercial architecture, the framework for the locational pattern of late 19th and early twentieth century commerce in Phoenix was established.

During the Period of Uncertainty, 1898 to 1906, the pattern of commercial development established earlier was maintained. This was due to a large extent to the relatively small amount of commercial construction activity during that period. Rail shipping did see a significant increase, especially after 1900 when cattle and alfalfa growing dominated the local agricultural economy. Aside from some new storage warehouses, those enterprises created little additional incentive for commercial building expansion.

The advent of the neighborhood grocery store is seen during this period. Although the concept of the location of commerce away from the center city did not flourish until the 1920s, the beginning of the century saw the birth of a third distinct pattern for the location of commercial building in Phoenix.

Commercial enterprises expanded during the Reclamation Era from 1906 to 1919. New businesses were established, and existing enterprises expanded, both of which affected locational patterns of commercial building in Phoenix. Most expansion of buildings occurred as infill in the existing framework of the center city commercial core and the railroad commercial and industrial zone. Some scattered industrial development occurred near the railroad alignment on land originally intended as residential, but by then given to more appropriate commercial uses relative to the railroad tracks west of Central.

The scattered site development of neighborhood retail grew incrementally, but was not yet a dominant factor in the locational patterns of local commercial buildings. During this period, especially toward the close of World War I, the beginnings of the strip commercial building as a locational concept can be seen.

Located at the fringes of neighborhoods outside the center city and always along major roadways, this type of commercial enterprise constituted the fourth distinct locational pattern in local commercial development.

During the boom years of the 1920s, all four systems of local commercial development became major factors in shaping the commercial environment of Phoenix. Both the neighborhood retail buildings, and the strip commercial concept flourished as new subdivision developments reached all time highs.

The central business district not only filled out and matured, but its physical appearance changed dramatically. The introduction of high rise architecture in the mid to late 1920s gave renewed viability to the center city locational pattern established in the 19th century. Railroad related commerce and industries expanded in the established zone along Harrison, Madison, and Buchanan Streets and expanded to the east, west and south of the original townsite.

During the decade of the 1930s, growth in all areas of commerce was slow. After 1937, and up until the end of 1941 some growth did occur especially in the area of strip commercial single use buildings. In addition, a fifth type of commercial locational pattern emerged. The concept of the strip commercial marketing center, first introduced locally in the late 1920s, evolved and began to mature. Scattered site development of these marketing centers is seen as a direct result of the late 1930s surge in residential subdivision development. Locations also related to major thoroughfares in response to the automobile. Although relatively few of the marketing centers were built city wide before the beginning of World War II, their impact on the concept of marketing goods and services was resounding.

THE PHOENIX TOWNSITE

The original Phoenix Townsite plan clearly set the precedent for the design and layout of the adjacent subdivisions that were platted before 1900. The townsite was based on the cadastral survey system with its north, east, and west boundaries at section lines, and its southern boundary and central north-south road at half section lines.

The plan was a rectangular shape, completely symmetrical in its street and block layout. Its design was intended to allow for equally advantageous expansion of the townsite on all

four sides. Major thoroughfares were 100 feet wide and included two east-west avenues and four north-south avenues. Their intersections formed the corners of two public plazas. Washington and Jefferson Streets were the east-west thoroughfares, and First and Second Streets and First and Second Avenues were the primary north-south roadways. All other roads were 60 feet wide and formed square blocks approximately 300 feet to a side. Commercial lots were laid out on blocks facing the public plazas. Residential lots were on the remaining blocks.

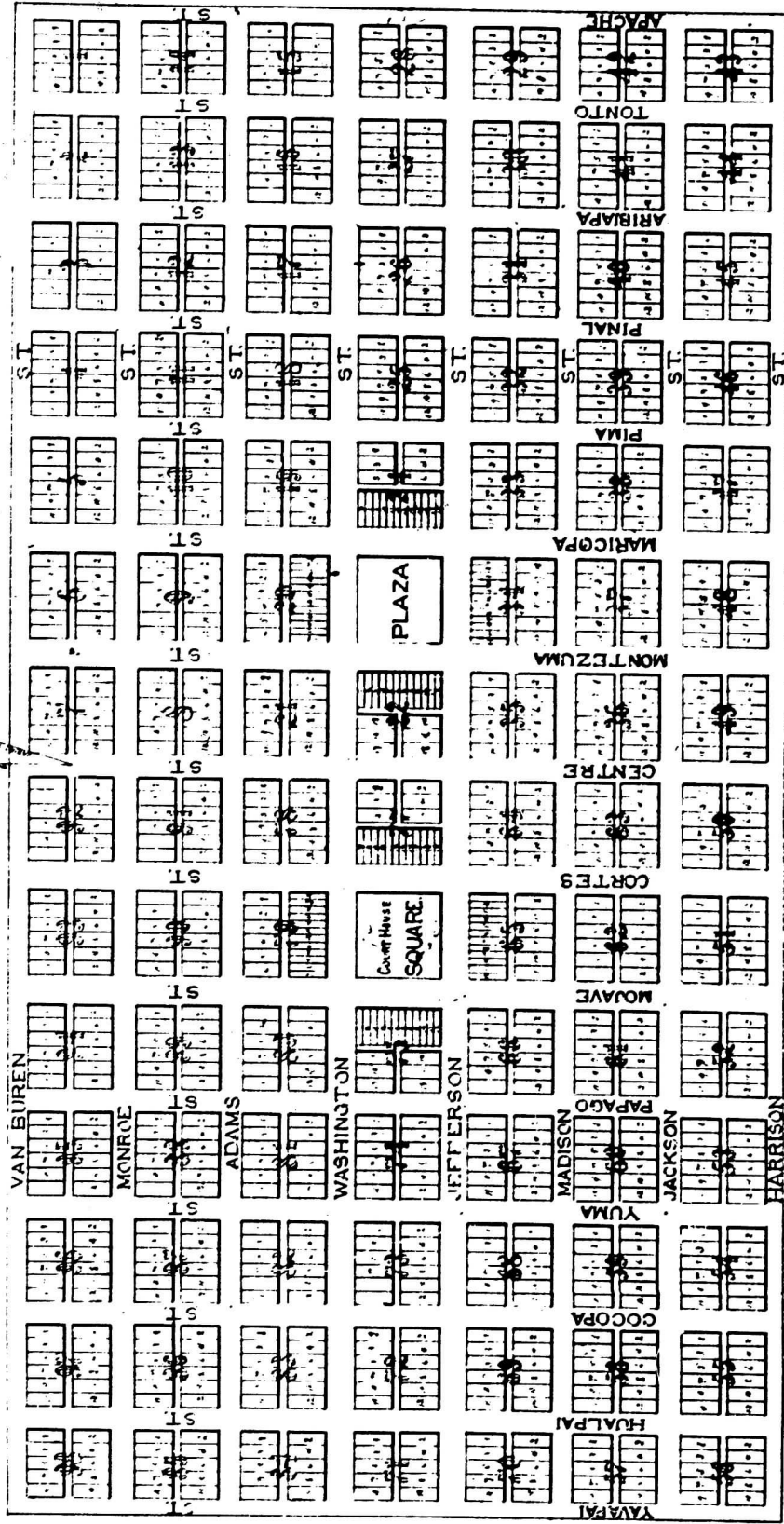
The north-south roads were originally given Indian names, but those were changed at the turn of the century to numbered streets and avenues. The Yuma Road (now Van Buren Street) extended along the northern boundary and was designated a county road in 1880. The Salt River Valley Canal, known as the "town ditch", was also located along the townsite's northern edge. It remained an open ditch until the second decade of the twentieth century.

The pattern of square blocks and the designation of certain roads as thoroughfares was repeated in early adjacent subdivisions, therefore reinforcing the planning concept of the Phoenix Townsite. That pattern can be seen in additions extending nearly a mile in each direction from the townsite.

MAP OF THE TOWN OF PHOENIX MARICOPA COUNTY, A. T.

NORTH 1/2 OF SEC. 8, T 1 N, R 3 E, OF GILA & SALT RIVER MERIDIAN.

WM. A. HANCOCK,
COUNTY SURVEYOR.



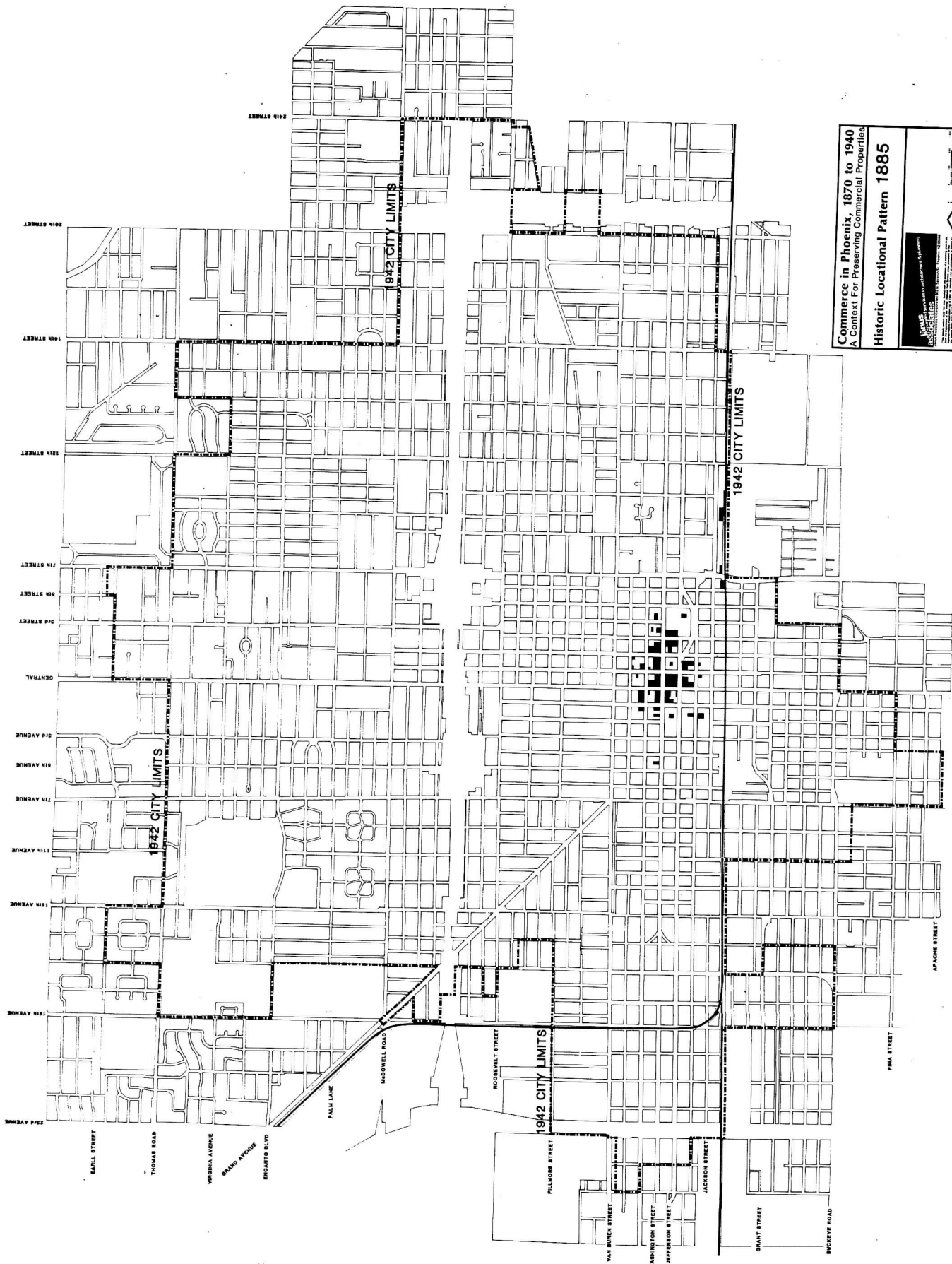
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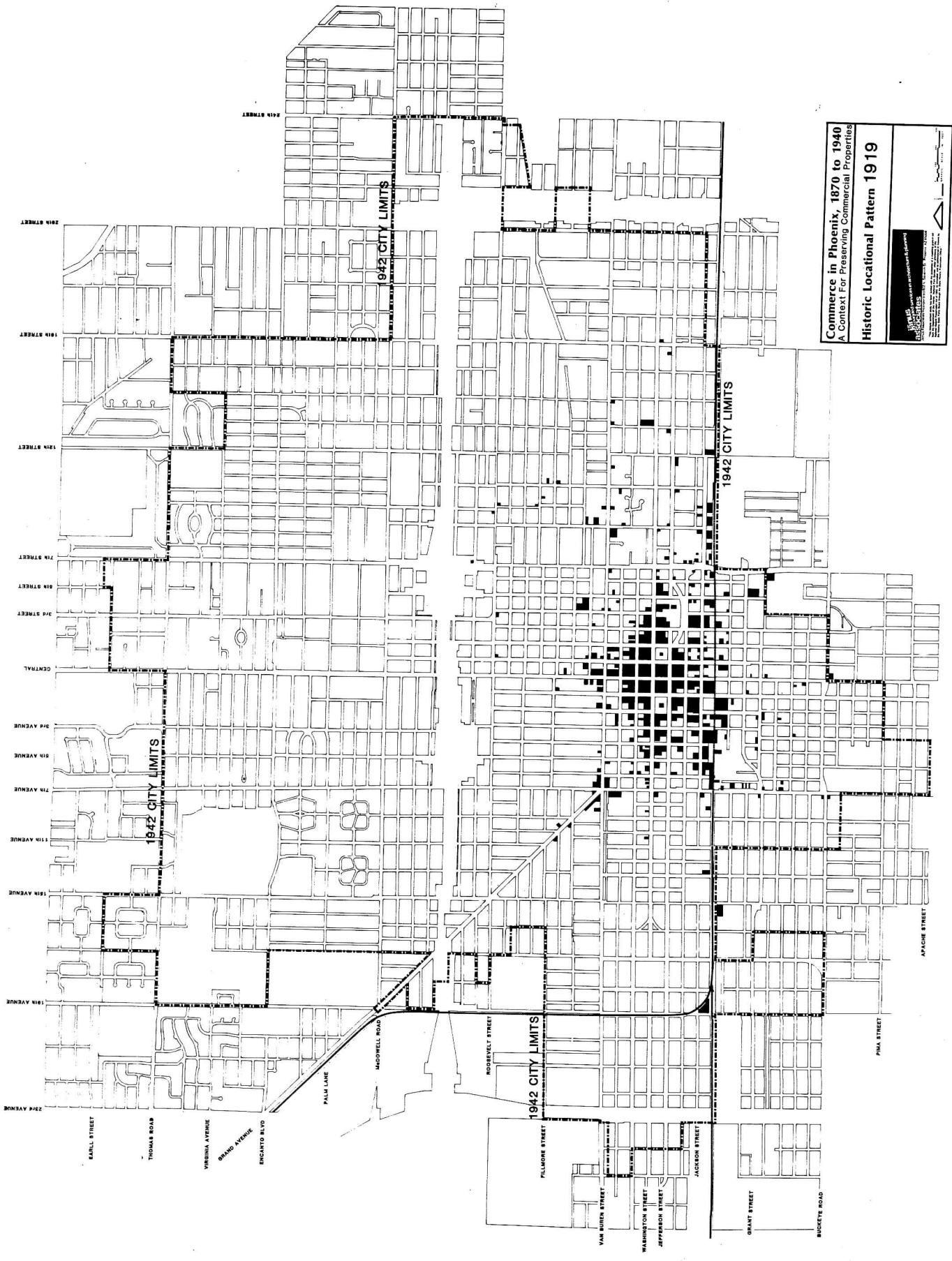
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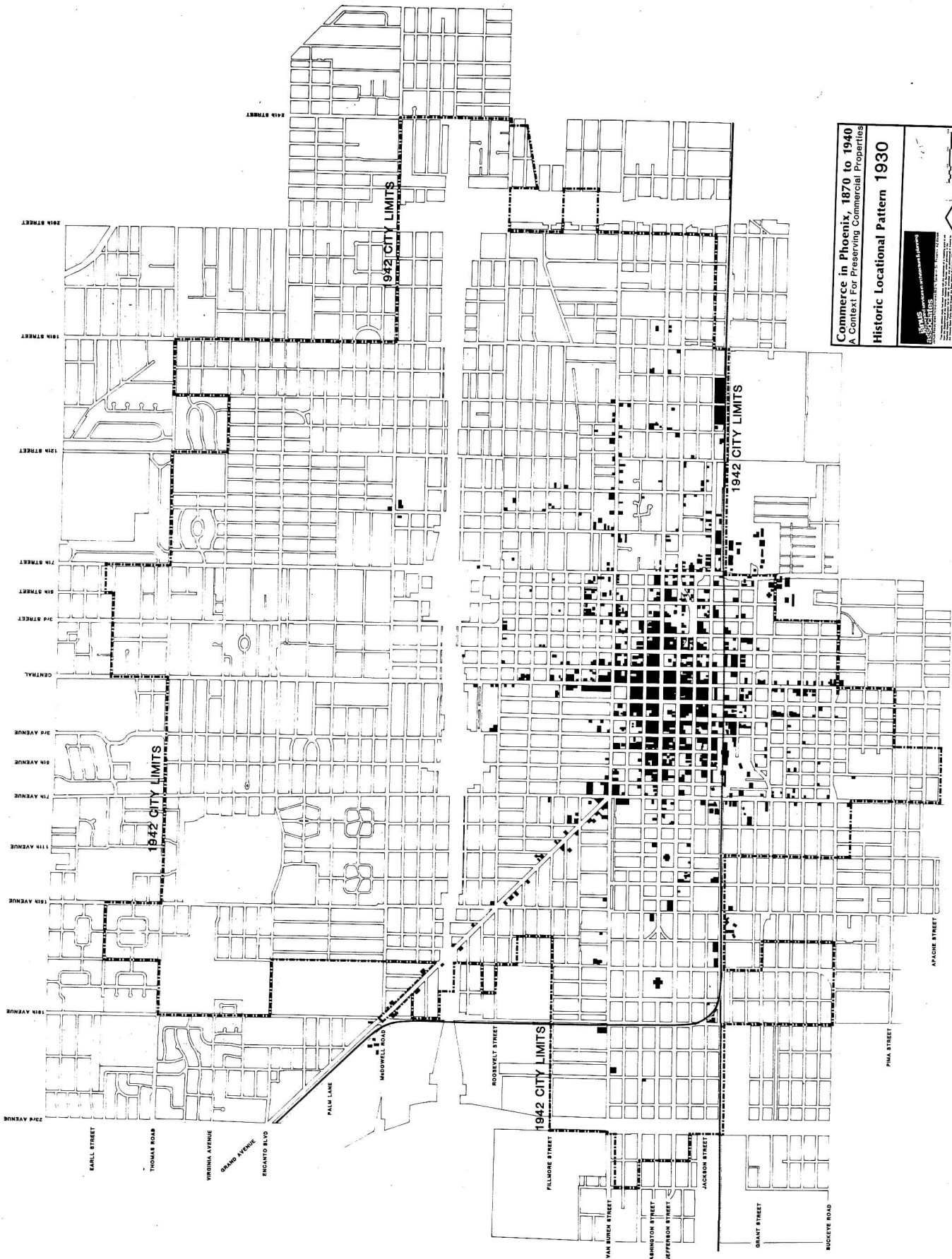
Commerce in Phoenix, 1870 to 1940
 A Context For Preserving Commercial Properties
 Historic Locational Pattern 1885

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Commerce in Phoenix, 1870 to 1940
A Context For Preserving Commercial Properties
Historic Locational Pattern 1919



Commerce in Phoenix, 1870 to 1940
 A Context for Preserving Commercial Properties
Historic Locational Pattern 1930



HISTORIC COMMERCIAL PROPERTY TYPES

Identification of historic commercial buildings and an evaluation of their significance can best be made by understanding the common characteristics of those buildings. Those characteristics relate to historic period, design, style, methods of construction, and location and setting. The evolution of commerce in Phoenix as illustrated through the city's historic commercial architecture can conveniently be categorized based on common characteristics. Organization of historic buildings by their common characteristics results in the identification of specific historic **property types**. A property type is a grouping of individual properties based on a set of shared physical or associative characteristics.

Ten distinct property types have been identified for commercial buildings in Phoenix. They have been organized in four major categories. Those categories are distinguished by three concepts: 1) Period of Construction, 2) Location Pattern, and 3) Function. The four major categories are:

1. Central Business District Commercial Architecture
2. Neighborhood Related Commercial Architecture
3. Railroad-Related Industrial Architecture
4. Automobile-Related Commercial Architecture

CENTRAL BUSINESS DISTRICT COMMERCIAL ARCHITECTURE

For most of the period between 1885 and 1930 almost all of the City's commercial activity occurred within the original townsite. The traditions of 19th century city planning dictated that commercial buildings surround public squares or line designated thoroughfares that formed the axis of the town plan. Commercial development in Phoenix followed such a pattern until the late 1920s when the automobile began to dominate the habits and purchasing patterns of consumers and hence commercial development.

The property types associated with the urban center business district can be divided into three areas: those buildings constructed during the early development of the central commercial core; small scale commercial architecture built for broad ranging specialized uses, illustrating the city's expanding economy after 1906; and large scale, high rise commercial architecture representing the city's emergence as a regional center of commerce and finance.

PROPERTY TYPE: COMMERCIAL ARCHITECTURE FROM THE BOOM YEARS TO THE RECLAMATION ERA. (1885-1906)

Several distinct features characterize the physical appearance of the post-1885 commercial buildings in Phoenix. All were constructed of brick masonry. Produced locally, it was the most economical and "fireproof" building material available. Imported cast iron storefronts were common, installed with locally produced wrought iron or heavy timber beams and lintels.

The scale of the buildings were almost never taller than two stories. The typically narrow widths of facades and long building depths are distinct characteristics of this property type.

The scale and shape of the buildings was dictated by the original town plan which had entire blocks laid out with narrow, deep lots designated for commercial purposes.

The design of the buildings followed simple Late Victorian or Panel Brick Commercial Styles. References to those styles included simple cornice detailing of brick corbel work or formed sheet metal. Proportions of doors and windows were tall and narrow, usually constructed with segmented arches. Most buildings had flat roofs with parapets. Some elaborate construction efforts included stylistic elements such as mansard roofs, corner turrets, and bay or oriel windows.

Functionally, the buildings contained retail storeroom bays, usually divided into twelve foot widths. If two stories, the buildings functioned as retail on the first level and offices or dwelling rooms on the second level. Basements were common and used for storage. Hotels and lodging houses presented similar exterior appearances as retail/office commercial architecture. Functions on the interior first level included at least one retail establishment in a storefront bay, as well as a lobby with stairs and sample rooms for traveling salesmen.

Several characteristics demonstrate this property type's association with turn-of-the-century commercial history in Phoenix. All buildings were constructed within the original townsite, almost always on lots originally intended for commercial use. The conservative scale and design of the buildings reflect the uncertain economic conditions of Phoenix prior to 1906.

The advent of rail transportation to Phoenix is seen in the building materials imported for commercial efforts. Such material included cast iron, pressed or formed sheet metal, and architectural millwork. Almost all of the buildings were designed by architects trained in the Victorian manner, influenced by stylistic trends emerging from southern California or Chicago.

This property type reflects the early phase of the city's commercial history which focused on a locally supported commercial economy. Most commercial buildings functioned as outlets for locally owned retail establishments and hostelrys, or as offices for businessmen and professionals deriving the majority of their business from the local population.

Few examples from the period exist. Some include:

- 1885 Fry Building (146 E. Washington)**
- 1903 West End Hotel (701 W. Washington)**
- 1909 Madison Hotel (35 E. Madison)**

PROPERTY TYPE: LOW RISE COMMERCIAL ARCHITECTURE FROM THE RECLAMATION ERA THROUGH THE POST WORLD WAR I YEARS (1906-1931)

The physical characteristics that help define this property type include the use of specific building materials and structural systems, scale, location, and architectural style.

This type of commercial architecture was constructed mostly of pressed brick masonry, glazed, decorated or colored at the facade. The material was used as either bearing walls or as part of a cast-in-place concrete frame structural system. The advent of concrete block during this period provided the opportunity for use in commercial construction, but it was rare in Phoenix.

Another trait of low-rise early twentieth century commercial architecture was its scale. The size of the building ranged from one to four stories in height, with most averaging two levels. The proportions of facade width, height, and lot depth were typically larger than their turn-of-the-century predecessors. Locational patterns differed as well. Low rise commercial architecture tended to be more dispersed throughout the townsite rather than located on the narrow lots designated for commercial use in the original townsite plan.

Finally, the most distinctive characteristic of this property type was its architectural style. Designs referenced an eclectic mix of the Panel Brick Commercial Style and the popular Period Revival Styles. The images of commercial designs were drawn from the Neo-Classical, Spanish Colonial Revival, and Mission Revival Styles. Architectural details were more elaborate and built of more durable materials like cast stone, and terra cotta. Windows and storefront bays were larger, with second story windows wider and supported by steel lintels.

Characteristics that relate this property type to associations with the history of the period are varied. One characteristic is the broad functional range of the buildings, reflecting the expanding nature of the urban center during the 1910s and 1920s. The uses included retail, lodging, fraternal (with retail at the first level), offices, and public institutions.

The influence of national trends in architectural style reflects the maturing image of Phoenix as a sophisticated city during this period of economic prosperity. Regional styles used in the buildings' designs are drawn primarily from the California experience and reflect the city's continued desire to compete with the West coast.

Most building materials were locally fabricated, including brick, concrete block, milled lumber and structural steel. The use of those materials was a direct result of the growth in the number of local businesses specializing in the area of construction, materials manufacture, and fabrication. Finally, the commercial buildings of this property type functioned to serve the local population as well as initially embracing regional and intra-state markets. Professionals in business locally were involved more and more with out of town transactions, particularly in the area of law, real estate, and investment banking. As a result the architecture of their places of business began to show a sophistication compatible with other important regional cities such as Los Angeles, El Paso and Albuquerque.

As a fairly common property type, several examples still exist. Typical examples include:

- 1924 Luhrs Annex (25 W. Jefferson)
- 1929 Hotel St. James (21 E. Madison)
- 1920 I.O.O.F. Building (245 W. Adams)
- 1928 Knights of Pythias Building (829 N. First Avenue)
- 1931 Stag Hotel (27 W. Madison)
- 1913 Luhrs Central Building (132 S. Central)
- 1919 Manufacturing Stationers Building (325 W. Adams)
- 1920 Walker Building (10 N. Third Avenue)
- 1925 Moore Mortuary (333 W. Adams)
- 1927 Orpheum Theater (209 W. Adams)

PROPERTY TYPE: HIGH RISE COMMERCIAL ARCHITECTURE FROM THE RECLAMATION ERA THROUGH THE POST WORLD WAR I YEARS (1906-1931)

High rise commercial architecture as a property type has several distinct physical characteristics. The two most obvious are height and location. Buildings from this period ranged from four to 16 stories. Most buildings consume a quarter to a half block in area and are almost always located on a corner with multiple entrances. All, with one exception, were located in the central core of the original townsite.

Structural systems used were almost always a cast-in-place concrete structural frame, with sheathing of pressed, decorative brick. An exception is the use of a steel structural frame with wall panels of terra cotta or limestone. The structural frame was sometimes expressed on the exterior, particularly the vertical elements.

Stylistic choices encompassed popular early twentieth century motifs derived from period European architecture. Such eclectic designs included the Second Renaissance Revival and Spanish Colonial Revival. The Modernistic Style, popularized first in New York, Chicago, and Los Angeles, was sometimes used. Architectural and design elements of the buildings emphasized verticality. Such elements included pilasters between window bays, narrow widths between bays, stepped back massing and articulated roofs and cornices. Another typical architectural element was large, display size window bays at the street level.

High rise commercial architecture functioned as either offices, many with ground level retail, or hostelrys. The exterior appearance of the buildings did not emphasize or distinguish between the function as offices or hotels.

Associative characteristics of the property type relate to the development of construction technology, and the emerging use of architectural styles to create a corporate image.

There is a specific relationship between the construction of high rises in Phoenix and the major boom period of the 1920s. The boom began in earnest in the mid-1920s, peaked in 1929, and collapsed by 1931. All historic commercial high rise buildings in the city were built between 1915 and 1930. No high rise structures were built in the decade of

the 1930s. All but one of the buildings were constructed in the original townsite, the result of a functional desire to remain close to the central business district. There is also a direct association between this class of building and the maturing construction technology of the early twentieth century. It is the reflection of the national trend to build vertically, maximizing use of expensive urban center real estate, and to use a building's dominance of the environment as a symbol of the businesses within.

The property type is also associated with the post-eclectic movement of the late-1920s, principally by employing the Modernistic Style. The emphasis was on structural expression, verticality, minimum ornamentation, and massing that increased light and ventilation. Local designs were almost always produced by California-based architects, or Phoenix architects with extensive training in southern California. That trend relates to the city's continued reliance on California as the model for its development.

All of the historic commercial high rise buildings still exist. Typical examples of this property type include:

- 1915 Jefferson Hotel (1 E. Jefferson)**
- 1920 Heard Building (112 N. Central)**
- 1924 Luhrs Building (11 W. Jefferson)**
- 1928 San Marcos Hotel (202 N. Central)**
- 1928 Security Building (234 N. Central)**
- 1929 Luhrs Tower (45 W. Jefferson)**
- 1929 Hotel Westward Ho (618 N. Central)**
- 1931 Professional Building (137 N. Central)**
- 1931 Title and Trust Building (112 N. First Avenue)**

NEIGHBORHOOD RETAIL COMMERCIAL ARCHITECTURE

A distinct type of commercial property, the neighborhood retail building represents the essence of both the expanding residential development away from the original townsite, and ethnic, cultural, and economic diversity of Phoenix in the first thirty years of the twentieth century. The development of this type of building had a distinct pattern in terms of location, period, and function. The neighborhood retail establishment flourished from 1900 through the 1920s, then construction virtually halted in the 1930s and 1940s. Trends in the use of the automobile and the regulations of the city's zoning code were the factors that led to the cessation of this type of building.

The result is that today the neighborhood retail commercial building illustrates a particular period in local history, combined with an association with the historic development of all neighborhoods, citywide. This category of commercial architecture has only one property type.

PROPERTY TYPE: NEIGHBORHOOD RETAIL ARCHITECTURE FROM THE TURN OF THE CENTURY THROUGH THE POST WORLD WAR I YEARS (1900-1931)

Location is the most characteristic quality of this property type. Location of the buildings was always associated with a residential area, usually located at a street

intersection. In its earliest and simplest form, it was a free-standing building, non-intrusive and integral with the neighborhood.

The scale of the buildings was always one-story, with the facade at the property line. Often the buildings were adjacent to, or attached to the owner's dwelling. Construction of this property type was primarily of pressed brick, with some utilizing formed concrete block.

The stylistic appearance was subdued and not overtly articulated. A simple, parapeted Panel Brick Commercial Style was most frequently used. The facades contained arched or flat openings, usually modest in size. The use of large display windows was rare.

This property type represents a direct association with early twentieth century outward growth of residential subdivisions. The increased distance from the downtown business district promoted growth of the neighborhood retail store or business, principally groceries. Their association with the establishment of ethnic neighborhoods is an important characteristic, since the buildings often functioned as a gathering place or focal point within a particular residential area, helping to define its distance identity.

Although once common, this property type is becoming more rare. Typical examples include:

- 1900 Espinoza Grocery (235 S. Second Street)
- 1900 El Fresnal Grocery 310 E. Buchanan)
- 1910 T.J. Richardson Store (609 S. Central)
- 1912 Baker and Bayless Grocery (506 N. Central)
- 1913 Blanton/Acuff Market (1819 Grand Avenue)
- 1915 Durand Grocery (901 Grand Avenue)
- 1916 Higuera Grocery (923 S. Second Avenue)
- 1917 Leong Quong and Co. (902 S. Central)
- 1918 Holohan Grocery (326 N. Fourth Street)
- 1919 Yuan Ah Gim (1002 S. Fourth Street)

RAILROAD RELATED INDUSTRIAL ARCHITECTURE

Industrial architecture in Phoenix served several types of enterprises. Some characteristics of the buildings varied depending on their function, but all had common traits of design, scale, and location. Functions of these buildings included wholesale distribution, storage and transfer, packing, manufacturing by processing or fabrication, and railroad-related services. The property types are distinguished by three historical periods.

PROPERTY TYPE: EARLY TWENTIETH CENTURY INDUSTRIAL ARCHITECTURE (1900-1918)

Physical characteristics that define this property type include the use of common building materials and systems, location, setting, and stylistic design and scale.

The most common buildings from this period were always constructed of unreinforced brick, with heavy timber wood truss roof structures. After 1910, the structures utilized concrete in their construction, usually as columns with brick panels spanning between bays. Entire cast-in-place concrete structures were more rare.

Location was the most important characteristic of this property type. The railroad alignment through the south end of the central business district provided the impetus for the location of warehouses for wholesale and distribution, storage and transfer, packing houses, and product manufacturing plants. The railroad alignment extended along Harrison Street, with sidings on Buchanan and Jackson Streets.

The industrial architecture from this period was located primarily along the north side of the railroad alignment, with buildings facing Jackson Street. The setting of the buildings were on large lots with the rear of the buildings given to direct rail access along spur lines. The locational patterns of early twentieth century industrial architecture formed the core of the "warehouse district" that developed and expanded over the following twenty years.

Design of industrial architecture from this period showed minimal attention to popular styles. Rather, the buildings reflected the vernacular of the late 19th century precedent with simple facades and massing. Stepped or sloped parapeted gable walls formed the basis of the facade with brick detailing limited to copings and cornice work, reflecting the common Panel Brick Commercial Style. The popular Mission Revival Style was sometimes referenced in the early twentieth century industrial buildings, usually with a simple curvilinear gable parapet and painted brick walls.

The scale of the buildings was almost always one-story, however the loft-size spaces created a scale closer to one and a half story heights. In rare occasions second story offices were integrated into the design. The massing of the buildings reflected their function and no buildings were built with smaller than fifty feet widths and 100 feet depths.

Associative characteristics reflect the pattern of development of industries which flourished as a result of rail transportation. A key to the growth of the agricultural industry was the ability to export products to regional markets. Packing houses for citrus, produce, and meats, and warehouses for the storage of grain, hay and eventually cotton provide the association between the railroad and the agriculture-related industries which dominated the Phoenix economy.

Storage and shipping, or transfer industries, also grew as a result of the railroad, focusing on both importing and exporting of goods and products. Storage and warehousing of imported products for local businesses was another industry associated with the railroad, principally related to the retail grocery businesses.

Current urban center redevelopment efforts threaten the limited number of resources associated with this period. Typical examples include:

- 1905 Phoenix Seed and Feed Warehouse (411 S. Second Street)**
- 1908 Arizona Orange Association (Packing House 520 W. Jackson)**
- 1909 Valley Machine Works (701 W. Jackson)**
- 1911 Arrow Lifschultz Warehouse and Offices (601 W. Jackson)**

1912 Armour and Company Cold Storage and Packing (247 W. Jackson)
1913 E.S. Wakelin Grocery Company Warehouse (440 W. Jackson)
1915 Lightning Delivery Company Warehouse (425 E. Jackson)

PROPERTY TYPE: POST-WORLD WAR I INDUSTRIAL ARCHITECTURE
(1919-1931)

Industrial enterprises expanded greatly in the third decade of the twentieth century, especially after 1925. The physical characteristics that help define the industrial architecture of this period include an expanded use of a variety of building materials, new construction systems that reflected the engineering advancements of the time, and increased attention to the quality of design in the image of the periods' eclectic styles.

The most frequently used construction material continued to be brick masonry, but it was used with more variety in color, texture and application. Tapestry brick and buff or dark colored masonry were more commonly used in response to the increased attention to aesthetics. In addition, brick or hollow clay tile began to be used as non-bearing panels in concrete column structural systems. Cast-in-place concrete emerged during this period, either as entire wall systems or as post and beam systems.

Heavy timber wood trussed for roof structural systems were still common, but steel trusses, lighter in weight and with greater spanning capabilities, began to be used during this period. Architectural cast stone (concrete) was another material popularized during this period and was frequently used in industrial architecture in cornices, copings, sills, and lintels. Concrete floors were typical and often replaced the wood floors of earlier buildings. Materials for other elements, such as doors and windows, still continued to be wood, although a few examples of steel windows can be found. The architectural styles used for industrial buildings during this period mimicked the popular choices for other types of buildings in Phoenix. The most frequent applications were the Spanish Eclectic variations, the Second Renaissance Revival, and the Neo-Classical Revival styles. Vernacular prototypes were not uncommon, while examples that ventured into the Moderne Styles, not popular until the mid 1930s, were rare. Stylistic references were most commonly applied to the principal facade, as opposed to the entire building.

Scale is another dominant physical characteristic of the industrial architecture built after World War I. Buildings were larger, due in part to the need for more square footage to serve the function. That scale was accomplished with the construction technology of multiple-span trusses which could enclose large areas efficiently and economically. Siting of these buildings were similar to earlier examples with a public facade fronting on a street, and the dock side of the building adjacent to rail spurs. The size continued to be large, one-story volumes, however more buildings were constructed to house offices and/or retail shops at the facade.

The industrial architecture of the 1920s also conveys strong associative characteristics with the emergence of Phoenix as an important regional distribution center. The proliferation of warehouses during this period is directly associated with the expansion of two types of industrial commerce during this period. The first was import-related businesses that warehoused and distributed consumer products for the local market. These included grocery and drug product wholesalers, consumer dry good product

distributors, appliance and furniture storage for local retailers, and construction and building materials product wholesalers. The second type of enterprise that grew dramatically during this period was trucking companies and freight line businesses. Storage and transfer warehouses were built to accommodate these businesses which specialized in export and distribution of goods and products. Those products were either produced locally or shipped to Phoenix by rail, in order to be distributed regionally.

As local industrial markets expanded and diversified, the number of buildings constructed along the railroad alignment in the central city's warehouse district increased significantly. The association with that expansion can be demonstrated in the locational patterns of industrial facilities built during that period. The most available lots were located south of the main rail line along Harrison and Buchanan Streets. Infill development also occurred north of the tracks along Jackson Street and on Second, Third, and Fourth Streets. Additionally, scattered development outside the central business district began, particularly along 11th to 13th Streets and between 17th and 19th Avenues.

A variety of buildings common to this period still exist. Typical examples include:

- 1922 Arizona Compress and Warehouse Company (251 S. 13th Street)**
- 1924 Arizona Citrus Growers Association (601 E. Jackson)**
- 1929 Sun Mercantile Building (232 S. Third Street)**
- 1930 Central Wholesale Terminal (315 E. Madison)**
- 1926 Crane Plumbing Supply Warehouse (233 S. First Avenue)**
- 1925 Western Wholesale Drug Company (101 E. Jackson)**
- 1928 People's Freight Lines (440 S. First Street)**
- 1925 Barrows Furniture Company (305 S. Second Avenue)**

PROPERTY TYPE: NEW DEAL ERA INDUSTRIAL ARCHITECTURE (1933-1942)

As the economy of Phoenix slowly recovered from the Depression during the later half of the 1930s, new businesses and industries related to rail transportation increased.

While the number of new businesses rose significantly, especially at the end of the decade, the number of buildings constructed was comparatively small. Many businesses occupied subdivided portions of earlier warehouses and industrial buildings. This is particularly true of produce related wholesale and shipping businesses.

The physical characteristics of industrial architecture from this period are distinguished by their design, use of building materials, and location. Masonry included brick, hollow clay tile, and the newest material, concrete block. Walls were rarely stuccoed, instead painted surfaces were common. Steel truss roof systems almost completely replaced the use of wood trusses, and sheet metal, either corrugated or crimped, was the dominant roof sheathing.

Cast-in-place concrete continued to be used as a structural system, primarily as columns and beams. Experiments with pre-cast wall panels were rare, but can be found.

The designs for the industrial architecture of the 1930s and early 1940s were distinctively progressive. The buildings no longer reflected the eclectic period images

popular in the 1920s. Rather, their designs were based on the concepts of modernism that dominated the era. Modernistic and Streamlined Moderne Styles were most frequently used, with simple, smooth walls and facades, punctuated by groupings of steel casement windows. If no reference was made to the contemporary styles, the designs were utilitarian. The location of warehouses and other industrial buildings of the period is another distinguishing characteristic. Some buildings were built as infill in the already dense warehouse district between Fifth Avenue and Fifth Street. The majority, however, were located on the fringes of the district and along outlying major thoroughfares. The New Deal Era buildings can be found outside of the original townsite boundaries along Jefferson, Buchanan, and Lincoln, as well as north and south Seventh Avenue, and 19th Avenue.

Many examples from this period exist, among which are the following:

- 1934 Baskett Lumber Company (814 W. Jefferson)**
- 1934 Penrod Wholesale Furniture (1515 N. Seventh Avenue)**
- 1935 Phoenix Dry Cleaning and Laundry (333 N. Seventh Avenue)**
- 1932 Cobb Brothers Market Warehouse (430 S. Second Avenue)**
- 1937 Arizona Citrus Growers (616 E. Jackson)**
- 1938 Western Seed Warehouse (501 S. Fifth Avenue)**
- 1941 Smith Pipe and Steel (735 N. 19th Avenue)**
- 1940 Paper Warehouse (22 E. Lincoln)**

AUTOMOBILE RELATED COMMERCIAL ARCHITECTURE

This grouping of property types relates directly to the automobile's impact on the economy and the development of commerce in Phoenix. The influence of the automobile on local developmental trends, especially after World War I, is significant. From the growth of the dependency on the automobile emerged three principal types of twentieth century commercial architecture. The first, and most basic, was a realization by businessmen that proximity of their enterprises to major roadways significantly increased business. The convenience of such businesses to motorists resulted in the development of the isolated strip commercial or office building property type.

As the success of such enterprises grew, and the market demand for leased space in buildings by small businesses increased, the strip commercial marketing center was born. The forerunner of today's shopping center, this property type included several service or product oriented businesses located in a single building with at least one major anchor tenant.

Finally, the dependence upon the automobile itself resulted in the creation of an entire class of commerce and the development of entirely new types of commercial architecture. Twentieth century auto-dependent commercial architecture included gasoline stations, service and repair garages, auto parts and accessory stores, and new and used automobile stores. It also included the emergence of auto camps and auto courts, specifically geared toward accommodating the traveling public.

PROPERTY TYPE: POST-WORLD WAR I STRIP COMMERCIAL AND OFFICE BUILDINGS (1919-1942)

As the earliest examples of automobile-related commercial property types, these buildings exhibit certain distinctive physical characteristics. The most dominant characteristic is location. Buildings were located along major roadways (typically quarter section intervals in the city's grid pattern road system) and were almost always associated with expanding residential areas. Both corner and mid block locations were typical.

The size of the buildings were either one or two stories in height, and their facades were built up to the property line. In some later instances, the facade was set back from the street sufficient for providing some off-street parking in front of the building.

Construction was relatively simple. Most buildings were built of brick masonry, in simple rectangular plans. Roofs were supported by wood trusses, allowing greater spans and thus larger, open store rooms. Facades contained storefront window bays if the building was used for retail or service business.

The design of this property type almost always gave attention to the current, fashionable style. Since most of the buildings were constructed during the 1920s, the stylistic image was usually based on some aspect of the Eclectic Revival Styles. Such variations included the Pueblo Revival, Spanish Mission or Mediterranean Styles. Many were designed in a Panel Brick Commercial Style format with stylistic decoration applied to the facade, usually the upper one-third.

Other characteristics of these buildings help convey an association with their place in local commercial history. The obvious is location near new subdivisions and along primary streets relating to the building boom of the mid 1920s. As a part of that association, the buildings illustrate a key component in the suburban development concept: the need to provide retail and service convenient to the area's population and easily accessible by automobile. Businesses most popular for these types of facilities included service enterprises geared for daily or frequent use such as restaurants, dry cleaning, bakeries, barber and beauty shops, and grocery stores. Again, the functions of the buildings were directly associated with the expanded suburban environment of Phoenix.

Typical examples of this somewhat rare property type include:

- 1917 Arizona Cornice Works (1217 W. Jefferson)**
- 1924 Cargill Restaurant (616 W. Van Buren)**
- 1926 Whitney Funeral Chapel (330 S. Second Avenue)**
- 1927 Messenger Printing (339 N. First Avenue)**
- 1928 Gerardo Building (421 S. Third Street)**
- 1929 Brown's Pharmacy Building (1000 E. Pierce)**
- 1930 Central Arizona Light & Power Co. Sub-Station (749 S. 17th Ave.)**
- 1930 M.C. Mathews Printer (1018 E. Pierce)**

PROPERTY TYPE: POST-WORLD WAR I STRIP COMMERCIAL MARKETING CENTER (1919-1942)

Clearly associated with the expansion of residential areas on the fringes of the urban center, this property type is distinct from its predecessor in one major way. As neighborhoods developed, it became clear that there was a need for a complex of businesses and services in a single location, emphasizing efficiency for the shopper. The result was the development of the strip commercial marketing center. Two major physical characteristics of this property type include its location, almost always at a corner of major street intersections, and its shape, usually an 'L' with the legs parallel to the property line. Many buildings were set back enough for curbside automobile parking.

The buildings were constructed of brick or concrete masonry, with wood truss roof framing. They were almost always parapeted and the facades contained multiple storefront bays. The designs usually included some reference to the Eclectic Revival Styles, principally Mission Revival or Spanish Colonial Revival. The more vernacular Panel Brick Commercial Style was also used.

The strong reference of the automobile in the design, setting, and location of the strip commercial marketing center is the property type's most dominant associative characteristic. That association is embodied in its typical location on important city streets, its siting to include off-street automobile parking, and its design visibility which dominated an otherwise mostly residential streetscape.

The link between this specialized type of market complex and the modern shopping center is another important associative quality. As a consumer marketing concept, the buildings were intended to appeal to the random as well as the regular automobile customer. That concept is illustrated by the common traits of these single buildings: anchor tenant, usually a grocery store, and smaller businesses that were service oriented or provided common necessities or products.

Common after 1942, early examples of this property type are rare. Two examples are:

1925 Goldspot Marketing Center (226 W. Roosevelt)
1929 Hurley Building (McDowell and Seventh Avenue)

PROPERTY TYPE: TWENTIETH CENTURY AUTO-DEPENDENT COMMERCIAL ARCHITECTURE (1919-1942)

With their common association being the automobile, five categories of this property type can be defined based on function. They are buildings for automobile sales, service and repair garages, storage garages, gasoline stations, and the auto camp or auto court. The function of each building dictated its design, location, and setting.

Buildings housing automobile sales, service, and to a lesser extent, auto storage garages, were designed with attention to popular styles that helped convey an image for the business. Frequently used styles included the Spanish Colonial Revival, Second Renaissance Revival, and Moderne.

Designs of the gas stations and auto courts relied extensively on variations of the Eclectic Movement like Tudor Revival, Spanish Eclectic, and combinations of the Pueblo Revival and Moderne. The Bungalow Style was used in early examples of the auto court. The style was used primarily in a simplified form in the interest of cost efficiency. The styles were selected to be similar to popular residential styles so as to blend with the surrounding neighborhoods.

The auto-dependent commercial types with the largest scale were the automobile sales, service and storage buildings. Those buildings consumed several lots, usually near a street intersection, and their height was always one-story. Auto sales buildings utilized some system of large display windows or bays. They were almost always constructed of brick or concrete block masonry with steel truss roofs.

Construction materials for the gasoline stations and auto courts were selected from a broader range of choices including wood frame and plaster, painted or plastered brick, metal frame and sheathing, and concrete blocks. The scale of both types was small, relating directly to its function. While auto courts can be large complexes, individual buildings were small and efficient.

Location of most of the auto sales and service buildings were situated on major arterial streets, determined by high visibility and convenience to the customer. Auto storage garages were sometimes located in the industrial areas near the railroad corridor.

Locations of almost all auto courts were on the city's major thoroughfares that also served as part of the national or state highway system through the Valley: Van Buren, 17th Avenue, Buckeye Road, and Grand Avenue. The locational patterns of gasoline stations were focused on corner locations along arterial streets.

The most significant associative characteristic of this property type is the advent and popularization of the automobile. The phenomenon created entire new classes of commercial enterprises, resulting in the evolution of new types of architecture. Sales of automobiles, service and repair, sales of parts and accessories, and distribution and sales of gas and oil were the major enterprises. All were integral with the Valley's roadway network.

The automobile in Phoenix is also directly linked to the tremendous increase in automobile travel by winter visitors and tourists. The result was a proliferation of auto courts to accommodate the auto traveler. Their success as business enterprises was their image of home style living at reasonable prices. The auto court made it possible for the average American to have a vacation away from home, thus boosting the seasonal economies of western cities like Phoenix.

Typical examples of this rapidly disappearing property type include:

- 1920 R.D. Roper Building (402 N. Central)**
- 1920 Overland Arizona Company (12 N. Fourth Avenue)**
- 1921 Metropolitan Fireproof Storage Garage (1 W. Madison)**
- 1926 A.E. England Motors (424 N. Central)**
- 1928 C.P. Stephens DeSoto Six Motor Cars Building (915 N. Central)**
- 1947 Stewart Motor Company (800 N. Central)**
- 1929 Firestone Building (302 N. Central)**

1928 Marine Model Gas Station (1301 W. Jefferson)
1937 King's Rest Motor Court (801 S. 17th Avenue)
1934 Rose Tourist Camp (West Van Buren)

PROPERTY CONDITION AND INTEGRITY

Three factors are important in discussing the current condition of historic commercial property types.

The first factor is the physical modifications that may have been made to a building over time. These modifications are most readily apparent from the exterior, but alterations, changes, or physical deterioration will often have occurred on the interior. Changes in physical appearance can affect a historic building's historic integrity, or its ability to convey visually its historic authenticity.

Generally facade modifications alter the design characteristics of the building. Those characteristics may include ornamentation, construction details, pattern or proportion of storefront bays and so forth. Sheathing, or covering the facade with an anachronistic material, such as aluminum panels or stucco panels, is fairly common. In many cases such modifications will detract sufficiently from the building's historic integrity to cause the building not to be eligible for listing on the National Register.

Interior modifications may be less dramatic in affecting whether a building is considered significant and worthy of preservation. However, such modifications are likely to have occurred in the majority of historic buildings, especially those built in the first few decades of the twentieth century. Those modifications generally include alteration of original spaces, introduction of mechanical and electrical systems, lowered ceilings, changes in door and window details, and interior fixtures and furniture.

Each building should be examined and evaluated against the important physical and associative characteristics of its property type (see **Property Types** discussion) to determine if changes through time have adversely affected its historic integrity.

The second factor relative to the current condition of historic commercial property types is contemporary use patterns. Larger buildings, such as historic high rise office buildings, are likely to continue to same use, while other buildings, which are smaller or have more flexible interiors, may have undergone changes in use over time. Although in many cases change in use is not a detrimental factor to a building's preservation, some trends or patterns in contemporary use can have a negative effect.

The most apparent negative contemporary use pattern is connected to the historic versus current land use pattern. Central city historic buildings are the most likely to be affected by that phenomenon. On the other hand, property types such as neighborhood retail or grocery buildings are most likely to have no change in use, partly due to the continuity in the needs of the neighborhood over time.

The third and most significant factor affecting the current condition of commercial properties has to do with local development patterns. This is the most critical of the three factors, in that changing land use patterns will most likely involve demolition of

historic buildings. As the center city continues to experience the redevelopment process (the very backbone of which is a change in land use) the preservation of historic commercial buildings will continue to be affected. A keen sense of city planning that integrates new development with the historic fabric of the community will do much to preserve significant commercial properties, and will most likely enhance the urban environment.

Changes in land use in areas outside the center city often have a dramatic effect on the condition of historic commercial architecture. Most vulnerable are the strip commercial and the strip marketing center property types. Their historic locational patterns along major streets and at prominent intersections make those buildings priority candidates for demolition and new development, especially in periods of good economic conditions and growth. Identification and recognition of those property types and planning for their preservation as the city's infrastructure continues to change should be a high priority.

PRESERVATION GOALS

The Need for Preservation

The preservation of historic commercial properties in Phoenix has been a concern of many citizens and organizations in the community. In 1984 the Junior League of Phoenix, Inc. sponsored a survey of historic commercial properties in central Phoenix. The goal of the project was to identify significant properties relating to the history of commerce in Phoenix. The survey and resultant report, Historic Phoenix Commercial Properties Survey, led to the nomination and listing on the National Register of Historic Places of over 50 historic commercial buildings in Phoenix.

The project sponsored by the Junior League was considered a forerunner in thematic surveys, and the number of resources listed on the National Register was significant. However, the project had its limitations. First, the geographic area of the survey was directed at the city's central core; McDowell to Harrison, and 19th Avenue to 16th Street. Many historic commercial buildings were, therefore, not identified or evaluated.

Second, the historic context of commerce in Phoenix was developed without the benefit of a definition of the various property types illustrative of that context. That limited the report's usefulness to an understanding only of the buildings within the survey area. A definition of historic property types and their characteristics helps to identify the kinds of historic commercial properties expected to be found anywhere in the city's historic development area. An understanding of the different property types that illustrate the historic context helps planners identify which historic buildings are most useful in representing important historic trends.

Third, the survey report was not intended to address comprehensive or long term preservation policies or goals for historic commercial properties in Phoenix.

The City of Phoenix Planning Department has, since 1985, been involved in historic preservation as a result of the adoption of the "Phoenix Historic Property Zoning Ordinance". The ordinance established a historic preservation overlay zoning procedure,

a design review process, and the Phoenix Historic Property Register. The growth of the programs and policies of the planning department in the area of historic preservation has been apparent over the last four years. The city government's role in the protection and preservation of historic buildings in the future is expected to be even more significant and visible. In 1989 the citizens of Phoenix voted in favor of a \$15 million bond issue creating a historic preservation fund. The fund is intended to be self-sustaining, providing low-interest loans and grants for rehabilitation. The fund could also be used for city acquisition of significant properties. The City of Phoenix should be viewed as a major participant in the preservation of its historic commercial buildings.

The State Historic Preservation Office (SHPO), is the agency responsible for administering state and federal historic preservation programs, policies and regulations. The SHPO is also actively interested in the preservation of commercial architecture in the City of Phoenix. This study was sponsored by the SHPO as a part of the development of a statewide preservation plan. This is one of the first in a series of reports the SHPO will produce which will examine the contexts of historic and prehistoric resources in Arizona. The SHPO has assigned a high priority to developing a preservation plan for commercial properties in Phoenix because such resources are subject to intense development pressures and have become endangered.

Development pressures, particularly in the central city, come from many sources. As the decade of the 1990s begins, major redevelopment efforts by the City of Phoenix, the state, and private enterprise have reached all-time highs. Many of the projects are of a large scale, affecting several blocks of land and scores of buildings. Expansion of the Government Mall by the state, development of a downtown sports arena, and large scale high rise office, commercial and retail centers are a few examples. As Phoenix looks toward its future with these worthwhile projects, the need for the preservation of its past also becomes more critical.

The goals and objectives recommended in this study are aimed at the activities, the influence or the policies that the SHPO can implement to encourage preservation of historic commercial properties by the public and private sector. Although many of the goals and objectives will be SHPO-initiated, they are aimed at developing a sense of stewardship among a broad constituency.

Goals and Objectives Definition

With an understanding of the principal issue concerning planning for the future while preserving the important legacy of the past, certain goals and objectives can be defined. For this study, a goal is defined as "a standard toward which community action ought to be directed." For each goal a listing of objectives is compiled. An objective is defined as a "proposed step, or activity, toward achieving a goal." Obviously, once preservation goals are established, many objectives can be defined and developed. The objectives listed in this study represent activities that may lead to the greatest possible protection of properties relating to the historic commercial development of Phoenix.

The objectives stress the most appropriate strategies for carrying out the proposed activities, the roles that private, public, or non-profit entities could play in carrying out such activities, the amount of effort and resources required to accomplish the goal, and some schedule for completion.

GOAL: All Significant Historic Commercial Properties in Phoenix that Are Worthy of Preservation Should be Identified and Recognized.

Objectives:

1. The SHPO should encourage the systematic identification, evaluation, and registration of the city's historic commercial properties. This should be accomplished primarily through the continued support of the City of Phoenix Planning Department's ongoing historic property survey program. Such support should come principally through the Historic Preservation Planning Grant-in-Aid program administered by the SHPO.

2. The SHPO should identify certain non-profit groups and civic improvement organizations that show a potential interest in supporting the identification, evaluation, registration, and preservation of the city's historic commercial properties. It should be noted that within Phoenix there are a large number of non-profit, volunteer organizations that present a potential untapped resource for sponsoring survey projects. In addition, their involvement would greatly broaden the base of support for historic preservation in Phoenix.

The SHPO should encourage such groups' interest in preservation activities by assisting their sponsorship of survey and planning projects through the Historic Preservation Grant-in-Aid Program. Such groups may include the Junior League of Phoenix, Inc., the Arizona Museum, the City of Phoenix and Valley of the Sun Visitor and Convention Bureau, the Phoenix Jaycees, and area business associations. Emphasis for such surveys should be placed on specific geographic areas, historic themes, or particular property types of interest to such organizations.

3. The SHPO should organize and prioritize the types of identification, evaluation, and registration projects that it will support and encourage. Such priorities should be based on surveys of specific property types as defined in this study. Ranking of survey priorities should be based on the degree of data lacking about a particular property type, and the perception of the endangerment of the property type as a whole. The geographic limits of all such surveys should be the same, and should include all of the corporate limits Phoenix as of 1942. Among the highest priority of the property type surveys that should be considered are a) Neighborhood Retail Commercial Architecture, b) Railroad-Related Industrial Architecture, and c) Commercial Marketing Centers.

4. The SHPO should continue to encourage, through influence and financial support, the listing of significant commercial properties on the City of Phoenix Historic Property Register.

5. The comprehensive identification, evaluation, and registration of the city's historic commercial properties should be accomplished within ten years. Evaluation of the progress and success of the survey process should be undertaken annually, and adjustments made for unforeseen threats to historic properties, emerging new property types, and the role of the private sector civic clubs in the identification process.

GOAL: The Values of Preservation of the City's Historic Commercial Properties Should be Broadened Through a Variety of Programs Aimed at Public Awareness and Education.

Objectives:

1. The SHPO should encourage greater understanding of the value of the city's historic commercial properties to the tourism and convention industries. The SHPO should make a significant effort to educate and inform those responsible organizations as to the economic impact that conservation and rehabilitation of historic commercial properties can have on the tourism and convention industries. As a means of such encouragement, the SHPO should sponsor, or co-sponsor, seminars and workshops on the subject. The principal audience of such events should be the Phoenix and Valley of the Sun Visitor and Convention Bureau, the Phoenix Chamber of Commerce, the Valley Forward Association, and other quasi-public economic development organizations. The SHPO should encourage such organizations to include information about Phoenix history and historic commercial architecture in their literature, and to provide information concerning the potential development and rehabilitation of historic commercial buildings.
2. The SHPO should sponsor, or co-sponsor, ongoing seminars and workshops that encourage the preservation treatment of historic commercial properties that have been identified, evaluated, and registered. Such programs should be aimed at the private sector that is most likely to have an influence or effect on the conservation of historic commercial properties. Such participants should include commercial property owners, commercial developers, commercial real estate agencies, local commercial property investors, architects, and contractors. The programs should stress rehabilitation and adaptive re-use of historic commercial properties. Emphasis should be placed on marketability, development strategies, and the economics of historic preservation. Speakers and workshop coordinators should be members of the industries represented at the seminars and should be experienced in historic preservation related to their discipline.
3. The SHPO should support, through financial assistance and influence, the development of a series of media presentations aimed at broadening the values of preservation of historic commercial properties to the community at large. The SHPO should encourage the Phoenix Channel (public service television) to produce video programs concerning historic preservation and the City's commercial architecture. The SHPO should explore their sponsorship of traveling exhibits concerning the city's commercial architectural legacy and the importance of its preservation. Different levels of interpretive and educational exhibits should be developed for use in primary and secondary schools, colleges, shopping malls, major commercial centers, and hotels. The exhibits should stress historic trends and patterns of development, people influential in the development of local commerce, and the buildings that illustrate those trends and influences.
4. The SHPO should encourage through influence the initiation of a demonstration rehabilitation project of a historic commercial building.

5. The SHPO should initiate and sponsor or co-sponsor, an annual preservation/restoration awards program specifically for commercial properties. Co-sponsorship by a tourism or convention industry organization would be ideal.

6. Involvement of private sector groups in supporting the values of historic preservation of commercial properties is a high priority. The SHPO should develop strategies, make necessary contacts, and plan for workshops and seminars within one year. Media presentation aimed at broad based awareness of the City's significant commercial architecture should be synchronized with the ongoing identification, evaluation and registration process.

GOAL: Historical Commercial Properties Should be Recognized as Community Resources and Their Conservation and Treatment Should be an Integral Aspect of All Government Agencies' Planning Process.

Objectives:

1. The SHPO should initiate a close working relationship with major public sector planning agencies who influence or affect the conservation of historic commercial properties. Such public sector agencies that are currently involved in major center city redevelopment include the City of Phoenix Planning Department, and Traffic Engineering Department, and the State of Arizona Departments of Administration and Transportation. The SHPO should encourage its staff organization to be active rather than reactive in its influence over public sector planning projects.

2. The SHPO should sponsor, through financial assistance, a comprehensive typological analysis of historic commercial properties that have been identified, evaluated, and registered. Such an analysis should be summarized in a planning document that should be distributed at a minimum to all public planning agencies. The typological analysis should evaluate all historic commercial buildings by property type relative to class of building, type of construction, size, location, condition, level of historic integrity, and current use. The analysis should then recommend, by type classification, the range of future uses appropriate for such buildings in the event they become available for acquisition and redevelopment. By identifying appropriate uses for different types of buildings in advance, the study would serve as a planning tool for prospective developers and city and state planners. For example, if such an analysis were available, a development entity wishing to construct a theater in the center city would be encouraged to evaluate existing buildings identified in the study for which its type or class may already be appropriate for theater use.

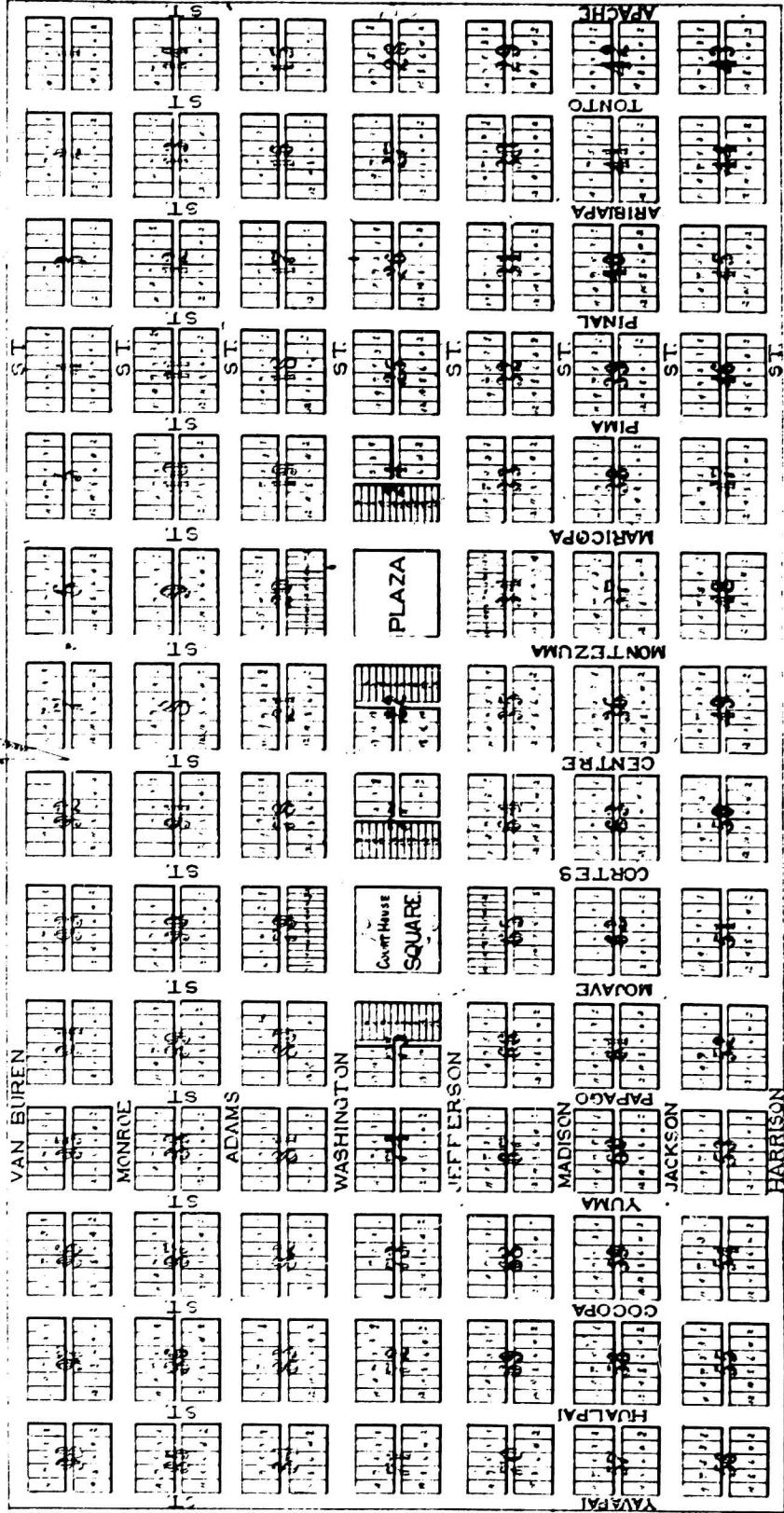
3. The SHPO should consider its influence in the public sector planning process an ongoing activity and should develop strategies in the immediate future to heighten its involvement or exposure to proposed planning projects affecting historic commercial buildings. Typological analysis of historic buildings is best accomplished once comprehensive identification, evaluation, and registration has been completed. However, typological analysis of specific property types citywide could be synchronized with the ongoing survey process.

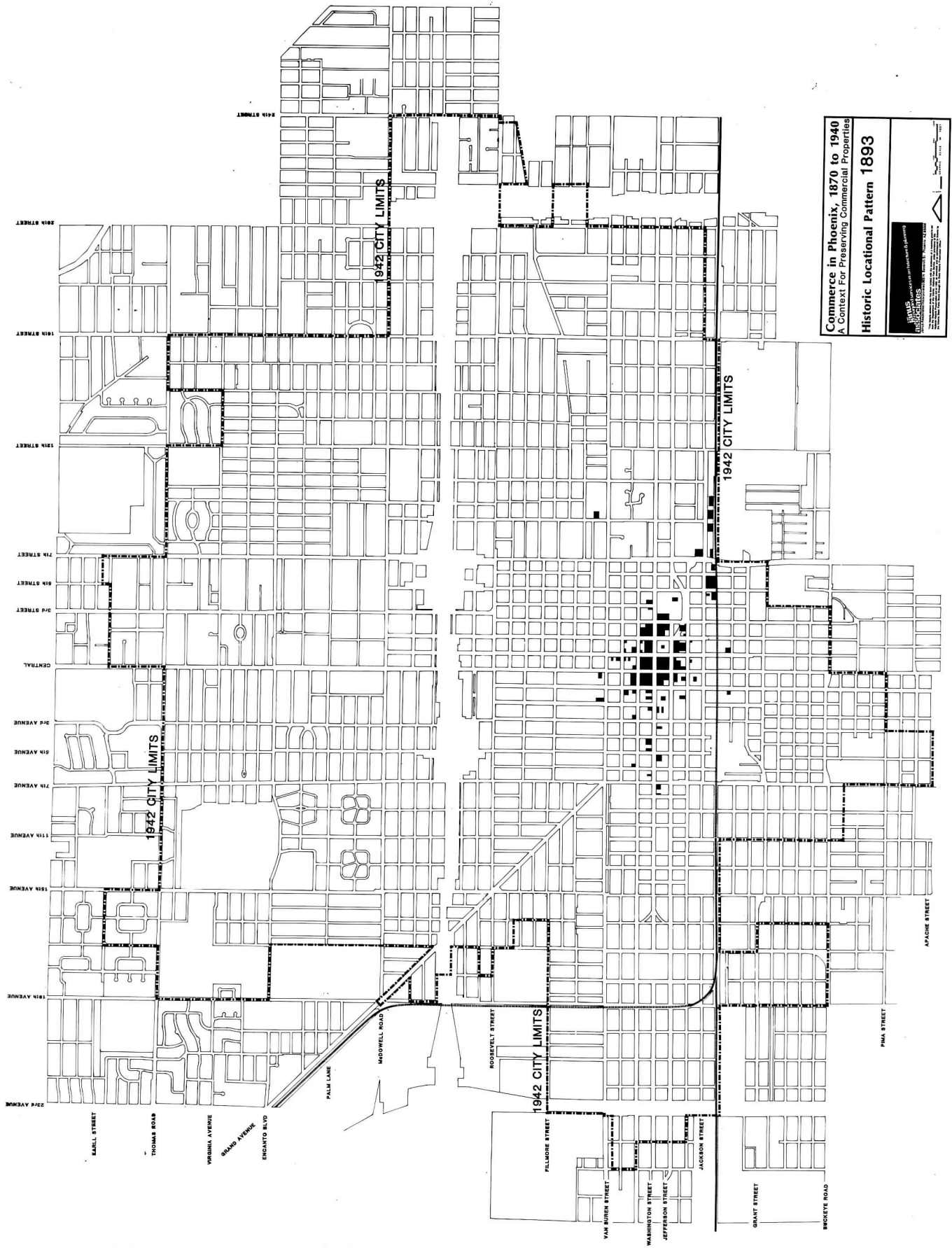
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MAP OF THE TOWN OF PHOENIX MARICOPA COUNTY, A. T.
 NORTH 1/2 OF SEC. 8, T 1 N, R 3 E, OF GILA & SALT RIVER MERIDIAN.

WM. A. HANCOCK,
 COUNTY SURVEYOR.



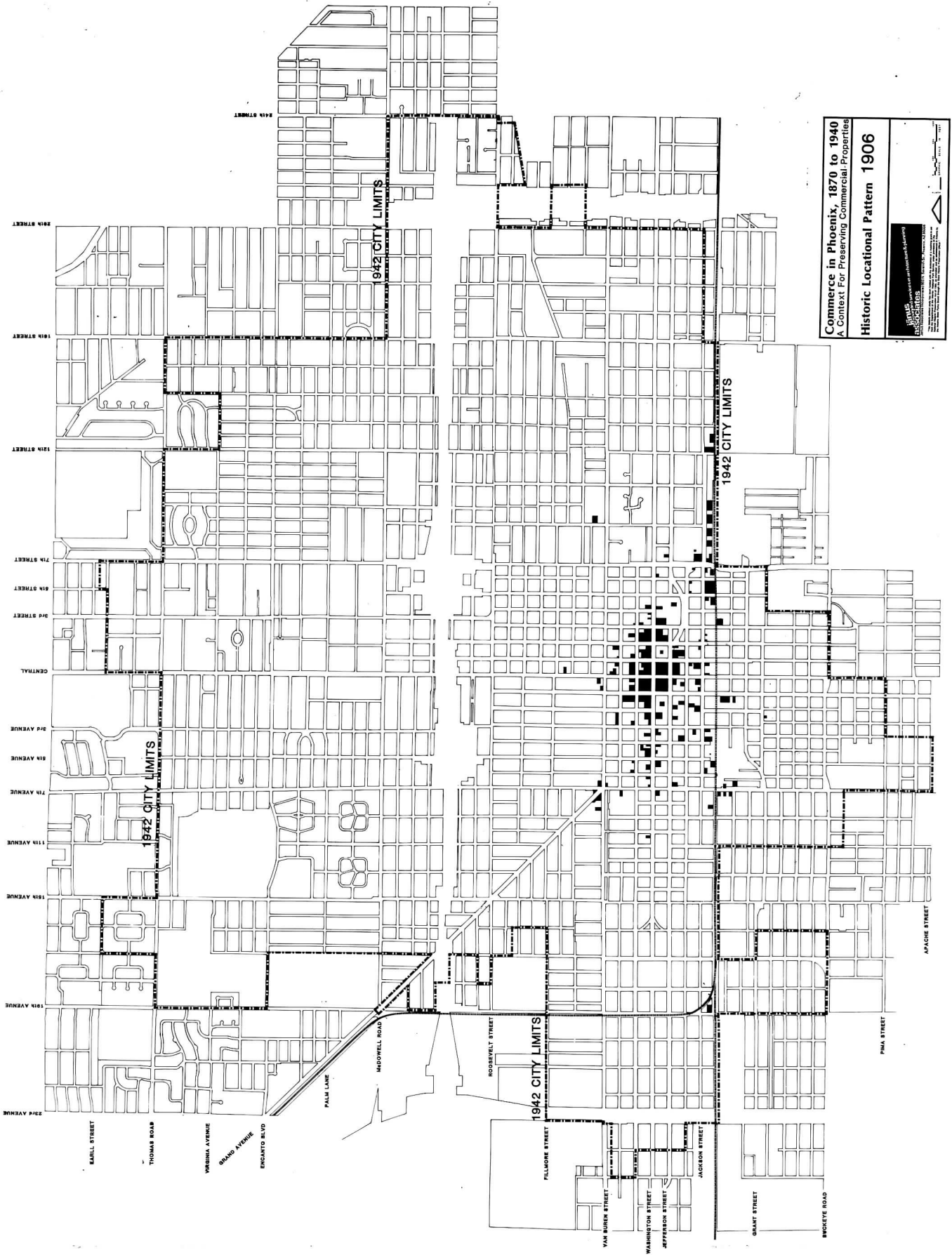


Commerce in Phoenix, 1870 to 1940
 A Context For Preserving Commercial Properties

Historic Locational Pattern 1893

PHOENIX HISTORIC SOCIETY
 1000 N. CENTRAL AVENUE, PHOENIX, ARIZONA 85004
 (602) 254-1100

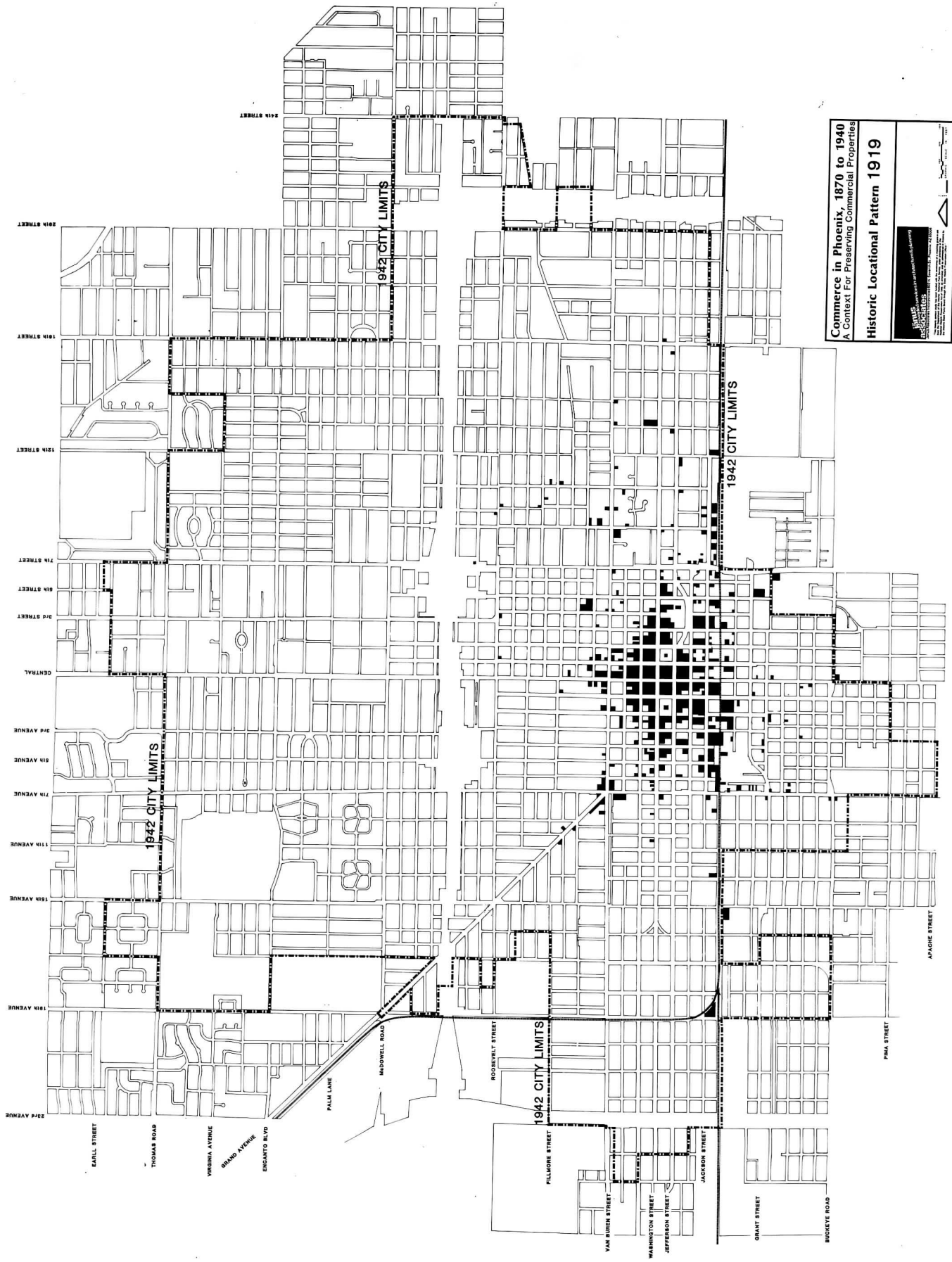
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Commerce in Phoenix, 1870 to 1940
 A Context For Preserving Commercial Properties
Historic Locational Pattern 1906

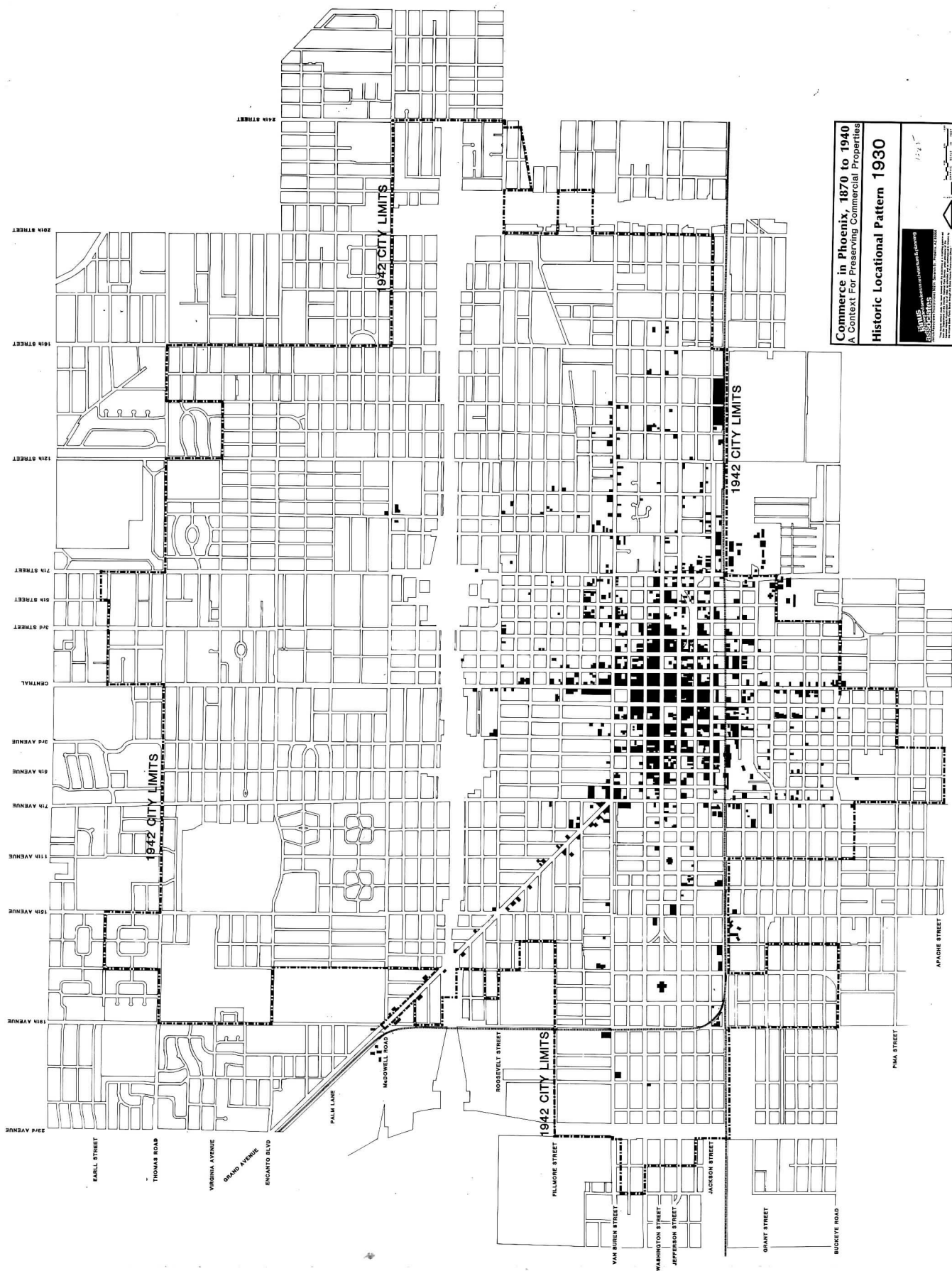






Commerce in Phoenix, 1870 to 1940
 A Context for Preserving Commercial Properties
Historic Locational Pattern 1919

PHOENIX HISTORIC PRESERVATION COMMISSION
 100 N. CENTRAL AVENUE, SUITE 200, PHOENIX, AZ 85004
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Commerce in Phoenix, 1870 to 1940
 A Context For Preserving Commercial Properties
Historic Locational Pattern 1930

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