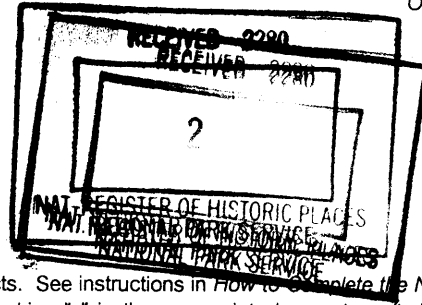


1505

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "X" in the appropriate box or by entering the information requested. If an item does not apply to the property being nominated, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Floralcroft Historic District

other name/site number N/A

2. Location

street & number: Roughly bounded by State St., 59th Ave., Myrtle St., Grand Ave., and 61st Ave. N/A not for publication
city/town: Glendale N/A vicinity
state: Arizona code: AZ county: Maricopa code: 013 zip code: 85301

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments).

Thomas G. Conley ARIZONA STATE PARKS 23 NOVEMBER 2005
Signature of certifying official Date

ARIZONA STATE PARKS
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments).

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that this property is:

Signature of the Keeper

Date of Action

entered in the National Register
 See continuation sheet.

Linda M. McClure 4/06/06

determined eligible for the National Register
 See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other (explain): _____

5. Classification

Ownership of Property Category of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

(Check only one box)

- building (s)
- district
- site
- structure
- object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
51	7	buildings
0	0	sites
0	0	structures
0	0	objects
51	7	Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing).

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

- /Single Dwelling
- COMMERCE/TRADE/Specialty Store

Current Functions

(Enter categories from instructions)

- DOMESTIC/Single Dwelling
- VACANT/Not in Use
- COMMERCE/TRADE/Professional

7. Description

Architectural Classification

- Ranch
- LATE 19th AND 20th CENTURY REVIVALS
- Bungalow

Materials

(Enter categories from instructions)

- foundation
 - Concrete
- walls
 - Brick
- roof
 - Asphalt Shingle
- other
 - Stucco
 - Wood

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or a grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Areas of Significance

(Enter categories from instructions)

- Community Planning and Development
- Architecture
- _____
- _____
- _____
- _____
- _____

Period of Significance

1928-1957

Significant Dates

1928

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Floralcroft Historic District

Name of Property

Maricopa County, Arizona

County and State

10. Geographical DataAcreage of Property 15**UTM References**

(Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing	
1	<u>12</u>	<u>389535</u>	<u>3712032</u>	3	<u>12</u>	<u>389927</u>	<u>3711838</u>
2	<u>12</u>	<u>389930</u>	<u>3712033</u>	4	<u>12</u>	<u>389532</u>	<u>3711837</u>

 See continuation sheet**Verbal Boundary Description**

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared Byname Robert Graham, AIA/Historical Architect, Doug Kupel/Historianorganization Metropolis Design Group LLC date February 1, 2005street number 2601 N. 3rd St. #308 telephone (602) 274-9777city or town Phoenix state: AZ zip code 85004**Additional Documentation**

Submit the following items with the completed form:

Continuation Sheets**Maps**A **USGS map** (7.5 or 15 minute series) indicating the property's location.A **sketch map** for historic districts and properties having large acreage or numerous resources.**Photographs**Representative **Black and White photographs** of the property.**Additional items** (Check with the SHPO or FPO for any additional items)**Property Owner**

(Complete this item at the request of the SHPO or FPO)

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instruction, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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National Park Service

National Register of Historic Places Continuation Sheet

Floralcroft Historic District
Maricopa County, AZ

Section Number 7 Page 1

NARRATIVE DESCRIPTION

SUMMARY

The Floralcroft Historic District is comprised of four contiguous city blocks near the central core of Glendale, Arizona. The district is primarily residential and developed between 1928 and 1957. The vast majority of the district developed prior to 1954 although construction continued through 1957. As the bulk of the contributors to the district are over 50 years of age, the district does not need to meet the requirements of Criteria Consideration G. The architecture of the district represents this entire period, and includes Bungalows, Period Revival homes, and many examples of the Ranch house style. The district has excellent integrity, with 51 contributing and 7 noncontributing homes.

DESCRIPTION

The Floralcroft Historic District is located in Glendale, Arizona, immediately west of the downtown core. It includes homes occurring primarily along three streets between 59th Avenue and 61st Drive: the south side of State Avenue, both sides of Northview Avenue, and the north side of Myrtle Avenue. 59th Drive traverses the district north-south about one third of the way from the east end of the district. Floralcroft has historically had a residential character with some commercial lots on the east and west ends fronting on 59th Avenue and Grand Avenue. Some of the commercial areas as well as some of the residential lots along Myrtle Avenue at the east and west ends have been redeveloped with modern commercial uses. These areas have been excluded from the district boundaries.

Typical of subdivision practices at the time of the District's platting in 1928, all of the home lots were given a north-south orientation, on straight streets aligned to the cadastral survey system. Lots were provided in 50 foot and 60 foot widths, and were approximately 120 to 130 feet in depth. A small number of lots were platted as half-size commercial lots facing 59th Avenue, the main north-south street through the center of Glendale.

The subdivision was developed with unique custom homes on each lot. Deed restrictions required a minimum construction value of \$3,000, which in the early years (before inflation) required an upgrade in size or quality compared to adjacent areas.

The earliest homes in the subdivision were constructed along Northview Avenue, which for the most part developed between 1928 and 1948. Some other groupings of homes from this era occur on State Avenue and Myrtle Avenue, nearest to 59th Drive. Period Revival style homes, primarily Spanish Colonial Revival examples, and late examples of the Bungalow style dominate these areas. Development continued on through 1957 with homes of the Ranch style. The greatest grouping of Ranch homes is along State Avenue. Most of the homes are of relatively compact form, most of which are one-story. One Ranch style home (7230 N. 59th Drive) takes advantage of its corner lot to stretch out along the side property line in mature Ranch style form.

Most of the district has a consistent streetscape appearance. The homes are generally set back from the property line about 20 feet (30 feet if measured from the curb line). The rights-of-way generally have a five foot sidewalk on each side of the street separated from the paving by a vertical curb-and-gutter and a narrow planting strip. There are few street trees, although most of the properties are well landscaped with mature vegetation.

An anomaly within the district is the Morcomb House property at the southwest corner of the district [23-14-024]. Grand Avenue cuts a diagonal through Glendale, just touching this corner of Floralcroft. Grand Avenue tended to have more of a commercial character because it was the main highway from Phoenix to Wickenburg and Prescott. The Morcomb House itself stands away from Grand Avenue. It is a Bungalow-influenced design using exposed adobe as the wall material. A gasoline station was constructed on the property adjacent to Grand Avenue c. 1940. Later (c. 1960) the property was further improved with a large metal-sided work shed along the back property line, adjacent to the alley.

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Floralcroft Historic District
Maricopa County, AZ

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The construction build-out period of the neighborhood establishing the period of significance is illustrated by the following graph. The graph places building construction dates in 5-year "bins." Three properties were identified by assessor's records as predating the subdivision of the neighborhood in 1928; these dates were deemed unreliable and placed in the first bin because of the stylistic characteristics. The last home construction date in the 1955-1959 bin was listed as 1957.

1925-1929: XXXXX
 1930-1934: XXXXX
 1935-1939: XXXXXXXXX
 1940-1944: XXXXXXXXX
 1945-1949: XXXXXXXXXXXXXXXXXXXXX
 1950-1954: XXXXXXXXX
 1955-1959: XXX
 1960-1964: -

CONTRIBUTING ELEMENTS

Survey Inventory Number	Address	Construction Year	Architectural Style
23-14-002	6008 W. Northview Ave.	1945	Ranch
23-14-003	6011 W. Northview Ave.	1935	Bungalow Influence
23-14-004	6012 W. Northview Ave.	1944	Transitional Ranch
23-14-005	6016 W. Northview Ave.	1945	Ranch
23-14-006	6015 W. Northview Ave.	1940	Bungalow Influence
23-14-007	6021 W. Northview Ave.	1939	French Provincial Ranch
23-14-008	7222 N. 59 th Dr.	1930	Spanish Colonial Revival
23-14-011	5928 W. Myrtle Ave.	1935	Transitional Ranch
23-14-013	5924 W. Myrtle Ave.	1948	American Colonial Ranch
23-14-014	5920 W. Myrtle Ave.	1925	Spanish Colonial/Bungalow Inf.
23-14-015	5916 W. Myrtle Ave.	1928	Bungalow
23-14-024	6024 W. Myrtle Ave.	c. 1930	Territorial Influence
23-14-057	7205 N. 61st Ave.	1945	National Folk/Massed Plan
23-14-077	5913 W. State Ave.	1942	French Provincial Ranch
23-14-079	5941 W. State Ave.	1940	French Provincial Ranch
23-14-083	5913 W. Northview Ave.	1946	French Provincial Ranch
23-14-084	5918 W. Northview Ave.	1948	Transitional Ranch
23-14-085	5917 W. Northview Ave.	1945	Transitional Ranch
23-14-086	5924 W. Northview Ave.	1930	Bungalow
23-14-087	5923 W. Northview Ave.	1945	Ranch
23-14-088	5928 W. Northview Ave.	1941	Transitional Ranch
23-14-089	5942 W. Northview Ave.	1926	Bungalow
23-14-090	5941 W. Northview Ave.	1935	Bungalow Influence
23-14-091	5947 W. Northview Ave.	1930	Bungalow
23-14-092	5948 W. Northview Ave.	1948	Spanish Colonial Ranch
23-14-093	5952 W. Northview Ave.	1935	Bungalow

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Floralcroft Historic District
Maricopa County, AZ

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23-14-094	5951 W. Northview Ave.	1945	Transitional Ranch
23-14-095	5955 W. Northview Ave.	1930	Spanish Colonial Influence
23-14-096	5958 W. Northview Ave.	1935	English Tudor Revival
23-14-097	5961 W. Northview Ave.	1930	American Colonial Revival
23-14-098	5962 W. Northview Ave.	1925	Dutch Colonial Revival
23-14-099	6002 W. Northview Ave.	1925	Norman Cottage Revival
23-14-100	6001 W. Northview Ave.	1926	English Tudor Revival
23-14-106	6015 W. State Ave.	1949	Ranch
23-14-107	6011 W. State Ave.	1953	Ranch
23-14-108	6007 W. State Ave.	1953	Ranch
23-14-109	5961 W. State Ave.	1953	Ranch
23-14-110	5957 W. State Ave.	1957	Ranch
23-14-111	5951 W. State Ave.	1943	Ranch
23-14-113	5937 W. State Ave.	1947	Ranch
23-14-114	5927 W. State Ave.	1952	Ranch
23-14-115	5923 W. State Ave.	1945	Ranch
23-14-116	5909 W. State Ave.	1943	Ranch
23-14-119	7230 N. 59 th Dr.	1953	California Ranch
23-14-121	7221 N. 59 th Dr.	1935	French Provincial Ranch
23-14-122	5907 W. Northview Ave.	1941	Transitional California Ranch
23-14-123	7298 N. 59 th Ave.	c. 1930	Bungalow
23-14-127	5950 W. Myrtle Ave.	1950	Ranch
23-14-128	5946 W. Myrtle Ave.	1945	French Provincial Ranch
23-14-129	7202-6 N. 59 th Dr.	c. 1945	Ranch Influence

NONCONTRIBUTING ELEMENTS

Survey Inventory Number	Address	Construction Year	Architectural Style	Reason for Noncontributing Status
23-14-112	5947 W. State Ave.	1945	Ranch	Integrity Loss
23-14-117	5901 W. State Ave.	1948	Ranch	Integrity Loss
23-14-118	5901 W. State Ave. - Rear	c. 1950	None	Integrity Loss
23-14-120	6007 W. Northview Ave	1935	Transitional Ranch	Integrity Loss
23-14-124	5962 W. Myrtle Ave.	c. 1950	French Provincial Ranch	Integrity Loss
23-14-125	5958 W. Myrtle Ave.	1945	French Provincial Ranch	Integrity Loss
23-14-126	5954 W. Myrtle Ave.	1947	National Folk/Front Gable	Integrity Loss

INTEGRITY

The Floralcroft Historic District possesses a high degree of integrity, both in terms of the streetscape and in terms of the individual residences that comprise the neighborhood. With the retention of uniform setback, mature green landscape and well-maintained planting strip, the design, setting and feeling of the district evoke the historical sense of an early Arizona suburb. Very few of the properties (only 7 out of 58 total) in the neighborhood have been altered sufficiently enough to warrant loss of integrity in terms of materials, workmanship and design.

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Floralcroft Historic District
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NARRATIVE STATEMENT OF SIGNIFICANCE

Summary

The Floralcroft Historic District is considered significant under National Register criterion "A" for its association with community development in Glendale. Community development significance is described by the historic context "Development of the Floralcroft Subdivision in Glendale, 1928-1957." The district represents an upper-end white collar subdivision extending the earlier central residential core of Glendale. The historic district is also considered significant under National Register criterion "C" as being representative of architectural styles dominant in Glendale, predominantly Ranch style variants. Architectural significance is described by the historic context "Glendale Architectural Styles in Transition, 1928-1957." The period of significance for the Floralcroft Historic District starts in 1928 when residential development first began in district area and ends in 1957 with the decline of initial development of the subdivision. The Floralcroft neighborhood of Glendale is a re-subdivision of Block 24 of Hadsell's Addition to Glendale. Hadsell's Addition was platted in 1892, the same year as the original town plat of Glendale. The Floralcroft Historic District consists of a single subdivision, Floralcroft, platted by the Coggins Title Company in 1928 as trustee for property owner Flora Statler.

Period of Significance

The period of significance for the Floralcroft Historic District starts in 1928 with the first platting of the Floralcroft subdivision in Glendale. Although there was a prior subdivision of the area, that prior plat did not result in any construction activity. The significance of the Floralcroft Historic District arises from the community and architectural development that took place from 1928 to 1957. By 1957, the neighborhood was essentially "built out." As the bulk of the contributors to the district are over 50 years of age, the district does not need to meet the requirements of Criteria Consideration G.

Historical Background of Glendale, Arizona, 1882-1957

In December of 1882, three prominent Salt River Valley businessmen incorporated the Arizona Canal Company and began plans to bring water to the northern reaches of the Valley. M.W. Kales, Clark Churchill, and William A. Hancock planned to take water from the north bank of the Salt River far above the diversion points for the other north-side canals. Their diversion point, on the Salt River three-quarters of a mile below the Verde River confluence, would allow the Arizona Canal Company to open approximately 100,000 acres of land stretching across the northern part of the Valley from the Salt River to the Agua Fria River, including the area now known as Glendale.

Glendale pioneer W.J. Murphy helped make these plans a reality. Murphy came to Arizona from Illinois late in 1880. As a contractor for grading the Atlantic and Pacific Railroad in northern Arizona, Murphy brought with him knowledge of the construction industry. In the spring of 1883, the Arizona Canal Company contracted with Murphy to construct the Arizona Canal. Since money was short, the canal company directors gave Murphy bonds in the company as payment for his work. Murphy traveled far outside of Arizona to market the bonds and obtain money for construction.

Construction on the Arizona Canal started on May 7, 1883. By January of 1885, Murphy's construction crews had completed the canal. This opened many thousands of acres in the northern Salt River Valley to homesteading. In order to develop these lands, Murphy, along with William Christy and Clark Churchill, organized the Arizona Improvement Company in 1887. The improvement company provided water and land to the settlers. Some of the early homesteaders in the Glendale area included Sam Stout, John Issacs, A.J. Straw, W.T. Hanna, James McMillan, William H. Bartlett and Samuel C. Bartlett. The Arizona Improvement Company owned and controlled many more thousands of acres.

Murphy realized that the success of the Arizona Improvement Company depended on more than just a handful of large landowners. As early as 1884, Murphy encouraged Chicago temperance colonizer B.A. Hadsell to visit the Salt River valley and investigate the possibilities for settlement. Murphy offered Hadsell generous terms to found a colony,

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to be called Glendale. Hadsell visited the area, but found it a bit too desolate for his liking. He went on to California instead, establishing the colony of Covina near Los Angeles.

Glendale still needed some additional amenities to make it attractive to settlers. The first of these came in 1887, when Murphy announced the construction of Grand Avenue. This eighteen-mile road, constructed at a diagonal against the grid pattern of township and range lines in the Valley, originated in downtown Phoenix and extended to the northwest. Murphy completed Grand Avenue in 1888. He planned the highway to accommodate a second amenity for Glendale, a railroad. In 1891, prominent businessman Frank Murphy organized the Santa Fe, Prescott & Phoenix Railway (SF, P&P) to link the territorial capitol at Phoenix with northern Arizona's transcontinental railroad at Ash Fork, passing through Prescott along the way. W.J. Murphy, familiar with Frank Murphy's plans (no relation), constructed Grand Avenue with a sufficient width to accommodate the railroad right-of-way.

With the transportation improvements in place, Murphy resumed courting potential townsite developers. In 1891 he renewed discussions with Hadsell. The temperance movement leader had returned to Chicago after his California colonizing expedition seven years earlier, and now felt the time was right to launch a new colony. Hadsell arrived in Phoenix in November of 1891, and this time the lure of Murphy's improvements made a lasting impression on him. Hadsell selected almost an entire section of land for the colony, with the junction of today's Northern Avenue and 67th Avenue at its northwest corner. In February of 1892, with the assistance of the Arizona Improvement Company and its associated New England Land Company, as well as wealthy Chicago investor George W. Kretzinger, Hadsell filed the plat of Hadsell's Addition to Glendale with the Maricopa County Recorder.

The official founding of Glendale is listed as 1892 because of the platting of Hadsell's Addition. Murphy had actually prepared a townsite plat for Glendale earlier, but hesitated to file it without a firm market for the town lots. Hadsell's arrival with his colony of German Reformed Baptists of the River Brethren branch eliminated the need for caution. In November of 1892, the New England Land Company, an Arizona Improvement Company affiliate, platted the Glendale Townsite south and east of Hadsell's Addition.

The first families arrived in the spring of 1892 and quickly settled on the large twenty-acre lots of Hadsell's Addition. Early colonists included Newton D. Hadsell, S.B. Stoner, N.T. Franklin, M.M. and J.J. Byers, and O.A. Pennoyer. Second and third waves of colonists arrived in 1893 and 1894. These included Peter Forney, J.W. Forney, J.L. Betz, Issac E. Thayer, A.B. Laughlin, and J.B. Doner. By 1895, approximately seventy families joined the temperance colony at Glendale. Their religious beliefs precluded the sale of intoxicating liquors in the community. These ideals attracted others desirous of a peaceful and orderly community. A small business center developed along the west side of today's Glenn Avenue and 59th Avenue (then Lincoln and 4th Ave. - later Meridian).

The completion of the SF, P&P railroad through Glendale opened up the colony to the larger community of the Salt River Valley. The railroad constructed an icehouse and depot in Glendale. The completion of the railroad necessitated some changes in the original townsite plat, and in February of 1895 Chicago investor and large Glendale landowner George W. Kretzinger re-platted a portion of the original townsite. The Amended Plat of Glendale included a central park with small business lots surrounding it and a Market Street to accommodate businesses associated with the railroad.

The completion of the railroad and the associated re-platting of the central portion of the town led to new development in the community. The focus of the business community shifted to Washington Street in the vicinity of the park. By 1895 the population of Glendale reached 300. Its residents opened the Glendale elementary school in that year, giving the community a sense of stability and permanence. In 1896, the New England Land Company platted the Woodford Addition to Glendale, further evidence of the need to provide housing for new residents.

Natural forces soon tested the staying power of Glendale residents. A flood in 1895 washed out the headgates of the Arizona Canal, sending a wave of water down the canal. This flood inundated the small town of Glendale. In 1897 a three-year drought began, leaving farmers with insufficient water to irrigate their crops. The drought spurred area farmers to organize the Salt River Valley Water Users Association in 1903, which lobbied for the construction of a dam

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on the Salt River to store floodwater so that it could be saved and released gradually during dry periods for irrigation. The lack of a stable water supply hampered Glendale development efforts during the first few years of the twentieth century.

In 1905, the Federal government began construction of Roosevelt Dam on the Salt River, the first step in returning agricultural prosperity to the Salt River Valley. This massive government investment convinced others that the Glendale area would grow and prosper in the future. In 1903, Murphy and others had organized the Arizona Sugar Company with backing from Michigan investors. They planned to plant sugar beets, which would then be processed in a Glendale factory. Construction of the factory began in 1903, but financial difficulties forced a delay. Reorganized as the Southwestern Sugar and Land Company, the firm completed the factory in 1906.

The completion of the beet sugar factory and the continuing construction of Roosevelt Dam led to a spirit of optimism and energy in Glendale starting in 1907. The community experienced an influx of labor to work in the sugar factory and in the surrounding fields. Investors platted several subdivisions during this period to accommodate the demand for additional residential housing in the growing community.

In July of 1908, the Glendale Land Company platted the Orchard Addition. In December, the same company platted the Park Addition. In April of 1909, the Southwestern Sugar and Land Company platted the Sugar Addition to provide housing for their workers. The Glendale Land Company platted a third subdivision in 1910, Park Place, followed by its Ranch del Higo subdivision in 1911.

The addition of five subdivisions to Glendale in the three-year period from 1908 to 1911 provides strong evidence of growth in the community. In order to better manage growth and the problems sometimes associated with it, in 1910 Glendale residents incorporated as the Town of Glendale. Residents selected a sugar beet to grace their municipal seal, underlining the importance of agriculture to the town. An estimated 1,000 individuals resided within the town limits in 1910.

Several other significant developments occurred during this time period. In 1911, the Phoenix Street Railway extended to Glendale from Phoenix, offering another link to the territorial capitol. Glendale voters created the Glendale Union High School District in 1911. The school opened its doors in 1913. The town acquired a newspaper in 1912, the Glendale News, published by F.L. Woodward and L.S. Yoder. The town purchased the private water works of F.H. Sine in 1915.

Partially as a result of continuing growth of communities such as Glendale, Arizona relinquished its long-held territorial status in 1912 and became the 48th state. The completion of Roosevelt Dam in 1911 and statehood status spurred continued development in the Salt River Valley. Glendale shared in the benefits of a prosperous economy.

To meet the need for labor caused by increased agricultural development, the Southwest Sugar and Land Company, in conjunction with the local real estate firm of Greene and Griffin, induced a colony of Russian immigrants to migrate to the Glendale area in 1911. The Russian immigrants joined an increasing number of Hispanic residents of Glendale, also lured by jobs in the factories and fields, to give Glendale a diverse character.

The advent of World War One in Europe in 1914 led to increased demand for the food and fiber of Arizona's agricultural fields. This demand added to an already prosperous economy in Glendale. In February of 1914, Wisconsin investors Otto R. Hansen and May Catlin Hansen platted the Catlin Court subdivision in Glendale. The Hansen's designed the 80-acre tract as a desirable residential neighborhood. From 1915 to 1930, Catlin Court developed a reputation as a prestigious location to build a home.

The demand for agricultural goods, particularly the long-staple variety of Pima cotton perfected in Arizona, led to an economic boom associated with World War One. In 1917, a portion of the Sugar Addition was re-platted as the Sugar Addition Amended to provide additional residential housing. In March of 1921, W.G. Tolleson and Althea Tolleson re-platted a portion of the Rancho del Higo subdivision as Del Higo Place. In 1920, the population of Glendale reached 2,727, almost triple the number of residents just ten years earlier.

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Del Higo Place capped nearly fifteen years of rapid growth for Glendale. It would take seven years before investors once again platted a subdivision in the town. The end of World War I in 1918 led to a post-war depression in prices for the agricultural and mining products of Arizona. By 1921, the depression had reached a low point. Glendale's farmers, who had heavily increased cotton production during the war, now faced extremely low prices when they could find markets for their crops. Associated businesses that catered to the farm trade failed.

The decade of the twenties is often described as "roaring" because of the expansion of the American economy through increased production of consumer goods. However, for agricultural communities such as Glendale, the twenties are remembered as a period of low prices and depressed sales of agricultural goods. It took several years for farmers to diversify their crops to take advantage of changed market conditions.

During the twenties, Louis Sands emerged as one of the leaders in agricultural diversification. At his Manistee Ranch, Sands had avoided the temptation to place all of his fortunes into cotton as many other farmers had done. He diversified his crops to include alfalfa, grains, citrus, and dates. Other farmers in Glendale, taking their cue from Sands, reduced their cotton acreage and began growing melons, lettuce, and alfalfa. As a result of diversification, by the late twenties the agricultural economy of Glendale had begun to recover.

The revival of the agricultural economy soon spurred commercial and residential growth in Glendale. In 1928, Flora Statler reached an agreement with L.W. Coggins of Coggins Title Company to organize the Floralcroft subdivision. Statler, associated with the real estate firm of H.C. Ludden, recorded the plat of Floralcroft with the Maricopa County Recorder on July 18, 1928. Statler restricted construction of homes in the subdivision to those that cost \$3,000.00 or more. Two years later, James A. Jones, Anna Jones, D.R. Jones, and Fio Jene Jones platted the Jones Addition to Glendale. Perhaps reflecting changed economic conditions, the developers specified that homes in the 1930 Jones Addition must cost at least \$2,000.00. Glendale's population reached 3,665 in 1930.

Subdivisions such as Floralcroft and Jones represented a transition in Glendale from the bungalow architecture common during the earlier era to the period revival forms common in the twenties and thirties. These subdivisions also represent a transitional era in economics as well, marking a brief period of economic prosperity in Glendale between the post-World War I depression and the Great Depression of the thirties. In part to recognize the growing stature of Glendale, residents dropped town status in 1930 and became the City of Glendale.

The stock market crash in October of 1929 triggered a long period of economic depression in the United States. For many areas in Arizona with diverse economies, such as Glendale, the impact of the depression was not as great as it was in centers of industrial production where large numbers of workers were suddenly unemployed. However, the effects of the depression gradually reached Arizona and Glendale, curtailing economic activities. The years from 1931 to 1933 were the most severe, after which Federal public works programs began to revitalize the economy. Even so, ten years passed after the establishment of the Jones Subdivision until another private investor would create a new subdivision in Glendale.

To combat the pernicious effects of the Great Depression, the Federal government embarked on an ambitious program of public works and assistance. Arizona received many Federal projects, sponsored by the Works Progress Administration, Public Works Administration, and Civilian Conservation Corps. These programs helped to construct highways, bridges, schools, parks, utilities, and government buildings. By 1935 the Federal government was the largest employer in Maricopa County and by 1937 injected more than ten million dollars per year into the local economy.

While Glendale received its share of Federal public works projects, Federal housing policies had a greater impact on the community. In 1934, Congress adopted the National Housing Act which created the Federal Housing Administration (FHA). The FHA insured private lenders against loss on home mortgages, greatly reducing the risks of such loans. Bankers in the Salt River Valley quickly took advantage of this idea, and emerged as one of the leaders in the program. In Glendale, research by Janus Associates disclosed that twenty-four houses were constructed in the Catlin Court area from 1935 to 1942, nearly all of which utilized FHA home mortgages. This program also contributed to additional construction in other Glendale subdivisions.

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Not all Glendale residents could take advantage of the government loan program. Others needed more direct assistance. Farmers displaced by the changed agricultural market represented one of the most pressing needs. In 1937, the US Department of Agriculture's Resettlement Administration platted the Glendale Part-Time Farms tract at the southeast corner of Northern and 51st Avenue. The Federal government constructed small homes on large lots, with the goal of assisting farmers make the transition to urban life by providing a house and an area for a small subsistence farm.

The Federal government also provided direct housing assistance by providing funds to construct public housing projects. Glendale received two such projects, one each located on the east and west sides of town. In 1939, the Federal government provided funds for a housing project on the west side near Glendale High School, and on the east side south of the old sugar beet factory in the Sugar Addition.

While Federal programs began to have an impact on lessening the effects of the depression by 1937, the gathering clouds of war in Europe signaled the final end of the depression. Nazi Germany invaded Poland in 1939, starting World War Two and placing the United States on a war economy once again. New orders for products began to pour into Arizona as demand for goods increased in Europe. Reflecting the renewed economy, in 1940 Flora Statler platted another subdivision in Glendale, a re-subdivision of Block 15 of the Sugar Addition. In 1940, the population of Glendale reached 4,855.

The expenditure of funds by the Federal government for defense spending dwarfed its economic recovery programs of the depression. Glendale received two major facilities in its vicinity. In January of 1941, the US Army announced it had selected land at today's 59th Avenue and Greenway to establish a Civilian Pilot Training Program. Artist Millard Sheets planned the outline of the facility to resemble the mythical Thunderbird, a Native American deity of thunder. The base became known as Thunderbird Field after its unusual design.

Just one month following the establishment of the Thunderbird civilian pilot school, Glendale residents received news of a second military installation in their vicinity. In February of 1941, the Army Air Corps announced plans to create a large air base ten miles west of Glendale. The City of Phoenix had acquired the property for the Federal government, and leased it to the Army for \$1.00 a year. In March of 1941 Del Webb began construction of Luke Field. Now Luke Air Force base, the facility honors the memory of Arizona's World War One flying ace Frank Luke.

A third facility in the western portion of the Salt River valley, an aluminum plant constructed by the Defense Plant Corporation at 35th Avenue south of Van Buren, also attracted Glendale residents with jobs. These facilities represented a major investment in the Salt River valley. The arid climate and inland location of Arizona attracted military planners. Placement of the facilities in Arizona protected them from attack, and allowed training to take place year-round under the clear Arizona skies. These investments led to a vast increase in population during the war years, as troops and workers flocked to the Salt River valley to work in defense facilities.

While government construction increased tremendously during World War Two, restrictions on materials and goods limited residential and commercial construction. Citizens faced rationing and struggled to find housing. By 1944, with the end of the war in sight, Glendale residents began to make plans to accommodate the pent-up demand for residential housing. In 1944, John R. Sheets platted the Sheets Addition to Glendale in anticipation of the need for more housing. Investors platted three more subdivisions in 1945, two before Germany surrendered in May of 1945. Ernest E. Cook and Elizabeth H. Cook platted the Cook and White subdivision in January of 1945. The Cooks then platted the Northfield subdivision in April of 1945. In November of 1945, after the end of the war, Reinhold and Nora Tiefa platted the Tiefa Court subdivision.

World War II caused a dramatic change in Arizona and in Glendale. Soldiers and war workers, brought to Arizona for training and to work in defense industries, found the climate and lifestyle of the desert state attractive. After the war, many returned or remained to make Arizona their home. Glendale, ringed on three sides by military facilities and close to the capitol city of Arizona, proved to be a prime location for post-war settlement.

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Educational institutions made Glendale attractive to many new residents. The government closed Luke and Thunderbird fields after the war, although a small maintenance crew remained at Luke. At Thunderbird, a group of former Air Force officers seized upon the opportunity to create a first-class educational facility to train Americans for their growing role in world trade. In 1946, Lt. Gen. Barton Kyle Yount founded the American Institute for Foreign Trade at the old Thunderbird Field. Now called the American Graduate School of International Management, the school has provided training to thousands of men and women now working in all parts of the world.

Many individuals who now made Glendale their home demanded additional residential housing. Investors responded by adding twenty-three new subdivisions starting in 1946 and continuing through 1950. In comparison, for the period starting in 1892 with Hadsell's Addition, by the end of 1945 twenty-two subdivisions had been platted in Glendale. With a population of more than 8,000 by 1950, Glendale had emerged as a major metropolitan center in Arizona.

Development of the Floralcroft Subdivision in Glendale, 1928-1957

The development of the Floralcroft subdivision is most closely associated with the revival of the economy in Glendale during the late twenties. The subdivision was the idea of Flora Statler, daughter of pioneer resident Charles Gillette. In 1928, Flora Statler reached an agreement with L.W. Coggins of Coggins Title Company to develop the Floralcroft subdivision. Statler, associated with the real estate firm of H.C. Ludden, filed the plat of Floralcroft with the Maricopa County Recorder on July 18, 1928. Statler restricted construction of homes in the subdivision to those that cost \$3,000.00 or more.

Flora Statler could not have picked a more inauspicious time to develop her subdivision. The stock market crash in October of 1929 triggered a long period of economic depression in the United States, including Glendale. While the diverse economy of the town initially sheltered investors, business owners, and workers alike, the effects of the depression eventually curtailed economic activities. The years from 1931 to 1933 were the most severe, after which Federal public works programs began to revitalize the economy.

Because the Floralcroft subdivision represents a transitional era in economics, platted during a period of prosperity in Glendale prior to the Great Depression of the thirties, relatively few houses were constructed initially. These included the large two-story brick house of Flora and Luther Statler at 113 W. D Avenue (now 5942 W. Northview). This large, impressive house served as a type of "model home" for the subdivision and was designed to lure additional buyers to the area. In later years, Flora Statler lived at 154 W. "D" Avenue (now 6001 W. Northview).

Flora Statler was a member of a pioneer Glendale family. She was the daughter of Charles Edwin Gillette and Rachel Elizabeth Kuns Gillett. Charles Gillette was a prominent leader of the German Baptist Brethren church that founded Glendale as a temperance colony. He and his family arrived in 1895 and he served as the first pastor of the First Church of the Brethren. Although the Gillette family was an early arrival to Glendale, Charles left the small community in 1897 at the start of the great drought in the Salt River valley. He relocated the family to the Camp Verde area to serve as a missionary to settlers in the Verde Valley. Mr. and Mrs. Gillette continued to own property in Glendale, as well as acquiring new land in the Verde Valley. They also maintained a close link with Brethren church members. Mr. Gillette later returned to Glendale and operated a service station there after World War One. Charles died in 1936 and Rachel died in 1947.

Flora was born on May 29, 1890, in Moab, Missouri. She came to Arizona as a small child of five. Later, she moved with her family to the Verde Valley. Sometime around 1912 Flora met and married Luther W. Statler (b. 1882). Luther was also a member of the Brethren church. His brother, Jessie Newton Statler (b. 1878), married Flora's sister Margaret Gillette (b. 1882). In 1913, the two couples moved to the vicinity of Benson, Arizona, to start a new life. There, Flora and Luther had two children; Vernon (b. 1913) and Elizabeth (b. 1917). Life was difficult on an isolated ranch near the small Mormon community of St. David. In 1917, when Elizabeth was just three months old, the couple decided to return to Glendale. Jessie and Margaret joined them the next year.

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Once back in Glendale, Luther tried his had at raising cotton. He took advantage of high cotton prices generated by World War One. Although profits were made quickly in a few short years, after the war prices for cotton dropped. In later years, Luther Statler turned his hand toward the construction industry. He worked for the State Highway Department in the twenties. Later, he developed an interest in mining and operated several mines in the Prescott area. These economic pursuits led him away from Glendale for considerable periods of time.

In the meantime, Flora Statler began in interest in real estate. Her father, Charles Gillette, who owned considerable property in Glendale and in the Verde Valley, needed her assistance. Charles Gillette was hard of hearing and his daughter helped him communicate. After the war, Charles joined forces with local businessman Homer C. Ludden to operate a service station in Glendale. Ludden also ran an insurance business on the side and the two men shared an interest in real estate speculation. In 1920, Flora began to work outside the home as a clerk in the insurance and real estate office. As time went on, Flora took over her father's interest in the business.

Homer C. Ludden was the son of Charles W. Ludden and Emma Jane Clark Ludden, who were married in Osceola, Nebraska, on Christmas Day in 1879. Homer was born on November 27, 1880, in Surprise, Nebraska. He graduated from high school, then attended Nebraska State Normal School and the University of Nebraska. He arrived in Glendale in 1905.

Ludden embarked on a successful career in business. He was one of the first rural mail carriers in Arizona and established the first rural route in Glendale in 1912. He continued in this job until 1916. He taught school in Glendale and was on the Glendale City Council for six years from 1922 to 1928. He was also the on the board of directors of the Verde River Irrigation District for nine years and served as its vice-president. He served in the 6th, 7th, and 8th Arizona Legislature. Ludden married Edna Robinson on September 27, 1922. The couple had one child, Kathryn, born October 6, 1923. Edna had a child from a previous marriage, Virginia (b. 1915).

The twenties were prosperous years, and the Gillette / Ludden insurance and real estate business boomed. Homer C. Ludden opened a small real estate office at the corner of Glendale and 59th Avenues, where the Gillette / Ludden service station stood. Flora Statler, through her exposure to the real estate business and with family real estate assets to develop, decided to take advantage of the economic climate to develop a subdivision in Glendale. In 1928, Flora Statler began the Floralcroft subdivision in Glendale.

Working with an investor from California, Flora enlisted the help of the Coggins Title Company to serve as trustee for the property. Headed by L.W. Coggins, the title company would act as agent for the owners of the land. Coggins would manage the sale of the lots and prepare the deeds.

On July 18, 1928, Coggins recorded the plat of the Floralcroft subdivision with the Maricopa County Recorder. The subdivision consisted of what had been originally patted as Block 24 of the Hadsell Addition. The new subdivision was not divided into blocks, but consisted of a total of 83 lots starting at the corner of North Central Avenue (now 59th Avenue) and numbered consecutively to the west along West "C" Avenue (now Myrtle). This pattern continued along West "D" Avenue (now Northview), with lots numbered consecutively west to east along the south side of the street and east to west along the north side. A 200 by 212 foot parcel in the northwest corner of Block 24 of the Hadsell Addition was excepted from the Floralcroft subdivision. West "E" Avenue (now State) formed the northern boundary of Floralcroft, with lots numbered consecutively from west to east along the south side of the street. At least one lot marker has survived. One resident reports that lot marker "38" is still present in his yard.

To maintain the exclusivity of the neighborhood, Floralcroft employed deed restrictions. The restrictions limited ownership to members of "the Caucasian or white race," specified that the type of buildings be limited to dwelling units, boarding houses and hotels, required that buildings must cost a minimum of \$3,000, and demanded that no building be erected closer than 30 feet to the property line on the residential streets of C, D, and E Avenues (10 feet on North First Street and 15 feet on North Central Avenue). Lots 22, 23, 24, and 26 were excepted from these restrictions. These lots were in the vicinity of NW Grand Avenue and had the potential for commercial development. In later years, Morcomb's service station was erected on these lots.

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Because the platting of Floralcroft coincided with the start of the Great Depression, and because the deed restrictions limited the type of building that could be constructed, development of the neighborhood was slow. Only a few houses were constructed in the initial years of the subdivision. By the mid-thirties, the economy began to rebound as a result of Federal government programs to combat the depression. Margaret Francis offered a revealing look at the Floralcroft Historic District in her book Peoria, Here I Come. She describes how she and her husband Jimmy constructed a house during the depression in 1936 at 10 W. "D" Avenue (now 5907 W. Northview):

We called Mrs. Statler, who owned the subdivision where we then lived. She had opened up some acreage at the beginning of the Depression and to date only about six houses had been built there. As there had been no activity for several years, she was anxious to get some construction started again, so she offered to sell the lot I had selected for five hundred dollars. Jimmy made her an offer of three hundred-fifty dollars and she accepted.

The Savings and Loan Company had just been established and the management didn't particularly want to finance a house in Glendale. However, Jimmy was able to persuade them to loan us the amount needed. With our bonus money from the gin, we secured a loan. The house payments were to be forty-five dollars a month. The total cost of the house was estimated to be forty-five hundred dollars; a six-room house 1,400 square feet.

Construction of houses such as the ones in Floralcroft gradually began to lift the nation out of the depression. A key element was the advent of mortgage insurance through the Federal Housing Administration (FHA). Loans from the FHA were a key part in improving the economic climate. Bankers, such as Walter Bimson of Valley National Bank, relied on the Federal guarantee of repayment in the event of default to issue more and more mortgage loans in the Valley.

Although the Francis family did not have a FHA loan, houses such as theirs were typical of the revival styles constructed in the years prior to World War II. This was a transitional era, for both styles and for methods and materials of construction. Margaret Francis gave a good description of construction techniques in Floralcroft in her book Peoria, Here I Come:

I was a little old-fashioned about one thing - I wanted hardwood floors. Most new houses were being built with cement floors, but I held my ground and our house had hardwood floors. Cement piers were laid a prescribed number of feet apart and covered with aluminum foil. The theory was that termites would not be able to get to the underpinnings. The wood pinnings for four by eight stringers were soaked in creosote - this also to ward off termites. The inside walls were covered with aluminum foil between the two by fours and tacked with thumb tacks. (The staple gun was not yet in general use). This was to be an experiment in insulation. The walls were then prepared for plaster, the "interior stucco." The color you choose for each room was added to the plaster. The rafters in the attic had layers of rock wool insulation between them. This too was a new form of insulation. The outside walls were covered with wood siding, tar paper and then asbestos shingles. It had a shake roof.

The Francis house also represented a transitional era in its methods of cooling. During the 1930s backyard mechanics and tinkers had developed a method of blowing air through damp materials to cool homes by evaporation. Evaporative coolers, usually called swamp coolers after the damp air and musty odor they evoked, soon sprouted on the windows and roof of many Arizona homes.

The Francis house is noteworthy because it incorporated a new type of cooling that would eventually replace evaporative cooling in many homes. The Francis family used a refrigerated air system that cooled homes by recirculating air over coils containing coolant. This Floralcroft home is significant as being only the third house in Arizona to have refrigerated cooling (air conditioning). Margaret Francis describes:

Refrigeration had just come on the scene and a number of stores were installing these units. A few homes had single window units that would cool one or two rooms. We had originally planned for a

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swamp cooler, but I was having so much hay fever and sinus trouble from the wet cooling system that Jimmy decided, on the spur of the moment, to spend an extra eleven hundred dollars and cool the whole house with a Worthington three and a half ton refrigeration unit. For this we had to install a galvanized ten foot high water tower behind the garage to cool the water for the refrigerant. This would be the third all-refrigerated house in Arizona. It was an excellent system, almost trouble free and fairly quiet.

The advent of World War II curtailed construction in Floralcroft, as it did in residential neighborhoods across the nation. The war, which started in Europe on September 1, 1939, resulted in a shortage of building materials. When the United States entered the war after the Japanese attack on Pearl Harbor in December of 1941, these shortages became acute. New construction lagged as homeowners and home buildings found that construction materials were diverted to the war effort "for the duration." Those materials that were available were rationed.

Although construction slowed, the demand for housing did not. Many new residents arrived in Arizona during World War Two. Some trained at military facilities and others labored in defense industries. Luke Field, Thunderbird Field, and defense industries at 35th Avenue and at Goodyear brought many new residents to the Glendale area. Those that did not live on base were forced to find rooms and lodging as best they could. Many Glendale residents rented out spare rooms, garages, and sheds to accommodate the demand. Despite the restrictions, homeowners managed to cobble together additions and expansions to existing houses.

Following World War II, restrictions ended. A wave of pent-up demand for residential housing led to frenzy of construction in Floralcroft. By 1957, the lots that had remained unsold for so many years were finally purchased. New homes blossomed on nearly all of these lots, which were now in the comfortable ranch style and its many variations.

The experiences of Mary and Ossie Renner, who constructed a home in Floralcroft in 1946, were typical of the post-WWII era. The couple remained in the home at 337 N. 1st Street (now 7221 N. 59th Drive) for the next 41 years. Welmon "Ossie" Renner was a prominent Arizona businessman that owned Renner's Realty and Insurance for 46 years. His first son, John Renner, was six years old when the family moved to Floralcroft; John rose to the rank of Major General in the Army. His second son, George, was just six months old; he later served as Glendale's mayor and president of the Board of Directors of the Central Arizona Project. Reporter Thelma Heatwole captured the couple's memory of post-WWII Floralcroft in a 1987 interview:

The house was in the then-popular Floraclcroft addition, and some of the best houses in town were on D Avenue. A businessman referred to D Avenue in that locale as "Silk Stocking Row," Ossie Renner said. The neighborhood contained some well-known families at the time. About a block away lived W.B. "Bill" Barkley, former speaker of the Arizona House, and his wife, Lois.

After the end of the district's period of significance in 1957, when the neighborhood had been completely built-out, Floralcroft remained a popular and prominent Glendale neighborhood. This status continued over the next two decade. However, by 1975, the construction of new, more modern subdivisions on Glendale's north and east sides attracted prestigious residents that in past years might have selected Floralcroft for their home. The proximity of the neighborhood to downtown Glendale, once an asset, became a liability as traffic increased on Grand Avenue. The proximity of the neighborhood to the railroad track also contributed to its decline. Residents were no longer content to put up with the noise and traffic.

Although the gradual decline of the neighborhood has had an impact on some properties with regard to their condition, it has had little effect on the integrity of individual buildings or on the neighborhood as a whole. Conditions problems stem mainly from lack of maintenance or deferred maintenance. These are problems commonly associated with aging neighborhoods where long-time residents may not be able to care for their homes as they once did and where absentee ownership is relatively common. However, these maintenance issues have not had an impact on integrity. Changes such as additions, in-fill, or window and door replacements have been relatively rare.

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Today, spurred by revitalization in the adjoining Catlin Court Historic District, residents of Floralcroft are interested in protecting and preserving their historic homes and neighborhood. That interest has been supported by Glendale city officials. It has been expressed in a series of historic preservation initiatives by neighborhood residents and the City that have culminated with this National Register nomination. Support for the historic designation stems from the pride many residents and former residents have about the area. Margaret Francis captured the sentiments of many Floralcroft residents when she described her home: "This house was just like having a baby. I loved every inch of it and felt I had built it with my own hands. A lot of love and me went into that house. I still have a soft spot in my heart for it." Mary Renner described it this way: "The boys put their initials - 'JR' and 'GR' in the walk," she said. "The initials are still there. I wish I could take them with me."

Glendale Architectural Styles in Transition, 1928-1957

Home design in Floralcroft represents typical residential architectural trends in Arizona during its period of development (1928 through 1957), with some Glendale-specific tendencies in evidence. As the most prestigious neighborhood in Glendale during this period, the homes tended to be of higher quality than other Glendale neighborhoods, but not markedly different from typical homes of the time in more cosmopolitan Arizona communities.

When compared to other geographic areas, the residential neighborhoods of Glendale are marked by a number of distinctions. These characteristics could be a result of the agricultural nature of early Glendale as well as its relative isolation from the "city life" as represented in Phoenix and Tucson, and other cities out-of-state noted for architectural innovation. They may also be a simple result of expediency or more modest aspirations due to the lesser level of affluence of Glendale compared to the larger towns.

The most obvious example of Glendale's uniqueness is the relative simplicity and economy of the homes. Unlike historic neighborhoods growing up in more urbanized areas of the Salt River Valley, the homes in Glendale were predominantly built of wood frame, often with clapboard siding. Wood framing was more readily available in Glendale through local lumber yards than was brick, as well as being less costly. The house styles also carry a generally lesser degree of architectural detail compared to their urban counterparts. In fact, "Folk" vernacular houses, with little or no style, were the most popular.

Another distinguishing characteristic of early Glendale neighborhoods is the survival in popularity of the Bungalow style long after it had gone out of style in other areas of the valley, while Period Revival styles appear to have been summarily ignored. Nationally, the Bungalow style grew in popularity after about 1905 with its zenith in the late teens. World War I brought the Period Revival influences to American culture that spelled the death of the Bungalow as the style of choice, a process that was complete in most areas of Arizona by the late 1920s. In part due to the influence of local builders and material suppliers, Bungalow style homes were built in Glendale well into the 1930s. At the same time, the Tudor Revival, English Cottage Revival, and Spanish Colonial Revivals that were the rage in Phoenix made few appearances in the Glendale streetscape. Only the Spanish Colonial Revival style made even a modest showing. The California Ranch style and its variants, however, were very popular from the time of recovery in the home construction market following the Great Depression.

Floralcroft represents residential architecture in Glendale in the following ways. The earliest homes, built mostly between 1928 and 1940 or so, mostly are examples of the Bungalow style, with a few examples of Spanish Colonial Revival style. These homes occur mostly at the center of the subdivision, along Northview Avenue. Homes of the New Deal period and especially post-WWII homes represent the Ranch style and varieties of the Ranch making the transition from the Period Revival era. Ranch style homes dominate the streetscape along State Avenue and Myrtle Avenue as well as the east and west ends of Northview. About 70 percent of the neighborhood is represented by Ranch era homes and 30 percent represent earlier styles.

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The Bungalow Era

The period of architectural development following the turn of the century evolved primarily as a reaction to the values and esthetics of the late Victorian styles. Whereas late Victorian architecture was seen as overly ornamented, artificial, and gaudy, the new architecture relied on clean lines, simplicity of form, and expression of structural function. The Arts-and-Crafts movement led the way to the Bungalow style. Regional variations (primarily eastern versus western) developed. Arizona took the lead from its closest neighbor and adopted the California Bungalow as its model.

The California Bungalow, as seen in the majority of homes of this period, was adapted from the expensive custom homes designed by such California architects as Greene & Greene and Bernard Maybeck. The principles that governed these designs included expression of structure; use of exposed natural materials such as cobblestones or wood shingles; a horizontal and informal emphasis in massing with large, shaded porches; and an emphasis on a high level of individual craftsmanship reflected in joinery, stained glass, or other special features. In the more-modest Bungalows that were built for middle-income homeowners, these principles were reflected in common details such as exposed rafters at the eaves, wood-shingled gables and roofs, exposed brick, stucco, shingle, or clapboard walls, and detailed joinery of wood timbers.

In Glendale, the Bungalow appears to have held a special place in people's hearts. Most of the homes built between 1914 and 1930, if an identifiable style, are Bungalows. Even the simple vernacular National Folk homes often have Bungalow style influence which shows up in details such as tapered porch columns, decorative knee braces, or exposed rafters at the eaves.

Eleven examples of the Bungalow style are found in Floralcroft.

National Folk Architecture

Folk house forms are those built without reference to an artistic "style" or aesthetic statement. In the United States, these have generally evolved from old-world vernacular houses or from construction technologies generally available at the time, and are now classified as "National Folk."

National Folk houses are further classified by the house form. For instance, one of the most common house forms nationally is the "hall-and-parlor" house, where a two-room home presents its broad side to the street, and is covered with a side-gabled roof. Other forms appearing in Glendale, also related to room arrangement or roof shape, include the gable-front (or shotgun), the massed-plan side gable, and the pyramidal roofed house.

In Arizona, National Folk houses are generally associated with rural or agricultural areas, or occasionally with areas that were built by low-income individuals. Very few National Folk examples are found in Phoenix or Tucson, for example, especially in proportion to the number of historic homes identified. Glendale appears to have more than its share of National Folk homes. This is likely attributed to the historically agricultural character of the town, as well as its separation from Phoenix prior to the 1950s. About 15% of the historic homes identified in a recent survey of downtown Glendale were classified as National Folk.

Homes classified as National Folk are difficult to place within a specific stylistic time period. In general, the types of homes represented in Glendale are denoted "post-railroad," which allows for the importation of materials from distant locations, as opposed to building with what is found at hand. National Folk houses in Glendale were constructed throughout the period of development.

Only one National Folk home, 7205 N. 61st Drive [23-14-057] is found in Floralcroft; this may perhaps reflect the upper-class nature of the subdivision.

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The Period Revival Era

World War I was a watershed event in shaping American cultural sensitivities. American servicemen returning from abroad had seen many picturesque indigenous dwellings while fighting in Europe, and they brought a desire for many of these styles back to the States. In general, the term "Period Revival" refers to a wide variety of styles which are related in that they represent revivals of different historical periods in the development of Western architecture. Typical (and, in Arizona, the most common) examples include the Tudor Revival style, the English Cottage Revival style, and the Spanish Colonial Revival style.

Other common features of the Period Revival styles related to house form and detailing. Floor plans often included a front ell facing the street side, flanking an open terrace or small porch. (Gone was the ideal full-width veranda favored on Bungalows.) The building was once again concealed. Ornamental pastiche, patterned after the relevant styles, was applied to the basic house form.

The Spanish Colonial Revival styles actually have roots that predate World War I. The Pan-Pacific Exposition in San Diego (1905) served to launch the first Spanish revival style, Mission Revival. Decades later, Spanish Colonial Revival homes began being built in a variety of sub- styles: Pueblo Revival, Monterey, Spanish Mediterranean Revival, and the catch-all Spanish Eclectic.

However, the Period Revival styles never seem to have become very popular in Glendale. Phoenix neighborhoods of a similar vintage began to feature Tudor and Spanish Colonial Revival homes in the early 1920s, with Bungalows completely yielding by about 1923 or 1925. Within the greater downtown Glendale survey area, of which Floralcroft is a part, only about a dozen Period Revival homes were built, and virtually all are Spanish Colonial Revival.

A good representative example of the Spanish Colonial Revival style is found at 7222 North 59th Drive [23-14-008]. This home has a flat roof with parapets, and applied Spanish tile awnings over door and window openings. The parapet is pierced with decorative clay tile attic ventilators. This mixture of features from different Hispanic cultural traditions is typical of the style.

One very unusual home is not, strictly speaking, of the Period Revival category, but of the related American Colonial Revival style. Colonial Revival houses began to gain in popularity as early as 1880, and the style survived until about 1955. The Colonial Revival style is quite common in the eastern United States but is rare in the Salt River valley. The home at 5961 West Northview [23-14-097] is an unusual and architecturally significant example of the style. This house is patterned after the Georgian Revival sub- style, which features a two-story, side gabled form with symmetrically placed fenestration and a centered, accentuated front entry door. Chimney masses commonly occur at one or both ends of the house. In this particular example, clinker brick is used as an accent material at window sills and at rowlock courses in the brick walls. The house is in excellent condition. Because of the relative rarity of this style in the greater Phoenix area, and because of the notable use of clinker brick, this house is one of the highlights of historic Glendale.

The Modern Era

The period from the beginning of the Great Depression in 1929 until the beginning of World War II in 1941 was relatively quiet, in regard to residential development in the Salt River Valley. Some homes continued to be built for several years after the stock market crash into the early 1930s, but this activity soon died out. In the late 1930s, America began to pull out of the Depression, partly in response to the New Deal policies of the Federal Government. Slowly at first, house construction resumed in the late 1930s and launched into full production upon the return of GIs from the war looking to start families.

Beginning just prior to World War II, popular architectural styles once again began to shift. A variety of influences dictated a change in the popular styles, including the need for inexpensive, mass-produced housing; the rise of a massive middle-class interested in a suburban lifestyle; Federal policies for VA and FHA financing of home ownership;

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and a general architectural trend away from romantic revivalism and toward Modern-movement architecture and the machine esthetic.

In the western U.S. these influences combined to form in the California Ranch house. The Ranch style once again emphasized horizontality and simplicity in design. Built in subdivisions recognizing the rising importance of the automobile and the decline of pedestrian travel, the houses were generally oriented with the long dimension parallel to the street. This gave the homes a horizontal massing and made them appear larger (hence the "rambling Ranch"). As ultimately executed, the Ranch style homes were sheathed in various materials, including brick, concrete block, and board-and-batten siding. In the Phoenix area the Ranch style also became synonymous with modern materials and construction methods which were not used during the Period Revival era, including concrete block, concrete slab-on-grade floor construction, and steel casement windows. Ranch houses were economical, suburban, and mass-produced. In established neighborhoods such as in Glendale, Ranch style houses were also used as infill homes despite the narrow lots typical of early 20th century subdivisions. Between about 1935 and 1945, houses were built in these areas which, while clearly not Period Revival homes, were not yet archetypal Ranch houses either. These homes often attempted to achieve the Ranch style esthetic while using materials held over from earlier types of construction, or incorporated Period Revival forms or details while using the newer, Ranch house construction methodologies. These half-breed styles have been termed Transitional Ranch houses. They are abundant within downtown Glendale; about half of the Ranch style homes found retain strong Period Revival influences in style or materials.

An example of a Transitional Ranch house is seen at 6012 West Northview [23-14-004]. This house has the slab-on-grade floor system and modular construction popularized by the Ranch style, as well as Ranch style porch and massing but retains Flemish-bond brick walls and wood windows commonly found in earlier homes. (This was the home of H.E. Schrey, Glendale mayor from 1950 to 1954.)

After World War II, the Ranch style became better defined as a style and purer examples were built. Several subtypes of Ranch houses were developed by combining the basic Ranch form and construction details with other stylistic influences. The most common variant is the French Provincial Ranch, which is identified by its hipped roof form with shallow or no overhangs. The American Colonial Ranch combined Ranch features with symmetrical massing, accentuated porches, and Colonial ornamentation. The Spanish Colonial Ranch added Spanish tile roofs, exposed brick construction, and elements such as *rejas* (grilles) over the windows.

At least one example of each of the Ranch substyles was built within the Glendale downtown area prior to 1948. Ranch houses continued to be built until all lots were built out, which in Floralcroft lasted into the late 1950s. During the same time period that the Ranch style gained in prominence, the influence of the International Style in modern architecture was also being felt in the residential market. The International Style was developed in Europe beginning in the 1930s and 40s, led by influential ateliers such as Germany's Bauhaus, led by Walter Gropius and Mies Van de Rohe among others. With the coming of the war, many of these influential architects fled to the U.S. and helped to popularize the style. The International Style was founded on principles of using modern materials to their best advantage, that structure was in itself beautiful, and that all references to historical styles should be eschewed. In practice, when the principles of the International Style were translated to middle-class American housing, only certain elements of the esthetic were implemented. These elements were manifested as boxy forms, flat roofs, corner steel windows, steel pipe columns and a general lack of ornament. When these features are combined with an overhanging flat roof, the resulting house style has been termed "American International." While a few examples of these are found in downtown Glendale, none are within Floralcroft.

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VERBAL BOUNDARY DESCRIPTION

The boundaries of the Floralcroft Historic District are shown as the dashed line on the accompanying district map.

BOUNDARY JUSTIFICATION

Boundaries correspond to the limits of the original subdivision plat for Floralcroft, except as follows. Two areas along 59th Avenue have been excluded because while they once contained historic-era residences, they are now vacant parcels or are modern multi-family apartments. A commercial redevelopment is likewise excluded along the south boundary (Myrtle Ave.). Several parcels at the west end of Northview, along the north side of the street, have been excluded because the historic homes that once existed have been demolished.

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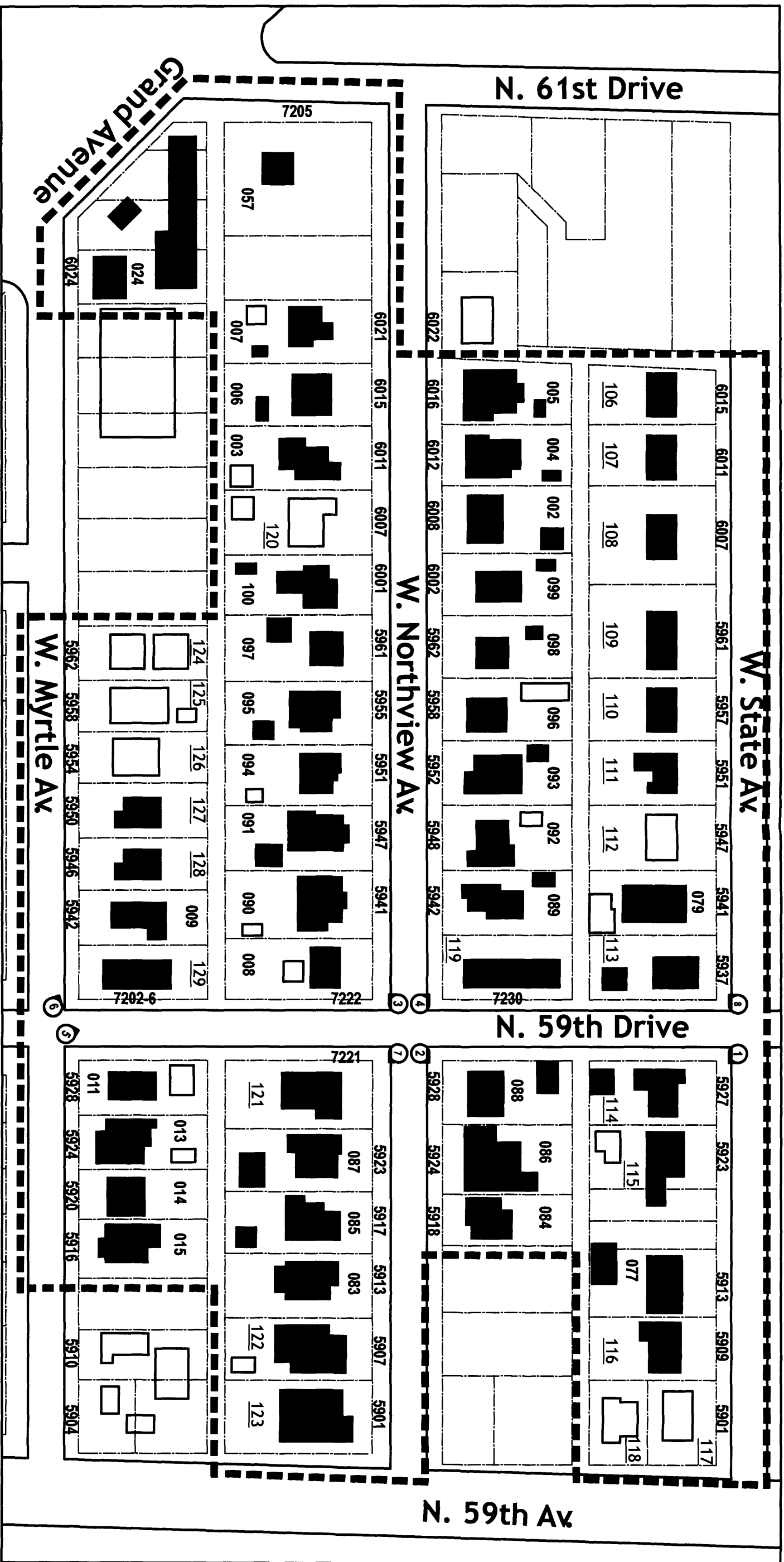
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Photographer: Robert G . Graham

Date: 3/9/2006

Photographs were taken in digital format conforming to NRHP Expanded photo policy dated March, 2005. A digital compact disk with the original digital photograph files has been submitted as a part of this nomination.

Photo #	View to	
1	SE	State Ave. from 59 th Dr.
2	NE	Northview Ave. from 59 th Dr.
3	SW	Northview Ave. from 59 th Dr.
4	NW	Northview Ave. from 59 th Dr.
5	NNW	59 th Dr. from Myrtle Ave.
6	NW	Myrtle Ave. from 59 th Dr.
7	SE	Northview Ave. from 59 th Dr.
8	SW	State Ave. from 59 th Dr.



FLORALCROFT Historic District

National Register Historic District Map
Map Legend

February 1, 2004

