

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Registration Form

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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 documented, 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 Broadmoor Ranch House Historic District

other name/site number 091-1916

2. Location

street & town 6900-7017 W 68<sup>th</sup> St., 6900 to 7001 West 69<sup>th</sup> St., 6900 to 7019 West 69<sup>th</sup> Terr. not for publication

city or town Overland Park N/A vicinity

state Kansas code KS county Johnson code 091 zip code 66204-1301

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.)

Patrick Zeltner DSHPO 12/20/10  
Signature of certifying official/Title /SHPO Date

Kansas State Historical Society  
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 certifying official/Title Date

\_\_\_\_\_  
State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register.  See continuation sheet.
- determined eligible for the National Register  See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain): \_\_\_\_\_

\_\_\_\_\_  
Signature of the Keeper Date of Action

Edson R. Beall 2.7.11

**5. Classification**

**Ownership of Property**

(check as many boxes as apply)

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

**Category of Property**

(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	
27	6	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
27	6	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 Function**

(Enter categories from instructions)

DOMESTIC: single dwelling  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Function**

(Enter categories from instructions)

DOMESTIC: single dwelling  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

MODERN MOVEMENT: Ranch Style  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Materials**

(Enter categories from instructions)

foundation	CONCRETE
walls	WOOD
	BRICK
roof	OTHER: composition shingle
other	STONE

**Narrative Description**

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

See continuation sheet(s) for Section No. 7

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**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 1

**Broadmoor Ranch House Historic District  
Johnson County, Kansas**

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**SUMMARY DESCRIPTION STATEMENT**

The Broadmoor Ranch House Historic District is located within the city boundaries of the City of Overland Park, Johnson County, Kansas. (Figure 1) The District is generally bounded by Metcalf Avenue on the west, West 69th Terrace on the south, Broadmoor Street on the east, and West 68<sup>th</sup> Street on the north (Figures 2 and 3). The 1950s Ranch House style residences in the District include thirty-three properties in the Broadmoor Subdivision, all of which are primary residences. Six of these dwellings are non-contributing properties within the District. Four have secondary, non-historic siding applied over parts of or all of certain elevations. One has a large garage addition on the primary façade; one dates to c. 2003. Mid-twentieth century, one-story residential development characterizes the District. The residences date to between 1953 and 1959, and all are variations of the custom-built Modern Movement Ranch House style. Individually and as a group, they retain their integrity of location, setting, design, materials, and workmanship and convey feelings of 1950s neighborhoods and associations with Ranch House style neighborhoods erected in suburban communities such as Overland Park, Kansas beginning in the early 1950s.

**ELABORATION**

**LOCATION AND SETTING**

Located within a larger residential enclave, the tree-lined residential neighborhood has deep, wide lots. The paved, tree-lined streets are fifty feet wide and feature shallow concrete curbs. The conspicuous absence of sidewalks and alleys characterize the District's streetscapes, which are integral to the cultural landscape. The exception is the concrete sidewalk on the north side of West 69<sup>th</sup> Street added in the 1980s. There are no vacant lots. All lots are on a grid system and, with the exception of lots along Metcalf Avenue, measure 100 feet wide and 196 feet deep. The 1950s Ranch House style residences conform to the subdivision's thirty-five-to-fifty foot building setback line as required by deed restrictions. Each block has the same set back. All the houses incorporate a two-car automobile garage into the primary façade that accesses a double-width driveway connected to the street. Ancillary structures near the rear of the lots are a variety of non-historic small sheds and storage buildings. Six-foot tall wood privacy fences are common along the rear and side lot lines.

Along Metcalf Avenue and within the west boundaries of the original Southmoor subdivision is a single, c.1924 two-story Colonial Revival style house and ancillary buildings that predate the subdivision.

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**DESIGN AND MATERIALS**

The Ranch House style residences in the District are low and wide, one-story buildings with moderate to wide eaves. The low-pitched roofs are gabled or hipped and the house plans include an integrated two-car garage. These buildings reflect a transition in housing design that occurred in the 1940s and 1950s, during which the roof became increasingly shallow in grade and the form extended horizontally. The District's houses often feature large picture windows with fixed panes, often grouped with flanking sash windows in a tripartite arrangement. Other window openings are typically single or paired and original *faux* shutters are a common decorative element. Horizontal windows set high in the wall are also common.

A combination of two or three exterior wall materials is common. These designs often incorporate at least two contrasting materials on the primary front façade and a third on the side elevations. When the primary façade features a combination of materials, they form horizontal sections which underscore the overall horizontal character of the building. Often brick or horizontally placed stone occupy the lower section; wood shingle, vertical wood siding and board-and-batten treatments, original asbestos shingle, and original aluminum siding clad the upper section of façade walls. Where brick masonry is present, weeping mortar joints or rough-laid brick are common. Wavy cut weatherboard or scalloped vertical planks within the gable wall occurs with some frequency. In addition to the numerous examples that feature multiple wall cladding materials, there are also several dwellings that have only brick cladding.

Additional stylistic defining features often include a broad brick chimney, either interior or prominently placed on the primary façade; wide or moderately wide boxed eaves; and a very shallow front porch or the complete absence thereof, with the primary entrance often recessed slightly under an extension of the main roof. The most common roofing material is asphalt shingle; some retain wood shingles as originally designed. As families grew, additions to the rear and other modifications became common.

In an attempt to break up an otherwise flat, horizontal form of the Ranch House, various designs often incorporated architectural devices expressed through differing arrangements of the eave lines, the ridge line, and the front wall. Within the District, all of the Ranch House style residences featured at least one of these devices, and nearly half combined elements of more than one of these architectural features; the most common was a combination of the broken roof ridge and the irregular front wall. These visual variations include:

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Irregular Front Wall

One of the most common variants includes one or more bays recessed or projecting forward under the main eave line, as seen at 6900 W. 69<sup>th</sup> Terrace. This creates sections of the building with narrower or deeper eaves. Variations typically include a recessed or projecting garage; a projecting wall under a flush cross-gable; and/or a recessed entrance bay.

Irregular Eave Line

This variation of the Ranch House style features an irregular eave line. In some cases the eave line features a flush or slightly projecting cross-gable, or the eaves extend forward, typically over the entry or garage, which may project forward slightly, as is seen at 6900 W. 68<sup>th</sup> Street. It is also common for the eave line to vary in multiple locations.

Broken Roof Ridge

The example at 7011 W. 68<sup>th</sup> Street shows this variation, which incorporates a break in the ridgeline due to change in height. This variation of ridge height typically occurs at or near the garage at one end, where the garage ridgeline is lower than that of the main dwelling. Often the front wall of the garage is either recessed or projects forward slightly from the main wall of the dwelling to create a staggered footprint.

**Ranch House Plan Sub-types**

Previous Ranch House style surveys and National Register nominations' documentation<sup>1</sup> further categorize Ranch House styles based on plan, following the basic methodology established by Virginia and Lee McAlister in *A Field Guide to American Houses*. These subtypes include: Linear, L-shape, Complex, Massed, T-shape, U-shape, V-shape, and Y-shape. Of the possible plan-based subtypes, the houses within the District represent four plans.

Linear Plan

The very common Linear Plan Ranch House style is well represented in the District. The Linear Plan house is nationally the most common Ranch House style subtype, defined by its elongated, rectangular footprint.

L-Shape Plan

The L-shape Plan Ranch House is also very common. The survey identified four examples of this subtype, which are identified by an original wing extension on the front or rear elevation that is at least one room deep. This wing extension is often expressed at the garage bay.

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<sup>1</sup> Cathy Ambler, PhD, "Ranch Acres Historic District, Tulsa, Tulsa County, Oklahoma." National Register of Historic Places Nomination Form, 12 December 2007. State Historic Preservation Office, Oklahoma Historical Society. Oklahoma, City, Oklahoma.

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T-Shape Plan

The T-shape plan often has a forward projection of at least one room that occupies one-third to one-half of the primary façade. There are two examples of this plan in the District

Complex Plan

The Complex Plan has a combination of extensions that form an irregular plan. These extensions are generally less than one room deep. There are four houses in the District that express this plan.

**ANCILLARY STRUCTURES**

Ancillary structures and the lack thereof, provide critical evidence of the development of Overland Park's neighborhoods. During the late nineteenth century and the first decade of the twentieth century, the rear yard served utilitarian purposes. Common structures included an outhouse or septic tank, a chicken coop, a multi-purpose shed, cistern, wells, and carriage barns. With the arrival of the automobile, shelter for the vehicle became important and the detached garage became an important structure associated with back yards and alleys. With the arrival of city water and sewer systems, outhouses and septic tanks became obsolete. During the post-World War II period, the garage moved from the rear lot line to be incorporated as an adjunct of the residence. Traditional domestic yard design that distinguished between a formal front yard and a utilitarian back yard changed with technological advances. Domestic recreational activities that originally took place on the front porch or in the front yard shifted to the rear yard after the disappearance of its most offensive utilitarian functions. Because the housing in the District dates to after World War II, they lack substantial ancillary structures.

**ARCHITECTURAL INTEGRITY**

All properties eligible for listing in the National Register of Historic Places and for local designation as Landmarks or Historic Districts must retain sufficient architectural integrity to convey the period of time for which they are significant and their significant associations. Twenty-seven of the houses meet National Register of Historic Places' integrity thresholds. Four of the residences have secondary siding applied, in whole, or in part on wall surfaces.<sup>2</sup> They may be potentially eligible for register listing if the non-historic siding materials that cover their façades is removed and the original building fabric beneath

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<sup>2</sup> The National Register of Historic Places program notes on page 47 of *National Register Bulletin 15, How to Apply the National Register Criteria for Evaluation*, "if the historic exterior building material is covered by non-historic material (such as modern siding), the property can still be eligible if the significant form, features and detailing are not obscured." However, by practice, the Kansas State Historic Preservation Officer does not approve classification of properties with non-historic siding as individual properties eligible for listing in the National Register or as properties contributing to the significance of a National Register district.

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remains intact. The addition of a third garage space on the primary façade and alteration of the garage wing gable-front roof impacts the design integrity of the building as a whole and of the projecting integrated two-car garage itself, which is a major character defining element of the style.

1. **6900 W 68th St. Contributing Building Date: c. 1957**  
**Style: Modern Movement: Ranch**

**Building Plan:** Linear/Rectangular/Irregular Eave Line

**Description:** Architectural features include: brick and Masonite siding; a side-gabled roof; a prominent, broad exterior brick chimney; a large, nine-part picture window adjacent to the garage bay; a single entrance, and a two-car garage bay at east end.

**History:** Located in the Broadmoor Subdivision, this house was erected by the same builder as the house at 6910 W. 68th St. There is no listing for this address in the 1955 City Directory. In 1958, Delbert Helms resided in the house.

2. **6901 W 68th St. Non-Contributing Building Date: c. 1953**  
**Style: Modern Movement: Ranch**  
**Building Plan:** Linear/Rectangular/Irregular Front Wall and Eave Line

**Description:** Defining architectural features include: a cross-gable roof; two, single-car garage bays at east end; a tripartite picture window; and a shallow cross-gable roof at west end. Existing steel siding partially applied to the elevations around 1980 covers the original 10" clapboards that are intact underneath. If the steel siding is removed and the clapboard siding underneath is exposed, the building could be reclassified as a contributing property to the District

**History:** Known as the Ingenthron House, this was the first Ranch House style residence erected in Broadmoor Subdivision (est. 1952). The lot cost \$2,250. A builder with the last name of Weber constructed the house for approx. \$18,000-\$20,000. Mr. Ingenthron was an assistant manager for John Deere in Kansas City, Missouri, and provided information about the house during the survey of the neighborhood.

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3. **6910 W 68th St. Non-Contributing Building Date: 1953**  
**Style: Modern Movement: Ranch**

**Building Plan:** Linear/Rectangular/Irregular Eave Line and Broken Roof Ridge

**Description:** Distinguishing features include a side-gabled roof, a prominent, broad exterior stone chimney; a nine-part picture window; and a single opening, two-car garage bay at the east end. The building has stone wall veneer; vinyl siding (c.1992) covers less than 30 percent of the primary façade and the original siding is intact underneath. If the secondary siding is removed, the property should be reevaluated as a contributing resource to the District.

**History:** Erected in the Broadmoor Subdivision, this building has the same builder as that of 6900 W. 68th Street. Herman Schweizer and his family were the first occupants of the house. Schweizer was a superintendent at Westinghouse in Kansas City, Missouri. Mr. Wills, an employee of TWA's International Division, and his family have resided here since c.1960.

4. **6911 W 68th St. Contributing Building Date: 1953**  
**Style: Modern Movement: Ranch**

**Building Plan:** T-Plan/Broken Roof Ridge

**Description:** Defining features include: brick and wood wall cladding; a cross-gabled roof; two, single-car garage bays at the east end; a tripartite picture window; and a shallow projecting cross-gable roof.

**History:** The building is in the Broadmoor Subdivision. The L. James Wolfe family first occupied the house. Mr. Wolfe was a salesman for the Todd Company in Kansas City, Missouri.

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5. **6917 W 68th St.** **Contributing** **Building Date: 1953**  
**Style:** Modern Movement: Ranch  
**Building Plan:** L-Plan/Irregular Front Wall  
**Description:** Architectural features on the primary façade include: wood and brick veneer wall coverings and a cross-hipped roof; a single window, a two-car garage at the west end; paired tripartite windows; and a recessed entrance bay incorporating an entrance door with a single, broad sidelight.  
**History:** Erected in the Broadmoor Subdivision, this house had the same builder as the dwelling at 7000 W. 68th Street and is very similar to the house at 6917 W. 69th Terrace. Vincent J. Callahan, a buyer for Swifts, and his wife, Evelyn, were the first occupants of this house. By 1958, Ross Denison, director of a co-op in North Kansas City, Missouri, and his wife, Lela, resided here.
6. **6918 W 68th St.** **Non-Contributing** **Building Date: c. 1953**  
**Style:** Modern Movement: Ranch  
**Building Plan:** L-Plan/Irregular Front Wall and Eave Line  
**Description:** Architectural features include: a shallow cross-gable roof at the east end; a tripartite picture window; and two, single-car garage bays at the west end. The predominant wall cladding is brick with smaller areas using non-historic vinyl siding. If removed in the future and the original wall material is intact, the building could be reevaluated as a contributing property to the District.  
**History:** Erected in the Broadmoor Subdivision (est. 1952), Ed Earsom and his wife, Wilma, were the first occupants of this house. Mr. Earsom was an engineer for KMBC-TV in Kansas City, Missouri.
7. **7000 W 68th St.** **Non-Contributing** **Building Date: 1955**  
**Style:** Modern Movement: Ranch

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**Building Plan:** L-Plan/Irregular Front Wall

**Description:** Stylistic features on the primary facade include: a cross-hipped roof; a single window, a two-car garage at the west end; a recessed entrance bay; and a hipped roof projection at the east end. Vinyl siding covers the walls. If removed and the original wall materials are intact, the building could be reconsidered as a contributing property in the District.

**History:** Built in the Broadmoor Subdivision, the building has the same builder as the residence at 6917 W. 68th Street. Mrs. Mary H. Starrett, a widow and a teacher at the Barstow School in Kansas City, Missouri, resided here as early as 1955.

8. **7001 W 68th St.** **Contributing** **Building Date:** 1953  
**Style:** Modern Movement: Ranch

**Building Plan:** Linear/Rectangular/Irregular Front Wall and Eave Line

**Description:** Defining architectural features include: a shallow cross-gable roof at the west end with scalloped weatherboard cladding in the gable; a recessed entrance bay incorporating a door perpendicular to the front wall and an octagonal window into the entrance foyer; a large, multi-light bay window; and two, single-car garage bays at the east end. Wall materials include brick and wood.

**History:** Built in the Broadmoor Subdivision by the contractor/builder, Jay G. Crawford, he and his wife, Virginia, were the first occupants of this house. Mr. Crawford operated his contracting business from the home.

9. **7008 W 68th St.** **Contributing** **Building Date:** 1953  
**Style:** Modern Movement: Ranch

**Building Plan:** Linear/Broken Roof Ridge and Irregular Eave Line

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**Description:** Architectural features include: a shallow cross-gable roof with scalloped vertical wood siding in the gable; a recessed entrance bay with a door perpendicular to front wall; a tripartite window; and a single window; and a two-car garage bay. Brick and wood are used as wall covering. The only apparent alteration is the replacement of the porch posts and railing.

**History:** Erected in the Broadmoor Subdivision, the first residents of the house were Roger T. Boggs, Jr. and his wife, Mary Jo. Mr. Boggs was a safety agent for CAA in Kansas City, Missouri.

10. **7011 W 68th St.** **Contributing** **Building Date:** 1954  
**Style:** Modern Movement: Ranch

**Building Plan:** T-plan/Broken Ridge Line

**Description:** Architectural features include: brick walls; a cross-hipped roof form; a prominent, broad brick chimney; a recessed entrance bay; and two, single-car garage bays at east end.

**History:** Erected in the Broadmoor Subdivision, the first occupants of the house were Charles N. Early and his wife, Helma. Mr. Early operated a building company from the home.

11. **7016 W 68th St.** **Non-Contributing** **Building Date:** 2003  
**Style:** Other

**Building Plan:** Irregular

**Description:** Architectural features include: stone walls; a cross-gabled roof form; multiple front-facing gables; a recessed entrance bay; and a two-car garage at the east end. The building is not fifty years in age.

**History:** The residence is in the Broadmoor Subdivision.

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12. **7017 W 68th St.                      Contributing                      Building Date: 1958**

**Style:** Modern Movement: Ranch

**Building Plan:** Linear/Rectangular/Irregular Front Wall

**Description:** Architectural features on the primary façade include: brick veneer walls; a cross-hipped roof form; a single window, a two-car garage at the east end; a broad, interior brick chimney; a tripartite window; a main entrance with a single sidelight; and a pair of three-part horizontal windows under the eaves at the west end.

**History:** Erected in the Broadmoor Subdivision (est. 1952), the first occupants were Fred and Ruth Marble. Mr. Marble worked for Bendix Corp, a radio and radar development/manufacturing company in Kansas City, Missouri.

13. **6900 W 69th St.                      Contributing                      Building Date: 1955**

**Style:** Modern Movement: Ranch

**Building Plan:** Complex/Broken Roof Ridge and Irregular Front Wall

**Description:** Defining architectural features include: wood and stone wall cladding; a side-gabled roof; a two-car garage at the east end; a broad, interior stone chimney; a tripartite picture window; and a recessed entrance bay. The original window sashes are intact below storm windows.

**History:** Erected in the Broadmoor Subdivision, the house, according to assessor's records, dates to 1955. (This address is shown as "Vacant" in 1955 City Directory.) By 1958, Charles E. and Ruth Rhoades lived in the house. Mr. Rhoades was a dentist in Overland Park, Kansas.

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14. **6901 W 69th St. Contributing Building Date: c. 1955**  
**Style: Modern Movement: Ranch**

**Building Plan:** Linear/Irregular Front Wall

**Description:** Stylistic features include: brick walls; a cross-hipped roof form; two, single-car garage bays at the east end; a recessed entrance bay; a multi-light bay window; and a tripartite picture window.

**History:** Erected in the second plat (1954) Broadmoor Subdivision, the date of construction is unclear. The county assessor's records date the house to 1955. However, the address is shown as "Vacant" in the 1955 City Directory and there is no listing for the address in 1958 City Directory.

15. **6910 W 69th St. Contributing Building Date: c. 1952**  
**Style: Modern Movement: Ranch**

**Building Plan:** Complex/Irregular/Broken Roof Ridge and Irregular Front Wall

**Description:** Stylistic features include: brick, wood, and asbestos shingle wall coverings; a cross-hipped roof; a staggered front wall; a two-car garage at the east end; and a recessed entrance bay. The original window sashes are intact below storm windows.

**History:** Erected in the first platting of the Broadmoor Subdivision (1953), the dwelling has the same builder as the houses at 6918, 7000, 7010 W. 69th St. The county assessor's records date house to 1952. However, there is no listing for the address in 1955 City Directory. By 1958, Albert L. and Ruth Bach lived in the house. Mr. Bach was a manager for Montgomery Wards in Kansas City, Missouri.

16. **6911 W 69th St. Contributing Building Date: 1955**  
**Style: Modern Movement: Ranch**

**Building Plan:** Linear/Rectangular/Broken Roof Ridge and Irregular Front Wall

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**Description:** Architectural features include: brick walls; a cross-hipped roof; two, single-car garage bays at the west end; a pyramidal ventilator on the garage roof ridge; a recessed entrance bay; a multi-light bay window; and a tripartite picture window. The original window sashes are intact below storm windows.

**History:** Located in the second platting of the Broadmoor Subdivision (1954), the county assessor's records date the house to 1955. The 1955 City Directory shows address "Vacant." By 1958, John H. Hagerty lived in the house.

17. **6917 W 69th St.** **Contributing** **Building Date: 1953**

**Style:** Modern Movement: Ranch

**Building Plan:** Linear/Irregular Eave Line

**Description:** Stylistic features include: wood shingles; a shallow cross-gable roof at the east end with scalloped vertical wood siding in the gable; a recessed entrance bay; and two, single-car garage bays at west end. The original kitchen tile floor and plaster wall finishes remain intact on interior.

**History:** The house is located in the second platting of the Broadmoor Subdivision (1954), William E. Buck, an engineer with the Structural Steel company, was the first resident of the house. By 1958, Otto and Ruth Kuether resided there. The skylight over the bay window dates to c.1972; the bay window at this location is the original window.

18. **6918 W 69th St.** **Contributing** **Building Date: 1955**

**Style:** Modern Movement: Ranch

**Building Plan:** Linear/Rectangular/Irregular Front Wall

**Description:** Architectural features include: brick walls; and a cross-hipped roof; a two-car garage at the west end; a recessed entrance bay; and paired and single six-over-six light, double-hung wood sash windows.

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**History:** The building is part of the first plat of the Broadmoor Subdivision (1953). It shares the same builder as the houses at 6910, 7000, 7010 W. 69th Street. Mrs. Estelle Cox, a manager at Blue Hills Cleaners, was the first occupant. By 1958, Henry A. Schowengerdt of Schowengerdt Plaster Co. in Kansas City, Missouri, lived here with wife, Louise.

19. **7000 W 69th St.                      Contributing                      Building Date: c. 1955**  
**Style:** Modern Movement: Ranch

**Building Plan:** L-plan/Broken Roof Ridge and Irregular Front Wall

**Description:** Defining features include: board and batten wall siding; a cross-hipped roof; two, single-car garage bays at the west end; a pyramidal roof ventilator on the garage roof ridge; and paired and single six-over-six light, double-hung wood sash windows throughout the building.

**History:** Erected in the first plat of the Broadmoor Subdivision (1953), the residence shares the same builder as the houses at 6910, 6918, 7010 W. 69th Street. There is no listing at this address in the 1955 City Directory. By 1958, Charles Pasmore lived in the house.

20. **7001 W 69th St.                      Contributing                      Building Date: 1954**  
**Style:** Modern Movement: Ranch                      **Subtype:** Linear

**Building Plan:** Linear/Rectangular/Broken Roof Ridge

**Description:** Architectural features include: brick and board-and-batten wall materials; a side-gabled roof; a two-car garage at the west end and an interior brick chimney.

**History:** Erected in second plat of the Broadmoor subdivision (1954), the first occupants were James R. and Lorraine Reed. Mr. Reed was a flight engineer with TWA.

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21. **7010 W 69th St.** **Contributing** **Building Date: 1955**
- Style:** Modern Movement: Ranch
- Building Plan:** Linear/Irregular Front Wall
- Description:** Architectural features from left to right include: brick and board-and-batten wall materials; a cross-hipped roof; two, single-car garages at the west end; a recessed entrance bay; and paired and single six-over-six light, double-hung wood sash windows throughout the building.
- History:** Erected in the first plat of the Broadmoor Subdivision (1953), the building shares the same builder as the houses at 6910, 6918, and 7000 W. 69th Street, it was featured in the 1955 "Parade of Homes." Four generations of the Wagner Family have lived in the house. Henry Wagner, purchasing agent for Gas Services in Kansas City, Missouri, was the first owner.
22. **7018 W 69th St.** **Contributing** **Building Date: 1955**
- Style:** Modern Movement: Ranch
- Building Plan:** Linear/Irregular Front Wall
- Description:** Defining features are brick walls, a cross-hipped roof; a two-car garage at the west end and paired windows with header brick sills.
- History:** Erected in the first plat of the Broadmoor Subdivision (1953), the first residents were the Riner family. Mr. John W. Riner was an employee of Sinclair Oil Company in Kansas City, Missouri.
23. **6900 W 69th Ter.** **Contributing** **Building Date: c. 1959**
- Style:** Modern Movement: Ranch
- Building Plan:** L-Plan/Irregular Front Wall

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**Description:** Defining features include: brick and asbestos shingle wall covering; a hipped roof; two, single-car garage bays at the east end; windows arranged singly and in bands of three; and decorative cast iron porch post supports.

**History:** Erected in second plat of the Broadmoor Subdivision (1954). This address is listed as "Vacant" in the 1955 and 1958 City Directories.

24. **6901 W 69th Ter.**                      **Contributing**                      **Building Date: c. 1955**  
**Style:** Modern Movement: Ranch

**Building Plan:** Linear/Rectangular/Irregular Eave Line and Front Wall

**Description:** Architectural features include: a cross-gabled roof; a two-car garage at the east end; a shallow cross-gable roof at west end; and paired and single windows with header brick sills. Brick and wood are the primary wall materials. A small portion of vinyl siding covers the gable wall. The house otherwise retains its historic architectural integrity.

**History:** Erected in the second plat of the Broadmoor Subdivision (1954), the city directory of 1955 lists the property as "Vacant." By 1958, Howard C. and Bertha Reynolds lived at this address. Mr. Reynolds was a jeweler at Harzfelds Department Store in Kansas City, Missouri.

25. **6910 W 69th Ter.**                      **Contributing**                      **Building Date: 1954**  
**Style:** Modern Movement: Ranch

**Building Plan:** Linear/Rectangular/Irregular Eave Line

**Description:** Architectural features include: a side-gabled roof; a two-car garage; an interior brick chimney; a tripartite window; and decorative cast iron porch post supports.

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The upper portion of the facade wall features a synthetic pressed wood siding with a vertical groove that appears to be original.

**History:** Erected in the second plat of the Broadmoor Subdivision (1954), the residents in 1955 were William and Helen Heidbrink. Mr. Heidbrink worked at the Chevrolet plant. By 1958, Mervyn Walker, sales manager for the National Biscuit Co. in Kansas City, Kansas, and his wife, Vernita, lived at this address.

26. **6911 W 69th Ter.                      Contributing                      Building Date: 1954**  
**Style: Modern Movement: Ranch**

**Building Plan:** Linear/Rectangular/Irregular Front Wall

**Description:** Architectural features include: stone veneer wall cladding; a hipped roof; a two-car garage at the east end; a recessed entrance bay; and horizontal windows under deep eaves.

**History:** Erected in the second plat of the Broadmoor Subdivision (1954), the first occupant was Daniel C. Furst, a manufacturer's agent.

27. **6917 W 69th Ter.                      Contributing                      Building Date: 1957**  
**Style: Modern Movement: Ranch**

**Building Plan:** Linear/Rectangular/Irregular Front Wall

**Description:** Architectural features include: brick and wood shingle wall materials; a cross-hipped roof; a two-car garage at the west end; a pyramidal roof ventilator on the garage roof ridge; a large, multi-light picture window; and a recessed entrance bay. The original window sashes are intact under storm windows.

**History:** Erected in the second plat of the Broadmoor Subdivision (1954), this house is very similar to the dwelling at 6917 W. 68th Street. The city directory lists Vincent J.

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Callahan, a buyer for Swifts Meats, and his wife, Evelyn, as living at this address in 1958.

28. **6918 W 69th Ter.                      Contributing                      Building Date: 1955**  
**Style: Modern Movement: Ranch**

**Building Plan:** Linear/Rectangular/Irregular Front Wall

**Description:** Stylistic features include: a side-gabled roof; a two-car garage at the west end; a large picture window adjacent to the garage bay; and windows arranged singly and in pairs. The exterior materials are a combination of board-and-batten and wood shingles.

**History:** Erected in the second plat of the Broadmoor Subdivision (1954), this address is listed as "Vacant" in the 1955 City Directory. Lysle E. and Eva Goodrich were the first occupants of the house. Mr. Goodrich was a district sales manager for Merchants Biscuit Company in Kansas City, Kansas.

29. **7000 W 69th Ter.                      Contributing                      Building Date: 1955**  
**Style: Modern Movement: Ranch**

**Building Plan:** Complex/Rectangular/Broken Roof Ridge and Irregular Front Wall

**Description:** Architectural features include: a side-gabled roof; two, single-car garage bays; a recessed entrance bay; a four-part picture window; and an interior stone chimney. The original one-over-one light double-hung sash windows are intact behind storm windows. The four-part picture window has replacement sashes within the original opening. Exterior materials are stone and asbestos shingles.

**History:** Erected in the second plat of the Broadmoor Subdivision (1954), the first residents were Frank W. and Dorothy Logan. Mr. Logan was an office manager in Kansas City, Missouri.

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30. **7001 W 69th Ter.                      Contributing                      Building Date: c. 1955**

**Style:** Modern Movement: Ranch

**Building Plan:** Linear/Rectangular/Broken Roof Ridge and Irregular Front Wall

**Description:** Stylistic features include: a cross-hipped roof; two, single-car garage bays at the east end; a recessed entrance bay; six-over-six light, double-hung wood sash windows with decorative shutters; header brick sills; and horizontal windows under eaves. Brick veneer and Board and Batten<sup>3</sup> siding cover the walls of the building.

**History:** Erected in the second plat of the Broadmoor Subdivision (1954), city directories do not list the address in 1955 and show the property vacant in 1958.

31. **7010 W 69th Ter.                      Non-Contributing                      Building Date: c. 1955**

**Style:** Modern Movement: Ranch

**Building Plan:** Complex/Irregular/Broken Roof Ridge/Irregular Front Wall

**Description:** Stylistic features include: a cross-hipped roof; three, single-car garage bays incorporated into a projecting wing at the west end; paired windows with decorative shutters; small, square windows under eaves; and decorative, cast iron porch post supports. The walls are a combination of brick and wood. The west end garage bay is a non-original addition and has changed the size, scale and massing of the original two-car garage. The size and the occurrence of a new bay and alteration of the gable-front roof on the primary façade compromise the historic architectural integrity of the property. However, the location, setting, materials, set-back, one-story height and remaining design contribute to the District's sense of place.

**History:** Erected in the second platting of the Broadmoor Subdivision (1954), the property appears as "Vacant" in the 1955 city directory. By 1958, Floyd Fassnacht resided in the house.

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<sup>3</sup> Exterior siding or interior paneling that has alternating wide boards and narrow wooden strips.

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32. **7011 W 69th Ter. Contributing Building Date: c. 1955**  
**Style: Modern Movement: Ranch**

**Building Plan:** Linear/Rectangular/Irregular Front Wall

**Description:** Features from left to right include: a side-gable roof; a two-car garage at the east end; a recessed entrance bay; horizontal windows under eaves; brick sills; and decorative cast-iron porch support posts. Brick covers the walls.

**History:** Erected in the second plat of the Broadmoor Subdivision (1954), the address is listed as "Vacant" in 1955 city directory. By 1958, Leo F. and Mary Weber lived in the house. Mr. Weber operated a building/contracting business from the house.

33. **7019 W 69th Ter. Contributing Building Date: c. 1955**  
**Style: Modern Movement: Ranch**

**Building Plan:** L-Plan/Broken roof Ridge

**Description:** Distinguishing features of this side-gable house include: a two-car garage at the east end; a recessed entrance bay; horizontal windows under eaves, decorative cast-iron porch support post and header brick sills. A combination of wood and brick clads the exterior walls. The roof is a combination of cross-hipped and gable-on hip.

**History:** Erected in the second plat of the Broadmoor Subdivision (1954), there is no listing in 1955 city directory. By 1958, Robert G. and Elizabeth are residents at this address. Mr. Jones was an architect with the Kansas firm Neville, Sharp, and Simon.

**8. Description**

**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:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or 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.)

See continuation sheet(s) for Section No. 8

**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 & DEVELOPMENT

ARCHITECTURE

**Period of Significance**

1953-1959

**Significant Dates**

1953

1954

**Significant Persons**

(Complete if Criterion B is marked above)

**Cultural Affiliation**

**Architect/Builder**

Undetermined

**Primary location of additional data:**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other Name of repository:

Overland Park Kansas Historical Society

See continuation sheet(s) for Section No. 9

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**STATEMENT OF SIGNIFICANCE**

The Broadmoor Ranch House Historic District located in Overland Park, Johnson County, Kansas is significant under National Register CRITERION A in the area of COMMUNITY PLANNING AND DEVELOPMENT and CRITERION C in the area of ARCHITECTURE. The district is significant for its associations with the suburban patterns of development of the City of Overland Park, Kansas, in particular the development of the community's early post-World War II Ranch House subdivisions. The 1953-1954 Broadmoor Subdivision is an early post-World War II example of a variation in residential patterns of subdivision development in Overland Park in which existing lots were replatted and basic restrictions for the lots were filed by the developer. In particular, the mid-century replatting of selected lots in the 1909 Southmoor Subdivision into the Broadmoor subdivision reflects a traditional approach to suburban land use patterns of subdivision that occurred during the late nineteenth and early twentieth centuries when most subdivisions were relatively small and suburban neighborhoods tended to expand in increments as adjoining parcels of land were subdivided and the existing grid of streets extended outward. As such, the District has important associations with the planned residential subdivisions developed by division of previously vacant land by property owners and speculative or custom construction of houses and residential neighborhoods by home builders that began in the first decades of the twentieth century and continued into the post-World War II period in Overland Park. The development of the District within a six-year time period created a significant and distinguishable entity that is part of the district's significant associations with the patterns of development in the community. Due to its historic architectural integrity of location, design, setting, materials, and workmanship, the Broadmoor Subdivision, established in 1953-1954, is also significant in the area of ARCHITECTURE for its ability to convey feelings of a specific time period and associations with the early local development of Ranch House style residences - the primary vehicle for the design of suburbia and the housing choice for its time."<sup>4</sup> As such, the District embodies distinctive characteristics of a type, period, and method of construction. Its individual houses reflect a variety of the popular Ranch House style designs erected for the middle-classes at the same time it is an early representative example in Overland Park, Kansas, of the distinctively homogeneous appearance which was common in post-World War II subdivisions. The period of significance begins in 1953 with the first platting of lots and erection of the first homes and ends in 1959 when the last house was completed.

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<sup>4</sup> Alan Hess, *The Ranch House* (New York, NY: Harry N. Abrams, Inc., 2004) 13.

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**ELABORATION**

**THE DEVELOPMENT OF OVERLAND PARK, KANSAS: AN OVERVIEW**

**EARLY BEGINNINGS**

The area that eventually became the City of Overland Park is located in Johnson County, Kansas, one of first and one of the easternmost of the thirty-three counties organized by the territorial legislature of 1855. [Figure 1: Overland Park, Kansas Location Map] At the time of its designation as a county, the Kansas (Kaw) River formed its entire northern boundary, Douglas County was its western boundary, Miami County was its southern boundary, and the state line between Kansas and Missouri was its eastern boundary. The northern boundary was modified to its current configuration in 1859.<sup>5</sup>

At the time of its organization, approximately eighty-four percent of the land in the County was prairie and sixteen percent was woodland timber along streams. The Kansas River, fed by numerous tributaries, flowed eastward along the western two-thirds of the north edge of the County. Other major waterways included the Blue and Indian Creeks that flowed to the east, and the two forks of Bull Creek that ran south. These features and the temperate climate, particularly the absence of early and late frosts, encouraged agricultural pursuits, particularly in the high prairie areas.

When the Kansas Territory opened for settlement after the passage of the Kansas-Nebraska Act in 1854, there was an immediate influx of Euro-American settlers into the territory. As a result of the conflict surrounding Kansas entering the Union as a free or slave state, Johnson County experienced violence and repeated raids across the Missouri-Kansas state line throughout the Border and Civil Wars, resulting in widespread evacuation by its earliest Euro-American settlers.<sup>6</sup> After the war ended, residents returned to rebuild their farms and new families settled in the area. Promoters of Johnson County boasted the "richest and most fertile farmland in the West,"<sup>7</sup> attracting farmers and European immigrants from the

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<sup>5</sup> Johnson County Museum, "A Brief History of Johnson County," *Johnson County Museums Online*. Home page on-line. Available from <http://www.jocomuseum.org/jocohistory.htm>; Internet; accessed December 1, 2007.

<sup>6</sup> Mindy C. Love, *Johnson County, Kansas: A Pictorial History* (Shawnee, KS: Johnson County Museum, 2006), 32, citing E. F. Heisler and D.H. Smith, comp, *Historical Atlas Map of Johnson County, Kansas* (Wyandott, [sic] Kansas: E. F. Heisler & Co. Publishers, 1874), 25.

<sup>7</sup> *Ibid.*, 7, citing *Kansas City Daily Journal of Commerce*, 26 May 1869.

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east looking for inexpensive land and a better life. Olathe, the county seat, was the only town of any size with 1,800 residents.

The completion of the Hannibal Bridge over the Missouri River in 1869, linking Kansas City, Missouri, with Chicago and its vast railroad network, solidified Kansas City as the commercial and industrial center of the Midwest. In anticipation of the completion of the bridge, four years earlier Johnson County voters approved \$100,000 in bonds to finance a portion of the Kansas & Neosho Valley Line, which began operation in Olathe in 1868 as the renamed Missouri River, Ft. Scott & Gulf railroad line.<sup>8</sup> By 1870, the line connected to livestock markets in southeast Kansas. During the 1880s, the Atchison, Topeka & Santa Fe Railroad completed its line from Kansas City through Olathe to South Kansas and the Missouri Pacific Railroad completed its line from the Missouri state line through the Johnson County towns of Oxford and Stilwell. These railroad connections and Johnson County's proximity to Kansas City, Missouri, set the stage for the area's thriving development of the twentieth century.

**LATE NINETEENTH CENTURY DEVELOPMENT IN JOHNSON COUNTY: 1880 - 1900**

By the 1880s, Merriam, Lenexa, DeSoto, and Stilwell all had railroad connections to Kansas City, Missouri, and points west and southwest. The establishment of these railroad lines in Johnson County provided new markets for farmers and stockmen and brought new technologies to local farmers. Meat packing became one of the driving industries in Kansas City's railroad freight areas and, in response, farmers and stock companies in the area began raising cattle and hogs, as well as feed corn crops.<sup>9</sup> As Kansas City's urban population grew during the 1880s and 1890s and became more densely settled, Johnson County farmers adapted to the demand for dairy products and fresh produce.<sup>10</sup> During this period, numerous businesses in towns in Johnson County erected grain elevators, mills, and creameries along rail lines. As commerce grew, the County's small communities grew and private institutions such as churches, schools, and granges, became established.

The concept of Johnson County, Kansas, as a residential suburb of Kansas City, Missouri, emerged in direct relation to and during the railroad construction boom period of the 1880s in Johnson County. Speculative suburban development in Johnson County at the time included Merriam Park, a resort built by the Kansas City, Ft. Scott & Gulf Railroad; South Park, promoted as a garden suburb, developed by

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<sup>8</sup> Ibid., 48. This line later became the Kansas City, Fort Scott & Gulf, and later renamed the Kansas City, Fort Scott & Memphis Railroad.

<sup>9</sup> Ibid., 7.

<sup>10</sup> Ibid., 40.

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the South Park Investment Company of Kansas City and subdivisions around Olathe, which claimed to be the "gem suburb" of Kansas City.<sup>11</sup>

**Nineteenth Century Population of Johnson County**

<b>1860</b>	<b>1865</b>	<b>1870</b>	<b>1870</b>	<b>1880</b>	<b>1890</b>
4,364	6,395	13,864	13,725	16,958	17,385

**OVERLAND PARK'S EARLY SUBURBAN DEVELOPMENT: 1900 - 1945**

At the turn of the twentieth century, barely ten to fifteen percent of America's inhabitants lived in cities; but by the end of the 1920s, nearly fifty-seven percent lived in urban areas. In Kansas, the move from farm to town was slower. Although Kansas boasted a population of one million by the mid-1880s, it was not until 1940 that it reached its second million. In 1890, only nineteen percent of the state's population lived in urban areas. This increased to thirty percent in 1910 and to almost forty percent by 1930.<sup>12</sup>

Population increases brought more housing and related infrastructure; an increased demand for police protection; and court, fire, water, sewer, park, and public health services. These demands, in turn, created the need for new or enlarged commercial and governmental quarters and, with the rise in the use of the automobile, convenient parking.

The effect of expanding railroad routes to the South and Southwest, affected the regional economy and growth patterns on both sides of the Missouri-Kansas state line. Between 1870 and 1910, Kansas City's population expanded ten-fold reaching nearly 200,000. By the 1880s, Kansas City's cable car system was the third largest in cable mileage in the country. The growing ease of movement within the City encouraged the development in recently annexed areas. By 1897, the City boundaries reached east and south to include Westport as part of Kansas City. And, in 1909, the city limits reached 77th and 78th street on the south and to the Blue River on the east, an area encompassing some sixty square miles.<sup>13</sup> By 1914, eight interurban lines ran throughout the Kansas City area and the surrounding region carrying approximately 2.5 million passengers annually. These boundaries remained unchanged until after World War II.

<sup>11</sup> Ibid., 78-79.

<sup>12</sup> Ibid.

<sup>13</sup> *A Home on Overland Turnpike*. (Strang Land Company, n. d.). Johnson County (KS) Museum Collection, Shawnee, Kansas.

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At this time, due to its proximity to Kansas City, Missouri, and the popularization of the suburban ideal of living, the land in Eastern Johnson County became more valuable for residential development than for farming.<sup>14</sup> Developers established new suburban communities that they could market as free from the congestion, filth, and moral corruption of Kansas City's urban center.

Johnson County's first housing boom occurred in the first decade of the twentieth century with the establishment of the Strang Electric Interurban Trolley Line in 1906. Coupled with and integral to his interurban line, Strang formed the Strang Land Company to acquire, subdivide, and sell suburban parcels along his interurban alignment. Pioneer developer J.C. Nichols followed with his development of the Kansas communities of Mission Hills, Fairway, and Westwood Hills on parcels near existing arterial roads.

While visiting his mother in Kansas City during the 1903 flood of the Kansas and Missouri Rivers, New York City railroad developer and builder, William B. Strang, considered the idea for a new, flood-free community outside of Kansas City, Missouri's congested urban center. The new community would be linked by an inter-urban rail line between Kansas City, Missouri, and the Johnson County Seat of Olathe.

Strang inspected land throughout the Kansas City region, finding the land between present-day 79<sup>th</sup> and 87<sup>th</sup> Streets west of present-day Metcalf Avenue in Johnson County that met his vision. He negotiated the purchase of 600 acres in the vicinity and began the construction of an inter-urban railroad line starting in Lenexa and working northeast toward his land and along an old Santa Fe Trail route to Kansas City, Missouri.<sup>15</sup>

The Strang Line made its first official run on May 20, 1906, departing Lenexa, Kansas, and arriving at 41<sup>st</sup> Street and State Line Road twenty-seven minutes later, a trip that included a brief stop in Strang's new town site of Overland (present-day downtown Overland Park).<sup>16</sup> Three years later, the tracks extended to 39<sup>th</sup> Street where they linked with the Kansas City, Missouri, streetcar line, providing

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<sup>14</sup> Love, 2.

<sup>15</sup> Norm Keech and Florent W. Wagner, eds. *Historic Overland Park: An Illustrated History* (San Antonio: TX Historical Society. San Antonio, Texas: Historical Publishing Network, 2004), 22-23.

<sup>16</sup> Early publications of the Strang Land Company show that the town name of "Overland" was used almost synonymously with the name "Overland Park," the name of one of the many "Overland" plats made by the land company. However, the historic record suggests that "Overland Park" was also reserved for reference to the downtown commercial center and location of the Strang Line depot, while "Overland" referred to the larger town site as a whole. Maps from the 1920s and 1930s show the area as Overland Park.

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Strang's line trolley access into Kansas City, Missouri's Central Business District. At the same time, Strang continued his line southwest to Olathe, Kansas.

Concurrent with the development of his inter-urban line between Olathe and Downtown Kansas City, Missouri, Strang worked to attract settlement in his new town site of Overland. The Strang Land Company promoted this newly platted community as a respite from Kansas City's congested urban center, easily accessible via the electric inter-urban line, and featuring large acre or half-acre single-family residential lots. Strang's new community would include small farms and large suburban residential lots. A promotional brochure from the period, *A Home on Overland Turnpike*, extolled the virtues of living outside a city that has "somehow destroyed their (sic) taste for the beautiful." The brochure described the new community of Overland as one of the "loveliest suburban territories in America; a place to forget one's business and occupational worries." Advertisements for the Land Company described the Strang Line as ". . . the only suburban line not affected by high waters," an attractive quality to area residents who had been recently affected by the 1903 flood.

In 1906, the Strang Land Company held the first of many large, festive land auctions which, by 1909, attracted as many as 20,000 people. Within a few years the Overland town site had a lumberyard, business houses, a bank building, a powerhouse, a dance hall, the Strang Line depot, and ". . . beautifully laid out additions with graded streets, shade trees, natural gas, [and] electric lights."<sup>17</sup> In addition to the depot and dance hall, Strang built a restaurant, a grandstand, a baseball diamond, and even an airplane hangar and airfield. Strang encouraged successful businessmen, including merchants and blacksmiths, to relocate to Overland Park, where they built commercial buildings. By 1911, Overland Park featured a bank, a post office, a real estate office, a dentist, a hardware store, a general store, and a grocery store. A 1915 account of the County described Overland Park as having ". . . natural gas, electric lights, septic tank sewerage, twenty miles of graded streets, shade trees and about 100 buildings."<sup>18</sup>

The Strang Land Company promoted the land as not only available for "high class suburban development," but as perfectly suited for truck gardening and dairy farming. At the same time, the Strang Line worked with the Kansas City, Missouri's mayor and city council to accept the construction of a trolley terminal at the City Market in Kansas City's East Bottoms freight district for the reception of produce from Johnson County.

<sup>17</sup> *A Home on Overland Turnpike*, 10.

<sup>18</sup> Keech and Wagner, 32. Citing Ed Blair, *History of Johnson County, Kansas* (Lawrence, KS: Standard Publishing Company, 1915).

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By circa 1915, among the numerous land holdings of the Strang Land Company, were the following:

- 500 acres in the vicinity of Overland comprising of the plats of Overland Park, Overland Hill, Overland Heights, Overland View, and Overland Place;
- Milburn Place addition, located 2.5 miles north of Overland along West 64<sup>th</sup> Street, which included 64 1.5-acre parcels and a Strang Line depot;
- Eleanora Heights Addition, adjacent to Milburn Place, which featured 2.5 to 5 acre lots;
- Morrison Ridge Addition comprised ninety acres four miles north of Overland along an extension of 49<sup>th</sup> Street, which was only a fifteen minute ride on the Strang Line from Kansas City, Missouri; and
- Southridge, Tower Grove, and Southmoor<sup>19</sup> additions, as well as other early land holdings of the company.

Strang Land Company ads from the period featured bungalow homes sold on monthly installment plans and list the cost of building lots in some of the additions listed above as "\$4 to \$7 per ft...[with] 10% down, 5% monthly."<sup>20</sup> Each subdivision had restrictions on the minimum house price, gas line connections, and the size and location of ancillary buildings.<sup>21</sup> Strang and his land company continued to purchase land along his inter-urban line, plat numerous subdivisions, and, thereby, spur residential development in northeast Johnson County and ridership on the Strang Line.

At the same time, other major community developers such as N.W. Dible and J.C. Nichols, were investing in Johnson County real estate. These activities, coupled with development along the Hocker interurban railroad line that linked Kansas City with the communities of Shawnee, Merriam, and Zarah, Kansas, led to a rapid increase in land prices in the area – from \$250 up to as much as \$1,000 an acre.<sup>22</sup>

By the early 1920s, Mission Township, in which Overland Park was located claimed the title of Johnson County's Gateway to Kansas City, Missouri, and was known for its truck-farming crops and dairy production, as well as its recent suburban development. A 1922 account in the *Olathe (KS) Mirror*

<sup>19</sup> Which included the land that would become the Broadmoor Subdivision.

<sup>20</sup> "Overland District on Strang Line," Strang Land Company Advertisement, n.d. Suburban Development Vertical File. Johnson County Museum, Shawnee, Kansas.

<sup>21</sup> Ibid., 25-26.

<sup>22</sup> Ibid., 26.

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describes the “. . . new people from Kansas City” that had recently settled in the area and quoted them, “We had grown tired of living in the city, all cooped up on a small lot...”<sup>23</sup>

Like communities nationwide, the automobile had a profound affect on the development of Johnson County. In 1900, Kansas had 220 registered automobiles; by 1915, the number grew to 460 automobiles in Johnson County alone.<sup>24</sup> In 1907, the Kansas Legislature passed a statewide “Good Roads” law that provided for the construction of hard-surface, all-weather roads, with funding passed through local county and township governments.<sup>25</sup> The Overland Turnpike, a rock road linking Kansas City and Overland Park, was underway during this period. Federal funding became available in 1916. By 1927, the suburban commuter culture was established to such a degree that Olathe's Central Auto Company promoted the purchase of a “car for her too . . . so there may be transportation for the family while ‘he’ drives away to work.”<sup>26</sup>

By 1926, Johnson County was among the leading counties in the state in road development. The County funded the completion of a concrete and brick road from Olathe to Kansas City, Missouri, known as the “Kansas City Road,” as well as a hard-surface road linking Overland Park to the southern county line. In 1927, brick paving extended along Metcalf Avenue from US Highway 50 south to 109<sup>th</sup> Street. West 63<sup>rd</sup> and West 75<sup>th</sup> streets were all-weather roads that linked Overland Park east to Kansas City, Missouri. Metcalf Avenue became US Highway 69 at the time and functioned as a major north-south highway.

Overland Park’s appearance also changed in response to the advent of automobiles and trucks. Initial changes included the surfacing of the streets. Major thoroughfares featured brick paving and permanent all-weather sidewalks, curbs, and gutters.

The Kansas City Power & Light Company (KCPL), which set up its Kansas Division in Kansas City, Kansas, in Wyandotte County in the 1890s, took notice of the fast pace of residential development occurring throughout Johnson County and, in particular, the vicinity of Overland Park. In response, they moved their state headquarters to downtown Overland Park in 1924 and began building lines originating from their easement along the Strang Line throughout the surrounding area. By 1926, the utility was the major employer in Overland Park through the Great Depression and into the 1950s.

<sup>23</sup> “Mission Township's Development,” *Olathe (KS) Mirror*, 13 July 1922. Johnson County (KS) Museum, Shawnee, Kansas. Suburban Development Vertical File.

<sup>24</sup> “Gas—Food—Lodging: How the Automobile Shaped Johnson County,” *Johnson County Museum Album* Vol. XVI Number 4 (Fall 2003): 4.

<sup>25</sup> *Ibid.*

<sup>26</sup> *Ibid.*, 1.

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**THE GREAT DEPRESSION AND WORLD WAR II: 1931 - 1945**

With the exception of public building projects, little private development occurred during the Great Depression. When the depression hit Kansas in full force, the only businesses that contributed any stability to the state's economy were in the meatpacking industry. Due to the combination of drought and the Great Depression, federal relief programs focused particularly on the Plains states. In particular, the programs of the Kansas Emergency Relief Committee (KERC); the Work Projects Administration (WPA); the Public Works Administration (PWA); and the Civilian Conservation Corps (CCC) had a significant impact not only on the economic conditions of the state, but also on Kansas' visual landscape.<sup>27</sup> Under these programs, local and state governments received funding for the construction of public buildings, roads, bridges, and other public improvements to provide jobs and to stimulate the local economy. Cities and counties received funding for courthouses, city halls, libraries, ball fields, auditoriums, memorials, and other public facilities. In Johnson County, public funding programs produced by November 1937, two new concrete highways — US Highway 50 (which followed 47<sup>th</sup> Street in Kansas City, Missouri and 63<sup>rd</sup> Street in Johnson County) and Kansas Highway 10 — connecting Olathe to South Kansas City, Missouri, and generally following the Strang Line interurban railway.

**PRE-WORLD WAR II PLANNING AND RESIDENTIAL LAND USE**

In 1940, due to increased residential development in previous decades and a demand for increased control over land use, the Johnson County Commission established the Mission Township Zoning Board. The new entity had control over zoning and road development in the County.

The adoption of planning and land use ordinances by Johnson County followed a national trend. During the early 1900s, the desire for a coordinated planning process that included transportation systems, public parks, and other civic amenities, led counties and individual communities to pass zoning ordinances and to develop comprehensive land use plans. As a result, the suburban residential developments of the mid-twentieth century occurred in the context of local zoning and comprehensive planning that embraced the professional principals of landscape architecture and community planning.

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<sup>27</sup> Elizabeth Rosin, Jon Taylor, and Cathy Ambler, "New Deal-Era Resources of Kansas" National Register Multiple Property Documentation Form (Topeka: Kansas State Historical Society, 2002), accessed online @ [www.kshs.org/resource/National\\_Register/MPS/New-Deal\\_Era\\_Resources\\_Kansas\\_mps.pdf](http://www.kshs.org/resource/National_Register/MPS/New-Deal_Era_Resources_Kansas_mps.pdf).

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Developers also continued to rely on deed restrictions to maintain control over the appearance and value of their subdivisions during the early-to-mid-twentieth century. Deed restrictions established and protected a neighborhood's character by controlling the size of building lots, minimum cost of construction, and dictating the size, design parameters and siting of houses. Both deed restrictions and zoning ordinances assured that land continued to be developed according to the developer's original intent, providing stable real estate values and thus protecting the investment of the original property owner, the mortgage holder and the homeowner.

Zoning codes also dictated minimum setbacks, lot size, building lines, setbacks, and requirements relating to owner residency. Local governments began using zoning ordinances in the early twentieth century as a means of controlling land use and ensuring health and safety of the general public. In 1926, the U.S. Supreme Court upheld the constitutionality of zoning laws and, by the mid-1930s, eighty-five percent of American cities had zoning ordinances.<sup>28</sup> In Johnson County, due to increased residential development in previous decades and a demand for increased control over land use, the Johnson County Commission established the Mission Township Zoning Board in 1940, enabling the new entity to control zoning and road development.

During the 1930s and 1940s, the Federal Housing Authority (FHA) design guidelines also established subdivision design standards through a rating system used to approve suburban subdivisions for FHA-insured loans. The federal guidelines encouraged the use of deed restrictions as a safeguard for maintaining neighborhood stability and property values.<sup>29</sup>

**OVERLAND PARK'S POST-WORLD WAR II SUBURBANIZATION AND GROWTH: 1945 - 1965**

Following the end of the war, there was a real and a psychological need for all kinds of new, clear symbols of progress. A pent-up need for new construction contributed to a building boom. An influx of over six million returning veterans and a desire to return to normalcy fueled an almost universal desire to

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<sup>28</sup> "Land Use and Site Development," *National Register Bulletin Historic Residential Suburbs Guidelines for Evaluation and Documentation for the National Register of Historic Places*; available from <http://www.nps.gov/nr/publications/bulletins/suburbs/text1.htm>; Internet; accessed 15 December 2007.

<sup>29</sup> *Ibid.* (During the post-World War II period, civil rights litigation challenged deed restrictions relating to race, ethnicity and, in a landmark 1948 decision, the U.S. Supreme Court determined these restrictions "unenforceable.")

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own a home and raise children in a new homogeneous environment.<sup>30</sup> Within this context, a number of factors contributed to suburbanization; the two major influences were federal programs created to ease the post-war housing shortage and highway construction.

**Johnson County and the Rise of the Automobile Suburb.<sup>31</sup>**

Between the end of World War I in 1918 and the onset of the Great Depression in 1929, the rise of automobile ownership stimulated a significant period of suburban expansion in the United States. Suburban development began to fill in the voids created by the outward expansion of neighborhoods that had become established along streetcar routes. As more and more workers could commute longer distances to work by public transit or automobile, the edges of the city became more dispersed. Businesses, in turn, moved from the older center city's railroad warehouse districts. In particular, as the use of trucks and all-weather paved roads increased, a shift in the location of factories, warehouses and distribution centers to areas outside the railroad freight districts occurred.<sup>32</sup>

In a 1938 report, the Bureau of Public Roads called for a national plan for highway development that included the development of a series of interregional roads and the construction of all-weather paved express highways into and through cities to relieve the growing urban traffic congestion. World War II limited the implementation of the plan. In preparation for road work after the war, the Federal Aid Highway Act of 1944 authorized a national system of interstate highways, including metropolitan expressways. Once again, involvement in war, this time the Korean War, delayed appropriations for construction, which did not occur until the mid-1950s. State and county highway and public works departments met immediate needs by relying on other funding sources.<sup>33</sup>

After the end of World War II and the Korean War, significant periods of suburban expansion occurred due to the increase in automobile ownership. The expanded amount of land available for residential development created by the presence of the automobile occurred rapidly. By 1951, every major city received federal funds for expressways and arterial highway improvements. The 1938 mandate for a national plan for highway development, increasing suburbanization, and the concern for national defense

<sup>30</sup> Gwendolyn Wright, *Building the Dream: A Social History of Housing in America* (Cambridge: MIT Press, 1981), 242.

<sup>31</sup> "Transportation," *National Register Bulletin Historic Residential Suburbs Guidelines for Evaluation and Documentation for the National Register of Historic Places*; available from <http://www.nps.gov/nr/publications/bulletins/suburbs/text1.htm>; Internet; accessed 15 December 2007.

<sup>32</sup> Ibid.

<sup>33</sup> Ibid.

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during the Cold War under the Eisenhower Administration led to The Federal Aid Highway Act of 1956 that provided "substantial funding for the accelerated construction of a national system of interstate highways which included urban freeways." As early as the late-1950s, the emerging interstate highway system had a significant impact on patterns of suburbanization at a time of national prosperity when low-cost, long-term mortgages and mass production of pre-fabricated housing components stimulated home ownership. By the 1960s, the network of completed or anticipated freeways stimulated the development of residential subdivisions of significant scale. By the end of that decade in the Kansas City metropolitan area, the increase of large, self-contained residential subdivisions, connected to the Kansas City, Missouri, and Kansas City, Kansas, by arterial streets and freeways, created a suburban landscape dependent on the automobile. Part of this pattern of development was the extension of retail facilities that appeared in community shopping centers that first appeared on the arteries radiating from Kansas City, Missouri, and then along new circumferential highways. Suburban industrial and office parks also became a part of the expanding suburban landscape.<sup>34</sup>

At the onset of World War II, Johnson County featured all-weather roads and bus service that linked commuters to employment in downtown Kansas City. During the war, bus lines experienced a drastic increase in ridership due to gasoline and rubber shortages. Bus lines that served the growing suburban residential communities of Johnson County, included the Argentine Transit Lines that connected Shawnee, Roeland Park, and Kansas City, Missouri, as well as the Kansas City - Lake Quivera Bus Line.

At the close of World War II, Johnson County experienced the road development delayed by the war. In 1946, the first cloverleaf interchange system in the State of Kansas was completed at the intersection of US Highway 50 (Shawnee Mission Parkway) and US Highway 69 (Metcalf Avenue). With the initiation of the interstate highway network in 1956, the course of the Kansas City Metropolitan Area and Johnson County's development was set. By 1958, I-35 was complete from Kansas City, Missouri, through Merriam, Kansas, and, in the 1960s, I-435 was constructed from I-35 east to the state line. During the 1970s, I-635 was introduced to allow traffic to bypass downtown Kansas City, Missouri, between I-29 and I-35.

**Mid-Twentieth Century Suburban Residential Development**

Prior to the mid-twentieth century home ownership was costly and beyond the reach of most Americans. Until that time, most well-established families purchased their homes outright. Those with moderate

<sup>34</sup> Ibid.

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incomes purchased their homes by installment plans that required a small down payment and modest monthly payments through building and loan associations, real estate developers, and even companies such as Sears & Roebuck. By the 1920s, it was common for homeowners to secure short-term loans of three to five years that required annual or semi-annual interest payments with a balloon payment of the principal at the expiration date of the loan. This required periodic refinancing and encouraged the practice of second and third mortgages. Beginning in the early 1930s, a series of federal laws expanded available financing for individual purchases of houses by stimulating private investment in the home building industry through funding assistance for the construction of suburban subdivisions. The federal home mortgage insurance program set the stage for the emergence of large operative builders and, after World War II, merchant builders. During the first years of the post-war period, home ownership, particularly for white, middle-class families, became a matter of public policy. In 1946, through what was known as the GI bill, the federal government restructured their 1930s home mortgage programs to promote education and home ownership for soldiers returning from the war. The 1949 Housing Act guaranteed developers and bankers a higher profit on large housing developments targeted to the middle-class. As a result, the selling of single-family detached houses quickly became big business.<sup>35</sup> Annual single-family housing starts exploded from 114,000 in 1944 to 1,692,000 by the end of the decade. Between 1950 and 1956, mortgage banking firms increased loans nationally from \$6 billion to \$20 billion.<sup>36</sup>

The development process of suburban housing additions continued to be based on the process of subdivision of existing parcels of land. In post-World War II Kansas, as in most states, the development process started with a parcel or multiple parcels of undeveloped land, often previously used for agricultural purposes that were large enough to be subdivided into individual lots for detached, single-family homes. The subdivision process also included physical improvements in the form of paved streets, curbs and sidewalks and storm water drainage systems and provision of utilities such as water, sewer, electricity, gas, and telephone lines. Historically, the subdivision process evolved in overlapping stages that can be defined by the role of the developer.<sup>37</sup>

<sup>35</sup> Wright, 246-47.

<sup>36</sup> Ibid., 242; and Kenneth T. Jackson, *Crabgrass Frontier: The Suburbanization of the United States* (New York: Oxford University Press, 1985), 233.

<sup>37</sup> The roles of the developer are taken from the prototypes found in David L. Ames and Linda Flint McClelland. *National Register Bulletin, Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places*. (Washington D.C.: U.S. Department of the Interior, National Park Service National Register History and Education, 2002); available from <http://www.cr.nps.gov.nr.publications/bulletins/suburbs/intro.html>; Internet; accessed 28 May 2010.

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The Subdivider

Beginning in the nineteenth century, “subdividers” owned or acquired the land, surveyed the land, developed a plan, laid out building lots and streets, and improved the overall site. The range of site improvements usually included utilities; paved streets, curbs and sidewalks; storm-water drains; and landscaping. The subdivider sold the lots to prospective homeowners who would contract with their own builder; to builders buying several parcels at once to construct houses for resale; or to speculators intending to resell the land when real estate values rose. Land improvement companies often organized investors to oversee the platting and subdivision of larger parcels, especially developers forming new communities along railroad and streetcar lines. However, most subdividers, operated on a small scale - platting, improving, and selling lots for only a few subdivisions a year.

The Home Builder

Early subdividers soon discovered they could improve their lot sales by building houses on a small number of lots and often constructed or hired homebuilders to erect several “spec” and/or model homes on their lots. This arrangement helped assure prospective lot buyers that the subdivider’s plan on paper would indeed materialize as a suburban neighborhood. For those potential homeowners without the resources or inclination to privately hire a homebuilder, the transaction that combined purchase of a lot with a house was attractive.

The development of the Broadmoor subdivision incorporated the subdivider and the home builder processes. The following types of suburban development methods occurred prior to, during, and after the platting and development of the Broadmoor Ranch House Historic District.

Operative Builder

By the 1920s, developers increasingly erected the homes in the subdivisions they platted and improved. In the 1930s, these builders were able to secure FHA-approved, private financing for the large-scale development of neighborhoods of small, single-family houses and used the principles of mass production, standardization, and prefabrication to lower construction costs and decrease production time.

Community Builders

During the first decades of the twentieth century, real estate entrepreneurs such as Overland Park’s William Strang, formed development companies and acquired large tracts of land that they developed

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according to a master plan, often utilizing the professional expertise of site planners, landscape architects, architects and engineers. Proximity of residential enclaves to schools, commercial shopping areas, country clubs and recreation facilities, religious structures and civic centers as well as convenient public transit or arterial streets were important components of the planned community.

Merchant Builders

After World War II, federal incentives for private construction of residential neighborhoods expanded beyond war-time housing for employees in defense production facilities. Builders began to apply the principles of mass production, standardization, and prefabrication refined during the war to construction of single-family residences on a large scale. By greatly increasing the credit available to private builders and liberalizing the terms of FHA approved home mortgages, the 1948 amendments to the National Housing Act provided ideal conditions for the emergence of large-scale corporate builders who, because of readily available financing, streamlined methods of construction, and an unprecedented demand for housing, invested in the purchase of large tracts of land, designed neighborhoods according to FHA guidelines, and rapidly constructed large numbers of houses such as Levittown, New York.

The early twentieth century Southmoor subdivision in Overland Park, platted by the Strang Land Development Company, follows both the "Community Builder" and the "Subdivider" patterns of development. These types of developments were generally planned and designed as a single development, as Strang did the early twentieth century Southmoor subdivision. In the case of the Strang Land Development Company, Southmoor was part of the larger development program of their planned community of Overland. The creation of such a subdivision required the developer to file a plat or general development plan with the local governmental authority indicating the developer's plans for improving the land with streets and utilities. It was common for homes to be built by different builders and sometimes the owners themselves.

The later mid-century replatting of selected lots in Southmoor into the Broadmoor subdivision reflects a traditional approach to subdivision that occurred during the late nineteenth and early twentieth centuries when most subdivisions were relatively small and suburban neighborhoods tended to expand in increments as adjoining parcels of land were subdivided and the existing grid of streets extended outward. Broadmoor is another variation on the subdivision form of development in which existing lots are replatted and filed with basic restrictions for these lots.

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**Johnson County and Overland Park's Post-World War II Development**

In Kansas, the post-war population grew steadily and, by 1950, the population reached 1.9 million. Despite suburban growth and the loss of rural residents during the Great Depression and war years, in 1950 the state remained essentially rural in character. Johnson County was, however, an exception. After nearly two decades of hardship during the farm depression of the 1920s, the Great Depression of the 1930s, and the restrictions of World War II, many farmers willingly sold their land in Johnson County to suburban developers.<sup>38</sup> Also affecting local agricultural practices were technological advancements in refrigerated transport and large-scale irrigation systems that created a shift to massive industrial farming and transport techniques that allowed goods to be shipped cheaper from great distances, such as California. As a result, agricultural land in close proximity to Kansas City, Missouri, became more valuable for the development of residential suburbs.<sup>39</sup>

At the end of World War II, downtown Overland Park was "a pretty little town." A bus line provided transportation along Metcalf Avenue, and the intersection of 75<sup>th</sup> Street and Metcalf featured only a gas station and a western goods store.<sup>40</sup> The boom years of construction began immediately and Overland Park became known for its high numbers of residents in the home building industry – plasterers, contractors, real estate agents, and so forth.<sup>41</sup> George Breyfogle, a real estate and insurance salesman before World War II, purchased numerous undeveloped lots from the Strang Land Company and farmers in the Overland Park area and began building \$5,000 homes for sale to the newly returned veterans. According to local historians, if a veteran appeared in Breyfogle's office with \$75.00 in hand, he walked out with a brand-new house.<sup>42</sup> In nearby Prairie Village, Kansas, J.C. Nichols' enclave of Cape Cod houses was referred to locally as "Pregnant Village," in reference to the number of young families locating there.<sup>43</sup>

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<sup>38</sup> Ibid., 3.

<sup>39</sup> Ibid., 76.

<sup>40</sup> "Homes Built for the Greatest Generation Are Now Sought by Young Buyers," *Kansas City (MO) Star*, 22 August 2004, Section L-1. Johnson County Museum. Suburban Development Vertical File.

<sup>41</sup> Florent Wagner, interview by Kerry Davis, Sally Schwenk Associates, Inc. 29 November 2007. Overland Park, KS.

<sup>42</sup> Ibid.

<sup>43</sup> "Homes Built for the Greatest Generation, L-6.

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According to merchant builder and Overland Park resident, Donald Drummond, he sold between 3,000 and 5,000 homes under the GI Bill loan program.<sup>44</sup> Drummond began his career as a developer and homebuilder in Kansas City in 1946, with the establishment of Drummond Home Company. His houses were the epitome of Ranch House style – with features such as integrated garages, low or flat roofs, L-shape plans, rear patios, and sliding glass doors into the master bedroom. Numerous magazines, including *Good Housekeeping*, *Life*, *Time*, and *Better Homes and Gardens* featured his developments. According to local historian, Scott Lane of the KC Modern organization, "Drummond built homes in three basic sizes to accommodate customers and their growing families."<sup>45</sup> The prices ranged from \$12,000 for a two- to three-bedroom Ranch Houses in the 1940s to \$36,000 for a three- to –four-bedroom Ranch House dwelling in the mid-1950s.

In 1945, the projected growth of the home building industry prompted the organization of the Home Builders Association of Greater Kansas City, a promotional and lobbying organization.<sup>46</sup> The organization inaugurated their annual Parade of Homes Week in 1947, featuring the most up-to-date homes recently constructed throughout the Kansas City region, including Cass, Jackson, and Platte Counties in Missouri and Wyandotte and Johnson Counties in Kansas. By 1955, the Parade of Homes Week was accompanied by a 90+-page guidebook.

The growing population of Johnson County during the 1940s and 1950s, and in Mission Township in particular, created a demand for services. Surrounding cities such as Fairway, Mission, and Prairie Village all incorporated in the 1940s, leaving Mission Township (including Overland Park) with the remaining unincorporated areas. In 1952, the Kansas Legislature authorized the establishment of "urban townships" and the Johnson County Commission immediately designated Mission Township as an urban township. This step empowered the Mission Urban Township Board similar governing powers as a third class city, which included the provision of public safety measures.

In 1956, Johnson County was the third most populated county in Kansas, with the majority of the population and development clustered in the northeast part of the County. The county had nineteen cities,

<sup>44</sup> Rich Satterly, "Drummond Delivered Modern Design in Affordable, Post-War Houses," *Kansas City (MO) Star*, 5 May 1996. Suburban Development Vertical File. Johnson County Museum. Overland Park, Kansas.

<sup>45</sup> Ibid.

<sup>46</sup> HBA of Greater Kansas City, "History of the HBA of Greater Kansas City," *HBA Online* [home page on-line]; available from <http://www.kchba.com/about/AboutSection/History.shtml>; Internet; accessed December 26, 2007. The Home Builders Association was originally founded as part of the Real Estate Board in 1937, however after World War II, the demand for new housing led to the formation of the Home Builders Association of Greater Kansas City as its own entity.

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thirteen of which were in Shawnee and Mission Townships and none of which had reached first class status. The population of the County had almost doubled since 1950 – from 62,783 to 112,000.<sup>47</sup> [Figure 6: Population Distribution in Northeast Johnson County, 1958] The rapid growth was not without consequences. A 1958 analysis of the County’s governmental structure undertaken by the Johnson County Civic Planning Council Project found that the County suffered from fractionated organization that led to “diffusion of responsibility for maintenance” and a lack of “coordinated planning.”<sup>48</sup>

The disorganized overlap of services of the various governmental entities throughout the County and adjacent incorporated areas finally led to Overland Park’s incorporation in 1960. Due to its high population – over 20,000 – it incorporated directly as a first-class city, rather than going through the usual steps of third- and second-class status.

**Johnson County Population, 1900-1960**

1900	1910	1920	1930	1940	1950	1960
18,104	18,288	18,314	27,179	33,327	62,783	143,000

By 1958, the subdivision of Mission Urban Township into residential lots ran south to 91<sup>st</sup> Street; south of this line, the land remained in 30- to 160-acre tracts. West 95<sup>th</sup> Street remained a gravel road until the late 1950s. Most of the east side of Metcalf Avenue had sewers by the late 1950s, with the west side receiving this infrastructure improvement in the 1960s. By 1962, all east-west streets had hard surface all weather paving.<sup>49</sup>

**Southmoor/Broadmoor Subdivisions: 1909-1960**

William Strang platted the Southmoor Subdivision, a 160-acre area bounded by Metcalf and Lamar Avenues, and by West 67<sup>th</sup> and West 71<sup>st</sup> Streets, into two-acre lots in 1909.<sup>50</sup> [Figure 7: Southmoor Subdivision, 1909] The subdivision featured a grid of 50-foot-wide streets and avenues that defined eight blocks of eight lots each. The lots were almost square, measuring 306 to 331 feet in width and 306 feet in

<sup>47</sup> League of Women Voters of Shawnee-Mission, “Guide to Johnson County Kansas Government,” 1956.

<sup>48</sup> Johnson County Civic Planning Council Project, *Johnson County, Kansas: An Analysis of its Governmental Organization*, Community Studies, Inc., 1958, 1, 37. Johnson County (KS) Museum, Shawnee, Kansas.

<sup>49</sup> Florent Wagner, interview by Kerry Davis, Sally Schwenk Associates, Inc., 29 November 2007, Overland Park, Kansas.

<sup>50</sup> The official plat shows Strang’s wife, as well as his legal titleholder, Lysander R. Moore, as co-signers; the Strang Land Company managed the sale of lots.

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depth. Like other Strang Land Company early developments, Southmoor was platted for large single-family homes or small farms. A number of elite families lived in Southmoor during the early years, including the president of the Strang Line Company, and the former president and general manager of the *Kansas City Star*.

Prior to World War II, the Southmoor plat remained in place as originally laid out and at least twelve to fifteen houses occupied large lots. These homes included both large estate homes as well as smaller bungalows; the residents included both upper-middle class commuters and truck farmers. After World War II, the owners began to subdivide the large lots. By 1954, subdivision into smaller residential lots, measuring from 65 to 100 feet in width to 130 to 150 feet deep, incorporated half of the original blocks. These replatted subdivisions included the Southmoor Gardens (1949/1951/1954), Twin Cedar (1953), and Broadmoor (1953/1954) subdivisions. [Figure 8: Southmoor Subdivision, 1954]

The heirs of Hans Buck, the owner of lots 3 through 6 and 11 through 14 of the Southmoor Subdivision, established the Broadmoor subdivision in two filings, in 1953 and 1954. [Figures 8 and 9: Broadmoor Subdivisions 1953-1954] Hans Buck (b.1861) was a Danish cabinetmaker that immigrated to the United States in the 1880s. As early as 1900, he and his wife Matilde (b.1857) resided in Wyandotte County with their five children. Around 1924, the Buck family moved to the new house at 6907 Metcalf Avenue, where each of the children continued to reside unmarried. The 1930 federal census lists Hans as a farmer at this location.<sup>51</sup>

Upon Hans' and Matilde's deaths, their children inherited the eight Southmoor lots and subsequently subdivided them into twenty-four 100-foot-wide lots and replatted the 16-acre area as Broadmoor. They platted the north half of Broadmoor – lots 1 through 18 – in 1953 and the south half – lots 19 through 24 – the following year. The remainder of Southmoor lots 5 and 12 on the south side of West 69<sup>th</sup> Street were not officially platted, but were sold by the Buck heirs prior to the replatting and developed at the same time into identical lot dimensions as the rest of the Broadmoor subdivision.

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<sup>51</sup> Although the circa 1924 Buck family residence and associated outbuildings was the home of the Buck children who subdivided the surrounding area, the house has no association with the early division of the property for speculative development or with the Ranch House style residences erected in the subdivision that were, in Overland Park, the primary vehicle for the future design of suburbia.

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At the time of platting, the Buck heirs established deed restrictions to the lots within the subdivision that required that

- the land be used only for single-family residential purposes;
- there would be no new detached garages;
- there would be no further subdivision of the lots; and
- the houses would be set back no less than 50 feet

By 1959, the residential development of the Broadmoor subdivision was complete. With the exception of the original Buck residence at 6907 Metcalf Avenue constructed before the war, all of the houses within the subdivision were constructed between c. 1953 and 1959.<sup>52</sup> Each of these houses reflects the popular Ranch House style with builder variations and "cutting edge" architectural features of the time period in which they were built. A review of the *Parade of Homes* guidebooks for the period shows the Broadmoor houses mirror the most popular featured homes in the Kansas City region. [Figure 12: 1955 Parade of Homes Plans ]

The similarity of a number of houses and oral history interviews with long-time residents indicates that at least two to three builders constructed multiple houses in the subdivision.<sup>53</sup> According to the original owner, the first Ranch house constructed in the Broadmoor subdivision (6901 W. 68<sup>th</sup> St.) was completed around 1951-52.<sup>54</sup> The original owner, who resided in the house at the time of the cultural resource survey in 2007, recalls purchasing the lot for \$2,250 and hiring a local builder by the surname of Weber to complete the construction for a cost of approximately \$18,000 to \$20,000. Interviews during survey identified another builder in the subdivision with the surname of Meyer.

During the post-war period, Overland Park had a markedly high population of residents in the home building industry.<sup>55</sup> In the Broadmoor subdivision alone was two builders, an architect, and a plaster company owner. The original residents of the Broadmoor subdivision were predominantly married

<sup>52</sup> A non-historic house was constructed on an undeveloped lot at 7016 W. 68<sup>th</sup> St. in 2003.

<sup>53</sup> The houses at 6910, 6918, 700, and 7010 W. 69<sup>th</sup> Street are believed to have been built by the same builder; the houses at 6900 and 6910 W. 68<sup>th</sup> Street were built by the same builder; and the houses at 6917 and 7000 W. 68<sup>th</sup> Street were built by the same home builder.

<sup>54</sup> There is a discrepancy between the documented platting date of 1953 and recalled date of construction of the first house of 1951. The 1951-52 construction date is based on the memory of the owner who continued to reside in the house at the time of the survey. Because the lot had to be an official legal entity at the time of purchase, the period of significance for the district is based on the official Broadmoor subdivision filing affecting the lot in 1953.

<sup>55</sup> Florent Wagner interview.

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couples with a high number of male heads of household working in Kansas City, Missouri, or Kansas City, Kansas. Occupations show these homeowners were educated white collar workers that held middle- and upper-management positions, or they were professionals such as dentists or engineers. Sales positions held by residents included buyers for Swift and National Biscuit company, a Chevrolet distributor, and a jeweler at the Harzfeld's Department Store.

**THE RANCH HOUSE**

**MODERN MOVEMENT/AMERICAN HOUSES SINCE 1940**

The Modern houses of the 1950s and 1960s, — the Ranch House, Split-level, or Contemporary styles — are part of the Eclectic modernism that evolved in the early twentieth century and sometimes reflect design treatments from the preceding Craftsman (Arts and Crafts), Prairie School, Modernistic and International styles. These post-World War II houses were, nevertheless, innovative new styles that largely shaped the burgeoning suburban landscape of mid-twentieth century America.<sup>56</sup>

Following World War II, there was a distinct shift in American residential architecture. Modern styling and simplicity replaced period architecture popular in the pre-war era. By the 1960s and 1970s, house designs again incorporated historical references but rather than strictly replicating them, home designers adapted historic stylistic references to modern forms and plans.

The "Modern" classification for dwellings in *A Field Guide to American Houses* includes Minimal Traditional, Ranch House, Split-Level, Modern Movement, Contemporary, and Contemporary Folk House styles. These joined the Cape Cod cottage as the most common styles built after 1940. Many variations of modern designs appeared throughout the period. Some designs reflected regional preferences; others resulted from new technologies and/or energy conservation parameters.<sup>57</sup>

**Ranch House Style**

The Ranch House style became the primary housing type during a significant period of national expansion. The long, low horizontal design took many forms and occurred in numerous variations—sprawling ramblers under shake-shingle roofs, sleek contemporary architect designs, stripped down

<sup>56</sup> Virginia and Lee McAlester, *A Field Guide to American Houses* (New York: Alfred A Knopf, 1986), 475.

<sup>57</sup> *Ibid.*, 476-477.

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working-class tract housing erected on concrete slabs, and affluent custom-designed middle-class residences. Their long, low horizontal design featuring an open-plan arrangement of overlapping functional rooms defined the post-World War II suburb as did the combination of board-and-batten siding with brick facing on the lower portion of the facade, diamond shaped window muntins and garage cupolas that referenced the country houses of Colonial America, Spain, and France. Beginning in the 1950s, the Ranch House style “. . . became one of the most widespread, successful, and purposeful of American housing types – a shelter of choice for both movie stars and factory workers.”<sup>58</sup> The popularity of the style reflects a shift after World War II, in the public preference for house style from the revival style house that referenced European designs of the past to new “Modern” twentieth century styles.

The arrival of the Ranch House style was not, however, part of a gradual evolution in housing preferences. Significant cultural, technological and economic forces coalesced to produce its rapid usage popularity.

*It took more than one unlikely leap to transform an industrial, rural architecture of the nineteenth century, which served the hardworking ranchers in harsh climates on the plains, mountains and valleys of the West into a suburban mass-produced house in the twentieth. The upheaval of World War II, the transforming impact of the media, and the explosion of population and prosperity ultimately gave shape and prominence to the Ranch House.*<sup>59</sup>

**Ranch House Stylistic Influences**

Nineteenth and Early Twentieth Century Vernacular Precedents

The post-World War II Ranch House style, was the result of the work of several creative California architects. The style is loosely based on Spanish Colonial vernacular precedents of the American Southwest as modified by the incorporation of Craftsman and Prairie School modernism of the early twentieth century.

A major influence upon the design of the mid-twentieth century modern Ranch House style was the early nineteenth residences built by the Spanish and Mexican elite in the West and Southwest. These low, one-story adobe residences featured a rambling L- or U-shape, and sometimes incorporated a second story. They featured a covered porch, called a *portale* that often wrapped around the outside of the structure.

<sup>58</sup> Alan Hess, 11.

<sup>59</sup> Ibid.

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Also influencing the design of the Ranch House were the houses erected by immigrants to California in the period from 1820 through the mid-nineteenth century era of the gold rush. These settlers quickly established a community sawmill that produced wooden roofs, shingles, frames, posts, doors and window frames. From this tradition, the board-and batten house emerged by the 1860s as the standard wall treatment for houses, barns and sheds throughout the West. They also repeated the low-lying quality of the Hispanic *ranchos*, including the one-room deep layout and *portale*. Practical and inexpensive to erect, they became the dominant Ranch House style idiom in the West and Southwest in the late nineteenth and early twentieth centuries.<sup>60</sup>

Aspects of the Craftsman bungalow form — low pitched roofline and one-story height — also found their way into twentieth century Ranch House style design. (During the early twentieth century the word bungalow referred to any one-story house.) The bungalow's interior floor plan was a precursor to the informal Ranch House's spatial arrangement. In the bungalow plan, hallways and foyers disappeared and the primary entrance opened into the living room, which opened directly onto the dining room.

During the Great Depression the need for well-designed homes for families of moderate income, led Frank Lloyd Wright to create the Usonian house, the exterior lines of which reflected a strong horizontal emphasis. The one-story, flat-roof design featured an L- or U- shape constructed of natural materials such as wood, stone and brick in combination with glass and concrete. Wright assigned different functional zones for family activities into a tripartite arrangement, with the kitchen and dining area at one end, entrance area and living room in the middle, and the bedrooms and bath at the other side of the house. Just as in the Prairie School style homes he developed, and as in the bungalow plan, Wright eliminated interior walls and doors whenever possible and

By the 1930s, a significant number of architects designed one-story houses that reflect these precedents, creating highly individualistic adaptations. Through popular architectural journals and magazines, the Ranch House style coalesced in the 1930s and 1940s. During this period the architect-designed Ranch House style was considered not only a transition to Modernism, but also as a radical new way of living. "Their unassuming front facades...project no social or financial ranking. The goal was to connect the people within and to induce them to lead expansive, open-minded lives."<sup>61</sup> As observed by Kevin S. Alter, Dean of Architecture at the University of Texas at Austin, while the front of the house was unassuming, the back opened to the rear of the lot — a radical move turning away from the street toward

<sup>60</sup> Katherine Ann Samon, *Ranch House Style* (New York, NY: Clarkson Potter, 2003), 12-13.

<sup>61</sup> *Ibid.*, 12.

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a private garden at the back — creating a new way of living; an “invitation to live intertwined with one’s family and with the out of doors.”<sup>62</sup>

The Forties

In the late 1940s, the largest surge in home construction since the 1920s occurred. The construction cost of an average house doubled and most houses were small, utilitarian designs with two-bedrooms and multi-purpose living spaces.<sup>63</sup> The rise in home building had its roots in the return to civilian life of over six million service men and women after the war at a time there was a nationwide housing shortage. The Truman administration quickly mobilized programs and legislation from the Great Depression and the war years to provide housing. One of the most influential was the GI Bill established by Congress under the administration of the Federal Housing Administration (FHA), which guaranteed loans to war veterans to purchase, build, or improve houses, thus making home ownership possible for the first time to a significant percentage of the population. By the mid-1950s the long-term government-sponsored loans to buyers and government backing of loans to developers promoted mass production of Ranch House style homes in subdivisions near major arterial streets and highways.<sup>64</sup> With government funding came standardized designs based upon a formulaic square foot price and recommended floor plan. Standardized use of materials, such as sheetrock, window and door units, became common.

The modern Ranch House style was, however, also very much part of the new, improved vision of a home which influenced government guidelines developed in the 1930s and 1940s. Evidence of the Ranch House style’s popularity before the war and its status as a favored style for the future can be found in a 1945 housing industry report which noted, “A California-style house like the ranch type – built in a carefully planned neighborhood or community with all the essentials for good living is your best bet for the post-war.”<sup>65</sup> By 1951, the mainstream enthusiasm for the Ranch “dream house” inspired the magazine *Popular Mechanics* to publish a book on the “build-it-yourself Ranch-type house.”<sup>66</sup> The Ranch House became defined as an expression of living properly in the mid-twentieth century. The real estate section of local newspapers, national magazines such as *House Beautiful*, and movie and television settings and plots defined, “fleshed out,” and disseminated the ideal of a suburban lifestyle. The emerging home building industry then constructed it for an already primed mass market.<sup>67</sup>

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<sup>62</sup> Ibid., 12 and 20.

<sup>63</sup> Ibid., 19.

<sup>64</sup> Ibid., 14.

<sup>65</sup> Ibid., 51.

<sup>66</sup> Ibid.

<sup>67</sup> Ibid.

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The arrival of the 1950s Ranch House occurred at a time when two very different types of housing development evolved in the post-war period. One consequence was the emergence of the Ranch House style in large housing developments. Large tract housing began in 1946, when Levitt & Sons, Inc. created a fully designed suburban community in Long Island, New York with Ranch House and Cape Cod style houses selling for \$7,900. These one-story models had radiant floor heating, large picture windows, a fireplace, appliances, and expansion attics to allow for future addition of two or more bedrooms. The homes were offered to returning veterans with thirty-year mortgages and no down payment. In four years, the Levitt's sold more than 10,600 of the 800-square-foot houses.<sup>68</sup> On the west coast, Henry J. Kaiser, one of the most famous twentieth century American industrialists, created suburban developments of affordable, housing for working-class homebuyers. In large housing developments such as Panorama City, California, Kaiser's firm took the factory to the field, using assembly-line methods, limited off-site prefabrication, an efficient organization and flow of materials, and skilled and unskilled labor to produce basic minimal Ranch House style homes in planned communities incorporating shopping areas, parks and schools. Kaiser developments became noted for the use of roof shapes for visual variety in subdivisions using the 800-square-foot, one-story, two-bedroom, Ranch House prototype.<sup>69</sup>

A widely different approach to mass production of affordable housing occurred in California at this time. The Case Study projects initiated by *Arts & Architecture* magazine commissioned leading modernist architects to design open-plan houses espoused by Wright into comfortable living environments at a modest cost. These houses appeared ultramodern in their incorporation of the International Style's glass walls, flat roofs, and rectangular shapes. The Case Study houses demonstrated that an open, multi-purpose floor plan, inexpensive materials,<sup>70</sup> and the merging of indoor and outdoor spaces could be an economically feasible formula for middle-class housing. The public was thrilled with their newness and modernity and the Case Study houses influenced suburban development across the country.<sup>71</sup> These houses had the same openness to the outdoors as the earlier and singular architect-designed ranch houses of the late 1920s and 1930s. However, while in theory the Case Study houses were designed to aid the housing shortage by targeting the application of new construction systems in well-designed open plans, in

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<sup>68</sup> Ibid., 19.

<sup>69</sup> Ibid.

<sup>70</sup> From war-time production came new materials such as plastics, weather resistant synthetic resins and aircraft glues used in the laminating process.

<sup>71</sup> Samon, 20.

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reality, they influenced the development of the custom-designed Ranch House market rather than the mass-market.<sup>72</sup>

As the Ranch House transitioned from a regional western style, to a national style, historical stylistic references became attached to the modern form and became popularized by the custom homebuilder. Wide wall shingles (wood or asbestos) and flower boxes beneath windows referenced the Cape Cod house and the steep roof of the French Provincial sub-style became accepted treatments adapted to the Ranch House plan. Entire subdivisions of moderate to large Ranch House style residences designed by local architects and/or builders appeared prior to and during the era of the more modest tract Ranch House subdivision in most suburban communities. Their distinguishing attributes were often the combination of a variety of treatments applied to the basic Ranch House style's open plan.<sup>73</sup>

The Fifties and Sixties

The Ranch House style gained popularity during the 1940s and early 1950s in the custom designed houses designed by architects and builders for the upper- and upper-middle classes, such as those found in the Broadmoor Ranch House Historic District. At the same time, early post-war large tract housing projects by merchant builders reflected the unprecedented and extended demand for housing created by returning soldiers and a corresponding Baby Boom, as well as a massive shift of the population from inner cities to new suburban areas.<sup>74</sup>

Previously, during the late nineteenth and early twentieth centuries the streetcar suburbs continued the use of relatively compact urban house forms on small lots because people walked to and from work or to and from nearby streetcar lines to travel between home and work. In the post-World War II period, the use of the automobile as the principal means of personal transportation increased the amount of land that was economically profitable to develop. As a result, in addition to large amounts of undeveloped land available for the merchant and community developers, sprawling house designs on larger lots replaced the compact houses where proximity to public transportation limited available land and, therefore, lot size. The "rambling ranch" house design took advantage of the larger lot size by maximizing the façade, which was further increased by built-in garages that are an integral part of most Range House style residences. This façade formed a wall to protect the rear lot, where family life occurred in a private realm of lawn, garden, clotheslines, patios, pools, and barbecues.<sup>75</sup>

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<sup>72</sup> Hess, 52.

<sup>73</sup> Hess, 58.

<sup>74</sup> McAlister, 479 and Hess, 14.

<sup>75</sup> Ibid.

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As noted previously, during the post-war period, optimism and the sense of the individual was very strong. In the 1950s, the Ranch House home symbolized the happy family. As the Baby Boom created a child-centric culture in harmony with Dr. Benjamin Spock's relaxed view of childcare and parenting, families embraced the Ranch House style's open plan with no divisions between the areas for the adults and the children. Living on one floor meant less separation as the Ranch House style's adaptation of Wright's Usonian houses, which featured zones for living with bedrooms for adults and children conveniently close together; the kitchen, bathrooms and utility rooms centrally located for shared plumbing; and the linking of the living room and dining areas near the kitchen. A new room near the kitchen, called the den, emerged and created a special area for the family to relax together, allocating a prominent location for the new television set.

Technological changes and new machines also changed the physical form of housing. Air conditioning, which became more compact and less costly after the war, eliminated the need of earlier houses that were one room deep to maximize catching cooling breezes from as many directions as possible. Ranch Houses were two rooms deep and positioned on lots according to criteria other than prevailing wind direction. Although it had a formal entrance area, the 1950s Ranch House was usually entered by the family through the garage. The attached garage also became an important adjunct to the kitchen as the location for washers, dryers, and the freezer, as well as a workshop area, rather than as the exclusive domain for sheltering the family car.

The Ranch House style dwelling that emerged in the 1950s, such as those found in the Broadmoor Ranch House Historic District was a low building that opened directly onto rear outdoor patios, and featured a narrow and/or shallow porch along the primary façade. Living rooms, dining areas, and kitchens blended together in an open plan with the living room often located at the rear of the house and opening onto a patio or the backyard through picture window and/or sliding glass doors.<sup>76</sup> Common architectural characteristics of the 1950s Ranch House style whether a compact tract house, a rectangular, L- or U-shape custom designed house, or a sprawling architect-designed house sited on a large lot included:<sup>77</sup>

- one-story height with a low-pitched gable or hipped roof and wide eaves;<sup>78</sup>
- an asymmetrical arrangement of fenestration and architectural features;

<sup>76</sup> Hess, 11-12.

<sup>77</sup> *Ibid.*, 17. and McAlester, 477.

<sup>78</sup> The exception being the French Provincial Ranch House of the late 1950s and 1960s.

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- a general horizontal emphasis in design through the use of form, plan and/or materials;
- open interior floor plan that blends functional spaces;
- connections to the outside through specific design elements such as oversized windows, sliding glass doors, a U-shape plan surrounding a patio, and/or a front porch;
- use of informal or rustic materials or details often combined more than one exterior material treatment, including brick and wood or combinations such as board-and-batten or asbestos shingle siding combined with brick facing on the lower portion of the façade, and shake shingle roofs;
- minimal use of decorative or stylistic ornamentation but incorporated common decorative details such as dove-cotes, Dutch doors, barn door garage door designs, exposed rafter beams and truss ceilings, decorative shutters and/or window panels (located between or below windows) and porch roof supports loosely based on Colonial American era precedents;
- ornamental elements referencing Spanish, French, Colonial or Modern detailing; and
- a rambling plan that suggested successive wings or additions.

In the mid-1950s, the FHA liberalized home loans and reduced down payments and, by the 1960s, two-thirds of all construction in the United States was for private houses. The Ranch House style residence continued to evolve as a form into the 1960s with the typical house size increasing from 800 to 1,240 square feet.<sup>79</sup> This reflected a desire for more space and more division of spaces, such as a separate master bedroom and bathroom suite and more closets. Consequently, the 1960s Ranch House typically incorporated four bedrooms and two-and-a-half baths; a living/dining room, kitchen and family room; utility room; study; and a two-car garage. As the kitchen and family room grew in size, they increasingly became connected.<sup>80</sup>

### **The Demise of the Ranch House Style**

The popularity of the Ranch House style lasted until the 1970s when land prices became more expensive. Developers began to favor connected townhouses or two-story homes on smaller lots. Rising energy costs made low, rambling, one-story homes more expensive to maintain. Changing fashion also demanded an alternative to the thirty-year old Ranch House style. Moreover, by the 1970s, many of the more modest tract Ranch Houses evinced the shortcuts taken during their construction. Ongoing attacks

<sup>79</sup> Samon, 22.

<sup>80</sup> Ibid., 22.

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on the ills of suburbia and the ubiquitous “Ranch” gave the style all the “cachet of a latter-day tenement house.”<sup>81</sup> Today, one-story Ranch House style homes are often candidates for demolition as homeowners seek more space on existing lots and as property values in upscale community developer first-tier suburban neighborhoods gain value.

**THE BROADMOOR RANCH HOUSE HISTORIC DISTRICT**

**Associations with Patterns of Events**

Within the Broadmoor Ranch House historic District are classic Ranch House styles of the 1950s which were so popular with middle-class home buyers and which became a mass consumer trend that defined an era. As such, the district is an early example of both a national and local pattern of homebuilding and suburban development that began in the post-World War II period. The District’s significant associations with the pattern of suburbanization, reflects local tastes and patterns of development unique to early growth of suburban bedroom communities in the bi-state metropolitan area as is evidenced by the continuation of the grid street system of the early twentieth century Overland Park. Of note are the two-car garages incorporated into each dwelling in the District, an early acknowledgement of the growing commuter lifestyle of Overland Park -- a suburban autocentric lifestyle that already required a car for both husband and wife.

These early single-family Ranch Houses styles are totems that reflect post-war suburban growth, the move of the middle-class from the crowded cities where the owners held jobs to homes in spacious suburbia – a move that symbolized an improvement in lifestyle and a measure of arrival both socially and geographically.<sup>82</sup> These houses and their neighborhood appealed to potential homeowners because they were trend setters - something new. As such, the Ranch House style itself represented a whole range of powerful images — self-determination, ease and convenience, informality, and an open, casual lifestyle. At the same time they were neither ultra-conservative nor revolutionary in their modernism.<sup>83</sup>

In any discussion of associations with patterns of events such as the role of Overland Park in the area’s suburbanization, the specific association of the ranch houses in the district must, under National Register guidelines also be considered important as well. It should be remembered that while the ranch houses in the District reflect an architectural aesthetic, they are also significant for the post-war patterns in

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<sup>81</sup> Ibid., 17.

<sup>82</sup> Ibid., 15.

<sup>83</sup> Ibid., 12

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homebuilding where the Ranch House building design became restructured into a specific building product that could be replicated and mass produced at a time of housing shortages and at the onset of the populating of America's suburbs. As a result, the Ranch Houses found in the Broadmoor Ranch House Historic District are "... not just another style alongside Colonial, Cape Cod and Tudor." They are "... an example of the primary vehicle in a pattern of events which resulted in the design of suburbia and which, became the housing choice for its time."<sup>84</sup>

**Significance in Architecture**

The Broadmoor Ranch House Historic District reflects the peak of popularity of the Ranch House style nationally and locally that occurred during the 1950s, a time when the Broadmoor subdivision experienced rapid development. All but one of the houses in the District date to the 1950s, all are one-story, high-style examples of custom-built the Ranch House style. A review of the concurrent "Parade of Homes" guidebooks put out annually by the Home Builders Association of Greater Kansas City documents that the Broadmoor Ranch House Historic District's homes exhibited the most up-to-date stylistic features and functional amenities.

The Broadmoor Subdivision's Ranch Houses, individually, and as a distinct grouping, clearly communicate the significant plan, form, size, scale and massing of the Ranch House as it developed during the 1950s. The deep, 35- to 50-foot set backs mandated by deed restrictions; building size, height, and scale; the integrated two-car garages; and repetitive features such as the asymmetrical placement of windows provide a visually and distinctive homogeneous neighborhood. All of the 1950s Ranch House style residences feature the character-defining materials and architectural elements including the common combination of wall materials, American Colonial or Modern Movement stylistic references, picture windows with decorative shutters, and minimal front porches. In addition to these architectural features, they can be easily categorized by their overall plan shape, with Linear, L-Shape, T-Shape, and Complex Plan sub-types.

As such they individually and as a group demonstrate the pattern of features common to a particular class of resources. As a grouping they communicate both the individuality and variation of features that occurs within the Ranch House style. As a grouping built between 1953 and 1959 they provide insight into the evolution of the Ranch House style. All of these factors qualify the district as significant under Criterion C for their distinctive characteristics of a type, period and method of construction.

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<sup>84</sup> Hess, 13.

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**Broadmoor Ranch House Historic District**  
**Johnson County, Kansas**

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**Broadmoor Ranch House Historic District**  
**Johnson County, Kansas**

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Broadmoor Ranch House Historic District  
Name of Property

Johnson County, KS  
County and State

**10. Geographical Data**

Acreage of Property nine acres

**UTM References**

(Place additional boundaries of the property on a continuation sheet.)

1 1/5 3/5/5/6/1/7 4/3/1/8/7/0/0  
Zone Easting Northing

2 1/5 3/5/5/7/8/1 4/3/1/8/6/9/6  
Zone Easting Northing

3 1/5 3/5/5/6/1/7 4/3/1/8/3/8/2  
Zone Easting Northing

4 1/ 3/5/5/7/6/8 4/3/1/8/3/8/2  
Zone Easting Northing

**Verbal Boundary Description**

(Describe the boundaries of the property.)

The boundary of the Broadmoor Ranch House Historic District is shown as the dotted line on the attached 11 x 17 inch sketch map and as described on the Section 10 continuation sheet.

Property Tax No. N/A

**Boundary Justification**

(Explain why the boundaries were selected.)

The boundary includes the parcel of land historically associated with the 1953-1954 platting of the Broadmoor Subdivision that contains Ranch House style residences.

See continuation sheet(s) for Section No. 10

**11. Form Prepared By**

name/title Sally Fullerton Schwenk, Historian  
organization Sally Schwenk Associates, Inc. date June 10, 2010  
street & number 112 W. 9<sup>th</sup> Street, Suite 510 telephone 816-221-2672  
city or town Kansas City state MO zip code 64105

**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**

name/title Retained by SHPO  
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 instructions, 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  
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Section 10 & 11 Page 53

**Broadmoor Ranch House Historic District  
Johnson County, Kansas**

**SECTION 10: GEOGRAPHICAL DATA (CONTINUED)**

**VERBAL BOUNDARY DESCRIPTION**

Beginning at the northwest corner of the property at 7016 W. 68<sup>th</sup> Street, proceed east to the northeast corner of the property at 6900 W 68<sup>th</sup> Street; then proceed south six blocks to the southeast corner of the property at 6901 W. 69<sup>th</sup> Terrace; then proceed west along the rear lot lines of the properties facing W 69<sup>th</sup> Terrace to the southwest corner of the property at 7019 W 69<sup>th</sup> Terrace; then proceed north to the southwest corner of the property at 7010 W 69<sup>th</sup> Terrace; then proceed east along the south lot line of the property at 6907 Metcalf Avenue to the southeast corner of said lot, proceeding north along the east lot line to the northeast corner of the property at 6907 Metcalf Avenue and then proceed west along the northern lot line of the property at 6907 Metcalf Avenue; and proceed north three blocks along the eastern boundary of Metcalf Avenue to the point of beginning at the northwest corner of the property at 7016 W. 68<sup>th</sup> Street.

**SECTION 11 PROPERTY OWNERS**

Retained by SHPO

Property Address	Owner	Owner Address
7017 W 68 <sup>th</sup> Street		
7016 W 68 <sup>th</sup> Street		
7011 W 68 <sup>th</sup> Street		
7008 W 68 <sup>th</sup> Street		
7001 W 68 <sup>th</sup> Street		
7000 W 68 <sup>th</sup> Street		
6918 W 68 <sup>th</sup> Street		
6917 W 68 <sup>th</sup> Street		
6911 W 68 <sup>th</sup> Street		
6910 W 68 <sup>th</sup> Street		
6901 W 68 <sup>th</sup> Street		
6900 W 68 <sup>th</sup> Street		
7018 W 69 <sup>th</sup> Street		

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National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 10 & 11 Page 54

**Broadmoor Ranch House Historic District  
Johnson County, Kansas**

---

Property Address	Owner	Owner Address
7010 W 69 <sup>th</sup> Street		
7000 W 69 <sup>th</sup> Street		
7001 W 69 <sup>th</sup> Street		
6918 W 69 <sup>th</sup> Street		
6917 W 69 <sup>th</sup> Street		
6911 W 69 <sup>th</sup> Street		
6910 W 69 <sup>th</sup> Street		
6901 W 69 <sup>th</sup> Street		
6900 W 69 <sup>th</sup> Street		
7019 W 69 <sup>th</sup> Terrace		
7011 W 69 <sup>th</sup> Terrace		
7010 W 69 <sup>th</sup> Terrace		
7001 W 69 <sup>th</sup> Terrace		
7000 W 69 <sup>th</sup> Terrace		
6918 W 69 <sup>th</sup> Terrace		
6917 W 69 <sup>th</sup> Terrace		
6911 W 69 <sup>th</sup> Terrace		
6910 W 69 <sup>th</sup> Terrace		
6901 W 69 <sup>th</sup> Terrace		
6900 W 69 <sup>th</sup> Terrace		

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Johnson County, Kansas**

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**FIGURE 4: CONTRIBUTING AND NON-CONTRIBUTING PROPERTIES**

**FIGURE 5: POST WORLD WAR II HIGHWAY DEVELOPMENT**

**FIGURE 6: POPULATION DISTRIBUTION NORTHEAST JOHNSON COUNTY, 1958**

**FIGURE 7: SOUTHMOOR SUBDIVISION, 1909**

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**FIGURES 9 AND 10: BROADMOOR SUBDIVISION PLATTINGS 1953-1954**

**FIGURES 11: 1955 ADVERTISEMENT FOR CUSTOM BUILT RANCH HOUSES**

**FIGURE 12: 1955 PARADE OF HOMES PLANS**

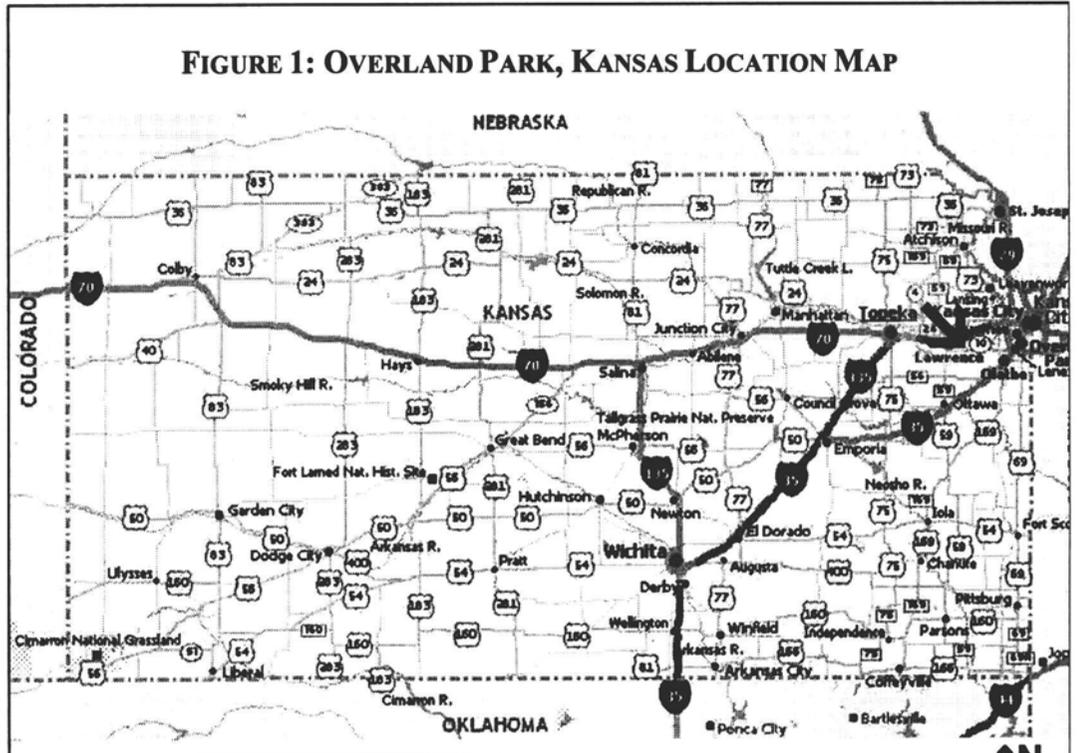
**FIGURE 13: PHOTOGRAPHIC LOCATION MAP**

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National Park Service

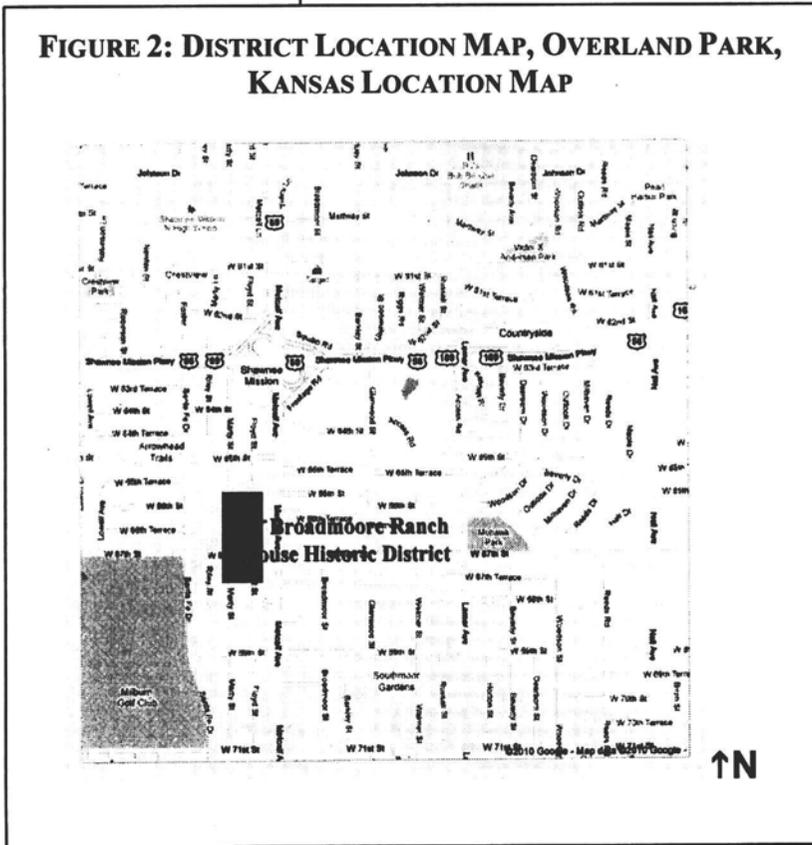
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**Broadmoor Ranch House Historic District  
Johnson County, Kansas**



**FIGURE 1: OVERLAND PARK, KANSAS LOCATION MAP**



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**Broadmoor Ranch House Historic District  
Johnson County, Kansas**

**FIGURE 3 : AERIAL VIEW BROADMOOR RANCH HOUSE HISTORIC DISTRICT**



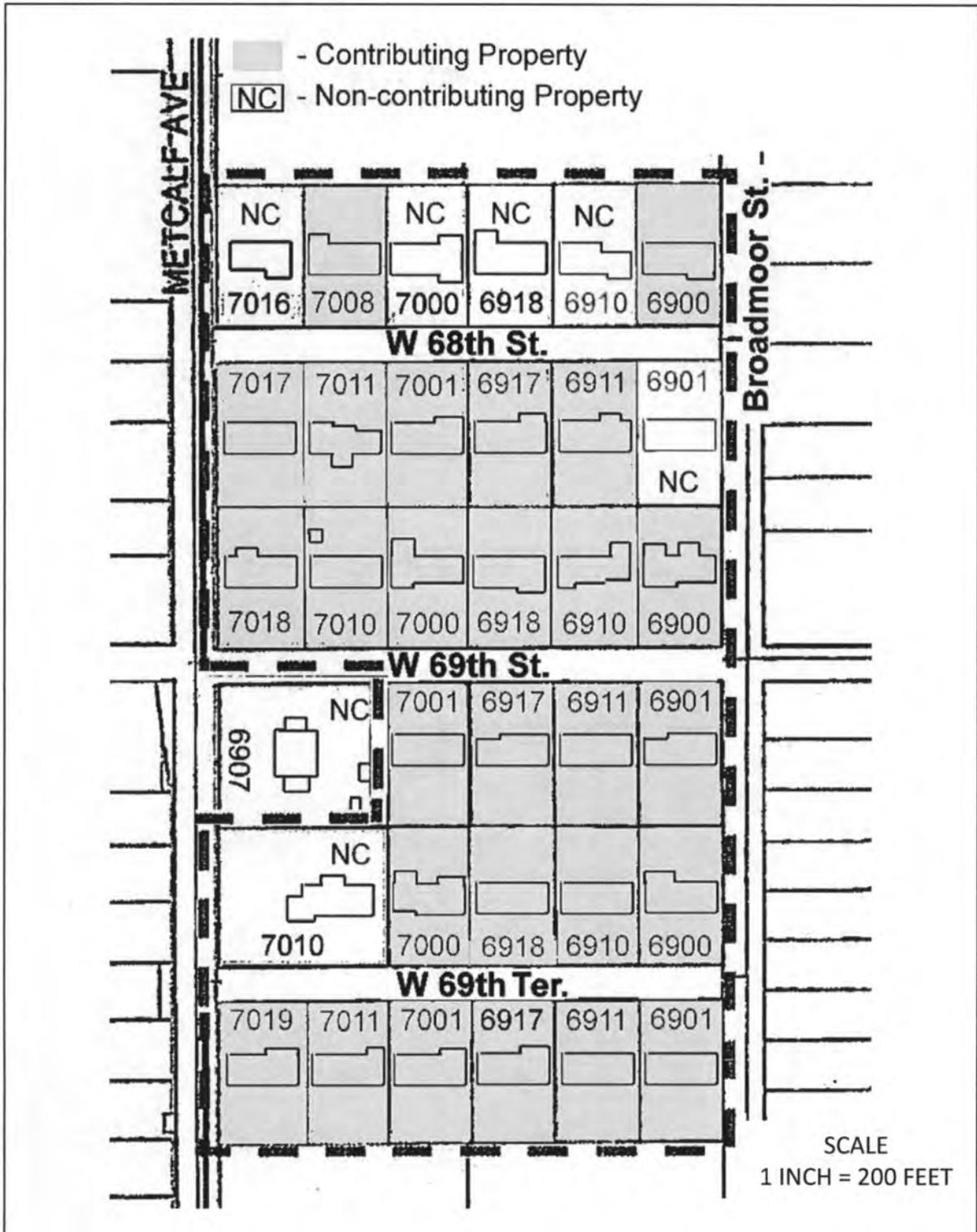
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National Park Service

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**Broadmoor Ranch House Historic District  
Johnson County, Kansas**

**FIGURE 4: CONTRIBUTING AND NON-CONTRIBUTING PROPERTIES**



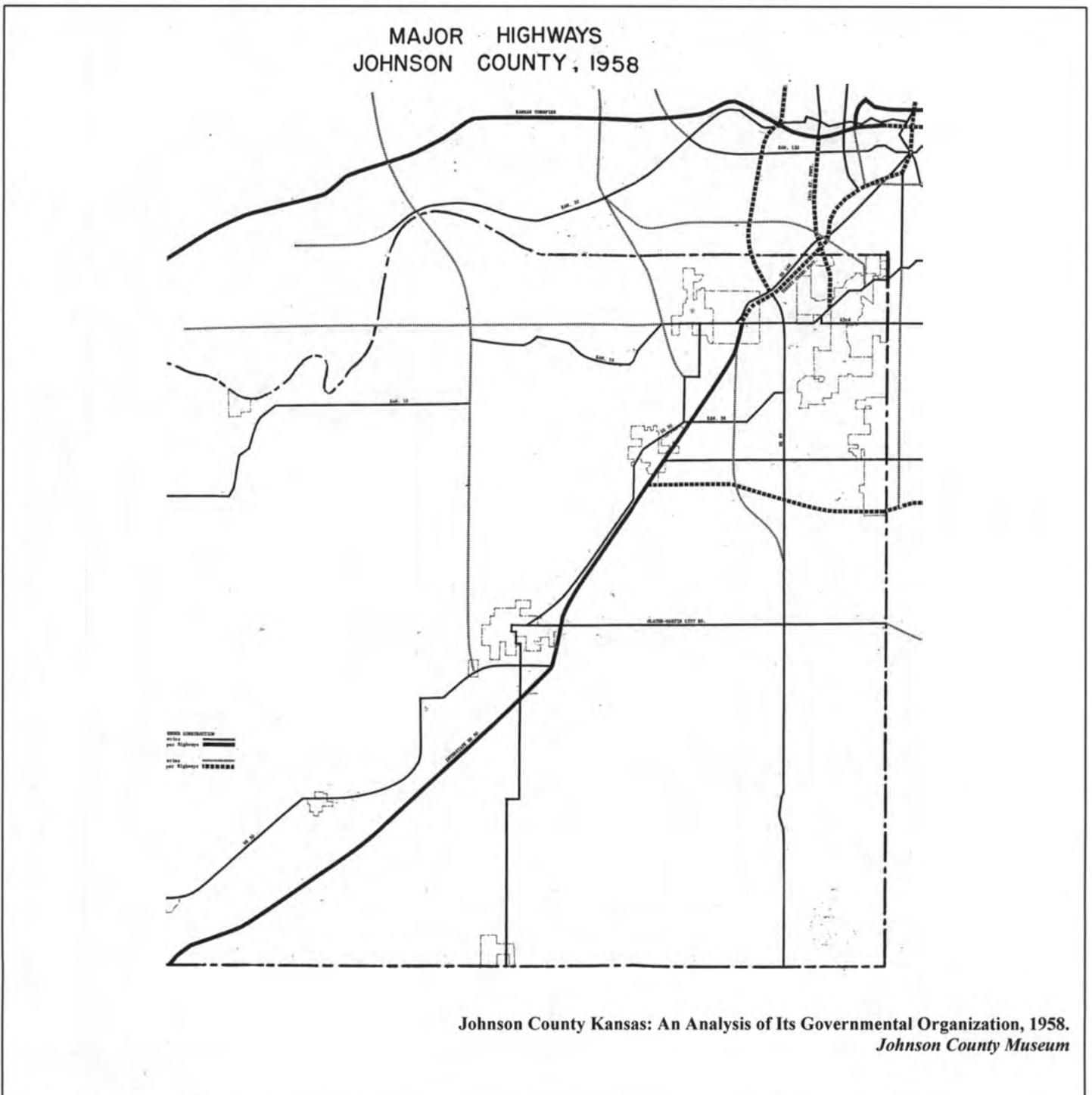
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National Park Service

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Johnson County, Kansas**

**FIGURE 5: POST WORLD WAR II HIGHWAY DEVELOPMENT**



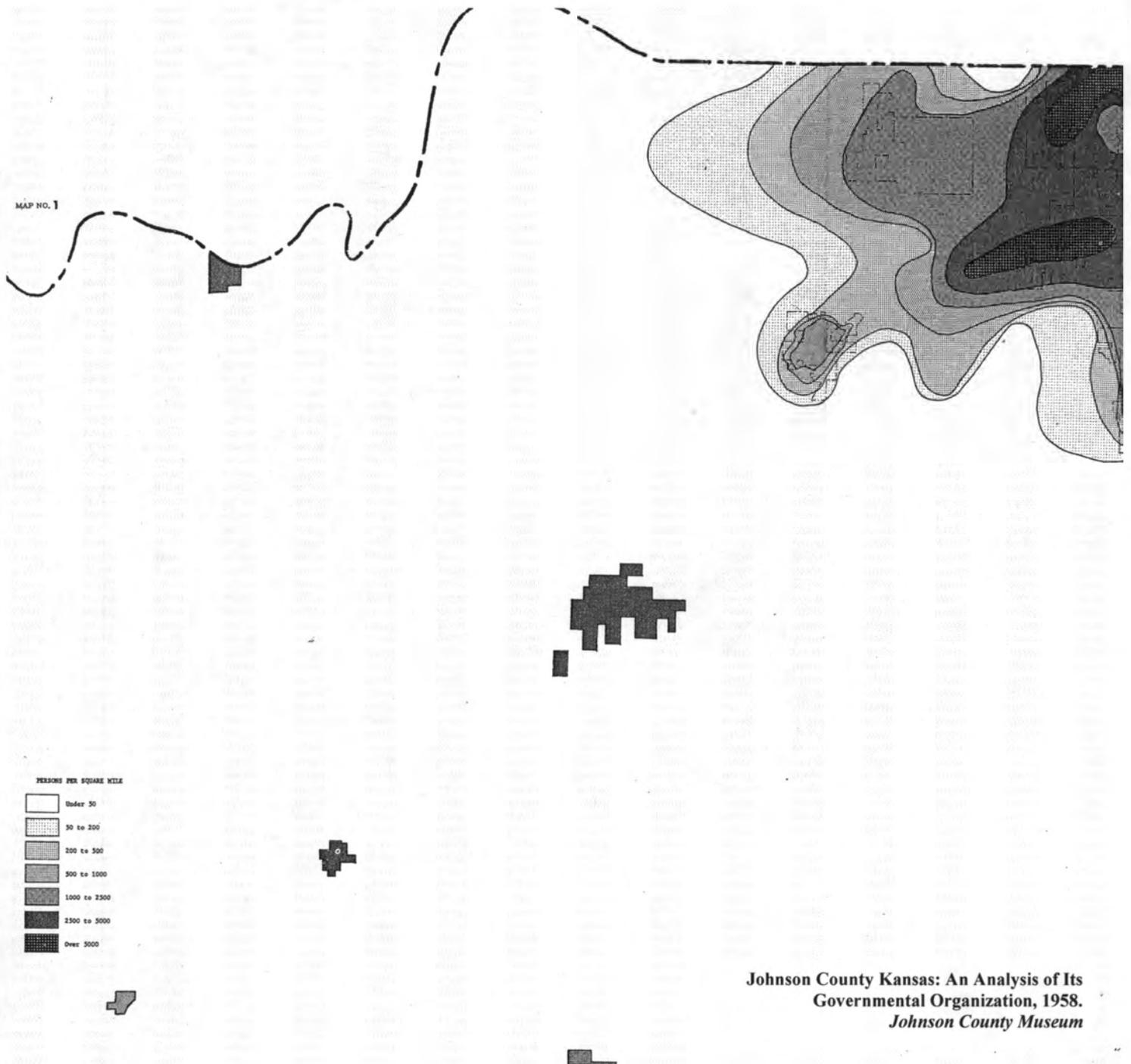
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National Park Service

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**Broadmoor Ranch House Historic District  
Johnson County, Kansas**

**FIGURE 6: POPULATION DISTRIBUTION, NORTHEAST JOHNSON COUNTY, 1958**



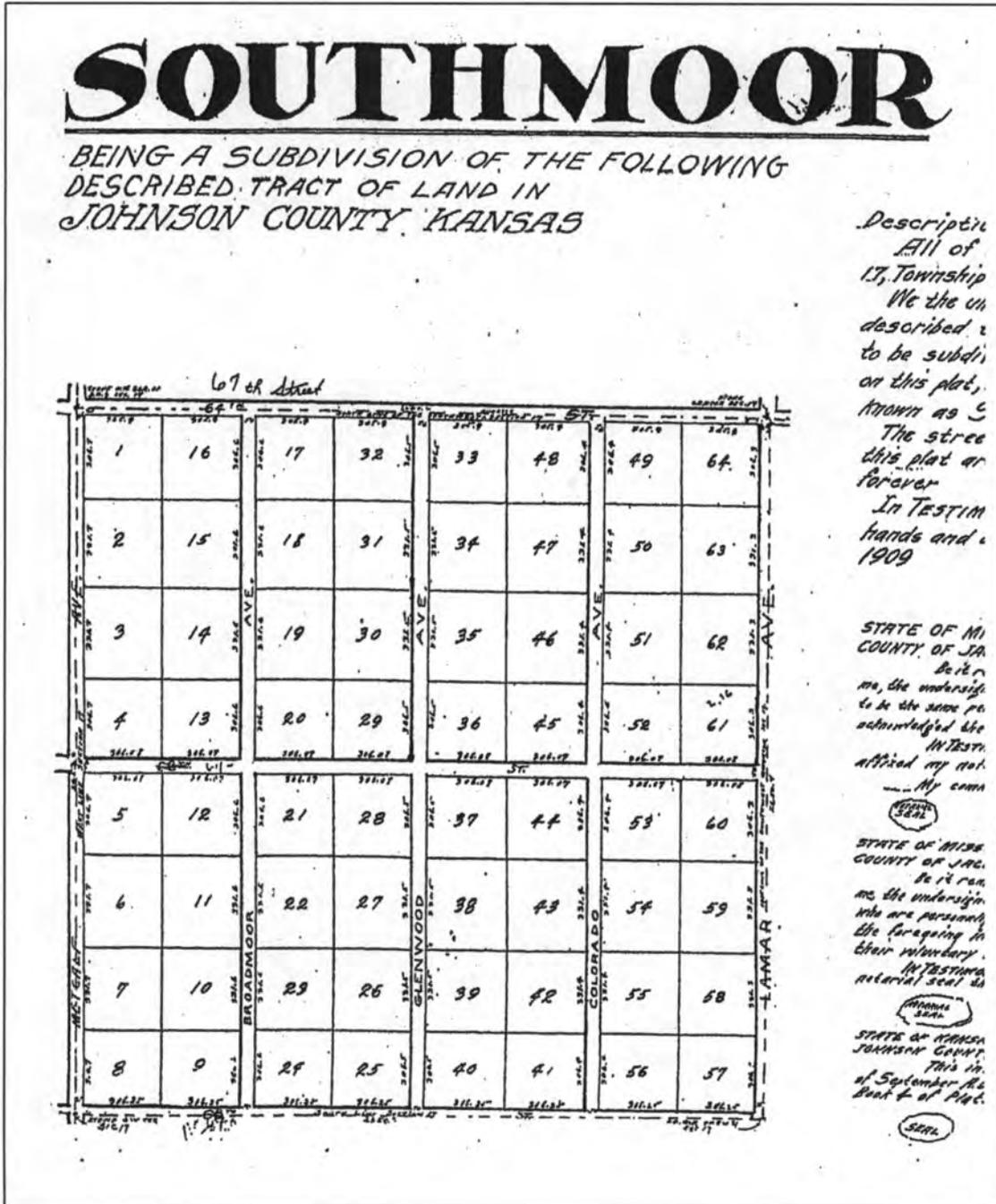
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National Park Service

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Johnson County, Kansas

FIGURE 7: SOUTHMOOR SUBDIVISION, 1909



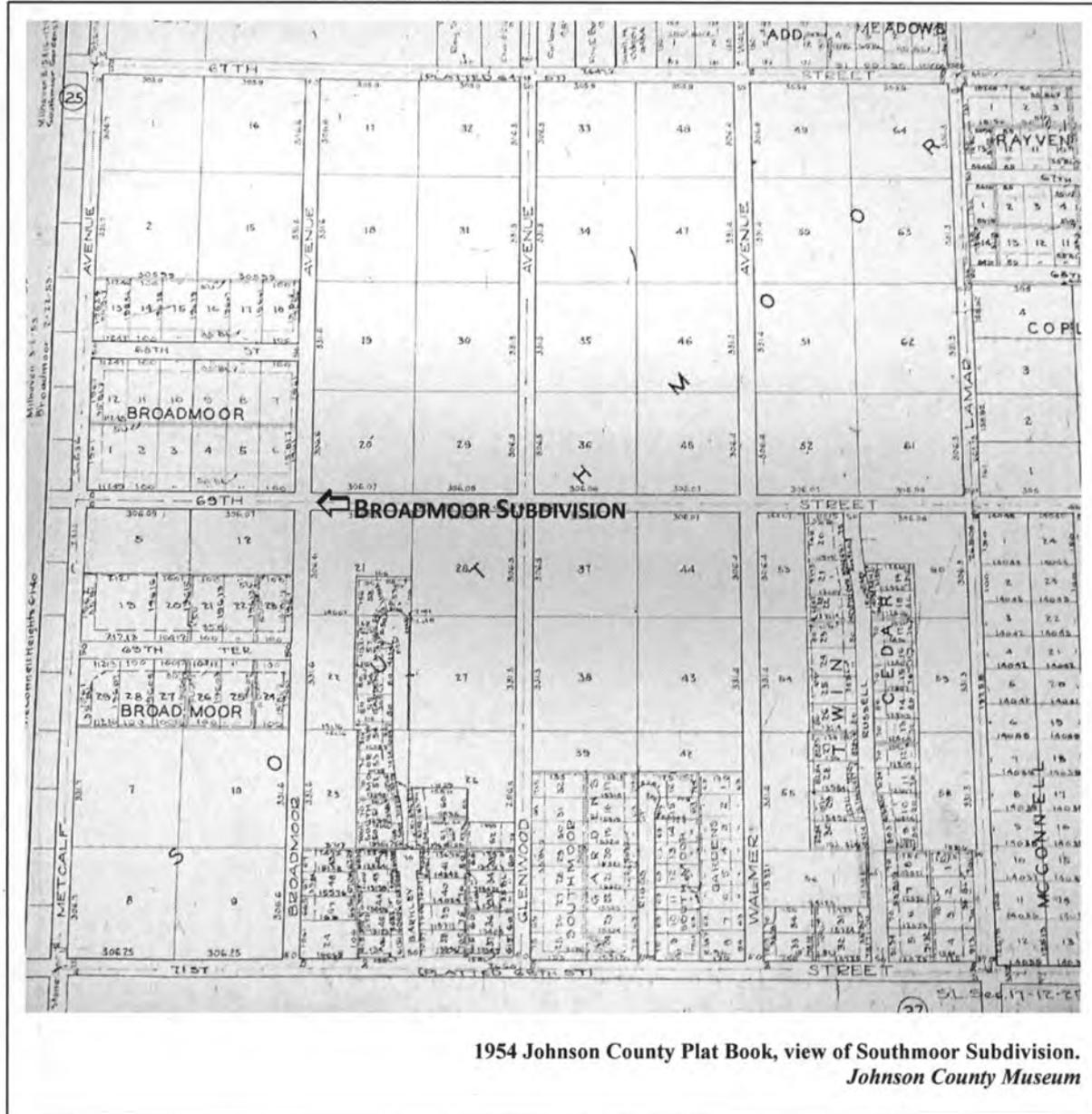
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**FIGURE 8: SOUTHMOOR SUBDIVISION, 1954**



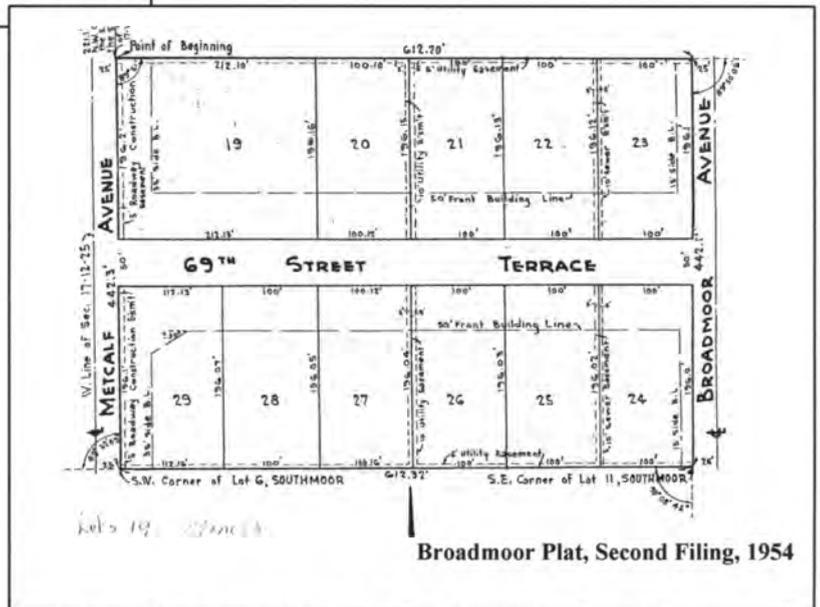
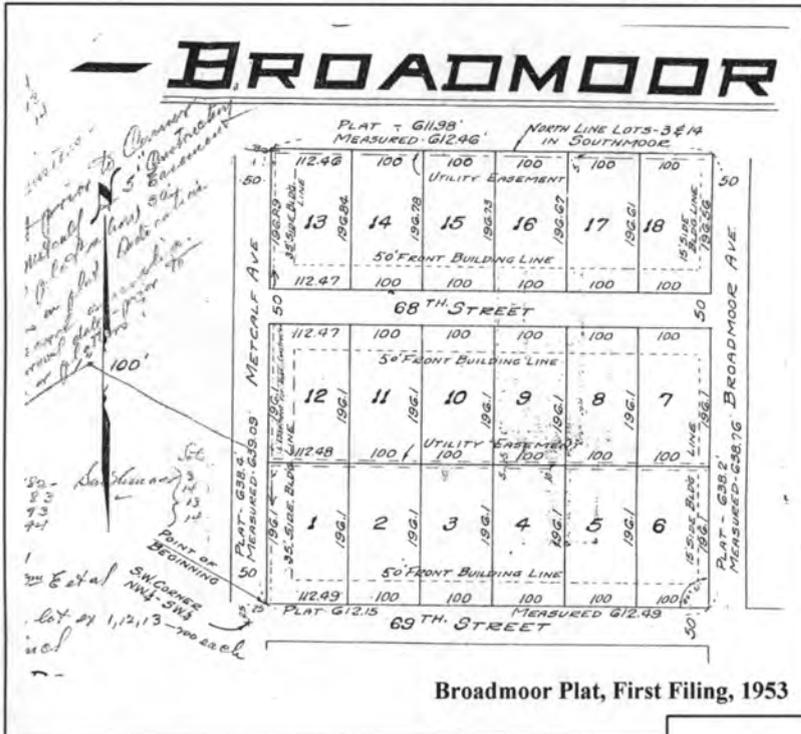
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**Broadmoor Ranch House Historic District  
Johnson County, Kansas**

**FIGURES 9 and 10: BROADMOOR SUBDIVISION, 1953 - 1954<sup>85</sup>**



<sup>85</sup> Note: Figures are not of the same size. With the exception of lots 19 and 29, all lot sizes have the same 100 foot frontage.

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**FIGURE 11: 1955 ADVERTISEMENT FOR CUSTOM BUILT HOMES**



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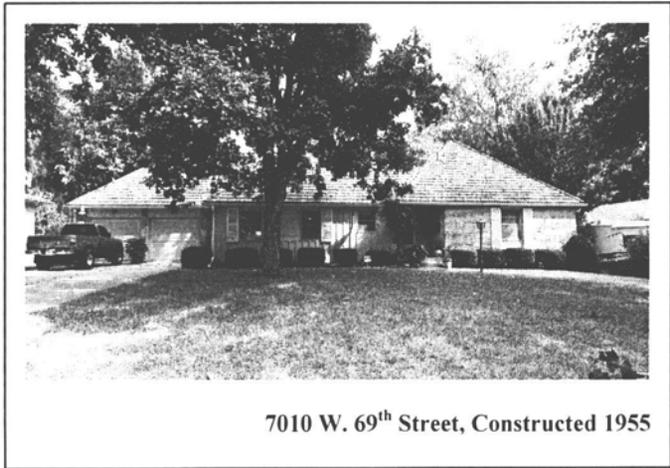
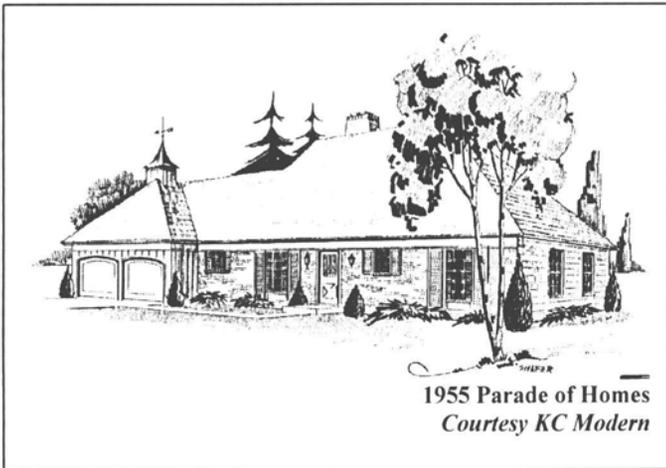
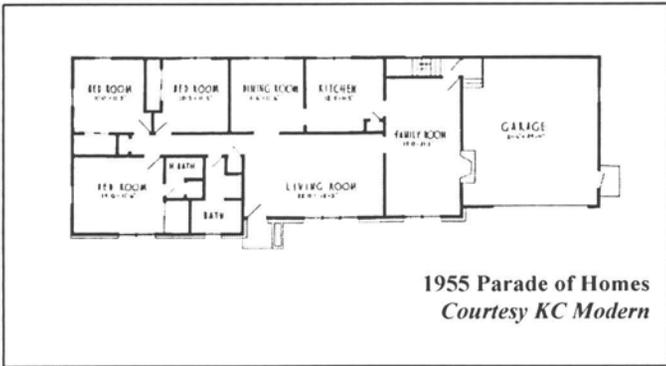
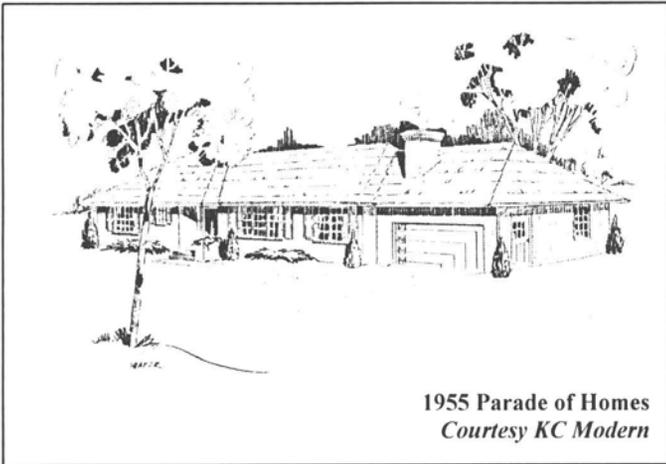
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**Broadmoor Ranch House Historic District  
Johnson County, Kansas**

**FIGURE 12: 1955 PARADE OF HOMES PLANS**

*1955 & 1959 Parade of Homes*

**District Houses**

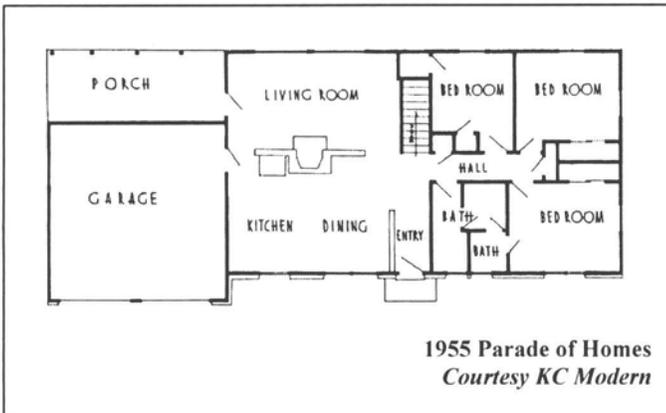
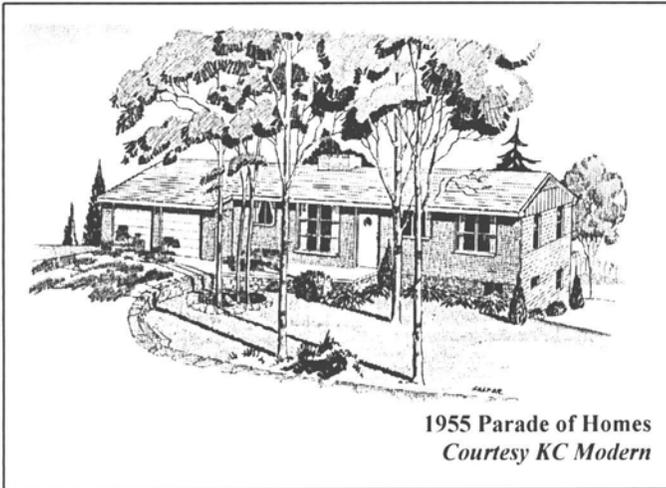


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**Broadmoor Ranch House Historic District  
Johnson County, Kansas**

**PHOTOGRAPHIC DOCUMENTATION**

**Photographer:** Brad Finch  
f-Stop Photography  
Kansas City, Missouri

**Date of Photographs:** April, 2010)

**Location of Digital Photographs on CD-ROM:** Kansas State Historical Society  
Topeka, Kansas

<b>Photograph Number</b>	<b>Description</b>	<b>Camera View</b>
1.	6900 W 68 <sup>th</sup> Street	NW
2.	6900 and 6910 W 68 <sup>th</sup> Street	NW
3.	6918 and 6910 W 68 <sup>th</sup> Street	SW
4.	7000 and 7008 W 68 <sup>th</sup> Street	SE
5.	7016 and 7088 W 68 <sup>th</sup> Street	NE
6.	7016 and 7088 W 68 <sup>th</sup> Street	NE
7.	7011 w 68 <sup>th</sup> Street	SE
8.	7017 W 68 <sup>th</sup> Street	SE
9.	7001 and 6917 W 68 <sup>th</sup> Street	SE
10.	7001 w 68 <sup>th</sup> Street	SW
11.	6911 and 6901 W 68 <sup>th</sup> Street	SW
12.	6911 and 6917 W 68 <sup>th</sup> Street	SW
13.	6910 and 6900 W 69 <sup>th</sup> Street	NW
14.	6910 and 6900 W 69 <sup>th</sup> Street	NW
15.	6918 w 69 <sup>th</sup> Street	NE
16.	7000 W 69 <sup>th</sup> Street	NW
17.	7018 W 69 <sup>th</sup> Street	NE
18.	7010 W 69 <sup>th</sup> Street	NE
19.	7010 W 69 <sup>th</sup> Terrace	NE

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National Park Service

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**Broadmoor Ranch House Historic District  
Johnson County, Kansas**

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20.	7010 W 69 <sup>th</sup> Terrace	NE
21.	7010 and 7000 W 69 <sup>th</sup> Terrace	NW
22.	6918 and 6910 W 69 <sup>th</sup> Terrace	NE
23.	6910 W 69 <sup>th</sup> Terrace	NW
24.	6900 W 69 <sup>th</sup> Terrace	NE
25.	6911 W 69 <sup>th</sup> Terrace	SW
26	6901 W 69 <sup>th</sup> Terrace	SW
27	6917 W 69 <sup>th</sup> Terrace	SE
28	7001 W 69 <sup>th</sup> Terrace	SW
29	7019 W 69 <sup>th</sup> Terrace	SE
30	7011 W 69 <sup>th</sup> Terrace	SE

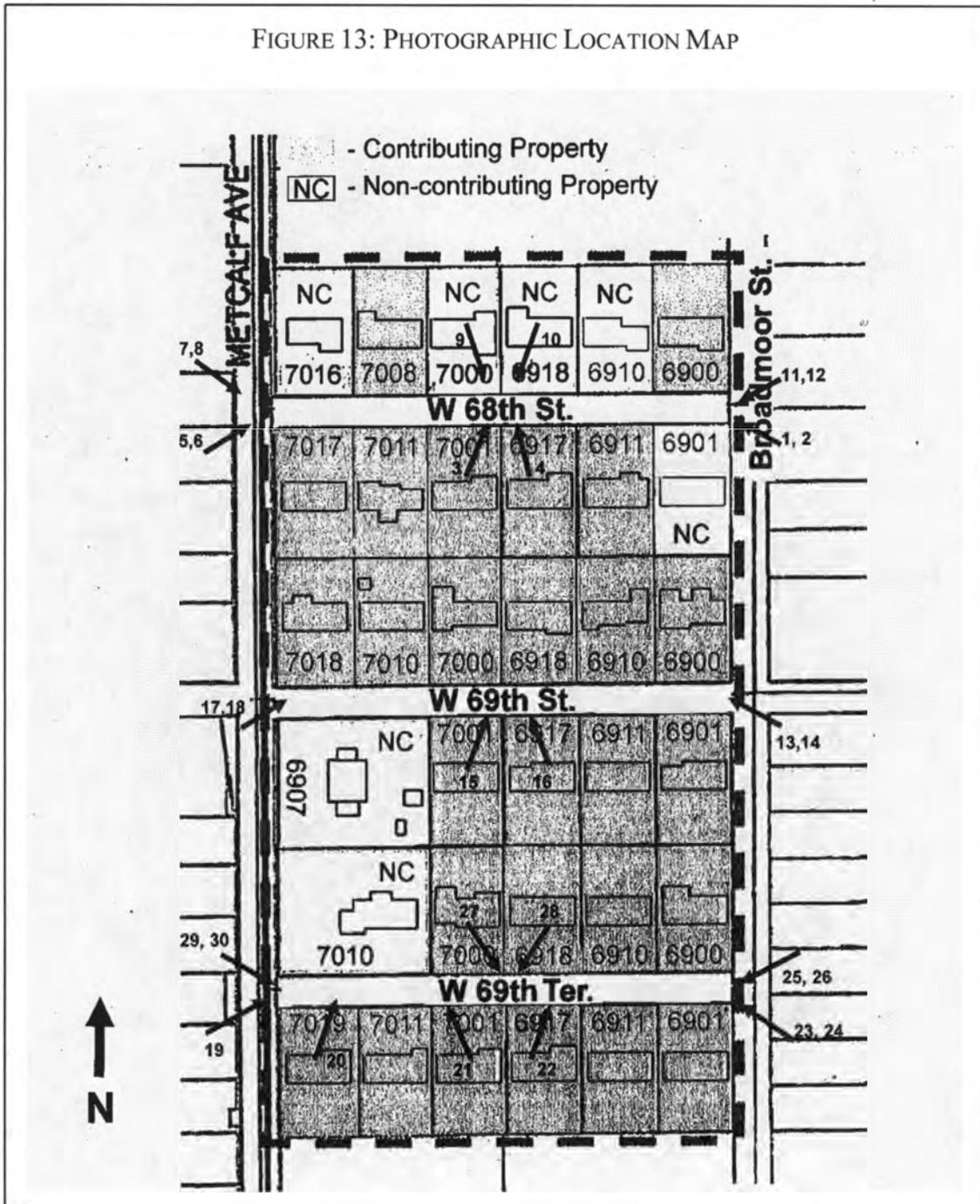
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National Park Service

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**Broadmoor Ranch House Historic District  
Johnson County, Kansas**

FIGURE 13: PHOTOGRAPHIC LOCATION MAP









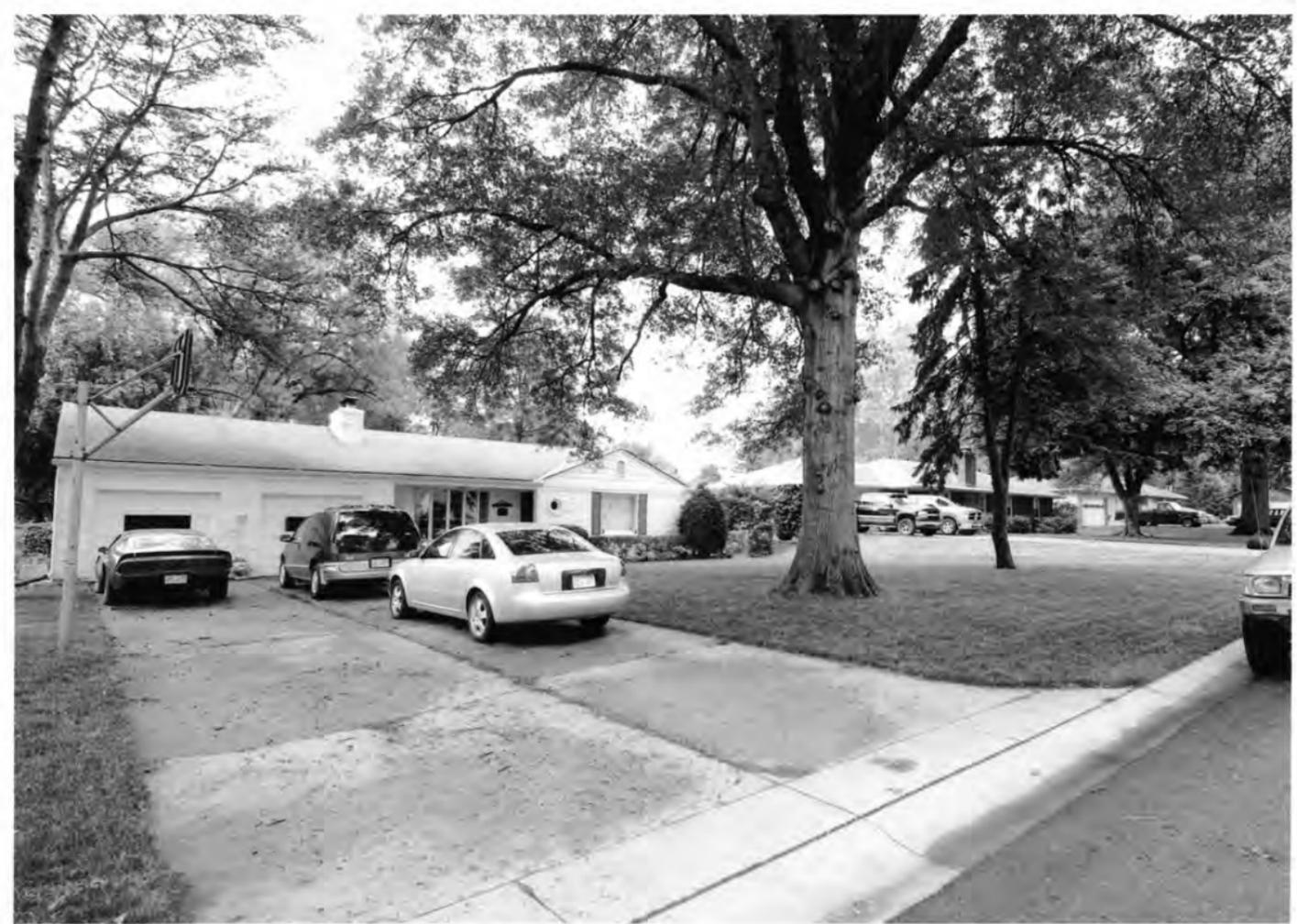






























A black and white photograph of a residential street corner. In the foreground, a paved road curves from the bottom left towards the center. A speed limit sign on a white post reads "SPEED LIMIT 40". To the right of the sign is a large, leafy tree. In the background, a single-story house with a garage is visible. A street sign on a utility pole reads "169 ST". Another utility pole stands to the right of the house. The scene is filled with mature trees and a clear sky.

SPEED  
LIMIT  
40

169 ST















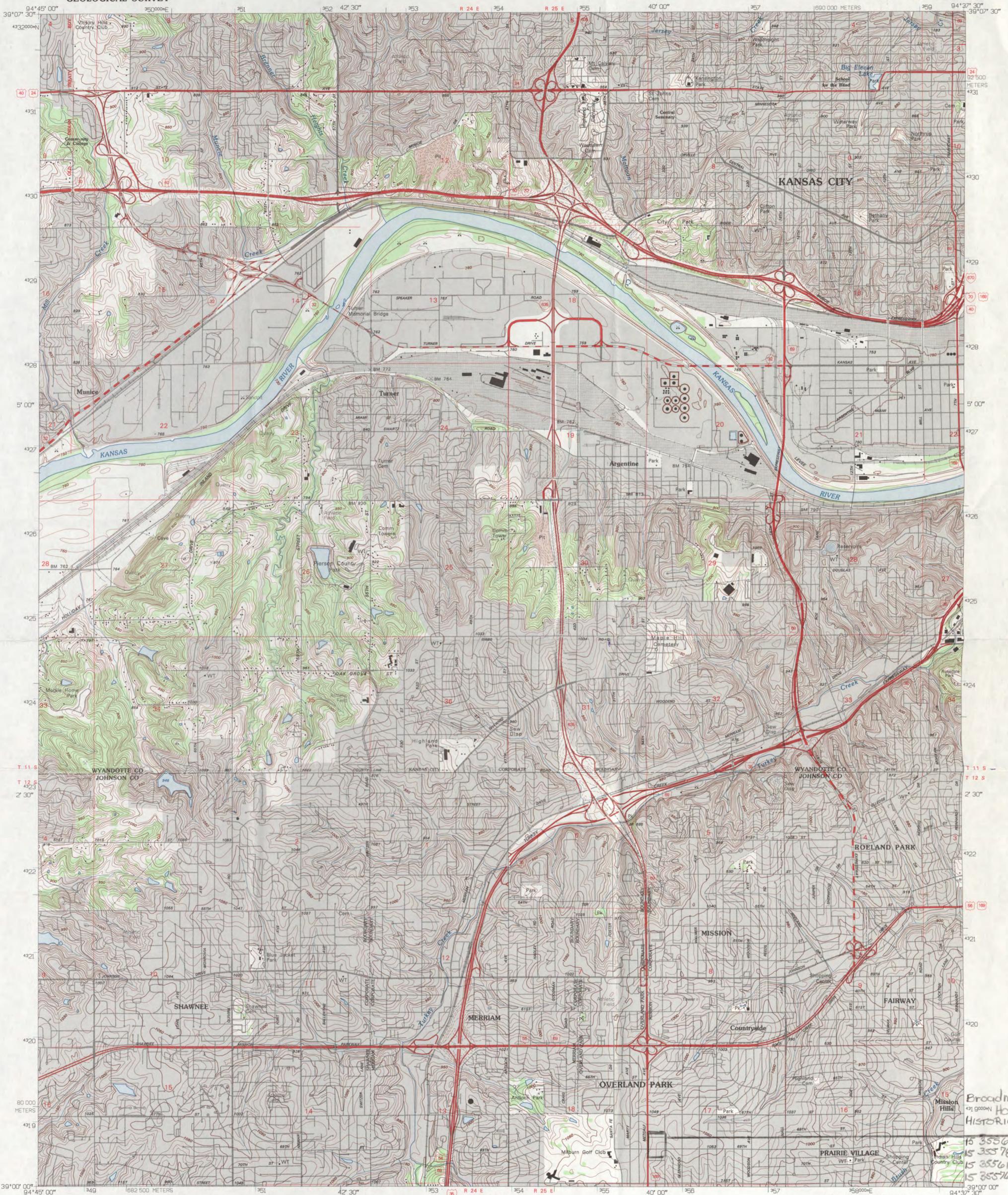




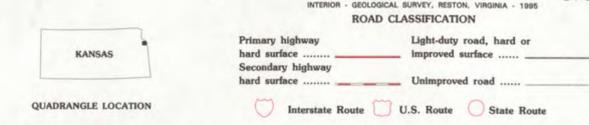
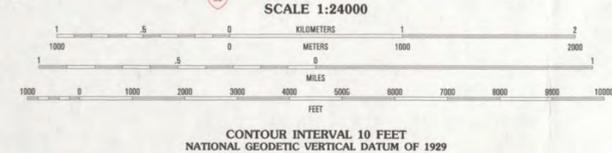
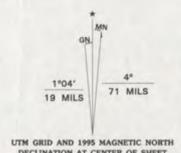








Produced by the United States Geological Survey  
Planimetry by photogrammetric methods from imagery dated 1955  
Topography by planimetric surveys 1933-34. Revised 1964  
Revised from imagery dated 1991. PLSS and survey control  
current as of 1933-34. Map edited 1995. Contours not revised  
Contours that conflict with revised planimetry are dashed.  
North American Datum of 1983 (NAD 83). Projection and  
blue 1000-meter ticks. Universal Transverse Mercator, zone 15.  
2 500-meter ticks; Kansas Coordinate System of 1983 (north zone)  
North American Datum of 1927 (NAD 27) is shown by dashed  
corner ticks. The values of the shift between NAD 83 and NAD 27  
for 7.5-minute intersections are obtainable from National Geodetic  
Survey NADCON software



QUADRANGLE LOCATION

1	2	3	1 Wolcott
4	5	6	2 Parkville
7	8	9	3 North Kansas City
			4 Edwardsville
			5 Kansas City
			6 Olathe
			7 Lenexa
			8 Grandview

Interstate Route U.S. Route State Route

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
AND KANSAS GEOLOGICAL SURVEY, LAWRENCE, KANSAS 66044  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

SHAWNEE, KS  
39094-A6-TF-024  
1991  
DMA 7062 II SW-SERIES V878

Broadmoor Park  
Historic House  
15 355 017/4318700  
15 355 781/4318696  
15 355 617/4318382  
15 355 768/4318382





Kansas Historical Society  
Cultural Resources Division

December 20, 2010

Carol Shull  
National Register of Historic Places  
National Park Service  
1201 Eye Street, N. W.  
8<sup>th</sup> Floor (MS 2280)  
Washington, DC 20005

Dear Ms. Shull:

Please find enclosed the following National Register nominations:

- Broadmoor Ranch House Historic District – Overland Park, Johnson
- Ritchie House – Topeka, Shawnee Co., Kansas (new submission)
- Robertson House – Eureka, Greenwood Co., Kansas (new submission)
- Ball House – Coffeyville, Montgomery, Co., Kansas (new submission)

Also enclosed is an amendment to the South Rhode Island & New Hampshire Lawrence, Douglas County, Kansas.

Please do not hesitate to contact me if you have any questions. I may be reached at [smartin@kshs.org](mailto:smartin@kshs.org).

Sincerely yours,

Sarah J. Martin  
National Register Coordinator