Project Narrative

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Date: 12/10/04 Project No.: 479 - PA - 2004

Coordinator: DON MESERVE Case No.: ____ - ___ - ____

Project Name: VILLAGE GROVE NEIGHBORHOOD HP OVERLAY ZONING

Project Location: 254 RESIDENCES > OAK ON NORTH; N. 69TH ST ON EAST (MAP ATTACHED) E. ALMERIA RD ON SOUTH; N. 66TH STREET ON WEST; Q.S. 13-43 & 13-44

Property Details:

☒ Single-Family Residentail ☐ Multi-Family Residential ☐ Commercial ☐ Industrial

Current Zoning: R1-7 Proposed Zoning: R1-7 HP

Number of Buildings: 254 HOMES Parcel Size: ____

Gross Floor Area/Total Units: ____ Floor Area Ratio/Density: ____

Parking Required: ____ Parking Provided: ____

Setbacks: N - ____ S - ____ E - ____ W - ____

Description of Request:

FOLLOWING TWO OPEN HOUSES, ONE NEIGHBORHOOD MEETING, AND A PUBLIC HEARING, THE CITY'S HISTORIC PRESERVATION COMMISSION INITIATED AN HP OVERLAY ZONING CASE FOR THE VILLAGE GROVE 1-6 NEIGHBORHOOD ON DEC. 9, 2004. THE AREA WAS PLATTED IN SIX PLATS IN 1957 AND ALLIED CONSTRUCTION WAS THE BUILDER. THE NEIGHBORHOOD CONSISTS OF 254 SINGLE FAMILY HOMES NEXT TO TONALEA ELEMENTARY SCHOOL AND THE CROSSCUT CANAL TO THE WEST. THE AVERAGE LOT SIZE IS 8500 S.F. AND THE AVERAGE HOME IS 1851 S.F., LARGER THAN AVERAGE FOR THE 1950s. HOMES ARE BUILT OF BLOCK CONSTRUCTION IN THE SIMPLE RANCH AND CALIFORNIA RANCH STYLE. THE NEIGHBORHOOD HAS GOOD VIEWS OF THE NEARBY PAPAGO BUTTES. THE AREA REPRESENTS HISTORIC SCOTTSDALE NEIGHBORHOOD THEMES: 1947-1960 IN THE POST WORLD WAR II PERIOD. THE BROADER DRAFT POSTWAR HOUSING THEME IS ATTACHED ALONG WITH A DESCRIPTION OF THE NEIGHBORHOOD. A MORE DETAILED INTEGRITY ASSESSMENT AND HISTORIC SIGNIFICANCE REPORT IS BEING RESEARCHED. ADOPTION OF THIS CASE WILL MAKE VILLAGE GROVE ONE OF THE FIRST NEIGHBORHOOD HISTORIC DISTRICTS IN SCOTTSDALE.

Village Grove 1 - 6 Summary – *Draft 10/14/04*

Physical Description

Village Grove 1-6 is a single family residential development located on 72 acres in Scottsdale, Arizona. The "L" shaped development is north of McDowell Road, with sections on both sides of 68th Street. The neighborhood is bounded by the canal at 66th Street to the west, 69th Street to the east, with Oak Street and Almeria Road marking the northern and southern boundaries. Village Grove 1-6 is a large development comprised of six subdivision plats and 255 detached single family homes. The topography in the neighborhood is mostly flat, though sections close to the canal have a slight elevation. The streets west of 68th Street are laid out in a grid pattern. The street pattern is curvilinear east of 68th Street. The streets are paved with rolled curbs and sidewalks and an alley serves each home. The lots are rectilinear, averaging 8,500 square feet. Landscaping patterns are traditional, with turf, shrubs, and trees. Some of the lots still contain citrus trees, which were retained after the former agricultural area was developed for residential use. Other parcels are landscaped with desert materials, including aggregate rock and low water use plants. The homes have a homogenous appearance, which is reinforced by their uniform placement on the lot, repeating plans and hip roof forms, and masonry block construction. Slight variations in their exterior appearance are achieved with different elevations. Various façade treatments including the application of board and batten wood siding, bands of brick, and squeezed mortar joints also provide some variety among homes in the neighborhood.

History

In 1957 Phoenix Title and Trust recorded the six subdivision plats in Village Grove. The first five plats were approved that same year by the Mayor and City Council of Scottsdale. The Maricopa County Board of Supervisors approved the last recorded plat. Allied Construction Company planned, designed, and constructed the neighborhood. The company was a large-scale developer of tract housing in the metropolitan area, with a number of other developments to their credit. Village Grove 1-6 was their first phase in a series of Village Grove developments that eventually included 20 plats in three different neighborhoods within Scottsdale. Allied also simultaneously constructed Hidden Grove, a more upscale neighborhood in the Arcadia area of the City.

The company advertised Village Grove in the local newspapers and *The Arizonian* and the development was mentioned in a *House and Home* article for builders about various selling techniques. Allied Construction Company engaged in the most concerted and prolific advertising campaigns of any the developers building in Scottsdale during the 1950s, running an ad every week in the Sunday edition of the *Arizona Republic* as well as regular ads in the *Scottsdale Progress.* Manufacturers of the various materials and products used in the homes were featured in some of their ads, which was a common technique used by developers to get help paying for the cost of advertising. To further assist in marketing, Allied also constructed a model home for each newly opened phase of their development. These models were professionally decorated, which was a selling technique deliberately used to make people comfortable and put them in a buying mood. The homes were specifically marketed to families, with bedrooms that were decorated for children and teenagers.

Allied touted the "outstanding features" of their Village Grove homes, which were somewhat larger than the average postwar home in Scottsdale. The homes included almost 1,800 square feet of living space with a large family room, three bedrooms and 1¾ baths. Most homes had an attached double carport, which gave them almost 2,500 square feet under the roof, making them appear even larger. Many homes also had a band of brick applied across the lower part of the front façade, which was another deliberate effort to emphasize their horizontal lines and make them appear larger. Interior features such as natural finished wood doors and cabinets, a tiled breakfast bar and powder bar, and choice of ceramic and asphalt tiles were also advertised. In addition, Allied offered a choice of elevations and the option of a citrus or "clear cut" lot. As part of their marketing efforts, all homes came with completely landscaped yards to give the appearance of a finished neighborhood when new residents moved in. All lots included cement driveways. Subdivision features including paved roads with curbs, gutters and sidewalks were also marketed to potential buyers. The scenic location of

Village Grove with its "spectacular mountain and desert views" of the Superstitions, Four Peaks, McDowell Mountains, and Salt River Basin was another amenity advertised by Allied Construction.

The development enjoyed remarkable success. The first plat sold out in one weekend and the rest of the development was completely built out within two years. The company initially offered their homes for $12,750 plus closing costs but within six months of opening, high demand prompted Allied to increase their sales price to $13,250. Allied increased the size of their homes from 1,732 to almost 1,800 square feet in 1958 with their third phase to accommodate a larger kitchen and family room area, and raised home prices to $13,500.

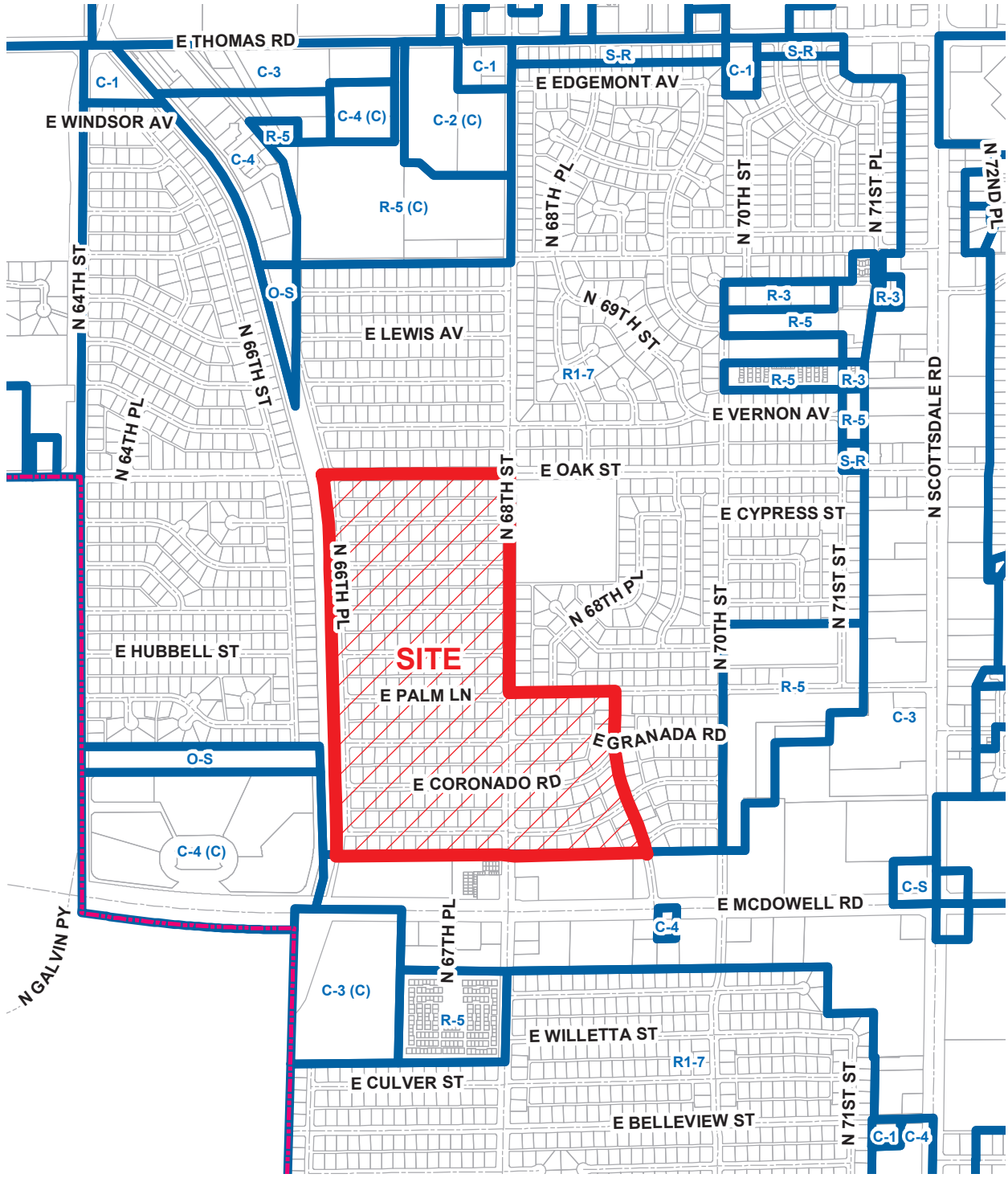
Significance

Village Grove 1-6 is an excellent example of typical post World War II single family subdivision practices in Scottsdale, Arizona. The neighborhood is one of the best expressions of the planning and marketing philosophies guiding successful, typical tract developments in the late 1950s. It is also significant for its design characteristics, including its mass produced materials and its Simple and California Ranch architectural styles. 92 percent of the homes in the large development still contribute to this historic character, which is the highest level of integrity among the large-scale tract developments associated with Scottsdale's 1950s developments.

The Village Grove neighborhood conveys many characteristics associated with typical, large-scale tract developments in the postwar period. It contains multiple plats and more than 250 homes, which are homogenous in appearance, reflecting the short two year build out period as well as the mass production techniques employed by the developer. Though larger than the average postwar house in Scottsdale, the Village Grove homes have a basic exterior appearance that is common in tract housing developments and helps to illustrate the range of characteristics associated with typical developments in Scottsdale during this period. The physical characteristics of the subdivision design, including the grid and curvilinear street patterns, alleys, uniformly sized rectilinear lots, paved streets, and cement curbs, gutters, sidewalks, and driveways are also representative of common postwar building practices in the late 1950s. These subdivision features as well as the fully landscaped lots and dramatic views of Papago Park illustrate the sophisticated nature of the marketing campaign adopted by Allied Construction Company to sell their homes and their effort to create an instant neighborhood.

The architectural styles of the homes in Village Grove 1-6 are also representative of the designs that characterized the City's 1950s neighborhoods. The Simple and California Ranch Styles that repeat throughout the neighborhood were the two most common architectural styles in Scottsdale during the postwar era. The designs in Village Grove 1-6 also include rear family rooms opening onto the backyard, front porches and rear patios, which convey the emphasis on informal, indoor-outdoor living that characterized the modern postwar home. In addition, the use of manufactured Superlite blocks, brick, precut board and batten wood siding, steel casement windows, prehung door units, and preconstructed roof trusses illustrates the impact of mass production techniques on the housing designs in the development. The single and double car carports under the main roof also reflect the influence of the automobile on housing design in the neighborhood.

Designate neighborhoods historic districts and to place them on the Scottsdale Historic Register



25-ZN-2004 / 10-HP-2004

ATTACHMENT #4