NPS Form 10-900 OMB No. 1024-0018

883

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any 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.

RECEIVED 2280
OCT 30 2015
Nat. Register of Historic Places
National Park Service

1. Name of Property

Historic name: Date Palm Manor Historic District
Other names/site number: N/A
Name of related multiple property listing: N/A
(Enter "N/A" if property is not part of a multiple property listing

2. Location

Street & number: 5-137 W Palmcroft Drive, 32-121 W Palmdale Drive, 2019-2025 S Dateland Drive, 2015-2030 S Dromedary Dr, and 2024-2106 S Mill Avenue
City or town: Tempe State: AZ County: Maricopa
Not For Publication: ☐ Vicinity: ☐

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X 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 X meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___**national** ___**statewide** X **local**

Applicable National Register Criteria:

X **A** ___**B** X **C** ___**D**

James W. Garrison. AZSHPO 26 OCTOBER 2015

Signature of certifying official/Title: **Date**

AZ STATE PARKS/SHPO

State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official: **Date**

Title : **State or Federal agency/bureau or Tribal Government**

4. National Park Service Certification

I hereby certify that this property is:

✓ entered in the National Register

___ determined eligible for the National Register

___ determined not eligible for the National Register

___ removed from the National Register

___ other (explain:) _____

for Edson W. Beall 12·15·15

Signature of the Keeper Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private: [x]

Public – Local [ ]

Public – State [ ]

Public – Federal [ ]

Category of Property

(Check only **one** box.)

Building(s) [ ]

District [x]

Site [ ]

Structure [ ]

Object [ ]

Number of Resources within Property
(Do not include previously listed resources in the count)

Contributing	Noncontributing	
33	4	buildings
		sites
		structures
		objects
33	4	Total

Number of contributing resources previously listed in the National Register _____

6. Function or Use
Historic Functions
(Enter categories from instructions.)
Domestic—single dwellings

Current Functions
(Enter categories from instructions.)
Domestic—single dwellings

7. Description

Architectural Classification
(Enter categories from instructions.)
Modern Movement—Ranch Style

Materials: (enter categories from instructions.)
Principal exterior materials of the property: brick, concrete block

Summary Paragraph

The Date Palm Manor Historic District is a residential subdivision located one mile south of downtown Tempe. The 11.9-acre neighborhood is laid out along four streets—Dateland, Palmcroft, Dromedary, and Palmdale Drives—in a curvilinear rectangle. The Date Palm Manor Historic District has 37 properties, including 36 single-family houses and one small multi-family apartment block. Thirty-six of the properties were built 1954–1962, and one house was built on the last remaining lot in 1975. The neighborhood has a unique characteristic setting created by rows of date palm trees spread across the front and back yards of nearly all of the lots, preserving the feeling of the commercial date grove that originally occupied the site and inspired the name of the subdivision. The properties of the Date Palm Manor Historic District reflect the high style of large custom-built Ranch style houses with a variety of decorative treatments and unique designs that set it apart from the typical tract home developments of the period. All houses are on large lots with grass lawns and mature trees. The Date Palm Manor Historic District and its resources are in very good condition and have a high level of architectural integrity. The streetscape reflects the character and appearance of the neighborhood as it was in 1962.

Narrative Description

The Date Palm Manor Historic District is the best example of an exclusive custom home development in Tempe in the 1950s. It has 36 single-family houses and one small multi-family apartment block. Thirty-five houses were built 1954–1962. An isolated house in the southeast corner of the subdivision facing outward toward Mill Avenue was built in 1975. The apartment block, built in 1960, also faces onto Mill Avenue. The neighborhood has a high level of integrity in both architecture and landscaped environment; it conveys a strong sense of the period in which it was established and has a distinctive character that sets it apart from surrounding areas.

The development of the subdivision reflects the neighborhood design that was laid out in the 1954 Date Palm Manor Amended plat. Only two streets provide access into the neighborhood. The four interior streets frame a small rectangular block in the middle of the subdivision, but the streets have broad rounded corners which creates a curvilinear effect. Typical lots are 8,000–

10,000 sq ft. Two large houses were built on 2-lot parcels. Houses are quite large for the period, with an average size of 1,900 sq ft, which is 32% larger than the average size of homes built in Tempe in the late 1950s. They are about 60–120 ft wide. Spacing between houses varies from 5–20 ft. Houses are uniformly set in a line, but due to the curving street edges, setbacks range from 35–50 ft from the street. Carports or garages are often on the side of the house, while some were built at the rear of lot and are accessed from the alley. Because houses were large as built, most are relatively unchanged since the time of their construction. Some houses have large room additions, which were generally placed on the backs of the houses. The streets of Date Palm Manor Historic District were paved when the first houses were built in 1954. Continuous rolled curbs and sidewalks were also installed at that time. Driveways are concrete slab, and most houses have a concrete walk leading to the front entry. Alleys run across the rear of all lots. Most properties have block fences of about 5–6 ft in height around the back yard.

Date Palm Manor is one of the earliest Tempe subdivisions that was never served by a residential irrigation system; however, nearly all properties maintain the popular landscape style of Tempe in the 1950s with continuous uniform expanses of grass lawns and mature trees. Tree and shrub varieties that are present include mulberry, African sumac, orange, boxwood, juniper, mesquite, palo verde, and olive. However, the most striking elements of the neighborhood setting are the date palm trees (*Phoenix dactylifera*) that extend in continuous rows through the front and back yards of nearly all properties in the neighborhood. They are remnants of the Valsunda Date Gardens, a 15-acre commercial date grove that was established south of Tempe in 1923. The trees were thinned considerably to allow room for houses, streets and yards, but with only a few gaps in the rows at the edges of the neighborhood, they convey a continuous and uniform rhythm of mature palm trees looking down any street or at any individual house. This unique vista sets Date Palm Manor Historic District apart from all other subdivisions of the period. The City of Tempe, in cooperation with the Native Seed Search/Arizona Regis-TREE, Register of Big Trees, Arizona Forestry Council, and the Arboretum at Arizona State University recognize Date Palm Manor as an Arizona Historic Tree District.

The most recent addition to the Date Palm Manor Historic District is a series of public art elements by John Randall Nelson. *Chasing Zoe* (1998), *I am* (2001), and *I am Annex* (2012), whimsical figures in metal and ceramic tile, decorate the entries and the exterior walls of the neighborhood. These features are visible to the busy traffic on Mill Avenue and Broadway Road and do not detract from the historic feeling and setting of the neighborhood.

The neighborhood plan laid out in the Date Palm Manor Amended plat included large outward-facing lots intended as buffers for the neighborhood. This nomination for the Date Palm Manor Historic District includes all of the Date Palm Manor subdivision except the north 90 feet, thereby excluding lots 1–8, where multi-family units were built facing Broadway Road, 1956-1960. A 2-acre commercial parcel on the southwest corner of Mill Avenue and Broadway Road was excluded from the 1954 subdivision plat. The 37 lots in Date Palm Manor Historic District include 35 parcels zoned R1–6 (Single-Family Residential) and two properties, a single-family house and a four-unit apartment block (Inventory Nos. 18 and 19), zoned R3 (Multi-Family Residential).

Architectural Style

The homes in the Date Palm Manor Historic District provide outstanding examples of all of the types of designs, building materials, and ornamentation associated with the Ranch style in the 1950s. However, unlike the typical tract home neighborhoods with a few standardized models, each custom-built house in Date Palm Manor has its own unique design and fine detailing, creating an eclectic showcase of mid-century residential architecture. The houses are large, with an average size of 1,900 sq ft, and originally sold for twice as much as other homes in Tempe. In addition to Ranch houses, there is one Contemporary house and one Split-Level house. All houses have the basic characteristics of the Ranch house—an elongated façade, concrete slab foundation, steel casement windows, and asphalt shingle roofs—but there is great diversity in materials and treatments. The primary building material is 4-inch concrete masonry units (29 properties), with seven of brick and one wood frame house. Exterior walls are often of more than one material; many concrete block houses have brick, wood, metal and stone elements. Wood paneling and gable ends usually exhibit very high level of craftsmanship not generally seen in typical homes of the period. Plan and roof type also vary greatly. Some houses have the common elongated rectilinear or L-shaped plan with side gable or intersecting gable roof. As some houses are quite large, there are often additional wings extending to the rear, creating an H-shaped or irregular plan with a more complex multiple-hip roof. Most houses are longer than the typical Ranch house and roofs tend to be extremely low pitched, emphasizing the low horizontal lines of the style. Some houses with slightly irregular plans have multiple planes on the façade. Porches are generally either a broad extended eave over the entry or deeply recessed under the main roof.

Summary of Character-Defining Features

Character-defining features of the Date Palm Manor Historic District include:

- Large houses on relatively large lots
- Architectural style is predominantly Ranch, with examples of Contemporary and Split-Level styles.
- Great diversity in plan, roof type, building materials, and ornamentation
- High quality of craftsmanship in construction
- Grass lawns and mature trees and shrubs
- Uniform rows of date palm trees running across almost all lots

Assessment of the eligibility of individual properties as contributors to the district was based on the Secretary of the Interior's Standards for Rehabilitation and the Arizona State Historic Preservation Office Revised Policy Statement for Recommendations of Eligibility of Buildings to the Arizona Register of Historic Places (Garrison 2011), which addresses specific treatments of features that are typically found in post-World War II neighborhoods. Those guidelines that are most appropriate for the Date Palm Manor Historic District include:

- The covering of exterior block walls with stucco or other material is permissible if the historic massing and openings of the house are intact and visible
- Building additions should be located at the rear or on an inconspicuous side of the historic building
- Carport infill additions are allowed if constructed of materials that are distinctive but compatible with the original building and do not destroy the original bay expression of the carport

However, in cases where there are more than two alterations that may be allowable (enclosed carport, window replacement, sheathing of exterior walls, loss of historic landscaping/ vegetation) the property is considered a non-contributor due to the incremental loss of integrity.

Of the 37 properties located in the Date Palm Manor Historic District, 33 properties (89%) are identified as contributors to the district, while 4 properties (11%) are identified as non-contributing. However, two of the non-contributing properties face outward toward Mill Avenue and are not accessible or visible from within the neighborhood, leaving only two non-contributing properties that are a part of the neighborhood streetscape.

INVENTORY LIST OF CONTRIBUTING PROPERTIES

Site #	Name	Address	Style	Date
1	Gerhard Lavold House	100 W Palmdale Dr	Ranch	1955
2	Cyr-Evans House	110 W Palmdale Dr	Ranch	1955
3	Burton-Owens House	116 W Palmdale Dr	Ranch	1955
4	Agnew-Cyr House	120 W Palmdale Dr	Ranch	1953
5	Coonrod-Weller House	2018 S Dromedary Dr	Ranch	1955
6	Marion M. Weary House	2030 S Dromedary Dr	Ranch	1962
7	Paul Hubbard House	137 W Palmcroft Dr	Ranch	1956
8	Catherine G. Nichols House	133 W Palmcroft Dr	Ranch	1955
9	Hayden C. & Catherine Hayden House	121 W Palmcroft Dr	Ranch	1956
10	Bell-Morrell House	115 W Palmcroft Dr	Contemporary	1958
11	Dr. Hubert A. Achen House	109 W Palmcroft Dr	Ranch	1956
12	Charles Getz House	103 W Palmcroft Dr	Ranch	1956
13	Kenneth S Clark House	25 W Palmcroft Dr	Ranch	1955
14	Lavin-Munk House	19 W Palmcroft Dr	Ranch	1955
15	Cecil Miller Jr. House	15 W Palmcroft Dr	Ranch	1956
17	Troy P. Stanphill House	5 W Palmcroft Dr	Ranch	1956
20	Ward-Turner House	14 W Palmcroft Dr	Ranch	1955
21	Glen L Randall House	18 W Palmcroft Dr	Ranch	1962

INVENTORY LIST OF CONTRIBUTING PROPERTIES (Continued)

Site #	Name	Address	Style	Date
22	Dennisten-Kearney House	26 W Palmcroft Dr	Ranch	1957
23	Charles L. Hull House	2025 S Dateland Dr	Ranch	1955
24	Alfred Thomas Jr. House	2019 S Dateland Dr	Ranch	1953
25	Norman H. Hoff House	32 W Palmdale Dr	Split-Level	1958
26	Hoff-Evans House	36 W Palmdale Dr	Ranch	1955
27	Drobniewski-Gyorog House	44 W Palmdale Dr	Ranch	1956
28	L. A. Nelson House	103 W Palmdale Dr	Ranch	1956
29	James B. Willis House	111 W Palmdale Dr	Ranch	1956
30	Allnut-Smyth House	115 W Palmdale Dr	Ranch	1955
31	Norbert F. Gallagher House	121 W Palmdale Dr	Ranch	1954
32	Carl & Bernadine Quast House	2015 S Dromedary Dr	Ranch	1957
33	Presley L. Agnew House	126 W Palmcroft Dr	Ranch	1959
34	Harry A. Hazard House	120 W Palmcroft Dr	Ranch	1955
36	Ross & Marie Rice House	108 W Palmcroft Dr	Ranch	1956
37	Dannenfeldt_Boles House	102 W Palmcroft Dr	Ranch	1954

INVENTORY LIST OF NONCONTRIBUTING PROPERTIES

Site #	Name	Address	Style	Date
16	David Williams House	2106 S Mill Ave	Ranch	1975
	Not eligible due to age			
18	Somerholder-Brubaker House	10 W Palmcroft Dr	Ranch	1953
	Loss of integrity due to multiple additions and alterations			
19	Elmer Bradley Apartments	2024 S Mill Ave	Ranch	1960
	Not eligible due to lack of significance under the historic context (apartment bldg)			
35	Wilbur-Jenkins House	116 W Palmcroft Dr	Ranch	1958
	Loss of integrity due to multiple additions and alterations			

8. Statement of Significance

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

- [x] 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.
- [x] 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.)

- [ ] 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 old or achieving significance within the past 50 years

Areas of Significance
(Enter categories from instructions.)
Community Planning and Development
Architecture

Period of Significance
1954-1962

Significant Dates
1954

Significant Person
(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder
Presley L. Agnew

Statement of Significance Summary Paragraph

The Date Palm Manor Historic District is a well preserved mid-20th century neighborhood that is significant at the local level under National Register Criterion A for its association with the historic context of Community Planning and Development in Tempe, 1954–1962, and under Criterion C for its association with the historic context of Custom-Built Ranch Style Architecture in Tempe, 1954-1962. The Date Palm Manor Historic District, built 1954–1962, is a unique neighborhood that is representative of new approaches to homebuilding that emerged at this time. Unlike the typical tract-style residential subdivisions of the period that were built quickly and efficiently with standardized designs, Date Palm Manor is a neighborhood of spacious custom-built homes that exhibit the highest artistic expression of mid-century Ranch style architecture. The builder's focus on craftsmanship and innovative design recognized that there was a growing market for moderately expensive custom homes. The high standards of homebuilding introduced in Date Palm Manor became more common in the 1960s as the housing market in Tempe grew larger and more competitive. Date Palm Manor is also notable for its unique landscape theme which pays respect to the agricultural heritage of the land by preserving remnants of the commercial date palm grove that once occupied the site.

Narrative Statement of Significance

The decade of the 1950s represents a dramatic transition in the development of the city of Tempe. At the end of World War II Tempe was a small town with a strong agriculture-based economy, but as millions of returning servicemen with young families started looking for a place to settle and start a new life, many looked to central Arizona, with its warm sunny climate and plenty of undeveloped land. The postwar boom brought the sudden influx of new residents and businesses that quickly changed the character of Tempe. Between 1950 and 1960, the city's population rose from 7,686 to 24,897, a 224 percent increase. Construction of new subdivisions soon pushed municipal boundaries outward. The small teachers' college that had been a part of the community since 1886 became a four-year liberal arts college in 1945 and quickly grew to become Arizona State University in 1958. By 1960 Tempe had been completely transformed into a modern new city with a diverse economic base.

In 2000 the City of Tempe Development Services Department secured a Historic Preservation Fund grant through the Arizona State Historic Preservation Office and commissioned the context study *Post-World War II Subdivisions, Tempe, Arizona: 1945-1960* (Solliday 2001). In anticipation of a large number of mid-century neighborhoods reaching the age of 50 years, this comparative survey examined the historic and architectural significance and integrity of all residential subdivisions developed during the period. Date Palm Manor was recommended as a subdivision that will become eligible as a historic district in the next ten years. In the Tempe General Plan 2030, adopted in 2004, the subdivision was identified as a Cultural Resource Area, and in 2009 it was listed on the Tempe Historic Property Register.

HISTORIC CONTEXTS

Community Planning and Development in Tempe, 1954–1962

Judson A. Harmon received a cash entry patent for the northwest quarter of Section 27, T.1 N.,R. 4 E., in 1891. It was productive farmland for field crops, receiving irrigation water from the Western Extension Canal, one of the branches of the Tempe Canal. In 1923 a man named Nichols turned a 15-acre parcel of this land into the Valsunda Date Gardens, one of the first commercial date groves in central Arizona. The U.S. Department of Agriculture began importing date palms from North Africa and the Middle East in the 1890s to develop a new commercial crop in the arid Southwest. The Tempe Date Farm, a USDA Agriculture Experiment Station, was established two miles south of Tempe in 1900 and started breeding stock of the drought-tolerant *Phoenix dactylifera* variety to distribute to local farmers. By 1934 there was about 400 acres planted in date palms in the Salt River Valley, mostly in small date gardens of just a few acres. The Valsunda Date Gardens was operated by a man named Nichols, and then by Cole and Refsnes. Demand and price for the sugary fruit went up in the 1940s, making even small gardens very profitable for a while, but in the early 1950s prices quickly declined. However, by this time agricultural land near Tempe was rapidly growing in value as an unprecedented postwar boom brought construction of dozens of new residential subdivisions, constantly pushing the boundaries of the city outward. Many local farmers sold their land for much more than the value of the crops they could grow on it. It was at this time that Presley L. Agnew, a young and ambitious homebuilder, acquired the date farm property.

Presley L. Agnew, originally from Indiana, served in the U.S. Army from 1944–1947. After he was discharged from service he moved to Phoenix and began building individual homes in several new subdivisions, including McDowell Manors, Greenhaw Place, and Westwood Manor. Agnew and a partner, Marvin Siervogal, incorporated the Agnew Construction Company in August 1953. Soon after, Agnew announced his plans to build Date Palm Manor, an exclusive new subdivision of large custom-built houses on the date grove south of Tempe. In January 1954 the Tempe City Council began discussions on annexing an area south of the city, and with Ordinance Number 226, on February 11, 1954, formally annexed a large area north and south of Broadway Road that included the new Tempe High School and the proposed Date Palm Manor tract. Agnew took out his first three building permits in April and began building large elegant 3- and 4-bedroom homes that sold for $10,000–14,000, more than twice the price of new homes in other Tempe subdivisions. Most of the homes were built by Agnew; some individuals bought a lot and hired their own contractor to built a house but deed restrictions specified minimum construction requirements, including a size of no less than 1,200 square feet. Many of the houses in Date Palm Manor were originally cooled by evaporative cooler, but some were built with central air conditioning, which was not common at that time. A grand opening for the new subdivision was set for July 1954, and all sales were handled by Joe Williams and Ray Ashley of the Tempe Realty Company. The medium-sized subdivision of 38 lots for single-family homes was substantially built out by 1959.

After World War II, the green, well-manicured lawn became a universal feature of suburban homes across the country. The appearance of the front yard in particular became a subtle status symbol of the homeowner's leisure time and work ethic. However, in central Arizona it was difficult to maintain a lush landscape around the home in such an arid desert environment with only 7 inches of rain per year. New subdivisions built in Tempe in the late 1940s and early 1950s relied on a subsurface flood irrigation system to create a lush, green landscape of non-native trees and grass lawns; however, these irrigation systems were expensive to maintain and the city's commitment to expanding residential irrigation was waning. Date Palm Manor was the first subdivision in Tempe that was planned to not rely on flood irrigation. Nonetheless, all of the properties in Date Palm Manor still maintained grass lawns and mature trees, but watered by sprinkler and hose. At least one property, the Munk House at 19 W Palmcroft Dr, did receive irrigation water from another source. However, the landscape of the neighborhood is visually dominated by the towering remnants of the Valsunda Date Gardens. Most rows of palm trees had been removed to accommodate the houses and streets, but the evenly spaced square grid is clearly evident. Curving streets were designed to offset the straight lines of the trees. At a time when homebuilding was becoming very competitive, Agnew had found a distinctive selling point by preserving an authentic agrarian setting that gave the neighborhood a quiet, secluded feel.

Agnew also provided a finished neighborhood, complete with asphalt-paved streets, continuous sidewalks with rolled curbs, and utilities. This was a new approach to subdivision development in Tempe. Up to this time residential subdivisions were left with graded dirt roads when the last house was built and homeowners generally had to form an improvement district to pave streets. It was often several years after the houses were built and occupied before the neighborhood infrastructure was completed. Subdivisions that were developed after Date Palm Manor adhered to this new practice of providing streets and other features when the neighborhood was being built.

New homeowners that moved into Date Palm Manor were predominantly downtown business owners and university professors. Though it was a small neighborhood, many of its residents were part of the new postwar leadership of Tempe as it began to expand beyond its agriculture base, including Mayor Ross R. Rice and several City Council members of the 1950s and early 1960s. One of the largest houses (121 W Palmcroft Dr) was the home of Hayden C Hayden, owner of Tempe's oldest and largest business, the Hayden Flour Mill, and grandson of the city's founder, Charles Hayden. The subdivision was also home to homebuilders and developers E. J. Cyr, Marion Weary, and Kenneth S Clark; Agnew built his own residence on the corner of Palmcroft and Dromedary (126 W Palmcroft Dr).

Date Palm Manor Historic District provides the best example of an exclusive custom home subdivision in Tempe in the mid-1950s. Prior to 1954, large custom homes were usually built in University Park (University Park Historic District), an 80-acre subdivision that was started in 1945 but was almost built out at the time that Date Palm Manor was established. Date Palm Manor was also the first residential subdivision built south of Broadway Road, leading a trend of developing new tracts to the south, which would be the primary direction of Tempe's municipal growth through the 1960s.

Custom-Built Ranch Style Architecture in Tempe, 1954-1962

The Ranch style was introduced in California in the 1930s and quickly became a popular regional style. After the war, its innovative design and construction fit well with emerging social, economic, and technological trends. Eventually it became the dominant architectural style in the United States where, particularly in the West, it would represent the most ubiquitous house-form for the next 30 years. In contrast to previous Period Revival styles, early Ranch architecture was deeply rooted in the American West. The Ranch style drew its inspiration from the 19th century adobe ranch houses of California, as well as the Craftsman style and early Frank Lloyd Wright Prairie houses. The simple and sparsely adorned houses reflected the romantic imagery of the past and the new social trends of informality and casual home life embodied in post-war suburbia. The Ranch house typically featured a low-pitched roof with deep eaves and a few traditional elements such as clapboard, false shutters, and a small entry porch. It also reflected the growing importance of the automobile, which brought sprawling subdivisions with larger lots, allowing the broadest side of the house to be the primary façade. The low horizontal profile of the home facing the street shows many visible planes and angles, creating a bigger, more spacious look for a small house. The new orientation of the house also placed more emphasis on the back yard, and large windows, glass doors, and patios often faced a landscaped private refuge at the rear of the lot. The substantial break from the more exotic designs and materials of the earlier Period Revival styles reflects the new postwar optimism for the future and modernism's tenets of simple, clear, unpretentious design.

Perhaps the greatest advantage that the Ranch style had in the early postwar period was its simplicity of design and construction, which allowed fast and efficient mass production of homes to meet the growing demand for affordable housing. Construction on a cost-efficient concrete slab surmounted by traditional wood frame, brick, or concrete block bearing walls was typical. The introduction of steel casement windows and other standardized building components cut construction time and costs considerably. The typical house built in the late 1940s or early 1950s was generally small with a simple design and a stark exterior with little or no ornamentation; collectively, all of the houses in a subdivision reflected the same standardized design with only slight variations. The early postwar Ranch style was greatly constrained by the restrictive guidelines of the Federal Housing Administration and the urgent need to efficiently build millions of new homes.

By the mid 1950s, building restrictions were eased and the typical Ranch house incorporated more decorative elements, such as brick wainscot, scroll-cut fascia, board-and-batten siding, eyebrow dormers, wrought iron porch posts, and weeping mortar. At this time, concrete block, particularly 4-inch concrete masonry units known as "pumice block," a lightweight locally manufactured product made from native volcanic materials, became the building material of choice for the majority of Arizona builders. It was cheap, costing an average of $500 less per house than wood, and was locally manufactured. Superlite Builders Supply Company was established in Phoenix in 1945, and within 15 years grew to be the largest block manufacturer in the United States. Its pumice block was lighter in weight with a higher fire rating, a higher R value, and was more effective for sound absorption (NRC rating). Ultimately, concrete block

would become the least expensive and most readily available building material in the Phoenix metropolitan area, largely as a result of the phenomenal postwar success of the locally operated Superlite Company.

However, Date Palm Manor was unlike any other residential development in Tempe at the time. The houses were not built fast and efficiently, but with skilled craftsmanship and attention to detail that represent the highest artistic expression of the Ranch style. As there was clearly a growing market for expensive houses, there were no restraints on size and design. The Agnew Construction Company used a variety of building materials and decorative elements. As every house had a unique design, the neighborhood as a whole exhibits every plan and profile associated with the Ranch house. There are two houses not designed in the Ranch style, but rather, representative of the Contemporary and Split-Level styles. Agnew did use the nearly universal concrete block as his primary building material, but exterior walls were usually not plain block surfaces. Other contrasting materials—brick, wood, stucco, pierced block, metal and stone—were often overlaid or imbedded in the masonry for unique effect. Date Palm Manor was strikingly different in the mid-1950s, but it was a precursor to a new style of building that would become more common in the 1960s. The Housing Act of 1954 recognized the changes in the market, and lowered the amount of down payment required for houses costing up to $25,000. This made it possible to finance larger houses. By 1960 there was much greater diversity in residential architecture. Houses generally became larger and more richly decorated, and builders started offering a greater variety of different models with more optional features.

Contributing resources in the Date Palm Manor Historic District exhibit a very high level of architectural integrity. The neighborhood clearly conveys its historic appearance and sense of place and merits recognition for its outstanding examples of Ranch style architecture.

INTEGRITY

The Date Palm Manor Historic District retains excellent architectural integrity, allowing it to convey its historic significance and character. The suburban plan and street features, residential architecture, and landscaping still appear essentially as they did during the 1950s. Most houses appear relatively unchanged since the time of their construction. The fact that houses were fairly large as built and already possessed a high level of artistic style meant that few owners felt a need to add new rooms or redesign the exterior appearance. Many houses have sustained alterations and additions during either the historic or modern periods to adapt them to contemporary lifestyles. Room additions are common, but are almost always to the rear of house and generally cannot be seen from the street. Only four properties are considered non-contributors: one was built in 1975, far outside of the period of significance; one is a four-unit apartment block which, while possessing fine architectural design, lies outside of the areas of significance for the historic district; and two houses (10 and 116 W Palmcroft Dr) have additions and enclosures on the façade that alter the appearance to the degree that they have lost their architectural integrity. The Date Palm Manor Historic District has a cohesive appearance and character that clearly conveys a sense of its original design and development as a mid-century neighborhood, and sets it apart as distinct from all other neighborhoods in Tempe. Under Criterion A it has integrity of location, setting, feeling, and association, and under Criterion C it has integrity of setting, design, feeling, materials.

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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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 # _____
____ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

__x_ State Historic Preservation Office
____ Other State agency
____ Federal agency
__x_ Local government
____ University
____ Other
Name of repository: ____Tempe History Museum_____

Historic Resources Survey Number (if assigned): ____N/A_____

10. Geographical Data

Acreage of Property ____11.9 acres____

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)
Datum if other than WGS84:_____
(enter coordinates to 6 decimal places)

1. Latitude: Longitude:

2. Latitude: Longitude:

3. Latitude: Longitude:

4. Latitude: Longitude:

Or

UTM References
Datum (indicated on USGS map):

[ ] NAD 1927 or [X] NAD 1983

1. Zone: 12	Easting: 412295	Northing: 3696800
2. Zone: 12	Easting: 412518	Northing: 3696807
3. Zone: 12	Easting: 412518	Northing: 3696746
4. Zone: 12	Easting: 412597	Northing: 3696746
5. Zone: 12	Easting: 412597	Northing: 3696637
6. Zone: 12	Easting: 412295	Northing: 3696637

Verbal Boundary Description (Describe the boundaries of the property.)

The Date Palm Manor Historic District includes all of the subdivision laid out in the Date Palm Manor Amended plat with the exception of the north 90 feet, thereby excluding lots 1–8.

Boundary Justification (Explain why the boundaries were selected.)

The 37 lots in Date Palm Manor Historic District include 35 parcels zoned R1–6 (Single-Family Residential) with houses that were built 1954–1962, and two properties, a single-family house and a four-unit apartment block (Inventory Nos. 18 and 19), zoned R3 (Multi-Family Residential). The north 90 feet of the subdivision (lots 1–8) are excluded from the boundaries of the district because they have multi-family apartment blocks that were built facing Broadway Road, 1956-1960, and are not physically or stylistically associated with the neighborhood of single-family houses.

11. Form Prepared By

name/title: Scott Solliday
organization: Date Palm Manor Neighborhood Association
street & number: 1405 E Hudson Dr
city or town: Tempe state: AZ zip code: 85281
e-mail: swsolliday@cox.net
telephone: 480-244-3452
date: 5/15/2015

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Name of Property: Date Palm Manor Historic District

City or Vicinity: Tempe

County: Maricopa

State: Arizona

Photographer: Scott Solliday

Date Photographed: 4/17/2014

Photograph Number: AZ_MaricopaCounty_DatePalmManor_0001

Description of Photograph: Palmcroft Drive streetscape from Dromedary Drive, view looking E.

1 of 11

Photographs

Name of Property: Date Palm Manor Historic District

City or Vicinity: Tempe

County: Maricopa

State: Arizona

Photographer: Scott Solliday

Date Photographed: 4/17/2014

Photograph Number: AZ_MaricopaCounty_DatePalmManor_0002

Description of Photograph: Palmdale Drive streetscape from Dromedary Drive, view looking E.

2 of 11

Photographs

Name of Property: Date Palm Manor Historic District

City or Vicinity: Tempe

County: Maricopa

State: Arizona

Photographer: Scott Solliday

Date Photographed: 4/17/2014

Photograph Number: AZ_MaricopaCounty_DatePalmManor_0003

Description of Photograph: 133 W Palmcroft Drive, view looking S.

3 of 11

Photographs

Name of Property: Date Palm Manor Historic District

City or Vicinity: Tempe

County: Maricopa

State: Arizona

Photographer: Scott Solliday

Date Photographed: 4/17/2014

Photograph Number: AZ_MaricopaCounty_DatePalmManor_0004

Description of Photograph: 121 W Palmcroft Drive, view looking SW.

4 of 11

Photographs

Name of Property: Date Palm Manor Historic District

City or Vicinity: Tempe

County: Maricopa

State: Arizona

Photographer: Scott Solliday

Date Photographed: 4/17/2014

Photograph Number: AZ_MaricopaCounty_DatePalmManor_0005

Description of Photograph: 25 W Palmcroft Drive, view looking SE.

5 of 11

Photographs

Name of Property: Date Palm Manor Historic District

City or Vicinity: Tempe

County: Maricopa

State: Arizona

Photographer: Scott Solliday

Date Photographed: 4/17/2014

Photograph Number: AZ_MaricopaCounty_DatePalmManor_0006

Description of Photograph: 15 W Palmcroft Drive, view looking S.

6 of 11

Photographs

Name of Property: Date Palm Manor Historic District

City or Vicinity: Tempe

County: Maricopa

State: Arizona

Photographer: Scott Solliday

Date Photographed: 4/17/2014

Photograph Number: AZ_MaricopaCounty_DatePalmManor_0007

Description of Photograph: 32 W Palmdale Drive, view looking NE.

7 of 11

Photographs

Name of Property: Date Palm Manor Historic District

City or Vicinity: Tempe

County: Maricopa

State: Arizona

Photographer: Scott Solliday

Date Photographed: 4/17/2014

Photograph Number: AZ_MaricopaCounty_DatePalmManor_0008

Description of Photograph: 44 W Palmdale Drive, view looking N.

8 of 11

Photographs

Name of Property: Date Palm Manor Historic District

City or Vicinity: Tempe

County: Maricopa

State: Arizona

Photographer: Scott Solliday

Date Photographed: 4/17/2014

Photograph Number: AZ_MaricopaCounty_DatePalmManor_0009

Description of Photograph: 103 W Palmdale Drive, view looking S.

9 of 11

Photographs

Name of Property: Date Palm Manor Historic District

City or Vicinity: Tempe

County: Maricopa

State: Arizona

Photographer: Scott Solliday

Date Photographed: 4/17/2014

Photograph Number: AZ_MaricopaCounty_DatePalmManor_0010

Description of Photograph: 126/130 W Palmcroft Drive, view looking N.

10 of 11

Photographs

Name of Property: Date Palm Manor Historic District

City or Vicinity: Tempe

County: Maricopa

State: Arizona

Photographer: Scott Solliday

Date Photographed: 5/22/2014

Photograph Number: AZ_MaricopaCounty_DatePalmManor_0011

Description of Photograph: 109 W Palmcroft Drive, view looking S.

11 of 11

Maps

Name of Property:	Date Palm Manor Historic District
City or Vicinity:	Tempe
County:	Maricopa
State:	Arizona
Map Title:	Location of Date Palm Manor Historic District
Source:	GoogleEarth
Year:	2014

1 of 6

Date Palm Manor Historic District
A. Z 12 E 412295 N 3696800
B. Z 12 E 412518 N 3696807
C. Z 12 E 412518 N 3696746
D. Z 12 E 412597 N 3696746
E. Z 12 E 412597 N 3696637
F. Z 12 E 412292 N 3696637
S Forest Ave
E Bonita Way
E Broadway Ln
E Broadway Rd
S Encanto Dr
E El Pa
E Fiesta Dr
Diosa Dr
Date Palm Manor
S Galeland Dr
W Broadway Rd
W Cottage Ln
S Huesta Dr
Farmer Ave
S Wilson St
© 2014 Google
Google earth

Maps

Name of Property:	Date Palm Manor Historic District
City or Vicinity:	Tempe
County:	Maricopa
State:	Arizona
Map Title:	Sketch Map of the Date Palm Manor Historic District
Source:	Scott Solliday
Year:	2014

2 of 6

Date Palm Manor Historic District
Photo point
District Boundary
Contributing Property
Non-contributing Property
Dateland Dr
Palmdale Dr
Palmcroft Dr
Dromedary Dr
0 50 100 200

Maps

Name of Property:	Date Palm Manor Historic District
City or Vicinity:	Tempe
County:	Maricopa
State:	Arizona
Map Title:	Plat of Date Palm Manor Amended
Source:	Maricopa County Recorder, Book 59 of Maps, Page 8
Year:	1954

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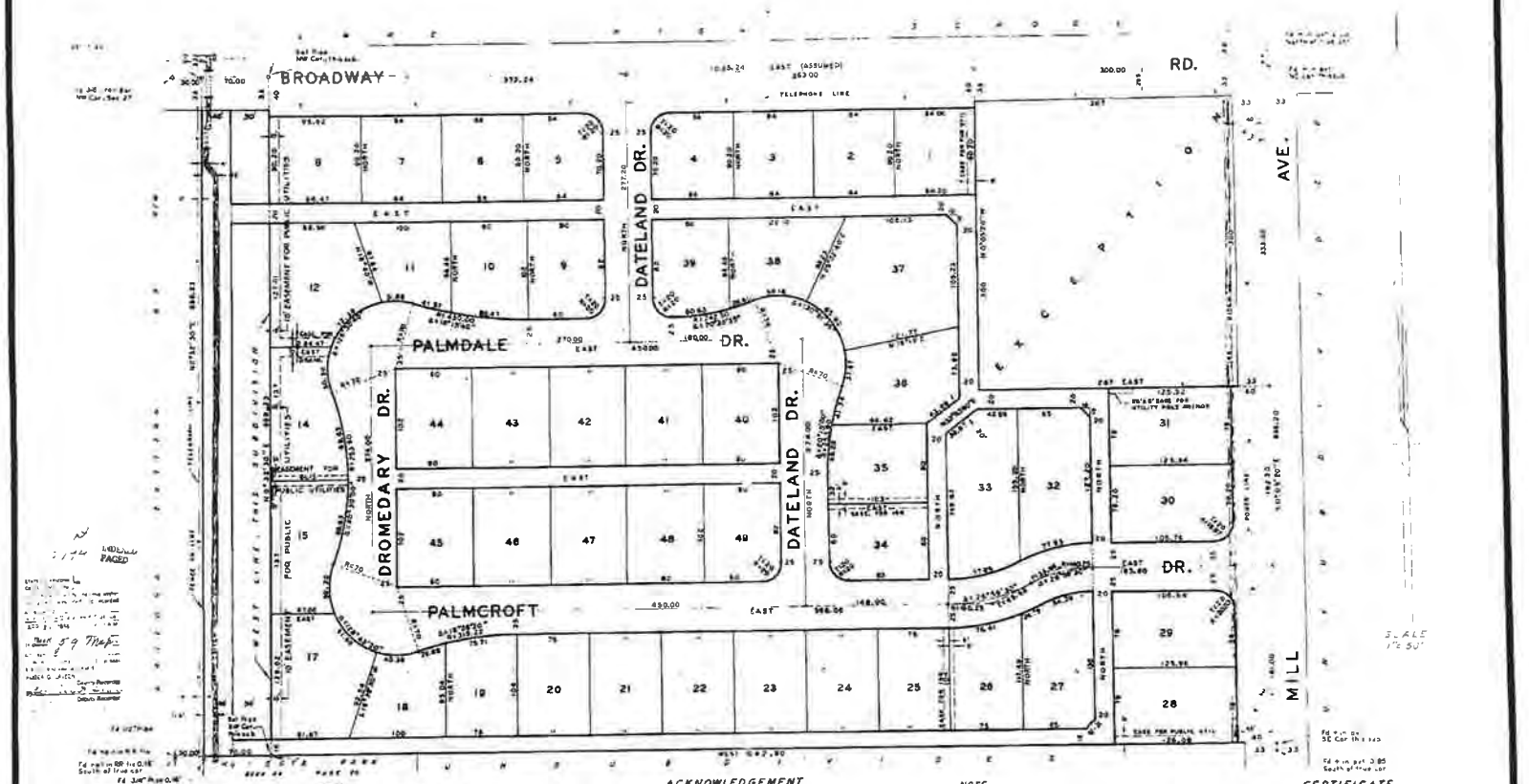
DATE PALM MANOR AMENDED

59-8

A SUBDIVISION OF PART OF THE NW1/4, NW1/4, SEC. 27, T.1N., R.4E., G.&S.R., B.&M., MARICOPA COUNTY, ARIZONA



DEDICATION

KNOW ALL MEN BY THESE PRESENTS That the Arizona Title Guarantee and Trust Company, an Arizona Corporation, Trustee, has subdivided under the name of DATE PALM MANOR AMENDED, the NW 1/4 of the NW 1/4 of the NW 1/4, Sec. 27, T. 1N., R. 4E., G.&S.R.B.&M., Maricopa County, Arizona, lying West of what is commonly known as Mill Avenue, and East of the right of way of Arizona Eastern Railroad, except that parcel shown as "EXCEPTION" hereon, and hereby publishes this plat as and for the plat of said DATE PALM MANOR AMENDED, and hereby declares that said plat sets forth the location and gives the dimensions of the lots, streets and alleys constituting same, and that each lot and street shall be known by the number or name given each respectively on said plat, and hereby dedicates to the public for use as such, the streets and alleys shown on said plat and included in the above described premises. Easements are dedicated for the purposes shown.

IN WITNESS WHEREOF the Arizona Title Guarantee and Trust Company, as Trustee, has hereunto caused its corporate name to be signed and its corporate seal to be affixed and the same to be attested by the signatures of F.E. Pettycrew, its Vice President, and G.R. Sloane, its Secretary, thereunto duly authorized.

Done at Phoenix, Arizona, this 14 day of April, 1954.

ARIZONA TITLE GUARANTEE AND TRUST COMPANY, TRUSTEE

BY F.E. Pettycrew VICE PRESIDENT ATTEST G.R. Sloane SECRETARY

ACKNOWLEDGEMENT

STATE OF ARIZONA
COUNTY OF MARICOPA

On this, the 14 day of April, 1954, before me, the undersigned officer, personally appeared F.E. Pettycrew and G.R. Sloane who acknowledged themselves to be Vice President and Secretary, respectively, of the Arizona Title Guarantee and Trust Company, a corporation, and that they, as such officers, respectively, being authorized so to do, executed the foregoing instrument for the purposes therein contained by signing the name of the corporation, as Trustee, by themselves as such officers, respectively.

IN WITNESS WHEREOF I hereunto set my hand and official seal.

My Commission expires 5-24-54

Clark A. Sim NOTARY PUBLIC

NOTE

Due to this amendment, Lots 13 & 15 have been deleted.

APPROVAL

Approved by the Common Council of the City of Tempe, Arizona, this _____ day of _____, 1954.

MAYOR

ATTEST E. Wilson CLERK

CERTIFICATE

This is to certify that the survey and subdivision of the premises described and platted hereon was made under my direction during the month of April, 1954.

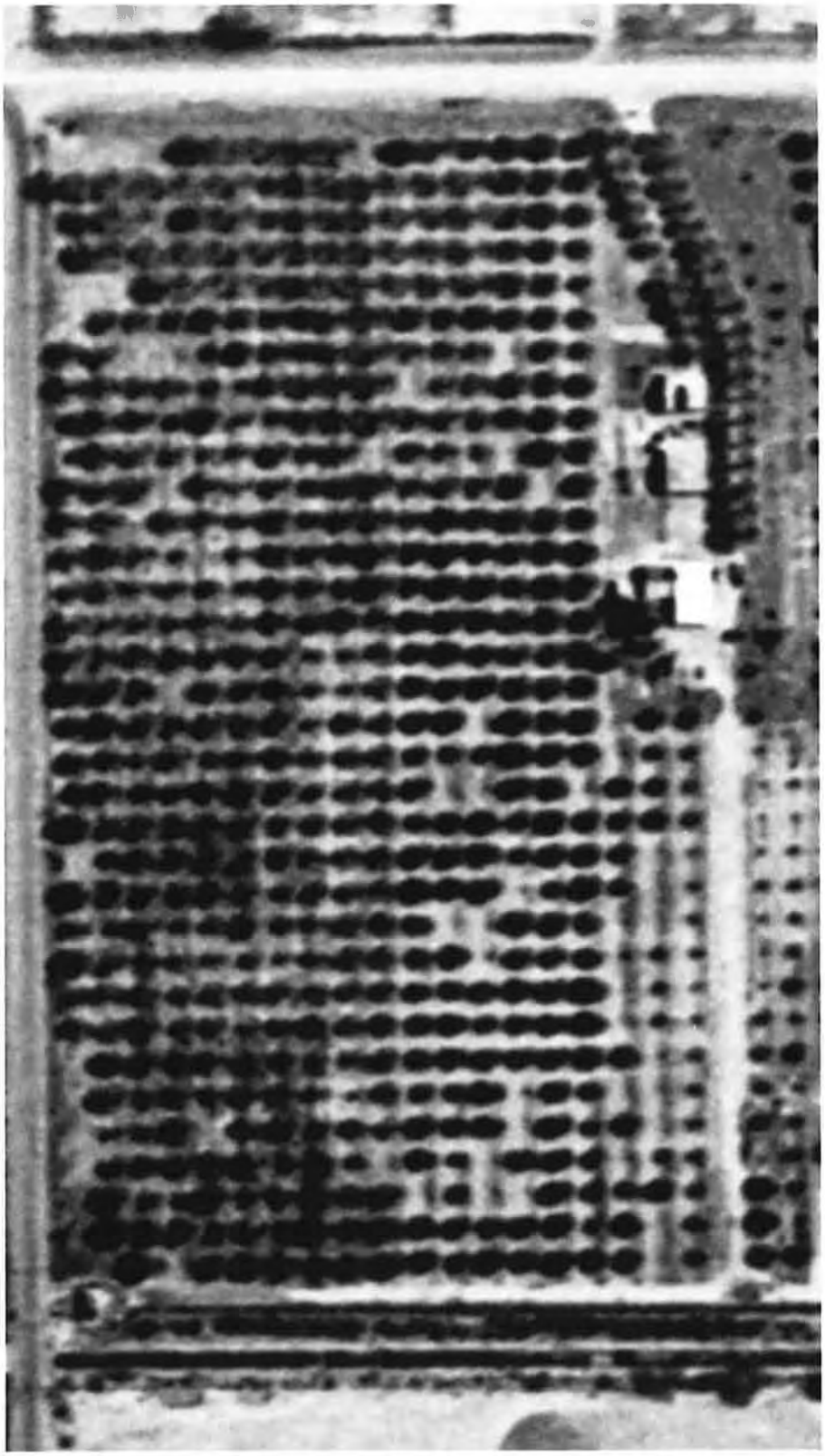
Frank Maddock
REGISTERED ENGINEER

WESTERN ENGINEERING, INC.
28-A E. FIRST AVENUE
SCOTTSDALE, ARIZONA
JOB NO. 531130

Maps

Name of Property:	Date Palm Manor Historic District
City or Vicinity:	Tempe
County:	Maricopa
State:	Arizona
Map Title:	Aerial Photograph of Valsunda Date Gardens
Source:	Maricopa County GIS Portal (http://gis.maricopa.gov /MapApp/GIO/AerialHistorical/index.html)
Year:	1949

4 of 6



Maps

Name of Property:	Date Palm Manor Historic District
City or Vicinity:	Tempe
County:	Maricopa
State:	Arizona
Map Title:	Aerial Photograph of Date Palm Manor Historic District
Source:	Maricopa County GIS Portal (http://gis.maricopa.gov /MapApp/GIO/AerialHistorical/index.html)
Year:	1969

5 of 6

Maps

Name of Property:	Date Palm Manor Historic District
City or Vicinity:	Tempe
County:	Maricopa
State:	Arizona
Map Title:	Aerial Photograph of Date Palm Manor Historic District
Source:	Maricopa County GIS Portal (http://gis.maricopa.gov /MapApp/GIO/AerialHistorical/index.html)
Year:	2013

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130