



*Photo: Vic Linoff Saturday, June 03, 2006, 12:42:43 PM*

## **HISTORY**

Tempe's growth since its beginning in 1870 is most conveniently viewed as a series of developmental periods which correspond to both local and national economic and political trends. In the Settlement Period (1870~1887), Tempe evolved from a small river crossing site into a recognizable town with distinct residential, commercial, and farming areas. The Development Period (1888~1909), was a time of organization, land speculation, and major growth stimulated by the Tempe Land and Improvement Company, by arrival of the railroad, and by establishment of the Territorial Normal School. The Growth Period (1909~1930), saw the completion of Roosevelt Dam, Arizona statehood, tremendous expansion of the agricultural economy, increased development of subdivisions, of city services, of the Normal School, and of transportation systems. The Post-Automobile Period (1930~1945), was marked by increasing automobile ownership and the introduction of air conditioning in the late 1920s. These conveniences changed the form of residential development during this period of slow but steady growth and would set the stage for the rapid expansion of the community following World War II. Broad patterns established during each of these historic periods remain visible today amidst the contemporary suburban fabric of Tempe.<sup>1</sup>

Tempe emerged from its settlement period in the summer of 1887 when the Tempe Land and Improvement Company purchased most of Charles Trumbull Hayden's lands as well as those of the Mormon colonists in West Tempe. These purchases were brought about primarily by the completion of the Maricopa and Phoenix Railroad which passed through the Tempe agricultural district north to the Salt River which it crossed just west of Hayden's Ferry. The railroad established Tempe as the major east valley shipping point and the economic potential of the community was significantly broadened.<sup>2</sup>

The Tempe Land and Improvement Company was formed for promotion and development of the Tempe townsite and through sale of lots to precipitate another railroad boomtown. George N. Gage (1842-1913) was one of the most important figures associated with this early period of Tempe development. As Secretary of the Tempe Land and Improvement Company, Gage was most directly responsible for implementing the promotion and development of the Tempe townsite for the community's first real period of growth. The company surveyed and laid out the townsite in blocks and lots for sale. A real estate firm was engaged to promote the sale of land. Advertising pamphlets and a colorful panoramic map by C. J. Dyer were prepared to enhance the prospects of settlers and investors.<sup>3 4</sup>

Plans laid out by the Tempe Land and Improvement Company at the end of the 19<sup>th</sup> Century envisioned residential development extending south to 13<sup>th</sup> Street, but decades later, less than half of the land within the town limits had been developed for anything other than farming. A boom at the turn of the century spurred the first growth of early neighborhoods such as Gage Addition, but the economic hardships of the 1920s and 30s slowed construction to just a few new homes each year. For a brief period, more people left Tempe than came.<sup>5</sup>

George N. Gage was 67 when, along with L. W. Blinn (1842-1928), he recorded the subdivision plat for the 80 acre Gage Addition in 1909. This was to be the last substantial undertaking of the Tempe Land and Improvement Company and of Gage's real estate development career. Failing health caused him to relocate with his family to Los Angeles, California that same year where in 1913 he passed away at the age of 71. With Gage gone and Blinn now in California focusing on his lumber and banking businesses, development of the original Tempe Land and Improvement Company holdings south of the Gage Addition became the venture of one of Tempe's most productive pioneer businessmen and politicians, Hugh E. Laird (1882-1970).<sup>6 7</sup>

With optimism and intrepidity perhaps formed in the wake of Tempe Land and Improvement Company Capitalists removal to California, local entrepreneurs Hugh Laird and Fred J Joyce (1881-1967) filed organization papers with the County Recorder for the Park Tract Trust, a business trust organized for acquisition, subdivision, and development of real property on March 24, 1920. From the onset, the vision of Park Tract was to provide comfortable and modern family houses to meet demand for a growing population.<sup>8</sup>

The 1920s opened with great economic promise in Tempe. The thriving Tempe Cotton Exchange was ginning thousands of bales of long-staple Pima cotton for use in the manufacture of automobile tires. Construction was booming and Tempe's population was nearing 2,000 when the post-war collapse of the cotton market in 1920 spawned a Valley-wide economic downturn. As agriculture slowly diversified in response to cotton prices, the Tempe economy began a slow recovery throughout the 1920s until, on September 21, 1929, voters opted to retire the town charter and reorganize as the City of Tempe. The reorganization boosted community optimism and self-esteem. Hugh Laird was elected to be the first mayor of the City of Tempe. Although a measure of prosperity returned to Tempe in the late 1920s, the onset of the Great Depression slowed growth and economic expansion until the post-war boom of the mid 1940s.<sup>9</sup>

Broad patterns of community history portrayed by the evolution of these three subdivisions demonstrate Tempe's transition from its agricultural origins, through its educational preeminence within the Valley, and on to the diverse and thriving metropolitan city it has become today.



## LOCATION

The Gage Addition, Park Tract, and College View subdivisions are adjacent to and south of downtown Tempe, adjacent to and west of the main campus of Arizona State University, and adjacent to and east of the Union Pacific Railroad right-of-way. Together, these subdivisions describe the boundaries of the 1986 Maple-Ash Neighborhood Association which includes 338 households mostly built between 1900's - 1950's, extending from University Drive to Hudson Lane and from the railroad to Mill Avenue.<sup>10 11</sup>

The 1909 Gage Addition subdivision includes 68 lots and 5 parcel fragments totaling approximately 15 net acres in the area bounded by University Drive, Mill Avenue, 10th Street, and the Union Pacific Railroad right-of-way in the northwest quarter of Section 22N.

The 1924 Park Tract subdivision includes 105 lots and 1 parcel fragment totaling approximately 27 net acres in the area bounded by 10th Street, Mill Avenue, 13th Street, and the Union Pacific Railroad right-of-way in the northwest quarter of Section 22N.

The 1945 College View subdivision includes 22 lots and 2 parcel fragments totaling approximately 8 net acres in the area roughly bound by 13th Street, Mill Avenue, and the Union Pacific Railroad right-of-way in the southwest quarter of Section 22N.

## CONDITION

The Gage Addition, Park Tract, and College View subdivisions are adjacent to downtown Tempe, Arizona State University, and Tempe St. Luke's Hospital, each of which have exerted redevelopment pressure on the neighborhood at various times over the past hundred years. Although this neighborhood has seen changes, it has managed to survive and still retains sufficient integrity to convey its historic character. The majority of properties are well maintained with historic landscapes intact and character-defining features present.

The 1909 Gage Addition subdivision includes 1 property listed both in the Tempe Historic Property Register and the National Register of Historic Places, 5 properties listed in the National Register of Historic Places and 44 additional properties that are considered to be eligible to contribute to an historic district. Gage Addition includes 5 vacant lots totaling approximately 0.80 acres. Vacant lots and fragment (unbuildable) parcels are excluded from the calculation of contributing properties. 79% (n=50) of the 63 built or buildable parcels in the Gage Addition subdivision are considered to be potential contributors to an historic district.<sup>12 13</sup>

The 1924 Park Tract subdivision includes 4 properties listed both in the Tempe Historic Property Register and the National Register of Historic Places, 1 property listed in the Tempe Historic Property Register and 92 additional properties that are considered to be eligible to contribute to an historic district. Park Tract includes 3 vacant lots totaling approximately 1.2 acres. Vacant lots and fragment (unbuildable) parcels are excluded from the calculation of contributing properties. 96% (n=97) of the 101 built or buildable parcels in the Park Tract subdivision are considered to be potential contributors to an historic district.<sup>14 15</sup>

The 1945 College View subdivision includes 14 properties that are considered to be eligible to contribute to an historic district. College View includes 4 vacant lots totaling approximately 1.3 acres. Vacant lots and fragment (unbuildable) parcels are excluded from the calculation of contributing properties. 88% (n=14) of the 16 built or buildable parcels in the College View subdivision are considered to be potential contributors to an historic district.<sup>16 17</sup>

**AGE**

Platted over a 36-year period, and built out over a 50 year period, the Gage Addition, Park Tract, and College View subdivisions represent consecutive waves of residential development begun in response to both local and national economic and political trends.

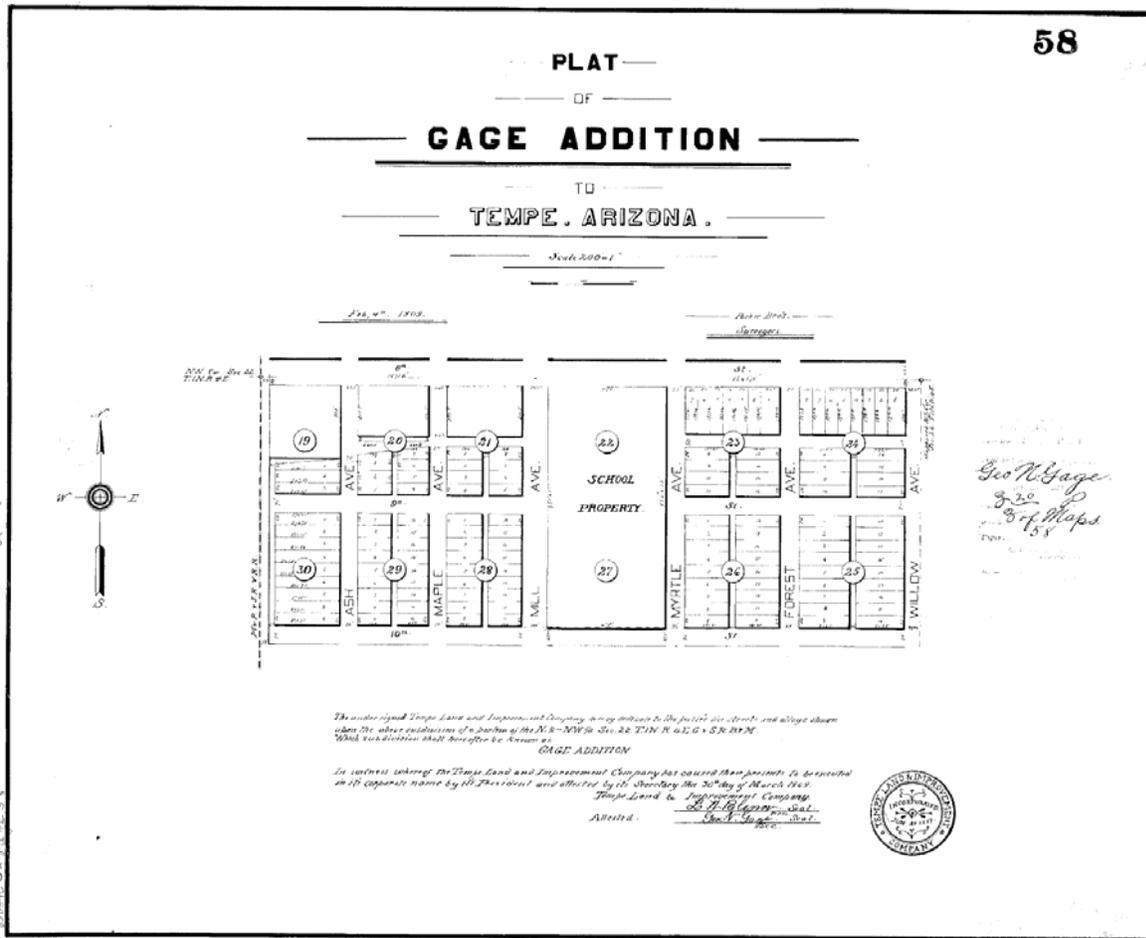
Residential and nonresidential structures within the area of the Gage Addition subdivision recommended for designation were built between 1888 and 1954, with 1932 being the median year-built value (74 years old) and 1929 the most frequently occurring construction date (4 occurrences). The Solliday Survey (2001) identified 63 lots in the Gage Addition and added 6 properties built between 1950 and 1954, to the 44 properties previously identified as potentially contributing properties in the Tempe MRA (1997). Solliday indicated 6 properties were not listed due to integrity. He identified the average square footage of homes to be 1,500.

Residential and nonresidential structures within the area of the Park Tract subdivision recommended for designation were built between 1900 and 1960, with 1940 being the median year-built value (66 years old) and 1940 the most frequently occurring construction date (16 occurrences). The Solliday Survey (2001) identified 100 lots in the Park Tract subdivision and added 17 properties built between 1948 and 1960, to the 80 properties previously identified as potentially contributing properties in the Tempe MRA (1997). Solliday indicated 4 properties were not listed due to integrity. He identified the average square footage of homes to be 1,250.

Residential and nonresidential structures within the area of the College View subdivision were built between 1925 and 1996, with 1944 being the median age (62 years old) and 1945 the most frequently occurring construction date (7 occurrences). The Solliday Survey (2001) identified 22 lots in College View and added 2 properties built between 1946 and 1953, to the 14 properties previously identified as potentially contributing properties in the Tempe MRA (1997). Solliday indicated 2 properties were not listed due to integrity. He identified the average square footage of homes to be 1,950.

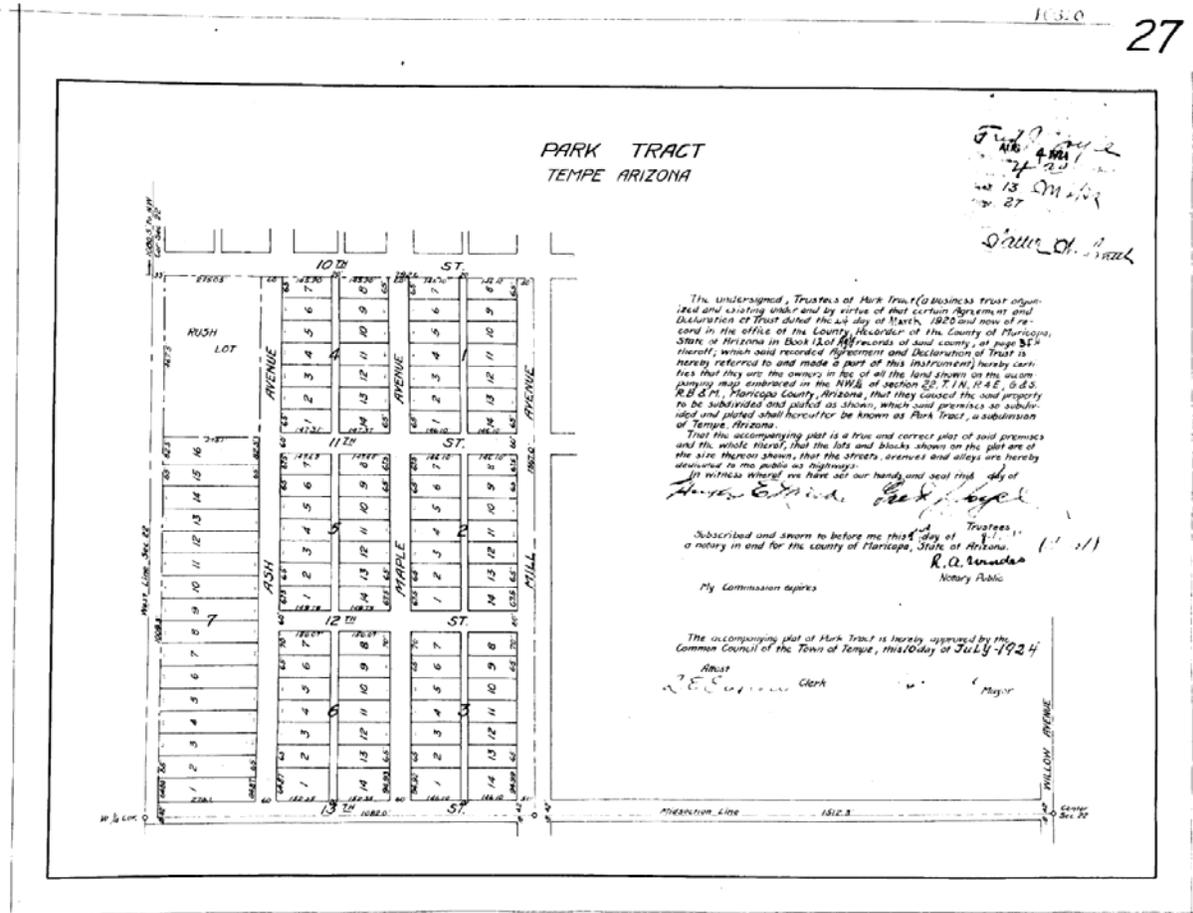
**SIGNIFICANCE**

The Gage Addition, Park Tract, and College View subdivisions encompass within their boundaries a collection of historic resources which are directly associated with the early growth and development of Tempe and the Salt River Valley. The evolution of Tempe over the past 135 years holds national, state, and local significance for its important role in the development of the Salt River Valley as a center of commerce and education, as a critical link in the transportation networks during the settlement of the Territory, and for its associations with important political figures. Tempe's unique heritage is exemplified in its significant residential architecture and infrastructure, as exist today in the Gage Addition, Park Tract, and College View subdivisions.



Gage Addition

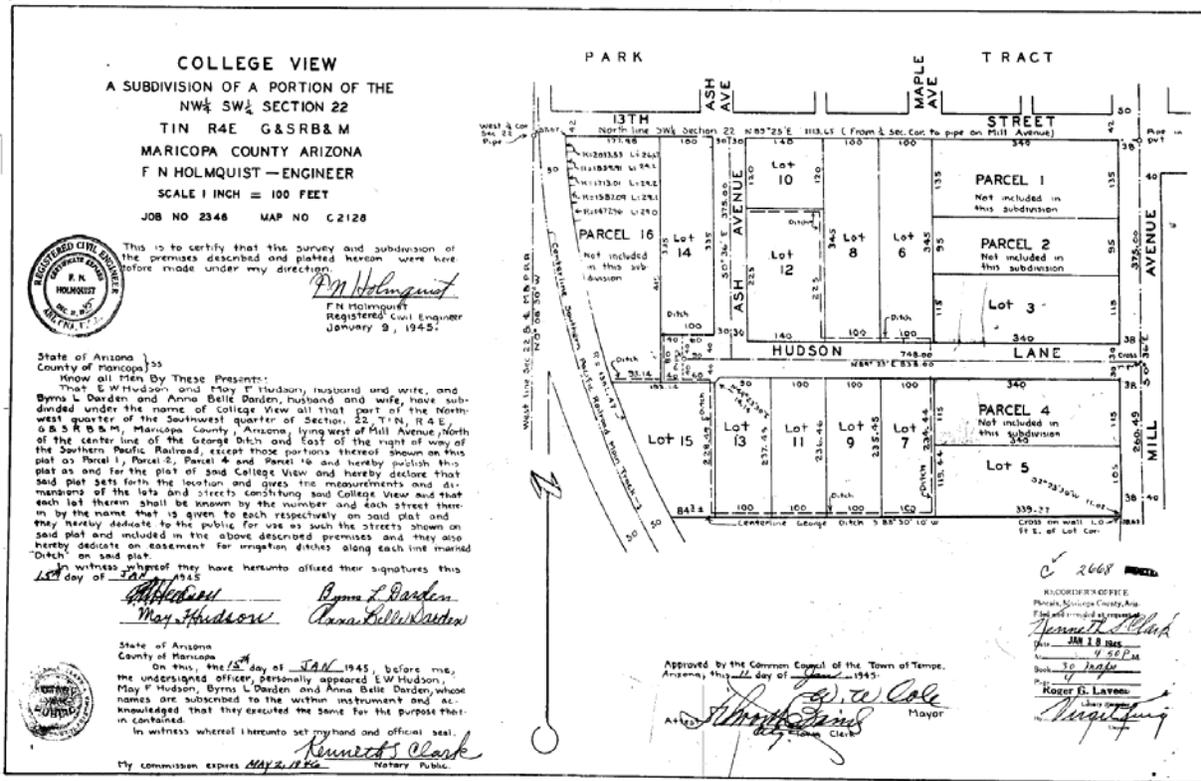
Tempe's proven stability during the two decades after 1888 culminated with a period of prosperity in the early 1900s. Growth fluctuated but steadily increased for the two decades at the turn of the century, and in 1909, George N. Gage opened 80 acres south of University on either side of the Tempe Normal School (now ASU) for development as the Gage Addition. This was the first major urban expansion of the original Tempe settlement and marked the beginning of Tempe's first real period of growth and development lasting from 1909 and 1930. Gage Addition was opened in response to the housing needs of a growing population and originally extended east from the railroad right-of-way to Willow (College) Avenue, and south from Eighth (University Drive) to Tenth Streets. The twenty year period from 1909 to 1930 also witnessed the creation or extension of city services, dramatic expansion of the Territorial Normal School, improvements in transportation systems and roadways, and reorganization of the canal system under the jurisdiction of the Salt River Valley Water Users Association. The Gage Addition Historic District is significant as one of the oldest surviving neighborhoods in Tempe. Opened at the onset of the Growth Period (1909~1930), this area contains some of Tempe's oldest surviving homes interspersed with newer houses dating to the 1940s and '50s.<sup>18</sup>



Park Tract

Park Tract is an early "suburban" residential subdivision that was platted by Hugh Laird and Fred J Joyce, April 10, 1924, on behalf of the Park Tract Trust and in response to a housing shortage in the City. The subdivision was designed to provide comfortable and modern family houses, influencing some of Tempe's prominent citizens to purchase lots and have their homes built here. Development of the subdivision began in the 1930s on 100 lots in the area roughly bound by 10th Street, Mill Avenue, 13th Street, and Union Pacific Railroad tracks. Park Tract experienced peak construction from 1928 to 1930. A second boom of activity occurred in the late 1930s and the neighborhood was almost completely built out shortly after World War II.

Hugh Laird came to Tempe with his family in 1888 at the age of 5 years. His residency in Tempe continued until his death in 1970. During that time his business and public service career included 60 years as a registered pharmacist, 66 years as owner of Laird and Dines Drug Store, twelve years as Tempe postmaster and two terms as a representative in the state legislature. Perhaps his most outstanding contribution to the local politics was his 32 years of service on the Tempe City Council, including 14 of those years as Mayor. During the period from 1930 to 1962, Tempe's population rose from 2,500 to 25,000 and the town saw substantial growth far beyond its anticipated boundaries, especially after the close of World War II. Policies generated during Laird's lengthy tenure on the City Council did much to shape the present environment and image of modern Tempe. Park Tract platted in 1924 has a very high degree of overall integrity and represents an early "suburban" residential subdivision platted in response to a shortage of housing in Tempe.<sup>19</sup>



**College View**

The plat for the College View subdivision was filed by E. W. & May Hudson and Byrnes L. & Anna Belle Darden on 18 Jan 1945. Development of Tempe in the 1930s kept pace with the slow local and national economy until the onset of World War II, when dramatic changes in the historic pattern of growth and development signaled the end of the community's agricultural basis and the beginning of its role as a suburb within the greater metropolitan region. College View is emblematic of this post-war phenomenon. There was very little building activity in Tempe during World War II, but three new subdivisions were platted by early 1945. Building materials and permits were still nearly impossible to obtain, but people were eagerly anticipating the end of the war and were looking forward to returning to peacetime life. College View was located outside of city limits, at the southwestern edge of the city. The City Council recognized the urgent need for new housing in Tempe and immediately annexed the tract on December 14, 1944.

College View was developed by E. W. Hudson (1881~1972) and Kenneth Clark (1907~2006). Hudson, the agricultural scientist who developed Pima long-staple cotton, was a longtime cotton grower and cattle rancher. He wanted to sell off some of his vast land holdings in the area. Clark, a realtor and owner of Kenneth Clark Insurance Agency, handled the sale of lots. He had served a term on the City Council in the 1930s, and typically dealt with real estate in the downtown business district. When Dr. R. J. Stroud built the first home in what would become the new College View subdivision at Mill Avenue and 13th Street, there were already six homes dating to the 1920s and 30s in the area that was included in the plat. Shortly after Stroud completed his home in late 1944, Hudson filed a subdivision plat and began sales of lots through Clark's agency. This subdivision of 18 lots extended Ash Avenue one block south to Hudson Lane.<sup>20</sup>

Although College View was not platted until 1945, a residential neighborhood actually existed here much earlier. Homes from the 1920s and 30s still exist within the subdivision boundaries.

**ENDNOTES**

- <sup>1</sup> Janus Associates, 1983; Tempe Historic Property Survey and Multiple Resource Area Nomination to the National Register of Historic Places, Tempe Historical Society, ASU GOV DOCS CALL NO [I 29.76/3-2:Ar 4i/T 4](#) [The Tempe Historic Property Survey was a collaborative project produced by Janus Associates, Inc., and the Tempe Historical Society, and funded by a grant from the Arizona State Historic Preservation Office. Phase I of the survey (1980-1981) involved identifying more than 350 buildings and structures in Tempe that exhibited potential historical and/or architectural significance. Phase II (1982-1983) involved research and documentation of the 150 most significant resources. As a result of this effort, 30 Tempe historic properties were listed on the National Register of Historic Places.] 1999.0000.404
- <sup>2</sup> Gart, Jason H., 2000; ASU LIBRARIES HAYDEN ARIZONA CALL NO [F819 .T44 G37 2000](#) Historical Context Study of Sixth Street to Seventh Street, Mill Avenue to Myrtle Avenue, Block 10, Tempe (West), Maricopa County, AZ, Archaeological Research Services Inc, Tempe, AZ.
- <sup>3</sup> Vinson, Mark C.; 2002 - A Brief History of Historic Preservation in Tempe, Ms on file, Tempe Historic Preservation Office [KARL 2004.2742.0001](#) [The arrival in the 1880s of the railroad and the subsequent influx of settlers building methods and materials from the Midwestern and Eastern areas of the United States, began to change the appearance of the local built environment.]
- <sup>4</sup> Resident Electors of the Village of Tempe, 1894; A Petition of the Resident Electors of the Village of Tempe Asking That Said Village Be Incorporated [KARL 1999.0000.417](#) [establishing the original townsite date cited on Annexation Map for establishment of original townsite S15 + E1/4 S16 x S15 + N1/4 S22 = 1.875 sq mi]
- <sup>5</sup> Solliday, Scott, 2003; North, South, East, and West: The Sudden Rise of Suburban Tempe in the Mid-20<sup>th</sup> Century [KARL 2003.0000.0030](#) [A paper presented at the 44<sup>th</sup> Annual Arizona History Convention in Tempe, Arizona, April 25, 2003.]
- <sup>6</sup> Goff, John S., 1996; Arizona Territorial Officials, Volume 4 [Lewis Winship "LW" Blinn, born Dresden Maine, December 28, 1842, resident of San Francisco then Sacramento, established the Blinn Lumber Company at Tombstone and eventually had branches throughout Arizona. Became associated with lumber companies in California and eventually sold out his Arizona interests, had interests in savings banks and associations in southern California, at his death was president of the Provident Mutual Building and Loan Association, Los Angeles. Mason. Died Los Angeles, California, November 12, 1928 – Los Angeles Times 11/18/1928]
- <sup>7</sup> Tempe Historical Museum, 2005; eMuseum (people-Laird): <http://artweb.tempe.gov/code/emuseum.asp> [Hugh Edward Laird, 21 Sep 1882 - 15 Apr 1970, Pharmacist, came to Tempe in 1888. In 1898, he acquired a drugstore from J. J. Hudson. He studied pharmacy science under Dr. J. A. Dines and received his license in 1903. For sixty years, he was a registered pharmacist. Along with his brothers, Claude and William, owned and operated the Laird and Dines Drugstore for 66 years. He served twelve years as Tempe's postmaster [in 1921 - 24], and was one of the community's most productive pioneer businessmen and politicians. He was a Representative to the State Legislature, 1933-1934, and served 32 years on the Tempe City Council, including Councilman, 1926-1936, and 1938-1964, and Mayor of Tempe, June 14, 1928 - June 12, 1930 and July 8, 1948 - June 16, 1960. Charter member and president of the Tempe Rotary Club; member of the Tempe Civic Club and Knights of Pythias. He was president of the Arizona Pharmacy Association in 1952. He was one of the founders of Tempe Beach Park and Pool. In 1952, he served as a delegate from Arizona to the Democratic National Convention in Chicago. Tempe Elementary School District No. 3 named Laird School in his honor. He was a shareholder in the Tempe Irrigating Canal Co., in 1923. Owned 23 acres in section 21, in 1924, lived at 821/829 S. Farmer Avenue in 1921, -23., -25, -'26., '28, '29,-'30, '31, '32. Member of City Council in 1928, -'32 BIO-Laird Old Settlers collection, THM HPS-196; HPS-222 TH-231; TH-311 Federal census (Tempe), 1900, 1910 Tempe CD, 1906-1926, '28, '29,-'30, '31, '32, '41-42 Tempe Telephone Directory, 1924, 1940 Double Butte Cemetery, Tempe]
- <sup>8</sup> Tempe Historical Museum, 2005; eMuseum (people-Joyce): <http://artweb.tempe.gov/code/emuseum.asp> [Fred J Joyce 1881-1967 came to Tempe in 1911, graduated from Missouri School of Mines, worked as an assayer and chemist in Leadville, Colorado (c1900-1904); El Potosi, Chihuahua, Mexico (c1904-1907); and in Ray, Arizona, for the Ray Consolidated Mining Co. (1907-1911). Worked for the Federal Reclamation Service in 1913, insurance agent for Mutual Life Insurance Co. of New York, 1907-1953. In 1922, -24, District Manager Tempe City Councilman, 1924-1926. Served on the Board of Directors of the Arizona Public Service Co., c1935-1965. Member of the ASTC Board of Education, c1929-1933 Charter member and first President of the Tempe Rotary Club, 1923, and district governor, 1929-1930 Member of the Elks Club, Arizona Club, Phoenix Country Club, and Life Underwriters Association As a young man, he had played baseball and turned down an offer to play in the Major League; he later served as president of the Arizona State Baseball League. Lived at

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- 121 W. 6th Street (c1914-1915); I Lived lived at 830 Forest Avenue, c1919-1959, when the property was purchased by ASU. Fred Joyce obit, TDN, Dec 1967 TDN, 3 Oct 1955, 17 Apr 1958 Old Settlers collection, THM Hopkins and Thomas, The ASU Story, p. 222 Painter Scrapbook, p. 28 TH-311 Tempe CD, 1913-1922, -24, -25, -26, '28, '29, '30 Tempe Telephone Directory, 1924, 1940. Federal census 1930]
- <sup>9</sup> Smith, Dean, 1990; Tempe Arizona Crossroads; an illustrated history [HAYDEN STACKS F819 .T44 S64](#) Windsor Publications, Inc. [Chatsworth, Calif. : Windsor Publications "Produced in cooperation with the City of Tempe." Includes index Bibliog. Bibliography: p. 178.]
- <sup>10</sup> Tempe Historical Museum, 2006; Tempe's Historic Districts <http://www.tempe.gov/museum/t7dist.htm> [The Gage Addition Historic District is an area just west of the ASU campus which includes the Maple-Ash neighborhood. It is one of the best preserved and oldest neighborhoods in Tempe, and could qualify as an historic district. It includes homes that were built in the early 1900s, along with newer houses dating to the 1940s and '50s.]
- <sup>11</sup> Tempe Neighborhood Services Division, 2006; Association List <http://www.tempe.gov/nhoods/photo07.htm> [From this page you can view profiles of all Tempe neighborhood associations. Profiles include photos, neighborhood boundaries, number of households, and links to neighborhood schools (and districts). You can visit a neighborhood by clicking on the alphabetical listings.]
- <sup>12</sup> Ryden Architects, 1997; City of Tempe Multiple Resource Area Update, Volume 1: Survey Report, City of Tempe Historic Preservation Office [KARL 1999.2043.417](#) [The 1997 Survey re-evaluated surviving resources identified in the Janus 1983 study and expanded the time period of study from 1935 through 1947. The results of the 1997 Survey and the accompanying National Register amendment assist the City in protecting the community's significant historic resources and in assuring that properties will be sensitively preserved and protected for use of future generations. This survey was partially funded by a matching grant from the Arizona Heritage Fund administered by the State Historic Preservation Office of the Arizona State Parks Board.]
- <sup>13</sup> Solliday, Scott, 2001; Post World War II Subdivisions Tempe 1945-1960 Neighborhood & House Type Context Development and 1997 Multiple Resource Area Property Survey Update Tempe Historic Preservation Commission December 14, 2001 <http://www.tempe.gov/historicpres/PostWWII/> [The Tempe Post-World War II Context Study builds on previous key studies of the history of the built environment in Tempe. The original 1983 Tempe Historic Property Survey and Multiple Resource Area Nomination provides a thorough narrative history of Tempe, with emphasis on the development and early expansion of the original townsite. The 1997 Tempe Multiple Resource Area Update continues that narrative through 1945. The Post WWII provides a broad contextual view of Tempe and its neighborhoods during the period from 1945 to 1960 to help City staff and the Historic Preservation Commission, as well as home owners and neighborhood associations, to assess, appreciate, and plan to conserve Tempe's postwar resources. The field survey examined approximately 4,500 Tempe properties built between 1945 and 1960. From this survey, inventory forms were completed for 62 subdivisions containing nearly 1,800 individual properties. Only those houses that conveyed a high level of architectural integrity (i.e., that still possess all elements of their original design) were inventoried in detail.]
- <sup>14</sup> Ryden Architects, 1997
- <sup>15</sup> Solliday, Scott, 2001
- <sup>16</sup> Ryden Architects, 1997
- <sup>17</sup> Solliday, Scott, 2001
- <sup>18</sup> Ryden Architects, 1997
- <sup>19</sup> Tempe Historical Museum, 2006; Tempe Historic Property Survey: Survey Number HPS-222 (Hugh Laird House) <http://www.tempe.gov/museum/hps222.htm> [Site includes link to Excerpts from Newspaper Articles and Documents about Hugh Laird]
- <sup>20</sup> Solliday, Scott, 2001