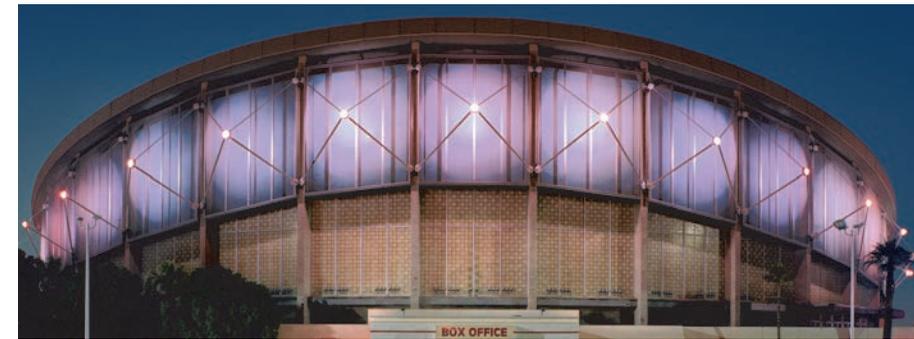


- 20 Valley Center/Chase Tower (1972) 201 N. Central Ave.** Welton Becket designed what remains the tallest building in Arizona. At 40 stories, the Valley Center was built by Chase Bank forerunner Valley National Bank. The historic buildings surrounding the tower are reflected in its glass sheathing.
- 21 Valley National Bank Branch (1955) 1505 N. First St.** Branch banks at mid-century were a means to attract new customers and impress the current clientele. New and groundbreaking designs were often employed to accomplish this effect. The heavy use of brick, concrete and glass on this Weaver & Drover-designed branch would have turned heads in 1955 Phoenix.
- 22 Valley National Bank Branch (1962) 201 W. Indian School Road** Weaver & Drover were prolific in the area of bank design, creating more than 80 during the branch bank's heyday at mid-century. This branch, large and low-slung, is constructed of concrete, brick and glass.
- 23 Valley National Bank Branch/Chase Bank (1967) 4401 E. Camelback Road** The last of the large-scale branches for Valley National Bank, this Weaver & Drover-designed building includes shade mushrooms of precast concrete and a park at its eastern edge.
- 24 Veterans' Memorial Coliseum (1964) 1326 W. McDowell Road** Two architecture firms, Lescher & Mahoney and Place & Place, designed this building that housed the Phoenix Suns from 1968-1992. The roof is constructed of concrete panels on a floating two-way cable system.
- 25 Western Savings/Souper Salad (1974) 10005 N. Metro Pkwy.** The roof echoes the Polynesian-style giving this one-time bank branch an exotic ambience.



Mid-Century Marvels: Modern Architecture in Phoenix



Photographs courtesy of the Office of Arts and Culture Public Art Program that commissioned artist Michael Lundgren to create a photographic portfolio of important post-World War II buildings in Phoenix. View the portfolio at phoenix.gov/arts.



City of Phoenix

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Phoenix experienced unprecedented growth just after the Second World War. With this growth came new architecture in the form of offices, banks, stores and government buildings, to name a few. These buildings are disappearing from the landscape. The Phoenix Historic Preservation Office is embarking on a survey and designation project of postwar architecture. The project will document the best examples of the period and bring attention to their significance.

Eligible buildings will be placed on the Phoenix Historic Property Register and the National Register of Historic Places. The Historic Buildings Photography Project, completed by Phoenix Office of Arts & Culture in cooperation with the Phoenix Historic Preservation Office, presents a selection of 25 buildings and sites that represent Phoenix's postwar architectural heritage.

- 1 300 Bowl (1960) 1911 W. Bethany Home Road**
The dramatic, three-point roofline pegs this building as Googie in style. This mid-century style represented the country's obsession with the coming "space age" and all things atomic. The 300 Bowl operated 24 hours a day when it first opened.
- 2 Basha's Grocery Store (1956) 3320 N. Seventh Ave.**
As the third store in the chain, this was the first built from the ground-up. It utilizes a unique design with an eye-catching vertical sign wall rising from the building.
- 3 City Center Motel (1958) 612 W. Van Buren St.** The asymmetrical façade is most notable for its cantilevered portecochere. The sign beckoned travelers along what was once U.S. highways 60, 70, 80 & 89.
- 4 County Supervisor's Auditorium & Office (1962, 1973) 205 W. Jefferson St.** This complex was built in phases and designed by two separate firms: Stephens, Walsh, Emmons & Shanks and Varney, Sexton & Sydnor Associates. The round building and tower combination was popular in the Valley at that time.

- 5 Courtesy Chevrolet Sign (1957) 1233 E. Camelback Road**
The landmark neon sign was erected on the second "auto row" in Phoenix. The first was along Central Avenue downtown.
- 6 Crown Filter Queen (1955) 1800 W. Van Buren St.**
Another building noted for its signage, the modest Crown Filter Queen has remained a vacuum sales and repair shop since its opening.
- 7 Farmer & Stockmen's Bank/Bank of America (1960) 5001 E. Washington St.** Designed by William T. Pereira, this building leans heavily to the International Style but with regional influences, such as the Arizona rubble stone walls.
- 8 Federal Building (1961) 230 N. First Ave.** On the east side, white cement and quartz aggregate grills shade the windows, while on the west side gold anodized aluminum screens the exterior walls. This building was designed by Edward Varney & Associates and Lescher & Mahoney.
- 9 Financial Center (1964, 1970) 3443 N. Central Ave.**
This complex, designed by W.A. Sarmiento, was designed with climate in mind. The tower is situated to reduce the summer sun's impact on the building's occupants. The south side of the tower resembles a computer punch card.
- 10 Pacific Mutual Life Insurance Co./Gould Evans Office (1960) 3136 N. Third Ave.** The horizontal façade cantilevers over the front entrance to shade visitors. This building was originally built for Pacific Mutual Life Insurance Company.
- 11 Hanny's Department Store (1947) 40 N. First St.**
Designed by Lescher & Mahoney in the International Style, Hanny's was the first "modern" department store in Phoenix. It closed as a store in 1987.
- 12 Hiway House Convention Center/Celebrity Theatre (1964) 440 N. 32nd St.** The convention center/theatre combination was once part of a large hotel complex. Designed by Perry Neuschatz, the protruding exterior "pods" of the building were once sheathed in copper.

- 13 Lou Register's Furniture/Copenhagen Imports Inc. (1954) 1701 E. Camelback Road** Noted local architect Ralph Haver designed this store to mimic a house. The low ceiling made for a homey shopping experience. It still functions as a home furnishings store today.
- 14 Mountain Bell Plaza (1972) 3033 N. Third St.** An early Valley example of modern office building style, the Alfred Newman Beadle-designed "inhabitable sculpture" was unusual for Phoenix in its predominant use of glass.
- 15 Phoenix Municipal Building/Calvin C. Goode Building (1963) 251 W. Washington St.** Designed by Edward Varney & Ralph Haver, the exterior two-story arcade captures the spirit of early downtown Phoenix when sidewalks were covered.
- 16 Phoenix Towers (1956) 2201 N. Central Ave.**
Constructed by Del Webb from a design by Richard C. Harris, this was the first high-rise residential building in the Valley. The open levels are accessed by elevators and every unit has a balcony with a view.
- 17 Rosenzweig Center (1962-1967) North Central and Clarendon avenues** This complex of office building, hotel and parking garage ushered in Phoenix's second skyline in the area known as Uptown. The Flatow, Moore, Bryan & Fairburn-designed complex was built by Del Webb and once included his Townhouse Hotel. The collection of buildings was built to evoke a sort of western Rockefeller Center.
- 18 Stewart Motor Co./Circles Discs & Tapes (1947) 802 N. Central Ave.** The curved plate glass at the building's front once displayed Studebakers for sale to motorists along Central Avenue. The vehicle sat on a constantly rotating turntable within the Streamlined-Moderne building.
- 19 Tovrea Land & Cattle Company/Stockyards Restaurant (1954) 5009 E. Washington St.**
The building served as headquarters for the adjacent 200-acre stockyards and the Valley's once important cattle industry. The steer on the roof once stood on the lawn.

