

# Phoenix

1960-1980



Presentation by Nick Warren, ASU Student

# Civic Life 1960 - 1980



- ❧ Civic life in Phoenix could actually be considered a community asset, as many of the city's residents praised the open community type of lifestyle. This lifestyle actually earned Phoenix the reputation of a small town turned boom town, which in turn made the city an ideal place to live for people across the country.



Source:  
Arizona  
Memory  
Project

# The Wallace and Ladmo Show: 1956 to 1989



*Lad Kwiatkowski, Pat McMahon and Bill Thompson.*

# Built Environment



☞ Phoenix experienced extreme infrastructural changes through the city's physical growth, as the city that covered about 187 miles in 1960, covered roughly 330 miles in 1980.

Indian School  
Road & Central  
Avenue in the  
early 1960s



Source: "Phoenician"

# Community Assets



☞ Phoenix's economic momentum generated in the 1950s carried into the 1960s and 1970s, as manufacturing companies began to thrive and the city began to attract numerous technology



Southwest Metropolis  
General Electric



smecc.org  
Motorola

# Community Challenges



- ✧ Although Phoenix did experience significant physical changes through growth, many would argue that this growth did not necessarily entail development.

Source:  
Adam Romanowicz



# 1960s



- The development of air conditioning helped contribute to the growth of Phoenix. Air conditioning made living in Phoenix tolerable.
- Chris Town Mall opened in the 1960s. It was the first mall that had air conditioning throughout the building.
- The Phoenix Art Museum was built.
- The city of Phoenix was awarded the Phoenix Suns.
- Many businesses began leaving the downtown area and heading towards the suburbs.



# North Central Phoenix

## 1960s

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# Downtown Phoenix

## 1966



# 1970s



- Organized crime became a very abundant problem in the 1970s. Land fraud was occurring frequently.
- The Phoenix 40 was created by Eugene Pulliam. The Phoenix 40 was created to fix the issues that were related to crime and wanted to focus on transportation and education issues.
- Don Bolles, investigative reporter at *The Arizona Republic*, was killed in 1976 while covering organized crime in Phoenix.
- Downtown revitalization efforts began taking place during the late 1970s to address crime and bring business back to the downtown core.



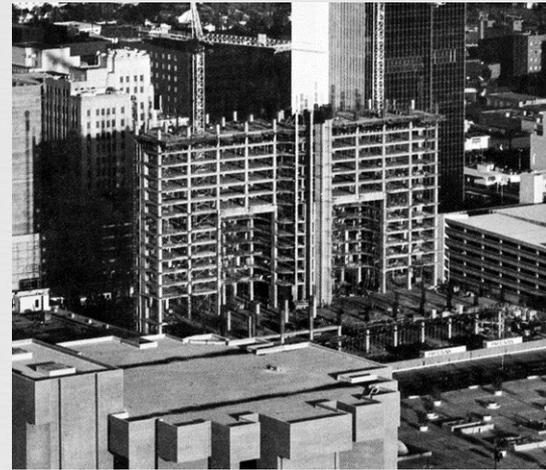
Eugene Pulliam created the Phoenix 40

# 1970s

## Downtown Phoenix Revitalization: Iconic skyscrapers built



Valley National  
Bank Tower  
(now Chase  
Tower) – built  
in 1972... still  
Arizona's  
tallest  
skyscraper at  
40 stories tall



Hyatt Regency Phoenix  
1975

# Downtown Phoenix

## 1970s

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1972

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# 1980s



- Phoenix residents voted on a bond in 1988 that created and expanded a variety of art institutions. These different art institutions help generate some culture in the city of Phoenix.
- A phoenix developer by the name of Charles Keating was found guilty of bankruptcy fraud and wiring fraud. Keating cost taxpayers a large amount of money and contributed to the savings and loan crisis of the 1980s and 1990s resulting in the failure of about 747 out of the 3,234 savings and loan organizations in the United States.



Charles Keating