

# Phoenix



## 1946 to 1959

Boom Years:

Phoenix economic growth beyond  
Five “Cs,” including manufacturing

**Presentation by Sarah Schenck, ASU Student**

# Community Building & Civic Life



July of 1949 brought a new era of city governance and politics with the creation of the Charter Government Committee. This gave people within the community- volunteers, city board members, and those active in service clubs- a chance to help determine city funding priorities.

# The Built Environment

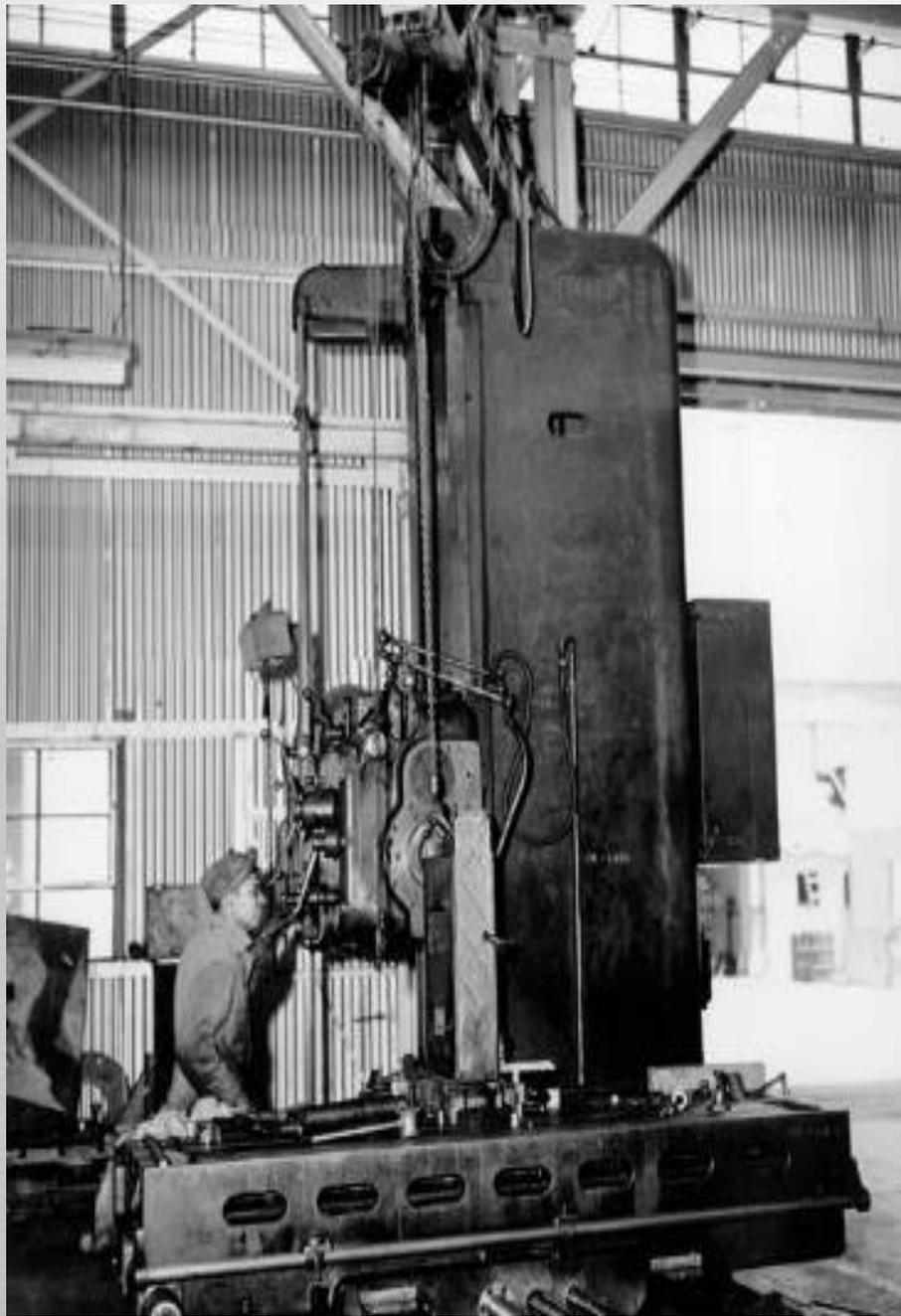


Air conditioning was introduced to Phoenix – a great improvement over swamp coolers. The ability to live and work in an air conditioned environment encouraged rapid population growth.



BIRD'S EYE VIEW OF CAVE CREEK ROAD - THE ROAD THAT GOES SOMEWHERE (Photo - Oelke)

Phoenix evolved as a farming center and then as a distribution center. When the war hit the United States, Phoenix rapidly turned into an industrial city.



# The Built Environment



**1947-** Motorola built several facilities in Phoenix.

**1948-** Electric streetcars were phased out by city buses and automobiles.

**1950s-** Maryvale built. It is the first planned community.

**1957-** Phoenix's first shopping mall opened: Park Central Shopping Center.

**1959-** Phoenix Art Museum opened.

# 1950s



- A smaller wealthy group of professional businessmen who dominated the decision making process. This group of professionals were in favor of growth in Phoenix.
- Many newcomers to the area were not as concerned with the decision making process.
- From the 1950s- 1960s the population of Phoenix increased from 107,000 – 430,000.
- Companies such as Motorola and Sperry located in Phoenix and contributed to Phoenix moving from an agricultural sector to an industrial manufacturing sector.



# 1950s



- John F. Long developed in Maryvale, a suburb West of Downtown Phoenix, which set the standard for attainably priced housing following World War II.





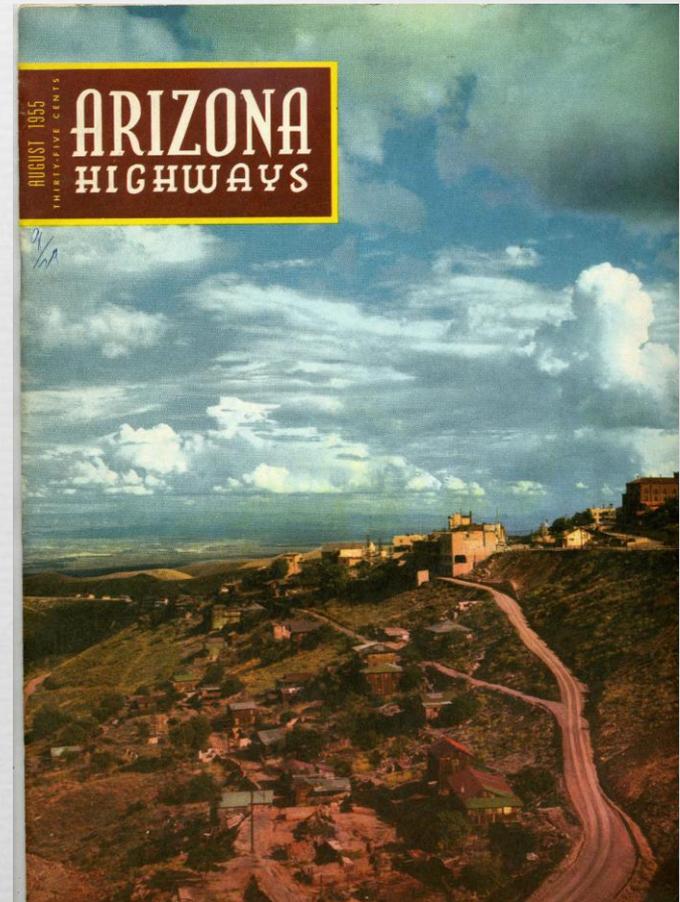
Uptown Plaza, Central & Camelback. From Arizona Highways, April, 1957

# Community Assets

## Financial



The Phoenix Chamber of Commerce, Maricopa County and the City of Phoenix exemplified the power of public-private cooperation in the mid 1950s when they joined forces to fund advertising campaigns, particularly with *Arizona Highways* magazine, to stimulate the economy by creating a national draw that brought tourism to Phoenix.



# Community Assets



## Social Capital

**1946:** Eugene C. Pullman bought *The Arizona Republic*. He went on to wield great influence over everything from city government reform to freeway construction.

## Political & Physical Capital

**1952:** Salt River Water Users Association

**1959:** The Salt River Project provided 85% of the city's water needs.

# Community Challenges



With suburban sprawl came the issue of resource distribution. Decisions over sewage treatment as well as additional water supplies brought Phoenicians together by 1960 as they worked with neighboring cities to determine their future plans for expanding pipelines, pumping stations, and water treatment plants.

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