

Where the Living Is Easy: An Architectural Survey of the Charleston Heights Neighborhood in Las Vegas, Nevada

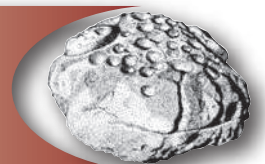
Prepared by ZoAnn Campana, M.P.S.



kautz

ENVIRONMENTAL CONSULTANTS, INC.

1140 Financial Blvd., Suite 100
Reno, Nevada 89502
ph. (775) 829-4411 • fax (775) 829-6161



Cover photo is an advertisement for the Electronic Weathermaker Homes in Charleston Heights that ran in the *Las Vegas Review-Journal* in January 1955.

Frontpiece illustration, in lower right corner, is of a pecked and grooved saurian effigy head discovered in an Archaic site in the South Truckee Meadows, Nevada.
Illustration by J.W. Oothoudt

This report has been financed in whole or in part with federal funds from the National Park Service, U.S. Department of the Interior, and administered by the Nevada SHPO. The contents and opinions, however, do not necessarily reflect the views or policies of the United States Department of the Interior or the SHPO. This program receives federal financial assistance for identification and protection of historic resources.

Under Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and Age Discrimination Act of 1975, as amended, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, disability, or age in its federally assisted programs. If you believe you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please write to: Chief, Office of Equal Opportunity Programs, United States Department of the Interior, National Park Service, 1201 Eye Street, NW, Washington, D.C. 20005.

Where the Living Is Easy: An Architectural Survey of the Charleston Heights Neighborhood in Las Vegas, Nevada

Prepared by:
ZoAnn Campana, M.P.S.

With contributions by:
Anastasia Hershey, B.A., Sandra Clark, and Timothy Brown, M.A.
of
Kautz Environmental Consultants, Inc.
1140 Financial Blvd., Suite 100
Reno, Nevada 89502

Prepared for:
Diane Siebrandt, Ph.D.
City of Las Vegas Historic Preservation Officer
and
The City of Las Vegas Historic Preservation Commission

KEC Project 1324

May 2023

TABLE OF CONTENTS

1.0 INTRODUCTION	1
1.1 PURPOSE	1
1.2 STUDY AREA	1
1.3 ACKNOWLEDGEMENTS	1
1.4 REPORT OUTLINE	1
2.0 RESEARCH DESIGN AND METHODOLOGY	5
2.1 ARCHIVAL RESEARCH METHODS	5
2.2 SURVEY METHODS	5
3.0 HISTORIC CONTEXTS	7
3.1 HISTORY AND DEVELOPMENT OF THE LAS VEGAS VALLEY	7
3.2 RESIDENTIAL ARCHITECTURE OF LAS VEGAS	14
3.3 THE TREND IS WEST: INITIAL DEVELOPMENT OF CHARLESTON HEIGHTS, 1952-1959	21
3.4 GOING PLACES: CONTINUED GROWTH AND EXPANSION, 1960-1968	44
3.5 GATEWAY TO GRACIOUS LIVING: CHARLESTON HEIGHTS, 1969-2022	62
3.6 CHARLESTON HEIGHTS DEVELOPMENTS	68
3.7 CHARLESTON HEIGHTS DEVELOPERS, BUILDERS, AND ARCHITECTS	92
3.8 RESIDENTS OF CHARLESTON HEIGHTS	103
3.9 PERIOD OF SIGNIFICANCE	104
4.0 SURVEY FINDINGS	105
4.1 NEIGHBORHOOD CHARACTERISTICS	105
4.2 PROPERTY TYPES	108
4.2.1 Single-Family Dwellings	108
4.2.2 Multi-Family Dwellings	108
4.2.3 Commercial Buildings	108
4.2.4 Landscaping	110
4.3 ARCHITECTURAL STYLES	110
4.3.1 Ranch Style	111
4.3.2 Contemporary Style	113
4.3.3 Later Styles	116
4.3.4 Non-Residential Resources	116
4.4 MATERIAL AND FORM	116
4.5 STREETSCAPES	116
4.6 ALTERATIONS	121
4.7 INTEGRITY	121
4.7.1 Integrity Levels in Charleston Heights	124
4.8 CONTRIBUTING AND NON-CONTRIBUTING RESOURCES	125
5.0 RECOMMENDATIONS	137
5.1 NRHP ELIGIBILITY CRITERIA AND CRITERIA CONSIDERATIONS	137
5.2 HISTORIC DISTRICTS	138
5.2.1 Historic District Potential in Charleston Heights	139
5.2.2 Intensive Survey Recommendations	139
5.3 SUMMARY	150
6.0 BIBLIOGRAPHY	151

APPENDICES

Appendix A	Plat Maps
Appendix B	Survey Maps
Appendix C	Streetscape Photographs
Appendix D	Inventory Table
Appendix E	ARA Forms

LIST OF FIGURES

Figure 1.1	Vicinity of the Charleston Heights neighborhood. Base Map: Las Vegas, NV 1986 USGS 30' x 60' Quad. PLSS: T20N., R.60E, Sec. 25, 26, 35, 36; T20N, R61E, Sec. 31. Datum: NAD 27, UTM Zone 11N.	2
Figure 1.2	Map of Charleston Heights subdivisions in the study area. Base Map: USGS 7.5' Quadrangle, Las Vegas NW, NV (1984). PLSS: T20N., R.60E, Sec. 25, 26, 35, 36; T20N, R61E, Sec. 31. Datum: NAD 27, UTM Zone 11N.	3
Figure 3.1	Clark's Townsite Plat (UNLV Special Collections)	9
Figure 3.2	1940 Map of Las Vegas by C.D. Baker illustrates early suburban growth from the original street grid (UNLV Special Collections).	11
Figure 3.3	By 1952, Las Vegas was growing in all directions (Linkpendium)	15
Figure 3.4	This 1954 map shows the westward expansion of Las Vegas to Charleston Heights (UNLV Special Collections)	17
Figure 3.5	A 1960 ranch-style house at 2719 Mason Avenue in the McNeil neighborhood (ZoAnn Campana)	19
Figure 3.6	A Mid-century Modern house in one of Las Vegas's upscale subdivisions (Photo by Allen Sandquist, courtesy of the Junior League of Nevada and the On-line Nevada Encyclopedia)	19
Figure 3.7	The Morelli House was built in 1959 at Desert Inn Estates (Photo courtesy of the Las Vegas Junior League and the On-line Nevada Encyclopedia)	20
Figure 3.8	Ernest Becker's Charleston Heights announcement made multiple headlines (Las Vegas Review-Journal, September 12, 1952)	21
Figure 3.9	Charleston Heights tracts were primarily advertised to veterans (Las Vegas Review-Journal, April 2, 1954)	27
Figure 3.10	An early Charleston Heights advertisement (Las Vegas Review-Journal, August 16, 1953)	28
Figure 3.11	Charleston Heights Tract No. 1 (Clark County Assessor)	31
Figure 3.12	Another advertisement for Frontier Builders' first unit in Charleston Heights (Las Vegas Review-Journal, August 1, 1954)	33
Figure 3.13	Charleston Heights Tract No. 2 (Clark County Assessor)	35
Figure 3.14	Charleston Heights Tract No. 3 (Clark County Assessor)	37
Figure 3.15	Charleston Heights advertisements invited potential buyers to "live on Easy Street" – in fact, one of the avenues in the neighborhood was named Easy Street (Las Vegas Review-Journal, February 6, 1955)	39
Figure 3.16	Advertisement for the Electronic Weathermaker Homes of Tract No. 3 (Las Vegas Review-Journal, January 16, 1955).	41
Figure 3.17	Vegas Realty began advertising the Cliff May Homes in 1954 (Las Vegas Review-Journal, August 18, 1954).	42
Figure 3.18	The Red Rock School, circa 1960-1970 (UNLV Special Collections).	43

Figure 3.19	Recordation dates for Charleston Heights tracts in the study area. Base Map: USGS 7.5' Quadrangle, Las Vegas NW, NV (1984). PLSS: T20N., R.60E, Sec. 25, 26, 35, 36; T20N, R61E, Sec. 31. Datum: NAD 27, UTM Zone 11N.	45
Figure 3.20	This advertisement for the Hill-Top Homes development boasted of cooler temperatures in Charleston Heights, a typical marketing scheme for the neighborhood (Las Vegas Review-Journal, June 5, 1960).	46
Figure 3.21	Advertisement for the Parade of Homes (Las Vegas Review-Journal, November 24, 1960) .	47
Figure 3.22	The Parade of Homes promoted the designs of local builders (Las Vegas Review-Journal, December 4, 1960)	48
Figure 3.23	Advertisement for the Charleston Heights Bowl (Las Vegas Review-Journal, August 15, 1963)	50
Figure 3.24	The Charleston Heights Safeway opened in the Charleston Heights Shopping Center in late 1963 (Las Vegas Review-Journal, December 10, 1963)	51
Figure 3.25	An early Sproul Homes advertisement (Las Vegas Review-Journal, June 5, 1960)	54
Figure 3.26	Sproul's Cree model: "Frankly expensive look...frankly inexpensive price" (Las Vegas Review-Journal, January 13, 1963).	55
Figure 3.27	Sproul's "pace-setting" tri-level Shoshone model (Las Vegas Review-Journal, January 13, 1963)	56
Figure 3.28	Sproul featured their new Pueblo model in 1961 (Las Vegas Review-Journal, December 31, 1961)	57
Figure 3.29	Sproul advertised their new development at Charleston and Carpenter in 1963 (Las Vegas Review-Journal, May 26, 1963)	58
Figure 3.30	Sproul's Comanche model (Las Vegas Review-Journal, January 13, 1963)	59
Figure 3.31	Advertisement for apartments in Charleston Heights (Las Vegas Review-Journal, February 16, 1963)	60
Figure 3.32	By December 1963, three apartment complexes were advertised in Charleston Heights (Las Vegas Review-Journal, December 9, 1963)	61
Figure 3.33	Lido Homes advertised their proximity to retail, educational, and recreational amenities (Las Vegas Review-Journal, July 17, 1965)	63
Figure 3.34	The Becker Built Homes logo depicted a Ranch-influenced dovecote (Becker Built Homes Booklet, UNLV Special Collections)	64
Figure 3.35	Becker Built Homes offered a number of models to choose from, including these four from their 1971 booklet (Becker Built Homes Booklet, UNLV Special Collections)	65
Figure 3.36	A rendering of the Charleston Heights Townhomes (Becker Built Homes Booklet, UNLV Special Collections)	67
Figure 3.37	Arizona Charlie's postcard from the 1990s (UNLV Special Collections)	69
Figure 3.38	Electronic Weathermaker Homes advertisement (Las Vegas Review-Journal, January 23, 1955)	69
Figure 3.39	The Cliff May Homes opened in Tract No. 3 in 1955 (Las Vegas Review-Journal, January 16, 1955)	70
Figure 3.40	Promoters extolled Cliff May's reputation as a darling of home and garden magazines (Las Vegas Review-Journal, May 22, 1955).	71
Figure 3.41	Vegas Realty advertised the Cliff May Homes for their emphasis on indoor-outdoor living (Las Vegas Review-Journal, March 13, 1955)	73
Figure 3.42	Like many homes in Charleston Heights, the Cliff May houses featured "tropical" built-up rock roofs (Las Vegas Review-Journal, May 22, 1955)	74
Figure 3.43	Two renderings of the Holiday House models appeared in the newspaper during the development's grand opening (Las Vegas Review-Journal, July 17, 1956)	75

Figure 3.44	The Holiday House development was specifically advertised to women (Las Vegas Review-Journal, April 22, 1956)	76
Figure 3.45	Cedar Manors advertised their new development in 1956 and 1957 (Las Vegas Review-Journal, June 10, 1956; September 16, 1956; March 31, 1957)	78
Figure 3.46	Charleston Suburban advertisement (Las Vegas Review-Journal, June 24, 1956)	79
Figure 3.47	Charleston Estates advertisement (Las Vegas Review-Journal, February 17, 1957)	80
Figure 3.48	Charleston West advertisement (Las Vegas Review-Journal, April 7, 1959)	81
Figure 3.49	Hill-Top Homes advertisement (Las Vegas Review-Journal, October 26, 1959)	83
Figure 3.50	Sproul Homes created a promotional booklet for its Charleston Heights models (UNLV Special Collections)	83
Figure 3.51	Sproul Homes advertisement (Las Vegas Review-Journal, October 20, 1960).	84
Figure 3.52	Sproul's Cree and Shoshone model renderings (UNLV Special Collections)	85
Figure 3.53	Sproul's Apache, Cherokee, Hopi, and Navajo model renderings (UNLV Special Collections)	86
Figure 3.54	Sproul's Mohawk, Pawnee, and Sioux model renderings (UNLV Special Collections)	87
Figure 3.55	Sproul Homes advertised a wide array of designs for prospective buyers (Las Vegas Review-Journal, January 13, 1963).	88
Figure 3.56	Vegas View Homes advertisement (Las Vegas Review-Journal, July 17, 1960)	89
Figure 3.57	Royal Crest, Inc. advertised their homes in Charleston Heights (Las Vegas Review-Journal, October 17, 1960)	90
Figure 3.58	Mayflower Estates advertisement (Las Vegas Review-Journal, March 3, 1961)	91
Figure 3.59	Olympian Gardens advertisement (Las Vegas Review-Journal, March 30, 1963)	93
Figure 3.60	The Foothills advertisement (Las Vegas Review-Journal, September 22, 1963).	94
Figure 3.61	Lido Homes advertisement (Las Vegas Review-Journal, September 26, 1964)	95
Figure 3.62	Vista del Cerro advertisement (Las Vegas Review-Journal, October 27, 1963)	96
Figure 3.63	One of Becker's Del Prado models (UNLV Special Collections)	96
Figure 3.64	Ernest Becker (UNLV Special Collections)	98
Figure 3.65	Cliff May (University of California, Santa Barbara)	101
Figure 4.1	Charleston Heights Subdivisions by Date. Base Map: USGS 7.5' Quadrangle, Las Vegas NW, NV (1984). PLSS: T20N R60E Sec. 25, 26, 35, 36; T20N R61 E Sec. 31. Datum: NAO 83, UTM Zone 11 N.	106
Figure 4.2	Charleston Heights still offers mountain views, as evidenced by this streetscape of the 6500 block of Burgundy Way	107
Figure 4.3	Distribution of Property Types in Charleston Heights. Base Map: USGS 7.5' Quadrangle, Las Vegas NW, NV (1984). PLSS: T20N R60E Sec. 25, 26, 35, 36; T20N R61 E Sec. 31. Datum: NAO 83, UTM Zone 11 N.	109
Figure 4.4	Apartments at 6324 Casada Way reflect the Ranch and Contemporary styles	110
Figure 4.5	715 Berry Circle (1955) is an example of a modest Ranch style residence in Tract 1	111
Figure 4.6	Character or cowboy ranch at 5805 Alta Drive	112
Figure 4.7	Pueblo Ranch at 248 Colleen Drive	112
Figure 4.8	Split-level Ranch at 804 Wallace Drive	113
Figure 4.9	Simple Contemporary style at 514 Cactus Avenue in Tract 2	114
Figure 4.10	More expressive Contemporary dwelling at 221 Upland in Tract 4	114
Figure 4.11	Contemporary style residence at 340 Mallard Street in Tract 6	115
Figure 4.12	6337 Rassler is an example of a late Contemporary dwelling in Tract 29.	115
Figure 4.13	Streetscape showing Mansard and Spanish Ranch styles in the 300 block of Crestline Drive in Tract 29-4	117
Figure 4.14	Commercial properties line Jones Boulevard north of Evergreen Avenue.	117
Figure 4.15	Charleston Heights Shopping Center.	118

Figure 4.16	Rose Warren Elementary School	118
Figure 4.17	Red Rock Church at the corner of Alta and Upland	119
Figure 4.18	Latter Day Saints 14th Ward Chapel at the corner of Alta and Jones	119
Figure 4.19	This Cliff May Ranch house at 714 Upland retains its historic board-and-batten siding, wood windows, and shed-roofed carport	120
Figure 4.20	Streetscape in the 500 block of Berry Circle.	120
Figure 4.21	The dwelling at 908 Slayton has experienced alterations including T-1-11 siding along the bottom portion of the walls, but it retains enough integrity with its original shutters, windows, and garage door to convey its significance.. . . .	123
Figure 4.22	Although the roof of 5320 Gypsy is in poor condition, the resource retains good integrity with its historic siding, windows, and carport.	125
Figure 4.23	Distribution of Integrity Values in the Survey Area. Base Map: USGS 7.5' Quadrangle, Las Vegas NW, NV (1984). PLSS: T20N R60E Sec. 25, 26, 35, 36; T20N R61 E Sec. 31. Datum: NAO 83, UTM Zone 11 N	133
Figure 4.24	The integrity of 621 Digger is considered good despite a modern replacement of the front door, as it retains the majority of its historic appearance, including historic stucco and windows.	134
Figure 4.25	This character Ranch dwelling at 4500 Alta retains good integrity despite the minor addition of a security door.	134
Figure 4.26	6316 Cromwell Drive has modern vinyl and cultured stone siding, but it retains its original plan and fenestration pattern. Alterations have diminished its integrity, but it continues to evoke the sense of a mid-century Ranch style dwelling and is considered a contributing resource.	135
Figure 4.27	6340 Bristol Way is an example of poor integrity, with its modern stucco siding, vinyl replacement windows, and arcaded porch addition.	135
Figure 4.28	Distribution of contributing and non-contributing resources. Base Map: USGS 7.5' Quadrangle, Las Vegas NW, NV (1984). PLSS: T20N R60E Sec. 25, 26, 35, 36; T20N R61 E Sec. 31. Datum: NAO 83, UTM Zone 11 N.	136
Figure 5.1	Recommended Areas for Intensive Survey Base Map: USGS 7.5' Quadrangle, Las Vegas NW, NV (1984). PLSS: T20N., R.60E, Sec. 25, 26, 35, 36; T20N, R61E, Sec. 31. Datum: NAD 27, UTM Zone 11N.	143
Figure 5.2	Cliff May Home at 5606 Idle Avenue in Tract 3	144
Figure 5.3	108 Mallard Street in Tract 4.	144
Figure 5.4	5805 Knight Avenue in Tract 6	145
Figure 5.5	4416 Alta Drive in Tracts 15C	146
Figure 5.6	6549 Casada Way in Tract 27C	146
Figure 5.7	6125 Iris Circle in Tract 28A	147
Figure 5.8	6229 Hobart Avenue in Tract 29B	147
Figure 5.9	Streetscape of Fairwood Circle in Tract 38A	148
Figure 5.10	6308 Factor Avenue in Tract 40C.	149
Figure 5.11	5820 Halifax Avenue in Tract 45C	149

LIST OF TABLES

Table 3.1	Charleston Heights Tracts, 1953-1968	22
Table 4.1	Construction Date Distribution in Survey Area.	105
Table 4.2	Extant Historical Neighborhood Anchors	107
Table 4.3	Architectural Style Distribution of Single-Family Resources.	111
Table 4.4	The Seven Aspects of Integrity According to the National Register	122

Table 4.5	Charleston Heights Tract Characteristics and Integrity	126
Table 5.1	Charleston Heights Tracts with No District Potential	140
Table 5.2	Charleston Heights Tracts with District Potential	141

1.0 INTRODUCTION

This document is a reconnaissance-level survey of the Charleston Heights neighborhood in Las Vegas, Nevada. The Nevada State Historic Preservation Office (NSHPO) received federal funding through the National Park Service's Historic Preservation Fund Grant Program for this project. The City of Las Vegas selected Kautz Environmental Consultants Inc. (KEC) as the consultants for this project.

1.1 PURPOSE

The purpose of this document is to make recommendations for the Charleston Heights area's district potential, district boundaries, designation of individual or district resources, and properties or areas requiring more in-depth research and analysis. These recommendations are based on the neighborhood's historic context and survey results, presented in chapters 3 and 4 of this document, respectively.

1.2 STUDY AREA

The Charleston Heights study area is located in west-central Las Vegas. It is generally bounded by Washington Avenue, Vegas Drive, and Meadows Lane to the north; Decatur Boulevard and Bedford Lane to the east; Charleston Boulevard and Evergreen Avenue to the south; and Torrey Pines Drive and Rainbow Boulevard to the west (Figures 1.1 and 1.2). These boundaries encompass 80 distinct subdivisions collectively known as the Charleston Heights neighborhood.

1.3 ACKNOWLEDGEMENTS

Special thanks are due to Amy Raymer and Dave Cornoyer for sharing their wealth of research on the Charleston Heights neighborhood. Stacey Fott of the Special Collections Library on the University of Nevada, Las Vegas campus and Maggie Bukowski of the Nevada State Museum-Las Vegas shepherded our archival research activities.

KEC owes a debt of gratitude to Heather MacMullen and other residents of Charleston Heights, who enthusiastically shared their stories of the neighborhood from the 1950s to the present day. Many of these residents attended the outreach meeting held at the Charleston Heights Arts Center on the evening October 12, 2022.

Finally, this report would not have been possible without the assistance of the City of Las Vegas' Historic Preservation Commission, Historic Preservation Officer, and Geographic Information Systems staff.

1.4 REPORT OUTLINE

Chapter 1 provides a statement of purpose and a brief summary of major project details. Chapter 2 contains methodologies for research and survey. The historic context is provided in Chapter 3. Chapter 4 presents the survey results and recommendations. Chapter 5 contains the bibliography. Historical plat maps for Charleston Heights are archived in Appendix A. Survey maps are located in Appendix B. Streetscape photographs and the accompanying location map and photolog are in Appendix C. Appendix D contains the inventory table. The Architectural Resource Assessment (ARA) forms that were created for the project are in Appendix E.

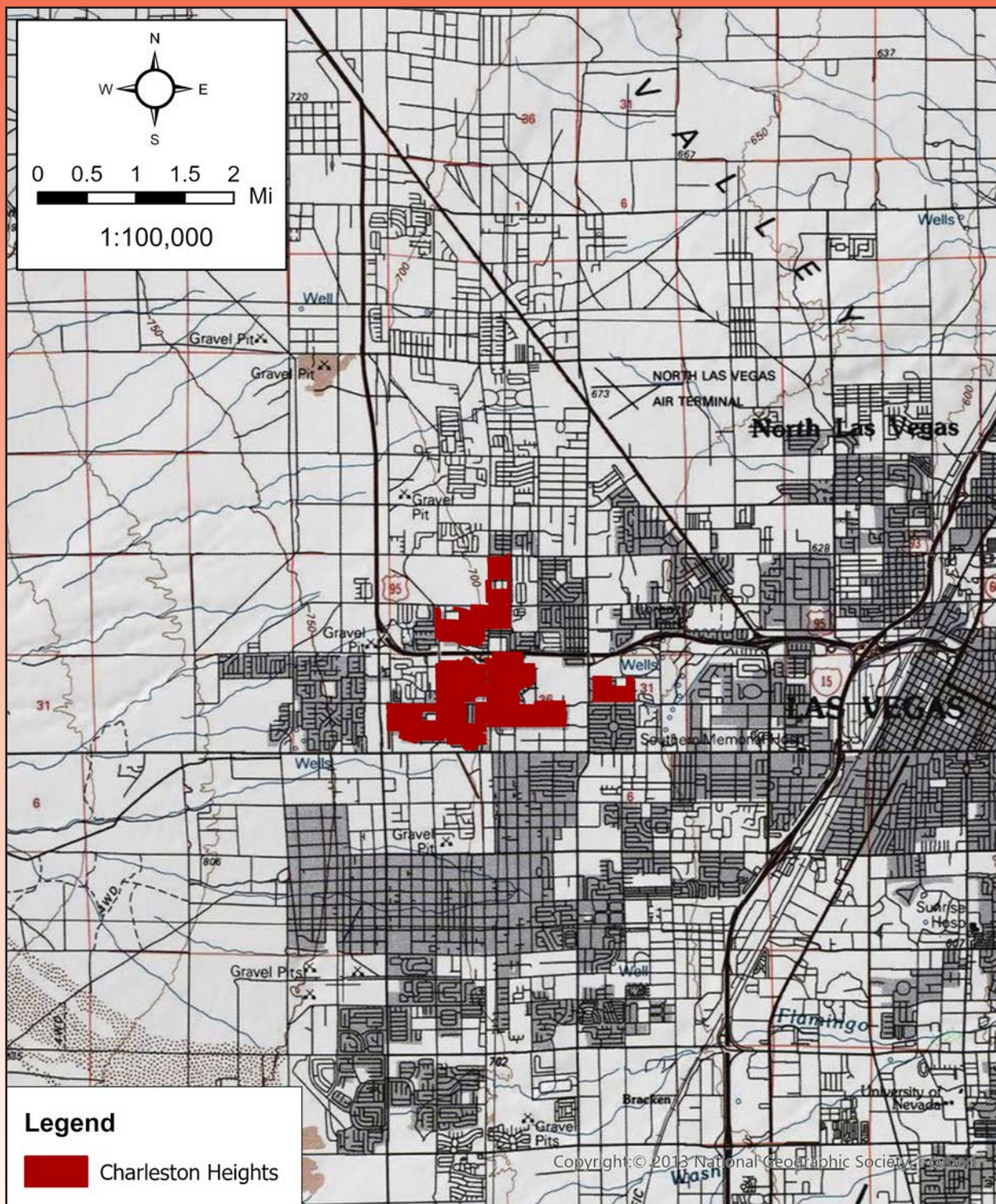


Figure 1.1 Vicinity of the Charleston Heights neighborhood. Base Map: Las Vegas, NV 1986 USGS 30' x 60' Quad. PLSS: T20N., R.60E, Sec. 25, 26, 35, 36; T20N, R61E, Sec. 31. Datum: NAD 27, UTM Zone 11N.

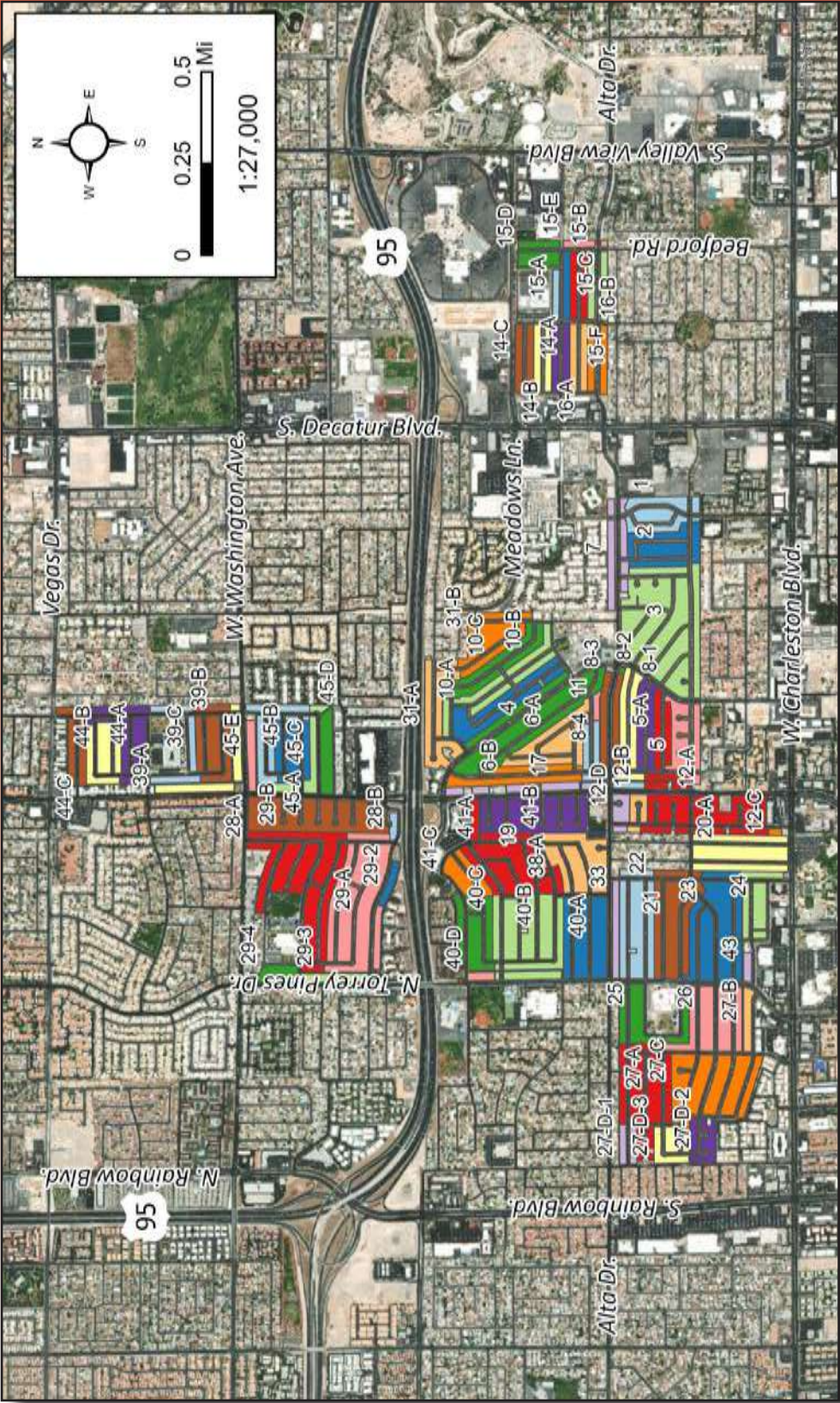


Figure 1.2 Map of Charleston Heights subdivisions in the study area. Base Map: USGS 7.5' Quadrangle, Las Vegas NW, NV (1984). PLSS: T20N., R.60E, Sec. 25, 26, 35, 36; T20N, R61E, Sec. 31. Datum: NAD 27, UTM Zone 11N.

2.0 RESEARCH DESIGN AND METHODOLOGY

The objective of the current project is the creation of a detailed history of the Charleston Heights neighborhood and its development during the 1950s and 1960s, as well as the identification of properties and areas of the 885-acre neighborhood recommended for future intensive survey and potential National Register of Historic Places (NRHP) historic district designation. Additional project objectives include digital photography of representative streetscapes and resources and the recordation of representative architectural resources on single-page Architectural Resource Assessment (ARA) forms. The fieldwork and archival methodologies were designed around these goals.

The historic and architectural contexts were developed in accordance with professional standards set forth by the National Park Service. ZoAnn Campana, Architectural Historian, conducted the survey between January and March 2023. A Samsung NX2000 was used for all field photography. Ms. Campana and additionally completed the associated Architectural Resource Assessment (ARA) forms and wrote the report.

2.1 ARCHIVAL RESEARCH METHODS

Various archival research sources were consulted for the historic context. These sources include historical indices, documents, oral histories, city directories, and photographs archived at the Nevada State Museum – Las Vegas and the University of Nevada, Las Vegas Special Collections Department; newspaper articles archived on NewspaperArchive.com and GenealogyBank.com; historical aerial photographs; resident interviews; historic plat maps on file at the Clark County Recorder's Office; and Clark County Assessor's records. Additional primary and secondary sources consulted for the development of the historical and architectural contexts are listed in the bibliography.

The Clark County Assessor's office provided information relating to dates of construction and parcel boundaries. The Clark County Assessor's construction date information is generally accurate, and this information was used for the survey and ARA forms with the caveat that the manner in which the Assessor calculates assessment dates has the potential to create misleading data.

Other archives consulted for this project included the City of Las Vegas Public Records Center, Desert Research Institute, Nevada Department of Transportation, the Nevada State Historic preservation Office's NVCRIS database, Nevada Historical Society, Nevada State Library, and the U.S. Bureau of Land Management's online resources. No relevant research material was discovered at these repositories.

2.2 SURVEY METHODS

Architectural historian ZoAnn Campana conducted survey of the study area, following the guidance set forth in *Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places* (Ames and McClelland 2022) and *Guidelines for Local Surveys: A Basis for Preservation Planning* (National Register Bulletin 24, Parker 1985). The survey was conducted in two stages. Initially, Ms. Campana conducted a windshield survey, driving through the study area to visually inspect the neighborhood and its resources. The windshield survey was conducted tract-by-tract, noting the general distribution, property types, architectural characteristics, and historic integrity of the resources located therein. This windshield survey also scrutinized streetscapes in an effort to identify areas that might constitute potential National Register-eligible historic districts.

The second phase of the survey consisted of a reconnaissance-level pedestrian inventory of all resources dating between 1950 and 1969, recording their level of integrity, architectural style, and contributing status in a spreadsheet. Digital images of representative streetscapes and resources were captured during the survey. Additionally, the survey identified resources with high levels of integrity that exhibited representative architectural styles and characteristics for later documentation on single-page ARA forms.

Certain limitations involved with the survey portion of this project bear noting. The large geographical survey area comprises more than 4,000 resources. The magnitude of the survey area, combined with project deadlines and funding, precluded researching and recording each individual property in detail. ARA forms were created for 67 resources in the project area. These properties are representative of the types of resources found in the neighborhood and are considered best examples in terms of style and integrity. Individual resources were not evaluated for NRHP eligibility. In addition, areas recommended for more in-depth survey were not evaluated for NRHP eligibility as potential historic districts.

3.0 HISTORIC CONTEXTS

The Charleston Heights study area includes 80 different subdivisions developed between 1953 and 1968. Collectively known as the Charleston Heights neighborhood, these tracts generally consist of mid-century single-family houses that are representative of a postwar continuation of the World War II housing boom in Las Vegas and the development of the suburbs that stretched west from the city's downtown core. Much of this growth resulted from Las Vegas' proximity to the expanding Nellis Air Force Base during the Korean War and the newly established Nevada Proving Grounds in Nye County.

The architecture of the homes in these subdivisions reflects the convergence of the early Ranch style introduced prior to the war and the Contemporary style popularized in southern California and diffused throughout America's postwar suburbs. This hybrid proved ideal for Las Vegas' middle-class housing as well as for the hot desert climate.

One of the goals of this project is to identify the history and themes of the area. The State Historic Preservation Office, in conjunction with standards provided by the National Park Service, developed a list of historical themes specific to Nevada history (White et al. 1991). The themes that relate to the properties in the project area are Land Usage/Townsite Development and City Planning, and Architecture. A general historic context of the Las Vegas Valley relating to those themes is provided below. It is followed by context that specifically pertains to the development patterns and period(s) of significance unique to the Charleston Heights study area.

3.1 HISTORY AND DEVELOPMENT OF THE LAS VEGAS VALLEY

The Las Vegas valley's abundant artesian springs and verdant meadows originally supported many indigenous peoples. Drawn to the area's abundant natural resources, the Nuwuvi, or Southern Paiute peoples, lived in relative peace prior to the arrival of white explorers and settlers in the nineteenth century (UNLV n.d.).

Spanish missionaries and explorers conducted the first successful European crossing of the Mojave Desert in 1776. They forged a trail beginning in present day Santa Fe, New Mexico and ending in Los Angeles, California. There is no evidence that they entered present-day Clark County; existing documentation traces their path across the Colorado River and north into what is now Utah. In 1829, Mexican trader Antonio Armijo led a sixty-man commercial caravan along the Spanish Trail to Los Angeles. This was the first caravan to pass through the Las Vegas valley. The abundant artesian spring water discovered there shortened the Spanish Trail to Los Angeles and eased hardships for traders. On May 13, 1844, John C. Frémont camped at Las Vegas Springs as he led an overland expedition west. Frémont was the first to record Las Vegas, which translates to "The Meadows" in Spanish, on an American map (City of Las Vegas 2007).

In 1855, the Mormon leader Brigham Young sent thirty Latter-Day Saints from the Utah Territory to Las Vegas to build a mission fort for the purpose of establishing a commercial route to San Bernadino, with a secondary objective of spreading their religion to the local indigenous population. At that time, the region was part of the New Mexico Territory, which had been organized as an incorporated territory of the United States on September 9, 1850. The mission faced hardships including heat, aridity, poor soil, conflict with local tribes, and disputes over the rights to nearby mineral discoveries. The Mormons' Las Vegas experiment ended in 1858 when Young called the Saints back to Salt Lake City to prepare for a brewing conflict with the United States government. The fort was used as a general store for a few years, serving miners at Mount Potosi and El Dorado Canyon (Green 2015:64; 70-72).

Octavius Gass, who had come west from Ohio during the California gold rush, acquired considerable acreage near present-day Las Vegas. He operated a successful cattle ranch for several years before finding himself entangled in financial difficulties. In 1879, he mortgaged his ranch for \$5,000 to Archibald Stewart, a businessman from Pioche. Gass was unable to repay the loan, and he left the state with his family. Subsequently, Stewart, his wife Helen, and their children moved from Pioche to the ranch. In 1884, Archibald was killed, allegedly by neighboring rancher Conrad Kiel, although a coroner's jury found no evidence of murder. The young, pregnant widow chose to stay with her children on the ranch. In 1884, Archibald was killed, allegedly by neighboring rancher Conrad Kiel, although a coroner's jury found no evidence of murder. The young, pregnant widow chose to stay with her children on the ranch. She ran a roadside rest stop for travelers and served as the local postmistress (Moehring and Green 2005:8-10).

In October 1902, U.S. Senator William Andrews Clark of Montana offered Stewart \$55,000 for her ranch and its water rights, and she accepted. After the sale, Stewart spent time in Salt Lake City and moved to southern California before returning to the small settlement of Las Vegas, where her son built a house for her near the old family ranch. In addition to holding public education offices, she was an early member of the first women's organization, the Mesquite Club. By the time of her death in 1926, Helen Stewart had earned the title "First Lady of Las Vegas" (Green 2015:156-157; Moehring and Green 2005:8-10).

Senator Clark, a Montana copper baron, purchased Stewart's property for the San Pedro, Los Angeles and Salt Lake Railroad. He had begun construction on the railroad the year prior. The area met all his requirements for a town that would serve as a division point on the railroad: it was on a direct route to Salt Lake City, and it had plenty of groundwater to service the steam engines. Clark partnered with the Union Pacific Railroad, headed by E. H. Harriman, to construct the railroad between 1903 and 1905. Las Vegas was chosen as a stop-off point for the trains to replenish supplies and water (Moehring and Green 2005:11).

Speculators invested in vast amounts of land in the area, resulting in two competing townships. John T. McWilliams, an engineer and surveyor, bought eighty acres of government land just west of the railroad tracks and established a townsite in early 1905, which he advertised as The Original Las Vegas Townsite. McWilliams's settlement consisted of tents and buildings including saloons, businesses, boarding houses, and homes. William Clark established Clark's Las Vegas Townsite on the east side of the railroad tracks, which was owned by the railroad (Figure 3.1). By May 1905, after staking out lots and blocks, the railroad held a feverish public auction for the parcels in their new townsite. Competition from Clark's townsite and the inconvenient access to transportation and necessary mining and ranching supplies caused McWilliams's townsite to lose favor and eventually dwindle to a few small tents and buildings (Mooney 2002).

Las Vegas became a city in June 1911, after Governor Tasker Oddie signed legislation that March to allow voters in the unincorporated township to vote on whether to be incorporated as a city. On June 1, 1911, citizens voted in favor of the measure. At the time of incorporation, the city encompassed 19.18 square miles and had approximately 800 inhabitants. Fremont and Main streets served as the primary commercial arteries. Main Street ran parallel to the tracks, and the majority of the businesses on the street were dedicated to the railroad. Fremont Street became the town center with a bank, post office, and retail shops occupying the first two and a half blocks. The remaining blocks, between Third and Fifth streets, became Las Vegas' first exclusive residential area. These homes, built mostly as bungalows with Craftsman details, were demolished during the 1930s and 1940s due to commercial expansion (Mooney 2002).

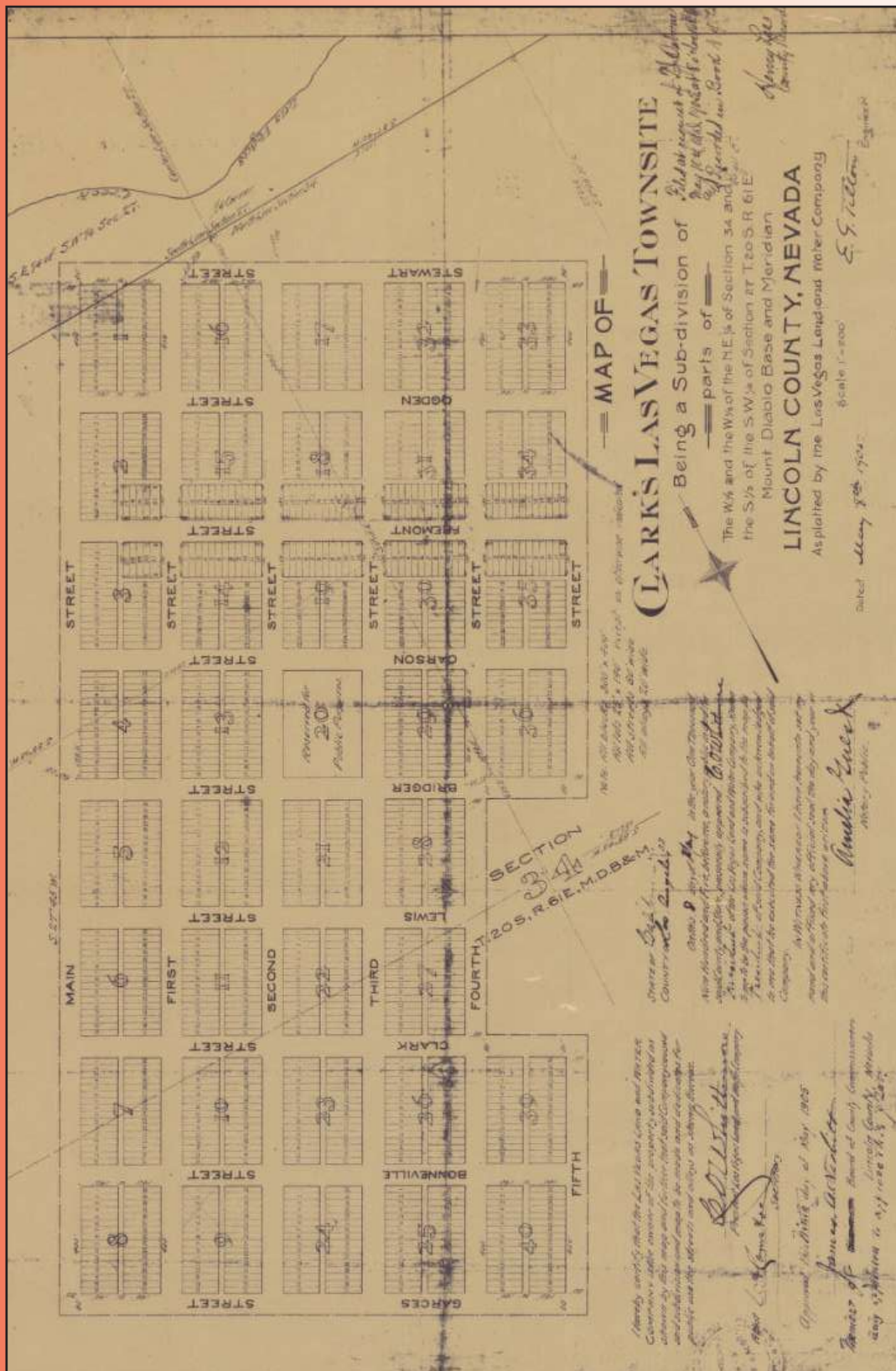


Figure 3.1 Clark's Townsite Plat (UNLV Special Collections)

Initial growth and development focused primarily on the area in Clark's Las Vegas Townsite. The remaining blocks were developed for residential use with the railroad dedicating four blocks at the south end for employee housing. It was not long before the city began to expand eastward. Developers platted additions to the townsite as early as 1905, selling individual lots on which owners built homes in the popular Craftsman style, as well as Spanish Eclectic, Tudor, and Colonial Revival styles. Because of the small population and scant water facilities, these new subdivisions grew slowly until the building boom in the late 1920s (Mooney 2002).

The United States Congress passed the Boulder Canyon Progress Act in 1928, allowing for the construction of Boulder Dam, now called Hoover Dam. Construction of the dam, which began in 1931, significantly impacted the economic and physical development of Las Vegas. Because of the national depression, thousands of laborers arrived in Las Vegas to work on the dam. In need of goods, services, and housing, these men and their families spent their hard-earned wages in Las Vegas. The dam, touted as "The Eighth Wonder of the World," was a boon to Las Vegas' tourist trade as well. The same year that construction on the dam started, the Nevada legislature repealed gambling prohibition and liberalized its divorce laws by shortening residency requirements from three months to only six weeks, further spurring the local economy. Between 1920 and 1930, the population of Las Vegas doubled, increasing from 2,304 to 5,165. In 1940, it nearly doubled again, rising to 8,422 (Mooney 2002).

During the mid- to late-1920s, residential expansion continued with a few scattered developments laid out along north-south and east-west axes, breaking away from the original grid set by the railroad tracks. One such community began in 1925, in the southeast section of the city on land purchased by John S. Park and his son Dr. William S. Park. By 1928, the Parks had platted a subdivision called the Park Place Addition and they began to sell individual lots. West of this subdivision was the Boulder Addition, and southwest of the Boulder Addition was the Meadows Addition. All three subdivisions departed from the original Las Vegas Townsite, as they were platted according to the standard north-south axis. These neighborhoods were considered remote at the time—but not for long.

With the construction of the Las Vegas High School on Seventh and Bridger streets in the 1930s, the blocks surrounding the school began to fill with residences. Las Vegas' earliest suburban subdivisions had an urban feel with their proximity to downtown and conformance with the orthogonal grid plan (Figure 3.2). The Park Place Addition attempted to create a more rural setting, reflecting the city's economic growth and the growing influence of the automobile. As more people owned cars, they no longer needed to live within walking distance of work and shopping, and suburban subdivisions could be built at a lower density and with more street frontage. Garages became respectable, moving closer to the home and offering a prominent driveway. These early twentieth-century subdivisions reflected planning trends seen in upper-class residential developments such as Riverside, Illinois, and Llewellyn Park, New Jersey. These prototype American suburbs were based on the Garden City principles developed by city planners in England during the nineteenth century. Although the Park Place Addition did not have curvilinear streets, it attempted to avoid the original street grid plan (Mooney 2002).

World War II was the next big event to stimulate growth and development in Las Vegas. The government zealously built military bases and war industry plants throughout the western United States. In Las Vegas, Basic Magnesium and the Army Air Gunnery Range were completed in 1941. The construction and operation of these military facilities, with the influx of servicemen, military contractors, and workers, had a significant effect on the development of Las Vegas. Much like the rest of the country at war, Las Vegas began to experience an increasingly alarming shortage of housing. By 1946, more neighborhoods appeared south of Charleston Boulevard to join Park Place, the Boulder Addition, and the Meadows Addition (Mooney 2002).

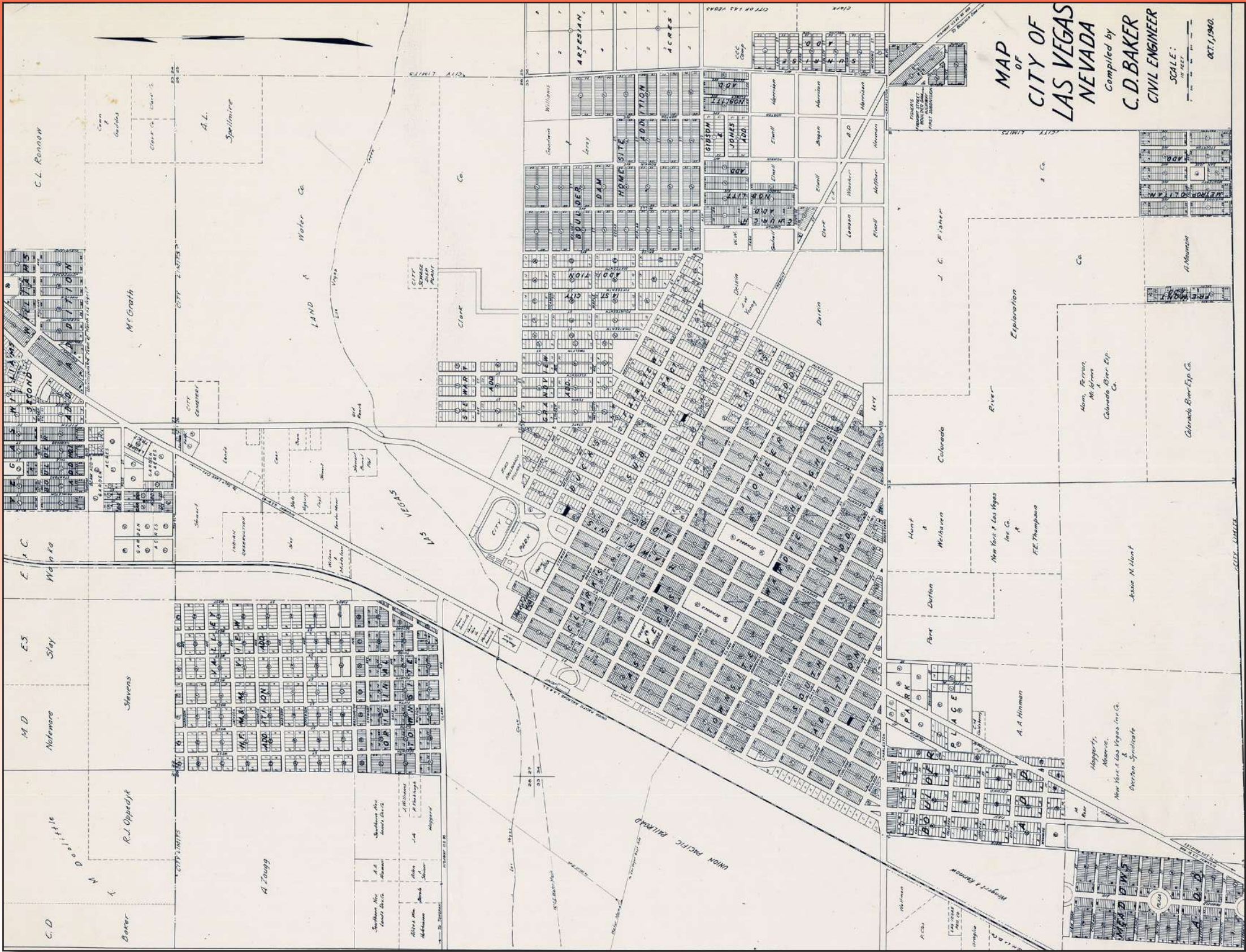


Figure 3.2 1940 Map of Las Vegas by C.D. Baker illustrates early suburban growth from the original street grid (UNLV Special Collections)

In 1941, President Roosevelt signed an amendment to the Federal Housing Act creating Title VI, making possible the mass construction of FHA financed homes. In order to qualify for Title VI, a town had to be declared a defense area, which Las Vegas accomplished in 1941. Title VI allowed FHA financing of home construction by private builders and contractor, permitting the home buyer to purchase a home without a down payment by paying equity payments over and above the rent until ten percent of the purchase price was accumulated. It also limited the purchase price to \$4,000 for a single-family home. Three Las Vegas neighborhoods planned in 1941 qualified for Title VI financing: Biltmore, Huntridge, and Mayfair. Biltmore Homes had 300 houses planned for the area just north of downtown, Huntridge had 572, and Mayfair had 368. These three developments were built specifically to house noncommissioned officers, civilian employees of the air base and Basic Magnesium, and their families.

FHA's involvement in house building influenced the type of homes and methods of construction in the Title VI neighborhoods. For instance, the Biltmore homes were built entirely with concrete block, which was readily available and did not require the use of restricted war materials. In addition, the style of the earliest Biltmore homes is very similar to the FHA prescribed minimum four-room house with one bathroom, which became generally described as the Minimal Traditional style. This style was a holdover from the Housing Act of 1934, which established the FHA to promote affordable housing (Mooney 2002).

Suburbs built during the war shared the distinct physical characteristics of low density and architectural similarity. The architectural styles ranged from Minimal Traditional, the transitional form tied to FHA standards, to early renditions of the Ranch style. In addition, homes built during this time were more financially attainable as a result of the development of mass-production techniques by large corporations that standardized housing components and methods of construction. Suburban housing development in Las Vegas became more of a necessity than a luxury due to a severe housing shortage. Coupled with the fact that the FHA rarely financed loans for new construction or pre-existing homes within the inner city, home building was concentrated where large amounts of affordable land was available (Mooney 2002).

Las Vegas changed and grew in accordance with its primary industries. The railroad dictated the initial growth and physical development of Las Vegas, and by the 1950s, the resort and defense industries began to shape the city (Figure 3.3). In 1950, the city's population had grown to 24,624. The city continued to focus on growth, looking for additional ways to increase jobs and attract tourists. The same year, the government announced plans to begin testing nuclear weapons on a portion of the Las Vegas Bombing and Gunnery Range, approximately sixty miles north of Las Vegas. Aside from providing employment, the city exploited nuclear testing by inviting tourists to stay and watch the blasts. Hotels sponsored all-night parties and a myriad of attractions, from specialized drinks to business establishments, were prefaced with "Atomic." Military expansion, especially by the Air Force, created additional housing pressure. With general economic prosperity, increased defense spending, and the proliferation of casinos, there was an even greater demand for housing units, especially ones that were economical and profitable (Mooney 2002).

The lack of development policies and increased property values no doubt contributed to the increase in speculative building. As new casino-hotels appeared along the Strip, residential suburbs emerged to house the workforce. With these suburbs came single-family and multi-family housing tracts, shopping centers, and expanded road networks (Figure 3.4). Mass-produced suburbs sprang up all over the United States, made possible by the streamlining of the construction process with standardized materials and components. In addition, many new home buyers took advantage of the federal government's Veteran's Administration mortgage guarantees, part of the G.I. Bill of Rights, and FHA mortgage insurance (Moehring 2000: 233; Moehring and Green 2005: 171; Mooney 2002).

Architecturally, the California Modern style expressed the carefree consumerism trend of the post-war period. The typical suburban home gradually became larger, expanding on the Ranch style while becoming lower with a distinct horizontality, incorporating a more contemporary design element. Much of this was due to the simple need for more space to accommodate the suddenly larger families resulting from the Baby Boom following World War II. It was during this post-war housing boom that the Charleston Heights subdivisions were developed (Mooney 2002).

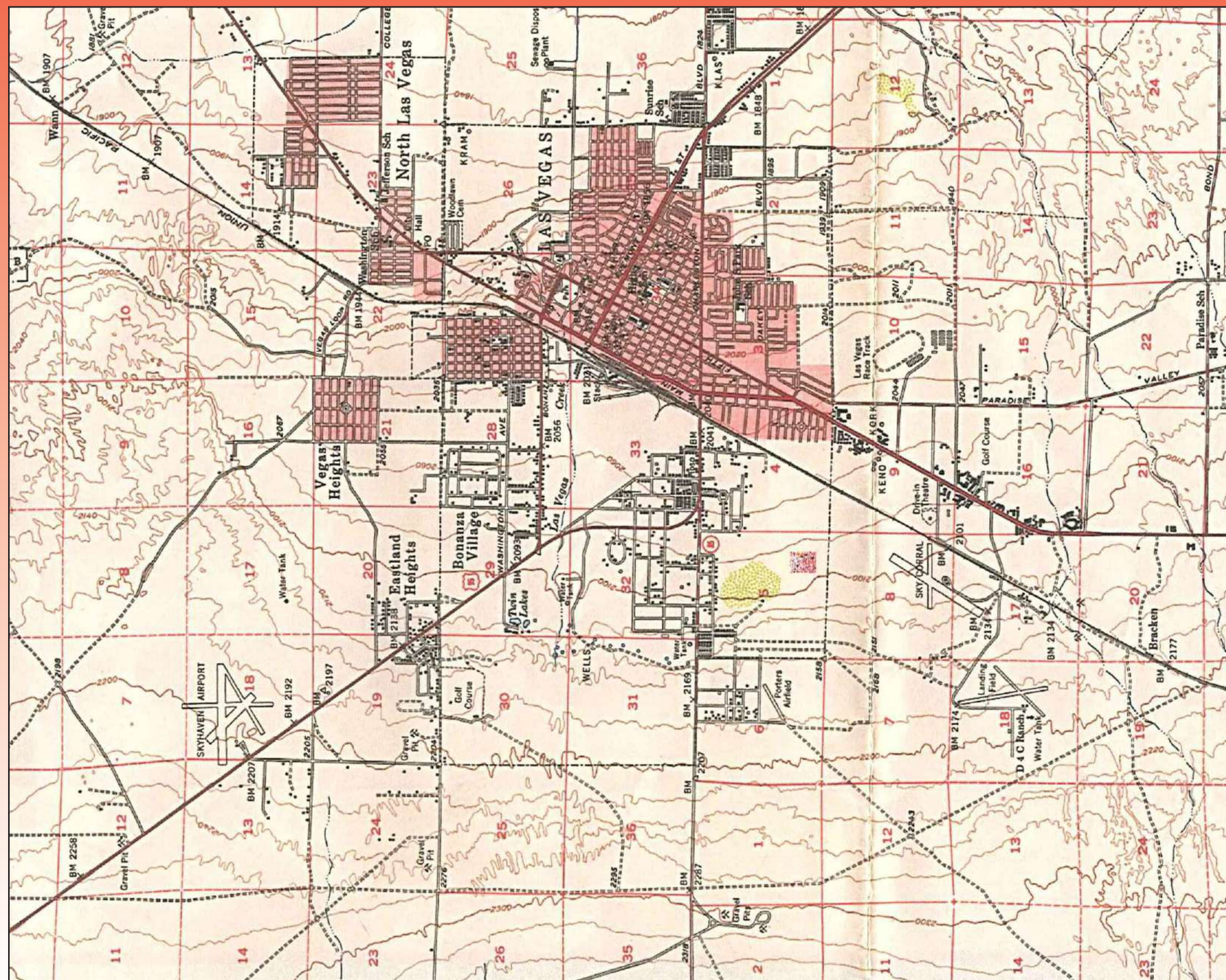
3.2 RESIDENTIAL ARCHITECTURE OF LAS VEGAS

Las Vegas' architectural history adhered to that of western railroad towns, at least until the 1950s. In the beginning, there were the ubiquitous false-front commercial buildings and late-Victorian residences. As the town grew, homes reflecting the Craftsman ethos filled the neighborhoods. The array of period revival styles, Minimal Traditional, and early Ranch styles followed through the World War II years. Ranch and Contemporary were two related styles under the umbrella of Modernism that came to Las Vegas from neighboring southern California and converged in Las Vegas' 1950s subdivisions.

Distinctive characteristics of the Ranch house were its long and low rambling plan and the blurring of interior and exterior spaces through the use of large picture windows and sliding glass doors opening on to the private realm of suburban America: the family backyard. The Ranch style became synonymous with suburbia, symbolized by *Sunset* magazine as "the ultimate modern home, reflecting a lifestyle of simplicity, privacy, and informality that was close to nature." With roots in the Bungalow and the Prairie styles, as well as Hollywood's popular western films, the Ranch style developed regional characteristics and found itself in the repertoires of mainstream and Modernist architects alike. Architect and historian Alan Hess calls the phenomenon "a hospitable Modernism." The key to the style's success was its commodification, a result of its accommodation to mass-production and mass-marketing (Figure 3.5). Developers used building systems and processes that emerged from large-scale defense housing projects during the war, creating the ideal housing product for the booming 1950s (Hess 2004:12-13).

A style that lent itself to a desert climate even better than the Ranch was the Contemporary style. Architectural historians Virginia and Lee McAlester make the distinction between two subtypes of the Contemporary style: the flat-roofed and the gabled. The McAlesters assert that the flat-roofed type is derived from the International Style with its lack of decorative detailing, while allowing for materials not seen in International buildings, such as wood, brick, and stone. This subtype is also known as American International. The gable subtype, on the other hand, was influenced by earlier Craftsman and Prairie styles, with overhanging eaves, frequently with exposed beams and the use of wood, stone, and brick wall cladding. Both of these styles are most commonly single story. Contemporary-style homes of both subtypes are widely found in Las Vegas' 1950s subdivisions (Figure 3.6), where they were seemingly more popular—or at least more functional—than Ranch-style homes (McAlester and McAlester 1984:482).

California developed a reputation as an architectural proving ground for contemporary architecture. Modern architecture found a foothold in southern California as early as the 1910s, through the work of Irving Gill, R. M. Schindler, Richard Neutra, Lloyd Wright, and Frank Lloyd Wright. Initially considered avant garde, the style enjoyed broader appeal by the 1950s, especially with the middle class. The post-World War II boom years were ideal for talented young architects to explore the possibilities of new materials for new lifestyles in the temperate climate of the West. The Case Study program of *Arts + Architecture* magazine, spanning from 1945 to 1962, helped expand and promote the style by commissioning eight experimental homes designed by eight different architectural firms. After the program ended, John Entenza, editor and publisher of *Arts + Architecture* and creator of the Case Study project, remarked, "We like to think that these houses have been responsible for some remarkably lucid thinking in terms of domestic architecture. While it is true that not all have been every man's dream cottage, they have nevertheless had



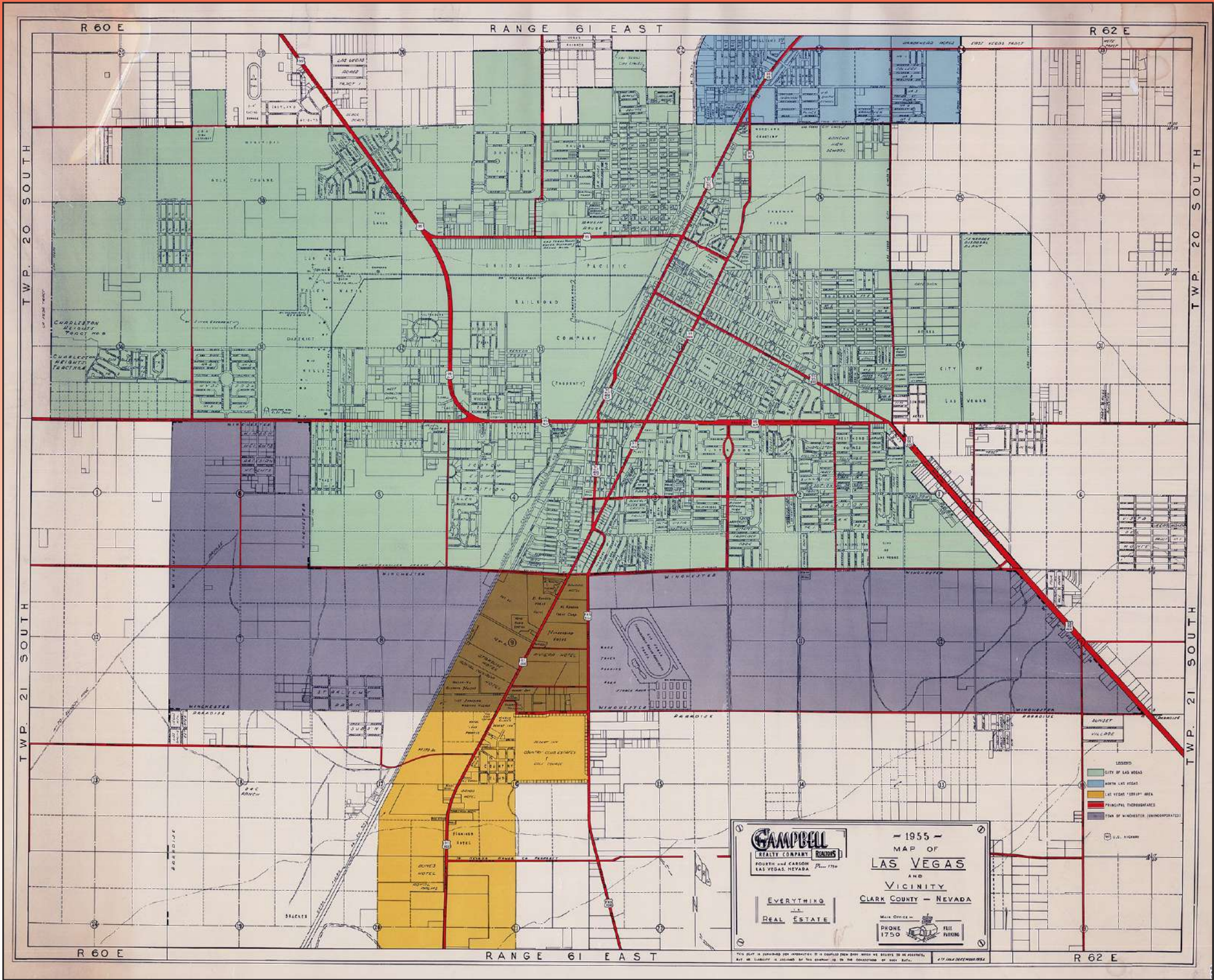


Figure 3.4 This 1954 map shows the westward expansion of Las Vegas to Charleston Heights (UNLV Special Collections)



Figure 3.5 A 1960 ranch-style house at 2719 Mason Avenue in the McNeil neighborhood (ZoAnn Campana)



Figure 3.6 A Mid-century Modern house in one of Las Vegas's upscale subdivisions (Photo by Allen Sandquist, courtesy of the Junior League of Nevada and the On-line Nevada Encyclopedia)

a demonstrably wide influence in the sound use of new materials and in re-use of the old, and have attempted, with considerable success, to suggest contemporary living patterns” (Hess 2008:8; McCoy 1977:9-10).

The middle class of Las Vegas eagerly embraced the Modernist mode in the 1950s. The more high-style examples of contemporary architecture claimed direct connections to internationally known Modernist architects practicing in southern California, and upscale subdivisions filled with these types were developed into the 1960s. The Antonio Morelli House, originally built in 1959 in Desert Inn Estates, is a case in point (Figure 3.7). The Desert Inn Estates neighborhood, built at the verge of the golf course at the Desert Inn Hotel, was emblematic of the new suburban metropolises that evolved in Las Vegas and other southwestern cities during the twentieth century, where Modern architecture was used to satisfy the public’s imagination for all things new. In addition to Desert Inn Estates, custom subdivisions such as Rancho Circle and Scotch 80s echoed this trend. Many mass-produced tract homes incorporated this Modern/Contemporary style. Examples include Charleston Heights, initially developed by Ernest Becker in 1952, and the 1963 subdivision Paradise Palms, designed by southern California architects Palmer and Krisel for developer Irwin Molasky. Las Vegas has become associated with the quest for newness and reinvention, especially in its casino architecture. In both commercial and residential architecture, Las Vegas offered opportunities for its own Modernist architects, such as the firm of Zick and Sharp and Hugh E. Taylor (Hess 2008:7).



Figure 3.7 The Morelli House was built in 1959 at Desert Inn Estates (Photo courtesy of the Las Vegas Junior League and the On-line Nevada Encyclopedia)

3.3 THE TREND IS WEST: INITIAL DEVELOPMENT OF CHARLESTON HEIGHTS, 1952-1959

Anticipating a residential building boom in Las Vegas, Ernest Becker¹ arrived from Los Angeles in 1951 and purchased a large acreage of undeveloped land west of the city limits. According to Becker family lore, Ernest's business partner, Jay Simms, encouraged Ernest to buy as much land as he could in the West Charleston area of Las Vegas. Simms' wife worked as a personal secretary for Howard Hughes, and when Hughes acquired a large amount of land west of the city, she tipped off her husband. Becker took heed, acquiring hundreds of acres centered on Decatur Boulevard and Alta Drive (Becker 2014:4; LVS 2/24/1992:4E).

Ernest Becker appeared before the Las Vegas Planning Commission in September 1952, proposing to develop his large swath of land along Las Vegas' western boundary into a neighborhood of 1,400 homes (Figure 3.8). Named Charleston Heights, the development was slated to be the largest housing development in the history of Nevada. Becker announced his plan for most of the houses to be moderately priced, averaging \$10,000, with low down payments. He provided assurance to the Commission regarding the solvency of Charleston Heights, stating that the development would be underwritten by Eastern banking institutions (LVRJ 9/12/1952:1).



Figure 3.8 Ernest Becker's Charleston Heights announcement made multiple headlines (*Las Vegas Review-Journal*, September 12, 1952)

Becker did not develop all his land holdings at once. During the September 25, 1952 meeting of the Planning Commission, Becker sought approval for an initial 40-acre development in Charleston Heights, noting that it would primarily house single families associated with the booming local defense industry. The Cold War prompted the Atomic Energy Commission to establish the Nevada Proving Grounds northwest of Las Vegas in 1950, and the Korean conflict expanded operations at Nellis Air Force Base in the early- to mid-1950s. Both events contributed to rising housing needs in the community. The Commission ultimately approved the Charleston Heights project. The next day, developers announced that construction on 118 houses within the proposed development would begin in 60 days. According to a newspaper account, the project would "be built with heavy government financing as a critical defense housing area." That first year, Becker and his associates continued to appear before the Planning Commission to secure approvals for their massive undertaking at the city's far western reaches (LVRJ 9/26/1952:1, 3; LVRJ 10/24/1952:1).

Becker advertised the area to young military veterans and their families, who in turn provided a ready market for housing in the wake of the Second World War. Returning veterans purchased homes for their growing families utilizing

¹ Ernest Becker's full name is Ernest Becker III. He is referred throughout this document as "Ernest Becker" or simply "Becker." His father and grandfather are referenced as "Jr." and "Sr.", respectively, in a later section of this context.

the G.I. Bill of Rights, which offered a zero down payment mortgage guaranty through the Veteran's Administration (VA). There was an upper limit amount that veterans could borrow for VA home loans, and this amount generally increased year by year to reflect the contemporary cost of living. The developers of Charleston Heights catered to VA home loan seekers, pricing their houses within a range that would not exceed the amount a veteran could receive (Figure 3.9). For non-veterans, developers offered low down payments and accepted FHA financing (LVRJ 7/25/1954:36; LVS 2/24/1992:4E).

Advertisements for the new development appeared in newspapers as early as August 1953 with the motto, "Charleston Heights...where the living is easy." Vegas Realty advertised Charleston Heights as the city's "largest planned community development," boasting three-bedroom homes for veterans with sales prices as low as \$9,450 with \$500 down (Figure 3.10). By April of the following year, the price increased to \$9,850 for veterans. These early houses offered more than 1,000 square feet with stucco and wood exteriors, full insulation and weatherstripping, air conditioning, and ceilings with exposed beams—or conventional ceilings, if the buyer preferred—in a neighborhood with paved streets and installed utilities. Additional advertised amenities included large kitchens with breakfast areas, double sinks, and natural wood cabinets; bathrooms with ceramic tile walls, medicine cabinets, and electric wall heaters; large wardrobe closets; clothesline poles; and 40-gallon water heaters. Prospective buyers could reserve a home at no cost to them (LVRJ 8/16/1953:5; LVRJ 4/2/1954:39).

Table 3.1 Charleston Heights Tracts, 1953-1968

Tract No	Year	Streets	Lot Sizes	Development Company	Developer 1	Developer 2
1	1953	Evergreen Avenue; Berry Circle; Brush Street	60x100; 60x120; Irregular	Charleston Heights, Inc.	Ernest A. Becker	Fred E. Aldous
2	1954	Digger Street; Cactus Lane; Evergreen Avenue	60x100; 64x100; 60x120; Irregular	Charleston Heights, Inc.	Ernest A. Becker	M.O. Schroeder
3	1954	Gipsy Avenue; Easy Street; Easy Circle	60x100; 60.5x105; Irregular	Charleston Heights, Inc.	Ernest A. Becker	M.O. Schroeder
4	1955	Upland Boulevard; Wisteria Avenue; Fir Avenue; Mallard Street	60x100; Irregular	Charleston Heights, Inc.	Ernest A. Becker	M.O. Schroeder
5	1955	Idle Avenue; Jones Boulevard; Evergreen Avenue; Upland Boulevard	60x100; Irregular	Charleston Heights, Inc.	Ernest A. Becker	M.O. Schroeder
5A	1956	Idle Avenue; Jones Boulevard; Evergreen Avenue; Upland Boulevard	70x100; Irregular	Charleston Heights, Inc.	Ernest A. Becker	M.O. Schroeder
7	1958	Alta Avenue	Irregular	Charleston Heights, Inc.	Ernest A. Becker	L.M. Laule
6A	1958	Yosemite Street; Knight Avenue; Xavier Street	60x100; Irregular	Charleston Heights, Inc.	Ernest A. Becker	L.M. Laule
6B	1958	Mallard Street; Upland Boulevard	60x100; Irregular	Charleston Heights, Inc.	Ernest A. Becker	L.M. Laule
8 1	1958	Heron Avenue	71x100; Irregular	Land O'Sun Land Co	Franklin L. Burns	R.E. Lewis

Tract No	Year	Streets	Lot Sizes	Development Company	Developer 1	Developer 2
8 2	1958	Gipsy Avenue; Mallard Street	65x100; Irregular	Land O'Sun Land Co	Franklin L. Burns	R.E. Lewis
11	1959	Shawnee Avenue	60x100; Irregular	Charleston Heights, Inc.	Ernest A. Becker	L.M. Laule
10A	1959	Churchill Street; Lydia Drive; Temple Drive; View Drive	60x100; Irregular	Charleston Heights, Inc.	Ernest A. Becker	L.M. Laule
10B	1959	Zion Drive; Churchill Street; Mayflower Lane	60x100; Irregular	Charleston Heights, Inc.	Ernest A. Becker	L.M. Laule
10C	1959	Churchill Street; Pershing Drive;	60x100; Irregular	Charleston Heights, Inc.	Ernest A. Becker	L.M. Laule
8 3	1959	Alta Avenue	63x100; Irregular	Land O'Sun Land Co	Marcus E. Bogue, VP	Samuel S. Lionel, Asst Sec
8 4	1959	Shawnee Avenue; Mallard Street	63x100; 72x99; irregular	Land O'Sun Land Co	B.B. Cook VP	Sam G. Russell, Asst Sec
21	1960	Bourbon Way; Brittany Way; Salem Drive; Evergreen Avenue	61-62x100; Irregular	Nevsur Insurance Agency	William F. Kaercher, VP	Jay C. Casada
22	1960	Burgundy Way; Brandywine Way; Salem Drive	61x100; Irregular	Nevsur Insurance Agency	William F. Kaercher, VP	Jay C. Casada
23	1960	Bristol Way; Evergreen Avenue; Bannock Way; Salem Way	61-62x100; Irregular	Charleston Associates	Ernest A. Becker	Jay C. Casada
24	1960	Casada Way; Benson Way; Salem Drive	61-62x100; Irregular	Charleston Associates	Ernest A. Becker	Jay C. Casada
10B AMD	1960	Zion Drive; Mayflower Lane		Bruce Enterprises	Robert P. Bruce	
12A	1960	Monticello Drive; Sonoma Circle; Kimberly Circle; Cairo Circle; Preston Circle; Alamo Circle; Evergreen Avenue	60-70x100; Irregular	Nevsur Insurance Agency	William F. Kaercher, VP	Jay C. Casada, Treasurer
12B	1960	Glendale Circle	61x100; Irregular	Nevsur Insurance Agency	William F. Kaercher, VP	Jay C. Casada, Treasurer
12C	1960	Monticello Drive	62x100	Nevsur Insurance Agency	William F. Kaercher, VP	Jay C. Casada, Treasurer
14A	1960	Mayflower Lane	60x103; Irregular	Nevsur Insurance Agency	Ernest A. Becker, Pres	Jay C. Casada, Treasurer
14C	1960	Providence Lane	64.65x107-108; Irregular	Goebel Construction Co	Vance S. Goebel	Jay C. Casada, Treasurer
15A	1960	Mayflower Lane	65.44x100; Irregular	Jayeve Corporation	Jay C. Casada, Pres	Eve M. Casada, Sec
15B	1960	Mayflower Lane	60x103; Irregular	Mayflower Construction Co	Ernest A. Becker	

Tract No	Year	Streets	Lot Sizes	Development Company	Developer 1	Developer 2
15D	1960	Revere Drive; Bedford Lane	65x100; Irregular	Las Vegas Investment Co.	Ernest A. Becker	Jay C. Casada
16A	1960	Nolan Lane	60x103; Irregular	Mayflower Construction Co	Ernest A. Becker	L.M. Laule
17	1961	Jones Boulevard	61x119.88; Irregular	Charleston Heights, Inc.	Ernest A. Becker	L.M. Laule
19	1961	Jones Circle; Borden Circle; Cromwell Circle; Dayton Circle	60x102; Irregular	La Mesa Development Co	Ernest A. Becker	Jay C. Casada
25	1961	Burgundy Way; Brandywine Way; Brittany Way; Torrey Pines Drive; Kraemer Drive	60-61x100; Irregular	Charleston Associates	Jay C. Casada	
12D	1961	Monticello Drive; Alta Drive; Eden Circle	Irregular	Nevsur Insurance Agency	William F. Kaercher, VP	Jay C. Casada, Treasurer
14B	1961	Amherst Lane	64.65x103; Irregular	Las Vegas Investment Co.	Ernest A. Becker	Jay C. Casada
15C	1961	Alta Drive	60x103; Irregular	Alta Construction Co	Ernest A. Becker	L.M. Laule
15E	1961	Bedford Road	64.62x100; Irregular	Spring Meadows Las Vegas	Ernest A. Becker	L.M. Laule
15F	1961	Nolan Lane	60x103; Irregular	Bedford Construction Co	Ernest A. Becker	L.M. Laule
16B	1961	Alta Drive	60x103; Irregular	Essex Construction Co	L.M. Laule	
28A	1961	Chelsea Circle; Denver Circle; Empire Circle	Various	La Mesa Development Co	Ernest A. Becker	Jay Casada
31A	1961	Harmony Circle; Temple Drive; Upland Boulevard; Harmony Street; Colleen Drive; Churchill Drive	62x100; 60x101; Irregular	Charleston Heights, Inc.	Ernest A. Becker	Jay C. Casada
31B	1961	Falcon Lane; Banjo Street; Colleen Drive	Various	Charleston Heights, Inc.	Ernest A. Becker	L.M. Laule
26	1962	Scholl Drive; Bristol Way; Evergreen Avenue; Bannock Way	61x100; 69x100; Irregular	Charleston Development Co	Ernest A. Becker	
33	1962	Alta Drive between Torrey Pines and Salem Dr	60-70x100; Irregular	Nevsur Insurance Agency, Inc.	Ernest A. Becker	William F. Kaercher, VP
43	1962	Casada Way	60x118; irregular	Nevsur Insurance Agency, Inc.	Ernest A. Becker	Scott Wallace

Tract No	Year	Streets	Lot Sizes	Development Company	Developer 1	Developer 2
19 AMD	1962	Jones Circle; Borden Circle; Cromwell Circle; Dayton Circle	60x102; Irregular	La Mesa Development Co	Ernest A. Becker	
20A	1962	Slayton Drive; Carpenter Drive	61x102; 61x105	Charleston Development Co	Ernest A. Becker	
27A	1962	Brandywine Drive	60x100; Irregular	Charleston Development Co	Ernest A. Becker	
27B	1962	Casada Way	60x118; irregular	Nevsur Insurance Agency Inc	Ernest A. Becker	Scott Wallace
29A	1962	Wallace Drive; Aberdeen Lane; Lawton Avenue; Parsifal Place; Broken Drive; Crestline Drive	65x100; Irregular	Mohr Development Co	Ernest A. Becker	
38A	1962	Fairwood Circle; Edgewood Circle; Dayton Circle	Various	Mohr Development Co	Ernest A. Becker	
39A	1962	Jones Boulevard; Washington Avenue	60x120; Irregular	Nevsur Insurance Agency Inc	Ernest A. Becker	Scott Wallace
39B	1962	Mallard Street; Jerry Dr; Marka Dr	60x100	Makaha Development Co	Ernest A. Becker	
39C	1962	Mallard Street; Rae Drive; Saylor Way	60x100; 60x102; Irregular	Makaha Development Co	Ernest A. Becker	
40A	1962	Shawnee Avenue; Alta Drive; Arlington Avenue	60x100; 61x108; 60x120	Mohr Development Co	Ernest A. Becker	
40B	1962	Cromwell Avenue; Crestline Drive	Various	Mohr Development Co	Ernest A. Becker	
40B AMD	1962	Hussey Drive; Cromwell Avenue; Dayton Avenue; Fairwood Avenue	Various	Mohr Development Co	Ernest A. Becker	
40C	1962	Garwood Avenue; Factor Avenue; Crestline Drive;	60x100-105; Irregular	Mohr Development Co	Ernest A. Becker	
41A	1962	Dayton Avenue; Milinane Drive; Cromwell Avenue; Elton Avenue; Fairwood Avenue; Wallace Drive;	Various	Nevada Development Company	Ernest A. Becker	
41B	1962	Cromwell Avenue; Wallace Drive; Arlington Avenue	Various	Nevada Development Company	Ernest A. Becker	
41C	1962	Garwood Avenue; Factor Avenue; Hargrove Avenue	Various	Nevada Development Company	Ernest A. Becker	

Tract No	Year	Streets	Lot Sizes	Development Company	Developer 1	Developer 2
44A	1962	Saylor Way; Apple Valley Lane; Carmen Boulevard; Mallard Street	60x100; 62x100; 60x103; Irregular	Makaha Development Co	Ernest A. Becker	
44B	1962	Glen Eagles Ln; Mallard Pl	60x100	Makaha Development Co	Ernest A. Becker	
27C	1963	Casada Way; Bannock Wy	61x100; 62x100	Charleston Development Co	Ernest A. Becker	
28B	1963	Aberdeen Lane; Clarice Avenue	Various	Mohr Development Co	Ernest A. Becker	
29B	1963	Rassler Avenue; Hobart Avenue; Crestline Drive; McAllister Avenue; Broken Drive; Wallace Drive; Fargo Avenue	61x102; 62x100	Mohr Development Co	Ernest A. Becker	
44C	1963	Pebble Beach Blvd	60x105; 60x110	Makaha Development Co	Ernest A. Becker	
45A	1963	Iris Avenue; Saylor Way	60x100; Irregular	Nevsur Insurance Agency, Inc.	Ernest A. Becker	Scott Wallace
29 2	1964	Clarice Avenue	63x99; 63x101	Boulderado Inc	Ernest A. Becker	Andy Skurski, Treas
45B	1964	Granada Ave; Artie Street; Halifax Avenue	60x100; Irregular	Makaha Development Co	Ernest A. Becker	
45C	1964	Fawn Avenue	60x100	Makaha Development Co	Ernest A. Becker	
45D	1964	Fawn Avenue	62x179	Boulderado Inc	Ernest A. Becker	Andy Skurski, Treas
40D	1965	Torrey Pines Drive	64x120; Irregular	Mohr Development Co	Ernest A. Becker	
45E	1966	Washington Avenue	63x117-135	Golf Development Company	Ernest A. Becker	
27D 1	1967	Burgundy Way	70x99; 65x100	Sproul Homes	RB Cline VP	
27-D 2	1967	Connie Dr; Connie Ct; Evergreen Ave	Various	Sproul Homes	RB Cline VP	
27-D 3	1967	Connie Drive; Bristol Way; Bourbon Way	Various	Sproul Homes	RB Cline VP	
29 3	1967	Torrey Pines Boulevard	64x127	Charleston Heights Bowl, Inc.	Ernest A. Becker	
29 4	1968	Fargo Avenue; Crestline Drive; Torrey Pines Drive	Various	Charleston Heights Bowl, Inc.	Ernest A. Becker	

Sunday, April 4, 1954 Las Vegas Review-Journal 43

CHARLESTON HEIGHTS

‘where the livin’ is easy’

You’ve Been Waiting For it

We’ve Been Waiting For it


NOW IT’S HERE!

A THREE BEDROOM HOME FOR VETERANS

NO DOWN PAYMENT

Impounds excepted





3 Bedroom Homes

from

\$9850⁰⁰

For Veterans

- ★ Composition Roofs — Conventional or Exposed Beams
- ★ Fully Insulated — Outside Doors Weather Stripped
- ★ 50,000 BTU Furnace with Blower
- ★ 3 Bedrooms — Over 1025 Sq. Ft. of Living Area
- ★ Variety of Wood and Stucco Exteriors
- ★ Double Sinks — Porcelain Drainboards
- ★ Large Kitchens — Breakfast Areas
- ★ Adjacent Planned Shopping Center
- ★ Sewers — Paved Streets — Curbs
- ★ Clothes Poles and Incinerators
- ★ Evaporative Air Conditioners
- ★ Natural Wood Cabinets in Kitchen
- ★ 40 Gallon Water Heaters
- ★ Ceramic Tile in Back of Tub
- ★ Large Wardrobe Closets
- ★ Electric Bath Heaters
- ★ Concrete Driveways
- ★ 60' Frontage Lots
- ★ Medicine Cabinets
- ★ Wide Overhangs
- ★ Screens
- ★ Trees



CHARLESTON HEIGHTS DEVELOPMENT

VEGAS REALTY, Sales Agent

1505 So. 5th — Las Vegas

Phone 6560


Developed Jointly By
Charleston Heights, Inc.
 and
Frontier Builders
 Long Time Local Contractors

Figure 3.9 Charleston Heights tracts were primarily advertised to veterans (Las Vegas Review-Journal, April 2, 1954)

You Can Make a Reservation Without Cost
When You Choose a New Home in Beautiful

CHARLESTON HEIGHTS

*Las Vegas' largest planned
community development!*



3 BEDROOM HOMES
FOR VETERANS

\$500 dn! low as \$9450
(Plus Impounds) (All 3 Bedrooms)

- ☆ HOMES ARE FULLY INSULATED
- ☆ CONVENTIONAL OR EXPOSED BEAM CEILINGS
- ☆ CHOICE OF MANY ELEVATIONS
- ☆ OVER 1000 SQ. FT. LIVING AREA PER HOME
- ☆ ALL UTILITIES IN AND PAID FOR ☆ PAVED STREETS
- ☆ AIR CONDITIONING ☆ STEEL KITCHEN CABINETS



Make Your Cost - Free Reservation Today!
OPEN 9 A.M. TO 5 P.M. SUNDAY

1505 SOUTH FIFTH **VEGAS REALTY** PHONE 6560

Figure 3.10 An early Charleston Heights advertisement (*Las Vegas Review-Journal*, August 16, 1953)

Charleston Heights, Inc. and Frontier Builders jointly developed this first unit of homes, located in Charleston Heights Tract No. 1 on Berry Circle and Brush Street at the eastern edge of the new neighborhood, just west of Decatur Boulevard and north of Evergreen Avenue (Figure 3.11). They built modest Ranch style residences on lots that boasted 60 feet of frontage to the street, with poured concrete drives and planted trees (LVRJ 4/2/1954:39).

Becker partnered with builders on projects, as he did with Frontier Builders for the first housing unit in Charleston Heights; he also sold subdivided plats to other builders for their own developments in the area. During the 1950s, much of the area's housing was constructed by Frontier Builders, Martin Construction Company, Burns Construction Company, and McKellar and Associates.

Charleston Heights promised plentiful housing to a rapidly growing community that continually outpaced residential construction throughout the 1950s and 1960s. In addition to the explosive postwar growth experienced throughout the West, the convergence of thriving casino, nuclear, and military industries created an acute need for housing in Las Vegas. Becker's initial 1952 plat, Charleston Heights No. 1, would be joined by 79 additional subdivisions platted between 1953 and 1968 (Table 3.1). All plat maps for the study area can be found in Appendix A of this report.

Although Becker constructed some houses in Charleston Heights, his company primarily subdivided and submitted plat maps for the land, finished the lots, and then sold the lots to other builders, including Sproul Homes, McKellar and Associates, Young American Homes, and Larry Canarelli with American West Homes. The Becker business strategy was to buy a large parcel of land; acquire single-family, multifamily, and residential zoning designations; sell most of the single family and multifamily lots; and then develop the remaining residential and most of the commercial land (Becker 2014:5-6).

Due to the neighborhood's remote location on the western fringes of the city limits, infrastructure presented an initial challenge, especially regarding water supply and sewage conveyance.² When Becker began developing Charleston Heights, the municipal water system did not extend west of Decatur. In February 1953, the Las Vegas Land and Water Company cast doubt on a possible extension of the system, claiming there was not enough water to supply the development without cutting the supply to the rest of the city. This prompted the statewide Public Service Commission to hold a hearing on the matter.³ In the meantime, Becker drilled wells and formed his own water company to service homeowners. He located the main well on Alta Drive behind Red Rock Elementary School (Becker 2014:4; LVRJ 3/28/1953:2; LVRJ 4/1/1953:1; Moehring 2000:237).

By July 1954, Charleston Heights entered its second phase of construction. Foundations for the first phase had been poured, the second unit's tract map was approved and recorded in June 1954, and the third unit's map was tentatively approved. Frontier Builders constructed units one and two, and Nevada Homes constructed unit three. The Southern Nevada Telephone Company extended temporary emergency service lines to the area in August 1954 until permanent lines could be installed (LVRJ 6/17/1954:11; LVRJ 7/11/1954:28; LVRJ 8/17/1954:3).

Vegas Realty marketed these first developments throughout 1954 (Figure 3.12). The homes constructed by Frontier Builders featured three- and four-bedroom plans with one to two bathrooms, including one-and-one-half and one-and-three-quarters baths. Other details included wood and composition shingle roofs, full insulation and weatherstripping, central air and heat, wood and stucco wall cladding, double sinks with Formica drainboards, large kitchen and breakfast areas, natural wood cabinets, trimset steel windows, flush walnut finish doors and trim, sliding wardrobe units, oak floors, landscaping, sewer and paved streets, streetlights, sidewalks, and concrete driveways.

² Because of these challenges, the land in this area was cheap, which in turn made the necessary infrastructural investments pencil for developers.

³ Research efforts did not discover the outcome of this hearing.

The homes were advertised as “electronic,” featuring Minneapolis Honeywell Electronic Moduflow thermostats (LVRJ 7/25/1954:36; LVRJ 8/1/1954:39).

The first three tracts, platted in 1953 and 1954, were located south of Alta Drive and north of Evergreen Avenue between Upland Boulevard and Brush Street. Tract No. 1 is at the far eastern edge of the neighborhood, just west of Decatur Boulevard along Brush Street and Berry Circle. Tracts 2 and 3 grew in a westerly direction from the original plat to encompass Cactus Lane, Digger Street, Easy Street, Falcon Lane, Flower Circle, and Gipsy, Heron, and Idle avenues (Figures 3.13 and 3.14). These early tracts feature rectilinear and curvilinear blocks, a trend that would continue for the 77 Charleston Heights tracts that would follow (Clark County Recorder Records).

Throughout Charleston Heights’ development, certain themes emerged in the marketing of the area. Developers and real estate agencies extolled the neighborhood’s location on a topographical rise, affording panoramic views and cooler temperatures. The neighborhood was advertised as a thoughtfully planned suburban community with trees, streetlights, sidewalks, curbs, sewers, and, eventually, an elementary school. Developers hyped a multimillion-dollar shopping center with plentiful parking to service the area, although that would not come to fruition for nearly a decade (LVRJ 7/11/1954:28).

Realtors and developers employed a number of key words and strategies to promote their respective developments within Charleston Heights. Some were financial, including zero down payments for veterans, low down payments for everyone else, and VA and FHA loan terms. Advertisements emphasized efficiency and modern technology, especially with regard to climate control – thermostatically controlled heating and air conditioning, full insulation and weatherstripping, and “tropical” white rock roofs. Builders promoted site work such as lawns, shrubs, sprinkler systems, fences, and concrete driveways. Garages and carports were touted, as were relatively novel appliances like dishwashers and garbage disposals. Publicized indoor features included open beam ceilings, spacious kitchens, fireplaces, colored plumbing fixtures, ceramic bath tile, wood floors and cabinets, and large closets. Other marketing themes included affordable luxury, modernity, comfort, and indoor-outdoor living (Figure 3.15).

Water continued to be a challenge. The Las Vegas Valley Water District announced construction of the thirty-million-gallon Charleston Heights Reservoir in 1954. The reservoir was projected to cost more than \$617,000 and scheduled for completion in June 1955. After the reservoir was put into service, Becker resisted utilizing municipal water for his developments, preferring to use his artesian wells. In November 1956, Nevada State Engineer Hugh A. Shamberger and Assistant State Engineer Edmund Milt ordered the Charleston Heights Water Company to stop pumping artesian well water and begin working with the Las Vegas Valley Water District to tie in with the municipal water system. Ernest Becker’s attorney, William Coulthard, filed an appeal to the decision on behalf of Becker, Charleston Heights, Inc., the Charleston Heights Water Company, and Charleston Heights Tract Number One, claiming that it would increase monthly costs by \$200. The outcome of the appeal was not found in the historical record, but eventually some agreement was made for water, as Charleston Heights tapped into the Las Vegas Water District’s lines during peak summer months when its own wells ran low by 1960 (LVRJ 11/24/1954:1; LVRJ 11/18/1956:2; LVRJ 8/27/1958:1; LVRJ 12/27/1960:2).

Development continued to surge in Charleston Heights throughout the 1950s. Between 1955 and 1959, developers platted 14 tracts in Charleston Heights. These tracts continued to push Charleston Heights’ western boundary to Jones Boulevard and extended the northern boundary to just below Harmony Street and present-day U.S. Highway 95. Evergreen Avenue continued to define the southern boundary. Within each plat existed one or more building developments, and builders distinguished their respective developments with distinct themes, styles, and price

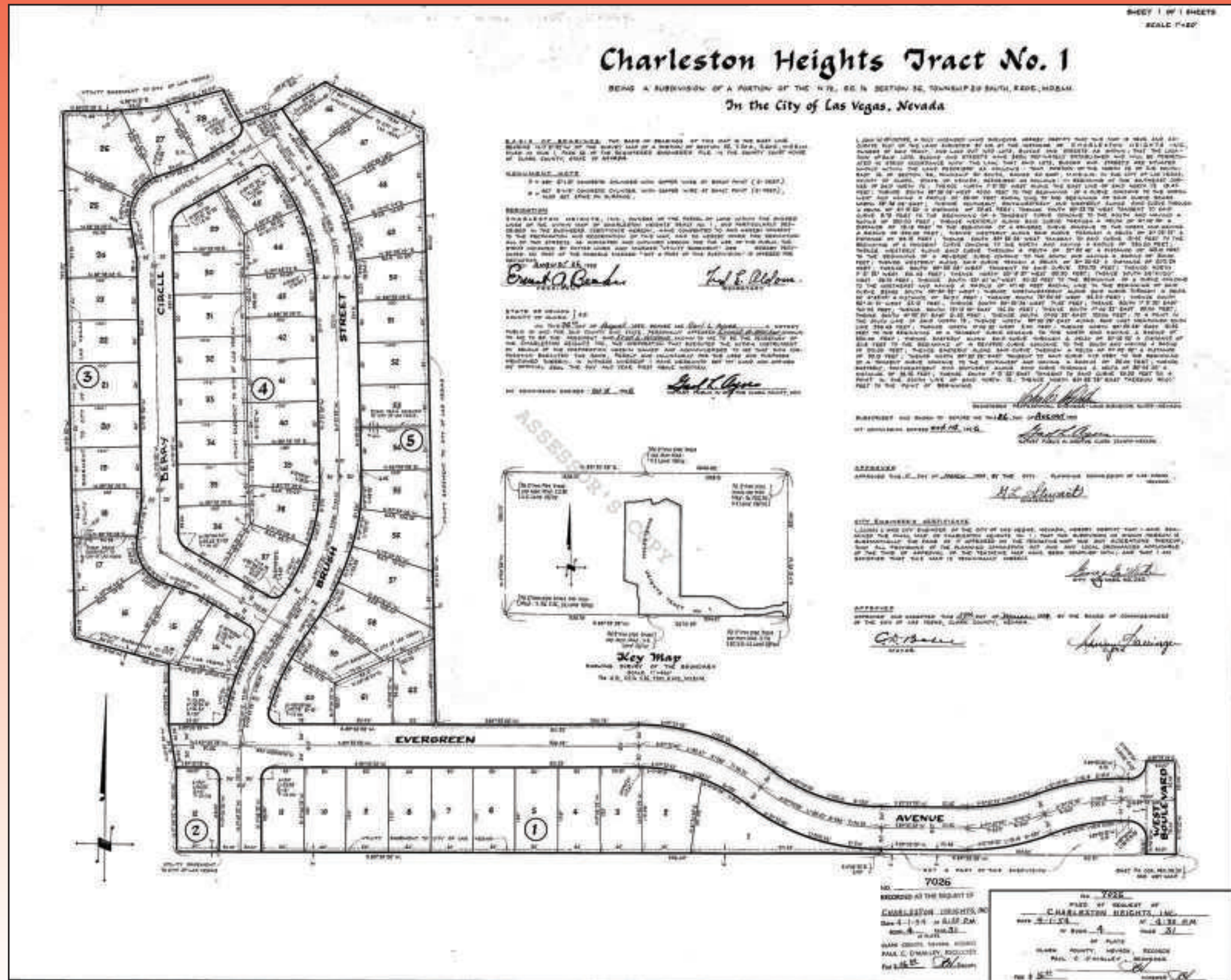



Figure 3.11 Charleston Heights Tract No. 1 (Clark County Assessor)

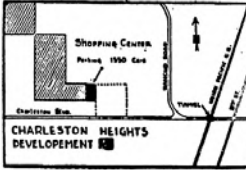
24 Las Vegas Review-Journal Sunday, August 1, 1954



THE ELECTRONIC HOME
featuring
MINNEAPOLIS HONEYWELL ELECTRONIC MODUFLOW

IN


CHARLESTON HEIGHTS



Shopping Center
Parking, 1500 Cars
Charleston Blvd.
CHARLESTON HEIGHTS DEVELOPMENT

3 AND 4 BEDROOMS 1½ & 2 BATHS


**NON-VETS – AS LOW AS \$1200 DOWN
FOR VETS – of course NOTHING DOWN**



WOOD SHINGLE ROOFS • FULLY INSULATED • WEATHERSTRIPPING
CENTRAL FORCED AIR HEAT • 3 AND 4 BEDROOMS • 1½ AND 2 BATHS
VARIETY OF WOOD AND STUCCO EXTERIORS • FORMICA DRAINBOARDS
LARGE KITCHEN & BREAKFAST AREAS • NATURAL WOOD CABINETS
TRIMSET STEEL WINDOWS • FLUSH WALNUT FINISH DOORS AND TRIM

SLIDING WARDROBE UNITS • OAK FLOORS • ASPHALT TILE IN KITCHEN AND BATH
BUILT-IN KITCHEN FEATURES • LANDSCAPED (TREES, SHRUBS, LAWNS)
SEWERS AND PAVED STREETS • SIDEWALKS • STREET LIGHTS • CONCRETE DRIVES

CONSTRUCTION BY FRONTIER BUILDERS • LAS VEGAS



**VEGAS
REALTY**
sales agent
1385 SOUTH FIFTH
PHONE 6560

Figure 3.12 Another advertisement for Frontier Builders' first unit in Charleston Heights (Las Vegas Review-Journal, August 1, 1954)

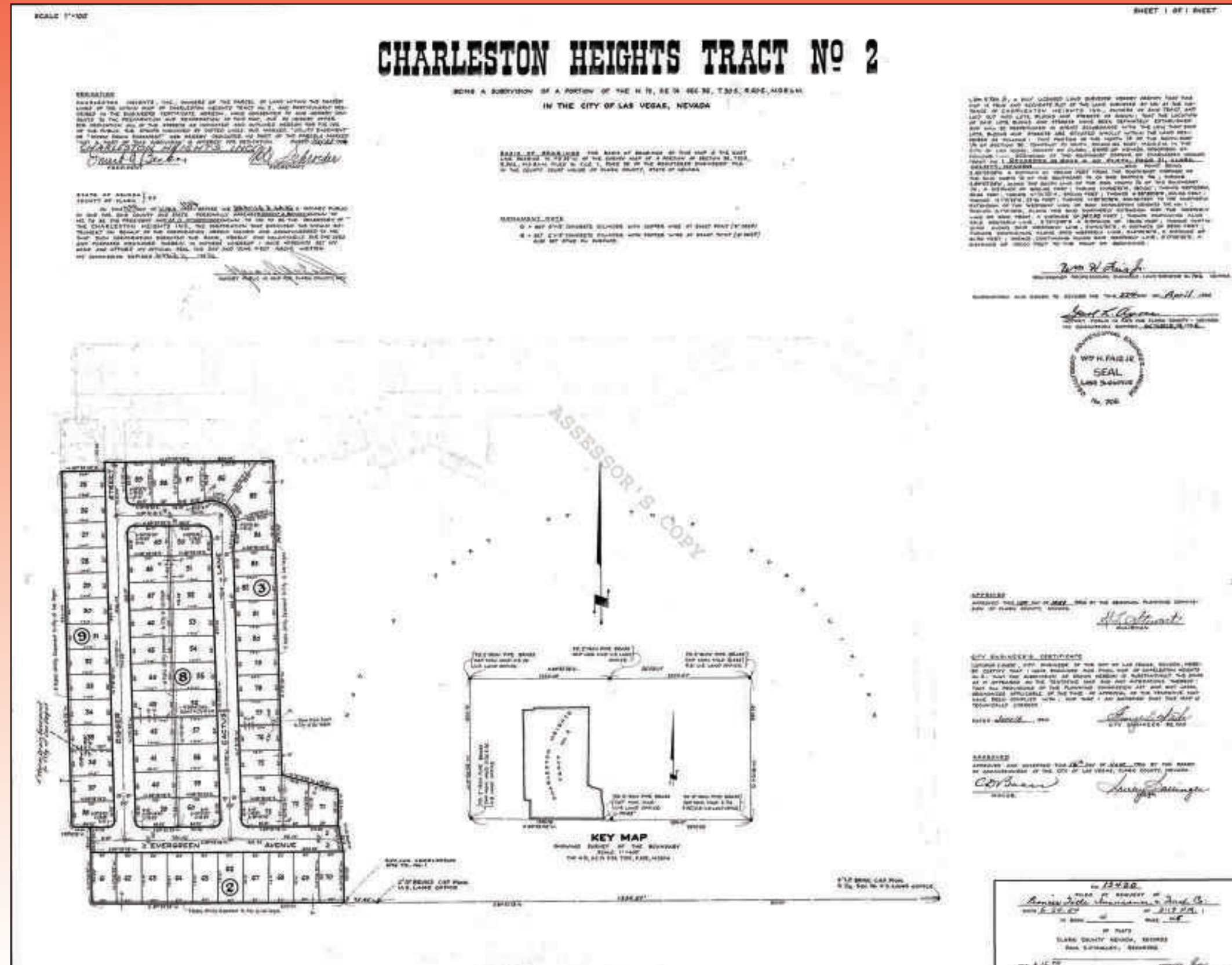


Figure 3.13 Charleston Heights Tract No. 2 (Clark County Assessor)

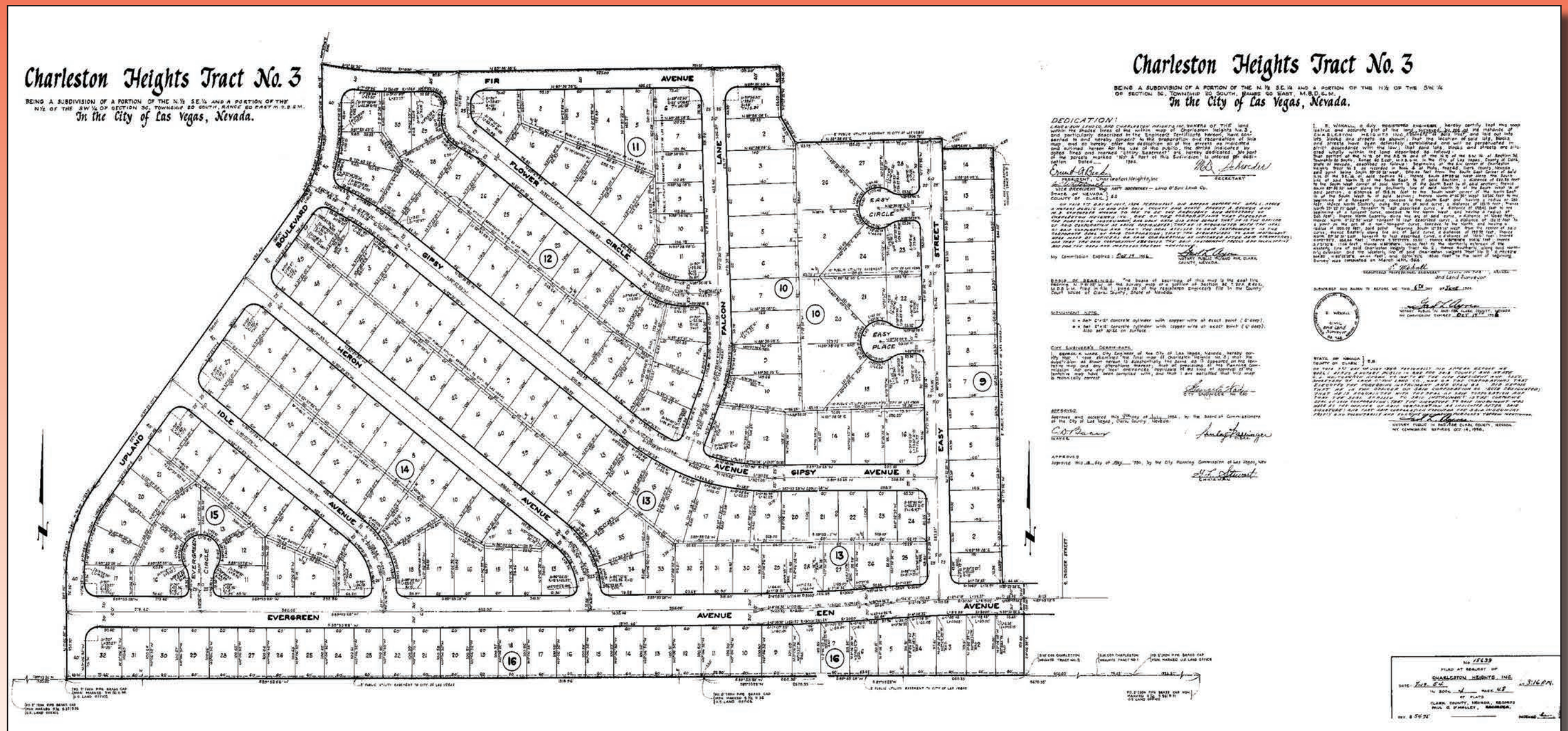
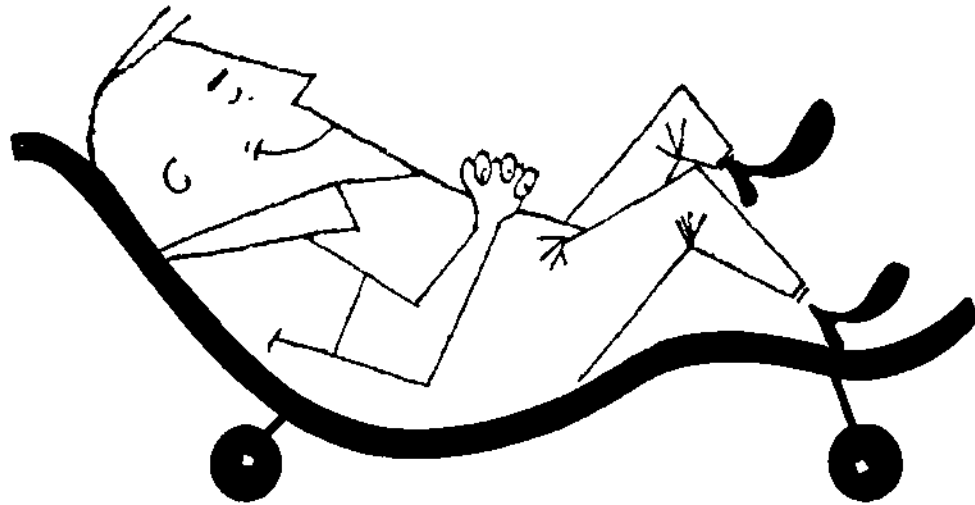


Figure 3.14 Charleston Heights Tract No. 3 (Clark County Assessor)



You, too, can live on **Easy Street**

Figure 3.15 Charleston Heights advertisements invited potential buyers to “live on Easy Street” – in fact, one of the avenues in the neighborhood was named Easy Street (*Las Vegas Review-Journal*, February 6, 1955)

points. Some of the developments were named; others were not, simply becoming another block of housing under the Charleston Heights umbrella.

Some developments received national attention. The Electronic Weathermaker Homes, located in Unit Three, could be viewed via six model homes that opened in January 1955 (Figure 3.16). The models offered a variety of three- and four-bedroom floorplans with one-and-one-half and two bathrooms. One of the models, named Model 500, was featured in a two-page Minneapolis-Honeywell advertisement spread in *Life* magazine. Frontier Builders, in partnership with Ernest Becker, constructed the houses in the subdivision unit, which was set behind a stone entrance gate on Decatur. All houses in the tract were built with Carrier Weathermaker air conditioning systems and Minneapolis Honeywell thermostats (LVRJ 1/16/1955:31).

The Cliff May Homes, built by the Burns Construction Company and located in Tracts 3 and 5, was another notable development in Charleston Heights. In August 1954, Vegas Realty began advertising the FHA-approved Cliff May Homes, emphasizing their association with “America’s foremost designer of Ranch Homes, Cliff May, in association with architect Chris Choate.” Three models opened that month, furnished by the local Hollywood Furniture store and including floorplans with three bedrooms, two baths; three bedrooms, one bath; and two bedrooms, one bath (Figure 3.17). The Cliff May houses utilized May and Choate’s patented prefabricated building system, which democratized architectural modernism and spread their western-influenced Ranch style to developments throughout the country (LVRJ 8/18/1954:14; LVRJ 8/23/1954:6; LVRJ 1/16/1955:18).

As families moved into Charleston Heights, the need arose for an elementary school. Las Vegas experienced continual school overcrowding throughout the 1950s, and the rapid expansion at the city’s western edge contributed to the crisis. The school board began discussing a new school to service Charleston Heights in October 1954. By February 1955, the school board had finalized plans for the Red Rock school, but they were waiting on the subdividers to provide a deed for the eight-acre parcel on which the school would be built. Once that was resolved, the school district began construction on the Red Rock School in spring 1955, and it would open to students that fall (Figure 3.18) (LVRJ 10/27/1954:2; LVRJ 2/24/1955:1; LVRJ 5/22/1955:44).

Before long, the Red Rock School reached capacity as more houses were constructed in the area. In 1959, Charleston Heights, Inc. announced development of 300 homes in a 60-acre section “northeast of Charleston Heights.” This would include tracts 10-A, 10-B, and 10-C, bounded by Churchill Street to the north, Pershing Drive to the east, View Drive to the west, and Mayflower Lane and the Red Rock School to the south. These tracts completed the development of land on all sides of Red Rock School. Homes were planned with three bedrooms, two baths, and a two-car garage for \$14,495. The City Planning Commission approved plat maps for the tracts the next day, on the condition that developers would assist the school district with securing a site for another elementary school to relieve overcrowding at the Red Rock School (LVRJ 3/23/1959:1; LVRJ 3/25/1959:2).

Local churches established parishes in Charleston Heights to serve their growing congregations. The Southern Baptist Convention organized the Charleston Heights Baptist Church in May 1956. The congregation initially met at 5513 Gipsy Avenue, a private home in the neighborhood, before moving to the parsonage at 517 Digger Street. In 1958, the congregation constructed a proper church at 440 Upland Avenue and renamed it the Redrock Baptist Church. In June 1955, the Methodist church announced its fifth parish to be constructed near the Red Rock School. However, the congregation would not receive a dedicated Methodist Church for another decade (Clark County Assessor Records; LVRJ 6/20/1955:2; LVRJ 5/6/1956:13; LVRJ 9/27/1956:3; LVRJ 1/21/1958:6; LVRJ 3/8/1959:31).

**NO DOWN PAYMENTS FOR VETS
ON MOST MODELS**



**Charleston
HEIGHTS** 

Electronic Weathermaker Homes
are
"Living Conditioned"

Whether you buy a Charleston Heights Electronic Weathermaker home on Easy Street, Evergreen, or one of the other delightfully planned home areas, you will enjoy suburban atmosphere at its finest, with bonus graciousness and design. This new concept of

home design and construction brings to Las Vegas opportunity for quality and value with dozens of bonus features, most ideal location in the Las Vegas Valley, a selection of exteriors and interiors that assures individuality and the most favorable financing available.

Model 500 shown. Featured in Minneapolis-Honeywell advertisement in **LIFE**

✓ CHECK THESE BONUS FEATURES...

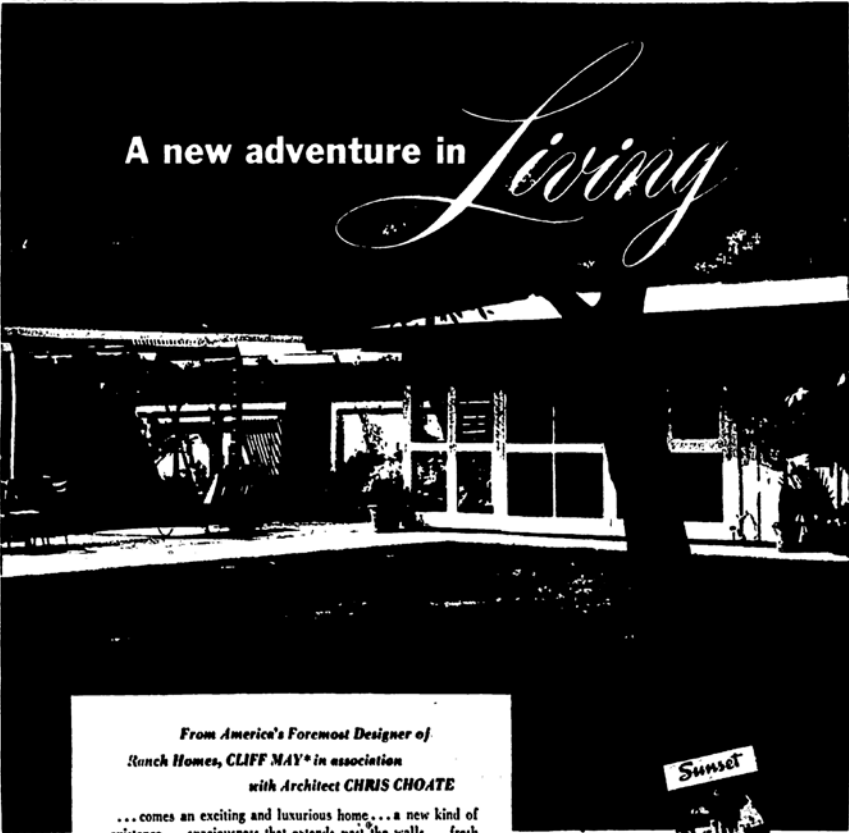
- Three and four bedroom homes with spacious front or rear living rooms, plaster walls, oak floors.
- Trees, shrubs, and lawn; concrete walks and driveways; street lights, paved streets, curbs, sewers.
- Carrier Weathermaker heating and air conditioning unit.
- Thermostatically controlled temperature by Minneapolis-Honeywell Electronic Moduflow, as featured in Life Magazine.
- California Kitchens natural finish cabinets; fixed Trimset aluminum windows; garages and carport areas.
- In certain models, fireplace, built-in electric range, breakfast area in kitchens, central hall plan.

WEATHERMAKER AIR-CONDITIONED BY 

Figure 3.16 Advertisement for the Electronic Weathermaker Homes of Tract No. 3 (*Las Vegas Review-Journal*, January 16, 1955)

CLIFF MAY

A new adventure in *Living*




*From America's Foremost Designer of
Ranch Homes, CLIFF MAY* in association
with Architect CHRIS CHOATE*

...comes an exciting and luxurious home... a new kind of existence... spaciousness that extends past the walls... fresh ideas indoors and out... bringing your entire ground into your living plan.

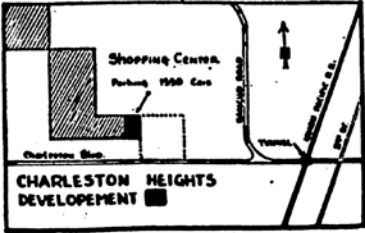
Featured in SUNSET, LIVING FOR YOUNG HOME-MAKERS, HOUSE & HOME... selected by famed W & J Sloane decorators... described as the "Magic Money House" for its "space-and-price wizardry"... here is today's most famous home in the moderate price class.

More hours of daylight inside... choice of several functional floor plans... step-saving kitchen... compact room arrangement around central hall... floor-to-ceiling windows... and many more important advantages that add up to a real dream-house for now and always.



* Collaborator of SUNSET's
"Western Ranch Houses"

CLIFF MAY
Homes



CHARLESTON HEIGHTS DEVELOPMENT

Model Homes

Open Daily, including Sunday

12 Noon — 7 p.m.

VEGAS REALTY

1505 South 5th St.
Phone 6500

Figure 3.17 Vegas Realty began advertising the Cliff May Homes in 1954 (Las Vegas Review-Journal, August 18, 1954)



Figure 3.18 The Red Rock School, circa 1960-1970 (UNLV Special Collections)

Six years after Ernest Becker first appeared before the Planning Commission, public transportation reached Charleston Heights. The Las Vegas Traffic and Parking Commission approved extending city bus service into the neighborhood in November 1958. At the time, buses traveling on West Charleston Boulevard stopped at Hyde Park, approximately one mile east of Charleston Heights; the proposal approved by the commission extended that to Decatur Boulevard and Evergreen Drive. The service extension became a reality by June 1959 (LVRJ 11/24/1958:1; LVRJ 6/14/1959:2).

3.4 GOING PLACES: CONTINUED GROWTH AND EXPANSION, 1960-1968

As the decade turned, Charleston Heights continued to experience explosive growth. In 1960 alone, 14 tracts were platted in the area (Figure 3.19). Twelve more tracts joined the neighborhood in 1961, followed by 21 in 1962. Ernest Becker and his associates platted the vast majority of Charleston Heights tracts during this period. Becker continued to appear before the Planning Commission to get plats approved, sometimes negotiating with the Commission to reach a mutually agreeable result. In October 1960, Becker faced resistance to his Charleston Heights Tract 23. The Planning Commission hesitated to approve the subdivision without a guarantee from the developer to make certain “off-site improvements.”⁴ However, Becker refused unless the Commission agree to decrease the lot sizes. The following week, the Planning Commission and City Commission held a joint meeting in which they approved the tract on the condition that Becker agreed to create a new street through the tract. Becker consented to this, on the condition that the commissioners abandon their five-foot side yard setback requirement and allow an easement of two feet on the corner lots where the new street would be added (LVRJ 10/13/1960:3).

Becker and his partners continued to develop homes in the area, while continuing their primary business model of selling undeveloped subdivision tracts to builders. In April 1960, the Las Vegas Building Department approved construction of 25 dwellings on Churchill and Pershing Avenues in Charleston Heights. Valued at \$300,000, the homes would be built by Ernest Becker for L.M. Laule. Other Becker developments in the 1960s included the Stratford Estates in 1963, located south of Charleston and outside of the study area, and Del Prado Homes in 1968 (LVRJ 4/15/1960:3).

Other builders in Charleston Heights in the 1960s included Robert P. Bruce, Miranti Construction Company, Ron L. Rudin Realty and Construction, Raleigh Development Corporation, and most prolifically, Sproul Homes.

Beginning in 1960, the expansion of Charleston Heights trended west and north, although its boundaries also pushed to the south and east. Between 1960 and 1963, tracts reached north to Washington Avenue and Vegas Drive, west to Torrey Pines Drive and Coulthard Drive, and south to Charleston Boulevard. One section, consisting of tracts 14 through 16, hopped east across Decatur Boulevard, bounded by Meadows Lane to the north, Bedford Road to the east, Alta Drive to the south, and Portsmouth Way. This would become Becker’s Mayflower Estates development.

Builders and real estate agents continued to employ familiar marketing strategies for the area: cooler summertime temperatures, “luxurious” suburban living, curbs, sidewalks, streetlights, proximity to schools, and—since bus service reached the area in 1959—access to transportation. As the neighborhood extended north to reach the Municipal Golf Course, the course became another amenity to attract potential residents (Figure 3.20).

Developers also used events as a tool to promote Charleston Heights. In 1960, ten builders belonging to the Southern Nevada Home Builders Association hosted the first annual Parade of Homes, which featured 14 model houses constructed along Mayflower Lane east of Decatur. Each model represented a different tract or custom builder (Figures 3.21 and 3.22). Ten builders participated: Arden Building Corporation, Cliff Blacker, Jay Casada, Laule-Becker, Miranti Construction Company, R-N-R Incorporated, Royal Crest Incorporated, Schroeder Associates, Sproul Homes,

4 Research efforts were unable to clarify the nature of these improvements.

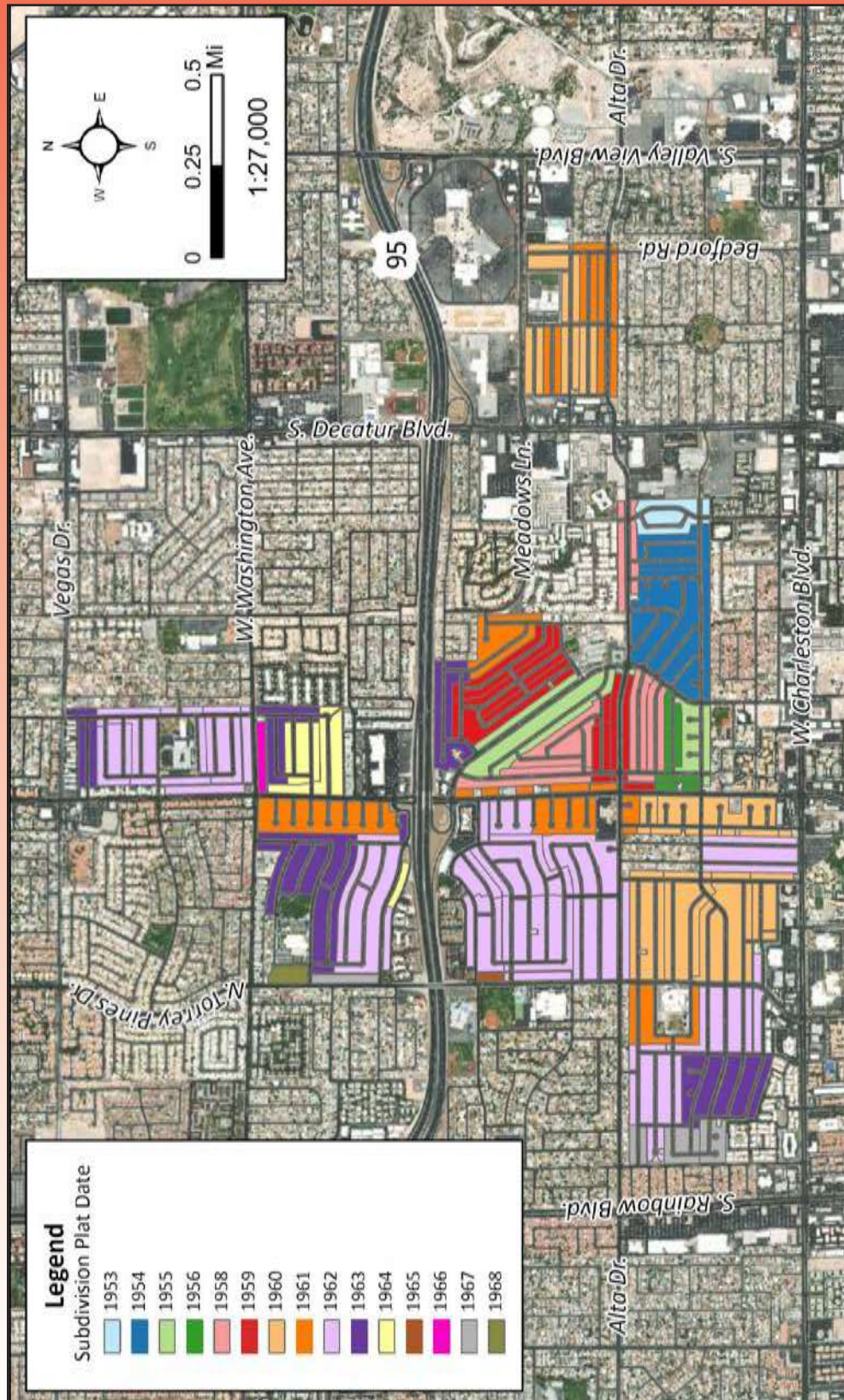


Figure 3.19 Recordation dates for Charleston Heights tracts in the study area. Base Map: USGS 7.5' Quadrangle, Las Vegas NW, NV (1984). PLSS: T20N., R.60E, Sec. 25, 26, 35, 36; T20N, R61E, Sec. 31. Datum: NAD 27, UTM Zone 11N.

**hill-top
HOMES**

**STEP UP
to 4 BEDROOMS**
and more comfortable living in
a Beautiful new hill-top Home!

FEATURING . . .

- Four Bedrooms with spacious wardrobe closets
- Large separate dining area
- 2 ceramic tile baths



\$895.

Choice of decorator colors
1,500 square feet of comfortable living area
Large lots with full lawns
Close to schools and transportation
AND REMEMBER . . . It's always
5 to 8 degrees cooler in
Charleston Heights.

DOWN PLUS COSTS

TOTAL PRICE \$17,995.

FURNISHED MODELS—Open Daily on Alta Drive Just
Past Decatur—"JUST FOLLOW THE SIGNS"

**Ask About the HILLTOP
TRADE IN PLAN**
that gives you a New Home and
cash in your pocket for the equity
in that old home.

**in
CHARLESTON
HEIGHTS
10**

Figure 3.20 This advertisement for the Hill-Top Homes development boasted of cooler temperatures in Charleston Heights, a typical marketing scheme for the neighborhood (*Las Vegas Review-Journal*, June 5, 1960)

SEE THE FIRST ANNUAL

PARADE OF HOMES

OPEN 10 A.M. to 8 P.M.

SEE 14 MODEL HOMES BY 10 BUILDERS
ALL DIFFERENT! ALL NEXT DOOR TO EACH OTHER!

★

Mayflower off Decatur (in Charleston Heights)

PRESENTED BY 10 OF THIS AREA'S LEADING HOME BUILDERS
(all members of the Southern Nevada Home Builders Association)




- ☆ Arden Building Corp.
- ☆ Cliff Blacker, Builder
- ☆ Jay C. Casada, Builder
- ☆ Laule - Becker
- ☆ Miranti Construction Co.
- ☆ R-N-R, Inc.
- ☆ Royal Crest, Inc.
- ☆ Schroeder Associates
- ☆ Sproul Homes, Inc.
- ☆ Sun Home Builders

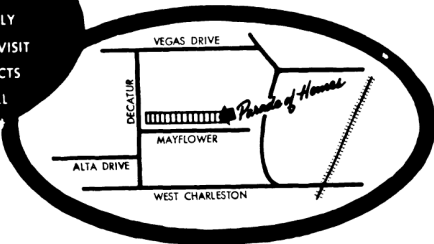
IN COOPERATION WITH SOUTHWEST GAS CORPORATION

Figure 3.21 Advertisement for the Parade of Homes (*Las Vegas Review-Journal*, November 24, 1960)

DON'T MISS ...
THE FINAL DAY
OF THE BIGGEST EVENT OF ITS KIND IN LOCAL BUILDING HISTORY!
SEE IT NOW!
FIRST ANNUAL ... LAS VEGAS

 **Parade Of Homes**

A HALF-MILLION DOLLAR DEVELOPMENT!
WALK ALONG ONE STREET - ESPECIALLY
CONSTRUCTED FOR THIS EVENT - AND VISIT
MODEL HOUSES REPRESENTING 14 TRACTS
AND CUSTOM BUILDERS LOCATED ALL
OVER THE LAS VEGAS AREA!



OPEN 10 a.m. to 8 p.m. daily

SHOWING ENDS SUNDAY DEC. 4th
SEE 14 MODEL HOUSES BY 10 BUILDERS!
ALL DIFFERENT! ALL NEXT DOOR TO EACH OTHER!
MAYFLOWER off DECATUR (Charleston Heights)

PRESENTED BY 10 OF THIS AREA'S LEADING HOME BUILDERS
(all members of the Southern Nevada Home Builders Association)

Arden Building Corp.	R.N.R. Inc.
Cliff Blacker, Builder	Royal Crest, Inc.
Jay C. Casado, Builder	Schroeder Associates
Laule - Becker	Sprout Homes, Inc.
Miranti Construction Co.	Sun Home Builders

IN COOPERATION WITH SOUTHWEST GAS CORPORATION

FIRST ANNUAL PARADE OF HOMES FINANCED BY:
NEVADA SAVINGS & LOAN

Figure 3.22 The Parade of Homes promoted the designs of local builders
(Las Vegas Review-Journal, December 4, 1960)

and Sun Home Builders. Models reflected various iterations of the Ranch style and included the Flamingo by Miranti Construction Company; the Shoshone and Cree by Sproul Homes; the Asian-influenced Mandarin by Schroeder Associates; the Gem and the Coronet by Royal Crest, Inc.; the Puritan by Jay Casada and decorated by his wife, Eve; the Williamsburg by Leonard Laule; the Sahara and Mohave by Sun Home Builders; the Vogue by Arden Building Corp.; and the Alden and Jamestown by Becker Associates. Southwest Gas Corporation and Nevada Savings and Loan sponsored the home tour (LVRJ 11/20/1960:54-58; LVRJ 11/24/1960:7; 11/25/1960:17; 12/04/1960:17).

As the neighborhood grew, new schools were needed to accommodate the influx of elementary aged children. The Red Rock School, built specifically for Charleston Heights residents in the mid-1950s, experienced acute overcrowding as area development intensified. In 1960, the Clark County Board of School Trustees approved plans for Rose Warren Elementary School. Located at Torrey Pines Drive and Brandywine Way, just over one mile west of the Red Rock School, Rose Warren opened in fall 1961. Three years later, in 1964, the School Board opened Paul Culley Elementary School on the corner of Carmen and Jones boulevards, north of Washington Avenue. The Culley School was surrounded by Charleston Heights tracts 39-A, 39-B, 39-C, and 44-A, all of which had been recorded in 1962 (Clark County Assessor Records; LVRJ 10/30/1960:5; 8/20/1961:14; LVRJ 3/29/1964:10).

The Charleston Heights schools were so overcrowded that the School Board opened a temporary campus of portable buildings to assuage the congestion until another new school could be built. Vail Pittman Elementary School, located southeast of Washington Avenue and Torrey Pines Drive, consisted of 19 portable classrooms when it opened in fall 1964. The next year, a permanent Pittman School opened immediately west of the temporary school site. Also in 1965, OK Adcock Elementary School opened at Torrey Pines Drive near present-day U.S. Highway 95 (LVRJ 6/30/1964:9; LVRJ 9/4/1964:1; LVRJ 10/11/1964:15).

Additional public and private schools were built to educate the children of Charleston Heights during the 1960s. Garside Junior High School, located at Torrey Pines Drive and Celeste Avenue just west of Charleston Heights tracts 40-A, 40-B, 40-C, and 40-D, opened in 1963. In 1968, the City of Las Vegas built the public Garside Pool adjacent to the junior high school. When the St. Francis de Sales Catholic parish was established in 1964, the parish opened a parochial school on their property, which was located just east of the Culley School (Clark County Assessor Records; LVRJ 3/1/1964:24; LVRJ 11/26/1968: LVRJ 7/10/2014:2E).

Developers and city officials collaborated to develop recreational facilities in the neighborhood in the 1960s. Gary Dexter Park, which included a baseball diamond, was established at 800 Upland Boulevard by 1963. In 1964, Ernest Becker donated 2.5 acres of land on Hargrove Avenue to the City of Las Vegas for a Teen Center. It opened in 1966 with an auditorium, game room, meeting room, kitchen, service bar, and an office at a cost of \$163,000. The city renamed it the Phil Mirabelli Center in 1971 (LVRJ 3/13/1964: 1; LVRJ 5/7/1964:1; LVRJ 4/17/1966:38; LVRJ 2/17/1971:3).

Commercial developments began to appear on the periphery of the area. In 1960, Ernest Becker announced the construction of an “ultra modern” bowling alley in the proposed Charleston Heights Shopping Center. The alley would include snack and liquor bars, office space for leagues, and a nursery for children. Other businessmen involved in the project included Wendell Bunker, Dwight R. Hoopes, Ted Longley, Jr., and Jay Casada. The 36-lane bowling alley opened in August 1963 (Figure 3.23) (LVRJ 3/9/1960:35; LVRJ 8/8/1963:27).

Located on Decatur between Evergreen and Alta, the Charleston Heights Shopping Center opened in December 1963, providing another new draw to the area. Groundbreaking ceremonies took place in late September 1961. The 300,000 square foot center, designed by Hugh Taylor Design and Development Company, was estimated to cost \$4.5 million. A Safeway grocery store, the anchor of the shopping center, opened in December 1963 (Figure 3.24). By September

Bowlers of Las Vegas!
CHARLESTON HEIGHTS BOWL

Open 24 Hours a Day

We have Some Openings in the
Following Leagues:



Ladies	Men
575-625 Handicap	850-900 Scratch
725-800 Handicap	835-860 Scratch
Mixer	750-Handicap
6:30 and 9 P.M.	Also Junior Leagues

FOR THE ENTIRE FAMILY

- 36 Lanes
- Coffee House
- Dining Room
- Child Nursery
- Banquet Rooms
- Cocktail Lounge
- Bowling Pro Shop
- Locker Rooms

(9 A.M. to 5 P.M.)

CALL HANK OLIVER FOR MENS LEAGUES
CALL WILLIE OLIVER FOR WOMENS LEAGUES

CHARLESTON HEIGHTS BOWL
878-8595
LOCATED AT EVERGREEN and DECATUR
TURN NORTH AT CHARLESTON & DECATUR

Figure 3.23 Advertisement for the Charleston Heights Bowl (*Las Vegas Review-Journal*, August 15, 1963)

A TREASURE LODE OF CONGRATULATIONS!!
TO SAFEWAY ON THEIR
Grand Opening

VOGUE CLEANERS
 Cleaning & Pressing
 fine dry cleaning
 fast service
 S & H Green stamps

CHARLESTON HEIGHTS BEAUTY SALON
 Las Vegas' Newest
 & Finest

PATTY'S DRESS SHOP
 The finest in dresses,
 sportswear & lingerie
 20% off during opening

**WE INVITE YOU TO
 VISIT YOUR NEIGHBORHOOD
 FAMILY SHOE STORE**

**MAMA MIA
 PIZZA & ITALIAN FOOD**
 Once here or
 carry out

BARBER SHOP
 Charleston Heights newest
 and finest, opening this
 week.

CHARLESTON HEIGHTS DRIVE-IN SHOE REPAIR
 While you wait service
 Four locations to serve you

GOODMAN JEWELERS
 Complete watch & jewelry
 repair service. Complete
 line of gift items. Gem
 inspection & ring designs.

LOOK FOR THE REST OF US TO OPEN SOON

PAT-A-CAKE BAKERY
 The Andersons are pleased to announce the opening of their bakery to serve the people of Las Vegas. New location, Charleston Heights Center.

W. T. GRANT STORES

WALGREEN DRUG

SPROUSE-REITZ

FIESTA TAKEOUT FOOD
 Roasted Chicken, Shrimp, Fish, B-B-Q Ribs, and
 much more to go or to eat
 here. "Faster service on the West"

CHARLESTON HEIGHTS CENTER

NOW a 21 acre development to serve your every need. Shops & Supermarkets bring to Las Vegas complete convenience for all your shopping. And right there too, is the beautiful new Charleston Heights Bowling alley, your one stop fun center.

NOW LEASING - RETAIL STOREROOMS OF VARIOUS SIZES
 For Information Phone: W. H. McKay 878-1903 or 878-0363

Figure 3.24 The Charleston Heights Safeway opened in the Charleston Heights Shopping Center in late 1963 (*Las Vegas Review-Journal*, December 10, 1963)

1964, the commercial development significantly expanded to include Vogue Cleaners, Marty's Charleston Heights Beauty Salon, Patty's Dress Shop, Mama Mia's Italian Kitchen and Pizza House, Charleston Heights Barber Shop, Larry's Shoes, Goodman Jewelers, Pat-A-Cake Bakery, W.T. Grant Store, Walgreens Drug, Uncle Bob's Luncheonette (inside Walgreens), CH Shoe Repair, Sprouse-Reitz Variety Store, Sears Roebuck and Co T.V.-Appliance and Catalog Sales Store, Dana McKay Books, Decatur Liquor, Discount Nursery, Tropical World Pet Shop, CH Laundramat [sic] and Dry Cleaners, Lola's Little Guys and Dolls children's store, and Fiesta Takeout Food (LVRJ 9/26/1961:11; LVRJ 12/10/1963:15; LVS 2/6/1964:6; LVRJ 7/14/1964:5; LVRJ 9/17/1964:22).

Becker developed other shopping centers to service the Charleston Heights area in the 1960s, including the Charleston West shopping center at the northeast corner of Jones and Charleston (1966), the Torrey Pines Shopping Center at the southwest corner of Torrey Pines and Casada Way (1966), and the Fremont West Shopping Center (1964), which appears to have been demolished when U.S. Highway 95 was constructed (Clark County Assessor Records; LVRJ 12/2/1964:10; LVRJ 6/23/1966:36; LVRJ 12/12/1976:83; LVRJ 2/3/1985:126).

The Bank of Las Vegas opened a Charleston Heights branch in 1963. The building, located at Charleston and Decatur, was designed in a modern Googie style with a folded plate roof, exposed horizontal beams, and metal-framed window walls (LVRJ 2/24/1963:48).

In his continuing quest to provide ample amenities to area residents, Ernest Becker proposed a commercial daycare in one of the residential tracts of Charleston Heights south of the Red Rock School, at the northwest corner of Alta Drive and Falcon Lane. Only two other commercial daycares existed in Las Vegas at the time, and both were located downtown. The Child Care Association of Las Vegas backed the plan, citing the need for a nursery in West Las Vegas. Nearby residents were not keen on the concept, fearing that the daycare would lower property values, create traffic and noise nuisances, and set a precedent for future zone variances. Ultimately, dissent from Charleston Heights property owners killed the proposal (LVRJ 11/8/1961:2; LVRJ 11/24/1961:17).

Congregations continued building churches in the neighborhood throughout the 1960s. Christ Lutheran Church built a new edifice at Torrey Pines and West Fremont, opposite Charleston Heights Tract 29-A, which was platted in 1962. It was constructed by Willard Terry and Company and opened in 1964. No longer extant, it was replaced by a new church in 1985. According to the *Review-Journal*, the Methodists of Charleston Heights initially met at the Redrock Baptist church in 1963, moving to a storefront in the Charleston Heights Shopping Center several months later. In 1965, Trinity United Methodist Church erected a standalone Methodist church on the south side of Charleston Boulevard just west of Jones Boulevard, outside of the study area. Also in 1965, the Latter-day Saints constructed their handsome Modernist 14th Ward Chapel at 6100 Alta Drive near Jones Boulevard (Clark County Assessor Records; LVRJ 6/20/1955:2; LVRJ 5/6/1956:13; LVRJ 9/27/1956:3; LVRJ 1/21/1958:6; LVRJ 3/8/1959:31; LVRJ 4/17/1963:7; LVRJ 12/20/1963:6; LVRJ 10/18/1964:48; Przybys 2013).

The Catholic Church also established a presence in the area. The Charleston Heights Women's Guild of the Our Lady of Las Vegas parish formed as early as 1959. The group met the second Monday of each month. Westward expansion eventually necessitated construction of a new church. The Catholic Diocese announced the formation of the St. Francis de Sales parish in Las Vegas in 1964. The parish boundaries included everything west of Decatur Boulevard and the railroad. The property, located at the northwest corner of Michael Way and Washington east of the Culley School, included a church, school, and parish office (LVRJ 2/3/1959:6; LVRJ 3/1/1964:24).

The Sproul Homes company dominated development in Charleston Heights throughout the 1960s. The company's developments, all named Sproul Homes, spanned multiple tracts throughout the neighborhood with hundreds of

houses. The first advertisements for the VA and FHA-approved development appear in June 1960 (Figure 3.25). Model homes were located at 5021 to 5025 Alta Street. Starting at \$13,700 with no down payment, the houses had three bedrooms and Alenco aluminum sliding windows. The 1960 Parade of Homes featured two Sproul models: the one-story Cree and the split-level Shoshone, purportedly the first split-level tract home in Las Vegas (Figures 3.26 and 3.27) (LVRJ 6/5/1960:25; LVS 11/20/1960:55).

Sproul opened new models for a second development in Charleston Heights on the corner of Alta and Jones in October 1961 (Figure 3.28). Priced at \$16,950, the homes had three bedrooms, two baths, and a two-car garage. That year, Sproul offered nine floorplans and 16 exterior designs with sliding glass doors, acoustical ceilings, copper plumbing, glass-lined water heaters, some open beam ceilings, enclosed showers, heat pump heating, and air conditioning (LVRJ 11/18/1961:5).

Sproul opened two \$7 million additions in Charleston Heights in March 1962 and January 1963, respectively (Figure 3.29). In 1962, Sproul introduced the Hopi, Arapahoe, and Shoshone models in addition to their established Cherokee, Aztec, Apache, and Navajo models. The next year they added the Comanche, Pawnee, and Sioux models to their repertoire (Figure 3.30). Two months later, in March 1963, Sproul opened two new model homes on Hogan at Washington, across from the Municipal Golf Course entrance: the Shoshone Chief and the Hopi Chief (LVRJ 3/29/1962:17; LVRJ 1/13/1963:67; LVRJ 1/13/1963:68-69; (LVRJ 5/25/1963:20).

Some residents of the Sproul developments discovered issues with their homes. By November 1963, a handful of homeowners pressed for a Congressional investigation of alleged construction deficiencies in their homes. Complaints included leaking lower levels in multi-level homes, poor finish grading evidenced by rainwater running from lawns into garages, mis-surveying of property lines, bowed walls, and low-quality exterior painting. Residents claimed that their complaints to FHA and VA officials in Las Vegas were largely ignored. It is not known whether these issues were resolved (LVRJ 11/13/1963:2).

Developers began building apartments in Charleston Heights during this decade. In February 1963, the Planning Commission rezoned the following swaths of land single family residential to multiple residence units: east of Jones Boulevard between Washington Avenue and West Fremont Street; south of Vegas Drive and along Jones Boulevard; north of Charleston Boulevard and east of Rainbow Boulevard; and south of Washington Avenue east of Torrey Pines Drive. The same month, the Charleston Heights Apartment Company began advertising one- and two-bedroom furnished apartments for \$129.50 and \$147.50 per month, respectively (Figure 3.31). The apartments were located at Washington and Jones (LVRJ 2/16/1963:40; LVRJ 2/17/1963:4).

By the end of 1963, at least three apartment complexes were located in the area. In addition to the Charleston Heights Apartments, advertised as “sophisticated” garden apartments, two other developments offered furnished and unfurnished apartments nearby. The Las Vegas Apartments, located at 201 Decatur, were marketed to “career girls, bachelors, and newlyweds.” The apartments were furnished with enclosed lanais and rented for \$110 per month. The Torrey Pines and Alverne Apartments, located at Casada and Torrey Pines, offered family-friendly one- and two-bedroom units with lanais for \$129.75 per month (Figure 3.32) (LVRJ 12/9/1963:26).

Water challenges continued to plague Charleston Heights into the second decade of its development. When Becker announced the imminent development of an additional 480 acres in 1961, the water district warned him that unless he built a new pumping station to carry water to the homes on the high side of the tract, they would not service the new area. Becker resisted, maintaining that the station, which was projected to cost \$100,000, placed an undue burden on him. By 1964, he sold the Charleston Heights Water Company to the district, realizing the futility of long-

A NEW NAME IN LUXURIOUS LIVING

SPROUL HOMES

INCORPORATED



VETERANS!

YOU CAN NOW MOVE INTO A
3 BEDROOM HOME
IN BEAUTIFUL CHARLESTON HEIGHTS
for

NOTHING DOWN

ALL YOU PAY ARE CLOSING COSTS!

See our home counselors at
our model homes located,
5021 to 5025 ALTA ST.

SPROUL HOMES INC.
... Choose the finest horizontal
sliding aluminum windows tested
and quality approved by Pittsburgh
Testing Laboratory and the alu-
minum window manufacturers asso-
ciation for all VA & FHA homes.



CHECK ✓ THESE FEATURES:

- ✓ MINIMUM AIR INFILTRATION
- ✓ MAXIMUM EASE OF OPERATION
- ✓ POSITIVE LOCKS
- ✓ REMOVABLE SASH AND SCREENS

See a new and changing world through
"Alenco" horizontal sliding windows
in the
SPROUL HOME
of your choice!

ALENCO
Aluminum windows

- DESIGNED FOR BEAUTY
- ENGINEERED FOR PERMANENCY

ALBRITTON ENGINEERING CORP.
WEST COAST DIVISION—1400 S. ST. BAKERSFIELD, CALIF.
HOME OFFICE—P.O. BOX 31, BRYAN, TEXAS

PRICES START ..
at \$13,700.

ONLY **'96⁰⁰** PER MONTH

INCLUDING:
PRINCIPAL, INTEREST,
INSURANCE and TAXES!



**MODEL HOMES
OPEN DAILY
9:00 A.M. TO 9:00 P.M.**

Figure 3.25 An early Sproul Homes advertisement (*Las Vegas Review-Journal*, June 5, 1960)

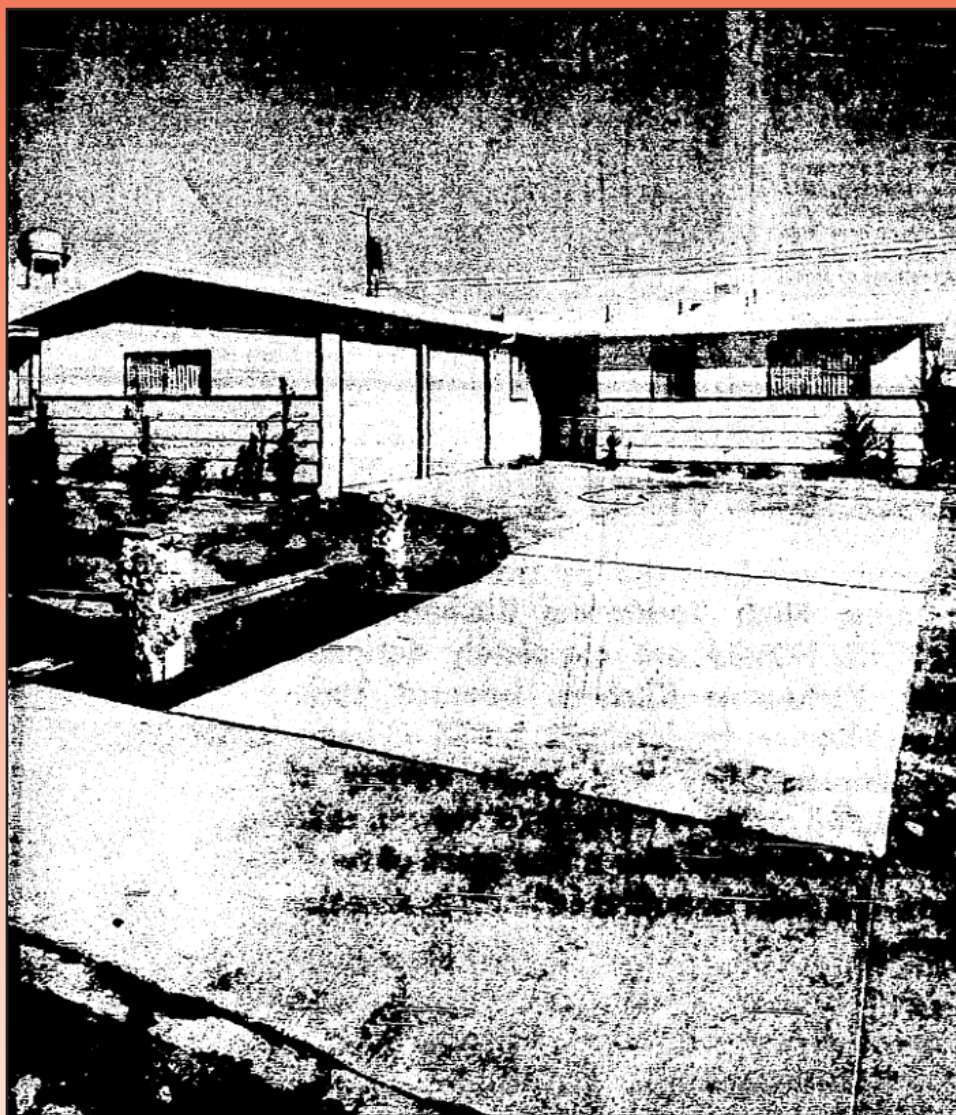


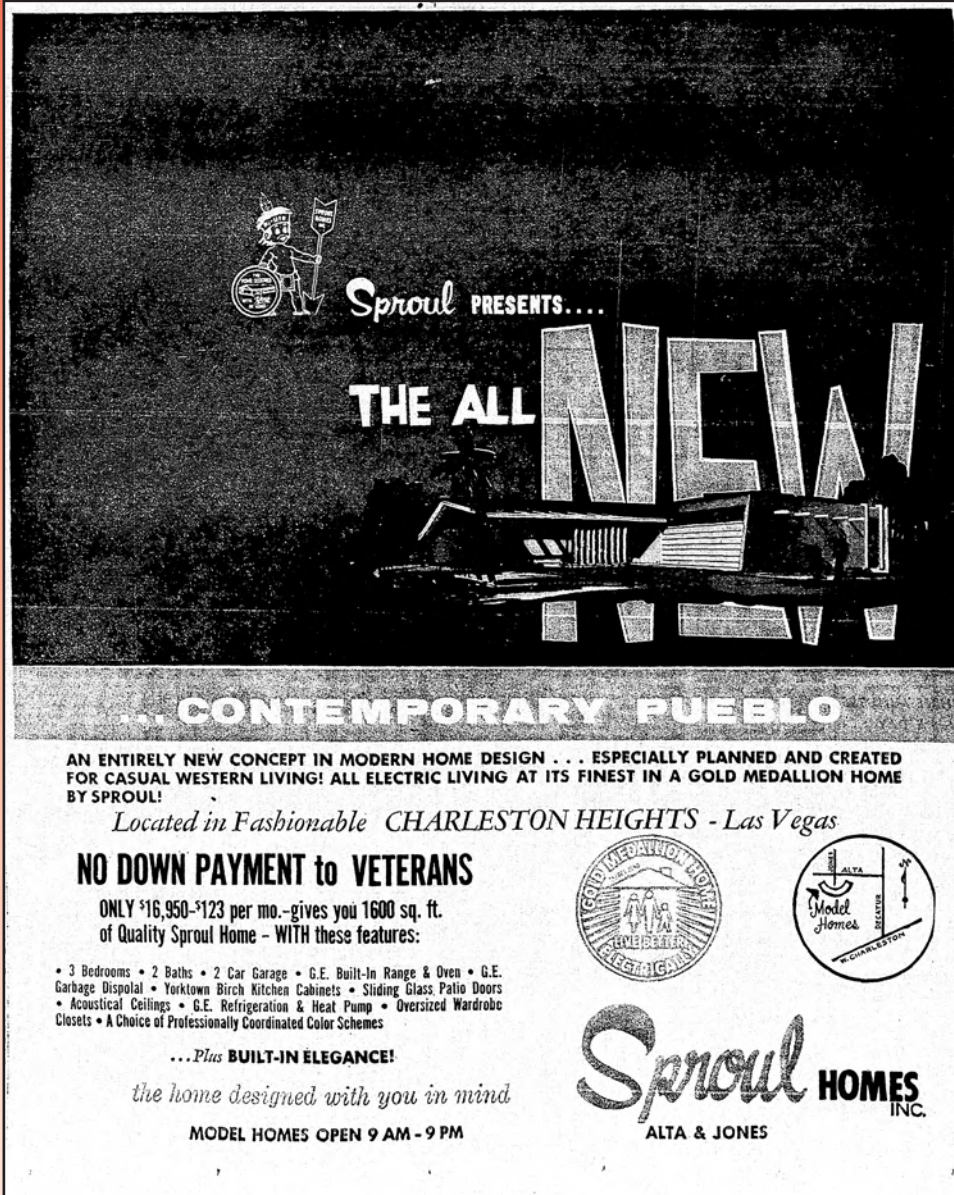
Figure 3.26 Sproul's Cree model: "Frankly expensive look...frankly inexpensive price" (*Las Vegas Review-Journal*, January 13, 1963)



SHOSHONE — This is the pace-setting Sproul Homes' Shoshone. Designed with distinctive tri-level elevations, it follows one of the most modern architectural trends. Its 3-bedroom, 2-bath floor plan

incorporates space for an optional fourth bedroom and third bath. Plenty of space here for a growing family. Just one more example of Sproul Homes' policy to give you more house for your money.

Figure 3.27 Sproul's "pace-setting" tri-level Shoshone model (*Las Vegas Review-Journal*, January 13, 1963)



Sproul PRESENTS....

THE ALL NEW!

CONTEMPORARY PUEBLO

AN ENTIRELY NEW CONCEPT IN MODERN HOME DESIGN . . . ESPECIALLY PLANNED AND CREATED FOR CASUAL WESTERN LIVING! ALL ELECTRIC LIVING AT ITS FINEST IN A GOLD MEDALLION HOME BY SPROUL!

Located in Fashionable CHARLESTON HEIGHTS - Las Vegas

NO DOWN PAYMENT to VETERANS

ONLY \$16,950-\$123 per mo.-gives you 1600 sq. ft. of Quality Sproul Home - WITH these features:

- 3 Bedrooms • 2 Baths • 2 Car Garage • G.E. Built-In Range & Oven • G.E. Garbage Disposal • Yorktown Birch Kitchen Cabinets • Sliding Glass Patio Doors
- Acoustical Ceilings • G.E. Refrigeration & Heat Pump • Oversized Wardrobe Closets • A Choice of Professionally Coordinated Color Schemes

...Plus **BUILT-IN ELEGANCE!**

the home designed with you in mind

MODEL HOMES OPEN 9 AM - 9 PM

Sproul HOMES INC.
ALTA & JONES

Figure 3.28 Sproul featured their new Pueblo model in 1961 (*Las Vegas Review-Journal*, December 31, 1961)

DOUBLE VALUES
FROM

PAWNEE

↓ Total Closing Costs **V.A. and F.H.A. ↑**

APACHE

Double Value in a Sproul Home means just that. Drive out to Charleston Heights today and see for yourself. Double Value means superior construction and better workmanship. It also means a better return on your investment. A Sproul Home can be the most important step you can take to a happier life. Buy a Sproul Home and live.

GE **Total Electric** **SPROUL HOMES INC.** **Map of Charleston**

WEST CHARLESTON AT CARPENTER
CHARLESTON HEIGHTS PHONE 878-5161

Figure 3.29 Sproul advertised their new development at Charleston and Carpenter in 1963 (*Las Vegas Review-Journal*, May 26, 1963)

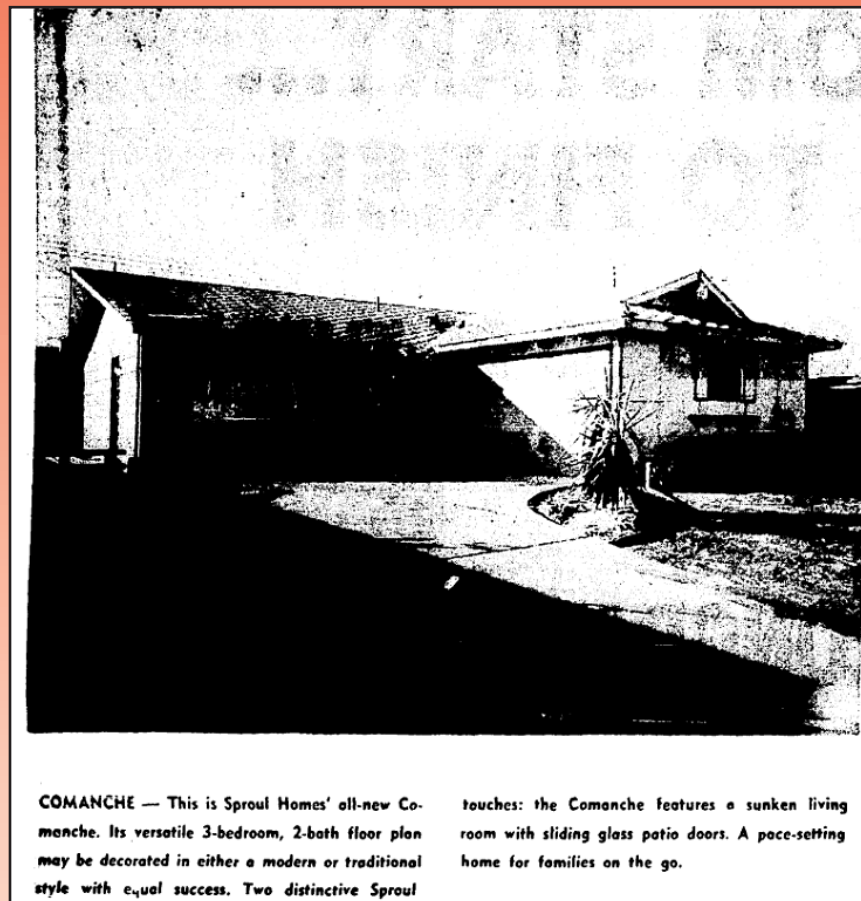


Figure 3.30 Sproul's Comanche model (*Las Vegas Review-Journal*, January 13, 1963)

NOW RENTING

Richly Furnished Apartments

in

Very Popular Charleston Heights

1 BEDROOM APARTMENTS \$129.50

2 BEDROOM APARTMENTS \$147.50

with

Swimming Pools

Located at Washington & Jones Blvd.

Near Schools & City Golf Course

Offered by the

Charleston Heights Apartment Co.

Call

878-1903 Daytime

878-9305 Evenings

Figure 3.31 Advertisement for apartments in Charleston Heights
(*Las Vegas Review-Journal*, February 16, 1963)



Luxury Addresses That Have Everything...

<p>Las Vegas Apts. 201 DECATUR</p> <p style="text-align: center;">♦ ♦ ♦</p> <p>Completely Furnished Quiet Living Neighborhood Grace Enclosed Lanais Ideal for Career Girls, Bachelors, Newlyweds Bus Lines</p> <p style="text-align: center;">\$110</p> <p>Phone 878-2866</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>	<p>Charleston Heights APTS. WASHINGTON & JONES</p> <p style="text-align: center;">♦ ♦ ♦</p> <p>Pleasure Packed 1-2 Bedrooms, Furnished or Unfurnished A warm feeling of home . . . All Garden Apartments Sophisticated</p> <p style="text-align: center;">From \$129.75</p> <p>Phone 878-6509</p>	<p>Torrey Pines & Alverne Apts. CASADA & TORREY PINES</p> <p style="text-align: center;">♦ ♦ ♦</p> <p>1-2 Bedroom Furnished Near Charleston Heights Bowl and Shopping Center Bring the Kids Garden Lanais New Elegance Not expensive, just looks it!</p> <p style="text-align: center;">From \$129.75</p> <p>Phone 878-4346</p>
---	---	---

Figure 3.32 By December 1963, three apartment complexes were advertised in Charleston Heights (*Las Vegas Review-Journal*, December 9, 1963)

term resistance to the utility company's demands as the city continued to grow—and consume precious desert water—at a rapid pace (Moehring 2000:250).

Sewage conveyance was another infrastructural concern for the neighborhood in the early 1960s. In July 1961, Charleston Heights property owners requested that the city form a quarter mile-wide sewer assessment district along Charleston Boulevard between Jones Boulevard and Evergreen Avenue. At the time, there were no water lines in the area, so pumps were being used (LVRJ 7/25/1961:15).

The real estate market stalled at the end of 1963. This is evidenced by tract plats, which slowed down to reflect the prevailing market. Compared to the 47 tracts platted in the first three years of the decade, only 16 tracts were platted between 1963 and 1968. Five plats were recorded in 1963 – the most out of any year after 1962. Barry Becker recalls entire tracts of vacant houses during that time. According to him, the market did not pick back up until 1966 (Becker 2014:14; Clark County Assessor Records).

After the real estate slowdown in 1963, new tracts did little to expand the footprint of Charleston Heights through the end of the decade. Four small tracts platted in 1967 negligibly extended small portions of the area's western boundary, but only by one to two blocks. Generally, these later tracts filled in previously undeveloped gaps in the neighborhood. Likely due to the sluggish market, some tracts that were recorded in 1963 did not develop until later. Tract 44-C was platted in 1963 but no homes were built until 1965, when Lido Homes' model first appeared at the corner of Pebble Beach Boulevard and Saylor Way (Figure 3.33). Other developments that emerged after 1963 include Becker's Del Prado homes and 11 homes by Ron Rudin Realty, both in 1968 (Clark County Assessor Records; LVRJ 7/17/1965:16; LVRJ 8/10/1968:35; LVS 4/7/1968:40).

3.5 GATEWAY TO GRACIOUS LIVING: CHARLESTON HEIGHTS, 1969-2022

Compared to the frenetic pace of construction that characterized the neighborhood from the 1950s into the 1960s, new development slowed in Charleston Heights after 1968. Developers platted a handful of tracts in the late 1960s and early 1970s, but the majority of later tracts were recorded after 1975, peaking between 1977 and 1980. Ernest Becker's involvement in subdividing land in the area persisted, and his name continued to appear as an owner of record on the new tract maps.

In the mid-1970s, U.S. Route 95 bisected the Charleston Heights area. Federal highway funds facilitated construction of the Las Vegas Expressway, also known as the Oran Gragson Expressway or U.S. Route 95. Credited with facilitating the westward growth of Las Vegas, the right-of-way generally followed the alignment of West Fremont Street. Initially, the expressway utilized the existing right-of-way, and adjacent properties were minimally affected. The highway would experience successive widening in the following decades, which necessitated the eventual demolition of some properties in the path of the expansion projects. The highway created a physical separation in the neighborhood, cutting off the areas north and south of the thoroughfare from one another (Moehring 2000:245, 247).

In addition to his subdividing activities, Becker continued to be a familiar name as a builder in Charleston Heights (Figure 3.34). In 1970, Becker Built Homes introduced new Charleston Heights models at 6200 W. Alta; the company's other model homes that year were located north of the Charleston Heights study area boundary, in Charleston Estates, at 3805 W. Washington. The same year, Becker constructed 72 houses in Charleston Heights Tract 20B based on the models located on Alta, offering seven different floorplans (Figure 3.35). In 1971, Becker Built Homes introduced the Mesa Grande development off Carpenter and Alta. In 1977, the company announced its Mountain Shadows

LAS VEGAS' MOST VALUABLE HOME BUY!

*How **CLOSE** can you get?*

SEE LIDO HOMES
in Beautiful CHARLESTON HEIGHTS

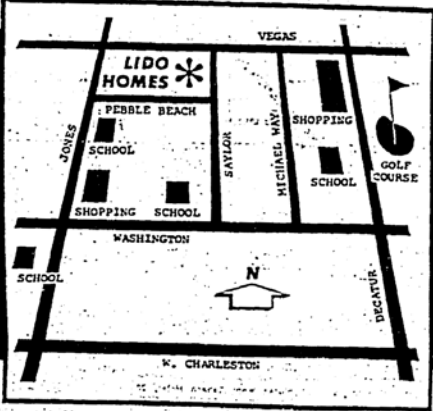
CLOSE! 2 Major Shopping Centers
WITHIN TWO BLOCKS OF YOUR HOME!

CLOSE! Municipal Golf Course
JUST THREE BLOCKS AWAY!

CLOSE! Elementary and High Schools
JUST THREE BLOCKS AWAY!

NEW LOW TERMS ONLY
\$200
DOWN MOVES YOU IN!
One Monthly Payment From \$165
Includes everything—Principal, Interest, Taxes and Insurance!

From \$19,950



SUPERB 3 & 4 BEDROOM, 2 FULL BATH HOMES READY FOR OCCUPANCY NOW!

This is it! Location... value... home... everything you've dreamed about in a fine home is yours... now... today... when you move into a superb Lido Home. You get a deed to your house and property when you move in!

Check these "Most-Wanted" features: Large kitchen with the built-ins of your dreams! Fully carpeted from wall to wall. Draperies, too! Huge fireplaces. Landscaped front yard. Full fenced lots. Lawn sprinklers installed.

Lido Homes

Furnished Model Homes
Open 10 a.m. to 6 p.m.
Representatives:
Art Olsen Realty, Inc.

From downtown Las Vegas: Drive west on Charleston to Decatur, north on Decatur to Washington, west on Wash.

Figure 3.33 Lido Homes advertised their proximity to retail, educational, and recreational amenities (*Las Vegas Review-Journal*, July 17, 1965)



Figure 3.34 The Becker Built Homes logo depicted a Ranch-influenced dovecote (Becker Built Homes Booklet, UNLV Special Collections)

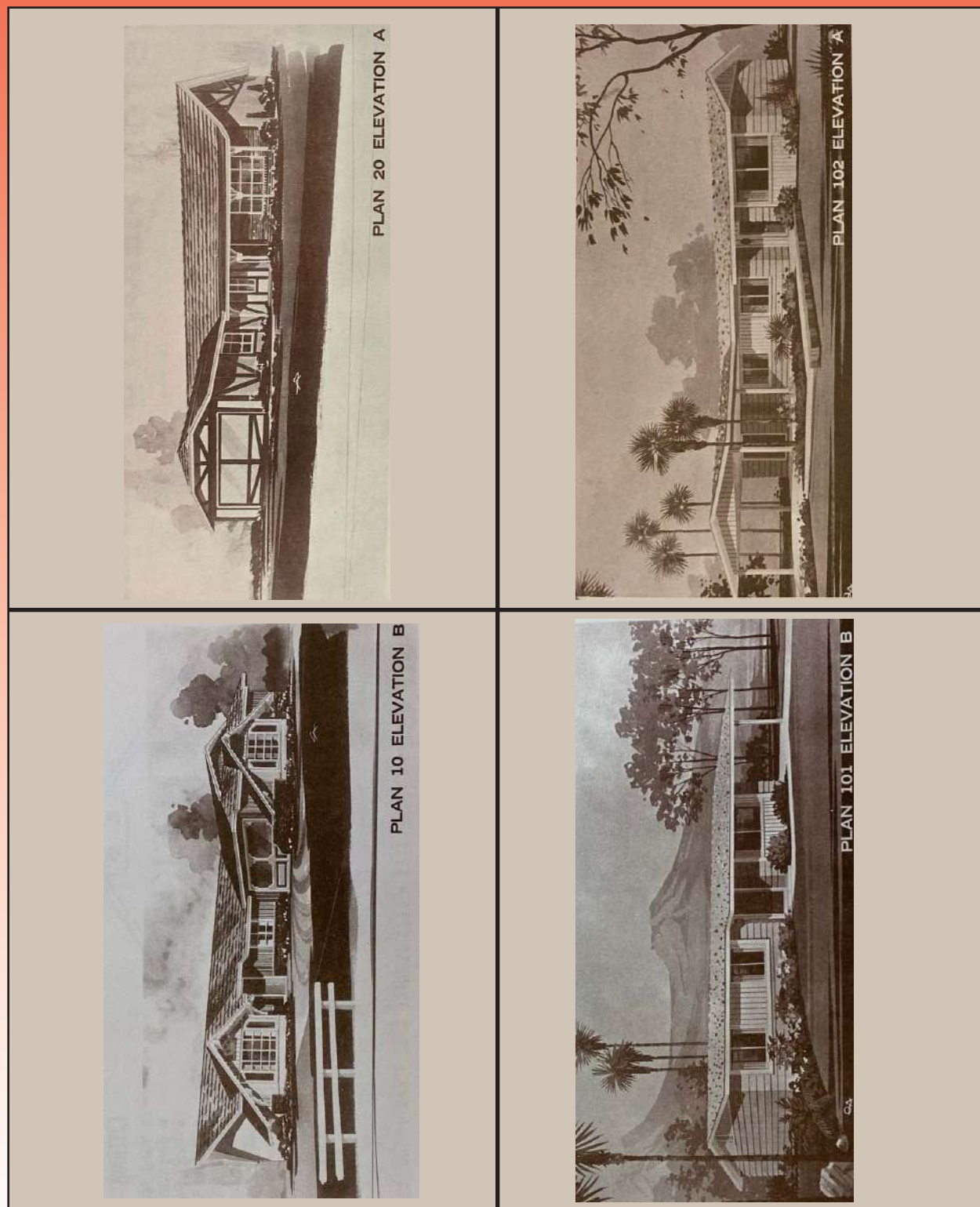


Figure 3.35 Becker Built Homes offered a number of models to choose from, including these four from their 1971 booklet (Becker Built Homes Booklet, UNLV Special Collections)

development, a 140-acre master planned community at Smoke Ranch Road and Jones Boulevard (LVS 5/10/1970:26; LVRJ 5/30/1970:72; LVRJ 7/25/1971:1A; LVRJ 11/14/1971:45; LVRJ 12/11/1971:13; LVRJ 3/13/1977:8A).

Becker Built Homes entered the townhome market in the 1970s (Figure 3.36). The company developed the Charleston Heights Townhouses in 1971. Located just east of Jones Boulevard on Vegas Drive, the townhomes reflected a Contemporary spin on Spanish and Pueblo styles. Becker created seven floorplans for the townhomes, which all featured nylon carpet, forced heat and air conditioning, laundry rooms, and full-size water heaters. The development included landscaped outdoor spaces and shared facilities including a swimming pool, jacuzzi, playground, and recreation room. In 1973, Becker Enterprises developed Las Casitas West at the corner of Washington and Jones (Charleston Heights Townhouses Booklet, UNLV Special Collections; LVRJ 4/29/1973:4A; LVS 11/12/1972:12A).

New builders began constructing houses in Charleston Heights in the 1970s. ML Enterprises Homes advertised models at Edrene and Saylor Way in late 1971. Two years later, they created the Wildwood development at Vegas Drive and Shadow Mountain Place, offering three- and four-bedroom houses with lanais and sunken living rooms. In 1976, Lewis Homes advertised two developments in Charleston Heights: Singingwood at Lorenzi and Charleston, and Stonegate at Torrey Pines and Alta (LVS 5/10/1970:26; LVRJ 5/30/1970:72; LVRJ 7/25/1971:1A; LVRJ 11/14/1971:45; LVRJ 12/11/1971:13; LVRJ 6/17/1973:4A; LVRJ 1/25/1976:52).

Few community resources were added to the neighborhood after 1968. The Upland Bible Church, located south of Charleston Heights Tract 5 at 920 Upland Boulevard, was constructed in 1975. The City of Las Vegas constructed the Charleston Heights Arts Center at 800 Brush Street, immediately south of the original Charleston Heights tract, in 1978 (Clark County Assessor).

The Becker family continued to be involved in commercial interests in Charleston Heights through the 1980s. Noticing that area casinos were adding bowling alleys to their gaming properties, Ernest's son Bruce proposed that the family add a casino to their bowling alley. That idea transformed the Charleston Heights Bowl into Arizona Charlie's Casino. According to Becker family lore, Arizona Charlie was an ancestor who worked as an entertainer with Buffalo Bill's Wild West Show. The Beckers planned a neighborhood casino that would cater to local residents, although when the project was announced, nearby property owners protested. Ultimately, these complaints were in vain; the \$18 million hotel-casino opened in April 1988 and underwent a \$40 million expansion in 1994, which eliminated the bowling alley (Figure 3.37) (Becker 2014:3; LVRJ 5/2/1999:37-40; LVS 2/24/1992:1E).

Ernest Becker and sons developed and redeveloped shopping centers in Charleston Heights into the 1970s and 1980s, including the Mercado Plaza on the southeast corner of Jones and Vegas Drive, built in 1978, and the Alta-Decatur Shopping Village at the northeast corner of Alta and Decatur, which was completed as early as 1975 and refreshed in 2003. The Beckers expanded the 1966 Torrey Pines Shopping Center in 1985. The Charleston Heights Shopping Center, located north of Arizona Charlie's, has changed immensely since its opening in 1963. It was completely renovated, shedding its mid-century Modern design in favor of the heavily stuccoed walls and red tile roofs of Las Vegas' neo-Spanish influenced shopping centers of the 1990s and 2000s. Additionally, it no longer has a grocery store as its anchor tenant (Clark County Assessor Records; LVRJ 2/26/1975:17; LVRJ 6/30/1978:15D; LVRJ 2/3/1985:126).

Although the school district did not add any schools to the area after 1969, Adcock Elementary School was rebuilt in the early 2000s. The Nevada Department of Transportation (NDOT) widened U.S. Highway 95 in 2002, taking a portion of the property on which the Adcock School was located. NDOT funded construction of a new school slightly to the south, which opened in 2003. The city's Mirabelli Community Center, formerly the neighborhood Teen Center, was

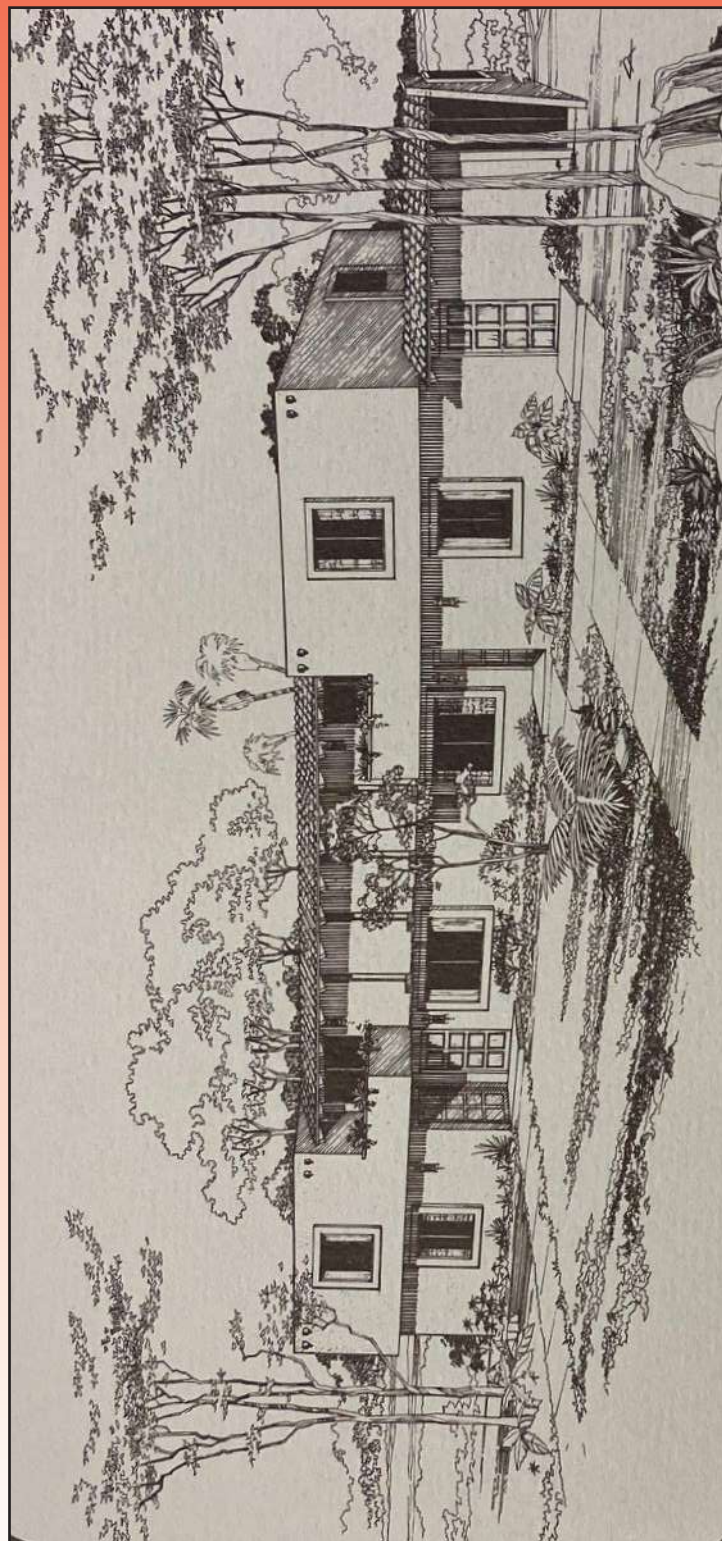


Figure 3.36 A rendering of the Charleston Heights Townhomes (Becker Built Homes Booklet, UNLV Special Collections)

demolished in 2005 and replaced with a new \$6.7 million building in February 2006. Although the center bordered Highway 95, its demolition was not a consequence of the freeway expansion (LVRJ 2/17/2003:8B; LVS 2/28/2006:7).

3.6 CHARLESTON HEIGHTS DEVELOPMENTS

Dozens of housing tracts were built in the neighborhood between 1953 and 1968. Some were named and recognized as their own separate subdivisions, whereas others remained unnamed, becoming another housing unit under the monolithic Charleston Heights name. The developments discussed in the following paragraphs were advertised as standalone tracts with their own defined styles, values, and amenities, although today they are more or less indistinguishable from the surrounding Charleston Heights area.

Electronic Weathermaker Homes

Frontier Builders constructed the “Living Conditioned” Electronic Weathermaker Homes in Unit 3 of Charleston Heights in 1954 and 1955 (Figure 3.38). The homes were located just beyond the entrance gates to Charleston Heights. The Model 500, advertised in *Life Magazine*, embraced the L-shaped suburban Ranch style. By January 1955, Frontier Builders offered six model homes on Evergreen Street. Buyers could choose from three- and four-bedroom plans with one or two baths. Exterior walls were clad with wood and stucco, and lots were fully landscaped with trees, lawns, and concrete driveways. Homes exhibited the Ranch style with gabled and hipped roof forms. Realtors specifically touted the houses’ thermostatically controlled central air conditioning and heating systems, which utilized Minneapolis Honeywell Electronic Moduflow thermostats and Carrier Weathermaker HVAC units (LVRJ 7/25/1954:36; LVRJ 8/1/1954:39; LVRJ 1/16/1955:13; LVRJ 1/31/1955:18).

Cliff May Homes

In August 1954, Vegas Realty began advertising the FHA-approved Cliff May homes. Burns Construction Company built 102 of the homes in Unit 3 of Charleston Heights. Advertised as “Western Rancho type homes with vision,” the Cliff May Homes utilized a prefabricated building system that allowed for various floorplan compositions in the mode of a western-style Ranch house (Figure 3.39). Three model homes opened in August 1954, offering a three-bedroom, two-bath; a three-bedroom, one-bath; and a two-bedroom, one-bath. Other features included Douglas fir posts and beams, hardwood floors, fireplaces, garbage disposals, landscaping, Sequoia heating system, and ceramic tile baths (LVRJ 8/18/1954:14; LVRJ 8/23/1954:6; LVRJ 8/23/1954:6; LVRJ 1/16/1955:18; LVRJ 2/14/1955:15; LVRJ 5/22/1955:42).

Feature articles and advertisements praised the Cliff May models for their affordability and association with popular home and garden publications, including *Sunset*, *Better Homes and Gardens*, *Living*, *House Beautiful*, and *House and Home*. Widely advertised as “Magazine Cover Homes,” they capitalized on the casual indoor-outdoor Western lifestyle popularized by these publications (Figure 3.40). Other advertisements implored the reader to “live like a prince on a working man’s wages,” offering a “luxury look for those with moderate incomes” (LVRJ 1/16/1955:29; LVRJ 3/6/1955:5).

Cliff May designers crafted home options to evoke a sense of the fabled West, all the way down to the paint colors. In addition to using “rough western woods and paints or stains which accentuate the indoor-outdoor effect,” which included Dunn-Edwards exterior finishes “Rancho Woodtex” and “Rancho Trim,” Cliff May associates selected the following colors for their homes in Las Vegas (LVRJ 5/22/1955:43-45):

- Sagebrush – The beautiful green of the desert sage after a freshening rain.
- Mesa Bluff – The dominant color of the vast Wester mesas.

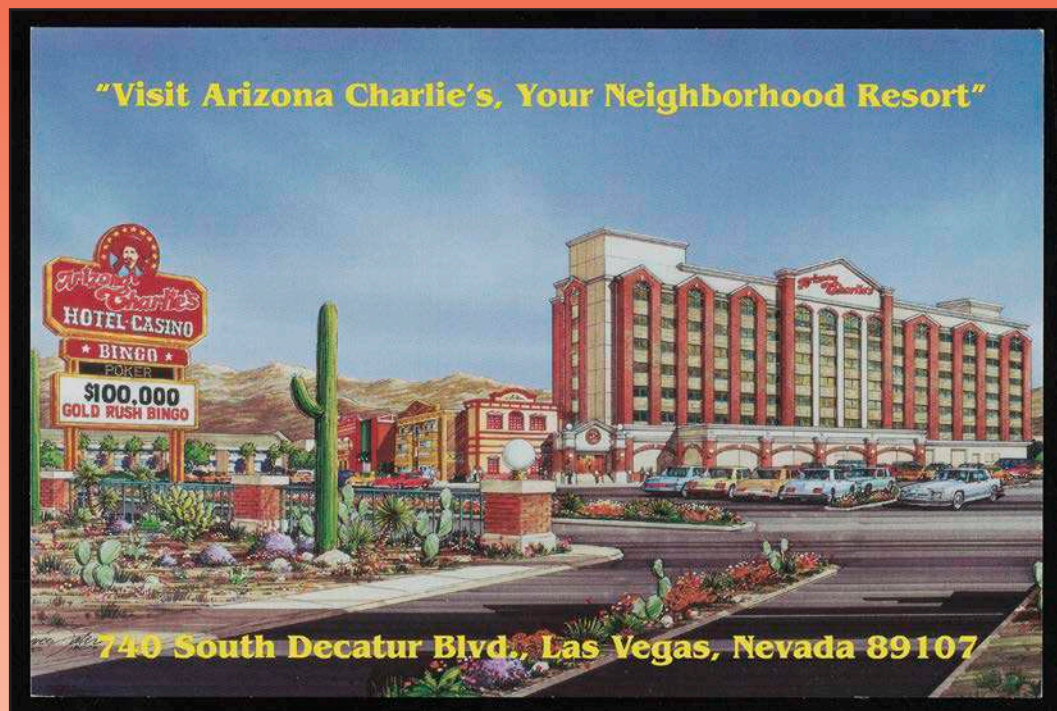


Figure 3.37 Arizona Charlie's postcard from the 1990s (UNLV Special Collections)

Gateway to Gracious Living

Whether you buy a Charleston Heights Electronic Weathermaker home on Easy Street, Evergreen, or one of the other delightfully planned home areas, you will enjoy suburban atmosphere at its finest, with bonus graciousness and design. This new concept of home design and construction brings to Las Vegas opportunity for quality and value with dozens of bonus features, most ideal location in the Las Vegas Valley, a selection of exterior and interior that assures individuality and the most favorable financing available.

CHECK THESE BONUS FEATURES!

1. Three and four bedroom homes with spacious front or rear living rooms, plaster walls, oak floors.
2. Trees, shrubs, and lawn; concrete walks and driveways; street lights, paved streets, curbs, sewers.
3. Carrier Weathermaker heating and air conditioning unit.
4. Thermostatically controlled temperature by Minneapolis-Honeywell Electronic Mod-flow, as featured in Life Magazine.
5. California Kitchens natural finish cabinets; fixed Trimset aluminum windows, garages and carport areas.
6. In certain models, fireplace, built-in electric ranges, breakfast area in kitchen, central hall plan.

Financing
GI and FHA financing. Liberal financing makes your monthly payments lower than rent. Save money, and own your own home. VA and FHA inspected and approved.

Priced from \$12,800 to \$16,350

CHARLESTON HEIGHTS ELECTRONIC WEATHERMAKER HOMES

No Down Payment for Vets on Most Models • Furnished Model Home Now Open

Figure 3.38 Electronic Weathermaker Homes advertisement (*Las Vegas Review-Journal*, January 23, 1955)

NOW!

Come see the home CLIFF MAY created for you!

Not Just Ordinary Tract Homes —But for the First Time in Las Vegas— CLIFF MAY Western Rancho Homes

Yes, here are homes beautiful . . . luxurious . . . spacious and wonderfully casual . . . free and easy Western styling . . . simplicity of design . . . with all the Cliff May prize-winning features that means living in a big, luxurious way . . . but best of all . . . for those with moderate incomes. Interested? You, and a lot of other wise Las Vegas families . . . So come see . . . admire . . . NOW . . . while the choice is yet good . . . Come and pick your favorite location . . . Once you visit the Cliff May Model house . . . you'll want to move right in . . . You'll sigh, "Ah, the West in modern splendor . . ." That, in a few words is Cliff May Homes for you! And don't stop your car until you reach the most colorful height on the crest of the hill . . . Cliff May Homes . . . the Magazine Cover Home of Tomorrow!

Ideally Located 1 Mile West of Hyde Park in the Highest Elevated, Most Picturesque Site Overlooking the City . . . Inspiring View of Mountains


Follow the Signs

A BUY OF A LIFETIME TO LAST A LIFETIME!

Triple in Strength. All parts of CLIFF MAY HOMES are thoroughly engineered. Wall sections are so strongly constructed they are actually — by laboratory tests — more than triple the strength required. All posts and beams are of selected Douglas Fir — finest and strongest framing lumber in America!

CHARLESTON HEIGHTS NO. 3

West on Charleston Boulevard, 1 mile past Hyde Park. Only 7 minutes from Downtown Las Vegas Shopping Center. Keep going to top of hill.



A new adventure in *Living*

Come see the home CLIFF MAY created for you!

Designed by
CLIFF MAY
National Homes Authority
and Winner of
National and International
Architectural Awards

WESTERN RANCHO TYPE HOMES WITH VISION

Choose from Architecturally Perfect Plans

- 3 Bedroom & 2 Baths, With Fireplace
- 3 Bedrooms & 1 Bath
- 2 Bedrooms and 1 Bath

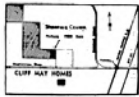
All Baths Ceramic Tile

VA and FHA Terms Available
Referencing Form
PREFERENCE TO VETS

See Delightful Model Homes Open Daily, Including Sunday 10 A.M. TILL DARK

Three Exhibit Homes Now Open at Tract

CLIFF MAY
homes



For Further Information Call
VEGAS REALTY
1006 SOUTH 6th ST. PHONE 6848
OR SEE
Manager on Tract

Figure 3.39 The Cliff May Homes opened in Tract No. 3 in 1955 (*Las Vegas Review-Journal*, January 16, 1955)



Figure 3.40 Promoters extolled Cliff May's reputation as a darling of home and garden magazines (*Las Vegas Review-Journal*, May 22, 1955)

Painted Desert – An earthen color of the great Arizona Painted Desert.
Bone Ivory – The tint of old polished bone.
Kerchief Yellow – The gay color of the rodeo rider’s silk kerchief.
Greasewood Gray – The gray of the Western ranch greasewood trees.
Mirage Green – The Greenish hue of a desert mirage,
Drift Sand – A coloring from the Death Valley drifting sand.
Reflection Blue – The pool reflection of the blue of the Western sky,
Navajo White – The off white of the Navajo Indian rugs.
Cedar Green – The deep vivid green of the Western cedar.
Buckboard Brown – The rich dark brown of the ranch buckboard.
Tahoe Blue – The gem color of California’s Lake Tahoe.
Weathered Olive – The bark of an old weathered olive log.
Zinfandel – A fiesta color – the dark red of Zinfandel wine.”

Cliff May himself visited Las Vegas in February 1955 to survey his namesake builds, stating that “May Homes, though compact, make clever use of space to acquire a freedom far beyond that of an ordinary house. Cliff May Homes have one of the most pleasing features – free and easy circulation of movement – that quality which allows the occupant to reach any room without passing constantly through other rooms. The segregation or joining of family activities is readily accomplished under such a floor plan. This is carefully planned family living” (LVRJ 1/16/1955:29; LVRJ 2/14/1955:15).

The Cliff May Homes proved a roaring success in Charleston Heights (Figure 3.41). In May 1955, the Burns Construction Company opened the sale of 296 new Cliff May homes in Charleston Heights Unit No. 5 after the 102 homes in Unit 3 sold out. This new development of homes offered four floorplans that could be organized into different variations based on May’s prefabricated modular construction components, allowing a certain degree of interior and exterior customization. The homes featured two, three, or four bedrooms at a cost of \$10,875 to \$15,100. Outdoor features included barbecue pits, patios, and children’s play areas. Interiors were characterized by open floorplans, large glass widow-walls, and steel Columbia Kitchens. The Collins Roofing Company of Las Vegas constructed tropical white roofs for the Unit 5 houses. E.A. and M.M. Collins owned the firm, which pioneered the tropical roof to withstand the extreme temperatures of Las Vegas (Figure 3.42). The white rock used for the roof was mined at Collins’ quarry near Camp Mercury, milled, applied to the roof, and sprayed with a coating to keep the rocks in place. Vegas Engineering, Inc. served as engineers for the homes, and E.J. Gilbreath Paint Company served as paint contractor (LVRJ 5/22/1955:42-45).

A year after the May homes were completed, residents complained of construction deficiencies. Chimneys lacked structural steel beams, floors were warped, and electrical circuits shorted out. Burns Construction Company claimed that the issues were an oversight. The City of Las Vegas tasked the company with resolving the complaints, which cost Burns approximately \$80,000 “to bring the houses up to standard” (LVRJ 3/8/1956:1; LVRJ 8/29/1956:9).

Holiday House Subdivision

The 150-home Holiday House subdivision opened in Tract No. 5, off Idle Avenue and Upland Boulevard, in April 1956. Constructed by Frontier Builders, the development offered 17 elevations and eight floorplans with three bedrooms and an optional den, plus two baths (Figure 3.43). Prices ranged from \$15,175 to \$16,000. Builders primarily marketed the development to women, advertising that the homes were designed “with particular attention to the modern Las Vegas woman’s life” (Figure 3.44). The houses had hardwood floors, tropical white roofs, Carrier Weathermaker

A Place of Your Own!



A Cliff May Home
at the very top
of Charleston Heights
Designed for Indoor-Outdoor Living

VEGAS REALTY

1505 SOUTH FIFTH STREET PHONE 6560

Figure 3.41 Vegas Realty advertised the Cliff May Homes for their emphasis on indoor-outdoor living (*Las Vegas Review-Journal*, March 13, 1955)



**If You Want a
Job Done RIGHT**
LET A SPECIALIST DO IT

**COLLINS'
ROOFING CO.**
500 West College Phone 4290

*The Collins Roofing Company is
proud to have installed the*
BUILT-UP TROPICAL ROOFS
in the Beautiful New
CLIFF MAY HOMES--UNIT NO. 5

*These white rock Tropical Roofs
decrease the interior temperature
as much as 20 per cent which was
proven by expert refrigeration men.*
*They are especially designed
and engineered for this desert area.*
*They will withstand extremes in
temperature and a special spray,
designed by Collins Roofing, will hold
roofs in the most violent winds.*

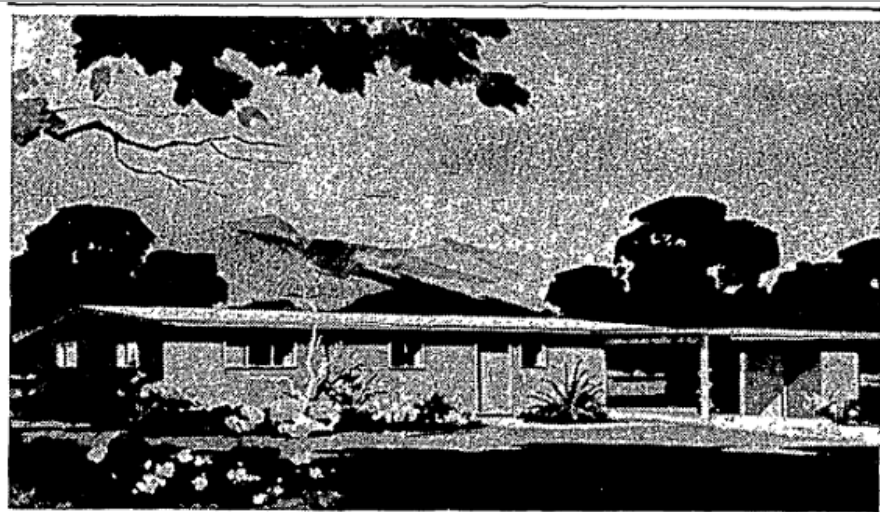
ASPHALT TILE . . . By Collins Roofing
—Quality—Beauty—Long life—Expert insulation

*We Salute . . .***CLIFF MAY HOMES -- UNIT NO. 5**

Figure 3.42 Like many homes in Charleston Heights, the Cliff May houses featured "tropical" built-up rock roofs (*Las Vegas Review-Journal*, May 22, 1955)



HOLIDAY HOUSE MODELS OPEN — Grand opening of the Holiday House subdivision in Charleston Heights is set for today. The builders give choice of 8 floor plans and 17 elevations in these Carrier Weather Maker all electric homes. One of the fascinating Tappan electronic ovens will be demonstrated today and tomorrow at the model homes.



LARGE STORAGE AREA — Holiday House architectural rendition here shows the large area built for storage beside the carport. This storage area is included in all the 8 floor plans and 17 elevations offered in the Charleston Heights development opened last weekend by Frontier Builders.

Modern shorthand originated in England and the first system was that of Timothy Bright, in 1588.

Figure 3.43 Two renderings of the Holiday House models appeared in the newspaper during the development's grand opening (*Las Vegas Review-Journal*, July 17, 1956)

Living's Fun!

IN A Carrier Weathermaker-All Electric

Holiday House

in Charleston Heights



Living's Fun—in these modern as tomorrow Holiday Houses. Designed for gracious comfortable desert living—these homes are quality from the foundation to the roof... Completely insulated ceilings, walls—even the floors... Carrier refrigerated air conditioning and forced air electric furnace give you year 'round comfort as the flick of a switch... White rock tropical roofs and aluminum sash that won't dry out under desert sun—all steel door jambs and weather stripped exterior doors assure complete comfort and protection from the rugged elements. Every day will be a holiday in a HOLIDAY HOUSE.

Also featuring:

CRANE Colored PLUMBING FIXTURES & California Kitchens

Model Homes Furnished by NORTH MAIN FURNITURE CO.

Carrier Weathermaker-All Electric

Holiday House

in Charleston Heights

Another FRONTIER BUILDERS Development

Year 'round air conditioned by

Carrier

Be refrigerated cool in summer... and comfortably warm in winter with Carrier filtered air... all at the flick of a switch.

Financing

FHA AND VA LOW DOWN TO YET'S

Price

\$15,175 TO \$16,000

Check these Holiday Features...

- CARRIER AIR CONDITIONING
- FORCED AIR ELECTRIC FURNACE
- IDEAL LOCATION
- CALIFORNIA KITCHENS
- TAPPAN BUILT-IN RANGE AND OVEN
- OUTLINE "IN-BUILT" FOOD PREPARATION CENTER
- FORMICA COUNTER TOPS
- LONG-BELLY "LEFT HAND" WOOD CABINETS
- STAINLESS STEEL SINK
- IN-SINKERATOR DISPOSER
- COLORED PLUMBING FIXTURES
- CHOICE OF 8 FLOOR PLANS
- 17 ELEVATIONS
- 2 BEDROOMS & 2 BATHS WITH DEN
- 2 BATHS—STALL SHOWERS
- TROPICAL WHITE ROCK ROOF
- PLASTERED WALLS
- COMPLETELY INSULATED
- FLOORS—CEILING—WALLS
- GLASS GLASS DOORS
- ALUMINUM WINDOW SASH
- HARDWOOD FLOORS (1 1/2" THICK)
- FLUSH FLAR DOORS
- CHOICE OF INTERIOR COLORS
- CONVENIENT WASHER DRYER AREA
- LARGE STORAGE AREA IN GARAGE
- ALL IMPROVEMENTS—NO CROCKERS
- PAVING, CURBS & GUTTERS, STREET LIGHTS
- COMPLETELY LANDSCAPED
- STEP BAKER INTER-COM
- STEEL DOOR JAMBS
- STEEL GLASS WARDROBE DOORS
- OPTIONAL EQUIPMENT
- TAPPAN FREE REFRIGERATOR
- TAPPAN ELECTRIC OVEN

How to get there...

Dine out West Charleston to Denver, turn right to Evergreen, west on Evergreen to Uptown, right one block to 1st Avenue.

Figure 3.44 The Holiday House development was specifically advertised to women (Las Vegas Review-Journal, April 22, 1956)

air conditioning, electric forced air heating, California Kitchens with Tappan ranges and Formica counters, colored plumbing fixtures, Long Belt “rift grain” kitchen cabinets, and garbage disposals. The houses that included a den boasted a living room and convertible den combination, allowing the living room to be expanded into the den for entertaining. Other features included an intercom system and a storage area off the carport (LVRJ 4/15/1956:38; LVRJ 4/22/1956:37).

Cedar Manors

Advertisements for Cedar Manors, “built like the Rock of Gibraltar,” first appear in May 1956. Located in Charleston Heights No. 2, near Digger and Evergreen, the sales office—which likely doubled as a model—was headquartered at 5133 Evergreen. The development offered a base floorplan with three bedrooms and one-and-one-half baths at a cost of \$12,950. Other amenities included air conditioning by York, insulation, weatherstripping, oak floors, colored bathroom fixtures, colorful exteriors, and a garbage disposal. By September 1956, the sales office relocated to 5141 Evergreen before moving to 413 Upland in 1957 (Figure 3.45) (LVRJ 5/6/1956:41; LVRJ 6/10/1956:3; LVRJ 9/16/1956:9; LVRJ 3/31/1957:10).

Charleston Suburban

Advertisements for the Charleston Suburban Homes appear in May 1956 (Figure 3.46). An O’Donnell Inc. project built by Martin Construction Company, the development was located in Charleston Heights No. 1. The builder constructed a model home on Brush on the corner of Evergreen, which was furnished by Wood’s Maple House. Priced at \$16,975, the houses contained three bedrooms and one-and-one-half baths with landscaping, built-in kitchen pantries, and built-in clothes hampers in the bathrooms (LVRJ 9/16/1956:9).

Charleston Estates

Charleston Estates advertisements appear in December 1956, boasting the “best design [...] in the scenic Charleston Heights area.” Hollywood Furniture Company furnished the models, and State Realty served as the tract’s exclusive sales agent (Figure 3.47). Located off Upland Boulevard north of Evergreen Avenue, the homes featured three bedrooms, two full baths, a family room, floor-to-ceiling fireplaces, forced air heating, a double garage, landscaping, and kitchens with General Electric dishwashers and garbage disposals. The homes cost \$13,950 with a \$300 down payment. Advertisements for the development continued into early 1957, warning that only a few homes remained available for purchase (LVRJ 12/16/1956:20; LVRJ 2/17/1957:29; LVRJ 3/31/1957:5).

The second phase of Charleston Estates began construction by January 1958. Priced at \$14,700, the homes included three bedrooms, two baths, a two-car garage, built-in planters and lawns, concrete driveways, forced air heat and air conditioning, aluminum sash windows, Formica countertops, an outside entrance to the master bedroom, and floor-to-ceiling fireplaces (LVRJ 1/5/1958:18).

Charleston West

McKellar and Associates built the Charleston West development in 1959 (Figure 3.48). Located in Charleston Heights Tract No. 4, Charleston West’s Contemporary style model home was on Wisteria Avenue off Upland Boulevard. The three bedroom, two bath homes were priced at \$15,750 and included a family room, dining area, wood paneled living room, two-car garage, and master bedroom with an outdoor entrance. The kitchen had Formica countertops, natural birch cabinets, a General Electric dishwasher and garbage disposal, and gas range. The houses were equipped



LOOK -- CEDAR MANORS DOES IT!

CEDAR MANOR HOMES are Custom built — solid as the Rock of Gibraltar — located in the finest and newest residential area high up on Charleston Heights, near Red Rock School. Cooler in Summer — Warmer in Winter — healthier to live in.

- Fully Insulated • Interlocked Metal Weather • Strippled
- All Aluminum Windows • Colored Bathrooms • Pictures
- Fully Improved Lots (Everything in and Paid For) • Fully Landscaped
- Garbage Disposal • Attractive Colorful Exteriors • Interior Decorating by "Tons"

INCLUDING R-E-F-R-I-G-E-R-A-T-I-O-N

only \$12,950 for all this!!

3 Bedrooms — 1½ Baths and

MORE

CLOSETS STORAGE SPACE SQ. FOOTAGE LINEN CLOSET

than homes costing much more!

FBI & FHA TERMS

CEDAR MANORS

Sales Office • Located
5133 Evergreen — Open Daily

"Top of Charleston Heights"





CEDAR MANORS

... about which you have heard so much ...

will soon start DELIVERING HOUSES

Sales Office
5141 Evergreen Street
In Charleston Heights

STOP Your

HOUSE HUNTING

Worries

at

CEDAR MANORS

And Enjoy These Features:

- Custom Designed
- Varied Set-Backs
- Charming Exteriors
- Refrigeration-Air Conditioning
- 90,000 BTU Forced Air Heat
- Oak Hardwood Floors
- Natural Hardwood Cabinets
- 3 & 4 Bedrooms
- 2 Baths
- Immediate Possession

Priced from \$14,400

Models and Sales Office
413 Upland Boulevard
IN CHARLESTON HEIGHTS

Figure 3.45 Cedar Manors advertised their new development in 1956 and 1957 (*Las Vegas Review-Journal*, June 10, 1956; September 16, 1956; March 31, 1957)



FOR YOUR SUNDAY PLEASURE
VISIT THE BEAUTIFUL NEW

Charleston Suburban
Model Home

IN CHARLESTON HEIGHTS
OPEN DAILY and SUNDAY 2-9 P.M.
Designed For Modern Living

- 3 Bedroom — 1½ Bath — Full Garage
- Complete Landscaping
- Built in Kitchen Pantry
- Built in Clothes Hampers in both Baths
- Many, many other built in features

See The New
"Built-In" Features

PRICE \$12,975—FHA FINANCING
Monthly Approximately \$67.30, Principal & Interest

—HERE'S HOW TO GET THERE—

Drive out West Charleston Boulevard
to Decatur, turn right to Evergreen
then left to Brush Street and model
home in beautiful Charleston Heights

AN O'DONNELL INC., PROJECT —
BUILT BY MARTIN CONSTRUCTION CO.
FOR INFORMATION PH. DU 2-0785—DU 2-8988

Figure 3.46 Charleston Suburban advertisement (*Las Vegas Review-Journal*, June 24, 1956)

only a few homes available!
don't miss your chance to live it up--
up where the air is clean!

CHARLESTON ESTATES
IN THE SCENIC CHARLESTON HEIGHTS AREA

\$300 dn.
TO VETS (PLUS CLOSING)
\$13,950
FULL PRICE!

GI or
FHA
FINANCING

Exclusive Agents
STATE REALTY CO.
515 Carson • DU 2-3556

"Best Design"
MODEL HOME
Open 10-til 5 Daily, Closed Tues.
Furnishings By
Hollywood Furniture Co.

Ready
for
occupancy
SOON!

☆ 3 BEDROOMS ☆ 2 FULL BATHS
☆ FAMILY ROOM ☆ DOUBLE GARAGE
☆ HUGE FLOOR-TO-CEILING FIREPLACE
☆ GE Dishwasher ☆ GE Garbage Disposal
☆ Forced Air Heating ☆ Completely Landscaped

DRIVE OUT TODAY!

Drive Out West Charleston Blvd.
to Decatur Blvd., then follow the
Signs to CHARLESTON ESTATES
on the new 80 ft. wide Upland Blvd.

Figure 3.47 Charleston Estates advertisement (*Las Vegas Review-Journal*, February 17, 1957)



GRAND OPENING

CHARLESTON WEST

**F
E
A
T
U
R
I
N
G**

- 3 bedrooms
- 2 complete baths
- Ceramic tile
- Electric wall heaters
- Wardrobe closets with Novaply doors
- Functional family room
- Separate dining area
- Formed Formica sink top
- Natural Birch cabinets
- Kitchen exhaust fan
- GE dishwasher and garbage disposal

- Piped for gas range
- 220 wiring
- Central heating system —
thermostatically controlled
- Air conditioning
- Aluminum window sash
- Completely insulated throughout
- All exterior doors weatherstripped
- Outside entrance to Master bedroom
- Floor to ceiling fireplace in living room
- Beamed ceilings

The home of "best design" and craftsmanship...
Overlooking the city from beautiful Charleston Heights...
10 degrees cooler...

- Wood paneled wall in living room
- Choice of interior colors
- Oversize 2 car garage
- Laundry tray and facilities in garage
- Modern flowing roof lines
- Planters along front of house
- Complete lawns included
- Concrete driveways, walks & street lights
- No assessments
- Inside city limits
- Built under FHA regulations

NEAR SCHOOLS — CHURCHES — SHOPPING CENTER

FOLLOW THE RED, WHITE AND BLUE SIGNS. Drive out West Charleston to Upland, right to Wisteria, left on Wisteria and follow the signs to the MODEL HOME.

HOURS: 11 — 5 except Tuesdays

Sales Agent
GWEN WALSH'S
STATE REALTY CO.
Phone DU 2-3556

SALE PRICE... \$15,750⁰⁰
DOWN PAYMENT \$750.00
Builders: McKellar & Associates

Figure 3.48 Charleston West advertisement (*Las Vegas Review-Journal*, April 7, 1959)

with central heating and air conditioning, aluminum sash windows, and full insulation and weatherstripping. Other finishes included ceramic tile, beamed ceilings, built-in planters, and lawns (LVRJ 4/7/1959:24).

Hill-Top Homes

McKellar and Associates constructed the Hill-Top Homes in 1959 and 1960 (Figure 3.49). Located in Charleston Heights Tract #10, the Hill-Top model home was located on Alta Drive west of Decatur. First advertised in October 1959, these houses included three bedrooms, one-and-one-half baths, two-car garages, and planted lawns from \$15,395. By June 1960, the builders offered a four-bedroom Ranch style model with a separate dining area and ceramic tile baths. At 1,500 square feet, it cost \$17,995. Other selling points included large lots, nearby schools, and “it’s always 5 to 8 degrees cooler in Charleston Heights” (LVRJ 10/26/1959:21; LVRJ 6/5/1960:14; LVRJ 9/25/1960:15).

Sproul Homes

Sproul Homes developed a significant area of Charleston Heights between 1960 and 1967 (Figure 3.50). Advertisements for their first development in Charleston Heights appear in June 1960. The next month, Sproul pulled permits for 51 houses with listed values of \$10,000 and \$11,000. Model homes for the development were located at 5021 to 5025 Alta Street in Tract No. 7 (Figure 3.51). Starting at \$13,700 with no down payment, the houses offered plans with three bedrooms. In late October, Sproul celebrated the grand opening of another unit of houses in Tract No. 23. By November 1960, two Sproul models were featured in the Parade of Homes: the one-story Cree and split-level Shoshone (Figure 3.52). According to an advertisement of the time, the Shoshone was the first split-level tract home in Las Vegas (LVRJ 6/5/1960:25; LVRJ 7/10/1960:3; LVRJ 10/2/1960:62; LVRJ 10/30/1960:14; LVS 11/20/1960:55).

Sproul touted their innovative and efficient construction materials, including Alenco aluminum sliding windows with “minimum air infiltration, maximum ease of operation, positive locks, and removable sash and screens,” fiberglass screens and insulation, acoustical ceilings, copper plumbing, glass-lined water heaters, and “a special siding that never requires painting.” This was likely an asbestos shingle system (LVRJ 6/5/1960:25; LVRJ 10/15/1961:57; LVS 11/20/1960:55).

Sproul opened new models in Charleston Heights on the corner of Alta and Jones in October 1961. Priced at \$16,950, the three-bedroom, two bath homes were arranged into nine different floorplans and 16 exterior designs, all of which included two-car garages. Kitchens included a General Electric range and garbage disposal, Textolite laminate countertops, and Yorktown birch cabinets. Some models featured open beam ceilings, and all were air conditioned (LVRJ 10/15/1961:57; LVRJ 11/18/1961:5).

Sproul opened a \$7 million addition in Charleston Heights in March 1962. During this phase, the builder introduced the Hopi and Arapahoe models in addition to their established Cree, Shoshone, Cherokee, Aztec, Apache, and Navajo models (Figure 3.53). The three bedroom, two bath Hopi was designed by architects A. Quincy Jones and Frederick Emmons and was built around an enclosed rear patio. The Arapahoe was also planned around an enclosed patio (Cornoyer 2020a; LVRJ 3/29/1962:17).

Sproul unveiled three new models in another \$7 million development off Charleston and Carpenter in January 1963. The Ranch style Comanche offered three bedrooms, two baths, and a sunken living room. The L-shaped Pawnee, also in the Ranch style, featured a wounded dove gable over garage. The Contemporary style Sioux boasted an enclosed garden entrance, sunken living room, and fireplace (Figure 3.54). In total, Sproul offered buyers 63 designs to choose from (Figure 3.55) (Cornoyer 2020a; LVRJ 1/13/1963:67-69, 87).

CHARLESTON
HEIGHTS
NO. 10 — fastest growing residential
area in Las Vegas

— P R E S E N T S —

THE NEW
AWARD WINNING

hill-top HOMES

FROM \$15,395
And Up

\$695 DOWN
Plus Costs

— ★ —

5 BEDROOMS — BUILT-IN KITCHENS — 1½ BATHS
DOUBLE GARAGE — CHOICE OF COLORS
LARGE LOTS — FULL LAWNS — NEAR SCHOOLS
— AND MANY MORE APPEALING FEATURES

— plus —

A Generous Trade-In Plan

That gives you a new home & cash in
your pocket . . . it really works, too!

FURNISHED MODEL — OPEN DAILY
On Alta Dr. — Just Off Decatur

"FOLLOW THE SIGNS" PHONE DU 2-1568

Figure 3.49 Hill-Top Homes advertisement (*Las Vegas Review-Journal*, October 26, 1959)

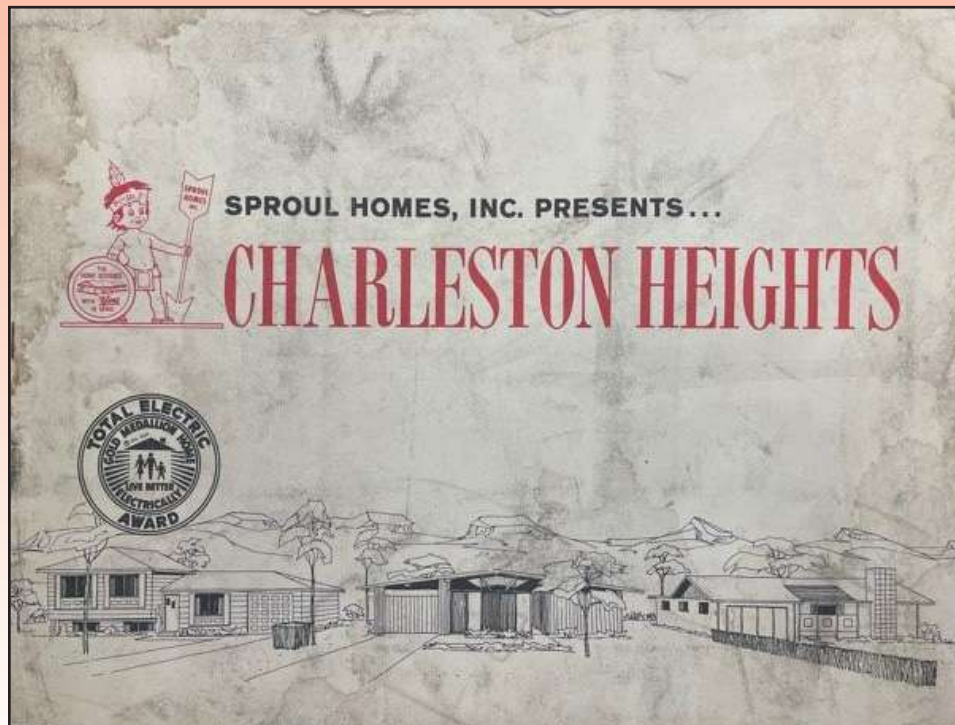


Figure 3.50 Sproul Homes created a promotional booklet for its Charleston Heights models (UNLV Special Collections)

Thursday, Oct. 20, 1960 Las Vegas Review-Journal 23

WHY PAY RENT?

WHEN YOU CAN



OWN A NEW SPROUL HOME

FOR MONTHLY PAYMENTS
LESS THAN RENT!

\$98⁰⁰
ONLY PER MO.
INCLUDES PRINCIPLE,
INTEREST, INSURANCE, TAXES
FROM \$13,600
LOW FHA
DOWN PAYMENTS

VETERANS pay
NOTHING
DOWN!
USE
YOUR
G.I. LOAN
NOW!

SPROUL HOMES, INC.

ORchard 8-2882

all with
3 BEDROOMS
MODELS OPEN EVERY DAY 9 'til 9
Models located from 5021 to 5025 Alta. Drive out West Charleston,
turn right on Decatur, left on Alta.



HURRY!
This may be your last chance to buy at these
present low prices! Due to increased building costs we
will be forced to raise prices soon . . . ACT NOW!

located in
CHARLESTON
★★★★ **HEIGHTS**
Let our courteous
sales staff assist you
in selecting your
NEW SPROUL HOME
today!

Figure 3.51 Sproul Homes advertisement (*Las Vegas Review-Journal*, October 20, 1960)

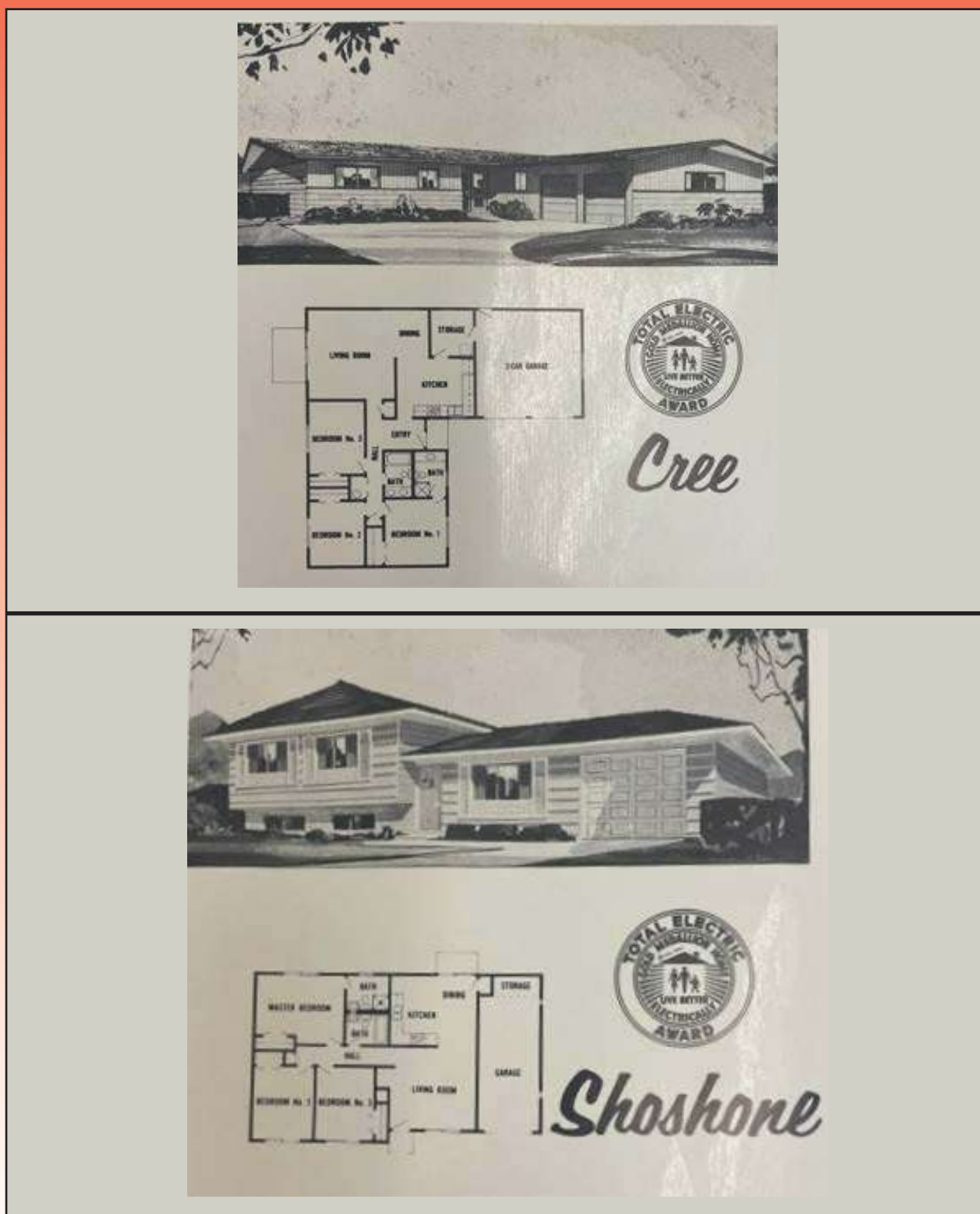


Figure 3.52 Sproul's Cree and Shoshone model renderings (UNLV Special Collections)

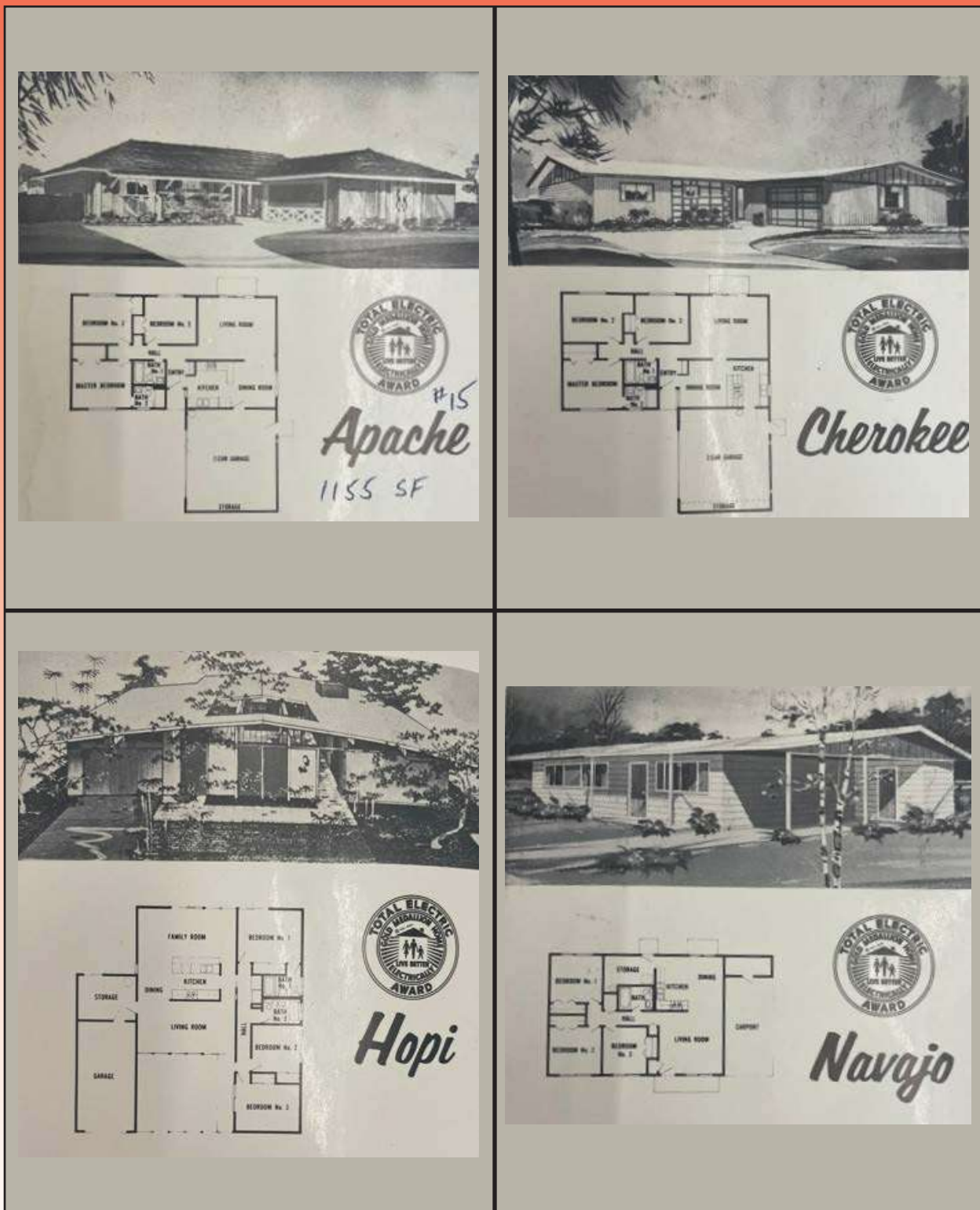


Figure 3.53 Sproul's Apache, Cherokee, Hopi, and Navajo model renderings (UNLV Special Collections)

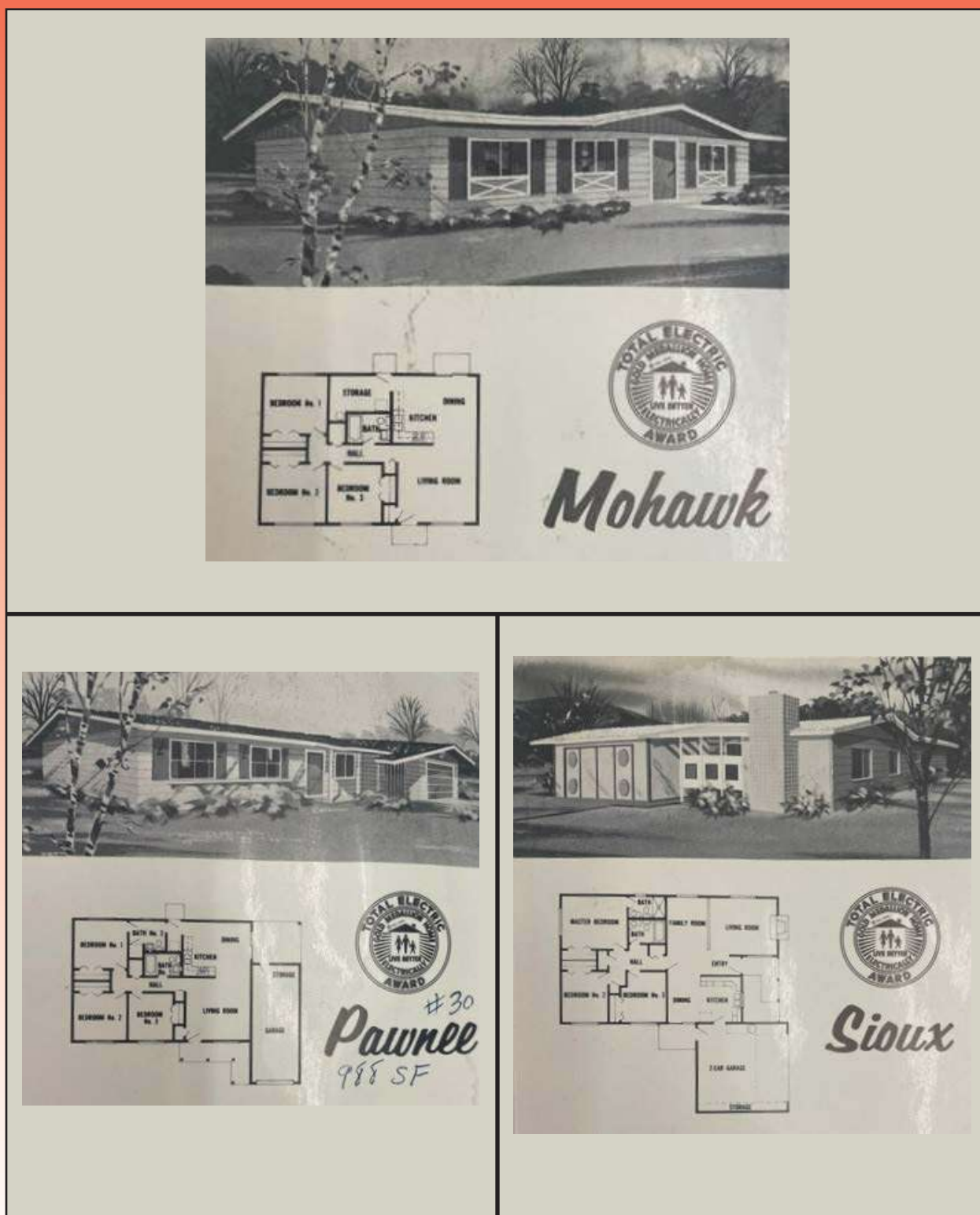


Figure 3.54 Sproul's Mohawk, Pawnee, and Sioux model renderings (UNLV Special Collections)

518 Las Vegas Review-Journal Sunday, Jan. 13, 1963



at **Charleston**
HEIGHTS!!
63
DESIGNS to choose from!!
With the famous *Sproul Features:*

- ☆ AWARD WINNING FRAME CONSTRUCTION. ☆ RUBBEROID SIDING. ☆ ALL COPPER PLUMBING. ☆ FULL FIBERGLASS INSULATION. ☆ ALERCO ALUMINUM WINDOWS. ☆ AN ALL-ELECTRIC "GOLD MEDALLION" HOME. ☆ G. E. REFRIGERATION AND HEAT PUMP. ☆ BUILT-IN RANGE HOOD AND FAN. ☆ G. E. BUILT-IN RANGE AND OVEN. ☆ G. E. GARBAGE DISPOSAL. ☆ YORKTOWNE KITCHEN CABINETS. ☆ SLIDING GLASS PATIO DOOR. ☆ OVERSIZED ENCLOSED SHOWERS. ☆ ACUSTICAL CEILING. ☆ OVERSIZED WARDROBE CLOSETS. ☆ 40 GALLON GLASS-LINED WATER HEATER. ☆ PROFESSIONALLY LANDSCAPED. ☆ STREETS, SEWERS, SIDEWALKS IN AND PAID FOR.

See the *all New* models
at the *all New* location
CHARLESTON at CARPENTER



Sproul HOMES INC.



PHONE 878-5141
MODEL HOMES OPEN 9 to 9 DAILY

Figure 3.55 Sproul Homes advertised a wide array of designs for prospective buyers (*Las Vegas Review-Journal*, January 13, 1963)

By November 1963, some Charleston Heights residents in the Sproul developments pressed for a Congressional investigation of alleged construction deficiencies in their homes. Complaints included leaking lower levels in multi-level homes, poor finish grading causing rainwater to run from lawns into garages, mis-surveying of property lines, bowed walls, and low-quality exterior painting. Residents claimed that their complaints to FHA and VA officials in Las Vegas were largely ignored (LVRJ 11/13/1963:2).

Vegas View Homes

Robert P. Bruce developed the Vegas View Homes in Charleston Heights. The model home was located at 336 Zion Drive (Figure 3.56). Priced at \$16,795, the houses had three bedrooms, one-and-one-half baths, air conditioning, a heat pump, a garbage disposal, and a two-car garage. (LVRJ 7/17/1960:45; LVRJ 9/16/1960:29).

Royal Crest Homes

Royal Crest, Inc. completed 23 three bedroom, two bath homes in Charleston Heights at Upland and Heron (Figure 3.57). Features included large lots, frame and stucco construction with brick and stone cladding, planter boxes, insulation, forced air heat and air conditioning, and garbage disposals. Prices ranged from \$16,400 to \$17,400. Florine McCuiston of the New England Shop offered custom interior decorating to buyers in the development (LVRJ 10/2/1960:55; LVRJ 10/17/1960:22).

Mayflower Estates

Mayflower Construction Company, in partnership with Laule-Becker, established the 40-acre Mayflower Estates in 1961 (Figure 3.58). The only Charleston Heights development located east of Decatur, it included Tracts 14 A thru C, Tracts 15 A thru F, and Tracts 16 A and B. Rough boundaries were defined by Meadows Lane to the north, Bedford Road to the east, Alta Drive to the south, and Decatur Boulevard to the west. Advertisements appear for the development in March of that year “for those who want something ‘Just a little bit better.’” The Ranch style model homes were located on Mayflower Drive just off Decatur, and the Alden model was featured in the Parade of Homes. Embracing a Colonial American theme, other models included the Jamestown, the Williamsburg, and the Puritan. Houses ranged from two to four bedrooms at a price point of \$15,695 to \$18,495. Homes featured O’Keefe and Merritt ranges and ovens, heating and cooling systems, aluminum windows, two-car garages or carports, and rock or shingle roofs (LVRJ 3/3/1961:15; LVRJ 5/12/1961:7; LVRJ 11/6/1961:3).

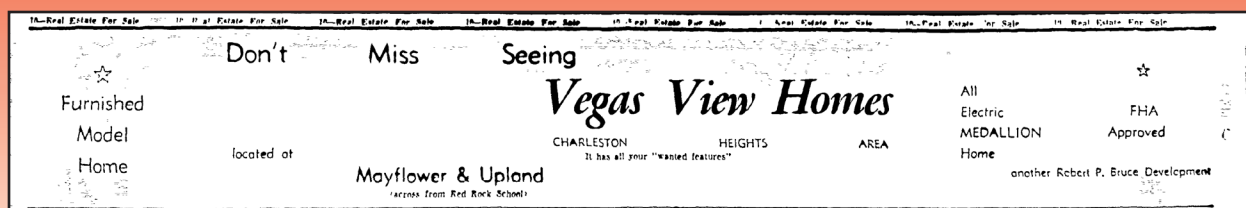


Figure 3.56 Vegas View Homes advertisement (*Las Vegas Review-Journal*, July 17, 1960)

10-Real Estate For Sale 10-Real Estate For Sale 10-Real Estate For Sale 10-Real Estate For Sale

Royal Crest, Inc.

PROUDLY PRESENTS

23 NEW HOMES

(3 Bedrooms -- 2 Baths)

★ featuring **Caloric Built-in GAS APPLIANCES**

COLOR COORDINATED

★ Large Lots -- Curbis
★ Sidewalks
★ Street Lights
★ Frame & Screens
★ Different Elevation
★ Include varied brick & Stone facings
★ Located Close to schools & Shopping Centers

★ Planter Boxes
★ Ceilings & Walls Insulated
★ Refrigeration Cooling
★ Forced Air heating
★ Built-in gas ranges & ovens
★ Garbage disposals

FREE!

Service Calls for
the Lifetime of
your Gas Appliances
from
SOUTHWEST GAS. CORP.

Custom Interior Decorating
by
Florine McCaustion
of the
New England Shop

PRICES RANGE --
From **\$16,400** To **\$17,400**

in **DOWN PAYMENT \$800**

Charleston Heights

at **UPLAND and HERON**

Phone
OR 8-1059

Phone
DU 2-7922

Figure 3.57 Royal Crest, Inc. advertised their homes in Charleston Heights (Las Vegas Review-Journal, October 17, 1960)

Mayflower Estates ... offer these fine homes
for those who want something "Just a little bit better"

\$195
Down Payments From

PRICED AT \$15,695 to \$18,495
FHA & CONVENTIONAL FINANCING

2-3 & 4 BEDROOMS
in Charleston Heights

The Alden
AS FEATURED IN "Parade of Homes"


The Jamestown
IDEAL LOCATION
• 2 Blocks to the New Charleston Heights Shopping Center
• 2 Blocks to the new Western High School

The Williamsburg
FURNISHED MODEL HOMES
OPEN DAILY from 11 A.M.
ON MAYFLOWER DRIVE, JUST OFF DECATUR

The Puritan

We Will Give you a liberal trade-in on your old home !!
FREE APPRAISAL

another LAULE-BECKER development








Figure 3.58 Mayflower Estates advertisement (*Las Vegas Review-Journal*, March 3, 1961)

Olympian Gardens

Raleigh Development Corporation built Olympian Gardens, advertised as “The Instant Home with Instant Features” and “Designed for Las Vegas Living.” Models were located on the north side of Washington less than a mile west of Decatur (Figure 3.59). The builder offered six exteriors in the Ranch style with three- and four-bedroom, two bath plans. Features included two-car garages, fireplaces, pullman lavatories, General Electric kitchens with natural birch cabinets, and painted stucco exteriors. Interiors included custom lined curtains and nylon carpet. Site attributes included redwood backyard fences, full landscaping, and built-in planters. As with other developments in the area, the houses were fully insulated and weatherstripped with central heating and air conditioning (LVRJ 2/10/1963:77; LVRJ 3/30/1963:78).

The Foothills

The first advertisement for Foothill Homes appears in September 1963 (Figure 3.60). Located at the southeast corner of Jones and Washington, the houses were sited in Tract 45 A, and may have extended into 45 B thru E. The development had three- and four-bedroom plans priced from \$22,300, including the Beachcomber, a Ranch style model (LVRJ 9/22/1963:63).

Lido Homes

Advertisements for Lido Homes first appear in 1965 (Figure 3.61). A model home was located on the corner of Pebble Beach and Saylor. The development included Tracts 44 A thru C, located between Jones and Saylor on Pebble Beach Boulevard just south of Vegas Drive. Lido offered three- and four-bedroom plans with two bathrooms from \$19,950. Features included large kitchens, wall-to-wall carpet, drapes, fireplaces, and a landscaped front yard with sprinklers (LVRJ 7/17/1965:16).

Vista del Cerro

Tejan Development Company built the Vista del Cerro homes as early as 1963 (Figure 3.62). Models were located at the southeast corner of Saylor Way and Vegas Drive. Homes included kitchens with built-in double ovens, natural birch cabinets, dishwashers, garbage disposals, and refrigerators. Exteriors were clad with brick and stone veneer, and lots were fully landscaped and fenced. Tejan offered a one-year guarantee on the homes (LVS 10/27/1963:60).

Del Prado Homes

Ernest Becker opened the Del Prado model homes, part of his Gold Medallion series, in April 1968. Located at the corner of Salem and West Charleston, west of Decatur, the Normandy model was a two-story home with a false mansard roof and two-car garage (Figure 3.63). Homes included sunken living rooms, marble top vanities, walk-in closets, and ceramic stovetops by Corning (LVS 4/7/1968:40).

3.7 CHARLESTON HEIGHTS DEVELOPERS, BUILDERS, AND ARCHITECTS

Ernest A. Becker III (1919 -1999)

Ernest A. Becker III hailed from Southern California, where real estate development was the family business. Becker’s grandfather, Ernest Becker, Sr., subdivided Eagle Rock in Los Angeles in 1902. Ernest Becker, Jr. built his first residence

*Designed for
Las Vegas
for Las Vegas
Living*

NEW . . . DIFFERENT . . . EXCITING!
Luxury homes located on the graceful rolling
hills of CHARLESTON HEIGHTS . . . Interior and
Exterior designs to meet every discriminating taste.

OLYMPIAN GARDENS

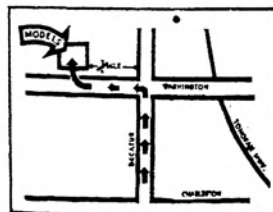


*The Instant Home
with Instant Features*

Includes: Complete Landscaping with Lawns,
Shrubs and Trees • Patio • Grape Stake Fence
• Selected Wall to Wall Nylon Carpet • Selected
Custom Draperies On All Windows • Built In
Deluxe General Electric Range And Oven • Elec-
tric Dishwasher • General Electric Garbage Dis-
posal • Refrigerator • Washer • Dryer • Plus
FIREPLACE • 2 PULLMAN BATHS • OVERSIZE 2
CAR GARAGE.

Sliding Glass Door To Patio • Decorator Selected
Interior Colors • Natural Birch Kitchen Cabinets
• AMANA Refrigeration and Heat Pump • Fully
Insulated • Weatherstripped Doors • Sewers
• Sidewalks • Curb • Streetlights • All Paid For.

MODELS ON WASHINGTON, 3/4 MI. WEST OF DECATUR



OPEN 9 A.M. UNTIL 9 P.M. EVERY DAY



Figure 3.59 Olympian Gardens advertisement (*Las Vegas Review-Journal*, March 30, 1963)

WE FINANCE

The American Way

CONVENTIONALLY \$ 95

**TO ALL
BUYERS
-TOTAL
MOVE-
IN
COST**

**WHERE ELSE BUT AT THE FOOT-
HILLS, A PRESTIGE NEIGHBOR-
HOOD IN CHARLESTON HEIGHTS.**

Foothill Homes are priced from
\$22,300.

Foothill Homes require no down
payment.

Foothill Homes move you in for
only \$95 closing costs.

Foothill Homes have total month-
ly payments from \$178 including
principal, interest, taxes & insur-
ance.

Foothill Homes have no balloon
2nd mortgages.

Foothill Homes have no 2nd
mortgage payoff in 3 to 5 years.

Foothill Homes have only one
monthly payment for the life of
the loan.

Beachcomber
PLAN 147-C



3 & 4 bedrooms. All are carpeted, draped, landscaped and fenced.
Move in and start living from the VERY FIRST DAY in your Foot-
hills Home.

THE FOOTHILLS
WASHINGTON AVE. ¾ MILES WEST OF DECATUR

PHONE
878-6198



Figure 3.60 The Foothills advertisement (*Las Vegas Review-Journal*, September 22, 1963)

GRAND OPENING

LIDO HOMES

In Beautiful Charleston Heights... Decatur to Washington. Right turn on Saylor to MODEL HOMES.

3 & 4 BEDROOMS

- ★ FULLY CARPETED ★ LANDSCAPED ★ FENCE ★ 2 BATHS
- ★ DRAPES ★ 4 ton REFRIGERATION ★ FIREPLACE
- KITCHEN FULLY EQUIPPED WITH FRIGIDAIRE APPLIANCES
- ★ 2 CAR GARAGE
- ★ 4 BEDROOMS

\$19,950

AS LOW AS... \$200 Down

CLOSE TO SCHOOLS!

ONLY 2 BLOCKS TO PAUL E. CULLEY ELEMENTARY SCHOOL

CLOSE TO: 2 MAJOR SHOPPING CENTERS
MUNICIPAL GOLF COURSE & WESTERN HIGH

DRIVE OUT TODAY! MODELS OPEN DAILY 10 to 6

Another Project of Art Olsen Realty
Call 385-2444

Figure 3.61 Lido Homes advertisement (Las Vegas Review-Journal, September 26, 1964)

Vista del Cerro

NYLON CARPETS throughout

COMPLETELY LANDSCAPED

BRICK & STONE VENEERS

FENCED YARDS

REFRIGERATOR

FIREPLACES

21" ZENITH COLOR TV

CUSTOM LINED DRAPES

NATURAL BIRCH CABINETS

BUILT-IN DOUBLE OVEN

SEPARATE RANGE

DISHWASHER

DISPOSAL

balanced power home

FORCED AIR REFRIGERATION (Not a Heat Pump)

Vista del Cerro Conventional Financing Means:

A QUALITY . . . FULLY INSPECTED & GUARANTEED HOME . . . BUILT BY A PRESTIGE BUILDER IN A PRESTIGE COMMUNITY . . .

A TWO YEAR UNCONDITIONAL FACTORY GUARANTEE . . . PARTS & LABOR INCLUDED . . . ON THE HEATING AND REFRIGERATION SYSTEM . . . ONLY GUARANTEE OF ITS KIND IN LAS VEGAS . . .

A WRITTEN ONE YEAR GUARANTEE ON ALL PARTS OF A VISTA DEL CERRO HOME BY THE TEJAN DEVELOPMENT CO. . . .

A MOVE IN PLAN FOR AS LITTLE AS \$300.00 DOWN . . .

A TRADE PLAN GIVING GREATER EQUITY FOR YOUR PRESENT HOME . . .

MODELS OPEN
9:00 A.M. TO 5:00 P.M.

CHARLESTON
WASHINGTON
SAYLOR
VINTAGE
DECATUR
TONOPAH
HIGHWAY

TEJAN THEATRE
Saturday, Nov. 2 . . . Channel 8-11:00 p.m.
"ON THE WATERFRONT"
with MARLON BRANDO

Figure 3.62 Vista del Cerro advertisement (Las Vegas Review-Journal, October 27, 1963)



Figure 3.63 One of Becker's Del Prado models (UNLV Special Collections)

two decades later, turning his attention to office and commercial buildings in the 1920s before returning to residential development. He codeveloped Leinart Park in LA, a “pioneer effort in tract construction,” utilizing furnished model homes and preselected floorplans. The youngest Becker graduated from the University of Southern California in 1940 before joining the armed forces during the Second World War. He became involved in development and construction after his discharge from the Coast Guard in 1945. His initial developments were located in Southern California, including the San Fernando Valley, Antelope Valley, Palmdale, and Lancaster. Becker and Associates expanded to the Central Valley, developing the Lakeridge and Marina resort areas of Fresno, before arriving in Las Vegas in the 1950s (Figure 3.64) (LVRJ 9/12/1952:1).

Becker’s first purchase of land in Las Vegas took place in 1952. Attorneys Harkins, Cannon and Coulthard filed articles of incorporation on behalf of the \$200,000 Charleston Heights, Inc. building operation in November 1952. On his arrival in Las Vegas, Becker said, “I could tell you the minute I got off a plane at the airport this was a vibrant area. And I like any place where I don’t have to wear a tie” (LVRJ 11/25/1952:2; LVS 1992:1E-4E; LVS 8/30/1975:80).

According to Becker’s son Barry, Becker made his initial purchase of land along the western boundary of Las Vegas on the advice of business partner Jay Sims. Sims’ wife worked as Howard Hughes’ personal secretary, and she told her husband that Hughes intended to move Hughes Aircraft from Southern California to the west side of the Las Vegas Valley. Although Hughes did not end up relocating his aircraft business to Las Vegas, Becker ended up developing Charleston Heights, the largest residential development in the region at that time, in a rapidly expanding city. According to Ernest Becker IV, the demand for housing was so massive that Becker could not develop tracts at a fast enough pace on his own, prompting him to embark on joint ventures with other developers as well as subdividing lots to sell to other developers. At the same time, he developed commercial developments along Decatur Boulevard and continued to acquire land farther west for additional housing tracts. At the time, none of the city’s water lines extended that far west, so Becker drilled wells and created his own water company. After disputes with the Las Vegas Valley Water District, which accused Becker’s wells of drawing down the valley’s water supply, Becker sold his wells and distribution system to the District in 1965 for \$438,000 (Becker 2014; LVRJ 1999).

Becker built thousands of houses and apartments in Clark County. In the late 1960s, his sons became involved in the business. By 1975, he was recognized for constructing more than 3,000 custom and tract homes in Charleston Heights, Stratford Estates, Mayflower Estates, and Charleston Estates, in addition to owning a real estate company, building and managing apartment complexes, and developing shopping centers. Among his body of work, Charleston Heights remained his largest accomplishment (LVRJ 2/26/1975:17; LVS 8/30/1975:80; Moehring 2000:237).

In Las Vegas, he built eight major shopping centers in addition to his residential pursuits. Commercial developments included Charleston Heights Shopping Center, Charleston Heights Bowl, Mercado Plaza, Charleston West Shopping Center, Torrey Pines Shopping Center, Alta-Decatur Shopping Village, Fremont West Shopping Center, and S & J Shopping Center (LVRJ 12/2/1964:10; LVRJ 6/23/1966:36; LVS 4/7/1968:40; LVRJ 2/26/1975:17; LVS 8/30/1975:80; LVRJ 12/12/1976:83; LVRJ 6/30/1978:15D; LVRJ 2/3/1985:126; Moehring 2000:237).

After his success with Charleston Heights, Becker continued to develop residential, commercial, and medical properties throughout the United States into the 1980s. He subdivided and did offsite improvements for Sproul Homes in Reno and Las Vegas. Other Becker-built communities exist in Texas, Georgia, and Southern California (LVRJ 8/11/1985:93-94; LVS 4/7/1968:40).

In 1974, the Becker family established Sunset Coin, a slot route company that serviced slot machines in commercial businesses owned or leased by the family. When they sold a commercial building, the Beckers retained ownership of



Figure 3.64 Ernest Becker (UNLV Special Collections)

the slot machines on the premises. In the 1990s, the Becker family became directly involved in the gaming industry when they converted the Charleston Heights Bowl into Arizona Charlie's Hotel and Casino (LVRJ 1999).

Becker maintained strong ties with the builder community in Nevada. He served as Director of the Southern Nevada Home Builders Association and as the State of Nevada's representative for the National Association of Home Builders. The National Association of Home Builders elected Becker as its president beginning in January 1978 (LVS 4/7/1968:40; LVS 10/16/1977:77).

Becker's achievements were recognized prior to his death in 1999. The National Association of Homebuilders inducted Becker into the Housing Hall of Fame in 1984. His philanthropic contributions included donating land to the National Association of Homebuilders' nonprofit, the Boy Scouts of America, the University of Nevada, Las Vegas, and the University of Southern California. In 1997, he built the Ronald McDonald House in Las Vegas on Potosi near Sahara and Decatur (LVRJ 2/19/1984:17K; LVS 1999).

Jay Casada (1914-1990)

Jay Carlton Casada was born in Pocatello, Idaho and attended the University of California, Santa Barbara in the 1930s. Casada's introduction to the building business was through the lumber industry; he relocated to Tacoma, Washington in the late 1930s to work for the Douglas Fir Plywood Association. It is unclear what brought him to Las Vegas and when he arrived. He resided on Falcon Lane in Charleston Heights by 1957 and owned American Wholesale Company and Frontier Wholesale Lumber Company before becoming president of Land Development Industries of Las Vegas. Casada partnered with Ernest Becker and other associated to develop a number of tracts in Charleston Heights. His name first appears on the plat map for Charleston Heights Tract No. 20 in 1960. He continued to be involved in real estate through at least the 1960s. Casada died in Las Vegas in 1990 (Ancestry.com; Clark County Assessor Records; LVRJ 11/20/1960:55; LVS 1/24/1965:24).

Leonard Magnus Laule (1912-1987)

Leonard Laule was born in Cleveland, where he attended school before moving to Los Angeles to study architectural design and construction at the University of California, Los Angeles and the University of Southern California. During the Second World War, he spent three years in a combat engineer battalion in the South Pacific. After the war, he moved to northern Japan to rebuild transportation facilities, highways, and housing. As a real estate developer, Laule worked in Los Angeles, the San Fernando Valley, Oxnard, Ontario, El Segundo, Palmdale, Lancaster, and Las Vegas. He partnered with Ernest Becker to develop real estate in Las Vegas as early as 1958 and is named as co-owner on a number of Charleston Heights plats beginning with Tract No. 6A. The two men eventually formed the Laule-Becker Company and the Mayflower Construction Company. Laule served as secretary of that company and also of the Charleston Heights Water Company (Ancestry.com; Clark County Assessor Records; LVS 3/17/1963:25).

Malen "Mel" Douglas Schroeder (1914-1987)

Malen "Mel" Schroeder was born in Kearney, Nebraska and resided in Las Vegas with his family by 1950. He was instrumental in forming the Southern Nevada Home Builders Association in 1953, serving as its inaugural president until 1954. He also was a director of the National Association of Home Builders. During his career, Schroeder designed and built a number of homes in Las Vegas. He served as president of Frontier Builders, which constructed units 1 and 2 of Charleston Heights, as well as the Westleigh Tract in Las Vegas. By 1960 he formed Schroeder and Associates, continuing to build single-family houses throughout the city. In the early 1970s, he was president of Douglas

Development Co., which built the Villa Tierra Verde townhomes, among other projects (LVRJ 7/11/1954:28; LVRJ 11/20/1960:56; LVRJ 7/28/1985:92; LVRJ 1/22/1987:11; LVS 10/28/1973:6A).

Cliff May (1908-1989)

Clifford Magee May is widely regarded as the father of the modern ranch house. Born in San Diego in 1908, May attended San Diego State University from 1929 to 1930 with a major in business, although he never finished college. He lacked a formal education in architecture, instead learning through experience and intuition. He constructed his first house on speculation with developer Orville U. Miracle. Miracle supplied the lot and funding, while May designed and constructed the house. Strongly influenced by the Spanish Colonial and Monterey styles, the single-story home launched his design career (Figure 3.65) (Folkart 1989; Gregory 2008:28-31).

May continued to design modern homes with romantic Western influences throughout the 1930s and 1940s in Southern California. As a native San Diegan who could trace his family back to California for six generations, May's early designs were inspired by Colonial California, employing stucco walls and clay tile roofs. His reach expanded beyond California in 1946, when he collaborated with *Sunset* Magazine on their *Sunset Western Ranch Houses* volume. The book, which was the first to define the ranch house, sold 50,000 copies. In 1950, *Sunset* commissioned May to design their headquarters in Menlo Park, California (Gregory 2008:22, 28, 102).

By the 1950s, May partnered with architect Chris Choate to design houses for individual clients. In 1953, the pair created the Ranch House Supply Corporation, embarking on a plan to design mass-produced ranch houses with prefabricated building components. Five patented indoor wall panels could be configured into a dozen or so designs ranging from 612 to 1,572 square feet. These designs usually featured an L-shaped plan with a carport and open living spaces. On the exterior, a low-pitched gabled roof with deep eaves overhung board-and-batten walls. Fenestration consisted of paired wood-framed glass doors and multiple small windows configured into a massive grid, bringing the outdoors inside without the expense of full window-walls. A courtyard further facilitated the interplay between outside and inside (Gregory 2008:130-131; 137).

The prefabricated homes were well-received. *House + Home* magazine commended their "easy and economical construction" and promise of "California living," further opining, "Generally this kind of house has been limited to architect-designed houses at \$20,000 and up." In 1953, developers in Long Beach, San Diego, and Chino constructed neighborhoods of May-Choate houses. By 1954, the designs spread beyond California to Denver and Las Vegas. Despite the houses' popularity among fellow design professionals, developers, and residents, the business model was unsustainable. The production, storage, transport, and financing of the panels proved too complicated and expensive for the small company to manage. After selling between eighteen and twenty thousand of the house kits, Choate and May stopped production of the houses, and their partnership dissolved in 1957 (Gregory 2008:130-133, 140-141; Lane 251n83).

All of May's ranch houses, custom and mass-produced, tend to be one room wide with rooms strung together, reinforcing the connection between inside and outside. His single-level homes utilized simple shed or gable roofs with roomy L-shaped or U-shaped footprints often angling around a courtyard. May pioneered this style in the 1930s and continued to refine it throughout his career, which lasted into the 1980s. Architectural historian David Bricker noted that "nature was always just a few steps away" in May's designs with their seamless transitions between indoors and outdoors (Gregory 2008:20-22).



Figure 3.65 Cliff May (University of California, Santa Barbara)

May's emphasis on the relationship to the outdoors was well-suited to the mild climates of California and the Southwest, where residents could make good use of a floorplan that incorporated porches and courtyards. May built his homes on concrete slabs to keep close to the ground, insisting that "if you can't walk out of the living room or bedroom or the kitchen onto the ground, if you have to go down steps, why you're not living like a real Californian lives from the house to the patio...you can't get a tie or a continuity to the garden if you're looking down steps at it. I call it 'ground contact'" (Gregory 2008:23).

In addition to ground contact, May's homes highlighted functionality, comfort, and innovative solutions. Car storage, via carports or attached garages, was integrated into his designs and innately linked with the house itself. May is credited with developing the Pullman lavatory in the 1930s as a solution to the insufficient counter space of the wall-hung and pedestal sinks popular at the time. He was also one of the first designers to utilize intercoms, motorized skylights, and the Moen single-handle hot-and-cold faucet. His approach to home design had widespread appeal; his ranch houses can be found in Arizona, California, Colorado, Connecticut, Kansas, Oklahoma, Texas, Caribbean, Mexico, Australia, Ireland, and Switzerland (Gregory 2008:20-23).

Chris Choate (1908-1981)

Chris Choate was an architect, illustrator, university professor, and author. During the Depression, MGM employed him to design movie sets, including those for *Gone with the Wind*. Before World War II, Choate worked on low-cost worker housing, which would continue to inform his career as an architect. Cliff May initially hired Choate to produce watercolor renderings of his housing concepts. As their partnership continued, Choate collaborated with May on designs, including May's famous "Skylight House." His collaboration with May on prefabricated Ranch house designs were informed by his earlier low-cost housing work, and sources suggest that Choate devised the structural specifications and architectural designs for the system, whereas May promoted and sold the houses. Choate and May parted ways professionally in 1957. Choate went on to work as an associate professor at U.C.L.A., in addition to working as an architect. His post-May commissions included the glass-enclosed Sky Room at the Bermuda Dunes Country Club in Palm Springs. In 1961, he published *Architectural Presentation in Opaque Watercolor Theory and Technique* (La Mesa Community Development Department 2008; Lane 2015:251n83, 253n134, 254n141; PSDS 7/29/1958:2; Weinstein n.d.).

Frontier Builders

Mel Schroeder and Harry Domina co-owned the Las Vegas-based Frontier Builders, which formed as early as 1948. In 1949, the company kicked off its residential tract housing career when it announced a \$3 million housing project in southeastern North Las Vegas near East Owens Avenue and North Fifth Street. By the mid-1950s, the construction firm hit its stride, building homes in the Westleigh, Boris Terrace, and Charleston Heights tracts from 1954 to 1956. The company disappears from the historical record after 1958, suggesting that it disbanded at that time (LVRJ 4/3/1949:1; LVRJ 8/13/1950:6; LVRJ 2/21/1954:11; LVRJ 7/11/1954:28)

Burns Construction Company

The Denver-based D.C. Burns Construction company constructed the Cliff May Homes in Charleston Heights Units 3 and 5. President Franklin P. Burns initially joined the company, which was started by his uncle Daniel Cochran Burns in 1899, as a salesman in 1938. Upon Daniel Burns' death, Franklin became Vice-President, moving up to President by 1955. Other principals of the company were C.L. Whitechurch, Vice-President and General Manager, and M.C. Bogue, Jr., Secretary. Burns Construction Company constructed hundreds of houses in the Denver area before expanding to

Las Vegas. After constructing the Cliff May homes in Charleston Heights, Franklin Burns said, “Las Vegas is dynamic [...] Throughout the country there is a strong focal emphasis on the future and economic soundness of Las Vegas” (Catlett 2007:158; LVRJ 5/22/1955:42-45; LVS 5/22/1955:42-43).

Sproul Homes

Sproul Homes began as American Builders, Inc. in New Mexico in 1949. The company branched out to Colorado, Nevada, and California, and changed its name to Sproul Homes. The company developed multiple tracts in Charleston Heights from the 1960s through the 1970s, naming its model homes after indigenous tribes of the Americas. The company was owned by three partners: Fred C. Sproul and his sons, Fred C. Jr. and Elmer Sproul. During its Charleston Heights projects, Sproul employed Bob Cline as General Manager and his wife Zola Cline as home decorator (Sproul Homes Booklet, UNLV Special Collections; LVRJ 6/5/1960:29; LVRJ 3/29/1962:17).

3.8 RESIDENTS OF CHARLESTON HEIGHTS

Developments in the area made homeownership accessible to people of various professions at different stages of life, offering houses at affordable price points. Barry Becker characterized most of the homes built in the neighborhood as “starter houses [...] [with] a backhoe operator living here and next door might [be] a casino manager from one of the casinos or the president of the bank.” This is reinforced by city directories of the time. The 1956 city directory lists neighborhood residents in the casino industry, including dealers, pit bosses, servers, dancers, stagehands, and cashiers. There are residents associated with the military and nuclear industries, including a purchasing agent for the Atomic Energy Commission and a member of the Air Force. A dispatcher and a pilot for Bonanza Airlines both lived in the neighborhood, as did a Vice-President with the Bank of Nevada and an assistant cashier with First National Bank. Blue collar workers abounded, from electricians and plumbers to carpenters and car mechanics. Multiple city firefighters and policeman lived in the neighborhood. There was a butcher and a baker, salesmen, taxi drivers, well drillers, business owners, a chiropractor, a foreman at the Blue Diamond Mine, and two projectionists for the Fremont and Nevada theaters (Becker 2014:12-13; Luskey Brothers 1956).

The neighborhood continued to exhibit a professional diversity throughout the next two decades. By 1957, Charleston Heights developers had moved into the area. Ernest Becker lived at 510 Falcon Lane with his wife, Betty, and Jay Casada, Becker’s business partner and fellow area developer, lived at 5305 Easy Place with his wife, Eve. Both homes were relatively modest and appear to be modeled after their own tract homes. Other residents included the owner of the Atomic Liquor Store, a cook at the Desert Inn Hotel, a commercial artist, and the owner of Nevada General Sheet Metal. Similar neighborhood trends are apparent in city directories through 1967. Directories listing resident professions after 1967 were not located in archival repositories (Luskey Brothers 1957, 1959, 1962, 1966, 1967).

Women were prevented from independently purchasing real estate until the Equal Credit Opportunity Act (ECOA) of 1974, and the developments of Charleston Heights were no exception. One resident, who moved to Las Vegas in 1950 and worked as a dancer at the Desert Inn, Sahara, and Sands casinos, could not buy a house as a single woman in 1955. She utilized a creative, though not unheard of, solution to purchase her Charleston Heights home. A male friend bought the house in his name and quitclaimed it to her. It is likely that other women in the neighborhood share her story (MacMullen, personal communication 2022).

Racist housing policies, lending restrictions, redlining, and restrictive covenants excluded African Americans from most housing developments in Las Vegas until the passage of the Fair Housing Act in 1968. Although no direct evidence of race-based housing discrimination in Charleston Heights was discovered during project research, it is likely that

it existed. Time and budgetary constraints precluded in-depth exploration of this topic, and additional research is recommended (Cornoyer 2020a).

3.9 PERIOD OF SIGNIFICANCE

Based on the historical themes developed in this context, a period of significance of 1952-1968 is proposed for the study area. Charleston Heights did not exist until 1952, when Ernest Becker began platting subdivisions out of his acreage on the undeveloped western fringes of Las Vegas. As the military, casino, and tourism industries exploded in the 1950s and 1960s, enterprising developers built extensive suburban housing tracts, expanding the city limits in all directions. Charleston Heights represents the bulk of Vegas' western expansion beyond Decatur Boulevard during this era. Becker platted his last tract in Charleston Heights in 1968. The same year, construction and development noticeably slowed in the area. No new tracts or schools were introduced in Charleston Heights, and very few new community resources were built. The next surge in growth occurred in the mid-1970s and did not significantly impact the area. As a result, 1968 is the proposed end date for the period of significance.

4.0 SURVEY FINDINGS

The Charleston Heights survey identified 4,253 buildings developed during the postwar building boom. The Clark County Assessor records indicate that these buildings were constructed between 1954 and 1969 and are distributed throughout 80 suburban subdivisions. Construction in Charleston Heights peaked in the early 1960s. Development and construction activity by year are presented in Figure 4.1 and Table 4.1.

Table 4.1 Construction Date Distribution in Survey Area

1954	1	1962	757
1955	371	1963	1,043
1956	33	1964	434
1957	75	1965	5
1958	52	1966	28
1959	148	1967	24
1960	453	1968	68
1961	735	1969	25

4.1 NEIGHBORHOOD CHARACTERISTICS

The survey area is an automobile suburb developed in the 1950s and 1960s. Its tracts were developed in line with FHA standards, consisting of long curvilinear and rectilinear blocks interspersed with cul-de-sacs. There is a clear hierarchy of roads that includes peripheral arterial roads leading to wide collector streets, which in turn feed into side streets and cul-de-sacs. The neighborhood's major north-south roads include Decatur Boulevard, Upland Boulevard, Jones Boulevard, and Torrey Pines Drive. Major east-west thoroughfares are Charleston Boulevard, Evergreen Avenue, Alta Drive, and Washington Avenue. All roads in the survey area are wide and offer abundant street parking.

Tracts within the survey area are improved with sidewalks, curbs, and gutters. Utilities are aboveground, including streetlights, telephone poles, and electrical lines. Unaltered building footprints exhibit generally uniform setbacks, although many yards—previously unenclosed—are now bounded by concrete block walls and metal fences. Charleston Heights was originally situated at the edge of the city; one original resident noted that she purchased a home in Charleston Heights because it was the farthest development from town, and she wanted to enjoy unobstructed views of the mountains to the west. Although the neighborhood is now surrounded by miles of development, many of its streets still offer dramatic views of the Spring Mountains that form the Las Vegas Valley's western boundary (Figure 4.2).

Commercial developments, including shopping centers and Arizona Charlie's Casino, are peripheral to the survey area. Although they are not included in this survey effort, it is important to note that schools, parks, and churches were all planned within the boundaries of the neighborhood and continue to serve as community anchors. Extant anchor resources that date to the period of significance are listed in Table 4.2. Photographs of these resources can be found in Appendix C.

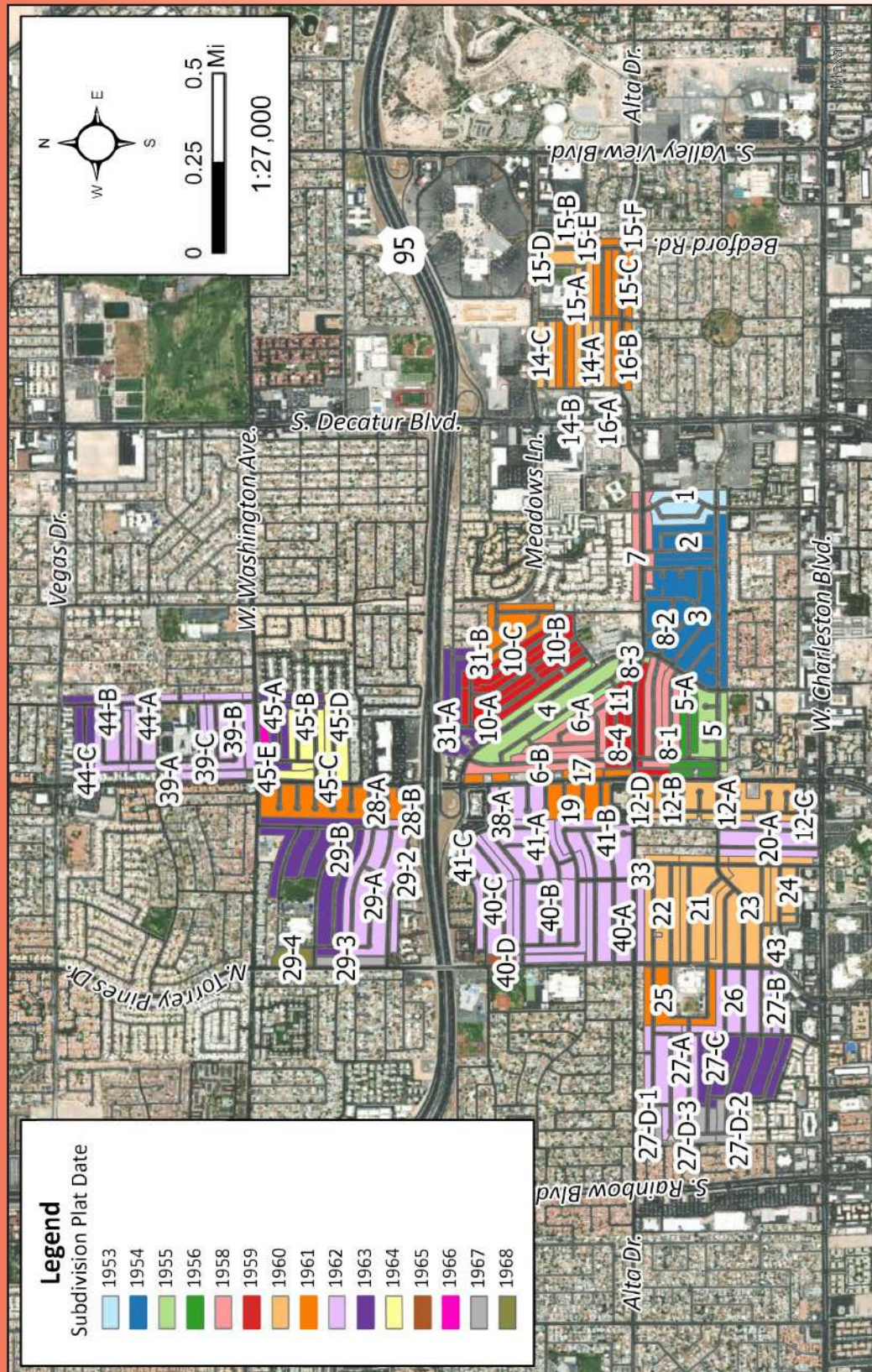


Figure 4.1 Charleston Heights Subdivisions by Date. Base Map: USGS 7.5' Quadrangle, Las Vegas NW, NV (1984). PLSS: T20N R60E Sec. 25, 26, 35, 36; T20N R61 E Sec. 31. Datum: NAO 83, UTM Zone 11 N



Figure 4.2 Charleston Heights still offers mountain views, as evidenced by this streetscape of the 6500 block of Burgundy Way

Table 4.2 Extant Historical Neighborhood Anchors

Name	Tract	Construction Date
Red Rock Elementary School	4, 10A, 10B, 10C	1955
Red Rock Baptist Church	4	1958
Rose Warren Elementary School	25, 26	1961
Gary Dexter Park	5	1963
Paul Culley Elementary School	44A, 44B, 44C	1964
Vail Pittman Elementary School	29A, 29B, 29-4	1965
14 th Ward LDS Chapel	41B	1965

4.2 PROPERTY TYPES

Property types in Charleston Heights reflect the neighborhood's primarily residential character, primarily consisting of single-family dwellings with a handful of small multiplexes. A strip of Jones Boulevard between U.S. 95 and Evergreen Avenue largely consists of single-family residences that have been converted for commercial uses. The distribution of single-family, multi-family, and commercial property types is shown in Figure 4.3.

4.2.1 Single-Family Dwellings

A total of 4,171 resources function as single-family dwellings, comprising 98 percent of parcels in the survey area. Roughly 15 percent of these homes were built between 1954 and 1959 and 80 percent were constructed between 1960 and 1964. As residential suburban resources, their significance is rooted in the themes of community planning and development in Las Vegas. These residences were constructed to house the Postwar influx of working-class and middle-class families to the area and embody the Ranch and Contemporary architectural styles that were popular during the era.

4.2.2 Multi-Family Dwellings

There are 56 multi-family apartments serving the rental market in the project area. Apartment buildings are typically divided into two categories: elevator and walk-up. Elevator apartments, as the name implies, are generally more than three stories in height and require elevator access. They are more common in dense urban areas where development pressures have rendered land scarce and expensive. Walk-ups, also known as garden apartments, are typically one to three stories in height, and upper-story apartments are easily accessible by "walking up" a set of stairs, thereby not requiring an elevator to be installed in the building. Historically, garden apartments were typically built in more suburban areas where land is inexpensive and plentiful. These buildings tend to be low-slung with a horizontal emphasis. Architectural details are in scale with those of single-family residences. In general, garden apartment units are accessed directly from the outside, although they may also be entered through a common stair hall (Paul 1967: 44-48; 108-109).

All of the apartment buildings located in Charleston Heights are defined as garden apartments, and they are constructed in the Ranch and Contemporary styles (Figure 4.4). Most buildings are one to two stories in height with flat or extremely low-pitched gable roofs. All area apartment buildings have exterior corridors and external stairs. They are located in the northeastern portion of the survey area along the major thoroughfares of Jones Boulevard and Washington Avenue in Charleston Heights Tract 39A. Two collections of apartment buildings also exist in the southwestern corner of the survey area on Bishop Drive in a portion of Tract 24 and along Casada Way in Tracts 27B and 43. The three apartments on Bishop Drive were constructed in 1962. The remaining 53 multiplexes were built in 1963.

4.2.3 Commercial Buildings

Commercial resources are concentrated along the major arterials of Charleston Heights. Within the survey area, commercial resources line much of the eastern side of Jones Boulevard between Charleston and U.S. 95. These are primarily residential conversions located in Tracts 5A, 8-4, and 17. A total of 26 commercial resources were identified during the survey.



Figure 4.3 Distribution of Property Types in Charleston Heights. Base Map: USGS 7.5' Quadrangle, Las Vegas NW, NV (1984), PLSS: T20N R60E Sec. 25, 26, 35, 36; T20N R61 E Sec. 31. Datum: NAO 83, UTM Zone 11 N



Figure 4.4 Apartments at 6324 Casada Way reflect the Ranch and Contemporary styles

4.2.4 Landscaping

Because the study area primarily consists of buildings more than 50 years of age, landscaping commonly includes mature trees typical to Las Vegas: olives, mulberries, palms, pines, and mesquites. Desert landscaping is also common to the area. This is mostly in the form of large expanses of pinkish rocks intermittently planted with brushy hedges, yuccas, and cacti. Many front yards have been enclosed by concrete block or stucco walls and metal chain link fencing. Other fences consist of simple metal railings set on low concrete block walls with concrete block posts. Despite generous street parking, most single-family residences feature paved concrete driveways. Apartment complexes typically have asphalt parking lots located off of alleyways to the rear of the buildings.

4.3 ARCHITECTURAL STYLES

The single-family and multi-family residences in the survey area were built in the post-World War II Ranch and Contemporary styles as defined by Virginia and Lee McAlester in *A Field Guide to American Architecture* (2013). The Ranch and Contemporary styles dominated the architectural landscape during the 1950s and 1960s, a period during which Las Vegas experienced extensive development. Not just for single-family residences, these styles were applied to shopping centers, motels, service stations, municipal and educational buildings, and apartment complexes in up-and-coming midcentury suburbs—including Charleston Heights. Maps showing the distribution of architectural styles throughout the survey area are located in Appendix B.

4.3.1 Ranch Style

The Ranch style is by far the most common style in the survey area (Table 4.3). A typical Ranch-style house is built low to the ground with a horizontal emphasis. It has one-story, an asymmetrical plan, and a low-pitched roof. The three most common roof forms are hipped, cross-gabled, and side-gabled, although gable-on-hip roofs are also common among Ranch style resources in Charleston Heights. Cladding for the most part consists of wood or brick, sometimes in combination. Ribbon windows and large picture windows in living areas are common, as are enclosed courtyards or patios at the rear of the house. The Ranch style resources in the earliest plats of the study area tend to be one-story, modest in scale, and restrained in detail (Figure 4.5). Later Ranches in Charleston Heights tend to be of a subtype dubbed “Character Ranch” or “Cowboy Ranch,” with gingerbread trim, decorative shutters, and dovecote cupolas (Figure 4.6).

More expressive Styled Ranches are also found in Charleston Heights. McAlester (2013:695) defines the Styled Ranch as having “the presence of a more complete and unified set of stylistic details that spell out a distinct style.” A Pueblo-influenced variation of the Ranch style is the most common example of the Styled Ranch in Charleston Heights. Examples are found in Tracts 12D, 19, 25, 26, 31B, 38A, 40A, 40B, 41A, and 41B. They all appear to be based on the same model, with an L-shaped plan, parapeted flat roof, projecting wooden roof beams, stucco walls, and wooden trellis “ladder” (Figure 4.7). All resources in this style were constructed in 1962 and 1963.

Table 4.3 Architectural Style Distribution of Single-Family Resources

One-story Ranch	3,448
Split-level Ranch	281
Pueblo Ranch	52
Contemporary	369
Mansard	15
Neo-Spanish (remodel)	3
No style (remodel)	13



Figure 4.5 715 Berry Circle (1955) is an example of a modest Ranch style residence in Tract 1



Figure 4.6 Character or cowboy ranch at 5805 Alta Drive



Figure 4.7 Pueblo Ranch at 248 Colleen Drive

Split-level Ranch houses appear in the neighborhood after 1960 (Figure 4.8). Although one-story Ranch houses continued to dominate the landscape, growing families created a demand for more square footage, and new technologies—including televisions and high-fidelity record players—demanded increased separation between communal recreational zones and soundproof private spaces. The split-level plan emphasized this separation of activities by offering multiple levels for sleeping, living, and entertaining (Ames and McClelland 2002:66-67). Split-levels dot most of the tracts developed from 1961 forward, and large concentrations exist in Tracts 29A, 29B, 40A, 40B, and 40C.

4.3.2 Contemporary Style

The Contemporary style is characterized by 1) a flat or low-pitched gabled roof with widely overhanging eaves; exposed roof beams; 2) gable-end windows; 3) wood, stone, brick, or concrete block wall-cladding; and 4) broad expanses of uninterrupted wall surface; and asymmetry. Brises-soleils (sun-screens) constructed with decorative concrete block are common to the type, as are carports, window walls, and courtyards or private gardens. The earliest Charleston Heights resources constructed in the Contemporary style consist of three unassuming early examples with modest adornments, built in 1955 in Tracts 1 and 2 (Figure 4.9). The style became more common and architecturally exuberant when Tract 4, dubbed Charleston West, developed along Upland Boulevard and Wisteria Avenue in 1957 and 1958 (Figure 4.10). The style remained popular in the neighborhood through 1960, characterizing Tracts 6A and 6B (Figure 4.11). It experienced a lull in 1961 before re-emerging in 1962 and 1963 in Tracts 29A, 38A, 40A, 40B, 40C, 41A, 41B, and 41C. The last Contemporary style resources in Charleston Heights are located in Tract 29A and date to 1964 (Figure 4.12) (McAlester 2013: 628-646)



Figure 4.8 Split-level Ranch at 804 Wallace Drive



Figure 4.9 Simple Contemporary style at 514 Cactus Avenue in Tract 2



Figure 4.10 More expressive Contemporary dwelling at 221 Upland in Tract 4



Figure 4.11 Contemporary style residence at 340 Mallard Street in Tract 6



Figure 4.12 6337 Ressler is an example of a late Contemporary dwelling in Tract 29

4.3.3 Later Styles

Single-family residences in Charleston Heights dating to the late 1960s began to evolve away from the standard Ranch and Contemporary styles. Tracts 29-3 and 29-4, plated in 1967 and 1968, respectively, exhibit Ranch style houses reflecting Spanish influences with arcaded patios, as well as examples of the emerging Mansard style (Figure 4.13). Other resources were modified into entirely different architectural styles. The most common example is found along the Jones Boulevard commercial corridor in Tracts 5A and 17, where a number of Ranch style single-family residences have been remodeled into the Neo-Spanish and Neo-Mediterranean styles (Figure 4.14).

4.3.4 Non-Residential Resources

Although non-residential resources such as schools, churches, and shopping centers were not included in the survey scope, these neighborhood anchors were photographed in the field and observed to be constructed in the modes that characterized mid-century architecture, including the Contemporary, Mid-Century Modern, and Googie styles. When it opened in 1963, the Charleston Heights Shopping Center was centered on a modern, eye-catching Safeway grocery store with large multipaned windows and a wavy roof canopy. Sometime in the 1990s, the shopping center was remodeled to resemble contemporary strip malls with new stucco cladding and tile roofs (Figure 4.15). While most area schools have retained their original design, most have experienced looming modern additions to accommodate larger student populations and new technologies (Figure 4.16). The churches of Charleston Heights appear to be the only non-residential resources that continue to convey their original design (Figures 4.17 and 4.18).

4.4 MATERIAL AND FORM

Plans in the survey area include generally simple rectangles, L plans, and irregular rectangular and square plans. Many boasted modern interior amenities and high style when they were first built. The majority of the original roofs were low pitched to flat, in keeping with the summer temperatures in Las Vegas. Roof coverings include built-up (membrane), composition shingle, wood shake, and a few tile roofs. A number of the homes would have been built with "Tropical" roofs, which were tar-and-gravel covered with reflective white rock.

Building construction was predominantly of wood siding or stucco over wood frame. Board-and-batten style wood siding, sometimes accompanied by brick veneer accents, is found throughout the survey area (Figure 4.19). Wood-framed and steel-framed windows are also typical, although original aluminum windows emerge in resources dating to the mid-1960s and after.

The majority of the single-family residences were constructed with garages or carports. Earlier tracts (e.g., Tracts 1, 2, 3, 5) typically have driveways and carports, some of which were eventually converted to garages. Garages are most common in later tracts. However, the majority of tracts display a combination of driveways, carports, and garages. Over time, many carports and garages were either replaced, expanded, or converted to living space.

4.5 STREETSCAPES

The residential parcels in the survey area range in size, with the buildings set in such a way as to provide an ample backyard and a front yard large enough for landscaping and a sidewalk. Homes came with a minimal amount of landscaping. In most cases, the current landscaping throughout the area is vastly different from the original. Current landscaping treatments range from lawns with palm and pine trees to entirely paved yards. Desert landscaping is common, as is artificial grass. There are numerous examples of walls and wrought-iron fences surrounding front yards (Figure 4.20).



Figure 4.13 Streetscape showing Mansard and Spanish Ranch styles in the 300 block of Crestline Drive in Tract 29-4



Figure 4.14 Commercial properties line Jones Boulevard north of Evergreen Avenue



Figure 4.15 Charleston Heights Shopping Center



Figure 4.16 Rose Warren Elementary School



Figure 4.17 Red Rock Church at the corner of Alta and Upland



Figure 4.18 Latter Day Saints 14th Ward Chapel at the corner of Alta and Jones



Figure 4.19 This Cliff May Ranch house at 714 Upland retains its historic board-and-batten siding, wood windows, and shed-roofed carport



Figure 4.20 Streetscape in the 500 block of Berry Circle

Various streetscapes in the survey area are depicted in Appendix C.

4.6 ALTERATIONS

As with many resources in historical neighborhoods, the buildings of Charleston Heights have experienced numerous alterations since their construction. Common alterations observed during the survey include the following:

- Conversion of carports into garages.
- Enclosure of carports and garages.
- Enclosure of entry porches.
- Replacement of original siding with modern rough-textured stucco cladding and window trim (most common); brick or cultured stone veneer (common); asbestos shingles (common); or aluminum or vinyl siding (less common).
- Replacement of original wood or steel-framed windows with aluminum or vinyl windows.
- Replacement of original front and garage doors with modern doors.
- Addition of garden windows.
- Replacement of Tropical roofs with composite shingle roofs.
- Addition of metal security bars over windows and metal security doors.
- Replacement of original wooden shutters with louvered vinyl shutters.
- Addition of solar screens over windows.
- Addition of metal awnings and/or rolling metal shutters over windows.
- Addition of a second story to a one-story residence.
- Installation of solar panels on roof.

An in-depth discussion of how these alterations affect the integrity ratings and contributing status of resources within the Charleston Heights survey area is found in the following section.

4.7 INTEGRITY

Integrity is the ability of a property to convey its significance. The evaluation of integrity may appear to be a subjective judgment, but it always is grounded in an understanding of a property's physical features and how they relate to its significance. To contribute to the significance of a larger historic district, a property—even if individually undistinguished—must add to the district's historic character, and the property must possess integrity. According to National Register Bulletin 15A (National Park Service 1995):

A district can contain buildings, structures, sites, objects, or open spaces that do not contribute to the significance of the district. The number of noncontributing properties a district can contain yet still convey its sense of time and place and historical development depends on how these properties affect the district's integrity (5).

A component of a district cannot contribute to the overall district's significance if it has been substantially altered since the period of the district's significance, or if it does not share the historic associations of the district (46).

The National Register recognizes seven aspects of integrity as shown in Table 4.4.

Table 4.4 The Seven Aspects of Integrity According to the National Register

LOCATION	Location is the place where the historic property was constructed, or the place where the historic event occurred.
DESIGN	Design is the combination of elements that create the form, plan, space, structure, and style of a property.
SETTING	Setting is the physical environment of an historic property.
MATERIALS	Materials are the physical elements that were combined or deposited during a particular period of time, and in a particular pattern or configuration to form a historic property.
WORKMANSHIP	Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
FEELING	Feeling is a property's expression of the aesthetic or historic sense of a particular period of time.
ASSOCIATION	Association is the direct link between an important historic event or person, and a historic property.

The individual aspects do not receive equal weight during the integrity evaluation process. *National Register Bulletin 15* advises that recording historians identify which of the seven aspects are most important to the particular property under consideration. For architectural properties, the relative weight of the integrity aspects may, in part, depend on the building's area of significance. *National Register Bulletin 15* states that buildings significant under National Register Criterion A or B must retain *some* features of all seven aspects of integrity. Integrity of design and workmanship, however, might not be as important to the significance. In contrast, for buildings significant under Criterion C, retention of design, workmanship, and materials will usually be more important than location, setting, feeling, and association.

For the purposes of this survey, the aspects of design, materials, workmanship, and feeling are most important in determining whether an individual resource contributes to the larger district. All surveyed resources were constructed between 1954 and 1968. It is assumed that all surveyed resources retain good integrity of location, setting, and association due to their presence within the boundaries of Charleston Heights during the period of significance.

Integrity issues often result from the replacement of exterior materials (especially windows), building conditions, and modern development in historic neighborhoods. Those integrity issues that apply to the survey area are addressed below.

Integrity of materials refers to the retention of the original materials, or in the case of replacement, the use of materials that are compatible with the original. In the survey area, original materials include wall surfaces ranging from stucco and wood to asbestos shingles and brick veneer accents; wood and metal posts supporting carport and porch roofs; composition shingle, membrane, and Tropical (rock) roofs; and wood, steel, and aluminum windows. Materials that compromise integrity include modern stucco, which is coarser and thinner than earlier stucco, T-1-11 siding, vinyl siding, cultured stone and non-historic brick veneer, and modern windows and doors. Whether a resource contributes to a larger historic district is affected by the degree to which these changes impact the property's ability to convey its significance (Figure 4.21).

Replacement Exterior Materials: The predominant original exterior materials in the project area are wood and stucco. In several cases, aluminum siding was installed as early as the 1950s. From the 1960s to the present, asbestos shingles



Figure 4.21 The dwelling at 908 Slayton has experienced alterations including T-1-11 siding along the bottom portion of the walls, but it retains enough integrity with its original shutters, windows, and garage door to convey its significance.

and modern metal and vinyl siding was used. These changes in themselves do not disqualify a building from the National Register. Non-historic exterior siding does not destroy integrity, but it does diminish it. Consequently, the other historic design aspects of a building with modern siding must be relatively strong. For example, a building displaying altered fenestration may still be eligible if it retains historic siding, but may not be eligible if the siding is modern. Finally, it is important to note that replacement siding installed more than fifty years ago may be considered historic. This is true for other architectural changes as well.

Roof materials have also changed over time. Typical original roofing in the area includes shake, composition shingle, built-up, and the rock-covered Tropical roofs. Replacement types include composition shingle, concrete shingle, and clay tile. In most cases, replacement roofing material does not have an adverse effect on a building's integrity. However, in certain instances modern clay tile or cement roofs are out of scale with the building and compromise its integrity.

Historic Carports: Charleston Heights was built during a time when carports were considered both fashionable and functional, and they were options available to the original buyers. Over time, carports have fallen out of favor, and for privacy and security reasons, they are often enclosed or converted into garages or living space. Evaluating the effects of modified carports in mid-century neighborhoods can be a complicated matter. In 2005, the Arizona State Historic Preservation Office issued a report entitled *Carport Integrity Policy*, which lays out a method for evaluating the effects of changes to carports in historic neighborhoods. This report was used as a guide for the Charleston Heights project,

and the specific policy used to evaluate changes to carports in the subject survey area states: “All residences with compatible carport garage conversions and compatible enclosures into habitable space are considered contributors” (Fox and Jeffery 2005).

Building Conditions: The level of maintenance given to historic buildings over the years varies significantly, both over time and from building to building. Some structures may receive relatively little attention. Despite an unkempt appearance, some buildings that have received little attention may display a significantly higher level of integrity than do better-maintained homes nearby (Figure 4.22).

4.7.1 Integrity Levels in Charleston Heights

Overall, Charleston Heights demonstrates varying degrees of integrity. Some pockets of the neighborhood retain good to fair integrity to the period of significance, and others retain very little historical integrity. The surveyed tracts in Charleston Heights, along with their construction dates, characteristics, and integrity, are found in Table 4.5.

During the survey, individual resources were assigned an integrity rating of good, fair, or poor (Figure 4.23). Detailed integrity maps are located in Appendix B.

Good. A total of 276 resources, or 6.5 percent, have good levels of integrity. Resources with good integrity retain the majority of their historic fabric to the period of significance. Alterations are minimal and might include: replacement of a historic door or window without resizing the opening or otherwise altering the pattern of fenestration or glazing arrangement; replacement of the original siding with historically appropriate stucco (i.e., not thick or rough-textured stucco); replacement of a historic garage door with a historically appropriate modern garage door; replacement of original roof materials with composition shingles; and/or architecturally sensitive conversion of carport to garage. To secure a good integrity rating, a property would not demonstrate more than 1-2 of these modifications. All resources with good integrity clearly convey their significance as mid-century dwellings in the suburb of Charleston Heights (Figures 4.24 and 4.25).

Fair. The majority of district resources demonstrate a fair degree of integrity. A total of 2,020 resources, or 47 percent, were assessed as fair. These resources generally demonstrate a combination of the relatively minor alterations listed above, or more drastic singular modifications such as installation of solar panels, replacement of original siding with non-historic material; replacement of a historic garage door with a modern but historically inappropriate garage door; replacement of original roof materials with clay tiles; the addition of security bars or solar screens on windows; and/or the replacement of original wooden shutters with modern vinyl shutters. Resources with fair integrity may or may not contribute to the district depending on the nature and extent of its alterations. For example, if historic exterior building material is obscured by non-historic material (e.g., modern siding), it demonstrates a fair degree of integrity and can still contribute to the district if the form, features, and detailing from the period of significance are not obscured (National Park Service 1995:47) (Figure 4.26). However, the presence of modern siding in combination with replaced windows and doors, removed shutters, and/or an enclosed carport may retain fair integrity, but it would no longer convey its significance as a 1950s-1960s suburban residence and would be considered non-contributing to the district.

Poor. A total of 1,957 resources, or 46 percent, display poor integrity levels. This includes one resource that has been demolished. Resources with poor integrity have experienced extensive modern alterations, such as large additions that add a second story to a one-story resource, or that obscure the original façade. Other major alterations that warrant a poor integrity rating include the replacement of original siding with modern stucco siding and thick stucco window trim, patio additions that obscure the original façade, and the accumulation of smaller alterations that have

collectively erased the building's historical appearance and presentation (Figure 4.27). All resources with a poor integrity rating are non-contributing elements of the district.

4.8 CONTRIBUTING AND NON-CONTRIBUTING RESOURCES

During the survey, all resources in the project area were preliminarily assessed as contributing or not contributing to a potential historic district. The purpose of this assessment is to make recommendations regarding district potential, district boundaries, and areas requiring more in-depth research and analysis—including intensive-level survey and NRHP evaluation. All resources with good integrity were recommended as contributing, and all resources with poor integrity were recommended as not contributing. A grey area exists in resources with a fair degree of integrity. A property with somewhat compromised integrity—not intact enough to warrant a “good” rating but not diminished enough to justify a “poor” rating—may contribute or not contribute to the district depending on the nature and extent of exterior alterations. If, despite its modifications, a resource continues to convey its historical significance and evoke the sense of a 1950s-1960s residence within a mid-century suburban neighborhood, it is considered a contributing element of the district.

Of the 4,253 surveyed resources, 1,093 resources are considered contributing and 3,160 are non-contributing (Figure 4.28). Although non-contributing resources overwhelmingly outnumber the contributing properties, this does not preclude historic district potential in Charleston Heights. Although the entire survey area does not have sufficient contributing resources to support an all-encompassing historic district, a more granular analysis of integrity and contributing resources suggests that smaller areas exist within Charleston Heights that are potential candidates for historic districts. These are discussed in Chapter 5. Detailed maps of contributing versus non-contributing resources are located in Appendix B.



Figure 4.22 Although the roof of 5320 Gipsy is in poor condition, the resource retains good integrity with its historic siding, windows, and carport

Table 4.5 Charleston Heights Tract Characteristics and Integrity

Tract Number	Tracts Included	Plat Year	Streets	Tract Plan	Tract Anchors	Resource Built Dates	Style	Roof Types	Footprint	Parking	Integrity
1		1953	Evergreen Avenue; Berry Circle; Brush Street	Curvilinear and rectilinear blocks	CH Shopping Center and Arizona Charlie's directly east	1955; 1960 (1); 1965 (2)	Ranch. One Contemporary resource. Small, modest.	Low-pitched gable-on-hip, hipped, and nested open-gable roofs. Some flat roofs.	L-shaped and irregular square footprints.	Driveways, some carports	Fair to Poor
2		1954	Digger Street; Cactus Lane; Evergreen Avenue	Curvilinear and rectilinear blocks	None	1955; 1959 (5)	Ranch. Handful of Contemporary. 2 modified into Mansard. Small, modest.	Low-pitched gable-on-hip, hipped, and nested open-gable roofs. Some flat roofs.	L-shaped and irregular square footprints.	Driveways, some carports	Fair to Poor
3		1954	Gipsy Avenue; Easy Street; Easy Circle	Curvilinear and rectilinear blocks	None	1955; 1954 (1 resource); 1959 (2); 1961 (1)	Ranch. Small, modest. Cliff May homes.	Low-pitched side-gable, open front gable with gable-end windows	L-shaped and irregular square or rectangular footprints.	Driveways, some carports. Angled carports on clerestory homes.	Good to Poor
4		1955	Upland Boulevard; Wisteria Avenue; Fir Avenue; Mallard Street	Curvilinear blocks	Red Rock Elementary School; Red Rock Church	1956-1959	Primarily Contemporary with some Ranch.	Open gable with end gable windows; cross-gable Ranches	L-shaped and irregular square or rectangular footprints.	Driveways, carports, and garages	Good to Poor
5	5, 5A	1955-1956	Idle Avenue; Jones Boulevard; Evergreen Avenue; Upland Boulevard; Mallard Street; Osprey Circle; Pelican Circle; Upland Place	Curvilinear and rectilinear blocks with 3 cul-de-sacs	Gary Dexter Park directly south (Upland and Evergreen)	1955-1958; 1956-1958, 1960 (14), 1962 (1), 1964 (1), 1965 (1)	Ranch. Some Cliff Mays (in circles and along Upland, Mallard).	Low-pitched side-gable, open gable with gable-end windows, hipped, cross-gable.	L-shaped and irregular square or rectangular footprints.	Mix of driveways and carports. Garages added later (carport conversions).	Fair to Poor

Tract Number	Tracts Included	Plat Year	Streets	Tract Plan	Tract Anchors	Resource Built Dates	Style	Roof Types	Footprint	Parking	Integrity
6	6A, 6B	1958	Yosemite Street; Knight Avenue; Xavier Street; Mallard Street; Upland Boulevard	Curvilinear blocks	None	1959-1961	Mostly Contemporary. Handful of Ranch and Ranch Split-levels.	Open gable with end gable windows; cross-gable Ranches	L-shaped and irregular square or rectangular footprints.	Driveways, carports, and garages	Good to Poor
7		1958	Alta Avenue	Rectilinear block	CH Shopping Center and AZ Charlie's directly east	1959-1961	Ranch		L-shaped and irregular square or rectangular footprints.	Driveways, carports, and garages	Fair to Poor
8	8 Unit 1 8 Unit 2 8 Unit 3 8 Unit 4	1958-1959	Gipsy Avenue; Mallard Street; Heron Avenue; Alta Avenue; Shawnee Avenue	Curvilinear and rectilinear blocks	None	1959-1960	Ranch	Side-gabled; nested open front gable; Flat; cross-hipped; cross-gabled; gable-on-hip; open gable. Some storybook Ranches with decorative vergeboards, window trim, and braces.	L-shaped and irregular square or rectangular footprints.	Driveways, carports, and garages	Fair to Poor
10	10A 10B 10C	1959-1960	Churchill Street; Lydia Drive; Temple Drive; View Drive; Zion Drive; Churchill Street; Mayflower Lane; Pershing Drive	Curvilinear blocks	Red Rock School	1960	Ranch	Cross-gabled; cross-hipped	L-shaped and irregular square or rectangular footprints.	Garages	Good to Poor
11		1959	Shawnee Avenue	Curvilinear blocks	None	1960	Ranch	Low-pitched cross gables	L-shaped footprints	Garages	Fair to Poor

Tract Number	Tracts Included	Plat Year	Streets	Tract Plan	Tract Anchors	Resource Built Dates	Style	Roof Types	Footprint	Parking	Integrity
12	12A 12B 12C 12D	1960- 1961	Monticello Drive; Eden Circle; Sonoma Circle; Kimberly Circle; Cairo Circle; Preston Circle; Alamo Circle; Glendale Circle; Evergreen Avenue; Alta Drive	Rectilinear blocks with cul-de-sacs	None	1960	Mostly Ranch with 2 Ranch Split-levels and 2 Pueblo Ranches	Side-gabled; open front gable; cross-gabled; gable-on-hip	L-shaped and irregular square or rectangular footprints.	Driveways; few carports and garages	Fair to Poor
14	14A 14B 14C	1960- 1961	Mayflower Lane; Amherst Lane; Providence Lane	Rectilinear blocks	Griffith Elementary School	1961	Primarily one-story and split-level Ranch with 2 modest Contemporaries	Cross-gabled; cross-hipped; cross-hip-on-gable	L-shaped and irregular square or rectangular footprints.	Garages, driveways	Fair to Poor
15	15A 15B 15C 15D 15E 15F	1960- 1961	Mayflower Lane; Revere Drive; Bedford Road; Alta Drive; Nolan Lane	Rectilinear blocks	Griffith Elementary School	1961	Primarily one-story Ranches with split-level Ranches	Cross-gabled; cross-hipped; cross-hip-on-gable	L-shaped and irregular square or rectangular footprints.	Garages, driveways	Good to Poor
16	16A 16B	1960- 1961	Nolan Lane; Alta Drive	Rectilinear blocks	None	1961-1962	One-story Ranches	Cross-gabled	L-shaped and irregular square or rectangular footprints.	Garages, driveways	Good to Poor
17		1961	Jones Boulevard	Rectilinear block	None	1961-1962	Ranch, Ranch split-level, Neo-Mediterranean remodels. Commercial conversions.	Cross-hipped; cross-gabled; flat, side-gabled; open gable	L-shaped and irregular square or rectangular footprints.	Primarily driveways - some garages remain	Poor
19		1961- 1962	Jones Circle; Borden Circle; Cromwell Circle; Dayton Circle	Cul-de-sacs	None	1962-1963	Ranch, Ranch split-level; Pueblo Ranch, one Contemporary	Cross-hipped; cross-gabled; cross-gable-on-hip; flat; side-gabled; open gable	L-shaped and irregular square or rectangular footprints.	Garages, driveways, carports	Fair to Poor

Tract Number	Tracts Included	Plat Year	Streets	Tract Plan	Tract Anchors	Resource Built Dates	Style	Roof Types	Footprint	Parking	Integrity
20A		1962	Slayton Drive; Carpenter Drive	Rectilinear blocks	None	1963	Primarily Ranch with 2 split-levels and 2 modest Contemporaries	Side-gabled; gable-on-hip	Generally rectangular	Driveways; some added garages and carports	Fair to Poor
21		1960	Bourbon Way; Brittany Way; Salem Drive; Evergreen Avenue	Curvilinear blocks	None	1961	One-story Ranches	Side-gabled; gable-on-hip; open front gable; cross-gable	Irregular square and rectangular footprints	Driveways; some garages	Good to Poor
22		1960	Burgundy Way; Brandywine Way; Salem Drive	Rectilinear blocks	None	1961	One-story Ranches	Side-gabled; gable-on-hip; open front gable; cross-gable	Irregular square and rectangular footprints	Driveways; some garages	Fair to Poor
23		1960	Bristol Way; Evergreen Avenue; Bannock Way; Salem Way	Curvilinear blocks	None	1961	One-story Ranches	Side-gabled; gable-on-hip; open front gable; cross-gable	Irregular square and rectangular footprints	Driveways; some garages	Good to Poor
24		1960	Casada Way; Benson Way; Salem Drive	Rectilinear blocks	None	1961	One-story Ranches and an apartment complex on Bishop Dr. Adjacent to Wal-Mart Neighborhood Market	Side-gabled; gable-on-hip; open front gable; cross-gable	Irregular square and rectangular footprints	Driveways; some garages	Fair to Poor
25		1961	Burgundy Way; Brandywine Way; Brittany Way; Torrey Pines Drive; Kraemer Drive	Rectilinear blocks	Rose Warren Elementary School	1962	Primarily one-story Ranches with a few Pueblo Ranches and one Contemporary	Side-gabled; cross-gable-on-hip; gable-on-hip	L-shaped and irregular square or rectangular footprints.	Driveways, garages, carports	Good to Poor
26		1962	Scholl Drive; Bristol Way; Evergreen Avenue; Bannock Way	Rectilinear blocks	Rose Warren Elementary School	1962	Primarily one-story Ranches with a few Pueblo Ranches	Cross-gabled; flat; cross-gable-on-hip; side-gabled; gable-on-hip	L-shaped and irregular square or rectangular footprints.	Garages, driveways	Fair to Poor

Tract Number	Tracts Included	Plat Year	Streets	Tract Plan	Tract Anchors	Resource Built Dates	Style	Roof Types	Footprint	Parking	Integrity
27	27A 27C 27D-1 27D-2 27D-3	1962-1963; 1967	Brandywine Way; Casada Way; Bannock Way; Burgundy Way; Connie Drive; Connie Court; Evergreen Avenue; Bristol Way; Bourbon Way	Curvilinear and rectilinear blocks with cul-de-sacs	None	1962-1964; 1967-1967	One-story Ranches with 2 split-level Ranches	Side-gabled; gable-on-hip; cross-gabled; cross-gable-on-hip; some garages topped with cupolas.	L-shaped and irregular square or rectangular footprints.	Garages, driveways	Good to Poor
27B		1962	Casada Way	Curvilinear blocks	None	1963	Ranch apartments	Front-gabled; flat	Rectangular footprints	N/A	Fair
28	28A 28B	1961; 1963	Chelsea Circle; Denver Circle; Empire Circle; Iris Circle; Aberdeen Lane; Wallace Drive	Cul-de-sacs	None	1962; 1962	One-story Ranches	Gable-on-hip; side-gabled; cross-gabled	L-shaped and irregular square or rectangular footprints.	Garages, driveways, carports	Good to Poor
29	29A 29B 29-2 29-3 29-4	1962-1968	Wallace Drive; Aberdeen Lane; Lawton Avenue; Parsifal Place; Broken Drive; Crestline Drive; Rassler Avenue; Hobart Avenue; McAllister Avenue; Fargo Avenue; Clarice Avenue; Torrey Pines Drive	Curvilinear blocks	Pittman Elementary School	1963-1964; 1968-1969	Mix of one-story and split-level Ranches and Contemporary houses. Some Spanish Ranches, two-story Ranches, and two-story Mansards.	Cross-hipped; cross-gable-on-hip; open gable; cross-gabled; side-gabled; Mansard	L-shaped and irregular square or rectangular footprints.	Garages, driveways	Good to Poor
31	31A 31B	1961	Harmony Circle; Temple Drive; Upland Boulevard; Harmony Street; Colleen Drive; Churchill Street; Falcon Lane; Banjo Street	Rectilinear and curvilinear blocks with cul-de-sacs	None	1962	Primarily Ranches with a handful of split-level Ranches and Pueblo Ranches.	Cross-hipped; cross-gabled; cross-gable-on-hip; flat	L-shaped and irregular square or rectangular footprints.	Garages, driveways, carports	Fair to Poor

Tract Number	Tracts Included	Plat Year	Streets	Tract Plan	Tract Anchors	Resource Built Dates	Style	Roof Types	Footprint	Parking	Integrity
33		1962	Alta Drive between Torrey Pines and Salem Dr	Rectilinear block	None	1962	One-story Ranches	Cross-gabled; open gable; cross-hipped; cross-hip-on- gable; flat	L-shaped and irregular square or rectangular footprints.	Garages, driveways, carports	Fair to Poor
38A		1962	Fairwood Circle; Edgewood Circle; Dayton Circle	Cul-de-sacs	None	1962-1963	Mix of Contemporary, Ranch, Split- level Ranch, and Pueblo Ranch	Open-gable; cross-hipped; cross-gabled; cross-hip-on- gable; flat	L-shaped and irregular square or rectangular footprints.	Garages, driveways, carports	Fair to Poor
39A		1962	Jones Boulevard; Washington Avenue	Rectilinear blocks	None	1963	Mix of Ranch and Contemporary style apartments with two one- story Ranch houses.	Front-gabled; flat	Rectangular footprints	N/A	Fair
39BC	39B 39C	1962	Mallard Street; Jerry Dr; Marka Dr; Rae Drive; Saylor Way	Rectilinear blocks		1963	One-story Ranches	Cross-gabled	L-shaped and irregular square or rectangular footprints.	Garages	Fair to Poor
40	40A 40B 40C 40D	1962	Shawnee Avenue; Alta Drive; Arlington Avenue; Cromwell Avenue; Crestline Drive; Hussey Drive; Cromwell Avenue; Dayton Avenue; Fairwood Avenue; Garwood Avenue; Factor Avenue; Torrey Pines Drive	Rectilinear and curvilinear blocks	None	1962-1963; 1966	Mix of Contemporary, Ranch, Split- level Ranch, and Pueblo Ranch with some split- level and 2-story ranches.	Gable-on-hip; open gable; cross-hipped; cross-gabled; cross-gable- on-hip; flat	L-shaped and irregular square or rectangular footprints.	Primarily garages, some driveways and carports.	Good to Poor

Tract Number	Tracts Included	Plat Year	Streets	Tract Plan	Tract Anchors	Resource Built Dates	Style	Roof Types	Footprint	Parking	Integrity
41	41A 41B 41C	1962	Dayton Avenue; Milinane Drive; Cromwell Avenue; Elton Avenue; Fairwood Avenue; Wallace Drive; Arlington Avenue; Garwood Avenue; Factor Avenue; Hargrove Avenue	Curvilinear blocks	LDS Church at 6100 Alta Drive; Mirabelli Community Center	1963, 1966 (4)	Mix of Contemporary, Ranch, Split-level Ranch, and Pueblo Ranch.	Cross-gabled; open gable; cross-hipped; flat; cross-gable-on-hip	L-shaped and irregular square or rectangular footprints.	Primarily garages, some driveways and carports.	Good to Fair
43		1962	Casada Way	Rectilinear block	None	1963	Ranch apartments	Gabled; flat	Rectangular footprints	N/A	Fair to Poor
44	44A 44B 44C	1962-1963	Saylor Way; Apple Valley Lane; Carmen Boulevard; Mallard Street; Glen Eagles Lane; Mallard Place	Rectilinear blocks	Paul E. Culley Elementary School	1963	One-story Ranches	Cross-gabled; side-gabled	L-shaped and irregular square or rectangular footprints.	Garages	Fair to Poor
45	45A 45B 45C 45D 45E	1963-1964; 1966	Iris Avenue; Saylor Way; Granada Ave; Artie Street; Halifax Avenue; Fawn Avenue; Washington Avenue	Rectilinear blocks		1963-1964; 1967	Primarily one-story ranches with some split-level and very few 2-story ranches. One Contemporary.	Cross-hipped; cross-gabled; cross-gable-on-hip; flat	L-shaped and irregular square or rectangular footprints.	Garages	Fair to Poor

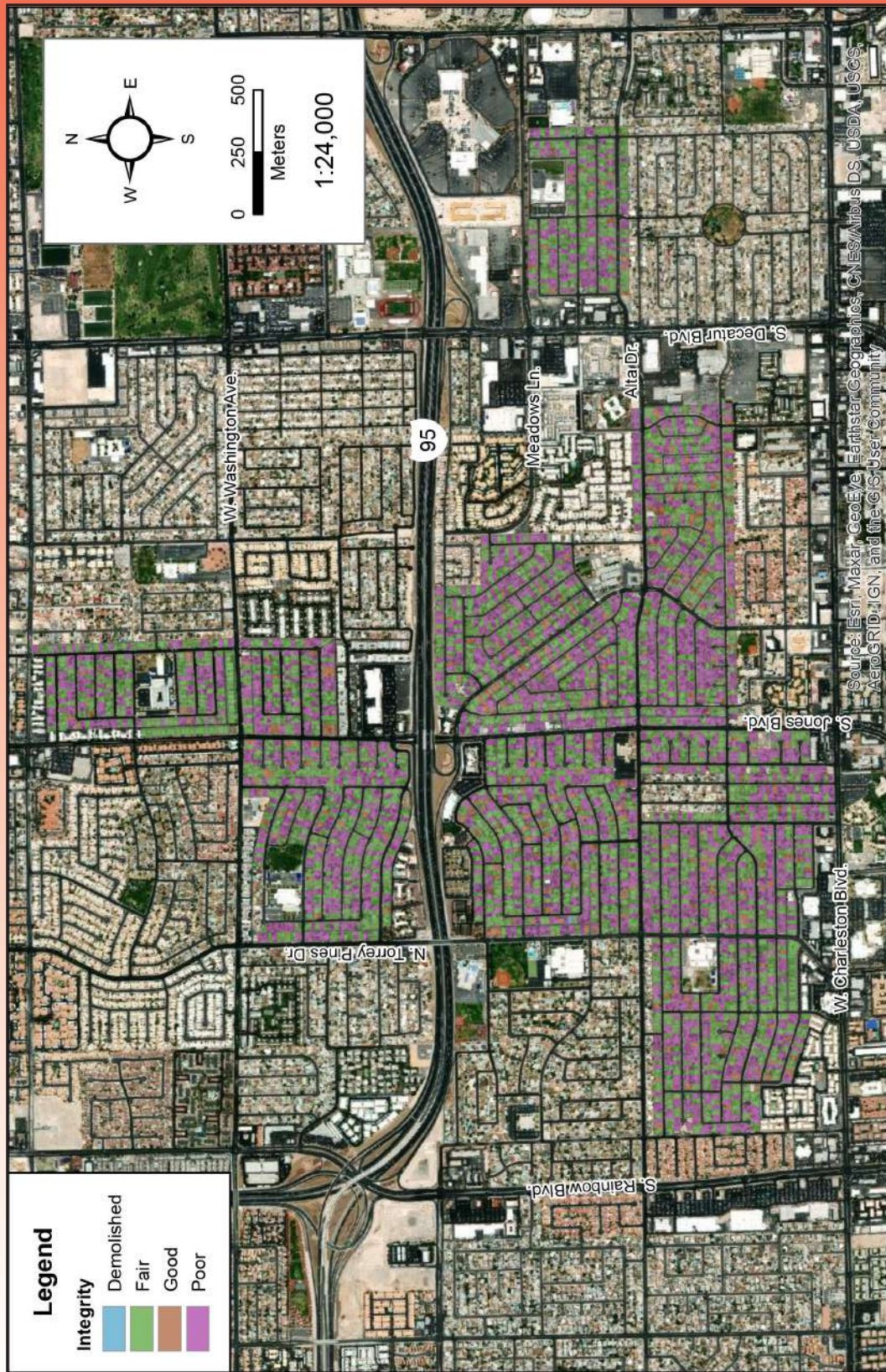


Figure 4.23 Distribution of Integrity Values in the Survey Area. Base Map: USGS 7.5' Quadrangle, Las Vegas NW, NV (1984). PLSS: T20N R60E Sec. 25, 26, 35, 36; T20N R61 E Sec. 31. Datum: NAO 83, UTM Zone 11 N



Figure 4.24 The integrity of 621 Digger is considered good despite a modern replacement of the front door, as it retains the majority of its historic appearance, including historic stucco and windows.



Figure 4.25 This character Ranch dwelling at 4500 Alta retains good integrity despite the minor addition of a security door.



Figure 4.26 6316 Cromwell Drive has modern vinyl and cultured stone siding, but it retains its original plan and fenestration pattern. Alterations have diminished its integrity, but it continues to evoke the sense of a mid-century Ranch style dwelling and is considered a contributing resource.



Figure 4.27 6340 Bristol Way is an example of poor integrity, with its modern stucco siding, vinyl replacement windows, and arcaded porch addition.

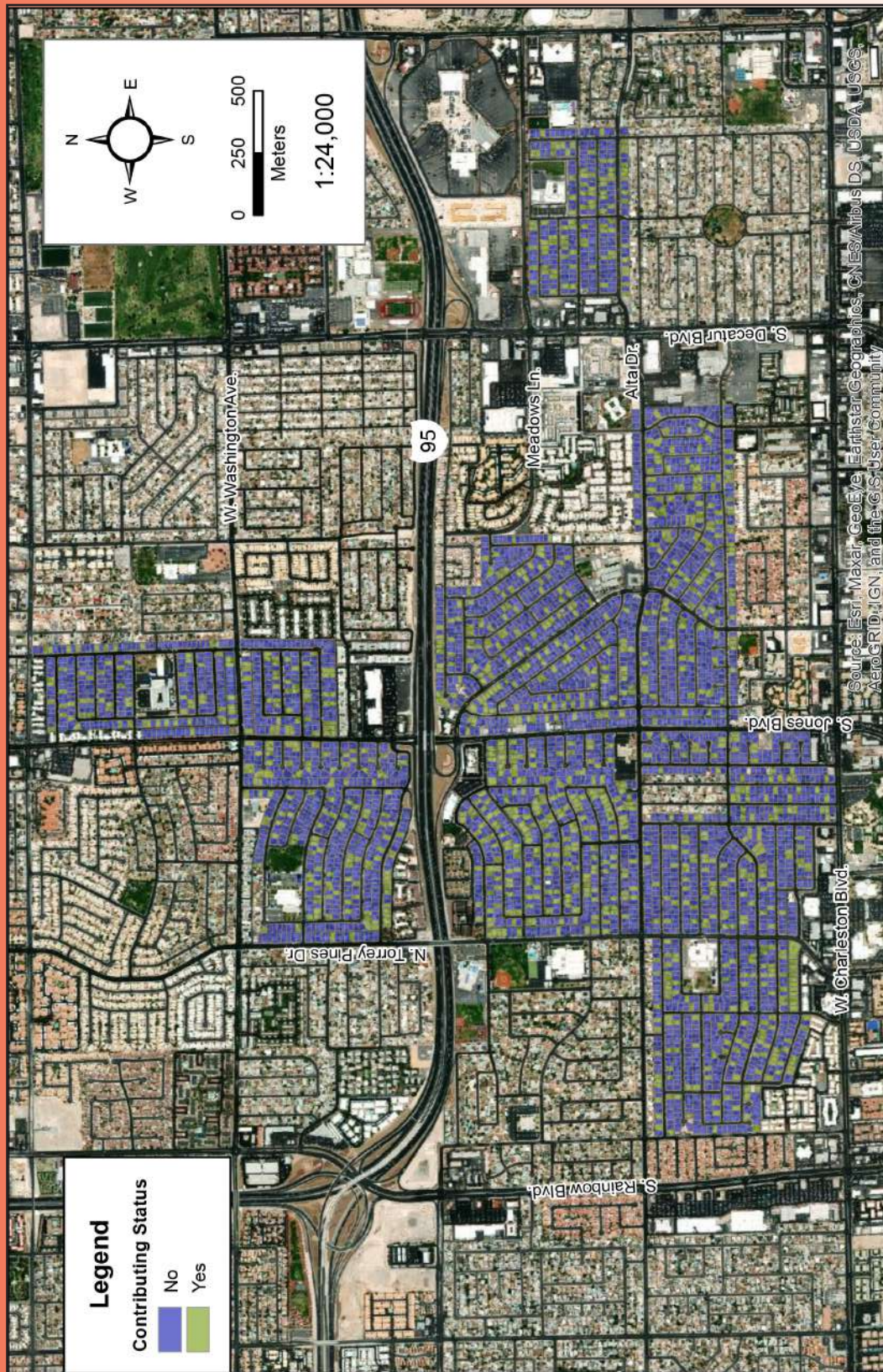


Figure 4.28 Distribution of contributing and non-contributing resources. Base Map: USGS 7.5' Quadrangle, Las Vegas NW, NV (1984). PLSS: T20N R60E Sec. 25, 26, 35, 36; T20N R61 E Sec. 31. Datum: NAO 83, UTM Zone 11 N.

5.0 RECOMMENDATIONS

Goals of conducting a reconnaissance-level survey include establishing priorities for intensive-level survey, suggesting areas of further research, and identifying potential districts within the survey area that may be eligible for listing in the NRHP. The recommendations provided in this chapter address historic district potential, the designation of individual or district resources, and properties or areas requiring more in-depth research and analysis.

Due to the size of the survey area and scope of work, this report does not provide NRHP evaluations for surveyed resources. However, the recommendations contained herein require a discussion of guidelines for the evaluation of properties and eligibility for listing in the NRHP. Eligible properties must meet at least one of four criteria by being associated with an important historic context *and* retaining historical integrity of those features necessary to convey its significance (36CFR, Part 60). Historical integrity is discussed in Chapter 4, and the NRHP criteria are reviewed below.

5.1 NRHP ELIGIBILITY CRITERIA AND CRITERIA CONSIDERATIONS

The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:

- a. that are associated with events that have made a significant contribution to the broad patterns of our history; or
- b. that are associated with the lives of persons significant in our past; or
- c. that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- d. that have yielded, or may be likely to yield, information important in prehistory or history.

Ordinarily not considered eligible for the National Register are cemeteries, birthplaces, or graves of historic figures, properties owned by religious institutions or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past fifty years are. However, such properties may qualify if they are integral parts of districts that do meet the criteria or if they fall within the following categories called Criteria Considerations:

- a. a religious property deriving primary significance from architectural or artistic distinction or historical importance; or
- b. a building or structure removed from its original location but which is significant primarily for architectural value, or which is the surviving structure most importantly associated with a historic person or event; or
- c. a birthplace or grave of a historical figure of outstanding importance if there is no appropriate site or building directly associated with his or her productive life; or

- c. a cemetery which derives its primary significance from graves of persons of transcendent importance, from age, from distinctive design features, from association with historic events; or
- d. a reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived; or
- e. a property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own exceptional significance; or
- f. a property achieving significance within the past 50 years if it is of exceptional importance.

5.2 HISTORIC DISTRICTS

Portions of the survey area constitute small historic districts of mid-twentieth century residential properties relating to the historic themes of city development and architecture. The National Register recognizes historic districts, which consist of both contributing and non-contributing properties. Historic districts possess a concentration, linkage, or continuity of objects, structures, buildings, and sites that are united historically or aesthetically, either by choice or by the nature of their development. Properties in a historic district need not be individually eligible for listing in the National Register of Historic Places, but rather contribute to an eligible whole.

National Register Bulletin 15 (National Park Service 1995:46) provides guidance for assessing the integrity of a potential historic district:

For a district to retain integrity as a whole, the majority of the components that make up the district's historic character must possess integrity even if they are individually undistinguished. In addition, the relationships among the district's components must be substantially unchanged since the period of significance [...] When evaluating the impact of intrusions upon the district's integrity, take into consideration the relative number, size, scale, design, and location of the components that do not contribute to the significance. A district is not eligible if it contains so many alterations or new intrusions that it no longer conveys the sense of a historic environment.

It is recommended that potential historic districts within Charleston Heights are evaluated against the historical themes of Land Usage: Townsite Development and City Planning (Criterion A) and Architecture (Criterion C). The period of significance for Charleston Heights is 1953 to 1968, which represents both the time during which the area was being subdivided, relating to the city planning theme, and the decades during which the Contemporary and Ranch styles of architecture flourished. These themes are closely tied under the broader theme of the growth of American suburbia.

For potential historic districts within Charleston Heights, integrity of location, feeling, setting, and association are most important for determining National Register eligibility under Criterion A. Integrity of feeling, as it conveys the sense of the mid-twentieth-century housing tract, is an especially important consideration. Integrity of materials, design, and workmanship would be most important in determining the National Register eligibility under Criterion C.

5.2.1 Historic District Potential in Charleston Heights

In terms of a potential historic district, the Charleston Heights survey area is too large to reflect consistent integrity levels. Some areas retain good to fair integrity, and others reflect such poor integrity that they no longer feel like a neighborhood built in the 1950s-1960s. Based on integrity values and the ratio of contributing to non-contributing resources, the entire survey area has no potential as a historic district. Partitioning the area by tract boundaries facilitated a deeper analysis of the survey data, offering a detailed view of integrity values and contributing resource distribution. Some tracts with the same numbers (e.g., 12A, 12B, etc.) were combined if they reflected an architectural cohesiveness with similar resource details, forms, and integrity levels. In all, 37 analysis areas were created.

Of the 37 areas, 22 have no potential as historic districts. These are listed in Table 5.1. These areas have suffered from diminished integrity and reflect a low number of contributing resources. The resources that are contributing are generally spread out and do not have the proximity to form even a small historic district. One of these areas, encompassing Tract 27B, consists of 13 multi-family resources, all of which would be contributing to a larger historic district. Although the apartment buildings have sufficient integrity to contribute to a larger district, they do not have high enough integrity levels to create a standalone district.

There are 16 areas with historic district potential that warrant additional investigation. These are listed in Table 5.2. Although non-contributing resources outnumber contributing resources in each area, there are densities of contributing resources with good to fair integrity that constitute potential districts. These areas generally convey the historical and architectural significance of a mid-twentieth-century housing tract.

5.2.2 Intensive Survey Recommendations

Areas within Charleston Heights that contain potential historic districts are recommended for intensive survey. These are depicted in Figure 5.1 and described below. Each area has been assigned a priority level of high, moderate, or low.

Tract 3. Platted in 1954, Tract 3 largely consists of Cliff May Ranch Homes built throughout 1955 (Figure 5.2). These houses are modest in scale, but many include architectural flourishes characteristic of May's designs, including gable-end windows, double doors, and detached carports. Common alterations include enclosed carports, modern stucco siding, replacement doors and windows, and fences or walls enclosing front yards. There are three infill resources built between 1959 and 1961. Resource integrity ranges from good to fair, and resources with the best integrity are concentrated along Gipsy, Heron, and Evergreen avenues. This area is a **high priority** for intensive survey.

Tract 4. Platted in 1955, Tract 4 is characterized by open-gable Contemporary style resources along Upland Boulevard and Wisteria Drive (Figure 5.3). The tract also includes a handful of Ranch style houses. Resources were built between 1956 and 1959. Typical alterations include stucco siding, vinyl windows, and replaced doors. Resource integrity varies from good to fair, and resources with the best integrity are found along Upland. This area is a **high priority** for intensive survey.

Tract 6. Platted in 1958, Tract 6 is a continuation of Tract 4, also consisting of open-gabled Contemporary style residences and a few one-story and split-level Ranch houses (Figure 5.4). Resources were built between 1959 and 1961. Typical alterations include stucco siding, vinyl windows, replaced doors, and carport and garage conversions. Resource integrity varies from good to fair. This area is a **high priority** for intensive survey.

Table 5.1 Charleston Heights Tracts with No District Potential

Tract No	Tracts Included	Resource Count	Integrity	District Potential
1		55 total 8 Contributing 47 Non-contributing	Fair to Poor	None
2		64 total 15 Contributing 49 Non-contributing	Fair to Poor	None
5	5, 5A	101 total 14 Contributing 87 Non-contributing	Fair to Poor	None
7		41 Total 8 Contributing 33 Not Contributing	Fair to Poor	None
8	8 Unit 1 8 Unit 2 8 Unit 3 8 Unit 4	163 Total 30 Contributing 133 Non-contributing	Fair to Poor	None
10	10A 10B 10C	183 Total 43 Contributing 140 Non-contributing	Good to Poor	None
11		7 Total 3 Contributing 4 Non-contributing	Fair to Poor	None
12	12A 12B 12C 12D	133 Total 22 Contributing 111 Non-contributing	Fair to Poor	None
17		27 Total 1 Contributing 26 Non-contributing	Poor	None
19		56 Total 10 Contributing 46 Non-contributing	Fair to Poor	None
20A		88 Total 25 Contributing 63 Non-contributing	Fair to Poor	None
21		103 Total 24 Contributing 79 Non-contributing	Good to Poor	None
22		99 Total 18 Contributing 81 Non-contributing	Fair to Poor	None
23		133 Total 29 Contributing 104 Non-contributing	Good to Poor	None

Tract No	Tracts Included	Resource Count	Integrity	District Potential
24		48 Total 9 Contributing 39 Non-contributing	Fair to Poor	None
27B		13 Total 13 Contributing 0 Non-contributing	Fair	None - not high enough integrity for apartment district.
31	31A 31B	129 Total 33 Contributing 96 Non-contributing	Fair to Poor	None
33		22 Total 3 Contributing 19 Non-contributing	Fair to Poor	None
39A		35 Total 7 Contributing 28 Non-contributing	Fair	None
39BC	39B 39C	103 Total 22 Contributing 81 Non-contributing	Fair to Poor	None
43		7 Total 0 Contributing 7 Non-contributing	Fair to Poor	None
44	44A 44B 44C	158 Total 71 Contributing 87 Non-contributing	Fair to Poor	None

Table 5.2 Charleston Heights Tracts with District Potential

Tract No	Tracts Included	Resource Count	Integrity	District Potential	Priority Level
3		216 total 63 Contributing 153 Non-contributing	Good to Poor	Yes - intensive survey recommended. Integrity concentrated on Gipsy, Heron, Evergreen.	High
4		144 total 37 Contributing 107 Non-contributing	Good to Poor	Yes - intensive survey recommended. Integrity concentrated along Upland.	High
6	6A, 6B	120 Total 33 Contributing 87 Non-contributing	Good to Poor	Yes - intensive survey recommended.	High
14	14A 14B 14C	90 Total 30 Contributing 60 Non-contributing	Fair to Poor	Recommend intensive survey of all 14, 15, 16 subdivisions.	Moderate
15	15A 15B 15C 15D 15E 15F	126 Total 44 Contributing 82 Non-contributing	Good to Poor	Recommend intensive survey of all 14, 15, 16 subdivisions.	Moderate

Tract No	Tracts Included	Resource Count	Integrity	District Potential	Priority Level
16	16A 16B	64 Total 15 Contributing 47 Non-contributing	Good to Poor	Recommend intensive survey of all 14, 15, 16 subdivisions.	Moderate
25		60 Total 19 Contributing 43 Non-contributing	Good to Poor	Possible district - recommend intensive survey of 25, 26, and 27A, 27C, and 27D	Moderate
26		96 Total 27 Contributing 69 Non-contributing	Fair to Poor	Possible district - recommend intensive survey of 25, 26, and 27A, 27C, and 27D	Moderate
27	27A 27C 27D-1 27D-2 27D-3	308 Total 75 Contributing 233 Non-contributing	Good to Poor	Possible district - recommend intensive survey of 25, 26, and 27A, 27C, and 27D	Moderate
28	28A 28B	116 Total 30 Contributing 86 Non-contributing	Good to Poor	Possible mini-district on Iris Circle - recommend intensive survey.	Low
29	29A 29B 29-2 29-3 29-4	397 Total 90 Contributing 307 Non-contributing	Good to Poor	Possible mini-district on south side of Clarice Avenue - recommend intensive survey. Pockets of integrity along Hobart and Rassler - recommend intensive survey.	Moderate
38A		37 Total 17 Contributing 20 Non-contributing	Fair to Poor	Possible district - recommend intensive survey of Fairwood Circle	Low
40	40A 40B 40C 40D	314 Total 141 Contributing 173 Non-contributing	Good to Poor	Possible district - recommend intensive survey of tracts 40 and 41	Moderate
41	41A 41B 41C	222 Total 93 Contributing 129 Non-contributing	Good to Fair	Possible district - recommend intensive survey of tracts 40 and 41	Moderate
45	45A 45B 45C 45D 45E	173 Total 41 Contributing 132 Non-contributing	Fair to Poor	Possible mini-district along Halifax Avenue and/or Jones Boulevard - recommend intensive survey.	Low





Figure 5.1 Recommended Areas for Intensive Survey Base Map: USGS 7.5' Quadrangle, Las Vegas NW, NV (1984). PLSS: T20N., R.60E, Sec. 25, 26, 35, 36; T20N, R61E, Sec. 31. Datum: NAD 27, UTM Zone 11N.



Figure 5.2 Cliff May Home at 5606 Idle Avenue in Tract 3



Figure 5.3 108 Mallard Street in Tract 4



Figure 5.4 5805 Knight Avenue in Tract 6

Tracts 14, 15, and 16. Platted in 1960 and 1961, these tracts primarily consist of one-story and split-level Ranch houses with a few Pueblo Ranch and Contemporary dwellings built between 1960 and 1962 (Figure 5.5). Common alterations include stucco siding, vinyl windows, replaced doors, and removed or replaced shutters. Resource integrity varies from good to fair. This area is a **moderate priority** for intensive survey.

Tracts 25, 26, and 27. Platted between 1961 and 1963, these tracts primarily consist of one-story and split-level Ranch houses with a few Pueblo Ranch and Contemporary dwellings (Figure 5.6). Common alterations include stucco siding, vinyl windows, replaced doors, and removed or replaced shutters. Resource integrity varies from good to poor. This area is a **moderate priority** for intensive survey.

Tract 28. Platted in 1961 and 1963, Tract 28 exclusively consists of one-story Ranch style houses built on cul-de-sacs in 1962 (Figure 5.7). Alterations include stucco, vinyl windows, replaced doors, and removed or replaced shutters. Integrity ranges from good to poor. Iris Circle demonstrates high levels of integrity and is the only portion of this tract recommended for intensive survey as a potential district. This area is a **low priority** for intensive survey.

Tract 29. Platted between 1962 and 1968, Tract 29 consists of one-story and split-level Ranches and Contemporary houses, plus some Spanish Ranches, two-story Ranches, and two-story Mansards (Figure 5.8). Resources in 29A, 29B, and 29-2 were built in 1963 and 1964, and resources in 29-3 and 29-4 were constructed in 1967 and 1968. Typical alterations include stucco siding, vinyl windows, replaced doors, removed or replaced shutters, and converted garages. Integrity levels vary from good to poor. There are pockets of integrity located on the south side of Clarice Avenue, and also along Hobart and Rassler avenues. As a result, intensive survey of tracts 29A and 29B is recommended. This area is a **low priority** for intensive survey.



Figure 5.5 4416 Alta Drive in Tracts 15C



Figure 5.6 6549 Casada Way in Tract 27C



Figure 5.7 6125 Iris Circle in Tract 28A



Figure 5.8 6229 Hobart Avenue in Tract 29B

Tract 38A. Platted in 1962, Tract 38A has a combination of Contemporary, Ranch, Split-level Ranch, and Pueblo Ranch style resources built between 1962 and 1963 (Figure 5.9). Alterations include stucco siding, vinyl windows, replaced doors, removed or replaced shutters, and garage conversions. Integrity ranges from fair to poor. Fairwood Circle demonstrates good integrity levels and is the only portion of this tract recommended for intensive survey as a potential district. This area is a **low priority** for intensive survey.

Tracts 40 and 41. Platted in 1962, these tracts have a mix of Contemporary, one-story Ranch, Split-level and two-story Ranch, and Pueblo Ranch style resources built in 1962, 1963, and 1966 (Figure 5.10). Typical alterations include stucco siding, vinyl windows, replaced doors, removed or replaced shutters, and converted garages. Resource integrity varies from good to poor. This area is a **moderate priority** for intensive survey.

Tract 45. Platted between 1963 and 1966, this tract primarily consists of one-story Ranches with a handful of split-level and two-story Ranches and one Contemporary resource built in 1963, 1964, and 1967 (Figure 5.11). Common alterations include stucco siding, vinyl windows, replaced doors, removed or replaced shutters, and converted garages. Integrity ranges from fair to poor. Within this tract, Halifax Avenue and Jones Boulevard have district potential and are recommended for intensive survey. This area is a **low priority** for intensive survey.



Figure 5.9 Streetscape of Fairwood Circle in Tract 38A



Figure 5.10 6308 Factor Avenue in Tract 40C



Figure 5.11 5820 Halifax Avenue in Tract 45C

5.2.3 Research Questions for Additional Survey

There are also questions that should be asked in future survey efforts to elucidate the history of this period. For example, the area was developed by a number of large and small development companies, and the homes were built by large and small building companies. Was there competition among the builders and developers? How were the builder-designers influenced in their choice of styles? Were they simply designing buildings to be efficient and affordable? How do these buildings fit into Las Vegas's architectural history? How does the architecture in these middle-class neighborhoods relate to the high-style mid-century homes in the upscale subdivisions? What role does this remarkable growth spurt play in Las Vegas's development and architectural history? And what role did mortgage lending practices (FHA, VA, conventional, etc.) play in the development of these properties?

Demographics and housing discrimination are also of concern when examining any residential development. Charleston Heights primarily catered to the white working-class and middle-class. Is there evidence that developers specifically advertised to this demographic? Was housing discrimination at play, either overtly or covertly? And how does this fit into the larger story of housing in Las Vegas?

5.3 SUMMARY

The Charleston Heights survey area developed in the 1950s and 1960s in response to a demand for housing driven by the postwar economic boom and baby boom, Las Vegas' thriving hospitality and defense industries, and the general development of suburbia in America. This area includes 80 subdivisions developed by speculative developers including Ernest Becker, who either built tract houses in their own designs or sold their lots to speculative builders or individuals. The architectural styles in these neighborhoods are generally mid-century Contemporary and Ranch. Portions of this area are recommended for intensive survey to further investigate potential historic district boundaries.

The neighborhood survey examined 4,253 parcels with buildings constructed between 1954 and 1968. A total of 1,093 resources were assessed as contributing to a potential historic district and 3,160 as non-contributing. The neighborhood includes relatively intact areas that clearly reflect the development and architectural trends at play during the period of significance. Our recommendation is to conduct an intensive-level survey of the areas identified in Section 5.2.2 to determine their eligibility as distinct but related historic districts.

6.0 BIBLIOGRAPHY

Ames, D.L. and L.F. McClelland

2002 *Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places*. National Register Bulletin. National Park Service. Washington, D.C.

Becker, B

2014 *An Interview with Barry W. Becker: An Oral History Conducted by Barbara Tabach*. West Charleston Neighborhoods: An Oral History Project of Ward 1. Oral History Research Center at UNLV, University Libraries, University of Nevada Las Vegas.

Catlett, S.R.

2007 *Farmlands, Forts, and Country Life: The Story of Southwest Denver*. Westcliffe Publishers, Englewood, Colorado.

Cornoyer, D.

2020a The Other Las Vegas Part Two, Jones and Emmons: Modernism for the Masses. Electronic resource, accessed September 27, 2022. <https://docomomo-us.org/news/jones-and-emmons-modernism-for-the-las-vegas-masses>

2020b The Other Las Vegas Part Six: Cliff May's Western Ranchos. Electronic resource, accessed August 4, 2022. <https://docomomo-us.org/news/cliff-mays-western-ranchos>

Folkart, B.A.

1989 Cliff May; Home Designer Perfected the Ranch Style. *Los Angeles Times*, 10/20/1989. Electronic resource, accessed September 9, 2022. <https://www.latimes.com/archives/la-xpm-1989-10-20-mn-80-story.html>.

Fox, J., and R. B. Jeffery

2005 Carport Integrity Policy. Arizona State Historic Preservation Office, Phoenix.

Green, M.S.

2015 *Nevada: A History of the Silver State*. University of Nevada Press, Reno.

Gregory, D.P.

2008 *Cliff May and the Modern Ranch House*. Rizzoli, New York.

Hess, A.

2004 *The Ranch House*. Harry N. Abrams, New York, New York.

2008 A New Architecture for a New City. In *The Morelli House: A Preservation Project of the Junior League of Las Vegas*. The Junior League of Las Vegas, Nevada.

La Mesa Community Development Department

2008 *Historic Landmark Nomination of the Hugh B. and Zula B. Styles House*. Legacy 106. Electronic resource, accessed September 13, 2022. <https://www.legacy106.com/HughBandZulaBStylesH.htm>

Lane, B.M.

2015 *Houses for a New World: Builders and Buyers in American Suburbs, 1945-1965*. Princeton University Press, Princeton, New Jersey.

Luskey Brothers

1956 *Luskey's Las Vegas Criss-Cross City Directory*. On file at the Nevada State Museum, Las Vegas.

1957 *Luskey's Las Vegas Criss-Cross City Directory*. On file at the Nevada State Museum, Las Vegas.

1959 *Luskey's Las Vegas Criss-Cross City Directory*. On file at the Nevada State Museum, Las Vegas.

1966 *Luskey's Las Vegas Criss-Cross City Directory*. On file at the Nevada State Museum, Las Vegas.

1967 *Luskey's Las Vegas Criss-Cross City Directory*. On file at the Nevada State Museum, Las Vegas.

Las Vegas, City of

2007 Historic Properties Preservation Plan Element. Electronic document, <https://files.lasvegasnevada.gov/planning/Historic-Properties-Preservation-Element.pdf>, accessed August 12, 2020.

Las Vegas Review-Journal [LVRJ]

1949 \$3,000,000 Homes Project Eyed for North Las Vegas. Las Vegas, Nevada. 4/3/1949:1.

1950 Westleigh Unit Completion Set for October 15. Las Vegas, Nevada. 8/13/1950:6.

1952a 'Tremendous' Housing Development Planned. Las Vegas, Nevada. 9/12/1952:1.

1952b Order Hearing on Rezoning. Las Vegas, Nevada. 9/26/1952:1

1952c Building to Start Soon on Multi-Million House Project. Las Vegas, Nevada. 9/26/1952:3.

1952d Plan Public Hearing for Proposed Housing Project. Las Vegas, Nevada. 10/24/1952:1.

1952e File Articles of Incorporation with Koontz. Las Vegas, Nevada. 11/25/1952:2.

1953a PSC Will Hear Housing, Water Dispute Here. Las Vegas, Nevada. 3/28/1953:2).

1953b PSC Hearing Scheduled This Morn. Las Vegas, Nevada. 4/1/1953:1).

1953c Charleston Heights, Advertisement. Las Vegas, Nevada. 8/16/1953:5.

1954a Boris Terrace Model Home, Advertisement. Las Vegas, Nevada. 2/21/1954:11.

1954b Charleston Heights, Advertisement. Las Vegas, Nevada. 4/2/1954:39

1954c City Refuses to Buy Park Site. Las Vegas, Nevada. 6/17/1954:11.

1954d Charleston Heights Enters Phase Two of Construction. Las Vegas, Nevada. 7/11/1954:28).

1954e Charleston Heights, Advertisement. Las Vegas, Nevada. 7/25/1954:36.

1954f The Electronic Home, Advertisement. Las Vegas, Nevada. 8/1/1954:39.

1954g Cliff May, Advertisement. Las Vegas, Nevada. 8/18/1954:14.

1954h Cliff May Homes Now Open to Public View Every Day. Las Vegas, Nevada. 8/23/1954:6.

1954i Board Votes Approval on Shop Center. Las Vegas, Nevada. 9/12/1954:24.

1954j Building Permits. Las Vegas, Nevada. 10/10/1954:35.

1954k New Charleston Heights School. Las Vegas, Nevada. 10/27/1954:2.

1954l Charleston Heights Reservoir. Las Vegas, Nevada. 11/24/1954:1.

1955a Cliff May Western Rancho Homes, Advertisement. Las Vegas, Nevada. 1/16/1955:18.

1955b Casual Cliff May Homes Draw Las Vegas Visitors. Las Vegas, Nevada. 1/16/1955:29.

1955c New Tract with Electronic Weathermaker Opening. Las Vegas, Nevada. 1/16/1955:31.

1955d Cliff May Pays Visit to Vegas. Las Vegas, Nevada. 2/14/1955:15.

1955e Dedication of Basic High Set. Las Vegas, Nevada. 2/24/1955.

1955f Dollar for Dollar, Advertisement. Las Vegas, Nevada. 3/6/1955.

1955g May Homes Open Unit. Las Vegas, Nevada. 5/22/1955:42.

1955h Selection of Home Colors Not a Minor Job, Reported. Las Vegas, Nevada. 5/22/1955:43.

1955i Area Developed as a Planned Community Tract. Las Vegas, Nevada. 5/22/1955:44.

- 1955j Desert Roofing Process Is Used in Homes by Cliff May, Las Vegas, Nevada. 5/22/1955:45.
- 1955k Pioneer Vegan Does Painting. Las Vegas, Nevada. 5/22/1955:45.
- 1955l Methodists to Establish Fifth Church in Las Vegas. Las Vegas, Nevada. 6/20/1955:2.
- 1956a City Orders Corrections in Tract. Las Vegas, Nevada. 3/8/1956:1.
- 1956b New Subdivision Opens in Charleston Heights. Las Vegas, Nevada. 4/15/1956:38.
- 1956c New Holiday Houses Attract Large Crowds. Las Vegas, Nevada. 4/22/1956:37.
- 1956d New Church. Las Vegas, Nevada. 5/6/1956:13.
- 1956e Cedar Manors, Advertisement. Las Vegas, Nevada. 5/6/1956:41.
- 1956f Look – Cedar Manors Does It! Advertisement. Las Vegas, Nevada. 6/10/1956:3.
- 1956g FHA Acts on Tract Dwelling Repairs Here. Las Vegas, Nevada. 8/29/1956:9.
- 1956h Cedar Manors, Advertisement. Las Vegas, Nevada. 9/16/1956:9.
- 1956i Church to Change Name and Meeting Place Here. Las Vegas, Nevada. 9/27/1956:3.
- 1956j Operation a Home of Your Own, Advertisement. Las Vegas, Nevada. 9/30/1956:25.
- 1956k Charleston Group Appeals Engineer's Water Decision. Las Vegas, Nevada. 11/18/1956:2.
- 1956l Charleston Estates, Advertisement. Las Vegas, Nevada. 12/16/1956:20.
- 1957a Charleston Estates, Advertisement. Las Vegas, Nevada. 2/17/1957:29.
- 1957b Charleston Estates, Advertisement. Las Vegas, Nevada. 3/31/1957:5.
- 1957c Cedar Manors, Advertisement. Las Vegas, Nevada. 3/31/1957:10.
- 1958a Installation of Phones Reported Nearly Caught Up. Las Vegas, Nevada. 1/5/1958:1.
- 1958b Unit Number Two Charleston Estates, Advertisement. Las Vegas, Nevada. 1/5/1958:18.
- 1958c Groundbreaking Ceremonies. Las Vegas, Nevada. 1/21/1958:6.
- 1958d Water Flight on Private Deal Under Way. Las Vegas, Nevada. 8/27/1958:1.
- 1958e Bus Service for Charleston Hgts Looms Shortly. Las Vegas, Nevada. 11/24/1958:1.
- 1959a Women Form Parish Guild. Las Vegas, Nevada. 2/3/1959:6.
- 1959b Dedication Services Sunday for New Redrock Southern Baptist Church. Las Vegas, Nevada. 3/8/1959:31.
- 1959c \$12 Million LV Housing Tracts Set. Las Vegas, Nevada. 3/23/1959:1.
- 1959d Approve Four Tracts, 400 Homes. Las Vegas, Nevada. 3/25/1959:2.
- 1959e Grand Opening Charleston West, Advertisement. Las Vegas, Nevada. 4/7/1959:24.
- 1959f Las Vegas to Extend Transit to New Areas. Las Vegas, Nevada. 6/14/1959:2.
- 1959g Hill-Top Homes, Advertisement. Las Vegas, Nevada. 10/26/1959:21.
- 1960a New Vegas Keg Lanes. Las Vegas, Nevada. 3/9/1960:35.
- 1960b LV Building Continues to Increase. Las Vegas, Nevada. 4/15/1960:3.
- 1960c Hill-Top Homes, Advertisement. Las Vegas, Nevada. 6/5/1960:14.
- 1960d Sproul Homes, Advertisement. Las Vegas, Nevada. 6/5/1960:25.
- 1960e Sproul Homes, Inc. Join Las Vegas Business. Las Vegas, Nevada. 6/5/1960:29.
- 1960f LV Construction Projects Soar. Las Vegas, Nevada. 7/10/1960:3.
- 1960g Vegas View Homes, Advertisement. Las Vegas, Nevada. 7/17/1960:45.
- 1960h Vegas View Homes, Advertisement. Las Vegas, Nevada. 9/16/1960:29.
- 1960i Move in Charleston Heights, Advertisement. Las Vegas, Nevada. 9/25/1960:15.
- 1960j New Home. Las Vegas, Nevada. 10/2/1960:55.
- 1960k Sproul Homes. Las Vegas, Nevada. 10/2/1960:62.
- 1960l Royal Crest, Inc., Advertisement. Las Vegas, Nevada. 10/17/1960:22.
- 1960m Joint Meet Settles Row on LV Tract. Las Vegas, Nevada. 10/13/1960:3.
- 1960n School Board Plans Addition. Las Vegas, Nevada. 10/28/1960:2.
- 1960o School Board Plans Addition. Las Vegas, Nevada. 10/30/1960:5.
- 1960p Sproul Homes, Advertisement. Las Vegas, Nevada, 10/30/1960:14.

- 1960q Half-Million Dollar 'Parade of Homes' Opens. Las Vegas, Nevada. 11/20/1960:54-58.
- 1960r 'Mandarin' Oriental in Many Ways. Las Vegas, Nevada. 11/20/1960:56.
- 1960s Parade of Homes, Advertisement. Las Vegas, Nevada. 11/24/1960:7.
- 1960t Parade of Homes, Advertisement. Las Vegas, Nevada. 12/4/1960:7.
- 1960u NLV Water Hike Action Postponed. Las Vegas, Nevada. 12/27/1960:2.
- 1961a Mayflower Estates, Advertisement. Las Vegas, Nevada. 3/3/1961:15.
- 1961b More to See, Advertisement. Las Vegas, Nevada. 5/12/1961:7.
- 1961c Planner Suggest Street Name Change. Las Vegas, Nevada. 6/13/1961:2.
- 1961d Survey Here Underway. Las Vegas, Nevada. 7/25/1961:15.
- 1961e Changes in Vegas School Zones Told. Las Vegas, Nevada. 8/20/1961:14.
- 1961f Construction Launched on New Shopping Center. Las Vegas, Nevada. 9/26/1961:11.
- 1961g Sproul Homes, Advertisement. Las Vegas, Nevada. 10/15/1961:57.
- 1961h Site for New Homes. Las Vegas, Nevada. 11/6/1961:3.
- 1961i Protest Set on Nursery in Heights. Las Vegas, Nevada. 11/8/1961:2.
- 1961j Protests Bury Nursery Project Nearby School. Las Vegas, Nevada. 11/24/1961:17.
- 1961k Built-In Elegance, Advertisement. Las Vegas, Nevada. 11/18/1961:5.
- 1961l Family Living, Advertisement. Las Vegas, Nevada. 12/18/1961:22.
- 1961m Sproul Presents, Advertisement. Las Vegas, Nevada. 12/31/1961:32.
- 1962 Sproul Homes to Open New \$7 Million Addition, Saturday. Las Vegas, Nevada. 3/29/1962:17.
- 1963a Comanche. Las Vegas, Nevada. 1/13/1963:67.
- 1963b \$7 Million Development by Sproul. Las Vegas, Nevada. 1/13/1963:68.
- 1963c Sioux. Las Vegas, Nevada. 1/13/1963:69.
- 1963d Shoshone. Las Vegas, Nevada. 1/13/1963:68.
- 1963e Homes Boast Rare Features in Price Range. Las Vegas, Nevada. 2/10/1963:77.
- 1963f Now Renting, Advertisement. Las Vegas, Nevada. 2/16/1963:40.
- 1963g LV Zone Bid Accord Reached. Las Vegas, Nevada. 2/17/1963:4.
- 1963h 10-Day Gala Opening. Las Vegas, Nevada. 2/17/1963:54.
- 1963i Olympian Gardens, Advertisement. Las Vegas, Nevada. 3/30/1963:78.
- 1963j LDS Holding Benefit Sale. Las Vegas, Nevada. 4/17/1963:7.
- 1963k Luxury in Charleston Heights by Sproul Homes, Advertisement. Las Vegas, Nevada. 5/25/1963:20.
- 1963l Double Values – Sproul Homes, Advertisement. Las Vegas, Nevada. 5/26/1963:24.
- 1963m Newest Keg Palace. Las Vegas, Nevada. 8/8/1963:27.
- 1963n Homeowners Protesting Construction. Las Vegas, Nevada. 11/13/1963:2.
- 1963o New 'Safeway' Opens Its Doors. Las Vegas, Nevada. 12/5/1963:40.
- 1963p Luxury Addresses That Have Everything, Advertisement. Las Vegas, Nevada. 12/9/1963:26.
- 1963q A Treasure Lode of Congratulations, Advertisement. Las Vegas, Nevada. 12/10/1963:15.
- 1963r Church Group Will Install New Officers. Las Vegas, Nevada. 12/20/1963:6.
- 1964a Catholic Church Establishes New Parish for Las Vegas. Las Vegas, Nevada. 3/1/1964:24.
- 1964b LV Planning Teen Center. Las Vegas, Nevada. 3/13/1964:1.
- 1964c PTA Corner. Las Vegas, Nevada. 3/29/1964:10.
- 1964d Teen Center Land OK'd. Las Vegas, Nevada. 5/7/1964:1.
- 1964e School Named for Pittman. Las Vegas, Nevada. 6/30/1964:9.
- 1964f Sears Announces the Grand Opening. Las Vegas, Nevada. 7/14/1964:5.
- 1964g Come Up To Charleston Heights, Advertisement. Las Vegas, Nevada. 7/26/1964:53.
- 1964h School Called 'Concentration Camp.' Las Vegas, Nevada. 9/4/1964:1.
- 1964i Grand Opening Celebration, Advertisement. Las Vegas, Nevada. 9/17/1964:22.

- 1964j Charleston Estates, Advertisement. Las Vegas, Nevada. 9/20/1964:42.
- 1964k Grand Opening Celebration, Advertisement. Las Vegas, Nevada. 9/20/1964:44.
- 1964l 10 School Names Chosen. Las Vegas, Nevada. 10/11/1964:15.
- 1964m Christ Lutheran Church, Advertisement. Las Vegas, Nevada. 10/18/1964:48.
- 1964n Legal Notices. Las Vegas, Nevada. 12/2/1964:10.
- 1965a How Close Can You Get, Advertisement. Las Vegas, Nevada. 7/17/1965:16.
- 1966a Teen Center Set for Opening. Las Vegas, Nevada. 4/17/1966:38.
- 1966b Charleston West Shopping Center, Advertisement. Las Vegas, Nevada. 6/23/1966:36.
- 1968a Only 11 Homes Left, Advertisement. Las Vegas, Nevada. 8/10/1968:35.
- 1968b Garside Pool Plans Go Forward. Las Vegas, Nevada. 11/26/1968:5
- 1970 New Homes Being Built by Becker. Las Vegas, Nevada. 5/3/1970:72.
- 1971a Reed Whipple Honored by Mayor, Commissioners. Las Vegas, Nevada. 2/17/1971:3.
- 1971b Becker Built Homes, Advertisement. Las Vegas, Nevada. 7/25/1971:1A.
- 1971c ML Enterprises Plans Set. Las Vegas, Nevada. 11/14/1971:43-45.
- 1971d Grand Opening, ML Homes, Advertisement. Las Vegas, Nevada. 12/11/1971:13.
- 1973a Las Casitas West Coming to Forefront. Las Vegas, Nevada. 4/29/1973:4A.
- 1973b M.L. Firm Explains Philosophy. Las Vegas, Nevada. 6/17/1973:4A.
- 1975 National Tax, Advertisement. Las Vegas, Nevada. 2/26/1975:17.
- 1976 Check This Map, Advertisement. Las Vegas, Nevada. 1/25/1976:52.
- 1977 Becker Now Offering Planned Community. Las Vegas, Nevada. 3/13/1977:8A.
- 1981 There's Something Special about a Sproul Home, Advertisement. Las Vegas, Nevada. 7/12/1981:26K.
- 1984 Nevada Homebuilder Named to Housing Hall of Fame. Las Vegas, Nevada. 2/19/1984:17K.
- 1985a Expanding. Las Vegas, Nevada. 2/3/1985:4J.
- 1985b Developer Ernie Becker Helped Build Las Vegas. Las Vegas, Nevada. 8/11/1985:93-94.
- 1985c Builders Take Turns at Association Helm. Las Vegas, Nevada. 7/28/1985:92.
- 1987 Mel Schroeder, Obituary. Las Vegas, Nevada. 1/22/1987:11.
- 1999a Ernest Becker: Taking the Valley to New Heights. Las Vegas, Nevada. 5/2/1999:37-40.
- 1999b Ernest Becker, Obituary. Las Vegas, Nevada. Electronic resource. <https://www.reviewjournal.com/news/ernestbecker/>
- 2003 Schools. Las Vegas, Nevada. 2/17/2003:8B.
- 2014 OK, Everybody into the Pools. Las Vegas, Nevada. 7/10/2014:2E.

Las Vegas Sun [LVS]

- 1955 Second Generation Gets National Recognition. Las Vegas, Nevada. 5/22/1955:43.
- 1960a Three-Bedroom 'Flamingo' Built by Miranti Firm. Las Vegas, Nevada. 11/20/1960:55.
- 1960b 'Cree' Offers Many Top Features. Las Vegas, Nevada. 11/20/1960:55.
- 1960c Split-Level Plan Built by Sproul. Las Vegas, Nevada. 11/20/1960:55.
- 1960d 'Puritan' Fine Example of Outstanding Small Home. Las Vegas, Nevada. 11/20/1960:55.
- 1963a LV Home Developers Eye 11-Year History. Las Vegas, Nevada. 3/17/1963:25.
- 1963b Vista del Cerro, Advertisement. Las Vegas, Nevada. 10/27/1963:60.
- 1964a Sprouse-Reitz Grand Opening, Advertisement. Las Vegas, Nevada. 2/6/1964:6.
- 1965 Parade of Progress. Las Vegas, Nevada. 1/24/1965:24.
- 1968a Parade of Progress. Las Vegas, Nevada. 4/7/1968:40.
- 1968b Attractive Cul-de-Sac. Las Vegas, Nevada. 5/19/1968:38.
- 1968c Kaercher Expands Insurance Lines. Las Vegas, Nevada. 10/7/1968:22.
- 1970a Becker Built Homes Open New Models Today. Las Vegas, Nevada. 1/11/1970:36.

- 1970b In the Dark They're All the Same, Advertisement. Las Vegas, Nevada. 5/10/1970:26.
- 1972 Becker Enterprises Housing Patterns Sell. Las Vegas, Nevada. 11/12/1972:12A.
- 1973 Villa Tierra Verde 'Early Bird.' Las Vegas Nevada. 10/28/1973:6A.
- 1975 Becker a Guiding Force of Growth. Las Vegas, Nevada. 8/30/1975:80.
- 1977 Local Realtor Is President. Las Vegas, Nevada. 10/16/1977:77.
- 1992 A Town within a Town. Las Vegas, Nevada. 2/24/1992:1E-4E.
- 1999 Charleston Heights Developer Becker Dies. Las Vegas, Nevada. 6/22/1999. Electronic resource. <https://lasvegassun.com/news/1999/jun/22/charleston-heights-developer-becker-dies/>
- 2006 Looking in on City Hall. Las Vegas, Nevada. 2/28/2006:7.

McAlester, V., and L. McAlester

- 1985 *A Field Guide to American Houses*. Alfred A. Knopf, New York, New York.
- 2013 *A Field Guide to American Houses*. Alfred A. Knopf, New York, New York.

McCoy, E.

- 1977 *Case Study Houses: 1945-1962*. Second Edition. Hennessey and Ingalls, Santa Monica, California.

Moehring, E. P.

- 2000 *Resort City in the Sunbelt: Las Vegas 1930-2000*. University of Nevada Press, Reno.

Moehring, E. P., and M. S. Green

- 2005 *Las Vegas: A Centennial History*. University of Nevada Press, Reno.

Mooney, C.

- 2002 *John S. Park Historic District, Las Vegas, Clark County, Nevada*. National Register of Historic Places Nomination. On file at the State Historic Preservation Office, Carson City, Nevada.
- 2003 *Biltmore Homes Historic Resource Survey and Inventory*. Prepared for City of Las Vegas Development Services Center and Historic Preservation Commission.

National Park Service

- 1995 *How to Apply the National Register Criteria for Evaluation*. National Register Bulletin 15. Washington, D.C.

Parker, P.

- 1985 *Guidelines for Local Surveys: A Basis for Preservation Planning*. National Register Bulletin 24. National Park Service. Washington, D.C.

Palm Springs Desert Sun [PSDS]

- 1958 First Sky Room in California Desert Area's History Is Planned as Part of Bermuda Dunes Country Club Project. Palm Springs, California. 7/29/1958:2.

Paul, S.

- 1967 *Apartments: Their Design and Development*. Reinhold Publishing Company, New York.

Przybys, J.

2013 Members at Trinity Church Celebrate 50 Years of Service. *Las Vegas Review-Journal*. Las Vegas, Nevada. 9/27/2013.

University of Nevada, Las Vegas [UNLV]

n.d. History of Nuwuvi People. Electronic resource, accessed May 16, 2023. <https://www.unlv.edu/about/statements-compliance/land-acknowledgement/nuwuvi>

Weinstein, D.

n.d. Cliff May's 'Hacienda Modern.' Eichler Network. Electronic resource, accessed September 13, 2022. <https://www.eichlernetwork.com/article/cliff-mays-hacienda-modern?page=0,0>

White, W. G., R. M. James, and R. Bernstein (editors)

1991 *Nevada Comprehensive Preservation Plan*. 2nd ed. Nevada Division of Historic Preservation and Archaeology, Carson City, and Nevada Historical Society, Department of Museums and History, Reno.

