

## **A Home of One's Own: Postwar Residential Development in Rapid City, 1945-1972**

Across the nation and in Rapid City, the shortage of housing made headlines after World War II. Through the Great Depression and the war, many Americans had postponed building new homes. First, the sagging economy made it impossible for many families to afford homes. Then, during the war, shortages of supplies and building materials made construction difficult. Immediately after the war, many Americans got their finances in order and waited for supplies, labor, and services to catch up with demand. During this nearly 20-year lag in homebuilding, new federal programs and policies, launched first under President Herbert Hoover and then expanded during the tenure of President Franklin Roosevelt, revolutionized the process of mortgage finance. At the end of the war, loans written by savings and loan companies and banks, backed by the Federal Housing Administration (FHA) and the Veteran's Administration (VA), made homeownership accessible to millions of American households.

These programs and the prosperity they delivered were not distributed equally throughout the American populace. Race and economic status often determined who benefited from these federal programs and who did not. In Rapid City, for example, housing discrimination against Native Americans and African Americans was documented in the press and by the South Dakota Advisory Committee to the US Commission on Civil Rights in the 1950s and 1960s.<sup>193</sup> These conditions did not improve until the 1970s when new fair housing initiatives pushed back against discrimination. (See essays on Indigenous Presence and Diverse Rapid City.)

### A Revolution in Home Construction

Prior to World War II, most single-family residences in Rapid City and the US were constructed for individual customers by builders who erected homes one at a time. On the eve of the war, however, many people predicted a revolution in home construction. A banner front-page headline in the *Rapid City Journal* on March 15, 1941, for example, suggested "Low-Priced Home Now An Established Building Fact." The paper featured an image of the Hillcrest Terrace development behind the high school and claimed it was "the largest private housing job in the country." The article also pointed to new developments in the area between Baken Park and Canyon Lake. Lumber dealers in the city, however,

---

<sup>193</sup> See, for example, "Discrimination Noted in R.C.," *Sioux Falls Argus-Leader*, February 17, 1959 and "Discrimination? Against Indians Aired in State," *Deadwood Pioneer-Times*, May 8, 1959. Also, South Dakota Advisory Committee to the United States Commission on Civil Rights, *Negro Airmen in a Northern Community: Discrimination in Rapid City, South Dakota* (Pierre: South Dakota Advisory Committee to the United States Commission on Civil Rights, 1963), cited in Cultural Resource Analysts, "Modern Residential Architecture in South Dakota, 1950-1975: A Thematic Context Study," August 2017, prepared for the South Dakota State Historical Society, 86–87.

dismissed the idea of a radical change in the homebuilding industry. They soon changed their minds.<sup>194</sup>

After the war, a new generation of builders, appropriating techniques for factory-style production, dominated homebuilding in America's largest metropolitan regions, including Rapid City.<sup>195</sup> In Rapid City local builders leveraged these techniques to create new neighborhoods as early as 1946 when the Robbins and Stearns Lumber Company began construction on 28 new homes on Franklin Street, just east of Fifth Street. The following year, the company's former manager, Cecil Urban, founded Private Homes Inc. and began building 50 new houses along St. Andrews and St. Patrick Streets between Fifth and Third streets.<sup>196</sup> Using "mass production methods," the company offered four basic designs with ten exterior variations. Most of the homes had two bedrooms, a living room, a kitchen and a bath and were offered via a rent-to-buy program with priority given to veterans.<sup>197</sup>

While Private Homes and Robbins and Stearns led the first building boom, smaller developers also jumped into the market. The L&L company, launched by C.W. Laws and J.A. Lamper, built five homes on Fifth Street and St. Andrew. Using steel frames and walls and partitions made of fabricated panels, the Knecht Lumber company also built a series of houses on St. Patrick Street. As the market exploded, even Al Costello's Highland Beverage company erected a series of homes along Rapid Creek near the fairgrounds, and Rushmore Life Underwriters broke ground on a 12-unit project in the Canyon Lake district.<sup>198</sup> In the immediate postwar years, new residential construction focused south and north of downtown and in the West Chicago area, with some development in the Canyon Lake neighborhood as well in the first decade after the war. In 1952, the Signal Heights Corporation began construction of 200 rental units on the top of Reservoir Hill.<sup>199</sup>

High volume builders played a major role in residential construction over the next 10 to 15 years. Of the 5,672 single-family residences erected between 1950 and 1964, for example, nearly a quarter were built by one company—Private Homes, Inc.<sup>200</sup> Other major builders included Robbins & Stearns; Marcoe Construction; Gale Goodwin; Walter Quinn Construction; Lee Arnold Construction; Martin Hoefler Construction (700 units; 12.1

---

<sup>194</sup> "New Air View of City's Largest Housing Project," *Rapid City Journal*, March 15, 1941, 1.

<sup>195</sup> Cultural Resource Analysts, "Modern Residential Architecture in South Dakota," 101-102.

<sup>196</sup> "Cecil Urban," *Rapid City Journal*, November 9, 1995, 14. See also, "Hundreds of New Homes Easing Housing Problem in Rapid City," *Rapid City Journal*, September 11, 1947, 11. On Private Homes founding in January 1947 by Charles N. Keown and Cecil Urban, see picture and caption, *Rapid City Journal*, September 16, 1956, 38.

<sup>197</sup> "50 New Houses Planned By Company Here," *Rapid City Journal*, March 15, 1947, 4. See also, "Hundreds of New Homes Easing Housing Problem in Rapid City," *Rapid City Journal*, September 11, 1947, 11.

<sup>198</sup> "Hundreds of New Homes Easing Housing Problem in Rapid City."

<sup>199</sup> "Temporary School Buildings Studied for Southeast Area," *Rapid City Journal*, April 4, 1952, 12. The builder Sheldon Reese, president of Acme Construction Company, was sued by the project's architect, Ursa L. Freed (147 East Franklin Street) who asserted that he was never paid for his work. "Architect Sues Acme for \$12,804," *Rapid City Journal*, April 13, 1953, 3.

<sup>200</sup> Cultural Resource Analysts, "Modern Residential Architecture in South Dakota," 101.

percent of total construction in the period; *Midwestern Homes*; *Myhren's Cashway*; and *RECO Master Craft* (450 units; 8 percent).<sup>201</sup>

Tract home developers took advantage of new materials and new standardized, pre-fabricated building materials. They also relied on methods of construction that had been invented or refined during the war to bring mass-production techniques to homebuilding. Extruded aluminum, pre-formed concrete blocks, pre-cut plywood sheets, fiberboard, and tempered glass products all lowered costs, accelerated the speed of construction, and created opportunities for new home designs. Utilizing these products and systems, builders could reduce construction time and the cost per square foot for construction to meet the demand for homes.<sup>202</sup>

### Matters of Design

When they were involved in the development of these new communities, architects created a limited set of plans that the builder would mix in a particular development. Most of these new homes were very modest. In 1954, the average new home was 1,080 square feet.<sup>203</sup> They included few design amenities. For families with more resources, however, the influence of national design ideas was substantial. In 1954, for example, *Better Homes & Gardens* launched its "Home for All America" campaign, promoting ranch house architecture as a concept that could be adapted for various climates and reflected the character of "modern" life with large windows and easy access to the outdoors. The following year, the magazine introduced its "Idea Home" as a template for builders, who constructed models based on the plan all across the country, including South Dakota. In Rapid City, builder Dallas Smith constructed an Idea Home in the Strathavon Addition. More than 10,000 people toured the home in the late summer of 1956, including home economics classes from Rapid City High School who traversed its linoleum floors and marveled at the wonderful, modern kitchen.<sup>204</sup>

In the immediate postwar years, affordable homes came with few amenities. By the mid-1950s, however, carports and even garages were added by builders to meet the demand of middle class families and their automobiles. The idealization of the rustic or western way of life was reflected in antique brick fireplaces and stained pine walls or beams. Larger homes featured split-level floor plans to separate entertaining from the privacy of the

---

<sup>201</sup> This study refers to these builders as merchant builders, borrowing terminology from Marc Weiss, *The Rise of the Community Builders: The American Real Estate Industry and Urban Land Planning* (New York: Columbia University Press, 1987). It should be noted, however, that these projects were much smaller than the typical merchant builder in major metropolitan areas, diminishing opportunities for economies of scale in construction and finance. As the authors point out, in Sioux Falls and Rapid City, "the homebuilding industry was more complicated in its reliance on a variety of players," and South Dakota had the "fourth lowest number of merchant builders in the country." See Cultural Resource Analysts, "Modern Residential Architecture in South Dakota," 101-102.

<sup>202</sup> Eric John Abrahamson, "One After Another: Building Homes and Making Loans," in Jocelyn Gibbs and Nicholas Olsberg, *Carefree California: Cliff May and the Romance of the Ranch House* (New York: Rizzoli International Publications, 2012), 193-203.

<sup>203</sup> Cultural Resource Analysts, "Modern Residential Architecture in South Dakota," 22.

<sup>204</sup> *Rapid City Journal*, September 16, 1956, 29.

bedrooms. But in 1959, in the middle of the Cold War, amenities could also include fallout shelters as well.<sup>205</sup> As the children of the baby boom aged, families looked for finished basements or recreation rooms as well.<sup>206</sup>

### Planning Challenges

While many of these new developments were within the city's limits, others were built beyond the city's incorporated borders. A great deal of this new construction was unplanned and uncontrolled. "Hundreds of homes were constructed in the Canyon Lake area, for example, "without benefit of adequate street design, proper grading, sewers, or virtually any controls," according to one newspaper publisher in July 1947. As a result, he said, water contamination in Canyon Lake had become so bad that airmen stationed at the Rapid City Army Air Base were told not to swim there.<sup>207</sup>

To tackle these planning issues, the city annexed the Canyon Lake area that fall, as well as the Greenacres subdivision to meet the demand for city services and provide for the health and safety of these rapidly expanding new suburbs.<sup>208</sup> It also established a new planning and zoning committee to coordinate development in a way that would protect residential areas and provide for industrial and commercial development.<sup>209</sup> In 1948, the city contracted with the A.C. Godward Company of Minneapolis to develop the city's first comprehensive plan.<sup>210</sup> When it was delivered, *Rapid City Journal* editorial writers exclaimed that "Rapid Citians of 1999 Should Appreciate Today's Planners" and predicted the document would lead to the development of a "beautiful, well-planned metropolis" by the end of the century.<sup>211</sup> Indeed, with Godward's plan, the city improved streets, revised its zoning ordinances, and began developing Sioux Park.<sup>212</sup> An effort to win voter approval for the creation of a statutory planning commission in 1952, however, failed with 81.5 percent voting against the measure.<sup>213</sup>

Water, sewer, and roads, meanwhile, remained a basic necessity. As the city expanded, new infrastructure for water (particularly after the Pactola Reservoir was

---

<sup>205</sup> "Development Home with Fallout Shelters to Open," *Rapid City Journal*, August 23, 1959, 17. This article profiles a new tract development in Denver where fallout shelters were included. At least one house in Rapid City built on Clark Street during this time period was equipped with a fallout shelter. See also, "First Two of 100 Family Fallout Shelters Opened," *Rapid City Journal*, February 9, 1960, 9.

<sup>206</sup> "Homes for Americans," *Rapid City Journal*, May 19, 1963, 16.

<sup>207</sup> "Thru the Hills," Warren Morrell, *Rapid City Journal*, July 22, 1947, 6.

<sup>208</sup> "Assessor Explains Taxes for New Residents Again," *Rapid City Journal*, November 4, 1947, 4. A number of residents of the Canyon Lake area were not happy about the city's annexation. They sued the city, but the court upheld the city's action. "Taxation and Services Included in Study of Annexation Possibilities," *Rapid City Journal*, February 12, 1963, 3.

<sup>209</sup> Brad Slack, "Planning Committee Must Study Sites for Erection of Multiple-Dwelling Units," *Rapid City Journal*, November 23, 1949, 4.

<sup>210</sup> "City Solons Study Zoning Proposals," *Rapid City Journal*, February 19, 1950, 18. See also, "Planning Engineer Finishes City Study," *Rapid City Journal*, November 27, 1948, 4.

<sup>211</sup> "Rapid Citians of 1999 Should Appreciate Today's Planners," *Rapid City Journal*, December 9, 1949, 9.

<sup>212</sup> "City Planner Applauds Civic Cooperation Here," *Rapid City Journal*, March 28, 1950, 3.

<sup>213</sup> Bob Fell, "Plan Commission To Be Voted On Again," *Rapid City Journal*, March 9, 1969, 1.

completed in 1956) and sewers allowed postwar neighborhoods to continue to grow.<sup>214</sup> The completion of Interstate 90 to the north also spurred residential and commercial construction between downtown and the interstate.<sup>215</sup>

Developers frequently preferred what would later be called “greenfield” development in areas outside the incorporated limits of the city. There, they were not subject to the city’s zoning ordinances and building codes. Once homeowners moved in, many pressed for annexation to receive city services. In the spring of 1958, a frustrated city planning engineer named Douglas VanEykeboach told members of Rotary Club that there were more than 2,200 acres of vacant land in the city limits that should be developed first before the city agreed to extend water and sewer services to areas proposed for annexation.<sup>216</sup>

Battles over infrastructure and development standards also reflected the tension between builders’ efforts to keep costs low and the city’s desire to avoid future remediation costs for substandard infrastructure. In 1962, for example, Mayor Bill Raff vetoed the Rapid City Common Council’s decision to allow the developer of a 200-unit low-cost housing development northeast of the city to finish his development with gravel, rather than hard surface, streets. “If street standards are good for wage earners,” the mayor said, “they are also good for large building development corporations.”<sup>217</sup>

### Further Expansion

In the early 1950s, private builders expanded the city in every direction. Private Homes continued to build affordable single-family homes south of St. Patrick, erecting 184 units for sale or to rent in 1952 alone. The company boasted that it built more than 100 homes a year between 1945 and 1954.<sup>218</sup> The biggest building boom, however, came in the middle of the decade. In 1954, 175 acres were platted for new housing developments.<sup>219</sup> Marcoe Brothers developed a series of affordable homes in the Meadowood addition in the South Canyon area in 1954, while Quinn Construction began work on the Canyon View Subdivision near Horace Mann School, which was destined to include 169 new homes. Meanwhile, builder Gale Goodwin launched two developments—Palo Verde Heights above West Boulevard, and a development in the Brookside Addition on the west side of town.<sup>220</sup>

---

<sup>214</sup> Cultural Resource Analysts, “Modern Residential Architecture in South Dakota,” 34.

<sup>215</sup> See the map “Rapid City, SD, 1950-1975, Residential Development,” in Cultural Resource Analysts, “Modern Residential Architecture in South Dakota,” 65.

<sup>216</sup> “Planning Commission Goals Told To Rotary,” *Rapid City Journal*, April 24, 1958, 3.

<sup>217</sup> “Raff Vetoes Council Action on Housing, Cites Reasons,” *Rapid City Journal*, May 11, 1962, 3. Eventually, this project was approved. Jack Simpson, “Confidence in City’s Future Exemplified By Continued High Construction Progress,” *Rapid City Journal*, December 31, 1962, 3.

<sup>218</sup> “Temporary School Buildings Studied for Southeast Area,” *Rapid City Journal*, April 4, 1952, 12. See also, “No Lag in Rapid City’s Homebuilding Industry,” *Rapid City Journal*, July 11, 1954, 16.

<sup>219</sup> “We Have Made Great Strides But Still Have Far To Go,” *Rapid City Journal*, January 3, 1955, 9.

<sup>220</sup> “No Lag in Rapid City’s Homebuilding Industry,” *Rapid City Journal*, July 11, 1954, 16.

Altogether, these efforts set a record for single-family home construction in the city and served the city's growing population, which was estimated at 35,000 by January 1955.<sup>221</sup> After builders added an estimated 650 new homes the following year, developer Martin Hoefer observed that on a per capita basis, the pace of Rapid City's construction of new houses was among the fastest in the nation.<sup>222</sup>

The rate of population growth in Rapid City, however, began to fall in the late 1950s. It declined from 67.5 percent in the 1950s to 3.4 percent in the 1960s. Despite this decline, some new development continued south of Canyon Lake Dam and up onto the ridges. New homes were also built on the north side with the creation of the Sioux Addition in 1954. As this predominately Native neighborhood grew, residents lobbied local and federal officials to support an expansion that came to be known as Lakota Homes, which opened with FHA assistance in 1969.<sup>223</sup>

### More Planning Challenges

By the early 1960s, the city's population growth continued to be focused on the eastern side of the city. The 1960 Census showed that 32,401 people lived east of the hogback that divided the city; 9,246 lived to the west.<sup>224</sup> In 1961, Martin Hoefer filed a master plan for the 40-acre Parkhill subdivision on the south side of town.<sup>225</sup> The following year, developer Glenn Marcoe began a 400-home development in the Northern Heights subdivision just south of Interstate 90 along West Boulevard North.<sup>226</sup>

This growth prompted concerns. In 1959, a national leader in the field of urban planning visited Rapid City and told nearly 600 members of the Chamber of Commerce that the city desperately needed an updated master plan to eliminate blight, promote the development of infrastructure and community facilities, and improve transportation.<sup>227</sup> Following up on this admonition, in 1961 the city applied for and was chosen as one of five cities in the country by the US Chamber of Commerce for its Community Development Action study.<sup>228</sup> The project entailed a citywide self-study. It quickly ran into problems because of its complexity. The study did, however, revive efforts to create a statutory planning commission with legal powers to implement a master plan for the city and a three-

---

<sup>221</sup> "Fatalities, Fires, Movies And Building Feature 1954," *Rapid City Journal*, January 2, 1955, 4. See also, "We Have Made Great Strides But Still Have Far To Go," *Rapid City Journal*, January 3, 1955, 9.

<sup>222</sup> With sites platted for 300 new 1,000-square foot homes in his Knollwood Heights development, Hoefer was among the leaders in the industry. "Hoefer Ranks City High in Home Building," *Rapid City Journal*, September 16, 1956, 33.

<sup>223</sup> Population data from Cultural Resource Analysts, "Modern Residential Architecture in South Dakota," 36.

<sup>224</sup> "High School Location Is Questioned," *Rapid City Journal*, December 19, 1961, 13.

<sup>225</sup> Harry Marshall Elected By City Planning Commission," *Rapid City Journal*, August 2, 1961, 4.

<sup>226</sup> Jack Simpson, "Confidence in City's Future Exemplified By Continued High Construction Progress," *Rapid City Journal*, December 31, 1962, 3.

<sup>227</sup> "Chamber Hears Problems of Growth," *Rapid City Journal*, October 23, 1959, 1.

<sup>228</sup> "City is One of Five in Nation Chosen for Development Study," *Rapid City Journal*, April 25, 1961, 3.

mile contiguous area.<sup>229</sup> In April 1962, voters in the city were once again asked to approve this move, but once again the measure failed. This time, however, supporters were able to garner 47.4 percent of the vote.<sup>230</sup>

In 1964, the city hired Wilbur Smith & Associates to create a planning study. The consultants' report noted that a third of the developed land in Rapid City was devoted to residential use. Eight out of ten housing units were single-family homes. Streets accounted for 36.4 percent of the developed land. Meanwhile, 47.3 percent of the city's total area, or 5,352 acres, remained undeveloped. A large percentage of this undeveloped area was on the hogback ridge where steep slopes posed challenges to construction. Some of this land, along with parks accounted for the roughly 11 percent of the developed area of the city that was devoted to recreational use and open space.

The Smith report and a study of the downtown area conducted in 1968 by Hodne Associates, Inc. in Minneapolis set the stage for urban renewal. Some of the consultants' recommendations, including the zoning ordinance, were adopted by the Rapid City Common Council. But the need for comprehensive planning was clear to many people in city government. In 1969, the council brought the issue back to the voters, and this time they approved it, setting the stage for a series of urban renewal efforts that led up to the eve of the flood.

#### Trailer Parks and Affordability

As the city wrestled with long-range planning issues, the development of new housing slowed considerably in the late 1960s along with the pace of population growth. In 1970, the *Rapid City Journal* featured the 15-unit Paradise Valley development off Nemo Road in the South Canyon area calling it “one of the larger housing developments built in several years.” This was a far cry from the hundreds of new homes built annually in the heyday of the building boom in the 1950s.<sup>231</sup>

In the late 1960s, as affordability became a larger issue for many working families and prefabricated or mobile homes became increasingly popular in Rapid City. Local manufacturers like New Moon Homes and Rushmore Homes (established in 1956), as well as Champion Home Builder Company and Rapid Travelers (established in 1958) fabricated for the local market as well as for distribution to other parts of the US.<sup>232</sup> In some cases, trailer parks were also developed to meet an immediate demand for housing. The Boeing Company, for example, funded the Northern Heights Mobile Park in the early 1960s to

---

<sup>229</sup> “Action Study Here To Get Shot in Arm,” *Rapid City Journal*, September 19, 1961, 4. See also, “CDA Committee Says Statutory Planning Commission Necessary,” *Rapid City Journal*, December 15, 1961, 3.

<sup>230</sup> Bob Fell, “Plan Commission To Be Voted On Again,” *Rapid City Journal*, March 9, 1969, 1.

<sup>231</sup> “One of the City's Larger Housing Developments,” *Rapid City Journal*, February 27, 1970, 27.

<sup>232</sup> Cultural Resource Analysts, “Modern Residential Architecture in South Dakota,” 117.

house workers associated with the Minutemen II Intercontinental Ballistic Missile Launch Facility.<sup>233</sup>

The real growth of the prefabricated home market, however, depended on access to credit and insurance. As new modular concepts were introduced, manufactured homes took on qualities that made them seem more like conventional real estate. Units produced by Rushmore Homes and Kenwood Homes, for example, provided up to 1,450-square feet of living space and often came with a one-car garage. Installed over a full basement and attached to a foundation, these units were treated as “real estate” by lenders and insurance companies, particularly after changes in federal regulations allowed thrifts to make federally-insured loans on these units.<sup>234</sup>

The growth of trailer parks and the decline in demand for stick-built new construction in the late 1960s raised concerns among the city’s business leaders. As demand for new housing faltered, so did investments in maintenance, especially in properties serving low-income families who were increasingly priced out of homeownership by increases in land and construction costs.

In 1969, civic leaders pushed plans forward for a major new urban renewal project, which they hoped would qualify for federal funding. Studies had shown that there were 2,300 sub-standard housing units in Rapid City. In July, the Rapid City Housing and Development Commission was established to focus on “the removal of blighted areas, and the development or replacement of sub-standard housing.” The common council hoped that the commission would develop a plan that would be funded by the federal Department of Housing and Urban Development (HUD) to develop low-cost housing and parks, especially along Rapid Creek<sup>235</sup> Over the next two and a half years, these plans would slowly take shape.

### The Flood and the Future

The Rapid City community explored new opportunities to revitalize its core and improve the quality of housing in the early 1970s. But it was a natural disaster that would spark a new wave of construction and land use in Rapid City. In June 1972, an historic flood ripped through the downtown core, killing hundreds of residents and tearing up homes and businesses along its path. Over the course of several years, with a massive infusion of federal, state, and charitable dollars, Rapid City would undergo a slow recovery effort that reformulated the downtown core, removed homes, and created additional pressure on a community that would continue to grow into the 1980s and beyond. As Rapid City approaches the 50<sup>th</sup> anniversary of the flood, the RCHPC is well-positioned to explore ways

---

<sup>233</sup> Christina Slattery, Mary Ebling, Erin Pogany, and Amy R. Squitieri, *Minuteman Missile National Historic Site, South Dakota* (Omaha: Mead & Hunt, Inc., 2003). See also, Rapid City Journal, Rapid City Market Guide and Business Survey, 1963, 7. Both cited in Cultural Resource Analysts, “Modern Residential Architecture in South Dakota,” 118.

<sup>234</sup> Cultural Resource Analysts, “Modern Residential Architecture in South Dakota, 1950-1975,” 64.

<sup>235</sup> Paul Cross, “Housing Board Set to Study Blighted Areas,” *Rapid City Journal*, October 16, 1969, 1.



to document and commemorate the largest boom in residential construction in the community's history.

### Note on Sources:

In recent years, the South Dakota State Historic Preservation Office has begun to focus on documenting the postwar era. In 2007, SHPO commissioned a study of “Post-World War II Architecture in South Dakota” by Michelle L. Dennis.<sup>236</sup> This report provided a much-needed overview of the history of the era, its dominant architectural trends, and a preliminary guide to assessing the condition and importance of historical resources from the era. Dennis’ report was followed ten years later by a study of “Modern Residential Architecture in South Dakota, 1950-1975” completed by Cultural Resource Analysts. This report provides an outstanding overview and should be used for deeper background on architectural styles, structural significance, and aggregated development data.

For this report, we searched and reviewed articles associated with “housing development” in the Rapid City Journal from 1945-1972. Prior to the mid-1960s, this search term yielded large numbers of articles. After 1965, there were far fewer related to Rapid City.

### Documentation

South Rapid City

*Rapid City Journal*, September 17, 1947



---

<sup>236</sup> Michelle L. Dennis, “Post-World War II Architecture in South Dakota,” (Pierre: South Dakota Historical Society/South Dakota State Historic Preservation Office, 2007).



Leading the parade in home building was Robbins and Stearns Lumber company, which started 38 homes on Franklin street, east of Fifth, last year. Most are occupied now, providing basements and two bedrooms, in addition to living room, dining room, kitchen and bath.

-----

Knecht Homes on St. Patrick between 7<sup>th</sup> and 8<sup>th</sup> Streets  
*Rapid City Journal*, September 17, 1947

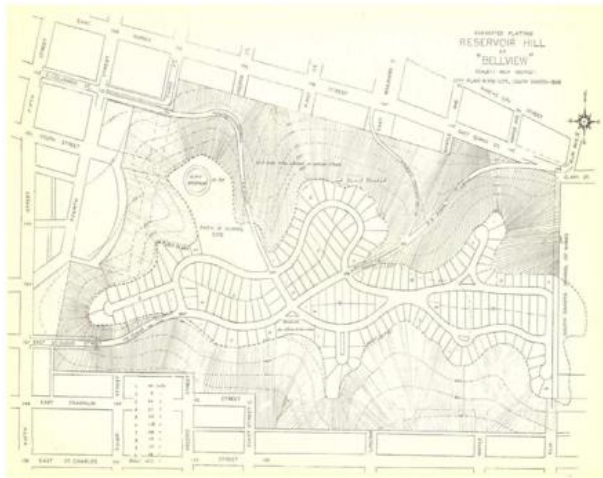


A departure from conventional houses are these four built on St. Patrick street by the Knecht Lumber company for sale on the open market. They are steel framed, and walls and partitions are made of fabricated panels, making the units highly fire-resistant. They have a full basement, living room, dinette, kitchen and bath on first floor and two bedrooms upstairs. Outside variations are incorporated in the standard floor plan.



-----

“Bellview” Subdivision Plan, 1949. From City Plan, Rapid City, South Dakota (Minneapolis: A.C. Godward, 1949). Cited in Cultural Resource Analysts, “Modern Residential Architecture in South Dakota, 1950-1975: A Thematic Context Study,” August 2017, prepared for the South Dakota State Historical Society, 79.

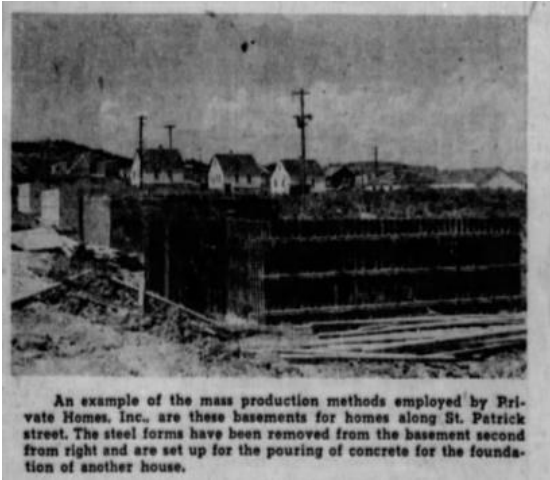


Hillcrest Apartments on Reservoir Hill, 2021.



-----

Rapid City Journal, September 17, 1947



-----

Homes in the Flormann Addition, 2021.



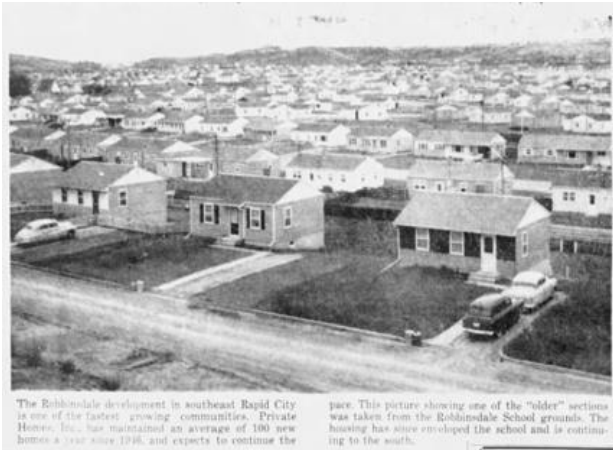
-----

*Rapid City Journal*, September 17, 1947



---

*Rapid City Journal*, July 11, 1954

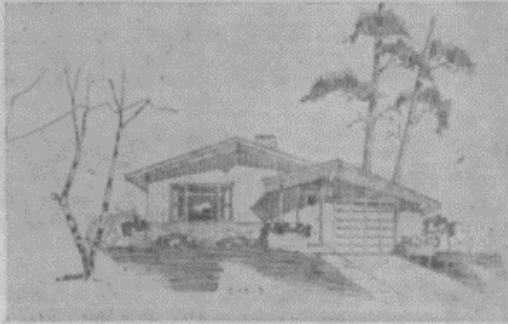


-----

*Rapid City Journal*

DON'T MISS SEEING THIS  
BEAUTIFUL HOME IN  
**ROBBINSDALE**  
235 E. Idaho

WE ARE PROUD TO HAVE  
SUPPLIED THE MATERIALS  
FOR ITS CONSTRUCTION.




-----

*Rapid City Journal*

**2317 ARROW**

OPEN TODAY 9 a.m. - 8 p.m.  
Open Week Days 2 p.m. - 8 p.m.



TO VIEW THIS NEW 3 BEDROOM HOME DRIVE OUT MT. VIEW DRIVE OR JACKSON BOULEVARD PAST THE BUNK HOUSE MOTEL. "MODEL HOME" SIGNS WILL DIRECT YOU TO 2317 ARROW.

-----

Better Homes & Gardens – IDEA Home  
*Rapid City Journal*, September 16, 1956



-----

IDEA Home 2017 Selkirk Place.



-----

Strathavon homes, 2021. Note original front door.



-----

Updated Strathavon home preserves much of the original presentation to the street, 2021.



-----

Rear view of same house shows presentation to the park, 2021.



---

South Canyon, Paradise Valley Development  
*Rapid City Journal*, February 27, 1970



-----

Pleasant Valley home on Philip Drive. Rear additions tripled the square footage of the home while leaving the original profile of the house facing the street, 2021.





---  
 Meadowwood Addition  
*Rapid City Journal*, July 11, 1954



-----  
 Knollwood Heights  
*Rapid City Journal*, August 4, 1956

 <b>HOEFER</b> <b>BILT-RITE HOMES</b>	 THE WHOLE FAMILY will enjoy living . . . in a well-built <b>MIDWESTERN HOME</b> The family will have churches, schools and shopping facilities at their convenience. Let the family really LIVE . . . in pleasant Canyon View Addition. Remember . . . door-to-door . . . roof-to-floor . . . Midwestern Homes offer you more!
<b>OPEN HOUSE DAILY</b> <b>8 A. M. - 9 P. M.</b>	
<b>HAINES</b> SUB-DIVISION <small>Office 425 S. Steele          Phone 31 2-2227</small>	<b>KNOLLWOOD</b> <b>HEIGHTS</b> <small>Office 44 S. Waterloo          Phone 31 2-4128</small>
<b>NOTE</b> <small>Due to the high quality of workmanship and building materials used in these homes, it is impossible to offer a home without complying with the restrictive covenants set by FHS for this tract.</small>	
<small>Go see What Midwestern Means          in Every Home in the City of America          Rapid City, South Dakota</small>	

Lakota Homes / Sioux Addition  
*Rapid City Journal*, September 5, 1969

**NOW**  
Cooperative Home Ownership  
for modest income families!!  
2-3-4 Bedroom Models



**OPEN**  
For Your  
Inspection

Monday, Sept. 8 - 12 a.m. to 6 p.m.  
Tuesday, Sept. 9 - 11 a.m. to 7 p.m.  
Wednesday, Sept. 10 - 11 a.m. to 6 p.m.

**Lakota Community Home Development**  
is a community OWNED & OPERATED by the people who live there.  
**A RENT SUPPLEMENT PROGRAM**



**A home of your own costs less at  
LAKOTA COMMUNITY HOMES**  
100 low cost cooperative homes  
for modest income families . . . a  
rent supplement program with low  
monthly occupancy charges, in-  
cluding interest, principal, taxes,  
heat, water, electricity and other  
tenants.

The model home and sales office is located at Northwest cor-  
ner of Minnie Wan Drive and Engineer Street, located in Min-  
niewan Heights Subdivision, Town North, all Amenities, on  
North 7th Street to Minnie Wan Drive.

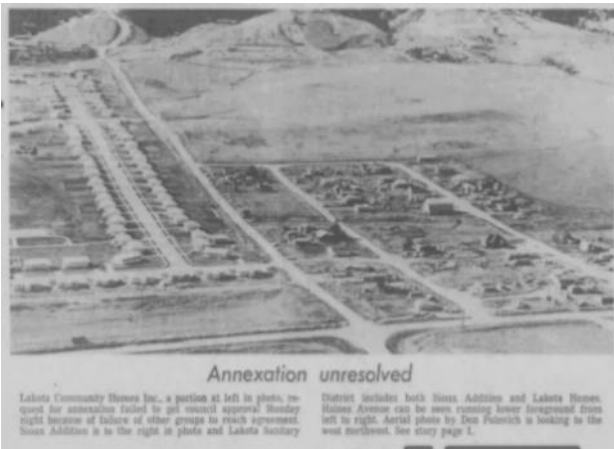
AN ADOPTED OPPORTUNITY PROGRAM - built by Minniewan Homes,  
Division of Redington Wood Products

*Rapid City Journal*, June 25, 1970



-----

*Rapid City Journal*, November 2, 1971



-----

*Rapid City Journal*, August 6, 1968

