The Ordinary Iconic Ranch House is about the mid-20th-century Ranch House in Georgia. It is presented in six parts.

Part VI (this part) offers concluding remarks about the Ranch House in Georgia and some sources of information about the history of Ranch Houses in the United States.

Other parts of The Ordinary Iconic Ranch House tell other parts of the Ranch House story.
By now the answer to the question -- "Why Ranch Houses?" -- is clear --

as are the reasons why mid-20th-century ranch houses are considered important historic resources in Georgia:

The Ranch House in Georgia is clearly old enough to be considered “historic” -- dating back *three-quarters of a century* to that earliest Ranch House in Fort Valley ...
and to the *early 1940s* in places like Atlanta, Rome, and Macon.

More than *half a century ago*, Ranch Houses had become popular throughout the state.
Indeed, it was THE new house to build at the time.

And it was an entirely new kind of house, like nothing ever before seen in the state ...

Inspired by national architectural trends ...
the Ranch House in Georgia took on a distinctive “Georgia” appearance ...

with its hallmark red-brick construction ...
becoming, almost in spite of itself, a new and predominant "style" of mid-20th-century residential architecture in the state.

From the late 1940s into the 1960s, new Ranch Houses were built in unprecedented numbers ...
becoming THE most popular house EVER in the history of Georgia.

At no other time in Georgia’s history has a single new type of house housed so many people in such a short period of time.
Built everywhere in the state – in cities and towns, in suburbs, and in the countryside – it created a new residential geography.

So, to sum up:

The Ranch House in Georgia symbolizes a distinct historic period of unprecedented population growth, economic gains, and suburban development at mid-century. It provided a wide range of new, affordable, and desirable housing for a multitude of post-war families.
It was an entirely new kind of house ... and in its design, it reflected new ideas about post-war suburban lifestyle:
casual, family-oriented, forward-looking.

So: what made the Ranch House so popular?

This propitious melding of new ideas about house design and new ideas about lifestyle.

It was *just right* for its time.

Far from being ordinary, then, the Ranch House can be considered extraordinary -- *iconic* even --
right along with that other mid-century icon, the automobile -- a clear material expression of mid-20th-century suburban life and culture.

It was, quite simply, the perfect home for its time.
We hope this presentation has provided you with a better understanding of Ranch Houses ...

and we hope that it has provided you with information and insights that can be used in the hard work of identifying, evaluating, and preserving our state’s mid-20\textsuperscript{th}-century historic houses.
But most importantly, we hope you can find enjoyment in the history and the architecture of the mid-20th-century Ranch House in Georgia!
Following is a list of some major sources of information about Ranch Houses in Georgia and the United States.

Please keep in mind that this continues to be a work in progress. As we learn more about these mid-20\textsuperscript{th}-century houses, these presentations will be updated to provide the latest information.
Much of what we know about Ranch Houses in Georgia is summarized in this 2010 publication. The “Guidelines for Evaluation” are intended to guide practitioners and lay persons alike in identifying, documenting, and evaluating Ranch Houses in Georgia. The report was prepared by New South Associates of Stone Mountain, Georgia, on behalf of our office, the Georgia Transmission Corporation (an electrical utility), and the Georgia Department of Transportation.

The report is available for viewing or downloading at the Historic Preservation Division’s website (currently no print copies are available):

www.georgiashpo.org/historic/housing

The report also contains a bibliography of source materials used in its preparation.
PowerPoint-based presentations addressing other aspects of Georgia’s historic Ranch Houses and our office’s Ranch House Initiative are also available for viewing or downloading on our office’s website:

www.georgiashpo.org/historic/housing
A companion piece to our “in-house” publications and presentations is a report prepared by graduate students in Georgia State University’s Heritage Preservation Program in 2010 which documents the history of the Ranch House in DeKalb County. DeKalb County, adjacent to the city of Atlanta, was an epicenter in Georgia for suburban Ranch House development during the 1950s and 1960s, and this in-depth report provides an overall historic context of Ranch Houses in the county as well as case studies of specific neighborhoods.

This report is available on our office’s website:

www.georgiashpo.org/historic/housing
A forerunner to more recent studies, *Atlanta Postwar Housing 1944-1965* (report and PowerPoint presentation), prepared by graduate students in the Heritage Preservation Program at Georgia State University in the spring of 2001, laid the groundwork for more recent in-depth studies in Atlanta and Georgia of several different mid-century house types including the Ranch House (available on our office’s website).

*Ranch Houses: Living the California Dream*, by David Weingarten and Lucia Howard, with photography by Joe Fletcher (Rizzoli International Publications, 2009), is the most recently published single sources of information about the Ranch House in America. It is lavishly illustrated and broad in scope, ranging from the 18th century to the near present. Sidebar comments are as witty as they are insightful.

*Ranch House Style*, by Katherine Ann Samon, with photography by Edmund Barr (Clarkston Potter/Publishers, 2003), is a lavishly illustrated idea book on how to renovate a Ranch House. The first chapter contains an excellent summary of the history of the Ranch House in America.
Atomic Ranch: Design Ideas for Stylish Ranch Houses, by Michelle Gringeri-Brown, with photography by Jim Brown (Gibbs Smith, Publisher, 2006), features renovation and decorating ideas along with informative “sidebars” about the history of the Ranch House. Written and illustrated by the publishers of Atomic Ranch magazine, another major source of information about mid-century Ranch Houses.

Cliff May never claimed to have invented the Ranch House but he was largely responsible for popularizing it as a new American house in the 1930s. He also designed some of the most remarkable Ranch Houses in America. Cliff May and the Modern Ranch House, by Daniel P. Gregory, with photography by Joel Silver (Rizzoli International Publications, 2008), puts May’s career in perspective and offers up striking photographs of many of his houses.
Clifford E. Clarke, Jr., was one of the first, if not the first, to recognize the historical, architectural, and cultural significance of the Ranch House. His observations on the “cultural” significance of the Ranch House in *The American Family Home 1800-1960* (University of North Carolina Press, 1986) remain pertinent today.

John A. Jakle, Robert W. Bastian, and Douglas K. Meyer promoted the concept of house “type” as a complement to the more traditional concept of architectural “style” and applied it to the American Ranch House in their pioneering book, *Common Houses in America’s Small Towns* (University of Georgia Press, 1989).
Cliff May worked closely with the editors of *Sunset Magazine* to publicize his ideas about the new Ranch House. In collaboration with *Sunset Magazine*, May edited two popular publications about Ranch Houses; each contained many of May’s designs along with those of selected architects:

*Sunset Western Ranch Houses*, originally published by Lane Publishing Company, 1946, reprinted by Hennessey & Ingalls, 1999;

These two books were authored by Paul R. Williams, a California architect and contemporary of Cliff May. They were published the same year as May’s *Sunset Western Ranch Houses*:

*New Homes for Today*, Murray & Gee, 1945-46; reprinted by Hennessey & Ingalls, 2006; and *The Small Home of Tomorrow*, Murray & Gee, 1945-46; reprinted by Hennessey & Ingalls, 2006.

Not to be outdone by their West Coast counterparts, some East Coast architects adapted the new California Ranch House for their more tradition-oriented clientele. Chief among them was Royal Barry Wills, of Boston, who authored these two books in the mid-1940s:

*Better Houses for Budgetters* (Architectural Book Publishing Company, 1941), and *Houses for Homemakers* (Franklin Watts Inc., 1944).
“Bungalow and Ranch House: The Architectural Backwash of California” (The Western Historical Quarterly, vol. 32, No. 2, Summer 2001), by John Mack Faragher, presents insightful observations on their “backward” migration of Bungalows and Ranch Houses from the west coast to the east coast.

In “Ranch Houses Are Not All The Same” (Preserving the Recent Past 2, edited by Deborah Slaton and William Foulks, Historic Preservation Education Foundation, National Park Service and Association for Preservation Technology International, 2000), David Bricker presented an early, short, and insightful overview of the Ranch House in America.
Atomic Ranch Magazine (and web site: www.atomic-ranch.com) presents timely feature articles about the past and future history of the Ranch House in America.

The Recent Past Preservation Network’s Bulletin presents feature articles about mid-20th-century architecture including houses. The Winter 2011 issue highlighted perspectives from state historic preservation offices; Georgia’s Ranch House Initiative was featured.
National Register of Historic Places forms are useful sources of information about mid-20th-century houses. They are available at your state historic preservation office and in many states via the office’s website. Here are the cover pages for three Georgia National Register nominations: Fairway Oaks-Greenview in Savannah, Georgia’s first “ranch house” National Register historic district; the League House in Macon, Georgia’s first Ranch House to be individually listed in the National Register; and Collier Heights in Atlanta, the state’s and the nation’s pre-eminent African-African mid-20th-century suburb containing many Ranch Houses along with other types of mid-century houses.
From a Ranch House historiographical point of view, check out the National Register of Historic Places registration form for Arapahoe Acres in Englewood, Colorado. Arapahoe Acres, developed between 1949 and 1957, was the first post-World War II residential subdivision to be listed in the National Register – back in 1998! It features a variety of architect-designed Contemporary-style Ranch Houses along with Split-Level Houses and Two-Story Houses.
Even more information about Ranch Houses across the country, but especially in the Southwest, can be found in citywide historic resource surveys, some of which, like this one from Tucson, Arizona, focus on mid-20th-century houses. A number of these can be accessed on-line.

Other cities, such as Tulsa, Oklahoma, have published handbooks about their mid-20th-century historic neighborhoods. This one, Ranch Acres, was developed between 1949 and 1962. Not surprisingly, the houses in this neighborhood are Ranch Houses, and the neighborhood is listed in the National Register of Historic Places.
The Ordinary Iconic Ranch House
Mid-20th Century Ranch Houses in Georgia

THE END