

# SPLIT

# LEVELS

# ON PARADE



Split-level construction scene typical of today's market in the New York City suburbs. It is in Glen Crest Manor, Glen Rock, N. J.

## stagger-plan houses capture the buyers' fancy throughout the New York metropolitan area

**S**PLIT-LEVEL design is definitely on the march.

In many areas along the east coast and in suburban sections of some of the larger midwestern cities, it has been appearing steadily in increasing numbers. In the New York City area, however, its rise in popularity has been so spectacular that since spring, few builders have dared to open a new development of any size without having a split-level model ready for public inspection. Even small plots scattered throughout heavily built-up sections in the close-in suburbs are being sold at high prices for improvement with attractive multi-level, four-level,

tri-level or duo-level dwelling units.

In one of its biggest real estate sections of the year, the New York Times recently published 48 display advertisements of new developments in Long Island and Westchester County, New York, and in New Jersey. Thirty-three, or 70 per cent, featured the split-level home. Six others indicated such units were available.

Klein and Teicholz, one of the largest operators on Long Island, disclosed recently that of the first 196 signed contracts in their current Lakeville Estates operation at East Meadow, New York, 89 families, or 45 per cent, bought split-

levels despite the fact that three ranch-type models and a two-story unit were also offered at lower prices. Even more significant, nearly all the buyers wanted to pay \$575 more for a finished recreation room, which brought the total unit price up to \$18,065.

Perhaps the most startling disclosure of split-level popularity came the last Sunday in July. Morris Sosnow and Leonard Schwartz, builders of the several Birchwood communities in Long Island, announced the opening of their 150-dwelling development in New Hyde Park, New York, a suburb just outside the city limits, where land remaining for

residential expansion is very scarce.

Four models were offered: a five-room Cape Cod with double-dormer expansion attic for \$17,790; a six-room ranch home with three bedrooms and a center hall plan for \$17,990; and two seven-room 2½-bath split-levels, each having a basic price of \$21,500. The latter included two-car garages and up to 1,692 square feet of living area.

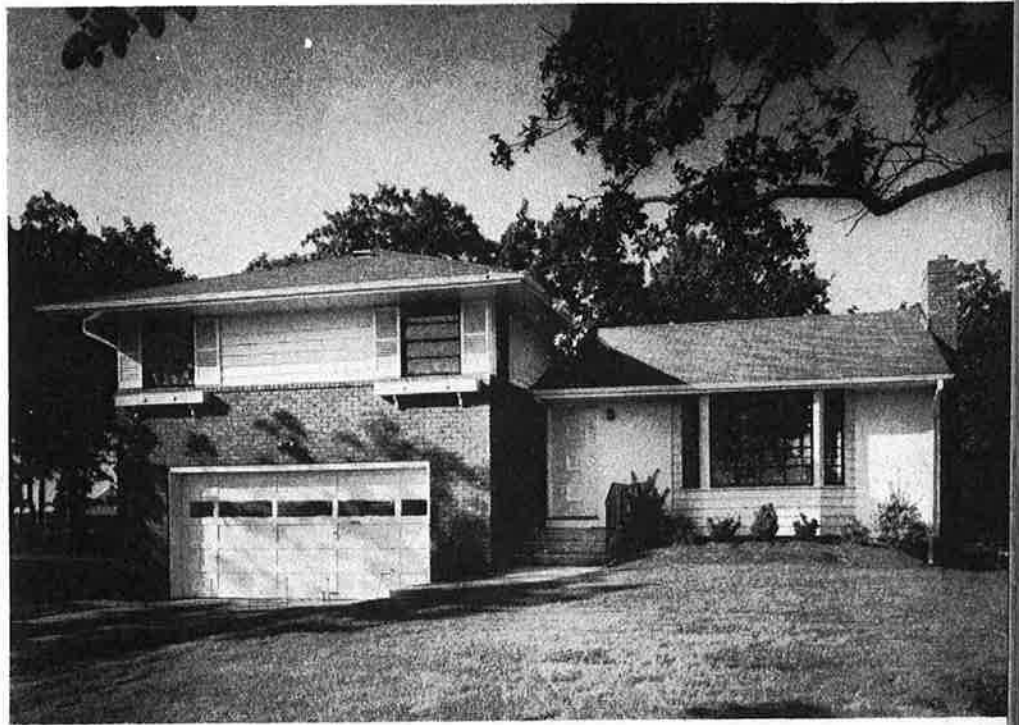
One week later, Sosnow and Schwartz reported they had sold 73 homes on opening, representing a value of \$1,500,000. All but one buyer wanted one of the two split-levels displayed. Practically all the remaining homes were reported sold the next week end. Farther out on Long Island, these builders last May had opened a larger Birchwood Park project at Syosset. Models of the same type as at New Hyde Park were displayed, but they were scaled down slightly in size and in price. A breakdown of the first 200 sales contracts indicated a three-to-one preference for split-levels.

Developers featuring the split-level often refer to it as a stagger plan combining two-story privacy with the convenience of a ranch house. They point out that it has the same over-all dimensions as a three-bedroom ranch house but, in raising a portion of the dwelling one-half story, considerable extra space is gained from former basement area at less than a proportionate increase in cost.

Many builders do not like the split-level, but are building it anyway, because of popular demand. They say it affords twice as much opportunity to fall down and break a leg, yet admit that shorter stair lengths minimize the chances of serious injury. They argue that it presents an awkward appearance, particularly when built in a row of similar homes on level ground. Such ground has to be reformed in two levels for the front of each plot: one to meet the front steps, the other to align with the garage floor.

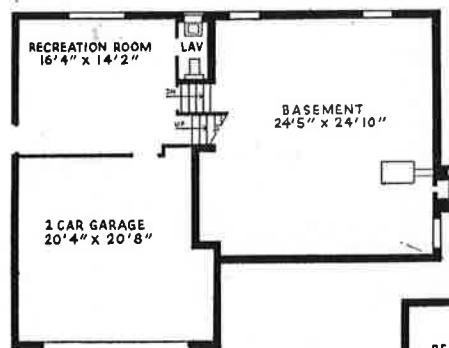
Like split-level design or not, the fact remains that today it is king in the New York area. Its potential reception in other markets should provoke some interesting studies.

Some conventional split-level designs, as well as some variations, are presented here.



## finished playroom behind double garage

A LARGE finished recreation room behind a double garage is offered with this seven-room model at Birchwood, a 150-unit development just over the New York City line in New Hyde Park, Long Island. Selling at a price of \$21,500 and encompassing 1,692 square feet of living area, this plaster wall design and another similar four-level type virtually sold out the entire project in two weeks.



### BUILDERS:

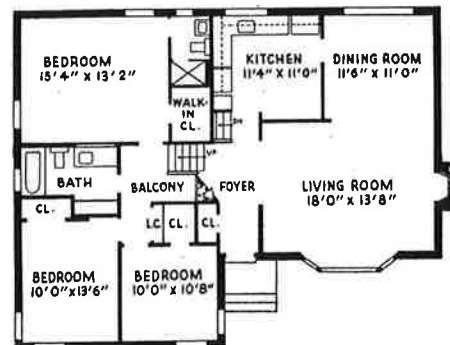
Morris Sosnow and  
Leonard Schwartz

### ARCHITECT:

Stanley H. Klein

### LOCATION:

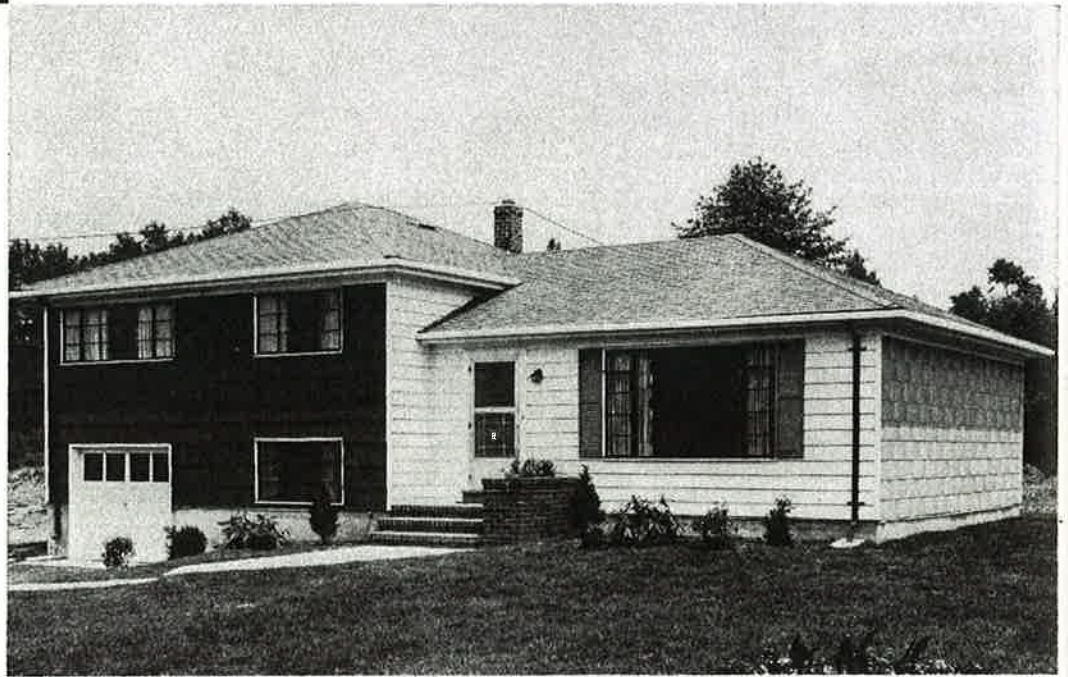
New Hyde Park, N.Y.





**SPLIT  
LEVELS**

**larger rooms spur sales**



**double garage, large sundeck in luxury model**

**BUILDER:**

*Fred Brunetti*

**ARCHITECT:**

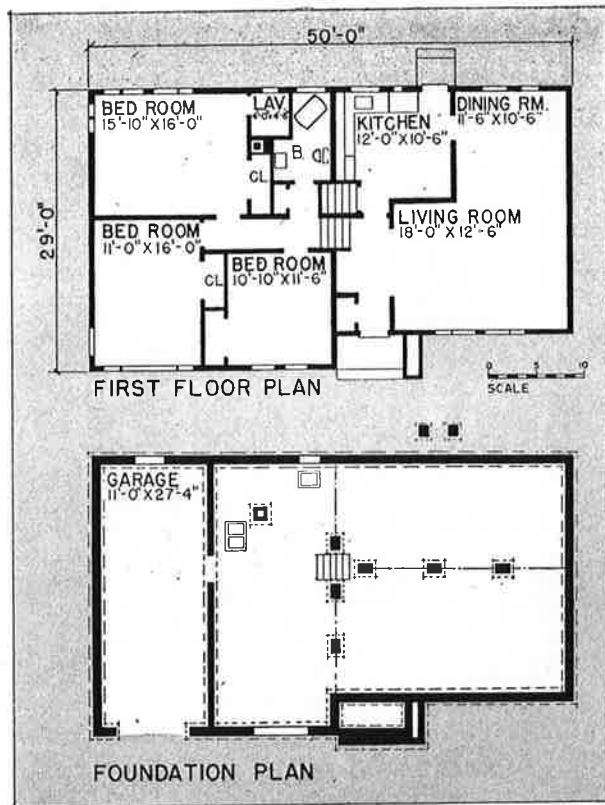
*Lenord G. Feinen*

**O**PENING week end brought out 2,000 persons to see this hipped-roof, seven-room model in Glen Crest Manor, Glen Rock, New Jersey, and 16 decided to buy.

Builder Fred Brunetti attributes the interest in his latest 60-home development to larger room sizes, particularly those of bedrooms, at a basic \$17,990 price in the busy Bergen County area of northern New Jersey. For \$600 additional, he will finish the large space adjoining the garage as a recreation room with knotty pine walls and asphalt tile floor.

Each bedroom has a wardrobe closet approximately six feet wide and the master bedroom has a separate lavatory. The oversize bathroom has a square ne-angle tub, 5-foot vanity, 4x4 mirror, built-in hamper and utility cabinets.

A large brick flower box provides a decorative touch at the side of the entrance porch. Heat is gas-fired forced warm air.



**BUILDER:**

*Benjamin M. Robinson, President  
Newfield Homes Associates,*

**ARCHITECTS:**

*Harding, Driscoll and Bright*

**LOCATION:**

*Stamford, Connecticut*

**T**HE PEPPERIDGE, whose builders prefer to call it a "multi-level" house, is the luxury model of the 180-unit Newfield Corners project in northern Stamford, Connecticut, selling for \$23,990.

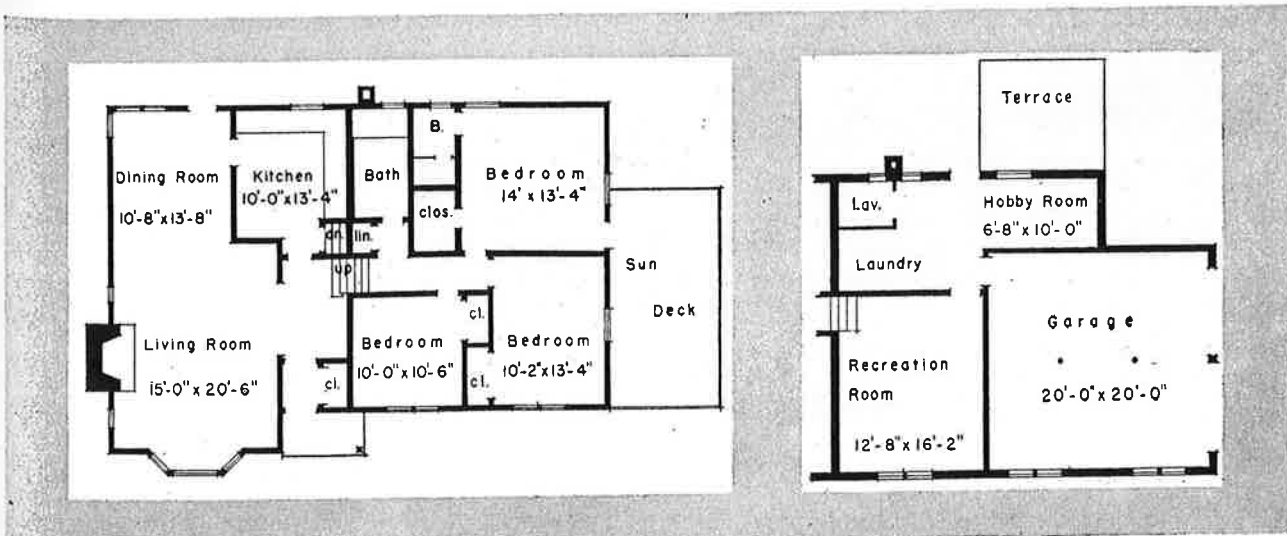
Offered with a minimum half-acre plot, this house has a two-car garage cut only part way into a side elevation, thus providing a large sundeck overhead with direct access from the master bedroom. Wider than average, the living room fea-

tures a fireplace and a bay window.

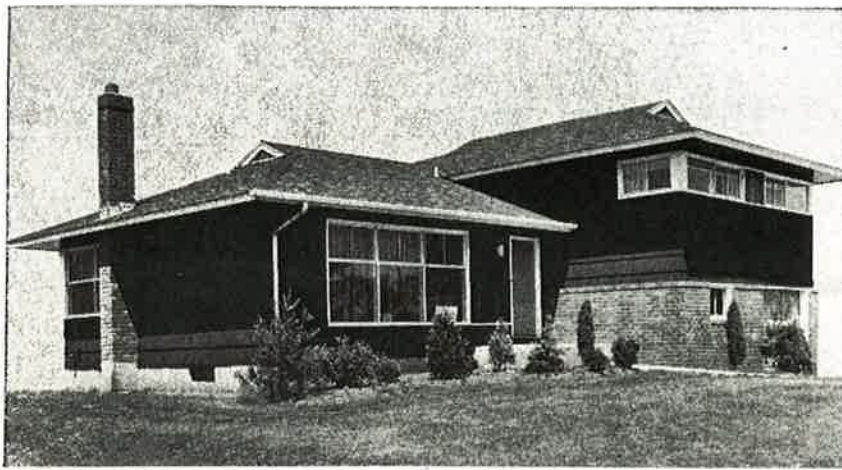
The grade level contains a recreation room 12 feet 8 inches by 16 feet 2 inches, a hobby room or workshop 6 feet 8 inches by 10 feet, a laundry area and a lavatory. The forced warm-air heating plant is designed for future addition of air conditioning.

For \$22,750 a one-car garage type, named the Peppermill, provides the same size land, the same room arrangement but eliminates sundeck.

*Split levels continue on page 74*





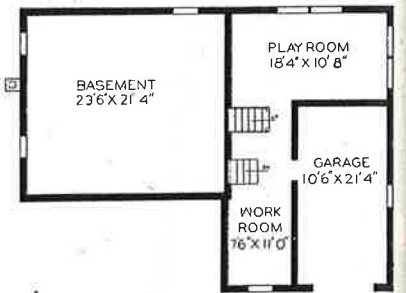


## bath and half-bath are joined

**T**HIS FOUR-LEVEL design will comprise about half of the 400 units at Lakeville Estates in East Meadow, Long Island. The one and one-half baths are together on the bedroom level and have a connecting door. Lower level includes separate workroom, playroom and laundry

areas. The price of \$17,490 includes an automatic washer, refrigerator, electric range and venetian blinds. Nearly all buyers are ordering a finished playroom for \$575 more. Sliding window units over large fixed glass panels are a living room feature.

**BUILDERS:**  
*Kalman Klein  
 and David Teicholz*  
**DESIGNER:**  
*Kalman Klein*  
**LOCATION:**  
*East Meadow, New York*

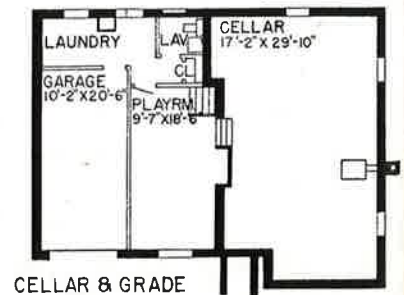
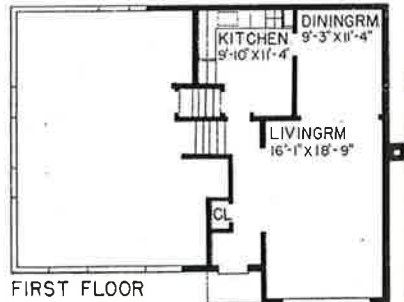
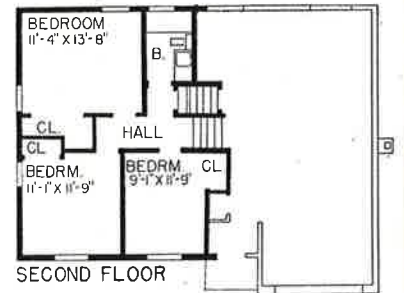


## playroom converts to bedroom

**BUILDERS:**  
*Joseph Carillo, Joseph Wanes  
 and Samuel Levin*  
**ARCHITECT:**  
*William Paul La Vallee*  
**LOCATION:**  
*Hicksville, New York*

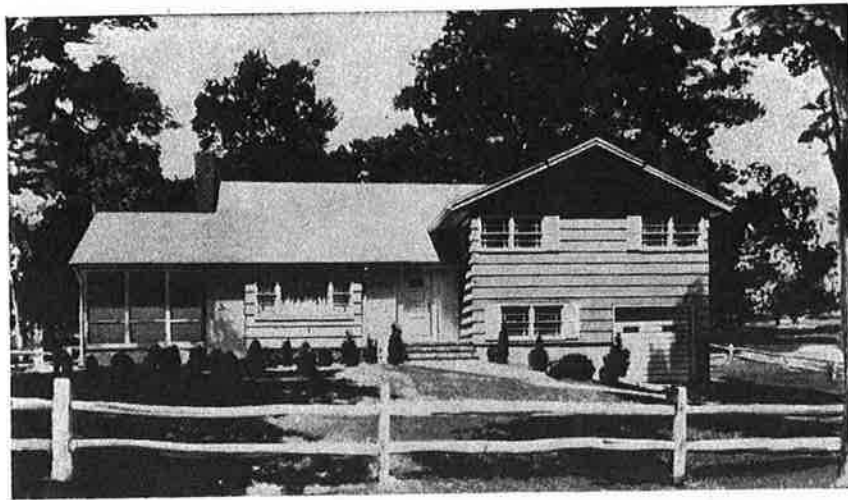
**T**HE JEFFERSON, in the 567-home Hillside Terrace at Hicksville, Long Island, is a four-level dwelling priced at \$14,990. A large, finished

playroom on the grade level is so designed that it can be converted quickly to a fourth bedroom. It has a jog in the wall beside the "down" steps to provide space for a small bar. The lavatory is placed downstairs next to the rear service entrance, a feature intended to appeal to families with young children who frequently run in from play and track dirt through the house. A covered porch shelters front entry.



# expandible on a fifth level

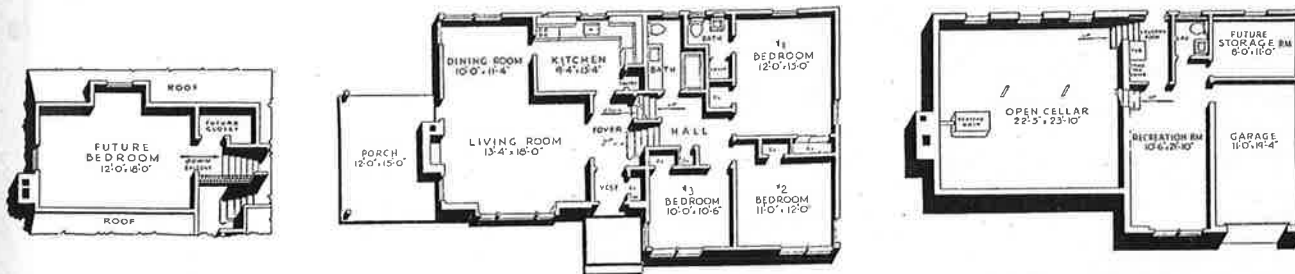
**BUILDERS:**  
Sokolov Brothers and Sons  
**ARCHITECTS:**  
Matern and York  
**LOCATION:**  
Cold Spring Hills, New York



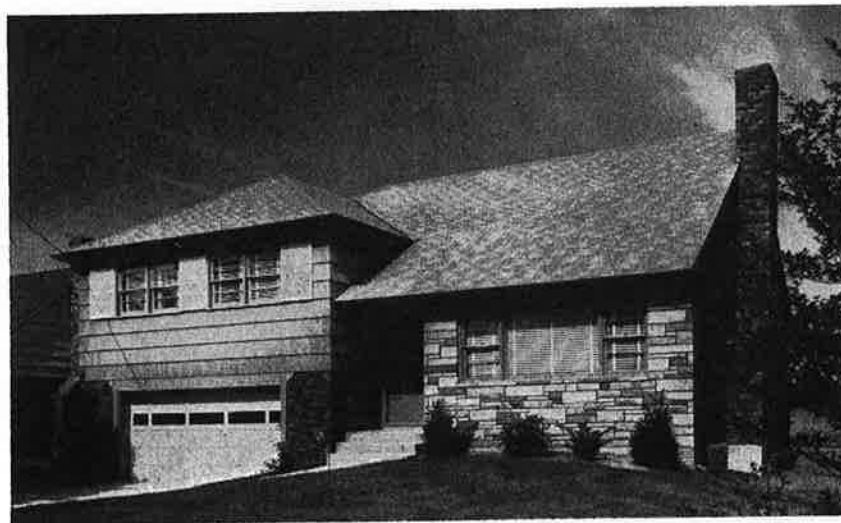
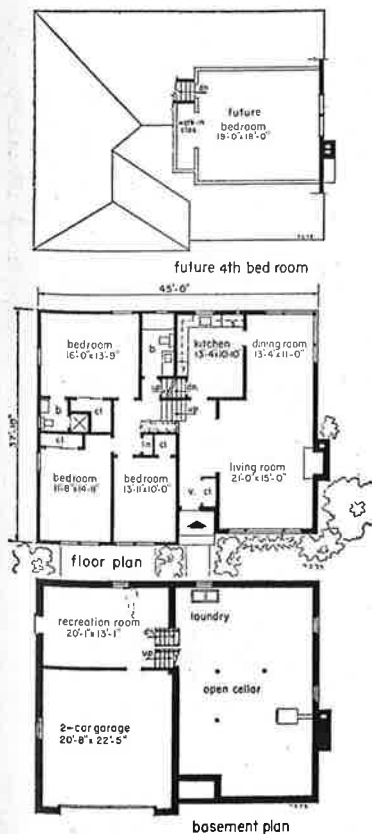
SIXTY-THREE houses with eight rooms, two and one-half baths and an expansion attic for a future ninth room are being built from this plan in the Holiday Hill development at Cold Spring Hills, Suffolk County, Long Island. These homes have about 1,800 square feet of

living space and measure 60 feet across including a 12 by 15 screened, covered porch. They are sold with

a minimum third-acre plot at a base price of \$21,500. The storage room can be used as a maid's room.



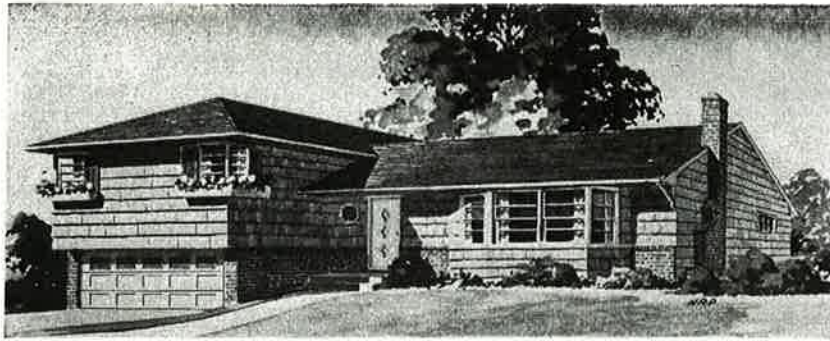
# another five-level expandible plan



**BUILDERS:**  
Paul Axelrod  
and Jack Lazar  
**ARCHITECTS:**  
Matern and York  
**LOCATION:**  
Westbury, New York

SPACIOUS living quarters, as much as 2,240 square feet with installation of an 18 by 19 future bedroom in the expansion attic, feature this five-level plan at Sherwood Gardens, Westbury, Long Island. Extra depth in the two-car garage is provided, as well as a 20-foot finished recreation room. Wide corner windows flood dining area with light.





**full basement adds to living area**

**T**HE HOLIDAY, a two-car garage model in the 101-family Broadlawn Estates community at East Meadow, Long Island, could technically be called a five-level plan, since its large living room is depressed two steps below the entry, dining room and kitchen.

All rooms on the bedroom level are aligned in a row in place of the usual "L" shape. The master bedroom has a private bath and a 5½-foot-square, cedar-lined, walk-in closet with a built-in chest of drawers.

Open plan of the house is accented by using a wrought-iron railing in-

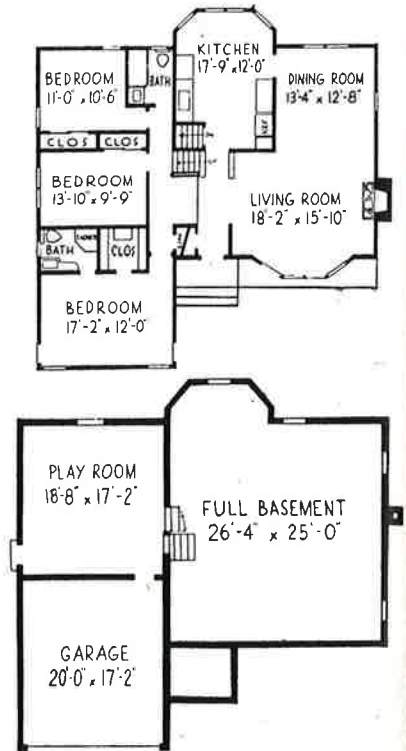
stead of a solid partition between the upper hall and living room. This creates a mezzanine overlooking the lower hall, living and dining areas.

A full-width dining bay extending past the rear elevation line helps to create an unusually large kitchen, measuring 12 feet by 17 feet 9 inches.

Heated by an oil-fired hot water system, the house is priced at \$19,990. For \$1,000 more a playroom area, virtually the size of the garage, is finished as a recreation room with knotty pine bookshelves and a continuous seat and storage cabinet around three sides.

**BUILDERS AND DESIGNERS:**  
Sy H. Corak and Michael V. Chaiko

**LOCATION:**  
East Meadow, New York

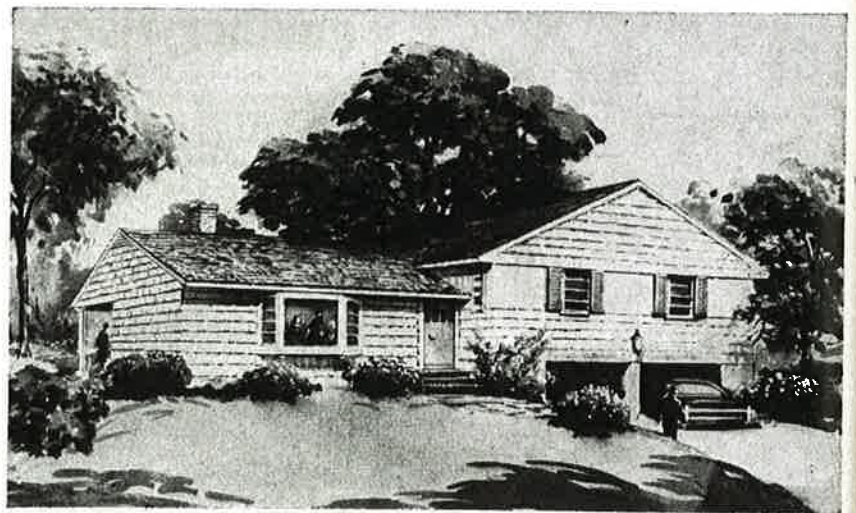


**variation of living room plan**

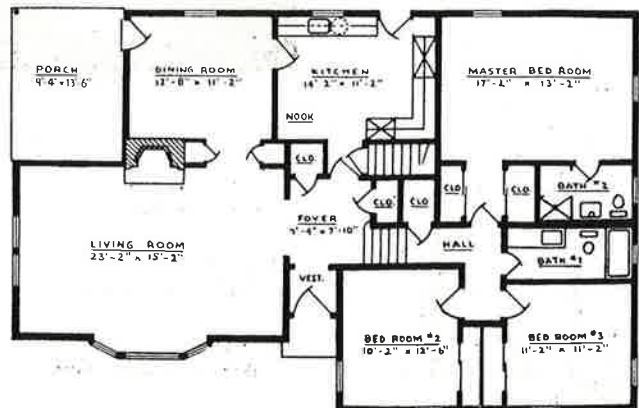
**BUILDER:**  
Ben Okun Associates

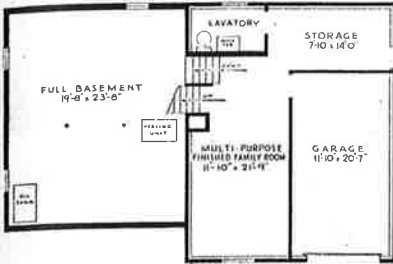
**ARCHITECT:**  
Lee Perry

**LOCATION:**  
New Rochelle, New York



**L**IVING room placement across plan, instead of the more familiar front-to-back arrangement, provides space for a covered rear terrace in this model for a new 40-unit section of Stratton Heights at New Rochelle, Westchester County, New York. These four-level homes, priced at \$28,500, have slate fireplaces and are equipped with three-ton Carrier air conditioners. Closets as well as rooms are oversized.





**BUILDERS:**

*Walter G. Stackler and  
Leonard L. Frank*

**ARCHITECT:**

*Alwin Cassens Jr.*

**LOCATION:**

*Hicksville, New York*



**truss roof adapted to split-level**

**P**IONEERING in split-level use of the truss roof, this house is featured with two other models to make up one of Long Island's largest developments, the 700-unit Mid-Island Park at Hicksville, New York. Construction permits extensive use of storage walls, one of which is a three-section sliding door closet, 10 feet wide, in the master bedroom.

The price of \$15,990 includes a finished multi-purpose or family

room, two complete baths, each with tub and overhead shower, a lower level lavatory and a storage room 7 feet 10 inches by 14 feet with outside door in the rear of the garage. An oil-fired forced warm-air system supplies heat.

Wide, sliding aluminum windows are used. Those in the smaller bedrooms on the front elevation are embellished by decorative shutters and flower boxes.



**air conditioned model under \$15,000**

**W**EST HILLS GREENS, a 224-home project at Huntington, Long Island, supplies a variation in four-level planning by locating bedrooms on two levels and offering such a house for \$13,990, or \$14,890 with air conditioning.

Actually a modified Cape Cod style, it includes garage, workshop, hobby, laundry and heating facilities on the grade level; the cus-

tomary main floor of living room, dining room and kitchen; two bedrooms and bath on a third level and a studio bedroom and bath above.

When announced in June, this home and a smaller, ranch-type attracted over 3,000 visitors the first week end. The installation of a two-ton unit of the United States Air Conditioning Corporation for \$900 more was an added incentive.

**BUILDERS:**

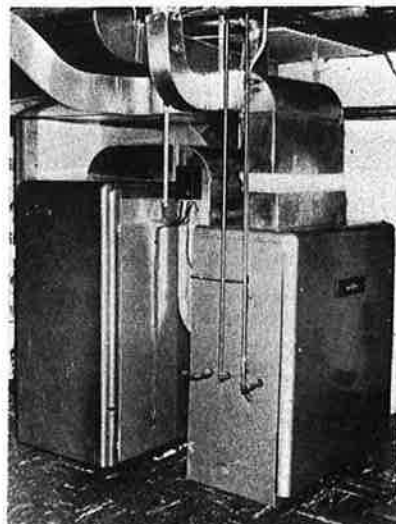
*Louis Funk and  
Barnett Shefkowitz*

**ARCHITECTS:**

*Schulman and Soloway*

**LOCATION:**

*Huntington, New York*



**Air conditioner and oil-fired forced warm-air furnace used in Huntington houses**





Staff report: What will sell in 1958

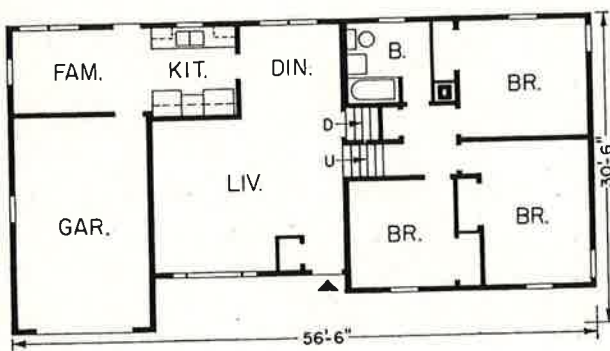
# The split is still popular in its

When the split-level design first appeared on the building horizon, it was intended to give the post-war ranch-home owner more space. What usually came out, however, was row on row of the same, usually ugly design.

This year, even the conventional split, as illustrated by the Rockford house at right, is better designed. And, an endless number of variations on this design are popping up everywhere in the country, particularly through the North.

## Typical example in Rockford, Ill.

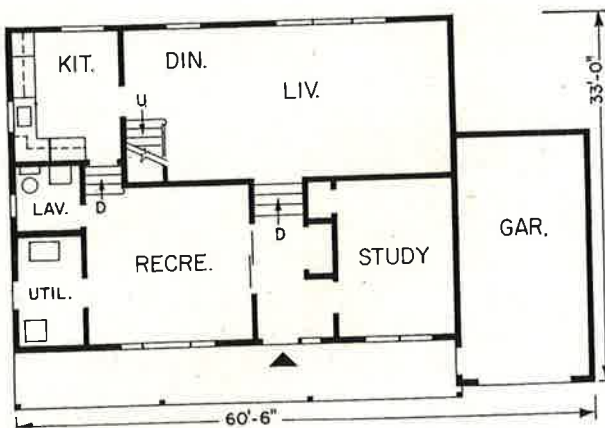
STANDARD SPLIT-LEVEL design in elongated form (to avoid the "pill-box" look) was built in Rockford by Northwest Construction Co.; sells at \$17,850 without land. Although on different levels, the plan follows fundamental design which is nationally popular. Bedrooms are warmer in winter without garage below.



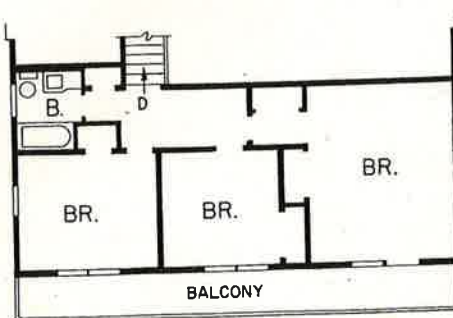
## ... but many builders are



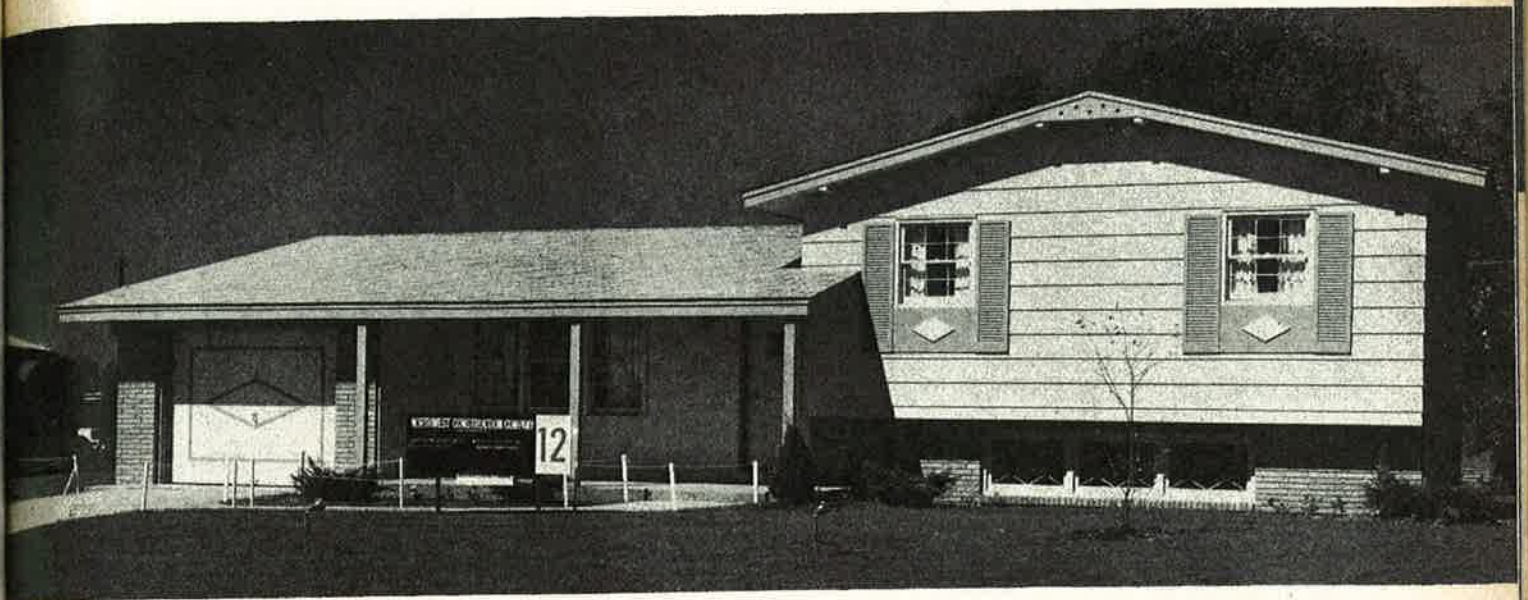
TWO-STORY look is achieved by reversing front-to-back split. New Orleans-type balcony gives custom touch to this \$17,990 (with land) house built by Mercer Park, Inc. Plan shows how split can give more space per dollar.



## Typical example in Middletown, N. J.



# conventional form...

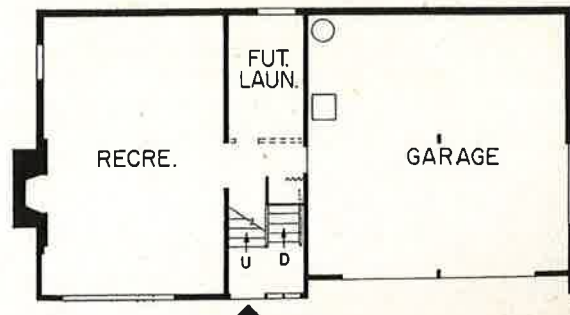
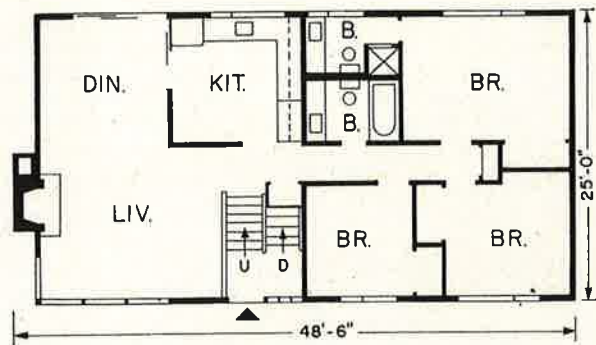


## experimenting with the idea



**HERE'S A WELL-DESIGNED** two-story that resembles a split, but isn't. As plan bears out, it is a real two-story with a split entrance. Built by Bell & Valdez, the house, called the "Riviera," sells for \$14,850 without land.

**Typical example in  
Bellevue, Wash.**

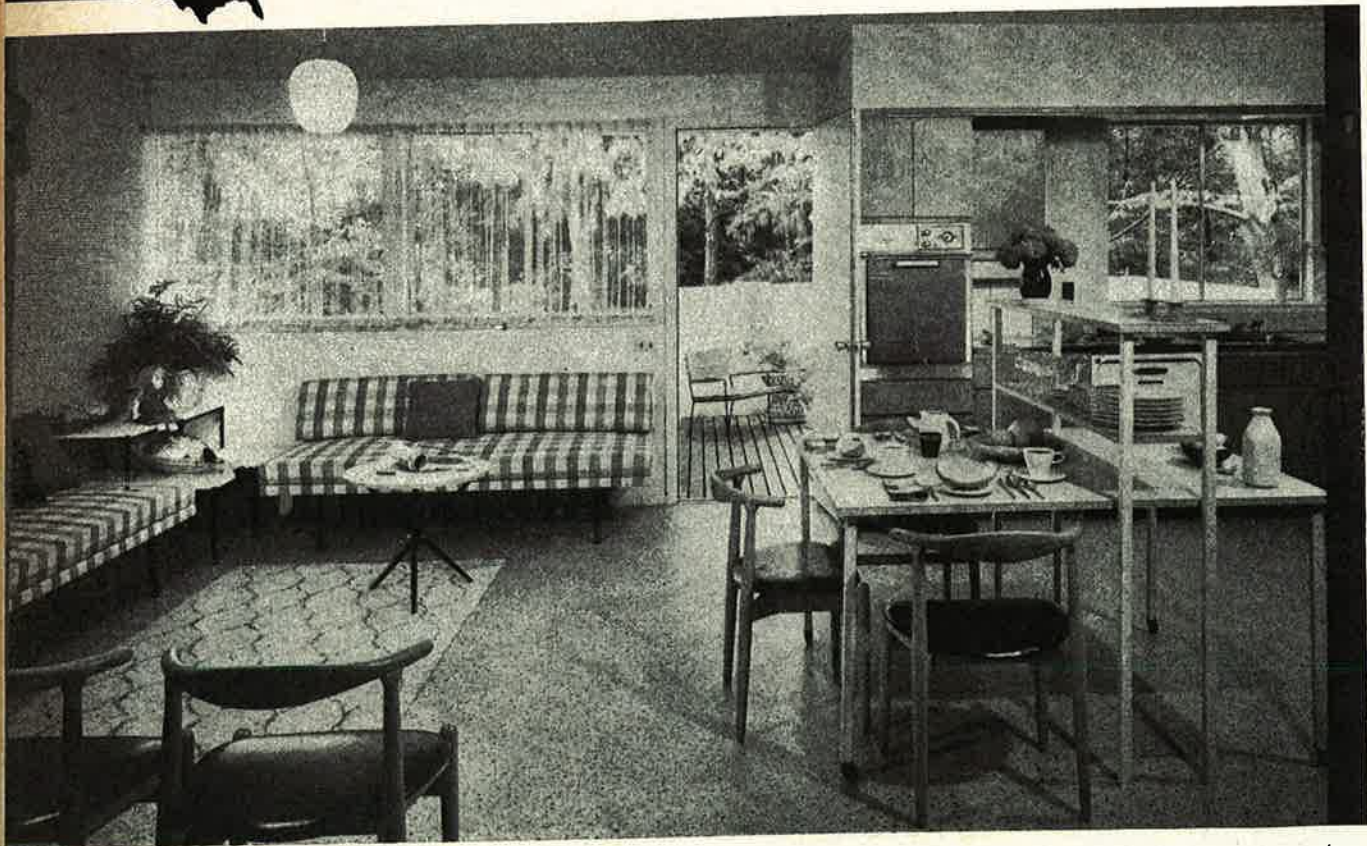


**One-storys—still the national favorite ▶**



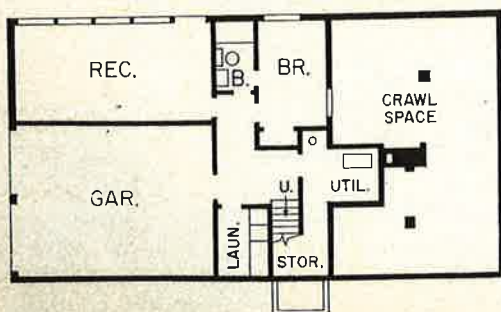
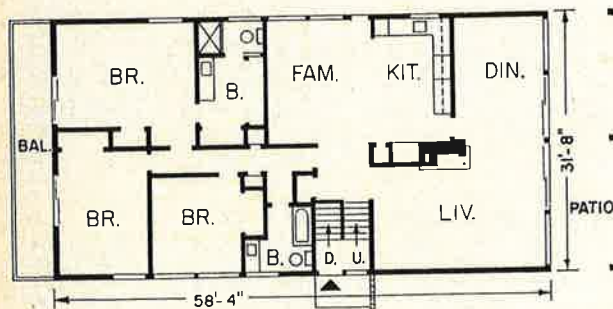


## Staff report: What will sell in 1958



**Typical example in Pleasantville, N.Y.**

COMBINATION of family room and kitchen, sometimes called the "living center," is typical of Parade homes throughout the country—the hottest sales feature. Opening onto deck, area fits into indoor-outdoor pattern, too.

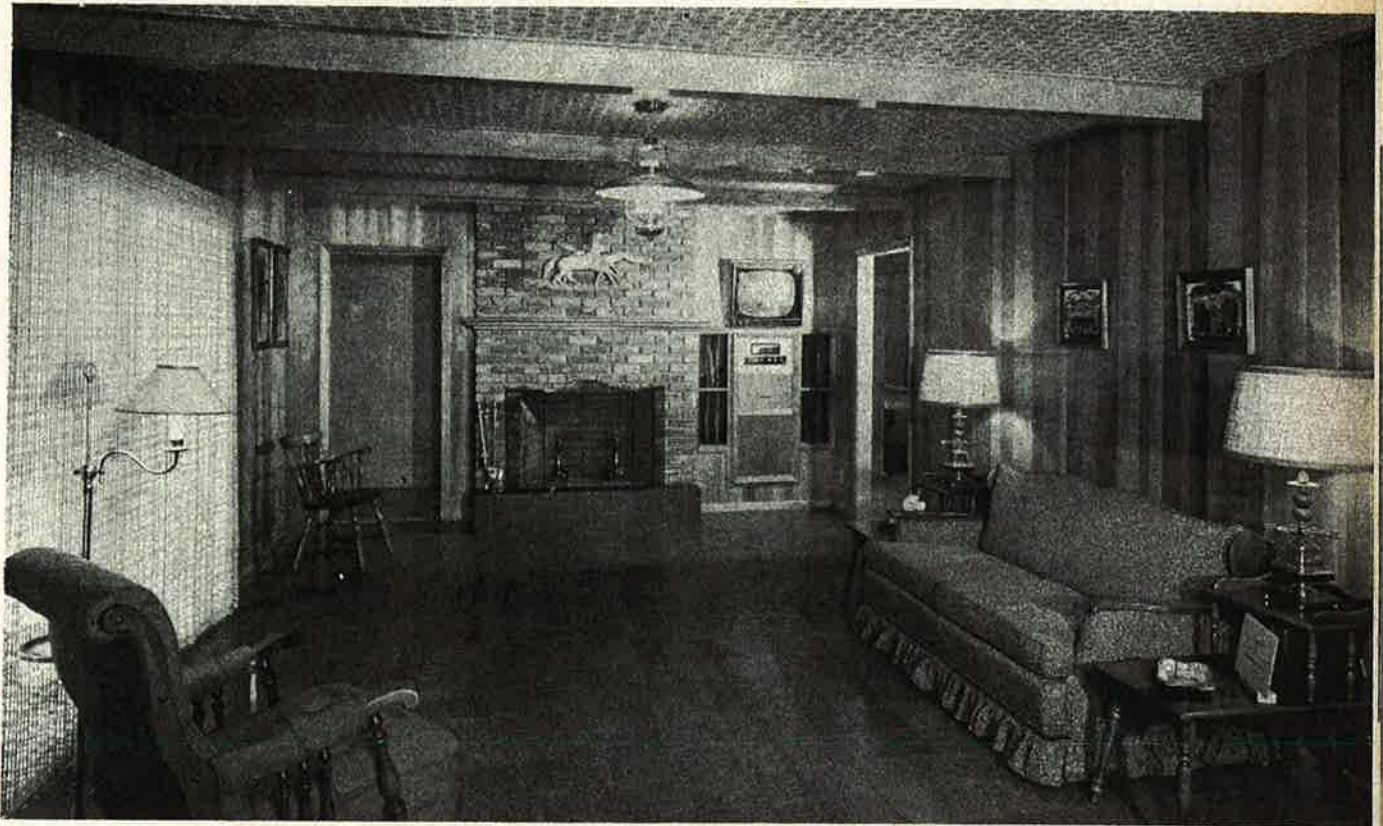


## Family rooms:



BALCONY and low-pitched roof give a fine contemporary feeling to this Shroder Co.-built house which goes for \$33,250 without land; plan is national favorite.





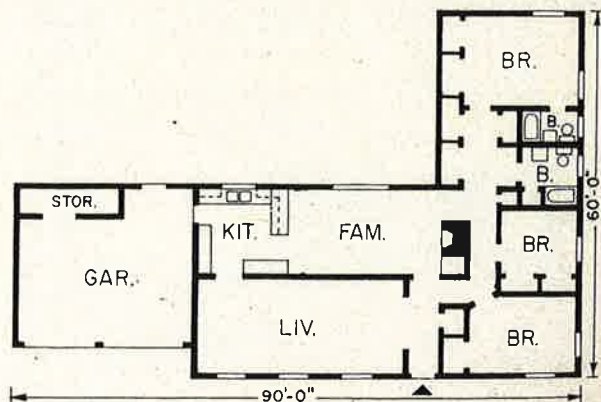
**Typical example in  
San Antonio, Tex.**

**TRADITIONAL** look of this family room in "Cotton" Jaroszewski's \$30,000-house (without land) is becoming more popular everywhere. This room also opens into kitchen; has pass-through eating bar (behind camera).

## the builders' best sales feature



**HOUSE-WIDE PORCH**, pillars, and deep shuttered windows have become traditional trademark in the South. Its antique brick is another sales-aiding feature.



**ELL-PLAN** forms a pleasant change from basic ranch; makes a natural location for patio; creates a more centralized "living core" fanning out from family room.





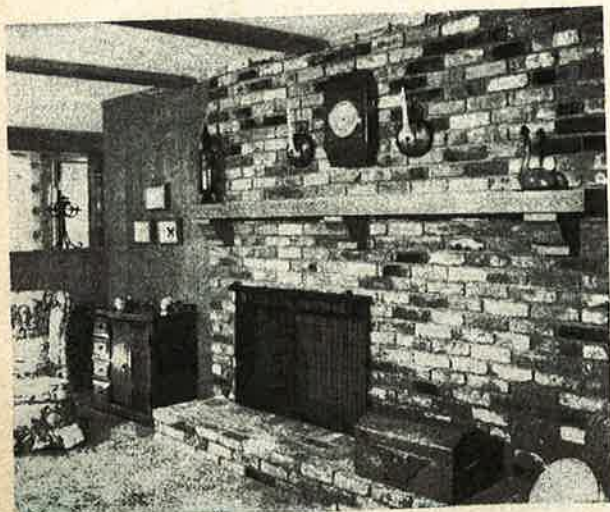
## Staff report: What will sell in 1958



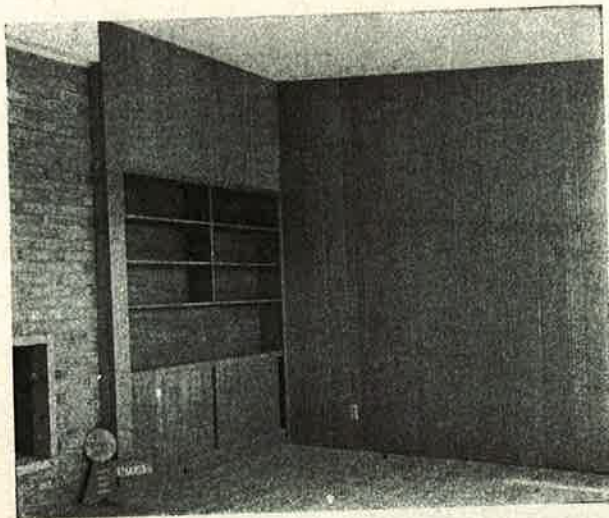
**PORTLAND, ORE.:** where the kitchen and the family room are combined, the breakfast bar, serving as a room

divider and a place to eat, is gaining fast. This one has two levels: one for cooking, the other for eating.

## Family room fine points:



**SHERMAN OAKS, CAL.:** fireplaces are (1) moving out of living rooms into family rooms; (2) are much more decorative (like this antique brick finish); (3) have raised hearths, and (4) are larger. Note open beams, too.



**SEATTLE, WASH.:** wood paneling was noted by all **AMERICAN BUILDER** editors, and the family room was the spot most often paneled. There was also an increase in the number and variety of built-ins, as shown here.

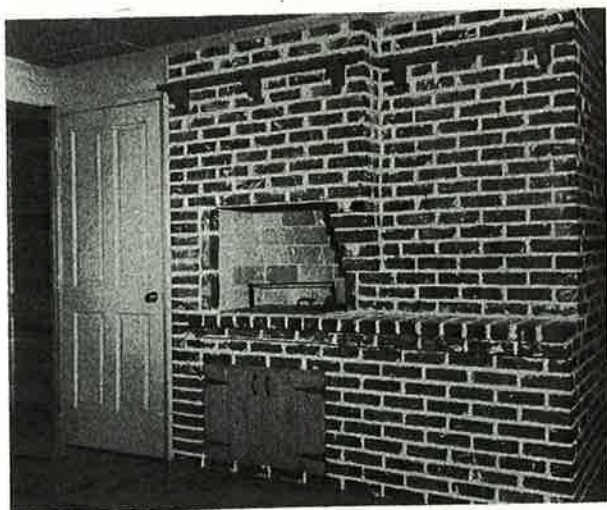




**BEVERLY HILLS, CAL.:** sliding glass doors, practically indispensable in California, have taken hold in all corners

of the U.S.A. Some simply lead to yard, but a whopping percentage open onto patios, as here.

## fast becoming standard



**SEATTLE, WASH.:** good planning can provide a two-in-one fireplace wall for both the living room and the family room. This family room has a barbeque, additional proof of the merger of family room and kitchen.

### . . . and here are some extras

One of most noted changes: 100-amp wiring in all priced houses, along with an increase in circuit breakers, radio and communicative intercoms, telephone jacks, and fancy light fixtures.

A decided trend toward use of louvered folding doors and accordian doors. These are being made of wood, metal and plastic fabric. Their uses: as closet doors, pass-through and room dividers.

In the living room and the family room, a more generous use of wallpaper. With decorator taste, it is often used on a single wall. Also—many more planters are used as room dividers.

Even in low-cost houses, basements are being finished more completely—with paint on the walls, asphalt tile floors. In higher-priced homes, basements are often finished completely, bars and all.