


Villa Monterey Golf Course & Club House

Villa Monterey was the creation of David Friedman, head of Butler Homes Inc. His concept for a community of casitas was first realized in 1961 with the completion of what is now known as Villa Monterey I. Friedman saw the townhouse/casita concept as ideal for buyers in the earlier interim or transient stages of life, and for those in the latter stages who preferred low-maintenance property to “jet around the world without having to worry about what happens to the old homestead.” In this market families no longer remained together “as they did in years gone by,” and people retained a “spirit of living regardless of age” in contrast to “the Pullman-car days, when the old folks just sat on the front porch and rocked.” This definition of the senior homeowner served as the vision behind the development of Villa Monterey’s casita community. (All quotes from Friedman in the Arizonian, 1 Dec. 1996.)

To accommodate this modern lifestyle that seniors were experiencing, Villa Monterey offered a club house and golf course. The club house was located just east of Villa Monterey V, on land that is now developed as La Vallita.

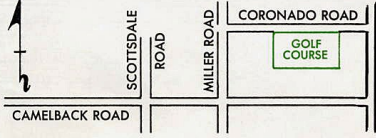


NOW! ...It's
tee time
at VILLA MONTEREY
GOLF COURSE

Dear Friend:
Yes . . . we're open! Scottsdale's FIRST Golf Course is in full swing. Greens and fairways are in wonderful shape and golfers say this is one of the most enjoyable courses in Arizona.
Only three minutes from downtown Scottsdale - Villa Monterey is the most convenient golfing-social-entertainment spot. Club House with Cocktail Lounge and Grille - Grass Driving Range - Completely Equipped Pro Shop - Electric Cart Rentals - Professional Instruction Available. Season Passes . . . by the year or month . . . are available at attractive rates.
You'll enjoy Villa Monterey - and we'll enjoy meeting you! Come see us - you're welcome!

Sincerely,
Noel Fraser
Noel Fraser

N HOW TO GET TO Villa Monterey Golf Course On CORONADO DRIVE, Scottsdale



DRIVE EAST ON CAMELBACK OR INDIAN SCHOOL ROADS ONE-HALF MILE EAST OF SCOTTSDALE ROAD: NORTH ON MILLER ROAD TO CORONADO DRIVE FOLLOW THE SIGNS

The windbreaker and golf cap are original Villa Monterey items (believed to be purchased from the golf course’s pro shop circa 1966.)

They were owned by Douglas Farnham, long time VM III resident. Upon his passing in 2009, they were donated by his daughter, Jane (Farnham) Guild.



Douglas Farnham

Promotional flyer for the golf course and amenities at the club house (left).

Chaparral Road was originally named Coronado Road.



HOLLOWAY
MADE IN U.S.A.
50% COTTON / 50% POLYESTER

VILLA
C C
MONTEREY

VILLA MONTEREY
CLUB
COUNTRY