

Home Builder/Development Co.: Perl-Mack Enterprises, Inc.
Office Location: Denver
Operating Dates: 1951 to 1983
Principals: Jordon Perlmutter
Samuel Primack
William Morrison

Information

Perl-Mack Enterprises (Perl-Mack) was founded in 1951 by Jordon Harvey Perlmutter of Denver and Samuel Primack, a New York carpenter. A third partner, William Morrison, joined the two at some point by 1958; all three men were brothers-in-law. Jordon Perlmutter was a local carpenter who owned a carpentry business under the name Perlmutter and Sons. Perlmutter and Primack, along with their only employee, Alex Leigh, built their first house in 1952 in north Denver. During this first year of operation, Perl-Mack constructed and sold two additional houses.

By 1953, the Perl-Mack partners changed their business practice from erecting a small number of custom homes to constructing residential houses in volume. Perl-Mack opened three housing projects during 1954. On April 18th, the model homes for their first undertaking, a 44-unit development, opened to the public on South Sheridan Blvd. two blocks north of Alameda Ave. The developers sold all 44 houses the first day and took orders for 15 additional houses. Two additional housing developments followed—a 53-unit and a 110-unit development, both in southwest Denver.

In 1955, Perl-Mack began work on a new development in Westminster. To be named Perl-Mack Manor, this subdivision would be built over four years, including approximately 2,300 houses on fifteen residential plat filings. The early Perl-Mack Manor filings offered a couple of building styles and layouts. Newspaper advertisements from April of 1956 show two house styles being constructed in the first, second and third filings of Pearl Mack Manor—"The Ventura" and "The Regent." The Ventura is a two-bedroom house originally priced at \$11,600 and the Regent is a three-bedroom house offered at \$13,600. By 1958, the firm was constructing five models, with and without carports. A 1958 advertisement shows homes being completed in Perl-Mack Manor Filings 1 through 5, between 68th Avenue and U.S. Highway 36 and between Zuni Street and Pecos Street. The newer model homes shown in the Perl-Mack Manor Filing 10, between 72nd Avenue and U.S. Highway 36 and between Pecos and Huron streets, included two or three bedrooms, attached garages or carports, two baths, and full finished basements. Advertised models included the "Ventura" for \$12,500 (\$13,150 with a carport), the "Olympic" for \$13,895, and the "Atlas" for \$15,250.

In the summer of 1959, Perl-Mack began work on its most well-known development to date, Northglenn. Planned as a self-contained community, Northglenn was the culmination of Perl-Mack's previous work. Using the methods and ideas perfected in the Westminster area, Perl-Mack sought to construct a subdivision containing all the homeowner necessities. Besides residential housing, Perl-Mack constructed community amenities, such as a golf course, swimming pools, schools, churches, shopping centers, civic facilities, and an industrial park. As of February of 1962, approximately 2,000 of the proposed 6,000 houses had been built, sold, and occupied. The houses ranged in price from \$11,600 to \$30,000. In order to create the best possible planned community, Perl-Mack partnered with well-known planning consultants

Harmon, O'Donnell, and Henninger. From 1960 to 1963, Perl-Mack's Northglenn development or its individual house models received numerous awards, including: 1960 "Excellence in Merchandizing" sponsored by *Practical Builder Magazine*; 1960 "Certified for Better Living Features" sponsored by *McCall's* magazine; 1961 "Most Perfectly Planned Community in America" sponsored by *Life* magazine and the National Association of Homebuilders; 1961 "Best Home for the Money in Southwestern United States" sponsored by *American Home* magazine; 1961 "Good Housekeeping Citation" sponsored by *Good Housekeeping* magazine; and 1963 "Best in Nation Award for Home Marketing" sponsored by *Look* magazine.

Perl-Mack continued to develop self-sufficient subdivisions in Montebello and Southglenn. By February of 1962, the firm built and sold 50 of the 1,600 homes to be constructed in the Southglenn development, with an additional 100 houses in various stages of construction. Prices for these houses ranged from \$18,250 to \$30,000.

From 1952 to 1962, Perl-Mack built approximately 5,000 homes in the Denver Metro area valued at approximately \$60 million. By February of 1962, Perl-Mack was in the top five of the country's largest developers. Perlmutter, Primack, and Morrison used several concepts for success. They attempted to offer the highest value at the lowest cost, design better houses, professionally plan and layout their communities, tap into the broadest possible market with a variety of house sizes and style, offer houses with extras at no additional charge, and to provide patios and landscaped backyards. By using these basic ideas, Perl-Mack became an important part of the post-World War II housing boom in the Denver Metropolitan Area.

In 1983, Perl-Mack Enterprises dissolved and Jordon Perlmutter joined with his sons to form Jordon Perlmutter and Company. During its history, Perl-Mack Enterprises introduced Denver to the concept of planned communities and developed more than 22,000 single-family and multi-family homes, three regional shopping centers, outdoor retail centers, office buildings, industrial parks, schools, parks and other community facilities.

Awards (partial list)

Development Name	Location	Award	Date
Northglenn	General area is 104 th Ave. Interstate 25, Northglenn	Excellence in Merchandizing from the <i>Practical Builder</i> magazine	1960
Northglenn	General area is 104 th Ave. Interstate 25, Northglenn	Certified for Better Living features from <i>McCall's</i> magazine	1960
Northglenn	General area is 104 th Ave. Interstate 25, Northglenn	Most Perfectly Planned Community in America from <i>Life</i> magazine and the National Association of Homebuilders	1961
Northglenn	General area is 104 th Ave. Interstate 25, Northglenn	Best Home for the Money in Southwestern United States from <i>American Home</i> magazine	1961

Northglenn	General area is 104 th Ave. Interstate 25, Northglenn	Good Housekeeping Citation from <i>Good Housekeeping</i> magazine	1961
Northglenn	General area is 104 th Ave. Interstate 25, Northglenn	Best in Nation Award for Home Marketing from <i>Look</i> magazine	1963

Credited Residential Developments (partial list)

Development Name	Location*	Building Types	Date**	Status
Perl-Mack Manor	General area is 68 th Ave. to 80 th Ave. and Zuni St. to several blocks east of Huron St, bisected by US Hwy. 36.	Ranch	1955-1959	
Northglenn	General area is 104 th Ave. Interstate 25	Ranch	1959-62	
Southglenn	General area is Noble Rd. and S. University Blvd.	Unknown	1961-??	
Northglenn Mall	104 th Ave. Interstate 25	Enclosed retail mall	1968	Demolished in 1998
Southglenn Mall	6900 S. University Blvd.	Enclosed retail mall	1974	Demolished in 2006
Southwest Plaza	8501 West Bowles Ave., Littleton	Enclosed retail mall	1983	

*Model home addresses are given when known.

**Completion date or construction span is stated if known. Plan, building permit, or assessor dates are used if completion date or period is unknown.

Information Sources

Builder Files, National and State Register Programs, Office of Archaeology and Historic Preservation, Colorado Historical Society, Denver.

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1957 "Advertisement Placed by Perl-Mack" 18 May: 18C. Denver, CO.

1962 "Perl-Mack Tells Success Formula" 28 January: 3D. Denver, CO.

1962 "Perl-Mack Now 10 Years Old" 11 February: 1D. Denver, CO. .

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Lowe, Warren

1962 Burgeoning Perl-Mack Firm Celebrates *10th* Anniversary. *Rocky Mountain News* 11 February: 52. Denver, co.

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1963 *Northglenn Created and Built by Perl-Mack*. Perl-Mack Homes Inc., Denver, CO.

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Site Files Database, Office of Archaeology and Historic Preservation, Colorado Historical Society, Denver.

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