

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property: Los Olivos Historic District

historic name _____
other names/site number _____

2. Location

street & number The 300 block of E. Monte Vista Road not for publication
city or town Phoenix vicinity
state Arizona code AZ county Maricopa code 013 _____

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this ___ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.
In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:
___ national ___ statewide ___ local

Signature of certifying official Date

Title State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I, hereby, certify that this property is:
___ entered in the National Register ___ determined eligible for the National Register
___ determined not eligible for the National Register ___ removed from the National Register
___ Other (explain:) _____

Signature of the Keeper Date of Action

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public - Local
- public - State
- public - Federal

Category of Property
(Check only **one** box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
9	5	buildings
		district
1		site
		structure
		object
10	5	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

Residential Subdivisions and Architecture in
Central Phoenix, 1870-1963

Number of contributing resources previously listed in the National Register

1

6. Function or Use

Historic Functions
(Enter categories from instructions)

DOMESTIC/Single Dwelling

LANDSCAPE/Streetscape

Current Functions
(Enter categories from instructions)

DOMESTIC/Single Dwelling

LANDSCAPE/Streetscape

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19TH AND 20TH CENTURY REVIVALS:

Tudor Revival, Mission/Spanish Colonial Revival,
Colonial Revival

LATE 19TH AND EARLY 20TH CENTURY

AMERICAN MOVEMENTS: Bungalow/Craftsman

MODERN MOVEMENT: Ranch Style

Materials
(Enter categories from instructions)

foundation: Concrete

walls: Brick, Stucco

roof: Asphalt, Other; Clay Tile

other: Wood

Narrative Description

Name of Property

Los Olivos Historic District

County and State

Maricopa County, Arizona

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

See Continuation Sheet

Narrative Description

See Continuation Sheet

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Areas of Significance

(Enter categories from instructions)

Community Planning and Development

Architecture

Period of Significance

1911-1930

Significant Dates

N/A

Significant Person

(Complete only if Criterion B is marked above)

N/A

Cultural Affiliation

Undefined

Architect/Builder

N/A

Criteria Considerations

(Mark "x" in all the boxes that apply)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Period of Significance (justification)

Construction commenced in Los Olivos in 1911 and continued until 1930. One lot remained vacant until 1955 when a house that differed in style was built to close out the subdivision.

Criteria Considerations (explanation, if necessary)

N/A

Name of Property

Los Olivos Historic District

County and State

Maricopa County, Arizona

Statement of Significance Summary Paragraph (provide a summary paragraph that includes level of significance and applicable criteria)

See Continuation Sheet, Section 8

Narrative Statement of Significance (provide at least **one** paragraph for each area of significance)

See Continuation Sheet, Section 8

Developmental history/additional historic context information (if appropriate)

See Continuation Sheet, Section 8

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets)

Previous documentation on file (NPS):

preliminary determination of individual listing (36 CFR 67 has been Requested)
 previously listed in the National Register
 previously determined eligible by the National Register designated a National Historic Landmark
 recorded by Historic American Buildings Survey # _____
 recorded by Historic American Engineering Record # _____

Primary location of additional data:

State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other
Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property Approximately 9 acres
(Do not include previously listed resource acreage)

UTM References

(Place additional UTM references on a continuation sheet)

1	<u>12 S</u> Zone	<u>400729.3 m</u> Easting	<u>3704130.1 m</u> Northing	3	<u>12 S</u> Zone	<u>400941.5 m</u> Easting	<u>3703933.7 m</u> Northing
2	<u>12 S</u> Zone	<u>401013.7 m</u> Easting	<u>3704128 m</u> Northing	4	<u>12 S</u> Zone	<u>400638.8 m</u> Easting	<u>3704033.2 m</u> Northing

Verbal Boundary Description (describe the boundaries of the property)

See Continuation Sheet

Boundary Justification (explain why the boundaries were selected)

See Continuation Sheet

11. Form Prepared By

name/title Terri Myers, Historian; Kristen Brown, Architectural Historian; and Karen Thompson, Associate Historian
organization Preservation Central, Inc. date May 28, 2009
street & number 823 Harris Avenue telephone (512) 478-0898
city or town Austin state Texas zip code 78705
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Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets:** Section 7 and Section 8
- **Additional items:** (Check with the SHPO or FPO for any additional items)

Photographs:

Submit clear and descriptive black and white photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

See Continuation Sheet

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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SUMMARY PARAGRAPH

Los Olivos Historic District is an early suburban neighborhood located approximately one and three-quarters miles north of downtown Phoenix. Situated next to the Alvarado and East Alvarado Historic Districts, Los Olivos is located in a small pocket of historic residential streets book ended by commercial and multi-family properties along 7th Street and Central Avenue. Los Olivos Historic District is a small district less than one block long, and is characterized by custom-built houses on large lots, with tall palm trees and olive trees that line the street. Its irregular boundary includes residential lots along both sides of Monte Vista Road between 3rd and 7th Streets. The district is approximately nine and a half acres in size and contains 15 resources, fourteen of which are single-family houses. The fifteenth resource is the landscape itself, including the palm-lined streets and olive trees for which the subdivision is named. Of the resources, ten (66.6%) are considered contributing, and five (33.3%) are noncontributing. All but one of the resources in the district was built between 1911 and 1930, and the majority of the houses are Period Revival or Craftsman in style. The boundaries of the National Register district correspond to the boundaries of a Phoenix local historic district of the same name.

NARRATIVE DESCRIPTION

Los Olivos Historic District is situated along Monte Vista Road, between 3rd and 7th Streets. The district lies within the larger Los Olivos Resubdivided plat from 1913; one house was built in 1911, before the land was resubdivided. Lots along the north edge of the original plat were later subdivided into smaller lots, and lots along the western edge now contain multi-family and office buildings. The lots contained within the Los Olivos Historic district boundary, however, are of the size and configuration found in the 1913 plat, and as residential lots, best represent its original appearance. The district includes nine lots along the north side of Monte Vista (house numbers 324 to 390), five lots on the south side (house numbers 341 to 371), and the streetscape itself, which includes tall palms and many olive trees, for which the subdivision is named. The boundary extends west in a narrow strip along Monte Vista to 3rd Street, in order to include the remainder of the historic tall palms and olive trees. The district is surrounded on three sides by non-historic resources. Adjacent to the south boundary of Los Olivos are the lots along Palm Lane, which contain non-historic apartment and office buildings. To the district's west is 3rd Street, which also contains offices and apartments. East of the district is 7th Street, a six-lane north-south thoroughfare lined primarily with commercial properties. Immediately north of Los Olivos is the East Alvarado Historic District, with smaller lots and resources built primarily in the 1930s.

The streetscape in Los Olivos is uniform, with the fourteen domestic properties facing one another along Monte Vista Road. Setbacks and landscaping are consistent and contribute to the coherent appearance. The street is flat, paved in asphalt, and wide enough to permit on-street parking. It has traditional concrete curbs and straight concrete sidewalks. A strip of grass approximately ten feet wide lies between the curb and sidewalk; palms and olive trees, spaced at regular intervals along the street, are planted in the strip. The lots in the district have broad front lawns, with neatly manicured hedges, low flower beds, and mature palm, mesquite, or pine trees. Lots in the district are very large, measuring approximately 100 feet wide by 300 feet deep. The one exception is the lot at 390 E. Monte Vista Road, which measures approximately 70 feet wide by 200 feet deep and corresponds to its historic size as platted on the 1913 subdivision map. The property at this

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address is L-shaped and contains a lot along 7th Street, which is included in the district due to common ownership lines. Setbacks are consistent district-wide, with all of the houses set back approximately 80 feet from the curb. Distances between houses vary slightly, but average approximately 40 feet.

The majority of houses have unfenced yards that meet the sidewalk, or have low hedges around their perimeter. This creates a feeling of openness that emphasizes the large lots and ample setback found in the district. The houses at 350 and 371 E. Monte Vista Road have high hedges; however, the houses are easily visible via the entrance drive. The house at 332 E. Monte Vista Road is partially obscured by the lot's large bushes and trees. Most lots have straight concrete driveways which lead either to attached garages or freestanding garages in the rear. Some original ribbon driveways remain, although the majority of driveways have been infilled or replaced with new concrete. Slightly angled driveways are found at both 366 and 390 E. Monte Vista Road. Widened driveways are found at 355, 360, and 374 E. Monte Vista Road. The house at 371 E. Monte Vista Road has a U-shaped entrance drive. There are three streetlights in the district. No other street furniture exists.

A defining characteristic of the Los Olivos Historic District is its architectural variety. The fourteen houses in the district vary greatly in style, size, and construction material. The common denominator is the custom nature of the houses—these are amply sized, gracious houses designed with attention to detail. When built, the neighborhood attracted well-heeled residents with its variety and uniqueness. This was a prestigious address with custom-built homes.

The houses in the district display various styles and plans; however, all are single-family residences. All but one were built between 1915 and 1935 and are either Craftsman or Period Revival in style. One house was built in 1955 and is Ranch style. The houses in Los Olivos vary in size. One-story, two-story, and one and a half-story houses are found. The overall massing of the houses is similar, however, resulting in a coherent streetscape. For example, roof heights of two-story and one and a half-story houses are similar, and several of the one-story houses have high-pitched roofs. The majority of houses have cross-gabled or side-gabled roofs. Most houses have stucco siding, although brick is found on two houses. Roof materials are most commonly asphalt shingle and Spanish clay tile. Wood double-hung and wood casement windows are the most common types. Porches are not a significant feature of the district; in fact, many of the houses have only small entry porches or stoop roofs. The majority of houses have detached garages located in the rear of the lot. Since many of the houses are Period Revival in style, many ornamental details are found in the district, such as shutters, door surrounds, window headers, and arched entries. Nine of the houses have good integrity and are considered contributing resources. Five of the houses have been altered and are considered noncontributing.

Due to the small size of the Los Olivos and the architectural variety found within, it is difficult to generalize the district's houses beyond the basic tenets listed above. The neighborhood's heterogeneous character can be better understood by brief descriptions of each house's style, alterations, and contributing status.

At 324 E. Monte Vista Road is a 1 ½ -story Craftsman built in circa 1915. It is a side gabled house with two broad, shingle-clad front-gabled dormers. It has a partial-width inset porch with exposed rafters and a full-

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height brick pier. The roof has wide eave overhangs and asphalt shingles. Each dormer has two 6/1 wood double-hung windows. On the first floor are tripled 9/1 windows and a broad 18/1 window at the porch. The porch had once been infilled and has now been opened up. Notable alterations to the house are a stuccoed exterior and a small one-story side addition at the west end. Nonetheless, the house is considered a **contributing** resource.

The house at 332 *E. Monte Vista Road* is partially obscured from view by large bushes and trees. It was built in 1926 and is Spanish Eclectic in style, with smooth stucco walls and a red tile roof. It is a cross-gabled 1-story house with a 2-story pyramidal-roofed tower containing an arched entry porch. Window openings are arched, including a large tripled window arrangement with a tall arched opening flanked by two smaller ones. No alterations were evident. The house is a **contributing** resource.

Built in 1915, 340 *E. Monte Vista Road* is a large 2-story Craftsman house whose strong horizontal composition shows Prairie Style influences. Its main central volume has a flat, unadorned stucco exterior and a low-pitched hip roof with wide eave overhangs. A hipped entry porch is located in the center of the façade. A small one-story hipped wing is found on the east side of the house. Windows include both 12/1 and 6/1 wood double hung. The front porch has been infilled. The east wing was historically a side porch but appears to have been infilled during the historic period, with matching windows. On the west side is a small non-historic sun room addition set back slightly from the front façade plane. An entry patio with low piers and broad front steps was added to the house. Despite these alterations, the house is an excellent example of a Prairie-influenced Craftsman house, and is considered a **contributing** resource.

The house at 341 *E. Monte Vista Road* is Spanish Eclectic in style and was built in 1922. It features two building volumes, a flat-roofed 1-story front volume and a side-gabled 2-story volume behind it. Both are stuccoed. The front volume has an arched entry door shielded by a shallow porch with a red tile roof. Across the front façade are three large wood casement windows and a set of wood French doors. At the west end of the front façade is an arched porte-cochere with red roof tiles along its cornice. The rear volume is partially visible; it has a red tile roof and a stuccoed end chimney. No alterations were noted. The house is a **contributing** resource.

At 349 *E. Monte Vista Road* is a circa 1925 house with significant alterations. Its original roof configuration—a side-gabled roof with a front-gabled ell and a hipped ell creating a U-shaped plan—has been altered to become a long clipped-gable volume with two matching, clipped-gable ells. The house has been stuccoed, and its central porch, located between the ells, has been rebuilt with non-historic brick piers and tapered posts. The house is a **noncontributing** resource.

The unique house at 350 *E. Monte Vista Road* was built in 1929. It is a large 1-story house with a tall, steeply pitched hip roof and two shallow front-gabled ells. The house is unpainted brick, with brick window headers and sills and a corbelled brick chimney. A small entry porch is inset under an arch and contains a wood door with sidelights. Windows are 6/1 wood double-hung with attached shutters. The roof is asphalt shingle. No alterations are evident. The house is a **contributing** resource.

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The altered Spanish Colonial Revival house at 357 (aka 355) *E. Monte Vista Road* was built in circa 1935. The house features smooth stucco walls, a red tile roof, 10/1 wood double-hung windows, and two chimneys, one of which has an arched chimney cap. There have been several notable alterations, however. The original front porch was removed and replaced with a front-gabled ell with a wide casement window. Its roof pitch does not match that of the original, existing ell. A small hipped entry porch was added, as well as an entry patio with low stucco wall. Finally, a flat-roofed attached garage was added to the west end of the front façade. The house is a **noncontributing** resource.

At 360 (aka 356) *E. Monte Vista Road* is a large Ranch house built circa 1955. It is a large 1-story house with a low-pitched cross-gabled roof with wide eave overhangs. The house is built from long, narrow red bricks that create a strong horizontal effect. At the west end of the wood-shingled roof is a low gabled cupola. Two horizontal windows with brick sills and historic metal screens are located in the broad front ell. No alterations to the house were noted; however, a non-historic patio wall was added to the front of the house that partially obscures the front façade. This house is considered a **noncontributing** resource because it was constructed outside the period of significance.

At 363 *E. Monte Vista Road* is a 1 ½ -story Tudor Revival house built circa 1930. It is a stucco cross-gabled house with a very steep, high-pitched roof clad in wood shingles. The west building volume is front-gabled, with two west-facing dormers and a section of roofline that sweeps down past the eave line, extending the front façade. On the front façade are casement windows with rectangular hood molds, and a round-arched niche. A small intersecting front-gabled volume contains an arched entry porch with decorative stone voussoirs. The entry door is wood with wrought iron details. The east building volume is the side gabled portion. It has casement windows and a prominent chimney with stone quoins and chimney pots. There is a small addition on the rear. The house is considered a **contributing** resource.

The Craftsman bungalow at 366 *E. Monte Vista Road* was built in 1929. It is a side-gabled house with segmental arch window openings and a battered chimney shape. The house's stucco finish is likely not original. The stuccoed, front gabled porch is not original. The roof pitch and porch posts are incongruous with the house's style. This is a **noncontributing** resource.

Another altered house is located at 371 *E. Monte Vista Road*. Changes to the house have obscured its original style. It is a side-gabled, stucco house with casement windows and a prominent exterior chimney on its front façade. Alterations include a two-story front gabled wing with incompatible arched windows and ornamental half-timbering, trim pieces on the chimney, a classical entry porch, shutters, and a small balcony added to the east side. The house is **noncontributing**.

At 374 *E. Monte Vista Road* is a Spanish Eclectic house built circa 1928. It is a side-gabled house with a high-pitched roof and a two-story pyramidal-roofed tower at its western end. The tower features a balcony. Along the front façade are large casement windows and French doors. The entry is off-center, and is framed by an applied stone arch. The house is stucco with a red tile roof. It is a **contributing** resource.

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The house at *380 E. Monte Vista Road* is a circa 1925 Craftsman bungalow. It is a side-gabled house with clipped gables, a small front-gabled ell, and three brick chimneys. Decorative purlins support the wide eaves, and the windows are wood casement. The house has been altered by the application of stucco over its original board and batten siding, and non-historic river rocks have been applied to the porch. The door has also been replaced. Despite these changes, the house retains its original building form, roof form, windows, and distinctive architectural elements. For these reasons the house is considered **contributing**.

At *390 (aka 388) E. Monte Vista Road* is a large 2-story Colonial Revival house built in 1922. It is rectangular in plan, with a side-gabled roof and symmetrical fenestration. Windows are wood double hung and wood casement. Decorative shutters are present at all windows. The centrally located entry features a round-arched porch hood, a rounded historic door with window, and curved concrete steps. The house is stucco, with an asphalt shingle roof. A 1-story frame addition with casement windows is located on the east side of the house. The house is a **contributing** resource.

The street itself, lined in palms and olive trees, is the 15th resource in the district. It is counted as a site. The evenly-spaced, stately trees that line the street provide a cohesive streetscape that knits the neighborhood together. The streetscape looks much as it did throughout history and is considered a **contributing** resource.

Los Olivos Historic District is a well-preserved residential neighborhood in central Phoenix. Of the 15 resources in the district, all but one is residential in nature, and most were built between 1915 and 1930. The district is characterized by exceptionally large lots, custom-made houses in a variety of Period Revival and Craftsman styles, and mature landscaping including historic palm and olive trees that line the street. These elements combine to present a cohesive streetscape that lends unity to the district despite it being less than one block in size. Sixty-four percent of the resources are considered contributing because they are of historic age and possess good integrity. The boundaries of the National Register district correspond to the boundaries of a Phoenix local historic district with the same name.

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INVENTORY OF RESOURCES

Address	Construction Date	Style	Contributing Status	Reason Noncontributing
324 E. Monte Vista Rd.	1911	Craftsman	Contributing	
332 E. Monte Vista Rd.	1926	Spanish Eclectic	Contributing	
340 E. Monte Vista Rd.	1915	Craftsman/Prairie	Contributing	
341 E. Monte Vista Rd.	1922	Spanish Eclectic	Contributing	
349 E. Monte Vista Rd.	1925		Noncontributing	Alterations
350 E. Monte Vista Rd.	1929	French Eclectic	Contributing	
357 (aka 355) E. Monte Vista Rd.	1925	Spanish Colonial	Noncontributing	Alterations
360 (aka 356) E. Monte Vista Rd.	1955	Ranch	Noncontributing	Age
363 E. Monte Vista Rd.	1930	Tudor Revival	Contributing	
364 (aka 366) E. Monte Vista Rd.	1929	Craftsman	Noncontributing	Alterations
371 E. Monte Vista Rd.	1928	Tudor Revival	Noncontributing	Alterations
374 E. Monte Vista Rd.	1923	Spanish Eclectic	Contributing	
380 E. Monte Vista Rd.	1921	Craftsman (Altered)	Contributing	
390 (aka 388) E. Monte Vista Rd.	1922	Colonial Revival	Contributing	
300 block E. Monte Vista Rd.	1913	Tree-lined streetscape	Contributing	

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SUMMARY PARAGRAPH

The Los Olivos Historic District is a subset of what was once the large, 160-acre Los Olivos Subdivision, platted by Dwight B. Heard in north-central Phoenix in 1906. It consists of fourteen properties on large, landscaped lots located on both sides of Monte Vista Road between Third and Seventh Streets. The district is nominated to the National Register of Historic Places under Criterion A (Community Planning and Development) as a good example of a *Picturesque Neighborhood (1911-1955)* in Phoenix. Such neighborhoods, including Encanto-Palmcroft, Alvarado, La Hacienda, and, later, Encanto Vista and Encanto Manor, are characterized by their mix of custom and semi-custom homes and their park-like atmospheres, made possible by curvilinear, palm-lined streets, and specialty landscaping. Like other Picturesque Neighborhoods, developers promoted Los Olivos to well-to-do buyers through deed restrictions and minimum cost levels set to assure quality construction and stable property values. Increased automobile ownership in the early 20th century allowed developers to build these neighborhoods further from the city core and without consideration for streetcar access. The district is also nominated under Criterion C (Architecture); it features a variety of early 20th century Revival Style and Craftsman houses, some of which are outstanding examples of their type. Overall, the district retains its architectural fabric and integrity to a good degree. It is nominated at the local level of significance under both criteria.

NARRATIVE STATEMENT OF SIGNIFICANCE

Introduction

Los Olivos is a *Picturesque Neighborhood (1911-1955)* as evidenced by its generous lots, deep setbacks, landscaped yards, and array of large homes built in a romantic styles. The district's significance is based on two historic contexts developed for the Multiple Property listing *Residential Subdivisions and Architecture in Central Phoenix, 1870-1963*. The first, *Context 1: Trends and Patterns of Residential Subdivision Development in Phoenix from 1870-1963*, discusses the predominant land subdivision practices in Phoenix from its first major population surge with the completion of Roosevelt Dam (1911), through the tremendous building boom that followed World War II. Los Olivos is largely associated with the early years of this context as most of its housing stock was built between 1911 and 1930. Los Olivos also relates to *Context 2: The Progression of Residential Architectural Styles, Building Materials and Construction Practices in Central Phoenix Neighborhoods from 1870-1963*, due to its varied collection of popular, early 20th century architectural styles, including architect-designed Craftsman houses and Period Revivals. Promoted as a high-end neighborhood from its inception, Los Olivos remains a good example of a prestigious early 20th century picturesque neighborhood.

Criterion A

The Los Olivos Historic District meets Criterion A as a good example of early 20th century subdivision trends in Phoenix, particularly the movement toward picturesque neighborhoods geared to an exclusive clientele. Early development in Los Olivos coincided with the rise of picturesque neighborhoods in Phoenix. These upscale suburban developments featured stately houses on generous, well-groomed lots. Detailed deed restrictions and minimum construction costs guaranteed their continued value. Los Olivos is only a small portion of the original 160-acre Los Olivos tract; other surviving remnants of the original tract include the Alvarado and East

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Alvarado historic districts, which were re-subdivided into much smaller lots during the intense building boom of the 1920s. The fact that the original subdivision is now represented by numerous sub-districts, each with their own character and building fabric, reflects Phoenix's rapid growth and development between 1906, when the original subdivision was platted, and the 1920s, when the city's population exceeded available housing. Los Olivos is the only surviving portion of the original Los Olivos Subdivision and its housing stock, landscaped yards, and tree-lined streetscapes vividly reflect the aesthetic of early Picturesque Neighborhoods in Phoenix. The Los Olivos Historic District is therefore nominated to the National Register of Historic Places under Criterion A (Community Planning and Development) at the local level of significance.

Criterion C

The district is also nominated under Criterion C (Architecture); it has a variety of early 20th century Revival Style houses as well as custom-built Craftsman influenced bungalows. In particular, the district features excellent examples of Spanish Eclectic, Tudor Revival, and Colonial Revival residential architecture. The district represents the variety of popular architectural styles available to the affluent home buyer of that period. Overall, the district retains its architectural fabric and integrity to a good degree. All but one of the district's properties was built within the historic period with the earliest of these dating to 1911, and the latest to 1930. The final lot remained vacant for the next twenty-five years until a Ranch style house was constructed there. Overall, the district retains its architectural fabric and integrity to a good degree. Ten (66.6%) of the fifteen properties contribute to the district's historic character while five (33.3%) resources do not. Los Olivos is also noteworthy for its setting; significantly larger than average-sized Phoenix lots, the Los Olivos homesites feature mature landscaping, olive trees, and tall palms that line Monte Vista Road. It is nominated under Criterion C at the local level of significance.

DEVELOPMENTAL HISTORY/ADDITIONAL HISTORIC CONTEXT INFORMATION

Introduction

Development in Los Olivos followed predominant trends and patterns of subdivision growth in Phoenix during the early part of this period when suburban development was promoted to well-to-do families who could afford to live in the "country". Built out over a 25-year period of time, the exclusive enclave developed as one of several *Picturesque Neighborhoods* (1911-1955) in Phoenix. Houses in Los Olivos bear a variety of romantic residential styles that represent the architectural designs popular at the time of their construction. Among the earliest houses are several Craftsman influenced bungalows which were widely popular in Phoenix during the 1910s and early 1920s. Most of the houses were built in the 1920s, however, when Period Revival styles gained favor in the high-end residential market. Los Olivos includes good examples of Spanish Eclectic, Tudor Revival, and Colonial Revival architecture from this period. The last historic-age house built in the district was built in 1955, 25 years after the previous house was completed.

Los Olivos

The Los Olivos Historic District is a small, early 20th century neighborhood in north-central Phoenix that was platted by developer Dwight B. Heard as part of a much larger 160-acre Los Olivos Subdivision in 1906. Heard named his subdivision for the olive trees that still grace the streetscape along Monte Vista Road. At 160 acres, Heard's residential subdivision was the largest of Phoenix's early home site plats. The original subdivision

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stretched from McDowell Road on the south, to Oak Street on the north, and from Central Avenue on the east to Cave Creek Road (7th Street) on the west; the tract lay just beyond the city's northern limits.

Heard intended his large subdivision to be a prestigious enclave of small estates and carved the land into 32 five-acre parcels for sale to discriminating buyers. He laid out two intersecting interior streets – Palm Lane and Buena Avenue (now Third Street) – which divided the tract into four quadrants of 40 acres apiece. In the original plat, most of the 32 five-acre lots fronted onto the north-south streets of Central Avenue, 3rd Street, and 7th Street.

Slow sales proved that there were few buyers for such commodious, and relatively expensive, lots in the first decade of the Twentieth Century. In 1909, Heard re-subdivided his 160-acre tract to create more affordable building sites suited to a broader clientele. In doing so, he cut most of the thirty-two original lots in half, creating 54 smaller lots. Coronado Road and Monte Vista Road were added at that time to access the new lots. In 1911, Heard carved six one-acre lots from the 40-acre southwest portion of the development. The lots fronted onto Alvarado Road, a north-south street set between Central Avenue and 3rd Street.

From the outset, Heard embarked on an energetic advertising campaign to attract affluent buyers to his development. A 1911 newspaper ad for Los Olivos was typical of his efforts. Prospective buyers were assured that the subdivision was “easily the foremost [of many fine neighborhoods]” and that the houses would be “the most modern” available. Heard drew an almost idyllic portrait of the former farmland now platted into residential lots. The development boasted “four miles of palm trees” and a mild slope that provided views of the valley and allowed for irrigation. Heard claimed that Central Avenue, paved with macadam and oil, was “one of the most delightful drives in the west” and that Los Olivos offered the “comfort and freedom of the country” with all the conveniences of the city. Such amenities included city water, electricity, telephone service, and electric streetcars.

Although the subdivision lay outside the city limits – about a mile from downtown Phoenix – Heard's advertisements assured prospective home buyers that they were only a few minutes from the business district via the Indian School streetcar line. The line followed 3rd Street, which separated the subdivision into east-west halves, thus affording good streetcar access to downtown throughout the neighborhood.

Heard sought to protect both the value of his subdivision and the investments of his clients by, restricting the type and quality of construction within the tract. He promoted the subdivision as having “restrictions ... to assure a continuation of improvement in every way”. Buildings of “any undesirable character” were prohibited and minimum building costs were mandated to set property values and attract status-conscious buyers. Building costs reflected the desirability of certain streets. For example, houses fronting onto Central Avenue were required to cost at least \$6,000 while those on Monte Vista Road were less restrictive with a minimum cost of \$3,500 apiece. Deed restrictions dictated the locations of houses, garages, and stables relative to the street, as well as the number of buildings on each site. Such restraints prevented unsightly streetscapes and maintained property values.

Amenities and restrictions, coupled with significant growth in the early 1910s, following the completion of the

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Roosevelt Dam, helped spur development in Los Olivos. Twenty-six of the now sixty lots had sold by 1911. In 1913, Heard re-platted the subdivision again, creating eight lots along Monte Vista Road and two lots immediately to the north. The new plat was called Los Olivos Resubdivided. The current Los Olivos Historic District on Monte Vista Road is part of this early resubdivision. Heard intended Monte Vista Road to be a residential haven with large lots, quality construction, sidewalks, and tree-lined streets.

The present Los Olivos Historic District is one of the few sections of the original Los Olivos Subdivision that maintains its plat from the first period of construction (1911-1915). It is the only part of the original Los Olivos Resubdivided plat that was not further subdivided in the 1920s and which remains entirely residential. The rest of Heard's 160-acre subdivision sustained numerous resubdivisions throughout the 1920s as Phoenix grew, both in size and in population.

Los Olivos Residential Composition

Dwight B. Heard may have encouraged his secretary, M. E. Donn, to build the first house at *324 E. Monte Vista Road* to generate sales on the street. Some evidence suggests that Donn built his house at *324 E. Monte Vista Road* as early as 1909, before the tract was resubdivided, but it was certainly in place by 1911. Dr. L. H. Thayer completed the second house at *340 E. Monte Vista Road*, by 1915. After a promising start on Monte Vista Road, sales lagged and six years passed before another house appeared on the block.

During that period, Heard vigorously promoted Los Olivos and Monte Vista Road, in particular. In 1918, he took out a number of quarter page newspaper advertisements in which he called upon husbands to provide their wives with homes of their own in Los Olivos. One advertisement claimed that wives would take better care of their households if they owned a home, rather than rented it (*Arizona Republican*, March 24, 1918: 11). Although prices had gone up since the land was first subdivided – a 100' x 300' lot on Monte Vista Road cost \$4,500 in 1918 – Heard promised to finance new construction on the street. He marketed Monte Vista Road as “the real home location” for the “observant buyer” and noted the “fine caliche road, sidewalks, parking space”, moderate restrictions, and generous lot sizes (*Arizona Republican*, March 31, 1918: 8).

By the early 1920s, sales began to pick up and M. P. Smith, the secretary-treasurer of Lane-Smith Investments, built the third house at *380 E. Monte Vista Road* about 1921. Several other houses were built in quick succession. In 1922, E. A. McDonald, the president and manager of Western Cotton Oil, Western Ginning, and Western Credit Corporation, built his house at *341 E. Monte Vista Road*. That same year, E. E. Lane, President of Lane-Smith Investments, built his house at *390 E. Monte Vista Road*. From their occupations, it is evident that Heard's desire to attract high-end buyers had been met.

The street saw most of its construction in the 1920s and by 1929 twelve of the district's fourteen houses were completed. City directories failed to record occupations for some residents but several of the new homeowners were doctors and lawyers. Martin LeBoutillier (374 E. Monte Vista Road) was a lawyer and H. D. Ross (371 E. Monte Vista Road) was a judge. H. B. Gudgel (350 E. Monte Vista Road) was a surgeon and D. C. Bell (366 E. Monte Vista Road) was a physician. A. J. Lord (324 E. Monte Vista Road) and C. F. Willis (332 E. Monte Vista Road) were occupants with no listed occupations.

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Despite the economic depression in the 1930s, the street remained a prestigious address with physicians, attorneys and investment brokers. Dr. Thayer, M. P. Smith, E. E. Lane, H. D. Ross, D. C. Bell, H. B. Gudgel, A. J. Lord, and C. F. Willis still occupied their houses. By 1936, Ross was a judge of the Arizona Supreme Court.

In the immediate postwar period (1946/1947), the neighborhood experienced some turnover in residents but many of the early occupants remained in their homes including Willis, Thayer, Gudget, Ross, and Lane. Others had owned their homes since at least 1936, including M. J. Dougherty (341 E. Monte Vista Road), L. D. DeMund (363 E. Monte Vista Road), and J. T. Morgan (374 E. Monte Vista Road). Nine of the eleven homes were owner-occupied; 360 E. Monte Vista Road was not completed at the time.

New occupations came to the street in the mid-1950s. Peter Henscheid (366 E. Monte Vista Road) worked at Standard Sheet Metal Works and J. A. Seaver managed the Alexander Apartments. Other non-professional jobs included William Corpstein (349 E. Monte Vista Road), a salesman, and J. T. Morgan (374 E. Monte Vista Road), was a city court reporter. Owner occupancy remained exceptionally high with eleven of the twelve residences owner-occupied.

By 1963, a number of residents had lived in their homes for twenty years or more. Occupations had changed somewhat; D. E. Frazier (357 E. Monte Vista Road), a realtor for his own company, and Gilbert Blanco (9360 E. Monte Vista Road), superintendent of Modern Billiard and Bowling, were new to the street. Several women, including Bess Dougherty (341 E. Monte Vista Road) and nurse Olivia Morgan (374 E. Monte Vista Road), had become widows and were now heads of their households. Both women had lived in their homes for more than thirty years. Owner-occupancy was universal in 1963.

Conclusion

The Los Olivos Historic District represents a significant era in Phoenix's early development as subdivisions, aided by the expansion of the street railway and, later, automobiles, extended past the city's original boundaries. Developer Dwight B. Heard succeeded in attracting well-to-do residents to his subdivision with large lot sizes, a palm-lined street, numerous olive trees, amenities, and restrictions. As Phoenix continued to grow in the 1910s and 1920s, Heard re-subdivided his Los Olivos to meet that growth and the changing expectations of prospective buyers. The current boundaries of the Los Olivos Historic District describe an intact area of the original development that was not further re-subdivided during the 1920s and therefore serves as a reminder of the earlier phases of Los Olivos. Since Los Olivos retains a good degree of its original architectural fabric and much of its historic tree-lined streetscape, it conveys a strong sense of history as a Picturesque Neighborhood (1911-1955), and is therefore nominated under Criterion A as an example of Phoenix development patterns as discussed in *Historic Context 1: Trends and Patterns of Residential Subdivision Development in Phoenix, 1870-1963*. Los Olivos also showcases a number of early 20th century architectural styles as discussed in *Historic Context II: The Progression of Residential Architectural Styles, Building Materials and Construction Practices in Central Phoenix Neighborhoods, 1870-1963* and is nominated to the National Register of Historic Places under Criterion C for Architecture. It is nominated at the local level of significance for both criteria.

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BOUNDARY DESCRIPTION

<u>Address</u>	<u>APN</u>	<u>Legal</u>
341 E. Monte Vista Road	118-53-062A	Los Olivos Resub Blk A Lot 6
349 E. Monte Vista Road	118-53-063	Los Olivos Resub Blk A Lot 7
357 E. Monte Vista Road	118-53-064	Los Olivos Resub Blk A Lot 8
363 E. Monte Vista Road	118-53-065	Los Olivos Resub Blk A Lot 9
371 E. Monte Vista Road	118-53-066	Los Olivos Resub Blk A Lot 10
324 E. Monte Vista Road	118-53-075	Los Olivos Resub Blk B Lot 12
332 E. Monte Vista Road	118-53-076	Los Olivos Resub Blk B Lot 13
340 E. Monte Vista Road	118-53-077	Los Olivos Resub Blk B Lot 14
350 E. Monte Vista Road	118-53-078	Los Olivos Resub Blk B Lot 15
360 E. Monte Vista Road	118-53-079	Los Olivos Resub Blk B Lot 16
364 E. Monte Vista Road	118-53-080	Los Olivos Resub Blk B Lot 17
372 E. Monte Vista Road	118-53-081	Los Olivos Resub Blk B Lot 18
380 E. Monte Vista Road	118-53-082	Los Olivos Resub Blk B Lot 19
390 E. Monte Vista Road	118-53-083	Los Olivos Resub Blk B Lot 20
2218 N. 7th St.	118-53-086	Los Olivos Resub Blk B Lot 22 (N ½)
2222 N. 7th St.	118-53-085	Los Olivos Resub Blk B Lot 22 (S ½)

Plus the entire Right of Way of Monte Vista Road between North 3rd and North 7th Streets.

VERBAL BOUNDARY JUSTIFICATION

These boundaries represent that portion of the Los Olivos subdivision that retains its original architectural fabric and landscape features, including the tree-lined street, and remains residential in character as intended by the developer.

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We will Finance
The Building of
Your Home

When once you've determined to own a home of your own, the matter of paying for it presents itself. At that time we can be of tremendous help to you.

Contrary to general belief, a mortgage is not a disgraceful legal instrument. In the form of bonds, the very largest corporations employ mortgages to finance their business activities.

In Los Olivos *Monte Vista* Road presents itself to the observant buyer as the real home location. The fine Caliche Road, Sidewalks, Parking Space--Not forgetting the generous sized lots, 100x300 feet.

THE RESTRICTIONS ARE MODERATE, \$4500

DWIGHT B. HEARD
CENTER AND ADAMS

Advertisement for Los Olivos in the *Arizona Republican*, March 31, 1918

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All of the photos were taken by Terri Myers.
The negatives are on file with the city of Phoenix Historic Preservation Office.

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Name of Property: 324 E. Monte Vista Road
Name of District: Los Olivos Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Date Photographed: November 19, 2009
Description of Photograph: 1 ½-story Craftsman; View looking north

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Name of Property: 300 block E. Monte Vista Road in front of 332 E. Monte Vista Road
Name of District: Los Olivos Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Date Photographed: November 19, 2009
Description of Photograph: View looking east

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Name of Property: 341 E. Monte Vista Road
Name of District: Los Olivos Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Date Photographed: November 19, 2009
Description of Photograph: View looking southeast

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Name of Property: 340 E. Monte Vista Road
Name of District: Los Olivos Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Date Photographed: November 19, 2009
Description of Photograph: View looking northeast

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Name of Property: 349 E. Monte Vista Road
Name of District: Los Olivos Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Date Photographed: November 19, 2009
Description of Photograph: View looking south/southwest

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Name of Property: 300 block E. Monte Vista Road

Name of District: Los Olivos Historic District

City or Vicinity: Phoenix

County: Maricopa **State:** Arizona

Date Photographed: November 19, 2009

Description of Photograph: View looking southeast

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Name of Property: 363 E. Monte Vista Road

Name of District: Los Olivos Historic District

City or Vicinity: Phoenix

County: Maricopa **State:** Arizona

Date Photographed: November 19, 2009

Description of Photograph: View looking south

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Name of Property: 366 E. Monte Vista Road

Name of District: Los Olivos Historic District

City or Vicinity: Phoenix

County: Maricopa **State:** Arizona

Date Photographed: November 19, 2009

Description of Photograph: View looking north/northeast

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Name of Property: 371 E. Monte Vista Road

Name of District: Los Olivos Historic District

City or Vicinity: Phoenix

County: Maricopa **State:** Arizona

Date Photographed: November 19, 2009

Description of Photograph: View looking south/southwest

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Name of Property: 390 (388) E. Monte Vista Road

Name of District: Los Olivos Historic District

City or Vicinity: Phoenix

County: Maricopa **State:** Arizona

Date Photographed: November 19, 2009

Description of Photograph: View looking north/northeast