

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: Villa Verde Historic District

historic name Villa Verde Plat A & Villa Verde Plat B

other names/site number _____

2. Location

street & number Roughly bounded by Monte Vista Road, Granada Road, 19th Avenue, and not for publication
20th Avenue

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)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

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

<input type="checkbox"/>	building(s)
<input checked="" type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

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

Contributing	Noncontributing	
91	17	buildings
		district
		site
		structure
		object
91	17	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

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

DOMESTIC/Single Dwelling

COMMERCE/TRADE/Department Store/Grocery

Current Functions
(Enter categories from instructions)

DOMESTIC/Single Dwelling

COMMERCE/TRADE/Auto Repair

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19TH AND 20TH CENTURY REVIVALS:
Tudor Revival, Spanish 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: Built-up Tar and Gravel

other: Wood

Narrative Description

(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.

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.

Areas of Significance

(Enter categories from instructions)

Community Planning and Development

Architecture

Period of Significance

1928-1945

Significant Dates

1928: Subdivision Plat

Significant Person

(Complete only if Criterion B is marked above)

NA

Cultural Affiliation

Undefined

Architect/Builder

Wallace, Frank B.

Period of Significance (justification)

The Period of Significance corresponds to the historic period of construction from the original plat in 1928, to the construction of the last house in 1945.

Criteria Considerations (explanation, if necessary)

N/A

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

See Continuation Sheet

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

See Continuation Sheet

Developmental history/additional historic context information (if appropriate)

See Continuation Sheet

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 20 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>397566.6 m</u> Easting	<u>3704089.2 m</u> Northing	3	<u>12 S</u> Zone	<u>397778.6 m</u> Easting	<u>3703711.9 m</u> Northing
2	<u>12 S</u> Zone	<u>3897780 m</u> Easting	<u>3704088.1 m</u> Northing	4	<u>12 S</u> Zone	<u>397567 m</u> Easting	<u>3703717 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
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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**
- **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

Villa Verde Historic District is a suburban neighborhood located approximately two miles northwest of downtown Phoenix. The district is notable in that no two of its houses exhibit the same design. The developer designed each small cottage and bungalow in Villa Verde with a unique architectural style, and as a result the neighborhood is distinctive in Phoenix. Villa Verde Historic District is approximately 20 acres in size and contains 108 resources, all but two of which are small custom-designed houses built between 1928 and 1940. There is one house built after 1940 and one commercial property in the district. Of the resources, 91 (84%) are considered contributing, and 17 (16%) are noncontributing. The district corresponds to the Villa Verde subdivisions platted in 1928 and 1930. The boundaries of the National Register district correspond to the boundaries of the Phoenix local historic district of the same name.

NARRATIVE DESCRIPTION

Villa Verde Historic District has a rectangular boundary that includes one block of each of four streets—Monte Vista Road, Holly Street, Palm Lane, and Granada Road—between 19th and 20th Avenues. Its northern boundary is an alley behind the lots along the north side of Monte Vista Road. Its southern boundary is an alley behind the lots along the south side of Granada Road. Its eastern boundary is 19th Avenue, and its western boundary is 20th Avenue. The district is largely surrounded by non-residential properties. To the east of the district, across 19th Avenue, are the Arizona State Fairgrounds and the Veteran's Memorial Coliseum. To the district's south is a light industrial property and Grand Avenue, a 6-lane highway. East of the district are a parking lot and two blocks of a neighborhood of houses dating to the 1940s. North of the district is another large parking lot. The streets in Villa Verde have a regular arrangement, with four streets running east-west and the two bounding avenues running north-south, creating four residential blocks of equal size. The lots face the east-west streets. Alleys are found in the three interior blocks: between Monte Vista Road and Holly Street; between Holly Street and Palm Lane; and between Palm Lane and Granada Road.

The streetscapes in Villa Verde are uniform, despite the many architectural styles found in the district. Setbacks, massing, and landscaping are fairly consistent district-wide and contribute to the coherent appearance. The flat streets are approximately 30 feet wide. They are paved in asphalt, and have traditional concrete curbs and no sidewalks. Alleys are 16 feet in width. The lot sizes in the district are uniform, approximately 50 feet wide by 115 feet deep, with six exceptions: 1902 and 1906 E. Monte Vista Road, which are each one and half lots in size; 1918 W. Granada Road, which is two lots in size; 1905 and 1907 W. Palm Lane, which have an irregular boundary between the two of them; and 1927 W. Granada Road (also known as 1953 W. Granada Road), which is two lots in size but has its southwest corner cut off by Grand Avenue, which passes on a diagonal. The district's houses are similarly sized, and are all 1-story in height. The one commercial building is a small, 1-story garage. A setback of approximately 30 feet is consistent from street to street. Distances between houses are largely consistent, as well, at approximately 20 feet. There are very few fences or walls in the front yards, which creates a feeling of openness. Less than 20 lots have low fences or walls in the front yards; most of these are approximately three feet in height. The lots are minimally landscaped, with grass, dirt, or gravel yards, bushes or low hedges, or small trees such as mesquite or palo verde. Tall palms are found in several places in the district. Several of the houses have ivy-covered walls.

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Many lots feature narrow concrete walkways leading to the houses. Most lots have straight concrete driveways which lead to garages in the rear. Some original two-track driveways remain, although the majority of driveways have been infilled or replaced with new concrete. A small number of driveways have been widened. Rear yards are fenced at the alleys. Each east-west street contains one streetlight; no other street furniture exists.

Only one of the resources in Villa Verde was built after the period of significance of 1928-1945. The house at 1909 W. Palm Lane was built in 1973 and is noncontributing on the basis of its age. All but one of the resources in the district are residential in use, and all of the residential resources were designed as single-family houses. One of the houses, 1922 W. Monte Vista Road, now functions as a duplex. At least two of the houses, 1911 W. Monte Vista Road and 1911 W. Palm Lane, have small rear dwellings. The house at 1915 W. Monte Vista Road was demolished before a 1995 survey of the neighborhood. Its garage remains at the back of the lot but was not counted as an individual resource in this district. The one non-residential property in the district, 1901 W. Granada Road, is a 1-part commercial building built in 1931. It was originally a grocery store, but now functions as an auto garage.

The historic resources in the district display a remarkable diversity of styles, with no two houses designed the same. Most of the houses are small cottages or bungalows with a variety of stylistic themes, such as Tudor Revival, Craftsman, or Cotswold Cottage. Many houses have no particular style. The later houses in the district are Transitional Ranch in style. Overall, the diversity of styles creates a neighborhood-wide theme of variety and architectural interest. Of the 107 historic houses in the district, 12 display Craftsman characteristics, such as bungalow plans and architectural details such as exposed rafters or tapered porch piers. Thirteen of the houses are Tudor Revival, with features such as prominent chimneys and front gables. Fourteen of the houses can best be described as Picturesque, in that they have whimsical architectural details such as turrets, chamfered entries, unusual roof pitches, or artistic stonework. Three of the houses are Cotswold Cottage in style, with rounded roof edges made to resemble thatch. There are five Spanish Colonial Revival houses featuring stucco walls and decorative arches in the district. One of the houses has American Colonial Revival elements, with shutters and a bay window. One is Moderne, with a flat roof and a curved entry awning. There are two Ranch houses, one of which is a simple early Ranch and the other of which is a Tudor Revival Ranch. Thirteen of the houses in the district are Transitional Ranch in style, built from approximately 1937 to 1940. They are simple houses with little or no architectural detail, and are gabled or hipped. Some of the houses in the district have seen alterations that have obscured their original architectural style.

Villa Verde's architectural diversity is also created by various roof types, construction materials and decorative details. The majority of houses in the district have gabled roofs: approximately 57 cross-gabled, 19 side-gabled and nine front-gabled. Nine houses have clipped gables. Fourteen of the houses in the district have hipped roofs, including cross-hipped, or hipped with gabled ell. The remaining houses have various roof types including gable-on-hip, flat, flat with parapet, and cross-gabled with turrets or angled wings. Five houses have rounded roof edges meant to mimic thatched roofs. At least one roof form could not be verified due to obscuring trees or ivy. The commercial property has a flat roof with parapet.

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Stucco is a common sheathing material in Villa Verde. Fifty-four of the resources are stucco, five are sided with both brick and stucco, and three have both stone and stucco. In some cases the stucco is not original. Thirty-five of the houses are entirely brick, and seven are clad in stone. One house is clad in clinker brick, and one has a mix of clinker brick and stone. Of the houses with stone walls or stone architectural elements, approximately five use tufa stone, a highly-textured, porous limestone. One of the houses is entirely clad in river rock, and another has river rock piers and a river rock chimney. The rest of the stone houses, as well as other houses with stone chimneys or architectural features, use random stones in dark colors. Two of the houses were noted as having large concrete blocks visible behind paint or light stucco; it is unknown how many other houses were built in this manner but more thoroughly concealed. All of the gabled and hipped houses have asphalt shingle roofs. The flat-roofed resources have built-up roofs.

A variety of windows are found in the district. Approximately half of the houses in the district retain their historic windows. Wood casement and wood double-hung are the most common historic window types, in various configurations. Almost a third of the houses have wood casement windows, most often in vertical orientation with square divided light patterns. Other houses have wood-double hung windows, commonly 1/1, multi-over-one, or diamond pane-over-one sash. A few of houses have steel casement windows. Projecting bay windows are common in the Tudor Revival, Cotswold Cottage, and Picturesque houses. Arched window openings are common in the Spanish Colonial Revival houses. Many of the Craftsman houses and simple bungalows have segmental arch window openings. Just over a third of the houses have replacement windows, including aluminum, vinyl, and fixed sash windows of either wood or metal. Ornamental details vary greatly with each architectural style. The more whimsical cottages such as the Picturesque and Cotswold style have a variety of ornamentation including half-timbering, stone quoining, decorative brickwork, and stylized window surrounds. Craftsman houses have details such as exposed rafters and brick porch piers. Tudor Revival houses often feature prominent gables and front chimneys, and Transitional Ranch houses have minimal decoration such as window shutters. Chimneys are found on most of the houses in the district. Most are brick, but several are stone. In general, the Transitional Ranch houses do not have chimneys.

Porches are not a defining characteristic of Villa Verde, although most of the houses have either small porches or stoop roofs. Sizes and configurations vary greatly. Approximately one quarter of the houses have independent shed- or gable-roofed porches supported by wood posts, brick or stucco piers, or replacement posts. Only a few of the houses have true inset porches, with arched openings or with various pier or post types. About 20% of the houses have very small, foyer-like inset porches at their entries, often with arched openings. About a quarter of the houses have small independent stoop roofs over their entries. These are gabled, flat, and shed-roofed, and are either cantilevered or supported by brackets or posts. A small number of houses have non-historic porches, and even fewer houses have no porch of any kind. About 15% of the houses have attached carports, most of which are not original. Five of the houses have historic porte-cocheres. One house with a non-historic attached garage was noted. The majority of lots have small detached garages in the rear near the alley.

The district's architectural diversity can be highlighted with examples of each of the styles present. There are 14 Picturesque houses in the district. These have a wide variety of ornamentation and are among the most unique houses in the neighborhood. At 1907 W. Holly Street is a cross-gabled house with a wedge-shaped

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central porch with arched entry and arched openings. The front ell features a gable-on-hip roof and a projecting bay window with diamond-pane casement windows. The brick house at *1920 W. Holly Street* has a high-pitched cross-gabled roof with curved wood shingles trimming the gable rake. The roof pitch is Tudor Revival in form, but the rolled roof edges are commonly found in the Cotswold Cottage style. Its prominent front chimney has decorative contrasting brickwork in diamond and X motifs. The house at *1924 W. Palm Lane* has two turret-like circular sections with conical roofs. One of them serves as the entry porch and has an arched opening, the other serves as a bay window. The house also has a small porte-cochere. A simple side-gabled version at *1922 W. Monte Vista Road* has Flemish bond brickwork and a blocky stone-clad front chimney with a brick upper section and three chimney pots.

A unique house without a particular architectural style but with a highly creative design is *1918 W. Holly Street*, whose front façade has accordion-like “folds” and wood casement windows set at angles to match the varying planes. Another unique design is found at *1920 W. Granada Road*, a Craftsman clad entirely in highly-textured clinker brick. It has a hipped roof, exposed rafters, a flat bay window with wood siding and diamond-pane windows, and a large chimney.

There are 12 Craftsman houses in Villa Verde. They include *1908 W. Granada Road*, a side-gabled brick house with clipped gables, a shed-roofed dormer vent, wood double hung and wood casement windows, and a corner inset porch that was later infilled with jalousie windows. The Craftsman house at *1954 W. Granada Road* has a hipped roof with clipped-gable front ell, 6/1 wood double hung windows, and a clipped-gable front porch with brick piers. At *1923 W. Palm Lane* is a brick bungalow with segmental arched window openings. It has a partially-inset front porch with a clipped gable and brick arches.

The district contains 13 Tudor Revival houses. Among them is *1922 W. Palm Lane*, a cross-gabled stucco house with a high-pitched roof, wood casement windows, and a prominent tapered chimney on the exterior of its front ell. Another example is *1907 W. Palm Lane*, a brick cross-gabled house with stuccoed gable ends and small circular gable vents. A stuccoed bay window and a second tripartite arrangement of windows are outlined with decorative wood strips reminiscent of half-timbering. Windows feature diamond pane upper sash. There is a cross-gabled Tudor Revival with two front-gabled sections framing a central entry at *1923 W. Holly Street*. One wing features a clipped gable and half-timbering, and the other is an attached porte-cochere. Both *1908 W. Palm Lane* and *1906 W. Monte Vista Road* are Tudor Revival houses clad entirely in tufa stone. A simplified brick version of the Tudor style is *1928 W. Holly Street*, which is notable for its uncovered front porch, which is surrounded by a low brick porch wall.

The three Cotswold Cottage style houses recall English storybook cottages. At *1912 W. Palm Lane* is a house with a low-pitched hip roof and a broad front-gabled ell. Along the roof edges and gable rake, the shingles curve to resemble a thatched roof. The house is clad in stucco and stone, with random stones applied as quoining and around windows, and with a stone chimney topped with red brick. The gable end has decorative half-timbering. A similar house at *1921 W. Monte Vista Road* is hipped, with larger stones at the corners and on the chimney and with half-timbering around the central entry. A side-gabled example, again with rounded roof edges, is found at *1912 W. Holly Street*. It is a stucco house with a front-gabled semi-inset porch with Tudor-arched openings. A tall stone chimney is on the front elevation.

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There are five Spanish Colonial Revival houses in Villa Verde, including *1906 W. Granada Road*, a cross-gabled example with smooth stucco walls. The house has large inset screened porch with arched openings, recently returned to its historic appearance. At *1902 W. Palm Lane* is a cross-gabled house with a broad front-gable containing a central arched window opening. The gable extends low to become an arched wing wall with an iron gate. On the other side of the gable is an arched porch opening on one side. The only flat-roofed Spanish Colonial Revival example is *1916 W. Palm Lane*, which has a low parapet, a porte-cochere with square opening, and a curved front door under a red-tiled shed-roofed stoop roof.

The one American Colonial Revival house in the district is *1915 W. Holly Street*, a compact cross-gabled brick house with two front-gables joined to create the front façade. The house features a projecting bay window, a large wood casement window, a stone chimney, and very little cornice overhang. The one Moderne house in Villa Verde is *1914 W. Monte Vista Road*, a flat-roofed stucco house with a flat curved awning-style stoop roof.

There are 13 Transitional Ranch houses in Villa Verde, simple hipped or gabled designs with little ornamentation and little to no cornice overhang. The small side-gabled house at *1906 W. Holly Street* has a small inset entry and two corner casement windows. At *1910 W. Monte Vista Road* is a hipped house with a hipped front ell. It is clad in stucco and has a small stoop roof. A cross-gabled example at *1905 W. Monte Vista Road* is clad in tufa stone and has a multi-light picture window and a small stoop roof. Another cross-gabled example, *1905 W. Palm Lane*, is a stucco house with wood casement windows and a shallow front ell. There are two Ranch houses in the district. At *1926 W. Monte Vista Road* is a brick Tudor Revival Ranch with a side-gabled roof and a small, steeply-pitched front entry gable.

There are a number of houses that are considered contributing but do not have a particular architectural style. The majority of these are simple bungalows, although in some instances minor alterations have detracted from the house's original style. An example is the cross-gabled house at *1927 W. Palm Lane*, a simple stucco house with a shed-roofed porch and no ornamentation. Its windows have been replaced with fixed-pane and aluminum sash windows. At *1924 W. Holly Street* is a cross-gabled house with a high roof pitch and a small porch inset into the front gable. It has been stuccoed, and its windows have been replaced, but the house still conveys a sense of history. The cross-gabled brick house at *1903 W. Granada Road* has segmental arch window openings on its side elevation and replaced windows on its front ell. A contributing bungalow at *1910 W. Granada Road* is entirely clad in river rock, and another bungalow at *1914 W. Granada Road* is stucco with river rock piers and a river rock chimney.

There is one Commercial resource in the district, *1901 W. Granada Road*. It is a stucco one-part commercial building that was originally a grocery store but is now used as an auto garage. It has a flat roof with a stepped front parapet. The original storefront is still evident, as two windows and transom windows at the building's northeast corner have been covered and/or painted over but maintain their historic configuration. On the other side of the front façade the storefront windows have been replaced by a modern overhead garage door.

Of the 108 resources in the district, 17 (16%) are considered noncontributing. Only one of these, *1909 W. Palm Lane*, is noncontributing due to age. It was built in 1973 and is therefore non-historic. It is a small front-

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gabled brick Ranch house with aluminum windows and an attached carport. The remaining 16 houses are considered noncontributing due to alterations that significantly detract from their historic appearance. The house at 1907 W. Granada Road has a front addition, as well as replaced windows. Another example is 1902 W. Holly Street, which has been stuccoed and has had its windows, door, and porch post replaced. At 1921 W. Holly Street, an attached garage was added, as well as a stuccoed carport and porch that dwarfs the original house volume. At 1916 W. Monte Vista Road, a flat-roofed side addition was added and the front door, windows, and stoop roof were replaced. Another example is 1904 W. Palm Lane, which has a second-story addition, an enlarged front door opening, a replacement window, and an added carport. Despite these and other examples, the majority of houses in Villa Verde have minor alterations, if any, and are considered contributing resources.

Villa Verde Historic District, which corresponds to a Phoenix local historic district of the same name, is a unique residential neighborhood in central Phoenix. The district is notable in that no two of its houses are the same. The wide range of styles present in the neighborhood includes Tudor Revival, Craftsman, and whimsical Picturesque and Cotswold style cottages. Of the 108 resources in the district, 91 (84%) are considered contributing, and 17 (16%) are noncontributing. All but one of the resources is residential in nature, and all but one of the resources was built between 1928 and 1945. This consistency creates a strong sense of history. The boundaries of the National Register district correspond to the boundaries of a Phoenix local historic district of the same name, and the original subdivision plats.

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INVENTORY OF RESOURCES

Address	Construction Date	Style	Contributing Status	Reason Noncontributing
1901 W. Granada Road	1931	1-Part Commercial	Contributing	
1902 W. Granada Road	1929	Craftsman	Contributing	
1903 W. Granada Road	1928		Contributing	
1904 W. Granada Road	1928		Contributing	
1905 W. Granada Road	1928		Noncontributing	Alterations
1906 W. Granada Road	1928	Spanish Colonial Revival	Contributing	
1907 W. Granada Road	1928		Noncontributing	Alterations
1908 W. Granada Road	1938	Craftsman	Contributing	
1909 W. Granada Road	1928		Contributing	
1910 W. Granada Road	1928		Contributing	
1911 W. Granada Road	1928		Contributing	
1912 W. Granada Road	1929	Craftsman	Contributing	
1913 W. Granada Road	1928		Contributing	
1914 W. Granada Road	1929	Craftsman	Contributing	
1915 W. Granada Road	1928		Contributing	
1917 W. Granada Road	1928		Noncontributing	Alterations
1918 W. Granada Road	1929		Contributing	
1919 W. Granada Road	1928		Noncontributing	Alterations
1920 W. Granada Road	1929	Craftsman	Contributing	
1921 W. Granada Road	1928	Tudor Revival	Contributing	
1922 W. Granada Road	1929		Contributing	
1923 W. Granada Road	1928	Craftsman	Contributing	
1924 W. Granada Road	1929		Contributing	
1926 W. Granada Road	1929		Contributing	
1927 W. Granada Road	1928	Craftsman	Contributing	
1954 W. Granada Road	1929	Craftsman	Contributing	
1901 W. Holly St.	1930		Noncontributing	Alterations
1902 W. Holly St.	1938		Noncontributing	Alterations
1903 W. Holly St.	1930		Contributing	
1904 W. Holly St.	1940	Transitional Ranch	Contributing	
1905 W. Holly St.	1930	Craftsman	Contributing	
1906 W. Holly St.	1940	Transitional Ranch	Contributing	
1907 W. Holly St.	1930	Picturesque	Contributing	
1908 W. Holly St.	1940	Tudor Revival	Contributing	
1909 W. Holly St.	1930	Tudor Revival	Noncontributing	Alterations

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Address	Construction Date	Style	Contributing Status	Reason Noncontributing
1910 W. Holly St.	1930	Transitional Ranch	Contributing	
1911 W. Holly St.	1930		Contributing	
1912 W. Holly St.	1930	Cotswold Cottage	Contributing	
1913 W. Holly St.	1930		Noncontributing	Alterations
1914 W. Holly St.	1930	Picturesque	Contributing	
1915 W. Holly St.	1930		Contributing	
1916 W. Holly St.	1930		Contributing	
1917 W. Holly St.	1930		Contributing	
1918 W. Holly St.	1931		Noncontributing	Alterations
1919 W. Holly St.	1930		Contributing	
1920 W. Holly St.	1931	Picturesque	Contributing	
1921 W. Holly St.	1930		Noncontributing	Alterations
1922 W. Holly St.	1931	Picturesque	Contributing	
1923 W. Holly St.	1930	Tudor Revival	Contributing	
1924 W. Holly St.	1930		Contributing	
1925 W. Holly St.	1930		Contributing	
1926 W. Holly St.	1931		Noncontributing	Alterations
1927 W. Holly St.	1930	Picturesque	Contributing	
1928 W. Holly St.	1930	Tudor Revival	Contributing	
1901 W. Monte Vista Road	1940	Transitional Ranch	Contributing	
1902 W. Monte Vista Road	1930		Contributing	
1903 W. Monte Vista Road	1940	Transitional Ranch	Contributing	
1905 W. Monte Vista Road	1939	Picturesque	Contributing	
1906 W. Monte Vista Road	1930	Picturesque	Contributing	
1907 W. Monte Vista Road	1938	Transitional Ranch	Contributing	
1908 W. Monte Vista Road	1938		Contributing	
1909 W. Monte Vista Road	1938	Transitional Ranch	Contributing	
1910 W. Monte Vista Road	1939	Transitional Ranch	Contributing	
1911 W. Monte Vista Road	1938	Transitional Ranch	Contributing	
1912 W. Monte Vista Road	1937	Picturesque	Contributing	
1913 W. Monte Vista Road	1937	Transitional Ranch	Contributing	
1914 W. Monte Vista Road	1939	Moderne	Contributing	
1916 W. Monte Vista Road	1939		Contributing	
1917 W. Monte Vista Road	1937	Transitional Ranch	Contributing	
1918 W. Monte Vista Road	1939	Transitional Ranch	Noncontributing	Alterations
1919 W. Monte Vista Road	1936	Tudor Revival	Contributing	
1920 W. Monte Vista Road	1937		Noncontributing	Alterations
1921 W. Monte Vista Road	1933	Cotswold Cottage	Contributing	

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Address	Construction Date	Style	Contributing Status	Reason Noncontributing
1922 W. Monte Vista Road	1937	Picturesque	Contributing	
1923 W. Monte Vista Road	1931		Contributing	
1924 W. Monte Vista Road	1935	Tudor Revival	Contributing	
1925 W. Monte Vista Road	1931	Picturesque	Contributing	
1926 W. Monte Vista Road	1939	Tudor Revival Ranch	Contributing	
1953 (1927) W. Monte Vista Road	1933	Tudor Revival	Contributing	
1928 W. Monte Vista Road	1931	Spanish Colonial Revival	Contributing	
1901 W. Palm Lane	1929	Tudor Revival	Contributing	
1902 W. Palm Lane	1929	Spanish Colonial Revival	Contributing	
1903 W. Palm Lane	1929		Contributing	
1904 W. Palm Lane	1929		Noncontributing	Alterations
1905 W. Palm Lane	1929	Transitional Ranch	Contributing	
1906 W. Palm Lane	1929		Noncontributing	Alterations
1907 W. Palm Lane	1929	Tudor Revival	Contributing	
1908 W. Palm Lane	1929	Picturesque	Contributing	
1909 W. Palm Lane	1973		Noncontributing	Age
1910 W. Palm Lane	1929	Tudor Revival	Contributing	
1911 W. Palm Lane	1929		Noncontributing	Alterations
1912 W. Palm Lane	1929	Cotswold Cottage	Contributing	
1913 W. Palm Lane	1929		Contributing	
1914 W. Palm Lane	1929		Contributing	
1915 W. Palm Lane	1929	Spanish Colonial Revival	Contributing	
1916 W. Palm Lane	1929	Spanish Colonial Revival	Contributing	
1917 W. Palm Lane	1929		Contributing	
1918 W. Palm Lane	1929	Picturesque	Contributing	
1919 W. Palm Lane	1929		Contributing	
1920 W. Palm Lane	1929	Craftsman	Contributing	
1921 W. Palm Lane	1929	Craftsman/Picturesque	Contributing	
1922 W. Palm Lane	1929	Tudor Revival	Contributing	
1923 W. Palm Lane	1929	Craftsman	Contributing	
1924 W. Palm Lane	1929	Picturesque	Contributing	
1925 W. Palm Lane	1929		Contributing	

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Address	Construction Date	Style	Contributing Status	Reason Noncontributing
1927 W. Palm Lane	1929		Contributing	
1950 W. Palm Lane	1929		Contributing	
1954 W. Palm Lane	1929		Contributing	

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SUMMARY PARAGRAPH

The Villa Verde Historic District is an excellent example of an *Early Builder Subdivision (1912-1934)* that is significant under three historic contexts developed in the Multiple Property Documentation Form (MPDF) "Residential Subdivisions and Architecture in Central Phoenix, 1870-1963." It relates to *Context 1: Trends and Patterns of Residential Subdivision Development in Phoenix, 1870-1963*, as a good example of historic development trends in Phoenix, including the conversion of farm land into residential subdivisions which allowed the city to expand from its original limits in the early to mid-20th century. It is also associated with *Context 2: the Progression of Residential Architecture Styles, Building Materials and Construction Practices in Central Phoenix Neighborhoods, 1870-1963*, as the district contains examples of major domestic architectural styles from the late 1920s through the mid-1940s. Finally, Villa Verde's development is associated with *Context 3: Influence of Federal, State and Local Housing and Planning Policies on Phoenix Domestic Architecture and Subdivision Planning, 1934-1960*, as FHA-insured loans allowed families who would not otherwise qualify for a mortgage build or buy their own houses in Villa Verde. Villa Verde is noteworthy as a neighborhood that was planned, designed, and developed by one man: Frank B. Wallace. It is distinguished by its numerous architectural styles and the fact that each of the houses features a unique design as Wallace intended. As a result, no two houses are exactly alike. Today, the Villa Verde Historic District is a largely intact, medium-sized residential district that follows its original 1928 and 1930 plats and contains 108 small houses built between 1928 and 1945. The district retains its architectural integrity to a good degree, with 91 (84%) properties contributing to the overall character of the district and just 17 (16%) properties determined to be noncontributing. The vision of one man who oversaw every aspect of his development, Villa Verde epitomizes the Early Builder Subdivision (1912-1934) in Phoenix. It is therefore nominated to the National Register of Historic Places under Criterion A for Community Planning and Development. It is also nominated under Criterion C for Architecture, due to its unique and wide variety of architectural styles. It is nominated at the local level significance for both criteria.

NARRATIVE STATEMENT OF SIGNIFICANCE

Frank B. Wallace's Villa Verde is an excellent example of an Early Builder Subdivision (1912-1934). It was entirely conceived and executed by Wallace, who oversaw every aspect of its completion from platting the subdivision to designing the houses and selling the properties. Such neighborhoods were a departure from Streetcar Subdivisions in which land owners carved up their parcels and left the construction phase to others. In contrast, Early Builder Subdivisions were often turn-key operations that guided development from start to finish. Typically, they were speculative ventures whose developers adopted a comprehensive approach to their projects that included paved streets, electric and gas utilities, and water and sewer systems. Some hired architects to vary design and built model homes in an effort to attract potential buyers. In addition, they typically offered finance plans to prospective buyers. Other Early Builder Subdivisions in Phoenix include the F. Q. Story, Chelsea Place, and Ashland Place historic districts.

The Villa Verde Historic District's significance is based, in part, on its association with historic residential subdivision development in Phoenix between 1912 and 1960. The development follows predominant trends and patterns of subdivision growth in Phoenix during this period as discussed in the Multiple Property Listing.

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Context 1: Trends and Patterns of Residential Subdivision Development in Phoenix from 1912-1960. Villa Verde exemplifies the trend of developer-driven suburban subdivision of former farmland into platted lots and blocks for residential construction. It diverges from typical subdivisions of the period in the developer's avid attention to design details for each and every house. While Villa Verde is similar to other early 20th century neighborhoods in its street and lot configuration, setback, and infrastructure, it stands out as a collection of small scale, uniquely designed houses.

Architectural variety played a large role in the planning and development of Villa Verde. The district features a wide variety of early 20th century architectural designs including Craftsman influenced bungalows, Period Revival cottages, and early Ranch style houses that emerged in the late 1930s and early 1940s. As a result, Villa Verde is also associated with *Historic Context 2: The Progression of Residential Architecture Styles, Building Materials and Construction Practices in Central Phoenix Neighborhoods, 1912-1960.*

DEVELOPMENTAL HISTORY/ADDITIONAL HISTORIC CONTEXT INFORMATION

Phoenix

Villa Verde Historic District's significance is based on its association with historic residential subdivision development in Phoenix between 1912 and 1960. Although Villa Verde is noted for its unique architectural expressions and for its variety within the district, the development follows predominant trends and patterns of subdivision growth in Phoenix during this period. The district takes its architectural cues from Period Revival motifs popular in the late 1920s and early 1930s and from Early/Transitional Ranch styles that emerged in the late 1930s and grew to prominence in the postwar era. The district can be understood and analyzed according to three major historic contexts within the Multiple Property Listing. The first, *Context 1: Trends and Patterns of Residential Subdivision Development in Phoenix from 1912-1960*, discusses the predominant land subdivision practices in Phoenix from its early expansion beyond the original city limits through the tremendous building boom that followed World War II. The second, *Context 2: The Progression of Residential Architectural Styles, Building Materials and Construction Practices in Central Phoenix Neighborhoods from 1912-1960*, details the design motifs and building materials and methods during this period. The third, *Context 3: Influence of Federal, State and Local Housing and Planning Policies on Phoenix Domestic Architecture and Subdivision Planning, 1934-1960*, is relevant to Villa Verde in that construction stagnated in the neighborhood during the economic crisis of the Great Depression and was revived with the aid of federal loan guarantee programs.

Villa Verde

Phoenix builder Frank B. Wallace platted Villa Verde in two related phases: He filed Plat A on February 16, 1928, and Plat B, which doubled the size of the development, on January 27, 1930. The historic boundaries of Villa Verde are identical to its present-day boundaries. Wallace developed Villa Verde street by street, filling each street with houses before moving on to the next block. This contrasted with typical developments of the time that sold individual lots within an entire plat, a pattern that resulted in seemingly random clusters – and development gaps – throughout the tract. In May of 1928, Wallace wrote to Z. F. Mabee of the *Arizona Republican*, to provide details about Villa Verde. Wallace made a point of noting that home construction was proceeding lot-by-lot. He also noted that “the tract is thoroughly restricted as to race, set back, cost and type of construction, etc.” The southernmost street, Granada Road, was the first to see construction and it was

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completely built out by the end of 1928 (See "Subdivider Who Is Also His Own Designer and Building Contractor Sells Four Homes" in the *Arizona Republican*, November 18, 1928 in Additional Items). Palm Lane would be completed one year later. Once Plat "B" was approved and recorded in 1930, construction began in earnest on Holly Street and it was completed the same year.

The boom times of the 1920s fueled the fast pace of construction in the subdivision at its inception, but by the early 1930s, the effects of the Great Depression slowed development throughout Phoenix. Villa Verde was no exception and Monte Vista Road would not be completed until 1940, a decade after it was platted. In a 1932 letter to his father, Wallace wrote, "I am doing very little building. It is tough on some of my boys that have been depending on the work." Wallace also entertained an idea to pave all the streets in Villa Verde but wrote, "I don't know whether the scheme can be worked out as so many are down on their uppers." Wallace considered that paved roads might mitigate some of the ill effects of the economic crisis, saying, "It would help with the repossessions and might minimize future repossessions."

While the Great Depression halted Villa Verde's brisk sales and fast construction rate, the last streets finally filled in with modest one-story houses, some of which were Early or Transitional Ranch designs rendered in compatible size, scale and massing to the earlier homes in the neighborhood. By 1940, the second phase of the project was largely built out and the streets of Villa Verde were filled with small scale, one-story houses built at regular intervals and standard set backs along broad, straight streets.

Frank B. Wallace was entirely responsible for Villa Verde's vision, design, and execution. Villa Verde is unique in that the original developer designed, built, and sold every house in the district. It was Wallace's project from start to finish. Wallace was not an architect nor a realtor but, rather, an engineer who held degrees from Syracuse University. This may be why his houses were not simply replicas of popular styles but variations on Bungalow, Ranch, and Revival themes of the period. In his own words, Wallace endeavored to build attractive and interesting houses for homebuyers of modest means. He claimed that his specialty was "artistic small homes" that were not just unique in appearance, but also affordable. Homes in Villa Verde were generally priced at \$3000 or less (See "Only \$2,950 for This Charming Old English [Home]" undated, unidentified newspaper advertisement in Additional Items).

To achieve the variety he sought in his development, Wallace ensured that no two houses were alike in design and style. He further differentiated his houses by using bright paint colors inside and out. His efforts produced houses that were "most cheerful and delightful," according to an article in the *Arizona Republican* (June 16, 1929). The article noted that the house at 1913 W. Palm Lane had a "canary kitchen with apple green trim" and that the house at 1911 W. Palm Lane featured "green walls...peach woodwork trimmed with dainty wild roses and basket designs worked out on doors, china cupboards and knife drawers." Wallace chose exterior colors to both contrast with and enhance colors in adjacent houses. Furthermore, the exterior colors were intended to bring out "the various *architectural* features of each house" in Villa Verde (*Arizona Republican*, June 16, 1929). Wallace enlisted his wife's help in designing and detailing his village. In his 1932 letter to his father, he wrote "Lucille is cutting out pictures from magazines and other sources for a scrap book of houses of different styles."

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Wallace embarked on an extensive marketing campaign for his development; large newspaper ads appeared nearly every week during the course of his initial sales. He challenged potential buyers to compare the cost to own one of his houses in Villa Verde with renting elsewhere. He touted the stability of his homes for their solid brick walls, heavy concrete floors, high roofs and good ventilation (See "Homes in Villa Verde Tract" undated, unidentified newspaper advertisement in Additional Items). Like many other developments that sprang up beyond Phoenix's boundaries at that time, Villa Verde advertised city conveniences without city taxes. Additionally, Wallace boasted that Villa Verde was several degrees cooler than Phoenix proper – an attribute that, if true, that would tempt many city residents. Villa Verde advertisements also drew upon the neighborhood's convenient location near the Six Points commercial district and its close proximity to the Arizona State Fairgrounds. In fact, while developing the site, Wallace often advertised at various fairground events such as rodeos (Wallace letter, January 16, 1928). Apparently, Villa Verde had been used in the past for event parking. Once he started developing the site, Wallace charged fairgoers twenty-five cents to park on Villa Verde's undeveloped lots (Wallace letter, January 16, 1928). For some time, Wallace kept four lots on Holly Street vacant as parking for the fairgrounds. Wallace eventually built houses on the lots in the late 1930s.

Villa Verde Residential Composition

Wallace attracted a variety of people to his Villa Verde development but most residents were families of relatively modest means and occupations. In 1930, when Granada Road and Palm Lane were largely occupied, residents included F. G. Smith, a manager at Pay'n Takit (1902 W. Granada Road), C. A. Petro, an insurance agent (1922 W. Granada Road), W. H. Hachsettler, a mechanic (1927 W. Granada Road), Mrs. F. E. Woods, a window trimmer (1904 W. Palm Lane), Rev. W. B. McCrory, an assistant pastor (1912 W. Palm Lane), and T. H. Evans, a brick contractor (1922 W. Palm Lane). By 1939, when most of the neighborhood was built out, residents included J. F. Foley, an executive secretary for the Arizona School of Commerce (1909 W. Holly St.), F. R. Monson, a district supervisor for Continental Oil (1920 W. Holly St.), Pete Williams, Apache Cleaners (1928 W. Holly Street), H. J. Denton, Denton Tire Service (1922 W. Monte Vista Road), and H. J. Gannaway, manager of Six Points Hardware (1924 W. Monte Vista Road). Slightly less than half were homeowners and the others renters (Phoenix City Directories, 1930, 1939).

The residential mix in the immediate postwar period was similar to that in the 1930s. Jobs for heads of household remained largely blue collar or clerical. Several building trades were represented by residents who worked as electricians, roofers, and contractors and in clerical positions including an employee at the County Assessor's Office, a clerk at Standard Oil, and a record clerk. Several active-duty military men lived in the neighborhood. Somewhat more than half were homeowners as opposed to renters.

As the postwar period progressed through the 1950s and into the early 1960s, Villa Verde's resident composition tended to be largely working class. In the mid-1950s, home ownership dropped to only about one-third but it gained momentum and by 1963, more than half of the houses were owner-occupied. In 1955, residents included a policeman, employees for service companies, mechanics, truck drivers and watchmen. Evelyn Davis, a waitress, owned her own home (1928 W. Holly Street). By 1963, there were warehouse clerks, car salesmen, metal workers, carpenters, and a secretary. One of the houses (1926/1926 ½ W. Monte Vista Road) was listed as a duplex with Shirley Hillhouse, a meat wrapper living at 1926 and Robert Speakman, a

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teacher, living at 1926 ½ W. Monte Vista.

Throughout the historic period, Villa Verde had a fairly transient population. Few, if any, residents in 1939 were still living in their houses in 1963 and many houses had different residents from one year to the next. However, the population was relatively stable between 1955 and 1963. People who remained in their houses over time tended to be homeowners, although that was not always the case. Leslie Evans, who owned a refrigeration company (1901 W. Granada Road), Jano Hall, a car salesman (1927 W. Granada Road), Evelyn Davis, a waitress (1928 W. Holly Street), J. R. Blair, a policeman (1905 W. Monte Vista Road), Louis Grossman, president of a dressmaking fabric company (1906 W. Monte Vista Road), J. W. Miller, a truck driver (1924 W. Monte Vista Road), Oneita Clark, a telephone company clerk (1925 W. Monte Vista Road), and W. A. Justice, a ham sacker (1922 W. Palm Lane), lived in their homes in both 1955 and 1963.

Today, Villa Verde remains a modest but intriguing district of single-family homes. Its appeal is largely due to its varied and sometimes whimsical architectural fabric and the fact that few houses have been altered significantly from the historic period. They retain their original character and design to a significant degree.

Conclusion

The Villa Verde Historic District is a largely intact, middle-class neighborhood that signifies an important phase in Phoenix's development beyond its original boundaries. Due to the fact that one man, Frank B. Wallace, designed, built, and sold every house in the subdivision, Villa Verde stands out among other historic districts. Platted in two phases, Villa Verde grew methodically as Wallace moved northward, constructing his earliest houses on Granada Road, and moving on to Palm Lane, Holly Street, and, finally, Monte Vista Road. As Phoenix expanded beyond the original city limits, developers recognized the need for additional housing and began purchasing land for new subdivisions. They enticed buyers through a variety of mechanisms and because of Villa Verde's role in this expansion, it is nominated to the National Register of Historic Places under Criterion A, Community Planning and Development, for its associations with *Historic Context 1: Trends and Patterns of Residential Subdivision development in Phoenix, 1870-1963*. While several houses in Villa Verde have been altered, the district still retains an overall good level of architectural integrity. Frank B. Wallace's goal of building "small, artistic homes," each one unique, led to a highly diverse architectural appearance. Because of this, Villa Verde is also nominated under Criterion C, Architecture, due to its associations with *Historic Context 2: The Progression of Residential Architectural Styles, Building Materials and Construction Practices in Central Phoenix Neighborhoods, 1870-1963*. The district is nomination to the National Register at the local level of significance under both criteria.

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BOUNDARY DESCRIPTION

That part of the Southeast quarter of Section 36, Township 2 North, Range 2 East, G&SRB&M, described as follows:

BEGINNING at the intersection of the monument line of 20th Avenue and the North line of VILLA VERDE PLAT 'B', according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, in Book 22 of Maps at page 23, as said 20th Avenue is shown on said plat;

Thence Easterly along said North line and the Easterly prolongation thereof to the monument line of 19th Avenue;

Thence Southerly along last said monument line to the Easterly prolongation of the South line of VILLA VERDE PLAT 'A', according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, in Book 18 of Maps at page 9;

Thence Westerly along last said prolongation, along said South line, and along the Westerly prolongation thereof, to said monument line of 20th Avenue;

Thence Northerly along last said monument line to the POINT OF BEGINNING.

VERBAL BOUNDARY JUSTIFICATION

The historic district boundaries correspond to the developer's original subdivision plats.

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Name of Property: 1924 W. Monte Vista Road

Name of District: Villa Verde Historic District

City or Vicinity: Phoenix

County: Maricopa **State:** Arizona

Photographer: Terri Myers

Date Photographed: November 19, 2009

Description of Photograph: View looking northwest

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Name of Property: 1921 W. Monte Vista Road

Name of District: Villa Verde Historic District

City or Vicinity: Phoenix

County: Maricopa **State:** Arizona

Photographer: Terri Myers

Date Photographed: November 19, 2009

Description of Photograph: View looking south

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Name of Property: 1922 W. Monte Vista Road

Name of District: Villa Verde Historic District

City or Vicinity: Phoenix

County: Maricopa **State:** Arizona

Photographer: Terri Myers

Date Photographed: November 19, 2009

Description of Photograph: View looking northwest

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Name of Property: 1906 W. Monte Vista Road

Name of District: Villa Verde Historic District

City or Vicinity: Phoenix

County: Maricopa **State:** Arizona

Photographer: Terri Myers

Date Photographed: November 19, 2009

Description of Photograph: View looking northwest

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Name of Property: 1928 W. Holly Street

Name of District: Villa Verde Historic District

City or Vicinity: Phoenix

County: Maricopa **State:** Arizona

Photographer: Terri Myers

Date Photographed: November 19, 2009

Description of Photograph: View looking north/northeast

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Name of Property: 1921 W. Holly Street

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Name of District: Villa Verde Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Photographer: Terri Myers
Date Photographed: November 19, 2009
Description of Photograph: View looking southwest

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Name of Property: 1920 W. Holly Street
Name of District: Villa Verde Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Photographer: Terri Myers
Date Photographed: November 19, 2009
Description of Photograph: View looking northwest

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Name of Property: 1900 block W. Holly Street from in front of 1918 W. Holly St.
Name of District: Villa Verde Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Photographer: Terri Myers
Date Photographed: November 19, 2009
Description of Photograph: View looking northeast

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Name of Property: 1915 W. Holly Street
Name of District: Villa Verde Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Photographer: Terri Myers
Date Photographed: November 19, 2009
Description of Photograph: View looking southwest

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Name of Property: 1900 block W. Holly Street from in front of 1910 W. Holly St.
Name of District: Villa Verde Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Photographer: Terri Myers
Date Photographed: November 19, 2009
Description of Photograph: View looking west/northwest

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Name of Property: 1900 block W. Palm Lane from in front of 1916 W. Palm Lane
Name of District: Villa Verde Historic District
City or Vicinity: Phoenix

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Name of Property: Villa Verde Historic District

County and State: Maricopa County, Arizona

Name of multiple property listing (if applicable)
Residential Subdivisions and Architecture in Central
Phoenix, 1870-1963

Section number: PHOTO LOG

Page 28

County: Maricopa **State:** Arizona
Photographer: Terri Myers
Date Photographed: November 19, 2009
Description of Photograph: View looking northeast

12 of 19

Name of Property: 1912 W. Palm Lane
Name of District: Villa Verde Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Photographer: Terri Myers
Date Photographed: November 19, 2009
Description of Photograph: View looking north

13 of 19

Name of Property: 1909 W. Palm Lane
Name of District: Villa Verde Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Photographer: Terri Myers
Date Photographed: November 19, 2009
Description of Photograph: View looking Southwest

14 of 19

Name of Property: 1907 W. Palm Lane
Name of District: Villa Verde Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Photographer: Terri Myers
Date Photographed: November 19, 2009
Description of Photograph: View looking southwest

15 of 19

Name of Property: 1904 W. Palm Lane
Name of District: Villa Verde Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Photographer: Terri Myers
Date Photographed: November 19, 2009
Description of Photograph: View looking northeast

16 of 19

Name of Property: 1900 block W. Granada Road in front of 1918 & 1914 W. Granada Road
Name of District: Villa Verde Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Name of Property: Villa Verde Historic District

County and State: Maricopa County, Arizona

Name of multiple property listing (if applicable)
Residential Subdivisions and Architecture in Central
Phoenix, 1870-1963

Section number: PHOTO LOG

Page 29

Photographer: Terri Myers
Date Photographed: November 19, 2009
Description of Photograph: View looking northeast

17 of 19

Name of Property: 1910 W. Granada Road
Name of District: Villa Verde Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Photographer: Terri Myers
Date Photographed: November 19, 2009
Description of Photograph: View looking north

18 of 19

Name of Property: 1906 W. Granada Road
Name of District: Villa Verde Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Photographer: Terri Myers
Date Photographed: November 19, 2009
Description of Photograph: View looking northwest

19 of 19

Name of Property: 1901 W. Granada Road
Name of District: Villa Verde Historic District
City or Vicinity: Phoenix
County: Maricopa **State:** Arizona
Photographer: Terri Myers
Date Photographed: November 19, 2009
Description of Photograph: View looking southwest

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Name of Property Villa Verde Historic District

County and State Maricopa County, Arizona

Name of multiple property listing (if applicable)
Residential Subdivisions and Architecture in Central
Phoenix, 1870-1963

Section number ADDITIONAL DOCUMENTATION Page 30

Nov. 18, 1928.

The Arizona Republican, Phoenix, Sun

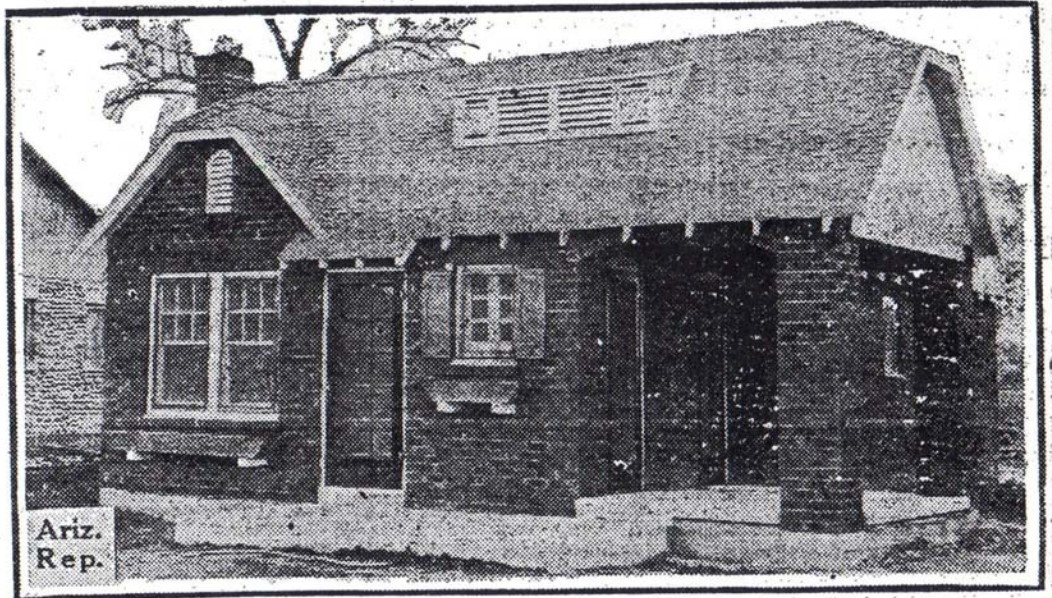
Subdivider Who Is Also His Own Designer And Building Contractor Sells Four Homes

A one-story red brick five-room home was sold last week immediately after completion to Mr. and Mrs. Ewart R. Wheeler by Frank B. Wallace, who is his own subdivider, designer and building contractor. The building is on the Villa Verde tract just west of the fairgrounds and was sold for a consideration of \$3,300, Wallace stated.

The residence has two porches, one of which is covered with brick arches, and has a green slate roof, Wallace said. There are also green blinds and flower boxes. The living room has a barrel ceiling, stucco walls and antique candle type fixtures, according to Wallace.

The kitchen is done in two tones of lavender with pressed tile effect linoleum, it was stated, while the bathroom is done in two tones of green with black and white tile effect linoleum, the tub splash being of green composition. There are two bedrooms and a dining room and a fireplace in the living room.

Wallace also sold three other houses last week on the Villa Verde tract, he said. One of these is a cobblestone residence that sold for \$2,000 to Clarence W. Heflin of the Standard Oil company. Fred T. Smith is said to have bought a \$3,000 house now under construction, while Abner D. Hatch bought another for \$2,850.



This red brick building on the Villa Verde tract was sold last week by Frank B. Wallace, who is his own subdivider, designer and builder. The house has a green slate roof and green flower boxes.

“Subdivider Who Is Also His Own Designer
And Building Contractor Sells Four Homes”
Arizona Republican, November 18, 1928

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Name of Property Villa Verde Historic District

County and State Maricopa County, Arizona

Name of multiple property listing (if applicable)
Residential Subdivisions and Architecture in Central
Phoenix, 1870-1963

Section number ADDITIONAL DOCUMENTATION Page 31

ONLY \$2,950

For This Charming Old English Surrounded by Other Fine Homes.....

Can you see this little gem as it will look after a home-lover has added a rose garden and a climber?



Heavy hewn beams
Interior stucco
Tile drainboard
Inlaid linoleum
Positive sash adjusters
All conveniences
Gas, water heater,
Restricted.

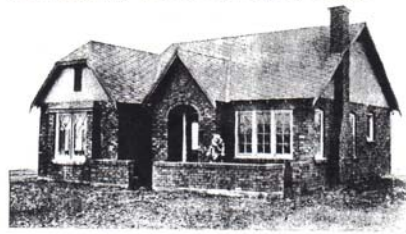
1925 W. Monte Vista. 5 Rms.

Price \$2950; \$150 down, \$32.50 per month, including all interest



1923 W. Holly St. 5 Large Rms.

Price \$3350; \$150 down, \$35 mo.



1928 W. Holly St. 3 Bed Rms.

Price \$3550; \$200 down, \$37.50 mo.

This house is much larger than the picture would seem to indicate.

UNDER CONSTRUCTION		Material	Price	Down	Monthly
}	1923 W. Monte Vista	Tile Stucco - - -	\$3350	\$150.00	\$35.00
	1921 W. Monte Vista	Rock and Stucco - -	\$3350	\$150.00	\$35.00
	1604 W. Garfield	Brick - - - -	\$3450	\$200.00	\$37.50
	1608 W. Garfield	Tile Stucco - - -	\$3550	\$200.00	\$37.50

Heavy foundations steel reinforced; partitions reinforced with metal over all openings. Careful construction for strength and permanence.

DESIGNED, BUILT AND FOR SALE

BY

FRANK B. WALLACE

“Only \$2,950 For This Charming Old English [Home]”
Undated, unidentified advertisement on file at
City of Phoenix Preservation Office

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Name of Property Villa Verde Historic District

County and State Maricopa County, Arizona

Name of multiple property listing (if applicable)
Residential Subdivisions and Architecture in Central
Phoenix, 1870-1963

Section number ADDITIONAL DOCUMENTATION Page 32

HOMES

---in---

VILLA VERDE TRACT

**Several now ready on West
Palm Lane between 19th Ave.
and 20th Avenue.**

Compare these houses with
rent, for present and long
time economy. Solid brick
walls, on heavy concrete
foundations, oak floors,
high roofs and well venti-
lated.

Designed, Built and For Sale by

Frank B. Wallace

PHONE 33320

"Homes in Villa Verde Tract"
Undated, unidentified advertisement on file at
City of Phoenix Preservation Office