

VILLA VERDE HISTORIC DISTRICT

Number of Properties: 108

Period of Significance: 1928-1945

Predominant Architectural
Styles:

Period Revival styles including:
English Cottage/Tudor Revival,
Cotswold Revival, Cape Cod
Revival, Spanish Colonial
Revival and Southwest Style

Other: International Style and
Transitional/Early Ranch

Register Listings:

National Register of Historic
Places (NRHP) 2010

Phoenix Historic Property
Register (PHPR) 1999

The Villa Verde Historic District is roughly 20 acres in size and includes two subdivisions platted by its developer Frank B. Wallace: Villa Verde Plat A (Granada Road and Palm Lane) and Villa Verde Plat B (Holly Street and Monte Vista Road).

Wallace was an engineer from New York who came to Arizona in 1928 at the height of the building boom. He specialized in designing, building and selling “artistic small homes”, averaging 700 to 900 square feet in size, and modestly priced below \$3,000. The low price of homes in Villa Verde, and their proximity to streetcars, stores and schools, as well as the Six Points commercial district and the Arizona State Fairgrounds, ensured quick sales to a wide variety of white- and blue-collar workers including business managers, salesmen, government employees, and craftsmen.

Much of Villa Verde’s appeal stemmed from Wallace’s determination that no two houses in the neighborhood look alike. To accomplish this, he used a variety of floor plans, roof types and building materials. *The Arizona Republican* praised his efforts stating that “it would be difficult to find a square mile of residences anywhere else in the city containing the variety of exterior designs found in Villa Verde.”

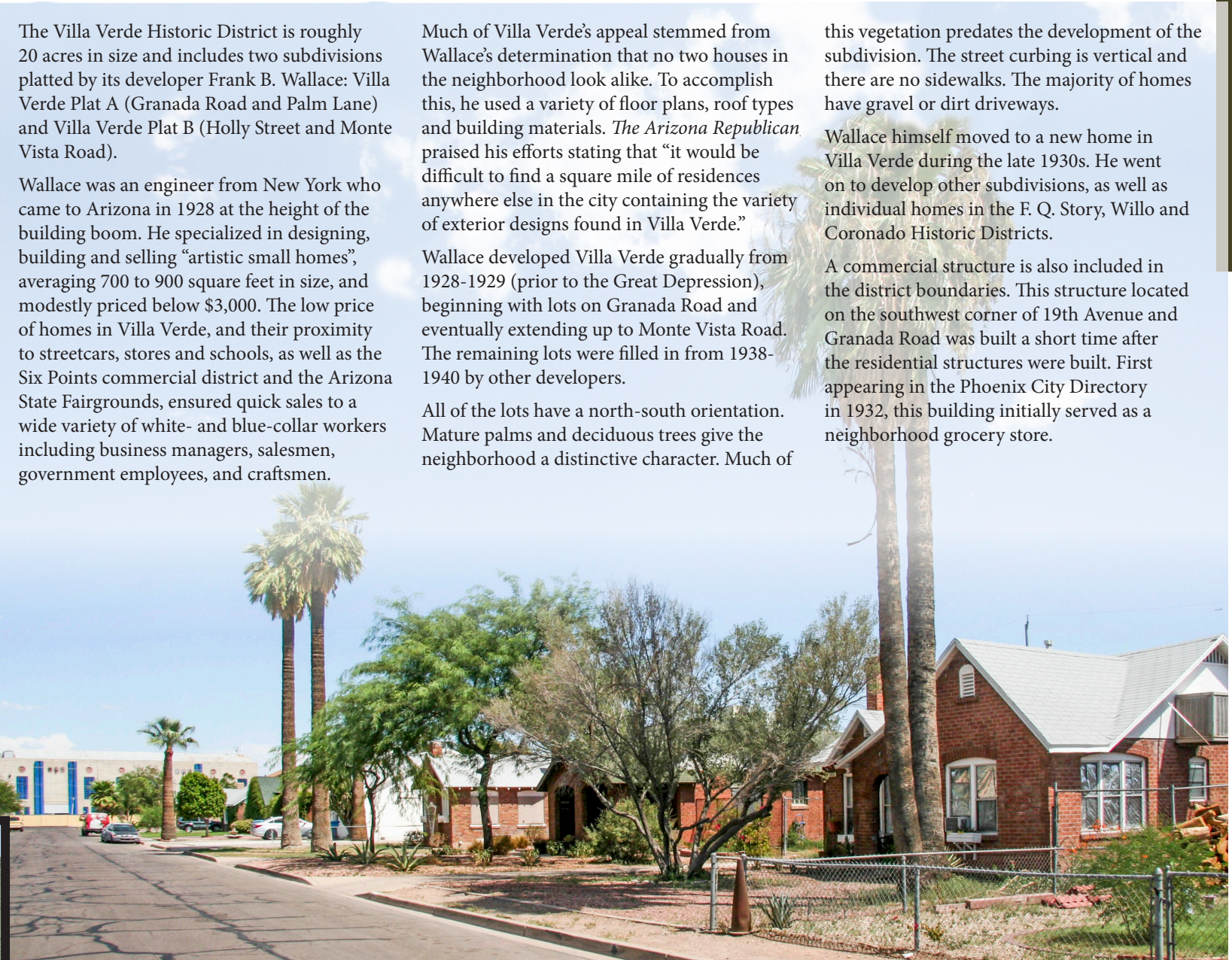
Wallace developed Villa Verde gradually from 1928-1929 (prior to the Great Depression), beginning with lots on Granada Road and eventually extending up to Monte Vista Road. The remaining lots were filled in from 1938-1940 by other developers.

All of the lots have a north-south orientation. Mature palms and deciduous trees give the neighborhood a distinctive character. Much of

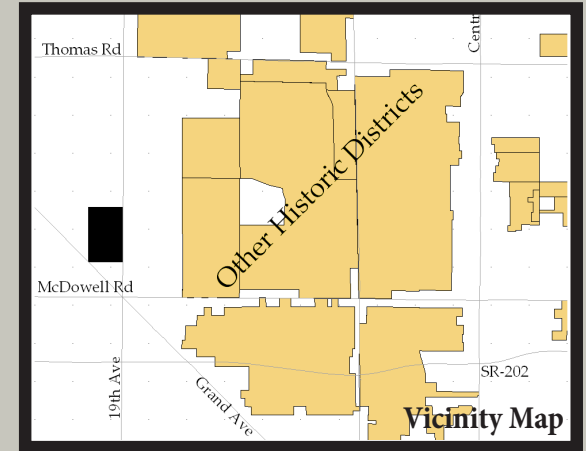
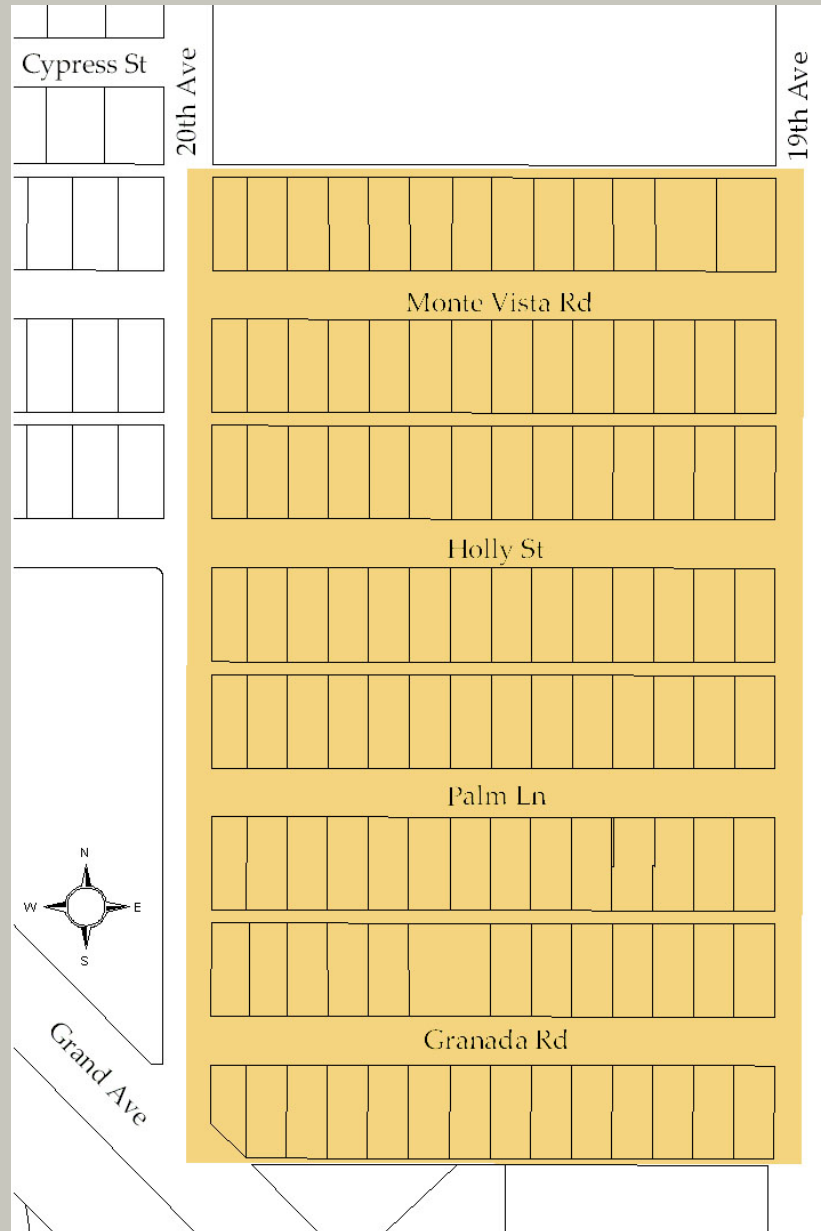
this vegetation predates the development of the subdivision. The street curbing is vertical and there are no sidewalks. The majority of homes have gravel or dirt driveways.

Wallace himself moved to a new home in Villa Verde during the late 1930s. He went on to develop other subdivisions, as well as individual homes in the F. Q. Story, Willo and Coronado Historic Districts.

A commercial structure is also included in the district boundaries. This structure located on the southwest corner of 19th Avenue and Granada Road was built a short time after the residential structures were built. First appearing in the Phoenix City Directory in 1932, this building initially served as a neighborhood grocery store.



Villa Verde Historic District



Ownership within designated historic districts in the city of Phoenix carries with it both benefits and responsibilities. Exterior modifications and new development are subject to design review and approval through the Historic Preservation Office before permits can be issued. The Office also provides technical assistance to historic property owners and administers grants, when funds are available, for the preservation of historic properties.



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Phoenix, Arizona