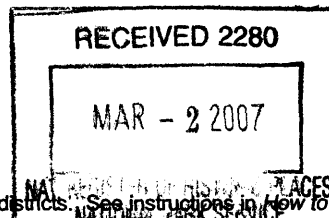


United States Department of the Interior
National Park Service



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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "X" in the appropriate box or by entering the information requested. If an item does not apply to the property being nominated, 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Margarita Place Historic District

other name/site number N/A

2. Location

street & number: The district is bounded by Thomas Road on the north, Windsor Avenue on the south, 15th and 16th Avenue on the east and west respectively. not for publication

city/town: Phoenix vicinity

state: Arizona code: AZ county: Maricopa code: 013 zip code: 85007

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 nationally statewide locally. (See continuation sheet for additional comments).

JAMES W. GRANIN 27 FEBRUARY 2007
Signature of certifying official ARSTHPO Date

ARIZONA STATE PARKS
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments).

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register
 See continuation sheet.

determined eligible for the National Register
 See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other (explain): _____

[Signature] 4.12.07
Signature of the Keeper Date of Action
Elson R. Beall

Margarita Place Historic District

Name of Property

Maricopa County, Arizona

County and State

5. Classification

Ownership of Property Category of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

(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	
33	8	buildings
		sites
		structures
		objects
33	8	Total

Name of related multiple property listing

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

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

- DOMESTIC/single dwelling
- DOMESTIC/multiple dwelling)
- COMMERCE/store

Current Functions

(Enter categories from instructions)

- DOMESTIC/single dwelling
-) DOMESTIC/multiple dwelling)
- DOMESTIC/secondary structure
- COMMERCE/professional
- COMMERCE/store
- COMMERCE/restaurant

7. Description

Architectural Classification

- Late 19th and Early 20th Century Revivals:**
- Mission/Spanish Colonial Revival, Tudor Revival
- Modern Movement:** Art Moderne, Ranch
- Other:** Southwest Style, Modernistic
- Transitional Ranch
- Neo-Tudor and Neo-Mission Revivals

Materials

(Enter categories from instructions)

- foundation Concrete
- walls Brick, Wood, Stucco
- roof Asphalt, Wood, Terra Cotta, Synthetic/Other
- other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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 a grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

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 # _____

Areas of Significance

(Enter categories from instructions)

Community Planning and Development

Period of Significance

1927-1960

Significant Dates

1927

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Arizona Housing Corporation, Womack Brothers

City of Phoenix Historic Preservation Office

Margarita Place Historic District

Name of Property

Maricopa County, Arizona

County and State

10. Geographical DataAcreage of Property 11.24**UTM References**

(Place additional UTM references on a continuation sheet)

Zone	Easting	Northing	Zone	Easting	Northing
A. 12	398457	3704873	B. 12	398677	3704868
C. 12	398672	3704665	D. 12	398458	3704671

 See continuation sheet**Verbal Boundary Description**

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared Byname/title Julie Leidelorganization Margarita Place Neighborhood Association date June, 2006street & number 2718 N. 15th Avenue telephone hm. 602-279-2894
wk. 602-417-4355city or town Phoenix state: AZ zip code 85007**Additional Documentation**

Submit the following items with the completed form:

Continuation Sheets**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.**Photographs**Representative **Black and White photographs** of the property.**Additional items** (Check with the SHPO or FPO for any additional items)**Property Owner**

(Complete this item at the request of the SHPO or FPO)

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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. 470 et seq.).**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instruction, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Margarita Place Historic District
Maricopa County, AZ

Section Number 7 Page 1

NARRATIVE DESCRIPTION

SUMMARY

The Margarita Place Historic District, built predominantly from 1927 to 1960, is a north central Phoenix residential neighborhood. The district lies within a small section of land, less than one square mile, bounded by Thomas Road on the north, Windsor Avenue on the south, Sixteenth Avenue on the west, and Fifteenth Avenue on the east. The district displays the typical planning concepts of the day including straight streets aligned with the cardinal directions, and north and south residential exposures. While there are other styles represented, homes in the district primarily represent two eras: the latter part of the Period Revival era, 1927-1940, and the early Ranch era, 1935-1960. As a whole, the neighborhood retains its historic appearance from its period of development, with modern or altered structures comprising less than one quarter of the buildings in the district

DESCRIPTION

Margarita Place is located in the Southwestern United States, in Phoenix, Arizona. Phoenix, capital city of Arizona, is located in the south central portion of the state, in the semi-arid Sonoran desert. With an average rain fall of seven inches, the establishment of this area as an agricultural community was only made possible by the flow of the Salt River through this dry valley. The Phoenix area, in fact, is commonly referred to as the Salt River Valley.

The Margarita Place Historic District is located in central Phoenix, and is unique in that it is virtually wedged into a corner of the Encanto Municipal Golf Course, which borders the district on the south and west sides. While the south and west boundaries of Margarita Place are a green belt, the north boundary, Thomas Road, is a major artery for city traffic, as is 15th Avenue to a lesser extent. Encanto Park, a 222 acre municipal park with golf facilities, is located southeast of Margarita Place. The established residential areas of Del Norte Place Historic District (listed in the National Register 12/21/94), Fairview Place Historic District (listed 12/21/94) and Encanto-Palmcroft Historic District (listed 2/16/94) are located immediately south of Margarita Place.

The Margarita Place neighborhood is characterized by the range of home styles that distinguish the Period Revival and Ranch eras of building in Phoenix. The district also includes a commercial property on the southwest corner of 15th Avenue and Thomas Road. The different historic styles are interspersed throughout the district, although the oldest houses, found on Edgemont Avenue and Windsor Avenue, are generally the Period Revival style homes. The neighborhood includes some additional structures that are typical of changes over the past 50 years. These include two single-family residences on Windsor Avenue, a single-family residence on Edgemont Avenue, a commercial property on Thomas Road at 16th Avenue, and a small apartment building on Thomas Road.

The commercial property on the corner of Thomas Road and 15th Avenue is important to the historic character of the neighborhood because it was built during the second major phase of construction. Built in the Art Moderne style, it is a good example of the type of "corner market" that once existed in Phoenix.

Margarita Place is comprised almost exclusively of small, one-story single-family dwellings. Thomas Road includes several early homes converted to commercial use. Margarita Place was laid out in a grid street pattern with houses fronting on the east-west streets. The homes were developed with consistent setbacks of approximately 20 to 25 feet. Most lots in the district measure between 50 and 70 feet in width and approximately 130 feet in length, although several along the south side of Thomas Road are slightly shorter due to a widening of the road. All of the lots have a north-south orientation. The majority of the homes are constructed of brick or concrete block, with the exterior walls painted or stuccoed. Most homes have concrete driveways, and while some have detached garages in the rear yard, most of the Ranch era homes have attached carports. Side and backyard fencing is a common pattern. With the exception of the home at 2718 N. 15th Avenue, all lots in Margarita Place back up to a service alley.

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National Register of Historic Places Continuation Sheet

Margarita Place Historic District
Maricopa County, AZ

Section Number 7 Page 2

Running east to west, Edgemont Avenue is a wide street bordered on each side by concrete sidewalks directly adjacent to rolled curbs. Two rows of 10 homes face each other across Edgemont. Edgemont terminates at 16th Avenue, which runs north to Thomas and curves southwest, becoming Windsor Avenue. Homes line the north side of Windsor only and face the northern edge of the Encanto Golf Course. Like Edgemont, Windsor is a wide street bordered on the north side of the street by concrete sidewalks located directly adjacent to rolled curbs. The lots on Thomas Road also have concrete sidewalks located directly adjacent to the curb. On 15th Avenue the concrete sidewalks are separated from the curbs by a three foot planting strip. Unlike the rolled curbs on Edgemont and Windsor Avenues, Thomas Road and 15th Avenue have high curbs with shallow gutters.

Margarita Place is graced by mature trees and well-kept lawns, reflective of the nearby golf course, giving the neighborhood a unique "greenbelt" appearance. Traditional suburban landscaping is predominant, with no formalized landscaping plan. Historically the homes in Margarita Place were characterized by green lawns. That is still the case today with the exception of several homes that have converted to desert landscaping. The yards throughout the district are shaded by mesquite, silk oak, mulberry and pine trees. Bougainvillea, succulents and oleander bloom throughout the year. Both Edgemont and Windsor Avenues are quiet, with traffic limited mostly to residents. In the evenings, neighbors can be seen walking their dogs, and riding their bikes. Weekends are filled with the sounds of lawnmowers and sprinklers.

Homes fall into two main architectural eras: the Period Revival era, 1927-1940, and the Ranch era, 1935-1960. Construction of over 90% of the neighborhood was completed by 1960. More than 65% of the homes in Margarita Place are Ranch style, with almost half of the homes in the district executed in the Transitional Ranch style. The remaining homes span a stylistic spectrum. The fact that these two eras overlap, illustrates that although certain styles were generally built in these eras, architects and contractors did not always conform to the types of houses being built at certain times.

Two Tudor Revival style homes are located in Margarita Place. Built in 1931, two of these homes were the first to be built in the district, laying the foundation for the beginning of the Margarita Place neighborhood (1518 & 1521 W. Edgemont). These brick homes possess multiple high pitched gables and asphalt shingle roofs. The homes of similar appearance are in close proximity to each other, effectively illustrating the Tudor style.

There is one Spanish Colonial Revival home located in the Margarita Place district, which was built in 1936 (1539 W. Edgemont). The home exhibits many of the typical characteristics of Spanish Colonial Revival homes, including a plaster exterior, red tile roof and iron trim on the windows and doors. These homes were popular in Phoenix during the Period Revival era and because of this were imitated in new home construction in later years.

There is one example of a Southwest Style home in Margarita Place. It was constructed in 1939 (1550 W. Edgemont). This home is typical Southwest style, with a flat roof, a red tiled baled roof over the entryway, and a light tan stucco exterior. Vigas are evident on the west side of the house, but there is no other exterior ornamentation.

Transitional Ranch style homes make up the majority of the buildings in the Margarita Place district. They are found in close proximity to each other within the neighborhood, and were generally built around the same time (1941-1942) and by the same builder (the Womack Brothers). There are 19 Transitional/Early Ranch Style homes located in Margarita Place, with 8 of those homes being built in 1941. These homes display the standard characteristics of a Transitional/Early Ranch, in that they have a small box-like form, predominantly with an L shaped layout. Most homes have brick walls, steel casement windows and hipped or low pitched asphalt shingle roofs. (1508, 1509, 1513, 1514, 1517, 1519, 1534, 1545 and 1549 W. Edgemont; 2714 N. 15th Avenue; 1522, 1534, 1540, and 1546 W. Windsor; and, 1513, 1517, 1521, 1525 and 1537 W. Thomas Road). The two California Ranch style homes located in Margarita Place, one built in 1949 (1526 W. Windsor), and the other built in 1960 (1510 W. Windsor), exemplify the evolution of the Transitional/Early Ranch into a

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National Register of Historic Places Continuation Sheet

Margarita Place Historic District
Maricopa County, AZ

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broader, more rectangular L-shaped plan.

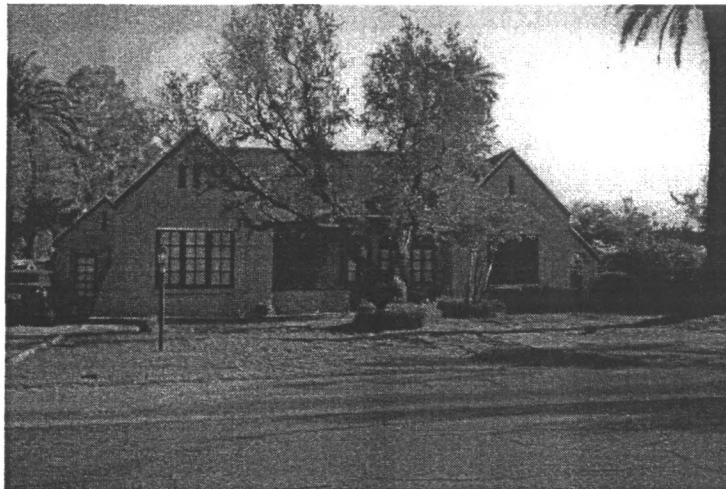
Six homes in Margarita Place are of the French Provincial Ranch style (1530, 1535, 1538 and 1542 W. Edgemont; 2718 N. 15th Avenue; and, 1550 W. Windsor). These homes can be identified by their multi-leveled hip roofs and exterior ornamentation such as wrought iron posts on front porches.

While the margins of the Margarita Place Historic District have experienced a loss of integrity due to commercial re-development and modifications, the core of the district remains intact. The original materials and workmanship of the period revival and predominantly transitional ranch style homes are readily visible. Driving the neighborhood, one can see that the neighborhood has retained the feeling and association of a small pocket plat.

Architectural Styles

Period Revival Era: 1915-1940

Tudor Revival homes include one to one and a half stories, a rectangular or L-shaped plan with irregular plans for large homes, imposing complex forms with vertical shapes and asymmetrical facades. Multiple gables with very steep roofs exist, usually with wood or slate shingles. Open porches do not exist on the Tudor home. Instead there are portals or vestibules. Walls are usually brick, stone, or plastered, with half timbering in some examples. Window and door openings are flat-topped, Tudor, Gothic, or rounded arched. Leaded glass casement windows are the norm for this particular style, and often the panes are diamond-shaped.



(1518 W. Edgemont Ave., Tudor Revival Style)

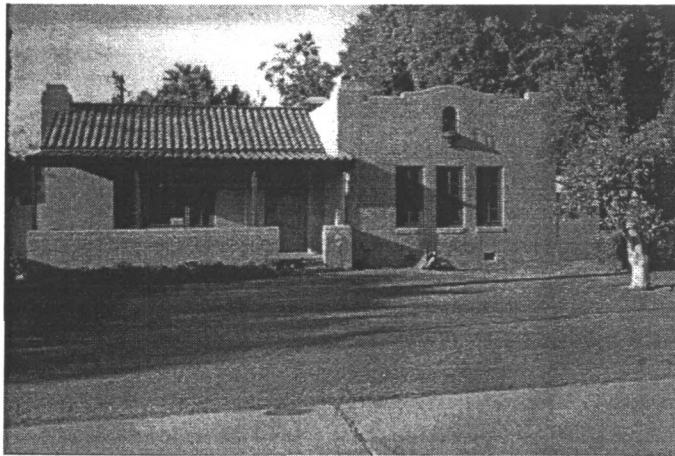
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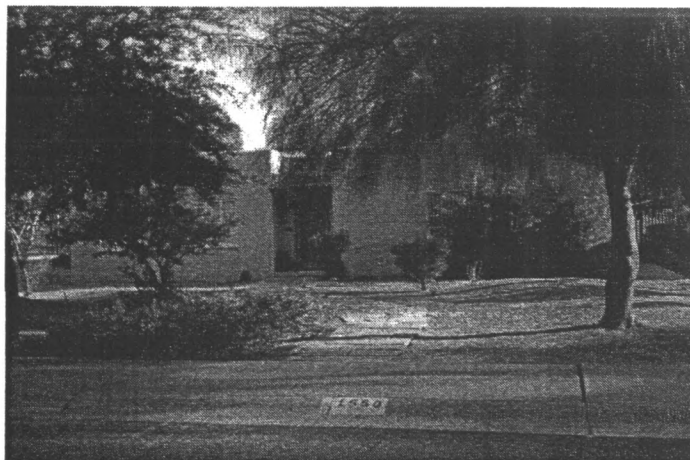
Margarita Place Historic District
Maricopa County, AZ

Spanish Colonial Revival homes are often long and generally rectangular in shape with a horizontal façade. Because of this, homes are more commonly one story than two. Red tiles are the norm on the gabled sections of roof, and parapet walls are often found on the flat sections of roof. In general, houses of this style have small porches and arched door and window openings. The exteriors are often plastered, with very little texture. Decorative iron trim on the exterior of the Spanish Colonial Revival home also serves as a distinguishing feature.



(1539 W. Edgemont Ave., Spanish Colonial Revival Style)

Southwest Style homes contain design features from both Spanish Colonial Revival and Pueblo Revival style homes. Homes of this style are almost always one story, low, rectangular and often symmetrical. Roofs are usually either flat or red tiled, low pitched gabled. Ornamentation is generally sparse except for water scuppers (canales) or vigas (exposed wooded roof beams). Often the exterior of Southwest style homes is made of stucco in a light color.



(1550 W. Edgemont Ave., Southwest Style)

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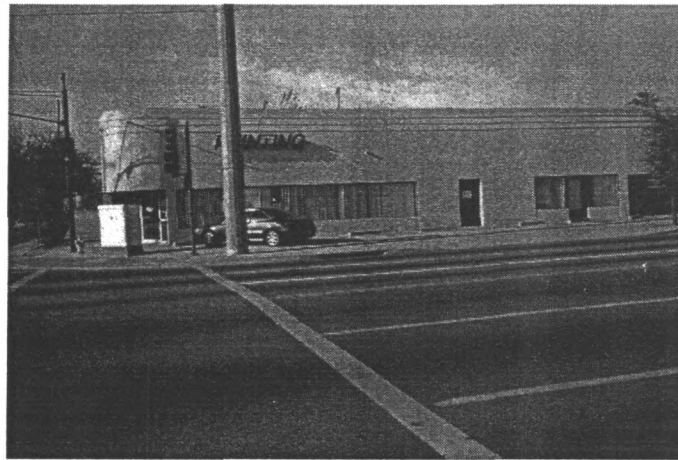
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Margarita Place Historic District
Maricopa County, AZ

Modern Movement: 1920-1960

Art Moderne buildings are characterized by flat roofs, commonly with a small ledge, stucco walls with horizontal grooves or lines and curved corners. The windows are broad, and often span wall curvatures.



(1501-1509 W. Thomas Rd. Moderne Style)

Modernistic homes were based on the earlier International style developed in the 1920s and became quite popular after World War II. According to McAlester and McAlester, "These homes generally have wide eave overhangs and either flat roofs or low pitched roofs with broad, low front-facing gables. Exposed supporting beams and other structural members are common. Contrasting wall materials and textures, and unusual window shapes and placements are also typical features".

(1533 W. Thomas Rd., multi-family modernistic style)



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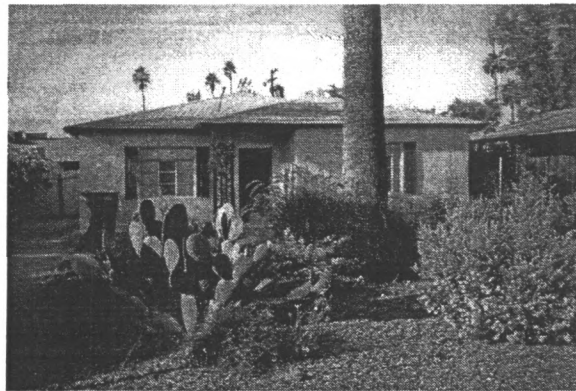
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Ranch Era: 1935-1956

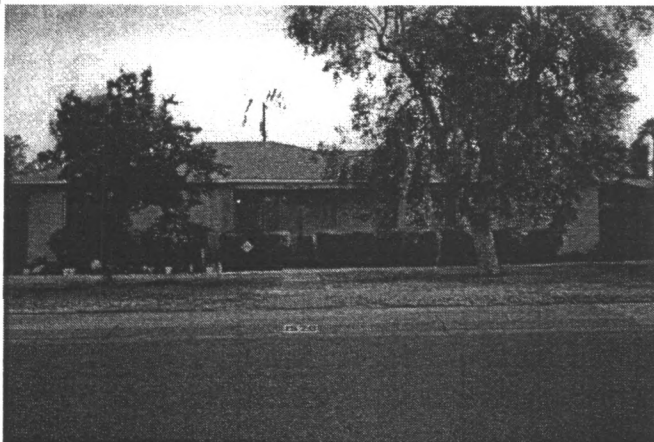
The Ranch era, a subset of the Modern Movement, began with the development of the Transition/Early Ranch style home. Although this style of home began to be constructed in the late 1930s, the post war environment allowed for a construction boom. Ranch style architecture did not require a basement or sub-floor foundation; builders rather footed the house on a concrete slab. Most homes were constructed of wood frame, brick or concrete block, and had a standardized small layout. As such, construction was both cost and time efficient. This style of home served the speculative housing market of post-war Phoenix well.

Transitional Ranch homes are generally one-story. They have a small, box-like form, usually with an L-shaped layout. The roof is either a low-pitched gable or hipped and is predominantly comprised of asphalt shingles. The gables often have horizontal wood siding. The majority of the Transitional /Early Ranch homes in Margarita Place are constructed of brick, both painted and exposed. These homes possess small porches with wood or decorative metal posts in the front of the building. Window and door openings are square, and the windows are predominantly steel casement, sometimes offset with immovable shutters. Transitional/Early Ranch style homes make up the majority of the homes in the Margarita Place Historic District.



(1509 W. Edgemont Ave., Transitional Ranch Style)

California Ranch style homes contain the elements of simplicity that Transitional/Early Ranch homes are noted for, but are generally more horizontal and less boxy than the latter. The main characteristics of the California Ranch style home is an L-shaped plan, which presents an asymmetrical front façade, a low pitched gable or hip roof, and front porches with wooden posts.



(1526 W. Windsor Ave., California Ranch Style)

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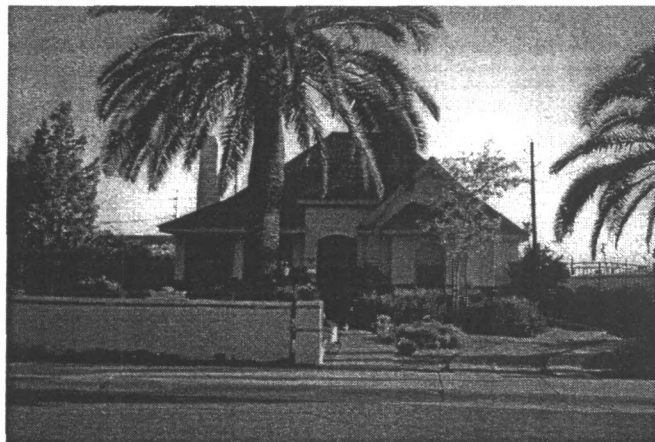
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French Provincial Ranch homes are very similar to other ranch style homes, in that they exhibit the same low, horizontal form. However, their L-shapes are often supplemented with projecting wings. Roofs on French Provincial Ranch homes are generally multi-leveled hip, with a medium pitch, although in some more expensive homes, roofs were high-pitched to make them appear taller than typical ranch style homes. Other distinguishing features include louvered shutters, segmental-arched windows, and small front porches with wrought iron or wood details.



(2718 N. 15th Ave., French Provincial Ranch Style)

Neo-Tudor Revival houses classified as Neo-Tudor Revival are built outside of the period of significance for the Revival styles, but seek to emulate characteristics of that style. Therefore, the homes are marked by high pitched gables, usually front facing, and stylistic details such as arched entryways, arcaded wing walls and sweeping eaves.



(1502 W. Edgemont Ave., Neo-Tudor Revival Style)

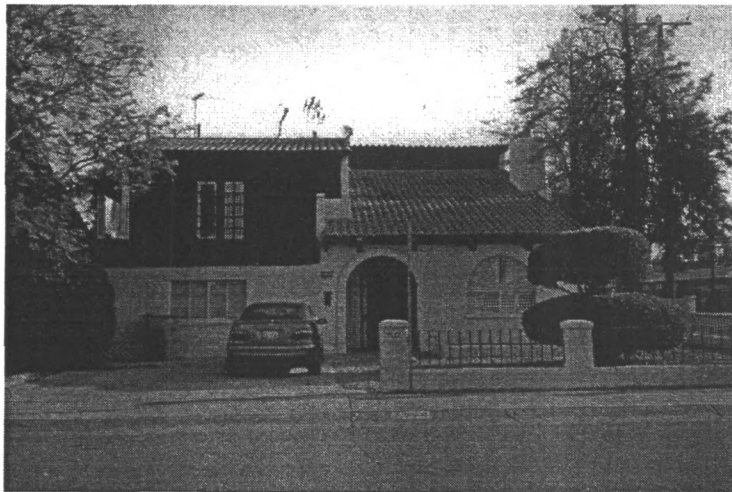
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Margarita Place Historic District
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Neo-Mission Revival houses classified as Neo-Mission revival are built outside of the period of significance for the Revival styles, but seek to emulate characteristics of that style. Therefore, the homes are characterized by a symmetrical façade, with a blocky, large massing, and horizontal orientation. Roofs are generally hipped with red tile, or flat with parapet walls. Exterior walls are plastered in white or some other light color, and doors and windows are flat or Roman-arched. Windows are tall and double hung. There are typically sidelights around the front door, and occasionally picture windows are included.



(1502 W. Windsor Ave., Neo-Mission Revival Style)

Styles Represented in Margarita Place	Number	Percentage of Total
California Ranch	2	4.9%
French Provincial Ranch	6	14.6%
Art Moderne	1	2.4%
Modernistic	3	7.3%
Southwest Style	1	2.4%
Spanish Colonial Revival	1	2.4%
Transitional Ranch	20	48.8%
Tudor Revival	3	7.3%
Neo-Tudor Revival	1	2.4%
Neo-Mission Revival	1	2.4%
No Style	2	4.9%
Total	41	

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Margarita Place Historic District
Maricopa County, AZ

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LIST OF RESOURCES

Site reference numbers below refer to the inventory numbers assigned during a comprehensive survey of the area prepared for the City of Phoenix and the Arizona State Historic Preservation Office.

Property ID #	Building Type	Property Address	Architectural Style	Constr. Date	Contrib/ Non-Cont	Reason
MP-01	House	1502 W. Edgemont Ave.	Neo-Tudor Revival	2000	NC	Age
MP-02	House	1508 W. Edgemont Ave.	Transitional Ranch	1943	C	
MP-03	House	1509 W. Edgemont Ave.	Transitional Ranch	1941	C	
MP-04	House	1513 W. Edgemont Ave.	Transitional Ranch	1941	C	
MP-05	House	1514 W. Edgemont Ave.	Transitional Ranch	1941	C	
MP-06	House	1517 W. Edgemont Ave.	Transitional Ranch	1941	C	
MP-07	House	1518 W. Edgemont Ave.	Tudor Revival	1931	C	
MP-08	House	1519 W. Edgemont Ave.	Transitional Ranch	1960	C	
MP-09	House	1521 W. Edgemont Ave.	Tudor Revival	1931	C	
MP-10	House	1526 W. Edgemont Ave.	Ranch (remodeled into Tudor Revival)	1941	NC	Loss of Integrity
MP-11	House	1530 W. Edgemont Ave.	French Provincial Ranch	1946	C	
MP-12	House	1534 W. Edgemont Ave.	Transitional Ranch	1941	C	
MP-13	House	1535 W. Edgemont Ave.	French Provincial Ranch	1941	C	
MP-14	House	1538 W. Edgemont Ave.	French Provincial Ranch	1941	C	
MP-15	House	1539 W. Edgemont Ave.	Spanish Colonial Revival	1936	C	
MP-16	House	1542 W. Edgemont Ave.	French Provincial Ranch	1941	C	
MP-17	House	1545 W. Edgemont Ave.	Transitional Ranch	1941	C	
MP-18	House	1549 W. Edgemont Ave.	Transitional Ranch	1941	C	
MP-19	House	1550 W. Edgemont Ave.	Southwest Style	1939	C	
MP-20	House	2714 N. 15 th Ave.	Transitional Ranch	c. 1946	C	
MP-21	House	2718 N. 15 th Ave.	French Provincial Ranch	c. 1947-1949	C	
MP-22	House	1502 W. Windsor	Neo-Mission Revival	1973	NC	Age

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National Park Service

**National Register of Historic Places
Continuation Sheet**

Margarita Place Historic District
Maricopa County, AZ

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Property ID #	Building Type	Property Address	Architectural Style	Constr. Date	Contrib/ Non-Cont	Reason
MP-23	House	1506 W. Windsor Ave.	No Style	1977	NC	Age
MP-24	House	1510 W. Windsor Ave.	California Ranch	1960	C	
MP-25	House	1514 W. Windsor Ave.	Modernistic	1946	C	
MP-26	House	1518 W. Windsor Ave.	Transitional Ranch	1936	NC	Façade altered, mission revival
MP-27	House	1522 W. Windsor Ave.	Transitional Ranch	1954	C	
MP-28	House	1526 W. Windsor Ave.	California Ranch	1949	C	
MP-29	House	1534 W. Windsor Ave.	Transitional Ranch	1941	C	
MP-30	House	1540 W. Windsor Ave.	Transitional Ranch	1936	C	
MP-31	House	1546 W. Windsor Ave.	Transitional Ranch	1936	C	
MP-32	House	1550 W. Windsor Ave.	French Provincial Ranch	1931	C	
MP-33	Commercial	1501-1509 W. Thomas Rd.	Art Moderne	1946	C	
MP-34	House	1513 W. Thomas Rd.	Transitional Ranch	1945	C	
MP-35	House	1517 W. Thomas Rd.	Transitional Ranch	1945	NC	2 nd story addition, stucco
MP-36	House	1521 W. Thomas Rd.	Transitional Ranch	1945	C	
MP-37	House	1525 W. Thomas Rd.	Transitional Ranch	1946	NC	Stucco, new windows
MP-38	House	1529 W. Thomas Rd.	No Style	1949	C	
MP-39	Apartment	1533 W. Thomas Rd.	Modernistic	1959	C	
MP-40	House	1537 W. Thomas Rd.	Transitional Ranch	1940	C	
MP-41	Commercial	1545 W. Thomas Rd.	Modernistic	1976	NC	Age

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National Park Service

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STATEMENT OF SIGNIFICANCE

Summary

Margarita Place is historically significant under National Register Criterion A, as it conveys the broader pattern of development and community planning as the city of Phoenix evolved from a farming community in the late 1920s to an industrial urban area by 1960. During these significant years, the Great Depression, World War II and a Post-War economic boom all impacted general housing developments in Phoenix, and more specifically development in the Margarita Place neighborhood.

In brief, the district was platted in 1927, but because of the Great depression, initial homebuilding was slow to start. Margarita Place experienced a surge of growth in the early 1940s, and consistent with the ideas set forth by the Federal Housing Administration, these homes were all constructed by the same builder. During the aftermath of World War II, construction within Margarita Place occurred at a steady rate, consistent with the surrounding area. By 1960, the neighborhood had achieved a mature "built out" state, with the remainder of development occurring as infill and/or redevelopment of vacant lots.

HISTORICAL DEVELOPMENT

Agricultural Development of North-Central Phoenix, 1867-1920

John William (Jack) Swilling developed and promoted the first modern irrigation systems in Phoenix starting in 1867. His system largely followed defunct prehistoric Hohokam agricultural canals, the remains of which were still evident throughout the Salt River Valley. Through the 1880s and 1890s, various canal developers expanded and consolidated the system, opening thousands of acres of arable land for cultivation. Promoted by Arizona canal builder and Phoenix booster W. J. Murphy, the Arizona Canal opened up an additional 100,000 acres of desert for cultivation, and brought Phoenix national attention.

Phoenix experienced significant expansion as the population grew steadily from about 270 people in 1870 to over 5,500 people in 1900. However, severe drought seasons in 1893-1898 and again in 1901-1904 brought heavy agricultural losses to farms in the Salt River Valley, with citrus farmers particularly affected by the droughts. By the turn of the century, nearly two-thirds of the land that had been reclaimed for agricultural use fell fallow. Farmers understood that the existing canal system could not guarantee a dependable water source for Valley agriculture.

The completion of Roosevelt Dam in 1911 by the Bureau of Reclamation brought a new era of agricultural and residential development to the valley. The Salt River Valley Reclamation Project regulated water use and flow, prevented flooding, and provided a dependable water source to commercial agriculture and residential ventures. Encouraged by federal reclamation projects promising dependable water for the Valley, the population of Phoenix increased to 11,134 people by 1910.

Suburban and Rural Residential Development in North-Central Phoenix, 1920-1955

By the 1920s Phoenix was experiencing growth unprecedented in the young city's history. The Salt River Valley blossomed as an agricultural center, allowing the population of Phoenix to increase to 29,053 in 1920. A series of dams constructed in the 1920s – Mormon Flat, Horse Mesa, and Stewart Mountain – provided additional water and power resources. Commensurate with the availability of water, the population of Phoenix again began to grow; by 1930, it had surged to nearly 50,000.

The dependable source of water secured for agricultural and residential use in greater Phoenix also allowed residents the opportunity to live farther from town while having the conveniences of city living. Land developers promoted this vision of having the "best of both worlds." Water availability also prompted the continued subdivision of many of the area's "rural estates" for the purpose of constructing more luxury homes on smaller lots.

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With the tremendous increase in population came a diversification of the city's economy. Phoenix was transformed from a city in the middle of an agricultural valley into a thriving retail, professional, and governmental center. Expanding power and water supplies, facilitated by state-of-the-art transportation, and fueled by an explosive tourism industry, combined to produce an immense boom in Phoenix's development. Between 1924 and 1928, nearly 2000 building permits for residences and nearly 300 building permits for commercial structures were issued.

Subdivisions in Phoenix began to expand north of the traditional city center also as a result of a population made mobile by the automobile. By the mid-1920s, the automobile had become an affordable, universally desired mode of transportation for the average American family. From \$850 in 1908, the cost of the Model T dropped steadily as Henry Ford perfected the assembly line techniques, reaching an all-time low of \$260 in 1926. Margarita Place, platted in 1927, pushed Phoenix's northern expansion to Thomas Road. In fact, in an article titled "Subdivisions Platted in Last Six Months Totals 36" in the March 20, 1927 edition of the *Arizona Republican*, Margarita place was listed as one of 36 new subdivisions, platted north of the city center, currently awaiting annexation by the City of Phoenix. This suburban expansion would become a hallmark of post-war Phoenix development, and Margarita Place remains today a prototype of suburban growth in Phoenix, fostered by the automobile.

The Great Depression

The Great Depression took its toll on the housing industry in Phoenix, as well as on the nation at large. Within the city limits of Phoenix, the value of new construction fell from an all-time high of \$5,999,465 in 1928 to \$330,319 in 1933. In an effort to create remedies for the stagnant housing market and to provide new jobs, the Roosevelt administration created two agencies, the Federal Housing Administration and the Works Progress Administration. These agencies would both have a large impact on development within the nation; within Phoenix; and ultimately within Margarita Place.

The groundwork for establishing the FHA was actually paved with the "Presidents Conference on Home Building and Home Ownership" held by the Hoover administration. It set the framework for many of the housing policies that would evolve during the Depression. A key outcome of the conference was the conclusion that home ownership should be a national goal. To achieve this goal, a variety of recommendations were made that would have a significant impact on development in Phoenix. The two most important of these were: the creation of a long-term amortized mortgage which would spread the cost of a house and lot over many years, and the encouragement of large-scale residential development to reduce home building costs.

The Hoover administration's research efforts would serve as key elements of Roosevelt's New Deal program of the Great Depression. The legislation that introduced and implemented these policies was the National Housing Act of 1934. Enacted during the first 100 days of Roosevelt's administration, the purpose of the Act was to "improve nationwide housing standards, provide employment and stimulate industry, improve conditions with respect to mortgage financing, and realize a greater degree of stability in residential construction." The Act created the Federal Housing Administration (FHA), designed to stimulate new construction through increased mortgage lending by private institutions. To accomplish this, the FHA insured private lenders against risk of loss on new mortgage loans. In return, the FHA required that homes be built to meet certain design and construction standards and the borrower be allowed to repay over a long period with fixed, affordable monthly payments.

The resurgence of the country's housing industry in the 1930s was a direct result of the FHA program. Nationally, annual housing starts rose from 62,000 in 1934, to 347,000 in 1938. By the outbreak of World War II, almost 4 billion dollars of home construction and improvement had been underwritten by the FHA, representing 500,000 new homes. Therefore, while in 1934, less than half of all American families owned or were buying a home, by the mid-1960s, two out of every three were homeowners, largely as a result of FHA-insured loans.

Building in Phoenix mirrored the national trend as construction permits, having reached a low of 11 in 1933, increased to 189 by 1936. The FHA was implemented in Arizona in January of 1935, under the direction of Stephen Spear. In Arizona

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alone, from January 1935 through December 1939, there were 2,100 new FHA approved construction mortgages created, worth a total of \$8.3 million. Carl A. Bimson, brother of Walter Bimson, owner of the Valley National Bank, wrote that "The impact of the National Housing Act upon our state marked the beginning of an upturn in our economy which set the pace for the rest of the country and has continued to this day." The FHA stated that it would insure up to 80% of the appraised value of a home and allow the loan to be paid back over a period of twenty years. Later, the percentage increased to 90%, and the payback period increased to twenty-five years. Under the Title II plan, which provided for new homeownership, (Title I had provided for improvements to homes that were in poor condition,) up to \$16,000 could be borrowed in order to build a new home. This was a far cry from the original mortgage rates that had made it nearly impossible for families to afford their own home. Not only did the plan increase the economic feasibility of owning a home for the homebuyer, but it also cut out a great deal of risk for the lender.

Along with the FHA, a second New Deal program had a profound impact on Phoenix and the Margarita Place Historic District: The Works Progress Administration (WPA). The WPA provided funding for the construction of public projects such as schools, hospitals, city halls, libraries, auditoriums, fairgrounds and parks. Between 1934 and 1940, 207 new buildings were constructed in Arizona, 338 reconstructed or improved, and 29 additions were completed by the aid of the WPA. However, perhaps one of the most significant undertakings, which directly impacted Margarita Place, was the development of Encanto Park in Phoenix.

Encanto Municipal Park and Golf Course

In Phoenix, WPA projects included improvements in 14 different parks, the construction of State Fairgrounds, an addition to the State Capitol, and new buildings for the State Hospital for the Insane. Surrounding Margarita Place was one of the largest projects undertaken by the WPA in Phoenix, the creation of Encanto Park.

New Deal programs provided financial opportunities both to undertake public works projects and to provide for unemployment relief. New programs administered by the WPA were authorized by President Roosevelt in the fall of 1933.

These programs provided grants and loans to municipalities for projects that met four criteria: the usefulness of the project, the ability to provide a maximum of employment, the promptness with which the project could begin, and the extent of unemployment in the community.

The Phoenix Parks and Recreation board was established in 1934, following a city election in 1933. The Parks System envisioned by these planners had also been put before the Phoenix voters in this election with a proposed \$1.9 million public works bond, of which \$915,000 was earmarked for the parks program. The financing was proposed to be undertaken by the WPA and included the purchase of bonds, plus some outright grants. The proposed Phoenix parks expansion program received approval from the WPA in January, 1934. The city immediately requested proposals from land owners for the purchase of new park lands.

By November of 1934 the city had purchased over 200 acres from the adjacent Dorris and Norton properties, and an additional 15 acres from the West Encanto Subdivision, to create a "Class A" parkland expanse of 222 acres which would become known as the Encanto Municipal Park. The WPA supervised the planning and construction of the park, which extended from 1935 to 1938. Encanto Park is characterized by meandering lagoons, a picturesque distribution of deciduous and palm trees and a scattering of buildings designed in the Spanish Colonial Revival and Modern styles. The major original park structures – the club house, boat house, locker house (now the pro shop), and the band shell - were designed by the prominent Phoenix architectural firm of Lescher & Mahoney and constructed in 1936-37. A single purpose WPA matching grant was obtained for the construction of the lagoon, and the excavated earth was used to form the amphitheater. Work began on the lagoon in July of 1936 and was completed in May of 1937.

The Encanto Golf Course was seeded to Bermuda grass in the summer of 1936 and plant materials were installed beginning in November, 1936. The golf course's original 1935 design by L.M. Fitzhugh was further developed by W.G. Hartranft and Lescher and Mahoney in 1936. Austie Claeyessens, former golf pro at the Phoenix Country Club, was the

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consulting golf course architect. The 18-hole golf course, the first municipal golf course in the City's history, was opened to public use on Thanksgiving Day, 1936.

The Encanto Municipal Park and Golf Course created a new identity for Margarita Place. Advertisements for the neighborhood marketed its proximity to the golf course. In fact, in a March 9, 1941 article in the *Arizona Republic* regarding the completion of 1534 West Windsor Avenue, it is noted that "an attractive feature of the residence is that it faces the 10th green of the Encanto Park municipal golf course." A November 18, 1941 article in the *Arizona Republic* labels Encanto Park an outstanding asset and point of pride for the city of Phoenix. Encanto Park was considered a "mecca" for visitors and residents alike.

World War II

The outbreak of World War II brought construction activity in Phoenix, and the nation as a whole, to a virtual standstill. To provide material for the war effort, all non-essential building activity was halted across the country. Home building in communities was limited to "essential" housing for workers in the war industries. Due to the location of Luke and Williams Air Force Bases, as well as the proximity of manufacturers of war-related products, Phoenix was eligible for the construction of essential housing. Consequently, while building diminished in many other parts of the country, it continued in Phoenix. A surprising number of homes in the Margarita Place district were built during the period of World War II. The occupations held by the residents of these homes tended towards possible wartime occupations and included an engineer, a mechanic, a construction superintendent, a physician and a life insurance agent. During the War, the city of Phoenix experienced growth in both economic prosperity and population. Due to the demands of the war and the prime conditions of the region, many newly established defense industries and military bases were created in Phoenix. The increased population that occurred as a result of the wartime efforts caused other industries and businesses in the area to expand. Districts that had previously been platted for the use of wealthy citizens of Phoenix, wishing to escape the city, expanded to provide housing for the profound population increase.

After the end of the war, industry grew at an even more rapid rate and the population of Phoenix and the surrounding areas exploded. High tech industry, as well as insurance and financial operations provided many jobs in the valley. Veterans often returned to the Phoenix area after the war was over. In addition to these draws, an appreciation of the environment, the job opportunities, and perhaps a continuation of their military careers, also enticed men and their families to return to the Valley of the Sun. Demand for housing was dramatically increasing in Phoenix as the population rose. In fact the general population of Phoenix grew over sixty percent from the period of 1940 to 1950, increasing from 65,414 to 106,818. This population explosion caused changes in land development and the housing market. Builders were seeking an architectural style that could be built quickly and easily, using a standard model, and they found it in the Ranch Style home.

After the war, FHA programs provided an existing framework, national building standards, and an economic and regulatory infrastructure which promoted and streamlined the post-WWII housing construction boom across the nation and in Phoenix. FHA underwriting for mortgages extended to 80 or 90 percent of a home's value and when used in conjunction with a Veterans Administration loan provided through the GI Bill as a down payment, a returning soldier could practically be guaranteed home ownership. Millions of returning soldiers were provided an opportunity to buy a home with a low interest rate, without ever having to sacrifice their accumulated soldier's savings on a down payment.

A good example of the effect of the FHA mortgage program can be seen in the building activity in Margarita Place. Originally platted in 1927, construction was slow to start due to the effects of the Depression. Only seven homes were completed between 1931 and 1936. Construction began again in 1939, peaking in 1941. The years of 1939-1946 account for over 50% of the construction in the neighborhood, virtually all a result of FHA financing. The FHA helped create the neighborhood as it exists today.

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Margarita Place

On September 17, 1881, Eugene Estabrook acquired a cash entry patent (#117) for the entire NW quarter of Section 31, Township 2 North, Range 3 East. Estabrook opted not to homestead the area, but to pay the government directly for the land, in order to avoid the restrictions and obligations that homesteading required. Following Estabrook's ownership, J.C. Adams acquired the land that would become Margarita Place. The J.C. Adams who owned this land may have been the same J.C. Adams who arrived in Phoenix from Chicago and constructed the Hotel Adams, "a meeting place for the prominent" (Luckingham 1989). In 1927, the area that is now Margarita Place was platted, surveyed and subdivided by Harry Jones, an engineer.

Mary R. Kent became the owner of the property on February 24, 1927, and named it Margarita Place. Mary Kent opted to sell the subdivided land auction style, and as such sold the lots to potential builders, homebuyers and architects. Amenities were widely advertised for the Margarita Place neighborhood, including electricity, graded streets, pressured water and shaded areas. Because there were many districts platted around the same time as Margarita Place, including Medlock Place at 3rd and Central Avenues, Pleasant Place at 19th and Roosevelt, and Washington Park between Washington, Madison and 24th Street, subdividers needed to remain competitive by offering as many modern conveniences as possible. Margarita Place was also ideally located in what was, at the time, a purely residential part of the city.

The result of selling the land auction style was that many of the homes in the neighborhood were constructed by a number of different builders, instead of by one "community builder". The exception to this is the group of homes that were built in and around 1941. The Arizona Housing Corporation and the Womack Brothers constructed all these homes. The Womack Brothers were one of the most prolific homebuilders in the Phoenix metropolitan area. The brothers, Andy and J.R., lived in Fairview Place Historic District, which is located due south of Margarita Place. The Womack Brothers established their reputations by building in accordance with the FHA policies and standards which were being promulgated during this time.

The first three homes to be built in the neighborhood were constructed in 1931. The homes located at 1518 W. Edgemont Avenue and 1521 W. Edgemont Avenue are both in the Tudor Revival style. The home located at 1550 W. Windsor Avenue is executed in the French Provincial Ranch style. W.A. Roberts, manager of the Phoenix Rubber Company, was the first owner of the home at 1518 W. Edgemont Avenue. R.H. Norton was the original owner of the home at 1521 W. Edgemont Avenue. By 1936, only two other homes had been built, one a Mission Revival home constructed at 1518 W. Windsor Avenue, the other a Spanish Colonial Revival home constructed at 1539 W. Edgemont.

By 1941, the effects of the FHA were apparent in the Margarita Place district. In that year alone, twelve new houses were constructed, nine of them in the Transitional/Early Ranch style. This consistency of style can be attributed to the fact that the FHA emphasized the construction of groups of homes, rather than singular homes, and building homes in the same style with the same materials increased efficiency.

The influence of government financing and funding guidelines for construction during World War II was a key factor in the emergence of the Ranch House as a predominant architectural style. This was true not only in Margarita Place, but for the rest of Phoenix as well. As builders designed and constructed houses that conformed to the intent of the FHA guidelines, the Ranch House proliferated in Phoenix. More than half of the homes in the Margarita Place Historic District (29 of 41) were built in variations of the Ranch style. This clearly transformed the visual character of the neighborhood, creating the architectural image that is predominant today.

The commercial property on the corner of Thomas and 15th Avenue, constructed in the Art Moderne style, is important to the historic character of the neighborhood because it was built during the second major phase of construction and is a good example of the "corner market" that is typical of the historic period. The "corner market" was a large building housing several separate businesses, which catered to the needs of the growing residential areas as well as the Phoenix Junior

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College. The Encanto Pharmacy moved into the first unit in 1946 and served the neighborhood for decades. Next door housed a physician's office, Dr. N.L. Williams, until 1951. In 1952 Lerner's Launderette moved in. While the launderette changed ownership a number of times, it too served the neighborhood for decades. The western-most unit in the building began as the College Market, and then went on to house several insurance companies. In 1960, the space was converted to the Dale Dance Studios. While no longer under the same ownership, the space still functions as a dance studio to this day.

Community Development

Margarita Place was originally platted to provide a quiet setting for well-to-do citizens, but as the population boomed along with wartime industry, affordable housing was needed. Seventeen homes were added to the Margarita Place district in the World War II era, even though there was a hold on building and the corresponding materials. New Deal funding, such as that from the WPA was still available for developers at this time, and perhaps this is the reason that these homes could be built. In the post-war period, more houses were added to Margarita Place, consistent with the rapid growth of Phoenix. By 1943, two-thirds of the homes in the neighborhood had been built.

Marc Weiss, in his book *The Rise of the Community Builders* refers to the 1920s as a time of "changes at the high end," since the subdivisions developed then were generally for the wealthy. Margarita Place is an example of this type of concept, as illustrated by a number of newspaper advertisements that bill the neighborhood as "exclusive" and situated in "the most ideal location in the city."

However, Margarita Place also falls into what Weiss terms the 1940s – "changes at the moderate end," because it was then that these types of subdivisions were constructed for people of moderate income. The homes that were constructed in the Margarita Place district during this time were variations on the ranch style home, which represented a post World War II trend toward simplification of house form.

INTEGRITY ASSESSMENT

While the Margarita Place Historic District has experienced some impacts to integrity stemming from the inappropriate modification of several properties on the perimeter of the district, a clear majority of the properties retain sufficient integrity to be considered contributors to the district. In the past few decades, increasing traffic along Thomas Road and proliferation of commercial properties on the northern side of the street (outside of the district boundaries) has impacted the historic setting and feeling of the neighborhood along its northern margin. However, the somewhat isolated location of the district- nestled into the northeast corner of the Encanto Park Municipal Golf Course- has effectively enabled the small neighborhood to retain its quiet, suburban setting, especially along the stretch of 16th Avenue which borders the golf course, as well as along Edgemont and Windsor Avenues. The well preserved residences executed in both the Revival and Early Ranch Styles mirror the styles of other surrounding National Register-listed historic districts (such as Fairview Place and Del Norte Place) and provide a clear association with the history of residential subdivision development from the late 1920s through the 1950s in Phoenix, Arizona.

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VERBAL BOUNDARY DESCRIPTION

The Margarita Place Historic District is bounded by Thomas Road on the north, Windsor Avenue on the south, and 15th Avenue and 16th Avenue on the east and west, respectively. Precisely, Margarita Place includes the properties on the south side of Thomas Road, properties on the north side of Windsor Avenue, properties on the west side of 15th Avenue and on the east side of 16th Avenue.

See also enclosed map.

BOUNDARY JUSTIFICATION

The boundaries of the Margarita Place Historic District correspond to the boundaries of the 1927 subdivision plat of "Margarita Place."

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PHOTOGRAPHS

1	15 th Avenue and Edgemont Ave.	French Provincial Ranch	1947
2	Streetscape: Edgemont Ave., facing west at 15 th Ave. (Note mature landscaping)		
3	1517 and 1519 W. Edgemont Ave.	Transitional Ranches	1941 and 1960
4	1521 W. Edgemont Ave.	Tudor Revival	1931
5	1534 W. Edgemont Ave. facing northwest	Transitional Ranch	1941
6	16 th Ave. and Edgemont Ave. facing northeast	Southwest Style	1939
7	16 th Ave. and Edgemont Ave. facing southeast	Transitional Ranch	1941
8	Streetscape: 16 th Ave., facing south at Edgemont (Note Encanto Golf Course to west and south)		
9	Streetscape: Windsor Ave., facing west at 15 th Ave. (Note Encanto Golf Course to south)		
10	1522 W. Windsor Ave., facing west	Transitional Ranch	1954
11	Streetscape: 15 th Ave., facing north, south of Edgemont		
12	Thomas Road and 15 th Ave., facing southwest	Art Moderne	1949
13	Streetscape: Thomas Road, facing southwest (Note commercial redevelopment)		

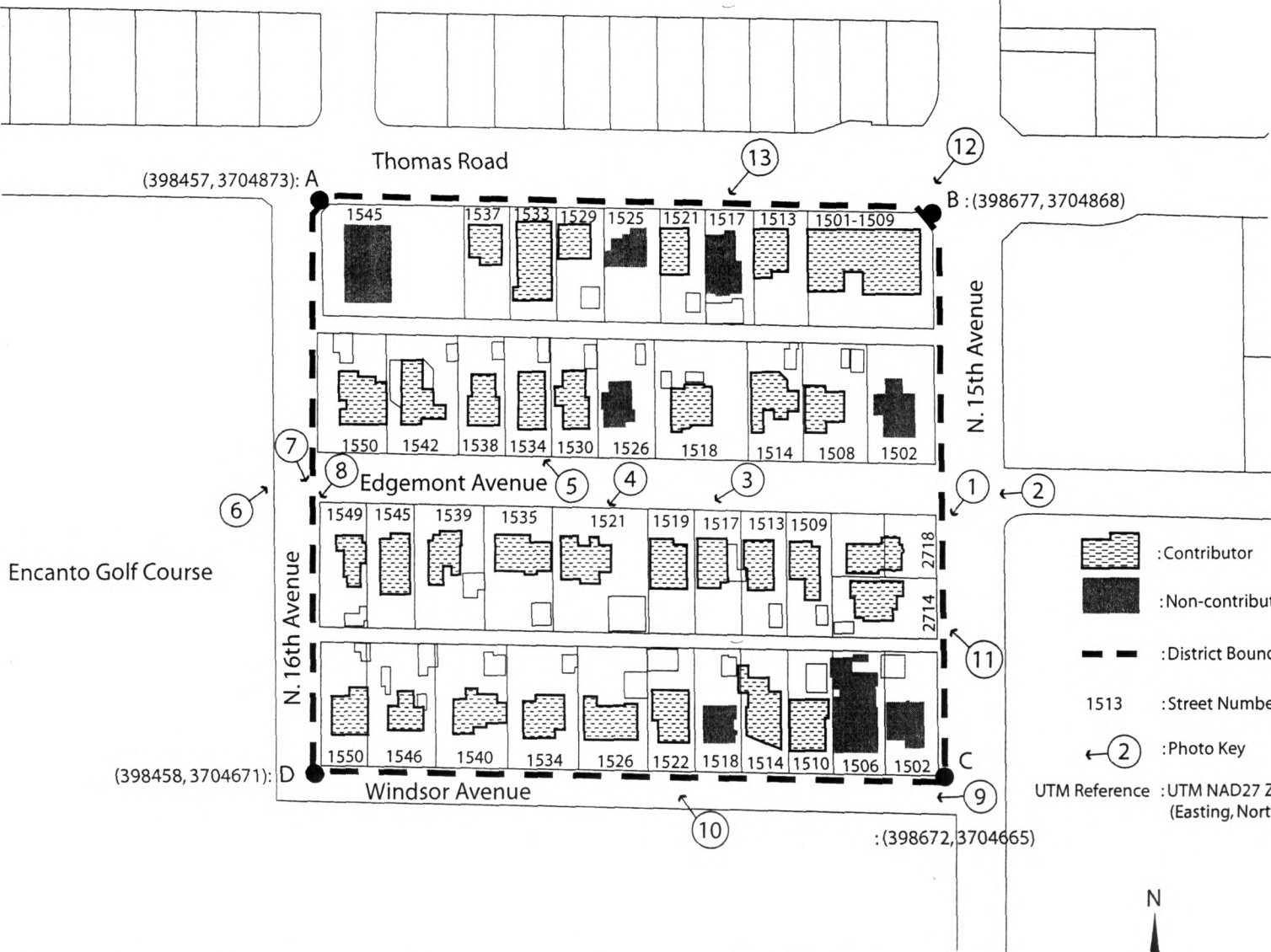
Photographer: Mike Andersen

Date: May 19, 2006

Location of Original Negatives:

Arizona State Historic Preservation Office
1300 W. Washington
Phoenix, AZ 85007

Margarita Place Historic District



(398457, 3704873): A

B : (398677, 3704868)

(398458, 3704671): D

: (398672, 3704665)

Thomas Road





Windsor Avenue

Edgemont Avenue

N. 15th Avenue

N. 16th Avenue

Encanto Golf Course

-  : Contributor
-  : Non-contributor
-  : District Boundary
- 1513 : Street Number
-  : Photo Key
- UTM Reference : UTM NAD27 ZONE12 (Easting, Northing)

