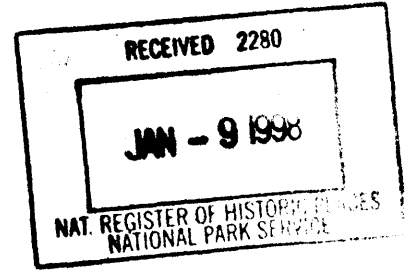


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United States Department of the Interior
National Park Service

**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 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 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 Idylwilde Park Historic District

other names/site number _____

2. Location

street & number Bounded by 11th and 12th Streets, Weldon and Fairmont
Avenues. _____ not for publication ___
city or town Phoenix _____ vicinity ___
state Arizona _____ code AZ county Maricopa _____ code MC _____
zip code 85014 _____

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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.)

David E. Buffington, Secretary SAPO 12/29/97
Signature of certifying official Date

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 Edson A. Beall 2/5/98
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 of Keeper Date
of Action

5. Classification

Ownership of Property (Check as many boxes as apply)

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

Category of Property (Check only one box)

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

Number of Resources within Property

Contributing <u> 34 </u> <u> 1 </u> (park) <u> 2 </u> (pool&pool house) <hr/> <u> 37 </u>	Noncontributing <u> 7 </u> buildings <u> </u> sites <u> </u> structures <u> </u> objects <hr/> <u> 7 </u> Total
---	--

Number of contributing resources previously listed in the National Register NA

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

6. Function or Use

Historic Functions (Enter categories from instructions)

Cat: <u> Domestic </u> <u> Recreation </u> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Sub: <u> Single Dwellings </u> <u> Park, Pool, Tennis </u> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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Current Functions (Enter categories from instructions)

Cat: <u> Domestic </u> <u> Recreation </u> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Sub: <u> Single Dwellings </u> <u> Park and Pool </u> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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7. Description

Architectural Classification (Enter categories from instructions)

Late 19th and 20th century revivals

Materials (Enter categories from instructions)

foundation varies

roof shingle, shake, tile, rolled roofing

walls brick, stucco

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.)

- 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.

Areas of Significance (Enter categories from instructions)

___ Architecture and community planning and development

Period of Significance __ 1928-1947 _____

Significant Dates _____

Significant Person (Complete if Criterion B is marked above)

Cultural Affiliation _____

Architect/Builder _ C.W. Stephenson/Earl W. Webster _

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

9. Major Bibliographical References

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: _____

10. Geographical Data

Acreage of Property 11.11 acres

UTM References (Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing
1	12	401950	3706150	3	12	401800 3705870
2	12	401950	3705870	4	12	401800 3706150

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 By

name/title Michael Tarek/resident

organization Idylwilde Park Association date 8/4/97

street & number 1120 E. Weldon Avenue telephone 274-4829

city or town Phoenix state AZ zip code 85014

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 41 property owners (2 lots have been combined)

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 the 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 10 Page 2

Idylwilde Park Historic District
name of property
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county and State

GEOGRAPHIC DATA

Boundary Justification

The boundaries of the Idylwilde Park Historic District correspond to the original boundaries of the Idylwilde Park Subdivision. The boundaries are Fairmont Avenue on the north; 12th Street on the east; Weldon Avenue on the south; and 11th Street on the west.

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Section 7 Page 1 Idylwilde Park Historic District
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NARRATIVE DESCRIPTION

The Idylwilde Park Historic District is located in Phoenix, Arizona. The district is bounded on the north by Fairmont Avenue, on the east by 12th Street, on the south by Weldon Avenue and on the west by 11th Street. The district is surrounded on all sides by residential development from the 1930s to the 1970s. The district consists of 42 residential lots built around the perimeter of a landscaped interior park. The park, 155 feet wide by 600 feet long, serves as a common rear yard. The residences face outward toward the streets, share a common setback and are all of similar scale. Each lot has a garage opening onto the rear alley which surrounds the park. A continuous double row of mature tamarisk trees form the boundary of the park, and many of the original Arizona Ash trees that line the exterior of the plat still remain.

Architecturally the residences reflect the styles that were popular during the late 1920s and early 1930s. Eight of the residences were built on speculation by the builders as part of the initial development of the subdivision. Most of the remaining lots were sold and houses constructed upon them within the next few years, making the neighborhood a consistent reflection of the period of buildings. Sixteen of the houses are of the Bungalow style, nine are Tudor Revival Style, four are Spanish Colonial Revival, and three are other Period Revival influenced styles of the mid-1930s. Many of the original one car garages reflect the architectural style of the house.

Four single-story apartment buildings at the northern end of the subdivision were infill projects in the 1950s and 1970s and are considered non-contributing because of age. Three single family residences are non-contributing because of alterations not in keeping with the architectural style of the original house. Lots 20 & 21 were combined and one house was built on it.

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NARRATIVE DESCRIPTION

Idylwilde Park was platted in 1928. It was a notable subdivision because it included a private park for homeowners only on the interior. Each property owner held a proportional ownership interest in this park which featured a swimming pool, pool house, baseball diamond, grape arbors, 2 brick barbecues, a miniature golf course, a tennis court, playground and extensive landscaping. The grape arbors, barbecues and miniature golf course no longer exist. An old fashioned gazebo has been added to the pool area for neighborhood meetings. The developers of Idylwilde Park staged an extensive promotional event on opening day sales which focused on the park and featured a beauty contest called "Miss Idylwilde Park". The creation of the park was an effective marketing tool but also was a response to the growing national community development trends of the development of urban parklands. In 1927, the Phoenix Planning Commission required that all new subdivisions include space for parks and playgrounds. Playgrounds and opens space requirements also were being promoted by the National Association of Real Estate Boards as a way to enhance property values.

The alleys are an integral part of the design of the subdivision. The original design of the subdivision had 50 feet wide lots with a length of approximately 115 feet. The small lot width make a front driveway very cramped so there were no front driveways planned with access to the garages planned from the alleys surrounding the interior park. Some properties have added front driveways because there is no off street parking. Many of the homes on 12th Street have had to add driveways because there is no on street parking permitted on 12th Street. The alleys are still very important to Idylwilde Park not only for utility easements, sanitation pick up and access to garages but because they are a place to take a stroll around the park, walk the dog and a pleasant, shaded place to visit with neighbors.

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NARRATIVE DESCRIPTION

The Idylwilde Park Historic District exhibits a high degree of integrity as there have been minimal alterations to the original layout, setting and buildings in the district. Approximately 80% of the homes are considered contributing structures. This wide assortment of architectural styles and the unique interior park/recreation area contribute to the distinctive identity and visual character of the Idylwilde Park Historic District.

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Section 8 Page 1 Idylwilde Park Historic District
name of property
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STATEMENT OF SIGNIFICANCE

Idylwilde Park is being nominated to the National Register under Criterion A for its association with events that have made a significant contribution to the broad patterns of our history. It represents local and national subdivision development principles and practices. It is also being nominated under Criterion C as the district represents a significant and distinguishable entity whose components lack individual distinction. The architecture of the district illustrates period revival styles typical of 1920s and 1930s residential styles locally and nationally.

The Idylwilde Park Historic is both historically and architecturally significant. The neighborhood, because of the consistency of architecture and the ambience of the park, possesses a distinctive character that sets it apart from the adjacent residential area. Historically, it is noteworthy for its representation of local and national planning principles and practices. Its form, location and appearance is unique in the Phoenix area and exemplary of the residential development occurring in Phoenix during this period. It is also an excellent example in the late 1920s to provide privately held recreational facilities in the city.

The Idylwilde Park Subdivision was platted on March 3, 1928, as the first major subdivision north of Osborn Road. At that time it was the only example in Phoenix of a subdivision which incorporated private open space into the plot plan. The depression prevented similar developments from establishing. The park concept was an outgrowth of the "Garden Cities" movement that emphasized park land, open spaces and landscaping as integral element of land development. The designer of the park was C.W. Stephenson who was a partner in the subdivision with Earl W. Webster, both local real estate promoters.

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Section 8 Page 2 Idylwilde Park Historic District
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STATEMENT OF SIGNIFICANCE

The provision of recreational facilities and playgrounds within residential subdivisions also was being promoted nationally in the 1920s. In a 1928 interview prior to the grand opening of Idylwilde Park, C. Heatt, former president of the National Association of Real Estate Boards, said that park and recreation allotments should also be a part of the overall city park plan. However, to provide for long term maintenance needs of the parks, it was recommended that the ownership and administration be in the hands of a private property owners association. This was how Idylwilde Park was established and the homeowners still share in maintaining the park today.

The park and its recreational amenities were a key aspect of the promotion of Idylwilde Park. Advertisements boasting of the swimming pool, tennis courts, playground, and baseball diamond appeared for several weeks prior to the October 7, 1928 opening day for home sales. The festivities included a picnic and a gala celebration featuring "Miss Idylwilde Park" who initiated the pool. As a result of the promotion, 4,000 people turned out to view the subdivision on opening day.

Eight homes had been built for the opening, the largest display of homes ever shown in that period for a local subdivision opening. Of these, four were adobe, two English brick, one gray brick, one Spanish. The developers were clearly responding to the prevailing architectural styles and materials seen in Phoenix at that time.

The houses built by the developers were offered for prices between \$4,000 and \$5,000. Lots were priced from \$645 to \$745, with a deed restriction requiring that all homes be built of brick, concrete or adobe, at a minimum of \$2,500. Each owner was also deeded a 1/42 interest in the common area and facilities. Deed restrictions were common in Phoenix at the time as the means of ensuring the objectives of the developers would be met. The restrictions also provided a degree of certainty for the initial property owners concerning the ultimate character of the subdivision.

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STATEMENT OF SIGNIFICANCE

Another amenity of Idylwilde was its location on the streetcar line. The Glendale branch of the Phoenix Street Railway ran along Fairmont Avenue, at the north end of the plat, and turned north on 12th Street. This location gave Idylwilde access to downtown Phoenix. In this regard, Idylwilde can be viewed as a "suburb" indicative of the expansion of Phoenix outside of the central city.

By November 1, 1928, two weeks after the opening, a total of \$33,000 in sales had occurred, and only eight homesites and two houses were still available. The rapid sales could be attributed to either the promotion, the park itself, or the demand for housing in Phoenix at the time. In either case the project was clearly successful as both a development and marketing venture targeted at the middle class clientele.

Idylwilde Park is also significant for its role in the trends and patterns of residential subdivision development in Phoenix from 1912 to 1945. Phoenix experienced rapid population growth during that time, largely as a result of agricultural productivity, demand for cotton, the expansion of citrus ranching, and the beginning of the Valley's tourist industry. The completion of Roosevelt Dam and the promise of a stable water supply was a major stimulus to all of these activities. After 1912, residential land development began in earnest. Most early subdivision activity was initiated by individuals or building companies subdividing small land parcels into residential lots. Houses were mostly constructed for specific clients. Relatively few homes were built on speculation. By the late 1920s, larger scale residential subdivisions began to appear. Until the Depression, most building activity was funded by individual developers. However, by the 1930s, larger investment companies began to appear, and by the end of the decade, large scale residential subdivisions were becoming common. Each of these practices is manifested by the extent and scale of the various historic neighborhoods.

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Section 8 Page 4 Idylwilde Park Historic District
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STATEMENT OF SIGNIFICANCE

Idylwilde Park is also significant as it relates to the progression of residential architectural styles, building materials, and construction practices in Central Phoenix neighborhoods from 1912 to 1945. This correlates to the presence of the entire range of nationally-recognized residential architectural styles of the early twentieth century in Phoenix neighborhoods. These styles appear in the chronological sequences evident throughout the country. Each Phoenix neighborhood is distinguished by numerous examples of prevailing styles associated with the dates of the particular subdivision. Perhaps unique to Phoenix, is the coincidence in the 1920s and 1930s of the Spanish Colonial Revival and later Period Revival styles with the explosive residential boom during that period. The sheer volume of construction, especially from 1925-1932, resulted in a striking diversity of styles and materials. In the 1930s, there was a dramatic change in architectural design as budget constraints resulted in much simpler house designs.

The significance of the Idylwilde Park Subdivision and its excellent representation of community development and architectural influences important to the development of Phoenix was formally recognized on April 8, 1991 with the local designation of the district on the Phoenix Historic Property Register.

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BIBLIOGRAPHY

“Planners seek playground on each new plat” Arizona Republican, February 6, 1927.

“Playgrounds Association official makes survey of Phoenix parks and urges more open space within city” Arizona Republican, April 24, 1928, p. 7.

“Asks provision for park areas by subdividers.” Arizona Republican, October 5, 1928, sec. 2, p. 2.

“Idylwilde Park subdivision, the childrens paradise, will open Sunday October 7.”
Arizona Republican, October 1, 1928.

“Idylwilde Park subdivision, an abundance of soft artesian water, pure and fresh.” Arizona Republican, October 2, 1928.

“Idylwilde Park subdivision, sets a new mark in Phoenix home building development.” Arizona Republican, October 3, 1928.

“Idylwilde Park subdivision, moderate priced homes for particular people.” Arizona Republican, October 5, 1928.

“Exclusive Idylwilde Park subdivision to be opened today. Private park one of unique inducements.” Arizona Republican, October 7, 1928, sec. 3, p. 1.

“Many visitors are at opening of Idylwilde.” Arizona Republican, October 8, 1928.

NPS Form 10-900-a
(8-86)

OMB No. 1024-0018

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BIBLIOGRAPHY

“Another \$50 advance in prices of Idylwilde homesites.” (Advertisement) Arizona Republican, October 28, 1928.

Idylwilde Park Historic District Survey - City of Phoenix, 1991.

Historic Residential Subdivisions and Architecture in Central Phoenix, 1912 - 1950, City of Phoenix.

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Section 12 Page 1 Idylwilde Park Historic District
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LIST OF CONTRIBUTING PROPERTIES

<u>LOT</u>	<u>CONSTRUCTION DATE</u>	<u>ADDRESS</u>
1	1936	3716 N. 12th St.
2	1928	3720 "
3	1929	3724 "
5	1929	3732 "
7	1937	3738 "
8	1928	3740 "
9	1929	3742 "
10	1928	3828 "
11	1929	3830 "
12	1928	3834 "
15	1928	1123 E. Fairmont Ave.
16	1936	1121 "
17	1928	1117 "
20-21	1943	3845 N. 11 St.
22	1940	3833 "
23	1943	3829 "
24	1929	3823 "

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LIST OF CONTRIBUTING PROPERTIES

<u>LOT</u>	<u>CONSTRUCTION DATE</u>	<u>ADDRESS</u>
25	1929	3747 "
26	1929	3747 "
27	1929	3743 "
28	1929	3735 "
29	1929	3731 "
30	1929	3725 "
32	1940	3717 "
33	1944	3713 "
34	1929	1100 E. Weldon Ave.
35	1929	1104 "
36	1929	1108 "
37	1929	1112 "
38	1929	1118 "
39	1929	1120 "
40	1929	1122 "
41	1940	1128 "
42	1929	1132 "
43	1928	park/pool/pool house

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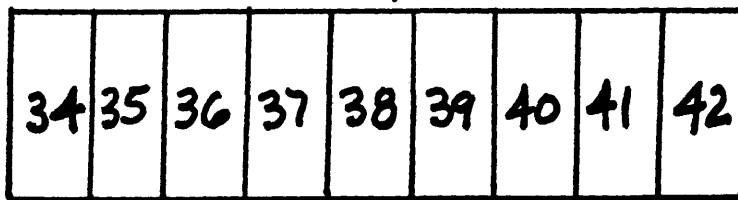
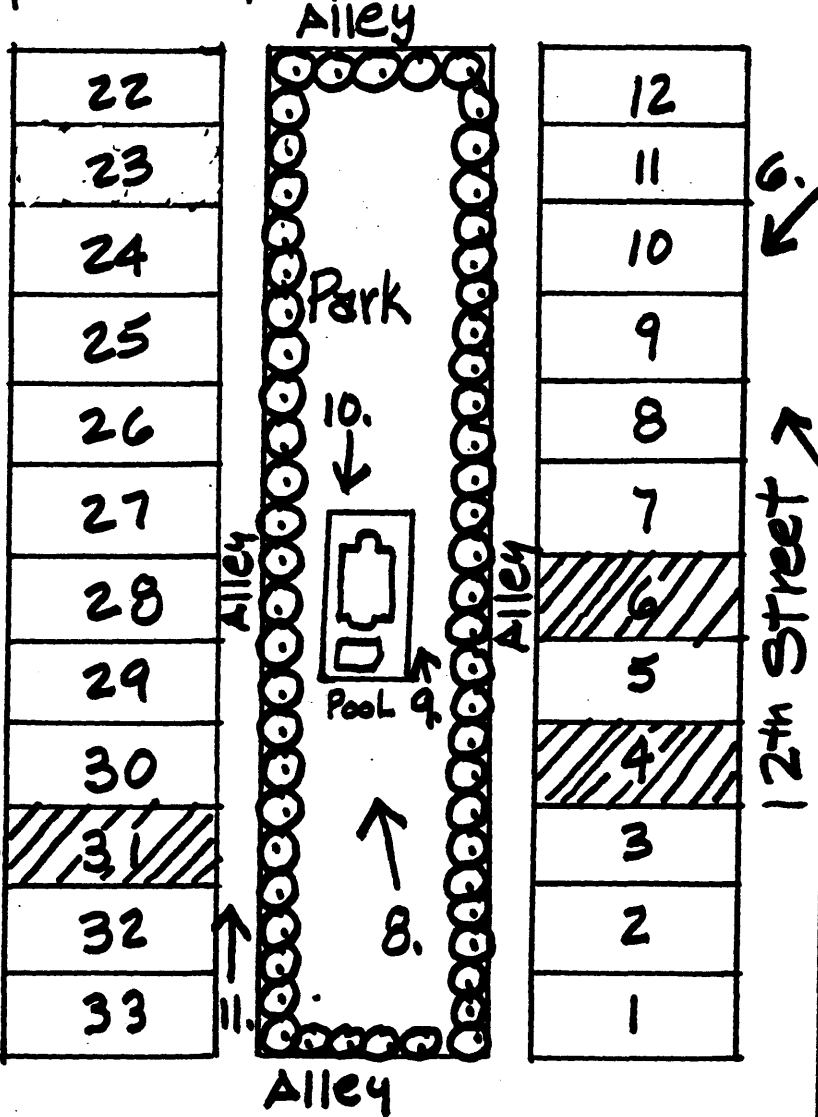
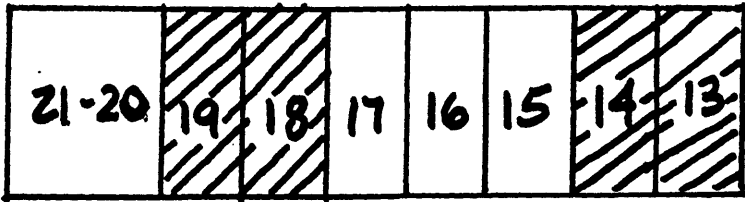
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LIST OF NON-CONTRIBUTING PROPERTIES

<u>LOT</u>	<u>CONSTRUCTION DATE</u>	<u>ADDRESS</u>	<u>REASON</u>
4	1928	3728 N. 12th St.	Front facade altered with room addition insensitively.
6	1928	3736 "	"
13	1950	1127 E. Fairmont Ave.	Not 50 years old.
14	1950	"	"
18	1971	1113 "	"
19	1971	1109 "	"
31	1929	3721 N. 11 St.	Front facade altered with towers that are not in keeping with the original style.

Fairmont



2. → Weldon ↑ 3. ← 1.

IDYLWILDE PARK ↑ 4.

 Non-Contribut. Property

 North

Photo Index