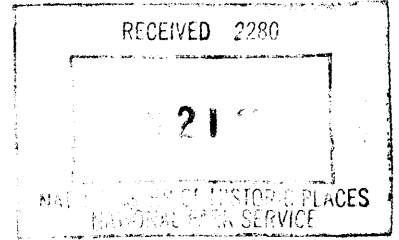


United States Department of the Interior
National Park Service

102



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 East Alvarado Historic District

other names/site number _____

=====

2. Location

=====

street & number East Alvarado Road between 3rd and 7th streets not for publication _____
city or town Phoenix vicinity _____
state Arizona code AZ county Maricopa code 013 zip code 85004

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X 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 X meets _____ does not meet the National Register Criteria. I recommend that this property be considered significant _____ nationally _____ statewide X locally. (_____ See continuation sheet for additional comments.)

James W. Gorman AFSHPD 12 JANUARY 2000
Signature of certifying official 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): _____

Ethan H. Beall 2-18-00

[Signature]

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

30

Noncontributing

0 buildings

___ sites

___ structures

___ objects

30

0 Total

Number of contributing resources previously listed in the National Register 0

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

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

=====
6. Function or Use
=====

Historic Functions (Enter categories from instructions)

Cat: DOMESTIC

Sub: Single Dwelling

Current Functions (Enter categories from instructions)

Cat: DOMESTIC Sub: Single Dwelling

=====
7. Description
=====

Architectural Classification (Enter categories from instructions)

Mission/Spanish Colonial Revival

Materials (Enter categories from instructions)

foundation CONCRETE
roof TERRA COTTA: Tile, WOOD: Shingle,
ASPHALT: Shingle, ASBESTOS: Tile
walls STUCCO, BRICK

other WOOD

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
COMMUNITY PLANNING AND DEVELOPMENT

Period of Significance

1929-1948

Significant Dates

N/A

Significant Person (Complete only if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder Green & Griffin; Kelley, C. Lewis
Lewis; Burroway, Paul M.; Gilliam, C.O.;
Green, H.H.; Home Builders, Inc.; Hoggan,
George W.

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 # _____

Primary Location of Additional Data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: City of Phoenix Historic Preservation Office

=====
10. Geographical Data
=====

Acreage of Property 5.5

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

	Zone	Easting	Northing	Zone	Easting	Northing	
1	<u>12</u>	<u>400700</u>	<u>3703880</u>	3	<u>12</u>	<u>401060</u>	<u>3704060</u>
2	<u>12</u>	<u>401060</u>	<u>3703880</u>	4	<u>12</u>	<u>400700</u>	<u>3704060</u>

_____ 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 Carol Taxter, M.A., edited by the Arizona SHPO

organization East Alvarado Historic District date 3 August 1998

street & number 311 East Alvarado telephone (602) 340-9048

city or town Phoenix state AZ zip code 85004

=====
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 _____

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 7 Page 1 East Alvarado Historic District
name of property
Maricopa, Arizona
county and state
Historic Residential Subdivisions and Architecture
in Central Phoenix, 1912 to 1950
name of multiple property listing

=====
Description

The East Alvarado Historic District in Phoenix, Arizona is situated on a stretch of pavement less than a quarter mile in length. The original concrete road named East Alvarado is located between Third and Seventh streets and Monte Vista and Oak streets. Within that quarter mile, thirty homes make up the East Alvarado Historic District. This nomination is based on the "Historic Residential Subdivision and Architecture in Central Phoenix, 1912-1950" Multiple Property Documentation Form written by the City of Phoenix in 1994.

Domestic Architectural Design Inspired by the Federal Housing Programs of the Depression Era, 1935 to 1950

Reflecting the transition from Period Revival architecture to more uniform housing favored by the Federal Housing Administration (FHA), this historic district features uniformity in lot sizes, setbacks, and scale of structures. All have a similar front yard set back and many have an automobile garage on the rear third of the lot with access from the alley or along a side yard drive. The block features mature landscaping. Currently (1998) most houses are owner-occupied, with a handful of rental properties.

The first house (330 E. Alvarado) in the district was promoted by the real estate firm of Greene and Griffin and built by its construction partner, Home Builders, Inc. Built in 1930, this "spec" house showcased the Spanish Colonial Revival style, and featured intersecting roof planes, parabolic arch focal windows, and an arcaded veranda. Because of drastic changes in the economy, this 1930 "spec" house remained the only dwelling in East Alvarado until 1937. With assistance from the FHA and other government initiatives, most of the remaining buildings were built by 1945.

One of the most prolific architects and builders was Paul M. Burroway. The six houses he built (322, 331, 336, 341, 346, and 352 E. Alvarado) vary in architectural style but feature "weeping mortar" chimney designs and Flemish Rowlock brick work.

The houses in East Alvarado are generally known as "Early Ranch" or Minimal Traditional style. There are varied renditions of the Early Ranch. These include the Monterey-influenced Early Ranch. This style is recognized by a single story presented to the street as a long mass covered with a gabled roof. A veranda supported by plain or turned wood posts usually recessed under the principal roof and extended the length of the facade. Some porches featured wrought-iron porch columns. Doors were offset and mostly paneled.

Windows are steel casement located along the wall and decorated with wood shutters. Influence of the modern movement is seen frequently in the use of corner windows. The walls of the modern Monterey style house were almost always constructed of brick.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 7 Page 2 East Alvarado Historic District
name of property
 Maricopa, Arizona
county and state
 Historic Residential Subdivisions and Architecture
 in Central Phoenix, 1912 to 1950
name of multiple property listing

=====

Houses designed in what was termed the "French Provincial" style were based loosely on the French Eclectic house designs of the 1920s. The house form and the detailing of this style were much more subtle and reserved than its predecessor. Sharing many of the same floor plans and shapes as the Monterey-style house, the French Provincial examples were covered with hipped roofs. The eaves were typically detailed with cornice molding at the roof-wall junction and had little, if any, overhang. Doorways were often offset, facing at right angles to the street. Porches were limited to overhangs or canopies or were small attached roofs near the intersection of the houses' two main wings. Large chimneys were common elements on some of the homes. Bay windows were employed on some styles as well. Most designs included false shutters, usually louvered.

These remaining twenty-nine homes are more uniform in size and reflect the transitional period from Period Revival architectural style to more "suburban ranch" homes that would follow in neighborhoods in Phoenix. The houses are in excellent condition and have few alteration since construction.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 7 Page 3 East Alvarado Historic District
name of property
Maricopa, Arizona
county and State
Historic Residential Subdivisions and Architecture
in Central Phoenix, 1912 to 1950
name of multiple property listing

=====
List of Contributing Properties

Address	Inventory Number	Date of Construction
301 East Alvarado	1004	1941
302 East Alvarado	1005	1941
307 East Alvarado	1003	1941
308 East Alvarado	1006	1948
311 East Alvarado	1002	1940
312 East Alvarado	1007	1930
317 East Alvarado	1001	1940
318 East Alvarado	1008	1945
321 East Alvarado	1000	1940
322 East Alvarado	1009	1939
327 East Alvarado	999	1939
330 East Alvarado	1010	1937
331 East Alvarado	998	1939
332 East Alvarado	1011	1937
335 East Alvarado	997	1945
336 East Alvarado	1012	1948
341 East Alvarado	996	1941
342 East Alvarado	1013	1946
345 East Alvarado	995	1940
346 East Alvarado	1014	1941
351 East Alvarado	994	1941
352 East Alvarado	1015	1941
355 East Alvarado	993	1941
356 East Alvarado	1016	1939
361 East Alvarado	992	1940
362 East Alvarado	1017	1940
365 East Alvarado	991	1940
366 East Alvarado	1018	1942
371 East Alvarado	990	1944
372 East Alvarado	1019	1942

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 1 East Alvarado Historic District
name of property
 Maricopa, Arizona
county and state
 Historic Residential Subdivisions and Architecture
 in Central Phoenix, 1912 to 1950
name of multiple property listing

=====

Statement of Significance

The East Alvarado Historic District is historically and architecturally significant and is therefore eligible for the National Register of Historic Places under Criteria A and C. Historically, the district is important for its excellent representation of the national housing policy established by the Federal Housing Administration on the development of subdivisions locally during the late 1930s. Architecturally, the district presents a broad representation of Minimal Traditional styles associated with the late 1930s construction boom with most of the houses representing well-designed examples of those styles.

The East Alvarado Historic District is a portion of the Los Olivos Subdivision, the largest and most articulated of the early suburban homesite subdivision expansions of the city. Developed by Dwight Heard, the 160-acre holding initially was subdivided into 25 large lots for estate homes. Los Olivos was resurveyed and replatted several times between 1909 and 1919 to meet the demand for smaller homesites (only a handful of homes were constructed in the area by 1920).

After numerous replattings and the construction of interior roads, the area took off after 1925. The main force behind the growth was the completion of several large-scale reclamation projects. With a steady supply of water and improved irrigation capacity, agricultural production expanded. As well, Phoenix developed a main line railroad connection with outside markets, notably the West Coast. All of these factors combined to create an explosion in business, population, and residential development and construction in Phoenix.

In 1929, East Alvarado Road was extended out of Alvarado Place from Third Street to within 100 feet of Seventh Street. Two tracts were recorded and the East Alvarado neighborhood got its start. East Alvarado was promoted by the real estate firm of Greene & Griffin. In 1930, the firm's construction partner, Home Builders Inc., built the first home in East Alvarado as a speculative venture. This house was designed by C. Lewis Kelly and featured the Spanish Colonial Revival style, a very popular style of that time. However, construction activity came to a halt as a result of the Depression.

Government intervention would jump-start house construction in the 1930s. Passage of the National Housing Act of 1934 created programs to increase home ownership throughout the country. The Federal Housing Administration (FHA) established under this act played a large part in influencing the East Alvarado Historic District and housing nationally. The FHA required more standardization of house forms, materials, and construction methods. Housing styles moved away from the more individualized Period Revival styles of the 1920s to a simplified style, now known as the Ranch Style.

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 2 East Alvarado Historic District
name of property
 Maricopa, Arizona
county and state
 Historic Residential Subdivisions and Architecture
 in Central Phoenix, 1912 to 1950
name of multiple property listing

=====

The original 1930 "Spec" house has remained the only dwelling in East Alvarado until 1937. Because of the FHA and employment from additional government initiatives however, the majority of the other twenty-nine East Alvarado homes were built within five years. The district illustrates the "streetscape" concept promoted by the FHA to create uniformity of design with the goal of enhancing sales and protecting real estate values. Characteristics of the neighborhood include uniform lots, setbacks, and scale of structures.

With the continued involvement of Home Builders, Inc., East Alvarado flourished. The produced are Early Ranch or Minimal Traditional style. There are several variations of the Early Ranch style, including the Monterey-influenced Early Ranch and the French Provincial Ranch. Reflecting styles from the past, East Alvarado also contains several versions of simplified Period Revival styles.

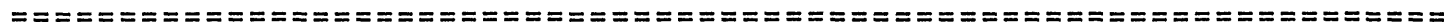
The East Alvarado neighborhood contains representations of the start of an architectural form that would come to epitomize the modern American West. From its start in the late 1930s, the Ranch Style house reflected the economies of the times. Its simple style and flexibility of size and layout allowed this form to flourish and become the main design of the 1940s and beyond in Phoenix. East Alvarado stands as testimony to the efforts of national housing policy in the late 1930s and to the transition to suburban ranch neighborhoods that followed.

The significance of the East Alvarado Historic District and its excellent representation of historic themes and architectural influences important to the development of Phoenix was formally recognized in May 1992 with the local designation of the district on the City of Phoenix Historic Property Register.

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 9 Page 1 East Alvarado Historic District
name of property
 Maricopa, Arizona
county and state
 Historic Residential Subdivisions and Architecture
 in Central Phoenix, 1912 to 1950
name of multiple property listing



Bibliography

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Janus Associates, "The Willo-Alvarado Multiple Property Survey," report prepared for the City of Phoenix, 1989. On file, State Historic Preservation Office, Arizona State Parks, Phoenix.

Johnson, G. Wesley, Jr. *Phoenix in the Twentieth Century*. Norman, OK: University of Oklahoma Press, 1993.

Luckingham, Bradford. *Phoenix: History of a Southwestern Metropolis*. Tucson: University of Arizona Press, 1989.

Phoenix, City of. "East Alvarado Historic District, 1929-1942." Report on File, City of Phoenix Historic Preservation Office, Phoenix.

----- *Historic Homes of Phoenix: An Architectural & Preservation Guide*. Phoenix: City of Phoenix, 1992.

----- "Historic Residential Subdivisions and Architecture in Central Phoenix, 1912-1950" Multiple Property Documentation Form, 1994. On file, State Historic Preservation Office, Arizona State Parks, Phoenix.

Ryden Architects. "F. Q. Story Historic District Survey Report," prepared for the Story Preservation Association. On file, State Historic Preservation Office, Arizona State Parks, Phoenix.

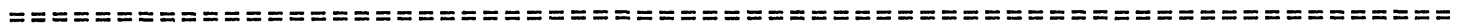
Weisinger, Marsha. *Boosters, Streetcars, and Bungalows*. Phoenix: Roosevelt Action Association, 1985.

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 10/ Photographs Page 1

East Alvarado Historic District
name of property
Maricopa, Arizona
county and state
Historic Residential Subdivisions and Architecture
in Central Phoenix, 1912 to 1950
name of multiple property listing



Geographical Data

Verbal Boundary Description: The East Alvarado Historic District is situated on a stretch of pavement less than a quarter-mile in length. East Alvarado is bounded by Third Street on the west and within 100 feet of Seventh Street on the east. Oak street is located directly north and Monte Vista runs parallel to East Alvarado on the south.

Boundary Justification: The boundaries of the East Alvarado Historic District correspond to the original platting of the East Alvarado subdivision in 1929 by the Phoenix real estate firm of Greene & Griffin.

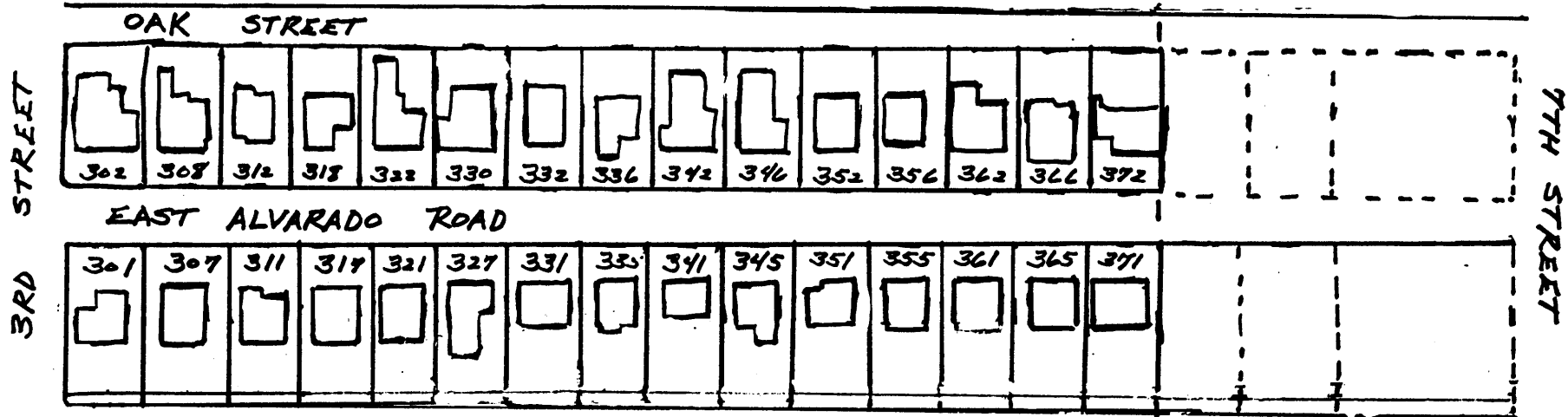
Photographs

The following information pertains to the ten supporting photographs:

- 3. Carol Taxter
- 4. August 1998
- 5. Original Negative is with Carol Taxter

NORTH ↑

EAST ALVARADO HISTORIC DISTRICT



ALL HOUSES ARE CONTRIBUTING PROPERTIES

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 East Alvarado Historic District (reclassification of resources)

other names/site number _____

2. Location

street & number 371 East Alvarado Road not for publication

city or town Phoenix vicinity

state Arizona code AZ county Maricopa code 013 zip code 85004

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X 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 X does not meet the National Register Criteria. I recommend that this property be considered significant _____ nationally _____ statewide X locally.
(_____ See continuation sheet for additional comments.)

James W. Spawen AZSHPO

Signature of certifying official

28 SEPTEMBER 2007
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

[Signature]

Signature of Keeper

Date of Action

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

Additional Documentation Accepted

Edson H. Beall

11.15.07

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section	Addr.	Page	1	Name of Property	East Alvarado Historic District (reclassification of resource)
	_____		_____	County	Maricopa
				State	Arizona

The residence at 371 East Alvarado was originally listed as a contributor to the district. However, the State Historic Preservation Office has recently received documentation indicating that substantial modifications have been made to this building that have severely impacted the building's integrity. These modifications include the replacement of the original steel casement windows and application of stucco over the original concrete block construction. Because of this loss of integrity, the State Historic Preservation Office recommends that it be reclassified as a non-contributor to the district.

The Arizona State Historic Preservation Officer requests that the Keeper of the National Register of Historic Places reclassify the property at 371 East Alvarado to reflect it as a non-contributor to the East Alvarado Historic District.