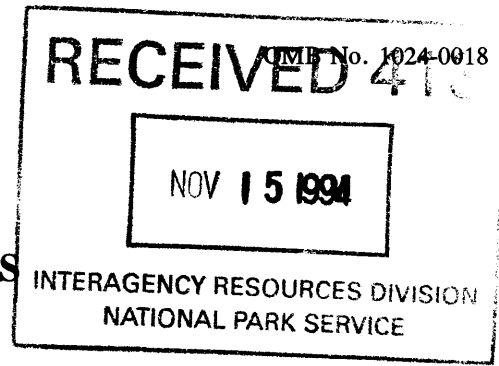


1486



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** Ashland Place Historic District  
historic name Ashland Place Subdivision  
other names/site number

=====

**2. Location** Generally east of Central Avenue and west of 3rd Street; Oak Street to north side of Vernon Ave  
street & number not for publication \_\_\_\_\_  
city,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  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. Gorman, ASHP  
Signature of certifying official

11/7/94  
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



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

**Historic Functions** (Enter categories from instructions)

Cat: Domestic: single-family dwellings  
Domestic: multi-family dwellings

Sub: \_\_\_\_\_

**Current Functions** (Enter categories from instructions)

Cat: Domestic: single-family dwellings  
Health Care: medical business/office

Sub: \_\_\_\_\_

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

**Architectural Classification** (Enter categories from instructions)

Bungalow  
Mission Revival  
Spanish Colonial  
Pueblo  
Monterey  
Tudor Revival  
Period Revival

**Materials** (Enter categories from instructions)

foundation concrete  
roof composition shingle  
wood shingle  
built-up roofing  
tile  
walls brick  
stucco  
other \_\_\_\_\_

**Narrative Description** (Describe the historic and current condition of the property on one or more continuation sheets [7-1 thru 7-3])  
=====

**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** 1920 - 1931

**Significant Dates** 1920 - Ashland Place Subdivision

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

**Cultural Affiliation**

**Architect/Builder** Home Builders, Inc. (Builder); C. Lewis Kelley (Architect)

**Narrative Statement of Significance** (Explain the significance of the property on one or more continuation sheets [8-1])

=====  
**9. Major Bibliographical References**

**Bibliography** (Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets)

X See continuation sheet

**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 14.60 acres

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

	Zone	Easting	Northing		Zone	Easting	Northing
A	12	400700	3704240	C	12	400360	3704050
B	12	400700	3704050	D	12	400370	3704240

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)  
(see accompanying map)

**Boundary Justification** (Explain why the boundaries were selected on a continuation sheet [10-1])

=====  
**11. Form Prepared By**

name/title Deborah Edge Abele, Historic Preservation Officer; Roger Brevoort, Historic Preservation Planner; Bill Jacobson, Historic Preservation Planner; Vicki Vanhoy, Secretary II

organization City of Phoenix Historic Preservation Office

street & number 200 West Washington Street, Fourth Floor

city or town Phoenix state Arizona zip code 85003

=====  
**Additional Documentation**

Submit the following items with the completed form:

**Continuation Sheets**

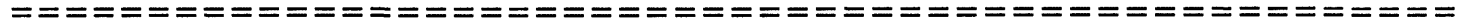
**Maps**

- 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**

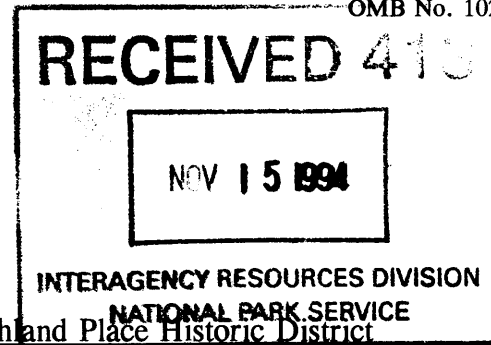
(Complete this item at the request of the SHPO or FPO)

Various private property owners

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7 Page 1



Ashland Place Historic District  
Maricopa County, Arizona

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**NARRATIVE DESCRIPTION**

The Ashland Place Historic District is located in central Phoenix, Arizona, north of the downtown. It is composed of 58 properties along both sides of East Vernon Avenue and East Hoover Street, between North Central Avenue and Third Street. The district boundaries roughly coincide with the original Ashland Place Subdivision plat. The original plat was recorded in 1920 and contained 76 lots, including eight lots fronting on Central Avenue. These Central Avenue lots, as well as eight adjoining lots, have not been included in the district as they no longer contain historic structures.

The district is composed primarily of small single-family homes. A two-story historic apartment building is located at the district's eastern border on Third Street. Interspersed among the single-family homes are three historic duplexes similar in scale and styling as the surrounding homes. The houses are uniformly placed along narrow 60-foot lots with shallow front lawns and little variation in the building setbacks. Detached garages with styling similar to the main house sit to the rear of the lots. Mature ash trees and other vegetation with traditionally landscaped yards create a picturesque setting for the district which is enhanced by the original historic street lighting fixtures that are found at regular intervals in the tree lawn. The presence of these small, fluted concrete fixtures is rare in Phoenix and contributes to Ashland Place's pedestrian scale. Although the houses are architecturally diverse, their shared physical characteristics combine with the subdivision's distinctive setting to create a unified district character and identity of unusual strength for such a small area.

Ashland Place was one of the earliest and largest of the subdivisions to be built on speculation in Phoenix. Developed by Home Builders, Inc., the homes were compact and designed to be economical to construct. Common shapes include square or rectangular composition, with the long axis extending behind the front of the house. Although almost all of the buildings are one-story, the form and massing were often manipulated to make the houses appear larger. A number of the houses in the district were designed by "Home Artist," C. Lewis Kelley, one of the most active designers of Period Revival style houses in Phoenix. Kelley and others used a wide array of architectural treatments associated with the Period Revival stylistic traditions to give the houses individualized appearances.

The homes of Ashland Place were constructed almost entirely in the 1920s. Their architecture is reflective of the two most popular architectural traditions of this era: the Bungalow and the Period Revival styles. Bungalows are one-story of brick construction, over half with stucco exteriors. Roofs are gabled, with both front and side orientation. Windows are wood double-hung and wood casement. Facade variation is achieved through employment of a wide array of porch forms. Porches most typically project from the front facade at a variety of locations, although some span the entire width of the house front. Porch forms and roofs frequently repeat the form and roof of the main house. Jerkinhead roofs, exposed rafters, stick and lattice work, classic columns, brick and stucco piers and a myriad of other elements are combined to create a diverse assortment of Bungalow variations.

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

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Ashland Place Historic District  
Maricopa County, Arizona

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**NARRATIVE DESCRIPTION (cont'd)**

The Period Revival cottages of the district fall into two main categories. The largest consists of the eclectic mix of Spanish Colonial, Mission, Monterey and Pueblo Revival styles known locally as the Southwest style. Constructed by builders throughout Phoenix, this simple one-story house is almost always stucco with a flat roof. Occasionally gabled or hipped roofs are used but are always covered with red clay tiles. Clay tiles also are used for porch roofs and as detailing along the flat roofs. In the district, windows are almost uniformly wood casement, divided into four to 12 lights. Porches are typically incorporated into the main buildings as vestibules or arcades. Low walls and wingwalls create courtyard-like spaces. Vigas, curvilinear parapets, canales and plaster ornamentation animate the exteriors.

The remaining structures in the district are primarily constructed in the English-influenced Period Revival styles with some examples of American Colonial and French Revival cottages. These builder versions of Tudor Revival architecture are recognized by their distinctive high pitched gable roofs and irregular massing. In Ashland Place, almost all buildings in this category have stucco exteriors with projecting entry vestibules. Windows are wood, both double-hung and casement. Detailing is sparse, limited primarily to cornice molding or exposed rafters.

The integrity of the district is high, as few modifications have been made to the houses and most retain their original garages. Of the 58 residential structures, only three are considered non-contributing. One of these is a modern house similar in size and scale to the historic homes. The other two properties have been determined altered due to a later addition and the installation of aluminum siding. Little has changed the setting and, as noted, even the original light fixtures remain. The collective integrity of location, setting, design, materials and workmanship is among the best of the early twentieth century neighborhoods of Phoenix. This intact condition, coupled with associative qualities of the well-maintained homes and yards contributes to a notable feeling of time and place.



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

**NATIONAL REGISTER OF HISTORIC PLACES  
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Ashland Place Historic District  
Maricopa County, Arizona

**LIST OF CONTRIBUTING PROPERTIES**

<u>Date of Construction</u>	<u>Address</u>	<u>Date of Construction</u>	<u>Address</u>
1926	19 East Hoover		
1926	23 East Hoover	1930	2320 North Third Street
1925	24 East Hoover	1926	24 East Vernon
1926	27 East Hoover	1927-31	27 East Vernon
1924	28 East Hoover	1923-27	28 East Vernon
1926-31	31 East Hoover	1928	30 East Vernon
1923-26	32 East Hoover	1928	31 East Vernon
1926-31	35 East Hoover	1928	34 East Vernon
1927	39 East Hoover	1923-27	35 East Vernon
1924	40 East Hoover	1927	38 East Vernon
1927	43 East Hoover	1927-31	39-41 East Vernon
1924	44 East Hoover	1923-27	43 East Vernon
1926-31	47-49 East Hoover	1927	44 East Vernon
1927	48 East Hoover	1925	47 East Vernon
1925	51 East Hoover	1925	48 East Vernon
1923-26	52 East Hoover	1926	51 East Vernon
1924	55 East Hoover	1926	52 East Vernon
1926-28	56 East Hoover	1924-26	55 East Vernon
1923-26	59 East Hoover	1923-27	59 East Vernon
1926-28	60 East Hoover	1926	60 East Vernon
1927	63 East Hoover	1923-27	63 East Vernon
1924	64 East Hoover	1926	64 East Vernon
1926-31	67 East Hoover	1927-31	67-69 East Vernon
1923-27	68 East Hoover	1923-27	71 East Vernon
1923-27	71 East Hoover	1923-27	72 East Vernon
1926	72 East Hoover	1927-27	75 East Vernon
1926-31	75 East Hoover	1928	76 East Vernon
1921	2302 North Third Street	1931	78 East Vernon

**LIST OF NON-CONTRIBUTING PROPERTIES**

<u>Date of Construction</u>	<u>Address</u>
c. 1980	36 East Hoover
1923-27	56 East Vernon
1927-31	66 East Vernon

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section   8  

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Ashland Place Historic District  
Maricopa County, Arizona

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**STATEMENT OF SIGNIFICANCE**

The Ashland Place Historic District is considered significant under Criteria "A" and "C" because it is an excellent representation of the historic and architectural influences which shaped the development of the community and neighborhoods of Phoenix in the 1920s. The district depicts the residential subdivision practices, the popular architectural styles and building technologies that characterized development in Phoenix and throughout the West during this period. The collective integrity of the buildings and their setting gives Ashland Place a distinctive character and identity with a notable feeling of time and place.

The decade following World War I saw the transformation of Phoenix from a small agricultural town to a metropolitan city and a major distribution center of the Southwest. Immediately after the War, Phoenix declined, brought on, in part, by national economic trends and locally by a dramatic slump in cotton and other agricultural product prices. However, the economy stabilized in the early 1920s and, until the 1930s, Phoenix enjoyed new commercial, institutional and public building construction, subdivision expansion, increased city services and a large population increase. Ashland Place was developed and built up during this period making it an excellent example of the influences at work.

Ashland Place was one of the most successful of the subdivisions that expanded the city's boundaries during the 1920s. While most of the other historic residential areas were built by multiple developers, contractors or private investors, Ashland Place was almost totally the product of Home Builders, Inc., one of the largest and most prolific residential development companies in Phoenix in the early twentieth century. Home Builders, Inc. was organized in February 1910 under the management of R.H. Greene and in association with the real estate firm of Greene and Griffin. The company was responsible for the construction and marketing of over 800 homes in central and north central Phoenix before its liquidation in 1939. A key to their success was the use of an affordable, time payment plan for the purchase of residential lots and the construction of homes. This was a fairly innovative concept for the time. It brought national exposure to Home Builders, Inc. when a cover story of the *National Real Estate Journal* was published in 1924 about the company's development, construction and financing methods.

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section   8  

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Ashland Place Historic District  
Maricopa County, Arizona

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**STATEMENT OF SIGNIFICANCE**

Ashland Place was platted in 1920. By 1926, 47 homes were built on a speculative basis. Like the other subdivisions undertaken by Home Builders, Inc. at that time, the initial construction was Bungalow style houses. In 1924, the company retained C. Lewis Kelley, an architect from Hollywood, and their construction began to diversify into other architectural styles. Fourteen homes were added to the subdivision over the next two years, primarily picturesque Tudor Revival and Spanish Eclectic cottages, styles popularized by Kelley. The tract was heavily promoted by Home Builders, Inc. as part of their "Specialty of building for folks of moderate means." The early residents of Ashland Place reflect this emphasis with occupations generally of the middle-class: salesman, bank teller, pharmacists, teacher, bookkeeper, tailor and engineer. The promotion of the area was successful. By 1931, there only remained four vacant lots.

Today Ashland Place remains an intact example of this period of prosperity and residential expansion of the city. Although somewhat small and modest in appointments, the houses are excellent examples of the efforts early builders made to individualize even speculative homes utilizing the popular architectural traditions of this period.

The significance of the Ashland Place 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 Phoenix Historic Property Register.

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

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Ashland Place Historic District  
Maricopa County, Arizona

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

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Ashland Place Historic District  
Maricopa County, Arizona

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 10

Page 1

Ashland Place Historic District  
Maricopa County, Arizona

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**GEOGRAPHIC DATA**

**Boundary Justification**

The boundaries of the Ashland Place Historic District have been drawn to coincide with the boundaries of the original Ashland Place subdivision along the north, east and south boundaries. To the west, modern development, including high-rise buildings, have replaced earlier structures on Central Avenue. This redevelopment has extended back into the Ashland Place neighborhood on eight lots located on Hoover Street and Vernon Avenue.

Redeveloped lots on Central Avenue, Hoover and Vernon have been deleted from the National Register district.

# ASHLAND PLACE HISTORIC DISTRICT

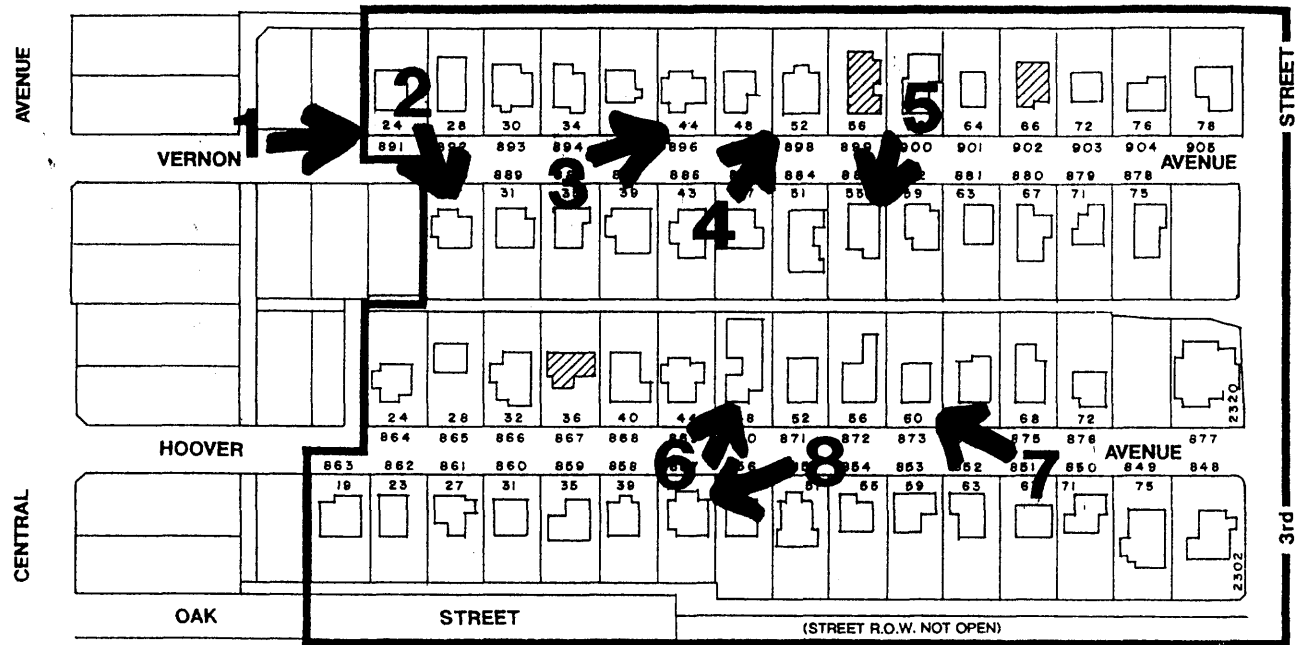
Phoenix, Maricopa County, Arizona

All photographs are by Bill Jacobson, Preservation Planner, City of Phoenix Historic Preservation Office. Taken during June 1994.

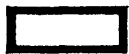
Negatives are on file at the Neighborhood Services Department, Historic Preservation Office, 200 West Washington Street, Fourth Floor, Phoenix, Arizona.

<u>Photo No.</u>	<u>Description and Location</u>
1	Streetscape view looking east. 24 through 30 East Vernon Avenue
2	Tudor Revival. Main facade looking southeast. 27 East Vernon Avenue
3	Tudor Revival and Spanish Mission. Streetscape view looking northeast. 44 and 48 East Vernon Avenue
4	Streetscape view looking northeast. 48 and 52 East Vernon Avenue
5	Spanish Mission. Main facade looking south. 51 East Vernon Avenue
6	Spanish Mission. Main facade looking northeast. 48 and 52 East Hoover Avenue
7	Bungalow. Streetscape view looking northwest. 60 and 64 East Hoover Avenue
8	Tudor Revival. Streetscape view looking southwest. 43 East Hoover Avenue

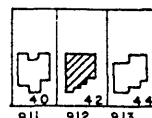
# PHOTO INDEX



## ASHLAND PLACE HISTORIC DISTRICT National Register of Historic Places



HISTORIC DISTRICT BOUNDARY

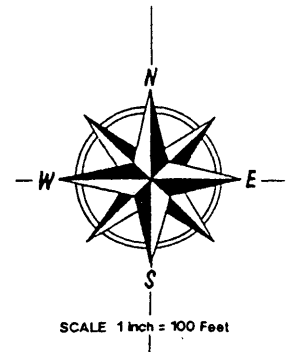


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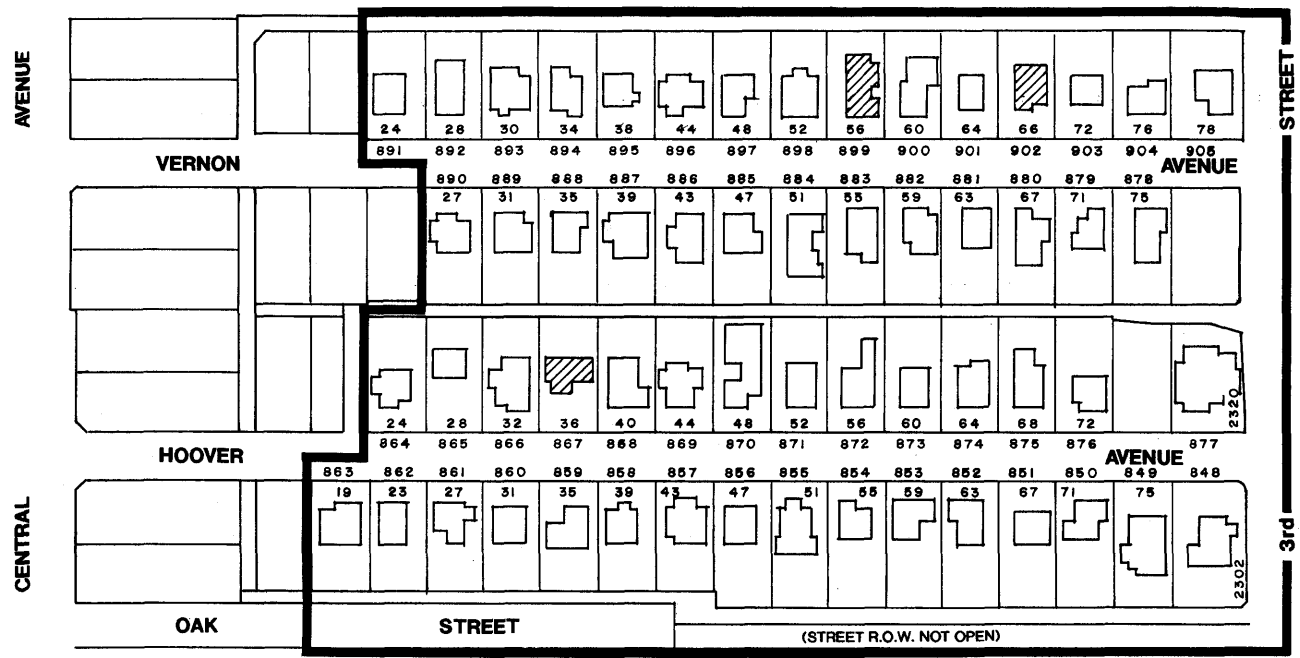
INVENTORY NUMBER

NON-CONTRIBUTING BUILDING

CONTRIBUTING BUILDING





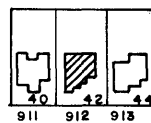


## ASHLAND PLACE HISTORIC DISTRICT

### National Register of Historic Places



HISTORIC DISTRICT BOUNDARY

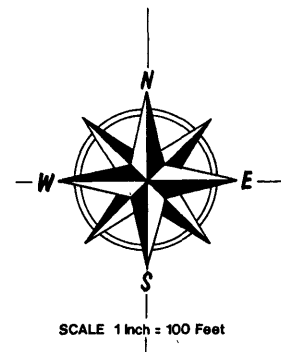


ADDRESS

INVENTORY NUMBER

NON-CONTRIBUTING BUILDING

CONTRIBUTING BUILDING



UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: ADDITIONAL DOCUMENTATION

PROPERTY Ashland Place Historic District  
NAME:

MULTIPLE Residential Subdivisions and Architecture in Phoenix MPS  
NAME:

STATE & COUNTY: ARIZONA, Maricopa

DATE RECEIVED: 1/17/97 DATE OF PENDING LIST:  
DATE OF 16TH DAY: DATE OF 45TH DAY: 3/03/97  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 94001486

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT  RETURN  REJECT 2.12.97 DATE

ABSTRACT/SUMMARY COMMENTS:

**Additional Documentation Accepted**

RECOM. / CRITERIA Accept

REVIEWER E. Beall

DISCIPLINE Historian

TELEPHONE \_\_\_\_\_

DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

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 Amendment to the Ashland Place Historic District

other names/site number House at 66 East Vernon

=====

**2. Location**

=====

street & number 66 East Vernon 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  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. Gammon ASHPD 9 JANUARY 1997  
-----  
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

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section Amendment Page 1 House at 66 East Vernon  
 name of property  
Maricopa, AZ  
 county and State  
Ashland Place Historic District  
 name of multiple property listing

=====

Amendment to the Ashland Place Historic District, listed on the National Register of Historic Places on December 21, 1994.

**CONTRIBUTING PROPERTY**

ADDRESS	SURVEY SITE NO.
66 East Vernon	904

This property referenced above was listed as a noncontributor to the Ashland Place Historic District, Phoenix, Maricopa County, Arizona. This designation was due to non-historic aluminum siding which obscured the property's ability to visually convey its historic character. This siding was removed in 1996 and the Arizona State Historic Preservation Officer has determined that the property now does convey its historic character. This house should now be considered historically and architecturally significant as defined by the contexts of the 1994 nomination.

The Arizona SHPO staff requests the Keeper to add the property listed above to the "contributor" list in the nomination, as it does in fact contribute to the historic fabric of the Ashland Place Neighborhood.