

ARIZONA STATE HISTORIC PROPERTY INVENTORY

IDENTIFICATION

SURVEY AREA NAME: Phoenix Commercial
 HISTORIC NAME: Heard Building
 ADDRESS/LOCATION: 112 N. Central
 CITY/TOWN: Phoenix
 TAX PARCEL NUMBER: 112-28-58
 OWNER: Joseph Koret Trust
 OWNER ADDRESS: Attn: Don B. Stout
1050 Ralston Avenue, Belmont, CA 94002
 HISTORIC USE: Office/inc. Republic & Gazette
 PRESENT USE: Office
 BUILDING TYPE: Commercial/ Office
 STYLE: Commercial style/Chicago style
 CONSTRUCTION DATE: 1920
 ARCHITECT/BUILDER: James W. Martin, Contractor
Lewellyn A. Parker, Architect
 INTEGRITY: Original Site/Altered Minor
 CONDITION: Good/Maintained

COUNTY: Maricopa SURVEY SITE: 29-4
 USGS QUAD: Phoenix
 T 1N R 3E S 8 N1/2 1/4 OF THE 1/4
 UTM Zone 12 Easting 400250 Northing 370147

Description (contd.)

ROOF TYPE: flat
 ROOF SHEATHING: built-up
 EAVES TREATMENT: parapet
 WINDOWS: steel casement with wire glass
new aluminum
 ENTRY: new recessed
 PORCHES: new canopies
 STOREFRONTS: new

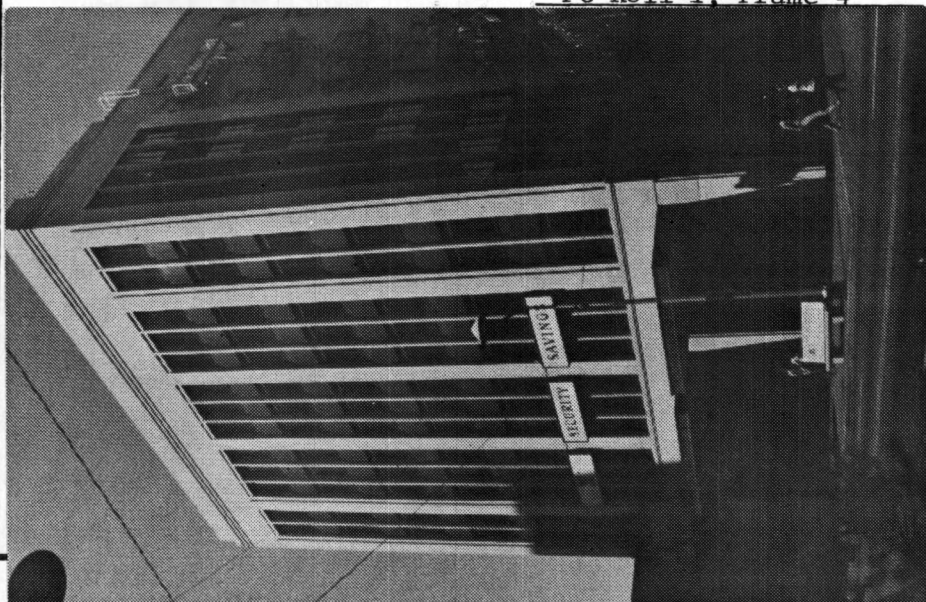
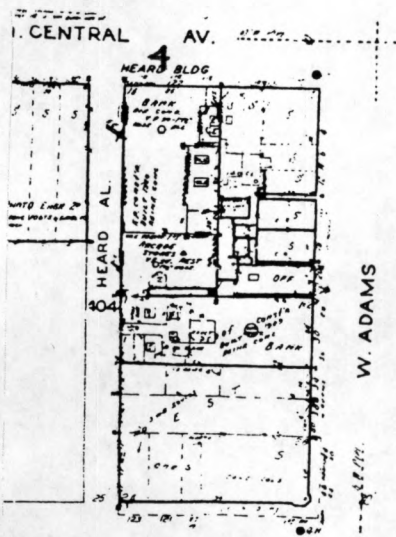
DESCRIPTION

STORIES: 7 DIMENSIONS: (l) 75 (w) 150
 STRUCTURAL MATERIAL: reinforced concrete/steel
 FOUNDATION MATERIAL: concrete
 WALL SHEATHING: white glazed brick
 APPLIED ORNAMENT: glazed tile

NOTABLE INTERIOR: _____
 OUTBUILDINGS: _____
 ALTERATIONS: storefront aluminum and
glass

PHOTOGRAPH _____
 PHOTOGRAPHER: Gaines
 DATE: August 1983 VIEW: W
 NEGATIVE NUMBER: PC Roll 1, Frame 4

SKETCH MAP:



ADDITIONAL DESCRIPTION/ANALYSIS (annotated form):

Original Chicago style facade remodeled to Moderne(1937)
1960s remodel of 1st story by George Schoneberger

SIGNIFICANCE:

AREAS OF SIGNIFICANCE: COMMERCE X COMMUNITY PLANNING _____ ECONOMICS _____
EXPLORATION/SETTLEMENT _____ GOVERNMENTAL _____ MILITARY _____ RELIGION _____ SCIENCE _____
THEATRE _____ TRANSPORTATION _____ TOURISM _____ OTHER(specify) communications

HISTORIC ASSOCIATIONS (be concise):

PROMINENT OCCUPANT/HISTORIC ASSOCIATION(S) built by Dwight B. Heard, pioneer Arizona newspaper man, home of the Arizona Republic and Phoenix Gazette for over 25 years.

RELATIONSHIP TO LOCAL DEVELOPMENT first multi-story office building in Phoenix.

CULTURAL AFFILIATIONS _____

ARCHITECTURAL STYLE Lewellyn Parker also designed the Goodrich and Goldberg Buildings in association with E.L. Mayberry. Chicago School remodeled to Moderne.

MAJOR ARCH. FORM/MATERIAL Early use of reinforced concrete.

ENGINEERING/STRUCTURAL James W. Martin, Contractor, was concrete expert.

DISTRICT/STREETScape CONTRIBUTION prominent location on Central Avenue

DISCUSSION AS REQUIRED:

February, 1930, Arizona Republican-Electrical Equipment Co.'s radio station KTAR began broadcasting from the Heard Building. It was Arizona's largest and most powerful (1000w) broadcasting unit.

Dwight B. Heard was one of Arizona's most powerful men between 1895 and his death in 1929. He owned the Arizona Republican, the Dwight B. Heard Investment Co. (real estate), Bartlett-Heard Land and Cattle Co., and was President of Commonwealth Investment Co., Goldwater Improvement Co., Security Improvement Co., San Carlos Hotel Co., and many other ventures.

CONTEXT: ISOLATED/RURAL _____ RESIDENTIAL STREET _____ COMMERCIAL _____ CENTRAL SQUARE _____
CBD: X OTHER: Highrise

BIBLIOGRAPHY/SOURCES:

Arizona Republican 12/27/20, P.1, Az Rep. 6/23/20, p. 14
AR Rep 12/28/20, Sec 4, pp 1-8
AZ Rep 9/15/29, p.1
AZ Rep 4/9/37, Sec. 1, p.1
Phoenix City Directories

LISTING IN OTHER SURVEYS: _____

NATIONAL REGISTER STATUS:

LISTED _____ DETERMINED ELIGIBLE _____ DETERMINED NOT ELIGIBLE _____ NOT EVALUATED _____

COMMENTS/DEVELOPMENT PLANS/THREATS:

SURVEYOR J. Garrison etal SURVEY DATE May 1984 DATE FORM COMPLETED May 1984