

United States Department of the Interior
National Park Service

002

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 La Hacienda Historic District

other name/site number Same

2. Location

street & number: Roughly bounded by North 3rd Street to the west, North 7th Street to the east, East Catalina Drive to the north, and East Thomas Road to the south (see figure 1) not for publication

city/town: Phoenix vicinity

state: Arizona code: AZ county: Maricopa code: 013 zip code: 85015

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. Gannon Arizona 29 December 2008
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): _____

Signature of the Keeper

[Signature]

Date of Action

2/13/09

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

Architecture

Period of Significance

1926-1954

Significant Dates

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Green, Herbert H., McArthur, Albert Chase,

Gilmore & Ekman, and various others

Primary Location of Additional Data:

Name of Repository:

City of Phoenix Historic Preservation Office

10. Geographical Data

Acreage of Property __approx 19.5__

UTM References

(Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing
1	12	400712	3704895	3	12	401042 3705045
2	12	400716	3705046	4	12	401033 3704893

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 Robert J. Stokes, Thomas E. Jones, and Gina Gage (ACS, Ltd), Gerald A. Doyle (GADA, Inc.), and Jared Smith (Mesa Historical Museum), update by Helana Ruter

organization ACS, Ltd., GADA, Inc., and Mesa Historical Museum date June 3, 2003 / June 27, 2007 update

street & number 424 W. Broadway Road (ACS, Ltd.) telephone 480-894-5477 (ACS, Ltd.)

city or town Tempe state: AZ zip code 85282

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.

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

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
36	9	buildings
		sites
		structures
		objects
36	9	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

Current Functions

(Enter categories from instructions)

DOMESTIC/single dwelling

COMMERCE/TRADE/professional

7. Description

Architectural Classification

Late 19th and 20th Century Revivals: Tudor Revival,
 Spanish Colonial Revival, Pueblo Revival,
 Mediterranean Revival
 Modern Movement: Ranch, International Style
 Other: Southwest, Contemporary

Materials

(Enter categories from instructions)

foundation Concrete
 walls Stucco, natural brick, painted brick, wood frame,
 concrete
 roof Red clay tile, asphalt shingles
 other Terra cotta, wrought iron

Narrative Description

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

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National Register of Historic Places Continuation Sheet

La Hacienda Neighborhood Historic District
Maricopa County, AZ

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NARRATIVE DESCRIPTION

SUMMARY

The La Hacienda Neighborhood Historic District is a north central Phoenix residential neighborhood that developed predominantly between 1926 and 1954. The district lies within the southeast quarter of a quarter-section of land bounded by Osborn Road on the north, Thomas Road on the south, Central Avenue on the west, and 7th Street on the east. The neighborhood includes parts of the La Hacienda and Mayfair subdivisions, platted in 1926 and 1928, respectively. 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, 1926-1930, and the early Ranch era, 1935-1954. Despite being surrounded by modern commercial properties and in the shadow of nearby high-rise office buildings to the west, La Hacienda retains a high level of its early to mid-20th Century architectural character, and remains one of Phoenix's small, yet prestigious residential neighborhoods.

DESCRIPTION

The La Hacienda Neighborhood Historic District is located along the west side of 7th Street, north of Thomas Road in Phoenix, Arizona. At the time of its development this area of open desert land, just north of the Phoenix city limits, was undergoing rapid residential subdivision. Due to the explosive growth of the city in the last fifty years, the neighborhood is now in the center of the city.

The neighborhood encompasses a small portion of the southeast quarter of the section of land originally subdivided as the Buena Vista Tract in January 1895. This plat extended from Oleander Avenue (Thomas Road) north to Walnut Avenue (Osborn Road), and from Central Avenue east to Cave Creek Road (Seventh Street). At least five subdivisions were established within the Buena Vista Tract between 1898 and the early 1920s, prior to the platting of the La Hacienda and Mayfair subdivisions.

The plat of La Hacienda (1926) consisted of 23 lots bounded by Thomas Road to the south, Catalina Avenue to the north, 7th Street to the east and 5th Street to the west. The plat of Mayfair (1928) established 48 lots that extended the neighborhood west from 5th Street to 3rd Street. The first subdivision, La Hacienda, featured large lots ranging from 76x134 1/2 to 81/134 1/2 feet in size. The Mayfair subdivision created lots of a more moderate size of 50x126 1/2 feet, allowing for a greater number of lots and home development in this section of the neighborhood. Homes generally have uniform setbacks providing a front yard (usually turf and landscaping) of 20 to 30 feet in depth.

The overall character of the district is emphasized by mature, dense plantings of trees which line the streets, which give the neighborhood an upscale suburban feeling. There is a wide variety of mature vegetation including palms, eucalyptus, citrus, mesquite, and pine trees. In the Mayfair section, between 3rd and 5th streets, these trees sit as a buffer of landscaping in the right-of-way between the sidewalks and the paved streets. In the La Hacienda section, between 5th and 7th streets, lawns extend directly out to the paved streets without sidewalks. In the historic period, both neighborhoods touted their paved streets as a modern convenience to the suburban driver.

Period Revival and Ranch houses dominate the streetscape of the historic district, but a few noteworthy Southwest, Contemporary, and International style houses are also found exhibiting the neighborhood's eclectic nature. The Period Revival, Southwest, and Transitional/Early Ranch styles form the dominant trend in the pre-war phase of house construction (1926-1939), while California Ranch, International, and Contemporary styles dominate the postwar phase of construction. Monterey Revival, Spanish Colonial Revival, Mediterranean Revival and other Period Revival style houses

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constitute 55 percent of the La Hacienda neighborhood houses, while 36 percent are Ranch style. Contemporary and International style houses make up the balance, or 9 percent. Of the 25 Period Revival houses, ten are Spanish Colonial, three Monterey, four Tudor, two Pueblo, five Mediterranean, and one Cape Cod. The single Southwest style house fits with this stylistic period. Of the 16 Ranch houses, five are from the pre-World War II era and eleven are from the postwar period. Most are characterized as either Transitional/Early or California, but also include Modern Ranch, American Colonial, and eclectic. The three Contemporary style houses and one International style house appear appropriate for the neighborhood.

INTEGRITY

Retaining a high level of integrity in location, setting, design, materials, workmanship, feeling and association, the La Hacienda neighborhood appears today much as it did in the years proceeding and following World War II. In the years following the period of significance, the area surrounding the La Hacienda Neighborhood has seen both commercial and high rise development. However, within the neighborhood the location and setting remain intact due to the unique streetscape, mature landscaping and large lots which provide a reprieve within the urban area. While some of the neighborhood's houses have undergone alterations, primarily additions, window replacements, and roofing substitutions, the majority are little changed from the time of their construction, and several are virtually unaltered. Where additions have occurred, they are mainly in the back yards and have little effect on the streetscape of the historic district. Thus the historic design, materials, and workmanship of the homes within the neighborhood have been retained.

Within the district, the predominantly upscale suburban residential character and continuity of streets enhances its overall unity and the neighborhood continues to possess the feeling and association of an upscale mid-century suburban Phoenix neighborhood.

PROPERTY LISTING

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. In addition to contributing and non-contributing status, this table provides architectural classifications.

HPIF No. ¹	Address	Year Built	Style and Comments	NRHP Eligibility*
H-B-1	506 E. Catalina Drive	1937	Monterey Revival, classic example	Contributing
H-B-2	514 E. Catalina Drive	1977	Spanish Colonial Revival	Non-Contributing - age
H-H-1	355 E. Catalina Drive	1932	Spanish Colonial Revival	Contributing
H-H-2	357 E. Catalina Drive	1930	Mediterranean Revival	Contributing
H-H-3	369 E. Catalina Drive	1930	Monterey Revival, classic example	Contributing
H-H-4	391 E. Catalina Drive	1930	Mediterranean Revival	Contributing
H-H-5	502 E. Verde Lane	1978	Mediterranean Revival, recent construction	Non-contributing – age
H-H-6	366 E. Verde Lane	1929	Mediterranean Revival, classic example	Contributing
H-H-7	374 E. Verde Lane	1930	Monterey Revival	Contributing
H-H-8	378 E. Verde Lane	1926	Spanish Colonial Revival	Contributing
H-H-9	2930 N. 7 th Street	1939	Ranch	Contributing – commercial use

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	(382 E. Verde Lane)			
H-H-10	353 E. Verde Lane	1937	Spanish Colonial Revival, ranch attributes	Contributing
H-H-11	359 E. Verde Lane	1930	Pueblo Revival	Non-contributing-integrity
H-H-12	367 E. Verde Lane	1926	Southwest	Contributing
H-H-13	381 E. Verde Lane	1929	Mediterranean Revival	Contributing
H-H-14	533 E. Verde Lane	1951	Cape Cod Revival	Contributing
H-M-1	301 E. Catalina Drive	1947	Contemporary	Contributing
H-M-2	305 E. Catalina Drive	1930	Tudor Revival	Contributing
H-M-3	307 E. Catalina Drive	1930	Spanish Colonial Revival	Contributing
H-M-4	313 E. Catalina Drive	1947	Transitional/Early Ranch	Non-contributing – 2 nd story addition
H-M-5	317 E. Catalina Drive	1947	Transitional/Early Ranch	Contributing
H-M-6	323 E. Catalina Drive	1930	Tudor Revival	Contributing
H-M-7	325 E. Catalina Drive	1931	Tudor Revival	Contributing
H-M-8	329 E. Catalina Drive	1939	Transitional/Early Ranch	Contributing
H-M-9	333 E. Catalina Drive	1930	Spanish Colonial Revival	Contributing
H-M-10	339 E. Catalina Drive	1938	California Ranch, early example	Contributing
H-M-11	345 E. Catalina Drive	1936	Pueblo Revival	Contributing
H-M-12	2929 N. 3 rd St. (302 Verde)	1958	California Ranch, converted to office	Non-contributing – age
H-M-13	312 E. Verde Lane	1947	California Ranch	Contributing
H-M-14	314 E. Verde Lane	1939	Transitional/Early Ranch	Non-contributing-integrity
H-M-15	320 E. Verde Lane	1961	Contemporary	Non-contributing – age
H-M-16	322 E. Verde Lane	1945	California Ranch	Contributing
H-M-17	334 E. Verde Lane	1931	Spanish Colonial Revival	Contributing
H-M-18	336 E. Verde Lane	1948	California Ranch	Contributing
H-M-19	342 E. Verde Lane	1949	California Ranch	Contributing
H-M-20	346 E. Verde Lane	1948	American Colonial Ranch	Contributing
H-M-21	301 E. Verde Lane	1945	Contemporary	Contributing
H-M-22	307 E. Verde Lane	1948	Transitional/Early Ranch	Contributing
H-M-23	311 E. Verde Lane	1954	Spanish Colonial Revival/Southwest	Non-contributing - integrity
H-M-24	317 E. Verde Lane	1973	Ranch, eclectic features	Non-contributing – age
H-M-25	321 E. Verde Lane	1937	Tudor Revival	Contributing
H-M-26	325 E. Verde Lane	1931	Spanish Colonial Revival	Contributing
H-M-27	331 E. Verde Lane	1936	International, early example in Phoenix	Contributing
H-M-28	337 E. Verde Lane	1935	Eclectic Ranch	Contributing
H-M-29	347 E. Verde Lane	1929	Spanish Colonial Revival	Contributing

*(Totals = 36 contributing and 9 non-contributing properties)

¹H-B=Buena Vista Tract; H-H=La Hacienda Subdivision; H-M=Mayfair Subdivision

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NARRATIVE STATEMENT OF SIGNIFICANCE

Summary

The La Hacienda Neighborhood Historic District is recommended as eligible to the National Register under Criteria A in the area of Community Planning and Development as the La Hacienda neighborhood, comprising the original La Hacienda and Mayfair subdivisions, is a prime example of the early north-northeastward suburban expansion of Phoenix prior to World War II, followed by a postwar housing and population boom (City of Phoenix 1994). The La Hacienda subdivision was designed as an exclusive residential area for wealthy Euro-American Phoenicians, primarily business, medical, banking, and political leaders of the city, and the adjacent Mayfair subdivision attracted upper middle-income Euro-American residents. The District is also significant under Criterion C in the area of Architecture for its distinctive pre-war (1926-1939) and post-war (1945-1954) collection of excellent examples of Period Revival, Early Ranch, and International house styles, and for its association with the locally prominent master architects, Herbert H. Green, Albert Chase McArthur, and Gilmore & Ekman.

Historical Overview

The development of La Hacienda Neighborhood Historic District, located within the North-Central corridor of Phoenix, can be divided into two periods. Early development in the area encouraged the transformation of the desert into agricultural production. Later, land developers sought to capitalize on the growing population of the Valley of the Sun by subdividing agricultural land into large semi-rural residential tracts. In the second developmental period, the increasing physical expansion of Phoenix encouraged the further subdivision of semi-agricultural holdings, and developers experimented with new advertising and marketing strategies. During the Great Depression, development slowed, and federal programs increasingly influenced the style and method of construction in the Valley. After World War II, Phoenix redoubled development efforts to meet the growing demand for residential housing.

Early Phoenix: Late 1800s to 1920

Increasing population and growth of the agricultural sector in the Salt River Valley in the late 1800s necessitated the establishment of a town site for Phoenix. The town site was finally chosen on unoccupied land in the north half of Section 8, Township 1 North, Range 3 East (Luckingham 1989); however, this area did not include the future La Hacienda and Mayfair subdivisions. In 1889, the territorial capital was moved from Prescott to Phoenix (Lykes 1993), thus ensuring the future of the fledgling town along the Salt River. Access to and from the town remained difficult, however, until the arrival of the Maricopa and Phoenix Railroad (M&P) in 1887. With the arrival of the railroad, the residents of Phoenix became connected to the outside world in terms of commerce, industry, and population movement (Luckingham 1989). The addition of the Santa Fe, Prescott, and Phoenix railroad (SFP&P) in 1895 connected Phoenix to the northern transcontinental route (Jackman et al. 1999). As a result, Phoenix became the transportation hub of the Arizona Territory. Passage of the National Reclamation Act of 1902 sought to better utilize water resources through large-scale projects to irrigate lands from water stored behind massive dams (Zarbin 1997). Construction of the Roosevelt Dam at the confluence of the Salt River and Tonto Creek commenced in 1906 and was in operation by 1911 (Luckingham 1989; Glaser 1996).

The development of the Roosevelt Dam had major economic and demographic impacts on the city of Phoenix. The city's population increased and the business/agricultural sector expanded as a result of a now dependable water supply and electrical power (Luckingham 1989). Promotional campaigns by local civic leaders helped double the population of Phoenix between 1900 and 1910 (Luckingham 1989), from 5,500 to 11,134, followed by a doubling again to 29,053 by 1920 (Lykes 1993). By 1913, Phoenix had grown to encompass 3.2 sq. miles, but did not yet include the future La Hacienda neighborhood area.

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

The 1920s: Phoenix and Beyond

When Maurice and Ruth Obear established the La Hacienda subdivision in July 1926, the Phoenix in which this new residential tract was born was a rapidly expanding and changing city. By the middle of the decade, crop diversification and a rapidly rebounding construction market revitalized the Phoenix economy after a brief economic downturn. In 1925, the value of building permits totaled \$3.1 million, up from \$1.7 million in 1921. Housing construction was a major element of this trend. According to Luckingham (1989:79), the area of the city north of Van Buren and between 12th Street and 19th Avenue was remarkable for its "intensive infilling" during the 1920s. It is in this area that La Hacienda would eventually be developed.

By the late 1920s, several key factors were coming into play that would help to sustain the growth of Phoenix. The first was the completion of a main line loop to Phoenix of the Southern Pacific Railroad in 1926; this link made Phoenix far more accessible to goods and people coming from long distances across the United States. At the same time, paved highways were being built throughout the state, connecting Phoenix to the mining regions of Miami and Globe to the east, and to Yuma and San Diego in the west. By 1928, the highway between Phoenix and Los Angeles was completely paved, opening a direct corridor to the west coast along with all of its potential for tourism and commerce. In September 1929, thousands of area residents turned out for the official dedication of Sky Harbor Airport. By air, pavement, and steel rail, Phoenix was now firmly connected to the outside world. These transportation corridors provided easy access for immigrants, tourists, and commerce to flow into Phoenix and the Salt River Valley in the second half of the 1920s (Luckingham 1989:82-84).

At the same time as the water supply and transportation links were being developed, boosters for the city of Phoenix encouraged visitors and businessmen alike to take advantage of the great weather and golden opportunities awaiting them in the Valley of the Sun. Much of the energy for these campaigns was focused on the eastern United States, the mid-western states, and California. Exclusive organizations like the Phoenix Country Club, which helped to draw most of the early residents of the La Hacienda neighborhood (Dean 2001), served as encouragement to more affluent valley immigrants during this period, both in terms of recreational activities and as a social center for businessmen and various professionals. The active promotions of Phoenix boosters, along with invaluable word-of-mouth recommendations of visitors and immigrants, paid dividends for city growth. The population of Phoenix jumped from 29,053 in 1920 to 48,118 in 1930 according to census reports (Lykes 1993). It was largely these wealthy immigrants, many from the Midwest and Chicago, as well as those of the decade before, who slowly but steadily began to make their homes on the lots of the La Hacienda subdivision after 1926, followed not long after by their neighbors in the Mayfair subdivision in 1928 (Luckingham 1989:99).

1930s: Depression and Expansion in Phoenix

When the stock market crashed in October 1929, most of the residents of Phoenix barely noticed. Few stockholders lived in the city and local newspapers gave little notice to the event. However, over the next three years, most of Arizona's critical industries suffered enormous declines. Copper prices dropped precipitously, and the industry utterly collapsed, falling from \$155.7 million in 1929 to \$14.7 million in 1932. Farming and livestock production dropped too, and although these enterprises did not suffer the catastrophic fall of copper mining, losses were enormous and caused a great deal of hardship and financial burden. The most notable short-term result of these calamities for Phoenix was the loss of business-related revenues as a distribution and marketing center to mining and agricultural communities and the great influx of unemployed laborers and their families from hard-hit industries. In the city of Phoenix, several financial institutions, including banks and construction loan agencies, collapsed as the flow of capital dried up (Luckingham 1989:101-102).

Even before federal programs were introduced in the early 1930s, some housing and loan companies adopted a variety of

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creative methods to cope with the economic downturn. At least one Phoenix company required that lots be paid off before construction on a house could begin, thus avoiding the sort of reckless credit policies that had led to the stock market crash in the first place. It is undoubtedly this sort of system that most, if not all, new homebuilders in the La Hacienda and Mayfair subdivisions used to pay for their lots in the early 1930s and was evidence of the economic stability generally enjoyed by residents of these subdivisions. It is interesting to note that between 1929 and 1931, 15 houses were built in La Hacienda and Mayfair combined (six in the former, eight in the latter). However, in 1932, only one house was built (in La Hacienda). It was not until 1935 that the next house was built (Mayfair) and it was 1937 before more than one new house was added to these neighborhoods in a single year. The Great Depression afflicting the rest of Phoenix had finally caught up to the residents of the La Hacienda and Mayfair subdivisions (City of Phoenix 1992, 2001; Dean 2001).

The foundations of change were laid in 1933 as President Franklin D. Roosevelt's New Deal rolled into motion (Collins 1999). Before long, the federal government was spending millions of dollars annually in Phoenix in the form of paychecks for workers to run numerous government agencies, as well as purchases of building materials, supplies, and services from local businesses (Luckingham 1989:103-105). Relief for the construction market appeared in the form of the Federal Housing Act in 1934 and other programs, such as the Public Works Administration (City of Phoenix 1994). Large housing and construction contractors benefited from generous New Deal policies. Throughout the middle and latter half of the 1930s, contractors built numerous large structures for various government institutions and private businesses in Phoenix, in addition to over 100 miles of paved roads in the city (Luckingham 1989:108-109). Given the upper middle-class and wealthy status of the residents of La Hacienda, it is unknown if many residents took advantage of the Federal government's aid programs, but the slowdown in house construction in La Hacienda and Mayfair during the Great Depression is evidence that not many did.

By 1940, Phoenix had recovered from the Great Depression and was on the brink of a new era of unparalleled growth. Over \$15 million were spent on building permits in Phoenix alone during the 1930s, in spite of the depression. The population bounded upward again, rising from 48,118 in 1930 to 65,414 in 1940 (Lykes 1993). Huge quantities of federal dollars were pumped into the economy from unemployment aid programs to major building contracts for public works projects. As the Great Depression receded, more Americans found their way to Arizona as both tourists and health seekers. By the late 1930s, the La Hacienda and Mayfair subdivisions were growing again too. Although the number of houses constructed in these neighborhoods per year was down from pre-1932 levels, there were plenty of lots left on which future residents could build their new houses (Luckingham 1989: 106-107, 110-112).

1940 to 1960: World War Two and the Post-War "Big Boom" Years of Growth

On December 7, 1941, the Japanese attacked the American naval base in Pearl Harbor, Hawaii. Even before that date however, plans had been made in Phoenix and around the Salt River Valley to gear up for a war that already seemed practically imminent. Before long, military bases appeared all over the valley. These included three major air bases to train American pilots and the pilots of foreign allies: Luke, Williams, and Falcon Field. War industries practically sprouted up overnight, employing thousands of local workers and drawing others from around the country (Luckingham 1989). Trains full of servicemen and war material were constantly on the move in and out of Phoenix. A city that a few short years ago was worried about unemployment and huge revenue losses now found itself scrambling to accommodate all the newcomers brought in by the war due to an acute housing shortage.

As a result of the war effort, the economy of Phoenix boomed and population increased. The affluent subdivisions surrounding the Phoenix Country Club, including La Hacienda, was annexed by the City of Phoenix in 1940 (Lykes 1993). Large local contractors, such as Del Webb, built the new military bases and specialized facilities that went with them, like airfields, storage depots, and barracks for the thousands of soldiers posted in Phoenix and the rest of the Salt River Valley. Farmers and stockmen had enormous demands on their agricultural products, especially goods like citrus, cotton, sheep, and cattle.

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Housing construction boomed along with the rest of the economy, although now the more modest Early Transitional Ranch style houses were the standard due to a scarcity of basic building materials caused by the war (most of the earlier Period Revival house designs were very material and labor intensive) (City of Phoenix 1994). Many new neighborhoods and subdivisions sprung up throughout the valley as the war went on, such as Margarita Place, which lies almost directly west of the La Hacienda neighborhood at the southwest corner of the intersection of Thomas Road and 15th Avenue (Cecchi and Winter 1999). However, some of the older, more affluent neighborhoods like La Hacienda and Mayfair did not grow at all during the war years. It is likely that property values in the older, more established communities like La Hacienda were higher than most of those available in the lots of new, wartime subdivisions.

As the Second World War drew to a close, the economic and population boom sparked by the war effort gathered momentum (Luckingham 1989:160). The population in the city nearly doubled in the 1940s, while it quadrupled in the 1950s, so that by 1960, 439,170 people called Phoenix home (Lykes 1993). The air conditioning industry in the valley helped the region stay more livable year round. Although only two houses were built in the La Hacienda neighborhood between 1945 and 1946, the following year five houses were built. Between 1948 and 1955, six more houses were built on some of the last empty lots, thereby effectively ending the 1920s-1950s growth of the La Hacienda neighborhood. The last five houses were built between 1960 and 1978; no new construction has occurred since then.

Two Subdivisions, One Community: The History of the La Hacienda Neighborhood

The origins of the La Hacienda neighborhood lay in the late 1890s. In 1895, the Buena Vista Tract was created 1 mile north of the young city of Phoenix, in the southeast quarter of Section 29, Township 2 North, Range 3 East. Well outside the limits of development in Phoenix at that time, much of this area was desert scrubland. The Buena Vista Tract was bounded on the west by Central Avenue, on the east by Cave Creek Road (now 7th Street), on the north by Walnut Avenue (now Osborn Road), and on the south by Oleander Avenue (now Thomas Road) (see Attachment 6). At least five subdivisions were established within the Buena Vista Tract between 1898 and the early 1920s, prior to the platting of the La Hacienda and Mayfair subdivisions.

It was not until the early 1920s that a key development took place that led to the establishment of the La Hacienda neighborhood. The Phoenix Country Club moved from a location near Central Avenue and the Arizona Canal to the northeast corner of 7th Street and Thomas Road in 1923, and has remained at this location since then. The presence of the Phoenix Country Club proved to be a major catalyst for the establishment of upscale subdivisions and picturesque Revival-style houses in this area (Dean 2001). Into these fledgling suburban communities came numerous businessmen, professionals, and civic-minded citizens of both local and national origins who would play large roles in the success and spectacular growth of Phoenix in the next 40 years.

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The La Hacienda and Mayfair Subdivisions

La Hacienda

In the mid-1920s, local developers Maurice Obear and his wife, Ruth Brown Obear, purchased Lot 16 at the far southeast corner of the Buena Vista Tract from Mrs. Ely (Dean 2001). Seeing an opportunity to create an upscale community adjacent to the new location of the Phoenix Country Club, which had moved to the northeast corner of Thomas Road and 7th Street in 1920, Mr. Obear had the property surveyed, subdivided, and platted in May and June of 1926. The new subdivision, La Hacienda, was made up of 23 lots, bounded by North 5th Street, North 7th Street, East Thomas Road, and East Catalina Drive (Figure 2, Attachment 7). Most of the lots on the property ranged between 81x134 ft and 76x134 ft, except the four lots along 7th Street and one at the corner of 5th Street and Thomas Road, which were 226x134 ft. An ad in the Sunday, February 6, 1927 *Arizona Republican* stated that "this elaborately planned subdivision [La Hacienda] faces the rapidly developing Country Club Place with its golf course, acknowledged to be the best 18-hole course in the Southwest."

Maurice Obear wasted no time developing the first houses in the La Hacienda neighborhood, relying on the services of Chicago architect Herbert H. Green. Green specialized in houses of the Spanish Colonial and Monterey Revival styles. He designed many large, unique structures of this architectural type in both the La Hacienda and Country Club districts. The first three houses built in Obear's new development were the work of this skilled architect, including 3044 N. 7th Street (which later became 2944 N. 7th Street), 367 E. Verde, and 378 E. Verde. Green eventually designed no less than seven houses in the La Hacienda subdivision, as well as one in the Mayfair tract, including 355 and 357 E. Catalina, and 331, 366, and 374 E. Verde (Beauchamp n.d.; Dean 2001). Greene, who arrived from Chicago in 1924, was an early student of the Revivalist movement in architecture. A prolific designer, Greene created as many as one-half of the houses in the upscale Country Club district of Phoenix, two of which he owned. According to his obituary in the October 25, 1968 *Arizona Republic*, he was a member of several prominent social clubs and professional societies, including the Phoenix Country Club. Architect Albert Chase McArthur was also involved in work on some of the houses in the La Hacienda subdivision. He created the plans for the house at 331 E. Verde, a house that Greene designed. McArthur also worked on the design of 367 E. Verde and possibly 381 E. Verde in the late 1920s. Given the continuity of design across the neighborhood, he likely was involved in the design and planning of other houses as well. Like Greene, McArthur originally came from Chicago, and was a student of Frank Lloyd Wright. McArthur is best known for the design of the Arizona Biltmore Hotel completed in 1929 (Luckingham 1989:79).

An enormous two-story Spanish Revival-style house that Green designed for 3044 N. 7th Street (which no longer exists) was intended as the residence of Maurice Obear. The structure bore a strong resemblance to the old mill house at the Mission San Gabriel Archangel near Pasadena, California (see City of Phoenix 1992:69, insert drawing). An article in the February 6, 1927 *Arizona Republican* stated that Obear's new house was "perhaps one of the most elaborate in the valley."

Green's design also used up-to-date technology, such as a hot-air plant to warm the house during winter months. The structures at 367 and 378 E. Verde, though smaller, were built with similar design elements and technology (Attachment 8). The house at 367 E. Verde sold in 1928, shortly after it was built, but the house at 378 E. Verde stood vacant for two years before it sold in 1929 (Dean 2001).

Obear took additional steps to insure that La Hacienda remained an exclusive property. As a condition of purchasing property in the subdivision, buyers were required to respect a formal, written agreement that listed six sets of restrictions. In order to prevent the construction of unwanted commercial, public, or private structures, the agreement forbade tenants from building anything such as a "theater, hospital, sanitarium, hotel, school, [...] apartment house [...] and no stores, business buildings, or service stations." (Obear and Obear 1926). This clause was intended to prevent undesirable commercial and other encroachments that could devalue the properties in La Hacienda and lead to unwanted activities in the neighborhood. Such ventures might also undermine the social cohesion and sense of community in the subdivision as it grew and deter potential buyers and residents. Obear's other restrictions included a minimum cost for all dwellings built in La Hacienda, which was \$7,500, and that only one house could be constructed on a single lot. Although modest by today's standards, \$7,500 was a large sum of money in the late 1920s, a fact that effectively barred lower-income Phoenixians from purchasing houses in such

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subdivisions. Unless a contract was made with "a reliable and responsible contractor" beforehand, the agreement required that dwellings be erected before outbuildings on each lot (Obear and Obear 1926). This stipulation prevented buyers from building non-habitation structures on a lot, which, in the event that a landowner was unable to complete work on his property, might sit vacant and could prove detrimental to property values.

A variety of other agreements worked toward the same end. One was an indicator of the times. The last restriction of the agreement prohibited tenancy at La Hacienda based on race. Item #6 stated that, "this property shall not be leased, let, sold or transferred to any person or persons not of the white or Caucasian race." (Obear and Obear 1926). Stipulations of this sort were usually the rule, rather than the exception, in high-status neighborhoods throughout Phoenix and the United States (Luckingham 1994).

Remarkably for the times, these racially motivated parameters did not extend to potential Jewish tenants or buyers. Luckingham (1989:57) notes that Phoenix was apparently an exception to this negative national trend. He states that, "overt discrimination against Jews continued to be the exception rather than the rule; the Goldwaters, Goldbergs, Ganzes, and Oberfelders belonged to the Phoenix Country Club, the Arizona Club, and other prestigious organizations." Indeed, residents such as Allen Rosenberg, Chester Goldberg, and Joseph Melczer were prominent community members in both La Hacienda and Phoenix, supporting Luckingham's statement and indicating that Jewish citizens were very much at home in the La Hacienda subdivision.

In addition to the layout and restrictions that made the La Hacienda neighborhood exclusive, there were a number of other amenities and features that made it distinctive as well. A February 6, 1927 article in the *Arizona Republican* mentioned that each lot had access to local utilities, including gas, electricity, water, and sewer, at no extra charge to the homeowner. Although these basic utilities were likely standard in the more exclusive subdivisions between Thomas and McDowell Roads directly north of Phoenix between 1900 and the 1920s, this sort of development was just beginning in earnest north of Thomas in the late 1920s (Luckingham 1989:81-82). Pedestrian sidewalks and streetlights were notably absent from the La Hacienda neighborhood. The lack of sidewalks and streetlights helped to reinforce the exclusive nature of La Hacienda and was a clear sign of the importance that the automobile already had in the lives of Phoenix residents. The Lane-Smith Investment Company, the realtors of the La Hacienda lots, advertised that "beautiful... paved roads" gave residents easy access to the commercial and shopping districts in downtown Phoenix (Dean 2001).

From a slow start between 1927 and 1929, construction at La Hacienda proceeded rapidly. By 1933, 11 houses had been built in the original subdivision. After that date, there was little residential development until the post-1945 period when the population of Phoenix experienced another spurt of rapid growth. The lone exception was the house at 506 E. Catalina, which was built in 1937. Although this house was originally not part of the La Hacienda subdivision (it was built on a portion of the original Buena Vista Tract), it is architecturally compatible and faces the La Hacienda houses on Catalina Drive. Two houses were added in the 1950s; one at 533 E. Verde Lane and one that replaced the demolished Obear residence at 382 E. Verde, which became 2930 N. 7th Street (Dean 2001). Two post-1960 houses were the last ones built: one at 514 E. Catalina on an old Buena Vista Tract lot, and one at 502 E. Verde Lane. Contrary to Maurice and Ruth Obears' original intent, all the lots facing Thomas Road and 7th Street became commercial properties, including 2930 N. 7th Street, which was converted into a lawyer's office. This greatly reduced the size of the subdivision as it was platted in 1926.

Mayfair

In October 1928, John and Dorothy Bonds established the Mayfair subdivision on Lot 15 of the Buena Vista Tract. Framed by North 3rd Street to the west, North 5th Street to the east, East Thomas Road to the south, and East Catalina Avenue to the north (Figure 2, Attachment 9), Mayfair was made up of 48 lots. Nearly all of the lots measured 50x126 ft, with the exception of the four easternmost lots that were nearly 4 ft wider. All of the lots were narrower than the La Hacienda lots, and most could not accommodate the larger-sized La Hacienda houses.

The Mayfair subdivision was not as exclusive as its adjoining neighbor to the east. John and Dorothy Bonds' new subdivision was aimed more at upper middle-income families. Lot prices (without houses) ranged from \$840 to \$1,140 in December

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1928, as opposed to La Hacienda where lots were advertised between \$1,500 and \$1,750 in February 1927. An advertisement in the December 2, 1928 *Arizona Republican* stressed that prices at Mayfair "can not be equaled." As an incentive to potential buyers, the same ad proclaimed that every person visiting the subdivision that same day would automatically be given a ticket for a chance to win up to "\$100.00 in Gold Free," in addition to numerous smaller cash prizes at a drawing to be held that afternoon (Attachment 10). Buyers were also drawn to Mayfair by the lure of no tax assessments on the lots, low monthly payments of \$20, and an 8 percent annual interest rate.

The residents of Mayfair moved there for many of the same reasons as their neighbors at La Hacienda. The same December 2 1928 newspaper ad highlighted the proximity to La Hacienda and the Phoenix Country Club to the east, and touted its "paved streets, cement sidewalks, and good water." Although not installed by the time this ad ran, gas and electric lines were to "follow immediately." An added benefit to residents of Mayfair was the streetcar line that ran up North 3rd Street, providing easy access to businesses, shopping, and jobs in downtown Phoenix.

One of the first houses in Mayfair was built in 1929 by Laing and Heenan, a construction firm in Phoenix that specialized in building "Pacific Ready-Cut" Homes (Dean 2001). Pacific specialized in Revival style designs. Dr. Matanovich, owner of this house, chose a Spanish Colonial Revival model. A brief article in the November 3, 1929 *Arizona Republican* stated that the doctor's house, "designed along the lines of buildings on the Dalmatian coast ... makes a handsome addition to the fine homes in this exclusive residential district." Even at this time, outward similarities were *evident* between Mayfair and La Hacienda, where construction of elegant Period Revival houses in the 1920s and 1930s dominated the two streetscapes.

Despite its late start in relation to La Hacienda, house construction at Mayfair progressed rapidly during the early 1930s. In that time, seven new houses were built. Five of these houses were on Catalina Avenue and two were on Verde Lane. No more houses were built in Mayfair until 1935, when a structure was built at 337 E. Verde. The lag in house construction was undoubtedly related to the effects of the Great Depression, which had taken a few years to catch up with the Arizona economy. After 1935, one house was added to Mayfair each year until 1939, when three houses were finished. The construction of houses in the late 1930s may have resulted from the more liberal loan policies encouraged by the Federal Housing Administration's policies in response to the Depression. It was not until World War II was over that house building resumed in Mayfair. Between 1945 and 1949, property owners added ten new houses to the subdivision, nearly doubling the number of residences in a five-year span. Despite the rapid post World War II population growth experienced by Phoenix in the 1950s, with few open properties remaining, only four houses were built on vacant lots after 1949 (one in 1954, one in 1961, one in 1970, and one in 1973). Like La Hacienda, a substantial number of lots in Mayfair were eventually rezoned for commercial use. Those rezoned face East Thomas Road, along the southern edge of the subdivision. This commercial development encompassed approximately one quarter of the land originally platted for Mayfair in 1928.

Two Subdivisions as One Neighborhood

Despite their proximity, there were differences between these tracts. The most obvious differences are in the size of the lots and the relative economic levels of the residents, although both were considered to be exclusive subdivisions. At least one resident recalls that a wire fence separated the subdivisions along 5th Street at some point in their histories (Beauchamp n.d.). In time, the distinctions between these two subdivisions all but disappeared and they are now considered to be a single neighborhood by the current residents and the City of Phoenix. It is certainly possible that efforts to limit the commercial rezoning of lots within both Mayfair and La Hacienda helped to create a common sense of community. Many of the residents of the La Hacienda neighborhoods shared similar career interests, including professions such as doctors, lawyers, businessmen, financial specialists, and politicians. Of course, many of these same professionals were also members of the Phoenix Country Club. The affiliation with this organization helped to create bonds between numerous community members and leaders in the La Hacienda neighborhood (Dean 2001).

The Residents of the La Hacienda Neighborhood

By early 1928, three houses were completed and awaiting the first future residents of La Hacienda. The Obears may have moved into their house at the southwest corner of Catalina Drive and 7th Street by this time. Among the first residents to move

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in at 367 E. Verde was Sylvan Ganz, whose father was a former mayor of Phoenix. Dr. Michael Matonovich moved into the original Mayfair subdivision in a new Spanish Revival house at 347 E. Verde. In 1930, O. P. and Dorothy Johnson moved into the house near Dr. Matonovich's place, at 366 E. Verde.

Two years later, Duke Gaskins moved into a house at 355 E. Catalina, the property lying just northeast of the Johnson's house. According to his obituary notice in the September 15, 1974 *Arizona Republic*, Dr. Gaskins was a nose, ear, and throat specialist. Dr. Gaskins became the medical director of the Arizona Hospital Association in 1954, a position in which he remained until six months before his death in September 1974. Dr. Gaskins was a cofounder of the Sombrero Theater, along with neighbor Chester Goldberg, Jr., in the early 1950s. The obituary in the *Arizona Republic* described Dr. Gaskins as a member of "a small group of public minded citizens [who] played large roles in guiding the city's destinies."

Chester K. "Chet" Goldberg had a house built at 391 E. Catalina. His grandfather, Hyman Goldberg, opened Goldberg Brothers Men's Store in Phoenix in 1874, and Aaron Goldberg, his father, was once a member of the Arizona Territorial Legislature. His son, Chet Jr., served two terms as a Republican Senator for Arizona until declining to run for a third term in June 1968 (*Arizona Republic* 1967, 1968; *Phoenix Gazette* 1968); Chet Jr. also became a neighborhood resident in 1968. In 1939, Chet merged his business with Vic Hanny to form Hanny's. He was very active in a variety of organizations and activities. He was a life member of the Arizona Historical Society, and served on the Phoenix Chamber of Commerce and the Phoenix Convention Center Committee.

Another important early resident of La Hacienda was Dr. William Sweek. During the First World War, Dr. Sweek served overseas in the U. S. Army Medical Corps. He was active in the American Legion, served a number of years as Governor George W. P. Hunt's personal physician, and was a former secretary of the state board of medical examiners. Dr. Sweek's specialty was surgery, and he was nationally known as an expert on illnesses of the gall bladder. In 1930, he co-founded the Lois Grunow Memorial Clinic in Phoenix with William C. Grunow. Dr. Sweek stands out for his numerous medical and civic contributions to Phoenix. He and his wife Verna were the original owners of the ranch style home at 382 W. Verde Lane constructed in the late 1930s (which later became 2930 N. 7th Street).

In the late 1930s, building increased in the Mayfair subdivision of the neighborhood. According to Jane Roper (1980), an early resident of La Hacienda, a number of persons and families moved in and out of the neighborhood during the 1930s through the 1950s. Edward Hubbell, who was a member of the famous Arizona trading post family, rented the house at 325 E. Verde, just west of the Ropers' residence. William E. and Opal Saufley purchased Whitney and Jane Roper's house at 331 E. Verde in the early 1940s. In 1949, the Saufleys had another house built at 342 E. Verde. According to his biographical dossier on file at the Arizona Historical Foundation, in 1938, Bill Saufley joined Goldwaters, Inc., serving as general manager of the store until it closed in 1964, and was the only shareholder of Goldwaters, Inc. outside of the Goldwater family. He remained a close friend of Senator Barry Goldwater, for whom he piloted an aircraft in trips throughout Arizona. Over the course of his life, Bill Saufley was a member of no less than twenty-six professional, charitable, and social organizations. He served as both vice president and director of the Country Club as well (Saufley 1998).

In 1942, the first couple to marry in the state of Arizona moved into 391 E. Catalina. Joseph and Hazel Melczer were married on February 14, 1912, and their ring bearer was a young Barry Goldwater. Melczer was a top manager for a number of businesses, including Arizona Wholesale Foods, Arizona Flour Mills, and 1st National Bank, of which he was the director for thirty years. Like many of his neighbors, Melczer was involved in numerous civic projects and a great variety of social organizations. At one time, Melczer served on an important Phoenix city board committee at the request of Mrs. Heard, widow of the famous Phoenix business leader Dwight Heard. While on that committee, Melczer orchestrated an important land deal that gave a large amount of property to the city of Phoenix from the Heard estate; this land was the future home of the Heard Museum, the Phoenix Public Library, and the Phoenix Little Theater. In 1974, Melczer received the highly prestigious Silver Scroll Brotherhood Award from the National Conference of Christians and Jews for his enormous contributions toward human relations in Phoenix throughout his life (*Arizona Republic* 1974, 1979).

John Clements and his family moved into 357 E. Catalina in 1942. According to his obituary in the August 1, 1998 *Arizona Republic*, Clements began a long professional career with Phoenix Title and Trust, a company founded by his father. In 1984,

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he retired from the company as chairman of the board. Evelyn S. Cooper, director of the Arizona Historical Foundation, said in a memorial speech that Clements "was a history maker, who participated in most of the major events that shaped our time" (Cooper n.d.). He served as a trustee of the St. Luke's Hospital Board for thirty-five years, including the position of board president. He was president of the Hospital Development Association of Maricopa County, the Maricopa Taxpayers Association, and the Arizona State University Library Association. At one time, he worked with Senator Barry Goldwater to preserve South Mountain from future development and to establish South Mountain Park. In 1993, Clements became the first lifetime member of the Arizona Historical Foundation. To support local writers, he established the Clements Literary Award.

Allen Rosenberg and family moved into 374 E. Verde. According to a retirement notice in the July 14, 1974 *Arizona Republic*, he was president of Great Western Bank and Trust until his retirement. He succeeded Barry Goldwater on the Phoenix City Council.

In 1947, Gene McLain had a house built at 317 E. Catalina. McLain had been a reporter with the *Arizona Republic* for seventeen years by the time he moved into 317 E. Catalina with his family. His work with the newspaper was interrupted by service in the United States Navy during World War II, but when McLain returned, he resumed his old job. In the next decade, he became a specialized investigative reporter with the medical examiner's office. In 1965, McLain joined KTAR Channel 12 in Phoenix as a television reporter. His gritty, honest style earned him the nickname of "Bulldog" and he became one of the most respected journalists in Arizona. During his career, he won two Pall Mall awards for reporting, newsman of the year honors (*Phoenix Gazette* 1973), and was nominated for the Pulitzer Prize.

The same year that this career journalist moved into La Hacienda, Bert Campbell purchased the International style house at 331 E. Verde. According to an October 1, 1984 *Arizona Republic* article, Governor Rawghlie Stanford appointed him to the position of chief editor for *Arizona Highways* in 1937. His innovations included a de-emphasis on road reports, paying writers and photographers for their contributions to the magazine, and using color photography. Campbell turned the magazine into a self-sustaining publication with the introduction of subscription rates. Campbell also began distributing the magazine throughout the United States to libraries and other public facilities, which eventually gave it national prominence. He retired as chief editor in 1946.

In 1950, Edwin Beauchamp moved into 378 E. Verde. According to his October 14, 1964 obituary in the *Arizona Republic*, Edwin Beauchamp served first as the deputy attorney of Maricopa County and then as county attorney after attaining his law degree. He became the youngest Superior Court Judge in Maricopa County history in 1947 and held that position until 1949. Beauchamp was involved in a number of professional organizations, and helped to design a special alcohol intoxication test that law enforcement agencies in Arizona began to use in 1964 (Beauchamp n.d.).

Sometime after 1950, Walter and Grace Switzer moved into the original La Hacienda subdivision with his family at 369 E. Catalina. At a young age, Walter Switzer became involved in the retail sale of women's clothing in Los Angeles and opened his own business in Phoenix in 1917, known as Switzers. In a short time, Switzers clothing store became very successful. In 1923, he opened a new store in Los Angeles, and by 1970, his chain of retail women's clothing stores had expanded to nine locations, including Tucson, El Paso, and Las Vegas. Switzer joined numerous social and professional organizations, including the Merchants and Manufacturers' Association, the Phoenix Chamber of Commerce, the Retail Merchants' Association, and the Phoenix Country Club (*Arizona Republican* 1970, 1974).

One early resident of La Hacienda had an interesting history as one of the first women aviators in Arizona. Ruth Reinhold, who moved to 333 East Catalina in 1946, first flew an airplane in 1933 and continued for another 50 years. She wrote of her aviation career in a book, which had a foreword written by Barry Goldwater (Reinhold 1982). For much of her career, she flew charter planes and was an instructor in the Civilian Pilot Training Program prior to World War II. During the war, she served as a Captain in the Civil Air Patrol in Arizona. In 1968, she made history again by becoming the first woman appointed to the state Aeronautics Board, and was honored several times for her role in Arizona aviation by the Phoenix Sky Harbor Auxiliary and Sky Harbor Airport.

Another important early resident of La Hacienda was William "Bill" Evans, who moved to 506 East Catalina in 1945. Bill was a

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lawyer with the Ellinwood-Ross law firm, which later became Evans, Kitchell, and Jenckes (Wells Grandrud 2002). Bill was also known as a nationally recognized expert in mining and water law, and was involved with the Phelps Dodge Company and reservoir developments. In fact, Phelps Dodge named a lake in southwestern New Mexico after him, the "Bill Evans Lake" on the Gila River. He was also involved with the development of Show Low Lake, Fools Hollow Lake, and Blue Ridge Reservoir in Arizona. Bill also published his memoirs in the early 1970s (Evans 1971).

As these brief biographical sketches indicate, many of the residents of the La Hacienda neighborhood contributed a great deal to their community and Arizona over the years. There can be no question that the neighborhood benefited greatly from their presence over the years. These history makers shared many values and ideals in common and such feelings have a great impact on the shape and quality of a community, and on the City of Phoenix and the State of Arizona. The fact that the La Hacienda and Mayfair subdivisions merged to form a common identity is strong evidence for a shared sense of community and beliefs. The efforts over the years of Janet Beauchamp, Jane Roper, Ruth Reinhold, and Grace Switzer to compile historical information on the neighborhood is proof of a strong sense of history and community by many residents of La Hacienda. This brief history of the people who lived in the La Hacienda neighborhood provides a sense of the magnitude and significance of the impact these residents had on the City of Phoenix before the 1960s; the neighborhood's most critical period of growth and when its community identity emerged.

Architectural Styles Represented in the La Hacienda Historic District

From the time of La Hacienda's first development in 1927 to the end of the 1930s and the beginning of the Ranch era (pre-World War II), Spanish Colonial Revival, Monterey Revival, Mediterranean Revival, and other related period revival styles, based on California's historic architectural styles, were particularly popular in the historic district. Of the 36 contributing properties in the district, just over half are of the revival styles such as Spanish Colonial Revival and Monterey Revival, with the remaining half being predominantly ranch styles. These picturesque revival styles still have a large following in Phoenix, where they are seen as being responsive to the desert climate and giving recall to the Hispanic origins of the southwest. Several were designed by distinguished Phoenix architects including, as previously mentioned, Herbert Harmon Greene, Albert Chase McArthur and Gilmore & Ekman. Herbert H. Green was an early student in the Revivalist movement in architecture and arrived in Phoenix from Chicago in 1924. Green designed a large number of homes in the upscale Country Club district. Albert Chase McArthur moved his firm from Chicago to Phoenix in 1925. McArthur studied under Frank Lloyd Wright and later designed the Arizona Biltmore. Harold Ekman began his architectural career in Phoenix in 1933. He was the first president of the American Institute of Architects in Arizona and served on the board of registration. He and Charles Gilmore were associated with Albert Chase McArthur during the designing of the Arizona Biltmore, and Gilmore and Ekman were partners from 1934-1940. One of their major projects was the Gertrude Webster Auditorium at the Desert Botanical Gardens.

Spanish Colonial Revival houses are generally one-story (two-story are infrequently seen) with a rectangular plan, have low-pitched gable and shed roofs with red clay tile and flat roofs with parapets, and feature semi-circular, arched arcades and window and door openings. Decorative terra cotta, tile, and wrought iron elements are often found on these houses. There are 9 houses in the district of this style, two of which are non-contributing. The houses at 353 and 378 East Verde Lane, however, are very good examples. Of the seven contributing houses, most exhibit a high degree of original integrity, while the house at 311 E. Verde Lane exhibits loss of integrity due to extensive exterior remodeling. Eight houses were constructed between 1927-1939 and one in 1954. The house at 514 E. Catalina Drive, built in 1962, is not contributing due to age.

Monterey Revival houses, in general, have characteristics akin to Spanish Colonial Revival dwellings. However, unlike Spanish Colonial Revival houses, they are almost always two stories with an L-shaped plan and have square, flat-head door and window openings, often with exposed wood lintels. The most distinguishing feature (which is not always present) of this style is a cantilevered second-story balcony with square posts and heavy timber beams. Walls are invariably stuccoed and painted in white or light colors, although board-and-batten siding may be found. There are three houses in the district of this style. The house at 369 East Catalina, designed by H. H. Green, is a noteworthy example. The house at 506 East Catalina, designed by Gilmore & Ekman, is also an excellent example. All of the houses retain a high degree of original integrity, with

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only minor exterior alterations. All three houses date to the 1927-1939 time frame and all are contributing.

Mediterranean Revival houses found in La Hacienda were patterned after California models, which were, in turn, modeled after Italian villas. The five houses in the neighborhood classified as Mediterranean Revival are not classic examples of the style and freely combine elements of the Mediterranean, Spanish Colonial Revival, and Monterey Revival styles. They could also be fittingly categorized as eclectic Period Revivals. Of the five houses, three are two stories and have varied massings, irregular plans, and asymmetrical facades, typical features of the Mediterranean revival style. In various combinations they all have other representative Mediterranean Revival stylistic elements, including low-pitched hip roofs with red clay tile, balconets, stuccoed walls, and flat-head and arched door and window openings. The atypical one-story example at 381 East Verde Lane has a short tower at the entry, providing a feature frequently found in Mediterranean Revival style houses and not seen elsewhere in La Hacienda.

Although several of these houses are not exemplary examples of the Mediterranean Revival style and one (502 East Verde Lane) was constructed in 1978 (the remaining houses were built between 1927 and 1939), they are compatible with their neighbors, appropriate for the setting, and make important architectural and historical contributions to the district. However, because the 1978 house does not meet the age criterion, it is not contributing.

Four **Tudor/Elizabethan Revival** style houses are found in the district. This style mimics English houses of the 16th Century and is characterized by a picturesque informality, irregular plan with rooms asymmetrically arranged, and, most importantly, steep-pitched roofs with sharp gables. Other typical exterior features include asymmetrical facades; large chimneys; portals or vestibules rather than open porches; varying combinations of materials, including half-timbering in the gables in Elizabethan examples; flat-head, Tudor, Gothic, and round-arch window and door openings; and tall vents in the gable walls. La Hacienda's Tudor Revival houses, constructed in the 1930s, are typical examples of the style. A classic Tudor Revival house can be found at 323 East Catalina Drive. Although none of these houses have sufficient architectural merit for individual listing on the National Register, they are all significant contributors to the character of the district and the ambience of the streetscape. All retain a high degree of original integrity and were constructed between 1930 and 1937. All four houses are listed as contributing.

Cape Cod Revival houses are derived from 17th Century models found in colonial Massachusetts. Although popular in the eastern United States, they never gained favor in the West and are infrequently found in Arizona. Those constructed in Phoenix only vaguely follow the classic example seen in the East. A typical Cape Cod Revival Cottage is one story, although one-and-one-half story dormered examples are seen. These houses have low, horizontal, symmetrical front facades facing the street. The roof is steep gabled and, characteristically, has a small gabled front porch centered on the front facade. The porch gable generally has a classical pediment and often a prominent frieze. Window and door openings are rectangular, and windows are frequently shuttered. Brick and clapboard walls are used and are generally painted white, although natural brick is also seen. An interior brick chimney is almost always present. The house at 533 E. Verde Lane is the only example of the style in La Hacienda. Although it has been altered by the addition of a large garage on the front facade, it retains basic characteristics of the classic Cape Cod cottage.

The **Pueblo Revival** style is represented by two houses in La Hacienda. The most typical example, constructed in 1938, is found at 345 East Catalina Drive. Derived from late 18th and early 19th Century Southwest pueblos of New Mexico and northern Arizona, the style features an elongated irregular plan and a low, asymmetrical facade with the rounded, organic forms associated with true and simulated adobe construction. Plastered walls, typically, have softly rounded corners and edges and are finished in the earth-tone colors of adobe. Canales (water scuppers), exposed ends of vigas (log beams), and timber lintels are classic features of pueblo architecture. The house at 345 E. Catalina Drive retains a high degree of original integrity and is listed as contributing, while the house at 359 E. Verde Lane has undergone exterior remodeling and is thus considered a non-contributor.

The **Southwest** style mingles architectural features of both the Spanish Colonial Revival and Pueblo Revival styles. Southwest houses freely blend the stuccoed, flat-roofed, boxlike forms of the Pueblo Revival with the low-pitched gables and red tile roofing of the Spanish Colonial Revival. Other features of these generally one-story houses often include rectangular

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floor plans, sometimes with extending elements; low, horizontal, asymmetrical facades; front porches or portals; flat-head door and window openings; and, at porches and portals, round-arched accent openings. Tile scuppers (canales), exposed ends of roof beams (vigas), and stepped parapets are frequently used as decorative elements. Stuccoed walls are generally smooth and may be painted light or earth-tone colors. Only one Southwest style house was identified; it was built in 1928 and retains a high degree of original integrity.

Of the 14 Ranch style houses found in the historic district, only three were constructed before World War II, with the earliest dating to 1935. These include one Transitional/Early Ranch, one early California Ranch, and one Eclectic Ranch. Among the 11 other Ranch houses, most date to the post-war boom between 1945 and 1949, with two dating in the 1970s (the latter are listed as not contributing). A number of different sub-styles have been identified, namely California Ranch, Contemporary/Modern Ranch, and American Colonial Ranch.

Transitional/Early Ranch houses found in La Hacienda are typical of those built throughout Phoenix in the late 1930s: The Depression years had a moderating effect on the demand for picturesque houses, and Period Revival styles fell out of fashion during these hard times. The Traditional/Early Ranch style houses have characteristics borrowed from both Period Revival houses and bungalows. These characteristics include raised wood floors, low-pitched gable or hip roofs, boxlike forms with L-shaped plans, small entry porches, rectangular door and window openings, steel-framed windows, painted or unpainted brick walls, and asphalt shingle roofs. The builders of these houses were trying to imitate the Ranch houses being developed in California, but were unable to abandon entirely the architectural details and construction methods they had been using for the past several decades. There are five houses in the district of this style, two built in 1939 and three built after World War II (1947-1948). Three of them retain a high degree of their original integrity and are listed as contributors, and the remaining two has been extensively remodeled on the exteriors (313 E. Catalina Drive and 314 E. Verde Lane), and are therefore listed as non-contributors.

California Ranch houses became popular after World War II in Phoenix. The style repeated the basic shape, roof form, and materials of the earlier models but added new, distinctive characteristics, including a low, very horizontal, asymmetrical facade; slab-on-grade construction; an attached garage or carport; exterior walls combining wood siding, stucco, brick and concrete masonry units; front porches; and horizontal-sliding or casement windows (sometimes shuttered), generally fabricated of aluminum. There are six examples of California Ranches at La Hacienda, all dating to the post-World War II time frame, except one built in 1938 by Gilmore & Ekman at 339 E. Catalina Drive and two built in the 1970s (which are not contributing). Variations on the California Ranch, such as Spanish Colonial Ranch and American Colonial Ranch are common in Phoenix neighborhoods but not in La Hacienda, where only one example of the latter-mentioned style is found.

Because the Ranch house, in both its Transitional/Early and fully developed California forms, were built in La Hacienda from 1935 until 1973 (when new construction in the historic district had largely ended), most are considered significant contributors to the historic neighborhood. The houses at 317 and 339 East Catalina Drive are, respectively, typical examples of Transitional/Early Ranch and California Ranch. The house at 346 East Verde Lane, an American Colonial Revival Ranch, is the only example of a Period Revival Ranch in the neighborhood. Most retain a high degree of original integrity. All are listed as contributing except the two houses built in the 1970s.

The **International** style first appeared in the years between the two world wars, initially in Europe in the late 1920s and in the United States in the 1930s. At that time, a few European architects like Walter Gropius and Mies Van Der Rohe set out to design buildings reflective of machine technology. In 1936, an International style house was constructed in La Hacienda at 331 East Verde Lane. This home in La Hacienda was among the earliest examples of the style in Arizona. Geometric shapes, flat roofs, smooth and uniform wall surfaces, expansive windows, and the absence of applied ornamentation are typical of the International style. All of these features are found in the La Hacienda example.

The **Contemporary** style began in the post-WWII era, lasting from 1950 to 1970. It occurs in two distinctive subtypes based on roof shapes: flat or gabled. The flat-roofed subtype is a derivation of earlier International Style, which they resemble in having flat roofs and no decorative detailing. However, they lack the stucco wall surfaces which are typically replaced by various combinations of wood, brick or stone. The gabled roof subtype is more strongly influenced by the earlier modernism

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of the Craftsman and Prairie Styles, including overhanging eaves. The wall surfaces, like the flat roofed type, also consist of wood, brick or stone (McAlester 1984: 482). There are two examples of the flat roof subtype in La Hacienda, including 301 E. Catalina Drive and 320 E. Verde Lane. The latter was, however, constructed in 1961, which places it outside of the period of significance. An example of a gabled roof contemporary home can be found at 301 E. Verde Lane.

Styles Represented in La Hacienda	Number	Contributing/Non-Contributing	Percentage of Total Architectural Styles
American Colonial Revival Ranch	1	1/0	2.2%
California Ranch	7	6/1	15.6%
Cape Cod Revival	1	1/0	2.2%
Contemporary	3	2/1	6.6%
Eclectic Ranch	2	1/1	4.4%
International	1	1/0	2.2%
Mediterranean Revival	5	4/1	11.1%
Modern Ranch	1	1/0	2.2%
Monterey Revival	3	3/0	6.6%
Pueblo Revival	2	1/1	4.4%
Southwest	1	1/0	2.2%
Spanish Colonial Revival	10	8/2	22.2%
Transitional Ranch	4	2/2	8.8%
Tudor Revival	4	4/0	8.8%
	45	36/9	

*The above table represents the percentages of architectural styles within the neighborhood, demonstrating the eclectic architectural mix of styles. The table also includes contributing and non-contributing status by style.

Concluding Statement

The growth cycle of the La Hacienda Neighborhood in many ways mirrored that of the rest of Phoenix from the 1920s through the Great Depression to the post-war era. However, while many neighborhoods of this era were beginning larger scale development with smaller lots and more unified housing, the La Hacienda neighborhood retained a unique rural character with its large lots, custom homes, vegetation and gravel edged lawns, which stretched out to the asphalt streets. Architecturally, the La Hacienda subdivision was shaped by the Revival era, as illustrated by a variety of Spanish Colonial, Monterey, Mediterranean, Pueblo, and other trends in architectural design. Many of the houses in the La Hacienda subdivision were the designs of prominent Revival-era architects Herbert H. Green, Albert McArthur, and Gilmore & Ekman, while the Mayfair subdivision was broader in scope of style, with Ranch, eclectic, International/Modern, and Revival styles represented. The La Hacienda neighborhood was also unique in the way it quickly merged a highly exclusive and affluent subdivision with an upper-middle income subdivision that were once separated by a wire fence. Other than the sizes of their lots and houses, there are few differences today to distinguish these tracts from each other. The La Hacienda neighborhood is truly one

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community with a significant and vital architectural and social history within the City of Phoenix.

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VERBAL BOUNDARY DESCRIPTION

See attached map.

BOUNDARY JUSTIFICATION

Boundary generally follows extents of original subdivisions making up the La Hacienda Neighborhood Historic District, with areas of modern development or commercial redevelopment along Thomas Road and 7th Street excluded as it is unrelated to the historical development of the neighborhood. The irregular boundary along Catalina Drive includes a home from the original Buena Vista Tract that is architecturally compatible and built in the first era of La Hacienda development.

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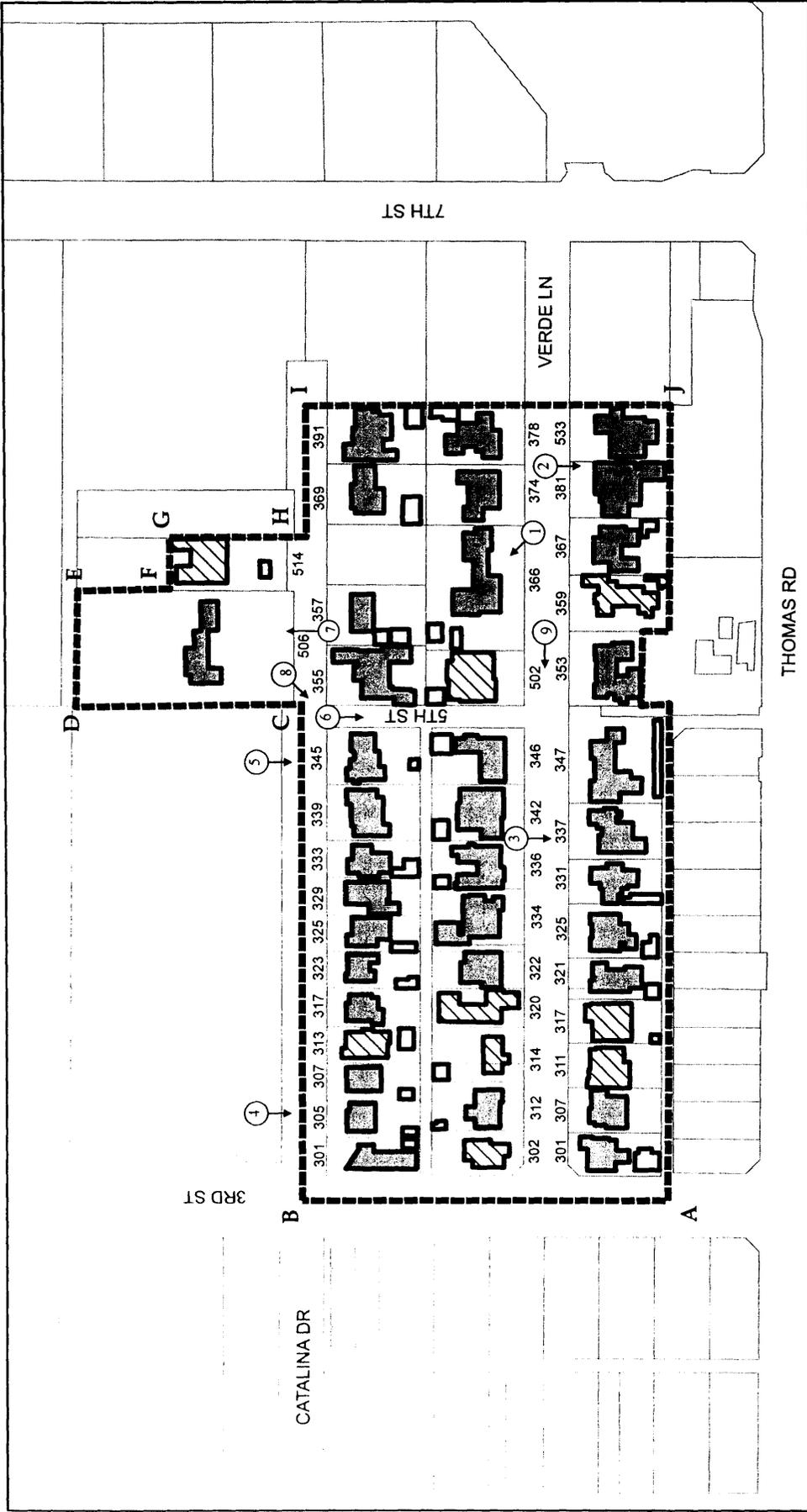
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Photographer: Helana Ruter
Date: July 2008
Location of Original Negatives: Helana Ruter
14604 S. 24th Way
Phoenix, Arizona 85048

Photo #	View to	
1	NW	366 E. Verde Lane
2	S	381 E. Verde Lane
3	S	337 E. Verde Lane
4	S	305 E. Catalina Drive
5	S	345 E. Catalina Drive
6	S	5th Street streetscape
7	N	506 E. Catalina Drive
8	W	Catalina Drive streetscape
9	W	Verde Lane streetscape



La Hacienda

HISTORIC DISTRICT

Phoenix, Arizona



Legend

- District boundary
- Contributor
- Non-contributor
- Not evaluated
- District UTM point
- Photo key