

## WINDSOR SQUARE HISTORIC DISTRICT

**Number of Properties:** 260

**Period of Significance:** 1920-1950

**Predominant Architectural  
Styles:**

Ranch subtypes including:  
Transitional/Early, French  
Provincial, California, Spanish  
Colonial and American  
Colonial

Period Revival styles including:  
Spanish Colonial, Pueblo,  
English Tudor/Cottage

Other: International Style and  
Southwestern

**Register Listings:**

National Register of Historic  
Places (NRHP) 2000

Phoenix Historic Property  
Register (PHPR) 1996

The Windsor Square Historic District, near the northeast corner of Central Avenue and Camelback Road, includes 260 properties. It incorporates the Windsor Square Subdivision, platted in 1929, as well as portions of two adjacent subdivisions, Lamson (1913) and Cuesta Vista (1944), which form the northern edge of the district. These three subdivisions share a similar mix of housing styles and streetscape character.

When platted during the real estate development boom of the late 1920s, Windsor Square was north of the city limits of Phoenix. Its location on prestigious Central Avenue and the subdivision's upscale design were intended to appeal to those seeking high quality home lots in an uptown neighborhood.

The subdivision design combines popular features of the English Garden City and City Beautiful movements, including flood irrigation for lush landscaping, sidewalks, curbs and ornamental street lighting.

A monument sign at Central Avenue and Medlock Drive marked the entry to an

exclusive neighborhood that was near the city, but separate from it, and unmistakably residential. Pairs of curvilinear streets created irregular lots of varying sizes, well-suited to the custom built period revival homes so popular at the time and discouraged non-resident traffic. A small park marked the center of the development.

When Windsor Square formally opened on Feb. 24, 1929, several lots had already been sold by the developer, Owens-Dinmore. The local Lincoln Finance Company announced that it would build 12 homes on speculation.

Despite the promotion and high expectations, sales did not achieve the anticipated level. Only six homes were under construction or completed before the stock market crashed in Oct. 1929. The developer soon filed for bankruptcy and by March 1930 lots were being sold at auction.

During the 1930s, residential architecture in Phoenix changed dramatically. Period Revival styles had given way to the Ranch style and Modernism. Three notable homes, reflecting

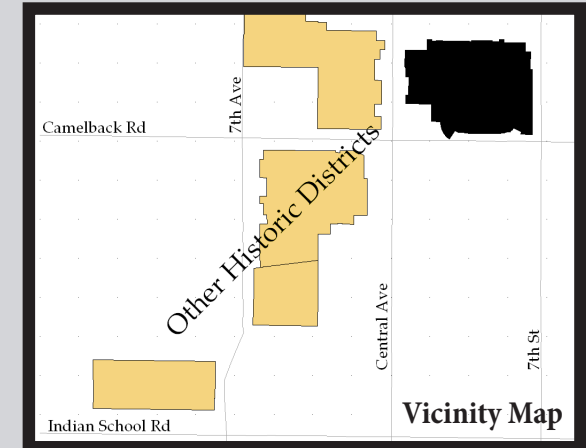
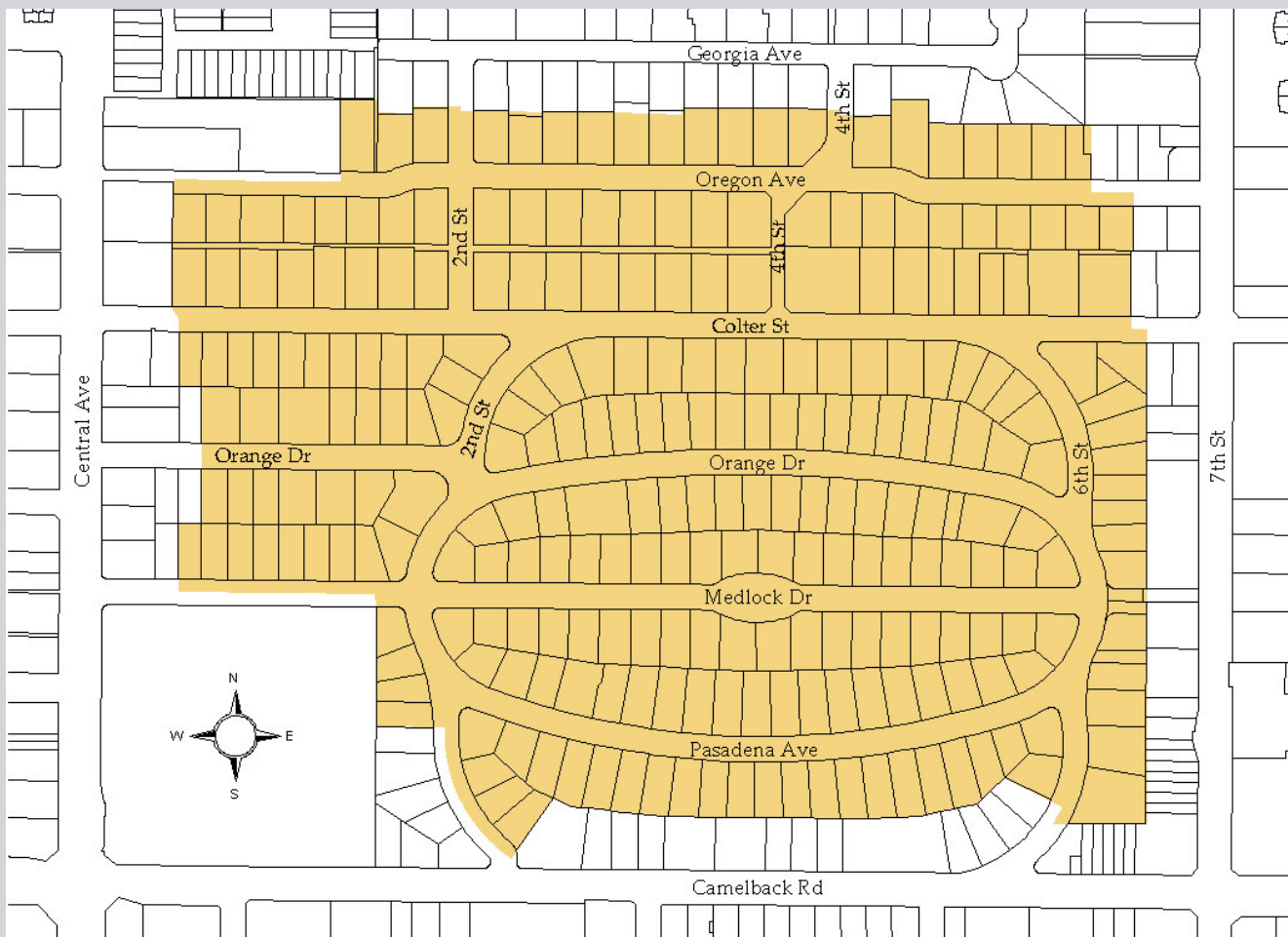
this shift in popular taste, were added to the neighborhood in 1939. The house built for Mrs. L. H. Franklin at 5135 North Second Street was billed as a blend of modern and Southwestern lines. The International style Luft residence at 5050 North Second Street was a distinct departure from the earlier Period Revival styles. Of particular note was the home designed by Lescher and Mahoney at 5053 North Sixth Street for W. R. Montague. The striking rectilinear form and projecting roof overhangs made this house clearly "modern" in design.

Most of the remaining vacant lots in the district were developed in the late 1940s. This was the period of greatest building activity in the district, reflecting the construction boom that occurred throughout the Valley after World War II. By the late 1940s, Phoenix home builders and buyers had embraced the Ranch style as the preferred architectural style. Of the 260 homes in Windsor Square Historic District, 178 are variations of the Ranch style.



# Windsor Square Historic District





Ownership within designated historic districts in the city of Phoenix carries with it both benefits and responsibilities. Exterior modifications and new development are subject to design review and approval through the Historic Preservation Office before permits can be issued. The Office also provides technical assistance to historic property owners and administers grants, when funds are available, for the preservation of historic properties.



## City of Phoenix

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For more information or for a copy of this publication in an alternate format, contact Planning & Development at (602) 262-7811 voice / (602) 534-5500 TTY.

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Phoenix, Arizona