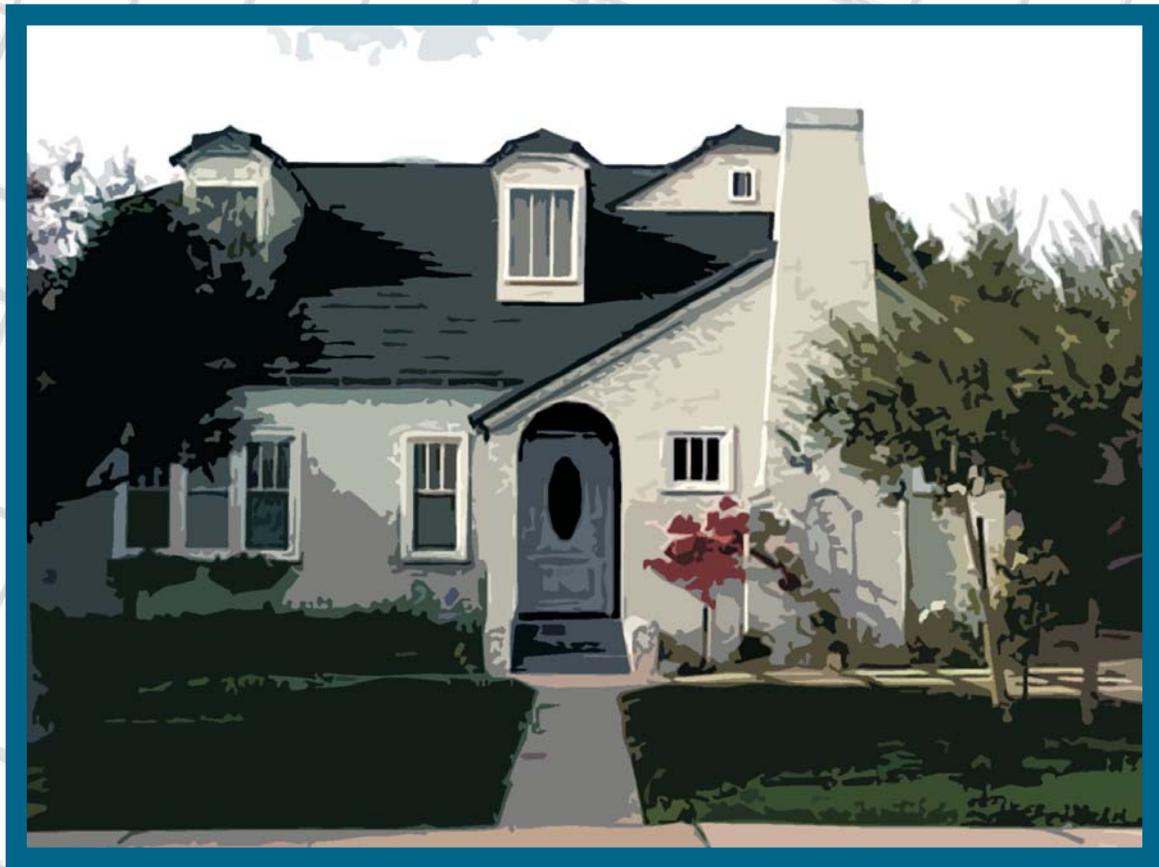


# WINDSOR SQUARE

## NEIGHBORHOOD CONSERVATION PLAN



Planning Department

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**NEIGHBORHOOD CONSERVATION PLAN**  
**FOR THE**  
**WINDSOR SQUARE NEIGHBORHOOD**  
**CONSERVATION PLAN**

Final City Council Adoption

February 21, 1987

City of Phoenix Planning Department

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# WINDSOR SQUARE NEIGHBORHOOD CONSERVATION PLAN

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**I. INTRODUCTION**

On July 11, 1978, the Phoenix City Council adopted an ordinance allowing the establishment of a Special Conservation District in order to provide a vehicle with which a neighborhood can have an organized voice in planning its growth. The SCD ordinance sets forth a process by which a neighborhood, together with the Planning Department, Planning Commission, and City Council, can assess its needs, develop goals, and mobilize public and private resources to create for itself a program for that planned growth.

The principal aim of the Windsor Square Special Conservation District is to encourage neighbors to help neighbors conserve the living environment we enjoy today. To that end, a steering committee of concerned citizens from Windsor Square met with District 5 Councilman Howard Adams and the City Planning Department and:

1. Developed a petition to establish a Special Conservation District with borders on the north side of Camelback Road, the south side of Missouri, the east side of Central and the west side of 7th Street. Signatures of owners of more than thirty percent of the property with these boundaries were secured.
2. Volunteered a representative of the Windsor Square Steering Committee to serve on the Alhambra Village Planning Committee ensuring that the developing Village Plan and the Windsor Square Neighborhood Conservation Plan would be coordinated.

On November 19, 1984, the first public meeting was held where the pros and cons of the SCD were discussed and the name Windsor Square was adopted. On March 05, 1985, the Phoenix Planning Commission convened the second public meeting and determined there was substantial community support to establish a Special Conservation District within the boundaries of Camelback Road, Central Avenue, Missouri Avenue, and 7th Street. The Planning Commission so reported to the Phoenix City Council and at the third public meeting on April 03, 1985, the City Council unanimously approved the initiation of the Windsor Square Special Conservation District and directed the Planning Department to meet with the property owners to develop a Neighborhood Plan. Since that time, many public meetings have been held and the bi-monthly Windsor Square Bulletin has been delivered to each home and business in order to keep all property owners informed of how this Neighborhood Conservation Plan has been developed.

This plan does not intrude into the privacy of property owners nor does it abridge their speaking out in opposition on matters of public and private concern. It does determine how the neighborhood will evolve and serve as a guide to the City Council and the City staff in making decisions that might impact the area.

This plan addresses the development of Windsor Square without a major arterial roadway through its center.

## II. HISTORY: THE STORY OF A NEIGHBORHOOD AND HOW IT GREW

There is an interesting mix of the old and the new in the Windsor Square neighborhood. The oldest home dates from 1920 and the newest 1983. No two homes are alike. The residential architecture shows great diversity spanning some 65 years.

The Windsor Square Subdivision was first advertised in February of 1929 in two full-page ads in the Arizona Republic. The property, extending from Camelback Road north to Colter Street and from Central Avenue east to 7th Street, had been purchased by L.D. Owens and H.C. Dinmore (Owens-Dinmore) late in 1928. They were unable to purchase the ten acres on the northeast corner of Camelback and Central, as this had been bought in 1927, by Mr. James M. Xalis for \$10,000, and was destined to become Uptown Plaza some 28 years later. Holmquist & Maddox Engineers drew up the subdivision plan which was dated February 18, 1929, and processed through the Recorder's Office on March 08, 1929.

The original subdivision layout indicated Colter Street to the north, with access from Central Avenue to the east on Orange Drive. The design of the heart of this subdivision was not really square, but more of a football shape, encircled by Windsor Drive North and South, bisected by Windsor Boulevard (which included the small park area), with Arden Drive looping the west end and Kenmore Drive to the east, each shown with access from Camelback. The original planning provided paved streets, sidewalks, ornamental lights, and a high pressure water system. Lots were offered for up to \$1,800. Several owner-built and perhaps one or two spec or "model" homes were completed between 1929 and 1935. Appendix A lists these original homes.

In 1949-50, the City of Phoenix decided to forsake Windsor Drive and Windsor Boulevard, changing the north loop to Orange Drive and the south loop to an extension of Pasadena, and renamed Windsor Boulevard to Medlock Drive. At some point during the late 1950s, Arden Drive became 2nd Street and Kenmore Drive, 6th Street. In addition to renaming the streets over the years, the City completely rearranged the numbering system of the subdivision. Appendix A, Part II, shows the renumbering of the original homes, and lists the current or long-time owners.

While Windsor Square was growing slowly, it is interesting to note that immediately to the west of Central, Pasadena, Medlock, and Colter were developing rapidly. By 1934, 11 homes were reported on Colter, 11 on Pasadena, and 17 on Melock. On the northeast corner of Central and Colter, the Green Top Service Station and Stand, owned and operated by Helen and O.K. Collins from 1932 to 1935, was listed at 5705 North Central. Burt and Oliva Reeves owned about five dwelling just north of the service station, all of which were rentals with the exception of their own homes. Another home listed at 5795 North Central was owned by Carl Neal. An interesting establishment in the area at this time was Captain Moss's Riding Academy located at what is now 300 East Missouri. In addition to teaching the equestrian arts, Captain Moss also rented horses, and a bridle path extended from the Grand Canal north to the Arizona Canal. Riders would stop at the refreshment stand operated by Mrs. Collins, and all of the horses knew how to drink from a Nehi soda bottle.

Colter to the east of Central first appears in the 1938 directory with six homes and a seventh in 1939, built by William Rasmussen, who was to play a large part along with his brother, Fred, in the continuing development of Colter and Oregon. Oregon started to develop in 1946 immediately after World War II. Appendix A, Part III, lists the continued development of the Windsor Square district.

Homes were also built on Georgia at the dead-ends of 2nd Street (1974-75) and 4th Street (1977), and continued with the linking of Georgia from 2nd to 6th Streets, which the most recently built home completed in 1983.

The Garden Villa-type developments accessed from Missouri joined the large long-term residences along the south side of Missouri, La Questa Terra in 1969-1970, La Plaza Hermosa in 1971-72, and 77 East Missouri in late 1973.

Uptown Plaza, Phoenix's first major shopping center, built by Del Webb was completed and opened in August 1955 on the original ten acres withheld from the Windsor Square Subdivision. Several of the original establishments still remain. Over the years it has offered a variety of stores to the area and has been heavily patronized by the surrounding residents.

### **III. NEIGHBORHOOD GOALS AND OBJECTIVES**

#### **A. LAND USE**

##### Goals

Encourage redevelopment that upgrades the value and appearance of commercial and/or residential properties.

Protect the integrity of residential areas and limit the expansion of commercial land uses into the neighborhood.

Ensure adequate buffering between existing residential uses, and commercial and multifamily redevelopment.

##### Objectives

1. Implement the Special Conservation District overlay in accord with the Windsor Square land use plan.
2. Maintain Uptown Plaza as a neighborhood shopping center.
3. Permit owner-occupied multifamily redevelopment along Missouri that is consistent with the character of existing townhouses (i.e. 77 East Missouri).
4. Residentially zoned areas shall not be rezoned to commercial uses.

5. Combat blighting influences.
6. Prohibit construction of billboards within the neighborhood.
7. Limit commercial development to existing commercially-zoned areas along Central Avenue, 7th Street and Camelback Road.
8. Maintain open and effective communications between the neighborhood and prospective developers.

## B. HOUSING

### Goals

Maintain and upgrade the quality of housing within Windsor Square.

Maintain the value of housing in the neighborhood.

### Objectives

1. Ensure neighborhood stability through approval of the Windsor Square Neighborhood Conservation Plan and zoning overlay.
2. Encourage neighborhood efforts to make home improvements to eliminate any substandard housing from Windsor Square.
3. Combat slum and blighting influences.

## C. TRAFFIC AND CIRCULATION

### Goals

Maintain traffic flow on the interior streets of the neighborhood at a level that ensures residential privacy.

Maintain traffic flow on the interior streets at a level safe for handicapped mobility, walking, riding bicycles, and driving.

Provide residents with convenient and safe access to and from the Windsor Square neighborhood.

Keep on-street parking at a level that does not interface with the free flow and safety of pedestrian and vehicular traffic.

Encourage the development of mass transit servicing the neighborhood.

Objectives

1. Reduce traffic flow on Colter to 1000 A.D.T. (average daily traffic) or less without increasing traffic flow on other residential streets in the neighborhood.
2. Reduce traffic flow on all other residential streets to a rate that does not exceed the average for local streets throughout Phoenix.
3. Reduce speeding on all residential streets in the neighborhood through engineering and enforcement strategies.
4. Reduce peak-hour traffic volume entering Windsor Square from Colter and 7th Street, Colter and Central Avenue, and Missouri and 6th Street without increasing incoming traffic levels on other residential streets.
5. Reduce the number of moving traffic violations and accidents.

**IV. POLICIES AND PLAN RECOMMENDATIONS****A. LAND USE**Commercial Uses

Rezoning – The entire neighborhood shall be informed of rezoning requests by a posting as indicated in Figure 1.

Materials – Large expanses of reflective glass will not be permitted so as not to disturb the microclimate.

Screening – Parapets or other screening shall be required to enclose or hide air conditioners or other machinery from view.

Signage – No permits for billboards shall be granted.

Lighting – Exterior lighting shall not exceed six feet in height where it faces residential properties. It shall be of a design that directs light downward and away from residences.

Roof Drainage – Roof drainage shall not be directed to an adjoining property.

Driveways – New or additional curb cuts are discouraged. Where appropriate, new commercial development shall provide only one driveway from a property to each street accessed. Ingress and egress should be to the major streets where possible. Driveways on residential streets shall be within 50 feet of the major street.

Bus Bays – As deemed appropriate by the Phoenix Transit Department, bus bays shall be provided by the developer of a commercial property.

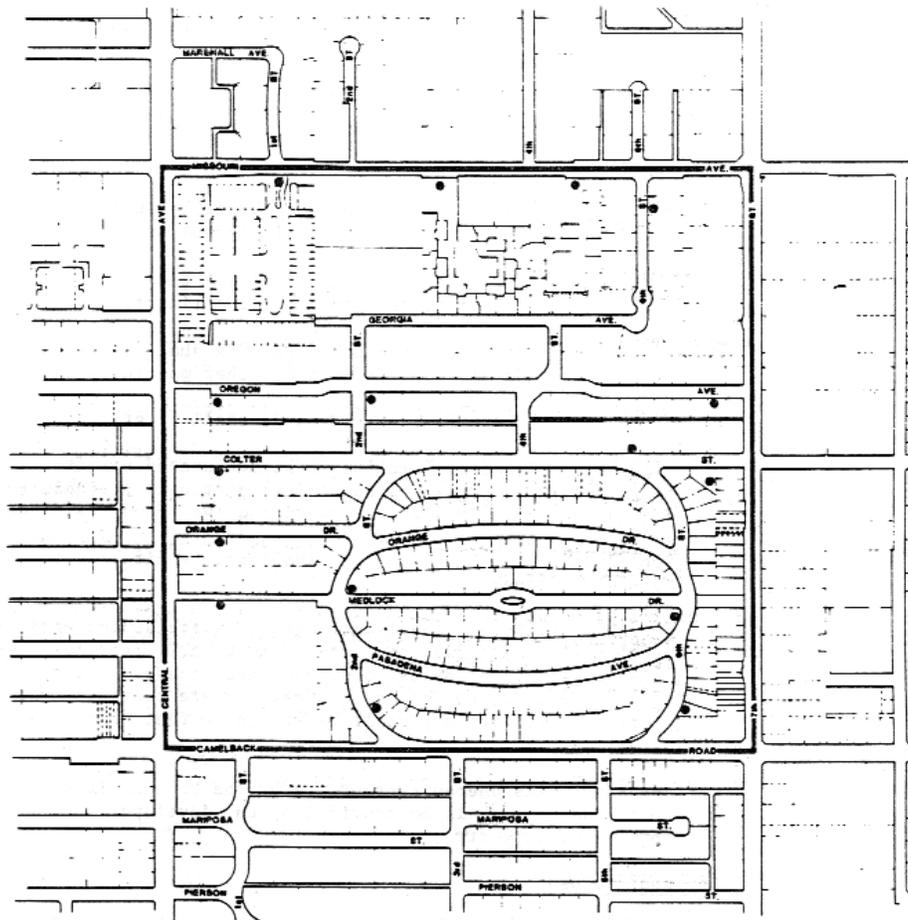
## Residential Uses

Consider rezoning single-family residential property for higher density residential use on a case-by-case basis.

Establish ingress and egress for multi-family properties on the perimeter streets (Camelback Road, Central Avenue, Missouri Avenue, and 7th Streets) only.

## B. HOUSING

Maintain an active block-watch program by being alert to strangers, helping to make all residences appear lived-in, and knowing when close neighbors are away.



WINDSOR SQUARE SPECIAL CONSERVATION DISTRICT

### POSTING LOCATIONS

• PLACES TO BE POSTED

FIGURE 1

Encourage neighborhood participation in city housing safety checks.

## C. TRAFFIC AND CIRCULATION

### Recommendations

1. Work with the City of Phoenix Streets and Traffic Department to analyze the traffic, circulation, and parking goals and objectives, and to develop a program to achieve them. Consideration will be given to:  
  
    Signage  
    One-Way streets  
    Speed humps  
    Narrowing entries to neighborhood  
    Islands  
    Street closure  
    Modifying street surfaces  
    Pedestrian crosswalks on major streets
2. Complete valid traffic flow studies at selected locations every two years. If necessary and appropriate, neighborhood volunteers will aid in the collection of data.
3. Prohibit on-street parking within 20 feet of intersections.
4. Allow parking on paved surfaces only.
5. Prohibit on-street non-emergency auto repairs.
6. Maintain existing sidewalks in good repair and free of debris, plant growth, and other barriers to the flow of pedestrian traffic.
7. Require sidewalks with curb ramps at all intersections under redevelopment.
8. Continue neighborhood monitoring of the study and development of the Paradise Parkway to assess neighborhood impacts.
9. No traffic signals shall be installed at any entrance to the neighborhood unless changes in traffic volumes and management systems make signals appropriate.
10. During street improvements, every attempt shall be made to retain mature, healthy trees.

## General Policy

The proposed Paradise Transportation Corridor bisects the Windsor Square neighborhood on the Colter Street alignment. Whether recessed or at grade, the construction of a freeway in the Corridor would affect the existing integrity and character of the neighborhood.

Accordingly, if the City or the Arizona Department of Transportation should determine that the Paradise Parkway be built through Windsor Square, the Special Conservation District plan and overlay shall be reconsidered. Specifically, the portions of the neighborhood north and south of the alignment will be polled within 120 days of the establishment of the parkway right-of-way to consider whether there exists continued support for the Neighborhood Conservation Plan, and the possible need for plan amendment. In addition, the neighborhood will offer design recommendations for the proposed freeway.

## **V. PLAN REGULATIONS**

The regulations governing the uses of land and structures, the height of buildings, and requirements for lot area, width yards within the Windsor Square Conservation District shall be as set forth in the underlying zoning districts except as expressly modified by the following regulation:

1. Site Plan Review – Require DCO review for all proposed multifamily and commercial development and redevelopment. The neighborhood shall be informed of the review date by a posting as shown in Figure 1, and have an opportunity to comment on proposed site plans.
2. Uptown Plaza- Uptown Plaza shall remain a neighborhood shopping center. Any new uses within the Uptown Plaza shall be those permitted in the Planned Shopping Center District.
3. Building Height, Uptown Plaza – Building height for new uses within the Uptown Plaza shall not exceed 25 feet for any structure 75 feet from a residential area. Such height may increase by one foot for each additional three feet from the residential area beyond 75 feet to a maximum of 56 feet.
4. Building Setbacks, Uptown Plaza – Building setbacks for new uses within the Uptown Plaza shall be at least 75 feet from property lines abutting residential areas, and not less than 25 feet from all other property lines.
5. Building Height and Setbacks, General Commercial – Setbacks shall be commensurate with the height of the building and adjacent uses. New commercial or office uses adjacent to residential properties shall be subject to the following standards: A building of up to 30 feet shall require a 15 foot rear yard. This setback shall increase by 1 foot for each additional foot in height to a maximum height of 56 feet. Ten foot yards shall border residential properties (See Figure 2).

6. Landscaping – The minimum setbacks described above shall be landscaped. There shall be a mixed use of native plants, drought-resistant trees, and a variety of shrubs other than pyracantha. Mature trees should be used to block views from commercial windows into residential yards. No parking spaces may be permitted in the landscaped buffer, and the buffer shall not be fenced off to create an alley.
7. Parking – Where new commercial development or redevelopment is undertaken, one parking space for every 150 square feet of commercial or office space shall be required.

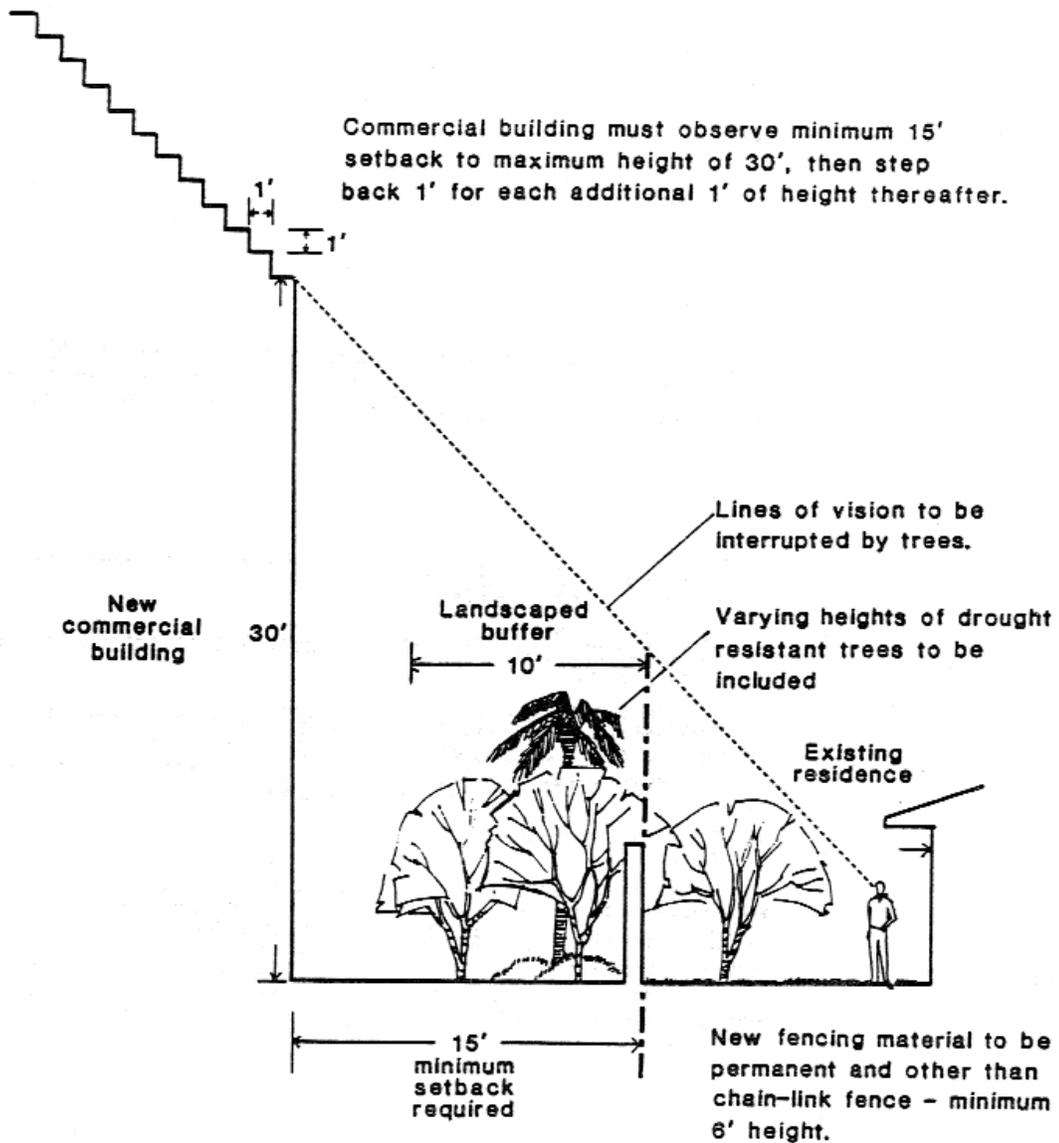


Figure 2

New fences shall not be constructed of chain link or grape stake. (See Figures 2 and 3).

## VI. IMPLEMENTATION GUIDELINES

### A. CITY ACTIONS

Certain enforcement actions are the responsibility of the City of Phoenix. These are listed in Appendix D, Summary of Required City Actions.

### B. ANNUAL MEETING

The Phoenix Planning Department shall hold an open meeting convenient to the Windsor Square neighborhood each year within 30 days of the anniversary of the adoption of the Neighborhood Conservation Plan. The meeting shall be posted at the locations shown in Figure 1 at least 15 days in advance.

The purpose of the meeting shall be:

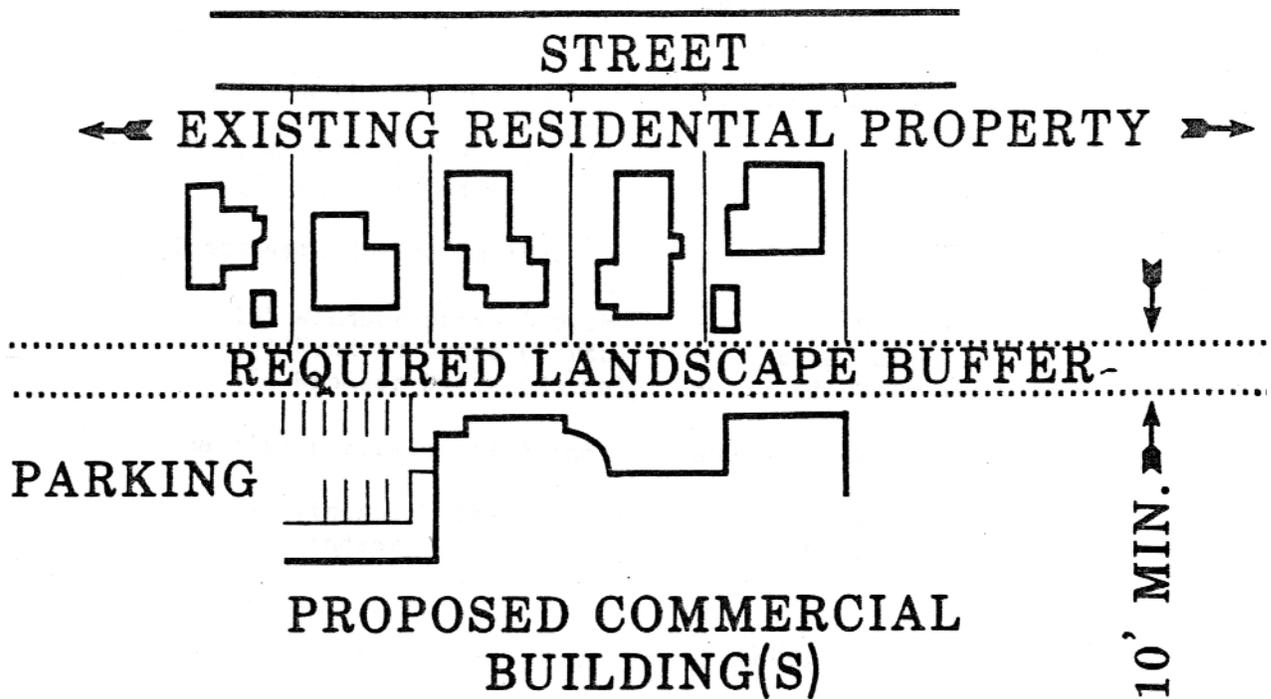
To encourage and maintain neighborhood involvement with the enforcement of the plan

To review the plan and make recommendations for changes or improvements

To establish committees, as needed, to work on the plan with appropriate city departments (e.g., the traffic committee will continue to work with the Streets and Traffic Department to achieve traffic and circulation goals).

### C. NEIGHBORHOOD ACTIONS

Implementation of the Windsor Square Neighborhood Conservation Plan must be a cooperative effort among neighborhood residents, business people, developers, and the City of Phoenix. Neighbors can contribute to plan enforcement by being aware of the provisions of the plan, becoming involved in meetings with prospective developers, and encouraging other residents to be active.



**NOTES:**

1. No parking spaces may be included within the required landscape buffer.
2. Landscape buffers may not be fenced off so as to create an alley.
3. No large expansive glass walls shall face in the direction of the existing residential property abutting the proposed commercial or residential development.

FIGURE 3

**APPENDIX A**Part I

## Historical Listing of Properties in the Windsor Square Special Conservation District

Listed in the Phoenix City Directory for 1931 were:

134 Windsor Drive (South)	-	H. O. Dorman
178 Windsor Drive	-	L. B. Baldwin

They were joined in 1932 by:

135 Windsor Drive (South)	-	A. E. Larsen
171 Windsor Drive (North)	-	Archer Linde
174 Windsor Drive (North)	-	C. H. Feltman

The directories of 1934 and 1935 show the additions of:

146 Windsor Drive (South)	-	G. V. Haymaker
328 Windsor Drive (North)	-	W. E. Taylor

## APPENDIX A

### Part II

#### Renumbering of Original Homes

134 Windsor Drive	-	234 E. Pasadena	(Russell Cooper)
135 Windsor Drive	-	225 E. Pasadena	(Hubert DeMarco)
146 Windsor Drive	-	314 E. Pasadena	(Carlos Greth)
171 Windsor Drive	-	511 E. Orange	(Eli Daman)
174 Windsor Drive	-	520 E. Orange	(Barbara Williams)
328 Windsor Drive	-	248 E. Orange	(Wilbur Hackler)
178 Windsor Drive	-	?	(Arthur Carrigan)

It is also known that 5105 North 6th Street, built in 1929 by Col. Wells (Frank Boyles) is an original among these homes, but its original numbering is unknown.

### Part III

#### Continued Development

In the 1939 – 40 Directory:

9 East Orange	-	Potter
17 East Orange	-	C. S. Gray
21 East Orange	-	Irving Diamond

In the 1950 – 51 Era:

5301 N. 6th St	-	J. B. McFee
5302 N. 6th St	-	T. J. Pozil
5304 N. 6th St	-	Under Construction
5305 N. 6th St	-	Lagman
5336 N 6th St.	-	W. H. Smith

Sixth Street ended in a cul-de-sac until 1967-68 when it was extended west joining Georgia, and these three homes were built:

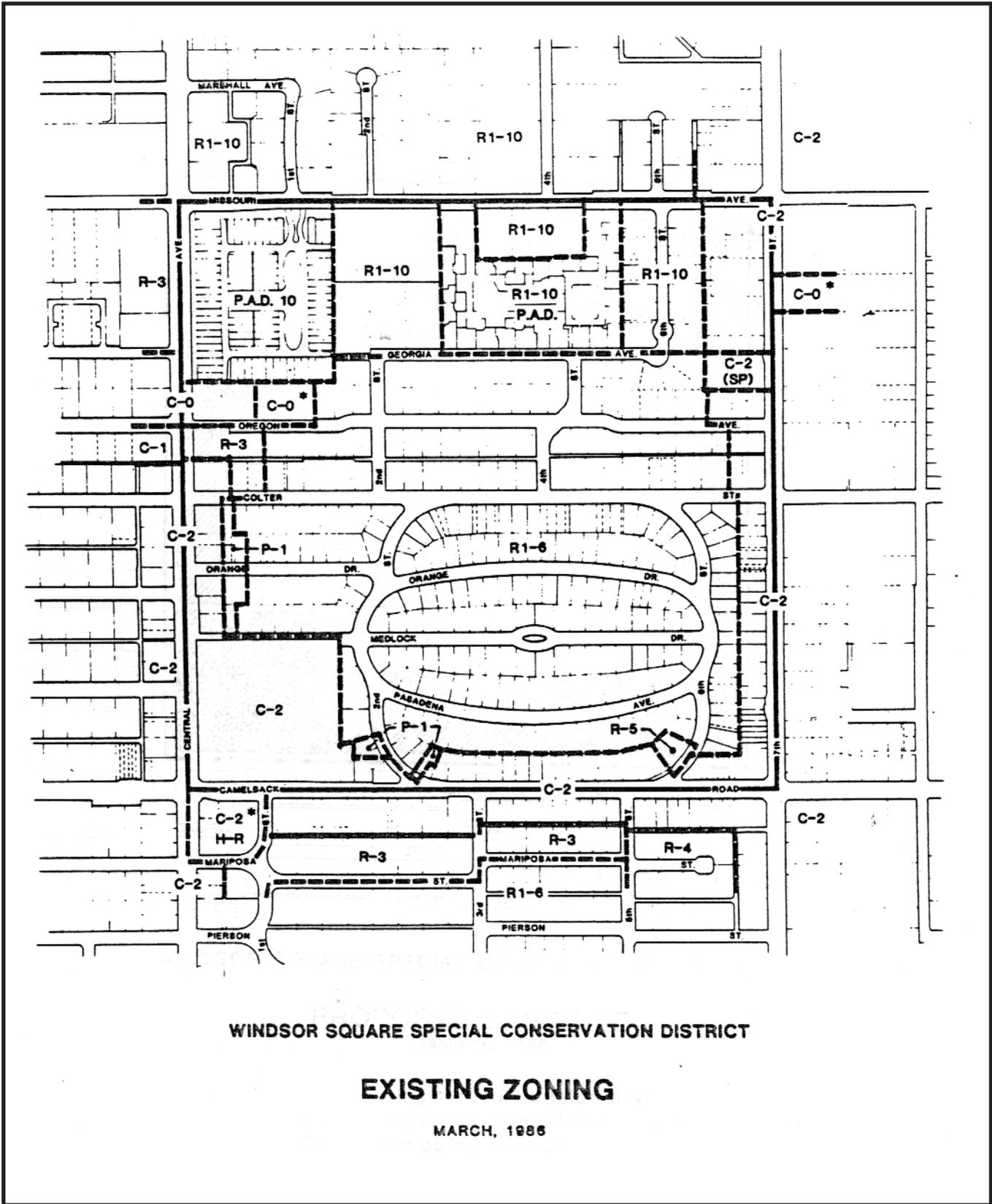
511 E. Georgia	-	McCormick
515 E. Georgia	-	Hy Eisenstein
427 E. Georgia	-	Mulligan - Jurkowitz

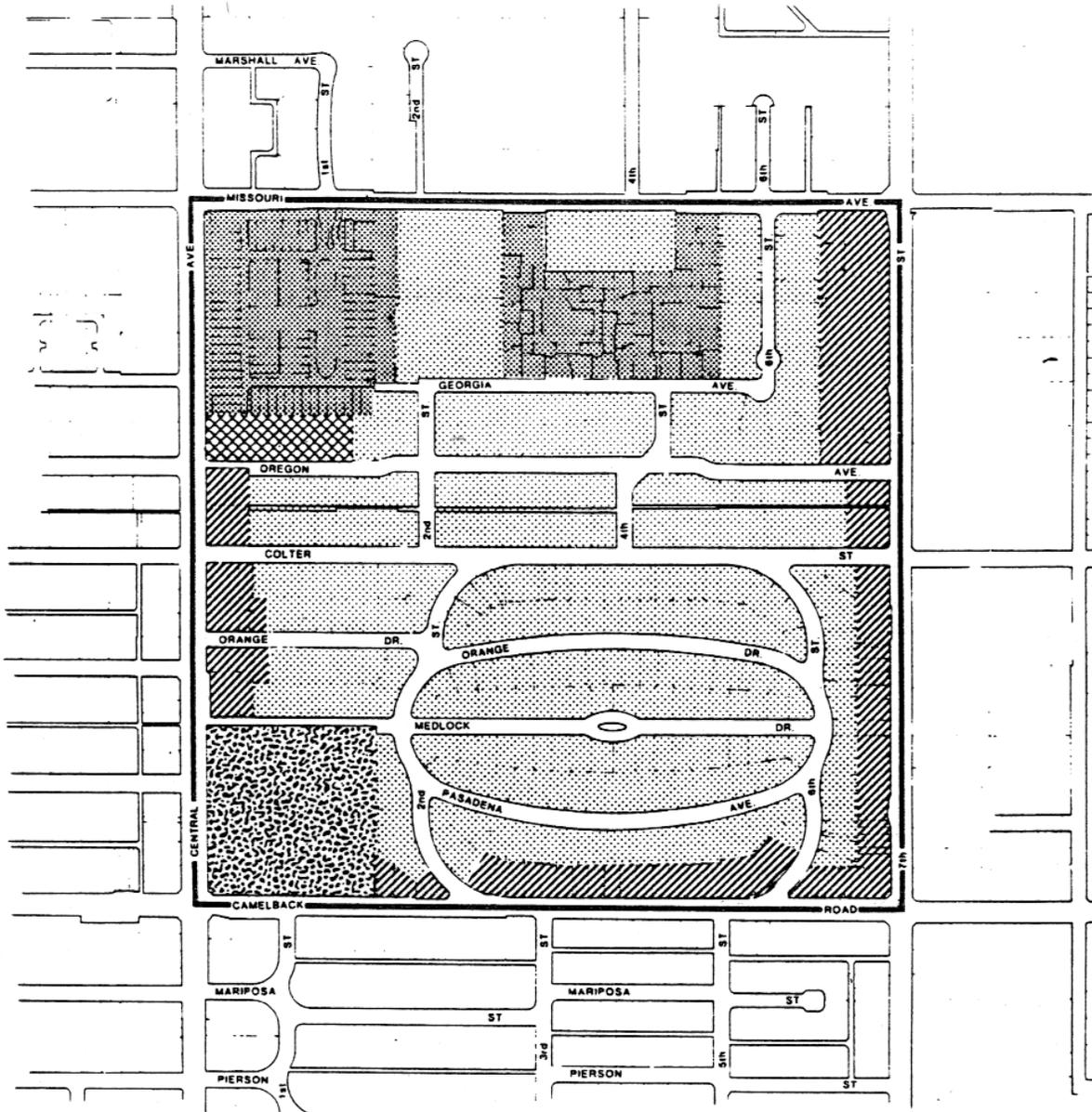
**APPENDIX B**

ZONING AND LAND USE MAPS

I. EXISTING ZONING, 1986

II. PROPOSED LAND USE, 1986





WINDSOR SQUARE SPECIAL CONSERVATION DISTRICT

PROPOSED LAND USE

January, 1986

-  Single family residential
-  Owner-occupied multi-family residential
-  Shopping center
-  Commercial/office
-  General commercial

**APPENDIX C**

**WINDSOR SQUARE TRAFFIC STUDIES**

**SUMMARY**

**WINDSOR SQUARE SPECIAL CONSERVATION DISTRICT TRAFFIC STUDY**  
 (Includes incoming / outgoing flow summary)

11/07/85  
 7:00 a.m. to 9:00 a.m.

LOCATION	INCOMING	OUTGOING	TOTAL
6th Street / Missouri	137	55	192
7th Street / Oregon	48	21	69
7th Street / Colter	132	94	226
6th Street / Camelback	44	139	183
2nd Street / Camelback	23	56	79
Central / Medlock	21	44	65
Central / Orange	65	30	95
Central / Colter	99	88	187
Central / Oregon	30	79	109
<hr/>			
TOTALS	599	606	1,205

**ADDITIONAL DATA COLLECTED:**

Vehicles entering commercial property coming from “inside” district at these locations:

- 29 – 7th Street / Oregon (Home Savings Lot)
- 27 – 7th Street / Colter (Texico 16, Parking Lot 11)

Vehicles entering commercial property coming from “outside” district at these locations:

- 54 – Central / Colter (Texico 42, Parking Lot 12)
- 9 – Central / Oregon (Home Savings Oregon Parking Lot entrance)
- 41 – Central / Orange (3 Parking Lot entrances on Oregon)

Total: 104

71 “student” vehicles entered district at 6th Street / Missouri. This represents 52% (71/137) of vehicles counted at that location.

Vehicles leaving commercial property and traveling “into” district at these locations:

19 – Central / Colter (Texico)

Incoming / Outgoing Summary

6th Street / Missouri Incoming Summary:

- Total Incoming	=	137
- Drive Thru	=	80 (58%)
to:		
6th / Camelback	=	35 (42%)
2nd / Camelback	=	9 (11%)
Central / Oregon	=	22 (28%)

7th Street / Colter Incoming Summary:

- Total Incoming	=	132
- Drive Thru	=	66 (50%)
to:		
6th / Camelback	=	32 (47%)
Central / Colter	=	24 (36%)

6th Street / Camelback Outing Summary:

- Total Outgoing	=	139
- Drive Thru	=	83 (60%)
from:		
6th / Missouri	=	34 (43%)
7th / Colter	=	31 (37%)

SCD Incoming Summary:

- Total Incoming	=	599
- Less Direct to preif. Comm'l	=	-104
- Net Incoming	=	495
- Drive Thru	=	200 (40%)

## APPENDIX D

### WINDSOR SQUARE NEIGHBORHOOD CONSERVATION PLAN SUMMARY OF REQUIRED CITY ACTIONS

Inform neighborhood of all proposed commercial and multi-family development within the SCD.

Provide limited DCO review of commercial and multi-family site plans within the SCD for conformance with Neighborhood Conservation Plan, thereby giving the neighborhood an opportunity to comment / negotiate on all proposals.

Inform neighborhood of all request for rezoning within the SCD.

Post neighborhood for rezoning requests and DCO review in accordance with Figure 1.

Consult Neighborhood Conservation Plan in preparing staff reports on rezoning requests.

Analyze traffic problems and objectives, and develop a traffic management program to achieve intended results. (Currently underway with Streets and Traffic).

Complete traffic flow studies within SCD every two years to keep traffic management program current.

Prohibit on-street parking within 20 feet of intersections.

Enforce existing parking and zoning regulations.

Provide staff support to neighborhood, should plan amendments become necessary (i.e. if Paradise Corridor is developed along Colter).