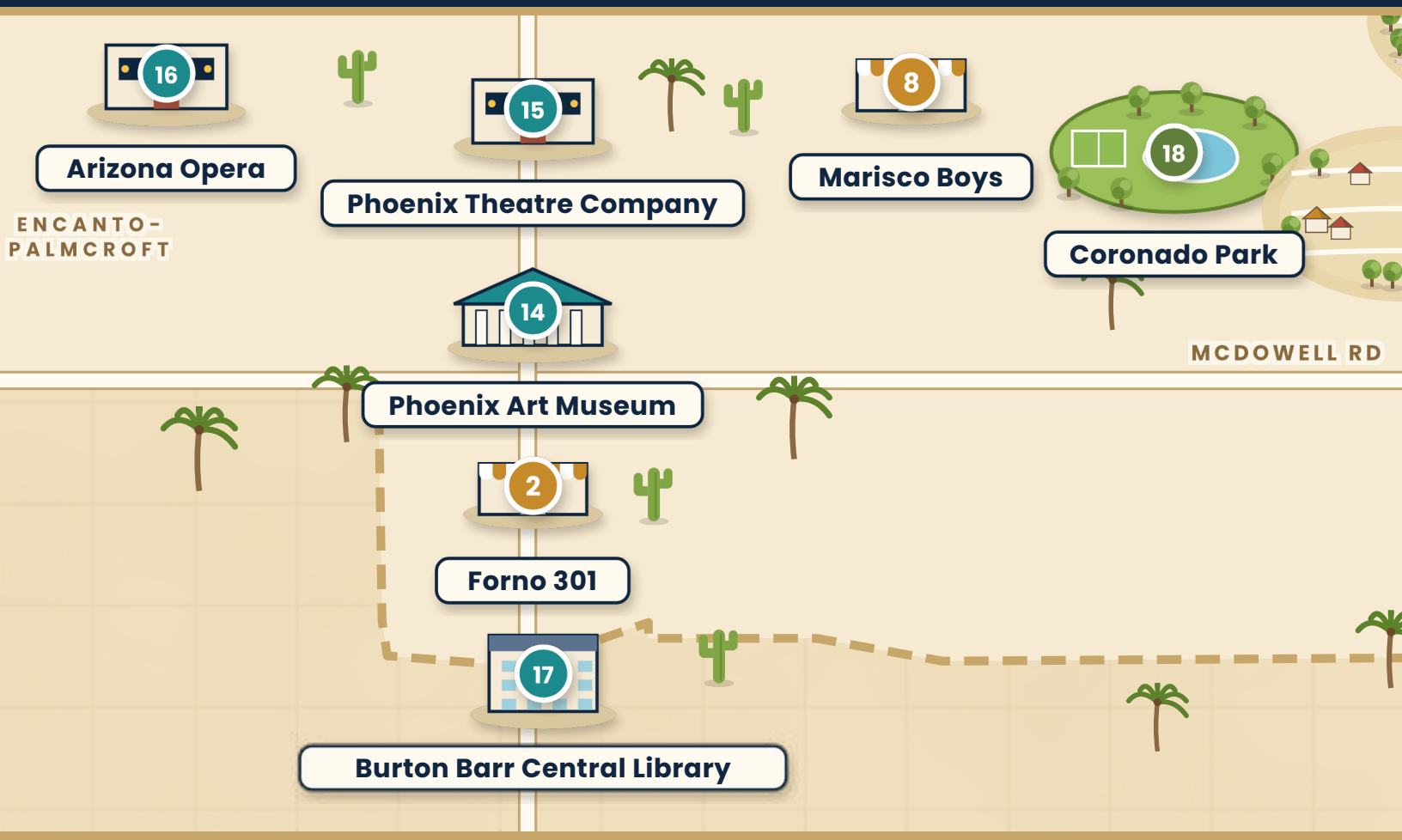
CITY GUIDE

Midtown & Historic Districts

Where to live, what homes cost, and what to know before you buy, from a local agent who works here every day.





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UPDATED OCTOBER 2026

WELCOME

Thinking about Midtown?

Midtown is a central Phoenix area where historic neighborhoods of bungalows and period-revival homes sit beside Central Avenue's museums, theater and light rail. Willo, Coronado and Encanto-Palmcroft are City of Phoenix historic districts, with homes built mostly from the 1910s to the 1950s. A few of my favorite stops are Thai Basil on Central Avenue, which I've been going to for years, and Wang's Vintage for vintage finds my kids love. If you're thinking about a home here, I'd love to show you around.

Rebecca Medrano

MIDTOWN & HISTORIC DISTRICTS AT A GLANCE

$532K
Median sale price, ZIP 85012, June to August 2026 (Redfin)

85 days
Median time on market, ZIP 85012, June to August 2026 (Redfin)

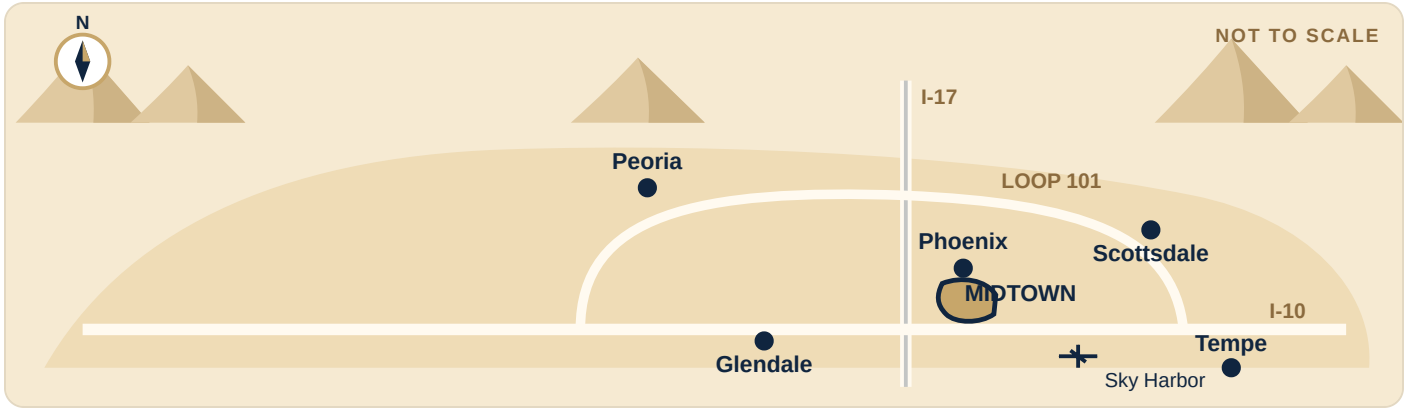
25
Homes sold, ZIP 85012, August 2026 (Redfin)

7.5 months
Months of supply, ZIP 85012, August 2026 (Redfin)

3.9 sq. mi.
About the size of the outline on the map (City of Phoenix neighborhood boundaries)

19 places
On the illustrated Midtown map on page 5

WHERE MIDTOWN & HISTORIC DISTRICTS SITS IN THE VALLEY



Central Avenue at McDowell Road: The Phoenix Art Museum, Phoenix Theatre Company and Burton Barr Central Library are within a few blocks of each other on Central Avenue.

Willo, Coronado & Encanto-Palmcroft: The outline combines the City's neighborhood outlines for Willo, Coronado, Encanto-Palmcroft and Midtown.

WHERE TO LIVE

Living in Midtown



Midtown is a group of established historic neighborhoods rather than a master-planned community. I found no master-planned communities in this area. Here is how it is organized.

Willo

1ST TO 7TH AVES, NORTH OF MCDOWELL RD

Historic district **Listed July 1990**

22 subdivisions

- The City lists the district as generally bounded by First and Seventh avenues, McDowell Road and the alley north of Edgemont Avenue.
- Homes range from 1920s bungalows to Tudor, Colonial and Pueblo Revival styles.

Coronado

7TH TO 14TH STS, VIRGINIA AVE TO MCDOWELL RD

Historic district **Listed Nov. 1986**

Period 1907 to 1942

- The City lists the district as generally bounded by Seventh to 14th Streets, Virginia Avenue and the alley north of McDowell Road.
- The neighborhood association's outline on the map reaches farther east than the historic district.

Encanto-Palmcroft

7TH TO 15TH AVES, NORTH OF MCDOWELL RD

Historic district **Listed March 1987**

Period 1920 to 1952

- The City lists the district as generally bounded by Seventh to 15th avenues, McDowell Road and the northern boundary of Encanto Park and Golf Course.
- The outline on the map covers only part of this district.

Midtown Neighborhood Association

CENTRAL AVE CORRIDOR

Registered with the City **Central Avenue area**

- A City-registered neighborhood association whose outline follows the Central Avenue area up to about Indian School Road.
- Buildings and subdivisions with HOAs have their own rules, so confirm for each address.

Touring a community? Ask these questions

- Is this a condo, townhome or house?
- Is the home in a City historic district, and what does that require for changes?
- What does the HOA cover, and what are the dues?
- How old are the roof, A/C, plumbing and wiring?
- Which schools serve this address?

Sources: City of Phoenix, Willo Historic Neighborhood Association. Confirm details before you buy.

THE MARKET

What homes cost right now



Midtown had 25 sales in ZIP 85012 in August. Redfin reported no reliable year-over-year change, so treat this as a snapshot.

$532K
Median sale price
25 sales

$370
Median price per sq. ft.
No reliable year-over-year

85
Median days on market
About three months

25
homes sold in August

7.5
months of supply

About 7.5 months of supply means it would take about eight months to sell every home now listed, if no new homes came on the market.

Redfin, ZIP 85012 (Midtown Phoenix), June to August 2026. This ZIP does not match the map outline exactly.

How Midtown & Historic Districts compares: median price per square foot

Scottsdale	$463.14
Tempe	$303.35
Chandler	$288.80
Phoenix	$281.54
Gilbert	$281.24
Peoria	$258.18

The Cromford Report, single-family detached homes, October 2026. Cromford reports Phoenix as one city, so Midtown isn't broken out. Phoenix ranks 9th of 41 Valley cities and is down 1.2% year over year. Prices fell in 34 of those 41 cities over the same period.

If you're buying

- With about 7.5 months of supply, you have room to compare homes.
- Homes vary a lot by district and building type, so decide which fits first.
- Ask about HOA dues and, for historic homes, the age of major systems.

If you're selling

- Price from true comparables, since homes in different districts and buildings sell very differently.
- Professional photography and a clean, well-prepped home stand out.
- I'll give you a real number based on what just sold nearby.

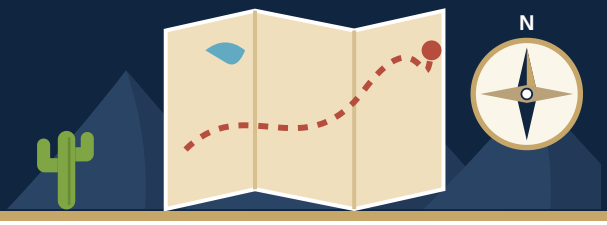
Want the numbers for one specific home?

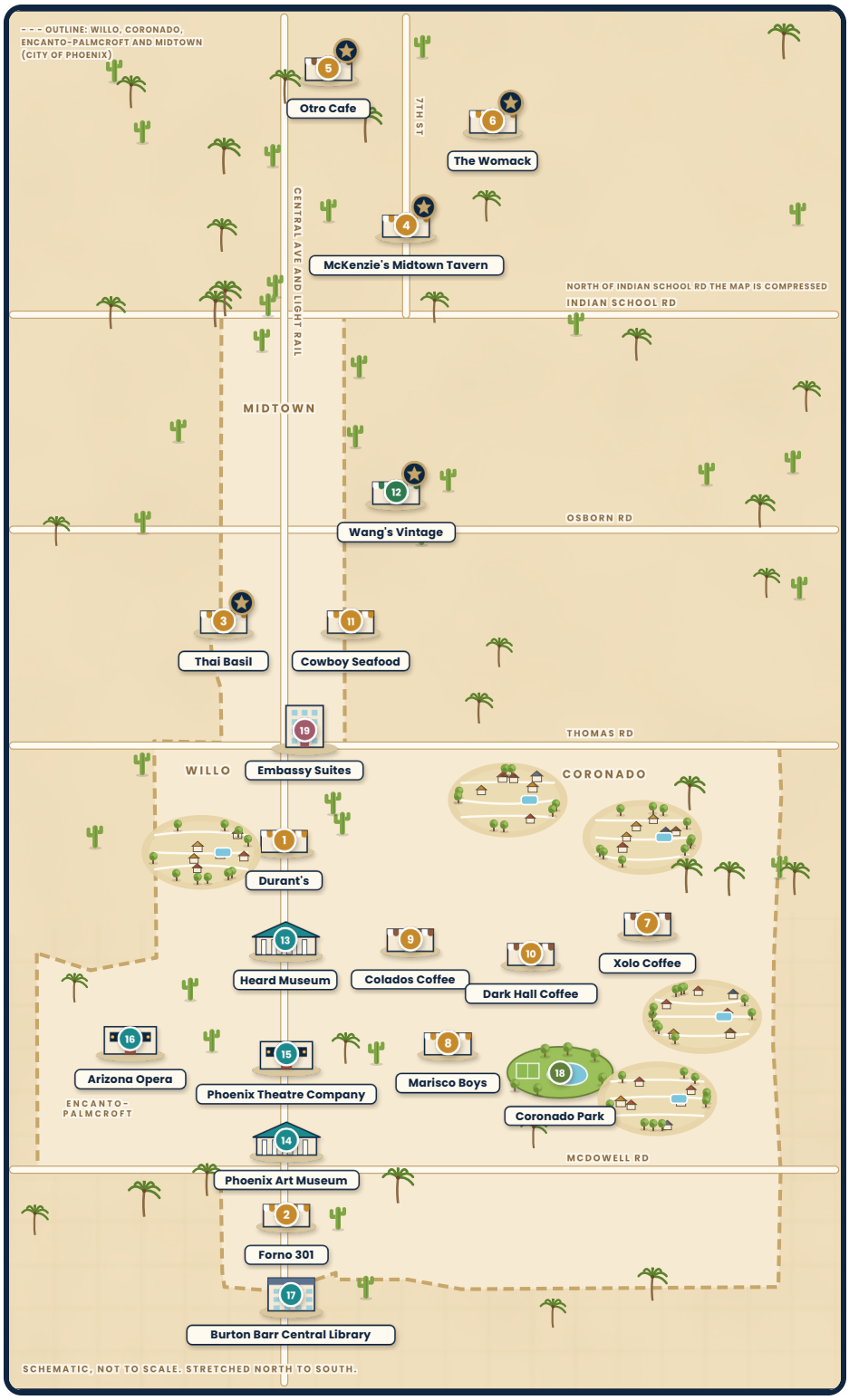
Whether you're eyeing a listing or wondering what yours would sell for, I'll pull the recent sales nearby and walk you through them.

Text or call: **(602) 509-1099**
Home value: **medranoaz.com/sell.html**

THE MAP

Midtown, illustrated





DINING & DRINKS

1. Durant's
2. Forno 301
3. Thai Basil
4. McKenzie's Midtown Tavern
5. Otro Cafe
6. The Womack
7. Xolo Coffee
8. Marisco Boys
9. Colados Coffee & Crepes
10. Dark Hall Coffee
11. Cowboy Seafood

SHOPPING

12. Wang's Vintage

MUSEUMS & CULTURE

13. Heard Museum
14. Phoenix Art Museum
15. Phoenix Theatre Company
16. Arizona Opera
17. Burton Barr Central Library

PARKS

18. Coronado Park

HOTELS & RESORTS

19. Embassy Suites by Hilton Phoenix Downtown North

REBECCA'S PICKS

- Thai Basil
- Wang's Vintage
- McKenzie's Midtown Tavern
- Otro Cafe
- The Womack

Map not to scale. Places shown in their general locations.

THINGS TO DO

Weekends in Midtown



Heard Museum

An American Indian art museum at 2301 N Central Ave, founded in 1929 by Dwight and Maie Bartlett Heard. It has a museum shop and cafe.

Phoenix Art Museum

The largest visual art museum in the Southwest, at 1625 N Central Ave. It opened in November 1959.

Phoenix Theatre Company

A professional theatre at 1825 N Central Ave, a short walk from the Phoenix Art Museum.

Coronado Park

A city park at 1717 N 12th St in the Coronado neighborhood, with a pool, courts and a playground.

Durant's

A steakhouse at 2611 N Central Ave that opened in 1950. Guests enter through the kitchen.

Thai Basil

A Thai restaurant at Park Central, 3110 N Central Ave. It is one of Rebecca's regular stops.

Wang's Vintage

A vintage clothing shop at 3508 N 7th St, in the plaza near 7th Street and Osborn Road, with vintage T-shirts and retro fashion.

Willo Home Tour

The Willo neighborhood holds an annual home tour and street fair. The 37th was held February 15, 2026.

★ Rebecca's picks

Thai Basil 3110 N Central Ave	*“Been going here for years! The food is delish!”*
Wang's Vintage 3508 N 7th St	*“Looking for some vintage finds? Check it out, my kiddos love it!”*
McKenzie's Midtown Tavern 4531 N 7th St	*“My husband and I love this bar and grill! The interior has lots to see and the music is loud! Check it out, 21+ of course.”*
Otro Cafe 6035 N 7th St	*“Breakfast here is so good! Plus the posole is amazing!”*
The Womack 5749 N 7th St	*“Great drinks, great patio and the interior is awesome!”*

Sources: City of Phoenix, Wikipedia, The Cultural Landscape Foundation, Willo Historic Neighborhood Association, business websites. Check hours and conditions before you go.

BEFORE YOU BUY

Know before you buy in Midtown



Historic districts

Willo, Coronado and Encanto-Palmcroft are City of Phoenix historic districts. Ask the City what rules apply to changes before you plan a remodel.

HOAs and dues

Some buildings and subdivisions have HOAs. Ask what the dues cover and what the rules are.

Older homes

Many homes in the historic districts date from the early to mid 1900s. Ask about the roof, plumbing, electrical and A/C, and get a full inspection.

Gated or not

Some buildings and subdivisions have gates and some do not. Confirm access and guest rules for each address.

Central Avenue traffic

Check Central Avenue and cross-street traffic at the times you would commute, and visit a home then.

Schools

Assigned schools depend on the address. Confirm with the district.

Wondering whether Midtown fits you?

Tell me your budget and what matters most, and I'll point you to the communities worth a look. No pressure, no obligation.

Rebecca Medrano

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Email: **rebecca@medranoaz.com**

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Market data from Redfin and The Cromford Report as dated above. Information is deemed reliable but not guaranteed; verify independently. Arizona and federal fair housing law prohibit steering buyers toward or away from any area based on race, color, religion, sex, disability, familial status or national origin.