

The History of WildHorse At Allen Ranch



Between 1910 and 1915 John Seymour Allen and his sons cleared this land that was to become their homestead. For several years, Mr. Allen, his wife Barbara Ann Phelps Allen, and their 11 children made their home in wooden floor tents. The Allens worked hard and in 1919 their success enabled them to build a large home with thick adobe walls, high ceilings, and wide porches that shaded the windows to help keep out the harsh Arizona heat. The exact location and ruins of the original house are lost to time and history.

Allen Ranch grew cotton and alfalfa as well as operating a dairy. When the founders became too old to farm, their son John R. Allen took over the ranch. After 89 years in the family the land was sold in 1999.

From 2000 – 2004 Centex Homes developed 90 home sites, the park, playground, and other common areas that now comprise **WildHorse** at Allen Ranch. Buyers initially had their choice of 7 different floor plans ranging from 2,061 to 4,096 Sq. Ft., with up to 4 bathrooms and 5 bedrooms. The homes featured 2-3 zone central air conditioning, low-E windows, and energy star insulation to keep out the harsh Arizona heat. Allen Ranch had come a long way since the homesteaders lived in wooden floor tents.

At the time, **WildHorse** at Allen Ranch was an up and coming area because the homes pre-dated the shopping, entertainment, and neighborhood amenities that would come later with the development of the yet to be built Rt. 202 corridor.



Although there were 7 available floor plans, Centex only built 2 model homes. The President's Choice (4,069 Sq. Ft.) and the Crown Appeal (2,872 Sq. Ft.) located at 3070 and 3080 S. Ironwood St. The property located at 3060 S. Ironwood was originally the parking lot for the model homes. Sales were very brisk as folks from other parts of Chandler/Gilbert/Mesa/Tempe area saw the advantage of well appointed homes on larger than average size lots, located only a mile from what was to become the future Rt. 202.

In 2002 the builder was dealt a blow when the town of Gilbert decided to no longer grant permits for the Crown Appeal model. This put the builder in the unenviable position of having only its largest and most expensive home showcased with a model. Sales slowed a bit from the prior brisk pace. The builder addressed this challenge with what was then a cutting edge technology. It utilized computer generated virtual models demonstrated on a large flat screen T.V. until **WildHorse** was completed in 2004.

If you'd like to know more, or receive a free copy of any of the seven floor plans provided by the builder feel free to contact Jerry Raviol.