

MIDTOWNMUSE



Looking south on 2nd Avenue from Indian School Road (circa 1967)

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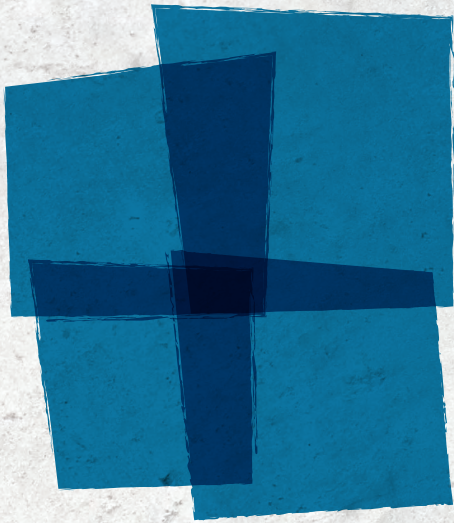
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Welcome to Midtown

Such a lot is happening in Midtown! **Sunday Off Central** was a big success. See page 6 for story and pictures.

ReinventPHX had a kick-off celebration on March 24th to start a two week series of public workshops at the Financial Center. **ReinventPHX** is a \$2.9 million planning project funded by the U. S. Department of Housing and Urban Development to transform urban development along the light rail system to a walkable, transit oriented pattern. By working with a coalition of local partners and the public, strategic investments in infrastructure, business, housing and community facilities are being identified. The concepts produced in the workshops will inform the deployment of key implementation actions that are funded through the project. Our neighborhood is totally in the area being studied. MMDNA volunteers helped host the event.

Hance Park has been the roof garden of the I-10 freeway between Third Street and Fifth Avenue since 1992. The original plan was to have wonderful amenities, most of which never happened. It is starting to happen now. Neighborhood stakeholders and concerned citizens joined to advocate for improvements in the 32+ acre park. In 2012 the Phoenix Parks and Recreation Department responded by issuing a call to design teams to create a new master plan for Hance Park. On March 27th the world-class team chosen presented the plan to the public at the **enHANCE** event in the park.

MMDNA is a member of the Hance Park Conservancy and our volunteers helped welcome visitors to the McDowell Mountain Music Festival venue in Hance Park for the unveiling of this plan. Go to www.hanceparkconservancy.org for more information.

Each issue of the **Midtown MUSE** has a theme and this time it is **interesting architecture along Central Avenue in Midtown**. We have a long (for Phoenix) and interesting history of landmark buildings – both commercial and residential. Five are highlighted in this issue: City Square (Rosenzweig Center), the inverted pyramid, the Financial Center, Phoenix Towers and the Burton Barr Library. The black and white picture on the cover shows work being done on the 4000 N Central building at the Rosenzweig Center where the Hilton Garden Inn is now. Can you identify the buildings in the distance?

The **Midtown MUSE** comes out quarterly, but we have an email list of almost six hundred people. This is an inexpensive and fast way to keep you informed of events and issues in the neighborhood. If you would like to be added to the list, please send an email to info@midtownmuseumdistrict.org. You can also reach us by phone 602-758-3129 and find us on Facebook.

Our MMDNA meetings are quarterly – usually on the third Wednesday of the month and are held at local venues, so you can be introduced to the many great restaurants, hotels and meeting spaces nearby. Join us June 18th – location to be announced. www.midtownMUSEumdistrict.org 602-758-3129 or *like us* on Facebook

The MMDNA Board:

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Cover photos: Pyramid by Joe Orman Financial Center by Modern Phoenix, others from archives

City Square

By Michael Chadwick
General Manager – Parallel Capital Partners

City Square, originally known as the Rosenzweig Center, is one of the largest mixed-use commercial projects in Arizona. The complex includes three high-rise office towers, a 156-room Hilton Garden Inn and a 35,000 square foot Sports Club situated on 16 acres in Midtown Phoenix. The project was developed in 1962 through a partnership between Harry Rosenzweig, an Arizona native and prominent business man, and the Del Webb Corporation. The buildings were designed by the architectural firm Flatow, Moore, Bryan and Fairburn, a New Mexico company known for their innovative designs.



City Square is located on the southwest corner of Indian School Road and Central Avenue and extends south to Weldon Avenue and west to Second Avenue. Before development, the land was primarily used for agriculture. Between 1937 and the early 1940s, retail operations and single-family residential structures were being developed in increasing density along North Central Avenue. Several retail and commercial structures were built on-site including Best Buy Grocery, Builder's Supply Corporation, Arizona Export Packing Company, Sciots Auditorium and the Mirador Ballroom. Those buildings were later torn down to develop what is now known as City Square.

The three office towers were constructed between 1962 and 1971. The 3800 tower, built in 1962 and renovated in 1988, was originally designed in the International Style. In 1988, the building exterior was updated with clean, strong lines, more architectural detail and a pyramid crown. Having the closest proximity to Central Avenue, the building features numerous retail amenities including Kindercare, US Bank and City Square Café. The 3838 tower, previously known as the Greyhound Tower, was built in 1971 and renovated in 1994 and shares a courtyard with the 3800 building. The 4000 tower, built in 1965 and renovated in 2000, is the tallest in City Square, and has been listed as one of the tallest buildings in Phoenix. It is directly connected to the Hilton Garden Inn and the City Square Sports Club.

Since its inception, City Square has been an integral part of Midtown's cultural and business district. We are proud to continue to serve the community.

The Burton Barr Library

By Will Bruder, FAIA



The Burton Barr Phoenix Central Library is a landmark on the Phoenix skyline and an icon of late 20th century modern architecture.

Designed by bruderDWLarchitects, the library's 280,000 SF of flexible space is

intended to function as the city's central library in the 21st Century. Completed in 1995, before the existence of LEED (Leadership in Energy and Environmental Design) certification, it was built for \$98.00 per square foot with sustainability embedded in all design decisions. Recognized globally from inception for its design-integrated features, in 2010 it was awarded LEED Silver EB (existing building) status.

The design solution places confidence in the future, with allusions to (not imitations of) the historic past. Arizona's unique natural beauty provides the poetic metaphor for the library's image. It rises above Central Avenue as though it were a majestic mesa transplanted from the fantastic landscape of Arizona's Monument Valley. Functionally, it represents a program of logical library planning and an architectural commitment to the concept that a great library must embrace the reality of change. A simple orthogonal grid of square 32'-8" bays, based on library stack modules, creates the matrix of this large storage 'box' for books and portal to the digital highway.

The building's functions are housed on five levels in a simple rectangular configuration while its curved east and west facing 'saddlebags of service' contain all fixed services: emergency exit stairs, service elevators, mechanical, electrical, restrooms and the building's large lateral structural system. Thus, the floor plates are open for flexible library-related use and re-purposing as needs change.

A dramatic 'crystal canyon' of glass and sunlight centers the public space. At the base of this light well is a black reflecting pool from which rise three high speed glazed elevators and a sculptural grand staircase. Crowning the atrium is a stainless steel monitor nine skylights that animate the space from dawn to dusk.

The top floor great reading room is an architectural celebration of natural light carefully harmonized with the room's unique tensegrity roof structure. The steel web of cables and struts is tethered between columns on the building's primary structural grid. Above each column is a 7' diameter glacial translucent blue skylight, with a small clear aperture positioned to illuminate the tip of the column at solar noon on the summer solstice.

The exterior material palette is rough screed concrete, copper, stainless steel and glass. The east and west elevations are dominated by the deeply corrugated and flat ribbed copper skins of the 'saddlebags' that evoke images of the state's geology and the grain silos of Phoenix's agricultural heritage.

East and west pedestrian entries off Central Ave and the parking gardens are defined by clefts of stainless steel plates that reflect the changing colors of the sky and suggest a metaphorical canyon that cuts through the mesa. The north and south continuous glazed elevations maximize views from inside the library, while operable louvers on the south and 'fixed shade sails' at the north minimize heat gain and glare. At night these transparent facades become lanterns to the city, leaving no doubt about this building's special mission in the community.

The library displays the West's natural beauty and a global perspective of architectural history, while serving local library users and drawing visitors from around the world. It is composed of honest materials, carefully integrated architectonic elements, and the technology of our time. It stands as an original, user friendly, flexible, and sustainable library paradigm while celebrating a confidence in our time and optimism about our future.

Spotlight on Midtown Business: pizza and Pink Spot Cafe

Julie Kossak and Mark Weeter are long time Willo residents (think late 1980s) who own and operate **zpizza** and **Pink Spot Cafe** on

Thomas and 2nd Avenue. While both were busy with their careers and kids ten years ago, they commented on the lack of local restaurants in the Midtown area and thought, maybe, just maybe, they could find a niche along the Central corridor for a pizza concept.

Luckily, Mark had a degree from NAU in restaurant management and prior experience managing and running his own full service restaurant. Julie, not so much, but she did have a law degree from ASU that qualified her to do the business side of the operation.

In the summer of 2004, they opened **zpizza**: a quick, casual, gourmet pizza restaurant focused on healthier, higher quality ingredients than found with fast food pizza (*think organic, gluten free, MSG free*). They started slowly in only 700 square feet, and expanded to over 1,500 square feet in a year.

When the space next door became available in 2008, they asked themselves, "What does our family want nearby that doesn't currently exist?" **Ice cream!** So, they opened **Pink Spot**.

Over the last five years, **Pink Spot Cafe** has grown into a full coffeehouse, scoop shop & cafe, offering locally roasted coffees, award winning locally made ice cream, and breakfast and lunch every day until 10pm. They even offer delivery. Their three kids have grown up working the restaurants themselves.

What do they love best about their restaurants? Seeing their friends and neighbors come in every day to work, meet with other friends, or take a moment with their kids. It's a little like having your friends over for dinner.



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Sunday OFF Central

March 9, 10 am - 2 pm



Top Row, Left to right: Jason sets up the welcome banner; Nate Marshall Trio; Mike and Susan check out cakes; Officers Ben Harris & Ben Carro;

Second Row: Street scene; enjoying food truck fare; Councilwoman Laura Pastor visits in the neighborhood; DJ Notah Cleveland

Third Row: Officer Ben visits with neighbors; so much to see; Julia and the Metal Man.

Fourth Row: Ashley Creighton entertains; Ide and Glenn, our drawing chairpersons; Margaret, Mike, Jason and Gerald - happy at the end; the barricades leave at the end of the day.

SUNDAY OFF CENTRAL 2014

By Susan Thompson

Our second annual Sunday Off Central block party was filled with neighbors, vendors, non-profits, food trucks, a tag sale, music and kids having fun. It was a wonderful day to stroll East Vernon Avenue and visit with both old and new friends. The Vernon residents again were gracious hosts.

The cost of this event was mostly covered by our Block Watch Grant funds. It is our **G.A.I.N.** (*Getting Arizona Involved in Neighborhoods*) event. The purpose of **G.A.I.N.** is to have neighbors come out and meet one another for greater enjoyment and safety in their surroundings. We were honored with our Community Action Officer Ben Harris and visiting CAO Ben Carro from the Biltmore area going through the party, answering questions and letting neighbors know they are there to help.

Our City Councilwoman Laura Pastor (*and her son*) also came out to greet residents and listen to their concerns. We appreciated having them join us.

A big thank you for drawing gift certificates from: Alexi's, Fez, Ichi Ban, Sochu House, Wild Thaiger, Switch, Pizza People, Harley's Bistro, Maizie's and Rice Paper.

As you can see from the pictures a good time was had by all. We will save the "thousand words" and just let you relive the day.

DON'T BE THE VICTIM OF A BURGLARY CRIME PREVENTION BEGINS AT HOME

When considering ways to protect your home, **or business**, it can be helpful to "think like a burglar." Look at your physical property from the burglar's view. Look at it in the daylight and at night. Consider how difficult or easy it would be to gain access to your property, and then take steps to reduce potentially vulnerable areas. Contact your Community Action Officer Ben Harris for crime prevention advice on 602-495-6882 or emailed at benjamin.harris@phoenix.gov

Business Owners can contact Detective Mark Potts Phoenix Police Department for information about crime prevention for businesses. His number is: 602-534-9960 or email at mark.potts@phoenix.gov.

CRIME PREVENTION TIPS

Front Entrance: Entrance doors should be metal clad or solid core wood construction. A deadbolt lock, in addition to the key-in-the-knob lock, is essential. Use a wide-angle viewer rather than a door chain to observe callers. A screen door or storm door offers additional protection if kept locked.

Ground Floor Windows: Windows should have key-operated sash locks or other similar locks and be closed and locked when you are away. Screens should be securely fastened to the structure.

Upper Floor Windows: Trim tree branches away from the house to prevent access; do not store ladders where a burglar can use them. Lock all windows while you are away.

Garage Door: The garage door should always be closed and locked. Treat the entrance door from the garage to your house the same as an exterior entrance. A burglar in your garage can walk in your house door undetected or sometimes access the attic.

Porch and Patio Doors: Treat all doors on the rear and sides of your home as possible targets for entry. Since they may be less observable from the street and by neighbors than a front entrance, extra precautions may need to be taken.

Yard Lights: Each exterior entrance, including the garage door, should be well lighted. Post lights to prevent blind spots where burglars can hide. Use low cost controls to turn on/off exterior lights at specified times, or use motion-sensor lighting.

Interior Lights: When you are away from home, keep some interior lights lit. To create the appearance that someone is at home, use a timer to turn lights on/off at normal times. A radio playing adds to the illusion that the house is occupied.

Landscaping: When placing trees, bushes, and flowers, keep doorways, windows, and porches clear. The bushes that provide you with privacy also give a burglar a place to hide. Plan your landscaping with both privacy and security in mind.

Be Neighborly: Ask neighbors to report any suspicious persons or activities around your home. For crimes in progress call 9-1-1. To report suspicious activity call Crimestop 602-262-6151.

Source information from the National Neighborhood Watch Program.

Funding for this article was provided by a Block Watch Grant provided by the City of Phoenix. Block Watch is a program to detect, deter and prevent crime.

A Message from Laura Pastor



I am honored for the opportunity to represent a diverse, vibrant and dynamic City Council District that covers central and west Phoenix, and to work with many dedicated residents, businesses and city staff to continue to enhance District 4.

Each part of this district has a character all its own. Midtown Phoenix is definitely one of our gems. The collaboration of neighborhood representatives, businesses, museums and offices in this area helps make it exceptional and is a strong model for other parts of the City. Midtown places a high value on historic preservation and enhancing our mid-century buildings and distinct architecture. This helps to remind us of our history and character as we move into the future.

As your representative on the City Council, I will advocate for Midtown by prioritizing public safety, neighborhood stability initiatives, economic development, job creation and modernizing technology. At the same time, I strongly support historic preservation and will work to continue the essential balance of preservation and progress. I also welcome your input on initiatives in this area.

I recently launched a series of Neighborhood Action Summits around District 4 to discuss issues impacting our community and generate solutions. These summits have inspired dialogue and collaboration among diverse community representatives. They are a great opportunity to work together to brainstorm policy ideas to strengthen neighborhoods, enhance historic preservation, improve public safety and create economic development opportunities in our area. I hope you will consider joining me for a summit in the near future. I have already heard some great ideas and look forward to even more.

For upcoming Neighborhood Action Summit dates and locations, or just to share a comment or question, feel free to call my office at 602-262-7447. You can also visit my website, www.phoenix.gov/district4, send me an email at council.district.4@phoenix.gov or find me on Facebook at [Facebook.com/LauraPastorPhoenix](https://www.facebook.com/LauraPastorPhoenix). I want to hear from you!

COMMUNITYCALENDAR

Arts & Culture

ASU Osher Adult Learning - Classes Start in February

602-543-6440 www.lifelonglearning.asu.edu
Many short series and single classes for the 50+ group

Actors Theatre at Playhouse on the Park (Viad)

602-888-0368 www.actorstheatrephx.org
4/25-5/11 Good People

Arizona Humanities Council

602-257-0335 www.azhumanities.org
Programs and events nearby and around the state

Arizona Opera at Symphony Hall

602-266-7464 www.azopera.org
4/25-27 Don Pasquale (*set in 1950s Hollywood*)

Arizona Theatre Company at the Herberger

602-256-6995 www.arizonatheatre.org
3/27-4/13 Around the World in 80 Days
5/1-18 Venus in Fur

Ballet Arizona

602-381-1096 www.balletaz.org
Classes in Tango, Jazz, Zumba, Ballroom and Ballet
3/27-30 Masters of Movement at Orpheum Theatre
5/1-4 All Balanchine at Symphony Hall
5/22-6/1 Innovations at Dorrance Theatre

Burton Barr Public Library - 1221 N Central Ave

602-534-5208 www.plfriends.org
4/26-27 Friends Warehouse Book Sale
602-262-4636 www.phoenixpubliclibrary.org
every 3rd Friday - 3:30-4:30 (*after school*) Young @Art
until 6/1 State of Deception: the Power of Nazi Propaganda

Cutler-Plotkin Jewish Heritage Center - 122 E Culver

602-241-7870 www.azjhs.org
Genealogy classes, films and book discussions
4/15 7pm Interfaith Forum: An Eye for an Eye: The Death Penalty
4/12 7pm film: Never Forget to Lie
5/13 7pm film: Making Trouble: 3 Generations of Funny Jewish Women.
Films free, please RSPV - space fills fast
Exhibit: Signed, Sealed, Delivered: A Jewish Biography Through Stamps

Great AZ Puppet Theater - 302 W Latham

602-262-2050 www.azpuppets.org
Great schedule - check the website

Hance Park north of Roosevelt between 3rd St & 3rd Ave

Enjoy 32 acres of green space and many great events

Heard Museum - 2301 N Central Ave

602-252-8840 www.heard.org
4/12 13th Annual Katsina Doll Marketplace
June - Teacher Appreciation Month

Irish Cultural Center - 1106 N Central Ave

602-258-0109 www.azirish.org
Classes, dances and special events

Japanese Friendship Garden 1125 N 3rd Ave

602-256-3204 www.japanesefriendshipgarden.org
5/24-25 6th Annual Anima and Manga Drawing Contest

No Festival Required - Phoenix Center for the Arts

www.nofestivalrequired.wordpress.com
4/13 Reggae Got Soul: The Story of Toots & the Maytals
5/4 Guitar Innovators: John Fahey and Nels Cline

Phoenix Art Museum - Central and McDowell

602-257-1222 www.phxart.org
Multitude of films, talks and exhibits

Phoenix Center for the Arts - 1202 N 3rd St - Hance Park

602-254-3100 www.phoenixcenterforthearts.org
Many forms of art classes for children and adults
Sign up for Summer programs

Phoenix Symphony

602-495-1999 www.phoenixsymphony.org
Season is full of great performances

Phoenix Theatre - 100 E McDowell

602-254-2151 www.phoenixtheatre.com
until 3/30 Pippin
4/23-5/25 Les Miserables
checkwebsite for more performances

Phoenix Trolley Museum - 25 W Culver St

www.phoenixtrolley.com

Rosie's House

602-252-8475 www.rosieshouse.org
Music classes for kids and events
4/7 Faculty Recital at Rosie's House, 6:30pm
5/10 Fiesta

The Nash - 110 E. Roosevelt

602-795-0464 www.thenash.org
Jazz Jam Sessions on Sundays at 6:00, other jazz events

Valley Youth Theatre - 525 N 1st Street

4/4-20 Snow White and the Seven Dwarfs

MMDNA Events

602-758-3129 www.midtownmuseumdistrict.org

Board meetings - first Wednesdays
6/18 Quaterly Neighborhood Meeting
Follow us on Facebook

Sports

Arizona Rattlers Football - US Airways Center

(free RT Light Rail with ticket) www.azrattlers.com

Arizona Diamondbacks - Chase Field

www.arizona.diamondbacks.mlb.com

Phoenix Suns - US Airways Center

(free RT Light Rail with ticket) www.nba.com/suns

Cycling

Info about cycling in Phoenix www.phoenix.gov/bicycling

AZ Bicycle Club www.azbikeclub.com

Phoenix Spokes People www.phoenixspokespeople.com

Ride downtown Fridays from Shine Coffee meet 7am, ride 7:15

Slippery Pig 2hr bike ride Wednesdays 7pm from shop 602-263-5143

www.slipperypigbikes.com

4/22 Bike to Work Day Park Central **Group ride 7am, Breakfast 8am** at CityScape - free. Register www.maricopa.gov/communications/btw.aspx

Events in the Area

First Fridays and Third Fridays every month

www.artlinkphoenix.com

3/27 enHANCE Celebration - new park plan, 5:30pm
east side of park: design team presentation, food, music
www.hanceparkconservancy.org

3/28-30 McDowell Mountain Music Festival

Hance Park, www.mmmf.com

3/28-4/6 Modern Phoenix Week

www.modernphoenix.net

4/5 Phoenix Pride Parade - 3rd St., Thomas to Indian School

4/5-6 Phoenix Pride Festival - Steele Indian School Park

www.phoenixpride.org

4/12 Cruise on Central at Park Central

4/16-12 Phoenix Urban Design Week

4/19 Grow Phoenix Festival

Heritage & Science Center

www.azscitechfest.asu/festival-events

4/22 Bike to Work Day Park Central, Group ride at 7am

Breakfast, 8am at CityScope - free

Register: www.maricopa.gov/communications/btw.aspx

Nightlife/Happy Hours

Alexi's Grill - Happy Hour M-F 3-7pm - 3550 N Central Ave

602-279-0982 www.alexisgrillphx.com

Fez - Daily Happy Hour - 3815 N Central Ave

602-279-0982 www.fezoncentral.com

Clarendon Hotel Skydeck - 401 W Clarendon Ave

602-252-7363 www.theclarendon.net/roof

Gallo Blanco - 401 W. Clarendon

602-327-0880 www.galloblancocafe.com

Kobalt - Daily events - Park Central

602-264-5307 www.kobaltbarphoenix.com

Macayo's - Happy Hour M-F 4-7pm - 4001 N Central Ave

602-264-6141 www.macayo.com

Pizza People's Pub - Happy Hour 3-6:30 daily - 1326 N Central Ave

602-795-7954 www.pizzapeopleaz.com

Sochu House - Happy Hour M-F 3-6pm & 10:30-1am

2801 N Central 602-340-9777 www.sochuhouse.com

Switch - Daily Happy Hour 4-6:30 - 2603 N Central Ave

602-264-2295 www.switchofarizona.com

Wild Thaiger - Happy Hour

2631 N Central 602-241-8994 www.wildthaiger.com

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Local First ARIZONA

How the Streets Got Their Names: Hoover Avenue

By Derek D. Horn

Phoenix has a number of streets that bear the name of past U.S. presidents, but one in particular has a bit of mystery.

Hoover Avenue runs east-west from Central Avenue to 3rd Street through the Ashland Place neighborhood, between the Heard Museum and the Regency House. Another short stretch lies just west of 16th Street. One would think Hoover Avenue is named after the 31st president of the United States, Herbert Hoover. The mystery is that Hoover Avenue was created by the Ashland Place subdivision plat, which was recorded on March 18, 1920, but Hoover was not elected president until 1928. So was Hoover Avenue named after Herbert Hoover or another Hoover?

To solve this mystery one has to determine if Mr. Hoover had a local connection prior to 1920, or if there were other prominent Phoenix individuals or families named Hoover during that time. The Phoenix City Directories of 1917 and 1919 list four and five families, respectively, named Hoover, which included tradesmen, a widow, and a soldier posted overseas. It is unlikely the street is named after any of them.

Next, one needs to look at who Herbert Hoover was around 1920. He began his career as a talented mining engineer, but when World War I broke out in Europe in 1914, Hoover gained international prominence as the head of the Belgian relief commission. When the U.S. entered the conflict in 1917, he became Food Administrator in the Wilson Administration. Households were encouraged to "Hooverize," which meant conserving food to aid the war effort. After the Armistice in 1918, Hoover became head of the American Relief Administration which provided food for starving people in war-ravaged Europe. By 1920 he was known as a great humanitarian, administrator, and had been named one of the "10 most important living Americans" by the *New York Times*.

Hoover had a national reputation by 1920, but was there a local connection? There is a story that Dwight Heard asked the developers of Ashland Place to name a street after Hoover. Heard and his wife Maie, prominent Phoenicians of that time, lived close by on the northeast corner of Monte Vista Avenue and Central Avenue, where Phoenix Towers stands today. Their home, built in 1903 was called Casa Blanca, and was known as a social center of Phoenix. Heard met with Hoover on at least four occasions in 1918 as a representative of the National Advisory Committee on Beef for the Food Administration.

In the subsequent years, Hoover was a guest at Casa Blanca and Mrs. Heard and Mrs. Hoover were reported to be close friends. The Hoovers acknowledged the opening of the Heard Museum in 1929.

So, while the story that Heard requested that a street be named after Hoover cannot be verified, he did know and work with Hoover prior to 1920 and into the 1920's and this author believes that, due to his national prominence, Hoover Avenue was named after Herbert Hoover, the great engineer and humanitarian who would later become President of the United States.

Sources:

http://cronkiteworks.asu.edu/streets_of_dreams/neighborhoods/ashland_place/history.html
http://en.wikipedia.org/wiki/Herbert_Hoover

National Archives and Records Administration Herbert Hoover Presidential Library and Museum "Hoover's Daily Calendar"

Phoenix City Directory 1917, Phoenix City Directory 1919

Thomas, Margaret "Heard Home Held Social Set" *Arizona Republic* August 27, 1961 page 10-F

Renter's Insurance: Keeping You & Your Valuables Safe

By Tom Simplot, President and CEO of the Arizona Multihousing Association



Accidents happen. Someone's visiting child spills their drink on a computer or they tip over the entertainment center breaking the television. Your dog tears up the carpet or bathroom linoleum. Kitchen fires are much more common than you think: in seconds, your fried chicken can turn in to a small fire and do thousands of dollars in damage.

No one expects these accidents to occur, but it's easy to protect yourself and your finances from accidents in apartments. The apartment owner carries insurance on the building and on the common structures and areas of an apartment community, but it's your responsibility to insure your belongings and protect yourself from liability within your home. For the cost of a couple of pizzas each month, you can insure your rental home and have peace of mind.

The Unexpected:

A bathtub overflows, causing damage to your floors and the apartment below. The responsibility for the clean-up and repair costs fall to you. You leave the waffle iron cooking on the counter and a dishtowel next to the stove catches fire damaging to the cabinets above. Who covers your belongings that suffer smoke or heat damage? If a fire or flood in your home causes additional damage, replacement costs can be covered by renters insurance as well. Renters insurance can also protect you from theft and vandalism. The items stolen from your home during an invasion are not covered by your landlord.

A Roof Over Your Head:

An accident that you caused in your apartment could cause enough damage to force you to move out of your home while the property is repaired. Temporary housing costs can be expensive and add up fast. Rental insurance can help cover the costs of another place while the repairs are made.

Guests Have Accidents Too:

No one ever anticipates someone being hurt in their home but home accidents happen all the time. Someone could fall down the stairs or your dog may bite someone. If you are sued for damages or to cover medical costs as a result of these accidents in your home, your rental insurance can protect you.

Small Moves to Protect Yourself:

Something as simple as a smoke alarm or a deadbolt can provide important protection for you in your apartment. A fire extinguisher in the kitchen can prevent a small fire or smoke from spreading to cause major damage. These prevention items can also save you money on your renters insurance. Many property management companies have a list of companies that provide rental insurance, so check with your leasing office or unit owner to see if they have such a list. Nearly every major insurance company offers rental insurance and it's easy to comparison shop for this important coverage. You can also check with your car insurance company. You may get a discount if you can bundle your coverage with your auto or other insurance policies. On average policies can range from \$15-\$30 per month. Be sure to check what your coverage includes and be sure that you have the coverage you need. There are different kinds of policies and deductibles so it's important to do a little research to protect yourself and your belongings.

Phoenix Towers: That Pink Building on Central

By Dan Shilling

Built in 1957 by Del E. Webb, the 14-floor Phoenix Towers was designed by Chicago architect Ralph Harris. His plan is typical of the era's Modern style – strong vertical and horizontal lines expressed in concrete ledges and columns. The structure many people know as “that pink building on Central” was the first residential high-rise in Arizona, the first high-rise built beyond Phoenix's downtown core, and today still one of the few “cooperative” living arrangements in the state.

Phoenix Towers sits next to the Heard Museum, and the Heards figure prominently in its history. Previously, the two-acre parcel had been the site of Casa Blanca, home of Dwight and Maie Heard. Following Maie's death in 1951, the home was demolished and the land was sold to realtor Burke Payne.

As early as 1952, Payne began planning an apartment building. By 1956, he had hooked up with Del Webb and other investors, who envisioned a larger structure that signaled a departure from Phoenix's low-density sprawl. For mid-century boosters, the classy building with doormen, pool, cabanas, and an open-air roof terrace meant that Phoenix had joined the big league. *The Arizona Republic* even showcased it in a 19-page insert titled “The City Grows Up with Phoenix Towers.”

In the fall of 1957, the building was finished and units went on sale, although two-thirds were sold before the building was even completed. Ranging in price from \$32,000 to \$61,000, the apartments were roughly 1,200 square feet to more than 1,800 – each with a separate balcony.

Today, Phoenix Towers is listed on the National Register of Historic Places. It remains home to nearly 60 families, a few who have lived in “that pink building on Central” since its earliest years.



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Geometrical Buildings: The Pyramid on Central and The Financial Center

By Donna Reiner, PhD

According to a widely accepted axiom, people most dread public speaking and math. Buildings are actually mathematical applications. And if you talk about them, voilà, you have public speaking, at least on a small scale. But that probably makes little difference in whether you like the building or not.

Central Avenue north of Osborn Road has two concrete representations of math, or more specifically, geometry. Some might consider these buildings quirky rather than elegant. And one of them even has a popular nickname.

The lesser-known building is The Pyramid on Central located at 3507 N Central Avenue. Wow, an upside down pyramid! How is it supported and what does it look like inside? Along with its more



prominent neighbor to the south, The Financial Center, it symbolizes the changing landscape of that section of Central Avenue. Eventually the commercial structures in this localized area grew from one and two stories, to the Financial Center's 18 stories.

Little is known about the Pyramid's history. The low square building previously on the property was occupied by the Great Southwest Land & Cattle Company, which, along with its president, Ned Warren Sr., was involved in several major land frauds. With that much negative history, no wonder the developers wanted something new, different and super modern. Tempe City Hall, the first inverted pyramid design in the state, was nearly ten years old when this one was constructed in 1979. But the Phoenix structure has far less glass than the Tempe City Hall, which makes it less visible to the casual driver/viewer. Illuminating the windows would make it strikingly noticeable at night. During the day we see a wide band of concrete and only a narrow band of glass.

Who was the architect? Why was this designed selected? These are burning questions that remain unanswered. At five floors and 28,000 square feet, it provided a unique office space. When opened, the first major tenant was Security Mortgage Company. Today the building is lovingly cared for and occupied by Clancy International, a real estate investment company. Stop and really look at this beautiful geometric shape the next time you are in the area.

The Phoenix Financial Center

David H. Murdock, real estate developer, bought huge parcels of land in this uptown business area and eventually built a 20-story tower in 1960 that was not only the tallest

building in Phoenix at the time, but also home to Guaranty Bank. As Murdock became more influential in the community, he joined with A.B. Robbs, Jr. from Guaranty Bank to form the Union Title and Trust Company, which eventually led to their purchase of the Financial Corporation of Arizona. From there, Murdock purchased other small banks and merged them, eventually acquiring Home Savings and Loan Association. The stage was set for Murdock to "provide the city with a piece of landmark architecture."

Located on approximately eight acres of the former site of Osborn School, the development would have nearly five acres of landscaping and buildings and three acres for a parking lot. Murdock was enamored with the recently opened Glendale (California) Federal Savings Building and hired the designer W.A. Sarmiento of St. Louis. He wanted something totally different from anything else that existed in Phoenix. The complex, to be constructed in three phases, would consist at full build-out of two matching low circular buildings and two matching eighteen-story towers. From ground breaking of Phase One in September 1963 to completion took one year and two days - quite an engineering feat in those days.



The economy soured in 1964, and Murdock's financial empire crumbled. The Driggs family of Western Savings and Loan Association purchased the entire Financial Center in 1966.

While the tower is commonly called the "Punchcard" building, the architect did not have that in mind. Sarmiento said that he designed the narrow random windows of the convex southern exposure to "eliminate sun glare into the offices." Still, the "punchcard" nickname has stuck.

To appreciate what Sarmiento intended, it is important to walk the site. Only then will you notice the sound wave design in the terrazzo walkways, the circular feel of the entire complex, and the parabolic roof supports of the rotundas. Within the rotundas, you would see elliptical steps on the stairs to the mezzanine and what might be best described as a spirograph-like stain glass at the apex of the squashed dome ceilings. The coloring, by the way, is different in each of the rotundas. And don't forget to check out the former drive-up sites for each of the former banking entities on the east side of the complex. They might surprise you. All in all, geometry and math again are rather beautifully displayed in this unique park-like setting.

David Murdock was astute. His dream of having a complex that would be unlike any other in Phoenix, and the state for that matter, is still true today. The Financial Center's modern neo-expressionist design truly is a monument to Mid-Century modern architecture in Phoenix.

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What is Sacrificed by Going the Fast and Cheap Route?

By Roger Cahill



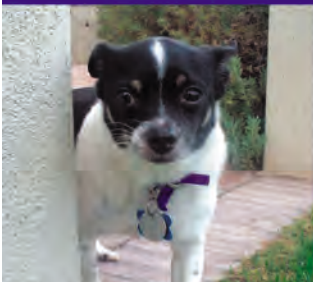
“What is the difference between taking my vehicle to a quick lube place verses a repair facility?” This question gets asked frequently and many people wonder the same thing when caring for their vehicle. Well, if you’re just getting your vehicle’s

oil and filter changed then probably not much is different. However, many people think they are getting their vehicle “serviced” and this is where the confusion starts. Having your vehicle’s engine oil changed periodically is arguably the best practice you can employ to ensure long, trouble-free operation. When routinely done, it keeps vital internal moving parts lubricated and helps other systems and components to operate as they were intended. Doing this alone pays you dividends as your vehicle mileage increases.

So what is the difference between the quick lube and having your vehicle serviced? Have you ever had to take your vehicle in for one particular repair and then the service facility calls you to tell you what’s wrong and to also let you know that there are six other things you need to get done? Sound familiar? Sure it does! The first thing you do after you recover from shock is say to yourself, “How can that be? I’ve been taking it in regularly!”

This call can be avoided by having your vehicle serviced regularly by experienced technicians at a repair facility. An experienced technician will find more troubled areas than an inexperienced technician. They have seen and repaired more failures, therefore, they can pin point troubled areas long before they become problems. Even though it might seem like somewhat of an inconvenience to **not** go the ‘fast and cheap’ route when having your vehicle serviced, it does pay off in the long haul.

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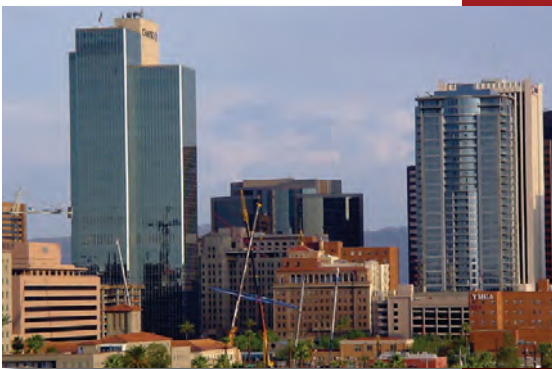


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