

MIDTOWNMUSE



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JAN
FEB
MAR

2015



MUSEUM DISTRICT NEIGHBORHOOD ASSOCIATION

www.midtownmuseumdistrict.org

What is your MMDNA doing this quarter?

MMDNA is proud to announce our 3rd Annual Sunday Off Central event on March 15th from 10am to 3pm on Vernon Avenue between Central Avenue and 3rd Street. Our partnership with the City of Phoenix through our Block Watch grant makes this possible. Research shows the number one deterrent to crime in a community is neighborhood interaction and involvement.

Why this name for the event? In the '90s we had Sunday On Central with Central Avenue closed in our area for a citywide celebration. Reviving this concept for our annual neighborhood block party is a way to connect with our past while celebrating our now. Sunday Off Central is our way of celebrating all things Midtown and continuing the energy of networking with our neighbors in the multifamily buildings with those in our historic homes, along with our business and arts leaders. We are all LIVE, WORK and PLAY in Midtown.

Part of our "now" was our very successful Urban Living Tour of our high/mid/low rise buildings in November – more than 800 visitors and at least 250 residents working together to welcome them.

We believe reviving our community block party is a way to continue a synergy unique to midtowns across the United States. Midtowns developed as the connective tissue between industry and residential, creating a unique blend of workforce, entertainment and places to live. In our seven year history as an organization, our MMDNA leaders have been voices in powerful debates about the development of our city. We believe in our important role as connective tissue, yet we strive to develop Midtown as its own destination spot. We have seen this growth in business and arts with the additions of MOD, Rollover Doughnuts, Oven and Vine, Sochu House, the establishment of the Central Arts District and more. New residential is coming with Lennar's project at Central and McDowell, the Alliance project at McDowell and Alvarado and several others. There is still much more to do. We must continue our involvement in our streets and committee meetings to take Midtown to the next level.

MMDNA's representation on the Reinvent Phoenix project (www.reinventphx.org) is putting Midtown in the minds of community leaders not only in our district but further afield in the downtown and uptown neighborhoods. Join us at Sunday Off Central and find out all that is going on and how you can be a part of it – and have some family fun at the same time!

The Midtown MUSE comes out quarterly, but we have an email list of 600+ people. This is an inexpensive, fast way to keep you informed of events and issues in the neighborhood. To join the list, send an email to info@MidtownMuseumDistrict.org.

The MMDNA Board:

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www.midtownMUSEumdistrict.org, 602-758-3129 or like us on Facebook. Please support our advertisers who make the MUSE possible **and tell them you saw their ad in the MUSE.**

SUNDAY OFF CENTRAL BLOCK PARTY

G.A.I.N. EVENT

Sunday March 15, 2015
10:00am to 3:00pm

Vernon Avenue from Central Avenue to 3rd Street

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CALLING ALL PHOTOGRAPHERS! **“THIS IS MIDTOWN” Digital Photo Contest – 2015**

Do you have a favorite scenic spot in Midtown? As you walk around the area do you ever look around and think “this is what Midtown is all about”? Well, grab your camera (cell phone, point-and-shoot or DSLR) and take a picture of it. There’s just one catch – you need to tell us that “This is Midtown”!

Midtown Museum District Neighborhood Association invites photographers to enter its first ever Digital Photo Contest. You must read the following rules and the terms and the legal conditions contained on the MMDNA website (www.midtownmuseumdistrict.org) before submitting any photos. Any photos that do not meet the conditions specified will be rejected without being considered. Instructions on how to enter are also contained on the website.

The MMDNA 2015 Digital Photo Contest (the “Contest”) is open to ALL photographers at least 18 years of age. You need not be a resident of Midtown to enter, although any photo submitted must have been taken in Midtown (defined for these purposes as the area bounded by Hance Park on the South, Indian School Road on the North, and between 3rd Avenue and 3rd Street). Board members or employees of MMDNA or any person involved with the setting up or judging of the contest are ineligible to enter.

Rules and Regulations

WHAT TO ENTER

We are looking for photographs that uniquely symbolize the life and spirit of Midtown. Each photograph MUST contain somewhere in the image the “THIS IS MIDTOWN” card which can be downloaded from the MMDNA website. If you are unable to download and print the card from the website you may either re-create an identical 8 ½” x 11” card on your own computer. Examples of how the card can be used may be seen on the cover of this issue of the MUSE. It is our intent that the photographs be current and reflect Midtown and life in Midtown as it is today. Therefore, digital addition of the card to a preexisting photograph is not acceptable and any photograph in which it appears this has been done will be disqualified, at the judges’ sole discretion.

Photos must be appropriate for inclusion in a public newsletter and posting on a public website. Obscene, provocative or otherwise questionable content will not be considered. MMDNA retains sole discretion as to what constitutes inappropriate content.

JUDGING

Entries will be judged on the basis of creativity, photographic quality, and effectiveness in conveying the beauty and/or unique character of Midtown. Depending on the number of entries received, at the sole discretion of the judges, entries may be divided into categories and separate winners may be chosen in each category. A Midtown Museum District Neighborhood Association panel, which will include photographers and/or graphic design, public relations and marketing professionals, will judge the entries and all contest decisions are final. Entries that fail to comply with the Official Contest Rules will be disqualified.

ANNOUNCEMENT OF WINNERS; PRIZES

Winners will be notified by email and/or phone by May 1, 2015; a list of winners will be published in the Summer 2015 edition of the MUSE (available around July 1, 2015), along with the winning photographs.

The winning entry (or entries, if chosen by category) will be featured on the cover of the Summer 2015 MUSE and may be used in other promotional material used by MMDNA, including, but not limited to, the MMDNA website, brochures, flyers or other publications. There are no monetary prizes available, but there may be items of nominal value that will be given to winners, depending on availability. It is not expected that any of these items (which might include gift cards, picture frames, books or other photography-related items) will have a value in excess of \$50.

We are excited to see what you come up with, so dust off those cameras, take advantage of our fabulous weather to explore Midtown and capture some wonderful images!

Questions about the contest may be directed to info@midtownmuseumdistrict.org.

Business Spotlight – DeChance and Company

Jewelers By Doug DeChance



I've been a resident and business owner in Phoenix for nearly 35 years. As a graduate of Central High and Phoenix College, I'm familiar with the downtown area and am happy to call the Regency on Central my business "home".

I started my career at S&H Watch on Central and Camelback where I learned hands-on how to repair watches and clocks. I also owned my own landscape company for a few years, but the watch repair business kept calling me back.

Otto Schmieder and Sons Jewelry allowed me to re-start my watch and jewelry repair career. From there I went on to work with the good folks Prevues Fine Jewelry and Schmitt Jewelers. In 1997 I partnered with Ben Rosner from Harry's Fine Jewelry at what was then the Regency House. My father, Bob DeChance, started working with me in 1998 and together we've grown to become familiar with many of the residents in the downtown area.

I also achieved significant credentials to craft my trade, including a six month stay in Switzerland at the prestigious WOSTEP (Watchmakers of Switzerland Technical Education Program) school in 2004 and again in 2012. I continue to attend seminars and workshops to enhance my knowledge and provide the best service to our customers.

Throughout my career, I learned the value of building trusting relationships with my customers, thorough knowledge of the business, the products I sell and most importantly, being the best at whatever you do.



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New Book about Midtown Phoenix and the Central Corridor By Derek D. Horn for the MidtownMUSE

For the past year I have been studying the history of this part of the city and writing articles for the MUSE about historic street names. Our neighborhood in Phoenix has fascinating stories about how this area grew and became what it is today. After putting together a proposal last summer, I now have an agreement with Arcadia Publishing to write a book on Midtown Phoenix and the Central Avenue Corridor. I am now asking for your assistance.

Arcadia publishes history books about regions and communities in North America. Books in their Images of America series tell the stories of cities, neighborhoods, and localities through heavily captioned photographs of people, places, and events. Many of these photographs come from private collections as well as archives accessible to any researcher. Each book can contain hundreds of pictures. Arcadia has already published a number of books about the surrounding area which includes works on Downtown Phoenix, the Encanto-Palmcroft neighborhood, and the Coronado neighborhood. It is time Midtown had one, too.

Here is where I need your help. Many of you may have your own photographs and stories from past events that would add to this work on Midtown Phoenix. If you are willing to share your photographs and the stories that go with them, I would like to talk with you and perhaps use them in the book (with your permission, of course!). While I am spending a great deal of time researching events and gathering photographs, your personal history and pictures, if you have them, could also add a lot.

The book is going to focus primarily the Central Avenue Corridor from about Roosevelt north to Camelback. It will also reach down Central to Downtown for historical context, because that is where growth started, and also out into the greater Midtown area. There will be emphasis on development and buildings along with the people who built them. Not every story and event can be covered, there are too many, but I do want to create a book that captures the spirit and legacy of Midtown Phoenix. If you have a story and some photos and would like to share, I would like to hear from you. I can be reached by e-mail at Olympic-CBO@aol.com. Thank you in advance for any information and material to add to the book.

Derek is a resident of Regency on Central, formerly the Regency House. He is the current chairman of the Regency House Association Board of Directors and a Midtown resident since 2005. Derek is a former Planning and Development Director for the city of Phoenix and currently serves on the Phoenix Historic Preservation Commission.

How the Streets Got Their Names: Encanto Boulevard—Part 2¹ By Derek D. Horn for the MidtownMUSE



In the last edition of the MidtownMUSE , this column discussed the development of the neighborhoods along Central Avenue north of McDowell Road; how this area became an enclave of large estates and pleasant neighborhoods linked to the business hub of downtown Phoenix by the streets and street railway system. We learned that the Las Palmaritas subdivision plat, recorded in 1910, created Oak Street that ran west from Central about halfway between McDowell and Thomas Road and that subsequent developments continued the Oak name along this corridor for many years.

In 1928 developers created the Encanto neighborhood west of 7th Avenue and north of Palm Lane, and the street on the Oak alignment west of 7th now had a new name: Encanto Boulevard. Over the next few years, the Encanto name quickly moved east.

According to the Phoenix City Directory, by 1930 the corridor still retained the Oak name between Central and 3rd Avenue, but the stretch between 3rd Avenue and 7th Avenue had become Encanto Boulevard. By 1932, it was Encanto all the way from Central west to 15th Avenue.

When the last subdivision plat along the street, North Broadmoor, was recorded in 1939, the Oak Street name west of Central had disappeared and it was now officially Encanto Boulevard.

Over the years, throughout the city and etropolitan area, many differing street names that were created along the same corridors were changed into one for consistency. Interestingly enough, however, while Encanto displaced Oak west of Central Avenue, Oak is still the name of this street line east of Central.

¹ Part 1 of this article was published in the previous edition of the MUSE and can be found at: http://www.midtownmuseumdistrict.org/uploads/7/3/2/5/7325257/hi_res_final_muse_oct_nov_dec_2014.pdf

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ASU Institute for Design & the Arts

www.herberger.ASU.edu/Update
Many and various performances.

Arizona Humanities Council

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

Arizona Opera at Symphony Hall and 1636 N Central Ave

602-266-7464 www.azopera.org
2/6-8 Eugene Onegin
2/27-3/1 The Magic Flute
4/10-12 Daughter of the Regiment
check website for other related events

Arizona Theatre Company at the Herberger

602-256-6995 www.arizonatheatre.org
until 1/18 Murder for Two
2/5-22 Five Presidents
3/26-4/12 Romeo & Juliet

Ballet Arizona

602-381-1096 www.balletaz.org
Classes in Tango, Jazz, Zumba, Ballroom and Ballet
2/12-15 Napoli Symphony Hall
3/26-29 Today's Masters Orpheum
check website for other related events

Burton Barr Public Library - 1221 N Central Ave

602-534-5208 www.plfriends.org
602-262-4636 www.phoenixpubliclibrary.org

Cutler-Plotkin Jewish Heritage Center

122 E Culver 602-241-7870 www.azjhs.org
Genealogy classes, exhibits, films and book discussions
1/20 Orchestra of Exiles - film RSVP
2/24 Mel Brooks: Make a Noise - film RSVP

Exhibit: Judaism in the Desert

Great AZ Puppet Theater - 302 W Latham

602-262-2050 www.azpuppets.org
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Heard Museum - 2301 N Central Ave

602-252-8840 www.heard.org
Exhibit: American Indian Sport & Art
2/7-8 Hoop Dance Contest
3/7-8 Guild Indian Fair & Market
4/11 Katsina Doll Marketplace

Irish Cultural Center - 1106 N Central Ave at Hance Park

602-258-0109 www.azirish.org
Classes, dances and special events
St Patrick's Day Parade and Faire 2015 - see events

Japanese Friendship Garden

1125 N 3rd Ave-Hance Park
602-256-3204 www.japanesefriendshipgarden.org
Check website for events and classes.

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.

Phoenix Symphony

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

Phoenix Theatre - 100 E McDowell

602-254-2151 www.phoenixtheatre.com
until 2/1 2 Pianos 4 Hands
2/25-3/22 Anything Goes
3/19-39 Hormel Festival



Phoenix Trolley Museum - 25 W Culver St-Hance Park www.phoenixtrolley.com

Rosie's House

602-252-8475 www.rosieshouse.org
Music classes for kids and events.

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 St

602-253-8188 www.vyt.com
2/6-22 The Emperor's New Clothes

MMDNA Events

602-758-3129 www.midtownmuseumdistrict.org
Board meetings - first Wednesdays except January 3/15
Block Party on Vernon and on 3rd St
3/25 Quarterly Neighborhood Meeting

Home Tours & Events in the Area

First Fridays and Third Fridays every month

www.artlinkphoenix.com

3/7-8 27th Anniversary of Art Detour

1/18 Rock n Roll Marathon

www.runrocknroll.competitor.com/Arizona

2/8 Willo Home Tour

www.willotour.com

3/1 Coronado Home Tour 10:00-4:00

www.greatercoronado.com

3/7-8 Devoured Culinary Classic at Phoenix Art Museum

www.devouredphoenix.com

3/14 St Patrick's Day Parade and Faire

602-258-0109 www.azirish.org

3/29 Encanto/Palmcroft Home Tour

www.encantopalmcroft.org

3/27-29 McDowell Mountain Music Festival at Hance Park www.mmmf.com



Nightlife/Happy Hours

Alexi's Grill - Happy Hour M-F 3-7pm

3550 N Central Ave 602-279-0982
www.alexisgrillphx.com

Gallo Blanco - Happy Hour 3-6 daily

401 W Clarendon 602-252-7252
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

Oven & Vine - Happy Hour M-F 11-6

14 W Vernon Ave 602-687-7632
www.ovenandvine.com

Pizza People 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

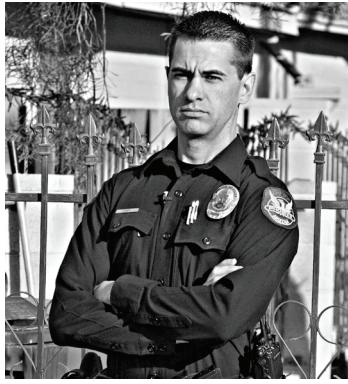
2801 N Central 602-340-9777
www.sochuhouse.com

Switch - Daily Happy Hour 4-6:30

2603 N Central Ave 602-264-2295
www.switchofarizona.com

Social Media and Solving Crime

By Officer Ben Harris



The advancement of social media over the last decade has provided some new crime solving tools for law enforcement, while also creating some problems. Block Watch programs have greater networking capabilities, and

awareness is increased in our communities because of information sharing and ease of communication. The challenges we still face are the details that are communicated person to person, and how to avoid putting out information that may tend to create a bias within a community.

A person commits a crime within a neighborhood, and is identified by the victim. Later on, that victim tells the story on the neighborhoods social media forum, with the good intentions of bringing awareness to other neighbors, to look out for the suspect. A picture of the "Bad Guy" is posted. Hundreds of neighbors now have detailed information about a crime that was committed, and a presumed suspect who is still outstanding. The positive aspect of this use of social media is that law enforcement now has hundreds of extra eyes looking out for a specific person.

Unfortunately, there are negative unintended consequences of using social media in this way. In the event that a suspect is still outstanding, and a picture has been posted for all to see, other potential victims & witnesses can become biased in any future incidents involving similar crimes.

For identification purposes, anyone who has viewed the picture of that suspect may not be considered a reliable witness in court, if they are victimized or witness a similar subject committing a similar crime. When posting information on criminal activity, please be mindful that the information you post on any social media site is accurate, reasonable, necessary, and will not create a bias for future incidents.

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And now you have a puppy...in an apartment

By Tom Simplot



If you have visited the Hance Dog Park lately, you can see that there are lots of new puppies joining in the fun. As urban dwellers, we need to adopt a plan of action before adopting a dog. For years, I had two older golden retrievers, and moving them into a high-rise went fairly easily. They quickly took to high-rise living, because their age and temperaments made it a smooth transition.

A few weeks ago, I brought home Sophie, my first puppy in years. She's reminding me every day that there's a unique set of responsibilities when you have a young one in an apartment! House training Sophie requires more time and commitment. When I'm up, she needs to be out. Sometimes, in these early days of house-breaking, we have made frequent trips downstairs to the grassy corner so we can train. Once we have this training down and she's a little older, she can wait a little bit, but for now, her needs come first!

Some communities will allow you to house train your puppy on the patio or deck. Check your lease before bringing your new family member home. And NEVER leave your dog outside on a patio or balcony alone. Be very careful about this as puppies are curious and don't understand heights.

Spend time exercising your puppy! It creates a healthy bond for you and the new family member and you want to exhaust your puppy so they will sleep while you are away at work. Puppies can be particular destructive if they are bored or anxious, so you want to tire them out before you leave them for hours. Find toys that your puppy enjoys so they have things to do while you're away at work. Don't allow your puppy to play with or chew any of your personal items while you're home. They assume those are fair game when you're gone too.

Check out the Arizona Humane Society for tricks on working with your dog on separation anxiety issues. Puppies who are left alone can be prone to barking, because they are calling out to you. In an apartment community, this can be very disruptive to your neighbors. Work on teaching your dog how to cope with your absence and give them things to do.

Keep your puppy on a leash at all times, until you are in a safe play area. Dog parks are great for socializing and more apartment communities are adding them. Most cities also feature off-leash parks where your puppy can play and socialize with other dogs.

Register your pet with the County and get a license. Lost animals are often returned through the County but it's critical that you license your new puppy.

And lastly, volunteer with others once a month to keep the Hance Dog Park clean and ready to use!

<http://www.azhumane.org/adopt-a-pet/pet-behavior-tips/>
[This column originally appeared in substantially similar form in the Arizona Republic.]

A Message from Councilwoman Laura Pastor, District 4



Welcome to 2015! 2014 came and went very quickly and I have enjoyed my first year in office. Thank you for all the support and hard work you are doing in Midtown.

We are going to kick-off 2015 with a big event that will have an impact on the city. The Super Bowl will be taking up several city blocks for the NFL Experience and Super Bowl Central leading up to game day on February 1, 2015. Most of the hotels and Convention Center will also be in use during this time to house the various NFL personnel, teams and media that will be descending on our city. Light rail will be in full use during this time but what a great way for out of town visitors to see our great city!

The General Plan proposal - PlanPHX - will be coming to a vote in August 2015. Thank you for taking the time to be part of the process. The General Plan is a long-range planning guide for our city, addressing issues ranging from transportation and land use to our energy and natural resources. It is also a great place for us to build on initiatives already in progress with the city such as the bicycle infrastructure, historic preservation and the investment in our parks. During the first quarter of 2015, the Plan will come before the Phoenix Planning Commission and then to the Phoenix City Council for approval.

RelInventPHX was another major initiative that we embarked on this year, and again Midtown's participation was fantastic. The draft Transit District Plans will be ready for public comment in March and I again hope you will take the time to give your thoughtful input to this very important initiative for our city.

We will be continuing our Coffee Chats and other community meetings in 2015 and will send out dates and times via our newsletter and Facebook. We are going to move them around in the hopes that we are reaching as many people as possible. To sign up for our newsletter, please go to our website at Phoenix.gov/district4.

I look forward to spending time with you at the 3rd Annual Sunday Off Central on March 15th.

Here's to a bright 2015!

Best Wishes,

Laura Pastor
Councilwoman, District 4



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ALL PUPPET PLAYERS ARE COMING TO MIDTOWN!



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Puppet Wars
May 15 - 30

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Oct 2 - 24



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Our MMDNA President, Susan Thompson interviews a Puppet

S: I've never interviewed a puppet before.

P: It's easy! If it will put you at ease they say I am the Don Draper of puppets.

S: That does put me at ease.

P: Told ya.

S: Your theater company has bounced all over the Valley, from Peoria to Mesa. Why choose Midtown, and the Viad specifically, as your final stop?

P: You have Arizona Opera, Phoenix Theater, the Heard Museum and we just thought, 'you know, the one thing this arts epicenter is really needs more of: Wisecracking puppets for adults.'

S: So your shows are not for kids?

P: Almost none should be seen by kids. Although, we are doing Puppet Wars this coming year and that will be very kid friendly.

S: I notice you tend to do a lot of spoofs on current or classic books and films. Is there a method to the madness?

P: Oscar Wilde once said, "Talent borrows, genius steals." I like that. I also like Oprah's famous quote, "I do what I want." I subscribe to both.

S: What can someone expect out of your shows?

P: We have taken Muppet style puppets and the puppet styling of Avenue Q and mixed it with pop culture references, audience interaction, improv, and harnessed it into original shows that you can't get anywhere else.

S: What would you like to accomplish while in Midtown?

P: To create a lasting theater company that thrives in the community. Also, I would like Pizza People to be more inclusive in their name. I like pizza too, "Pizza People"! Why can't it be Pizza People and Puppets?

S: Anything else?

P: How about an Old Fashioned and a nice cigar?

S: You are like Don Draper!

P: Told ya.

Hance Park Update By Louise Roman



Maybe you have been wondering what is happening in and around Hance Park since 2,000 Phoenicians attended the celebration/presentation of the new Hance Park Master Plan last March.

Well this nascent private public effort is moving forward. The Conservancy has signed an agreement with the City of Phoenix that structures our collaboration. We have an official 501c3 non-profit designation which enables us to plan our fundraising strategy. Conversation about a joint venture with the Phoenix Parks Foundation to support urban parks has begun as we recognize strength in partnering with this long established and respected group. We know it will take donors large and small to make Hance Park the signature urban park in Central Phoenix.

Other developments: The Hance Park Master Plan Design Team is in negotiation with the City of Phoenix Parks and Recreation Department about a continuation of their contract. This work will most likely include more detailed phasing strategies and cost estimating of various elements, particularly the economic impact of improvements to the park identified in Phase 1 of the master plan. (details at www.hanceparkconservancy.org)

ASU students from the College of Public Programs class titled "Creating Community," taught by Professor Dale Larsen, are adding to our understanding of how the downtown ASU community of students, faculty and staff views and uses Hance Park. We look forward to strengthening our linkage to ASU. We understand the importance and great potential of the ASU downtown community's joining our efforts to activate Hance Park.

Hance Park was again the site of the ever-expanding Phoenix Festival for the Arts in midDecember. Phoenix Center for the Arts has also organized, with Conservancy support, MUSIC MONDAYS, free from 5 – 7 every Monday in the Hance Park plaza area just south of the Library. MeetMeDowntown runners/walkers who do the downtown to midtown fitness loop every Monday evening (www.meetmedowntownphx.com) are invited to stop for the music, hydration, and conversation with Conservancy volunteers. (Meetmedowntown is sponsored by Blue Cross Blue Shield of Arizona and FitPHX, in partnership with Downtown Phoenix, Inc., Phoenix Parks Foundation, CityScape, The Corner, Sole Sports Running Zone and Meet Me Concepts). We are happy that Hance Park is on their loop and we look forward to this weekly event growing and growing. The Hance Park Conservancy's monthly meetings are the first Thursday of each month, 4:30 – 6:00pm at the Burton Barr Library, Fourth Floor Conference Room. All are invited to attend! Thanks for your continued interest in Hance Park. We look forward to seeing you at our meetings and/or in Hance Park soon!

RECOGNIZED. RESPECTED. **RECOMMENDED.**



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