

MIDTOWN MUSE



in this issue:

What is Your MMDNA Doing?	3
Easy Riding	3
What is the Shared Lane Marking on Central Avenue?	4
Spotlight on Midtown Business: Durant's Never Closes	5
Car Corner: Can I Get an Estimate?	6
How the Streets Got Their Name: Alvarado Road	7
Community Calendar	8,9
Block Watch: Partner in Our Community's Safety	10
Photos from Sunday Off Central	11-13
Hance Park Update	13
PlanPHX Prop 100:	
A Vision to Guide Phoenix Planning & Growth	14
Save the Date/Volunteer - Midtown Urban Living Tour	15

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What is your MMDNA doing this quarter?

Hello Midtowners!

by Susan Thompson

Our neighborhood is booming with accomplishments this year. We had our 3rd Annual **Sunday Off Central** block party in March with over 60 vendors, music, kidzone, and 500+ attendees. Thanks to Margaret Wright for all the event photos that you'll see in this issue.

As we move into the summer months, MMDNA is continuing work on projects that impact the aesthetics and viability of our neighborhood. We are enjoying new restaurants, like **Corduroy**; galleries, such as the **Lisa Sette Gallery** at 210 E. Catalina; and **All Puppet Players**, a new theatre group performing in the Central Arts building.

Our work with Reinvent Phoenix was approved by the City Council in May and is amping up. This plan is very important to our goals as a neighborhood and your support is appreciated. Already MMDNA efforts have led to commitments by the City of Phoenix to begin work on the infrastructure for the 3rd Street Promenade, which has languished for years. (Look for more info on this project in coming issues of the MUSE.) The iron is hot and we will be moving forward with additional visible efforts to make Midtown a truly walkable urban community.

MMDNA has grown exponentially in its short eight-year history. We have a successful annual Urban Living Tour on the first Saturday of November, and our annual Sunday Off Central block party in March. Our representation with Reinvent Phoenix is our newest focus and we need you and your support. We need volunteers to sit on our event committees and to provide leadership in developing our infill and adaptive reuse projects in our neighborhood. Without you, we cannot take the important next steps in creating the neighborhood we all want. Central Avenue is increasingly important as Phoenix's major urban thoroughfare with developing residential, arts, business, and social venues. Check out KJZZ's recent story on the Midtown section of Central - <http://theshow.kjzz.org/content/122499/central-phx-mcdowell-road-bethany-home-road>

Our next quarterly meeting will be Wednesday, September 16. Check our website - www.MidtownMuseumDistrict.org or Facebook for location, or call 602-758-3129.

The MMDNA Board:

Susan Thompson	President
Margaret Dietrich	Vice President
Margaret Wright	Secretary
Jason Mazanek	Treasurer

Glenn Cushman
Austin Head
Gerald Muniz
Jay Russett

Easy Riding

By Lisa Parks, Grid Bike Share Community Outreach Manager



Grid Bike Share is a transit system consisting of a network of stations where bikes are publicly available for short-term rental through several different fare options. These green bikes will help you connect with Valley Metro by solving the 'first-mile, last-mile' problem. Most

trips are typically short and quick, usually less than two miles. Currently, there are five Grid Bike Share stations within the Midtown Museum District neighborhood and 33 others in the surrounding area with more to come!

Renting a bike is easy. You can sign up for an account at www.gridbikes.com or from the Social Bicycles mobile app. The Prepaid plan starts at \$5 and is perfect for occasional riders. More frequent riders may want to choose a Monthly membership for \$30 per month or an Annual membership for \$79 for a year (\$59 for students). The Monthly and Annual memberships include 60 minutes of cumulative riding time every day.

Once you sign up for an account, you'll have an account number and PIN that you'll enter on the back panel of the bike to unlock it. Put the onboard u-lock in the holster and you're ready to ride! One of the things that sets the Grid Bike Share apart from other bike-share systems is that you can lock the bikes outside of a station for a small \$2 convenience charge. Return it to a rack and you'll get a \$1 credit. And if you'd like to make a quick stop along the way but don't want to give up the bike you're riding, simply put the bike on hold for up to an hour using the keypad before locking the bike to a rack. This will keep the bike in your name (with the clock still ticking) and you'll have the bike ready for you to hop on again. Need to hold it for more than an hour? You can return to the bike before the hour is up and follow the instructions to extend your hold.

For more information, and to see a map of the stations, visit www.gridbikes.com.

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What is the Shared Lane Marking on Central?

Until recently Central Avenue between downtown and Camelback Road did not have a dedicated bike lane. Where other streets have, for example, a combined bicycle lane/motor vehicle turn lane with a designated space for through-moving bicyclists, bicyclists were forced to ride on the sidewalk if they wanted to use Central Avenue safely.

Recently, pursuant to the bicycle master plan adopted by the Phoenix City Council on November 18, 2014, Central Avenue through Midtown was designated as a "Bicycle Route" with a shared lane for both bicyclists and cars. The new symbols painted in the middle of the right lane in each direction indicate that bicycles have full right of way, as do cars. Naturally, care must be taken by both to avoid collisions.

"Getting a reputation as a bike-friendly city is important to our economy," Mayor Greg Stanton said. "One of the things recruiters look at is whether we are a multi-modal city, a bike-friendly city. Becoming a bike-friendly city is a real, very important issue if we're going to recruit the right kind of jobs to our city."

The bicycle master plan identifies bicycle lane goals that vary in length and scope and provide better access by closing gaps in the existing bicycling infrastructure. Improvements in the plan range from striping changes, new bike lanes, traffic lane reductions, canal bank enhancements, improved signs, bridges, tunnels and bicycle detection at traffic signals.

The plan, developed in conjunction with other city initiatives such as Complete Streets and the Downtown Transportation Study, builds on the 1988 City of Phoenix bond initiative when voters approved funding to construct more than 300 miles of bike facilities, including bridges and tunnels. As funding becomes available, the plan could add 120 new bikeway miles to the existing 700-plus miles throughout the city, and also will provide an additional 180 intersection improvements to facilitate safer crossings for bicyclists. Completing the projects identified in the plan will cost an estimated \$53 million.

Extensive input for the plan was obtained from the local bicycling community, city departments and agencies such as the Maricopa Association of Governments, Arizona Department of Transportation and Valley Metro. In addition to these efforts, a new mayor's task force made up of bicycle advocates from all council districts was created to help develop the plan.

Funding for ongoing implementation of the bicycle master plan is included in Proposition 104, aka MovePHX, which will be on the City ballot on August 25. The MovePHX campaign in support of Proposition 104 is an "all-of-the-above" transportation plan that will expand light rail, bus routes, and bike infrastructure, as well as improve our aging streets. It is a smart plan for our future that will alleviate congestion as we grow. The population of Phoenix is projected to almost double over the next 30 years. Proposition 104 will provide people transportation choices to maintain our excellent quality of life.

Proposition 104 helps every Phoenix resident, whether you travel our city by car, bus, train, bike or on foot.



Spotlight on Midtown Business: Durant's Never Closes

Editor's Note: In celebration of the 60th anniversary of Durant's iconic Central Avenue restaurant, Arizona producer and director Travis Mills and Running Wild Films are making a movie about a day in the life of the legendary Jack Durant, the restaurant's founding owner. The movie stars Tom Sizemore as Jack Durant, Michelle Stafford and Peter Bogdanovich. Recently we interviewed Mr. Mills to learn about the movie.

1. What updates do you have for our readers on where you are with the film Durant's Never Closes?

The film is finished and had a preview showing recently at the FilmBar in Phoenix. We're excited to have it done and to have had such a good audience response.

2. To what lengths did you have to go to recreate the Durant's set inside your filming location?

For example, we know when Durant's was being renovated the wallpaper had to be completely reproduced to keep the original design. We were able to track down the same wallpaper and for the most part re-create the set with accuracy while taking some liberties with the design.

3. Do you have a tentative premier date and location?

After the private test screening this summer, we have begun submitting to major film festivals. I anticipate that it won't be till early 2016 that the film will premier publicly in Phoenix.

4. Independent film makers face a unique challenge even for a great film: distribution. What steps are you taking to secure distribution of the completed film?

We are currently talking with some distributors about the film. It's a new process for us and it has a lot to do with connections, which we are continuing to make.

5. What was the process like in raising funds for *Durant's Never Closes*?

Fundraising is incredibly difficult. We found investors, which is not easy because we are still an unproven entity at this budget level. Running a Kickstarter Campaign for the rest of the funds was also very difficult. It's a full time job.

(continued next column)

6. Was this script circulated among the major film producers and studios before you undertook production?

No. I wrote this script based on the play and books with the aim to produce it ourselves from the start and it stayed that way.

7. Independent film makers are often accused of producing 'vanity' projects - films intended to showcase the work of a specific actor or director. Why should this film be viewed as something more than a demonstration of your directing skills or a specific actor's skills?

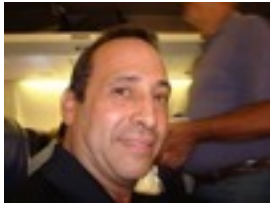
Every film we do is about the story, without exception. All we are trying to do at Running Wild Films and 5J Media is tell good stories. There is no agenda beyond that. The same ethic applies to *Durant's Never Closes*.

Yes, I think it will be a showcase of Tom Sizemore's (who plays Jack Durant) acting and yes, I know that it will show our craft at its best so far, but this is all about making a good movie and in the end it



Could you give me an estimate?

By Roger Cahill



If you've owned a vehicle for any length of time this question seems to always come up when service or repairs are needed. With the cost of maintenance and repairs today, it seems to make good sense to try

to get the best deal possible before you have the work done. **But how do you know if you've made the right choice?**

Years ago calling around for the best deal made sense, mainly because of the subtle differences between car manufacturers. Now fast forward to today's complex works of art, where taking for granted even the most fundamental maintenance procedure could void your warranty or even worse become catastrophic.

Vehicles today require specialized proprietary fluids that are critical to the life and function of the engine and drive train components. These specialized fluids require specific procedures that must be followed, while some require using specialized equipment to communicate with the vehicle's power train computer.

Specialized fluids, procedures and equipment are useless without specialized training, education and experience. Having experience isn't enough anymore. Education and training will save you time, money and stress when having your vehicle serviced. These alone will ensure that when you ask for an estimate, you'll know exactly what needs to be done and why.

Asking questions about your vehicle is a good place to start when searching for an estimate. Experienced professionals like us will take the time to explain what's involved and what you may be up against, breaking things down for you so you have a clear understanding. If you are still unsure, give us a call. I will personally help clear the air and answer any automotive question(s) you may have. Through education my goal is to help consumers understand the complexity of today's modern automobiles.



How the Streets Got Their Names: Alvarado Road

By Derek D. Horn



During the past year this column has explored the naming of Midtown streets and the history behind them. This time we explore the naming of one of the most unusual street combinations in central Phoenix: Alvarado Road North and Alvarado Road East.

Alvarado can be translated as "a place on the hot plain" or "dweller by the white hill or dry land," both appropriate to this area as they suggest heat and dryness. The name first shows up in North America as the surname of Pedro de Alvarado who was a Spanish soldier and aide to Hernando Cortez. Whatever its origin, the name is evocative of Spain and Spanish culture.

Alvarado Road North runs between the 1st and 2nd Street corridors from McDowell to just south of Oak Street. It then turns and becomes Alvarado Road East to 3rd Street. There it stops. While "Alvarado" lends its name to streets intermittently to the west, there is no eastern extension beyond 3rd.

Both streets run through the Alvarado Historic District which was originally part of the land holdings of Dwight and Maie Heard. The Heards developed the first Los Olivos subdivision plat with 25 lots over 160 acres. The intent was to have large estate homes surrounded by lush, green grounds, and they chose Alvarado as a street name. While this cannot be tied to any particular person or event, the Heards had an affinity for Spanish style, so it makes sense they would choose a Spanish term for the main road through the neighborhood.

Los Olivos was originally platted in 1907. By 1920 only a few homes were constructed, and, subsequently, the area was further subdivided several times to reduce the lot sizes to make them more attractive to builders and buyers. These replattings are the reason Alvarado Road North jogs a few times.

By the mid-1920's the area began to take off. This could be attributed to a reliable source of water provided by Roosevelt Dam; the establishment of a main line railroad that opened up markets for agricultural goods produced in Phoenix; or the smaller lots. Whether it was the water, the railroad, or the lot size, or other factors, the Alvarado neighborhood boomed as prosperity came to Midtown, and most of the district was built out by 1932.

Today Alvarado is a pleasant area of medium and large period revival homes on irrigated lots and quiet streets. Not much has changed since the 1930's, and this includes the staggered trajectories of Alvarado Road North and East.

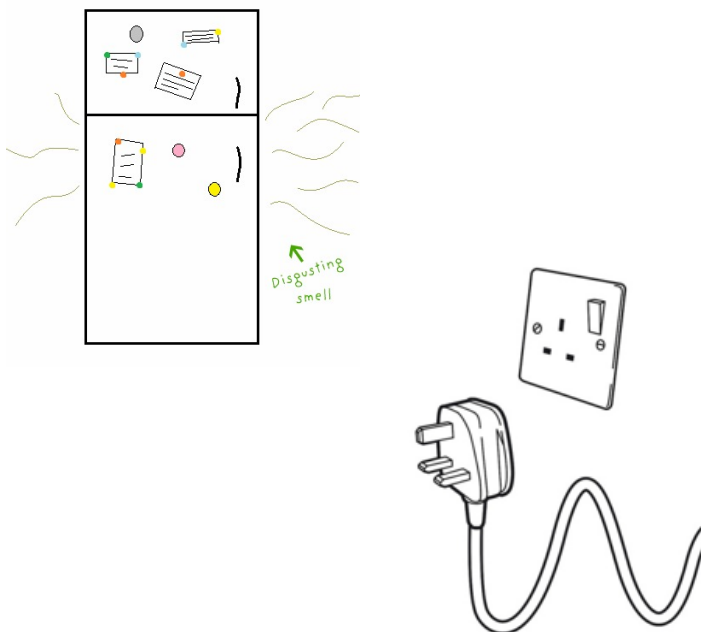
APS and SRP Offer Helpful Refrigerator, Freezer and Air Conditioning Resources

Do you need a new fridge or freezer? APS or SRP will pick up your old fridge or freezer FREE! They haul it away and give you a rebate as well. A newer, more efficient unit will save on your energy bill.

When you are ready to recycle your old fridge or freezer, visit www.aps.com/turnitin or www.savewithsrp.com to schedule your free pick up.

What do they do with those things? Their components can be reused to develop new materials, appliances and electronics. Refrigerators and freezers contain materials like plastic, metal and glass. When recycled, 95 percent of their components can be reused in manufacturing cement, rebar and even cell phones and laptops. Recycling even one refrigerator can save ten pounds of insulation from going to our landfills, which is equivalent to the emission reduction of taking two cars off the road for a year.

Are you considering a new air conditioning unit? APS and SRP are offering rebates (*amounts vary*) if your new unit is installed by a participating contractor in accordance with their quality installation standards. The unit will probably work about 20% more efficiently which will save on your monthly utility bill. For APS visit www.aps.com/ac or call 602-371-3636. For SRP visit www.savewithsrp.com/rd/coolcash.aspx or call 602-264-3108. You need to go to the provider for your area to take advantage of these offers.



Power Outage Tips

The monsoon officially began June 15th and we have already seen some impressive storms. Here are a couple of tips to protect your equipment when the power goes out.

- Unplug nonessential appliances or equipment to help protect against voltage fluctuations and circuit overloads that may occur when power is restored.
- Keep your refrigerator and freezer doors closed to conserve the cool air inside.

Identity Protection Tips

- **When you are writing checks** to pay on your credit card accounts, DO NOT put the complete account number on the "For _____" line. Instead, just put the last four numbers. The credit card company knows the rest of your number and anyone who might be handling your check as it passes through the check processing channels will not have access to it. This is also true of tax payments. Just put the form number and the last four digits of the Social Security Number on the check.

- When your wallet is lost or stolen:

Make a copy of both sides of any identification card and credit card in your wallet. If the wallet is lost or stolen, you will know what was in it and who to call to report the items missing. We know to cancel the cards immediately, but the key is having the toll free numbers and card numbers handy so you know whom to call. Then keep the copy where you can find it easily.

File a police report immediately in the jurisdiction where your credit cards, etc were stolen. This proves to credit providers you were diligent and this is the first step toward an investigation.

Then contact the three national credit-reporting organizations immediately to place a fraud alert on your name and report to Social Security. The alert means any company that checks your credit knows your information was stolen.

Equifax www.equifax.com

1-800-525-6285

Experian www.experian.com

1-888-397-3742

Trans Union www.transunion.com

1-800-680-7289

Social Security Administration (fraud line)

1-800-269-0271

COMMUNITYCALENDAR

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602-266-7464 www.azopera.org
10/16-18 Arizona Lady

Arizona Opera at 1636 N Central Ave

10/2 6:30 Operatif - Arizona Lady

Arizona Theatre Company at the Herberger

602-256-6995 www.arizonatheatre.org

Ballet Arizona

602-381-1096 www.balletaz.org
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9/26 **Ballet Under the Stars** - Steele Indian School Park

Burton Barr Public Library - 1221 N Central Ave

602-534-5208 www.plfriends.org
602-262-4636 www.phoenixpubliclibrary.org
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Cutler-Plotkin Jewish Heritage Center - 122 E

Culver
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Great AZ Puppet Theater - 302 W Latham

602-262-2050 www.azpuppets.org
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Hance Park - north of Roosevelt

between 3rd St & 3rd Ave
Enjoy 32 acres of green space - www.hancepark.org

Heard Museum - 2301 N Central Ave

602-252-8840 www.heard.org
through 8/23 Super Heroes: Art! Action! Adventure
First Fridays at the Heard 6-9pm
Sundays in July free general admission

Irish Cultural Center - 1106 N Central Ave

602-258-0109 www.azirish.org
McClelland Irish Library now open-check website for times.
Classes, dances and special events

Japanese Friendship Garden 1125 N 3rd Ave

602-256-3204 www.japanesefriendshipgarden.org
Closed for the summer. Reopens 10/1

Phoenix Art Museum - Central and McDowell

602-257-1222 www.phxart.org
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Phoenix Center for the Arts - 1202 N 3rd St

602-254-3100 www.phoenixcenterforthearts.org
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Phoenix Symphony

602-495-1999 www.phoenixsymphony.org
2014-15 Season opens 9/18 with Tito Munoz
9/27 Super Heroes

Phoenix Theatre - 100 E McDowell

602-254-2151 www.phoenixtheatre.com
9/9-10/4 Chicago

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

(continued on next page)

COMMUNITYCALENDAR

MMDNA Events

602-758-3129 www.midtownmuseumdistrict.org
Board meetings - first Wednesdays
9/16 Quarterly Neighborhood Meeting
11/7 3rd Annual Urban Living Tour
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Events in the Area

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First Fridays and Third Fridays every month
www.artlinkphoenix.com

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 Rollover Doughnuts 7am

Nightlife/Happy Hours

Alexi's Grill - Happy Hour M-F 3-7pm
3550 N Central Ave
602-279-0982 www.alexisgrillphx.com

Clarendon Hotel Skydeck
401 W Clarendon Ave
602-252-7363 www.theclarendon.net/roof

Corduroy - Happy Hour Tue-Sun 4-6:30
2601 N Central Ave
602-374-7585 www.corduroyaz.com

Kobalt - Daily events
Park Central
602-264-5307 www.kobaltbarphoenix.com

(Nightlife continued from previous column)

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 daily 3-6:30pm
1326 N Central Ave
602-795-7954 www.pizzapeopleaz.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 Ave
602-241-8994 www.wildthaiger.com

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(continued in next column)

You are an Important Partner in Our Community's Safety

By Ben Harris, Community Action Officer

Hello everyone! I hope all is going well for you in 2015. For us in the Mountain View Precinct, the year has passed with some real challenges. We are strained with less than ideal manpower, and we have seen a burglary spike in some of our neighborhoods. Despite excellent, hard-working officers working on these problems, we still need much help and participation from you. Crime prevention at the citizen/resident level will always be important to us and I hope that we all stay vigilant for ourselves and each other.



As many of you are aware, our city has seen difficult financial times in recent years. An unfortunate effect has been the reduction in our street uniform presence. Our patrol officer ratio is now approximately one officer per 5,000 residents. Many of the typical "patrol" activities that we took for granted five years ago are now more difficult to accomplish today because of limited manpower coupled with the regular call volume.

Where previously officers were available to drive through neighborhoods, check alleys, stop suspicious persons, and conduct follow up investigations, increasingly officers do not have time to do this typical patrol work.

As we try to do more with less, I encourage you to stay vigilant and engage in some basic tenets of crime prevention:

Know your neighbors next to you, across the street, in the parking garage and in the alley behind. Know what vehicles they drive, so that if you see their car or truck in the alley, it will not look strange. When you do see a strange person or vehicle, please watch the behavior for a minute and call police to request an officer check if the behavior is concerning or criminal.

Get out into your neighborhood! Walk with your dog(s), children, significant other or ride a bike and be seen. Crime thrives on anonymity, opportunity, and apathy. By simply by being out in the neighborhood and watching, you remove an element of perceived apathy in your neighborhood. Calling police about and watching suspicious persons, vehicles, or incidents can help remove the anonymity and opportunity factors.

Lock locks, close doors and windows, set alarms! Things out of sight are out of mind, and home alarms that are not set will not deter a burglar. Regarding home alarm systems, if you do not have one there are many products on the market that are not the traditional systems that require contracts, or have expensive monitoring agreements. Some of these systems can be purchased online, tailored to your specific needs, and set up and installed by you. There are also video monitoring systems available online and at local retailers that link to your smart phone and give alerts.

Keep a record of your valuables, especially those with serial numbers. We have requirements with pawn shops and other resellers that they record precious metal purchases and serial numbered items and report them to us. We find stolen property in this way and, although the process of getting the items back to the victim can be protracted, this results in burglary suspects being identified. If we take out one burglar, we often prevent 10 more burglaries! Document serial numbers and photograph valuables!

For more valuable safety information go to <http://www.phxblockwatch.org> for more valuable safety information.



(continued in the next column)

Sunday Off Central - March 2015

Top Left: Sunday Off Central Banner



Top Right: Our banners wave in the wind.



Bottom Left: The Pickle Lady gets ready for a busy day.



Bottom Right: MMDNA President Susan Thompson welcomes an arriving vendor.



Top Left: Loyal volunteers help set up the MMDNA booth.



Top Right: Board member Gerald Muniz watches for arriving vendors.



Bottom Left: A young helper waits to help set up a booth.



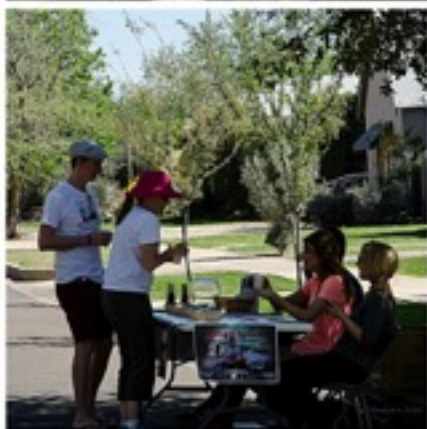
Bottom Right: Food trucks start to arrive.

Sunday Off Central - March 2015

Left: Soon things were in full swing.

Top Right: We had a fire truck for a while.

Bottom Right: Officer Ben Harris hands out informational brochures.



Top Left: Downtown Ambassadors explain the resources available.

Top Right: More food trucks.

Bottom Left: Street scene.

Bottom Right: MMDNA Board President Susan Thompson and Board Member Austin Head chat with performers advertising a show.

Sunday Off Central - March 2015



Top Left: Fresh flowers for sale and decorating the street.



Top Right: Exploring the Children's Museum interactive pipeline exhibit.



Bottom Left: The Bouncy House was busy all day.



Bottom Right: The ever-popular Cupcake Walk is a treat for kids and grown-ups alike.

(SOC photography by Margaret A. Wright: all rights reserved.)

Hance Park

by Cynthia Aguilar, Deputy Director
City of Phoenix Parks & Recreation

Over the past several years the Arizona Department of Transportation (ADOT) has been working with specialists to determine where the water from Hance Park is leaking into the I-10 Tunnel which runs under the park. Work to make the repairs has finally begun. Below is a notice from the Phoenix Parks and Recreation Department about the project.

Phase I of the ADOT repair project is well under way and includes work in areas west of the Central Avenue bridge, including work inside the Japanese Friendship Garden. Phase I repairs and renovation work will take place June-November. Phase II will include work east of the Central Avenue bridge and will take place August 10 through early December. As a reminder, this work is being completed by ADOT to mitigate water infiltration into the I-10 Tunnel, which is a safety concern. Part of this process requires them to dig multiple 20-30 foot wide trenches throughout the park to make these repairs. To make the necessary repairs, they must also install a water proof barrier which requires us to shut down the irrigation system intermittently throughout the project. As a result you will see the turf impacted by this. Please know that maintenance staff will hand water any areas of concern and have also installed a temporary irrigation system within the boundaries of the Japanese Friendship Garden. Staff continues to work closely with ADOT and our partners who are impacted by the project. We will also be providing some signage in key areas of the park to notify residents that the construction is related to the ADOT repair work.

As usual we appreciate your on-going support. Please do not hesitate to contact me with any questions or concerns.
Office: [602.262.4572](tel:602.262.4572)

PlanPHX Prop 100: A Grand Story, A Vision to Guide Phoenix Planning and Growth

Phoenix deserves nothing less than an inspirational vision to guide our future.

Proposition 100 – the PlanPHX update to the General Plan on the August 25 Phoenix ballot – delivers on this promise of a vibrant future, shaping a strategy to guide our city’s future growth.

The PlanPHX Leadership Committee conducted hundreds of public meetings and invited input from thousands of residents through face-to-face discussions as well as from an interactive website, www.MyPlanPHX.com.

We heard story after story describing a city like none other in the world. Phoenix is a “connected oasis” of thriving neighborhoods, natural assets and bold ideas. Building upon this vision, community input provided the foundation for shaping five, overarching core values that emerged to guide future planning for Phoenix.

- 1. Residents want to live in a connected city.** People want to be connected to their community of work, play and learning. They want to safely walk and ride bicycles, and have access to the great outdoors.
- 2. Residents want a strong, local economy in Phoenix,** places where enterprises, employers and education thrive.
- 3. Residents want to celebrate our diverse communities and neighborhoods,** honoring the variety of neighborhoods and historic districts where arts and culture abound.
- 4. Residents want to build the sustainable desert city –** recognizing that wise planning decisions today will create an urban desert environment that is unique.
- 5. Residents from all parts of the City want to create an even more vibrant downtown,** which creates an exciting destination for our entire state and region.

As we continue to grow and develop, these Five Big Ideas provide a grand vision and guidance for the everyday decisions our city leaders make.

Most important – PlanPHX provides an ongoing, interactive dialogue with residents through in-person and online forums, inviting community engagement not typical of prior General Plans.

We ask for your support for Proposition 100 – PlanPHX, the 2015 General Plan.



Mo Stein, FAIA, FACHA chaired the PlanPHX Leadership Committee and is Principal and Regional Director for HKS Architects, Inc. in Phoenix. **Carol Poore**, Ph.D., MBA served as Plan PHX Leadership Committee vice chairwoman and is President of Phoenix Phabulous Experience, LLC. **Councilwoman**

Laura Pastor is Co-Chairing the campaign for Proposition 100. See www.MyPlanPHX.com for the full PlanPHX 2015 General Plan and executive summary.

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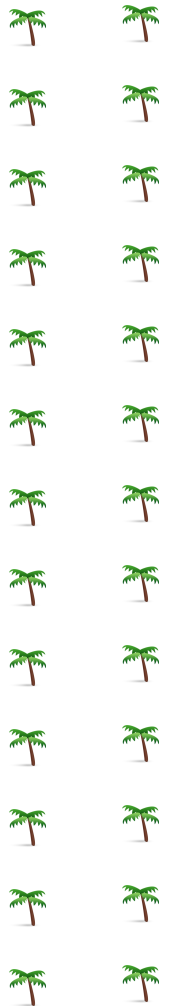
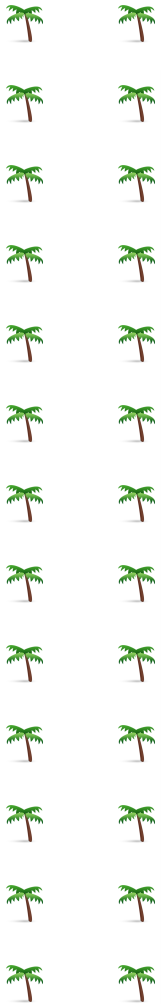
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