

MIDTOWN MUSE



From Midtown...

You can see forever.

Join Us for the 3rd Annual
Midtown Urban Living Tour

Saturday, November 7
11:00 am to 5:00 pm

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What is your MNA doing this quarter?

Hello Midtowners!

by Susan Thompson

Although the summer months find us burrowing into dark air-conditioned rooms, binging on our favorite Netflix series or on the San Diego coast enjoying the waves and fresh seafood, our Midtown neighborhood representatives have been hard at work.

This June, we spent a full day in retreat mode reflecting and considering our next developmental move. We looked at the last seven years with great pride and sometimes astonishment with what has been accomplished. We were featured on KJZZ's Living on Central series and much of that report focused on the transformation of Midtown.

We are seeing new developments, in all stages of progress, from planning to construction, throughout Midtown (**see our new column Midtown Rising for details and updates**). Restaurants continue to develop – check out the Ocotillo at 3rd Street and Flower. Rumor has it this will be a concept modeled after Culinary Dropout's The Yard...the beginnings of a 3rd Street Promenade vision from ReinventPHX.

With our expanded involvement as leaders in our community, we revisited our mission and determined our organization would benefit from obtaining 501(c)3 federal tax-exempt status (*to assist us in raising money from corporations and individuals*) and new branding to accomplish our growing goals. At our September 16th quarterly meeting we announced a new name: **Midtown Neighborhood Association** and our new 501(c)3 status. This evolution better serves our mission to *Inform, Influence and Improve* Midtown for those who work, live and play here.

Join us for this new expansion by being a part of our volunteer crew. The next **Midtown Urban Living Tour** is scheduled for November 7th and we need people to assist at participant buildings, at the registration site at Regency on Central, and for other jobs in the days leading up to the Tour. Contact Margaret Wright (margaret2.mmdna@gmail.com) if you are interested.

As a part of our corporate reorganization, all Board positions will be open for election at our Annual Meeting in December. If you are passionate about Midtown and think you could contribute to our goals, we'd love to have you consider running for one of the Board of Director positions. Contact me at susan.mmdna@gmail.com for more information or to submit your name for consideration.

The Annual Meeting, including elections of Board members, will be held on December 2nd at 6pm at Pizza People Pub (1326 N. Central). Join us for information, refreshments and neighborhood fellowship – see you there!

The MMDNA Board:

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

Glenn Cushman
Austin Head
Jay Russett

Contact us: info@midtownmuseumdistrict.org
602-758-3129, www.midtownmuseumdistrict.org
follow us **on Facebook**.

3rd Annual Midtown Urban Living Tour

By Jay Russett

The **Midtown Neighborhood Association** is excited to announce the **3rd Annual Midtown Urban Living Tour**, to be held on November 7, 2015 from 11am – 5pm.



This year's tour will feature six of Midtown's premier high- and mid-rise urban residences, allowing visitors to explore the exciting Midtown Phoenix urban lifestyle. Tour attendees will see chic modern residences along with classic traditional residences in Executive Towers, One Lexington, Regency on Central, Tapestry on Central, Phoenix Towers and Artisan Lofts on Central.

As an example of what you can see on the tour, two owners in Executive Towers are opening their units for you to visit. These units are located on the 8th and 18th floors and offer two entirely different vistas of the Phoenix skyline, highlighted through the floor-to-ceiling glass walls and doors. The entire valley is visible from these two units.



The Midtown Urban Living Tour is designed so participants can experience a true urban lifestyle experience; each building is conveniently located within walking distance of the Metro light rail and bus lines. We will have a circulating trolley running during the tour. Bike racks will be available for those who wish to explore the Midtown area with one of the more common forms of transportation in the heart of the city. With the GRID bike stations located throughout the area, you can rent a bike, use it throughout the Tour and return it to any station you want! (*Go to www.gridbikes.com for how to use them.*)

Midtown is home to dozens of restaurants, world-class museums and an active cultural scene. This is a prime valley location to live, work, and, most importantly, play.

Pre-sale tickets can be purchased online for a discounted price of \$15 until noon on November 7th at www.midtownurbanlivingtour.com; day-of event tickets will be available for \$20 at the Regency on Central at the southeast portico entrance located on Hoover Street. For more information on the **Midtown Urban Living Tour** please go to www.midtownurbanlivingtour.com or email us at info@midtownmuseumdistrict.org or call 602-758-3129.

Spotlight on Midtown Business: Cinna-Bear at Park Central – A Story of Survival

By Leo Pietranczyk

Hi, my name is Leo Pietranczyk and this is how Cinna-Bear came to be. I always enjoyed baking, helping my mom make different desserts when I was a kid. When I was in high school the Village Bakery hired me for dishwasher and clean-up duties. I learned things and saw the hard work that goes into being a baker.



I moved to Phoenix 1986 with my partner, William Bales. We came across a business called Mrs. Powell's Cinnamon Rolls that was for sale. So January 1, 1989 we became the owners. The shop is located in Park Central Mall on the northwest side. The Mrs. Powell's people came to our shop for a week to train us on how to make the product. In the beginning the mall was very busy. Then in late 1990, JC Penney's left Park Central, followed over the next few years by all the remaining retail stores.

In 1993 my partner William Bales passed away. Because he was the one who had signed the franchise agreement with Mrs. Powell's, after several months of legal wrangling with the franchise company over ownership and management of the franchise, I decided to close the Mrs. Powell's franchise and re-open as Cinna-Bear, my own business.

After the many retail stores left, it became very quiet at Park Central, but by 1995 there was construction going on all around the shop, converting the buildings into office space, which made me happy. Today the offices around me are more than half empty, but I'm still hanging on for the loyal customers that I have, and any new ones looking for a few bites of delightful decadence.

The Arizona State Fair is back....



Fall fun arrives on Friday, October 16 when the 2015 Arizona State Fair opens and runs through Sunday, November 8. Open Wednesday through Sunday, the Fair offers thrilling rides, interactive exhibits, uniquely fabulous food, and more than 2,500 animals on displays.

In addition, an exciting variety of new attractions can be found, including Sweet! - A Tasty Journey, presented by Sears Vacations; Encounters: UFO Experience; Something Ridiculous; Mindworks!; and Welde's Big Bear Show.

Returning favorite attractions include Great American Petting Zoo; Native Spirit Dancers; The Hangout, presented by Hensley Beverage Company; Tyzen the Hypnotist; and the Backyard. The 2015 Concert Series features an eclectic mix of recording stars, including Sheryl Crow, Bret Michaels, Jane's Addiction, Gary Allan, Jason Derulo, Jackson Browne, Meat Loaf, Rick Springfield and THIRD DAY.

General admission concert seating is FREE with Fair admission, but reserved seating tickets can be purchased at www.azstatefair.com/tickets starting 10 a.m., Saturday, September 12.

Dirt churning excitement in the Grandstand Arena includes Demolition Derby, Figure 8 Racing, Quarter Midget Racing, October Bash Fest Featuring SR1 and Democross, Grand Canyon State Promotions presents Monster Trucks & FMX show, High School Rodeo, and All-Indian Rodeo.

Additional information and discounts can be found at www.azstatefair.com.

Hance Park Update

By Cynthia Aguilar, Deputy Director
City of Phoenix Parks and Recreation

Phase I – West End

The ADOT repair project continues to progress at Hance Park. ADOT has completed Phase I repairs. Irrigation has been turned on which will greatly improve the condition of turf and trees. The irrigation had to be shut off because ADOT had to install a water proof barrier system in multiple areas of the park, a critical part of their project to mitigate water infiltration into the I-10 Tunnel.

Restoration work in the Japanese Friendship Garden is scheduled to be completed prior to their usual October 1 opening. We are happy to report that the trees that were removed and salvaged as part of this project have survived nicely. Restoration work in park areas is in progress including planting of trees and plant material as well as overseeding the park, which will provide us with lush green grass throughout the winter.

Phase II – East End

Phase II work began on schedule on August 10. Irrigation had to be shut off resulting in yellowing of the grass. Irrigation to the trees will be on and off intermittently. Trees will continue to be assessed by our arborist and hand watered as needed to ensure their survival. Phase II ADOT repair work is scheduled to be completed by October 30, with restoration work taking place through December.

Please note all dates listed are only expected completion dates which can change depending on weather and other unexpected circumstances. The Parks Department and ADOT are committed to fully restoring Hance Park.

Please contact me directly with any questions or concerns. We appreciate your patience throughout this project.
Office: 602-262-4572

Home Security Tips

By Ben Harris, Community Action Officer



ALARM SYSTEMS

Basic alarm systems can do more for us than most people realize. An audible, monitored alarm system does three things: mitigates losses by alerting police, provides valuable data for crime statistics, and adds to the overall security of a neighborhood or building when most homes are equipped. Basic alarms should include sensors on all doors, and window sensors on at least the most vulnerable locations of a house. In addition, an audible high decibel siren should be used to alert surrounding neighbors. This may not be possible in a high rise building, so check with your association and discuss what is practical. Monitoring can have a number of options for alerting the local police. Always check your equipment to limit false alarm issues. More advanced alarm systems may have more sensors to include motion sensors, smoke, and carbon monoxide.

Video surveillance systems for residential use have come a long way recently. There are now products on the market that will allow you to layer another level of home security at very reasonable cost. Self-monitoring: these systems can be separate from or included in your alarm system. They can be wired, or wireless. They can record to onsite hardware or to a cloud based system. These systems can also be set up for live viewing from your smart phone. This allows you to self-monitor your property, and provide accurate and real time information to the Police. When setting up video systems at your residence, place the cameras in order to view areas most likely to be used as ingress/egress for burglars. Home surveillance security systems can be found at many local retailers, home improvement stores, and bulk/wholesale retailers.

SAFES

Small to medium sized safes for residential use are another product that is on the rise lately. Traditional “gun” safes can be used for much more than firearms, although if you own firearms I would highly recommend owning and using a safe. When purchasing a safe, consider its internal volume, external size, fire rating, and lock quality to ensure you will have a lasting product. When using a safe, make every effort to secure it in a location where it would be time-prohibitive to remove. This would include bolting to a concrete floor, or hard framing the safe into the home’s structure after installation. Use a safe for sensitive documents, expensive items, firearms, etc. Laptop computers, electronic tablets, and cash are routinely taken in residential burglaries, and yet these items will fit easily into a typical gun safe.

COMMUNITYCALENDAR

Arts & Culture

ASU Osher Lifelong Learning Institute

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

ASU Institute for Design & the Arts

www.herberger.ASU.edu/Update
Many and various performances. Check it out.

Arizona Humanities Council

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

Arizona Opera at Symphony Hall & 1636 N. Central Avenue

602-266-7464 www.azopera.org
10/16-18 Arizona Lady
11/13-15 Florencia en el Amazonas
Special pricing for the 40 and younger

Arizona Theatre Company at the Herberger

602-256-6995 www.arizonatheatre.org
Until 10/11 Sex with Strangers
10/8-25 Hershey Felder as Irving Berlin
11/12-29 Disgraced
12/30-1/17 Snapshots: A Musical Scrapbook

Ballet Arizona

602-381-1096 www.balletaz.org
Classes in Jazz, Belly Dance and Ballet
10/29-11/1 Coppelia
12/11-27 The Nutcracker

Burton Barr Public Library - 1221 N Central Ave

602-534-5208 www.plfriends.org
602-262-4636 www.phoenixpubliclibrary.org
Book Sale at new location TBA 10/24-25

Cutler-Plotkin Jewish Heritage Center - 122 E Culver

602-241-7870 www.azjhs.org
Film Series 7pm, free:
10/13 Prime Ministers: The Pioneers
11/3 Shanghai ghetto
12/8 First Basket (basketball)
Book Discussions 7pm, free:
10/15 Ally: My Journey Across the American Israeli Divide
11/19 Peony: A Novel of China
12/10 to be determined

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

www.hancepark.org

Heard Museum - 2301 N Central Ave

602-252-8840 www.heard.org
Native + You on First Fridays - free
10/16-18 Annual Shop Sale
10/24 Moondance
11/14-15 Spanish Market
11/27-29 Ornament Marketplace
12/26-31 Holidays at the Heard

Irish Cultural Center - 1106 N Central Ave

602-258-0109 www.azirish.org
Classes, dances and special events
11/15 "Friends" Potato Dining event

Japanese Friendship Garden 1125 N 3rd Ave

602-256-3204 www.japanesefriendshipgarden.org
10/23-24 Moonviewing Festival (*very popular*)
Classes being offered this Fall. Check them out.

Mill Ave Chamber Players - Central United Methodist

602-492-1678
www.millavedchamberplayers.com
10/11 Summer Music by Samuel Barber
11/8 Autumn Music by Jennifer Higdon

Phoenix Art Museum - Central and MacDowell

602-257-1222 www.phxart.org
Multitude of films, talks and special exhibits
11/13 INFOCUS PhotoBid Gala Art Auction
<http://infocus-phxart.org/photobid2015>

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
12/11-13 4th Annual Festival of the Arts

Phoenix Chorale

602-253-2224 www.phoenixchorale.org
10/16-18 Brahms Requiem at various churches
12/18-21 A Chorale Christmas at various churches

Phoenix Symphony

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

Phoenix Theatre - 100 E McDowell

602-254-2151 www.phoenixtheatre.com
10/28-11/22 The Toxic Avenger
11/18-12/27 The Wizard of Oz
12/17-23 Holiday Cabaret
12/18-22 Arizona Opera presents Holiday Favorites

(continued on next page)

COMMUNITYCALENDAR

Arts & Culture (continued)

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
10/9 James & the Giant Peach
12/4-23 20th Anniversary Winnie-The-Pooh-Christmas Tail

MMDNA Events

602-758-3129 www.midtownmuseumdistrict.org
Board meetings - first Wednesdays except January
11/7 3rd Annual Midtown Urban Living Tour
information and tickets at
www.midtownurbanlivingtour.com
12/2 Annual Meeting - Pizza People Pub 6pm

Home Tours and Events in the Area

Arizona State Fair at 19th Avenue & McDowell,
www.azstatefair.com
10/16-11/8 Wednesday-Sunday

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

Cruise on Central Car Show - Park Central
www.cruisinarizona.com
10/10 1:00-8:00

Rainbow Festival & Street Fair
www.phoenixpride.org
10/17-18 Heritage Square

3rd Annual Midtown Urban Living Tour
11/7 11:00 - 5:00
information and tickets at
www.midtownurbanlivingtour.com

40th Annual 3TV Phoenix 10K & Half Marathon
www.phx10k.com
11/1 start/end at City Scape Plaza

10th Annual Certified Local Fall Festival
www.localfirstaz.com
11/14 10:00-4:00

Historic Roosevelt Home Tour
www.rooseveltneighborhood.org
11/15 11:00-4:00

Phoenix Festival of the Arts - Hance Park
www.phoenixfestivalofthearts.org
12/12-14

Cycling

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

AZ Bicycle Club
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

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 3-6:30 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
2631 N Central Ave
602-241-8994 www.wildthaiger.com

Midtown Rising: Development Update

Below is a list of projects within our neighborhood. There are several others on the drawing board and we hope to report on them next issue. We will keep you up-to-date on what is happening all around you. It is an exciting time to live in Midtown!

arthHAUS

Location: 1717 N 1st Ave (just north of McDowell)
Sales Office: 1425 N 1st St (W-F Noon-5pm,
Sa-Su 10am-2pm or by appointment)

A model transit-oriented urban infill residential development, arthHAUS was created for those who desire to live, work, and play in the Midtown Phoenix arts and culture community. Dwellings consist of seven three-story townhomes, fifteen two-story lofts and three single-story flats ranging in size from 561-1,905 square feet.

Status: Under construction – Accepting reservations – May 2016 delivery
Website: www.arthausphx.com

Broadstone Arts District

Location: McDowell & Alvarado (2nd Street)
For information please call Alliance Residential
602-778-2800

An urban infill redevelopment consisting of 280 studio, one, and two bedroom residences located immediately adjacent to major downtown employment and the Valley Metro Light Rail, within the newly formed Central Arts District of Downtown Phoenix. This unique residential property will offer residents the opportunity to live among some of central Phoenix's finest cultural amenities and destinations. Amenities will include a gourmet demonstration kitchen, mezzanine library, art exhibition gallery, resort style pool & spa, a two-story fully appointed fitness center and yoga lawn.

Status: Under construction – First residences open for occupancy August 2016 (hopefully) with final completion in May 2017

Circa on Central

Location: 2346 N Central Avenue, Phoenix, AZ 85004

Seven-story residential development Circa on Central is set to take the place of the former ChildHelp building in the heart of Midtown Phoenix, offering 94 contemporary urban units.

Status: Construction Beginning 2016

Edison Midtown

Location: 3131 N Central Ave
Sales Center: 46 E Monterey Way - (open seven days a week from 10am-6pm)

Edison is one of the first lifestyle brands to apply the principles of authenticity and integrity to modern urban living. Each unit offers residents premier stainless steel appliances, real wood and tile flooring, European-style cabinetry, and quartz countertops. From technology and security to convenience and leisure, the amenities at Edison Midtown make the community as smart as it is stylish. The seven-story property will consist of 110 residences—one and two bedroom units with balconies showcasing urban views—ranging from 808-1,374 square feet.

Status: Under Construction - Accepting Reservations - November 2016 delivery
Visit www.liveatedison.com, call 602-441-4669, or email info@liveatedison.com

The Muse

Location: Central and McDowell
Lennar Multifamily Communities is building the 367 apartments with approximately 11,000 SF of retail/commercial, with the first apartment homes to be available for move-in March 2017 and final project completion October 2017. Retail leases are in progress.

Status: Under Construction

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2323 N Central Ave

Located at

Regency on Central

Get to Know Your Neighborhood

By Tom Simplot, President and CEO, Arizona Multihousing Association and licensed attorney and real estate agent



New buildings, cool renovated rentals and homes, exclusive amenities, or even resort style pools – today's apartment hunting can be exciting and overwhelming in Midtown Phoenix. The location of your new apartment should be as important to you as the home itself. Many of us are renting apartments in more urbanized neighborhoods and those that are in a growth phase.

Getting to know the neighborhood, as well as the apartment community should be part of your checklist.

- Take a walk around the neighborhood in the evening or at night. Are the streets well lit enough for you? Is the neighborhood as quiet or active as you want it to be?
- Where are your closest everyday services? For those families who are dependent on public transit, this is especially important. Try to navigate to the closest pharmacy, grocery store, and gas station to be sure they are within the right distance for your lifestyle.
- Visit the local restaurants and entertainment venues. With the growing popularity of restaurant driven development in our communities, many apartment hunters may find a neighborhood they love based on their favorite restaurant or shopping. These amenities, within walking or biking distance, can make a new apartment home or rental especially attractive!
- On the flip side of this, moving to an emerging area with fewer dining or shopping options can make your everyday errands more of a chore. The money you save on rent may not be worth the added commute for services.
- If you work nearby or plan to use transit, test out your commute. Midtown offers lots of access points to major transportation routes and you should see how your move will affect your daily route.
- Check out the local parks, especially if you have kids or animals. Having quick access to trails, parks or community centers can make all the difference for parents or those with pets.

Developments along light rail, and in urbanizing areas around the downtown Phoenix, offer exciting new lifestyle options for those looking to rent. Before you sign a lease, it's worth taking the neighborhood for a spin for a couple of evenings and maybe a morning. Getting a sense of the other residents and the kinds of amenities in the community will help you assess if the apartment is right for you in the long run.

About the Arizona Multihousing Association

The Arizona Multihousing Association is the statewide trade association for the apartment industry, representing more than 2,000 members in legislative, legal and regulatory matters. They provide services, products, educational programs and networking opportunities to promote ethical, quality rental housing throughout Arizona.



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MARY KAY

Car Corner: Should I Fix It and Keep It, or Just Get Rid of It?

By Roger Cahill



Sound familiar? This is a common question that many face as their vehicles age and expensive repairs begin revealing themselves. With new vehicle prices averaging well over \$20,000 and with monthly payments at nearly \$500, it makes sense to

invest in your existing vehicle as long as it's cost effective to do so.

So what makes it cost effective? Well there are a lot of factors to this equation:

- What is the present condition of your vehicle?
- What will it take to make it safe and reliable at the lowest operating cost?
- How much will I have to invest in repairs for the next 2, 3, 4 or 5 years?
- What is the normal life expectancy of this vehicle before major repairs present themselves, like major engine problems, transmissions problems, etc.?
- Is it even worth repairing?
- As it ages, does up-keep increase?: things like routine maintenance, fluids, belts, hoses, etc... And if so, how much should I allow for monthly?
- Do you like getting in it and driving it every day?
- Does it suit your needs?
- What's the body paint, trim and interior condition like?

These are just a few of the questions you need to ask when considering another vehicle. In order to answer any of them, a comprehensive vehicle evaluation should be done to reveal the overall condition of your vehicle. After all, knowledge is power.

There is no question that almost every manufacturer today has designed their vehicles to go 100,000 miles with little to no maintenance. If you are planning on trading your vehicle in every 100k miles, then stick to the minimum to no maintenance plan. However, if you plan on keeping your vehicle well beyond 100k miles keep in mind that the first 100k mile deferred maintenance plan won't get you where you want to go without expensive repairs revealing themselves.

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DEBBIE & ROGER CAHILL

How the Streets Got Their Names: Pinchot, Perry, Howard, and Catalina

By Derek D. Horn

As the Phoenix community grew in the early part of the 20th century, the developers of the new subdivisions created streets out in undeveloped areas and had to come up with names to go with them. There were no municipal regulations back then to mandate consistency along alignments. Some streets were named after people, places, and things; others were named because they went past people, places, and things. Some continued the name or created new names on existing alignments. Many had interesting origins.

Pinchot Avenue shows up in Midtown with the creation of the La Belle Place subdivision in 1910. Located on the northwest corner of Oleander (now Thomas) and 3rd Street and east of Central Avenue, the new La Belle neighborhood had a prime location on the Indian School Car Line of the Phoenix Street Railway. Pinchot ran east and west a block north of Oleander, sometimes also called Taft Road.

Pinchot was named for Gifford Pinchot, the chief of the U.S. Forest Service under President Theodore Roosevelt and a well-known advocate of conservation. Pinchot's firing by President William Howard Taft in early 1910 was front page news at the time and very controversial. It further opened a widening rift between Roosevelt and Taft, and the split between the two former friends brought about Roosevelt's run against Taft in 1912 for the Republican presidential nomination. He lost the nomination to Taft but ran a third party bid on the Progressive "Bull Moose" ticket. This three way national contest with Democrat Woodrow Wilson led to Wilson's election as president.

Just west of Central Avenue, on the northwest intersection of Central and Thomas, another street name later popped up along the same corridor as Pinchot. In 1921 C. M. Stoddard, a local businessman and investor, created the La Fayette Place subdivision. The plat names the north boundary Howard Street, probably after the surveyor Howard Reed, which nearly aligned with Pinchot to the east. Little was done with this subdivision. In 1925 Perry Williams, another local business man and investor, recorded a new subdivision plat, called La Fayette Square, over the same location. With this re-plat, Howard Street got a new name: Perry Street, presumably after Mr. Williams who owned the property and lived in a house on Central just to the north. Merrill Street, also created by La Fayette Square, ran a block to the south between Perry and Thomas.

The La Hacienda and Mayfair subdivisions created in 1926 and 1928, respectively, just to the east of La Belle Place created yet another name for a new road along the Pinchot line: Catalina, which ran east from 3rd Street to 7th Street. Now there were three different names along the same street corridor of less than a mile in length.

How the Streets Got Their Names *continued*

All the different names for the same street could, naturally, cause confusion. By 1930 Pinchot and Perry as streets names disappeared from Midtown and Catalina became the name of the corridor that runs between 7th Street on the east to 3rd Avenue on the west. Pinchot as a street name still exists in different areas of the city and sometimes runs parallel with Catalina.

Cutler-Plotkin Jewish Heritage Center

By Mark Sendrow



In 1981 Arizona Jewish Historical Society was founded to preserve the rich heritage of Arizona's Jewish communities and educate the public about Jewish contributions to Arizona and American life. In furtherance of this mission the AZJHS maintains an archival collection of 50,000 primary source documents, photographs, artifacts and other memorabilia pertaining to Arizona and Southwest. It also maintains recorded interviews of 300 prominent Jewish residents. In 2001 the AZJHS acquired the home of the first Phoenix synagogue and restored it as the Cutler-Plotkin Jewish Heritage Center. The Center exemplifies the diversity of Arizona. The building first served as a sanctuary, religious school, and social center of the local Jewish community from 1922-1949. It later became the home of a Chinese Baptist church and then a Spanish

Baptist church. The AZJHS sponsors lectures, genealogy seminars, book discussions, art exhibits, theatre performances, music and culinary events.

Among its most popular programs are a documentary film series and a book discussion group that focus on Jewish topics, including American Jewish history and culture, Israel, the Holocaust and Jewish communities in other countries. Ten films and books are shown or discussed from September to June. Books have covered such diverse topics as the lives of prominent Jewish political and religious leaders, the Israeli economy, and the American-Israeli relationship.

Upcoming films scheduled for the remainder of 2015 will cover Israeli politics (*Prime Ministers: The Pioneers*), sanctuary provided by Shanghai for Jews escaping Nazi Germany (*Shanghai Ghetto*), the role of Jews in the history of basketball (*First Basket*) and a history of the development of Hollywood studios and the men who shaped them (*Hollywood: An Empire of their Own*). Members of all faiths are welcomed to attend the Center's programs. See the Community Calendar for dates.

The Cutler-Plotkin Jewish Heritage Center is located at 122 E. Culver Street in Phoenix. For information about the Center's programs consult its website www.azjhs.org, call 602-241-7870 or email lbell@azjhs.org.

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