

MIDTOWN MUSE

Open for Business in Midtown

CO+HOOTS



IDE MANIA



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What is your Midtown Neighborhood Association Doing This Quarter?

This month's issue spotlights a few of the vibrant local businesses in Midtown, including relative newcomers along with long established enterprises. Read about who they are and why they love Midtown.

Let us know what you think! The **Midtown MUSE** has a new look with more pictures and more color. Find the last several issues on our new website: **MidtownPHX.org**. Please look the website over and let us know what other information we should include.

Also, we invite you to meet with us and your neighbors at our quarterly meetings. Our June meeting was well attended. We had five great speakers on subjects of interest to Midtowners. **Save the date** for our next meeting on Wednesday, September 21.

Also **save the date** for our annual **Midtown Urban Living Tour** on November 5th. The eight participating communities have selected their featured condo homes and **now it is your turn to get involved**. Each building needs volunteers to welcome visitors and the MNA needs volunteers at the check-in booths. Contact your building rep to help at your specific site, or **Contact MNA** on the website to volunteer in other areas. You can even give us a call: 602-758-3129.

We are grateful to again receive a Block Watch Grant that helps us bring the community together for safety. The best way to prevent problems in a neighborhood is for residents to know one another. We use the grant money to cover website maintenance, a small storage unit, and our annual **Sunday Off Central** block party in March.

Stay cool! Enjoy our museums and restaurants. They are the best!

The MNA Board:

Margaret Wright	President	MidtownPHX.org 602-758-3129
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Constance Combs	Secretary	
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Sign up for our monthly eblasts on our website at **Contact MNA**.
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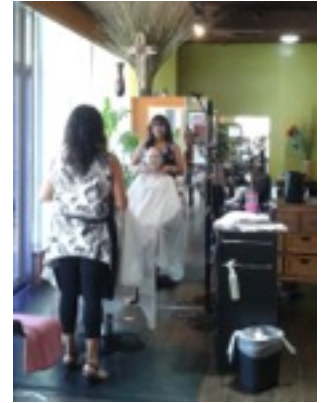
Idk Mania Celebrates Thirty Years in Midtown! by Ide Flores



Have you ever done something so spontaneous that when you look back, you wonder “what was I thinking?” Well, I totally did that! My name is Ide and when I was just twenty-five, I opened up my salon, Ide Mania in Midtown.

I've been here for 30 years and, man, has Midtown changed! Central Ave. had jacaranda and palm trees and not many people walking or biking. Today, we have the light rail, a shared bike lane and, on any given day, lots of people walking to restaurants, meetings and of course appointments at the salon.

We have many loyal clients who've stayed with us through the years: interns at local hospitals who are now among our very best top docs; first-year lawyers who now have their own practices; single people who've since married and had kids; and their kids who are graduating from high schools and colleges and having kids of their own. Time sure flies.



There were difficult times along the way, as well as wonderful times. Light rail construction on Central Ave. almost made me regret my decision to open my salon here. But, part of being in a great community is the support that comes with it. Thanks guys!




Through the years I've had a great crew working with me, including my sister Gina, our awesome salon coordinator, who has been with me since day one. She coordinates the schedule to make sure everyone gets their appointments and many clients come in early, just to catch up with her.

Thank you Midtown for supporting one of your own! Stop in, have a cup of Aveda tea, say hi, and chat us up!

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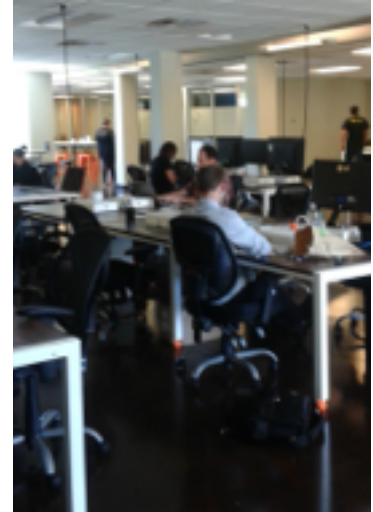
CO+HOOTS Expands to Midtown



CO+HOOTS is a shared office location in Midtown Phoenix that nurtures entrepreneurship, promotes collaboration, and provides a professional, inspirational and self-sustaining space for businesses to grow.

Founded in 2010 by Jenny Poon, CO+HOOTS was her answer to the lonely hours and stagnation that can occur when an entrepreneur works from home. Her boutique design agency, Eeko Studio was growing and she felt compelled to build a place where she could connect with like-minded folks in different industries. She envisioned a thriving, engaged group of entrepreneurs working together creatively, and connecting with the community around them.

Six years later, Co+Hoots has blossomed into an amazing space with three values at the core of its successful co-working model: collaboration, connection and community. Building on and returning to these values allows small businesses and start-ups to grow and adapt in healthy, sustainable ways.



“As a community, we are able to collaborate on projects, share resources and generate more success to support our livelihoods,” says Poon. “CO+HOOTS places a priority on community building and resource accessibility - offering group gatherings and activities as well as a communal work space for people to connect in.”

When CO+HOOTS outgrew its space on Washington Street, they looked for larger space in an area that shared their values of connection and collaboration. They found their new home at 221 E. Indianola Ave. in the heart of Midtown.

Jenny Poon sees it as a great place to continue to grow and nurture entrepreneurs. “Midtown is the perfect place to continue to build this vibrant, collaborative, connected community. CO+HOOTS and Midtown are a perfect fit; one that will grow together beautifully for many years to come!”

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www.coiffeurssalon.com

Midtown Rising: Development Update

Alta Midtown

Location: 2943 N 2nd St (NW corner of Thomas and 3rd Street)

Alta Midtown, a 225 unit state-of-the-art apartment community, will offer easy walkable access to light rail, entertainment, dining, retail, arts, culture and festivals. Alta Midtown will offer residents highly refined and smartly appointed living space, combined with the cutting-edge amenities and functional and interactive common areas that facilitate a sense of place and community in Midtown Phoenix.

Status: Under construction – Leasing to begin Fall of 2016

Website: www.AltaMidtownPhoenix.com

Developer: Wood Partners – www.woodpartners.com

artHAUS

Location: 1717 N 1st Ave (just north of McDowell)

Sales Office: on site (W-F Noon-5pm, Sa-Su 11am-2pm or by appointment, site tour every Saturday 2-3pm)



A model transit-oriented urban infill residential development, artHAUS 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 – Now selling – July 2016 delivery

Website: www.arthausphx.com Greg Kilroy 480-235-4312, Ellen Fankhanel 480-206-5127

Broadstone Arts District

Location: McDowell & Alvarado (2nd Street)

An urban infill redevelopment of 280 studio, one, and two bedroom residences located adjacent to major downtown employment and the light rail, within the 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. Residents will enjoy a gourmet demonstration kitchen, mezzanine library, art gallery, resort style pool & spa, a two-story fitness center and yoga lawn.



Status: Under construction – First residences open for occupancy September 2016 with final completion in May 2017
For information please call Alliance Residential 602-778-2800

Edison Midtown

Location: 3131 N Central Ave

Sales Center: 46 E Monterey Way - (open seven days a week from 10am-5:30pm)



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. 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.

Status: Under Construction – Now selling – Spring 2017 delivery

Visit www.liveatedison.com, call 602-441-4669, or email info@liveatedison.com

Midtown Rising: Development Update

The Muse

Location: Central and McDowell

Lennar Multifamily Communities is building 367 apartments with approximately 11,000 SF of retail/commercial, with the first apartment homes available for move-in March 2017 and final completion October 2017. Retail leases have been confirmed with Salon D'Shayn (see ad) and Press Coffee.

Status: Under Construction



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www.SalonDShayn.com

Two Locations: Old Town Scottsdale & Downtown Phoenix

Cruz Law Firm

Location: 125 E McDowell Rd

This project has been approved by the Phoenix Planning Department. The rendering we have seen is very nice.

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602-543-6440 www.lifelonglearning.asu.edu
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ASU Institute for Design & the Arts

www.herberger.ASU.edu/Update
Check website for various performance dates

Arizona Humanities Council

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

Arizona Opera at Symphony Hall

602-266-7464 www.azopera.org
10/15-16 45th Anniversary Sapphire Celebration

Arizona Opera at 1636 N. Central Avenue

9/15 Brown Bag Lunch Recital (Central Ave. location)
check website for other related events

Arizona Theatre Company at the Herberger

602-256-6995 www.arizonatheatre.org
10/6-23 King Charles III

Ballet Arizona

602-381-1096 www.balletaz.org
Classes in Jazz, Belly Dance and Ballet
9/24 **Ballet Under the Stars** - Steele Indian School Park
check website for other events

Burton Barr Public Library - 1221 N Central Ave

602-534-5208 www.plfriends.org
602-262-4636 www.phoenixpubliclibrary.org
check out e-books
Programs for toddlers through seniors

Cutler-Plotkin Jewish Heritage Center - 122 E Culver

602-241-7870 www.azjhs.org
Genealogy classes, exhibits, films and book discussions
8/4 Klezmania with Yale Strom, 2 pm

Great AZ Puppet Theater - 302 W Latham

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

Hance Park - north of Roosevelt btwn 3rd St & 3rd Ave

32 acres of green space
www.hancepark.org for events

Heard Museum - 2301 N Central Ave

602-252-8840 www.heard.org
through 12/4 It's Your Turn - Family Craft Studio
7/28 Marshall Shore (Hip Historian) 5:00-6:00
First Fridays at the Heard 6pm-10pm

Irish Cultural Center - 1106 N Central Ave

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

Japanese Friendship Garden 1125 N 3rd Ave

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

Mill Ave Chamber Players

www.millavechamberplayers.com
at Central Methodist Church
8/14 Music of John Steinmetz 3:00
10/2 Mozart's Vienna 3:00
at Phoenix Art Museum
8/21 Downtown Chamber Series 2:00

Phoenix Art Museum - Central and MacDowell

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

Phoenix Center for the Arts - 1202 N 3rd St.

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

Phoenix Symphony

602-495-1999 www.phoenixsymphony.org
2016-17 Season opens 9/16 with Tito Munoz
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Phoenix Theatre - 100 E McDowell

602-254-2151 www.phoenixtheatre.com
9/7-10/2 In the Heights
9/21-10/9 Liberace

Phoenix Trolley Museum - 25 W Culver St.

Hance Park
www.phoenixtrolley.com
Reopens in October

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

(continued on next page)

COMMUNITYCALENDAR

MNA Events

602-758-3129 www.midtownmuseumdistrict.org
Board Meetings - first Wednesdays 6pm at Tapestry on Central clubhouse
9/21 Quarterly Neighborhood Meeting-Fairfield Inn
11/5 4th Annual Urban Living Tour
Follow us on Facebook

Events in the Area

Fabulous Phoenix Fourth

Kick off festivities 6 pm at Steele Indian School Park, 3rd St. & E. Indian School Road
Fireworks begin at approximately 9:30 pm
For more info, call 602-534-FEST or visit www.phoenix.gov/parks

Arizona Diamondbacks Baseball

602-462-6500
www.arizona.diamondbacks.mlb.com

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

The Velo & Bicycle Nomad Café

828 N 2nd St www.thevelo.com 602-759-8169
2nd Saturday casual ride w/Valley Metro - all levels
Every Sunday morning ride up South Mountain for elites

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 Tues through 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 4-7 pm
4001 N Central Ave
602-264-6141 www.macayo.com

Ocotillo Happy Hour M-S 4-5:30pm
3243 N 3rd St
602-687-9080 www.ocotillophx.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

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Contact Holly Aguilar: Holly1.mna@gmail.com

Progress at Toyowest!

By Roger Cahill



Phoenix is transforming into a vibrant, urban, cosmopolitan city. For us, this means some big changes. The Macayo's property is set for redevelopment and the area south of Indianola will see some changes. We knew this time would eventually come, but never thought we'd only have sixty days to find a new home.

It's been twelve great years in Midtown and we are grateful and blessed to have met and served the many great customers we now call our friends. This sudden need to move has made us rethink our business model and seize this opportunity to do something that hasn't been done before. Being in the Midtown area has always been about convenience, but our new business

model will take convenience to a whole new level by coming to you!

We will now **pick up and deliver your vehicle**, taking the worry out of making arrangements to drop your vehicle off. From home or work, we'll come to you, wherever you are.

Here are some of the great features and benefits we will offer:

- Free towing anywhere in the Phoenix Metro area
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- On-line pay
- Easy communication access: Text, Email, Phone, Skype, Google
- 24 hour on-line appointments
- Best of ALL Pick- up and delivery

We look forward to continuing to serve our Midtown customers, while making our service convenient throughout the valley. The good news is our building will be converted to the new Macayo's restaurant, which means Toyowest's memory will live on.



One final note...Debbie and I want to thank all of our Central and Midtown customers. It's been an honor and a pleasure to serve you and I look forward to continuing to write helpful car service articles for the Midtown Muse.

How the Streets Got Their Names: Morris Drive

By Derek D. Horn



Morris Drive, a short circular road that connects Lexington Avenue with 2nd Street, is tucked into the southwest intersection of 3rd Street and Osborn Road. This street name occurs only at this location in Phoenix and has its roots with some of the early residents of Midtown.

In 1895, a group led by banker and real estate investor Philip K.

Hickey created the Buena Vista tract containing 16 lots of almost 9.2 acres each, bounded by Central Avenue, Thomas Road, 7th Street, and Osborn. In 1920, the Morris brothers (Tom, Mike, and Theros) acquired Lot 3 at the southwest corner of 3rd Street and Osborn. The 1920 Phoenix directory lists Tom and Ethel as residents at 3rd and Osborn, and the other brothers occasionally lived there as well. By 1925, Tom bought out his brothers' shares in the property and he and Ethel became the sole owners of Lot 3. It would be their family home for decades. In 1928, Tom and Ethel intended to create a subdivision of Lot 3, but the Great Depression reduced demand for housing and put their plan on hold.

After World War II, an influx of new residents increased the demand for housing, which provided another opportunity for the Morrises to subdivide. In January, 1946, they sold most of their acreage to Phoenix Title and Trust.

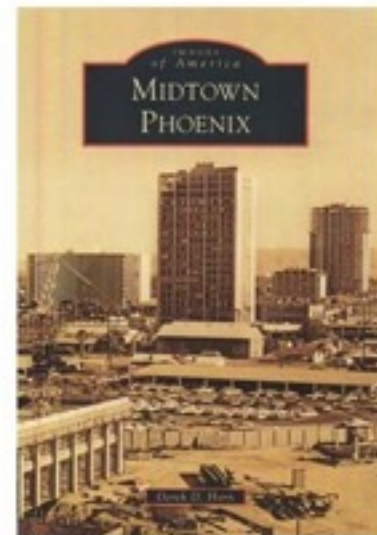


Lot 3 was subdivided into 35 lots for both residential and commercial development and named Buena Vista Park. The plat created Morris Drive after the former owners, and Tom and Ethel kept a large parcel at the corner of 3rd and Osborn that surrounded their house.

New homes quickly went up in Buena Vista Park. A 1949 aerial photograph shows a house on every residential lot and stores on all the commercial lots along 3rd Street. Over the decades that followed, most of the houses in Buena Vista Park were converted into professional offices or knocked down for commercial development. Some still remain as private residences and the shops along 3rd Street still exist.

Tom and Ethel lived at 3rd and Osborn until Ethel passed away in the mid-1950s. Tom stayed on until he died about 10 years after. The Morris house had been demolished by 1969, and in 1972 the Morris family sold the lot for commercial development. The Arizona Association of Realtors building now occupies the site.

Now Available



Midtown Phoenix
A book by Derek Horn

Midtown History with over 200 vintage and contemporary photographs
Available from Arcadia Publishing, Barnes and Noble, and Amazon.com

**At the Cutler-Plotkin Jewish Heritage Center:
“The Torah Series by Ira Moskowitz”**

The Arizona Jewish Historical Society and the Sylvia Plotkin Judaica Museum of Congregation Beth Israel are sponsoring “The Art of Ira Moskowitz: The Torah Series and Story of David Lithographs.”



“Composition in a Synagogues,” 1974, 12.5” X 10” drawing using pen, colored inks and colored chalk

Ira Moskowitz was born in Poland in 1912, and immigrated with his family to New York in 1927, where he studied at the Art Student’s League. After living in Paris and Palestine, he returned to the United States in 1938 and eventually settled in New Mexico.

Moskowitz is best known for his Judaic art, but has also depicted the New Mexican landscape.



The Torah Series will be on display through Aug. 18 at the Cutler-Plotkin Jewish Heritage Center, 122 East Culver, Phoenix, Arizona. For times call 602-241-7870.

Travel Tips: How to Get the Best Deal from Hotwire.com

By Gary Coleman



Hotwire.com is a great place to find deals online, but here are a few tips to help you find what you want and get the best deal.

First, Hotwire will only tell you the hotel after you have paid for it, but do not let that stop you. If Hotwire says the hotel is a 3,4 or a 5-star hotel, it will be what they say it is. If you want your hotel near a certain place (which could be a hotel you like), type that address in the location search field and Hotwire will give you the distance from the location you want to the hotels available. Frequently, it is the hotel you want to stay in.

I routinely stay in the same hotels every trip and save 30-50% off of the best rate on their website. Since I book through Hotwire, I do not get the perks of a frequent guest program, however, I can typically save enough after two nights to pay for another night. No frequent guest program does that. Take the amount you saved and buy dinner or put it in a savings account to buy your own perks where and when you want them.

If you want a little more certainty, Hotels.com is a partner of Hotwire, so you can check Hotels.com first. Find a hotel you want, get the address and number of stars, and then do a Hotwire search at the same location and number of stars. The hotel that comes up will most often be the same hotel as listed on hotels.com but 15% to 30% less.

Unless you book frequently through Hotwire, your booking will be non-refundable and non-changeable. If you feel there is any chance you may need to change the date of your hotel reservation, then wait until it is closer to your trip to get your hotel or pay for the hotel insurance on Hotwire.

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Using Ridesharing and Delivery Services in Your Apartment

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



Calling for an Uber or Lyft ridesharing service has made our lives easier and safer to get home after a night out.

Delivery services bring groceries, dry-cleaning and more right to your door. When you live in an apartment or a gated community, you need to take additional steps to make sure your driver finds you. Apps on your phone or laptop make it easy to track your driver's arrival, but you can help them locate you so they can get you to your destination on time.

If you have a gate or security code, let the driver know. If there's a guest gate code or a security point, send them the info via text or call ahead to security, so they know to let the car into the community.

Stay near your phone so the driver can contact you. Your driver may only have the physical address of your community. They may need to call you for specific directions to your home. If there's an easy milestone to find you, text this information to your provider.

Be ready for your driver or delivery person. They make their living based on time, so try not to make them wait. Or if you are delayed, let them know.

Leave the lights on outside. Early in the evening, these lights may help your driver find your home. When you arrive home that night, you will be glad to have the lights on to guide you safely to your door.

Choose an easy rendezvous point in your community. Maybe it's easier to meet near the front reception area of your community. Asking the driver to navigate a maze of parking areas can waste time and make you late.

The proliferation of the sharing economy allows more people to provide necessary services. We can do our part to help these providers make our lives easier.

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.

oven+vine
www.ovenandvine.com

Successful Container Gardening

By Ron Mark



Selecting the type of plants to use in a container garden is not much different than purchasing a plant for around the outside of a home.

The availability of “house-plants” is so widespread that now you are able to buy plants almost anywhere: from a department store, a street fair, the grocery store, and even your local plant nursery, however the best place to purchase will be a nursery where you would get professional help regarding what types of plants will work well in your specific circumstances. Take into consideration the exposure your garden area provides, as well as your lifestyle and the kind of care you will be able to provide.

Important conditions to consider include: the amount of available light, soil preparation, as well as what’s required for watering, feeding, and trimming to keep your plants healthy. Remember to ask the sales person what the natural growth habits of the plant you are considering.

Generally speaking, the larger the leaf on a plant, the larger the plant and the longer the life. In addition, in some cases, the larger the container you can provide, the longer the life of the plant.

If you are a traveler and are away for long periods of time, you may want to consider cactus and succulents, rather than “leafy” plants, which can mean less time and effort needed for plant care!

If you have any questions or need consultation in the future, please contact me via email at ron.mark@cox.net.



Create your Urban Retreat

PaloOco Design specializes in creating outdoor environments to fit your urban lifestyle. From entertaining to sanctuary spaces, we develop surroundings for beautiful living.

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- Landscape design

Katie Coates
DESIGNER

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PaloOco Design focuses on color, texture, and visual impact that enhances your outdoor living style.

Onsite or by appointment in the garden design studio at Southwest Gardener 300 W. Camelback Rd. Ste. 3, Phoenix AZ 85013



Landscape + Design + Style



Natural Medicine & Detox

- Acu-Detox
- Acupuncture
- Addiction
- Colon Hydrotherapy
- Herbs & Supplements
- Homeopathy
- Infrared Sauna
- Ionic Detox Foot Bath
- Massage
- Naturopathic Medicine
- Nutritional IV's
- Organic Juice Bar
- Ozone
- Ultraviolet Blood Irradiation



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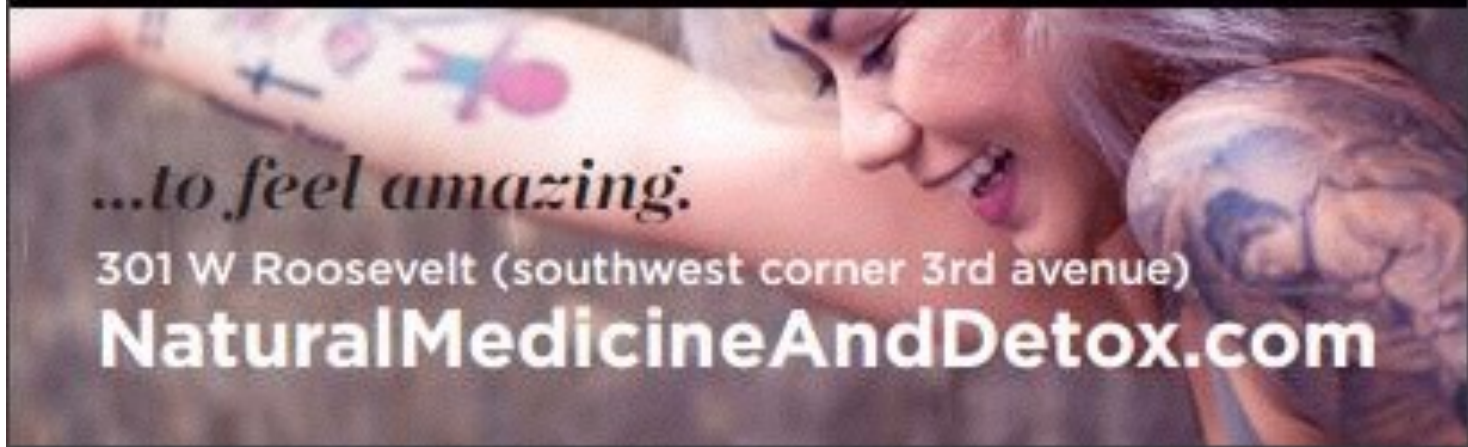
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