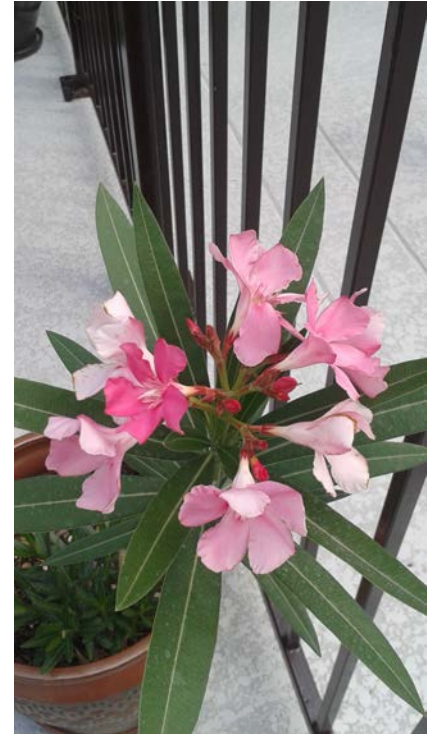


MIDTOWN MUSE

Midtown Celebrates the Renewal of Spring



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What is your Midtown Neighborhood Association Doing This Quarter?

By Patrick O'Connell, MNA Board President

Happy Spring!! Spring officially begins at the time of Vernal Equinox, which occurs at 3:28 am, March 20th here in Phoenix. This signifies the end of winter and the start of one of the most eventful times of the year in Midtown Phoenix. We kicked off the season early with the highly successful annual Sunday Off Central Block Party. With events like the 850Zip Shred Event, and a host of others, the Midtown Neighborhood Association encourages residents and businesses to check out the Community Calendar and take advantage of all the great events, concerts, venues, restaurants, museums and much more Midtown has to offer.

As the newly elected President of the Midtown Neighborhood Association, I plan to re-engage, re-connect and re-acquaint all residents and businesses with each other and neighboring communities. I am a proud Midtown resident and business owner with a vested interest in the success of this great area. Each neighborhood within Midtown has its unique, individual identity and needs to know the Midtown Neighborhood Association is working side-by-side to assure the success and safety of our growing community. Look forward to seeing you on the Midtown website or Facebook page!

The MNA Board:

Patrick O'Connell	President
Edward Jensen	Vice President
Constance Combs	Secretary
Heather Fahey	Treasurer
Michael Chesworth	
Jenny Poon	

Sign up for our monthly eblasts on our website at MidtownPHX.org
 Contact MNA at 602-758-3129
 Follow us on FACEBOOK.
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Sunday Off Central Block Party Photo credits: Margaret Wright; Edward Jensen

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 Come hear their sparkling voices!
 ASU & Central United Methodist Church present
Sunday April 9, 2017 at 3:00 PM
 Central United Methodist Church
 1875 N. Central Ave. Phoenix, AZ (free admission)

The Ensemble
 Emma Quinn
 Mary Raunikar
 Ashtyn Dial
 Josie Zappanti
 Jessica Zappanti
 Stephen Hartman

Keep Phoenix Beautiful Gardens on the Move

By Cynthia Moss, Program Director, Keep Phoenix Beautiful



After a six-year run at Central Avenue and Indian School Road, Keep Phoenix Beautiful is taking the community garden show on the road. While the location may be changing, garden initiatives continue to live on! PHX Renews, a vision of Phoenix Mayor Greg Stanton executed by Keep Phoenix Beautiful is an initiative to transform vacant lots into temporary community spaces. It was launched in November 2011 with a privately held 15 acre parcel in central Phoenix. In recent months, the ownership of the property was transferred and it was time for that site to be vacated.

The next chapter will come in the form of Keep Phoenix Beautiful Community Gardens and new locations are being prepped. The first site is located at 1822 West Pierson Street. Two abandoned, crime-ridden houses have been torn down to make way for the ASU Solar Home. The design phase is underway with plans for new garden beds, shade structures, a

xeriscape demonstration garden, composting, recycling and educational components.



1822 West Pierson Street

“We are very excited about this new chapter,” says Tom Waldeck, President and CEO of Keep Phoenix Beautiful. “We have come a long way in six short years and achieved some incredible goals turning a vacant lot into a vibrant gathering space.”

As KPB moves forward with these projects, community support is welcome. To donate, please visit: <https://www.generosity.com/community-fundraising/help-keep-phoenix-beautiful-grow/x/16073587>

A matching \$25,000 grant opportunity with Lowe’s is also on the horizon.

“We’re incredibly grateful for all the support we have received so far,” says Waldeck. “As we move through this next phase, we look forward to continue making a positive impact on the Phoenix community.”

6TH ANNUAL **SHRED EVENT** SATURDAY, APRIL 8

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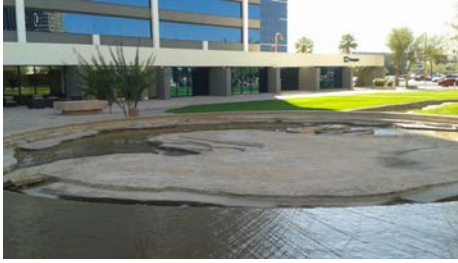




My Midtown Walk

By Constance Combs

My Midtown walk through the courtyards behind commercial buildings at 2901–3101 N Central Avenue (between Thomas and Osborn) brings respite from hot



sidewalks and noisy traffic on the street. The tall, mirrored buildings provide sumptuous shade and a quiet breezeway for walking. I enjoy the landscapes created by our commercial neighbors, easy on the eye and the ear. The flowing brook fountain at Phoenix Corporate Tower (3003 N Central) and high water towers at National Bank of Arizona (2929 N Central) are cooling and relaxing. Scenes caught between building towers and reflected in neighboring mirrored walls calm and divert the mind. Pleasant eateries tucked behind corporate centers offer shady areas for *al fresco* lunch and coffee breaks (Duck & Decanter, 3111 N Central; Cranberry Hills, 3003 N Central).

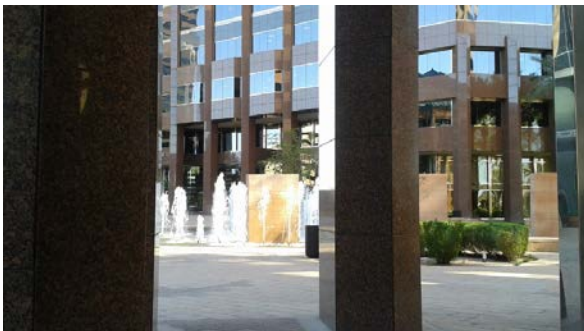
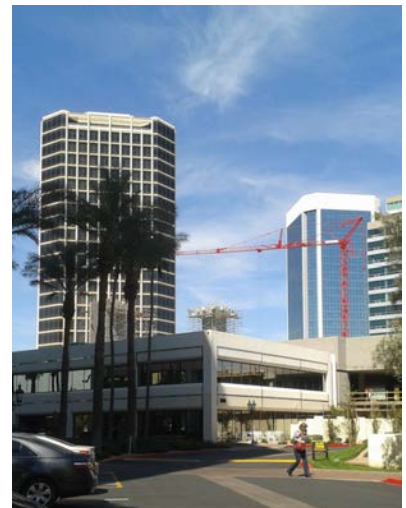


Ms. Patti Brown, RPA, CPM at The Muller Company (3003 N Central, Suite 125) described to me the courtyard refurbishing at Phoenix Corporate Tower East which began out of necessity for APS' relocating transformers from



bunker to underground. How often does necessity bring opportunity for new life in a space – like, bocce ball anyone?! Project completion is anticipated by end 2017. See www.themullercompany.com/property/phoenix-corporate-tower/.

My Midtown walk reveals growth in new property development and change through adaptive reuse of existing buildings and public spaces. And Spring brings a sense of rebirth, effecting renewal in our environment and in our behavior.



You too can share your Midtown “rebirth” experiences by sending them to info@midtownphx.org (subject line “Midtown Rebirth”). We hope you enjoy this Spring 2017 issue of The MUSE.

Midtown Rising: Development Update

Alta Central

Location: 4001 N Central Avenue (Central & Indianola)

Alta Central, will be a boutique 223-unit state-of-the-art, Transit Oriented Development apartment community located on Central Avenue, in the heart of Midtown Phoenix. The property will offer residents highly refined and smartly appointed living space, combined with cutting-edge amenities, a structured parking garage, and functional and interactive common areas unlike anything in the submarket today.

Status: Under construction. Move-ins planned for late 2018
Developer: Wood Partners – www.woodpartners.com



Alta Midtown

Location: 200 E Thomas Road

Alta Midtown, a 225-unit, boutique-sized, and amenity-rich apartment community, will offer easily 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: Now Leasing! Move-ins to begin April 2017
Website: www.AltaMidtownPhoenix.com
Developer: Wood Partners – www.WoodPartners.com



artHAUS

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

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: Completed – Now selling
Sales Office: on site W-F 10am-6pm, S-S 11am-5pm or by appointment
Website: www.arthausphx.com Will Daly 602-313-0811



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 March 2017 with final completion in June 2017.
Website: www.BroadstoneArts.com or call Alliance Residential 602-778-2800

Midtown Rising: Development Update

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 condominiums 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



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
Visit: www.musephoenix.com



Parc Midtown

Location: SEC Indian School & 3rd Avenue

A 306 unit luxury multifamily, adaptive reuse, development of the former Phoenix Motor Company Mercedes Benz dealership, Parc Midtown will retain the original three-story showroom building and adjacent parking structure. 300 units will be contained in a new four-story building and 6 will be loft-style units on the 3rd floor of the showroom building. Amenities include: a clubhouse, fitness center and business center/conference room in the former showroom building; resort style pool and spa; and open courtyards with barbeques. Unit types include: studio, one, two and three-bedrooms.

Status: Under construction – Leasing to begin in January 2018. For information, please call Evergreen Devco, Inc. [602-808-8600](tel:602-808-8600)



Office of the Attorney General

State of Arizona
Location: Central and Palm Lane

DOXA Central LLC is completely renovating this 63,000 sf 7 story building and adding a 26,000 sf three story addition to the north for the new Office of the Attorney General. This single tenant build-to-suit project will bring 377 attorneys and their staff to the Midtown District. The building is located along the Light Rail corridor between the Encanto and McDowell stations and there is a bus stop directly in front of the building. The main public entry to the building has been designed utilizing Phoenix Zoning Walkable Urban Code guidelines to create a pleasant pedestrian experience while walking along this portion of Central Avenue.



Status: Under construction - Completion date September 2017

COMMUNITY CALENDAR

Arts & Culture

ASU Osher Lifelong Learning Institute

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

ASU Institute for Design & the Arts

www.herbergerinstitute.asu.edu
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

602-266-7464 www.azopera.org
4/7-9 Cinderella
4/20 Brown Bag Lunch Recital

Arizona Theatre Company at the Herberger

602-256-6995 www.arizonatheatre.org
until 4/16 Ring of Fire: Music of Johnny Cash
5/11-28 Holmes and Watson

Ballet Arizona 2835 E. Washington & Symphony Hall

602-381-1096 www.balletaz.org
Classes in Jazz, Belly Dance and Ballet
5/11-14 All Balanchine

Burton Barr Public Library - 1221 N Central Ave

602-534-5208 www.plfriends.org - check for book sales
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
Film Series, 7 pm, free:
4/20 My Italian Secret
5/9 Inventing Our Life - The Kibbutz Experience
6/6 Minyan in Kaifeng

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

www.hanceparkconsrvancy.org
4/8-9 Phoenix Lights Music Festival;
www.phoenixlightsfest.com

Heard Museum - 2301 N Central Ave

602-252-8840 www.heard.org
from 4/11 Frida Kahlo & Diego Rivera
from 4/22 Rick Bartow: Things You Know, But...
First Fridays at the Heard 6 pm - 10 pm

Irish Cultural Center - 1106 N Central Ave

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

Japanese Friendship Garden 1125 N 3rd Ave

602-256-3204 www.japanesefriendshipgarden.org
4/23 Anime Drawing Contest & Children's Day
Check website for other events and classes

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 classes for children and adults

Phoenix Symphony

602-495-1999 www.phoenixsymphony.org
Great performances into June - check website

Phoenix Theatre - 100 E McDowell

602-254-2151 www.phoenixtheatre.com
4/5-30 The Scottsboro Boys
5/10-6/4 Beehive
5/18-6/12 When You Wish: The Story of Walt Disney

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
4/7-23 The Secret Garden
Summer Camps start in June

MNA Events

602-758-3129 www.midtownmuseumdistrict.org

Board Meetings - first Wednesdays 6pm at Tapestry

4/8 Shred Event at 3rd St. & Earll Dr. - see ad

6/21 6 pm Quarterly Neighborhood Meeting - Fairfield Inn

Home Tours & Events in the Area

First Fridays and Third Fridays every month

www.artlinkphoenix.com

4/8-9 Phoenix Lights Music Festival - Hance Park

www.phoenixlightsfest.com

4/8 Cruisin' on Central - Park Central

www.cruisinarizona.com

4/19 Bike to Work Day - see details below

April 22 Earth Day http://earthdayphoenix.org/index.php?/earth_day_phoenix_2015/

COMMUNITY CALENDAR

Cycling - April is Bike Month

Info about cycling in Phoenix

www.phoenix.gov/bicycling

AZ Bicycle Club www.azbikeclub.com

Phoenix Spokes People www.phoenixspokespeople.com

The Velo & Bicycle Nomad Café

828 N 2nd St www.thevelo.com 602-759-8169

4/19 Bike to Work Day

7am group ride from Park Central, breakfast at Cityscape - Pre-registration required for breakfast and prizes. www.maricopa.gov/1194/Bike-to-Work

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

Kobalt - Daily events - Park Central

602-264-5307 www.kobaltbarphoenix.com

Liberty Kitchen - 4-7 pm - Wyndham Garden

3600 N. 2nd Ave. 602-604-4900
www.wyndhamgarden.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

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Sunday Off Central Block Party 2017 - Recap



Photo credit: Margaret Wright



Photo credit: Margaret Wright



Photo credit: Margaret Wright

March 12 was Midtown's annual Sunday Off Central Block Party. Midtown Neighborhood Association shared the venue with our partners at 850zip.com, locally owned businesses, and our district government representatives. Phoenix showed off exceptionally warm temperatures and a clear blue sky for the event. Some 60 vendors were there with their wares and goodies. Our neighbors and guests were entertained by the bands "Foxheart" and Ben Anderson, while enjoying the mouth-watering delights of Burger Amore topped off by a rainbow snow cone. We were disappointed in the overall attendance this year, but it was a busy weekend of competing events. Our secret is out and urban living is clearly growing in popularity. We will do more next year to win the hearts of our community, so hundreds of people come to enjoy the unique experience of living in Midtown Phoenix.

More than 20 volunteers were on hand to help keep folks and their animals hydrated, assisted and entertained. MNA donated \$100 of Block Party proceeds to the Centennial Interact Club on behalf of our young volunteers in the Kids Zone. Thanks again to Dylan and Michelle at Oven+Vine for sponsoring the kids bounce house. MNA was also fortunate to bring in Brent Fiasco of Phoenix Youth Circus Arts for a 2-for-1 performance and interactive circus event in the Kids Zone this year.

The annual Sunday on Central Block Party is supported in part by the MNA Neighborhood Block Watch Grant from the City of Phoenix and meets the requirements of the grant.



Photo credit: Edward Jensen



Photo credit: Edward Jensen



Photo credit: Margaret Wright

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Midtown History Moment: Roosevelt and Central Avenue Then and Now

By Derek D. Horn



Most locations in Midtown Phoenix have seen many changes as the city grew out from the original town site south of Van Buren. Raw desert gave way to farms and ranches. Later business and community leaders who wanted estate homes on large properties built their mansions along

North Central Avenue. Over the decades these homes gave way to commercial buildings, offices, and apartments.

The intersection of Roosevelt and Central has seen its share of change. The 1901 Sanborn map of the area shows a dwelling at the northwest corner and nothing on the northeast corner which remained vacant until about 1930 when Mr. G. C. Christenson set up a gas station that operated during the 1930s.

In February, 1939, a new restaurant, the Central Dryv Inn, replaced the gas station. It had a soda fountain, lunch room, and coffee shop service as well as curb service for in-car dining. Advertisements featured lunches for 25 and 35 cents. The first image shows the restaurant as remodeled and expanded shortly after the Second World War.



Central Dryv Inn lasted until 1956 when it was demolished for a new 10 story hotel. Designed by local architect Fred Guirey & Associates and constructed by Chanen Construction in 1960, it had a unique saw tooth window wall design, as shown in the second image.



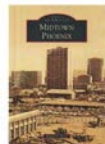
While the original facade of the old Coronet Hotel is long gone, the structure of the building still exists. Its appearance, as shown in a recent image, was greatly altered by an extensive remodeling in the early 1980s. It is now the 1001

North Central Avenue office building.

Central Dryv Inn image courtesy of Del Webb Corporation Photographs, Arizona Collection, Arizona State University Libraries. Other images courtesy author's collection.

Derek Horn is the author of the book *Images of America Midtown Phoenix*.

Now Available



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

Phoenix Apartments Rising

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



The rental industry in downtown Phoenix is catching up with other major cities. More than 18,000 units have opened since early 2014, with nearly 7,000 units planned for 2017.

Phoenix continues to rank among the most affordable cities in America per reports from the Council for Community and Economic Research, which measures the cost of living index and data from the US Census Bureau.

Housing Mix Creates Great Neighborhoods

The Phoenix Community and Economic Development Department reports that the population in multifamily homes in downtown remained fairly stable from 1970 to 2016. This may sound surprising since downtown development is now on an upswing. During the recent recession, however, few multifamily units were added. Only in recent years are we seeing new units beginning to meet the pent-up demand for apartments in the area.

Additionally, many cities have seen a recent cultural shift. Some people now prefer renting in more urban areas to take advantage of the lifestyle and convenience. This includes Millennials waiting to marry or move out of their family's home, and Boomers who want to downsize into urban areas with nearby amenities.

Ninety percent of the multifamily units under construction today in downtown sit within one-quarter mile of a bus or light rail stop. Connecting housing and transportation lines enhances livability for residents, and helps to alleviate traffic and air pollution.

Livable and Walkable

Downtown and Midtown neighborhoods with cultural destinations, shopping, and dining accessible by walking or light rail, enhance livability and build community vibrancy. ASU's downtown campus was a catalyst for downtown redevelopment and student influx created demand for diverse downtown living, dining and entertainment options close to campus.

Downtown and Midtown Phoenix have also seen investment in upgrading aging apartment communities, which improves the residents' experience and enhances the larger neighborhood.

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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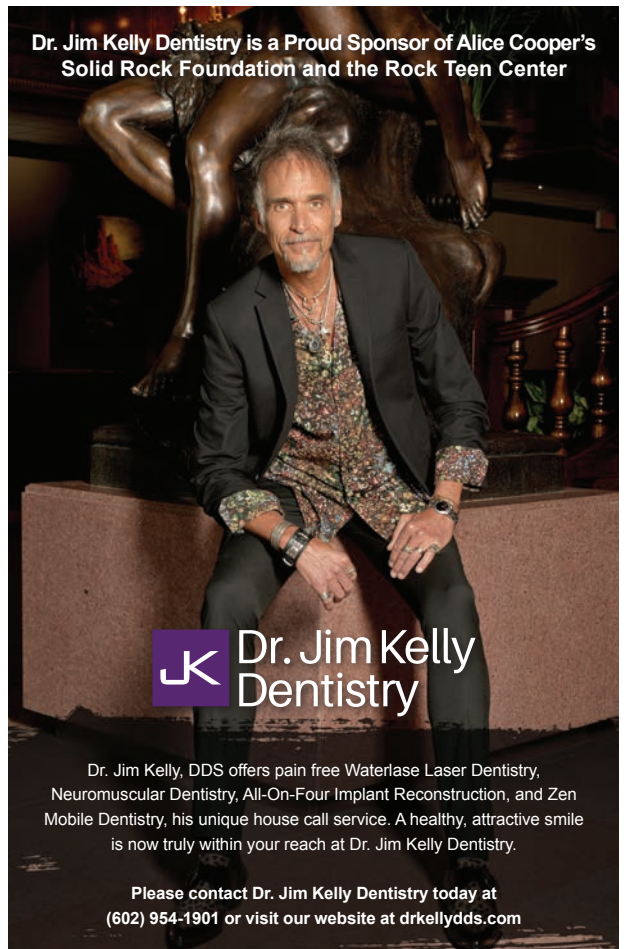


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The University Club of Phoenix

Courtesy of Kelly Donald



Founded in 1965, the University Club of Phoenix at 39 E. Monte Vista Road, is the epitome of elegance and class. It embodies the rich, colorful history of Phoenix, starting out in renovated quarters at the Westward Ho hotel in September 1966 where it stayed until 1970. The University Club blends effortlessly into the historic district where it resides while still meeting the dynamic needs of our members and guests. From the gorgeous Main Dining Room to the fabulous Garden Area, there is adaptable space for all members and guests. The Club endeavors to ensure that expectations of all who visit are exceeded.

The Club is a blend of the past and present. Our venue is a mixture of beauty and convenience for a myriad of catered events and special private functions. We are open for various events including luncheons, weddings, private dinners, breakfast meetings, holiday parties, fundraisers and seminars. Check the Club's website to view the rooms and book an event (<http://universityclubphoenix.com/>).

The Club's mission is *to attract members who contribute to the growth and vitality of our community; to provide dining facilities and permanent premises for social networking among its members; and to encourage educational, business and cultural activities through the use of the Club's facilities by members and non-members for meetings and forums.*

Additionally, the *University Club Foundation* provides a scholarship program for young artists to encourage them to pursue art education. The Club provides a showcase for artists' work – check the website to see the featured artist.



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We want to preserve the Club's rich heritage, so should you have any old photos, articles or fond memories, please share them by calling Jan Haase at 602-254-5408 or by email at office@uclubphx.com.

3rd Street Promenade: Reforming the Neighborhood

By Sean D. Sweat, President, The Urban Phoenix Project



For two years, the City of Phoenix has been planning a much-needed makeover for 3rd Street. Currently, 3rd Street acts as a barrier, but has potential to be a neighborhood connector. The makeover will bring it back in tune with the surrounding neighborhood and make it safer for people on bicycles to traverse between Midtown and Downtown.

Today, an overly-wide street results in dangerous speeding, so the lanes will be narrowed. Lanes that carry buses should be 11' wide, but there are no bus routes on 3rd Street, so we want the City to install more appropriate 10' or 9' lanes. These narrower lanes will lead to slower speeds, reducing lethal collisions and making it easier for everyone to cross the road to school, the park, or a nearby restaurant.

Also, 3rd Street carries limited vehicular traffic, so we propose that two vehicular lanes be repurposed into buffered bike lanes, which are regular striped bike lanes, but with a painted "buffer zone" between the bikes and the cars. Ultimately, the Urban Phoenix Project would like the City to upgrade these buffered lanes to truly protected bike lanes, which would mean adding vertical elements in the buffer zone. (Currently, Phoenix is one of the only significant cities in America to not have any protected bike lanes. In contrast, freezing and snowy Chicago has over 200 miles of protected bike lanes.)

Overall, this is a good project that will be a boon for Midtown. When a design consultant is selected in a few months, we hope the Midtown community will participate in the final design process and help ensure that Phoenix moves toward a multi-modal future with connected neighborhoods. We envision a Central Phoenix that is built not just for people in cars, but one that is safe and comfortable for all residents, whether they are eight-years-old or eighty-years-old. This project is a good step in that direction.

The Bright-Light BMO Signs on Central Ave – We Need Your Help!

By Harvey Shulman



Dusk - before BMO sign (view from north of Dial bldg.)



Night - After BMO sign (view from north of Dial bldg.)

For Midtown residents who see the iconic, brown-marble Dial Building on Central Avenue, much has changed: for the first time, in mid-2016 signage was installed atop the north and south building facades. And not "just" signage – at night, a glaring, eerie white LED light invades our living rooms, bedrooms, yards and balconies. Indeed, as the American Medical Association warned in 2016, LED lighting requires appropriate screening and dimming to avoid negative health and environmental effects. So our sleep is disrupted, non-sleep activities are impacted, property values can be hurt, the beautiful night sky and downtown skyline look worse – and our historic neighborhoods appear different. The Arizona Republic reported this signage as among the largest in Arizona, and a BMO representative explained it wanted to "make a big splash" seen by "people flying in and flying out." How did this happen? What can be done?

A detailed look is troubling. Did the applications include untruthful information, and not include all relevant information? Was public "support" misstated and were public notices mailed to adjacent neighborhood associations? We also don't see how such blaring white LED illumination, sign sizes and sign locations would "not be detrimental to persons or property in the vicinity, or to the public welfare in general" – the legal standard for such signage. Does anyone view BMO's LED signage – ironically located above Central Arts Plaza – as "low key and elegant," the "design theme" established for the Dial Building?

A large grassroots movement, supported by organizations representing thousands of residents near the Dial Building, wants to fix the BMO signage problem and stop copycat LED signage. We prefer that BMO and the Dial Building work expeditiously with us to find a solution acceptable to surrounding neighborhoods – yet with or without such cooperation, there must be change.

Learn more - <http://files.constantcontact.com/40336e39501/98a21b17-15b4-42ef-9e6a-3bc01245e6bd.pdf>

The Midtown Neighborhood Association passed a resolution in support of Mr. Shulman's appeal.

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