

MIDTOWN MUSE

October - December 2018



Preview the Midtown Urban Living Tour

Welcoming Woodward - 29 Years
In The Making *p.10*





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A Message from the Midtown Neighborhood Association Board

As summer winds down and autumn approaches, the Midtown Neighborhood Association is as busy as ever!

We thank everyone for coming out to the Central-City Neighborhoods Mayoral Debate on September 26! It was great to hear the candidates' views on central Phoenix issues. You can find more information about the debate at our website, and be sure to vote by November 6.

This quarter we are hosting our Annual Midtown Urban Living Tour on November 3 – don't miss your chance to view 10 great homes in five notable Midtown condo buildings. Read about it in this issue and be sure to get your tickets at MidtownPHX.org. Also on the schedule, our Oct. 17 neighborhood meeting. Join us at Alta Central Apartments at 4001 N Central Avenue at 6:00 pm.

On July 21, our Board participated in an all-day Retreat to focus our efforts and our organizational structure for the Midtown of the future. We realize that we are a neighborhood organization first, and we are working to advocate for the Midtown that we want. If you're interested in joining our Board to advance our work, let's chat.

Yours for Midtown,
Edward Jensen, MNA Board President

MNA Meeting Schedule

Oct 17
Wednesday
October Neighborhood Meeting at Alta Central

Nov 7
Wednesday
November Board Meeting

Dec 5
Wednesday
Annual Meeting - Election of New Board Members (venue to be determined)

All meetings and events begin at 6:00pm.
Monthly Board Meetings are at Tapestry on Central Clubhouse, 2302 N Central Ave

Calling All Volunteers

We're looking for community volunteers that want to help in various aspects of supporting the Midtown Neighborhood Association mission. Email info@midtownphx.org to find out about getting involved.

STAY CONNECTED

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OUR PARTNERS



OUR MISSION

To provide information, education and outreach on community safety, neighborhood relations and welfare, development and other issues of interest to the community and to assist and support other community organizations in promoting the common welfare and good of neighborhood residents.

OUR BOARD MEMBERS

President - Edward Jensen
Vice-President - Jennifer Boucek
Treasurer - Elizabeth Ortiz
Secretary - Constance Combs
Holly Aguilar

Heather Fahey
Jenny Poon
Lizet Trevizo
Margaret Wright

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MIDTOWN NEIGHBORHOOD ASSOCIATION

PRESENTS

THE 6TH ANNUAL

MIDTOWN URBAN LIVING TOUR

Saturday, November 3, 2018
from 11 a.m. to 5 p.m.

Tour 10 unique Midtown residences



Tickets Available now at midtownphx.org

\$15 online; \$20 at the door

Check-in on Tour day at

Regency on Central

2323 N. Central Ave.

Free transportation will be provided but all homes can be reached by bicycle, walking or light rail.

Midtown Living

Constance Combs, MNA Secretary

In the April 2017 issue of The Midtown MUSE, I described my Midtown walk among fountains, desert landscaping and shade structures behind the commercial buildings on the east side of Central Ave, north of Thomas Rd. That walk has changed in the last 15 months but retains the qualities I enjoyed then – cool, quiet and calming in a decidedly urban Phoenix setting.

Modern energy, beauty, change – all continue to define Midtown Living. You will read here Derek Horn's article about Park Central Mall's evolution, new residential and commercial buildings on the Central corridor in our standard Midtown Rising: Development Update, and our featured 6th Annual Midtown Urban Living Tour, November 3, 2018.

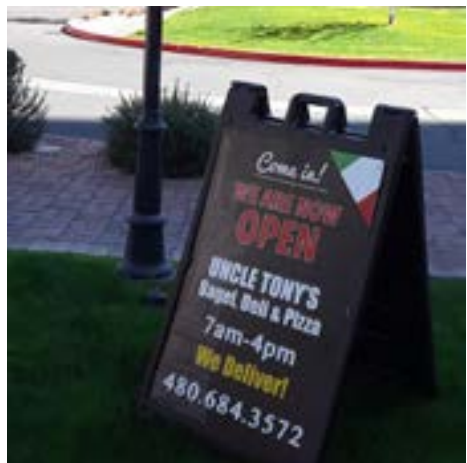
Come – walk, ride light rail, peddle your bike – we invite you to participate for a day in Midtown Living!



Cigna
20 E Thomas Rd – shaded sitting area near sculpted mustangs frolicking in a cool stream



Phoenix Corporate Tower East
3003 N Central – refurbished courtyard – yes, there's bocce ball!



Uncle Tony's Deli
3111 N Central – replaced Duck & Decanter



Edison Midtown Condos
3131 N Central – joins the northwest-looking skyline between the Great American Tower, 3300 N Central Ave and One Lexington



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The Foundation of Basics



Lili Nerini, Aesthetician
As our skin changes over our lifetime, our skin care products and regimens should evolve also. A skincare routine can be as simple or involved as one chooses but should include these key components.

Start with an effective cleanser to remove all debris from the day and all oils produced overnight. Something for exfoliation is essential. The aging process slows our skin's ability to release dead cells. This then affects the way pores clog and how our skin looks, feels, and absorbs moisture. Be cautious not to overdo here. Intensely exfoliating products and services can offer immediate benefits but can sometimes expose the skin to further damage from sun.

A beloved moisturizer is a healthy skin's best friend. Options include a single moisturizer for day and night or two different products to treat the skin

during the day versus night. Regardless of choice, remember a high functioning hydrator should include plant-derived extracts, oils, and vitamins to achieve optimum benefit. These ingredients support the natural function of our skin, do not congest pores, and nourish for a radiant appearance.

Finally, a sunscreen is a most necessary step. Overexposure to the sun is the number one cause of

premature aging. A mineral-derived protectant will shield you against UVA and UVB rays. It's important to note that the sun protection factor (SPF) is the amount of time the sunscreen is active. This means SPF 30 works for 30 minutes. It should be applied about 20 minutes before sun exposure, be the last product put on the skin, and not be mixed with any other products. Cover face, neck, and hands.

Hopefully, these basics of skincare help create for you a simple routine. Enjoy your self-care.

Lili Nerini skincare consultations are available at Ide Mania Salon.

We "Heart" Midtown

Cindy Moss, Keep Phoenix Beautiful

For a small organization like Keep Phoenix Beautiful to do, well, what our name says we do, partnerships are key. So, we want to share musings of some fabulous Midtowners we have grown to know and love.

Take for example, the awesomeness of the community organization 850ZIP. This group not only ranks Rock Star Status for their local patronage, they also live by the self-professed motto 'Do Good In the Hood'. They have adopted an ample portion of Midtown through the City's 'Adopt A Street' program and through heat, humidity and sometimes even chilly



temps, the 'Do-Good Crew' hits the roads every quarter like clockwork cleaning up trash and debris.

But they don't rest on those laurels Volunteer 'Zippers' are spotted regularly climbing ladders and skillfully operating weed whackers while toiling away at our Pierson St Community Garden monthly volunteer events. And if that's not enough, they also assemble a crew to help us recycle at many special events.

We are deeply grateful and honored to be one of two local non-profits that 850ZIP has adopted to support through volunteerism, fundraising opportunities, great marketing and, without a doubt, always tons of fun. They are a joy to work with!

Another Midtown memento – the very popular Pride Run. Every year, the well-organized team of Phoenix

Frontrunners asks KPB to provide recycling AND composting at this fun event. It's a significant logistical commitment adding this green component, and we appreciate their dedication to sustainability. In our eyes, they cross the finish line with the First Place Medal for environmental stewardship!

While these groups carry out their own missions in a most beautiful way, they also do much to keep Phoenix beautiful. For that we say, a heartfelt thanks for being the wind beneath our wings.



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- ASU Downtown Phoenix campus
- Tempe Public Library
- Friendship Village Tempe
- Maravilla Scottsdale

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Arizona State University

A Message for District 4: From Phoenix Councilwoman, Laura Pastor



In the wake of Primary Elections on August 28, it is now more important than ever to get involved in local politics and governance. There are many ways in which to

its development and growth, as well as how essential resources, facilities, programs and services are allocated. The decisions you make allow you to have a say in a shared, participatory process between your representatives and the community.



do so, from volunteering at a local non-profit agency or a special event, serving on a City or Board or Commission, to taking part in your Neighborhood or Community Association, as many of you are doing already. While this activity is crucial to being involved at the local level, by far the best way is to make your voice heard by voting in the General Election this November 6.

Your action at the polls and voting by mail has a direct result on not only the State's direction but how the City moves forward into

This is a critical time for the City of Phoenix. Choices made now will affect the trajectory of our community for many years and decades, and will undoubtedly impact generations to come. We are the 5th largest City in the nation. How we grow, build, evolve, and sustain has implications not only regionally but is often scrutinized nationally, and you have the ability to help determine that through your involvement.

So make sure you are registered to vote by October 9 for the General Election this November. Get friends, family, and neighbors to do the same. Help get people to the voting booth and make sure they drop off their ballots in the mail. Now more than ever it is vital that we exercise this tremendous power and responsibility, together as a community. See you at the polls this November!

Laura Pastor,
Phoenix Councilwoman
Phoenix.gov/district4

Welcoming Woodward: 29 Years In The Making

Woodward Drive between Central Ave and 3rd Street has joined the Ashland Place Historic District neighborhood and is the first street in 12 years to receive historic designation within the City of Phoenix! Woodward Drive was platted in 1929 and was originally designed to offer 21 lots; however, the Great Depression delayed development, and homes were constructed between 1935 and 1950. The street offered bungalow style homes and duplexes, but due to the street's proximity to Central Ave and its high-rise overlay, many of the properties were demolished and today only eight residential properties remain.

The area was first surveyed for historic status by the City of Phoenix in 1989, but property owners on Ashland Avenue and Woodward Drive opposed the designation. As a result, originally Ashland Place consisted only of Hoover and Vernon Avenues. In 2002 another attempt was made to include Ashland Ave and Woodward Drive within Ashland Place but only Ashland Avenue was added.

James Judge, a resident of Ashland Place and local Designer/Realtor, recognized how vulnerable these homes were. Over the past year, he worked with residents and Kevin Weight of the City of Phoenix Historic

Preservation office to add Woodward Drive to Ashland Place Historic District. This process underwent review and approval by the Historic Preservation Commission, Village Planning, and the Planning Commission and was finalized by the City Council on September 5, 2018 - 29 years after it was first attempted.

Judge says, "Historic Preservation is something that makes Phoenix unique and special. Including Woodward Drive promotes community, protects Ashland Place and ensures that these homes will be here for generations to come as part of the beautiful balance of old and new that Phoenix offers."



Midtown Loyalists

Margaret Wright, Contributor and Photographer

When Liz and Steve decided to downsize from their historic Midtown home of 27 years, they didn't need to look far to find a place to continue their adventures.

While touring Phoenix Towers during a Midtown Urban Living Tour, they quickly realized it offered much to appeal to them. They weren't ready to move then, but when they were, it didn't take long to zero in on "that pink building on Central Avenue" and look seriously for an apartment to buy. They found a perfect one, sold their historic home and moved to Phoenix Towers within a few weeks. Their

eclectic mix of traditional and antique furniture and collectibles with a large contemporary art collection found a new home that suits everyone.

Both are retired college professors but far from sedentary. Liz is a marriage officiant as well as a Phoenix Art Museum docent. Steve is a research volunteer at Desert Botanical Garden and an avid cyclist and kayaker. They both love camping, biking (they recently completed a bike trip traversing the width of France), and other outdoor pursuits, frequently accompanied by Mr. Bingley, their small terrier mix.

Walking Mr. Bingley, in fact, is one of the ways they enjoy and keep tabs

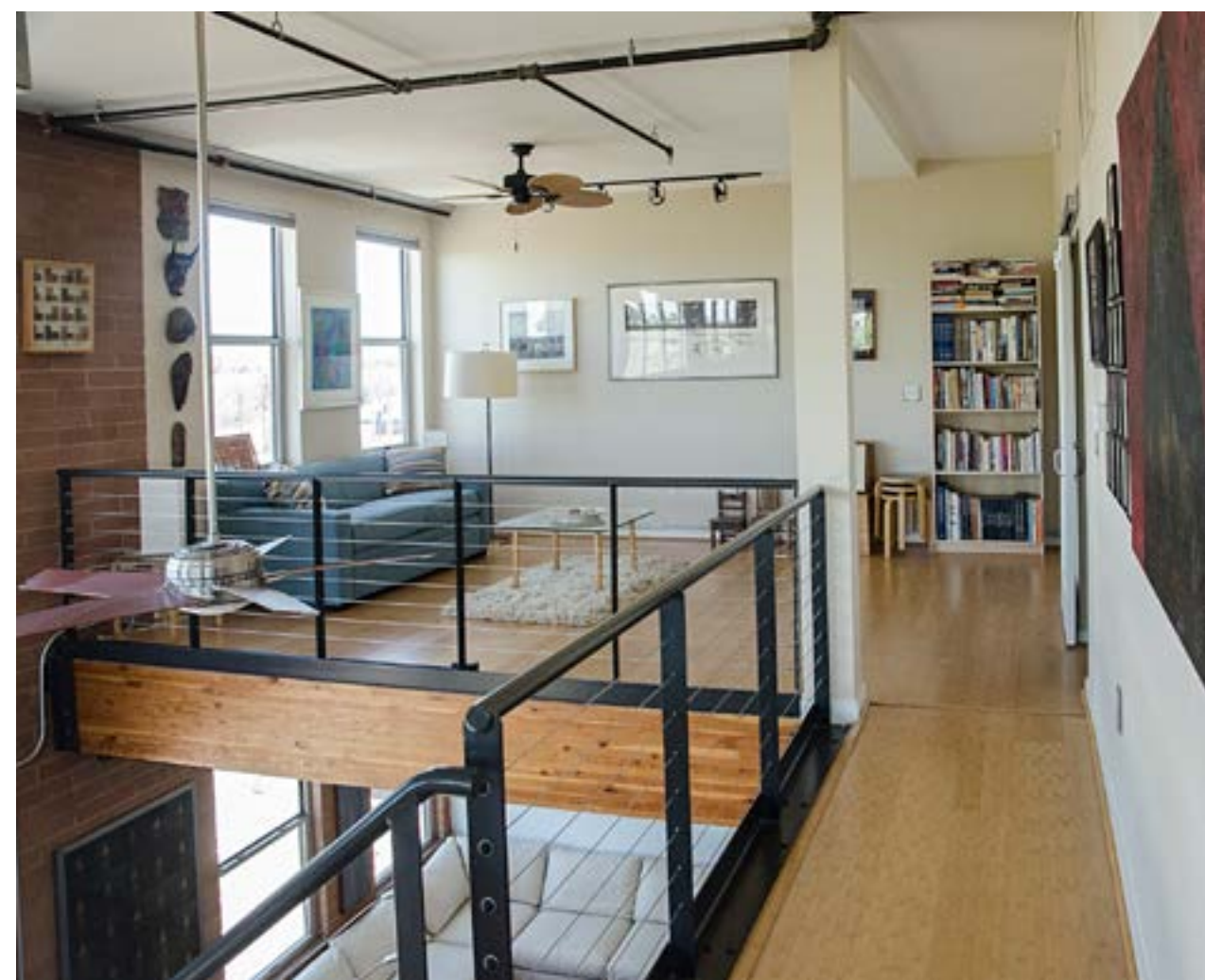
on neighborhood progress. In their Midtown years, they have noticed a significant increase in the number of people on the streets – dog-walkers, runners, bike riders, and people just plain out enjoying their community.

They can't foresee a time when they don't live in Midtown – everything they need is within a few miles of home, they are much less reliant on their car, and they love supporting the local economy rather than patronizing chain stores.

In short, they are typical Midtown residents – active, enthusiastic, conservation-minded and involved in the world, in Midtown and elsewhere.



Midtown Urban Living Tour: Homes of the Past





Midtown History Moment: Park Central Shopping City

Derek D. Horn, author of the book *Images of America Midtown Phoenix* and co author of the book *Pioneer Military & Memorial Park of Phoenix*

Until just after World War II, Phoenix was a much smaller city than today. Residential neighborhoods surrounded downtown; farms and ranches surrounded the residential districts. Aside from patronizing neighborhood grocers and other small stores, most did their shopping and banking downtown. One could take a streetcar or a bus to Washington Street and soon be shopping at Goldwater's or Diamonds, cashing a check at Valley National Bank or having lunch at the Adams Hotel. This changed quickly after the war.

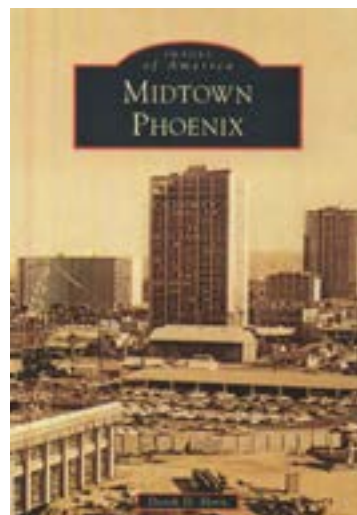
A disastrous fire in 1947 destroyed most of the street cars and the service discontinued in 1948. Midtown and the surrounding areas experienced a building boom as Phoenix's population exploded. By the mid-1950s it was inconvenient for many to go downtown—there was too much traffic and finding a parking space was difficult.

In 1955, Uptown Plaza, the first large shopping center outside downtown, opened at Central and Camelback. A year later

the Park Central Shopping City opened on the west side of Central at Earll on land that was once the Central Avenue Dairy. Retailers flocked to the new outdoor mall and now Midtown residents could shop at Goldwater's, Diamonds, or the other shops without going downtown. The bonus: thousands of spaces of free parking.

Park Central thrived as the office towers and apartments sprung up in the area during the 1960s and 70s. In the 1980s, as the nexus of growth and development shifted east to the Camelback Corridor, Park Central began a long decline as the retailers left and were replaced by offices. By the 1990s most of the retail space was gone.

After almost 30 years of struggle, Park Central is now undergoing a renaissance. Much of the campus is under reconstruction as a mixed-use project with restored mid-century features. Park Central will once again be a prominent destination in Midtown—still with plenty of parking.



A personal note from Derek: Recently I accepted a job in the East Valley, so this is my last article. I want to thank those of you who faithfully read and commented on my articles over the past five years. I appreciated your encouragement and interest in Midtown's rich history. We only scratched the surface.

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Movie Magic Concert

Mark Sendrow

The husband-and-wife piano duo, Stephanie Trick and Paolo Alderighi, return to the Cutler-Plotkin Jewish Heritage Center of the Arizona Jewish Historical Society with an all-new program of themes and songs from classic films, including The Sound of Music, Shall We Dance, Singin' in the Rain and more.

Paolo (from Milan, Italy) and Stephanie (from St. Louis, Missouri) met at a piano festival in Switzerland in 2008 and started to work together in 2011 on a four-hands piano project dedicated to classic jazz, songs from the swing era, American standards, ragtime and blues. Stephanie and Paolo will present their own arrangements, including four hands on one piano, which is a rare occurrence in jazz due to the fact that jazz involves improvisation.

Alderighi and Trick have performed in a variety of venues in the United States and in Europe, including the Musical Instrument Museum, Sacramento Music Festival, the West Coast Ragtime Festival in Sacramento, the Monterey Dixieland Jazz Festival, the San Diego Jazz Festival, and festivals

and jazz clubs in Japan, Scotland, Germany, Switzerland, Hungary, Italy, Austria, Canada and other locales.

Date: Sunday, November 4
Location: Cutler-Plotkin Jewish Heritage Center, 122 E Culver
Tickets: Online at www.azjhs.org - \$20 AZJHS members \$25 non-members

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Midtown Rising

Margaret Dietrich

Alta Central

4001 N Central Avenue
(Central & Indianola)



Boutique 223-unit state-of-the-art, Transit Oriented Development apartment community located in the heart of Midtown Phoenix. Offers highly refined, smartly appointed living space with cutting-edge amenities, structured parking garage, and functional and interactive common areas.

Status: Currently leasing 602-730-7892 Occupy in November

Developer: Wood Partners
- www.altacentral.com

Circa Central Avenue

1505 N Central Avenue

A 227-unit mid-rise apartment community with two creative office units, five townhomes along 1st St, and 222 conventional apartment homes. Circa offers a rooftop pool and garden with city views, sports lounge, upper level lounges with fire features, upscale fitness center facing Central Avenue, outdoor chef kitchen, bike storage/maintenance shop, pet bathing station and private pet park.

Status: Under construction
Contact: circacentralavenue@pinnacleliving.com

Park Central Mall Renovations

3121 N 3rd Avenue

Even though the Central Ave side is fenced for construction, your favorite restaurants are open and waiting for you: First Watch • Thai Basil • Starbucks • Jimmy John's • Jamba Juice • Kobalt • Michael's • Pita Bistro • Fired Pie

Broadstone Midtown

240 W Osborn Road

Boutique urban community of 200 studio, one, and two bedroom residences located in the heart of Phoenix's burgeoning entertainment and dining scene. Pet friendly with contemporary resident clubhouse, gourmet exhibition kitchen, spacious coffee lounge, resort style pool & spa, two-story fully appointed fitness center, and spacious outdoor fitness lawn.

Status: Under construction - First residences expected to open Spring 2019 with final completion Fall 2019



Columbus Apartments

3601 N Central Ave

A 223-unit luxury apartment and retail community in the center of Midtown Phoenix. Offers studio, 1 BR and 2 BR floor plans with highly appointed finishes. Pet friendly and top of the market amenities: structured parking garage, resort style pool area and courtyard, world class fitness center and resident clubroom. Approximately 6,000 SF retail space slated for 2-4 tenants including restaurant / food service.

Status: Under construction. Move-ins planned for early 2020

Developer: Fore Property Company
- www.foreproperty.com

APS Midtown Substation

On 2nd St between Indianola and Clarendon, APS is building a new substation.

Status: Construction is underway

TRU Burger Company - Phoenix

2535 N Central Avenue (at Virginia)

Pennant Development completed construction and released half the space to Tru Burger Co for interior construction which opens November 1st. Fast Signs on Central will renovate the pylon sign. Rubicon Deli will not occupy space.

www.truburgerco.com

What's New In The Hood?



What's The Future For The Vacant Lot Once Part Of Phoenix Indian School and Community Garden?

"Why doesn't the city clean up and use that large vacant piece of land on the northeast corner of Central Ave and Indian School Rd?" Wayne and Marie Mitchell asked. ...The city of Phoenix doesn't own the property; the Federal government sold the 15-acre property to Central Park I, LLC, for \$18.5 million, proceeds for which went into the Native American education fund. Central Park I is connected to developer Pivotal Group who confirmed they are developing plans.

...City Planning and Development Director Alan Stephenson said zoning calls for an "intense mixed use project" (apartments, office, retail, parking and open space) with heights up to 200 ft. "We have had one initial meeting [regarding] connections to Steele Indian School Park." He advises people who want to help shape how the city grows to join one of dozens of boards [such as Midtown Neighborhood Association] that help advise the city council on future projects.

Excerpt and photo by Mariana Dale, KJZZ Q&AZ To read the full article, go to <https://kjzz.org/content/686843/qaz-whats-future-vacant-lot-once-part-phoenix-indianschool-and-community-garden>



Upward Projects Moving to Midtown Phoenix Landmark

Beadle, Henry, and now, Sarmiento. Upward Projects' portfolio of real estate, stacked with buildings from some of the most prolific mid century architects, will add yet another architectural unicorn to its mix with the lease of the Sarmiento-designed Phoenix Financial Center rotunda that will house their new HQ in February 2019.

The Phoenix-based restaurant hospitality company has secured the space, and will begin restoration and renovations this fall. Located on the grounds of the 1960-era Phoenix Financial Center, Upward Projects' new 30-person HQ (with plans to expand to 50 people in the next few years) will be housed inside the northernmost rotunda.

The new HQ will allow Upward Projects, which was founded in Phoenix in 2009 and annually named to the "Inc. 5000" list as one of the nation's fastest-growing companies, to develop and manage all aspects of their business including eight Postino WineCafé locations across Arizona, Colorado and Texas, two locations of Joyride Taco House, Windsor & Churn and Federal Pizza.

Article by Downtown Phoenix Journal

i Did you know? You can always stay up-to-date with Midtown news at www.MidtownPHX.org



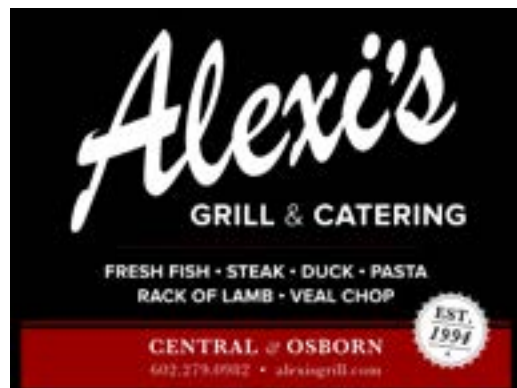
Valley Women's Ensemble

Love to sing? The Valley Women's Ensemble, a community choir, is pleased to move to a rehearsal venue in the heart of the city at Kenilworth Elementary School, 5th Ave and Culver, every Tuesday from 7-9 PM.

We currently number about three dozen singers of varying ages and musical abilities. Our repertoire is broad and varied, with the twice-a-year concerts revolving around a given theme. This past spring, we returned to the music of Gershwin, the 50s and Midler for a fun, swinging performance. This fall we will be working on Vivaldi's Gloria and some holiday pieces.

It's not too late to join – we are always looking for new voices and energy! Auditions are required to properly place your vocal range. Interested? Check out our website <https://valleywomensensemble.org/> or contact Mary Jo at maryjpitzl@cox.net.

Photo Courtesy of Valley Women's Ensemble



Phoenix Theatre

New and old Phoenix Theater is one of the oldest arts organizations in Arizona and remains one of the oldest operating arts organizations in the country. In 1924, the Heard Family offered the newly named Phoenix Little Theatre the old coach house on Central and McDowell.

In 1952, Board President Stephen Shadegg with the Heard Family and Barry Goldwater won funding to build what would be the core of developing art and culture, later welcoming Phoenix Art Museum and Phoenix Library; it moved to its current space renamed Phoenix Theatre in 1993. A plan to address space shortage and accommodate growing program needs became a reality in 2013. The addition included a soaring glass atrium lobby, additional rehearsal and entertainment spaces, and a new state-of-the-art black box theatre, now the Hormel Theatre.

Phoenix Theatre has launched stars in the industry, developed young audiences, introduced emerging playwrights and composers, created a space for alternative and experimental theatre, and hosted world premieres. It remains the center of an active arts complex, creating dynamic, professional productions while following its mission of educating and elevating the growing Phoenix artistic and cultural community.



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Arizona Humanities Council

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www.azhumanities.org

Arizona Opera at Symphony Hall

602-266-7464
www.azopera.org
First Fridays, Brown Bag Lunch Recital 10/18, 11/15, & 12/20, Charlie Parker's Yardbird 11/09 - 11/11, Mini-Magic Flute - Opera, Family Day 12/08, Maria de Buenas Aires 12/29 - 12/30

Arizona Theatre Company at the Herberger

602-256-6995
www.arizonatheatre.org
Native Gardens 10/04-21, Erma Bombeck: At Wit's End 10/23 - 12/02, The Music Man 12/01 - 01/27

Ballet Arizona and Symphony Hall

602-381-1096
www.balletaz.org
Sleeping Beauty 10/25 - 10/28. The Nutcracker 12/13 - 12/24

Burton Barr Public Library

602-262-4636
www.phoenixpubliclibrary.org

Cutler-Plotkin Jewish Heritage Center

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www.azjhs.org
Film Series (7 pm, free): Remember Baghdad 10/09, G I Jews 11/13, Dreaming of a Jewish Christmas 12/11, Book Discussions (7 pm, free): TBA 10/15

Great AZ Puppet Theater

602-262-2050
www.azpuppets.org

Hance Park

www.hanceparkconservancy.org
Noche en Blanco 10/27

Heard Museum

602-252-8840
www.heard.org
Native + You on First Fridays (free), Moondance 10/27

Irish Cultural Center

602-258-0109
www.azirish.org
First Fridays in the Great Hall, Anam Cara Gala 10/20, Winter Solstice Celebration 12/21 4:00 - 11:00 pm

Japanese Friendship Garden

602-256-3204
www.japanesefriendshipgarden.org
First Fridays (free) 4:00-6:00pm, Oct 4:30-6:30, Moonviewing Festival 10/26 - 10/27

Phoenix Art Museum

602-257-1222
www.phxart.org

Phoenix Center for the Arts

602-254-3100
www.phoenixcenterforthearts.org

Phoenix Chorale

602-253-2224
www.phoenixchorale.org
Mid-Century Modern - Trinity Cathedral 10/02, A Chorale Christmas at various churches 12/14 - 12/18

Phoenix Symphony

602-495-1999
www.phoenixsymphony.org

Phoenix Theatre

602-254-2151
www.phoenixtheatre.com
West Side Story until 10/14, Fun Home 10/10 - 12/02, Elf: The Musical 11/14 - 12/30

Rosie's House

602-252-8475
www.rosieshouse.org

The Nash

602-795-0464
www.thenash.org
Jazz Jam Sessions Every Sundays at 6:00pm

Valley Youth Theatre

602-253-8188
www.vyt.com
Polkadots: The Cool Kids Musical 10/12 - 10/28. Winnie-The Pooh-Christmas Tail 11/30 - 12/23

Events in the Area

Arizona State Fair

www.azstatefair.com
10/05 - 10/28 Wednesday-Sunday

First Fridays and Third Fridays every month

www.artlinkphoenix.com

Rainbow Festival & Street Fair

www.phoenixpride.org
10/20 - 21 at Heritage Square

WayneFest Music Festival

www.waynefest.com
10/27 4:00 - 9:00 pm at Coronado Park - the neighborhood where Wayne Newton grew up!

43rd Annual 3TV Phoenix 10K& Half Marathon

www.phx10k.com
11/04 start/end at City Scape Plaza

The Arizona Fall Fest

www.localfirstaz.com
11/03 10:00 am - 4:00 pm at Hance Park

F.Q.Story Home Tour & Street Fair

www.fqstory.org
12/01 6:00 - 9:00pm or 12/02 11:00 am - 4:00 pm

Phoestivus-Phoenix Public Market

12/07 & 12/13 5:00 - 10:00 pm

Phoenix Festival of the Arts

www.phoenixfestivalofthearts.org
12/07 - 12/09 at Hance Park

Valley Metro Celebrates Its 10th Anniversary

www.valleymetro.org
12/27 Watch for details from MidtownPHX.org

Cycling

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

AZ Bicycle Club

www.azbikeclub.com

Grid Bike Share

www.gridbikeshare.com

Phoenix Spokes People

www.phoenixspokespeople.com

The Velo & Bicycle Nomad Café

602-759-8169
www.thevelo.com


Midtown Neighborhood Association Events

www.MidtownPHX.org

Neighborhood Meeting 10/17 6:00 pm

6th Annual Midtown Urban Living Tour 11/03 - information and tickets at www.midtownPHX.org

Board Meeting 11/14 6:00 pm - Tapestry on Central
Annual Meeting 12/05 6:00 pm

 Are you hosting an event in Midtown? Let us know by contacting info@midtownphx.org

Heads Up Drivers, Pedestrians, & Bicyclists

Lisa Huggins-Hubbard
Neighborhood Services Department



As cooler temperatures approach, more people are out and about. This means there's more activity on city streets, so remember to keep yourself and those around you safe by following these key safety tips.

Pedestrians

Use the Crosswalk

Don't Walk Distracted

Look, Listen and Be Seen

Drivers

Focus on the Road

Look Out for Pedestrians and Bicyclists

Stop on Red and Don't Speed

Bicyclists

Stay Bright at Night

Obey Traffic Signals and Signs

Use Hand Signals

For additional safety tip information, visit Phoenix.gov/HeadsUp.



Crime Reporting and Social Media

Ben Harris, Community Action Officer

When social media began, most people could not imagine how connected it would make us. The irony is that it has also driven us further apart in our real relationships with our friends, family, and our neighbors. Social media has evolved at hyper speed, and with all of the information-sharing opportunities that social media has opened up to us, we in law enforcement have been seeing an alarming trend. Calling Police and reporting crime and suspicious activity is too cumbersome, so more and more people resort to the ease of a social media post. Unfortunately, such a post will not get a Police officer out to handle your issue(s).

Calling Crime Stop at 602-262-6151 and 9-1-1 is how we have reported crime and suspicious activity to the Police, and will continue to be. This allows us to ask critical questions to obtain as much information as practical regarding your particular

issue. Some believe that because the Police Dept has social media pages, we will see and respond to those media posts about crime, but this is not true. We do not have personnel who monitor and respond to social media postings about crime.

Social media, and especially those which cater to neighborhoods, can greatly augment the neighborhood network. Use social media wisely and understand that a neighborhood which has numerous postings about crime can be perceived negatively to prospective renters or home buyers. Consider using crime specific groups, and post the facts that can be used: suspect and vehicle description(s), modus operandi, and crime prevention information. Keeping neighbors informed and reporting suspicious activity and crime to the Police will continue to keep our communities as safe as possible.



Ben Harris, Community Action Officer
Phoenix Police Department
Mountain View Precinct
Benjamin.Harris@phoenix.gov

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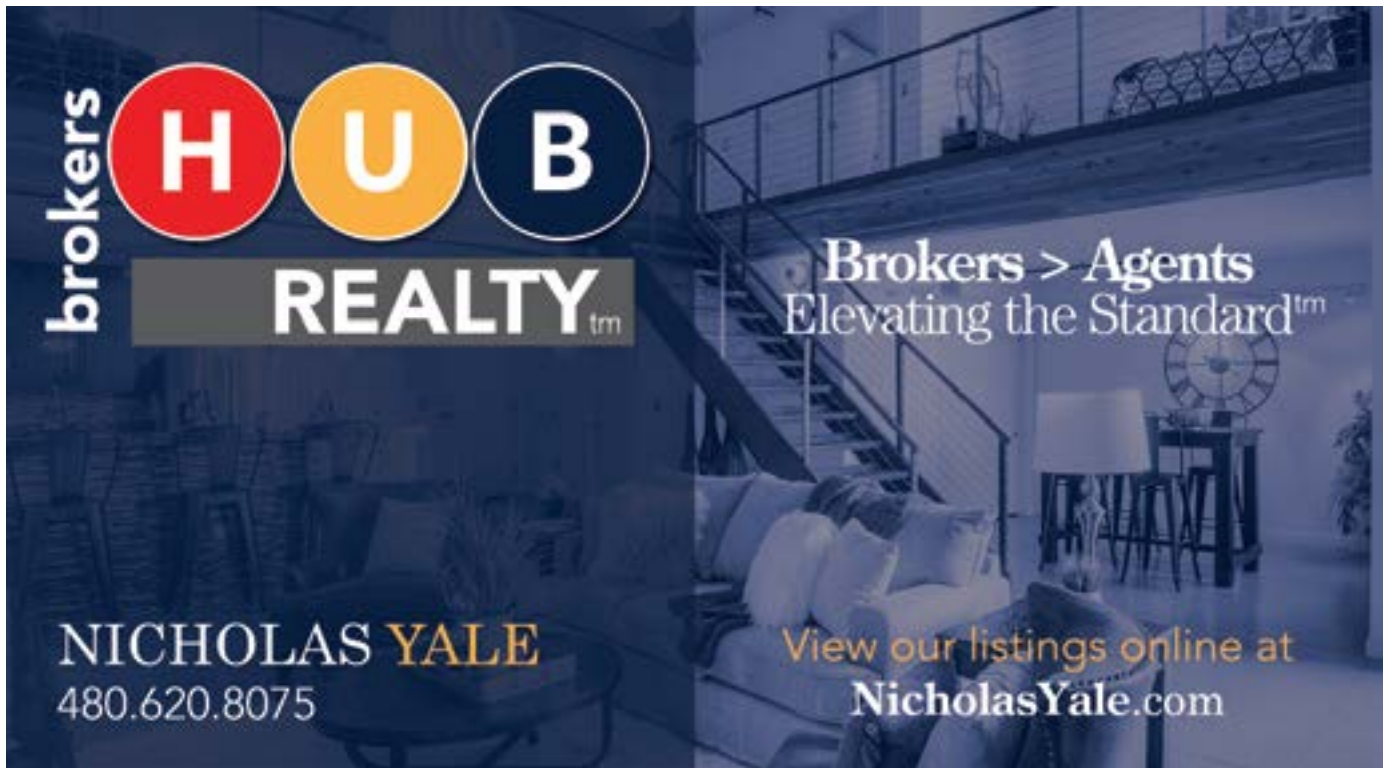
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10:15 am - Jesus, Java & Jazz
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Hey Midtown Muse!

The end is near, the end is near! The summer heat has an expiration deadline and it is fast approaching! I saw a cute meme the other day that had an elevator to hell and the devil was greeting people at the door and said "Welcome to AZ!" I often feel like that when showing homes and open the front door only to discover the AC has been turned off! Such a lovely feeling.

I have had quite the summer though, having been able to get away a few times to escape. My husband I celebrated our 10 year anniversary by renting a cabin in Pine for the weekend and doing some fun hiking and relaxing. We took our new golden-doodle puppy with us and discovered he is less go-go golden and more prissy-poodle! While our previous golden loved to go for hikes, this one has no interest in it. He was fine for the first mile, but after that would just find a shady spot and collapse and refuse to move until he got water and 10 minutes to cool down. He did enjoy chasing a squirrel though, so he did redeem his canine dignity in some respect.

I was also able to attend a Realtor conference in San Francisco back in July. It was for Inman News, which is basically the Huffington Post for Realtors. There was an entire day on "Indie Brokerages" aka "the Little Guys" that I was able to participate in as a new and upcoming brokerage. It was awe inspiring as I was with such a large corporation for most of my career and to make the switch really opened my eyes as to what the consumer is looking for. With rare exception, most buyers and sellers do not care what sign is in the front yard, only that the agent they choose to work with is an expert in their area and competent in what they do. At Brokers Hub

Realty, over 90% of our agents are Associate Brokers, and do a minimum of 12 transactions per year. How is that for being an expert and competent? I am very proud of the company and culture we are building and I know that the consumer experience is better when working with a professional. Sure, the large corporations have great agents too, but I think it says something about the agent when they seek out what company to hang their license with. To quote my mother: You are who you hang out with.

The dog days of summer real estate are coming to a close and so the fall season generally brings a new crop of buyers to the market. Inventory is low, especially for nicer properties and buyers are willing to pay a premium for homes of spectacular quality. If you have been thinking of selling, we should talk. I am more than happy to sit with you, go over my marketing dog and pony show, review recent sales with you and prepare a cost sheet so you can see what your home is worth. I am not a pushy agent, just not my style, so feel comfortable inviting me over for a non-committal chat. I am here to assist!

I have been working with 850ZIP.com to help local business and the community come together. We coined the term "Keep Phoenix a Phoenix". Our downtown core is what it is because of the artists, the dreamers and the businesses. We see a community where diversity, color and the arts create a fabric of our society and we are all better for it. It is exciting to see the Phoenix we are all creating once again rising as a Phoenix, always changing and growing. I am so pleased to be a part of it and invite you to speak your mind with your voice and your wallet by supporting local art/food/culture/business.