

MIDTOWN MUSE

CELEBRATE THE NEW YEAR!



SUNDAY — OFF — CENTRAL

East Vernon Avenue
(between Central & 3rd St.)

JAN
FEB
MAR
2018

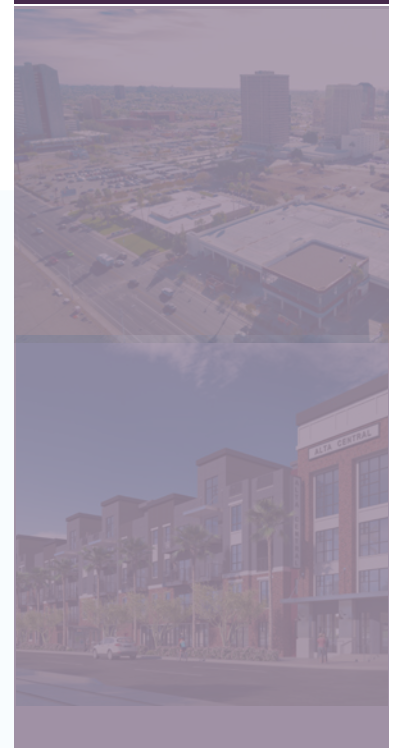
MARCH 11, 2018
10AM - 3PM

#thisismidtown

MidtownPHX.org

JOIN US AT THE
MIDTOWN
NEIGHBORHOOD
ANNUAL RESIDENTS'
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Phoenix Police Neighborhood Block Watch Grant Program



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Contact MNA at (602)730-4646 or info@midtownPHX.org

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Annual Midtown Community SHRED EVENT



When: Saturday April 28th, 2018
10:00am to 1:00pm

Where: UFCW Local 99 - 2401 N Central Ave.

Donations Benefit:



Sponsored By:



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MIDTOWN NEIGHBORHOOD ASSOCIATION BRIEFS:
What is Your Midtown Neighborhood Association Up to This Quarter?

The Midtown Neighborhood Association (MNA) annually selects new Board members, some staying on within their 3-year term, some new members coming on. Officers are elected from among members in January.

MNA's mission is to promote the livability and workability of Midtown Phoenix. The Board asks our readers to help us articulate a Midtown Vision. Consider what illustrates livable and workable to you and submit your ideas to info@midtownPHX.org "Vision."

Our November 2017 Midtown Urban Living Tour was a success. With the support of six business sponsors, we welcomed about 400 visitors to six condominium buildings and two new apartment complexes. See photos in this issue.

This quarter, MNA presents the Fifth Annual Sunday Off Central Block Watch Party on March 11 from 10:00 to 3:00. We will have vendors, entertainment, food trucks and events for the kids. You can find safety information and more at the MNA booth. Come out and meet your neighbors as you stroll along Vernon Avenue. We are grateful for Vernon residents' welcome each year. Contact constance@midtownphx.org to volunteer.

Our Quarterly meeting will be Wednesday, March 21 at 6:00 PM at Broadstone Arts District, 222 E McDowell Rd. There will be speakers about issues in our area and an update from Community Action Officer, Ben Harris. The Board holds regular monthly meetings on the first Wednesday at 6:00 PM at the Tapestry on Central clubhouse, Central and Encanto (enter from either Vernon or Encanto). All are welcome.

Have a great winter and remember to set your calendars for Sunday Off Central, March 11th!

The MNA Board:

- | | |
|-----------------|-----------------|
| Holly Aguilar | Jenny Poon |
| Jennifer Boucek | Margaret Wright |
| Constance Combs | Lizet Trevizo |
| Heather Fahey | Elizabeth Ortiz |
| Edward Jensen | |

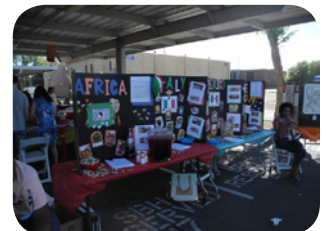
Sign up for our email newsletter at MidtownPHX.org
 Contact MNA at (602)730-4646 or info@midtownPHX.org
 Follow us on FACEBOOK
 #ThisisMidtown

SWBHS' First Annual Cultural Diversity & Wellness Event of 2017

By Lynda Riford

Sounds of celebration, laughter and fun were in the air as attendees at the Southwest Behavioral & Health Services First Annual Cultural Diversity & Wellness Event discovered what makes a person's culture and ideas of wellness. The October 28, 2017 event was a success, with a plethora of presentations on culture and healthy lifestyle. From yummy food trucks to live bands such as Ruder and the SBH Trio, to a beautiful Classical Middle Eastern Indian dance performance by Nanda Datta from Arizona South Asians for Safe Families, guests were sure to find entertainment. Participants included an array of human service agencies from the State of Arizona in an effort to promote a culture of connectedness, interaction, collaboration and celebration of differences within the human-services, medical professions and the community-at-large.

For more information and a list of agencies that hosted an event table, contact Lynda at (602) 285-4283.



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www.midtownphx.org



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MIDTOWN MUSE JAN/FEB/MAR 2018



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MIDTOWN CELEBRATES A NEW YEAR

By Constance Combs

The theme for this MUSE edition is a celebration of the New Year in 2018. To support our stakeholders and constituents, the Board's New Year's Resolutions are to:

- Increase community partnerships and collaborations for broad impact and participation
- Represent Midtown residents and businesses in City of Phoenix property and transit developments
- Coordinate and reward a committed volunteer base

Wikipedia's New Year: *In the Gregorian calendar, New Year occurs on 1 January (New Year's Day). This was also the case both in the old Roman calendar (at least after about 713 BCE) and in the Julian calendar that succeeded it. Other calendars have been used historically in different parts of the world; some calendars count years numerically, while others do not.*



Copacabana, Rio de Janeiro, Brazil

During the Middle Ages in western Europe, while the Julian calendar was still in use, authorities moved New Year's Day variously, depending upon locale, to one of several other days, among them: 1 March, 25 March, Easter, 1 September, and 25 December. Beginning in 1582, the adoptions of the Gregorian calendar and changes to the Old Style and New Style dates meant the various local dates for New Year's Day changed to using one fixed date, January 1, almost global now. In Latin America, various native cultures continue the observation of traditions according to their own calendars. Israel, China, India and other countries, continue to celebrate New Year on different dates.

MIDTOWN COUPLE RECEIVE 2017 HERITAGE AWARD

ARIZONA JEWISH HISTORICAL SOCIETY

On December 2, Susan and Mark Sendrow were honored as recipients of the Arizona Jewish Historical Society's 2017 Heritage Award. Both are retired attorneys from Maryland and New Jersey, respectively, who moved to Phoenix in 1978. They currently own a home in Phoenix Towers. Susan serves as a volunteer for the Jewish Family and Children's Services Senior Enrichment Program and the Arizona Jewish Historical Society, and Mark volunteers as a docent for the Phoenix Art Museum. He is a past president of the Arizona Jewish Historical Society and played a major role in the development of its dynamic arts, culture, and education programming.



Susan and Mark Sendrow are the couple on the right

Proceeds from the award gala support the ongoing restoration of the Cutler-Plotkin Jewish Heritage Center. Purchased by the Arizona Jewish Historical Society in 2002, the center serves as a museum and event venue open to people of all faiths. Exhibitions and programs educate the public about Jewish heritage as well as the diverse history of Arizona. The center is a Phoenix Point of Pride and is listed on the National Register of Historic Places.



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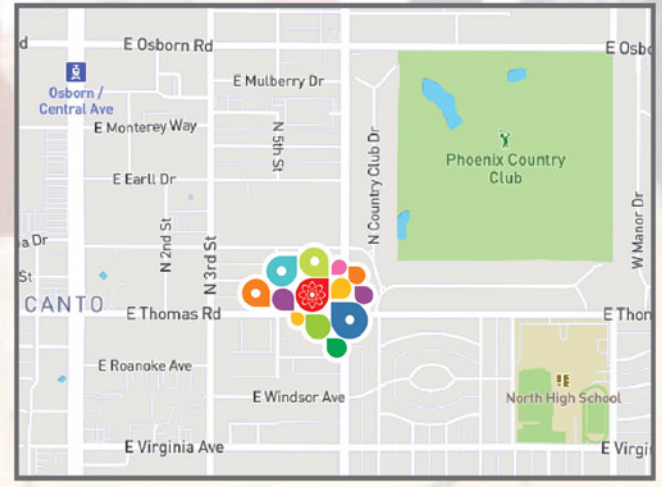
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NOCHE EN BLANCO

The Hance Park Conservancy is a community-based, 501(c)(3) non-profit organization, created in 2010. It has been instrumental in developing the Hance Park Master Plan, adopted by the City of Phoenix in 2014, actively raising funds to help make this plan a reality. Midtown Neighborhood Association (MNA) is a “neighborhood stakeholder” and is represented by Board Member Jennifer Boucek and Louise Roman. MNA supports the Conservancy with membership fees, event volunteers and promotions, and purchased a table for 8 diners at the October 28 “Noche en Blanco” 2017 event. See photos here. <http://hanceparkconservancy>.



A "GREEN" 2018!

By Cindy Moss, Keep Phoenix Beautiful

Happy New Year from Keep Phoenix Beautiful! It's hard to believe 2018 is already off and running! Time sure flies!

As so many folks do, at Keep Phoenix Beautiful we like to reflect on the year past and all we learned along the way.

2017 proved to be a landmark year! We closed our beloved PHX Renews, but wasted no time in opening two new, beautiful community gardens. Our Pierson Street Community Garden has become a real jewel in the neighborhood and we are so proud of the accomplishments there, leading up to a fun and festive grand opening complete with Mayor Stanton cutting the ribbon! A week after that, our beautiful Mountain View Park Community Garden was unveiled with a wonderful community welcome. These projects could not be done without the amazing support of our partners and, of course, the never ending assistance from the very best volunteers you could ever ask for!

We kept our diversion rates high with events like 'I Recycle Phoenix', The Rock and Roll Marathon and the Phoenix 10k, where volunteers helped us divert thousands of pounds of items from the landfill. We educated over 10,000 kiddos and helped to clean and beautify many parks and neighborhoods.

We celebrated our 35th anniversary in style with special awards for some well-deserved community members!

Finally, we had the incredible honor of working with the 911.org organization on a '9-11 Day of Service' paying tribute to that day's heroes.

As we look ahead in 2018, we are excited about the continuing possibilities for a clean, green and sustainable city! The support of our community has been key in making things happen and for that we say a most heartfelt Thank You. Keep Phoenix Beautiful wishes you and yours a happy, healthy New Year!



A "GREEN" 2018!



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MIDTOWN URBAN LIVING TOUR 2017



Roberta and Ed Brownfield, winners of the Durant's Restaurant raffle! The Brownfields spend their winters in Scottsdale, AZ and live in Charlottesville, VA.





Printed by your friendly midtown neighbors at AlphaGraphics on Central Avenue



PCA: Midtown Partner

In 1983, when a much smaller Downtown Phoenix was in decline, Phoenix Community Alliance (PCA) launched significant public-private partnerships that catalyzed quality new development in the heart of Phoenix, and contributed to our growing urban vitality. As the premier membership organization dedicated to Greater Downtown, PCA provides engagement opportunities that link key stakeholders, identify synergies across sectors, foster collaboration, and connect key decision makers to resources and potential partners.



Board Member Heather Fahey represents the Midtown Neighborhood Association to PCA, and is currently participating on the Central City Planning & Development Committee:

- Providing updates and presentations on current and future projects happening in Greater Downtown Phoenix, broken down by market segment
- Working on ballot measures like MovePHX, which was successfully passed into law in 2015 and will expand light rail, bus services, and improve aging streets across the city
- Acting as a liaison between developers and community groups, encouraging communication and outreach at the neighborhood level

For full Committee descriptions, go to <https://www.phoenixcommunityalliance.com/committees/>

Check out the PCA online calendar at <https://www.phoenixcommunityalliance.com/events-calendar/>



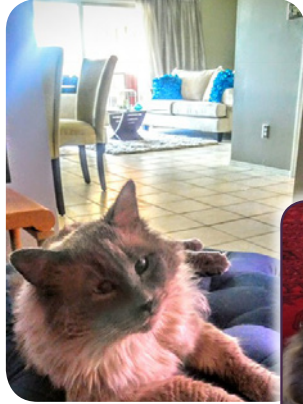
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office 602-604-4900 | fax. 602.604.4901 | www.wyndhamhotels.com/wyndham-garden/

MIDTOWN FELINE FOTO FETE

DONATELLO...Human...Tom



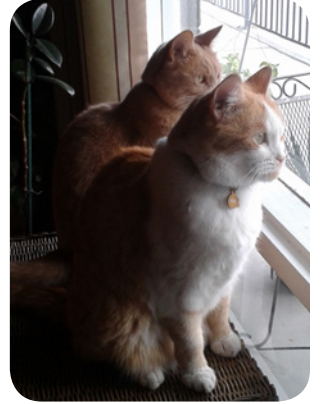
Mr. Meowpants...Human...Heather



PJ...Human...Diane



Georgie & Bella...Human...Constance



CC



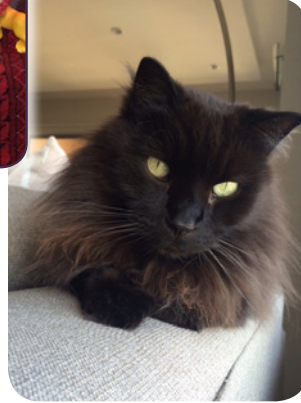
Human...Joan



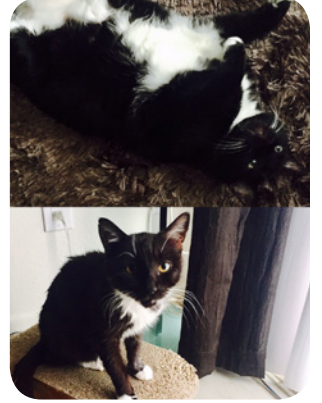
Poni & Artemis..Human..Elizabeth



Mr. Meowgi & Dasha.Human. Linda



Max...Human...Margaret



Max & Brugger.Human.Alecia

MIDTOWN HISTORY MOMENT: Northwest Corner McDowell and Central

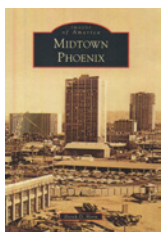
By Derek D. Horn



For many years the large parcel of land at the northwest corner of McDowell and Central was empty until the Muse apartments opened. That land was not always vacant, however. In years past it was home to some of the city's earliest citizens and later a familiar corporate entity.

James Holcomb established a homestead on 160 acres at the corner in the 1870s and was granted a land patent on May 16, 1878. He eventually owned all of the land between Central and Seventh Avenues and McDowell to Thomas Roads.

The corner eventually became the home of two prominent Phoenicians of the early 20th Century. Gordon Tweed, a young rancher and real estate developer, built a large house there and later added two wings as his family grew. His neighbor and business partner in real estate, William Hartranft, constructed a large house two doors north of the Tweed property. Both men were active in civic affairs. Hartranft was an early advocate of city planning and is credited with establishing Phoenix's park system.



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Both houses lasted past World War II, but by 1949 a gas station was in front of the Tweed house and a doctor's office in front of the Hartranft home. By 1959 the gas station and Hartranft house remained, but the Tweed house had been replaced by a large facility for Mountain Bell, the forerunner of Century Link.

By 1997, all the structures on the corner were gone. It remained vacant until the construction of the Muse.

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

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



EDISON MIDTOWN

Location: 3131 N Central Ave
 Sales Center: 46 E Monterey Way - (Open 7 Days a week from 11 am-6pm)

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 – Early 2018 delivery
 Visit www.liveatedison.com, call 602-441-4669, or email info@liveatedison.com



CENTRAL & VIRGINIA – SE CORNER

Retail project under construction - completion late January.
 First tenant will be Rubicon Deli (www.rubiondeli.com)
 Pennant Development, LLC



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 barbecues. Unit types include: studio, one, two and three-bedrooms.

Status: under construction – Leasing to begin in December 2017. For information, please call Evergreen Devco, Inc. 602-808-8600



Broadstone Osborn

Location: NEC Osborn & 3rd Ave

A boutique urban community consisting of 200 studio, one, and two bedroom residences located in the heart of Phoenix's burgeoning entertainment and dining scene, and within the city's cultural heart. This pet friendly community will offer amenities including a contemporary resident clubhouse, gourmet exhibition kitchen, spacious coffee lounge, resort style pool & spa, a two-story fully appointed fitness center, and spacious outdoor fitness lawn.

Status: Under construction – First residences are expected to be open in fall 2018 with final completion in the spring of 2019.

Sports Club

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WHAT'S NEW IN THE HOOD??



Macayo's New Location in Midtown! At Woody's Macayo, you'll find four generations of lovingly crafted family recipes, paired with innovative contemporary dishes inspired by Mexico's regional culinary diversity. The locally and family-owned Mexican restaurant is located on Central Ave between Indianola Ave and Clarendon Ave in Phoenix. Enjoy the tastes of tradition and contemporary flavor in every bite. The name you know, the food you love, since 1946.

Hours: Monday - Wednesday: 7:00 am to 10:00 pm Thursday - Friday: 7:00 am to 12:00 am Saturday: 10:00 am to 12:00 am Sunday: 10:00 am to 10:00 pm

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<http://www.macayo.com/location/woodys-macayo/>



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Phoenix Indian School Visitor Center (PISVC) In October 2017, Native American Connections opened the new Phoenix Indian School Visitor Center at 4520 N Central Avenue. Native traditional healing practices are woven throughout their behavioral health programs. Hours are by appointment.



CO+HOOTS comes to the rescue of **Burton Barr Library** programs while the library is closed for reconstruction! A new partnership with the City of Phoenix allows Co+Hoots to host a lot of the library's entrepreneurial programming. Programs such as Introduction to Small Business Taxes or Marketing 101 can be found here bit.ly/cohootsevents.



After 60 years in business, **Park Central Deli** closed after lunch service on Friday, Nov. 17. The deli has been serving sandwiches, soups and smiles at the Park Central Mall in Midtown Phoenix since the shopping center opened in 1957....The center's new direction coincides with the deli's lease expiring, and owners Charlie Sands and Jim Bickoff made the tough decision not to renew. "We're of an age that you have to start thinking about enjoying life a little more," Sands said. "We're going to go out on top with this. Our heads are held high. We know what people felt about this restaurant."

(Photo: Jennifer McClellan/azcentral.com)

COMMUNITY CALENDAR

ARTS AND CULTURE

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602-543-6440 www.lifelonglearning.asu.edu

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www.herbergerinstitute.asu.edu

Many and various performances. Check it out.

ARIZONA HUMANITIES - 1242 N Central Ave

602-257-0335 www.azhumanities.org

Programs and events nearby and around the state

ARIZONA OPERA at Symphony Hall and 1636 N Central

602-266-7464 www.azopera.org

02/02-04 Candide

03/09-10 Barber of Seville

04/06-08 Das Rheingold

Check website for other related events

ARIZONA THEATRE COMPANY at the Herberger

602-256-6995 www.arizonatheatre.org

01/05-28 Man of La Mancha

02/15-03/04 Outside Mullingar

04/05-22 Low Down Dirty Blues

BALLET ARIZONA

602-381-1096 www.balletaz.org

Classes in Jazz, Belly Dance and Ballet

02/15-18 Cinderella

03/22-25 Today's Masters Orpheum

check website for other related events

BURTON BARR PUBLIC LIBRARY

1221 N Central Ave location closed until June for renovations

Access Phoenix Public Library @ Park Central - 3110 N Central Ave

Mon Fri Sat 9:00 am-5:00 pm Tue Wed Thu 9:00 am-9:00 pm

Sun 1:00-5:00 pm

<http://www.phoenixpubliclibrary.org/Locations/Pages/Park-Central.aspx>

CUTLER-PLOTKIN JEWISH HERITAGE CENTER – 122 E Culver

602-241-7870 www.azjhs.org

Genealogy classes, exhibits, films and book discussions

01/09 Film: Theodore Bikel-In the Shoes of Sholom Aleichem

02/06 Film: Destination Unknown

GREAT AZ PUPPET THEATER - 302 W Latham

602-262-2050 www.azpuppets.org

Great Spring schedule-check the website

HANCE PARK - north of Roosevelt between 3rd St & 3rd Ave

www.hanceparkconservancy.org for events.

Sunday in the Park every weekend

02/16-18 Chinese Week Festival

03/02-04 McDowell Mountain Music Festival

03/10 Blues Blast

03/17 St Patrick's Day Faire

03/24 Haru in the Garden

HEARD MUSEUM - 2301 N Central Ave

602-252-8840 www.heard.org

02/10-11 Hoop Dance

03/03-04 Guild Indian Fair & Market

IRISH CULTURAL CENTER - 1106 N Central Ave-Hance Park

602-258-0109 www.azirish.org

First Friday, classes, dances and special events

St Patrick's Day Parade and Faire 03/17

JAPANESE FRIENDSHIP GARDEN - 1125 N 3rd Ave-Hance Park

602-256-3204 www.japanesefriendshipgarden.org

First Friday, events and classes

MILL AVE CHAMBER PLAYERS at Central United Methodist

www.millavechamberplayers.com

02/04 Music of Francaix, Stravinsky and Springer

03/04 The Blue Concert

COMMUNITY CALENDAR

PHOENIX ART MUSEUM - Central and McDowell

602-257-1222 www.phxart.org

Multitude of films, talks and exhibits

PHOENIX CENTER FOR THE ARTS - 1202 N 3rd St-Hance Park

602-254-3100 www.phoenixcenterforthearts.org

Many forms of art classes for children and adults

PHOENIX SYMPHONY

602-495-1999 www.phoenixsymphony.org

Spring season is full of great performances

PHOENIX THEATRE - 100 E McDowell

602-254-2151 www.phoenixtheatre.com

01/24-02/11 It's Only a Play

02/14-03/04 The Boob Show

03/07-04/08 Million Dollar Quartet

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

02/09-25 Hobbit

04/02-22 Little Women, the Broadway Musical

MIDTOWN NEIGHBORHOOD ASSOCIATION EVENTS

www.MidtownPHX.org

Board meetings - first Wednesdays-Tapestry Clubhouse

03/11 Block Party on East Vernon - see ad

03/22 Quarterly Neighborhood Meeting at 6:00 Broadstone Arts District - 222 E McDowell Rd

HOME TOURS AND EVENTS IN THE AREA

FIRST FRIDAYS AND THIRD FRIDAYS every month

www.artlinkphoenix.com

03/15-20 Art Detour 30

01/13-14 ROCK N ROLL MARATHON

www.runrocknroll.competitor.com/Arizona

02/16-18 28TH CHINESE CULTURE & CUISINE FESTIVAL

www.phoenixchineseweek.org Hance Park - free

02/11 WILLO HOME TOUR

www.willohistoricdistrict.com

02/25 CORONADO HOME TOUR

www.greatercoronado.com

03/02-04 MCDOWELL MOUNTAIN MUSIC FESTIVAL - Hance Park

www.mmmf.com

03/17 ST PATRICK'S DAY PARADE AND FAIRE

602-258-0109 www.azirish.org

CYCLING

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www.phoenix.gov/bicycling

AZ BICYCLE CLUB

www.azbikeclub.com

GRID BIKE SHARE

www.gridbikeshare.com

PHOENIX SPOKES PEOPLE

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WHEN SHOULD I CALL THE POLICE?

Effective Communication with 9-1-1 or Responding Officers

By Officer Ben Harris, PPD Community Action Officer

People / Vehicles

Police need as much detail as possible but in a certain way. Think macro first, micro second – obvious info first, then finite. For persons, initial info is gender and skin tone, clothing including hats, height/weight, and if the person has a weapon, a bike/cart/dog, etc. Then, estimated age, hair color /length, clothing detail, items carried, facial details like facial hair and glasses, tattoos if observable.

For vehicles, apply macro/micro rules, except if you have a full or partial license plate number. Key verbiage for vehicle type is: Sedan, Hatchback, Station Wagon, Coupe, Convertible, Van, Mini-Van, SUV, Pickup Truck, Commercial truck, Flatbed, Box truck, Tractor-Trailer, Bus, Tow truck, etc. Follow type with detail of color, number of doors, possible year/make/model; then, number of occupants, window tint, exterior accessories like custom wheels, tool boxes, roof rack, vehicle damage, lifted or lowered, etc.

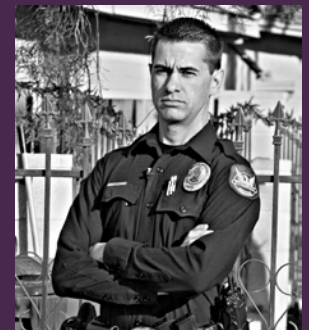
When / Why

When and why to call Police is highly subjective. Phoenix residents do an outstanding job reporting crime and suspicious persons/vehicles/behavior, but we can always learn to make our neighborhoods a better place. Casing is a key behavior to look for which can come in many forms: generally, a person surveying an area or specific place to glean information that may be useful in compromising security – on foot, on a bike, in a car, or via email or social media. Use of alleys is always a problem because it is often an ingress/egress point for burglaries and thefts. Be suspicious of unlawful behavior in alleys such as using them as thoroughfares, removing items from dumpsters, illegal dumping, loitering.

Timing

It cannot be stressed enough to call as soon as possible to report a crime or any other Police need. Though we are stretched for manpower at times, the sooner you call us, the more likely we can make contact with the person or vehicle of interest.

Stay vigilant, and always stay safe.



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