

# MIDTOWN MUSE

July - September 2018



## Cool Art

galleries • museums • studios



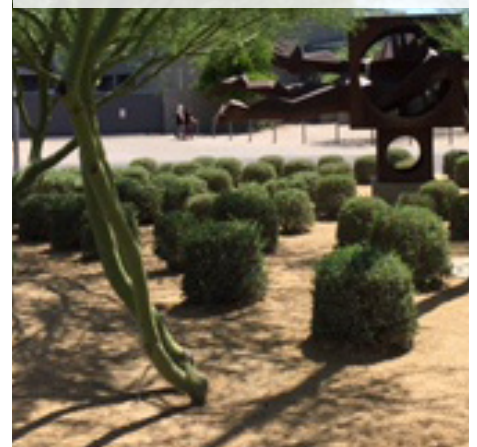
## Cool Flows

spas • salons • fountains  
bars • breweries • wine  
cellars • soda counters



## Cool Spaces

pools • parks • libraries



### Connect with Midtown Neighborhood Association

Sign up for our email newsletter at [MidtownPHX.org](http://MidtownPHX.org)

Contact MNA at 602.730.4646 or [info@midtownPHX.org](mailto:info@midtownPHX.org)

Follow us on Facebook at [facebook.com/midtownPHX](https://facebook.com/midtownPHX)





# What Is Midtown Neighborhood Association Up to This Summer?

Constance Combs, MNA Secretary

The Midtown Neighborhood Association is ten years old! In July 2018, we celebrate a decade of advocacy on behalf of residents and businesses for a livable and workable Midtown Phoenix! MNA has conducted more than forty community meetings, published close to forty newsletters, growing from a two-sided one-page flyer to the current nationally awarded version of The Midtown MUSE. We've been an active member of the Phoenix Community Alliance and served on the Hance Park Conservancy Board, as well as pulling off eight Sunday Off Central block watch parties and, as of this November, six Midtown Urban Living Tours. And we're still counting!

MNA celebrates partner 850zip in the success of two neighborhood events: the first "Bike Bizarre" provided proof of concept with twenty five repairs by Phoenix Bike Company and one donated bike to Phoenix Spokes People. Food trucks made out well, and District Four wants to partner for future semi-annual events; their eighth annual free "Shredding" event brought 120 families by with over 8,500 pounds of paper and nearly \$775 in donations. With 850zip matching funds, non-profit partners Arizona Animal Welfare League/SPCA and Keep Phoenix Beautiful received \$2,000 in donations - Congratulations!

In this issue, we wish you a happy summer and invite you to find cool ways to spend it in Midtown:

Cool Art › galleries, museums, studios

Cool Flows › spas, salons, fountains, bars, breweries, wine cellars, soda counters

Cool Spaces › pools, parks, libraries

The Board has revised its meeting schedule to incorporate more opportunities to keep the neighborhood current on Midtown affairs. Rather than monthly Board meetings and quarterly neighborhood meetings, beginning in July, MNA will conduct meetings alternating between Board regular meetings and neighborhood meetings. Join us for our August 15 community meeting from 6-7:30 PM at CO+HOOTS, 221 E Indianola Ave.

Save the date November 3, 2018 for the Midtown Urban Living Tour!

Thanks for being our neighbor!

MNA Meeting Schedule	
July 11 Wednesday	July Board Meeting (postponed due to July 4 holiday)
Aug 15 Wednesday	August Neighborhood Meeting CO+HOOTS 221 E Indianola Ave
Sept 5 Wednesday	September Board Meeting
Oct 17 Wednesday	October Neighborhood Meeting (Venue to be determined)
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

## STAY CONNECTED

- ☎.....602.730.4646
- ✉.....info@midtownphx.org
- 🌐.....www.midtownphx.org
- f.....MidtownPHX
- @.....MidtownPHX

## 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

## GRAPHIC DESIGN BY

Justine Sponder  
 www.justinesponder.com

## PRINTED BY

The Marvel Factory  
 www.themarvelfactory.com

**Got a Pup? Take a Pic!**  
**Enter the 850zip Dog Daze of Summer photo contest.**

Submit entries by July 30th to [eddey@850zip.com](mailto:eddey@850zip.com)  
 Follow us on Facebook and Instagram for updates and voting.  
 Top 3, based on votes, receive gift baskets from locally owned businesses.

BE THE GOOD YOU

www.850zip.com

Certified B Corporation

## IN THIS ISSUE

CENTRAL AVENUE PUBLIC ART .....	3	CUTLER-PLOTKIN HERITAGE CENTER HOSTS TWO MUSICAL PROGRAMS .....	14
FOUND:RE HOTEL AND LOCAL ART .....	4	COOL ROOTS THIS SUMMER .....	15
USING BRAINS TO IMPACT EDUCATION ...	5	MIDTOWN RISING: DEVELOPMENT UPDATE .....	16
CODEPHX OFFERS FREE COMPUTER PROGRAMMING FOR YOUTH.....	6	WHAT'S NEW IN THE HOOD? .....	17
SUPERHERO SEPTEMBER: RISE OF CHAMPIONS.....	7	COMMUNITY CALENDAR .....	18
CIRCLE / SQUARED EXHIBITION.....	8	YOUR HOME IS YOUR CASTLE .....	20
COLOR MY WORLD.....	9	CITY REMINDS LANDLORDS OF COOLING ORDINANCE STANDARDS FOR PHOENIX RENTAL PROPERTIES .....	22
STAY COOL IN THE SALONS .....	11		
MIDTOWN HISTORY MOMENT: THE U-HAUL TOWERS .....	12		



# Central Avenue Public Art

Edward Jensen

As you're walking up Central Avenue, have you noticed that the streetlights look different? They are – and one of the surviving elements of the 1990 Central Avenue Beautification program.

In the late 1980s, community groups and local leaders wanted to improve Phoenix's main street: Central Avenue. A \$7 million plan funded by 108 businesses in an improvement district spanning from McDowell to Camelback was created to enhance Central. Four hundred palm trees, 500 shade trees, bus shelters, street lights, and other public art were a part of this plan. This was one of the first projects of the then-nascent Phoenix Office of Arts & Culture.

Three artists (Howard Sice of Tucson, Juan and Patricia Navarette of Taos, N.M., and Douglas Weigel of Scottsdale) were chosen to design 300 copper medallions that are 39 inches in diameter. Twenty-two different designs were picked.

Today, while the bus shelters and brick-lined center lane may be gone, light rail has brought new art to Central. Each light rail station has art from a different artist. The Osborn station features bronze footprints leading to the once (and future) Park Central Mall. The Encanto station, with art by the de la Torre brothers, pays homage to Indigenous peoples of the Southwest.

The next time you're catching a train or walking Central Avenue: just look around you or check out: METRO light rail public art - [www.valleymetro.org/valley-metro-rail-public-art](http://www.valleymetro.org/valley-metro-rail-public-art) or Phoenix Office of Arts & Culture - [www.phoenix.gov/arts](http://www.phoenix.gov/arts).

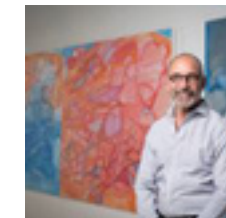


In addition to serving as Board President for the Midtown Neighborhood Association, the author is also a commission member of the City of Phoenix Arts & Culture Commission. Thanks to Ed Lebow of the City of Phoenix Office of Arts & Culture for information and the historic photographs.



## FOUND:RE Hotel and Local Art Mike Oleskow, Curator

Susan Thompson, Former Midtown Neighborhood Association president and resident art lover



When I moved to Midtown seeking community and synergy in art and culture, Paulina Miller Gallery was my "go to" spot, hugging the original Matt's Big Breakfast and kissing the community church across on 1st Street. When it closed, I thought I would not recover. Then...After Hours Gallery transformed a vacant lot on McDowell Ave into a multi-purpose dwelling with design and gallery space, and the aesthetic of Mike Oleskow. A transplant from Philadelphia, Mike saw what Midtown lacked ...a voice, a story, an artistic engagement with artists. We became fast friends over an Art Detour weekend, and my Midtown neighborhood leadership was in motion, following years later in his presidential footsteps.

"I want them to feel the emotion of the art"

Today Mike is curating and cultivating the bridge between Downtown and Midtown at The FOUND:RE Hotel on Central and Portland. Have you been yet? You should go this summer for a staycation. Mike curates 24/7 art experience, and The Studio has a monthly rotating show opening every First Friday. The lobby, hallways, restaurant, and guest rooms display local original art for sale. More than curator or dealer, Mike is a care tender of the artist narrative. I have watched his eyes light up with passion when inviting a patron to view the work and hear how a particular artist became part of the FOUND:RE family. "I want guests to have an experience, I want them to feel the emotion of the art...we finally have a hotel that embraces the local art scene and a place we can be proud of that people will say...OMG, I wasn't expecting this in Phoenix."

Mike recalls his proudest moment in "The Imitations Pollock show [with elementary students]! Not all students had English as their first language, but through art their voices could be heard. The beauty of art...it doesn't need a language it speaks on its own."

So, take the light rail to the FOUND:RE Hotel to experience Midtown's art scene. Ask Mike for a tour and he will quickly reply, "How much time do you have?"



### Midtown Welcomes Burton Barr Library Back!

In June, The Burton Barr Central Library reopened its original site at 1221 N Central Ave after nearly one year's closure following extensive storm damage. It's a cool Midtown space with lots of summer fun!

### 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](mailto:info@midtownphx.org) to find out about getting involved.

### Get Your Business Noticed

Midtown MUSE is delivered to midtown residents and businesses every quarter. Get noticed by advertising in the Midtown Muse.

**Full Page Ad** ..... \$450  
H 10.5" x W 7.5" Horizontal Ad

**Half Page Ad** ..... \$225  
H 5.0" x W 7.5" Horizontal Ad  
H 10.5" x W 3.5" Vertical Ad

**Quarter Page Ad** ..... \$115  
H 2.5" x W 7.5" Horizontal Ad  
H 5.0" x W 3.5" Vertical Ad

**Business Card Ad** ..... \$60  
H 2.0" x W 3.5" Horizontal Ad

\* Prices are for quarterly ad  
\*\*10% Discount for Annual Ads



## Using Brains to Impact Education

The Arizona Academy of Science and Technology (AZAST) Team

Have you ever wondered why you know what you know and can recall random memories from your early days of childhood? How about the impact that different colors have on the way you feel, think, and learn? Whether we are talking about metacognition or color psychology, the folks at AZAST are serious about taking knowledge of the human brain and applying it to an impactful learning environment.

Students in kindergarten through eighth grade, who attend AZAST's downtown Phoenix campus at Thomas and 7th Street, experience what happens when brain-based learning drives the educational experience and culture of a school. This is on display from the vibrant color schemes and natural lighting to learning activities that follow the stages of cognitive development, thereby transitioning students from concrete thinkers to rational thinkers.

"Make no brains about it," AZAST believes that education and learning outcomes are positively impacted when a school applies knowledge of the human brain to intentionally and efficiently impact the dynamics, operations, and interactions of an effective day at school. By using summarization strategies to help promote the transition from short-term to long-term memory and student-driven collaborative work, in the school's Innovation Lab, groups of students replicate real-world simulations enhancing solution-oriented problem solving. AZAST finds that students can achieve more when brain-based learning is at the forefront of constructing a school day and impacting student achievement.



The team at AZAST invites collaboration with education leaders, academic researchers, and community and corporate partners in an effort to further maximize achievement in the classroom using brain-based learning. To learn more, visit our website at [www.azast.org](http://www.azast.org) or connect via phone at (602) 222-9278.



Bags, Totes & More

*thirty-one*  
independent consultant

Amish Hart

CONSULTANT  
amishhartwork@gmail.com  
[www.mythirtyone.com/1967147](http://www.mythirtyone.com/1967147)

## CodePHX Offers FREE Computer Programming for Youth

David Longoria, Council Assistant / Chief Of Staff, Councilwoman Laura Pastor – District 4

CodePHX was created to provide Phoenix youth aged 4-17 the opportunity to obtain knowledge and hands-on computer coding experience and STEM skills [Science, Technology, and Engineering & Math] outside of their school environment. The program is supported by a public-private partnership between the City of Phoenix, Arizona Community Foundation, and the Phoenix Industrial Development Authority.

Since its launch in Summer 2017, more than 1,700 children have attended CodePHX classes. Kids can attend these FREE coding, robotics, and 3D modeling courses at one of 11 public libraries, including Yucca and Palo Verde, or community centers, such as the Bret Tarver Learning Center. This summer the Burton Barr Central Library will join the list of sites hosting classes.

My friend and colleague City Councilman, Daniel Valenzuela, has worked extensively to bring this unique program to life. "There is a gap between our education system and the demands of the future workforce," he said recently. "CodePHX will help close that gap by providing supplemental educational resources to provide opportunities for students, especially those who have been historically disadvantaged, to prepare for the jobs of the future."

There are currently an estimated 10,000 vacant computing jobs in Arizona. Additionally, only 16 of 325 schools in the Phoenix area support a STEM curriculum. CodePHX is simultaneously meeting a demand while offering our youth the chance to compete in a high-tech world and to build essential problem-solving skills. Creating this critical talent and a future workforce pool fills a crucial need for technology jobs, and opens the door for gainful employment for an entire generation of young people.

CodePHX classes are free, but registration is required at certain locations. Visit [phoenix.gov/codePHX](http://phoenix.gov/codePHX) for more information on this exciting and groundbreaking program.

"There is a gap between our education system and the demands of the future workforce"





# Superhero September: Rise of Champions



Detective Sean Reavie, Phoenix Police Dept

The Super Main Event is September 8th at the Child Help Children's Center. People can expect a parade of Superheroes down the front steps (there were 40 last year) to the theme of Superman. There will be live bands, kids' games, The Batmobile, Police and Fire Specialty Vehicles, ice cream, burgers and dogs on the grill, face painting, cape designing, free comic books, service dogs in costume, and many other events. Dress up as your favorite superhero. Admission is free. Bring donations of new, in the box Superhero Action figures and superhero T-shirts for all age groups. Fun for the entire family!

We have events every Saturday in the Month of September (1, 8, 15, 22, 29).

All proceeds go to the Superhero Fund at Childhelp to benefit the 7,000 children who come to the center annually. Yes, 7,000!

### Super Main Event

Date/Time: Saturday, September 8, 9:00-Noon  
 Location: Cypress off Central in front of ChildHelp  
[www.facebook.com/superheroseptember](http://www.facebook.com/superheroseptember)



## V VALLEY WOMENS ENSEMBLE CALLING ALL WOMEN SINGERS!

Auditioning now for exciting Fall Season  
 Call for information and appointment

Jim Alexander, Artistic Director  
 623-810-1744



Auto • Home • Business • Bonds  
 602-715-0333

[knightinsuranceaz.com](http://knightinsuranceaz.com)





**Need Property Management?**

**Your Rents Phoenix Management Team is here for you!**

**Located: 1515 W. Osborn**

- Flat Fee Management
- 11 Years Managing in Phoenix
- 24 Hours on Call
- No Maintenance Up Charge
- Spanish Available
- Valley-Wide Management

**Gregory Real Estate & Mgmt. LLC**  
 Ann Gregory, Designated Broker  
**602-989-3411**  
 Member of PAR, NAR & NARPM  
 Licensed in AZ & NM  
[www.RentsPHX.com](http://www.RentsPHX.com)  
[Info@RentsPHX.com](mailto:Info@RentsPHX.com)




# CIRCLE / SQUARED Exhibition at Lisa Sette Gallery



Housed in a partly subterranean modernist Al Beadle-designed building, Lisa Sette Gallery's physical space is a study in angles and lines; the real estate website Curbed has referred to Beadle structures as "beautiful boxes." Lisa Sette's expansive gallery is a cool white square angled around a central, altar-like alcove made up of right angles, into which brilliant desert sunlight pours from above.

This summer the gallery celebrates Circle / Squared featuring works that revel in concentricity, bending the straight line toward experimentation and aesthetic gyration: delicate ceramics of surreal objects by Li Mingzhu; eerie photographic portraits by Bettina von Zwehl and Tami Bahat; fantastic and phantasmagoric photo constructions by Luis González Palma, Kahn/Selesnick, Liu Xiaofang; stunning industrial landscapes by Yao Lu; and portraiture mementos in glass cameos by Charlotte Potter, among others.

Yao Lu's landscape photographs, which somewhat resemble the "Floating World" (Ukiyo-e) of Japanese 18th Century genre, are photographs documenting vast topographies of industrial detritus. The photographs' circular form is a subversion, as the viewer arrives expecting a quaint historical work: Lu's images instead show in shocking beauty the toxic material of human industry--mountains of rubble and boundless fields of soot.

A circular view may suggest eyeglasses, telescopes and microscopes, binoculars, or peepholes: intimate methods of viewing scenes that may otherwise be beyond our sight. Kahn Selsnick's staged photographs portray a post-apocalyptic world in which humans--unchecked by societal expectations--pursue their own odd social and creative impulses. The viewer becomes time-traveler/voyeur as Kahn/Selesnick's Truppe Fledermaus, a group of travelling performers, engage in mystical antics among the overgrown landscape, and the circular images come to resemble unsettling specimens in a textbook on human behavior.

Lisa Sette Gallery exhibits painting, sculpture, photography, video, installation and performance pieces from an impressive roster of emerging and established artists, as well as maintaining a clientele of local and international collectors devoted to its founder's adventurous curatorial vision.



Lisa Sette Gallery  
 210 E Catalina Dr  
 480-990-7342

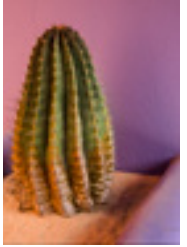
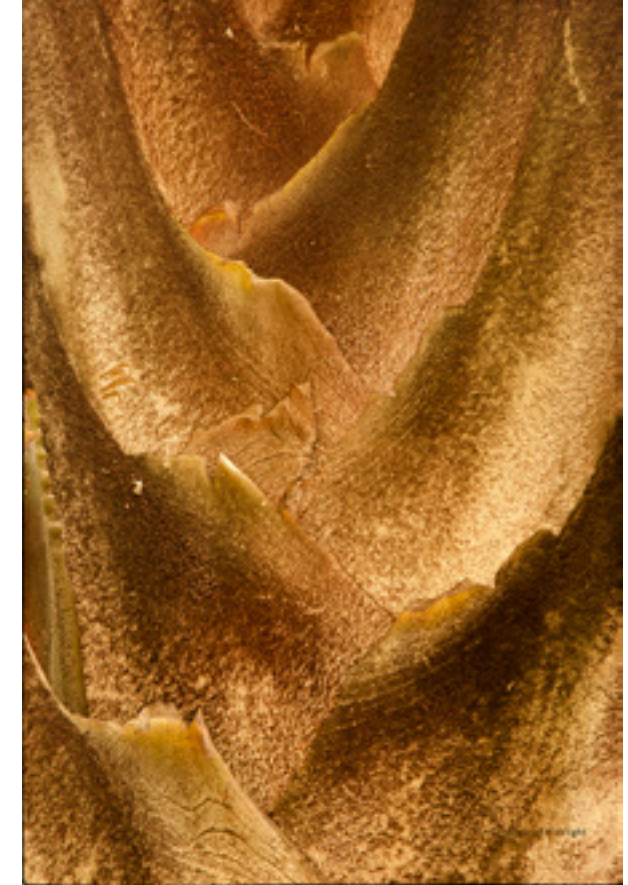
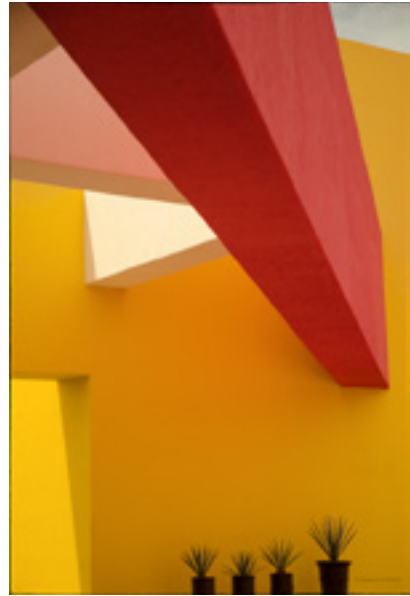
Exhibition: CIRCLE / SQUARED  
 Dates: May 5 - August 25, 2018  
 Hours: Tue-Fri 10-5, Sat 12-5,  
 and by appointment  
 Vacation Closure: Final  
 2 weeks of July

LISA SETTE GALLERY



# Color My World

## Photography by Margaret Wright



Melrose Collective  
W Indian School Rd  
(602) 421-8066  
melrosecollective.net

Revival Art Collective  
335 W McDowell Rd  
(602) 254-1044  
revivalartcollective.com

Downtown Phoenix Inc  
1 E Washington #230  
(602) 495-1500  
dtpnx.org

Modified Arts  
407 E Roosevelt St  
(602) 462-5516  
modifiedarts.org

Phoenix Art Museum  
1625 N Central Avenue  
(602) 257-1880  
phxart.org

Monorchid Creative  
214 E Roosevelt St  
(602) 253-0339  
monorchid.com

Studio ADT  
505 E Buckeye Rd #2  
(480) 491-2606  
studioadt.com

panda design studio  
4446 N Longview Ave  
(623) 258-7086

New City Studio  
1300 N Central Ave  
(602) 908-5539  
newcitystudio.org

Unexpected Art Gallery  
734 W Polk St  
(602) 638-1313  
unexpectedartgallery.com

Fair Trade Cafe  
1020 N 1st Ave  
(602) 354-8150  
azfairtrade.com/

Willo North Gallery  
2811 N 7th Ave  
(602) 448-9041  
willnorth.com

Another Gallery  
3806 N 3rd St #300  
(602) 274-1268

### Local Art Galleries

Art For Fun Studio & Gallery  
3508 N 7th St  
(602) 274-6441  
art4funstudio.com

FOUND:RE Phoenix  
1100 N Central Ave  
(602) 875-8000  
foundrehotels.com

One of A Kind Monroe  
11 W Monroe St  
(602) 253-0950  
ofkaz.com

Art@64  
64 E Vernon Ave  
(602) 214-8200  
artat64.com

The Gallery @ City Hall  
200 W Washington St, 1st floor  
(602) 262-4637  
phoenix.gov/arts/the-gallery-@-city-hall

Eye Lounge  
419 E Roosevelt St  
(602) 430-1490  
eyelounge.com

Fair Trade Cafe  
1020 N 1st Ave  
(602) 354-8150  
azfairtrade.com/

Heard Museum  
2301 N Central Ave  
(602) 252-8840  
heard.org

The Lords of Art Town  
316 W McDowell Rd #103  
(602) 943-4044

ASU Art Museum Project Space  
821 N 3rd St  
(480) 965-2787  
asuartmuseum.asu.edu/projectspace

Herberger Gallery  
200 N 3rd St  
(602) 254-7399  
herbergertheater.org/community/herberger-galleryarizona-center

Phoenix Art Group Inc  
4125 N 14th St  
(602) 241-1060  
phxartgroup.com

Lisa Sette Gallery  
210 E Catalina Dr  
(480) 990-7342  
lisasettegallery.com

Root Seller Gallery  
3343 N 7th Ave #3  
(602) 265-7668

Bentley Gallery  
215 E Grant St  
(480) 946-6060  
bentleygallery.com

phICA Shipping Containers  
425 E Roosevelt St  
phica.org

PHX Center for the Arts  
1202 N 3rd St  
(602) 254-3100  
phoenixcenterforthearts.org

Central Gallery  
Inside Burton Barr Central Library  
(602) 534-6666  
phoenixpubliclibrary.org/Locations/BurtonBarr/Pages/Central-Gallery.aspx

MADE Art Boutique  
922 N 5th St  
(602) 256-6233  
madephx.com

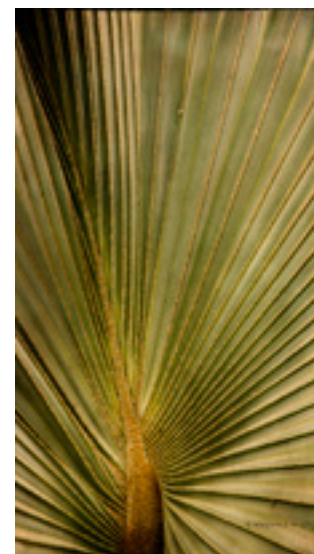
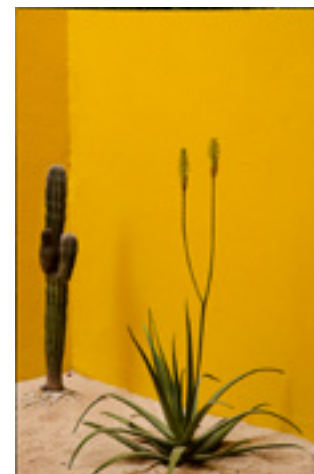
PSA Art Awakenings  
1014 N 2nd St  
(602) 340-1675  
artawakenings.org

Barry Sparkman Bragg's Pie Factory  
1301 Grand Ave  
(786) 543-2207  
barrysparkman.com/contact

Exposed Studio & Gallery  
4225 N 7th Ave  
(602) 370-3260  
exposedgallery.com

Northlight Gallery  
605 E Grant St  
(480) 965-6517  
art.asu.edu/galleries-and-facilities/grant-street-studios

Cereal Killer  
116 W McDowell Rd #120  
(602) 710-2398



© Margaret A. Wright



## Stay Cool in the Salons

### ide mania

#### An Aveda Concept Salon

Hi everyone! Ide Mania has been a Midtown Aveda Concept Salon for more than 30 years!

We've enjoyed sharing this with all of you! This Summer is no exception. We'll be reintroducing an old favorite -- Cherry Almond Bark Shampoo and Conditioner!

All haircuts start off with a calming scalp and neck massage. We offer Chilled Aveda Aromatherapy Tea and Blue Oil cooled hand towels for a refreshing respite from the heat. We look forward to chilling out with all of you.



### Salon D'Shayn

#### Waxing • Skincare • Hair

##### • Shiatzu Chairs

D'Lisa Shayn—Proprietor

In Business Since 2008

Full-Service Spa/Salon • Doors Open to Everyone

Male & Female Brazilian Waxing

Wedding & Bridal, Massage, Hair, Nails, Anti-Aging Facials, Peels and Advanced Skincare Techniques

50% Off First Brazilian Wax

\$120 for Classic European Facial and 60 Minute Swedish Massage



## Midtown History Moment: The U-Haul Towers

Derek D. Horn

Following the end of the Second World War in 1945, newly discharged Navy veteran Leonard "L.S." Shoen and his wife Anna Mary planned a move from Los Angeles to her family's farm in Ridgefield, WA. They tried to rent a trailer to move their possessions, but the only rentals available were for local use, so they could just move what belongings they could fit in their car. During the trip, the Shoens conceived the idea of "rent it here" and "leave it there" one-way rentals and U-Haul was born.

Co-founded by L.S. and Anna Mary in 1945, their business grew steadily, and in just a few years it was possible to rent a trailer from U-Haul in one city and leave it in another throughout the United States and Canada. During the 1950s the Shoens continued to build their business. In 1951 U-Haul was reorganized under a new firm, the Associated Rental Company of America. Anna Mary died in 1957.

In the late 1950s, as Shoen built up his business, Southern Builders of Memphis, Tennessee, began developing a pair of towers, to be called the Central Towers, at the southeast corner of Central Avenue and Roanoke. The north tower, finished in 1959 at 11 stories, was the first high rise office tower north of McDowell Road. It was an immediate hit and soon fully occupied. In 1964 Southern constructed the south tower, connected them at the base, and built a parking structure to the east.

During the 1960s Shoen created AMERCO to hold U-Haul and related subsidiaries. In 1967 he saw opportunity in business-friendly Phoenix and moved the U-Haul corporate offices to the Central Towers. For decades U-Haul maintained a quiet presence on Central Avenue. Shoen continued to grow his firm and even owned the Legend City amusement park for a while. He also was known for some interesting demonstrations, such as the day, to show how easily money could be wasted, he dropped \$1,000 out of his office window onto the street below causing a traffic jam in Midtown Phoenix.



U-Haul remains a family-owned business today with the second and third generations actively managing the company. U-Haul has now taken over the entire Central Towers, which are now named U-Haul Towers, and is growing its presence in Midtown.

Derek Horn is the author of the book Images of America Midtown Phoenix and co-author of the forthcoming book Pioneer Military & Memorial Park of Phoenix.



U-Haul moving into its new home on Central Avenue. Courtesy of U-Haul



The first tower soon after completion in 1959. Horn Collection

### Midtown Mayoral Debate

MNA with Downtown Voices Coalition and the Phoenix Downtown Neighborhood Alliance will co-present a mayoral debate this election season.

Check out [www.midtownphx.org](http://www.midtownphx.org) for more information!



**Great Views!**  
**\$238,500**  
 1 E. Lexington, #606  
*ONE LEXINGTON*  
 OUR LISTING

**\$590,000**  
 332 W. Edgemont  
 WILLO  
 OUR BUYER

**Nextdoor**  
  
 2017 WINNERS  
**TOP REALTOR®**

**Reduced!**  
**\$334,900**  
 1634 W. Encanto  
*DEL NORTE PLACE*  
 OUR LISTING

**Tricia Amato, REALTOR®**  
 520-247-3305  
 AmatoTricia@gmail.com

**Bobbi Ryals, REALTOR® ABR, e-PRO**  
 602-486-3587  
 DowntownPhoenixAgent@gmail.com  
 DowntownPhoenixAgent.com  
 ThisOldHousePhoenix.com

**HOME SMART**  
*Elite*

## Cutler-Plotkin Heritage Center Hosts Two Musical Programs

Mark Sendrow

This summer the Cutler-Plotkin Heritage Center of the Arizona Jewish Historical Society is hosting two musical programs:

July 8: "Jazz in the Key of Chai-Joel Robin Goldenthal + Sons Featuring Delphine Cortez and Stu Siefer" featuring jazz with a Jewish lilt. The program features pianist Joel Robin Goldenthal and his sons – bassist Adrian and drummer Julian, and also Stu Siefer on the tenor sax. Joel has been playing in the Valley since 1975 and has a reputation for accompanying many Valley vocalists. Vocalist Delphine Cortez has sung in top jazz clubs in Chicago and is in demand in the Valley since her arrival in the mid-80's. Delphine and Joel's repertoire includes standards and show tunes from the Great American Song Book. Saxophonist Stu Siefer has played with many renowned local jazz musicians and is a member of the Rural Street Klezmer Band and has his own combo which appears at local jazz clubs.

August 19: Shana Bousard and her father will be performing a program of popular American songs. Shana has been professionally involved in music and theatre since 1984.

She obtained her Bachelors of Music from the prestigious Hartt School of Music in West Hartford, Connecticut, and immediately began performing in regional theatres across the country, as well as her solo vocal recital at Carnegie Hall in 1994. Since moving to Arizona in 1995, Shana has performed for many local theatre companies including Arizona Theatre Company and Phoenix Theatre.

The Cutler-Plotkin Heritage Center is located at 122 East Culver in Phoenix (adjacent to the Burton Barr Central Library). Tickets may be purchased on-line at [www.azjhs.org](http://www.azjhs.org) or by phone at 602-241-7870. The Center can also be reached by email at [lbell@azjhs.org](mailto:lbell@azjhs.org).



**MUSE**

**NOW LEASING**  
 Central & McDowell

MusePhoenix.com  
 (602) 362-8804

View our listings online at  
[NicholasYale.com](http://NicholasYale.com)

**brokers HUB REALTY**

**NICHOLAS YALE**  
 480.620.8075

Brokers > Agents  
 Elevating the Standard™

**SOLD**

**DeChance & Co.**  
**BUY SELL**  
 Fine Watches & Jewelry

**602.252.5262**  
**2323 N Central Ave**

Located at  
**Regency on Central**

waxing skincare hair

**Salon D'Shayn** @The MUSE  
 Midtown Phoenix  
 1616 N Central Ave Suite 101

Wax Facial Pedicure Manicure  
**BEST OF OUR VALLEY**  
 2012 WINNER

**602.300.4825**



[www.SalonDShayn.com](http://www.SalonDShayn.com) @SalonDShayn

massage bridal nails



## Cool Roots This Summer



Cindy Moss, Keep Phoenix Beautiful

The Phoenix summer is hot, that's for sure. So being in the community garden biz, we just had to check out: will the community gardeners take off for the season or can their garden plots still grow?

Who better to check with than KPB's own Garden Manager, the gracious 'Gail the Garden Gal'? Gail LaTour has an unprecedented reputation around town and has transformed an area of Mountain View Park in north Phoenix into a beautiful and tranquil space with thriving veggies, flowers and greenery.

Gail says overcoming the challenge of summer gardening really boils down to a few simple guidelines. The right plants, location and timing will get you a beautiful, bountiful summer garden:



### Tip #1

Plants that thrive in our heat include cucumbers, corn, melons, okra, pepper and Egyptian squash. Feed these beauties some healthy, rich, organic soil and they will love you forever.



### Tip #2

Keep your soil moist with woodchips. In fact, make woodchips your mantra because they will retain the moisture and conserve water.



### Tip #3

Throw some shade to your plants (this time that's a good thing!). Gail recommends 75-90% coverage and she offers a little trick: use PCP pipe, make some hoops, attach with zip-ties and you've got yourself a great shade canopy.



### Tip #4

Just like everything else, it's all about timing. Deep water your plants and let the moisture soak in. Do each day during early morning or evening hours when the sun is down.



If you are in the north Phoenix 'hood' stop by and get more expertise from the delightful Garden Gail. We guarantee she'll turn even the most garden novices into planting experts beyond their wildest dreams.

## Midtown Rising: Development Update

Margaret Dietrich



### 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. Currently leasing 602-730-7892  
Developer: Wood Partners – [www.altacentral.com](http://www.altacentral.com)



### Columbus Apartments

Location: 3601 N Central Ave  
Columbus Apartments will be a 223-unit luxury apartment and retail community along Central Avenue, in the center of Midtown Phoenix. The community will offer residents a mix of studio, 1 bedroom and 2 bedroom floor plans with highly appointed finishes. The community will include top of the market amenities including a structured parking garage, resort style pool area and amenity courtyard, world class fitness center and resident clubroom. The approximately 6,000 SF of retail space along Central Avenue is slated for 2-4 tenants and can accommodate a variety of uses including restaurant / food service.  
Status: Under construction. Move-in planned for early 2020  
Developer: Fore Property Company – [www.foreproperty.com](http://www.foreproperty.com)



### Central & Virginia

Location: SE Corner  
Pennant Development has completed the project and turned over the space to the new tenants for interior construction. They have applied for permits, which is a slow process at this time. Expected opening in mid to late August. Fast Signs on Central will renovate the pylon sign.  
Rubicon Deli [www.rubicondeli.com](http://www.rubicondeli.com)  
Tru Burger Co. [www.truburgerco.com](http://www.truburgerco.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 has retained the original three-story showroom building and adjacent parking structure. 300 units are contained in a new four-story building and 6 are 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 – currently leasing  
[www.parcmidtownapts.com](http://www.parcmidtownapts.com) 602-795-7880  
Developer: Evergreen Development



### Park Central Mall Renovations

Location: N Central Ave  
Though the Central Ave side of the property has a lot of fencing for construction, your favorite restaurants are still open and waiting for you: First Watch • Thai Basil • Starbucks • Jimmy John's • Jamba Juice • Kobalt • Michael's • Pita Bistro • Fired Pie



### Broadstone Osborn

Location: Osborn Rd & 3rd Avenue  
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.



## What's New In the Hood?



**BoSa Donuts has come to Midtown!**  
"BoSa Donuts is everything you want in a classic donut shop – affordable, fluffy donuts served in a no-frills atmosphere by friendly staff. There's also coffee drinks, breakfast and lunch sandwiches, fruit smoothies, and hot cocoa for the kids on the menu."

www.bosadonutsaz.com  
3701 N Central Ave (Weldon)  
602-888-8880  
24/7 hours/days



### Bridgewater Assisted Living-Midtown

4000 North 3rd Avenue  
Central Phoenix's newest tech-forward, rent-controlled urban senior living community offers an affordable option to income-qualified seniors. Residents enjoy social activities, onsite movie theater, beauty salon, art studio, wellness center, daily meals, medication management and transportation within a 5-mile radius. Greatcall (TM) technology in each unit helps staff quickly identify health concerns discreetly and privately. Bridgewater accepts residents on AZ Long Term Care Insurance and VA Aid and Attendance.



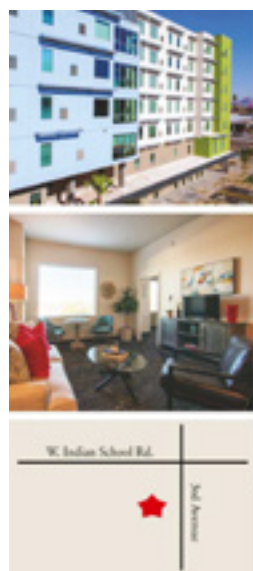
### Christian Family Care

2346 N Central Ave www.cfcare.org  
Christian Family Care, a nonprofit organization, partners with families, churches and caring neighbors to provide comprehensive adoption and foster care services, with extensive counseling and support programs for children, families, and women struggling with unplanned pregnancies. Christian Family Care has been serving the community since 1982, serving nearly 2,000 children annually. Summer building renovations will allow staff to move in by January 2019, incorporating space to expand services and reach more at-risk children and families each year.



**3rd Street Improvement Project**  
www.Phoenix.gov/Streets/3rdStreet  
Hotline: 623-825-3444

The 3rd Street Improvement Project is aimed at improving traffic circulation and mobility for pedestrians and bicyclists on Third Street between Indian School Road and Garfield Street. The project derived from the Third Street Promenade Study, Reinvent Phoenix Mid-Town transit district planning, community feedback and the Downtown Phoenix Comprehensive Transportation Study (DPCTS) to evaluate with community input potential roadway, transit, bicycle, pedestrian, and parking improvements associated with Phoenix's downtown street and transportation system. Final design work is anticipated in 2018-2019 with construction to begin Fall 2019.



**NOW OPEN!**

**BRIDGEWATER**  
ASSISTED LIVING

Come Visit and Learn About  
Central Phoenix's Newest Tech-forward,  
Rent Controlled, Upscale Senior  
Living Community, with Caregivers  
Providing Assisted Living in a  
Manner Never Seen Before.

**CaregiverZONA Information Series**

- The Stress with Caring for a Loved One    Wed., June 13th | 4pm  
Relief for Caregivers and their Families
- Take a Senior Care Vacation                    Wed., July 11th | 4pm  
Learn about Respite Stays in Assisted Living
- Free Dementia Screenings                        Wed., August 15th | 4pm  
How to Determine the Early Signs of Cognitive Decline

Bridgewater Assisted Living | 4000 North 3rd Avenue | Phoenix AZ 85013  
(480) 653-9500 | www.bridgewaterAL.com

## Community Calendar

### Arts & Culture

**ASU Osher Lifelong Learning Institute**  
602-543-6440 www.lifelonglearning.asu.edu

**ASU Institute for Design & the Arts**  
www.herberger.ASU.edu/Update  
check website for many and varied performances

**Arizona Humanities Council**  
602-257-0335 www.azhumanities.org  
Programs and events nearby and around the state

**Arizona Opera at Herberger Theater**  
602-266-7464 www.azopera.org  
09/28-30 Maria de Buenos Aires

**Arizona Opera**  
1636 N Central Ave  
07/22 Opera & Gelato Film Fest 2:00pm  
08/19 Opera & Gelato Film Fest 2:00pm

**Arizona Science Center**  
600 E Washington  
602-716-2028 www.azscience.org

**Arizona Theatre Company at the Herberger**  
602-256-6995 www.arizonatheatre.org  
10/04-21 Native Gardens

**Ballet Arizona**  
602-381-1096 www.balletaz.org  
Classes in Tango, Jazz, Zumba, Ballroom and Ballet

**Burton Barr Public Library**  
1221 N Central Ave  
602-534-5208 www.plfriends.org  
602-262-4636 www.phoenixpubliclibrary.org  
Check out the e-books  
Programs for Toddlers through Seniors

**Cutler-Plotkin Jewish Heritage Center**  
122 E Culver  
602-241-7870 www.azjhs.org  
Genealogy Classes, Films, Book Discussions, Exhibits  
Exhibit: Israel at 70

**Great AZ Puppet Theater**  
302 W Latham  
602-262-2050 www.azpuppets.org  
Great schedule-check the website

**Hance Park**  
north of Roosevelt  
between 3rd St & 3rd Ave  
www.hanceparkconservancy.org

**Heard Museum**  
2301 N Central Ave  
602-252-8840 www.heard.org

**Blue Star Museum**  
free to active military until 09/03  
First Fridays at the Heard 6-9pm

**Phoenix Art Museum**  
Central and McDowell  
602-257-1222 www.phxart.org  
Multitude of films, talks and special exhibits

**Irish Cultural Center**  
1106 N Central Ave  
602-258-0109 www.azirish.org  
First Fridays  
Classes, dances and special events

**Phoenix Center for the Arts**  
1202 N 3rd St  
602-254-3100 www.phoenixcenterforthearts.org  
Many forms of art classes for children and adults

**Phoenix Symphony**  
602-495-1999 www.phoenixsymphony.org  
2018-19 Season opens 09/14 with Tito Munoz  
So many varied performances to everyone's taste

**Phoenix Theatre**  
100 E McDowell  
602-254-2151 www.phoenixtheatre.com  
07/25-09/09 Avenue Q  
09/05-10/14 West Side Story

**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  
Summer Musical Theater Camps

### Events in the Area

**Fabulous Phoenix 4th**  
Kick off of festivities at 6 pm July 4th at Steele  
Indian School Park  
3rd Street & Indian School Road  
Fireworks will begin at approximately 9:30 pm  
For more information call 602-534-3378  
or visit www.phoenix.gov/parks

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

**Arizona Diamondbacks Baseball**  
602-462-6500 www.arizona.diamondbacks.mlb.com

**Primary Elections 08/28**  
early ballots mailed 08/01

**Superhero September: Rise of Champions**  
09/08 Super Main Event 9:00 AM-Noon  
ChildHelp Building at Cypress off Central  
Events every September Saturday (1, 8, 15, 22, 29)  
www.facebook.com/superheroseptember

### Midtown Neighborhood Association Events

See Revised Meeting Schedule, page 1

08/15 August Neighborhood Meeting

11/03 6th Annual Urban Living Tour

### Cycling

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

**AZ Bicycle Club**  
www.azbikeclub.com

**Grid Bike Share**  
www.gridbikeshare.com

**Phoenix Bike Company**  
www.facebook.com/phoenixbikecompany/ 623-255-5985

**Phoenix Spokes People**  
www.phoenixspokespeople.com

**The Velo & Bicycle Nomad Café**  
828 N 2nd St www.thevelo.com 602-759-8169

### For More Events:

**Downtown Phoenix Calendar of Events**  
www.DTPHX.org/calendar

**MIDTOWN URBAN LIVING TOUR**

**SAVE THE DATE**

**SATURDAY 11.3.18**

For Tickets and Information:  
MidtownPHX.org





# Your Downtown Phoenix School

Grades K-8

## Before & after School Programs



### Technology

Technology isn't just our name. AZAST students create, design, engineer, and build through project-based learning & acquire coding and math skills, utilizing 3D printers



### Individualized instruction

Learning is both a collaborative and personal experience. We bridge student-centered methods with technology, allowing students to produce personalized learning plans



### Brain-based learning

The brain is the center of the learning universe. We design and facilitate diversified curriculum & varied performance assessments that strategically target effective and healthy brain development



### Safe holistic learning culture

Students thrive in an environment that values physical, mental, and emotional safety. AZAST champions: respect, wellness, diversity, communication, teamwork, individualism, professionalism, & community



### Science & Technology aren't just classes

From robotics to yoga, entrepreneurship to creative writing, learning the AZAST way means leveraging innovation to achieve results

2920 North 7th Street, Phoenix, Arizona 85014



**Call Us Today to Schedule Your Personalized Tour**

(602) 22-AZAST  
(602) 222-9278

[www.azast.org](http://www.azast.org)

## Your Home is Your Castle

Ben Harris, PD Community Action Officer



Ben Harris, Community Action Officer  
Phoenix Police Department  
Mountain View Precinct  
2075 East Maryland Avenue  
Benjamin.Harris@phoenix.gov  
c: 602-361-4501 fx: 602-495-3638

Door to door solicitation scams are becoming popular lately, as you may have seen in the news. Recently in north Phoenix, subjects posing as utility maintenance crews have been targeting elderly residents, and burglarizing them. Some of this activity has been seen in our area.

These scams come in many forms and are not necessarily focused on a utility problem such as a gas meter / water valve / or electrical box problem. The aim is to lure you out of your house, or even your car. This can be done by a person impersonating a utility worker inviting you to check equipment, a fake sales person offering a service or product to the outside of your home, or any other trick to lure you and your attention away from your property, leaving it unsecured.

Remember, your residence is your castle. No one comes inside unless they are invited. If it feels strange, and looks suspicious, it probably is. Don't get sucked into a sales pitch or a pseudo emergency. Solicitors are required to carry identification, and so are utility workers and contractors. Know what utility companies service your property and neighborhood, and know how to contact them for verification. Do not allow yourself to be lured out of your residence or vehicle, in strange settings that feel abnormal. Distraction is key, and thieves will take advantage of that moment.

Always report suspicious and criminal behavior to Police. 9-1-1 / 602-262-6151

FOR INFO & QUOTES CALL  
**602-892-8500**

**ONE STOP SHOP**

THE MARVEL FACTORY is the leader in all things Print, Graphic Design, Web Development, SEO, Apparel and just about every item that can help you and your business grow!

Do you have an idea? The Marvel Factory will make sure we bring your thoughts to life and help expand your personal, business and or corp to a whole new level!

**USE PROMO CODE: SUMMER FOR 25% OFF ALL PRODUCTS!**

# THE MARVEL FACTORY

NEED PRINT, APPAREL, WEBSITE DEVELOPMENT, SEO, LOGO CREATION, GRAPHIC DESIGNER AND STREAMER KITS? WE DO IT ALL AND THEN SOME!

[WWW.THEMARVELFACTORY.COM](http://WWW.THEMARVELFACTORY.COM)

The Marvel Factory  
1102 W McDOWELL RD STE C  
PHOENIX, AZ 85007



# ide mania

602-265-3880

2831 N Central Ave.

hair nails  skin aveda

Your Midtown Aveda concepts salon for over 30 years!



**Edison**  
MIDTOWN

**MOVE IN FALL 2018**  
*Best New Project in Midtown*

**MORE INFO CALL 602.441.4669**  
SALES CENTER: 46 E. MONTERAY WAY, PHOENIX, AZ

[www.liveatedison.com](http://www.liveatedison.com)



**Central Church**  
A United Methodist Community

**Sharing God's love  
and grace with all,  
inspired by **ministry,**  
**mission** and **music****

**9:00 am** - Intimate Service  
of Word & Table in *Pioneer Chapel*

**10:15 am** - Jesus, Java & Jazz  
in *Kendall Hall*

1875 North Central Avenue  
Phoenix Arizona 85004  
Phone: 602.258.8048  
Email: [info@centralumc.com](mailto:info@centralumc.com)  
Follow us on Facebook!

## City Reminds Landlords of Cooling Ordinance Standards for Phoenix Rental Properties

Lisa Huggins-Hubbard, Neighborhood Specialist



Phoenix's Neighborhood Services Department (NSD) reminds landlords of the requirements of the Neighborhood Preservation Ordinance for minimum temperatures in heating, cooling and ventilation systems in all rental housing units, including both single and multi-family units.

Last summer, NSD inspectors addressed cooling violations in nearly 20 apartment complexes that affected hundreds of tenants. In summary, the ordinance requires every rental housing unit to safely cool all habitable rooms to a temperature of no greater than 86° F if cooled by evaporative cooling, and no greater than 82° F if cooled by air conditioning. Heating, cooling and ventilation systems in any building are to be maintained hazard-free, operational and in a state of good repair.

"This means residential rental landlords, from houses to apartments, need to monitor and maintain the HVAC

systems on their properties for adequate equipment performance and safe electrical connections," explains Bob Lozier, Code Compliance Manager in the Neighborhood Preservation Division.

"We often see landlords use window air conditioning units as a substitute for a permanent system. In addition to not meeting ordinance requirements for permanently installed cooling systems, window units can create barriers to egress from living areas in emergency situations," Lozier explains.

NSD is also home to the Phoenix Landlord Tenant program to help both landlords and tenants understand their rights under Arizona State Law and Phoenix City Code. Program staff reminds tenants to bring any problems with their cooling or heating systems to the landlord's attention first. However, if the issue isn't fixed in a timely manner, reporting the issue to the NSD Landlord Tenant office allows the city to begin investigating and enforcing the code requirements if the ordinance has been violated.

For more information, call Phoenix's Neighborhood Services Department at 602-534-4444.




## For the love of learning

University-quality, non-credit short courses and lectures for students 50+

Five valley locations

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

**ASU** Osher Lifelong Learning Institute  
Arizona State University

\$20 per semester registration fee plus low class fees.

[lifelonglearning.asu.edu](http://lifelonglearning.asu.edu)  
602.543.6440 email: [lifelonglearning@asu.edu](mailto:lifelonglearning@asu.edu)

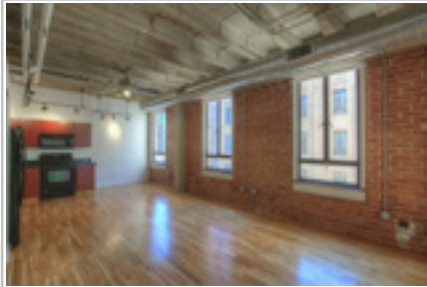


brokers



REALTY

## Current Listings



### 114 W. Adams St #905

Orpheum Lofts is one of the few, true loft style buildings in all of Phoenix! Built in the 1930's in the stunning Art Deco style! This building does not disappoint!

**1 bdrm - 1 bath - 710 sq ft**



### 118 W. Roosevelt St

Breathtakingly cool Spanish brownstone in a metropolitan hipster paradise with a million dollar view of the city at night! This one has it all!

**3 bdrm - 2.5 bath - 1,955 sq ft**



### 115 E. Palm Lane B

Adorable complex in the heart of the Arts District of Central Phoenix. Historic charm with red brick exteriors and a classic throwback interiors to the 1960's!

**2 bdrm - 2 bath - 1,400 sq ft**



### 4007 N. 8th Avenue

Oh my! Check the comps on this one...in a neighborhood selling in the 200+ per foot, this one is a bargain in size and stature!

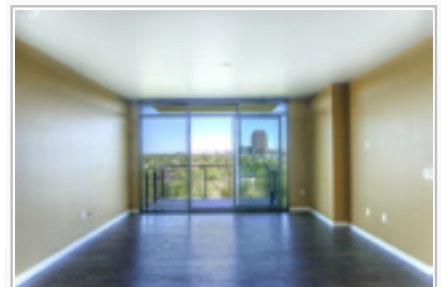
**3 bdrm - 2 bath - 1,932 sq ft**



### 1 E. Lexington Ave #302

This midtown high-rise is a premium building with detailed and luxurious finishes from the front lobby to the back pool and spa area!

**1 bdrm - 1 bath - 877 sq ft**



### 200 W. Portland St #724

Just steps from the light rail with over 20 restaurants/coffee/bars within a 3 minute walk of your new front door, this is an urban dwellers paradise!

**2 bdrm - 2 bath - 1,193 sq ft**

Nicholas Yale Ranked **Top 50 Realtors** in Maricopa County for a dollar volume and units sold in 2016!

[NicholasYale.com](http://NicholasYale.com)

**Nicholas Yale, CRS, ABR**  
(480) 620-8075  
[Nicholas@NicholasYale.com](mailto:Nicholas@NicholasYale.com)

100 W. Portland Street, Suite 106  
Phoenix, Arizona 85003

