

• ESTD 1926 •
PIERSON PLACE
HISTORIC DISTRICT

President:

Charley Jones
(602) 359-5095
piersonplace@cox.net

Vice President:

Christopher Marks
email@chrismarks.com

Secretary:

Henry Harding
hardinghenry@cox.net

Treasurer:

Pam Perry
pamlperry@cox.net

Block Watch:

Robert Donat
602-478-8534
robert@robertdonat.com

Grants:

Beverly Bodioga
bbodioga@cox.net

Newsletter:

Romy Watkin
romywatkin@yahoo.com

Preservation:

Andy Mezulis
popper1@cox.net

Traffic:

Christopher Marks
602-703-2670
email@chrismarks.com

Website: (co-chairs)

Robert Donat
602-478-8534
robert@robertdonat.com

Board Members:

Frank Kraatz
frankkraatz@yahoo.com

Gary Shiffman
garyshiffman@gmail.com

Hilary Perera
480-297-9009

Oksane Pierce
602-264-2500

Ray Muench
camelbackcat@yahoo.com

Roland Regeon
r2chili@aol.com



PIERSON PLACE TIMES

Volume 11

Edition 6

July 2015

QUARTERLY MEETING!!!

Guest Speakers:

Mike Kurtenbach, Asst. Chief of Police
Speaking about what's happening at the Police Department

Maria Hyatt, Director of Public Transit
Matthew Heil, Public Information Officer
Speaking about Transportation 2050

David Scholl, Vintage Partners
Speaking about the Renovation of Uptown Plaza

Plus: **Mario Lozoya**, our Community Action Officer
Lisa Hubbard, our Neighborhood Specialist

Date: **WEDNESDAY JULY 29TH, 2015**
6:00 pm: MEET & GREET
6:30 pm: GENERAL MEETING

At: **HOTEL 502**
502 W. CAMELBACK RD
602-264-9290, hotel502.com

Hosted by: **Cherry Tree Smokehouse BBQ**
1923 E McDowell Rd, Phoenix, AZ 85006
602-252-2493
CherryTreeSmokehouse.com

Many thanks to Joe's Diner for providing hors d'oeuvres at our last meeting. Enjoy excellent food and atmosphere at this great restaurant located at 4515 N 7th Ave 602-535-4999 JoesDinerAZ.com

*Neighbors Creating A
Better Neighborhood*

Pierson Residents Rock! Shop Local!

WHAT'S UP AT UPTOWN PLAZA?

By Romy Watkin

It has been almost 60 years since Uptown Plaza first opened. Now, everyone is talking about the huge changes happening at the corner of Central and Camelback. I was lucky enough to spend some time with David Scholl from Vintage Partners, a local developer, to get an update on their progress.

Vintage Partners was formed in 2010 when the six partners, 3 with shopping center backgrounds, and 3 with land development experience decided to get together and form their own company. They felt that 2 of the best opportunities for redevelopment in the valley were Uptown Plaza and Park Central Mall. When the owners of Uptown Plaza were looking for a company to help bring the tired center back to life, VP came in with plans to restore the plaza to its mid-century roots. It was the most extravagant of all the proposals the owners received, but they embraced the idea and the work began in January 2014.

Originally built in 1955 by Del Webb, Uptown Plaza was the first urban shopping center in town. It has been a lot of work to remove decades of stucco, tile and drywall. There was also a lot of clean up required to remove the lead based paint to make the buildings clean and ready for reuse.

One of the most exciting discoveries were the demising walls that separate the tenant spaces. When the renovation began the team thought the walls were frame construction, but as the drywall was removed they found original brick walls instead. This will lend a lot of character to the new stores as they are built out.

Currently work is being done to clean the brick, pour new floors and add new store fronts. The new design also incorporates the original 15 ft. cantilever overhang design, with thin posts, to give an open, airy feeling while providing lots of shade.



VP is excited to have an opportunity to create the center around AJ's Fine Foods. They are a great anchor and a wonderful local grocer. The first phase of the renovation includes the smaller shops in the plaza. Once those are completed, VP will work with AJ's on a new look for their exterior.

The plan for new tenants includes four or five good destination restaurants such as Fox Restaurant Concepts' Flower Child. They are also talking to a burger restaurant, craft brewery and restaurant, breakfast place, sushi and Chicago style pizza restaurants. Talks are ongoing with several retail stores including a local dress store, men's apparel, a big furniture store and a kitchen supply store. If all goes according to plan, new tenants will be moving in this fall with a goal of opening in November and December, just in time for all our holiday shopping!

VP is opening up the area in the north east corner with an expanded 80 foot wide courtyard which will include grassy areas and landscaping as a destination meeting place. With a climate that lends itself to outdoor dining most of the year there are plans to have at least a couple of the new restaurants border this area.

This center has it all: restaurants, retail, meeting areas and a great mix of tenants for everyone to enjoy. To complete the retro redo, VP has designed the Uptown Plaza sign after the original sign (see front cover). The store fronts will be light and bright and there will be ample parking for both cars and bicycles. VP has done an incredible job envisioning the rebirth of this center. What a fabulous addition to our neighborhood!

David Scholl, one of the Vintage Partners, is speaking at our next community meeting – be sure to come say hello and find out more about this great project and our new neighbors.

Rx's, Compounding
Bio-Identical Hormone
Therapy

602 277-4714

fax 602 264-1469

706 W. Montecito Ave, Phx
www.mymelrosepharmacy.com



PRESIDENT'S MESSAGE

By Charley Jones

Seems like it's always 100 degrees outside right now, and everything is smoking hot. And that is exactly how it is at Pierson Place. Here's a few examples: our crime is at an all-time low -- at a time when Block Watch is providing us new crime prevention tools. The City is installing new street signs on our streets -- at a time when we are working on a sidewalk and bike lane for 3rd Ave. Our meeting host Hotel502 started doing local events on our Camelback border -- at a time when a trendy restaurant just opened on our Central Ave border. Talk about things happening around Pierson Place!

Most of the crime in Pierson Place is residential burglary, and our 2015 Block Watch grant is providing the following crime prevention tools: door viewers, driveway alarms, solar lights, t-shirts for patrollers, alley lighting, our "award-winning" newsletter, and repair of our message boards on 3rd Ave. Look for these things in the next few months, and be sure to pick up viewers, alarms and lights at our meetings. Use them to secure your house, then get to know your neighbors and our Community Action Officer, and help make the crime in YOUR neighborhood lower than it is today.



The City is installing a new type of street sign in neighborhoods. The signs are bigger in size, with bigger letters in a font that is easier to read. There are several around the neighborhood already, and an example is at the southwest corner of Pierson & 1st Ave. From modernizing street signs to modernizing the street itself -- we are pursuing the City's Street Modernization Program to get a sidewalk and striped bike lane on 3rd Ave from Camelback to the canal. A side benefit of these improvements is that 3rd Ave will be narrower, which tends to slow down traffic to safer levels.

602-535-4999

Hours are 7 to 2
everyday

**Joe's
Diner**

"Best Pancakes
In Phoenix"

4515 N 7TH AVE PHOENIX, AZ

YOUR NEIGHBORHOOD AUTO REPAIR
& CAR CARE CENTER

**180°
AUTOMOTIVE**

Psssst!... Have You Heard?!
We now offer a lifetime warranty
on our repairs!

PREMIUM
Exclusive
★
**LIFETIME
WARRANTY**

CONTACT US to schedule your service:

545 W. Mariposa Street in Phoenix 85013

info@180auto.com
602.476.2475
www.180auto.com

And remember, the CanalScape project is bringing new improvements to the end of 3rd Ave at the canal bank, with seating, shade, landscaping, etc. So when all is said and done... 3rd Ave will be a safer and more user-friendly street running through the middle of the neighborhood! Watch our email in the coming months for more on this.

Things are happening at Hotel 502! The rooms are remodeled, the exterior is updated, and new management is in place. Last month, they hosted a Market Fair with antiques, crafts and food from restaurants on 7th Ave, including a charity benefit for Florence Crittenton and a big pool party. Sponsors included Changing Hands, Southern Rail, First Draft, Starbucks, Charlie's, Smelly Dog, 7th Ave Merchant's Association, and of course, Pierson Place! The great thing is that local businesses are partnering to bring local-themed events to our borders. This is wow! About a month earlier, a new restaurant called Fa'me opened in the Hula's center at Central & Highland. The owner/chef is top-level trained in New York, the food is phenomenal, and the whole place is brand new. It is very modern, urban and chic; cool is an understatement. Our borders keep getting better and better!

So..., how lucky could we be? We have low crime and more tools to fight it. New street signs and a sidewalk, bike lane and gathering place in the works. New events, new activities and new restaurants within walking distance. What more could a hot neighborhood ask for in the hottest part of the year? How about a ton of recognition for the board members who make it happen, and even more for the residents who support them any way they can.

Stanton, Energize Phoenix, Garner Top Award for Climate Protection at US Conference of Mayors

The United States Conference of Mayors recently awarded Mayor Greg Stanton and the City of Phoenix its 2015 Climate Protection Award for the Energize Phoenix program.

Energize Phoenix, a three-year program to incentivize energy efficiency improvements along the 10-mile Metro Light Rail corridor, has resulted in \$56 million in savings for businesses and residents.

Stanton said. "Through the Energize Phoenix initiative, we have transformed more than 33 million square feet of older commercial space along our light rail tracks into energy-efficient, green commercial space. That measure alone cut greenhouse gas emissions by nearly 100-thousand metric tons."

Stanton added that Phoenix is home to the largest fleet of alternative-fuel vehicles in the country. In June Phoenix opened a 10-megawatt solar energy plant, operated by APS, to bring the city-supported solar capacity to 25 megawatts. The Phoenix City Council also recently approved a joint project to spend water infrastructure dollars to restore high-elevation forest watersheds to protect the region's water supply.

Cherry Tree Smokehouse BBQ

1923 E. McDowell Rd Phoenix AZ 85006 * 602-252-2493



cherrytreesmokehouse.com

cherrytreesmokehouse@yahoo.com

Through Energize Phoenix, the City partnered with Arizona State University and APS to leverage \$25 million in program funding from the U.S. Department of Energy and \$31 million in utility funding to transform the downtown core into a green corridor. It focused on a diverse mix of single- and multi-family residential buildings and small commercial buildings offering significant rebates and financing for energy efficient upgrades.

With the Climate Protection Award, Stanton was given a \$25,000 grant that Phoenix can pass on to a non-profit group, or groups, working to make the city more sustainable.



Goodwill Melrose Store and Donation Center
725 W. Indian School
Phoenix, Arizona 85013

GOODWILL 
of Central Arizona

 goodwillaz.org

 facebook.com/goodwillaz

 twitter.com/goodwillaz

 instagram.com/goodwillaz

 pinterest.com/goodwillaz

Goodwill of Central Arizona is a locally operated 501c3 non-profit organization. 90 cents of every dollar supports our services to put people to work.

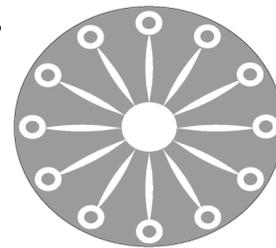
180 Degrees Automotive – 100 businesses to watch

To celebrate their 100th anniversary, Deluxe Corporation, is recognizing 100 stories of the Small Business Revolution. One of the businesses they chose to celebrate is 180 Degrees Automotive, located in Pierson Place on Mariposa at 7th Ave! Congratulations to Bogi and her team!!

Deluxe Corporation believes there is nothing “small” about Small Business – after all, they make up half the nation’s economy. They state that; “When we choose our local coffee shop over the national chain across the street, we’re not just helping turn our neighbor’s dream into a reality; we’re creating a stronger economy. We’re saying we believe in our communities. We’re saying we believe in ourselves. Across the country, Small Business owners are betting on the power of human connection...to create something more personal, more local, more meaningful for all of us.”

If you are not familiar with 180 Degrees Automotive check out their website at 180automotive.com or stop by and introduce yourself. Owner Bogi Lateiner did not set out to become a mechanic and business owner, but we are glad she did. Not only can she and her team fix your car, but they also offer classes on car maintenance and repairs. Bogi is also a mentor for other small businesses and one of the hosts of the Velocity Channel Show “All Girls Garage”. Read her full story in the Deluxe article at <http://smallbusinessrevolution.org/story/180-degrees-automotive/> or visit 180automotive.com.

THE OCULIST EXCEPTIONAL EYEWEAR



CHECK OUT OUR
NEW STYLES
FOR FALL &
WINTER.



EYE EXAMS, CONTACT LENSES,
& THE LATEST IN EYEWEAR FROM
INDEPENDENT EUROPEAN, ASIAN,
& AMERICAN DESIGNERS.

602-266-0624
OCULISTEYEWEAR.COM
5043-B N 7TH AVENUE

Crime Statistics

By *Andy Mezulis*

March 21st to June 19th, 2015

5/7 - 300 block W. Hazelwood, burglary
6/4 - 600 block W. Pierson, burglary

Total PPHD: 2
Total 85013: 128

EMERGENCY CONTACT NUMBERS

If you see anything suspicious
please make ONE little call:

Emergency: 911

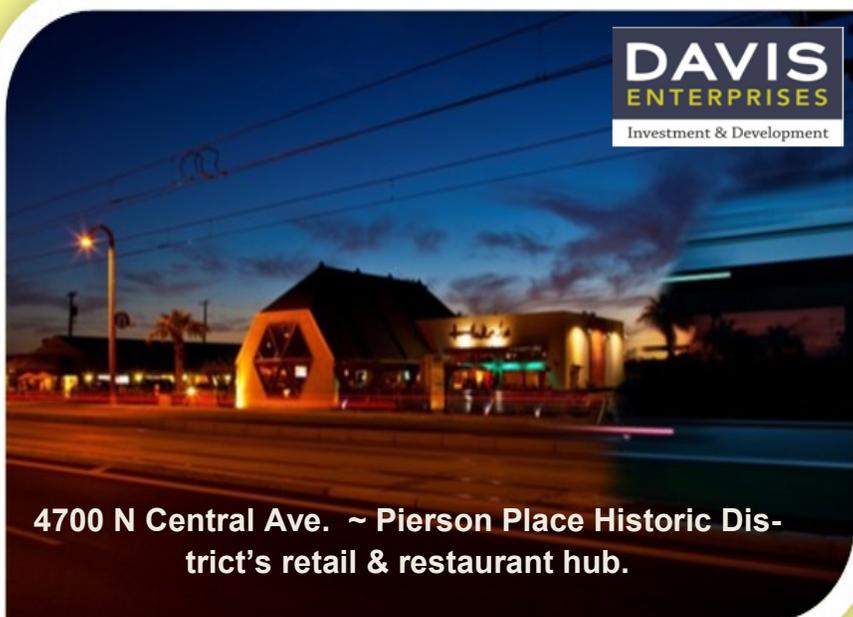
Non-emergency: 602-262-6151

And, call or email . . .

our Community Action Officer

Mario Lozoya 602-534-1745

mario.lozoya@phoenix.gov





PIERSON PLACE HISTORIC DISTRICT
Neighbors Creating a Better Neighborhood
198 W Mariposa St. Ste. 7
Phoenix, AZ 85013

PRSR STD
US POSTAGE
PAID
PHOENIX, AZ
PERMIT 4826

FOR UP TO THE MINUTE NEWS AND INFORMATION VISIT:
WWW.PIERSONPLACE.COM

PIERSON PLACE HISTORIC DISTRICT NEWSLETTER

Contents:
What's Up at Uptown Plaza, Pg. 2
President's Message , Pg.3
Mayor Stanton Gets Top Award, Pg. 4
100 Businesses to Watch, Pg. 5
Crime Stats, Pg. 5
Emergency Contact Numbers, Pg. 5
Quarterly Meeting Info, Pg.6

We want to thank Ron and Alan at **A-1 Mailing Service** for the excellent graphics, printing and mailing they provide. Shop local, and call them for all your printing/mailing needs.
602-266-3160

QUARTERLY MEETING
JULY 29TH, 2015
6:00 pm: MEET AND GREET
6:30 pm: GENERAL MEETING

HOTEL 502
502 W. CAMELBACK RD
602-264-9290, hotel502.com

See Inside for Details.