

MAY 2015



**WILLO MEETS WITH
THE MAYOR**

**CLEAN ALLEY
CONTEST
WINNERS**

**A MESSAGE FROM
OUR NEW
PRESIDENT**

Betnar & Wolff



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102 W Granada Road - Willo - \$465,000



4617 N 39th Street - Arcadia - \$845,000



7315 N 1st Street - North Central - \$925,000



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randy.betnar@russlyon.com

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I Appreciate Your Vote!


Hi everybody and thanks for electing me as your new Willo President. While walking around the neighborhood to collect votes I feel like I got to know you and really appreciated spending time with you as you showed me around your homes, discussed your plans, and showed me your remodeling and additions. I saw an especially ambitious home project on Edgemont that included not only an addition, but a basement under it as well. It really turned out nice with the help of family and friends. I never get tired of seeing all the ideas that people have for their homes. You also shared your ideas for creating a better Willlo. We are no ordinary neighborhood...that's for sure.

This leads me to another thing I want to talk to you about. One of the things that I like best about this neighborhood is that we have just about every different kind of person that you can imagine. We are not in any way homogenous, yet on a daily basis we have made ourselves so. Our edu-

cations are so varied whether we attended prestigious colleges or learned through our life experiences. We have people that are quite wealthy right along with people that are subsisting on their Social Security checks. The people that have lived here for a long time can tell some great stories!

Speaking of the long-timers, May is National Historic Preservation Month. I hope that you can attend our May meeting as we will have long time historic neighborhood advocate, G.G. George (from Encanto-Palmcroft) as a guest speaker. G.G. has written two books on the history of our community, and has a great deal of knowledge to offer on such matters. G.G. has put forth a great deal of time and effort to ensure that the history of mid-town Phoenix is preserved.

Your board and Zoning Committee will continue to be involved in matters pertaining to FAA flight plans and the proposed APS substation, slated for the 100 block of Cambridge & Virginia. We are committed to retaining a pleasant living environment and high quality of life that we have come to expect in Willo.

If you visit our website, www.willohistoricdistrict.com you will find that we are adding more frequent updates to happenings around Willo so that you don't have to wait for the monthly Inside Willo for your information. 



Talk to you soon!

MARILYN RENDON
Willo Neighborhood President



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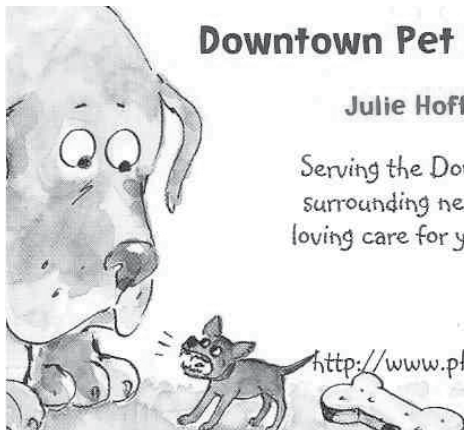
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Willo Website

Join the Willo email list to receive important neighborhood notifications and updates. To subscribe, please visit: <http://willohistoricdistrict.com/sign-up/>. The Willo website, www.willohistoricdistrict.com, contains information on neighborhood activities, committee and board meetings. Webmaster Heather Locke can be contacted at webmaster@willohistoricdistrict.com.

Willo Historic Neighborhood Association Board

The Willo Historic Neighborhood Association Board was established in the early 1980s. The members are volunteers and are elected every two years in March. The association does not collect dues and does not act like a Home Owners' Association (HOA). Rather, its function is to serve the collective well being of the neighborhood. Meetings are typically held the second Thursday of each month at 6:30 pm at the Fairfield Inn and Suites Hotel. All residents of Willo are invited to attend. Agendas are available online prior to the meeting at www.willohistoricdistrict.com.

Inside Willo newsletter

This free newsletter is published monthly (excluding July & August) by a committee headed by Willo volunteers. Willo neighbors are encouraged to submit neighborhood news, tidbits, photos and articles (between 250-350 words) by the 10th of each month. We reserve the right to: edit as needed, attribute to the submitting neighbor (with the street they live on where appropriate), determine which issue the information may be printed and use content on our website and in neighborhood promotional materials. The Willo Neighborhood Association is not responsible for nor endorses the editorial content in *Inside Willo*. A copy of *Inside Willo* is also posted to the Willo website each month.

City Preservation

Historic@phoenix.gov 602-261-8699
Walk-in hours are 12:30 pm to 5:00 pm, Monday through Friday at the main office, located at 200 W. Washington Street, 3rd Floor (City Hall). The field office is The Ellis-Shackelford House at 1242 N. Central Avenue (by appointment only)

Exterior Rehabilitation Program

<http://phoenix.gov/HISTORIC/hprehab.html>

Historic Designation

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OUR CONTEST WINNER

WILLO ALLEY

CONTEST WINNERS

BY MARILYN RENDON (Cypress)



You may remember that we started the Alley Contest back in October when we divided the neighborhood into 6 sections:

- ◆ Section 1 - 7th to 5th Avenue/
Thomas to Encanto
- ◆ Section 2 - 5th to 3rd Avenue/
Thomas to Encanto
- ◆ Section 3 - 3rd to 1st Avenue/
Thomas to Encanto
- ◆ Section 4 - 7th to 5th Avenue/
Encanto to McDowell
- ◆ Section 5 - 5th to 3rd Avenue/
Encanto to McDowell
- ◆ Section 6 - 3rd to 1st Avenue/
Encanto to McDowell

And the winner this month is...


529 W. Palm Lane!

The rear of this home has beautiful finishes all over! The wall has various textures, materials, and colors to heighten interest along with a complimentary iron gate and desert landscaping. You will soon be receiving your \$25.00 gift certificate to the new Southwest Gardener located at 3rd

Avenue and Camelback.

The alleys in “Section 4” are in the best shape that I’ve seen so far while driving Willo alleys... yes that is a thing. The alleys between Coronado/Granada and Granada/Palm are clean, clean, clean! All of the alleys in this section are easily navigated by service, emergency, and security personnel. Some alleys could use a bit of trimming back so that people that don’t belong there can be easily seen and grass cut to avoid future fire hazard with the coming dry season, but Section 4 is really looking good!

Special recognition goes to Dick Staats (Coronado) for organizing an alley clean-up and party for Coronado. They are looking especially sharp.

You could be a winner too! We will do both sections 5 and 6 next month. We got behind due to space limitations in the Inside Willo so good luck! 



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WILLO BOARD & Neighbors Meet with Mayor

BY MARILYN RENDON (Cypress)



Board Members Marilyn Rendon, President, Don Vallejo, Vice President, and Linda Doescher, Treasurer, along with your Zoning FAA Sub-Committee Co-Chairs: Opal Wagner and Lisa Solis represented you at a sit-down with Greg Stanton, Mayor of the City of Phoenix on Friday April 17, 2015. Seven other concerned neighbors joined us.

The purpose of the meeting was to find assurances for our Willo Neighbors in regard to the planes flying over homes along with the noise, and other distractions they

create and how to get back to the quiet enjoyment of our homes.

From our discussion we concluded:

- ◆ The Mayor was maintaining confidentiality while the “assigned working group” between the FAA, City Aviation, and the Former Congressman Ed Pastor was attempting to resolve the issue.
- ◆ The conclusion of the “assigned working group” was not productive, good faith negotiations were not present, and it was decided by the City council the City would no longer participate in the working group.
- ◆ The council plans to meet and vote on potential legal actions against the FAA.

◆ The City has developed a 6 point plan to address the issue while simultaneously considering legal actions against the FAA.

◆ The Mayor feels confident our interests will remain aligned with the City.

◆ The Mayor is optimistic the City can bring this to a positive resolution to the satisfaction of our neighborhood.

We very much appreciated the personal access granted to us by the Mayor and his staff which gave us the impression he is sincere in his efforts to resolve this issue. We also established means to continue two-way communication as we will all work together to solve the problem. **W**

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HIGHLIGHTS FROM THE 30th Annual UC Davis Symposium on Aircraft Noise & Air Quality

BY OPAL WAGNER (Coronado)



Several members of the Willo Neighborhood Association attended the Aircraft Symposium. This is the first of two articles for Inside Willo that will share some of our neighbors' learnings!

The UC Davis Symposium on Aircraft Noise & Air Quality was held in Palm Springs, CA on March 1-4, 2015. The theme was "Shining a Light on Emerging Environmental Policies, Practices and Mitigation in the Era of NextGen." The conference included presentations by academics, aviation industry experts, airport staff, and community groups from around the country affected by aircraft noise and air quality concerns.

Highlights from the conference included:


◆ *Legal basis for implementing NextGen procedures without an environmental analysis or public notice.*

NextGen, a congressionally-mandated redesign of the national air space, that has been deemed the single most expensive

infrastructure project in U. S. history, was years behind schedule with high cost overruns when the FAA's reauthorization came before Congress in 2012. In order to speed up the implementation of NextGen, Congress included language in the FAA Reauthorization Act of 2012 that established two legislative categorical exclusions (CATEX). Section 213(c)(1) of the Act presumes area navigation (RNAV) procedures to be excluded from normally-required environmental studies under the National Environmental Policy Act (NEPA) unless the FAA Administrator determines that extraordinary circumstances exist. Section 213(c)(2) (CATEX2) provides that any performance based navigation (PBN) procedure that would result in reductions in fuel consumption, carbon dioxide emissions and net noise reduction on a per flight basis (moving aircraft noise on to different areas if it can be shown there is a net reduction in the number of people affected by noise) can

be granted a CATEX. These CATEX provisions granted the FAA broad and sweeping powers, and they were the basis for the new flight paths here in Phoenix being implemented without notice to the public and without a formal environmental assessment being done. (Note: The FAA Reauthorization Act of 2015 is scheduled to come before Congress in September, 2015. There is a national letter-writing/email campaign to urge members of the House Aviation Subcommittee, to repeal CATEX, CATEX2, and the provision mandating that existing, historic flight paths cannot be used for NextGen.)

For those who would like to delve deeper into the topics presented at the conference, I have obtained permission to share a link to the Powerpoint slides: <https://www.dropbox.com/sh/7wbkhe7bkasqrhz/AADXsnPouJJ7Ezlf5zZXAVpja?dl=0>

Stay tuned to next month's *Inside Willo* for information about air traffic noise and air quality! 

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Note:
For Marilyn's letter
to the FAA on behalf
of Willo neighbors
please see
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UPDATE: FAA Flightpath Changes

BY OPAL WAGNER (Coronado)

In a Special Session on April 16, 2015, the Phoenix City Council addressed the report that it received from the FAA on April 14th on the results of the PBN (performance based navigation) working group that was convened in February. The purpose of the PBN working group is to examine alternatives to the flight path changes at Phoenix Sky Harbor International Airport that went into effect on September 18, 2014.

Former Congressman Ed Pastor, who donated his time as the City of Phoenix's representative on the PBN working group, informed the Council and community that the PBN working group did not give consideration to any flight path proposed by the City of Phoenix, including returning to the original route along the Salt River. Congressman Pastor said the FAA gave the PBN working group a very narrow set of restrictions within which they could work, including limiting them to changing the current flight paths no more than 0.3 miles in any direction. Phoenix Aviation Department staff explained that, as a result, none of the alternatives promoted by the PBN working group provided an ac-



Congressman Ruben Gallego attended the April Willo Neighborhood Association Board meeting to discuss his efforts related to flight plan changes. State Representative Ken Clark was also in attendance at the meeting.

ceptable solution for mitigating the noise problems experienced by residents since the new flight paths went into effect.

After hearing from residents of Phoenix's historic districts, Laveen, Paradise Valley, and other areas of Phoenix about noise and other concerns related to the flight paths, the Council unanimously passed a resolution directing that the City of Phoenix:

- ◆ Discontinue engagement in PBN Work-

ing Group;

- ◆ Renew request to FAA to revert to previous flight paths using new RNAV (area navigation) technology; and

- ◆ Authorize staff to aggressively pursue 6-point strategic framework

Mayor Stanton indicated that the City of Phoenix was weighing its legal options, but said that the Council could not publicly disclose the City's legal strategies at this time. **W**

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THE DESOTO




Historic DeSoto Building Reopens its Doors as Community Marketplace



The historic DeSoto Building located on Roosevelt and Central Avenue is getting a new lease on life when it reopens on April 11th as DeSoto Central Market. The nearly-90 year-old building has been reimagined and updated with food and socialization in mind. The 17,138 square foot property will retain its Deco-inspired roots housing several restaurants, a coffee shop, a local produce and artisanal market, bar, and a mezzanine level with event and meeting space.

The concept was dreamed up by food enthusiast and DeSoto manager, Shawn Connelly, who felt Downtown Phoenix's time has come for this type of community gathering space, which has proven popular in other cities like San Francisco (Ferry Build-

ing Marketplace), Los Angeles (Grand Central Market), and New York (Chelsea Market). According to Connelly, "Downtown Phoenix has seen tremendous growth recently in all sectors from housing to business, the Roosevelt Row Arts scene to ASU, but it still lacks a central food hub to get the basic grocery goods." He envisions a spot where downtown dwellers can grab a bite, hold a meeting, relax with some music and attend community events — with plans for cooking classes, wine tastings, and much more.

Address: 915 North Central Avenue, Phoenix, Arizona 85004; Hours: 6:30am – 10pm, Monday – Thursday; 6:30am – 11pm, Friday and Saturday; 6:30am – 9pm, Sunday; Website - <http://desotocentral-market.com/> 



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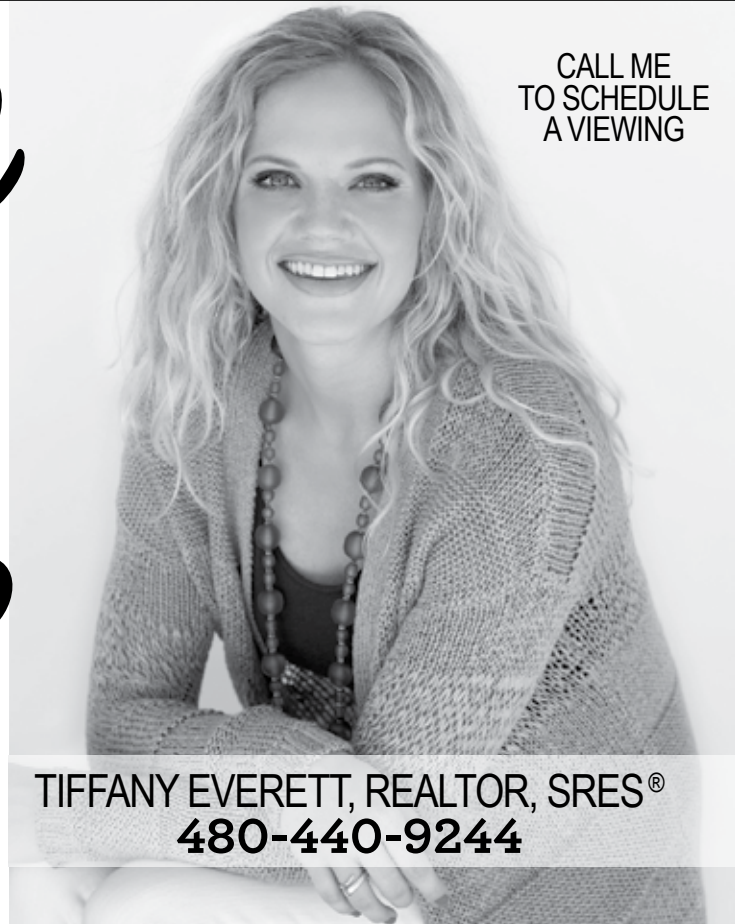
FEATURE

Sharing a Love of Reading (and Wine!)

The Monte Vista Book Club has been around for about 3 years. We are a group of neighbor friends who share a love of reading good books, drinking nice wine, and chatting about our street and neighborhood. We meet at our Monte Vista homes and take turns picking out which book to read each month. We meet on the 3rd Tuesday of each month – September through May. If you are interested in joining us, please contact Diana Herman dcherman@msn.com. 



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TIDBITS



General Announcements

Home Security Tip from Community Action Officer Ben Harris:

One of the issues I've seen with the recent burglaries has been circuit breakers turned off prior to making entry... Everyone is reminded to put a padlock on their breaker box. 


Summer is Coming!! But Inside Willo is Going (... For summer)

Remember – Inside Willo will take a hiatus for July and August! But don't fret – you can get updates on the neighborhood, including a regular "President's Update" from Marilyn on the website: WilloHistoricDistrict.com! 

Last Chance Before the Heat to GET SOCIAL!

The Social Committee's last gathering before "the heat" was May 1st. We are still looking for hosts for fall happy hours. If you are interested, please email theresa_lococo@aol.com. If you would like to know more about the social events happening in Willo, please like us on facebook (Willo Social Committee) or send an email to dval549770@aol.com to be added to our email list. 

From a Former Willo Board Member:

I am looking for a guest house/duplex to rent in Willo. I am retired and will be gone for 4-6 months during summer, so would like safe "lock and leave it." I do have a small dog that would be with me in winter months. Sue Johnston, (602) 316-5109. 



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BUILDINGS
ON OUR
BORDERS

MY FLORIST & THE HURLEY BUILDING

BY TRICIA AMATO AND BOBBI RYALS (LEWIS)



Those of you who are new to Willo may wonder why the ornate sign above The Habit on McDowell and 7th Ave. says “My Florist” when no flower shop exists in this small strip center. My Florist opened in 1947 and was the centerpiece of the retail center until 1996 when it finally closed. The flower shop was owned by Vada Pearl Schwartz, a lively and eccentric woman who ran it until her death in 1966. She loved the color purple — so much so that she had a purple Cadillac custom built just for her. Vada was succeeded by her daughter, Norma Brooking, who kept the shop going until her death, at which time the business was taken over by the employees.

Vada commissioned the 3-story purple (of course!) sign from famous Phoenix neon sign designer Glenn Guyette. Guyette is well known around the Valley for signs such as the one atop the Valley National Bank headquarters, the Mr. Lucky’s sign on Grand Ave (still standing) and the “Let’s Eat!” sign of Bill Johnson’s Big Apple on Van Buren Street. According to a recent article on AZCentral, the Big Apple has been purchased by Maricopa Community College District, which will lease the property back to the restaurant

(continued on page 23)

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UNDER CONTRACT





(continued from page 21)

for up to two years, after which time it will become a parking lot. No mention of the sign's fate.

Just to the west of the 1947-era building housing My Florist is the older Hurley Building, constructed in two parts beginning in 1929 and added to the National Historic Register in 1985. The brick Art Deco building was the first retail center in Phoenix resulting from a new zoning ordinance calling for neighborhood commercial districts at major intersections of what otherwise was a residential area (and at the time, Willo was in the 'burbs). The Hurley Building was the first commercial center of its kind to offer retail businesses within walking distance of neighborhood homes.

In 1996, both the Hurley and My Florist properties were purchased by a California investment-banker-turned baker named David Lacy who first opened the Willo Bakery, then turned the glass-fronted My Florist building into

My Florist Café and eventually opened an organic grocery as well. The aptly named café was popular with locals and the neighborhood for over a decade until Lacy defaulted on the mortgage and lost the building. After sitting empty for several years, My Florist and The Hurley Building were redeveloped to include The Habit, Potbelly Subs and NYPD Pizza. The locally famous sign was not included in the original redevelopment plan, but residents fought hard to keep

After sitting empty for several years, My Florist and The Hurley Building were redeveloped to include The Habit, Potbelly Subs and NYPD Pizza.

the sign in place. The iconic My Florist sign is a fine example of a vanishing American art form reminiscent of big cars, diners and a time before interstate highways crisscrossed the country. **W**

This is part of a series of articles profiling interesting buildings on Willo's borders. If you have a building or place of interest that you would like to see us research and write about, please email us at downtownphoenixagent@gmail.com.

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OUR NEIGHBORS



NEIGHBORS GIVING BACK

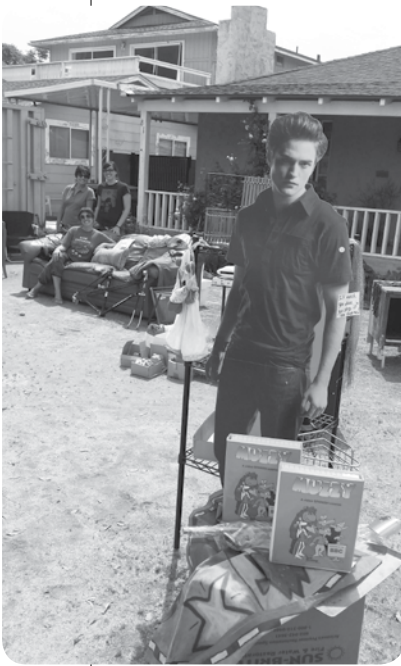


Neighbors giving back Congratulations to Jill Bray (Coronado) who is currently serving as the President of the Susan G. Komen board and recently hosted a breakfast that raised more than \$20,000 to support Cancer treatment for economically challenged woman. Go Jill! 



WILLO PICS

WILLO SPRING YARD SALE



Willo's Spring Yard Sale was a HUGE Success! Not only for neighbors doing some seasonal cleaning, but for those of us who got away with fabulous items "for a steal" and got to meet some new neighbors along the way! 



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