



Phoenix Community Building in nine, major city time periods, from ancient Hohokam history to the imagined future

Phoenix Phabulous Experience™ uses a community storyboard to weave fascinating history from each of the following time periods:

Pre 1867 – Ancient Hohokam civilization, canals and community building (600 A.D. to 1450 A.D.)

1867 to 1880 – Phoenix Wild West pioneering years following the U.S. Civil War

1881 to 1911 – Pre-statehood emergent years of modern Phoenix

1912 to 1945 – Statehood and Phoenix expansion

1945 to 1959 – Post World War II boom Years

1960 to 1979 – Suburb expansion and growth away from Downtown Phoenix

1980 to 2000 – Phoenix emerges as a key player to the Southwest Metropolis

2001 to Today – Major Phoenix revitalization and new economies including biosciences, enhanced focus on higher education, sports/convention/tourism and connectivity through light rail transportation

Imagined Future – A futuristic look into the vision for Phoenix

Phoenix residents share a rich history filled with culture, icons, stories, and many common themes as diverse people living in a desert community. The following articles connect time periods, beginning with the ancient Hohokam Indians, our geographic forefathers who developed a brilliant canal system, providing the water infrastructure we still use today.

Our storyboard begins with the “Hohokam” – Native Americans who lived in the watershed of the Gila, Salt, Verde, San Pedro and Santa Cruz rivers in southern and central Arizona from the years 600 to 1450, when they developed an urban society built around irrigated agriculture, watered by an elaborate canal system.

Phoenix A.D. 600 to 1450 – Hohokam Legacy: Desert Canals

By Jerry B. Howard

Note: The following article is an excellent summary of ancient Hohokam life. It's entitled "Hohokam Legacy: Desert Canals" by Jerry B. Howard and published in Pueblo Grande Museum Profiles No. 12 (<http://www.waterhistory.org/biography/howard.php>)

Visitors to the Salt River Valley are often surprised to discover a fertile agricultural region flourishing in the arid Arizona desert. However, these modern agricultural achievements are not without precedent. From A.D. 600 to 1450, the prehistoric Hohokam constructed one of the largest and most sophisticated irrigation networks ever created using preindustrial technology. By A.D. 1200, hundreds of miles of these waterways created green paths winding out from the Salt and Gila Rivers, dotted with large platform mounds (see Illustrations [1](#) and [2](#)). The remains of the ancient canals, lying beneath the streets of metropolitan Phoenix, are currently receiving greater attention from local archaeologists. We are only now beginning to understand the engineering, growth, and operation of the Hohokam irrigation systems. This information provides new insights into the Hohokam lifestyles and the organization of Hohokam society.

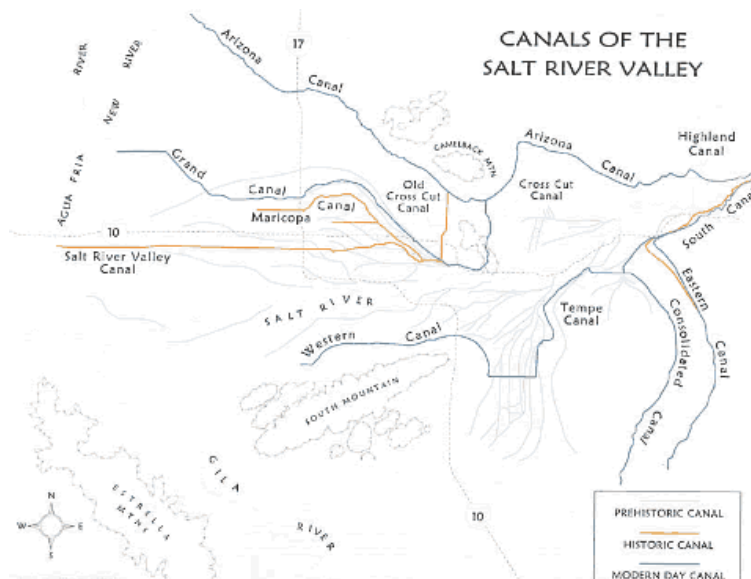


Illustration 1. Extensive Canal System built by the Hohokam and others to divert water from the Gila River. (Source: Salt River Project)

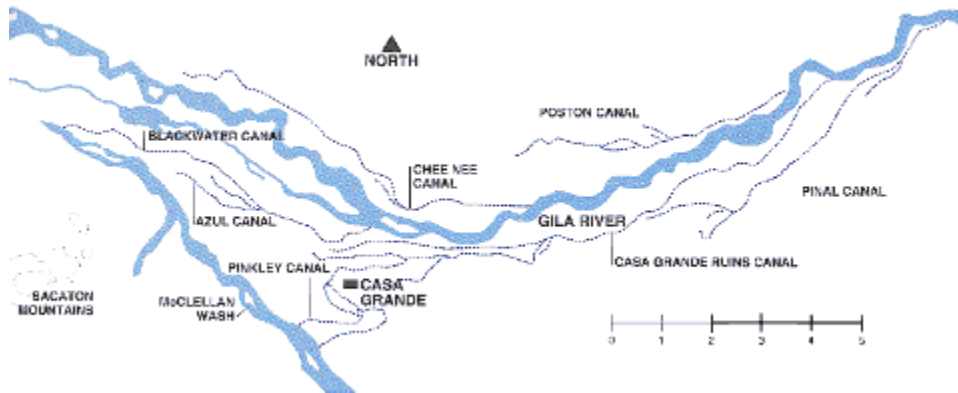


Illustration 2. Extensive Canal System built by the Hohokam to divert water from the Gila River. (Source: Southwest Parks and Monuments Association)

Early Records of the Prehistoric Canals

When the first explorers, trappers, and farmers entered the Salt River Valley, they were quick to note the impressive ruins left by the Hohokam. Villages containing platform mounds, elliptical ballcourts and trash mounds covered with broken ceramic pots and other artifacts existed throughout the valley. Stretching out from the river was a vast system of abandoned Hohokam canals that ran from site to site across the valley floor. In the mid-1800s, the testimony of these ancient canals to intensive prehistoric irrigation, along with the success of the contemporary Pima Indian farmers, led Jack Swilling, John Y.T. Smith and the early Mormon pioneers of the Lehi settlement to begin the process of building a new community founded on irrigation agriculture.

The ancient canals served as a model for modern irrigation engineers, with the earliest historic canals being formed largely by cleaning out the Hohokam canals. The ancient ruins and canals were a source of pride to the early settlers who envisioned their new agricultural civilization rising as the mythical phoenix bird from the ashes of Hohokam society. The canals were useful at times, being employed as wagon roads. In contrast, canals created unwanted channels through areas being developed by modern farmers. When a farmer purchased land, the area impacted by a prehistoric canal was often calculated and subtracted from the purchase to offset the costs incurred by filling it.

As modern farmers began to fill in the traces of the prehistoric canals, several prominent citizens became interested in these prehistoric monuments. They prepared maps showing the locations of canals, villages and mounds that form the basis of Hohokam scholarship today. James Goodwin, a local farmer, produced a map of the canals on the south side of the Salt River in what is now Tempe, Mesa and Chandler. Herbert Patrick, a professional cartographer and surveyor, mapped canals on the north side of the Salt River. In 1922, Omar Turney, the City Engineer for the City of Phoenix, used these early maps combined with his own knowledge of local prehistory to publish the first comprehensive map of the prehistoric ruins and canals of the Salt River Valley.

The most extensive records were made by Frank Midvale, an archaeologist who devoted his life to recording the traces of the Hohokam as the remains of their culture were destroyed by the rapid expansion of modern agriculture and urban growth.

The Development of Prehistoric Irrigation in the Salt River Valley

At about the same time of Christ, people began to move into the Salt and Gila River Valleys. Little is known about these people who established the first small hamlets along the terraces above the Salt River. They appeared to have lived a sedentary agricultural lifestyle, establishing fields along the margins of the river. They probably relied on floodwater farming techniques, planting in the wet soil in areas that had been inundated when spring runoff swelled the rivers beyond their banks. Perhaps as early as A.D. 50, these early inhabitants introduced a new technology, canal irrigation. This technology would eventually give form to the unique prehistoric culture of southern Arizona known as the Hohokam. Canal irrigation was previously employed by peoples living along rivers and small drainages in Mexico, although their canal systems never attained the size and sophistication of the Hohokam canal systems. The earliest Hohokam irrigation systems may have been small canals located close to the river. In this location, the early canals would have been particularly susceptible to destruction by flooding.

Sometime between A.D. 600 and 700, Hohokam irrigation engineers designed the first large canals, capable of transporting large quantities of water onto the upper, or second, terrace of the Salt River. By the early Colonial period (A.D. 700 to 900), large integrated canal systems were established on both the north and south sides of the river. These canals were often monumental in their size and scope. Many of the canals were over 12 miles in length, with the largest recorded Hohokam canal extending for 20 miles (32 km) (See [Photograph 1](#)).

Two large prehistoric canals are still preserved in Park of the Four Waters, located in the southern portion of the Pueblo Grande Museum and Archeological Park. The canals measure 26 and 18 meters in width and approximately 6.1 meters in depth. Canal System 2, the large system that heads on the Salt River at Pueblo Grande, was probably capable of irrigating over 10,000 acres of land.



*Photograph 1. Archaeologist Emil Haury standing in an excavated Hohokam canal.
(Source: Southwest Parks and Monuments Association)*

Canal Engineering and Operation

Recent research, largely conducted in the corridors of the expanding freeway system, is providing new information concerning the engineering of Hohokam canal systems. The Hohokam engineers were keenly aware of the local topography, the dips and slopes, drainages and soils. They developed a sophisticated knowledge of the flow of water through channels and developed a series of techniques for delivering water to the surface of the fields. Each technique was appropriate for a specific topographic setting such as steep slopes and flat river terraces. The canal systems were designed with respect to the needs and characteristics of the environment.

The canal systems contained a series of physical elements. Where the canal met the river it is likely that a weir would be constructed. A weir is a dam that reaches into, but does not completely cross, the river. It raises the level of the water in the river and directs it into the canal. Inside the canal, a headgate (a large water control gate), was

probably constructed to regulate the amount of water entering the canal. The main canals transported the water away from the river toward the fields. Research has shown that the main canals are very large at their junction with the river, but reduce in size as they progress toward their terminus. As the amount of water traveling through the canal decreases through discharge onto fields, evaporation and seepage, the size of the channel carrying the water is reduced. By reducing the channel, the velocity of the water (the speed it travels through the channel) remained relatively constant and between two critical thresholds: if the water traveled too fast, it eroded the sides of the canal; if the water slowed down, particles of soil would settle out of the water, causing the canal to quickly "silt up," and require increased maintenance.

Distribution canals took water from the main canal system and transported it to the fields. They were also used to manipulate the relationship between the water level in the canal and the ground surface. Several types of water control features were used to operate distribution systems. Diversion gates have been found at the junctions of main and distribution canals to regulate water flow. Tapons or water control gates were often placed inside the main and distribution canals. When closed, the tapon would cause the water to back up and rise in elevation, creating a "head of water." Through the use of water control features, the Hohokam were able to create a highly sophisticated irrigation system.

Canal Construction

Building the Hohokam canals required a substantial investment of human labor. The soil was removed by hand, probably using large wedge-shaped pieces of stone called "stone hoes," and wooden digging sticks to loosen the soil. The soil could then be removed from the canal using large baskets. Variations on the simple "leveling frame," used in many preindustrial agrarian societies, could have been employed to establish canal gradients. It has been suggested that water may have been carried along in the canal during construction to wet down or "loosen" the soil. However, such a system would have required much more labor and time. The inundated canal would have to have been dammed and the water allowed to dissipate before the work could resume. Recent reconstructions of prehistoric canals suggests that approximately 800,000 cubic meters of soil may have been removed for the construction of the main canals in Canal System 2 during both the Colonial and Classic periods, and in excess of 400,000 cubic meters during the Sedentary period (A.D. 900-1100).

The amount of labor required to construct the canal system was partially dependent on the volume of water flowing in the Salt River. In both the late Colonial and Classic periods, the Hohokam experienced frequent flooding on the river. The flood waters often damaged or destroyed the canals, which were then redesigned and rebuilt. It is difficult to estimate the actual time and effort required for the construction of the main canals. Many factors, including the amount of soil a worker can remove in a day, the number of hours worked in a day, the number of individuals working, and the number of

continuous or discontinuous days/seasons over which the work is done, all affect estimates of time and labor expended. Given the ability of a single worker to move 3 m³ of soil per day, the construction of many canals would require in excess of 25,000 person days. These data suggest that the construction of some canals would have taken several years to complete.

Sociopolitical Organization of Irrigation Societies

The construction, maintenance and operation of the canal systems would have required a substantial and well-organized effort. Individuals from all of the villages along a main canal would undoubtedly contribute to the initial construction and to the regular maintenance of the canal, weir and headgates. Each year, the amount of water allocated to each farmer was established. Perpetual conflicts over water arise between individual farmers and villages in irrigation societies even today. Thus, a strong leadership must have been necessary to quickly resolve conflicts which can threaten the cooperative ventures required for the continued operation of the large canal systems.

It is likely that the Hohokam canal systems were united into "irrigation communities," sociopolitical units characterized by a hierarchy with distinct leadership roles. Each irrigation community would have its own leadership to organize labor for main canal construction, maintenance of the canals, headgates and weirs, the establishment of water allocations and scheduling, and to resolve local conflicts. Smaller, more local groups of farmers could organize for the construction and maintenance of branch canals and distribution canals. Unlike many of the traditional groups in the Southwest and northwestern Mexico, the Hohokam may have had a complex sociopolitical structure.

The Role of Platform Mounds

Researchers have hypothesized that Hohokam platform mounds were tied to the organization and operation of the canal systems. Large administrative sites, containing one or more platform mounds, occur at the heads of the major canal systems (including the sites of Pueblo Grande, Mesa Grande, Plaza Tempe and Tres Pueblos). From this location, these sites controlled the flow of water in the main canals and better organized the necessary labor of annual repairs to the weirs and headgates. Other platform mounds are placed along the canals at regular, three-mile intervals and may represent secondary centers that controlled smaller territories along the canal system.

Some scholars suggest that the "elites" of Hohokam society lived on top of the platform mounds. Unfortunately, very few archaeological excavations of platform mounds have been performed and reported. A multiple volume archival report, bringing together the information obtained from excavations of the Pueblo Grande mound from the late 1920s to the present, is currently being prepared. This report, along with information from the excavations of several platform mounds in the Tonto Basin by Arizona State

University, will provide new data. New analysis of the current information on platform mounds is challenging earlier interpretations.

The platform mounds are contained within larger "compounds," large rectangular areas enclosed by a high wall (or "compound wall"). The architecture within the compounds include a large public plaza in the eastern section of the mound and a series of rooms often located to the west of the mound. High walls restricted access from the public areas to the areas where the rooms were located. Long passageways were often constructed to provide access from the public plaza to the rooms. The architectural layout within the compounds does not suggest the usual residential patterns known to the Hohokam. Such patterns include an "interactive" series of houses or rooms arranged around an open courtyard where families would conduct daily activities. The rooms in the platform mound complexes tended to be isolated or separated from each other. This pattern appears to reflect the segregation of activities and a desire for secrecy, patterns often found in religious architecture.

This architectural arrangement suggests that the platform mounds may have been more religious than secular in their orientation and function. While it does appear that Hohokam society had leadership roles, the leaders may not have lived in family units residing on top of the mounds. This perspective also suggests that Hohokam religion may have played a prominent role in the organization of the canal systems and the society.

Summary: Community Networks Meant Survival

The Hohokam engineered large and sophisticated canal systems, creating a productive agricultural society that spanned many centuries. Their achievements in irrigation engineering are among the most impressive and most enduring ever constructed using preindustrial technology. It is likely that a complex social and political structure was developed to construct and manage the canal system. The architectural arrangement of the platform mounds stresses the segregation and isolation of activities. This suggests a need to control information by limiting its accessibility and possibly a desire to maintain secrecy. Sites with platform mounds appear to have served as possible ceremonial and/or administrative centers. In any event, sites such as Pueblo Grande played crucial roles in the construction, organization and operation of the Hohokam canal systems.

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Phoenix from 1867 to 1888: Community Networks Shape Development

By Carol A. Poore, Ph.D.

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Modern-day Phoenix was founded in 1867 when Jack Swilling reconstructed ancient Hohokam Indian canals, enabling the Salt River Valley to be farmed. From the post-Civil



Jack Swilling

War years to the 1920s, Phoenix was established primarily through government policies and influential businessmen from other places who saw great potential to become wealthy through acquisition of cheap land and start-up commerce. The development of early Phoenix was the result of federal policies and the important local actions by a few business leaders who came to Phoenix with wealth and experience from communities elsewhere. These business leaders had both great impact and enjoyed significant economic return through developing downtown Phoenix. Decisions often favored self interest, profitability, and “utility of function” over aesthetic downtown form (Larson & Alameddin, 2007).

With the ability to acquire large amounts of inexpensive land through the Desert Land Act of 1877 and National Reclamation Act of 1902, land speculation became an important economic driver within the Valley. Land in this desert environment was valuable for either farming or development only if it could be supplied with water.

Notable Phoenix leaders invested in building a downtown because of personal commitment beyond self interest, using their established networks and social capital for the good of the community. When Dwight and Maie Heard moved from Chicago to Phoenix in 1895, they brought with them an extensive network of wealth that continues to benefit downtown Phoenix today. The Heards’ extensive collection of Native American art became the focus of the Heard Museum. The Phoenix Civic Center was built on downtown land from the Heards’ estate, as was the City of Phoenix Burton Barr public library and the Phoenix Art Museum (Larson and Alameddin, 2007).

Benjamin Fowler was extremely active in persuading the federal government to invest in dam building leading to the creation of Salt River Project (SRP) in 1902. SRP, a water and power company, exemplifies the impact of early farming networks on developing trust and social networks based on mutual interests of survival and agricultural sustainability. An acreage-based voting system was initiated than 100 years ago when Phoenix landowners came together and realized that the issue of ensuring a steady supply of water was too big for one individual or group to solve alone.

Collectively as a community, farmers organized as a groups and pledged their land, about 200,000 acres, as collateral for the federal government to build the \$3 million Roosevelt Dam in 1912, one of the first projects built through the federal Reclamation Act. This makes many who own land in SRP territory shareholders today, although few realize it or actively participate in elections (The Arizona Republic, 2011).

Phoenix leaders in the late 1800s tapped relationships external to their networks in Arizona in order to secure financial capital to purchase land and build local influence. For example, W. J. Murphy's need to finance the Arizona Canal Company required that he travel extensively to solicit possible investors, and he established a network of associations with wealthy individuals in different areas of the country.

Moses Sherman was active in the promoting of early Phoenix but left the city in 1890 and operated the trolley system and water company from headquarters in Los Angeles. This permitted some economies of scale beneficial to both cities; as older trolleys from Los Angeles were sent to service Phoenix.



Early Phoenix was a walking city from the 1860s through early 1900s, when everything within the town was within two miles. The town of Phoenix was built upon a grid street pattern which cannot develop spontaneously; it requires specific planning. However, a Phoenix streetscapes history report states that planning was not a notable activity in the early years of downtown Phoenix development (City of Phoenix, 2010). Land was being sold faster than a plan could be developed:

[t]here are no records describing what Phoenix founders intended to do as far as sidewalk street lamps or other amenities. It may be that they did not think that far ahead. In fact, the town was laid out and *lots were proposed for sale before the half-square mile rectangle that later became the city's downtown was taken out of the public domain.*

Land acquisition and the start-up of new businesses followed expansion beyond the initial town center with the introduction of streetcars, railroad transportation, and canal expansion. A mindset and culture of "land as an unlimited economic opportunity and natural resource" became the forerunner of urban sprawl, driven by the desire to maximize profits.

Once the Arizona Canal was completed in 1886, early Phoenix records show that tens of thousands of acres were developed for agricultural development by investors and speculators from California, the Midwest, and East Coast of the United States (City of Phoenix, 2010).

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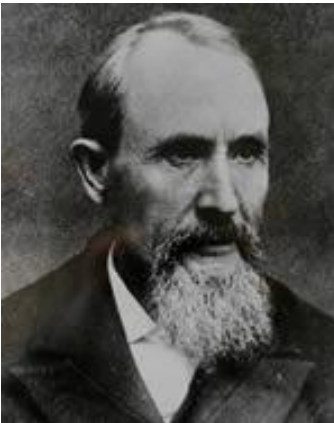
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Phoenix History: City government 1881-1911

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**John T. Alsap,
Phoenix First Mayor**

Before Arizona became recognized as a state, Phoenix began building and inviting growth and expansion to its city. Recognized as a town in 1868, Phoenix began development of streets and building. With the first buildings being built in 1868 Phoenix had a population of under 3,000 until the early 1900s. As the city grew, a new form of government was necessary and an election was held to elect the first Mayor, Treasurer, and four council members.

The town held buildings necessary for citizens to live comfortably in the Wild West. Quickly saloons, a bank, and town hall were built, used for multiple purposes including a general meeting area and county offices.

Phoenix quickly moved towards modernizing and expanding its horizons by introducing modern technologies. Introducing the first electric power plant also led to streetcars and shortly a massive expansion of the streetcar rails leading all the way north even to parts of Glendale in 1887.

In 1889, gasoline-fueled cars were introduced to the streets on Phoenix. Cars helped to expand the boundaries of the city streets and neighborhoods as people became more mobile.

Sarah Schenck
Community Development
Time Periods of Phoenix

1912-1945

Community Building & Civic Life

Influential organizations such as business clubs were the core of community development in the early 1900s. Groups like the the Rotary Club (1914) and the Kiwanis Club (1917) functioned for "social, ameliorative, and civic purposes. Businessmen and professionals in particular were attracted to these organizations to exert their power over urban affairs" (VanderMeer). The Phoenix Women's Club operated towards the goal of cultivating a more cultured and moral society through their municipal housekeeping activities. They focused on creating schools and a public library, as well "lobbying for city beautification projects. They extended their activism beyond closing saloons and ending prostitution to pushing for a juvenile court and a probation system, as well as for prison reform" (VanderMeer).

The Built Environment

A glimpse at the built environment of Phoenix in the early 20th century provides insight into the community development that occurred as it transformed from a town to a city. On February 14, 1912, the day Arizona joined the union, the people of Phoenix and those from all over the state gathered in crowds along Washington street to celebrate. Two main lines of electric street cars running along Third and 10th streets overflowed with passengers, bringing in residents from Kenilworth and Orangewood, the growing subdivisions beyond downtown's borders that spanned from Seventh Street to Seventh Avenue and north from the railroad tracks to Van Buren Street. At the time, nineteen blocks of Downtown were paved, mostly along Washington Street and Central Avenue. By 1930 this expanded to 77 paved streets. Thousands joined together at the five story concrete Hotel Adams on the night Arizona became a state to celebrate and dance on the hotel's new balcony, rebuilt after a fire that burned the ornate, formerly wooden building in 1910. Many of Downtown's hotels offered sleeping porches that provided relief from the heat at night in the summer months.



As people flowed towards the center of town they undoubtedly passed "irrigation ditches that ran along many of the streets, balancing along wooden planks that allowed passage. These were stemming features of Arizona's canal system.

Community Assets

Community assets were essential to the development of Phoenix as a city. The arts in Downtown were an important form of financial capital that fueled the development of institutions intended to foster practices and values that would make Phoenix a more cultured and modern city in order to promote tourism and viability. This is evident with the creation of the Shriner Auditorium, Heard Museum and the Orpheum Theatre in the 1920s. As a direct result of New Deal construction programs after the Depression, North High School, Phoenix Junior College, and Arizona State Teachers College were built, furthering education and increasing social capital. A representation of the booming retail economy forming in Phoenix was the concentration of department stores including "Kress's, J.C. Penney, Newberry's, Korrick's, Goldwater's, Switzer's, the Boston Store, Montgomery Ward, and Sears that all resided within a four-block area" (Davies).



The outdoor environment also served as a notable asset to community bonding and the development of popular culture. Phoenix's ideal climate brought people together for outdoor concerts, dances, and movies in Encanto Park and Riverside Park. "Irrigation ditches were key to Phoenix's growth, as were the canals to which they were connected. They carried water essential to the area's farms and ranches, as agriculture drove the area's economy. The canals served a dual purpose in summers when residents struggled with the heat. Families would join each other along the banks, particularly where shade trees had been planted years earlier" (Craven). An even more popular location for community gathering was the tree-lined lake of Phoenix Park which especially drew in tram riders at 16th Street and Washington. On a governmental scale, political capital improved city services in 1924 with the emergence of a civil service system. Not long after, the year 1930 brought Phoenix's first zoning ordinance, and consequently development along major streets.

The aviation industry in Phoenix proved to be a major economic asset to the city as well, first with the growth of Sky Harbor Airport in 1937, and then during WWII as army air bases popped up in the west valley and in Mesa.

Community Challenges

The major challenges of the Phoenix community in the early 20th century were issues occurring in the nation at large. Racial segregation was one of them, demonstrated by the separation of African American school children in 1909, and eventually the construction of George Washington Carver school in 1926. This clearly was a dividing factor for the community at large that deterred the otherwise progressive nature of Phoenix such as seen with women gaining the right to vote in 1914. Furthermore, in 1934 "the 'business of sin' was alive, as brothels proliferated along Jefferson, Madison and Jackson streets between Central Avenue and Fourth Street" (Davies). Although Phoenix did not suffer from the Great Depression as severely as many older American cities did, it brought a small share of economic community challenges. Within Phoenix, "six banks and two building and loan associations failed, shops closed, and construction halted" (Davies).

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Downtown Phoenix from 1912 to 1945: Community Networks Build City Infrastructure

By Brooke Blythe

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From 1912 to 1945, Phoenix experienced a great deal of change and modernization in areas like water preservation, agricultural development, women's rights, growth, and industrialization. As a backdrop to this time period, in 1902 President Theodore Roosevelt signed the National Reclamation Act making it possible to build dams on western streams for reclamation purposes, an important event for the people of Phoenix and the Valley. Valley residents were quick to supplement this federal action by organizing the Salt River Valley Waters Users' Association on February 4, 1903, to assure proper management of the precious water supply. This organization still functions as the major agency for controlled use of irrigation water in the Valley.

Water preservation was important due to the major agricultural industry in Phoenix and the greater territory of what we now know today as Arizona. Theodore Roosevelt Dam was started in 1906. It was the first multiple-purpose dam, supplying both water and electric power, to be constructed under the National Reclamation Act. On May 18, 1911, the former President himself dedicated the dam, which was the largest masonry dam in the world. This opened a new era in farming for the Valley and secured the part of our economy that depended on water for its life.

Arizona only became a state in 1912, but the citizens of Phoenix had already been working to build a more healthy and prosperous community. In 1900, Phoenix had 28 saloons and 18



gambling houses. In 1906, Anti-gambling forces won the ordinance for outlawing gambling. Then in 1909, the Anti-Saloon League became active in the Valley. The citizens of Phoenix continued to advocate for fulfilling developments in their city. In 1907 \$100,000 was raised for a YMCA, and in 1908 the Carnegie Library opened in addition to a civic federation of 75 members organized to improve the city. Given this time period, one can clearly see how these improvements to better the quality of life shows how progressive the Phoenix community was.

In 1913, Phoenix became one of the first cities in the nation to adopt the progressive council-manager form of government. Only a year later, women received the right to vote year before the nation voted for women's suffrage. Although this was statewide,

Phoenix was the driving force for these developments. Phoenix began to grow into a young metropolis. At the end of its first eight years under statehood, Phoenix was no longer a town- it was an important city of 29,053. A total of 1,080 buildings went up in the year of 1920, and among them was Arizona's first skyscraper, the Heard Building.

Phoenix continued to grow, and by 1930, Phoenix nearly doubled their population with a 48,118 census count. There were 120 miles of streets- 77 with pavement. The public library had 51,000 books, and the police force had 70 men. In 1934, the construction of the Sky Harbor Airport began. Due to WWII, the city had gone from a farming center to a distribution center. Once the war hit, Phoenix rapidly turned into a primary industrial city.



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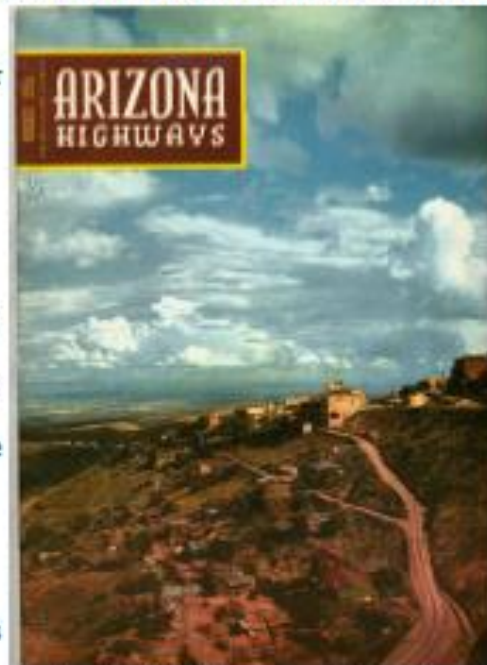
1945-1960

Community Building & Civic Life

World War II was a dividing point in the history of Phoenix development as it drastically transformed the city in size and economy. However, "some continuity linked prewar and postwar, as seen with the city's early development that stemmed from cooperative community planning plus effective lobbying to obtain federal funds. This continued after the war, as increased spending provided new development opportunities and taught Phoenix leaders more about planning and working with federal government" (VanderMeer).

July of 1949 brought a new era of city governance and politics with the creation of the Charter Government Committee after "anger at political manipulation, factionalism, fiscal maladministration and allegations of corruption" escalated into its formation (VanderMeer). The new committee would select a slate of candidates for city office, and determine city funding priorities by creating citywide committees comprised of community voices from those active in service clubs, city boards, and volunteer organizations.

The Phoenix Chamber of Commerce, Maricopa County and the City of Phoenix exemplified the power of public-private cooperation in the mid 1950s when they joined forces to fund advertising campaigns, particularly with *Arizona Highways* magazine, to stimulate the economy by creating a national draw that brought tourism to Phoenix.



The Built Environment

In 1948, the past of electric streetcars came to an end as they were phased out while city buses and the

raging new trend of personal automobiles swept the city. A major renovation of Hotel San Carlos took place in 1955 and the opening of the Phoenix Art Museum occurred in 1959, however little could stop suburbanization from taking its toll on the center of the city. Rapid growth resulted in economic decline for Downtown as postwar boomers sought a new life in the city's outer reaches. With the Federal Housing Administration and Veterans Administration providing mortgage loan guarantees, the population sprawled and cheaper infrastructure and subdivisions quickly sprouted up to accommodate the masses. "In 1957, Phoenix's first shopping mall, Park Central Shopping Center, opened at Central Avenue and Osborn Street with 34 stores, sounding a death knell for Downtown's merchants. Goldwater's relocated there and J.C. Penney later followed suit" (Davies).

Community Assets

The loss of bases and airfields in Arizona after the war was a blow to the economy, but postwar Phoenix didn't fail to promote its value as a destination for tourists and health seekers alike with its "economy that included agriculture, wholesale distribution and retail sales; and a place with amenities suitable for families. Views about the natural environment and how to create a pleasing built environment had changed very little," which continued to bring migration to the city (VanderMeer). Economic capital additionally took shape in form of a combination of electronic and aerospace manufacturing and military spending. These provided large scale economies to match the metropolis's burgeoning population.

In 1946, Eugene C. Pullman undertook a major community asset when he bought *The Arizona Republic*. He went on to "wield great influence over everything from city government reform to freeway construction" (Davies).

A public-private partnership was the key to community building in the postwar vision. The government recognized that "building affordable housing and attractive neighborhoods depended on efficient city services, which required creating an effective political and governmental system. For the city to attract and keep an educated workforce and to enrich the quality of community life, it needed to improve its culture and living styles. This was the rationale for cooperative decision making and an openness to talented newcomers that proved essential to the creation of a new Phoenix" (VanderMeer).

The dramatic population growth of Phoenix also impacted an essential asset to the community- its water. Growing numbers called for a larger water supply with an increase in pipelines, pumping stations, and treatment plants. "This came in the form of an agreement with the Salt River Water Users Association in 1952, and by 1959 the Salt River Project which provided 85 percent of the city's water needs" (VanderMeer).

Community Challenges

The continuing issue of brief tenure of city managers and political strife was one of the major community challenges postwar due to a serious financial crisis that required an increase in city revenues in 1947. At the same time, concerns about cracking down on prostitution arose which led to a division in the Greater Phoenix bloc and "began a period of harsh political conflict and escalating factionalism" (VanderMeer). However, this was later solved by the creation of the Charter Government Committee.

The Phoenix public transportation system and congestion from the increase in vehicles was another serious concern of the era due to "enthusiasm for cars, the city's sprawling and increasingly low density character, and flawed understanding about the connection between transportation, population, and various economic and ecological issues" (VanderMeer). The expansion of the metropolis also unearthed problems with traffic management and road maintenance as the city stretched outward.

Decisions over sewage treatment as well as additional water supplies and distribution brought Phoenixians together by 1960 as they worked with neighboring cities to determine their future plans. This human capital not only "aided the city's economic and social policy goals, but also forced community members to think outside of political boundaries" (VanderMeer).

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Downtown Phoenix 1945 to 1959 and beyond: Community Networks Build Growth in the Suburbs

By Ashley Simpson

Arizona State University student

Between the 1950s and the 1980s, Phoenix Arizona faced a lot of ups and downs. Phoenix experienced a large amount of growth in a quick amount of time which contributed to the way the city was formed.

In the 1950s a group of professional businessmen dominated the decision making process that took place in Phoenix. Many of these businessmen were motivated by profit maximization and believed they could benefit from the growth that was taking place. Migrants to Phoenix were new, not sure if they would be staying, or were focused on their personal career and families. Since many of the residents living in Phoenix at this time were newcomers they were not as concerned with the decision making process. The manufacturing field also began increasing while the agriculture's sectorial share began declining. A mass housing industry was also created in the 1950s.

The creation of air conditioning made Phoenix a place that people could live year round. More entertainment options became available at this time as well. The Chris Town Mall was the first air-conditioned mall that brought in the general public. The art museum, library, and the orchestra were all available for residents to enjoy. City of Phoenix was awarded the Phoenix Suns in 1968. Unfortunately many businesses began moving towards the suburbs and leaving downtown Phoenix.



Organized crime was a known issue that was happening in the 1970s and business continued to decline in the downtown core. A group by the name of Phoenix 40 was created in order to fix the city's business problems. The Phoenix 40 wanted to make changes in transportation, education, and most importantly deal with the city's crime. Once again a class of white businessmen were in charge of the decision making process. The revitalization of the downtown area also began in the 1970s.



In the 1980s Phoenix residents approved a bond that contributed to the creation and expansion of different art institutions. These different institutions helped create culture for the city of Phoenix.

Charles Keating who was a city developer was found guilty on charges of bankruptcy fraud and wiring fraud. Keating cost taxpayers large amounts of money. Growth, housing, and air conditioning were all great factors for Phoenix during this era. Unfortunately organized crime also became popular and Phoenix faced many negative consequences because of this. The Phoenix 40 was created in order to prevent any further issues relating from crime to occur as well as fix the issues that were in place. Suburban communities became popular and communities were related to geographic regions as places where trust and cohesion were built.



1960 to 1980 in Phoenix

By Nick Warren

Arizona State University student

The purpose of this paper is to analyze 1960-1980 in Phoenix, and provide an overview of the community building techniques used for the challenges surrounding the area during this time period. In addition, it will be important to provide an overview of the built environment, the community assets, and a description of what civic life was like during this time period.

1960-1980: Sunbelt Center and Growth Away from Downtown Phoenix

Phoenix's economic momentum generated during the 1950s carried into the 1960s and 1970s, as its manufacturing companies continued to thrive and its new found technological companies began to further establish themselves. Companies such as General Electric, AiResearch, and Motorola, which contained upward of eighteen thousand employees by 1980, further assisted in diversifying Phoenix's economy. The lifestyle in Phoenix also enabled the city to become an ideal place to live for many citizens across the country. Many residents of the area praised the open community type of living and the feel of relaxation they received from the atmosphere surrounding civic life in Phoenix. The atmosphere surrounding the civic life in Phoenix actually earned the area the reputation of being a boom-town that carried a small-town type of lifestyle, which appealed to many. This economic prosperity accompanied with other assets such as the city's attractive climate and lifestyle allowed the city to flourish in terms of the city's overall growth. In fact, although many would consider the post-World War II era the time period in which Phoenix experienced the most population and economic growth, Phoenix experienced its highest level of spatial growth in the following decades, as the city that covered just over 187 miles in 1960 covered close to 330 miles by 1980. However, perhaps this growth did not necessarily entail development and many would argue that this twenty year stretch is where urban sprawl, one of the primary community challenges in the city, began to take hold in Phoenix. It was not until the 1970s where the idea of controlling some of this growth was considered a necessary precaution, as leapfrog development left massive patches of vacant land throughout the city. This uncontrolled growth had reached a point during the era in which many of the housing developments in the area were completely sold before any houses, sewers, or streets had been built to connect the area. This type of development created the need for infill development, as nearly 40% of land inside the city was considered vacant, and led to what many would consider the decline of the Phoenix metropolitan area and the almost complete erosion of Phoenix's downtown area. In addition to many of the problems associated with sprawl, such as transportation issues, pollution, a city's inability to effectively provide basic services, etc., the city also encountered its fair share of problems with organized crime, high murder rates, as well as an increasing rate of white collar crimes (Luckingham, 1989).

1981 to 2000 in Phoenix

By Nick Warren

Arizona State University student

The purpose of this paper is to analyze 1981-2000 in Phoenix, and provide an overview of the community building techniques used for the challenges surrounding the area during this time period. In addition, it will be important to provide an overview of the built environment, the community assets, and a description of what civic life was like during this time period.

1980-2000 Southwest Metropolis, Expansion of Sports, Culture and Early Downtown Phoenix Revitalization

In addition to community issues revolving around crime, violence, drugs, and gangs, many of the effects of urban sprawl that had infected the city in previous decades still lingered, as the city continually faced increasing difficulties effectively providing for its constituents. In response to these issues, polls were taken in order to get a better understanding of the popular opinion of how these issues should be dealt with, and the polls indicated that citizens were in favor of a district system style of representation instead of an at-large system. Mayor Margret Hance, along with almost all other city officials, local businesses, and even local newspapers did not approve of the idea of the district system nor did they approve of the plans surrounding the proposed district system. However, the vote to move to district representation passed 39,591 to 37,821, with only about 25% of registered voters in the city casting votes. As a result, Phoenix was divided into eight separate districts, Mayor Hance would decide not to run for reelection, and Terry Goddard, who was widely considered perhaps the leading spokesperson in advocating for the district system, would be elected as Mayor of Phoenix. Many felt that Goddard's election was perhaps a changing of the guard, as Goddard ran his campaign on the stance of opening up City Hall to the public and making governmental actions more visible in the public eye, as well as focusing on improving the overall quality of life for residents rather than solely focusing on creating the best business climate possible. Goddard made significant strides tackling key issues surrounding the Phoenix area by effectively explaining the need for tax increases and government spending.

The 1980s also saw a massive increase in the number of service jobs available in city, a luxury that many would argue had evaded the city in previous decades. The city also began to further develop its reputation as a destination spot for tourists and many of the hotels and resorts across the city were being recognized nationally for their accomplishments. However, the city began to struggle in its attempt to maintain its status as the destination spot for technology companies and began to further develop issues identifying a sufficient water supply for the entire region. As mentioned earlier, the city was still experiencing issues with growth rather than development, and many felt that little was being done preserve the desert environment. This growth, accompanied with the utilization of the districting system, aided in the development of a complex city structure and civic life, and critics of the districting system would argue it further fragmented the city and created glaring disparities between certain areas of the city. One of the areas suffering the most from this fragmentation was Downtown Phoenix, and city

officials recognized the need for its revitalization. However, this revitalization proposal was not necessarily supported by everyone and insufficient funding, amongst other challenges, perhaps prevented the effort from ever reaching its full potential. That being said, some headway was made due to these efforts. There was certainly an emphasis placed on bringing sports franchises to the downtown area in an attempt to hopefully stimulate the area's economy, which resulted in the development of sports stadiums to accommodate the additions of the Arizona Cardinals and Arizona Diamondbacks. In addition to placing an emphasis on expanding sports, there certainly appeared to be a desire for monumental development in the downtown area. The era saw the city experience significant redevelopment through the construction of the Arizona Science Center, Central Library, and Phoenix City Hall, as well as the expansion of the Civic Plaza and Phoenix Art Museum. Many residents of Phoenix believe these revitalization efforts played significant roles in the attempt to restore the downtown area. However, that being said many residents of Phoenix still do not believe that the downtown area has reached its full potential just yet and there is room for improvement, though at the very least these efforts have given residents reason to be optimistic when considering the future of Phoenix (City of Phoenix, 2014).

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Downtown Phoenix History 1981 – 2000: Community Revival

Blogged by Jon Talton, *Rogue Columnist*

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The first defining event of today's Central Avenue was the real-estate boom of the late 1980s and early 1990s. With land from Fillmore Street to Camelback Road upzoned for skyscrapers and money flowing from the deregulated savings and loan industry, the city was remade by a huge real-estate boom. Stuck with the disjointed set of highrises outside the old central business district, the city tried to put planners lipstick on the pig in the 1970s by christening the area from the railroad tracks to Camelback and Seventh Avenue to Seventh Street as the Central Corridor. As I wrote in the previous post, the visionaries of the 1960s and 1970s imagined Central would become Phoenix's version of Wilshire Boulevard. That never happened. Phoenix lacked the economy, assets and ambition of Los Angeles. But it gave a big try in the '80s and '90s.

These were the years that saw the rise of the Dial Tower at Central and Palm Lane. It was the new headquarters of the old Greyhound Corp. and remains, with its distinct deodorant container shape and copper skin the only truly arresting skyscraper on Central. Two bank highrises were built just south of Osborn, along with a little World Trade Center-style tower at Virginia, displacing the Palms Theater, and a few midrises. US West anchored one of two skyscrapers erected on the northeast corner of Central and Thomas, where the iconic Bob's Big Boy, beloved of cruisers, stood. But this was nothing compared with what was planned. Back in the 1960s, the idea of a monorail running down Central was floated. It was revived in the '80s as part of a developer's plan to build, north of Indian School, the tallest building in the country with the monorail connecting the mammoth skyscraper to Sky Harbor.

The original McDonalds came down in anticipation of another tower. Central Methodist Church, which vacated its building at Central and Fillmore in 1950 for a new location at Palm Lane, seemed likely to move again as yet another tower was in the offing just north of the Phoenix Art Museum. Older buildings of Phoenix's single-story past were demolished as yet more projects seemed ready to break ground. Dial was going to build a sister tower to its new headquarters. Central would have looked like a little Manhattan if every rendering would have been built.

Amid this giddiness, *Barron's* published its (in) famous article saying Phoenix was overbuilt and facing a historic collapse. The boosters reacted with their usual defensiveness. Then the roof fell in. With the crash of the savings and loans, not only did the capital go away, but many of these deals were exposed for the frauds they really were. No 120-story tower was built. Western Savings, one of the most important leader companies and anchor of the punch-card building, went out of business, its leadership under a cloud.

In the ruins, old Central was lost.

While Park Central continued on as a mall, most of the small shops that defined the street from Fillmore north to Camelback moved or went out of business in anticipation of towers that never came. The site of the old McDonald's is still without a skyscraper: its part parking lot and part Yoshi's fast food. Downtown had been declining since the 1960s and most of the interesting buildings on the avenue were lost to tear-downs, including the horrific loss of territorial-era business buildings to "create" the sun-blasted expanse of Patriot's Square. The Westward Ho was barely salvaged — but only as housing for the poor. The rot moved to McDowell. Midtown and Uptown never recovered from the 1990 collapse. The leasing agents, who exercise outsized power in the Valley, focused on Scottsdale and 24th Street and Camelback, never losing their post-crash hostility to Central. Many of the developers who had placed their faith in the avenue were wiped out, never to return.

City Hall had plans and schemes to make Central "the premier avenue of the Southwest." So it got more palm trees, a brick median, etc. Will Bruder's stunning Central Library opened in 1995, followed soon after by the Phoenix Art Museum expansion. The Roosevelt district healed from the catastrophe of ramming through the Papago Freeway, although in a tunnel rather than ten stories in the air. Atop it was placed a park named ironically for Mayor Margaret Hance, who did as much as anyone to destroy these priceless neighborhoods. Terry Goddard, as mayor, killed midrise projects that would have fatally destabilized them. Central was made one-way south of Roosevelt, with First Avenue carrying southbound traffic all the way to Grant using a new underpass. But this couldn't make up for the loss of energy and life, especially when cruising was banned.

Some of Central's character north of Camelback was saved with Murphy's Bridle Path, even as the old acreages were filled in with gated properties and condos. "North Central" became a tony neighborhood, running from Missouri to the Arizona Canal. City money also spruced up Central in Sunnyslope, knitting it more tightly with the city, to the displeasure of die-hard Slopers. South Central was gradually built up, too, although a plan to link it with Ahwatukee by tunneling through the South Mountains was defeated. But never again would Central be what it once was, what it might have been, much less the Wilshire Boulevard of Phoenix.

A crushing blow came when Park Central shut down as a mall. Another was the rise of land-banking, encouraged by the continued up-zoning, although midtown Central may never see another skyscraper again. When the Indian School closed, a deal that didn't smell right performed a federal land swap leaving Barron Collier Corp. in control of the land facing Central from Indian School north on the east side of the street. It has never been built on. At the time, the boosters hailed the rise of Steele Indian School Park as "Phoenix's Central Park." In reality, the park is rather pathetic, lacking shade trees, Encanto-like amenities and, crucially, walled off from Central by the empty private land.



As to the "what might have been," I can't help imagining a Central where the skyscrapers had been confined to the old downtown (Seventh Avenue to Seventh Street and the railroad tracks to Fillmore). It would have made for an impressive skyline, not to mention a much more efficient use of infrastructure and a dynamic central core. The Westward Ho would have been refurbished into a great historic hotel, as is found in every major city. The art-deco Professional Building would have been condos or a boutique hotel. Then: More preservation of the old houses that faced Central,

and offices along Central with height limitations. Think of the appeal this gives the walkable avenues in Washington, D.C. Imagine if the entire Indian School had been turned over to the city, which had turned it into an Encanto Park writ large? The "might have been" would have meant no Esplanade, no purple condo tower sitting north of the Phoenix Country Club. The old Phoenix of great views for everyone, not just the rich, would have been preserved. It would have required a capital-wielding leadership, political will, economic-development strategy and urban-design vision that Phoenix simply isn't capable of.

So by the time I returned in 2000, Central was transformed, mostly for the worse. It retained the best collection of architecture, the most impressive urban views, the remnants of authenticity to offset the plastic of "exclusive" Scottsdale. South Central had gained a few blocks of Latino flavor. It held many fond memories. That was about it.

The Japanese Flower Gardens are, of course, gone, replaced by suburban schlock. When the biggest real-estate boom in history hit that decade, Central figured in a few condo hoaxes, most absurdly tall, such as the 60-story towers "planned" for just south of the McDonald's and north of the punch-card building. But these were obvious shams. They lacked the conviction of the 1980s boom, or the economic assets to make them real. Scottsdale had become the center of the state's limited affluence, with the "Camelback Corridor" as an appendage. The exception was what became the One Lexington condos, where a bank midrise was stripped to its skeleton and rebuilt. It was finished and

marketed by a Vancouver, B.C., outfit that specialized in urban projects. Oh, if only such expertise could have been applied to 44 Monroe.



Metro light rail passing Park Central.

Which brings us to the second defining event: The building of light rail. Somehow the city survived what was characterized as a nightmarish, unprecedented boondoggle that would cause traffic jams all the way to Eloy and grow mutant zombie woozits. Oh, the horror! This, at least, was the view of many local-yokels whose view of the world is car-centric Phoenix and some suburban burg in the Midwest. In fact, light rail (*we built it, you bastards*) is just as successful as I predicted it would be. It gives the city a substantial advantage on a four-and-a-half mile stretch of Central. Here is a place that could attract all sorts of quality infill, not least because it is a central location to the sprawling metro — and you don't have to drive. Some activity has begun to happen, marked by a number of urban-cool restaurants and coffee shops. CityScape might be a powerful boost, even though the reality is a huge disappointment from the stunning project hawked to the public — and the chain restaurants get a taxpayer subsidy to compete against such local Central mainstays as Portland's and Cheuvront's.

Much more is needed, from stopping the bleeding of employment and drawing private investment to taxing the land bankers and attracting more practical retail, not just restaurants and coffee houses. It's a sign of Phoenix's arrested development that the light-rail stop at Camelback is just an empty lot, as if Amtrak had let you off where the depot once stood in Concrete Slab, Okla. In a major city with a healthy, diverse economy, this would be a prime location for a signature midrise, mixed-use building

with billboards incorporated, a la. A healthy city would be utilizing the retro circular buildings by the punch-card to their cool potential rather than letting them sit empty. Central and the corridor need big shade trees. Hundreds of big shade trees. More ornamental palms, too.

Can Phoenix find the leadership to capitalize on Central's potential? It had better. The metropolitan area is a creation of an era of cheap gasoline, fading fast. Water resources will not allow for Superstition Vistas or the other rackets of the Real Estate Industrial Complex, even if the old sprawl paradigm were coming back. Every metro against which Phoenix competes for talent and capital has miles of tract housing and malls. But they also offer great downtowns and urban neighborhoods. Only Central has that potential for Phoenix (not Mill Avenue, not Scottsdale Road). Phoenix's future is intertwined with Central Avenue, just like before, whether Phoenicians realize it or not.



Phoenix 2000 –Today

By Jessica Scott, Arizona State University Student

January, 2014

Phoenix has always had an entrepreneurial spirit, even from its early days of settlers coming here for the prospect of land and development. This mindset has recently lent itself to more transitional residents in modern times. A transitional population does not lend itself to a lot of community-building efforts and establishment. “Snowbirds” are a population unique to Phoenix and other areas in the Sunbelt. These residents typically own property here but do not live here full time; they often use their Phoenix homes as winter homes. An economic disadvantage of this area is that their houses are often left empty for a majority of the year, meaning they are not spending their tax money here as frequently as full-time residents.

This transitional nature has been brought on by many factors though, of which low home prices have played a huge role. Phoenix was booming in the early 2000s. Families, young people and even immigrants were all moving to Phoenix for the opportunities that were present at the time. Housing was affordable and people were earning more than they were in the 1990s. The sprawling nature of the Phoenix kept a lot of people working and the houses here were being built faster than they ever were before, and in large quantities. Developers were not considering the future as much as they should have and new “communities” actually lacked a lot of crucial aspects that make a community successful and vibrant. All things considered, Phoenix’s history has never really promoted a strong sense of “community” and the sprawling nature of Phoenix has recently been brought to the forefront of conversations regarding the future.

With all the new development came the construction of big-box stores on every corner. Key players in Phoenix’s recent revitalization movements, such as Kimber Lanning who founded Local First Arizona, were not blind to the types of development that was taking over Phoenix in the early 2000s. New organizations such as Local First identified these future problems and developed a mission to start counteracting these trends. During this time of personal gain and development Phoenix residents were often very self-centered, not really seeing the need to direct their attention to issues that concerned the greater good. This type of attitude was probably encouraged by the lack of civic engagement in their “cookie cutter” developments, long transit times for employment and the business-oriented mindset due to the thriving economy. Despite these factors, when Mayor Phil Gordon was elected in 2004 he brought the issue of downtown revitalization and community-building to the forefront. Other organizations such as Downtown Voices were starting to form at this time as well. It was an important time for community-based organizations to gain traction and involvement while the economy was still stable and people were comfortable with their lifestyles while housing prices were on the rise.

Things started to change substantially in 2006. As the unstable economy started to tip, people were left with houses that were underwater, a distrust in the government and many were displaced and forced to rethink about how they were living.

With the odds stacked against them, ASU’s downtown campus opened in 2008 and classes started that August in hopes to create “one university in many places.” The

opening of this campus posed many concerns about student safety in the downtown Phoenix area and what kind of development was happening. These concerns led to conversations about new development and economic stimulus in downtown Phoenix and without the addition of the downtown campus these conversations wouldn't have had as much traction. Concurrently, Local First was really starting to come into the public eye as a reputable organization and started hunkering down for promotion of local shopping. Their mission was starting to have power at this time because people were starting to see what kind of a positive impact shopping local and other activities could have for Arizona redevelopment in the future.

2009 marked the lowest point of the Great Recession. People were beginning to realize their previous ways of living were unsustainable and that living well within, and potentially under, their means was going to be necessary. It was at this time sprawl started to become a prevalent issue in the mind of the public also. Transit was becoming unaffordable with his gas prices and when many people lost their jobs they were starting to realize how expensive an automobile-oriented way of life really was. Even though the downturn was devastating for many it presented a lot of opportunity in Phoenix, and it was with this staggering halt in the economy that people started thinking in a more community-based way. Green initiatives started to emerge at this time as well; solar power was a major conversation within Phoenix and the terms "sustainability" and "community" were starting to become dominant in conversations regarding Phoenix's future.

In 2010 a main issue that Arizona was spotlighted for was its SB-1070 bill that dealt with issues of immigration. Just as people were starting to come together after the economic devastation SB-1070 caused a great divide in Arizona and also in the nation. Issues of immigration were becoming everyday news stories and a people were starting to protest in opposition to the bill. The Hispanic community took a big hit in this process and many people were starting to leave Arizona in fear of being deported. If Arizona's economy wasn't struggling enough it was certainly not benefitting from a great population loss. Despite the problems that Arizona was facing, progress on downtown Phoenix revitalization continued with more local pubs, destination spaces and retail shops for visitors. The number of people interested in downtown revitalization was growing and there was a fixed core of people who were starting to make things happen. In 2012 Mayor Greg Stanton was elected as mayor of Phoenix, and the city embraced many new opportunities in higher education, including the opening of the Phoenix Biomedical Campus.

Today the idea of "community" is evolving as a prime focus in Phoenix, and it's changing every day. There is still a wealth of opportunity for areas like downtown phoenix to develop and become more cohesive components. Issues of social capital are starting to surface also and its importance to a diverse economy are staring to be emphasized. Phoenix has historically had a lot of built capital and times of good financial capital but has always lacked in social capital. Communities are starting to value these issues and come together to form neighborhood associations again. All of the recent changes and the way things were left after the recession left us in a very vulnerable but exciting position to head into the future.

2000 to today has been a very transitional time for Phoenix and its residents. As mentioned above there were times of wealth and prosperity and times of great devastation and loss. Civic life has changed considerable since 2000, going from relatively low civic engagement to a conversation about the benefits of civic engagement and how it is important for the community to survive and develop.

A description of the built environment 2000 through Today

Building off of all of the development that was taking place in the 1990s, Phoenix was expanding at a rapid rate. The core of Phoenix was making its way out of the dilapidated state it was in and people were flocking here for the relatively low home prices. The built environment was losing some of its 50s and 60s charm and turning more to the quickly built stucco construction. Big box stores such as Walmart, Target, Staples, OfficeMax, Home Depot and Lowe's were becoming the dominant places for people to spend their money while mom-and-pop shops started to struggle.

Phoenix's downtown area was starting to gain attention for its efforts of cleaning up the downtown. The new downtown ASU campus brought a lot of positives to the area as well, combining the long-lived history of government and legal work together with a new population of students.

A description of major community assets and challenges

Phoenix had times of great financial capital and times of almost no financial capital due to the intense rise and fall of housing prices. Again, with the implementation of SB-1070 people were divided so political capital was on the fence. The supporters of the bill were very involved and supportive of the efforts while the people who opposed it were registering to vote against it. At this time there were some pivotal conversations happening though, so even though some of the discussions were not as civil as they could have been people were starting to talk and share ideas- an increase in social capital. It was in this time period that dialogues about energy (environmental capital) started switching to green practices and "sustainable" types of production.

Overall, the challenges that faced Phoenix in its recent history were issues of civic engagement, financial devastation and racial inequality. These are all very modern issues that places outside of Phoenix are starting to deal with also and with time and the right people starting civil and informative conversations people will start to be able to envision a better Phoenix for the future. The biggest challenge that faces Phoenix now is giving it a new and fresh identity, how communities start to involve themselves will be crucial in this development.

Phoenix: The Imagined Future

By Jessica Scott, Arizona State University Student

January, 2014

The idea of Phoenix having a real “downtown” is something that is being emphasized more and more. Many people know of the revitalization efforts going on if they spend time in downtown Phoenix and since Phoenix was pretty late to the game for downtown revitalization there is a lot that has not been done yet. The efforts now are just the beginning of what is going to happen which leaves a lot of untapped opportunity left for people to start investing into their community.

With efforts from organizations like Local First and Downtown Voices, people are much more interested in supporting local shops over big box stores, going to public events and being involved in civic life. Another popular topic for future Phoenix is the idea of building up rather than out. Vertical urban growth is also something that is going to be emphasized as more people wish to preserve the natural beauty of Phoenix and the distinct desert environment that is here. The outer regions of Phoenix such as Gilbert, Mesa and Laveen will need to start creating city-centers for their residents to become involved in to provide a little piece of the “city life” in their suburban areas. Some of the bigger projects that are going to affect Phoenix the most are the expansion of the light rail, the continued push for educational connections and the challenge of giving Phoenix its own identity.

These three projects will be pivotal in Phoenix future development. The light rail expansion will make transportation to and from downtown Phoenix much more desirable and accessible for people which will keep people and ideas connected. It will also promote public transportation as a safe and easy way to travel in Phoenix in the 21st century. Another key player in the development of Phoenix will be its connections with the educational campuses as they continue to grow. Making Phoenix an educational hub will offer a lot of opportunity for newly-graduated students to get involved in their growing and strengthening Phoenix community through revitalization efforts. Keeping new and fresh ideas from the younger generation will be important as Phoenix works through the process of gaining its own unique identity as well. A project that is getting traction is Phoenix’s possible Observation Tower. This new piece of architecture could possibly include a dynamic viewing and observation space, terrace bar and café, high-end restaurant, event space for catered events, a viewing gallery for special art and cultural exhibits, evening lounge and nightclub. The architects responsible for the design describe the tower as “an architectural emblem worthy of [Phoenix’s] emerging status.”

Other large events like the Super Bowl will be important in bringing people into Phoenix to see its improvements and developments. As important as it is to keep people in the community connected and involved in the future development

of Phoenix, it will be equally important for people from other cities to see the positive growth happening in Phoenix.

A description of community building and what civic life is like in the future

Civic life will have to be majorly emphasized in the development of Phoenix's new identity. When people are involved they feel invested, and when they are invested they care. A new passion for living in Phoenix will emerge as community building efforts are emphasized and provided more easily for people.

The built environment in Phoenix will get a drastic overhaul in the future. With additions of the new city-centers in neighboring cities and additions of the light rail to reach more people. All of these are important in utilizing what Phoenix already has rather than adding more to the already dense cityscape that exists.

Major community assets and challenges for the future

Major community assets for future Phoenix will be its social capital. With the revitalization efforts and major projects like the Hance Park Master Plan, people will be more open and willing to spend time outdoors with other Phoenix residents. Neighborhood associations coming back will offer a support system closer to home for residents also while providing a platform for people to start getting to know their neighbors again. As neighborhoods make these changes they will become more established and people will not use Phoenix as a transitional place, but as a forever home.

Challenges for future Phoenix will include encouraging people to invest financially in Phoenix after the economic downturn which began in 2008. The economic devastation left a lot of people shaken up and weary to invest in efforts that they do not see to have immediate and positive effects on the Phoenix economy. Social factors such as financial, racial and social inequality will probably surface as well. Integrating all populations into the development of Phoenix's new identity will be absolutely crucial in keeping people involved and invested in what is a great place now and what will be an even better place in the future.

Downtown Phoenix 2000 through Today and Beyond: New Community Networks Create a Vibrant Community

By Matt Anthony

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Development within the greater Valley area during the 2000s has primarily been characterized by ever-expanding suburban sprawls and horizontal growth. The Phoenix metropolitan area has continued to expand outwards, spawning additional satellite cities consisting of transplant residents who hail from California, the Midwest, and the East Coast amongst other places. Although this growth has slowed since the housing bubble collapsed, the Phoenix area remains one of the fastest growing markets in the country.

Aside from the growth experienced in boomburbs and other outlying communities, the city of Phoenix proper has grown tremendously since the dawn of the new century. Since 2000, the population of the capital has increased by 28 percent (923,700 people) to nearly 4.2 million people as of April 2010 (U.S. Department of Housing and Urban Development, 2011). This population increase has, by default, created a market for additional housing and consumer goods within Phoenix itself. One of the unique challenges that Phoenix has faced, unlike many of its satellite communities, is finite space and what to do with land that has already been developed.

As Phoenix has looked to bolster its perception both within Arizona and nationally, measures have been undertaken to revitalize the community in an effort to retain its current populace and continue sustainable growth.

In 2004, the City of Phoenix Council established their roadmap for the next ten years of downtown development, entitled “Downtown Phoenix: A Strategic Vision and Blueprint for the Future” (City of Phoenix, 2013). This roadmap called for a development of both public and private projects throughout the downtown corridor.

Notable projects include the development of the Valley Metro Rail, the ASU Downtown Campus, the Phoenix Biomedical Campus, and the University of Arizona medical school. Aside from these notable public projects, the 2000s have seen the private sector establish notable projects such as CityScape and the Sheraton Hotel (City of Phoenix, 2013). The aforementioned projects embody the plan laid out in 2004 by the Phoenix City Council with an infusion of new retail space, housing, and public works alike.





For downtown Phoenix, the 2000s have been characterized by numerous projects designed to lure new residents and retain their existing population base. Phoenix losing its populace to its satellite cities does not bode well for its long term economic outlook and steps have been taken to ensure this does not become an issue. Aside from new construction in the private and

public sector, Phoenix has also taken efforts to revitalize its existing community, to make it more 'green', and to generally give the city a facelift. The vision proposed in 2004 for Phoenix to become a viable place for work, living, and play has slowly come to fruition, however the city will need continued engagement from both its citizens and politicians to stay aligned with its desired trajectory.



Moving forward, Phoenix will continue to champion itself as a green community and a technological hub in an effort to draw new residents from all across the United States and give the city a better identity.



With upcoming projects including Phoenix Observation Tower, "a 39-story pinwheel shaped observation tower proposed to be built next to the Arizona Science Center," the city will continue to take shape as a community for families, retirees, young professionals, and the working class alike to call home (Sunnucks, 2013). For the capital of Arizona, the 2000s have been a time of exponential population growth and economic rehabilitation, both of which forecast well for the future health and growth of the city itself.

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