



## ROOSEVELT ROW COMMUNITY DEVELOPMENT CORPORATION

### *History*

Roosevelt Row has been a mixed-use area from the earliest days of the establishment of Phoenix. Many of the concrete sidewalks in the neighborhood were poured in 1909, three years before Arizona officially became the 48th State. In the early 1940s, when there were approximately 30,000 people living in Phoenix, numerous businesses were established along Roosevelt Street. The flower shop at Fifth Street and Roosevelt has been in continuous operation since 1948.

In the 1970s, parts of the area were re-zoned as a high-rise incentive district leading to land speculation and a decline of the neighborhood that lasted until the late 1990s. The blighted area was attractive to artists because the boarded-up buildings and former crack houses were affordable for studio and gallery space. The arts are a major factor in the revitalization of the area and crime rates have plummeted as more people begin to venture into the area to experience the cultural vibrancy. The corridor is re-emerging as one of the most dynamic areas in downtown Phoenix and a valued cultural resource in the metropolitan region and the state.

### *About Us*

Roosevelt Row Community Development Corporation (CDC) is a 501(c)3 non-profit organization established to further the unique character and assets of the Roosevelt Row area, to advocate for the continuing role of the arts in the revitalization of downtown Phoenix, and to foster a dense, diverse and walkable urban environment. Roosevelt Row CDC's programs include activating vacant, blighted land, planting trees, starting community gardens, painting murals, launching the Roosevelt Row Merchant Association and hosting some of the city's most successful arts and cultural events.

