Downtown Phoenix
Past, Present & Future

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Downtown Phoenix 60 years ago:

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Downtown Phoenix 30 years ago:

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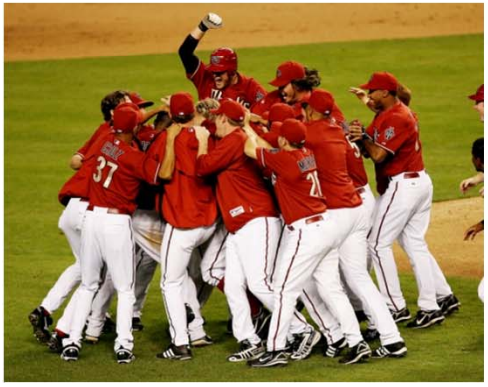
Downtown Phoenix today:



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Investment

- $4.6 billion invested between 2004-2015

  So how did this transformation take place - from a once vibrant downtown in the 40's, to a virtual ghost town in the 70's, back to a thriving downtown today?

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Key Factors in Downtown's Success:

1. Creation of Downtown Redevelopment District which provided necessary tools
2. Creation of Business Improvement District, run by the Downtown Phoenix Partnership
3. Willingness to make significant public sector improvements in "anchor" projects
4. Strong public and private sector leadership
5. METRO Light Rail
6. Strategic Vision with aggressive goals
7. Use of appropriate economic incentives and public-private partnerships with the community
8. Focus on street activation

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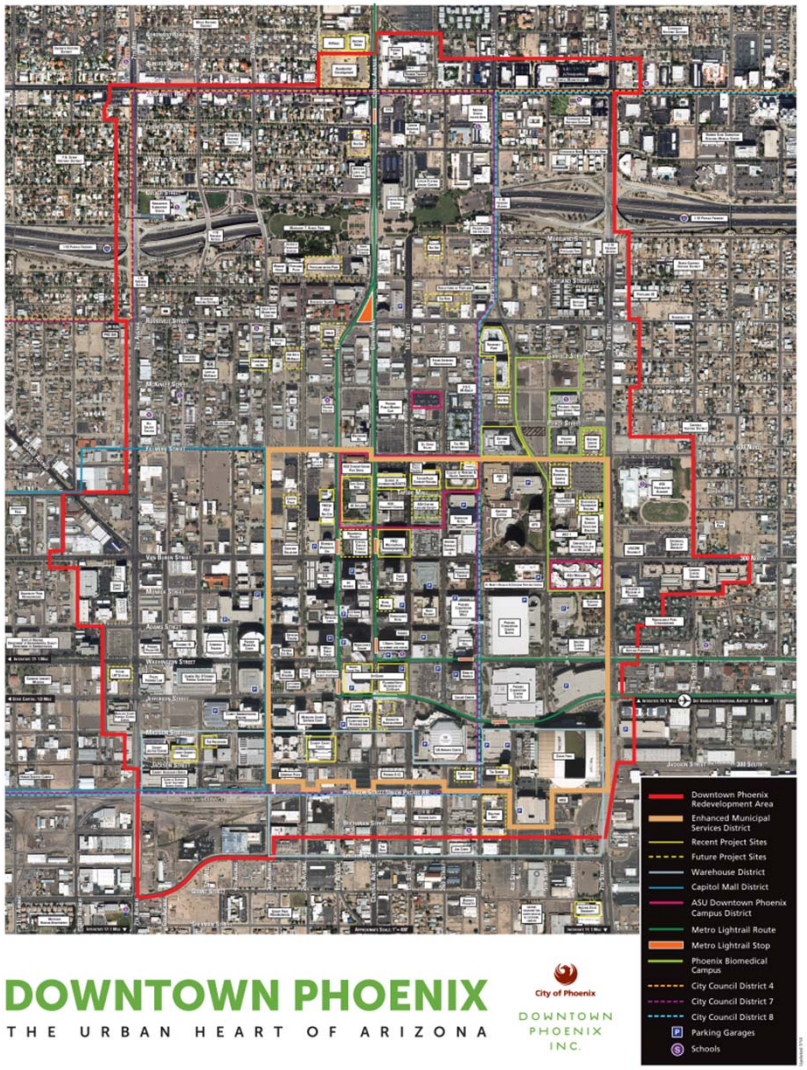
Downtown Redevelopment District



- Established in 1979
- Approximately 1.7 sq.mi
- Policy statement acknowledging issues
- Redevelopment tools

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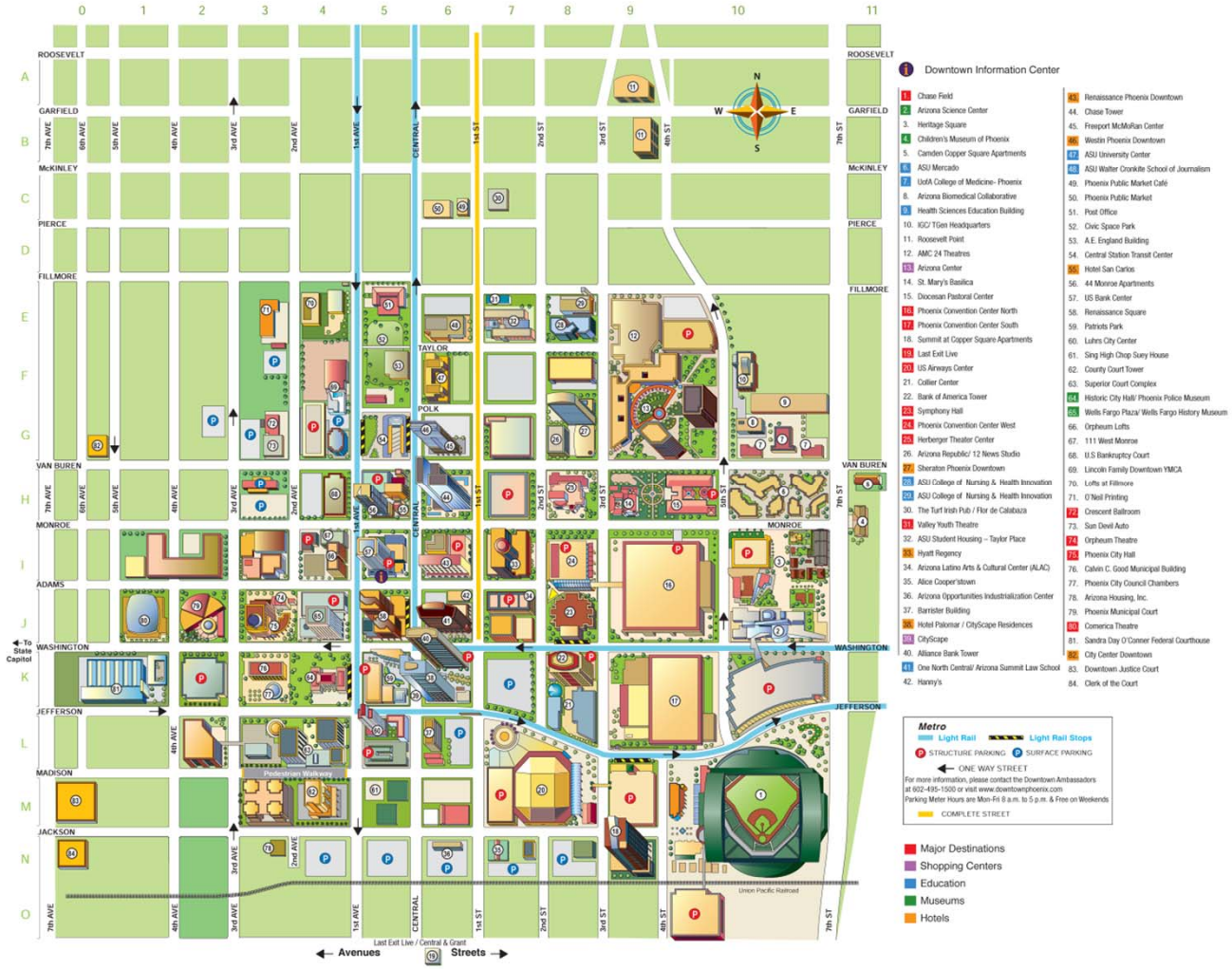
Enhanced Municipal Services District



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- Umbrella organization created for organizing and galvanizing Downtown Phoenix.
- Organizations under DPI include the Business Improvement District, the Phoenix Community Alliance and the Downtown Phoenix Community Development Corporation.
- The Business Improvement District provides enhanced municipal services to properties in the 90 – block business core.
- Phoenix Community Alliance is a membership organization working to create a stronger Downtown for a better Phoenix.
- The Downtown Phoenix Community Development Corporation works to attract housing and community projects.

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Downtown Phoenix Partnership

- Downtown Ambassadors – think of them as "downtown concierges" – provide information and assistance 365 days/year

Phone: 602-495-1500;
or stop by our Visitor Information Center at
101 N. 1st Ave. Suite 190

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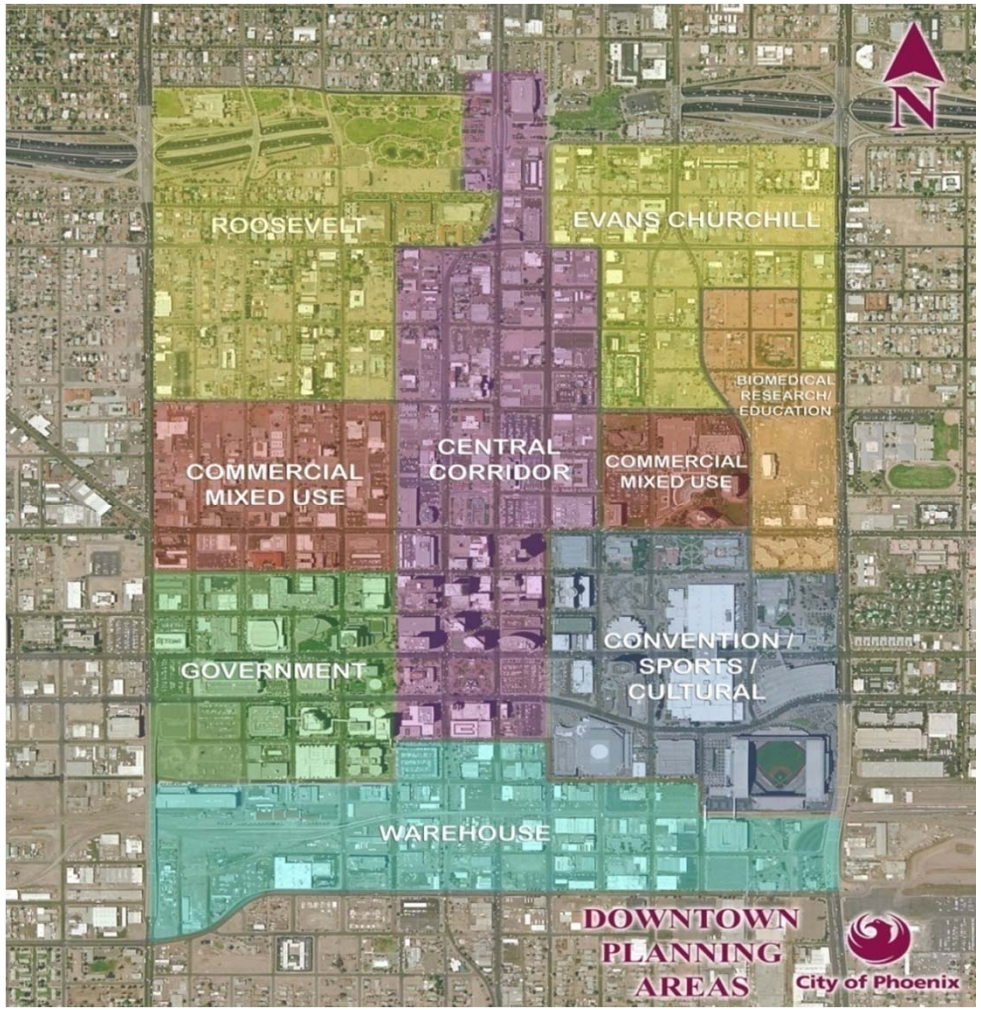
Downtown Strategic Vision and Blueprint

2005-2014 Points of Focus

- Increased residential development
- 600,000 sq.ft. retail and entertainment
- Urban-oriented bioscience and education campuses
- Respect built environment
- Preserve/enhance arts
- Strong transit connections and pedestrian linkages



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Downtown Phoenix today:

Downtown is in the midst of $4.5 billion in new investment, with numerous key projects in the past few years:

- CONVENTION CENTER EXPANSION; 1,500 NEW HOTEL ROOMS
- ASU DOWNTOWN CAMPUS
- NEW CULTURAL AMENITIES, SUCH AS CHILDREN'S MUSEUM
- 4,361 NEW RESIDENTIAL UNITS SINCE 2000
- U OF A COLLEGE OF MEDICINE/BIOMEDICAL CAMPUS
- 55 NET NEW RESTAURANTS/BARS SINCE THE START OF 2008
- METRO LIGHT RAIL

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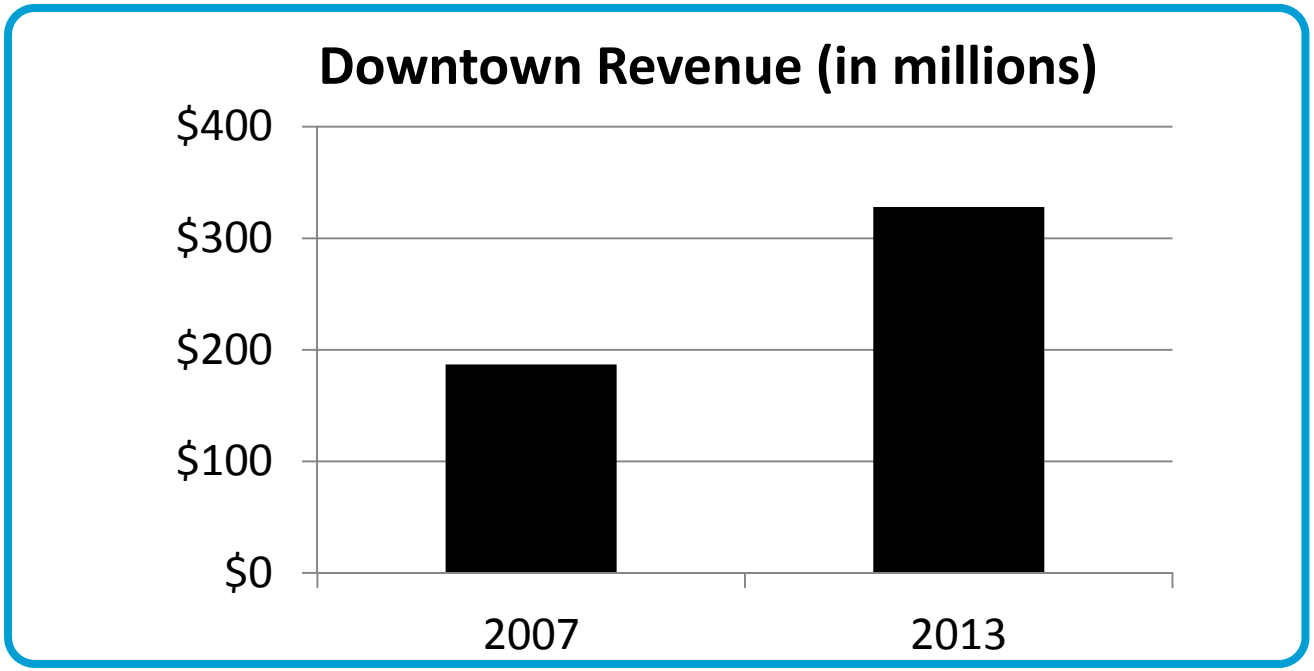
From 2007 to 2013 Downtown revenues (retail, hotel & restaurant) increased 76% compared to a citywide decline of -10% for the same period.



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METRO Light Rail

- Hub of METRO Light Rail's 20 mile starter segment
- 8 stations in Downtown area providing connections to 20 mile network
- Ridership exceeding expectations
  Averaged 39,000 riders daily in 2013
  2,446,271 total Downtown boardings in 2013

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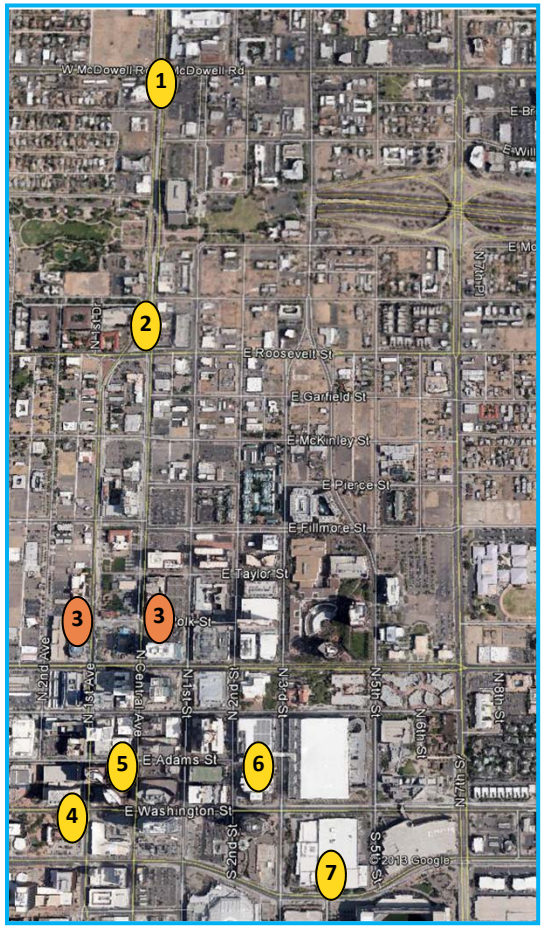
Downtown Phoenix METRO Light-Rail Commuter Activity



-	Downtown Light-Rail Stop	2013 Boardings
1	McDowell Road & Central Avenue	465,852
2	Roosevelt Road & Central Avenue	227,589
3	Central Station (Van Buren Street on First & Central Avenues)	927,532* *Total for two stops at Central Station
4	Jefferson Street & First Avenue	217,957
5	Washington Street & Central Avenue	264,257
6	Third Street & Washington Street	212,024
7	Third Street & Jefferson Street	131,060

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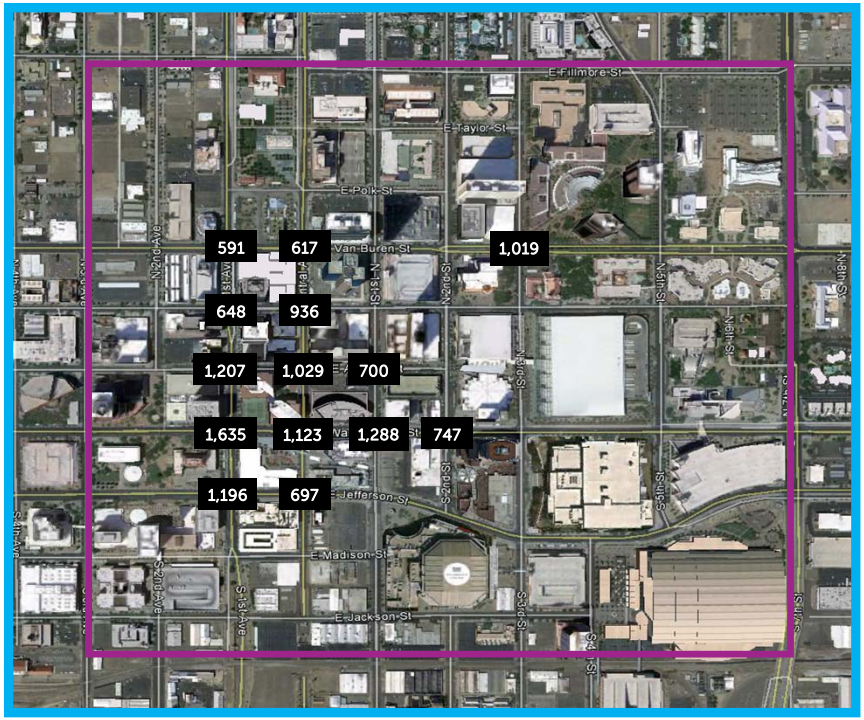
Downtown Phoenix Pedestrian Counts



Downtown Phoenix Business Improvement District

Location	Pedestrians Per Hour
Central Avenue & Washington Street	1,123
First Avenue & Washington Street	1,635
First Avenue & Jefferson Street	1,196
Central Avenue & Adams Street	1,029
First Avenue & Van Buren Street	591
Central Avenue & Van Buren Street	617
Third Street & Van Buren Street	1,019
Central Avenue & Monroe Street	936
First Street & Washington Street	1,288
First Street & Adams Street	700
First Avenue & Adams Street	1,207
Central Avenue & Jefferson Street	697
Second Street & Washington	747
First Avenue & Monroe Street	648

Pedestrian Counts are done at random in half-hour intervals between the times of 11:30 and 1:30 on weekdays. Reported totals are the average of at least three half-hour counts at each location. The counts are doubled to provide an hourly total. For a complete methodology please contact the Downtown Phoenix Partnership or visit our website at downtownphoenix.com. Updated October 2014

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Convention Center

- $600 million expansion
  tripled convention space,
  so now it ranks in the top
  20 centers – able to contain 84% of all potential events
- Total of 880,000 SF of rentable space

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Hospitality/Tourism

- Sheraton Downtown Phoenix
  - LARGEST HOTEL IN AZ WITH 1,000 ROOMS, OPENED LATE 2008
- Westin Phoenix Downtown
  - OPENED FEBRUARY OF 2011
  - 242 ROOMS
- Hotel Palomar Phoenix
  - 242 ROOMS AT CITYSCAPE
  - OPENED JUNE 2012

- Renaissance Phoenix Downtown
  - UPGRADE AND REBRAND OF WYNDHAM

Phoenix Biomedical Campus

- City-owned 30 acre existing and planned urban medical and bioscience campus

- Public uses:
  - U OF A COLLEGE OF MEDICINE – PHX.
  - U OF A COLLEGE OF PHARMACOLOGY
  - NAU ALLIED HEALTH
  - PHOENIX UNION BIOSCIENCE HIGH SCHOOL
- Jobs
  - SINCE 2002, ARIZONA BIOSCIENCE JOBS ARE UP 45%

- Private uses:
  - T-GEN/IGC HEADQUARTERS
  - ST. JOSEPH'S HOSPITAL AND MEDICAL CENTER RESEARCH LABORATORIES
  - NATIONAL INSTITUTE OF DIABETES AND DIGESTIVE AND KIDNEY DISORDERS
  - VISIONGATE
  - BIOACCEL

Phoenix Biomedical Campus - Future

- Health Sciences Education Building
  - 268,000 SF OPENED IN SUMMER 2012
  - ALLOW UA COLLEGE OF MEDICINE TO EXPAND TO 110-120 STUDENTS PER CLASS.
  - NAU-PHYSICIAN ASSISTANT/PHYSICAL THERAPY PROGRAMS GROW FROM 49 (2012) TO 90 (2014) STUDENTS PER YEAR
- Arizona Cancer Center
  - 250,000 SF FACILITY, CONSTRUCTION FUNDED BY THE CITY AND UA
  - CONSTRUCTION BEGAN FEB. 2013-OPEN SUMMER 2015
- Future Phases
  - BIOSCIENCE PARTNERSHIP BLDG-BROKE GROUND OCT 2014-250K SF
  - GARAGE (UNDER CONSTR.)

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Arizona State University- Downtown Campus

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ASU Downtown Phoenix Campus

- Campus Opened in 2006
- Enrollment
  - 11,500 STUDENTS FALL 2014
  - 15,000 EXPECTED AT FULL BUILD-OUT IN 2015-20
- Walter Cronkite School of Journalism
  - OPENED AUG 2008 TO ACCOMMODATE 1,800 STUDENTS
- College of Nursing and Health Innovation
  - 2ND PHASE, 5-STORY BUILDING OPENED END OF 2009
  - LARGEST NURSING SCHOOL IN US
- Other programs include Public Programs and Criminology
- Taylor Place Student Housing
  - 2 TOWERS ACCOMMODATING 1,284 STUDENTS

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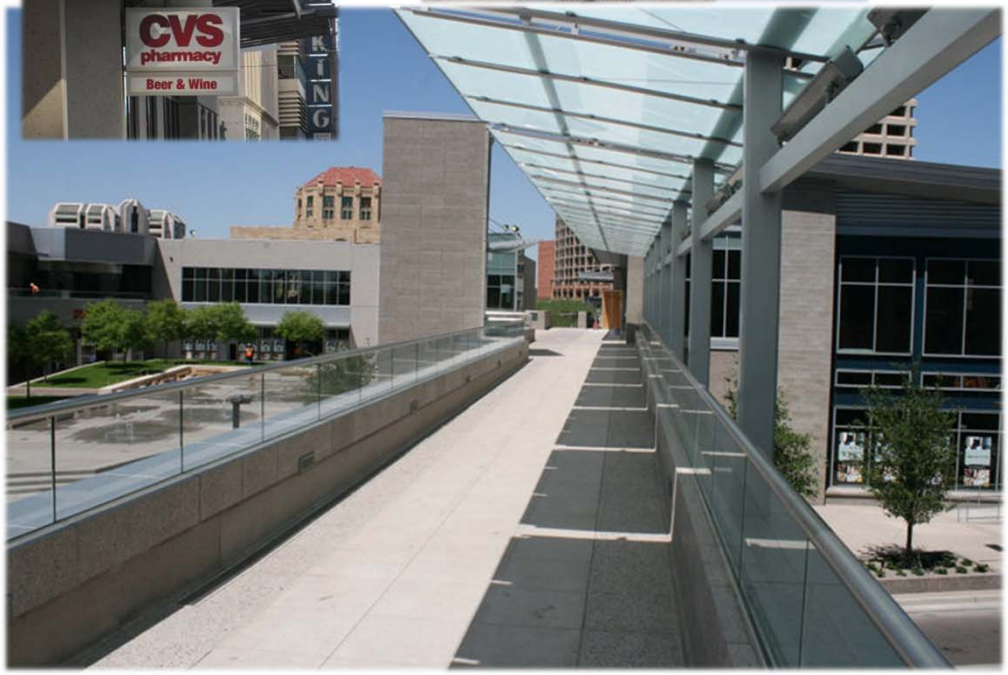
Arts & Culture, Sports, Entertainment

- Chase Field – Arizona Diamondbacks
- U.S. Airways Center – Phoenix Suns, Mercury, Rattlers
- Children's Museum of Phoenix
  - OPENED JUNE 2008, NOW ATTRACTS 300,000 ANNUAL VISITORS
  - $22.8 MILLION RENOVATION OF HISTORIC MONROE SCHOOL
- Herberger Theater Center
  - REOPENED OCTOBER 2010 AFTER $16 MILLION RENOVATION
- Comerica Theater, Orpheum Theater, Symphony Hall
- Arizona Science Center
- Crescent Ballroom – live music venue

CityScape

- Mixed-use project by RED Development at the heart of downtown
- 600,000 SF office tower opened early 2010; retail opened late 2010; hotel opened June 2012; 224 apartments opened in January 2014
- City-owned park with interactive water feature
- Nearly 250,000 SF retail
  - CVS PHARMACY, THE CORNER, LUCKY STRIKE LANES, FIVE GUYS BURGERS, STAND UP LIVE COMEDY CLUB, JIMMY JOHN'S, JOS. A BANK, CHIPOTLE, URBAN OUTFITTERS, CHARMING CHARLIE'S, GOLD'S GYM, GYPSY BAR, THE TILTED KILT PUB & EATERY, THE BREAKFAST CLUB, POTBELLY SANDWICH CO., THE ARROGANT BUTCHER

CityScape



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Residential Development

Key is attracting more residents downtown

For Sale Units:

695 BUILT SINCE 2000

For Rent Units:

3,666 BUILT SINCE 2000

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Downtown Today:

- Office vacancy rate is at 12.1% vs. 16.1% overall in metro Phoenix (4Q14)
- Light rail ridership is running well over projections
- Crime rate has dropped almost 70% in 10 years
- Convention attendees nearly tripled since 2008
- 55 net new bars & restaurants since 2008

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Downtown: The Future

Over the past decade investments in hospitality, research and educational institutions and the public sector have insulated Downtown Phoenix from economic cycles that create uncertainty. These projects are setting the stage for continued success into the future. A sampling of these projects includes:

Maricopa County Courts Complex:

- 1st Ave. and Madison
- $340 mil. Project
- Opened Feb 2012
- Largest building project in Maricopa County's history

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Maricopa County Sheriff's Headquarters

- Sixth Avenue and Jefferson
- $92.4 mil. project
- Opened late 2013
- 128,000 sf, 5-story building houses 300 employees

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Health Sciences Education Building

- 7th St. and Van Buren
- 280,000 sq.ft. facility
- $130 million cost
- Opened Summer 2012
- Accommodates 440 medical students

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Arizona Cancer Center

- 7th St./Fillmore
- 220,000 sq.ft.
- $135 million cost
- Outpatient and research facilities
- Broke ground in 2013; to be completed in summer 2015.
- Upon completion will accommodate up to 60,000 patient visitors per year.

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Biosciences Partnership Building

- 7th Street, north of Van Buren
- 245,000 sq.ft.
- $136.1 million cost
- Will house neurological, cardiovascular, cancer, genomic and nanobioscience research facilities
- Broke ground in October 2014; to be completed in November 2016.

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Lofts at McKinley

- 60 units of affordable senior housing (55+)
- Developer: Gorman and Company and partners Downtown Phoenix CDC and ABIL
- Completed September 2012-LEED platinum

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UL2 Apartments

- 650 N. Second Ave
- 70 units mixed income housing
- Completed in Fall 2013
- Developed by Native American Connections

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Roosevelt Point Apartments

- 3rd St./Roosevelt
- 326 units; 609 beds
- $41 million cost
- Broke ground March 2012
- Developed by Concord Eastridge
- Opened August 2013

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Union @ Roosevelt

- First Avenue/Roosevelt
- 80 market rate units
- Developed by MetroWest
- Ground floor restaurant & retail
- Opening early 2016

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Apartments by Tilton Development

- Fourth Street/McKinley
- 118-unit mid-rise complex
- 10 ground floor live/work units
- Developed by Tilton & Goodman Real Estate
- Construction began March 2015

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Illuminate & Linear Apartments

- Third Street & Roosevelt
- Illuminate – 111 units at the northwest corner
- Linear – 104 units at the southwest corner
- Developed by Baron Properties
- Broking ground in April 2015

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11 & 12 Capital Place

- 12th Street/Washington
- 292 apartments
- Two four-story structures
- Developed by Epoch Properties
- Construction began Sept 2014

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Muse Apartments

- Central & McDowell
- 378 market rate units
- $50 million project
- Developed by Lennar Multifamily Communities
- Construction to begin in 2015

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Historic Fillmore Post Office & Student Union

- Fillmore Post Office renovated to accommodate student lounge, activity rooms and study areas
- Opened March 2013
- Post Office services maintained

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YMCA/Student Rec Center

- Lincoln Family YMCA & ASU
- 64,000 SF Student Rec Center
- Broke ground April 2012
- Completed August 2013
- large gym/weight room & rooftop leisure pool

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ASU Center for Law & Society

- First Street/Taylor
- 280,000 square feet
- New home of Sandra Day O'Connor School of Law
- $129 million project
- Broke ground July 2014
- Scheduled Completion in Summer 2016

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Hotel Palomar Phoenix by Kimpton

- 242 room hotel at Central and Jefferson; opened June 2012
- 224 luxury apartments; opened in February 2014

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Monroe Hilton Garden Inn

- Central & Monroe
- Former Valley Bank Building
- $40 million renovation
- 165 guestrooms
- Expected completion in early 2016

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Luhrs Marriott Courtyard/Residence Inn

- Dual purpose hotel developed by Hansji Hotels
- 120 room Courtyard by Marriott & 200 room Residence Inn by Marriott
- Exterior design will complement existing Luhrs Tower and Building
- Construction began Jan 2015

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Downtown: Our Focus for Future

- More people – especially residents
- Creating a true, walkable, livable downtown – attract more services and retail, street level ambiance and experience, more shade, etc. – create a true community feel
- Continued expansion of light rail – downtown as the hub – plus long-term potential for commuter rail
- Continue to get the word out about the positive changes in downtown – come on down and experience the “Urban Heart of AZ”!

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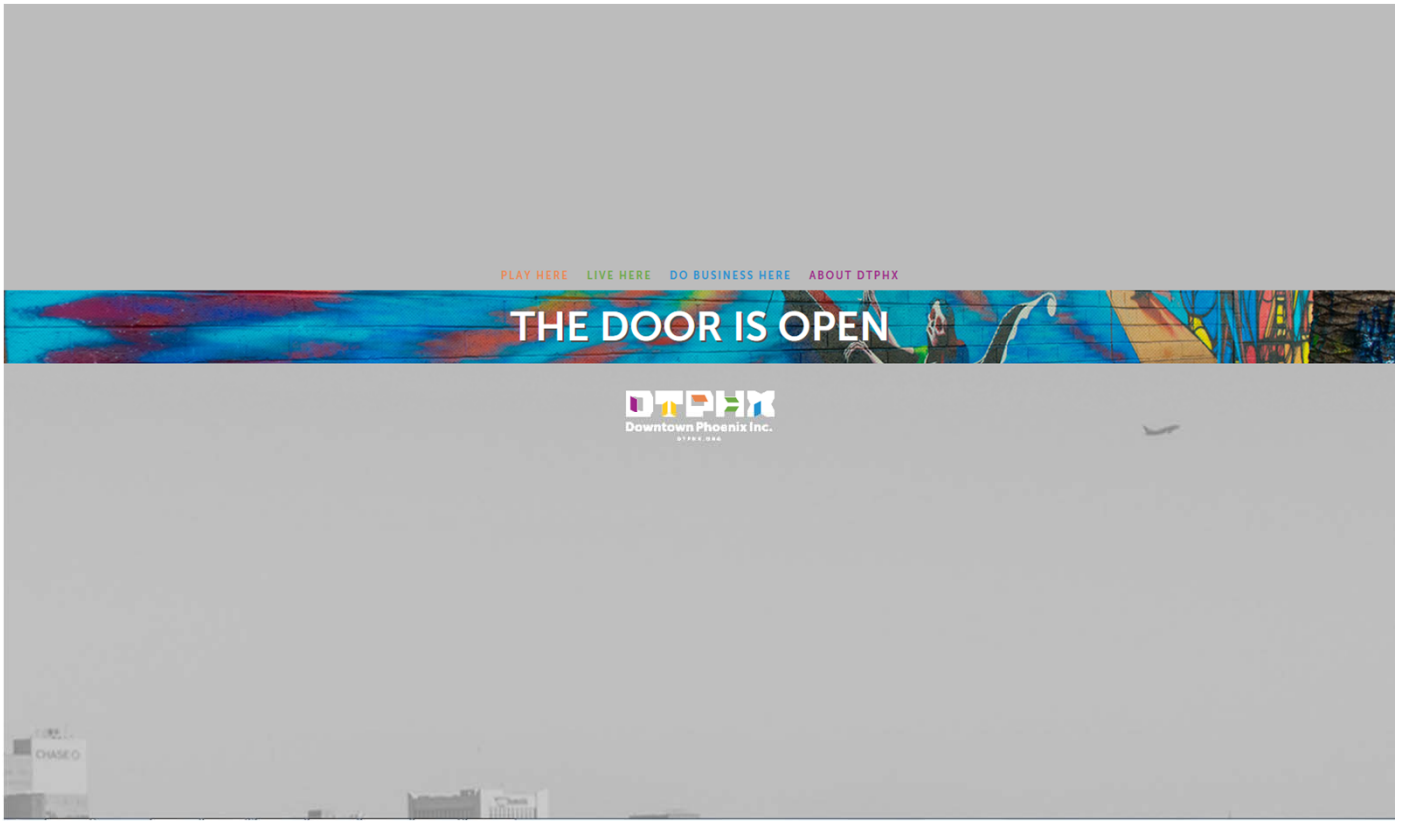
THANK YOU FOR YOUR TIME!
FOR MORE INFO PLEASE VISIT:

www.dtphx.com



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