

# THE DOOR IS OPEN



RETAIL OPPORTUNITIES IN DOWNTOWN PHOENIX

# Welcome to Downtown Phoenix!

## What cultivates a 24-hour downtown customer base?

Highest concentration of employment New residential buildings to meet the demands of employee growth — new employers, including tech-focused companies 15,000 projected downtown residential population by 2018 Successful residential neighborhoods — Roosevelt Row becoming Phoenix’s first “great place” by the American Planning Association — and dense development 15,000 students including expansion of both Arizona State University and University of Arizona downtown with 250,000 S.F. of education and research buildings opening in 2016 170 restaurants — including James Beard Award winners — and nationally acclaimed bars 435 hotel rooms to be added in 2016-2017 (to current 3,094) Clean, safe, and friendly. Business Improvement District staff always ready to offer assistance New 55,000 S.F. Fry’s grocery store, a catalyst for more residential and neighborhood growth for years to come

We know the Downtown Phoenix market and what’s missing. Right now, we are looking for certain categories to fill the retail gap (right).

### Redevelopment Area\*

McDowell Rd to Buchanan Street and 7th Avenue to 7th Street	Grocery stores
	Clothing stores
	Shoe stores
	Office supplies, stationery & gift stores
	Limited-service restaurants
	Florists, non-food vendors

\*Based on Retail MarketPlace Profile Prepared by ESRI, ISCS’s Office-Worker Retail Spending in a Digital Age study, and On The Map (<http://onthemap.ces.census.gov/>)

## Our Stakeholder Survey

Downtown Phoenix Inc. recently conducted a stakeholder survey. During this process, survey participants identified retail categories that would be considered desirable in Downtown Phoenix. These categories generally align with those that show a retail gap:

### DINING/ ENTERTAINMENT

Microbrewery  
Bakery  
Healthy restaurant

### HOME

Hardware  
Kitchenware  
Home goods  
Home furnishings  
Furniture

### APPAREL

Women’s clothing  
Shoes

### NON-RETAIL

Healthcare  
Laundromat  
Cleaner

### GENERAL/ SPECIALTY MERCHANDISE

Groceries  
Pet supplies  
Department store  
Healthy foods  
Health & nutrition products

Office supplies  
Sportswear  
Beer, wine, liquor  
Bookstore

# URBAN CONCENTRATION<sup>+</sup> 2020

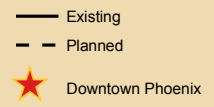
## Maricopa County, Arizona

Urban Concentration Per Square Mile

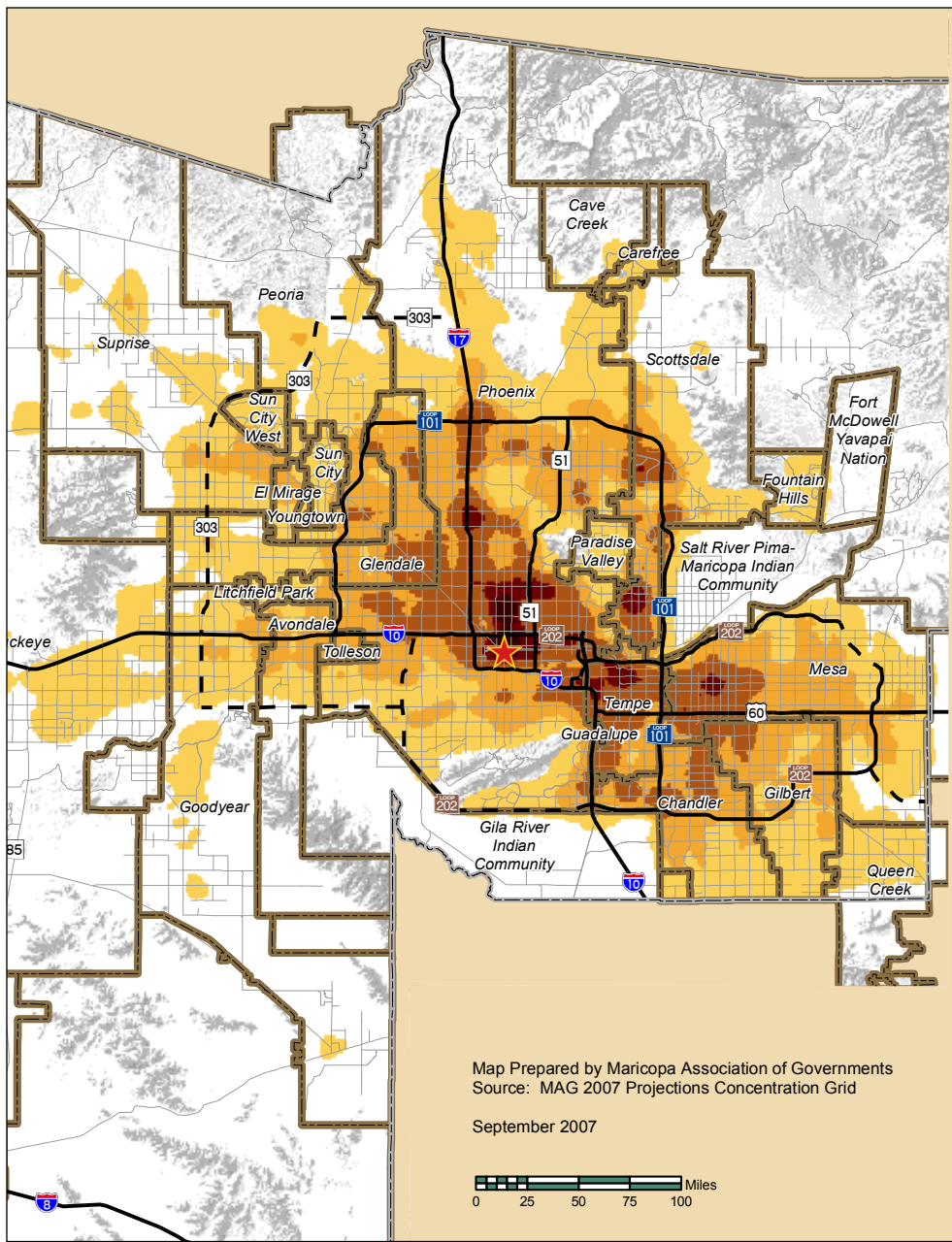
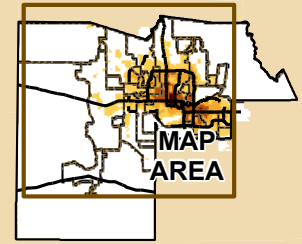
(Maricopa County Average = 1171)



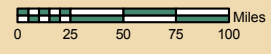
**Freeways/Expressways**



\*Urban Concentration displays a combination of both population and employment concentrations. It shows the concentration of all development.

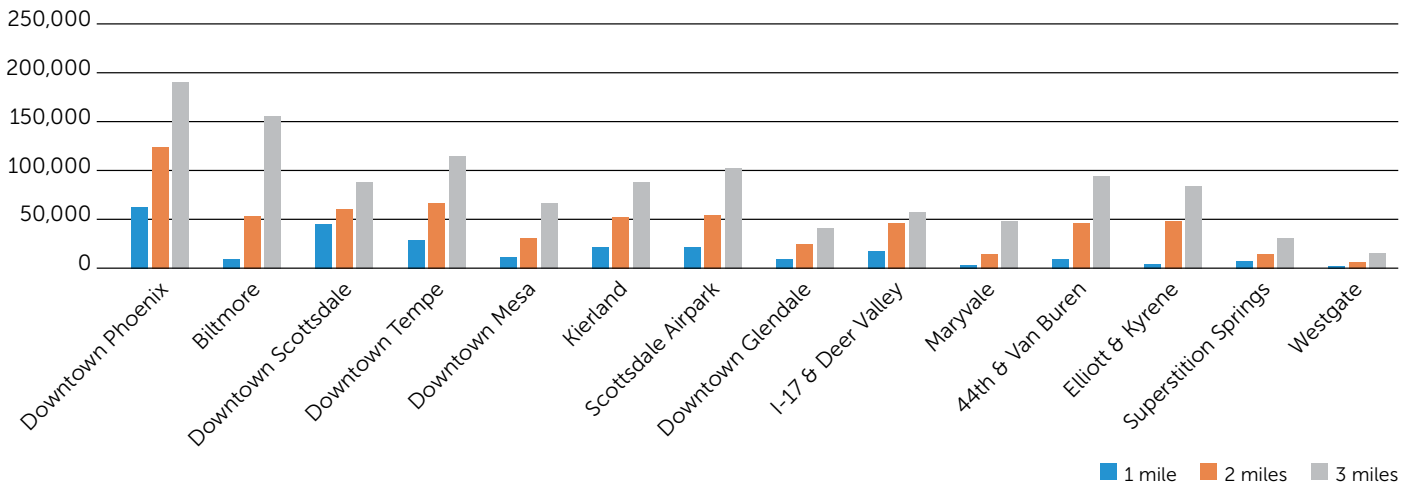


Map Prepared by Maricopa Association of Governments  
 Source: MAG 2007 Projections Concentration Grid  
 September 2007

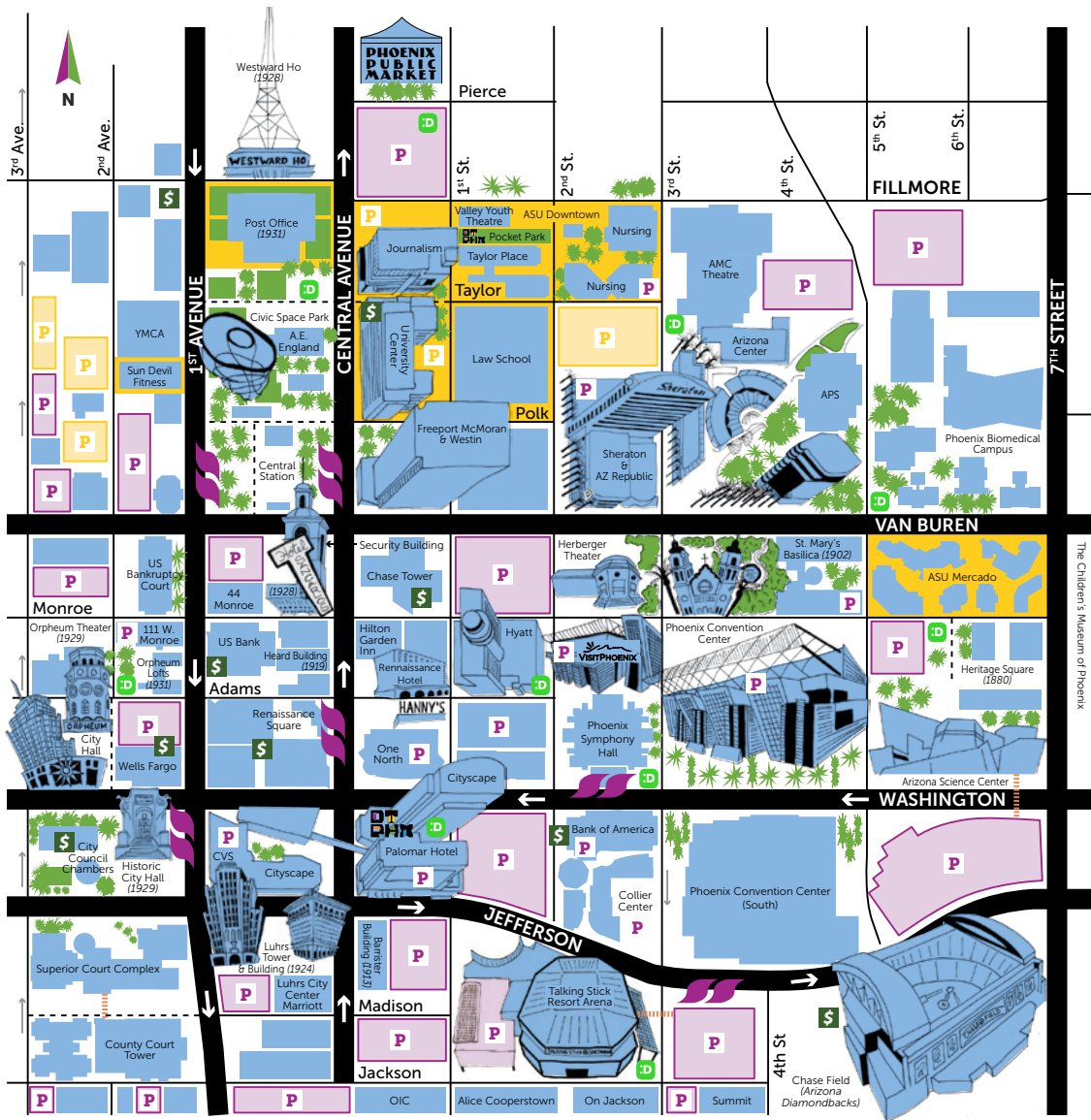


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### Employees Per Radius



Sources: CoStar, ESRI, OnTheMap and stakeholder surveys.



# Downtown Phoenix Walking Map

From award-winning restaurants to exciting sports events and concerts, Downtown Phoenix is the epicenter of fun things to do in the area. Come see for yourself—**the door is open.**

- Pedestrian Walkway
- ||||| Pedestrian Bridge
- ASU Downtown
- P Public Parking
- P Public Parking In Building
- P Private Parking
- D Grid Bike Share
- \$ ATM
- Metro Light Rail Station
- DTPHX Downtown Phoenix Information Center
- VisitPhoenix Visit Phoenix Information Center

Questions about Downtown Phoenix?  
Call an Ambassador at 602-495-1500.



7,000,000 visitors annually | 15,000 projected downtown residential population by 2018

7 light rail stops downtown | 1,200 housing units awarded or coming through City of Phoenix RFP process during 2016

7 bus lines | Direct access to freeways I-10 and I-17 | Available street parking, surface lots, garages

Highest employment concentration in Arizona | 2,169 housing units in 16 projects, built or under construction during 2015-2016

Hotbed for startups | 250,000 S.F. of education and research buildings opening in 2016

435 hotel rooms to be added in 2016-2017 (to current 3,094) | 2,488,899 people boarded the light rail downtown in 2015

16,550 students projected by 2018-2019 | 1,400 housing units in pre-development during 2016

250,000 Convention Center attendees in 2015 | 934,549 annual theater attendance

65,000 daytime employment population (within a one-mile radius) | 3,000,000 annual sports venue attendance



For available retail spaces, please contact: Daniel Martin | Economic Development Coordinator | Downtown Phoenix Inc.  
Office (602) 744-6408 | Mobile (602) 332-8873 | [dmartinmora@dtpHX.org](mailto:dmartinmora@dtpHX.org)

Cover photo: Trankie Romero, Downtown Salon Phoenix Owner / Photo: Nader Abushhab, NBMA Photography