

# Downtown Phoenix Past, Present & Future



# Downtown Phoenix 70 years ago:





# Downtown Phoenix 40 years ago:





# Downtown Phoenix Today:





# Investment

- \$5.03 million invested between 2004-August 2017

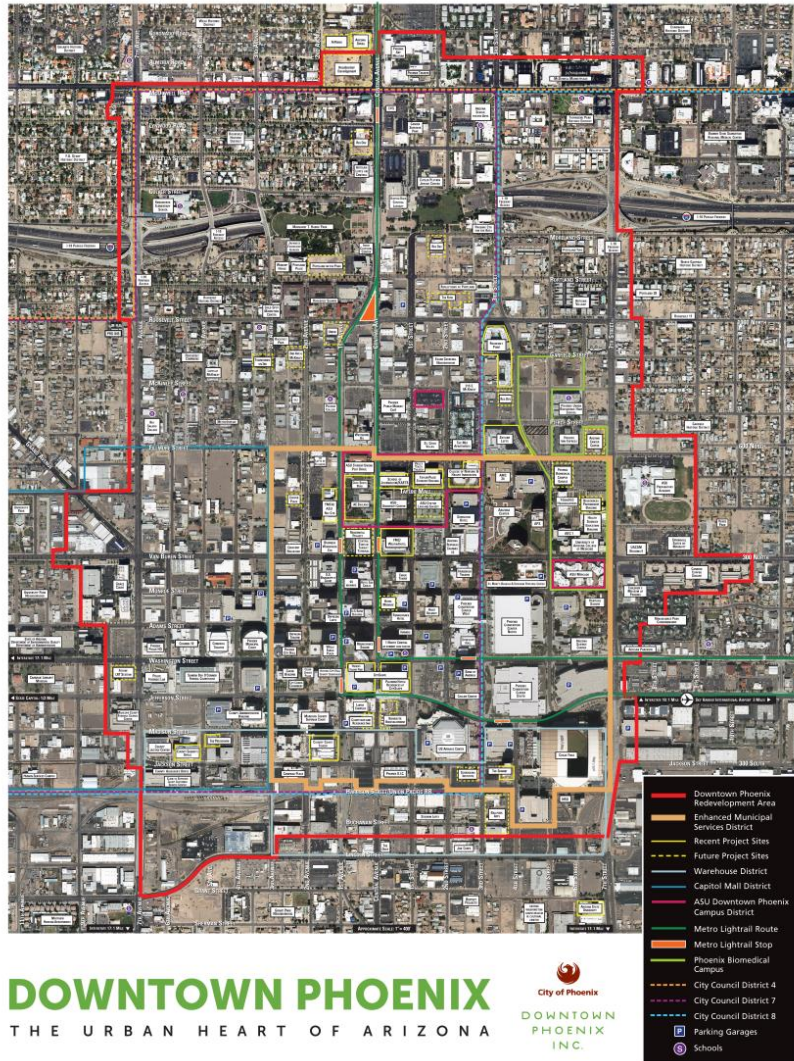
So how did this transformation take place - from a once vibrant downtown in the 40's, to a virtual ghost town in the 70's, back to a thriving downtown today?

# Key Factors in Downtown's Success:

1. High degree of community collaboration between all partners
2. Willingness of the City of Phoenix to make significant public sector improvements in "anchor" projects ie. Arenas
3. Creation and expansion of METRO Light Rail
4. Focus on attracting innovative employment base
5. Focus on improving the pedestrian experience
6. Growth of education and research sectors
7. Growth of residential market
8. Focus on lifestyle including arts, food, music and sports



# Downtown Redevelopment District



- Established in 1979
- Approximately 1.7 sq.mi
- Redevelopment tools focusing on Downtown investment

# Enhanced Municipal Services District



**Downtown Phoenix Inc.**

**1 Downtown Information Center**

1. AMC Theatres
2. Arizona Center
3. Arizona Latino Arts & Cultural Center (ALAC)
4. Arizona Science Center
5. ASU Downtown
6. Chase Field
7. Children's Museum of Phoenix
8. CityScape Phoenix
9. Civic Space Park
10. Collier Center
11. Comerica Theatre
12. Herberger Theater Center
13. Heritage & Science Park
14. Hilton Garden Inn Phoenix Downtown
15. Historic City Hall/Phoenix Police Museum
16. Hotel Palomar Phoenix
17. Hotel San Carlos
18. Hyatt Regency Phoenix
19. Marriott Residence Inn & Courtyard
20. Orpheum Theater
21. Phoenix Biomedical Campus
22. Phoenix City Council Chambers
23. Phoenix City Hall /The Gallery @ City Hall
24. Phoenix Convention Center North
25. Phoenix Convention Center South
26. Phoenix Convention Center West
27. Renaissance Phoenix Downtown Hotel
28. Phoenix Municipal Court
29. Sandra Day O' Connor Federal Courthouse
30. Sheraton Grand Phoenix
31. St. Mary's Basilica
32. Superior Court Complex
33. Symphony Hall
34. Talking Stick Resort Arena
35. Travelodge Phoenix Downtown
36. US Bankruptcy Court
37. Valley Youth Theatre
38. Wells Fargo History Museum
39. Westin Phoenix Downtown



# Downtown Phoenix Inc.

- Umbrella organization created for organizing and galvanizing all Downtown Phoenix partners
- Organizations under DPI include the Downtown Phoenix Partnership (DPP), the Phoenix Community Alliance and the Downtown Phoenix Community Development Corporation.
- The Business Improvement District (DPP) provides enhanced municipal services to properties in the 90 block business core (Fillmore to railroad tracks – 3<sup>rd</sup> Ave to 7<sup>th</sup> St.)
- Phoenix Community Alliance is a business advocacy organization working to create a stronger downtown.
- The Downtown Phoenix Community Development Corporation works to attract housing and community based projects.

# 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 1 East Washington St, Suite 230

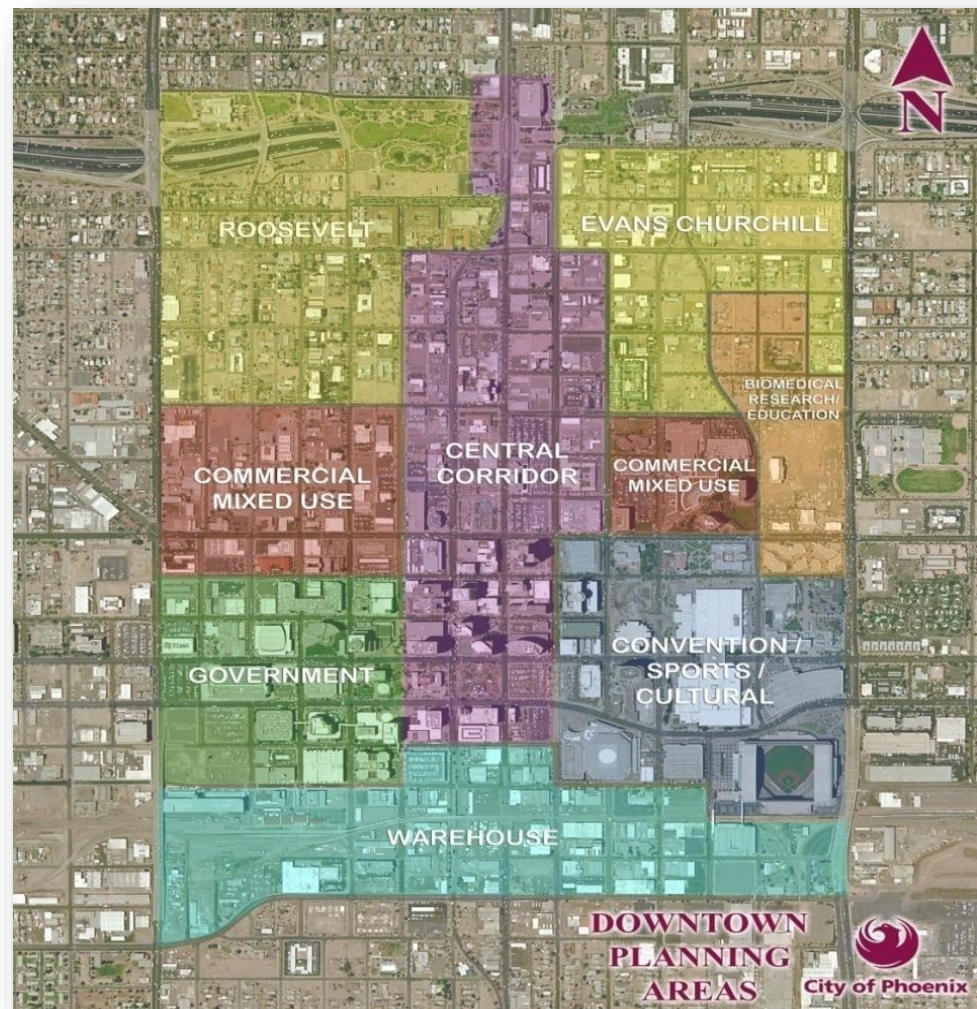




# Downtown Strategic Vision and Blueprint

## 2005-2014 Goals

- 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



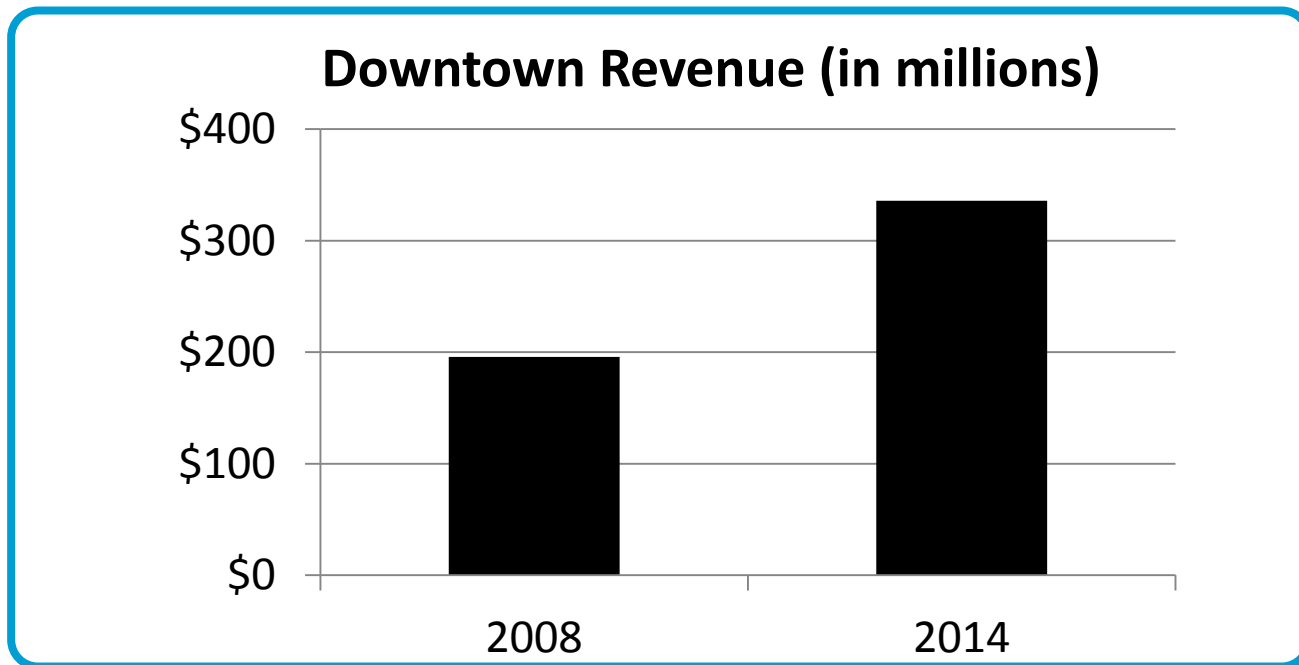
# Downtown Phoenix today:

Downtown is in the midst of \$5.03 billion in new investment.

## Recent highlights include:

- Hotel Expansion: 3,637 total hotel stock with 210 additional rooms under construction and 200 in pre-development
- ASU Downtown Campus Presence: Over 12,000 students and 1,500 faculty and staff on campus
- Concentration of cultural amenities: Over 10,000 theater seats, museums, concert halls and major sporting venues
- Rise in residential population: 2,250 new residential units built since 2012; 1,916 units under construction; 2,500 in pre-development
- Large biomedical and research campus (UofA/ASU/NAU)
- 90 net NEW restaurants/bars since the start of 2008
- Expanding metro light rail

From 2008 to 2014 Downtown revenues (retail, hotel & restaurant) increased 74%.





# METRO Light Rail and Downtown Transportation

- Hub of METRO Light Rail's 26 mile route
- 8 stations in Downtown area providing connections to 26 miles of network
- Ridership exceeding all initial expectations with an average 48,000 riders daily in 2015
- 3,301,792 total Downtown boardings in 2015



## GRID Bike Share

- Affordable bikes for rent for hourly, weekly or monthly fares
- Multiple downtown stations and in the Warehouse District

# Downtown Phoenix METRO Light-Rail Commuter Activity\*



-	<u>Downtown Light-Rail Stop</u>	<u>2016 Boardings</u>
1	McDowell Road & Central Avenue	632,135
2	Roosevelt Road & Central Avenue	360,922
3	Central Station (Van Buren Street on First & Central Avenues)	1,114,104* *Total for two stops at Central Station
4	Jefferson Street & First Avenue	297,625
5	Washington Street & Central Avenue	309,611
6	Third Street & Washington Street	212,487
7	Third Street & Jefferson Street	347,681

Based off average daily boardings\*

# Downtown Phoenix Pedestrian Counts



 Downtown Phoenix Business Improvement District

Location	Pedestrians Per Hour
Central Avenue & Washington Street	1,224
First Avenue & Washington Street	1,655
First Avenue & Jefferson Street	1,293
Central Avenue & Adams Street	1,063
First Avenue & Van Buren Street	606
Central Avenue & Van Buren Street	629
Third Street & Van Buren Street	1,146
Central Avenue & Monroe Street	947
First Street & Washington Street	1,343
First Street & Adams Street	739
First Avenue & Adams Street	1,245
Central Avenue & Jefferson Street	1,056
Second Street & Washington	749
First Avenue & Monroe Street	793

*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](http://downtownphoenix.com). Updated November 2015*



# Hospitality/Tourism

- **Sheraton Downtown Phoenix**

Largest hotel in AZ with 1,000 rooms -  
opened late 2008

- **Westin Phoenix Downtown**

242 rooms - Opened February 2011

- **Hotel Palomar Phoenix**

242 rooms - Opened June 2012

- **Renaissance Phoenix Downtown**

525 rooms - Upgraded April 2017

- **Hilton Garden Inn**

165 rooms - Opened December 2015

- **Hampton Inn and Suites**

Under construction - 210 rooms

- **FOUND:RE**

105 rooms – Opened Nov 2016

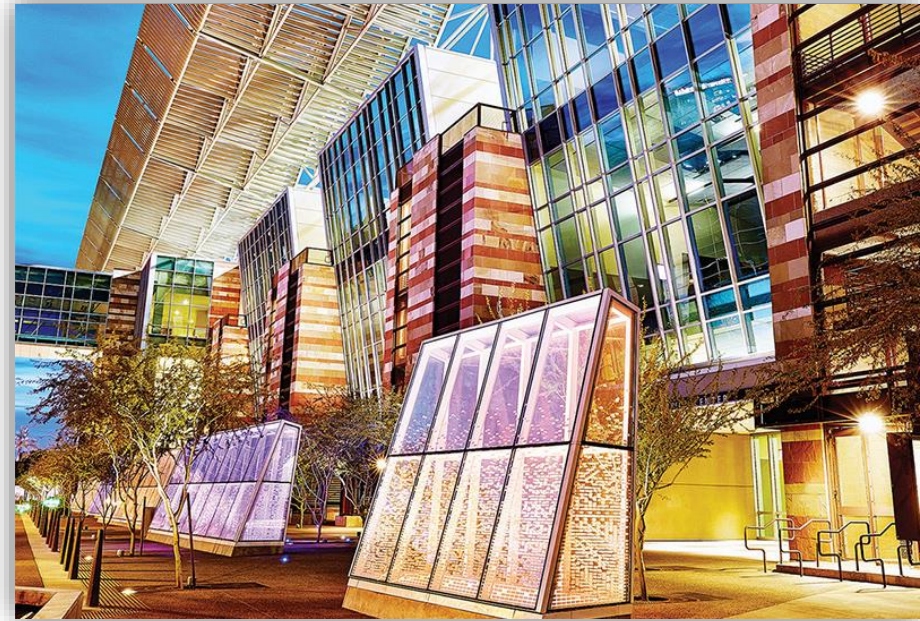


- **Luhrs Marriott Courtyard and Residence Inn**

320 rooms - Opened May 2017

# Downtown Convention Center

- Named one of the top-10 convention center facilities in the country
- 900,000 sq. ft. of meeting and exhibit space, including a 312,500 sq. ft. main exhibit hall and a 46,000 sq. ft. ballroom
- Over 221,000 out-of-town delegates hosted in 2016



# Phoenix Biomedical Campus

- City-owned 30 acre existing and planned urban medical and bioscience campus in the heart of downtown
- Public uses:
  - U of A College of Medicine Phoenix
  - U of A College of Pharmacology
  - NAU Allied Health
  - Phoenix Union Bioscience High School
  - Health Sciences Education Building
  - 268,000 SF opened in 2012
  - NAU-Physician Assistant/Physical Therapy programs grew from 29 (2012) to 184 (2015) students per year. Projected 500 by 2019
- U of A Cancer Center 250,000 SF facility construction funded by the City and U of A
- BioScience Partnership-Bldg- opened Spring 2017-250K SF
- Private uses:
  - T-Gen/IGC headquarters
  - St. Joseph's Hospital and Medical Center research laboratories
  - National Institute of Diabetes and Digestive and Kidney Disorders
  - BioAccel life science technology non-profit organization



# Phoenix Biomedical Campus - Future

## Current Phases of Development

ASU growth continues with an agreement to build 1.5 million sq. ft. of biomedical space within the next few years



# Arizona State University- Downtown Campus



# ASU Downtown Phoenix Campus

- Campus Opened in 2006
- Enrollment
  - 11,923 students in Fall 2016
  - 15,000 expected at full build-out in 2015-20
- Walter Cronkite School of Journalism
  - Opened Aug 2008 to accommodate 1,800 students
  - Arizona Center for Law and Society Opened 2016
- College of Nursing and Health Innovation
  - 2<sup>nd</sup> 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



# Arts & Culture, Sports, Entertainment

- Chase Field – Arizona Diamondbacks
- Talking Stick Resort Arena – Phoenix Suns, Mercury, Rattlers
- Children’s Museum of Phoenix
- Herberger Theater Center
- Comerica Theater, Orpheum Theater, Symphony Hall
- Arizona Science Center & Create
- Crescent Ballroom, Last Exit Live, The Nash, Valley Bar and The Van Buren are all newest live music venues



# Recent & Future Commercial Development

Development remains on the upswing in downtown with several new hotels, residential towers and adaptive reuse projects recently completed or on the horizon.

# 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 including CVS Pharmacy, Lucky Strike Lanes, Standup Live Comedy Club, Urban Outfitters, The Breakfast Club and the Arrogant Butcher



# 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
- Opened doors May 2017

# Galvanize

- 7<sup>th</sup> campus for the nationally-acclaimed developer education and co-working space
- 98+ companies housed in the Warehouse District inside this reused building



## The Van Buren



- 1,900 person capacity live music venue on Van Buren and 4<sup>th</sup> Avenue
- Excellent example of adaptive reuse possibilities

# Block 23

- Expected opening Q1 2019
- Will contain downtown's first urban grocery store and mixed use high-rise.
- Retail and restaurant frontage with an attached residential tower will complete development along Washington and 1<sup>st</sup> Street



# Coming Soon



# AZ Center Remodel

- Mainstay in downtown since 1990
- Undergoing a \$25 million remodel with new retail, landscaping and improved street access and frontage



# Coming Soon

## Hampton Inn



- 210 rooms coming in 2018
- Part of growing base of downtown hotels totaling over 3800 rooms

# Recent and Future Residential Development

Downtown Phoenix is experiencing an unprecedented rise in residential housing development in recent years.

These new properties offer luxury apartments and economical condominiums amid amenity-rich surroundings.

# Union @ Roosevelt

- First Avenue/Roosevelt
- 80 market rate units
- Developed by MetroWest
- Ground floor restaurant & retail
- Opened Summer 2017



# Muse Apartments

- Central Avenue/McDowell
- 367 market rate, luxury apartments
- Developed by Lennar Corporation
- Ground floor salon, coffee & retail
- Opened Phase I August 2017





# The Oscar

- 2<sup>nd</sup> St and Portland
- An innovative concept built of retired shipping containers
- Comprised of nine 1 bedroom units, 2 live and work units and 1 commercial unit



## Portland on the Park



- Portland & Central-Third Avenues
- 149 luxury condominiums from 745 to 2,300 square feet
- Developed by Habitat Metro

# Alta Fillmore

- SE corner of 7th Ave & Fillmore St
- 224 unit apartment complex by Wood Partners
- Opened phase I November 2016



# ArtHaus



- First Avenue near Central & McDowell
- 25-unit project designed to take advantage of the artistic amenities in the neighborhood
- Opened Summer 2016

# En Hance Park



- 2nd Street & Moreland, south of Hance Park
- Sencorp began construction in September and is expected to be complete in 2016
- 49 condominiums

# Proxy 333



- Fourth Street & McKinley
- By Tilton Development in partnership with Goodman Real Estate
- 118-mid-rise-apartment complex featuring 10 ground floor live-work units



# Illuminate & Linear



- Two multi-family projects at 3<sup>rd</sup> Street and Roosevelt
- Illuminate has 111 apartments
- Linear has 104 apartments



## McKinley Row\*



## Coming Soon\*

- Located on NW corner of 4<sup>th</sup> Avenue and McKinley Street
- Will have 18 single-family units located in the heart of the historic Roosevelt neighborhood

# The Stewart

- Located at Central Avenue and McKinley
- Will have 307 apartments once construction is completed and incorporate historic frontage and glass facades

# Coming Soon



# Broadstone Roosevelt



- Located between Roosevelt and Portland Streets and 3<sup>rd</sup> and 5<sup>th</sup> Streets
- Development is currently under construction and will have 4-stories with 316 apartment units

# The Link PHX

- Located at 3<sup>rd</sup> St. and Pierce
- Will offer 252 apartments once construction is completed and rise 20+ stories

# Coming Soon



# City Center on the Park



- Located off of 3<sup>rd</sup> Street and Willetta
- Development is currently under construction and will include 180,000 sf of Class-A office space and 325 apartment units



# Adaptive Reuses

## Vintage 45

- 45 W Buchanan Street
- 19,600 sq. ft. 1945 warehouse converted into creative office/event space



## R&R Partners

- Second & Buchanan Streets
- R&R Partners, a nationally recognized advertising agency, moved into this 1926's 2,500 sf grocery warehouse



# Adaptive Reuses



## Scheduling Institute

- Former Jackson & 3rd Streets restaurant
- West Coast HQs for the Scheduling Institute, the World's largest dental training company
- The 20,000 sq. ft. building retains the original brick facade

## Gracie's Tax Bar

- Built in the 1950s and formerly held an accounting firm before sitting vacant
- Now the home of a new neighborhood bar after extensive restoration



# Adaptive Reuses



## Welnick Arcade Marketplace

- Van Buren St & Third Ave
- The 1927 Spanish Colonial style Welnick Marketplace has completed renovations
- 11,000+ sf of restaurant and retail space
- The new building exposes garage-style doorways
- State 48 brewery leased



# New Employers



75 workers



Hiring 150

doubledutch

30 employees



SOLERA

80 employees

**Quicken  
Loans**

1100 employees

**UBER**

824 current employed –  
hiring additional 250



integrate

70 workers



upgrade

Hiring 300 workers

**DTPHX** Downtown Phoenix Inc.  
DTPHX.ORG

Tuft and  
Needle  
Web PT

# Downtown Phoenix: Our Focus for the Future

- More people – residents & employees
- Continue to create a true, walkable, livable downtown by attracting more services and retail, street level ambiance and experiences, increased shade, etc. This all works together to create a true community feel
- Continue to add more trees and artistic elements
- Critical expansion of light rail with downtown as the hub begins 2019
- Involvement of the local community and proactive, continual outreach about the positive changes in downtown





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

[www.dtphx.com](http://www.dtphx.com)

The screenshot shows the homepage of Downtown Phoenix Inc. At the top center is the logo for DTPHX, with "DTPHX" in large, bold, black letters and "Downtown Phoenix Inc." in smaller purple text below it, and "DTPHX.ORG" in small orange text at the bottom. Below the logo is a navigation menu with four items: "THINGS TO DO" (orange), "LIVE HERE" (green), "DO BUSINESS HERE" (blue), and "ABOUT" (purple). Below the navigation is a large banner image with a colorful, abstract background. The text "THE DOOR IS OPEN" is written in large, white, bold letters across the banner. Below the banner is a paragraph of text: "As Arizona's urban center, Downtown Phoenix provides unique year-round experiences thanks to a rich history, diverse culture, fantastic art community and booming live music scene. From award-winning restaurants to exciting sports events and concerts, this is the epicenter of fun things to do in the area. In addition to this website, stay current on Downtown Phoenix events with the *What's Happening* guide or sign up for our digital publications." Below the paragraph is the word "AFFILIATES" in small black text, followed by a list of three organizations: "Downtown Phoenix Partnership | Phoenix Community Alliance | Downtown Community Development Corporation".