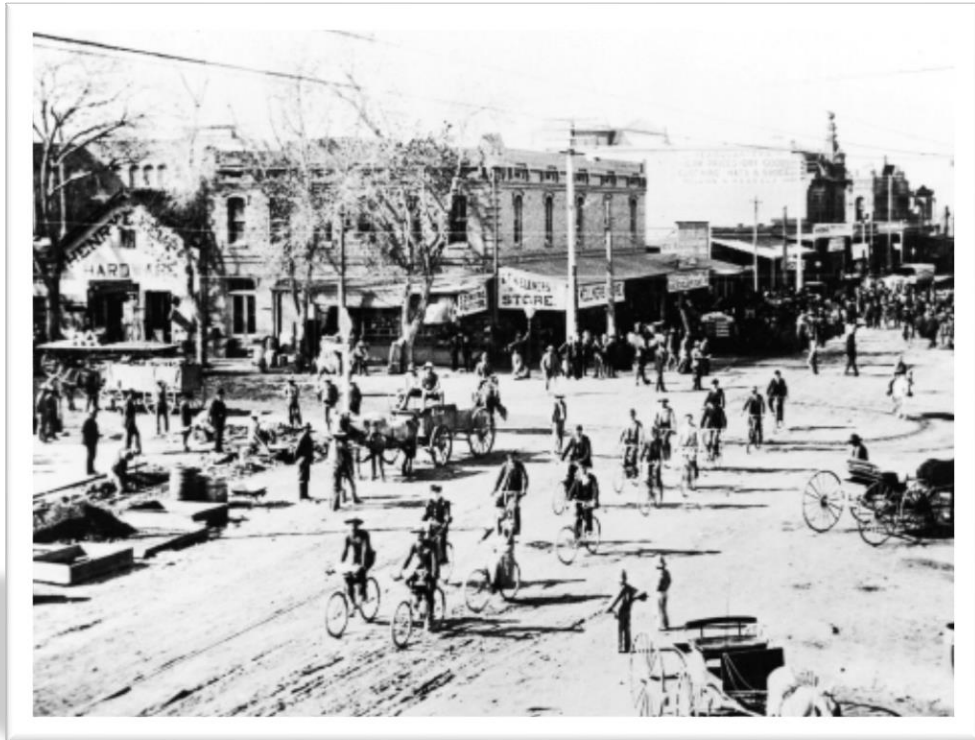


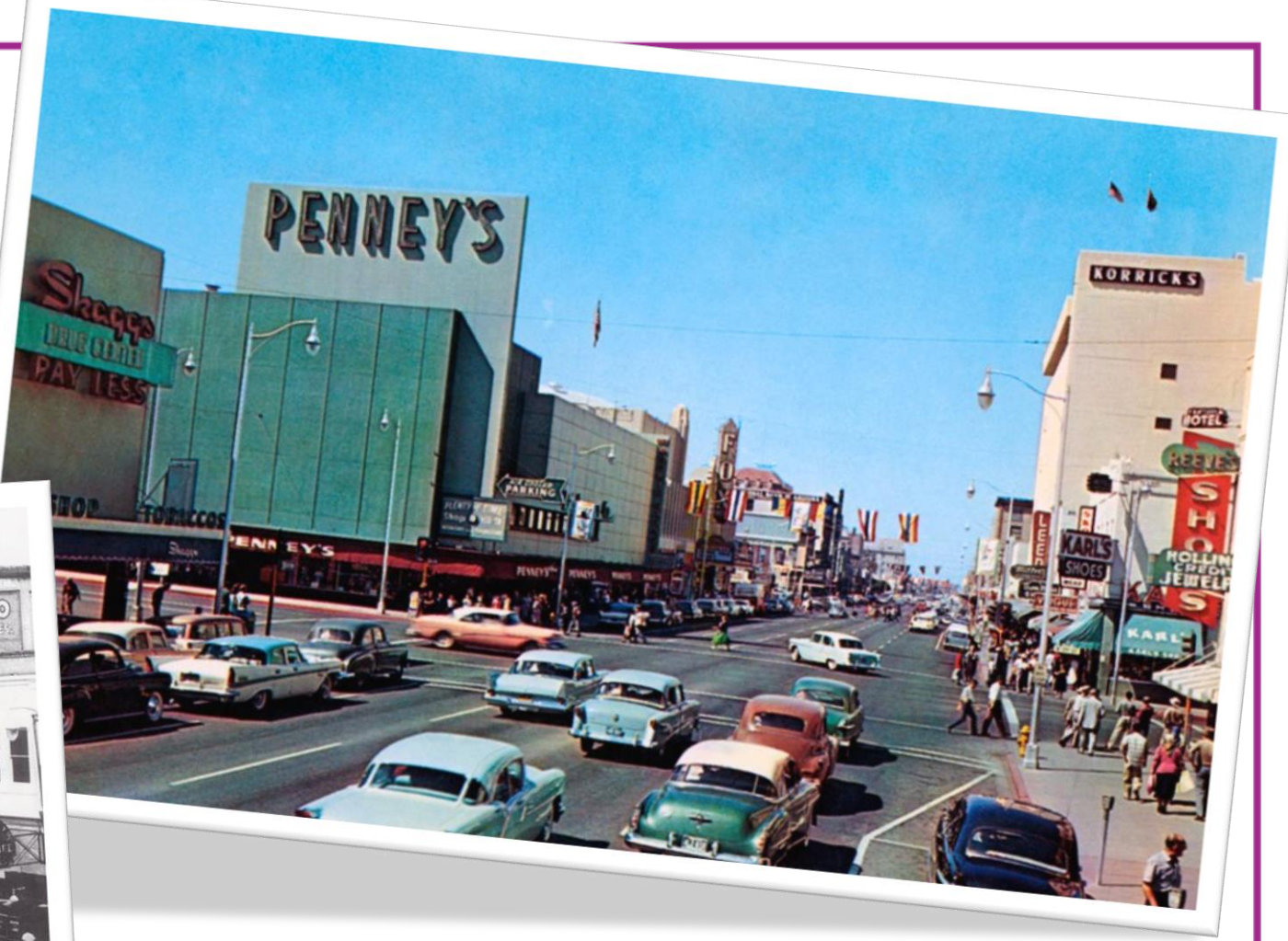


**Downtown Phoenix Inc.**

# Downtown's Beginnings



# Downtown 75 Years Ago

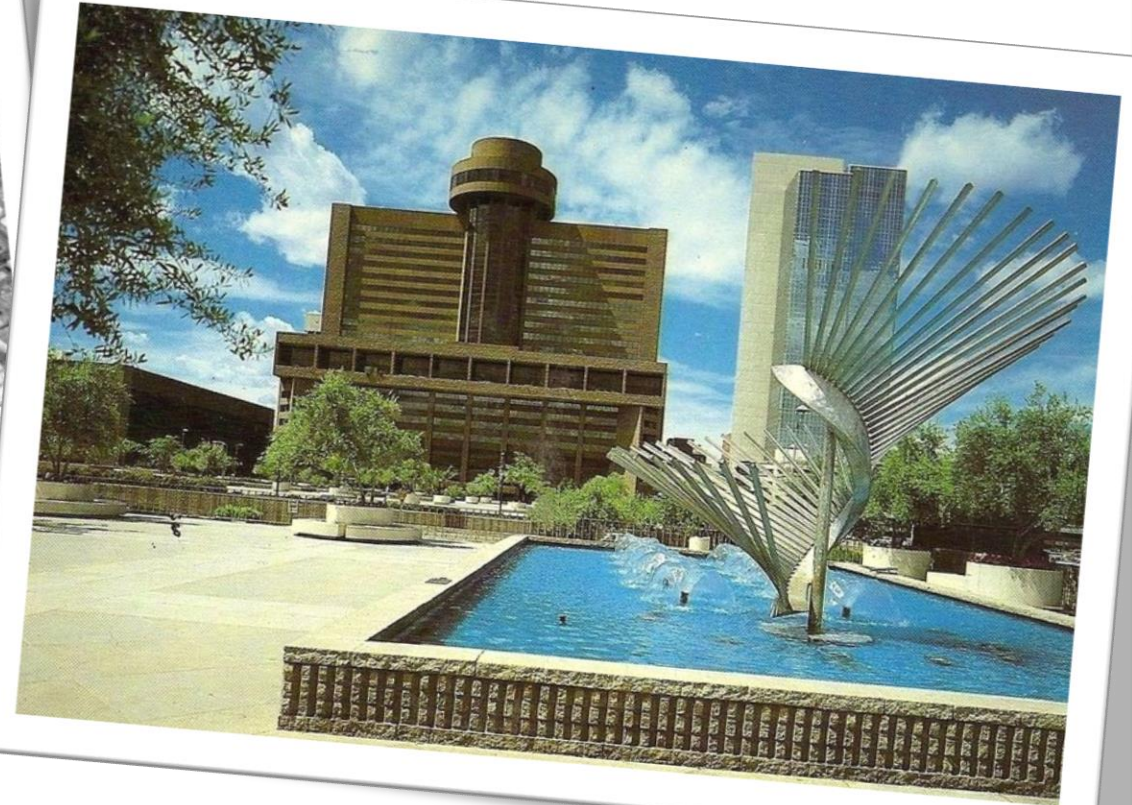


# Downtown's Transition





# Downtown 40 Years Ago



# Downtown Today



# Investment

- **\$5.8+ billion invested between 2005-YTD**

**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?**

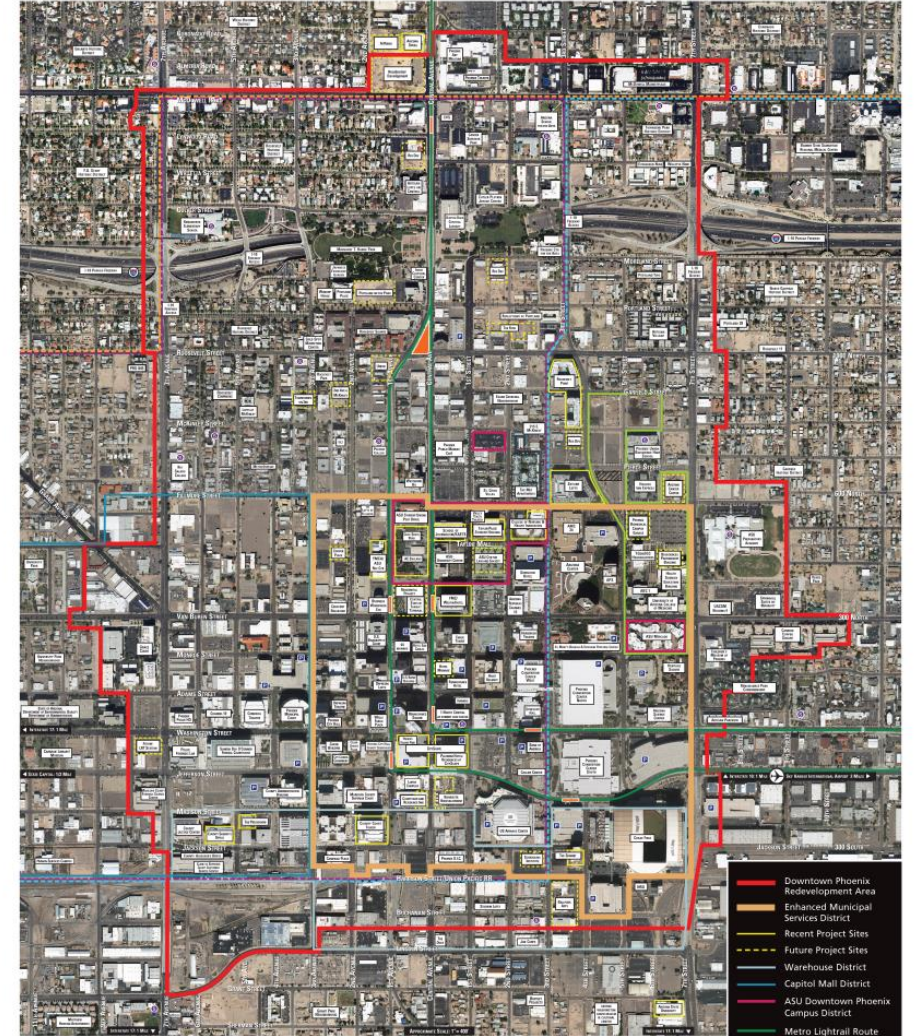
# Key Factors in Downtown's Success

- 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, Phoenix Biomedical Campus**
- 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**



**DOWNTOWN PHOENIX**  
THE URBAN HEART OF ARIZONA

City of Phoenix  
**DOWNTOWN PHOENIX INC.**

- Downtown Phoenix Redevelopment Area
- Enhanced Municipal Services District
- Recent Project Sites
- Future Project Sites
- Warehouse District
- Capitol Mall District
- ASU Downtown Phoenix Campus District
- Metro Lightrail Route
- Metro Lightrail Stop
- Phoenix Biomedical Campus
- City Council District 4
- City Council District 7
- City Council District 8
- Parking Garages
- Schools

# Business Improvement District



**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

For dining recommendations, information on how to get around or general questions about Downtown Phoenix, call the Ambassadors at 602-465-1500 or visit [dtphe.org](http://dtphe.org)

# Downtown Phoenix Partnership

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



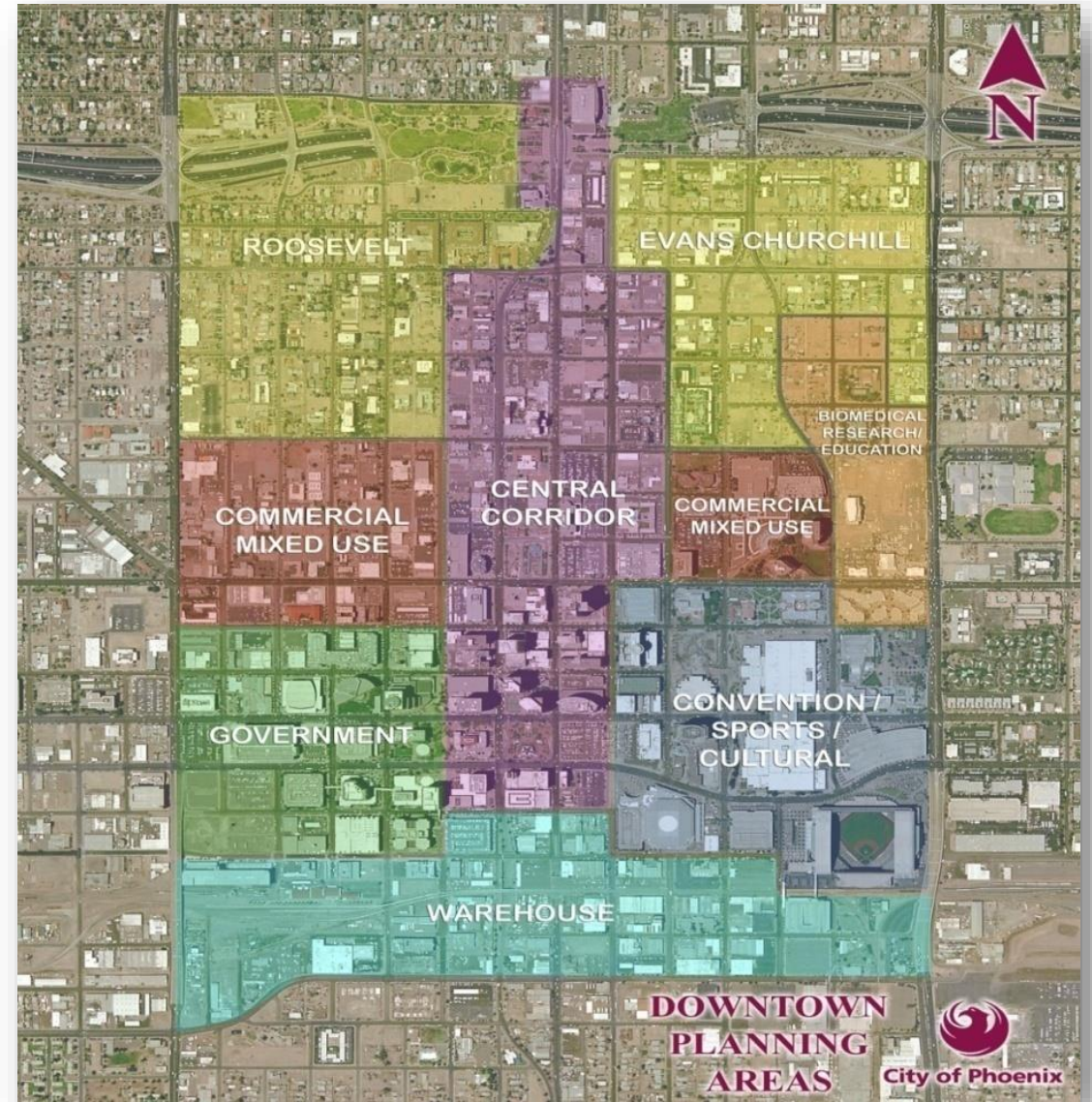
Phone: 602-495-1500  
or stop by our Visitor  
Information Center at 1 East  
Washington St, Suite 230



# 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 Today

**Downtown is in the midst of \$5.8 billion in new investment**

**Recent highlights include:**

- **Hotel Expansion: 3,847 total hotel stock with 550+ keys in pre-development and 127 under construction**
- **ASU Downtown Campus Presence: Over 12,200 students and 1,500 faculty and staff on campus + Thunderbird School of Global Management and Wexford Science and Technology buildings to be completed within the next 3 years**
- **University of Arizona and Northern Arizona University student growth increases**
- **Concentration of cultural amenities: Over 12,400 theater seats, museums, concert halls and major sporting venues**
- **Rise in residential population: 7,683 new residential units built since 2000; 1,672 units under construction; 2,924 units in pre-development**
- **Large biomedical and research campus (UofA/ASU/NAU)**
- **113 net NEW restaurants/bars since the start of 2008**
- **Expanding metro light rail**

# 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**
- **Construction on new lines heading West and South starting 2019**



## Grid Bike Share

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

# Downtown Phoenix Convention Center

- **Named one of the top 20 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**



# ASU – Downtown Campus



# ASU Downtown Phoenix Campus

## Campus Opened in 2006

### Enrollment

- 12,200 students in Fall 2019
- 15,000 expected at full build-out

### 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

Other programs include Public Programs and Criminology

### Taylor Place Student Housing

- 2 towers accommodating 1,284 students

### O'Connor School of Law

- Opened Fall 2016

### Thunderbird Global Institute

- Over 400 graduate students enrolled Downtown. New building breaking ground October 2019

# 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 in 7 acres by Wexford Science and Technology. First building under construction**



# Arts, Culture, Sports and 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**

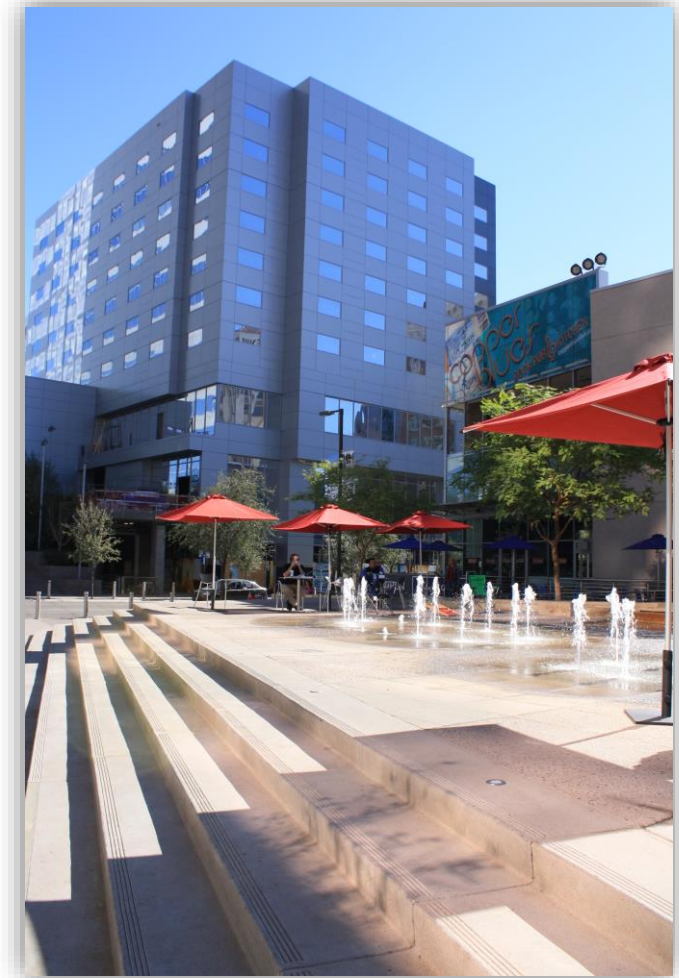


# Recent and Future Commercial Development

**Development remains on the upswing in downtown with several new hotels, office 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 complements existing Luhrs Tower and Building**
- **Opened doors May 2017**





# The Warehouse District



**Creative class entrepreneurs are flocking to the Warehouse District to grow their thriving businesses. Ex. [WebPT](#), [R&R Partners](#), architecture firms [CCBG](#) and [Gould Evans + Canary](#).**

# Galvanize



- 7<sup>th</sup> campus for the nationally-acclaimed developer education and co-working space
- 117+ 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



## Hampton Inn

- **210 rooms opened May 2018**
- **Part of growing base of downtown hotels totaling over 3,800 rooms**

## The Churchill

- **19 re-purposed shipping containers**
- **Retail, tacos, cocktail bar, home goods**



# Arizona Center Remodel



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

# The Cambria

- **127 room hotel under construction at corner of 3<sup>rd</sup> Street and Portland**
- **Will include rooftop pool and retail**
- **Opening Fall 2019**



# Coming Soon



# Lincoln Union

- **Former Coors beer distribution factory**
- **Renovated into a 92,000+ sq ft office building**

# Block 23



## Coming Soon

- **Expected opening Q4 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**

## 225 W. Madison

- **Downtown's largest adaptive reuse project to date**
- **Under renovation currently to transform former Madison Street Jail into 264,000 sq ft of office space for the County's attorneys**



## Coming Soon



## AC Hotel at Arizona Center

- **New 200 key hotel at 5<sup>th</sup> Street south of Van Buren**
- **14-story Marriott flag developed by LaPour Partners**
- **Will feature a rooftop pool and lounge**

# ASU Thunderbird School of Global Management

- **Newest education building at ASU Downtown campus set to break ground October 2019**
- **Will feature classroom space, a rooftop pub and activated ground floor**



# Coming Soon



# Wexford PBC 1

- **Newest addition to the Phoenix Biomedical Campus**
- **Currently under construction to deliver 225,000 sq ft of lab, training, research and office space by August 2020**



# 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.**

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

## The Muse



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

## Union @ Roosevelt



## 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**

# Pure 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



## 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**

## En Hance Park

- **2nd Street & Moreland, south of Hance Park**
- **Developed by Sencorp**
- **49 condominiums**



# Illuminate and Linear



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



# McKinley Row

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

## Broadstone Roosevelt

- Located between Roosevelt and Portland Streets and 3<sup>rd</sup> and 5<sup>th</sup> Streets
- 316 unit development with ground floor retail



## The Stewart



- Located at Central Avenue and McKinley
- 307 luxury apartments, rooftop pool and incorporates historic frontage and glass facades into ground floor

## The Link PHX

- Located at 3<sup>rd</sup> St. and Pierce
- First of three phases is almost completed. Phase 1 will deliver 252 rental apartments in a 30-story tower
- Tower features a rooftop pool and ground floor retail



## Portrait at Hance Park

- Located off of 3<sup>rd</sup> Street and Willetta
- Development includes ground-floor retail, covered parking and 325 apartment units



# Circa on Central

- Located on the NE corner of Central and Willetta
- Development is a 5-story, 220-unit mixed-use apartment project with ground floor retail



# Coming Soon



# The Battery

- Located between 3<sup>rd</sup> – 4<sup>th</sup> Streets and Buchanan
- Development will soon break ground and will deliver 276-units of market-rate apartments and ground-floor commercial spaces

# Kenect PHX

- Located on SE corner of Polk and Central Avenue
- Development is currently under construction and will deliver a 23-story apartment tower with ground floor retail
- 230 units with high-end amenities including a rooftop deck



# Coming Soon



# Palm Court Tower

- Upcoming 30 story high-rise, 350-unit apartment tower located at 5<sup>th</sup> Street and Van Buren

# EcoPHX

- Located on the SW corner of 3<sup>rd</sup> Avenue and Roosevelt
- Developer Habitat Metro will soon start construction on 70 purposefully sustainable apartments



# Coming Soon



# XPhoenix

- Currently under construction, XPhoenix is being developed by Property Markets Group
- Will deliver 253 units in Phase 1 between 2<sup>nd</sup>-3<sup>rd</sup> Avenue and Monroe

## Residence at Collier Center

- Located at 3<sup>rd</sup> Street and Jefferson
- Development will break ground shortly to include a 25-story apartment tower with 379 luxury units



## Coming Soon



## The McKinley and Residences on 2<sup>nd</sup> Avenue

- Located on NEC of 3<sup>rd</sup> Ave and McKinley
- Development includes 108 luxury apartment units and amenities (under construction)
- Residences on 2<sup>nd</sup> will offer 6 for-sale townhomes at the NWC of 2<sup>nd</sup> Ave and McKinley

## Aspire on Fillmore

- Expected to break ground late 2019 by developer Aspirant Development
- 17-story, 254 units at Fillmore and 3<sup>rd</sup> Avenue



## Coming Soon



## Alta Warehouse

- Currently under construction at NE corner of 7<sup>th</sup> Avenue and Lincoln
- 300 units apartment complex by Wood Partners with activated ground floor and amenities

# Adaptive Reuse

## 1<sup>st</sup> Street and Buchanan

- **25,000 sq. ft. warehouse converted into creative office/event space for Scientific Technologies Corporation**



## R&R Partners

- **Second & Buchanan Streets**
- **R&R Partners, a nationally recognized advertising agency, moved into this 1926's 25,000 sf grocery warehouse**
- **\*\*250,000 SF in rehab in warehouse district\*\***

# New Downtown Employers



SOLERA



# **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**