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 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
- 2nd 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.
• 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

• 7th 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 4th 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 3rd Street and Portland
• Will include rooftop pool and retail
• Opening Fall 2019

Lincoln Union

• Former Coors beer distribution factory
• Renovated into a 92,000+ sq ft office building
Coming Soon

Block 23

- 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 1st 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

AC Hotel at Arizona Center

- New 200 key hotel at 5th 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.
Union @ Roosevelt

- 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
The Oscar

- 2nd St and Portland
- An innovative concept built of retired shipping containers
- Compromised 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
Iluminate and Linear

• Two multi-family projects at 3rd Street and Roosevelt
• Iluminate has 111 apartments
• Linear has 104 apartments

McKinley Row

• Located on NW corner of 4th 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 3rd and 5th 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 3rd 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 3rd Street and Willetta
• Development includes ground-floor retail, covered parking and 325 apartment units
The Battery

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

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
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 5th Street and Van Buren
EcoPHX

• Located on the SW corner of 3rd Avenue and Roosevelt
• Developer Habitat Metro will soon start construction on 70 purposefully sustainable apartments

XPhoenix

• Currently under construction, XPhoenix is being developed by Property Markets Group
• Will deliver 253 units in Phase 1 between 2nd-3rd Avenue and Monroe
Residence at Collier Center

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

The McKinley and Residences on 2nd Avenue

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

Aspire on Fillmore

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

Alta Warehouse

• Currently under construction at NE corner of 7th Avenue and Lincoln
• 300 units apartment complex by Wood Partners with activated ground floor and amenities
Adaptive Reuse

1\textsuperscript{st} 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

STC
Freshly
Uber
SOLERA
Integrate
Upgrade
Quicken Loans
Fair
doubledutch
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