

# Downtown Phoenix Overview

Downtown Phoenix is where history meets innovation, showcasing Phoenix's historic town site, its recent revitalization and continued resurgence. Between 2005 to the present, the broader 1.7 square mile redevelopment area has been infused with more than \$6 billion in investment in the areas of transportation, office, residential, education and research, technology, arts, culture, sports, restaurants/nightlife and hospitality.

## RETAIL

Currently, Downtown has over 800,000 SF of retail space including 200,000 SF at CityScape. The retail market of Downtown Phoenix contains a diverse mix of local boutiques, restaurants, bars, lounges and retail stores. The building of Fry's Grocery Store at First St. and Washington is now complete and the renovation of the iconic Arizona Center brings an additional retail center to the downtown core.

## OFFICE

Downtown Phoenix is the historical financial and civic center of Arizona and is quickly becoming the epicenter for innovation and company growth. There are more than 9 million square feet of private office space in the Downtown core, with another 1.3 million square feet under construction. Downtown office buildings offer tenants the unique opportunity of placing signage atop the towers which is visible from the I-10 and I-17 freeways, the Sky Harbor Airport flight path and during major sporting events. Downtown also offers unique space in older structures and warehouse buildings. Demand for Downtown office space continues as employers look to take advantage of the light-rail system and provide their employees with an amenity-rich, walkable and collaborative working environment. New projects set to deliver in 2019/2020 include 200,000 square feet of open-concept space in the Warehouse District, a new high-rise tower at Block 23, 300,000 square feet in the Roosevelt Row neighborhood, and the refurbishment of the former Maricopa County Jail into usable office space.

## EDUCATION AND RESEARCH

Downtown has risen over the past 10 years into a strong center for innovation, biomedical collaboration and education. All three major, public Arizona universities maintain a Downtown campus with more construction planned.

### Major Downtown Education/Research Building Development:

ASU opened its Downtown Campus in 2006 with the College of Nursing and Healthcare Innovation, the University College, the College of Public Programs, School of Criminology and the Walter Cronkite School of Journalism. The Sandra Day O'Connor School of Law relocated to Downtown to the new ASU Center for Law & Society in 2016. Currently, 12,200 students attend class at the ASU Downtown Campus with 15,000 students projected by 2020.

Recent growth continues with the 2018 relocation of the world-renowned ASU Thunderbird School of Global Management to downtown. ASU, in partnership with Wexford Science and Technology, will build an additional 1.5 million square feet of biomedical space over the next several years. The first 225,000 square feet is currently under construction at the corner of 5th Street and Garfield. The 28 acre Phoenix Biomedical Campus, devoted to biomedical research facilities and the University of Arizona College of Medicine in Phoenix, has grown to 1.6 million square feet. The College of Medicine opened a Phoenix Campus in 2007. The Health Sciences Education Building was completed in 2012 and joins the Arizona Biomedical Collaborative 1 (ABC1) and the nationally recognized International Genomics Consortium and Translational Genomics Research Institute (IGC/TGEN). Construction was completed on the University of Arizona Cancer Center at 7th Street & Fillmore in 2015. The 245,000 sq ft, 10-story Biosciences Partnership building opened in 2017.

ASU continues to expand their programming and residential footprint on the downtown campus with a 17-story Innovation residence hall under construction at the corner of 1st Avenue and McKinley Street.

## Facts & Figures



## RETAIL

800,000 SF of retail ▪ 55,000 sq ft grocery store ▪ 106 net new bars and restaurants/bars opened since 2008.

Over 200 restaurants/bars are located in downtown

## OFFICE

Downtown Core Office Vacancy Rate: 11.6% (Q2 2020)

Existing Office Space: 9.5M sq ft ▪ Over 600,000 sq ft of office space leased to tech companies from 2016-YTD.

## EDUCATION & RESEARCH

Students currently at ASU Downtown Campus: 12,200 ▪ ASU Student Housing beds: 1,284 ▪ Students at Bioscience High School: 400 ▪ Students at University of Arizona-Phoenix: College of Medicine: 618 ▪ College of Pharmacy: 24 ▪ Graduate Business School: 110 ▪ Northern Arizona University total students on campus: 259

## ARTS, CULTURE & SPORTS

Annual Sports Venue Attendance: 3,000,000 ▪ Theater seats: 12,421 ▪ 2019 Theater attendance: 1.1 Million ▪ Total yearly visitors to Downtown Phoenix 6,000,000 ▪ 14 live music venues in Downtown

## HOSPITALITY

880,000 SF of space in Phoenix Convention Center ▪ 3,974 hotel rooms and 100,000 sq ft of meeting space ▪ 440 rooms under construction/predevelopment

## TRANSPORTATION, ACCESS & PARKING

Freeway access in all directions, hub of current & future transit system ▪ 10 minutes from Sky Harbor International Airport ▪ Over 31,000 parking spaces located a short walk from any Downtown building ▪ 3.1 million Downtown METRO Light Rail onboardings in 2017 ▪ 8 miles lightrail additional track to be completed by 2024 ▪ 26 Downtown Gridbike stations

## RESIDENTIAL UNITS

Total units built since 2000: 7,743 Under Construction: 4,143

ARTS, CULTURE & SPORTS

Downtown Phoenix is the entertainment destination for millions of visitors every year. The Arizona Diamondbacks and Phoenix Suns call Downtown home along with the Phoenix Mercury and the Arizona Rattlers. The Orpheum Theater, Comerica Theater, the Herberger Theater and Symphony Hall host a variety of cultural events throughout the year. Renowned museums like the Heard Museum, Phoenix Art Museum and the Arizona Science Center are also located in Downtown. First Friday, an arts and culture celebration, draws thousands of visitors every month.

HOSPITALITY

Downtown’s 880,000 SF Phoenix Convention Center ranks among the top convention centers in the country with over 950,000 yearly visitors to Convention Center buildings, Symphony Hall and the Orpheum Theater. Phoenix’s Downtown hosted the NFL Experience for Super Bowl XLIX in 2015, the College Football Champion Playoff Campus in 2016 and the Final Four Fan Fest in 2017.

Notable hotel additions between 2008-2020 include:

- 2008: Sheraton Hotel—1000 rooms
- 2011: Westin Hotel in Freeport McMoRan Tower—242 rooms
- 2012: Hotel Palomar - 242 rooms
- 2016: Hilton Garden Inn - 170 rooms
- 2016: FOUND:RE—105 rooms
- 2017: Residence Inn and Courtyard Marriott—320 rooms
- 2018: Hampton Inn—210 rooms
- 2019: Cambria Hotel—127 rooms
- 2020: 440 additional rooms under construction (Hyatt Place and AC Hotel)

TRANSPORTATION, ACCESS & PARKING

Downtown Phoenix is the hub of the rapidly growing regional transit system that includes local bus and rapid transit service. Over 26 routes serve Downtown, more than any other destination in Greater Phoenix. METRO Light Rail Service began in December 2008 and has far exceeded all ridership projections. Downtown stations reported 2,879,801 total average boardings in 2018. Southward and Westward expansion of the system will conclude construction in 2024.

DISTRICT COOLING

Northwind Phoenix owned by NRG Energy is a centralized cooling network that originates at chillers located at several places Downtown. The cooling loop transfers chilled water to buildings that subscribe to the service, resulting in increased cooling efficiencies and lower front end costs to developers.

RESIDENTIAL

Residential development has exploded Downtown giving Phoenicians an opportunity to experience the only true urban setting in the state. The past two years have seen a marked increase in residential completions, with no signs of slowdown. The Downtown market features a mix of high-rise luxury, mid-rise, townhomes and historic single family neighborhoods. 4,153 units are currently under construction and/or finishing.

About Downtown Phoenix Inc.

Downtown Phoenix Inc. is a non-profit umbrella organization comprised of the 90-block Enhanced Municipal Services District that is funded by an assessment on property owners, The Downtown Phoenix CDC and Phoenix Community Alliance. The EMSD provides enhanced services including hospitality, marketing, transportation/parking coordination, streetscape/urban design, public policy facilitation and economic development services. The CDC facilitates residential development and community based activities. Phoenix Community Alliance is a membership and advocacy organization dedicated to creating a strong, dynamic Downtown Phoenix.

Recently Completed Residential Development

- |      |   |
|------|---|
| 2015 | Containers on Grand (8 apartments)                    |
| 2016 | Proxy 333 (118 apartments)                            |
| 2016 | Coronado Commons (20 townhomes)                       |
| 2016 | Capitol 11 & 12 Place (292 apartments)                |
| 2016 | Linear and Illuminate (215 apartments)                |
| 2016 | Portland on the Park (149 condominiums)               |
| 2016 | EnHance Park (49 condominiums)                        |
| 2016 | Union @ Roosevelt (80 apartments)                     |
| 2017 | Broadstone Arts District (280 apartments)             |
| 2017 | The Oscar (12 units)                                  |
| 2017 | Pure Fillmore (224 apartments)                        |
| 2017 | Luhrs City Center (Marriott/Residence Inn, 320 rooms) |
| 2017 | ArtHaus (25 townhomes)                                |
| 2017 | The Muse (367 apartments)                             |
| 2018 | McKinley Row (18 units)                               |
| 2018 | Broadstone Roosevelt (316 units)                      |
| 2019 | Circa on Central (227 units)                          |
| 2019 | Portrait at Hance Park Phase (325 units)              |
| 2019 | The Link Phase 1 (252 units)                          |
| 2019 | The Stewart (307 units)                               |

Recently Completed Commercial Development

- |      |  |
|------|--|
| 2010 | Freeport McMoRan Tower, Westin Hotel (242 rooms)   |
| 2012 | Maricopa County Court Tower                        |
| 2012 | Health Science Education Building                  |
| 2012 | Hotel Palomar by Kimpton (242 rooms)               |
| 2013 | YMCA/ASU Student Rec Center                        |
| 2015 | UA Cancer Center                                   |
| 2016 | Monroe Hilton Garden Inn (170)                     |
| 2016 | ASU Arizona Center for Law and Society             |
| 2017 | Galvanize Data Science Center and Co-Working       |
| 2017 | The Found:Re (105 rooms)                           |
| 2017 | Biosciences Partnership Building                   |
| 2017 | The Van Buren Concert Venue                        |
| 2017 | Luhrs Marriott Courtyard/Residence Inn (320 rooms) |
| 2018 | Hampton Inn (210 rooms)                            |
| 2018 | The Churchill (19 shipping container market-place) |
| 2018 | Remodel of Arizona Center                          |
| 2019 | The Cambria (127 rooms)                            |

Residential and Commercial Under Construction/Finishing

- |      |  |
|------|--|
| 2020 | The Ryan (330 units)                         |
| 2020 | The Battery (276 units)                      |
| 2020 | Kenect Phoenix (299 units)                   |
| 2020 | Aspire on Fillmore (254 units)               |
| 2020 | Wexford PBC1 (225,000 sq ft office)          |
| 2020 | The Derby (222 units)                        |
| 2020 | The Adeline (379 units)                      |
| 2020 | Broadstone Portland (162 units)              |
| 2020 | Portrait at Hance Park Phase III (209 units) |
| 2020 | The Fillmore (342 units)                     |
| 2020 | Alta Warehouse District (300 units)          |
| 2020 | The Link Phase II (204 units)                |