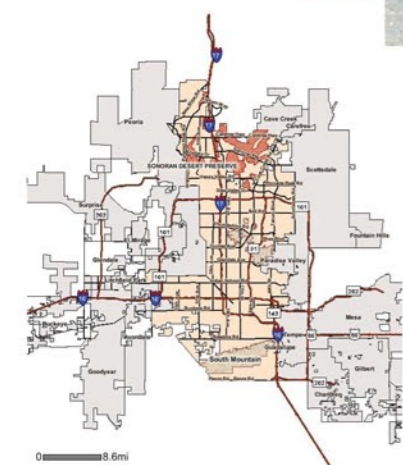


DOWNTOWN - 960 ACRES



GROWTH & DEVELOPMENT ISSUES

Education

ASU Campus Expansion - \$1 billion investment over 20 years
Phoenix Union Science High School

Industry

5 Technology Clusters - High Tech, Software, Biomedical, Aerospace, and Advanced Business Services

Arts & Culture

Convention Center Expansion
Orpheum Theatre
Expansion of Phoenix Art Museum and History Museum

Mixed Use

Residential - Hope VI, Townhomes and Lofts, converted warehouses
Retail - Entertainment hubs with distinctive shopping and entertainment
Office - Focus on providing mixed use, live-work opportunities



TRANSPORTATION & TRANSIT ISSUES

Transit

New light rail line running through downtown, connecting Phoenix to Tempe and Mesa

Existing Parking
Existing Garage Parking
Existing Surface Parking



Downtown Phoenix Parking	# of Spaces
Current Parking Spaces	29,654
Projected Parking Need 2015	50,000
Spaces Lost to Future Development	4,500
Additional Spaces Needed	24,846



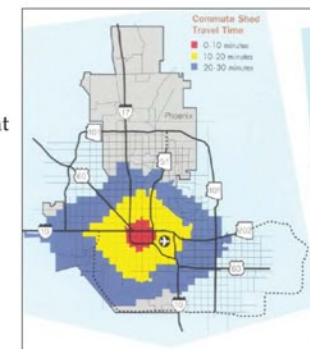
DEMOGRAPHIC & SOCIAL ISSUES

Policy

Allow more opportunities for mixed use, entertainment, culture, parking, and transportation.

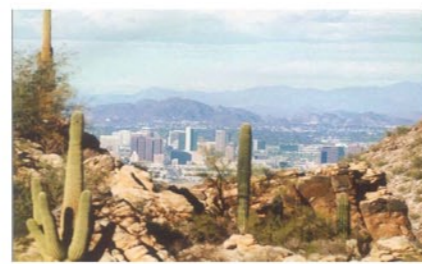
Development

Improvements in policy have allowed new innovative development that has attracted a new, vibrant population base.



DOWNTOWN PHOENIX RESIDENT DEMOGRAPHICS			
	2000	2005	2010
Population	7,799	8,549	9,460
Households	2,968	3,368	3,860
Families	823	916	1034
Median Age	35.5	36.3	37.3
Average Household Size	1.79	1.8	1.8

COMPARISON TO DENVER



Transportation & Transit

Denver has adopted a regional approach to multi-modal transportation, whereas Phoenix is not as comprehensive in its approach.

Growth & Development

Denver has put their development focus on residential and entertainment, while Phoenix has focused attracting education and industry

DATA COMPARISON		
	Phoenix	Denver
Population	8,549	55,853
Downtown Size (Acres)	960	4,800
Population per Acre	9	12
Households	3,368	3,382



PLANNING LESSONS

Important to bring business into downtown as well as residential. Must provide a job and entertainment basis for those living downtown.

Take advantage of urban open spaces. Phoenix has a connected "urban oasis", focusing on open space and landscaping to create public spaces with a strong sense of place.