



Why is Phoenix so Hot?

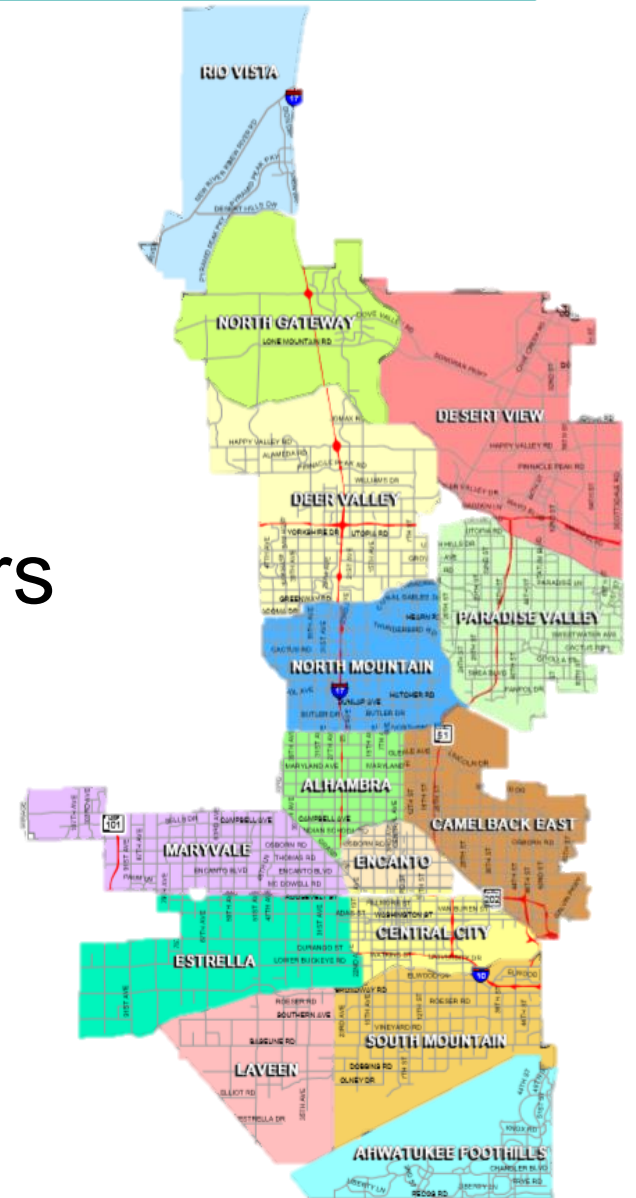
Community and Economic Development

CITY OF PHOENIX

Phoenix By The Numbers

Top 10 Market

- 517 Square Miles
- 1.7 Million Residents
- 5th Largest City in US
- Fastest growing city in the nation – 5 years in a row
- Fastest growing city in the nation – last decade
- 4.2% Unemployment Rate July '23



Phoenix By The Numbers

Top 10 Market

POPULATION:	1,624,539
2031 POP. ESTIMATE:	1,819,396
MEDIAN AGE:	34.5
AVERAGE HOUSEHOLD INCOME:	\$93,870

AGE BREAKDOWN	
UNDER 5	6%
5 TO 19 YEARS OLD	21%
20 TO 44 YEARS OLD	37%
45 TO 64 YEAR OLD	24%
65 YEARS AND OLDER	12%

EDUCATIONAL ATTAINMENT (POPULATION 18 AND OVER)	
LESS THAN HIGH SCHOOL	11%
HIGH SCHOOL GRADUATE (AND GED)	22%
SOME COLLEGE OR ASSOCIATE'S DEGREE	46%
BACHELOR'S DEGREE OR HIGHER	21%

Strengths and Advantages

Decades in the making...



PHOENIX IS HOT

Job Creation

Target Industries:

Advanced Business Services

Emerging Technologies

International Business/Trade

Manufacturing

Bio/Life Sciences

Software

In 5 years, added 73,000+ jobs

BY RetailMeNot

Blue Origin
Aerospace company



Phoenix's Competitive Advantage

...and then you put it all together



Healthcare / Bioscience
Financial Technology &
Financial Services
Big Data
Cybersecurity
Robotics
Web/Software Development
Semiconductor Manufacturing
Aerospace and Defense
Autonomous Vehicles
Entrepreneurship
Circular Economy / Sustainability
Agri-Tech

How Phoenix is Responding to This Changing Universe



New Industry Sectors

Transformation from Physical to Digital

- Smart Mobility
- Smart City
- Cyber Security / Blockchain
- Industry 4.0
- Human Augmentation (AR/VR)
- Sustainability
- New Pharma
- Space



World Class College System

Supported by strong Phoenix School Districts – Creative educational platforms



ARIZONA STATE
UNIVERSITY



MARICOPA
COMMUNITY COLLEGES



GRAND CANYON
UNIVERSITY™



International Reputation

Moving to Top Tier



According to the *Association of Foreign Investors in Real Estate* Phoenix ranked 6th in the nation for places international investors intend to increase their real estate holdings

MetroCenter

Redevelopment Opportunity



CONCORDWILSHIRE

Hines



TLG INVESTMENT PARTNERS

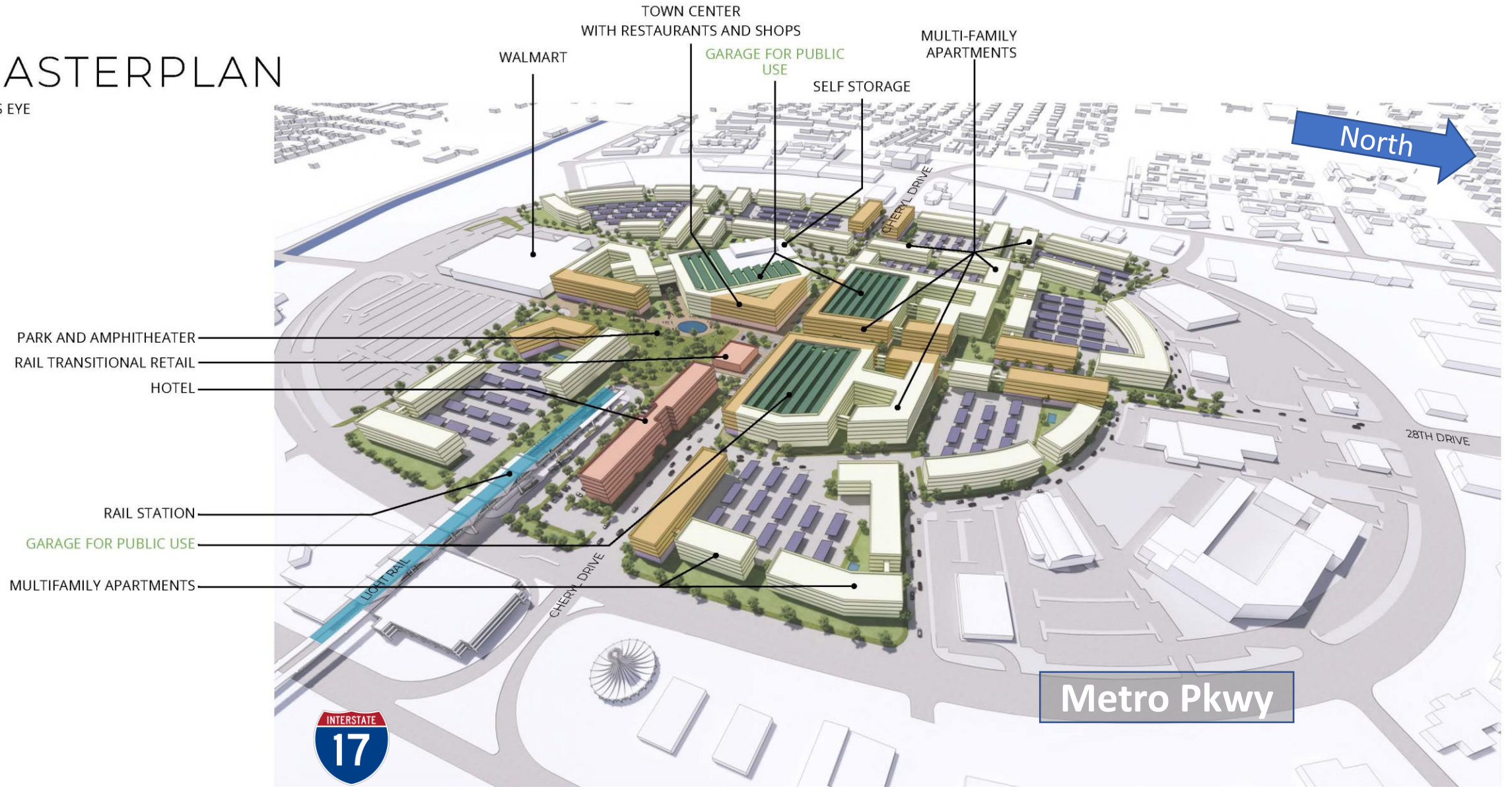
Proposed Project

- 2,800 multi-family residential units
- 350,000 SF of commercial uses
- Towne Center Main Street
- Public Plaza with Open Space
- \$940 M CapEx



MASTERPLAN

BIRDS EYE



- COMMERCIAL GARAGE DECKS FOR PUBLIC USE
- COMMERCIAL
- RESIDENTIAL
- RESIDENTIAL ABOVE RETAIL / FLEX

Deer Valley

Wall Street West



Next Generation Technologies

"Wearable Technology Leader"



"Next Generation Avionics Lab"



Norterra

North Phoenix



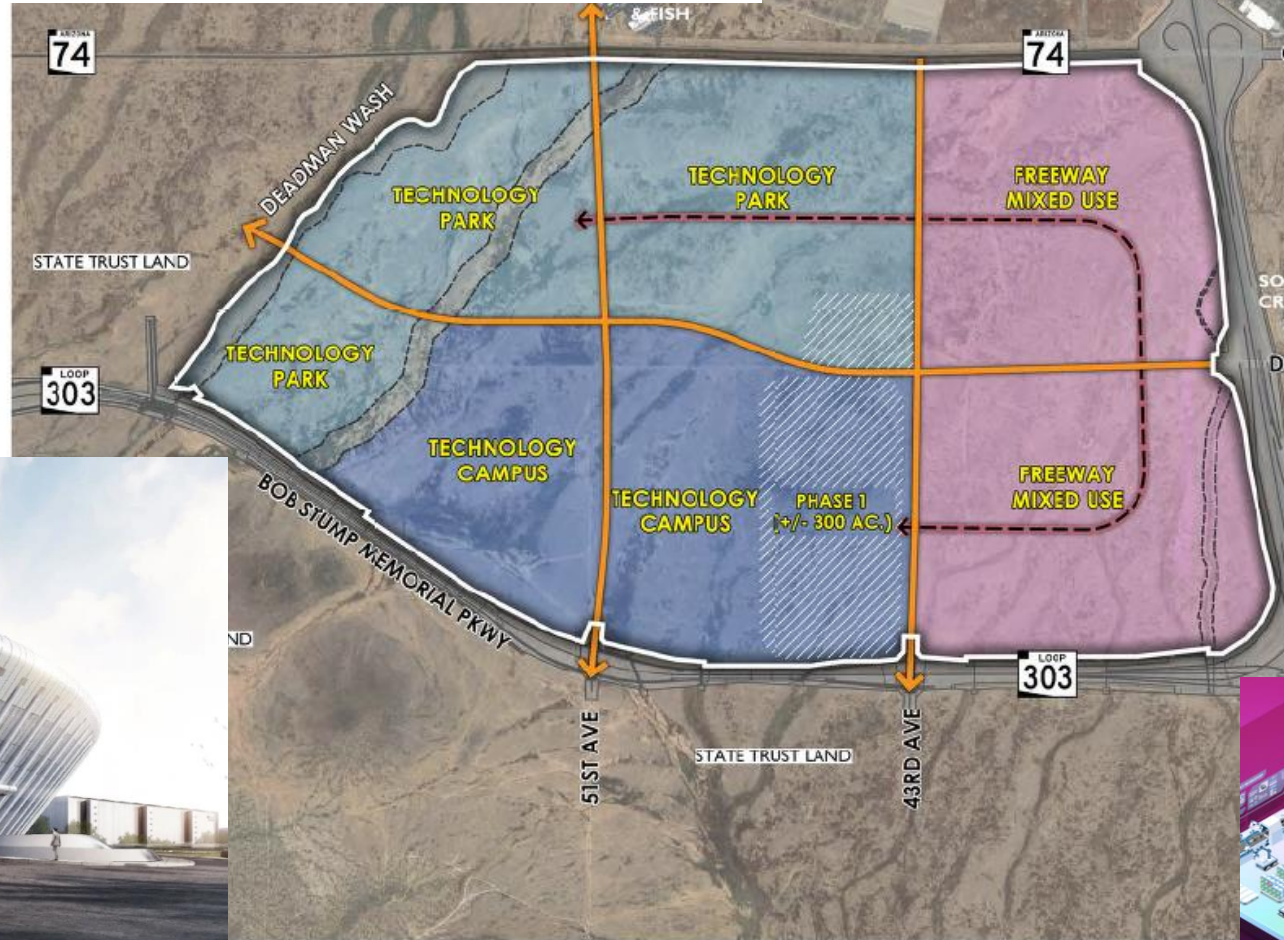
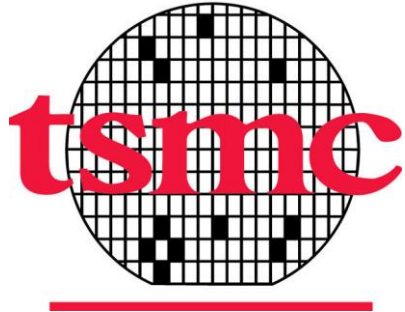
Sonoran Oasis Science & Tech Park

3,500 acres zoned for technology and support uses

<https://www.americancranesandtransport.com/news>

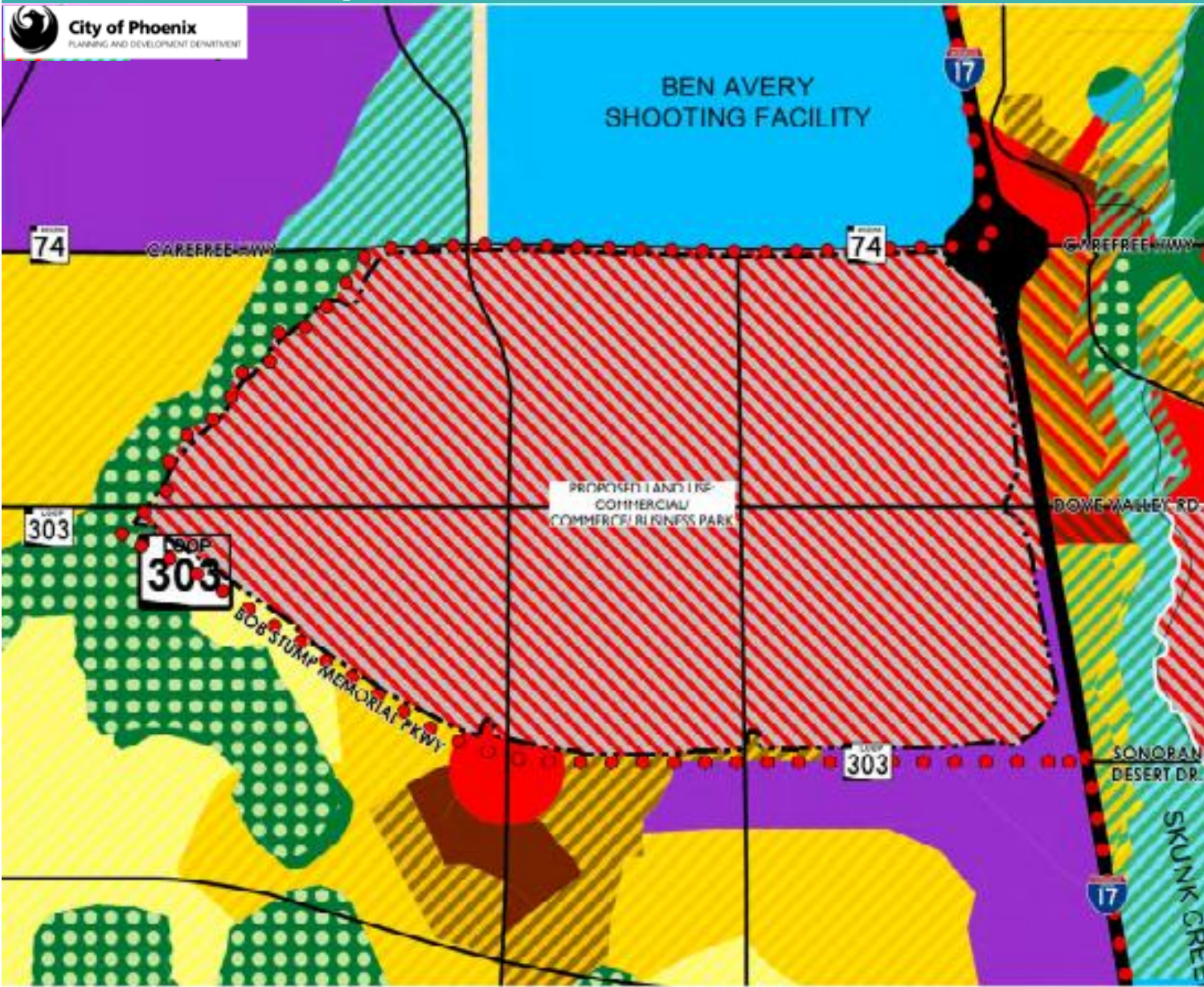
39 cranes active on Phoenix microchip plant

Jul 8, 2022 – Taiwan Semiconductor Manufacturing Company (TSMC) and Intel are currently building new production facilities in the Phoenix area.



Biscuit Flats

What can we expect next?



LEGEND

- | | | | | |
|--|--|---|-------|---------------------------|
| | 0 to 1 du/acre - Large Lot | NOTE:
Movement within large lot, traditional lot and higher density residential categories does not require a General Plan amendment. | | Proposed Park in Area |
| | 1 to 2 du/acre - Large Lot | | | Proposed School in Area |
| | 2 to 3.5 du/acre - Traditional Lot | | R | Resort (See NOTES: below) |
| | 3.5 to 5 du/acre - Traditional Lot | | 10 | Density Cap |
| | 5 to 10 du/acre - Traditional Lot | | ----- | Density Cap Limit |
| | 10 to 15 du/acre - Higher density attached townhouses, condos, or apartments | | | |
| | 15+ du/acre - Higher density attached townhouses, condos, or apartments | | | |
| | Parks/Open Space - Publicly Owned | | | |
| | Parks/Open Space - Privately Owned | | | |
| | Future Parks/Open Space or 1 du/acre | | | |
| | Mixed Use Agricultural | | | |
| | Nurseries/Flower Gardens with alternative 3.5 to 5 du/acre | | | |
| | Commercial | | | |
| | Mixed Use (MU) | | | |
| | Mixed Use (Areas C, D and Northwest Area only) | | | |
| | Industrial | | | |
| | Commerce / Business Park | | | |
| | Public/Quasi-Public | | | |
| | Floodplain | | | |
| | Undesignated Area | | | |
| | Primary Core | | | |
| | Secondary Core | | | |
| | Canal, Watercourse, Wash | | | |
| | Existing Railroad | | | |
| | Arterial and Collector Streets | | | |
| | Future Transportation | | | |
| | Light Rail | | | |
| | Laveen Conveyance Channel | | | |
| | INFRASTRUCTURE LIMIT LINE (NORTH BLACK CANYON) | | | |

12,000 acres

Mixed Use

Residential

Mack Innovation Park – Supplier Campus

- Technology park for suppliers and others
- Infrastructure investment underway
- First TSMC supplier, Sun-Lit starting construction; others to be announced
- Campus planned as significant future employer



Deer Valley Business Campus

- Technology park for suppliers and others
- Infrastructure investment underway
- Campus planned as significant future employer



ASU West Campus Expansion



- Three New Schools – Forensics, Technology, Innovation and Entrepreneurship, Engineering
- Education Complex at ASU – Mary Lou Fulton Teachers College
- 120 degreed programs
- Expand from 5,000 to 15,000 students
- Two new buildings include 55,000 SF academic facility and 500-bed, 134,264SF residence hall



Desert Ridge / Kierland

Loop 101 Employment Corridor



Discovery Oasis

Leading in new development and life changing medicine



- Mayo 228-acre acquisition in late 2021
- Location to share ideas and technology; from research to medical breakthroughs, drug development
- ASU Health Futures Campus Partnership between Mayo, ASU and the City of Phoenix
 - Phase I - 200,000 SF
- Mayo Clinic is completing a \$748 million campus investment adding 1,500 new jobs adjacent



By the Numbers

+400% Increase in Central City technology companies

#3 for high-tech job growth

#4 best metro for Young Professionals

#11 Leading Tech Market



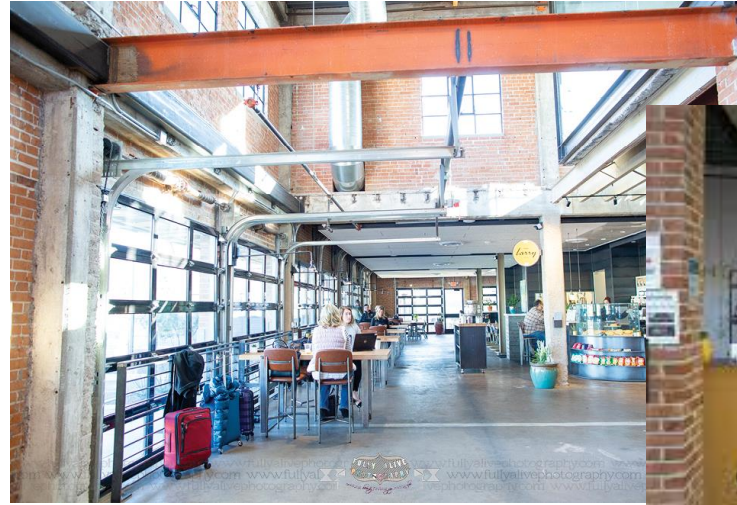


20 Cranes in the Air!

Vibrant Downtown Core

PHOENIX IS HOT

Warehouse District



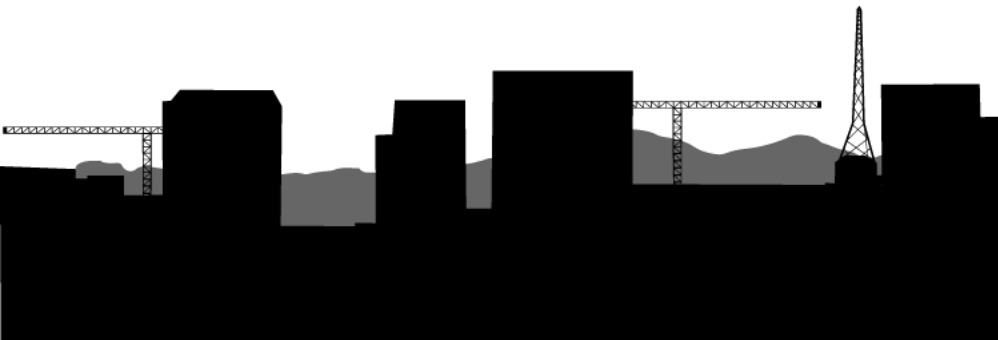
Roosevelt Row

Top 10 Art Walk in the Country by USA Today
20,000 attendees on average



Grand Avenue / Melrose

Adaptive Reuse



Historic Preservation



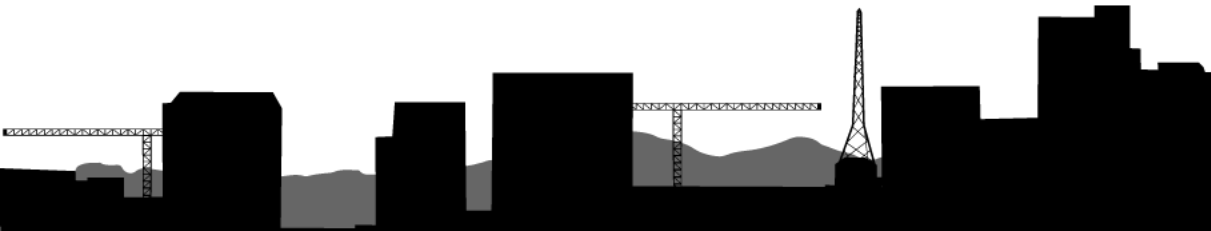
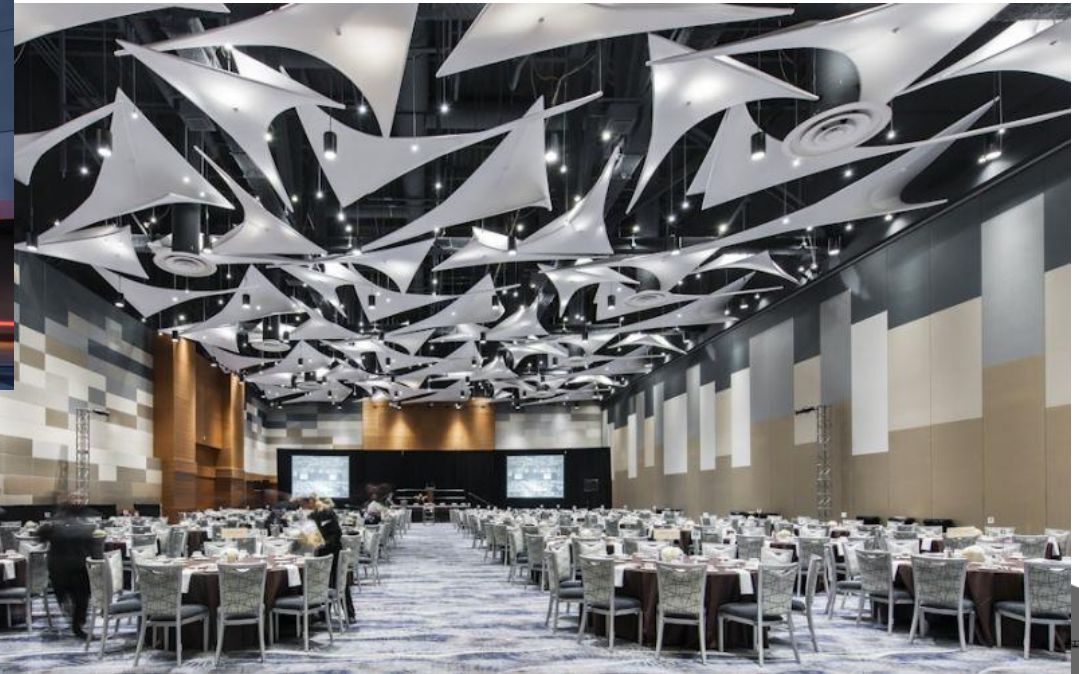
Chase Field



Phoenix Convention Center



320,000 Annual Event Attendees



Phoenix Biomedical Campus

- UA
- ASU
- TGEN
- Wexford



PBC



PHOENIX BIOMEDICAL CAMPUS

DOWNTOWN PHOENIX

Phoenix Biomedical Campus *Driving Translational Discovery*



4 Major Sports Teams



10 Live music venues



Minutes to connect to freeway system



10 minutes to Phoenix Sky Harbor International Airport



200+ restaurants/bars 85% locally owned



100+ murals



1st & 3rd Fridays host America's most attended art walk



7 Public Parks



WEXFORD

SCIENCE TECHNOLOGY

850 N 5th Street Innovation Center
by Wexford Science+Technology.
226,000 square-feet. Anchored by
Arizona State University and the
Center for Entrepreneurial Innovation.
103,000 square-feet of lab-enabled
space **available for lease** to
maximize collaboration and amplify
research and commercialization.



Healthcare/Bio Expansions

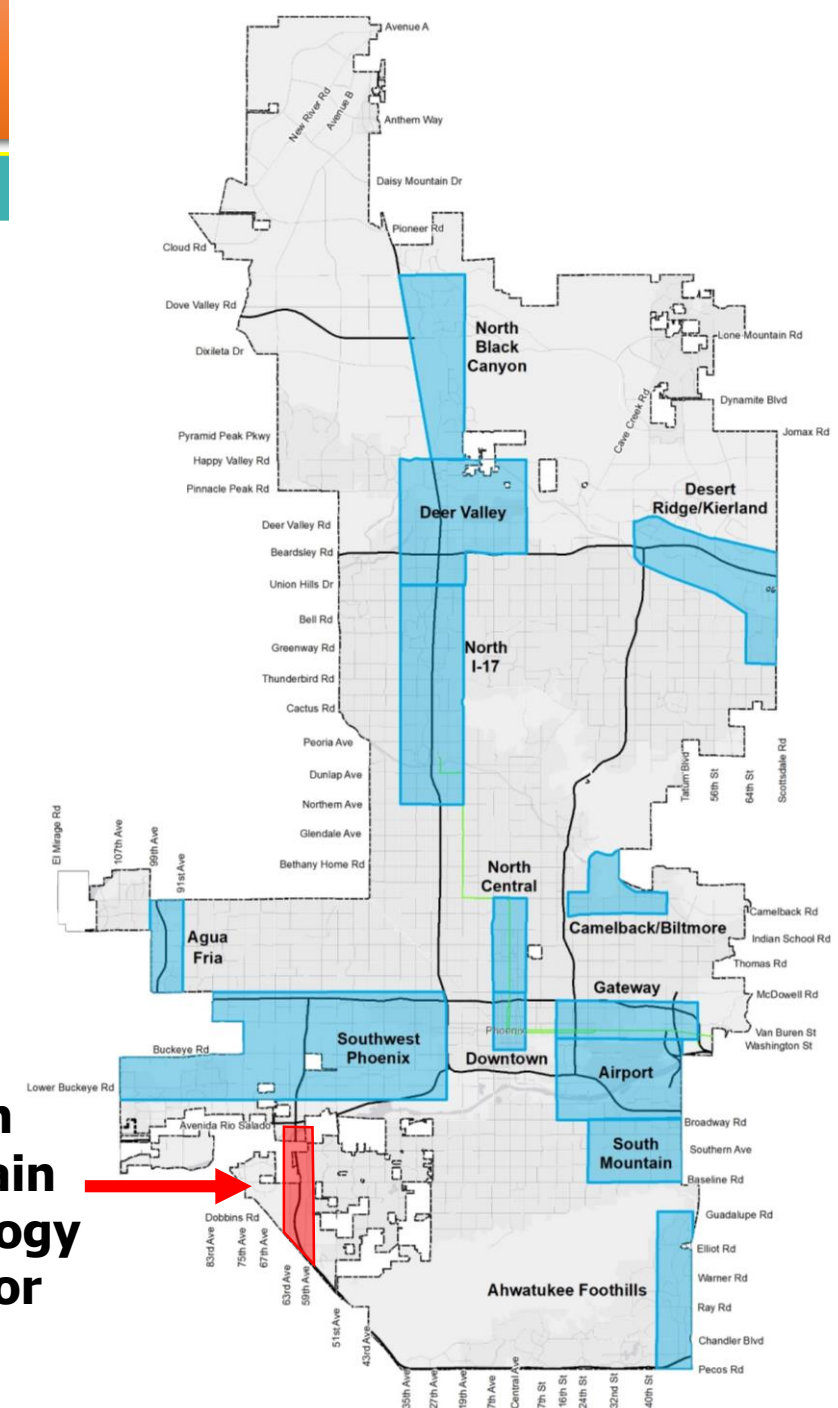
- Mayo Hospital
- Banner University Medical Center
- HonorHealth Sonoran Campus
- Barrow's
- St. Joseph's
- Dignity
- MIHS
- Phoenix Children's Hospital



Phoenix Employment Corridors

- Agua Fria
- Ahwatukee
- Camelback Corridor
- Deer Valley
- Desert Ridge / Kierland
- Downtown
- Gateway
- Midtown / North Central
- North Black Canyon
- North I-17
- Sky Harbor Airport
- South Mountain
- Southwest Phoenix

South Mountain Technology Corridor

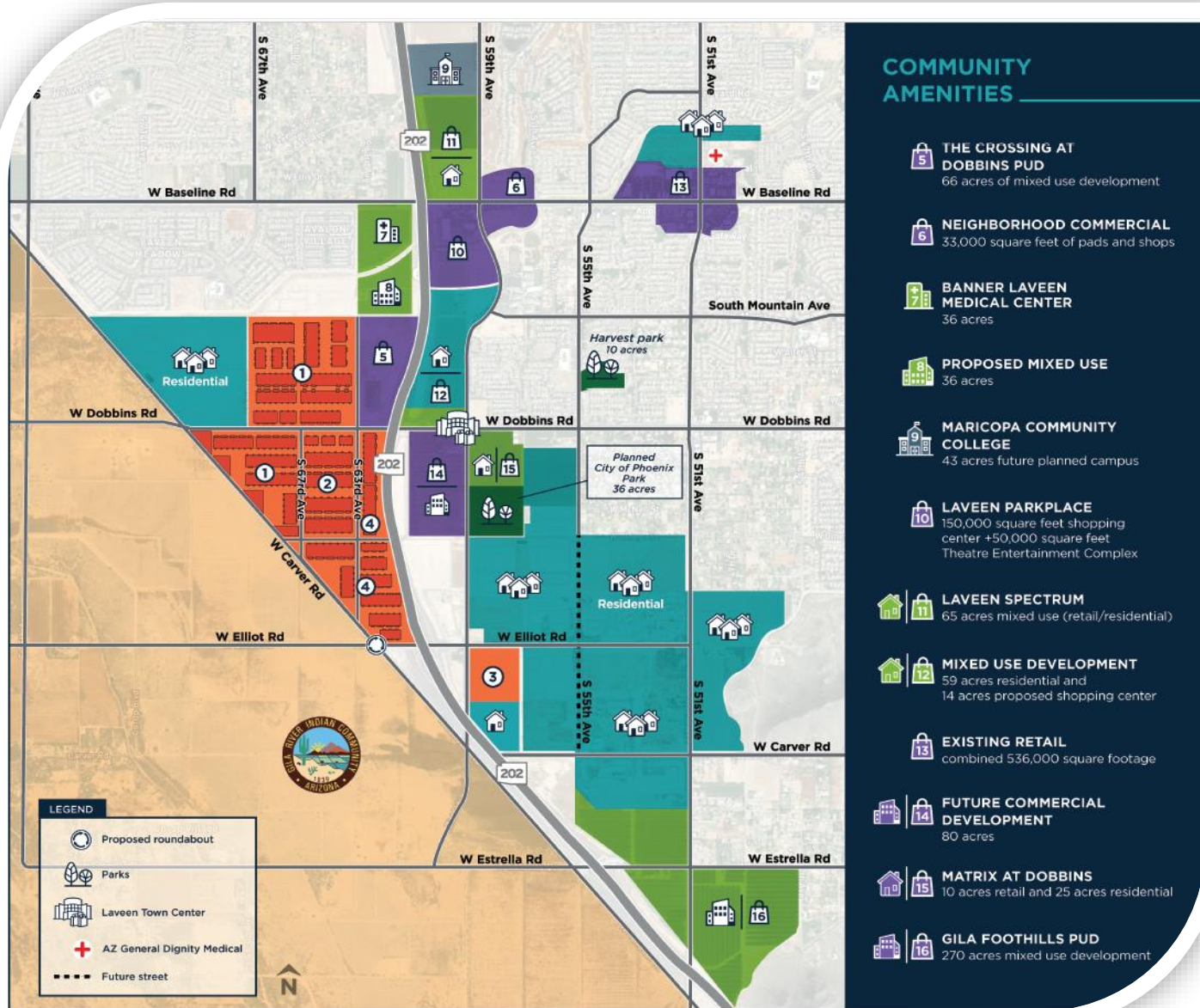


South Mountain Technology Corridor

Desired employment-driven project types



South Mountain Technology Corridor



RETAIL

- Laveen Park Place
- Laveen Towne Center
- Laveen Spectrum

INDUSTRIAL

- Dove Ranch 202 Business Center
- IDM
- Freeway Commerce Center

South Mountain Technology Corridor

Creation of new knowledge intensive business parks and corporate campus

- ✓ Working with existing property owners to ensure that knowledge economy job generating development is achieved; previously zoned SF properties
- ✓ Development community is acquiring sites
- ✓ Vision of this employment corridor – knowledge intensive and support businesses, high-value jobs
- ✓ Housing growth still needed and amenities to support quality job growth and our citizens
- ✓ 50,000 – 80,000 jobs expected in this corridor at build-out



LAVEEN RETAIL

Phoenix Retail Strategy

Retail/Recreation Focus

- Ensure all Phoenix residents/visitors have access to the full range of services within the City of Phoenix.
 - Implement a strategy focused on revitalizing aging, irrelevant retail centers
 - Cultivate and support unique retail corridors
- Remain competitive with national retail markets
 - Market the City to retailers, real estate brokers, investors and developers in order to help ensure a vibrant retail environment
- Ensure economic equity through community connections, collaborations and partnerships
 - Encourage the location, development and patronage of local, independent or unique retail and dining options.



Trade Area

SMTC



	Population	Med. Age	HH Income	Roof Tops	Avg. HH Size	Owner/Renter	Daytime Employment
1mi	8,296	33	\$93,000	2,540	3	79%/21%	
3mi	54,122	32	\$92,000	15,712	3	78%/22%	10,659
5mi	114,137	32	\$90,000	32,133	4	76%/24%	48,305

*@ Intersection – 59th Ave and Baseline

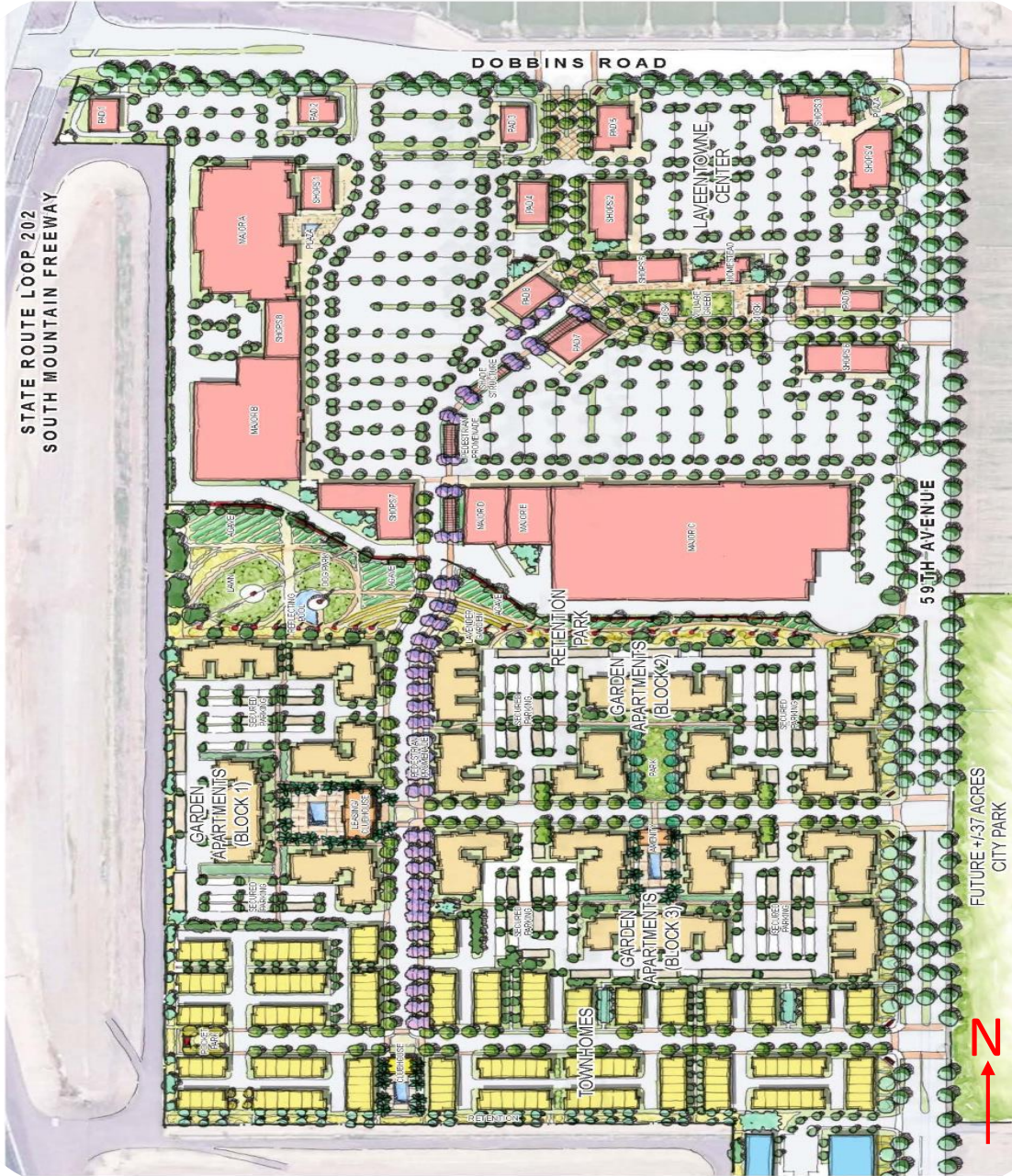
Retail – Going Strong

- Laveen Park Place
 - 240,000SF Lifestyle Center
 - 10,000SF Available
 - Harkins Theatre
 - Major anchors at LOI for phase 2
- Laveen Spectrum
 - 83,000SF Center
 - 7,800SF Available
 - In n Out
 - EOS Fitness
 - Chili's
 - Cane's
 - Panera
- NEC/SEC @ 59th Ave and Baseline
 - 71,000SF
 - 3,856SF Available- NEC
 - Personal services/QSR



Laveen Towne Center

- Southwest corner: 59th Ave. and Dobbins Rd.
- Total site acreage: 90 Acres
- Project area: ~40 acres
- Phase 1: ~375,000 SF vibrant town center
- Restoration and preservation of Hudson Historic Farmhouse
- CapX: ~\$136M



SITE PLAN ILLUSTRATIVE - ENLARGED

LAVEEN VILLAGE & TOWNE CENTER



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 **PHOENIX IS HOT**