

UPDATED 8/21/19

PHX Land Reuse Strategy

Technical Advisory Committee (TAC)

Meeting #2, Sep 24 & 25, 2018

UPDATED 8/21/19

Welcome

Agenda

UPDATED 8/21/19  PHX
LAND REUSE STRATEGY

Welcome

Thinking Big

Spark Areas

What's Next

The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.



UPDATED 8/21/19

Thinking Big

Rules of Engagement



- Be an **active** participant
- **Your attendance** at meetings is important
- Please **come prepared** - read all materials sent
- **Speak** for the individuals or organization you represent
- **Be respectful** of others' option
- **Share information with** your neighborhood/organization
- **Bring back their ideas** for discussions or resources that will help us be successful
- **We're all part of the solution**

Before the Land Reuse Strategy

Community Noise Reduction Program (CNRP)

Voluntary Acquisition and Relocation Services
(VARs)
2002-2016

Residential Sound Mitigation Services
(RSMS)
1995 - 2009

\$220 million invested

\$80 million invested

782
properties voluntarily acquired
(noise land parcels)

1,705
homes treated

UPDATED 8/21/19

Land Reuse Strategy (LRS)

Phase 1:

Community Vision & Planning

2015 - 2018

\$2 million invested

Prepare, and submit to FAA, a strategy and draft plan for the reuse and redevelopment of 743 noise land parcels:

The PHX Land Reuse Strategy

Phase 2:

Implementation

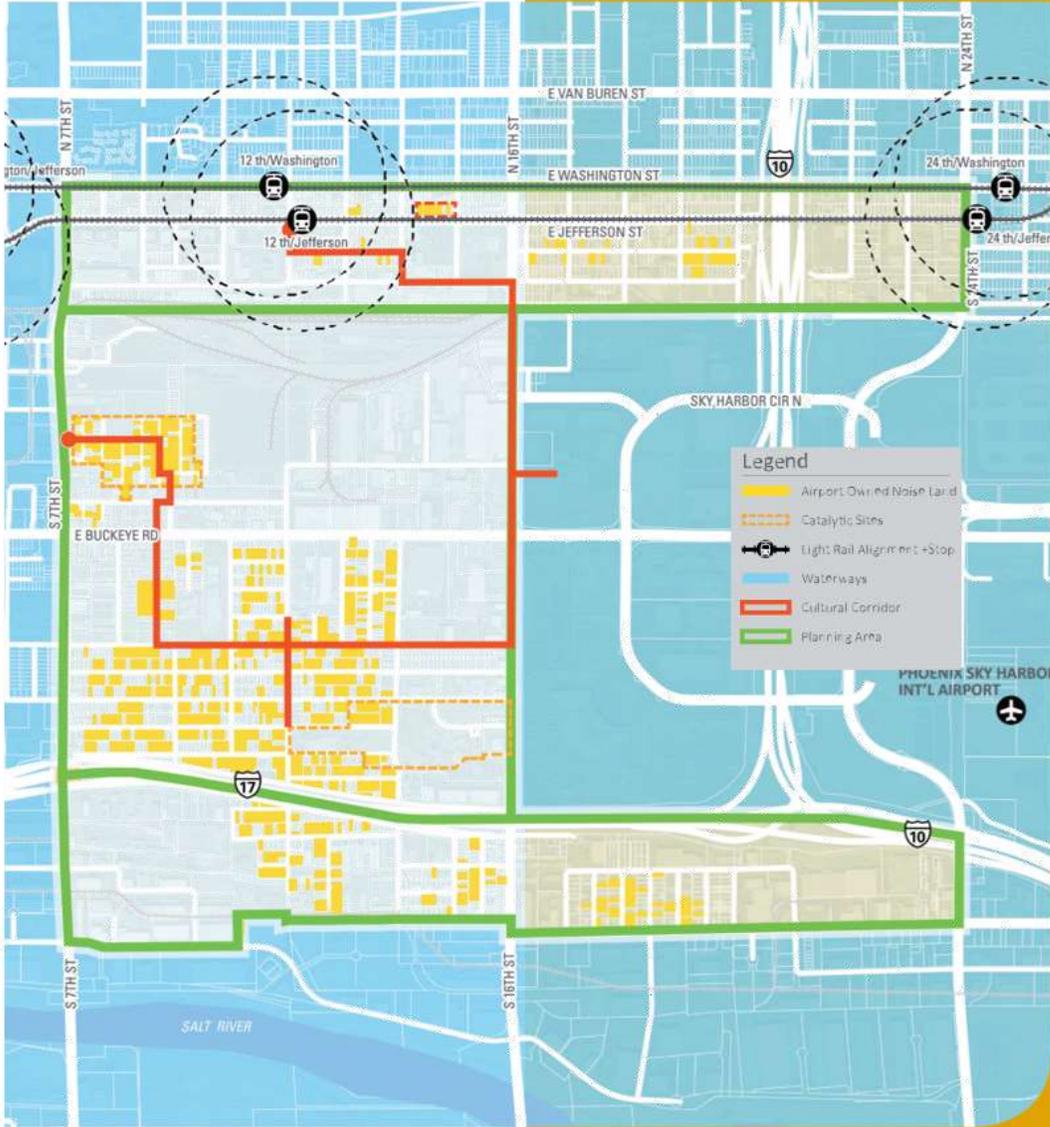
2018 - 2020

\$5 million invested

Implement aspects of three Phase 1 strategies:

temporary land uses, master plan areas with catalytic redevelopment potential, and cultural trail planning

UPDATED 8/21/19



PHASE
1

VISION & PLANNING

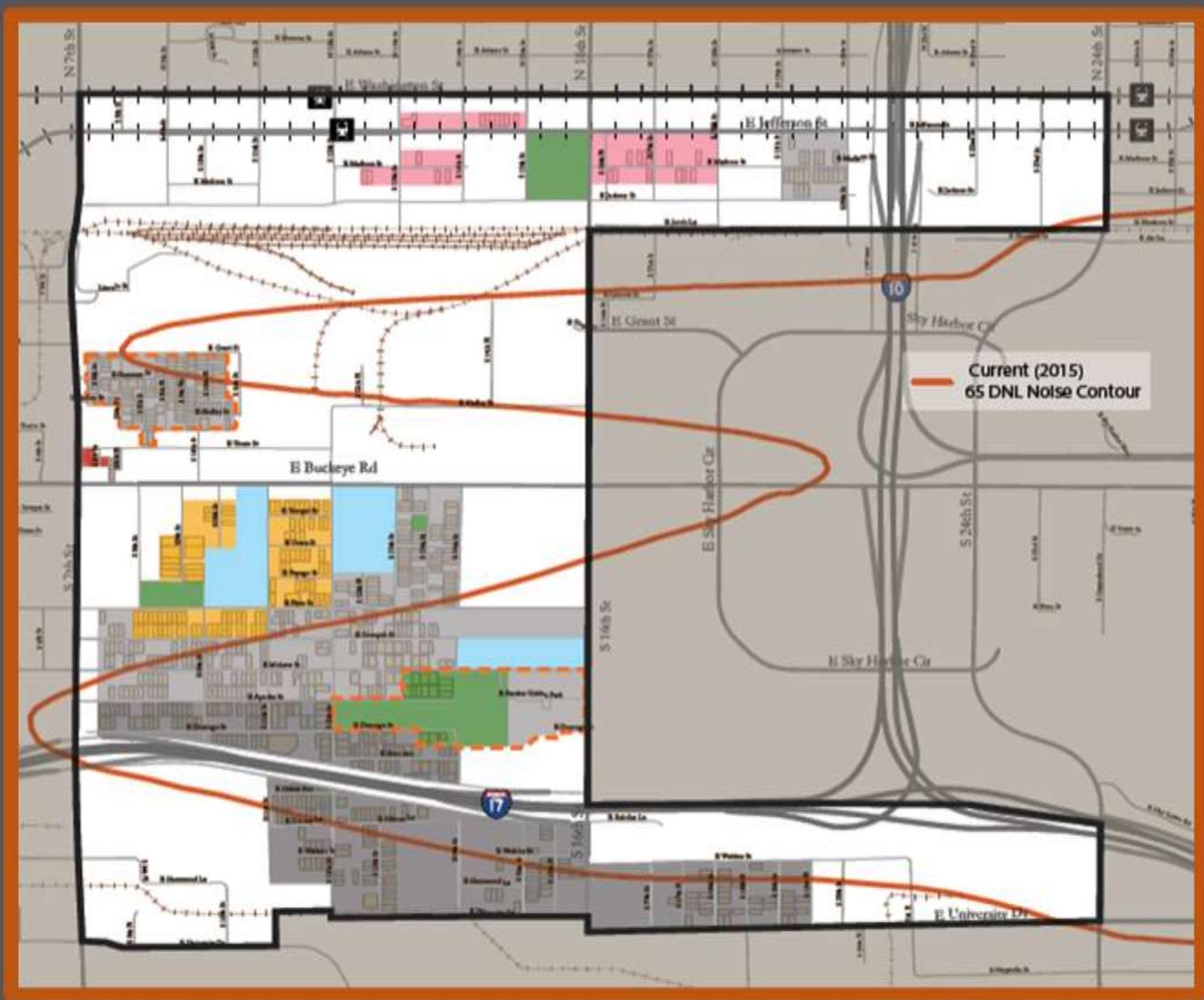
- **2+ YEARS**
- **20 COMMUNITY MEETINGS**
- **90+ SMALL GROUP MEETINGS**
- **600+ PARTICIPANTS**

- **3 COMMUNITY GOALS**
- **3 REDEVELOPMENT STRATEGIES**

Vision & Planning



LRS Redevelopment Vision and Framework



Definitions

 **Study Area Boundary**

 **Core Village**—Traditional low-scale residential area (density of 5-10 units per acre). Uses may include single or multi-family dwellings, existing and infill replacement housing, residential live-work, and complimentary community-benefit spaces (i.e. community garden, pocket park, etc.).

 **Mixed Use**—North of Jefferson Street, this designation refers to compatible residential and non-residential uses co-located vertically within a multi-level structure. Elsewhere in the Study Area, this designation may refer to residential properties combined with workshop, studio, office, or other uses supporting home occupations. This designation also supports complementary features including parking, open space, and drainage, as well as community-benefit spaces such as community gardens, pocket parks, etc.

 **Commercial**—Primary land uses include retail, office, service, entertainment, and apartment development in formats appropriate to the setting and transportation network.

 **Industrial**—Consists of regional-scale land uses such as warehousing and distribution, manufacturing, food processing, utilities, and storage.

 **Small Business/Flex**— Includes a variety of low- to moderate-intensity, non-residential uses. Uses may include office, research and development, biotech, small-scale manufacturing, retail, business incubators, showrooms, artisan production, small business and transitional uses. This designation supports opportunities for infill community-benefit spaces like urban farms and pocket parks.

 **Education/Institutional**—Lands occupied by educational facilities including preschools, primary and secondary schools, colleges and universities, and supporting uses, or institutional facilities such as fire and police stations.

 **Parks/Recreation**—Areas for neighborhood and community-level active recreation.

 **Business Park**—A cohesively planned area occupied primarily by office, light industrial and industrial uses of similar character.

Timeline

UPDATED 8/21/19



Goals

UPDATED 8/21/19



Neighborhood



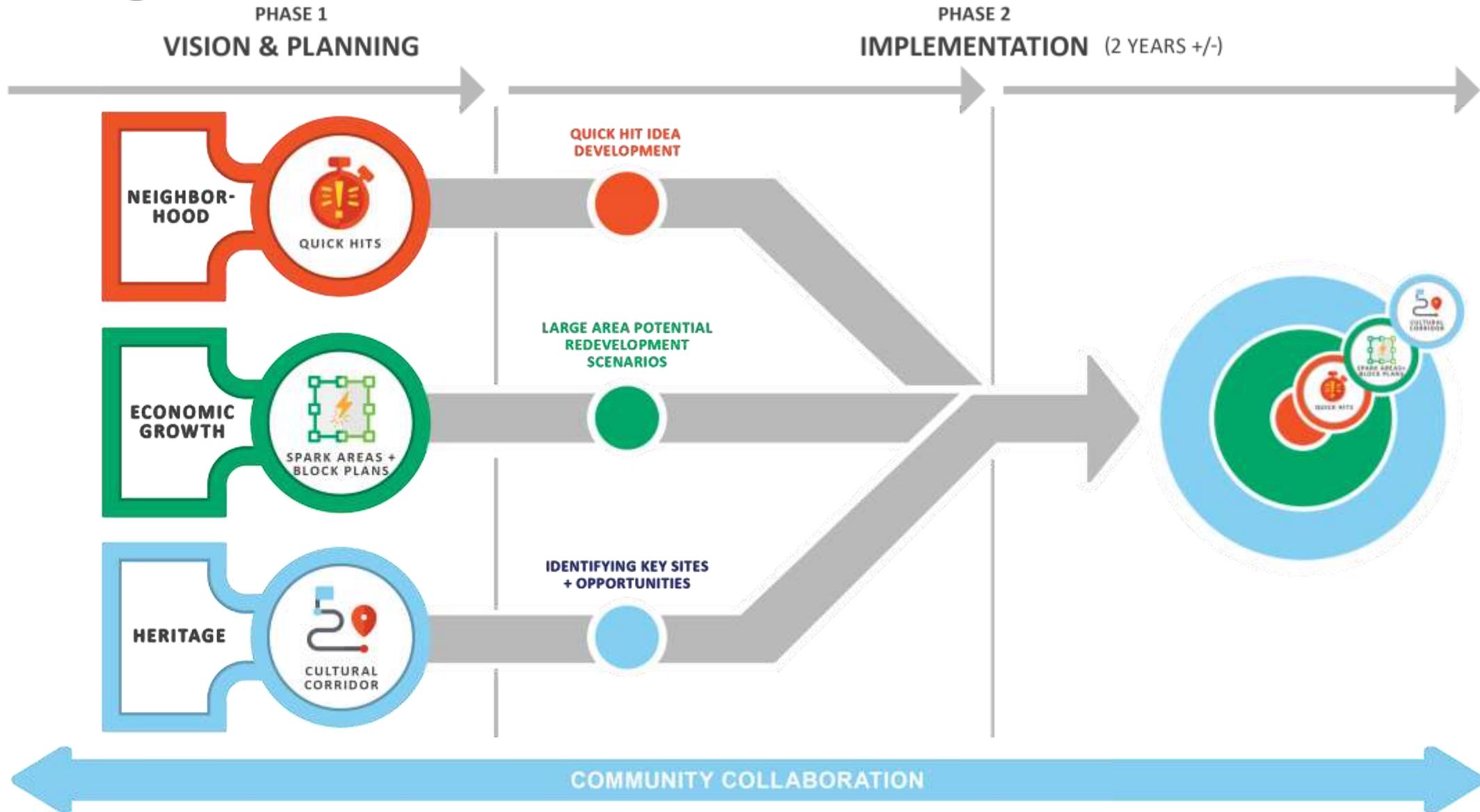
Heritage



**Economic
Growth**

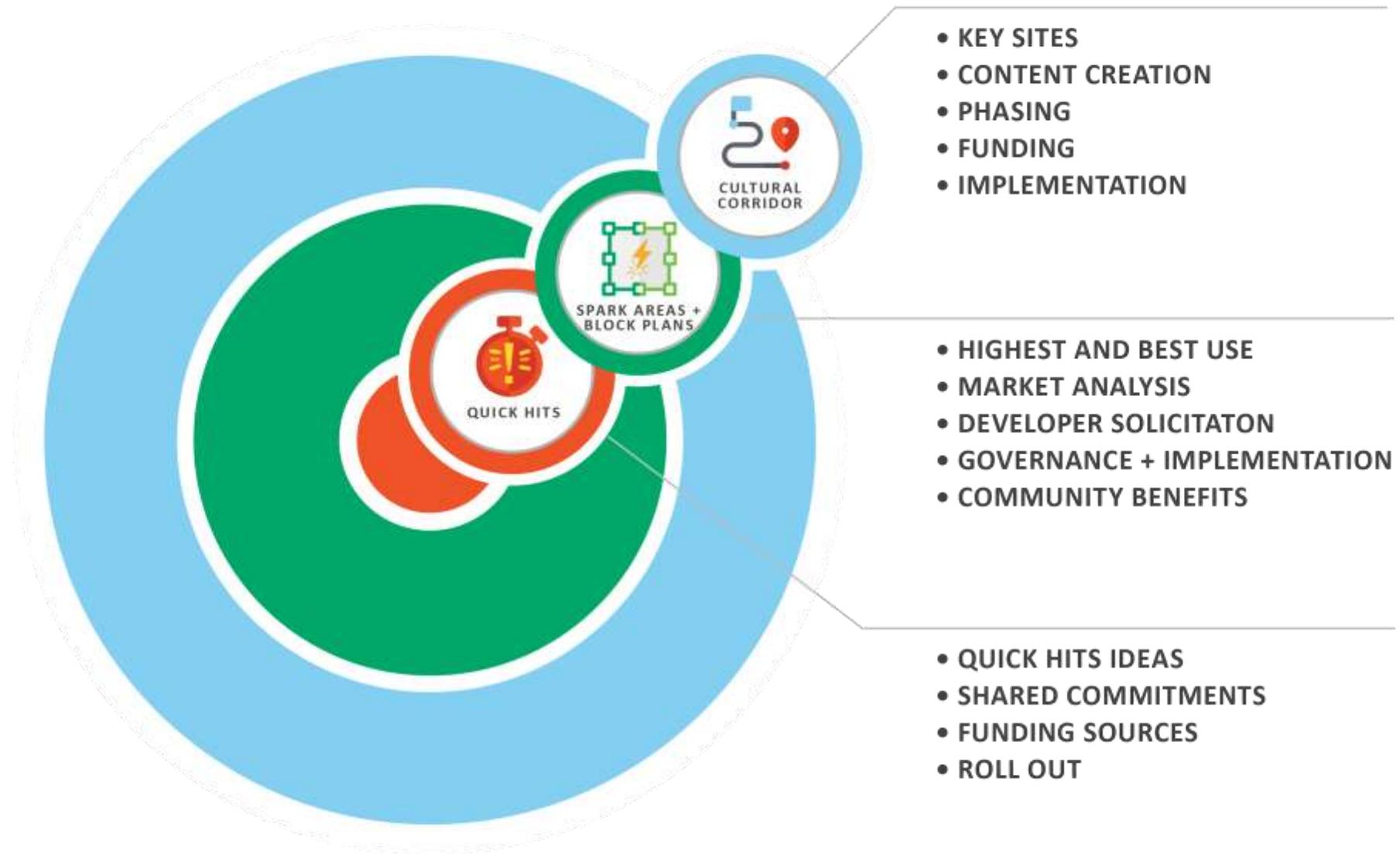
Integration

UPDATED 8/21/19



The Plan

UPDATED 8/21/19



What are Spark Areas?

UPDATED 8/21/19



- Significant sites suitable for **redevelopment**
- Strategic location and focus
- Significant **economic potential**
- **Community supportive amenities + services**
- **Places for people** that bring together local and global

Development Areas

UPDATED 8/21/19



SPARK AREAS ARE THE BIGGEST + MOST COMPLICATED

MID- TO LONG-TERM

SPARK AREA



5 to 10 years

- 3 total
- 2 - 60 acre in size
- Clusters of acquisition parcels
- Near major infrastructure
- Transformative - public input needed
- Significant economic role

MID- TO LONG-TERM

BLOCK



2 to 20 years

- 41 total
- 1-4 acres in size
- Neighborhood compatible
- Land swap or sell to the City

SHORT-TERM

QUICK HIT



0.5 to 2 year

- 90+ parcels
- 0.15 acres in size
- Community-oriented, community-led

Opportunity Areas

UPDATED 8/21/19



SPARK AREA



BLOCK



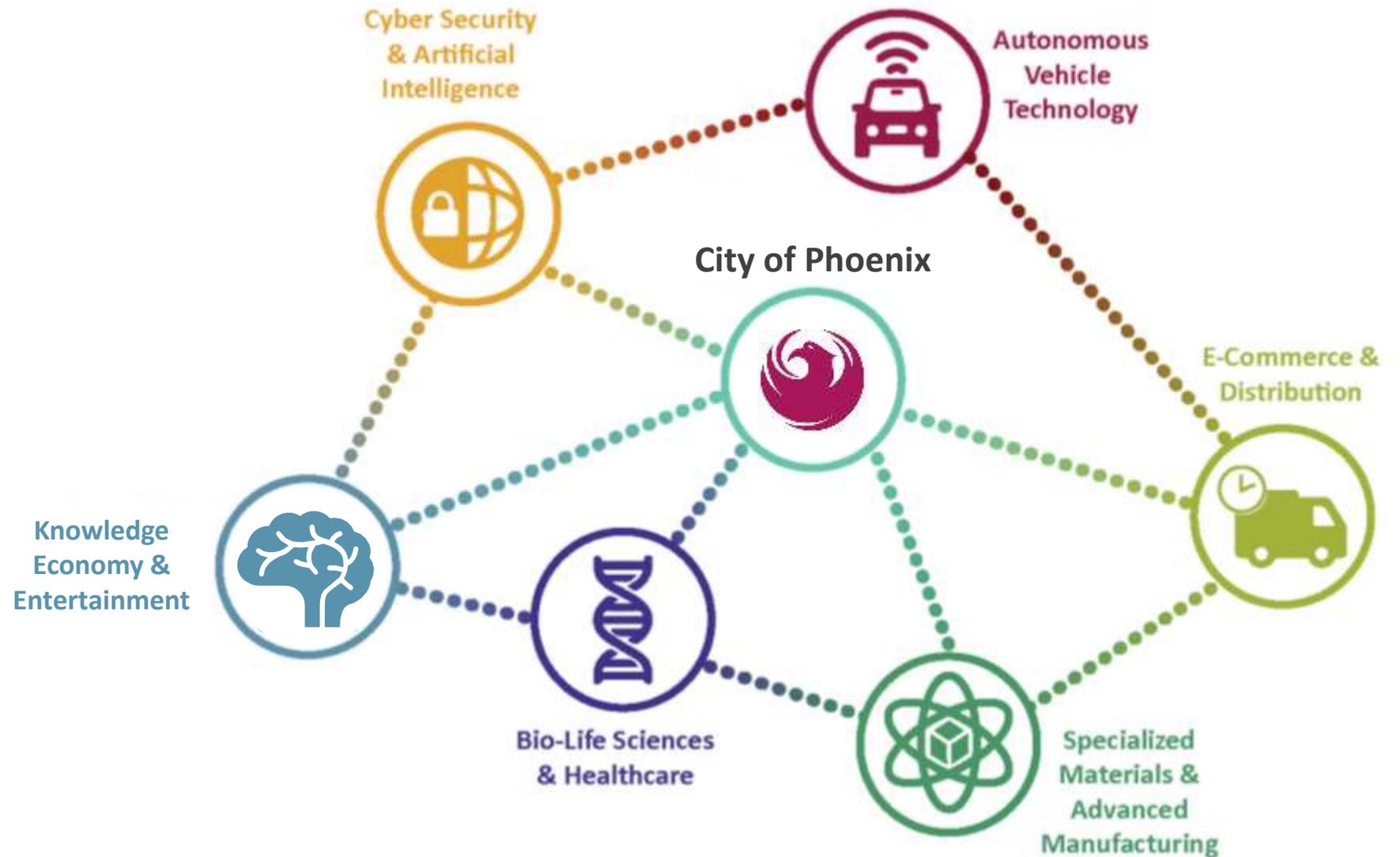
QUICK HIT



The Opportunity

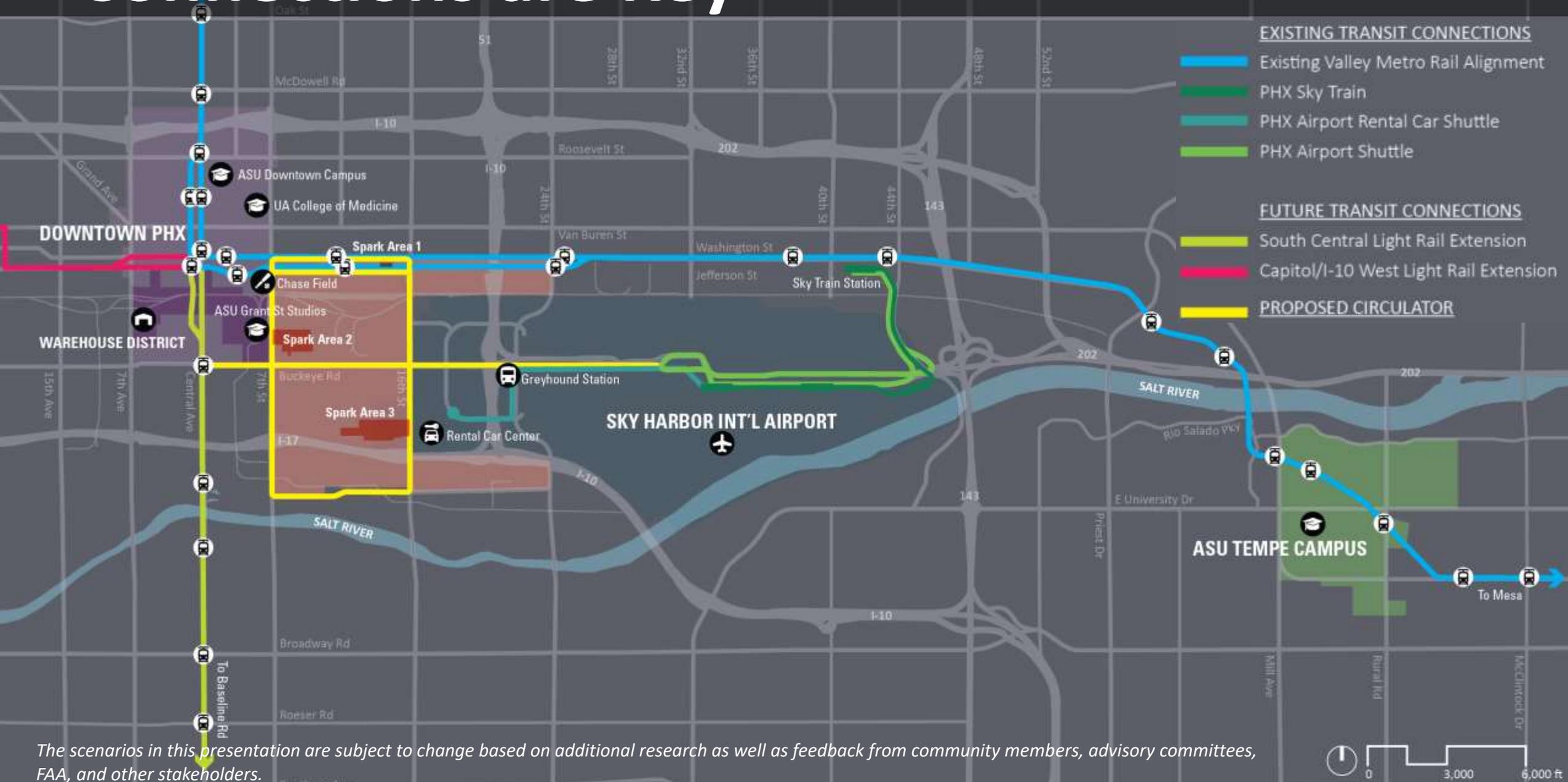
Spark Areas

UPDATED 8/21/19



Connections are Key

UPDATED 8/21/19



EXISTING TRANSIT CONNECTIONS

- Existing Valley Metro Rail Alignment
- PHX Sky Train
- PHX Airport Rental Car Shuttle
- PHX Airport Shuttle

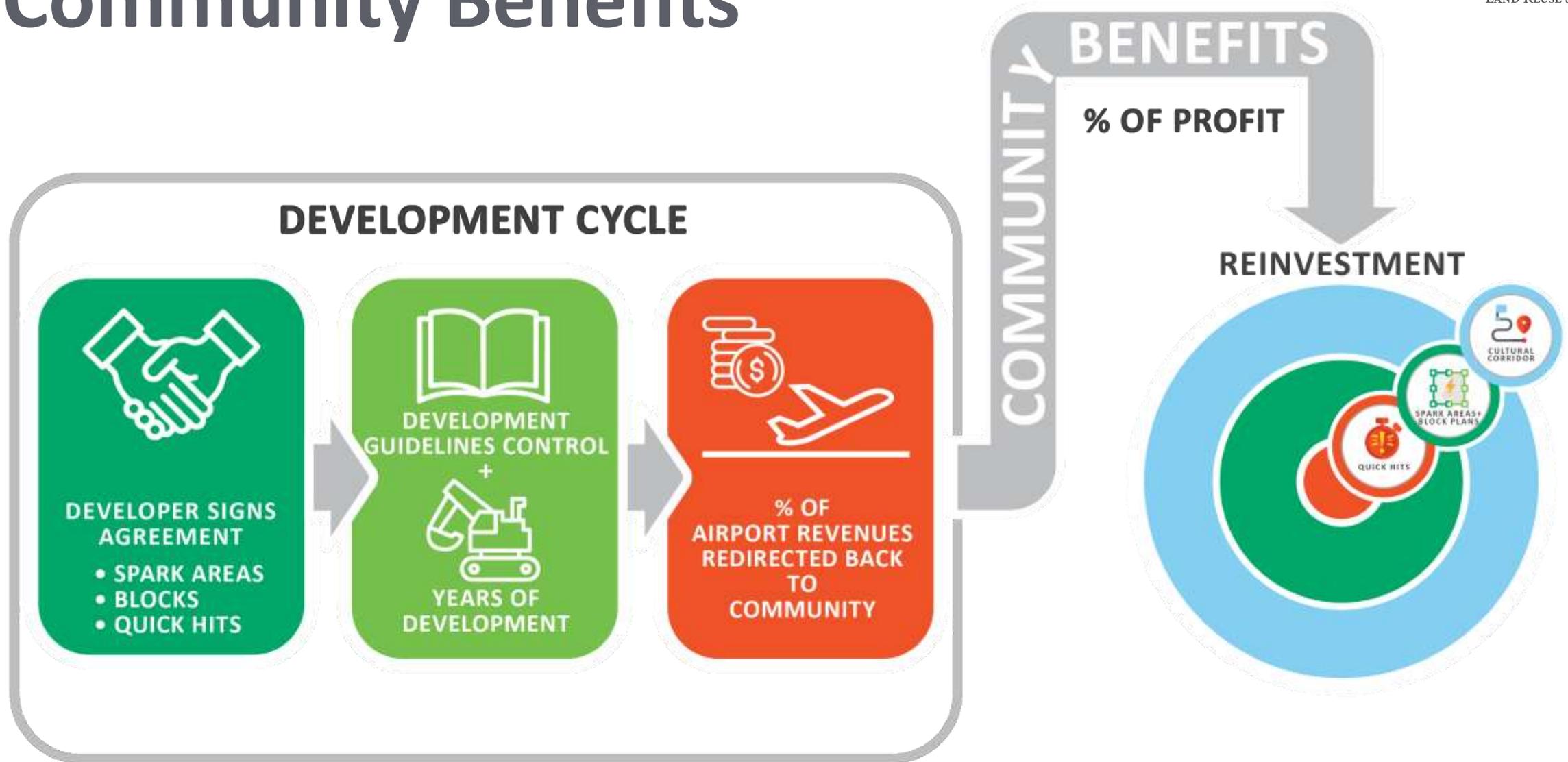
FUTURE TRANSIT CONNECTIONS

- South Central Light Rail Extension
- Capitol/I-10 West Light Rail Extension

PROPOSED CIRCULATOR

The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.

Community Benefits



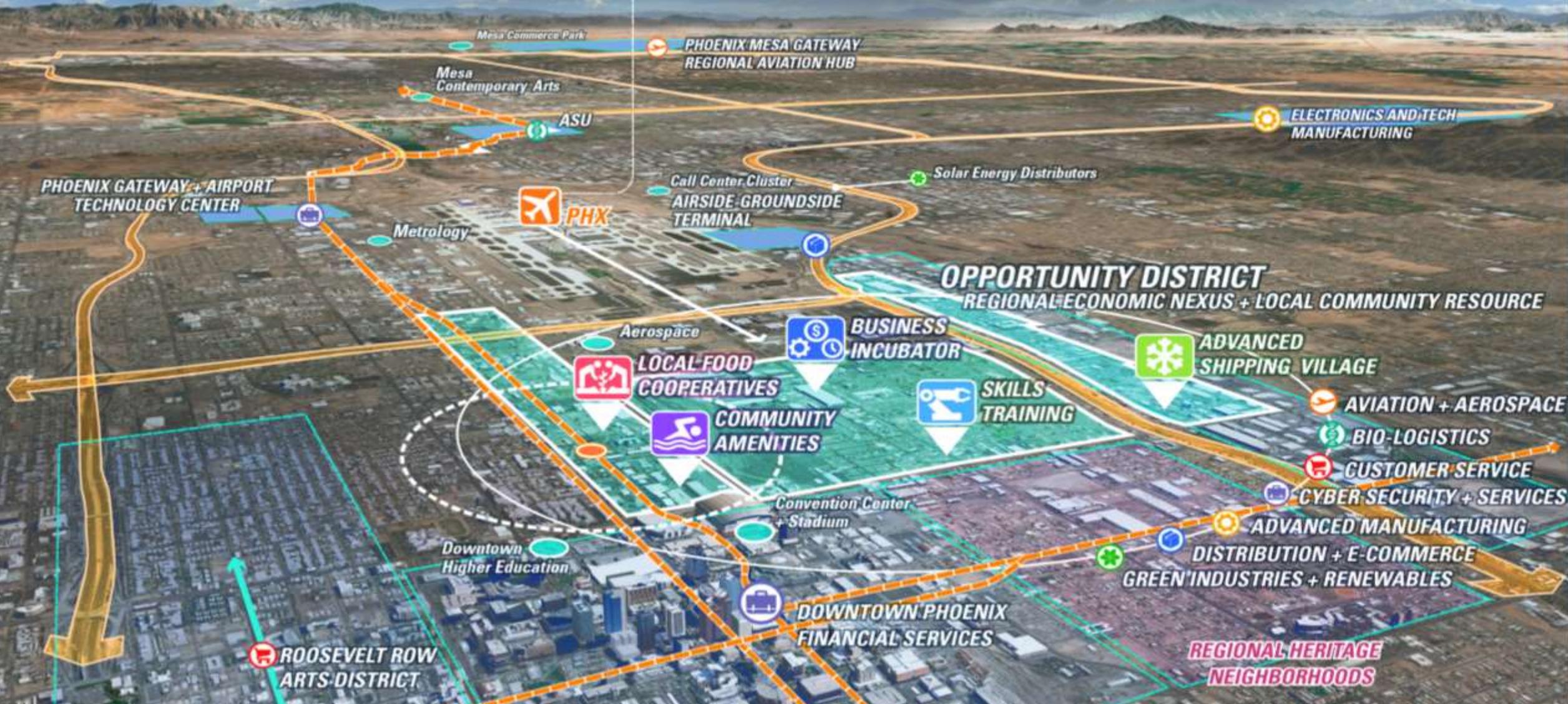
UPDATED 8/21/19

Community Benefits

"TRANSIT" ORIENTED ACCESS

UPDATED 8/21/19

TIME SENSITIVE COMPONENTS & SAMPLES
WESTERN REGIONAL VISITORS
CORPORATE TRAINEES
PROTOTYPE COMPONENTS
ANGEL INVESTORS



The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.

UPDATED 8/21/19



The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.

UPDATED 8/21/19



The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.

UPDATED 8/21/19

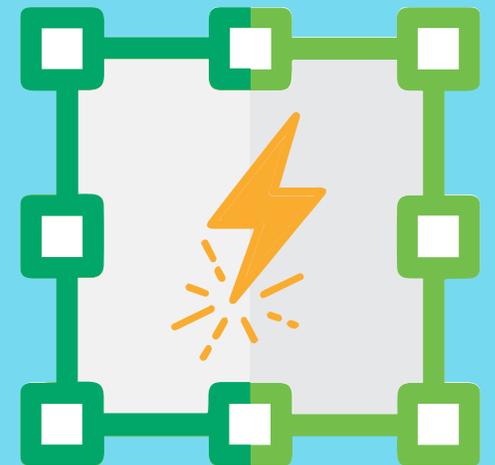


The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.

UPDATED 8/21/19

Development Concepts

The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.



Considerations

UPDATED 8/21/19



- 1** Infrastructure / Land Acquisition
- 2** Downtown / Airport Compatibility
- 3** Complementary Uses
- 4** Community Experience / Benefits
- 5** Phoenix Story
- 6** Job Creation
- 7** Realism / Phasibility

The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.

UPDATED 8/21/19



INFRASTRUCTURE



The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.

UPDATED 8/21/19



DOWNTOWN / AIRPORT COMPATIBILITY

The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.

UPDATED 8/21/19



COMPLEMENTARY USES



The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.

UPDATED 8/21/19



COMMUNITY EXPERIENCE/ BENEFITS

The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.

PHOENIX STORY

The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.

UPDATED 8/21/19



JOB CREATION



The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.

UPDATED 8/21/19



REALISM/ PHASIBILITY

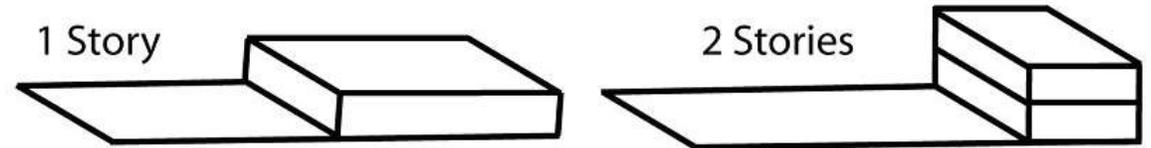
The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.

What is FAR?

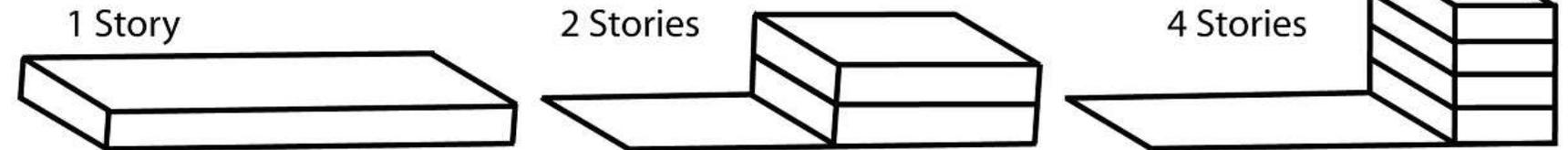
UPDATED 8/21/19

The **FAR** ("floor area ratio") of the building or buildings on any lot is the floor area of the building or buildings on that lot divided by the area of the lot.

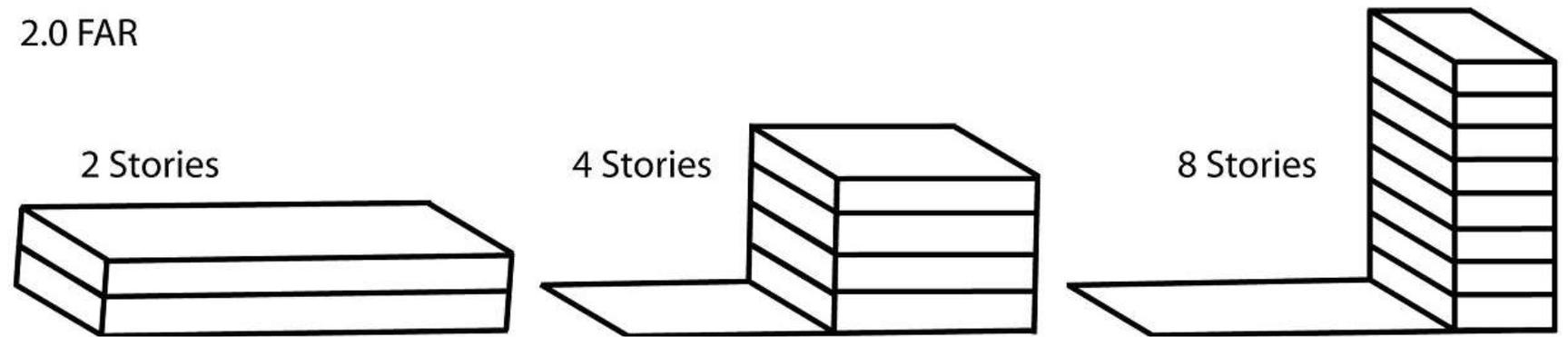
0.5 FAR



1.0 FAR



2.0 FAR



Entire Lot Area

Half Lot Area

Quarter Lot Area

UPDATED 8/21/19

Spark Area 1

What the Community Said

UPDATED 8/21/19 

- Leverage **proximity to Downtown and light rail.**
- Develop **residential mixed-use** north of Jefferson Street.
- Consider **multi-level** vertical mixed-use.
- Incorporate **complementary uses and amenities.**

Eastlake Park Neighborhood

UPDATED 8/21/19 

Expanded Site
Area: 3.0 AC +/-

Site Area: 1.3 AC +/-

S 13th St

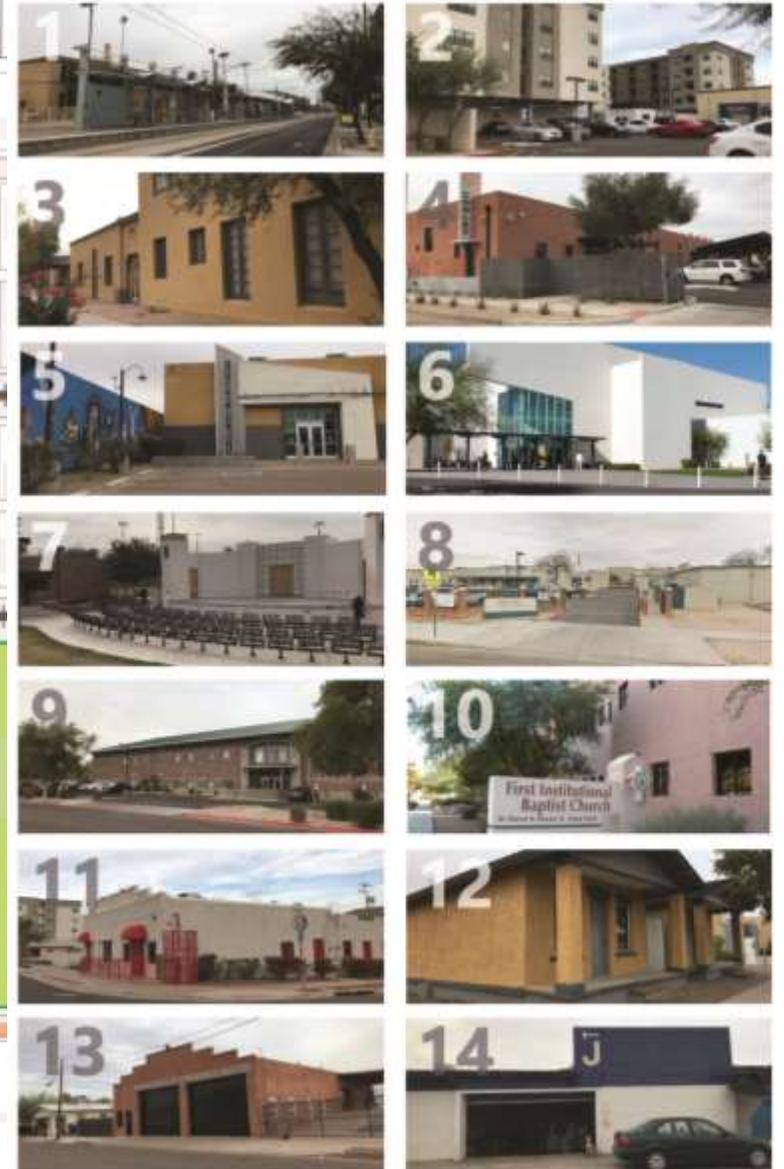
S 14th St

E Jefferson St

S 15th St



Existing Assets



Market Potentials

UPDATED 8/21/19 



MICRO HOUSING/ MODULAR HOUSING/ TINI HOMES ON SMALL LOTS

- **Density:** 10 – 25 du/ac
- **Site Area:** 0.1 – 0.2 ac
- **Unit Size:** 250 – 400 sf
- **Height:** 1 story

- **Potential Tenants:**
Singles, Young Couples

- **Market Demand:**



TOWNHOUSE/ROWHOME

- **Density:** 15 – 25 du/ac
- **Site Area:** 0.5 – 5+ ac
- **Unit Size:** 1,000 – 2,000 sf
- **Height:** 2 – 3 stories

- **Potential Tenants:**
Singles, Young Couples & Families

- **Market Demand:**



LOW-RISE MULTIFAMILY (LOFT/LIVE-WORK HOUSING)

- **Density:** 25 – 50 du/ac
- **Site Area:** 0.5 – 2+ ac
- **Unit Size:** 600 – 2,500 sf
- **Height:** 2 – 4 stories

- **Potential Tenants:**
Singles, Young Couples & Families,
Small Firms, Start- ups

- **Market Demand:**



MID-RISE MIXED-USE W/ GROUND FLOOR COMMERCIAL

- **Density:** 50 – 120 du/ac
- **Site Area:** 0.5 – 2+ ac
- **Unit Size:** 1,200 – 2,500 sf
- **Height:** 4 – 6 stories

- **Potential Tenants:**
Singles, Young Couples & Young Families, Low-income Individuals/Families, Small Firms, Start- ups

- **Market Demand:**



Questions

UPDATED 8/21/19  PHX
LAND REUSE STRATEGY

- How can we balance affordability with market response?
- Will the FAA consider land sale?
- What will the impact of length of land lease have?

Scenario A

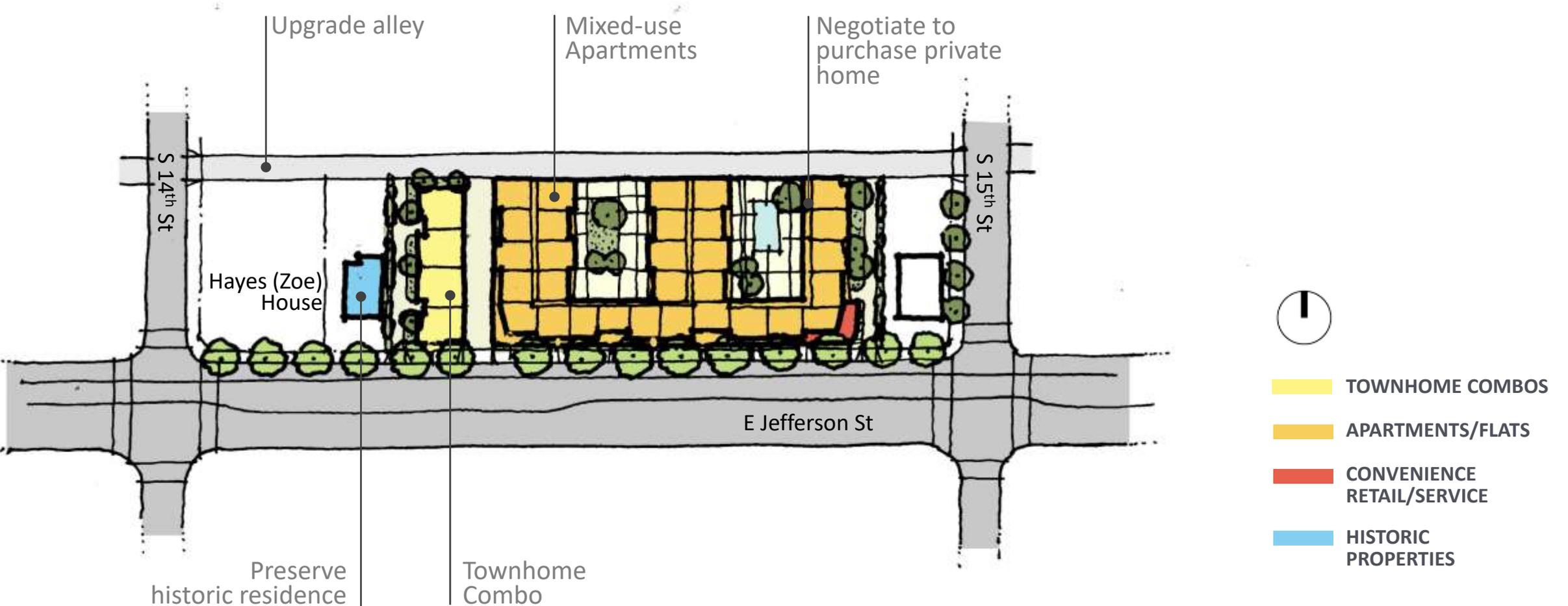
Townhomes + Micro Homes

UPDATED 8/21/19  PHX
LAND REUSE STRATEGY

- Mimics the scale of historic neighborhood
- Limits infrastructure upgrades
- Less units, higher cost/value per unit
- For sale?

Scenario A

Mixed-Use Apartments + Townhome Combos



Scenario A

Mixed-Use Apartments + Townhome Combos

UPDATED 8/21/19 

TOWNHOME COMBO



APARTMENT/FLAT



CONVENIENCE RETAIL/SERVICE



ROBINSON (W.A.) HOUSE

ALDRIDGE (AUBREY AND WINSTONA) HOUSE

HAYES (ZOE) HOUSE

S 14th St

E Jefferson St

S 15th St

Land Area: **1.24 AC**

Total GSF*: **144,100 SF**

Including:

8 Townhome Combos

151 Apartments/Flats

2,200 GSF Retail/Service

* Gross Square Feet



Scenario B

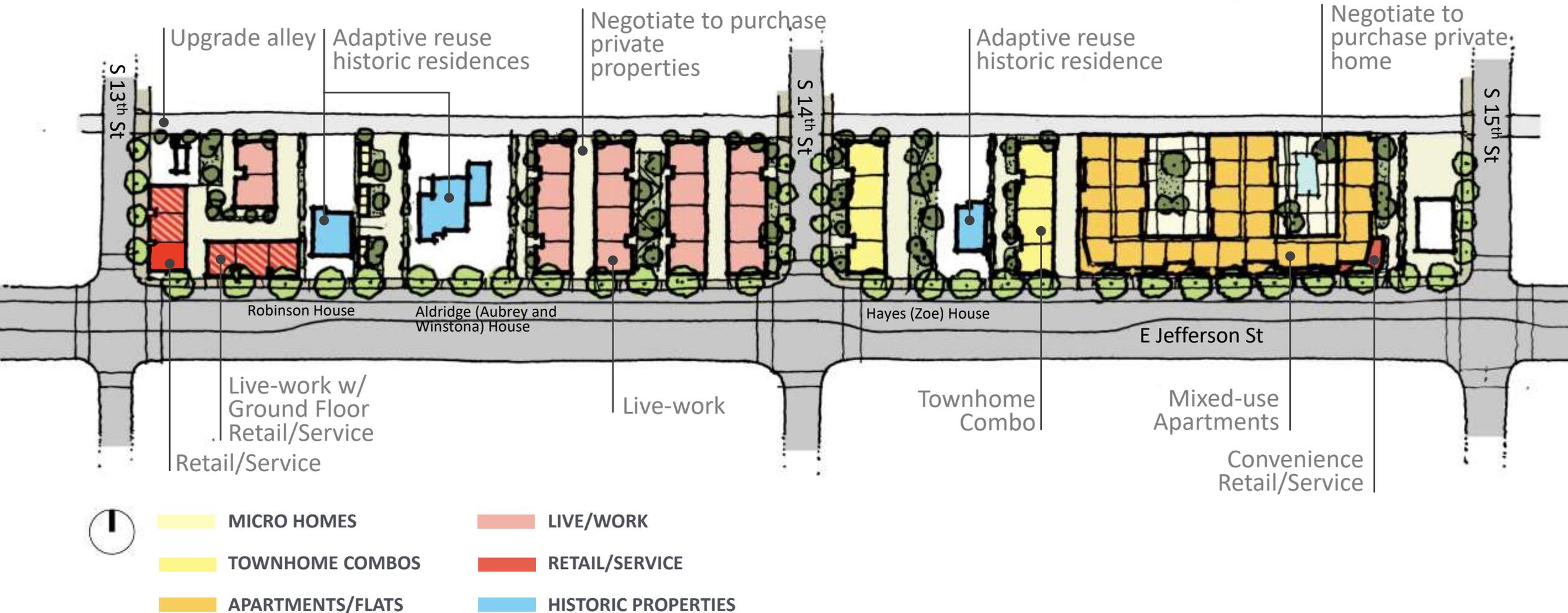
Townhomes + Mixed-use Apts

UPDATED 8/21/19  PHX
LAND REUSE STRATEGY

- Acquire adjacent residences to make a larger parcel (2 total)
- Leverage location near transit
- Mix of for-sale + rental
- Rent to own
- Convenience retail

Scenario B

Mixed-Use Apartments + Live-Work



Scenario B

LIVE-WORK



TOWNHOME COMBOS



APARTMENTS/FLATS



RETAIL/SERVICE



S 13th St

ROBINSON HOUSE

ALDRIDGE (AUBREY AND WINSTONA) HOUSE

S 14th St

HAYES (ZOE) HOUSE

E Jefferson St

S 15th St

LIVE-WORK w/
RETAIL/SERVICE



MICRO/TINY HOMES



Mixed-Use Apartments +
Live-Work

Land Area: **3.00** AC

Total GSF*: **175,100** SF

Including:

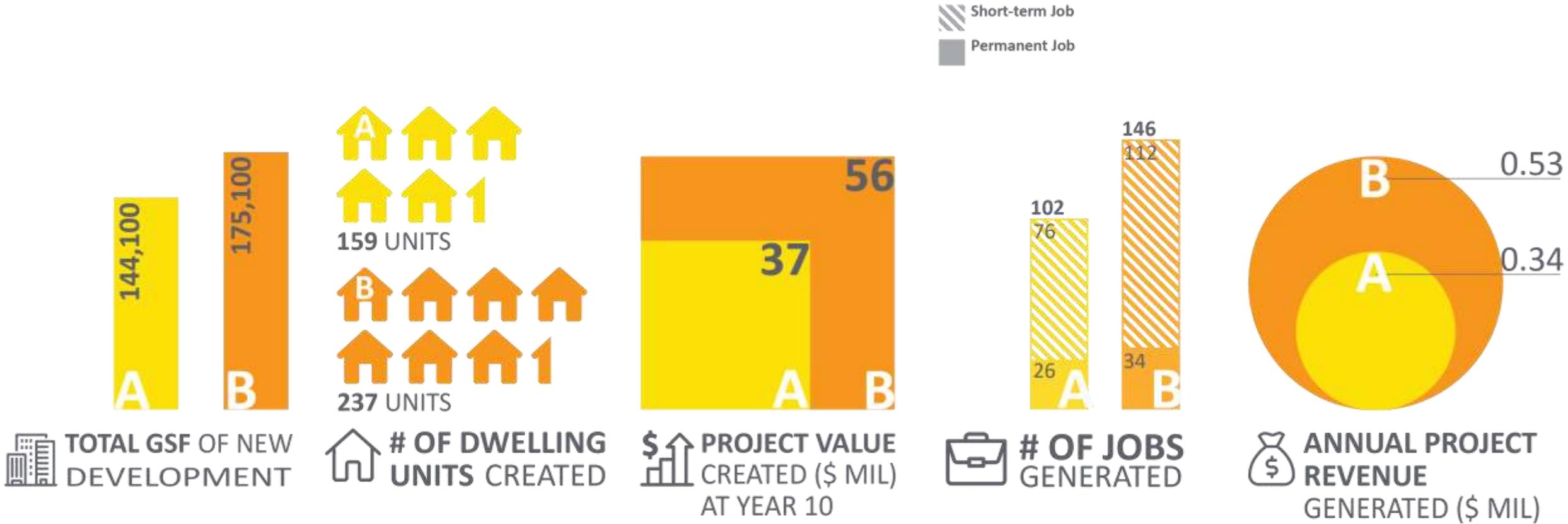
- 16 Townhome Combos
- 3 Microhomes
- 48 Live/Work
- 151 Apartments/Flats
- 6,400 GSF Retail/Service

* Gross Square Feet



UPDATED 8/21/19

Economic Impact Comparison



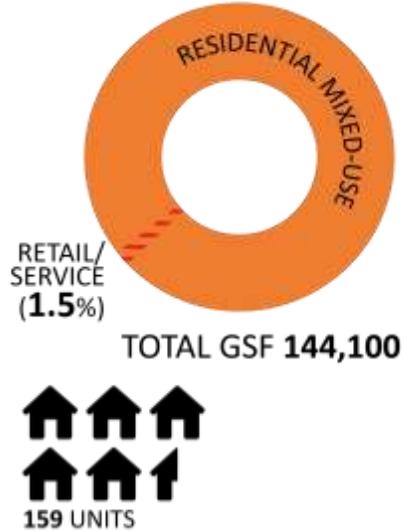
UPDATED 8/21/19

UPDATED 8/21/19

Table Exercise

Scenario Comparison

SCENARIO A

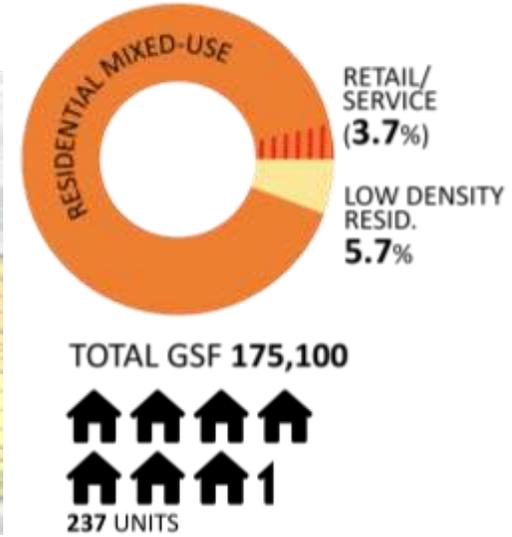


Townhomes + Mixed-use Apts

- Infrastructure / Land Acquisition
- Downtown / Airport Compatibility
- Complementary Uses
- Community Experience / Benefits
- Phoenix Story
- Job Creation
- Realism / Phasibility

Why: _____

SCENARIO B

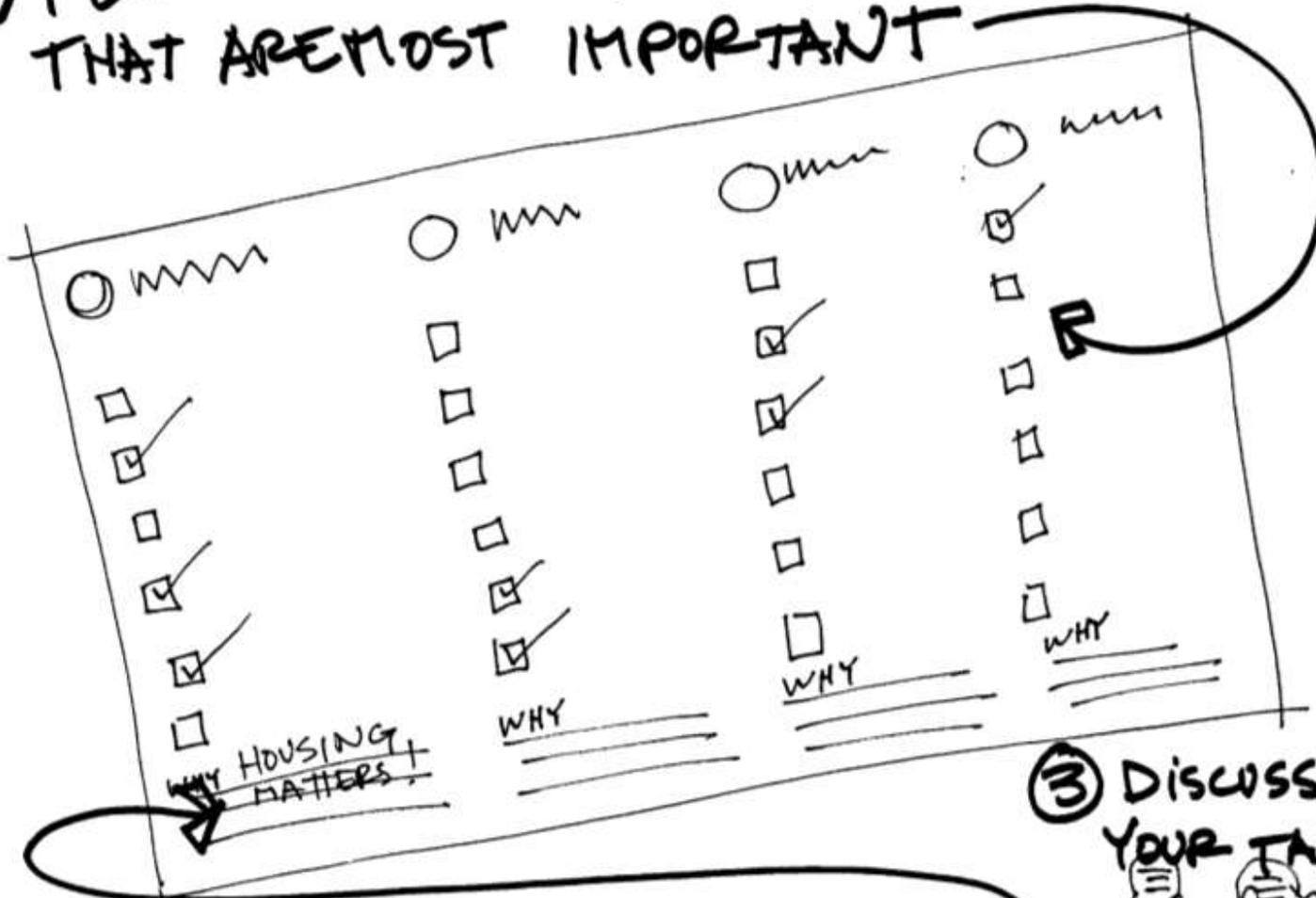


Live/Work + Mixed-use Apts

- Infrastructure / Land Acquisition
- Downtown / Airport Compatibility
- Complementary Uses
- Community Experience / Benefits
- Phoenix Story
- Job Creation
- Realism / Phasibility

Why: _____

① PLEASE MARK UP THOSE ATTRIBUTES THAT ARE MOST IMPORTANT



② SAY WHY YOU MADE YOUR CHOICES

③ DISCUSS W YOUR TABLE



Discussion

Spark Area 2

What the Community Said

UPDATED 8/21/19 

- Leverage **proximity to “Innovation Corridor”** (Biomedical, Warehouse District, Downtown).
- Develop as a cohesively planned **Business Park**.
- Introduce **small business / flex space** at low to moderate density.
- Support **office, R&D, small-scale manufacturing, bio-tech, artisan production, retail,** and similar non-residential uses.
- Consider non-traditional employment opportunities, such as **co-working space, incubators,** etc.
- Accommodate complementary uses and amenities, such as pocket parks and other **community benefit spaces**.
- Identify opportunities for **land swap and/or purchase** to create a developable site.

El Campito

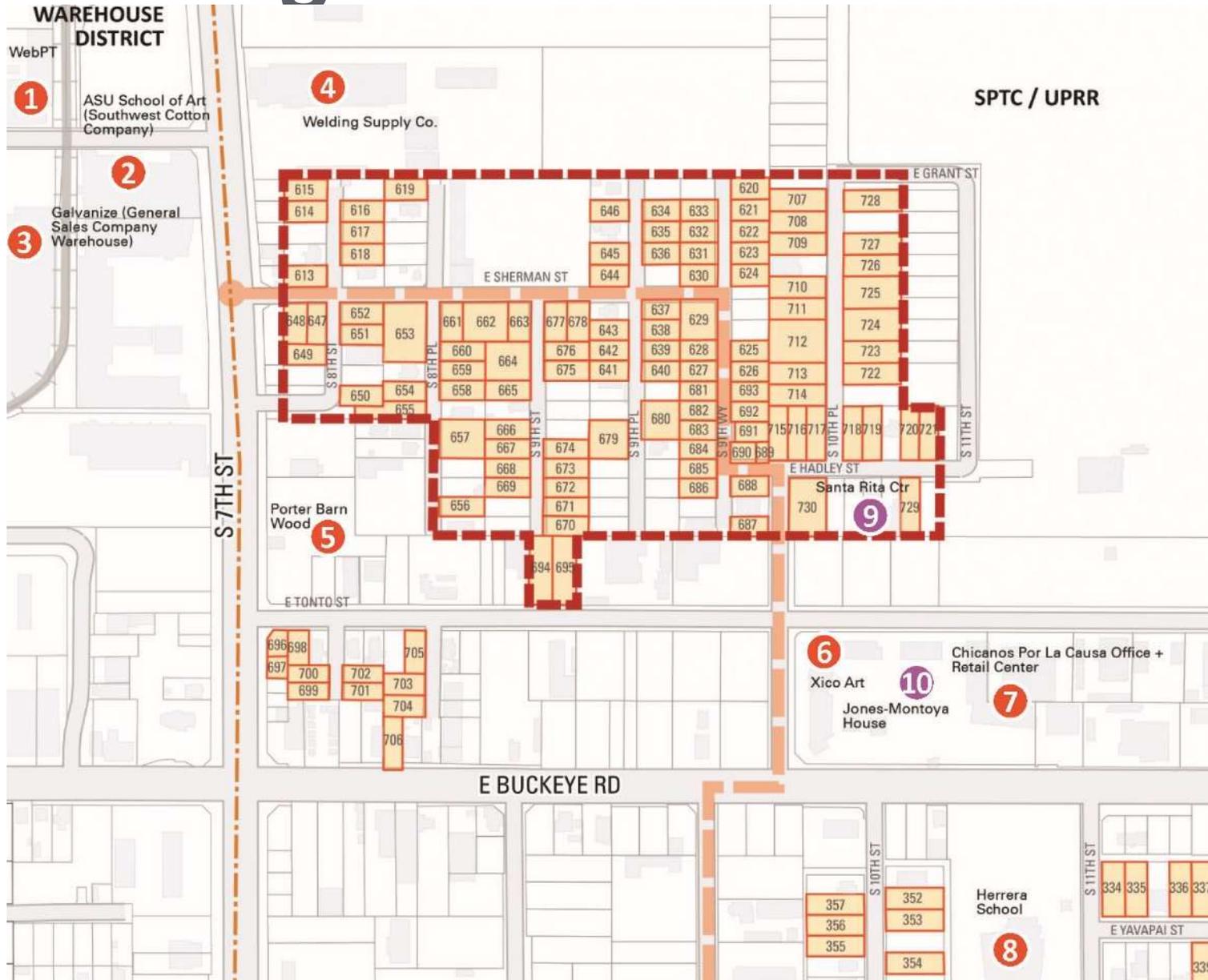
UPDATED 8/21/19 

Expanded Site
Area: 33.3 AC +/-

Site Area: 22.8 AC +/-



Existing Assets



Market Potentials



OFFICE/FLEX

- **FAR:** 0.2 – 0.3
- **Employment Density:** 1: 900 sf
- **Tenant Spaces:** 10 – 25k+ sf
- **Height:** 1 – 2 stories
- **Target Clusters:**
Advanced Manufacturing,
Health & Life Sciences,
Green Tech, IT, Digital Media, etc.

• **Market Demand:**



CREATIVE / TECH OFFICE

- **FAR:** 0.5 – 0.75
- **Employment Density:** 1: 300 sf
- **Tenant Spaces:** 50 – 250k+ sf
- **Height:** 4 – 9 stories
- **Target Clusters:**
Health & Life Sciences,
Green Tech, IT, etc.

• **Market Demand:**



MAKERSPACE

- **FAR:** 0.2 – 0.3
- **Employment Density:** 1: 400 sf
- **Tenant Spaces:** 10 – 25k+ sf
- **Height:** 1 – 2 stories
- **Target Clusters:**
Professional Services, Design,
Digital Media/Filming, Food
Producing, Winery/Brewery, etc.

• **Market Demand:**



**START-UP COMPLEX/
INCUBATOR**

- **FAR:** 0.5 – 0.75
- **Employment Density:** 1: 250 sf
- **Tenant Spaces:** 10 – 30k+ sf
- **Height:** 1 – 3+ stories
- **Target Clusters:**
Small-/Mid-size Tech Firms,
Start-ups, R&D: Health & Life
Sciences, Green Tech, IT,
Design, Digital Media, etc.

• **Market Demand:**



Market Potentials



TECHNICAL CENTER/ ADVANCED TRAINING CENTER

- FAR: 0.2 – 0.3
- Site Area: 0.5 – 1.0+ ac
- Building Size: 50 – 250k+ sf
- Height: 2 – 4 stories

- Potential Tenants:
Local Institutes Extended Programs,
Vocational/Trade schools,
Employer Training Programs, etc.

• Market Demand:



CULTURAL CENTER/ COMMUNITY CENTER

- FAR: 0.2 – 0.3
- Site Area: 0.5 – 1.0+ ac
- Building Size: 15 – 30k+ sf
- Height: 1 – 2 stories

- Potential Tenants:
Local Art/Cultural Orgs,
Local Community Orgs,
, Pop-up Galleries/Studios, etc.

• Market Demand:



MERCADO/ MARKETPLACE

- FAR: 0.2 – 0.3
- Site Area: 1.0 – 5+ ac
- Building Size: 10 – 30k+ sf
- Height: 1 – 2 stories

- Potential Tenants:
Local Retailers, Restaurants,
Pop-up Shops/Studios, Wellness,
Live Performance Venue,
Culinary School, Brewery, etc.

• Market Demand:



CONVENIENCE RETAIL CENTER

- FAR: 0.2 – 0.3
- Site Area: 0.5 – 1.0+ ac
- Building Size: 10 – 50k+ sf
- Height: 1 story

- Potential Tenants:
Small Food and Beverage
Establishments, Daily Service
Shops, Wellness Studios, etc.

• Market Demand:



Questions

UPDATED 8/21/19  PHX
LAND REUSE STRATEGY

- Does a Hotel make sense?
- Does acquiring more lots to make the project work better?
- What is the impact on Noise on the property?
- Can we integrate existing businesses / have them expand?

Scenario A

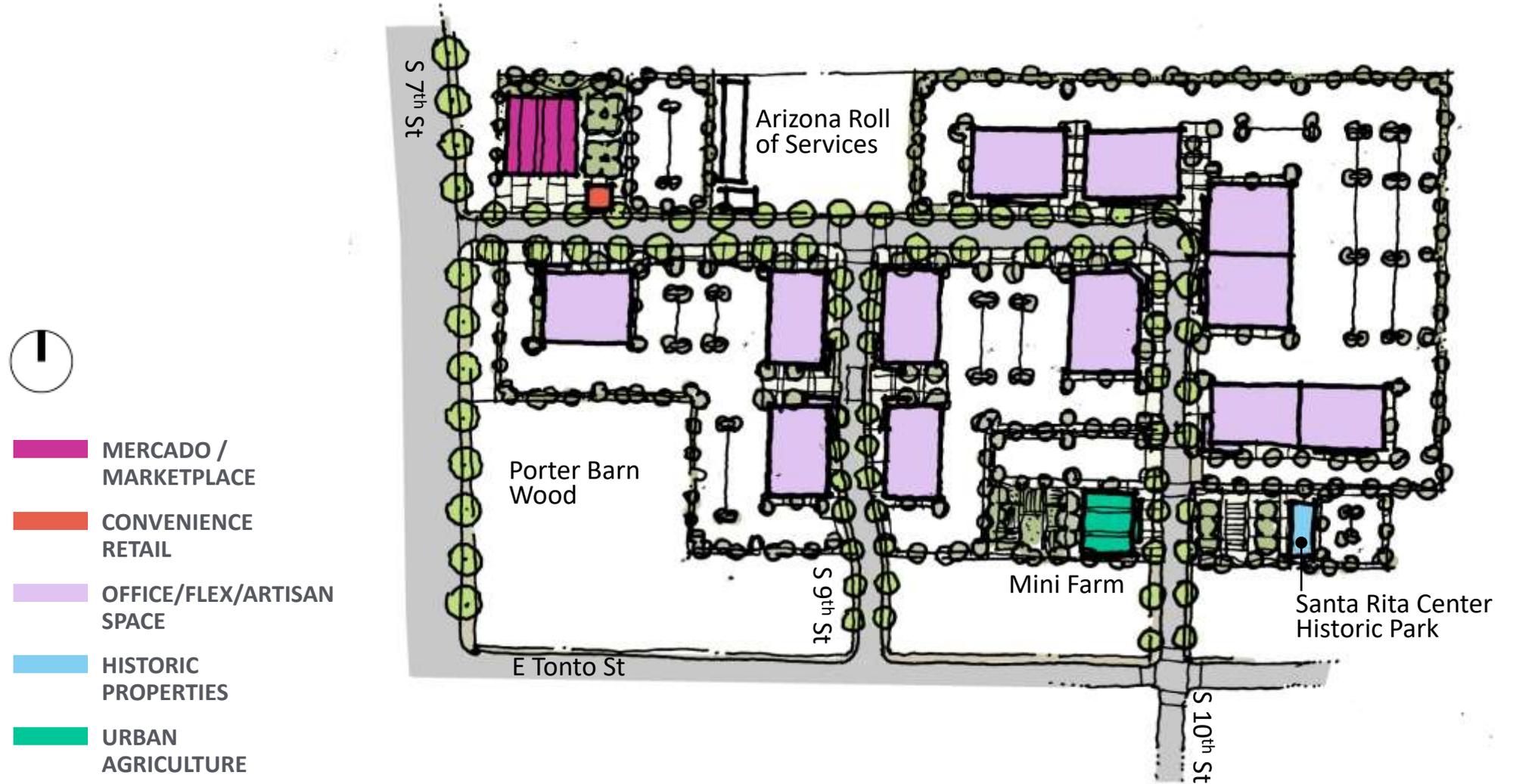
Office/Flex + Mercado

UPDATED 8/21/19  PHX
LAND REUSE STRATEGY

- Short-term lease compatible
- Office/flex space demand
- Flexible development for various economic sectors
- Mini farm
- Santa Rita Historic Park

Scenario A

Office/Flex + Mercado



Scenario A

Office/Flex + Mercado

MERCADO



OFFICE/FLEX



OFFICE/FLEX



URBAN GREENHOUSE



Land Area: **22.88 AC**

Total GSF*: **228,000 SF**

Including:

16,000 GSF Mercado

2,000 GSF Retail/Service

210,000 GSF Office/Flex/ARTISAN SPACE

* Gross Square Feet



PORTER BARN WOOD

ARIZONA ROLL OF SERVICES

SANTA RITA CENTER HISTORIC PARK

UPDATED 8/21/19

Scenario B

Creative Campus + Makerspace

UPDATED 8/21/19  PHX
LAND REUSE STRATEGY

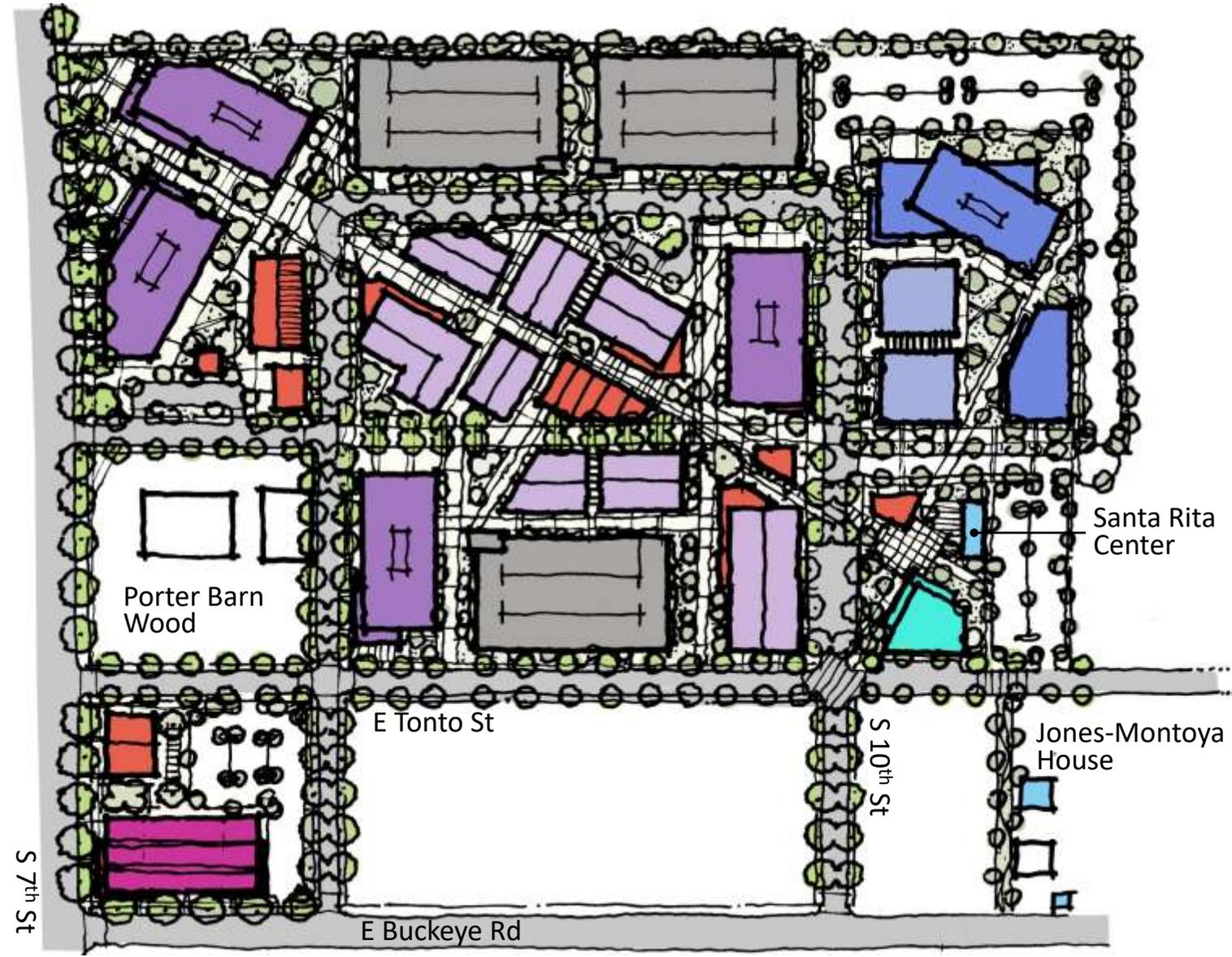
- Mix of creative office, makerspace and co-working spaces
- Extend Warehouse District character
- Skills training center + incubators
- Mercado + event plazas – local character
- Art walk, cultural center

Scenario B

Creative Campus + Makerspace

UPDATED 8/21/19 

- 
-  MERCADO / MARKETPLACE
 -  CONVENIENCE RETAIL / F&B
 -  OFFICE CONDO / MAKERSPACE
 -  CREATIVE OFFICE/ LIFESTYLE TECH
 -  TECHNICAL CENTER / ADVANCED TRAINING INSTITUTE
 -  START-UP COMPLEX / INCUBATOR
 -  HISTORIC PROPERTIES
 -  CULTURAL CENTER
 -  PARKING STRUCTURE



Scenario B

Creative Campus + Makerspace



MERCADO

CREATIVE OFFICE



MAKERSPACE



TRAINING CENTER



PORTER BARN WOOD

SANTA RITA CENTER

CULTURAL CENTER



JONES MONTOYA HOUSE

Land Area: **33.28 AC**
Total GSF*: **746,000 SF**

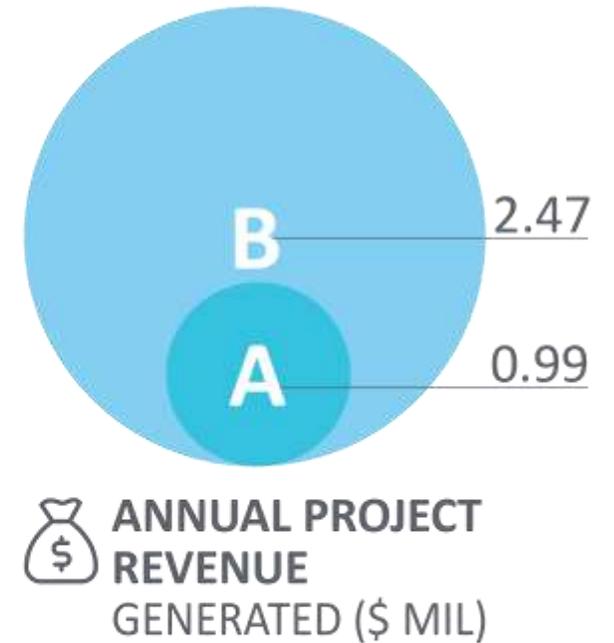
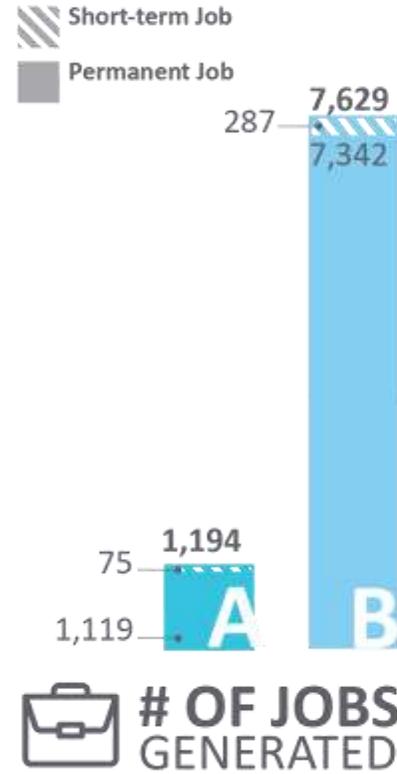
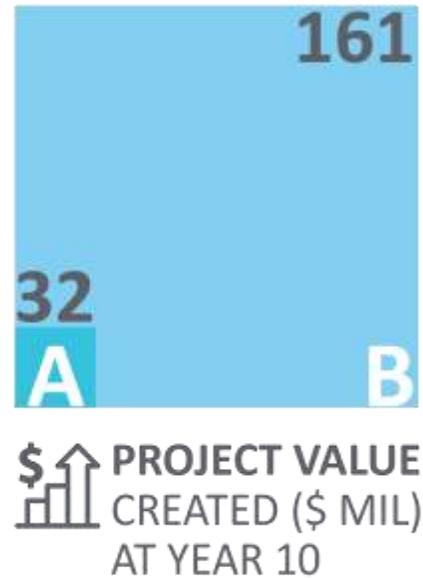
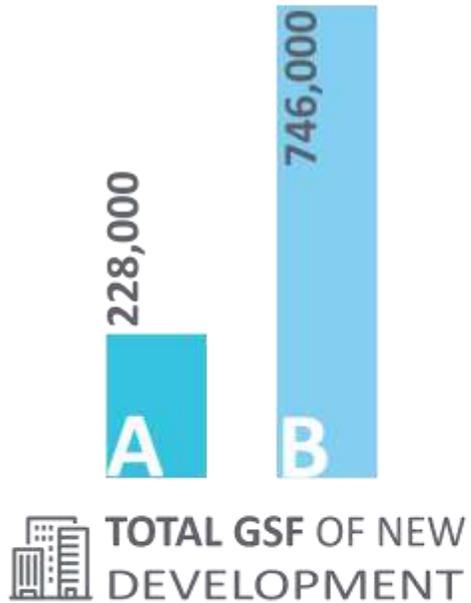
Including:

- 360,000 GSF Creative Office
- 187,500 GSF Makerspace
- 63,000 GSF Tech/Training Center
- 27,500 GSF Start-up/Incubator
- 30,000 GSF Mercado
- 68,500 GSF Retail/Service
- 9,500 GSF Cultural Center

* Gross Square Feet

UPDATED 8/21/19

Economic Impact Comparison



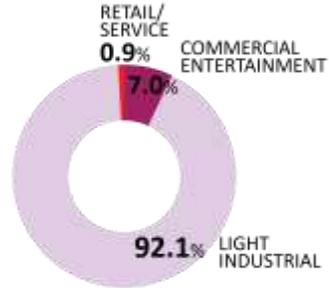
UPDATED 8/21/19

UPDATED 8/21/19

Table Exercise

Scenario Comparison

SCENARIO A



TOTAL GSF 228,000

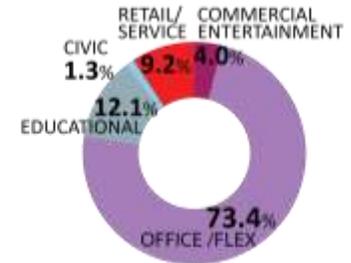


Office/Flex + Mercado

- Infrastructure / Land Acquisition
- Downtown / Airport Compatibility
- Complementary Uses
- Community Experience / Benefits
- Phoenix Story
- Job Creation
- Realism / Phasibility

Why:.....
.....
.....

SCENARIO B



TOTAL GSF 746,000



Creative Campus + Makerspace

- Infrastructure / Land Acquisition
- Downtown / Airport Compatibility
- Complementary Uses
- Community Experience / Benefits
- Phoenix Story
- Job Creation
- Realism / Phasibility

Why:.....
.....
.....

UPDATED 8/21/19

Discussion

UPDATED 8/21/19

Spark Area 3

What the Community Said UPDATED 8/21/19

- Develop as a cohesively planned **Business Park**.
- Introduce non-residential uses, including **office, small business / flex space**, etc.
- Locate regional-scale **industrial land use** along I-17.
- Accommodate **complementary uses and amenities**.
- Identify opportunities for **land swap and/or purchase** to create a developable site.
- **Reutilize recreational space at Ann Ott School** to better serve area residents and business.

Barrios Unidos

UPDATED 8/21/19 

Expanded
Site Area: 65.2 AC +/-

Site Area: 32.6 AC +/-

Barrios Unidos Park

S 12th St

S 14th St

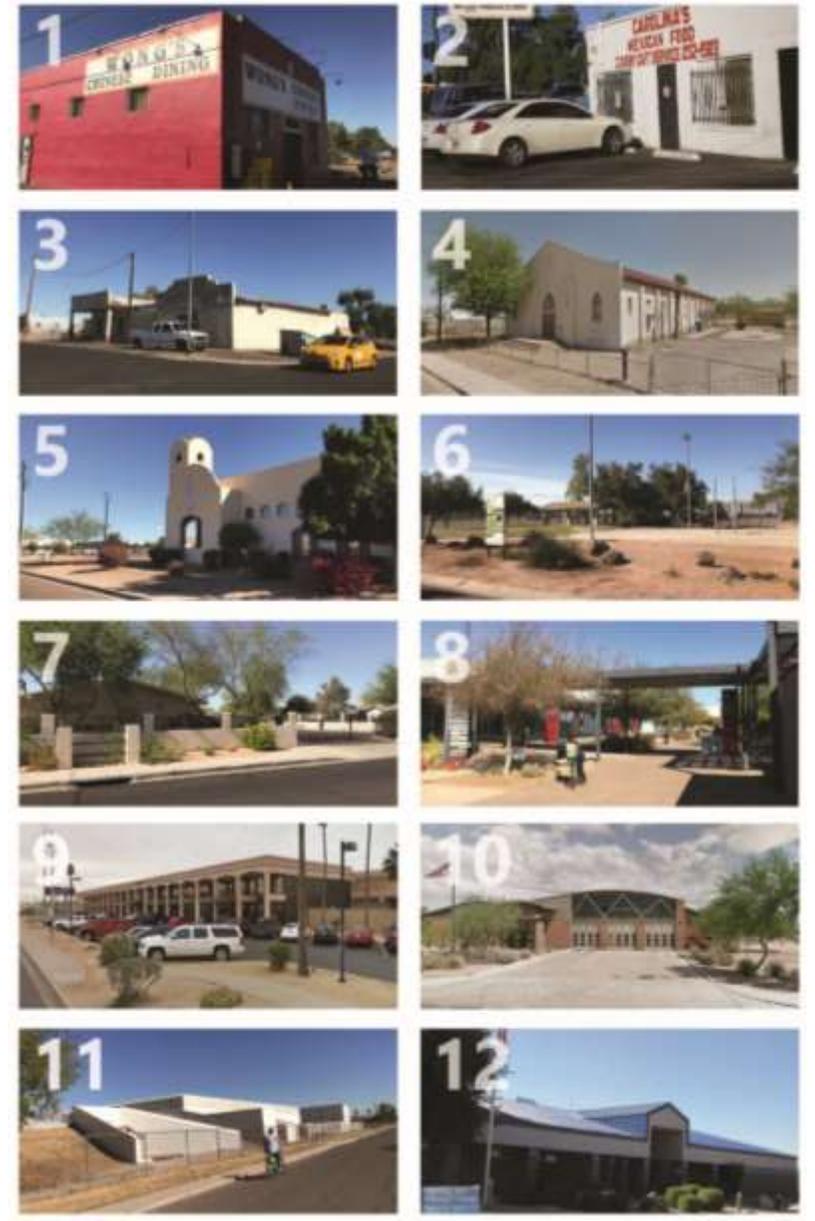
I-17

E Mohave St

S 16th St



Existing Assets



Market Potential

UPDATED 8/21/19 



OFFICE/FLEX

- **FAR:** 0.2 – 0.3
- **Employment Density:** 1: 900 sf
- **Tenant Spaces:** 10 – 25k+ sf
- **Height:** 1 – 2 stories

- **Target Clusters:**
Logistics and Distribution
Advanced Manufacturing,
Health & Life Sciences,
Green Tech, IT, Digital Media, etc.

• **Market Demand:**



BUSINESS PARK OFFICE

- **FAR:** 0.5 – 0.75
- **Employment Density:** 1: 400 sf
- **Tenant Spaces:** 10 – 50k+ sf
- **Height:** 1 – 3+ stories

- **Target Clusters:**
Small-/Mid-sized Professional
Services, Tech Startups,
Engineering Firms, etc.

• **Market Demand:**



OFFICE CONDO

- **FAR:** 0.2 – 0.3
- **Employment Density:** 1: 250 sf
- **Tenant Spaces:** 10 – 30k+ sf
- **Height:** 1 – 3+ stories

- **Target Clusters:**
Small-/Mid-size Tech and Media
Firms, Some Law, Bio, Medical,
Financial, Design Professionals

• **Market Demand:**



Market Potential



NEIGHBORHOOD PARK

- **Site Area:** 1 – 10+ AC
- **Key Features:**
 - ✓ Neighborhood Social and recreational focal points;
 - ✓ Includes areas for both active & passive recreation activities;
 - ✓ Serves residents within ¼ to ½ mile radius (5- to 10-min walk).

• **Market Demand:**



SPORTS PARK

- **Site Area:** 14 – 100+ AC
- **Key Features:**
 - ✓ Park space for intensive outdoor recreation activities;
 - ✓ Capable to host professional sports/community events;
 - ✓ Serves local residents & regional visitors.

• **Market Demand:**



**INDOOR SPORTS FACILITY/
SPORTS TRAINING CENTER**

- **FAR:** 0.2 – 0.3
- **Site Area:** 0.5 – 1.0+ AC
- **Building Size:** 15 – 30k+ sf
- **Height:** 2 – 4+ stories
- **Key Features:**
 - ✓ Multi-purposes for commercial sports activities and training, practice, etc.

• **Market Demand:**



**TRANSIT HOTEL/TRAVEL
PLAZA HOTEL**

- **FAR:** 0.35 – 0.5
- **Site Area:** 1 – 6+ AC
- **Building Size:** 50 – 200k+ sf (80-200 rooms)
- **Height:** 1 – 6+ stories
- **Key Features:**
 - ✓ Short-stay hotel
 - ✓ Patrons encompass tourists, business travelers, and logistics workers, etc.

• **Market Demand:**



Questions

UPDATED 8/21/19  PHX
LAND REUSE STRATEGY

- Does a Hotel make sense?
- Can the school be reconfigured/ expanded?
- Can the Park be relocated closer to the neighborhood? If so what is the net economic impact?

Scenario A

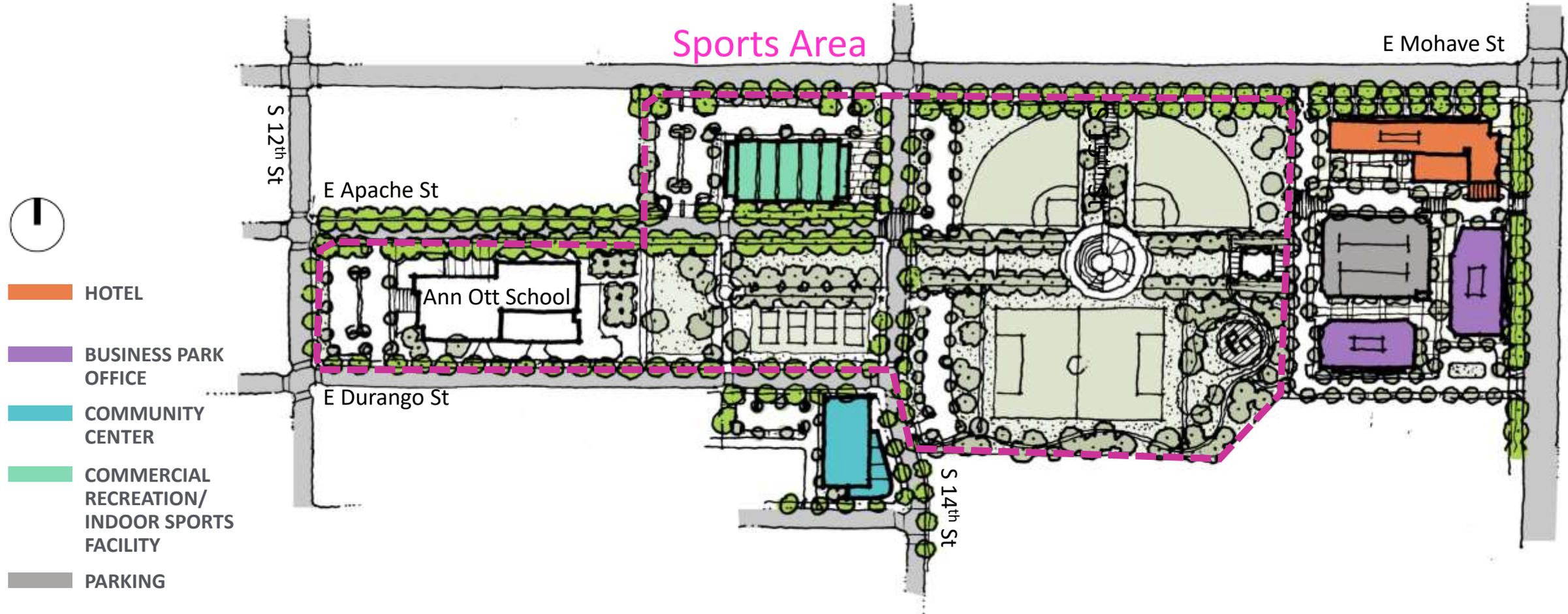
Business Office Node

UPDATED 8/21/19 

- Keep & improve existing park
- Reuse school as sports academy
- 16th street frontage activation
- Business office/hotel

Scenario A

Business Office Node



Scenario A

Business Office Node

UPDATED 8/21/19 

INDOOR SPORTS FACILITY



HOTEL



COMMUNITY CENTER



Land Area: **32.61** AC

Total GSF*: **246,600** SF

Including:

97,600 GSF Hotel (160 rooms)

92,000 GSF Business Park Office

25,000 GSF Sports Academy

32,000 GSF Indoor Sports Facility

New Sports Park: **14.37** AC

(2 softball fields, 1 soccer field)

* Gross Square Feet



SPORTS PARK



BUSINESS PARK OFFICE



Scenario B

Campus & Academy

UPDATED 8/21/19  PHX
LAND REUSE STRATEGY

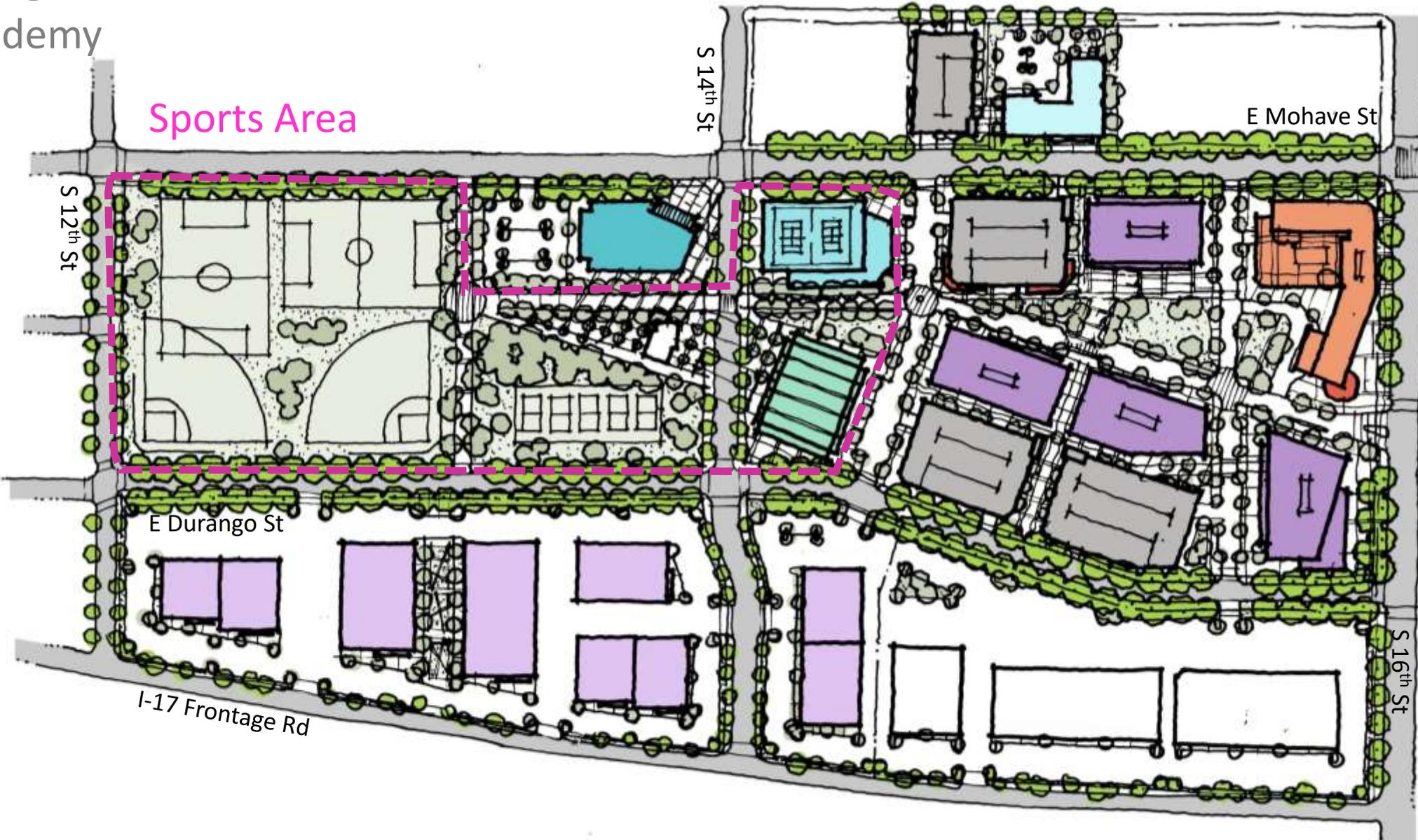
- Relocate park and reconfigure
- Office campus w/ hotel
- Additional light industry along freeway
- Significant land acquisition required

Scenario B

Campus & Academy



-  CONVENIENCE/
RETAIL/
RESTAURANT
-  HOTEL
-  BUSINESS PARK
OFFICE
-  OFFICE / FLEX
-  POLICE STATION
-  EDUCATIONAL
SPORTS ACADEMY
-  COMMUNITY
CENTER
-  COMMERCIAL
RECREATION/
INDOOR SPORTS
FACILITY
-  PARKING



Scenario B

Campus & Academy

SPORTS PARK



COMMUNITY CENTER



SPORTS ACADEMY



POLICE STATION



HOTEL



OFFICE/FLEX



Land Area: **60.04 AC**

Total GSF*: **964,900 SF**

Including:

146,400 GSF Hotel (240 rooms)

13,000 GSF Retail/Service

472,000 GSF Business Park Office

40,000 GSF Sports Academy

40,000 GSF Police Station

28,000 GSF Community Center

198,000 GSF Office/Flex

30,000 GSF Indoor Sports Facility

New Sports Park: 13.43 AC

(2 softball fields, 2 soccer fields)

*Gross Square Feet



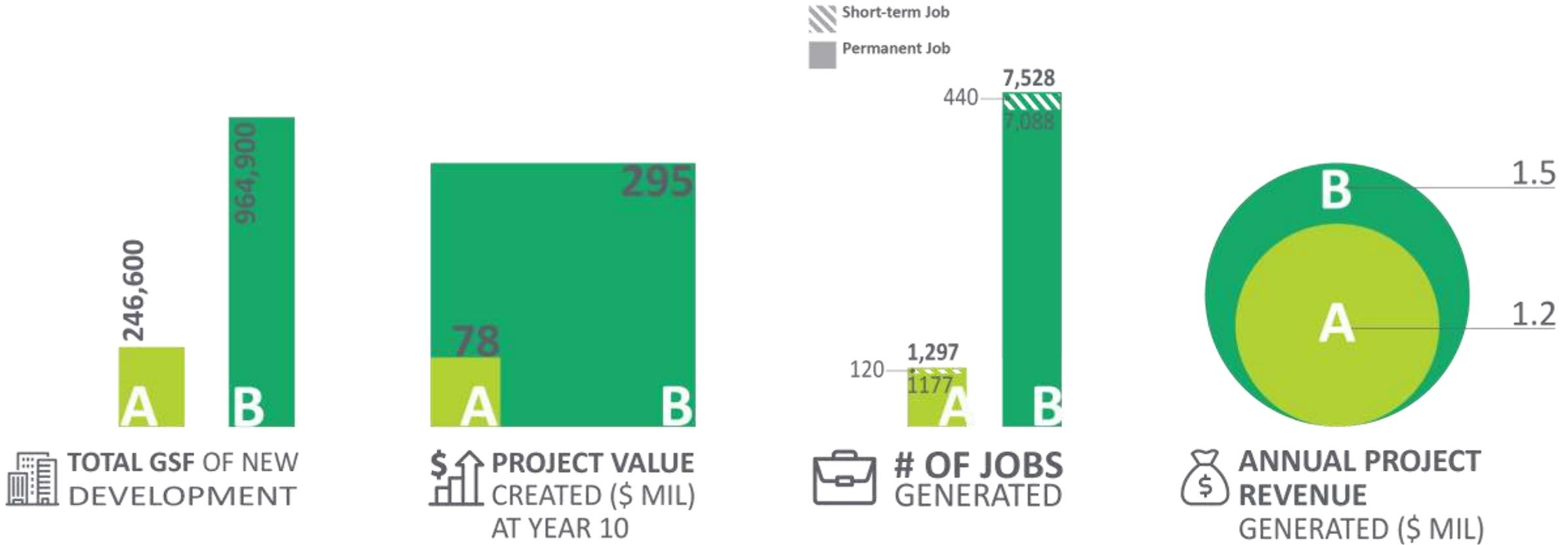
INDOOR SPORTS FACILITY



BUSINESS PARK OFFICE

UPDATED 8/21/19

Economic Impact Comparison



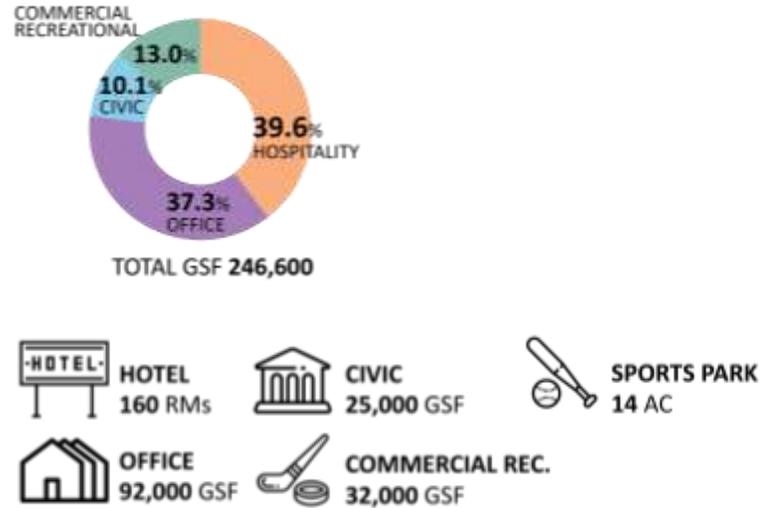
UPDATED 8/21/19

UPDATED 8/21/19

Table Exercise

Scenario Comparison

SCENARIO A

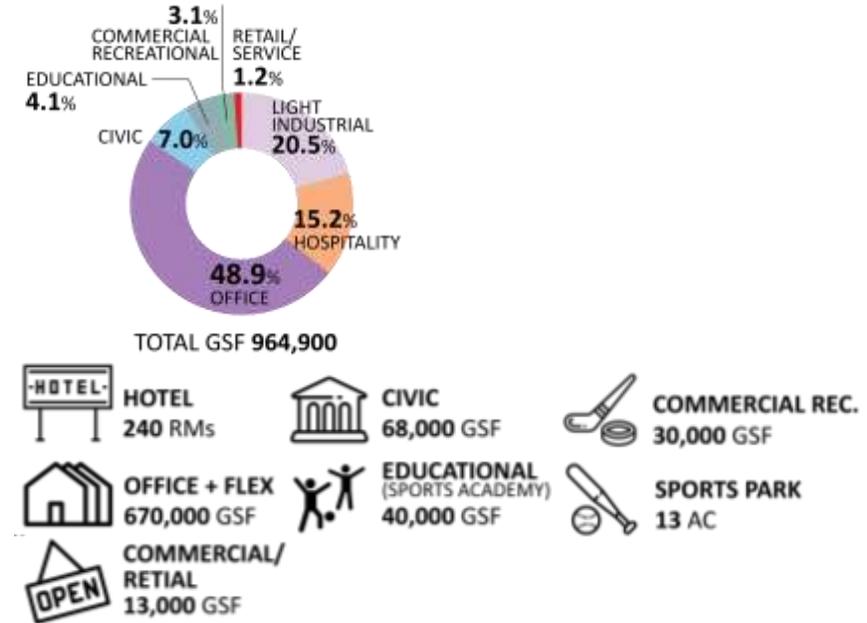


Business Office Node

- Infrastructure / Land Acquisition
- Downtown / Airport Compatibility
- Complementary Uses
- Community Experience / Benefits
- Phoenix Story
- Job Creation
- Realism / Phasibility

Why:.....

SCENARIO B

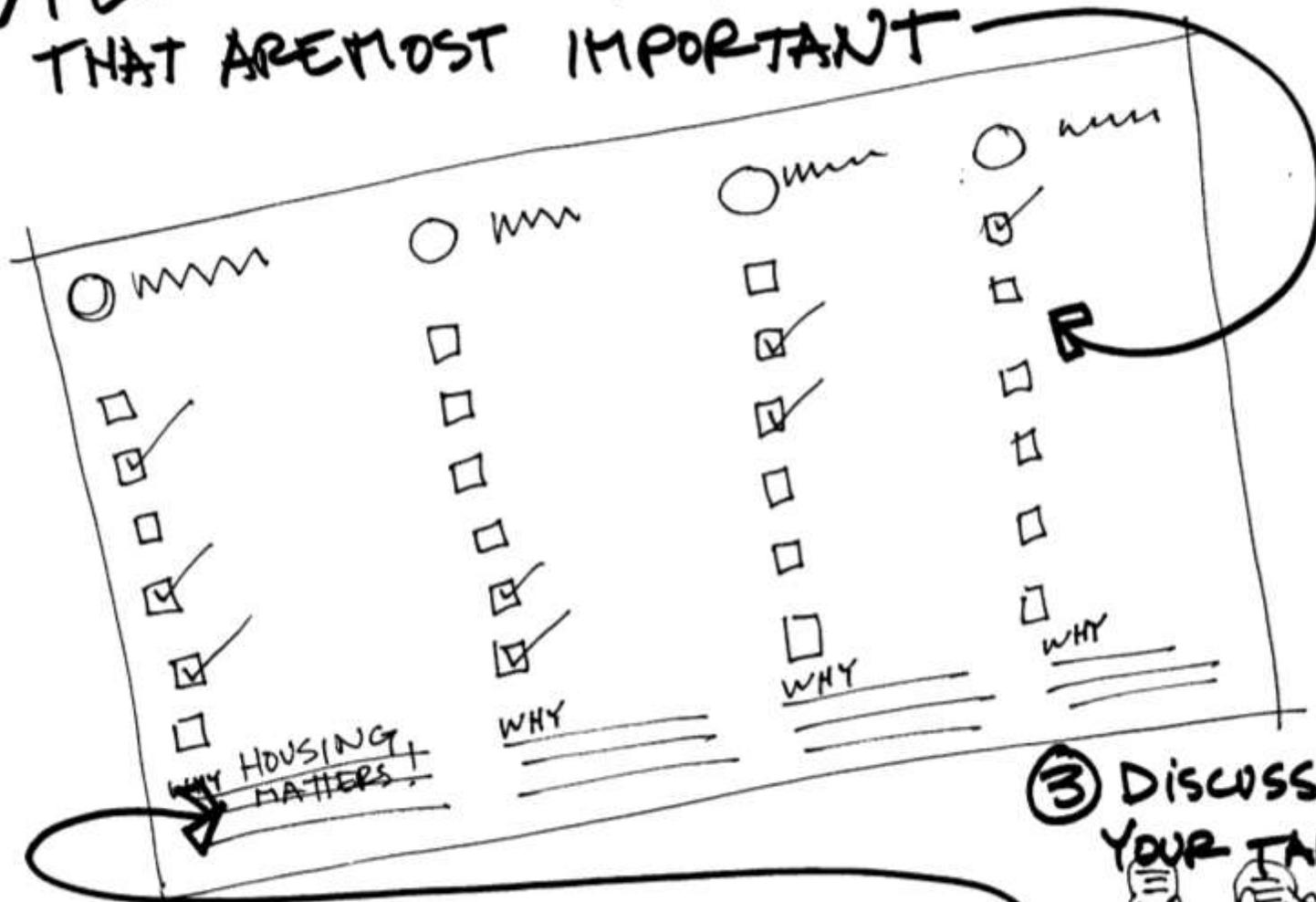


Campus & Academy

- Infrastructure / Land Acquisition
- Downtown / Airport Compatibility
- Complementary Uses
- Community Experience / Benefits
- Phoenix Story
- Job Creation
- Realism / Phasibility

Why:.....

① PLEASE MARK UP THOSE ATTRIBUTES THAT ARE MOST IMPORTANT



② SAY WHY YOU MADE YOUR CHOICES

③ DISCUSS W YOUR TABLE



UPDATED 8/21/19

Discussion

UPDATED 8/21/19

KEEP

PHASE
2

IMPLEMENTATION

PHX LAND REUSE STRATEGY

IN TOUCH



✉ lrs@phoenix.gov

☎ 602.532.6222

🌐 www.SKYHARBOR.com/LandReuseStrategy