

THE PHOENIX

EXCLUSIVE LISTING | DOWNTOWN PHOENIX MULTIFAMILY SITE | PHOENIX, ARIZONA



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THE PHOENIX | PROPERTY OVERVIEW



LOCATION 102 E Willetta St, Phoenix, AZ 85004

ZONING DTC-Townsend Park - which allows up to 125 dwelling units/acre and building heights up to 90'.

PRICE \$4,500,000

DEVELOPMENT OVERVIEW

The Phoenix, a proposed multifamily project is currently planned to provide two (2) seven (7) story buildings, including 3 levels of podium (one level below grade). The project is currently configured for 234 units and approximately 4,000 square feet of retail space.

SUMMARY OF FACTS

- 41,749 SF (.96 Acres) of Land Area
- 234 Units; 7 story building
- 4,622 Square Feet Retail Space
- 180 total parking space (76 in the basement, 40 on the 1st floor, and 64 on the 2nd floor)
- Total Gross Building Area – 342,212 Square Feet
- Net Rentable Residential Area- 152,672 square feet
- APN: 111-35-083, 111-35-084, 111-35-101B, 111-35-102, 111-35-103

TAXES \$24,956.04

TRAFFIC COUNTS

Along Central Avenue (Between I-10 & McDowell Rd):

- North: ±8,707 VPD
- South: ±8,368 VPD

DOWNTOWN PHOENIX POPULATION

(±2.07 Square Miles) ±10,732

**Source: ESRI*

COMMENTS

- Short walk to light rail and Hance Park
- Easy access to Interstate 10; approximately .5 miles to the 7th Street & I-10 Interchange
- Adjacent to multiple new multifamily projects and the Burton Barr Central Library
- .25 Miles from the I-10 & 3rd St Interchange, which can be exited on when heading westbound on I-10
- Numerous parks and restaurants within walking distance
- Surrounded by numerous education and employment opportunities

SUMMARY OF CURRENT DEVELOPMENT PLAN

Number of Buildings	2
Number of Stories	7 Stories, Plus a Basement
Net Rentable Building Area (SF)	152,672
Garage Levels Gross Area (SF)	122,000
Retail Space (SF)	4,622
Circulation & Amenities (SF)	62,918
Total Gross Building Area (SF)	342,212
Parking Spaces	180
Parking Ratio (to one)	.77
Project Residential Unit Total	234

UNIT MIX OF CURRENT PLAN

Type	Count	% of Units
Studio	164	70%
1 Bedroom	50	21.4%
1 Bedroom + Den	10	4.3%
2 Bedroom	10	4.3%
Totals	234*	

*Site is currently approved for 128 units however zoning and other development guidelines support up to 234 units. The unit mix above and depicted herein are the results of a updated yield study completed by the current owner and should be confirmed by potential purchasers.

THE PHOENIX | PROJECT RENDERINGS



CCBG Architects, Inc.
Pool Deck
Developer: Daniel Bernstein and Associates Inc.



CCBG Architects, Inc.
East Amenity Deck and Lobby
Developer: Daniel Bernstein and Associates Inc.

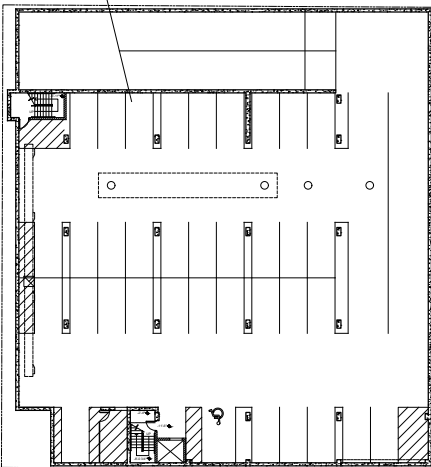
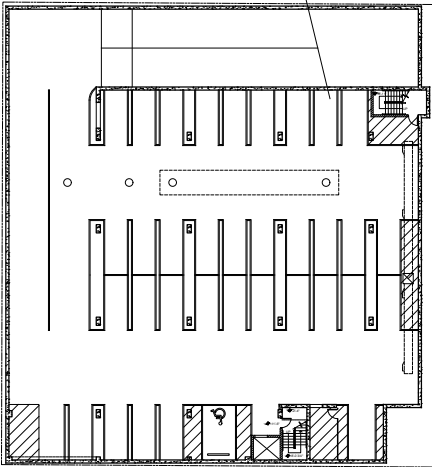


CCBG Architects, Inc.
Street Units
Developer: Daniel Bernstein and Associates Inc.

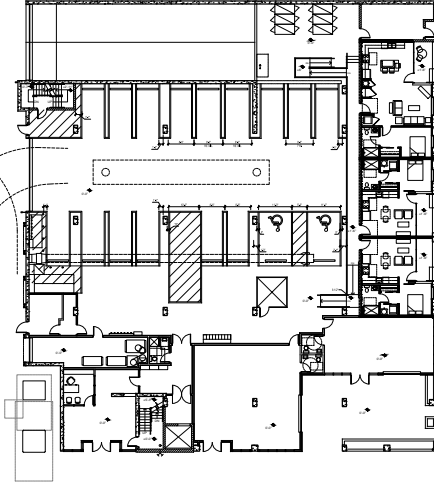
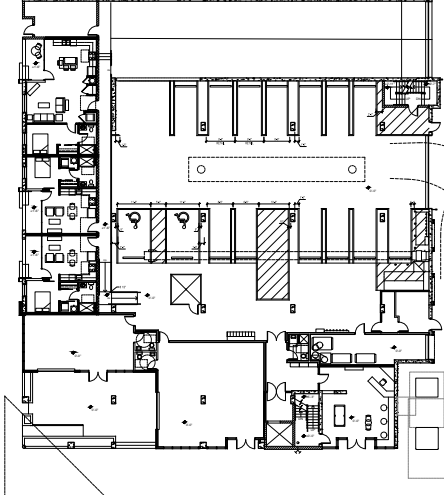


CCBG Architects, Inc.
Civic Center
Developer: Daniel Bernstein and Associates Inc.

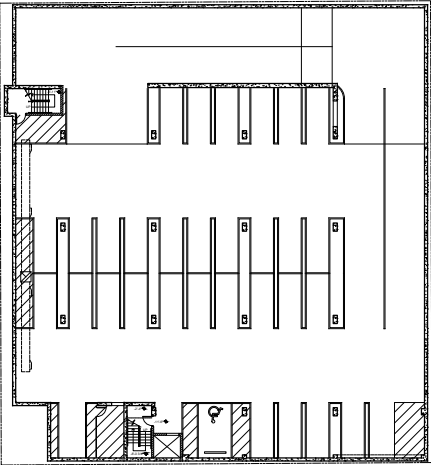
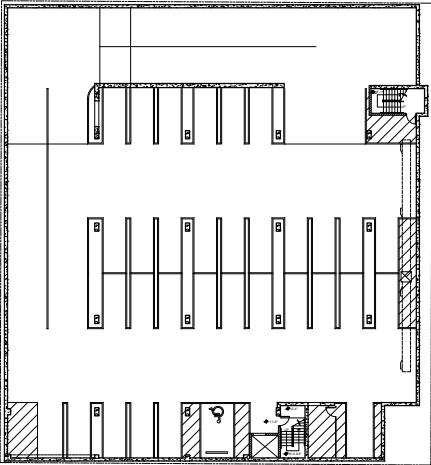
THE PHOENIX | CURRENT PARKING PLANS



Basement 



1st Floor 



2nd Floor 

THE PHOENIX | CURRENT FLOOR PLANS



3rd Floor



4th - 6th Floor



7th Floor

THE PHOENIX | DOWNTOWN PHOENIX EMPLOYMENT

There are close to 11.4 million square feet of office space in the Downtown Phoenix employment center, including 6.1 million square feet of Class A space. More than \$4 billion has been invested in downtown Phoenix during the past decade. The area also has one of the lowest vacancy rates in the region. In addition, there are a number of luxury apartments and urban housing projects that provide housing for workers and spur continued office and retail development.

Several major projects that have taken place in the past few years have helped to support this dynamic urban environment.

- The Phoenix Biomedical Campus (PBC) is planned for six million square feet of research, clinical and medical office space. The PBC currently houses the global headquarters of the Translational Genomics Research Institute and the International Genomics Consortium. The campus also is home to a medical school and various health programs of University of Arizona, Northern Arizona University and Arizona State University. The Phoenix Biomedical Campus is an international hub of healthcare, education and research in downtown Phoenix.
- Arizona State University Downtown Phoenix campus hosts more than 10,000 students from a wide variety of academic programs. ASU is projected to grow to 15,000 students in Downtown Phoenix.

Major Area Employers	Industry
Freeport-McMoRan Copper & Gold	Mineral Mining - Corp HQ
JP Morgan Chase Bank	Banking/Financial Services
Snell & Wilmer	Law Firm
KPNX Television	Television Broadcasting
Bank of America	Banking/Financial Services
Pinnacle West Capital Corp.	Electric Utility- HQ
Translational Genomics Research Institute	Biomedical Research
Wells Fargo Bank	Banking/Financial Services
Alliance Bank of America	Banking/Financial Services
Ernst & Young	Accounting Consulting
United Healthcare	Health Insurance Center

Click here to learn more about the [Downtown Phoenix Employment](#).

Phoenix gained 10 places to **#17 Best City** in the U.S. for Jobs -Forbes, 2016

Phoenix **#12 Best City** to Live and Work -Robert Half Career City Index, 2016

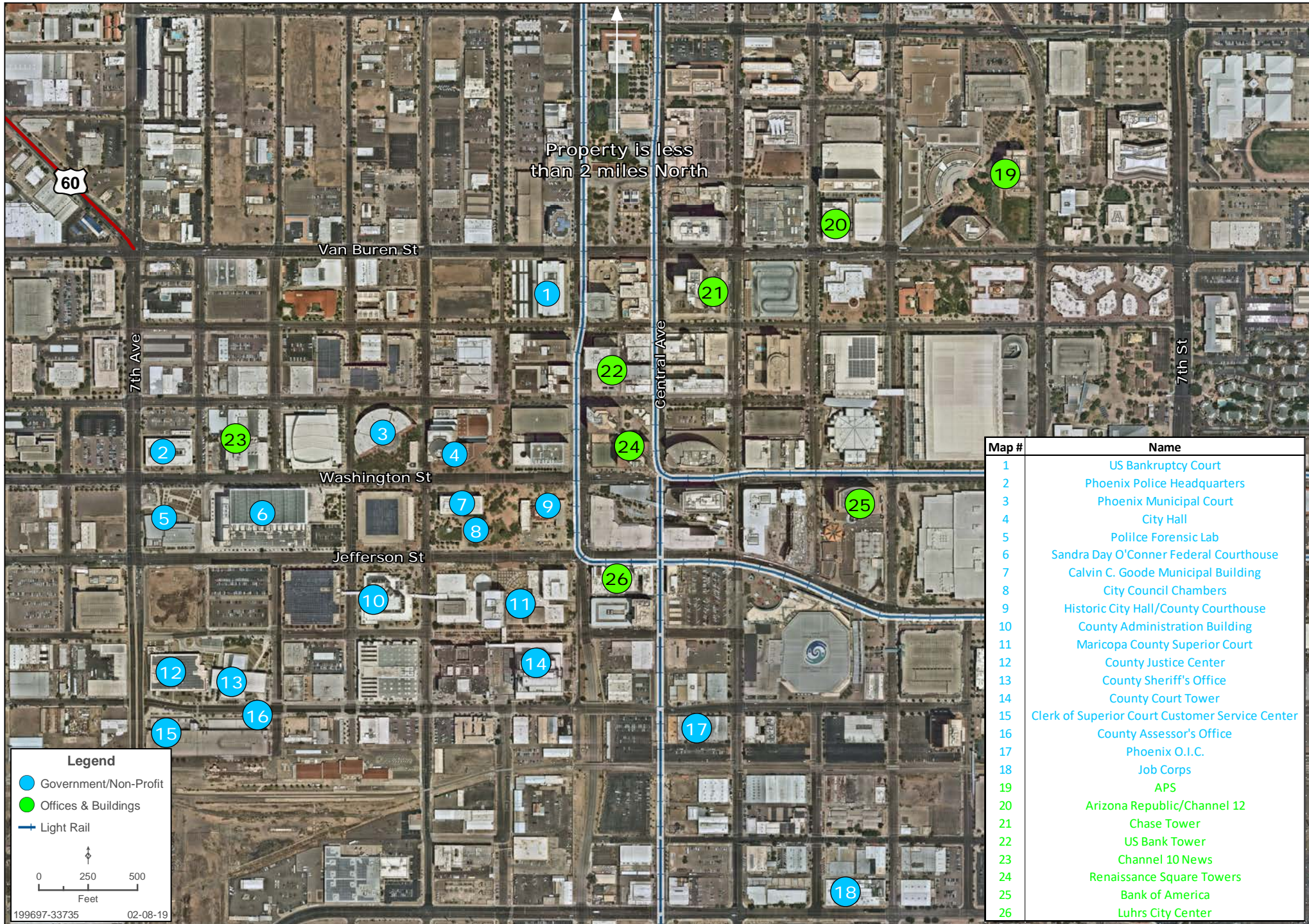
Phoenix one of the **Top 5 Best Cities** for small business
-National Federation for Independent Business, 2014

Phoenix is #1 in terms of growth in finance industry jobs, adding from December 2012-2013 -Forbes, 2014



DOWNTOWN EMPLOYMENT

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Map #	Name
1	US Bankruptcy Court
2	Phoenix Police Headquarters
3	Phoenix Municipal Court
4	City Hall
5	Police Forensic Lab
6	Sandra Day O'Conner Federal Courthouse
7	Calvin C. Goode Municipal Building
8	City Council Chambers
9	Historic City Hall/County Courthouse
10	County Administration Building
11	Maricopa County Superior Court
12	County Justice Center
13	County Sheriff's Office
14	County Court Tower
15	Clerk of Superior Court Customer Service Center
16	County Assessor's Office
17	Phoenix O.I.C.
18	Job Corps
19	APS
20	Arizona Republic/Channel 12
21	Chase Tower
22	US Bank Tower
23	Channel 10 News
24	Renaissance Square Towers
25	Bank of America
26	Luhrs City Center

Legend

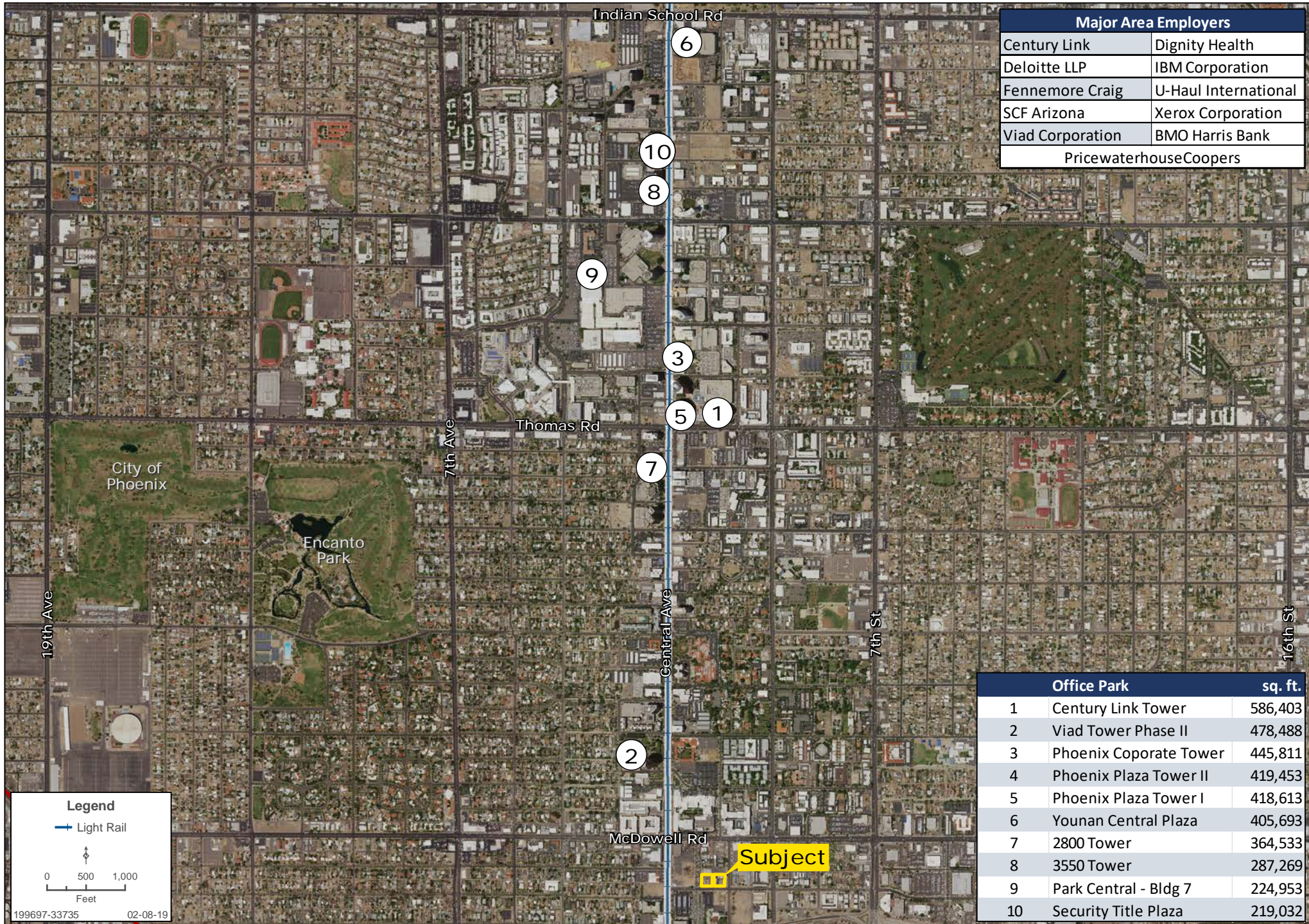
- Government/Non-Profit
- Offices & Buildings
- + Light Rail

0 250 500
Feet

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NORTH CENTRAL EMPLOYMENT

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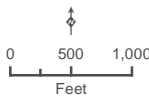


Major Area Employers	
Century Link	Dignity Health
Deloitte LLP	IBM Corporation
Fennemore Craig	U-Haul International
SCF Arizona	Xerox Corporation
Viad Corporation	BMO Harris Bank
PricewaterhouseCoopers	

	Office Park	sq. ft.
1	Century Link Tower	586,403
2	Viad Tower Phase II	478,488
3	Phoenix Coporate Tower	445,811
4	Phoenix Plaza Tower II	419,453
5	Phoenix Plaza Tower I	418,613
6	Younan Central Plaza	405,693
7	2800 Tower	364,533
8	3550 Tower	287,269
9	Park Central - Bldg 7	224,953
10	Security Title Plaza	219,032

Legend

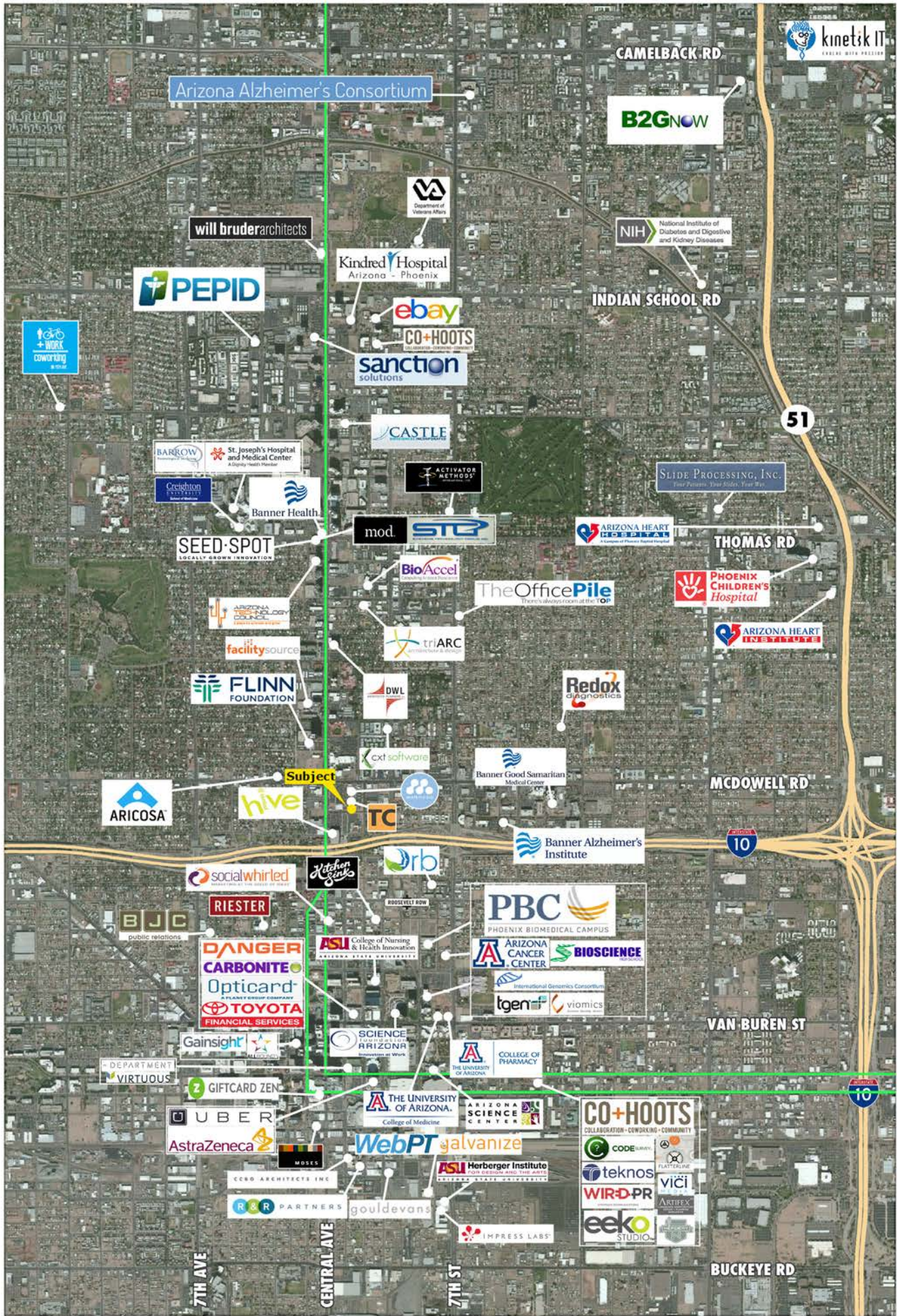
→ Light Rail



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Feet

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PHOENIX INNOVATION CORRIDOR



Light Rail



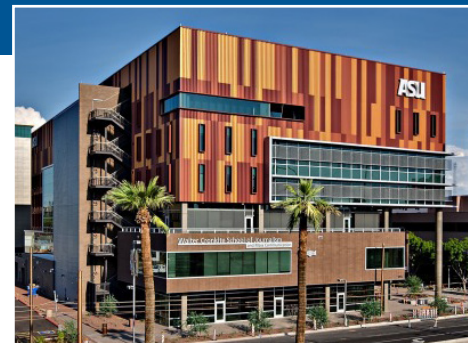
THE PHOENIX | DOWNTOWN PHOENIX EDUCATION



Downtown Phoenix has a thriving academic culture. Preschools; higher-education institutions; arts-based or science-based schools — the options are countless. Better yet, these schools and universities frequently partner with the downtown community, offering both an academic and cultural education.

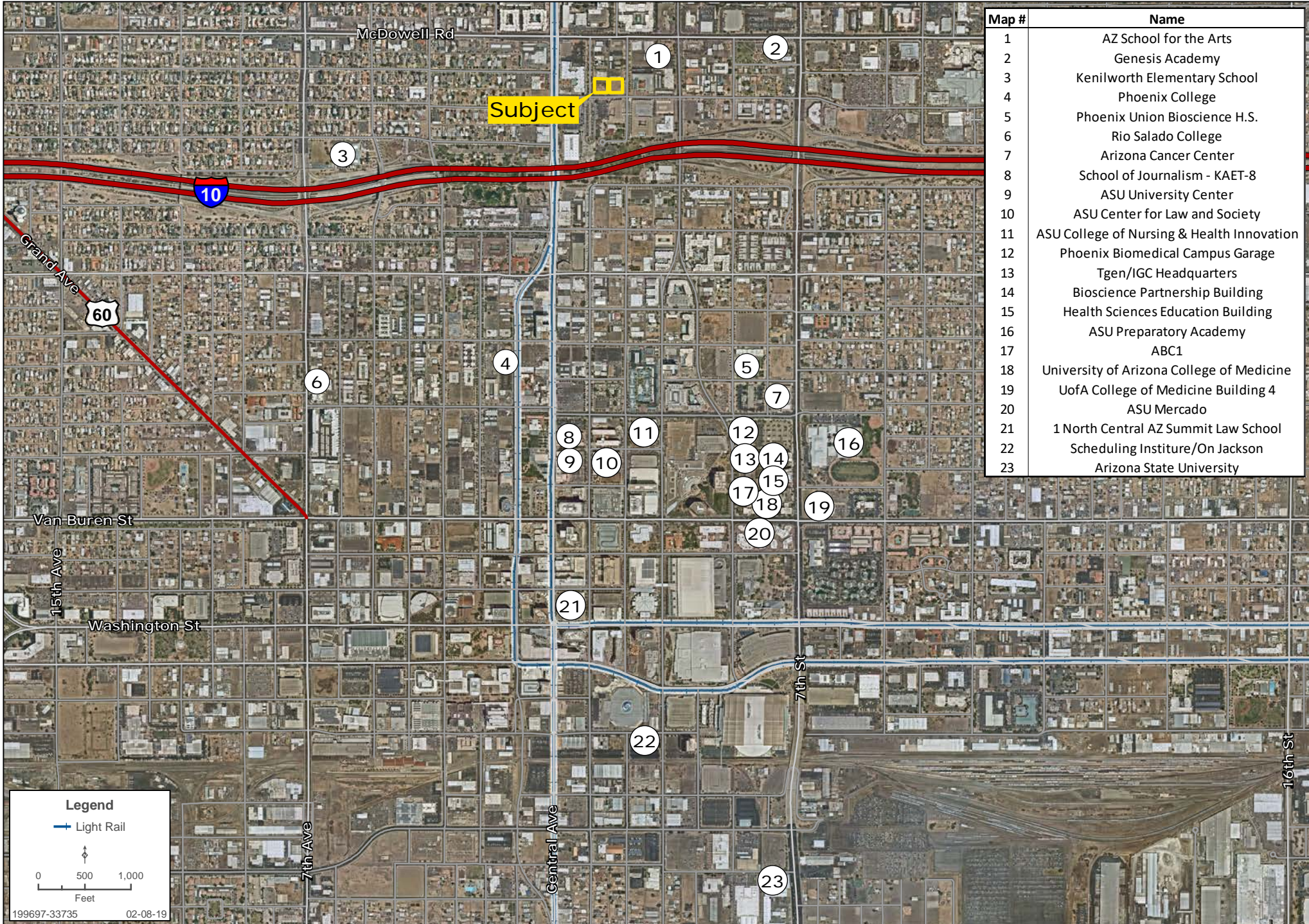
The Downtown Phoenix revitalization has been amplified by the investment in new educational facilities from State Universities and private academic institutions. Over the past 5 years Arizona State University, the University of Arizona and Northern Arizona University have invested hundreds of millions of dollars in their downtown campuses that includes the ASU College of Nursing & Health Innovation, Walter Cronkite School of Journalism, ASU Sandra Day O'Connor College of Law, U of A College of Medicine, the University of Arizona Cancer Center and the NAU College of Health and Human Services.

Central to the new medical colleges is the Phoenix Biomedical Campus. The Campus is spread across 30-acres in the heart of downtown and is planned to include more than six-million square feet of biomedical research, academic and clinical facilities. Current tenants include U of A, ASU, NAU, tgen, International Genomics Consortium, Bioscience High School, National Institute of Diabetes and Digestive and Kidney Diseases, Dignity Health, and Ashion Analytics.



DOWNTOWN EDUCATION

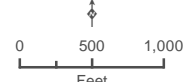
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Map #	Name
1	AZ School for the Arts
2	Genesis Academy
3	Kenilworth Elementary School
4	Phoenix College
5	Phoenix Union Bioscience H.S.
6	Rio Salado College
7	Arizona Cancer Center
8	School of Journalism - KAET-8
9	ASU University Center
10	ASU Center for Law and Society
11	ASU College of Nursing & Health Innovation
12	Phoenix Biomedical Campus Garage
13	Tgen/IGC Headquarters
14	Bioscience Partnership Building
15	Health Sciences Education Building
16	ASU Preparatory Academy
17	ABC1
18	University of Arizona College of Medicine
19	UofA College of Medicine Building 4
20	ASU Mercado
21	1 North Central AZ Summit Law School
22	Scheduling Institute/On Jackson
23	Arizona State University

Legend

— Light Rail

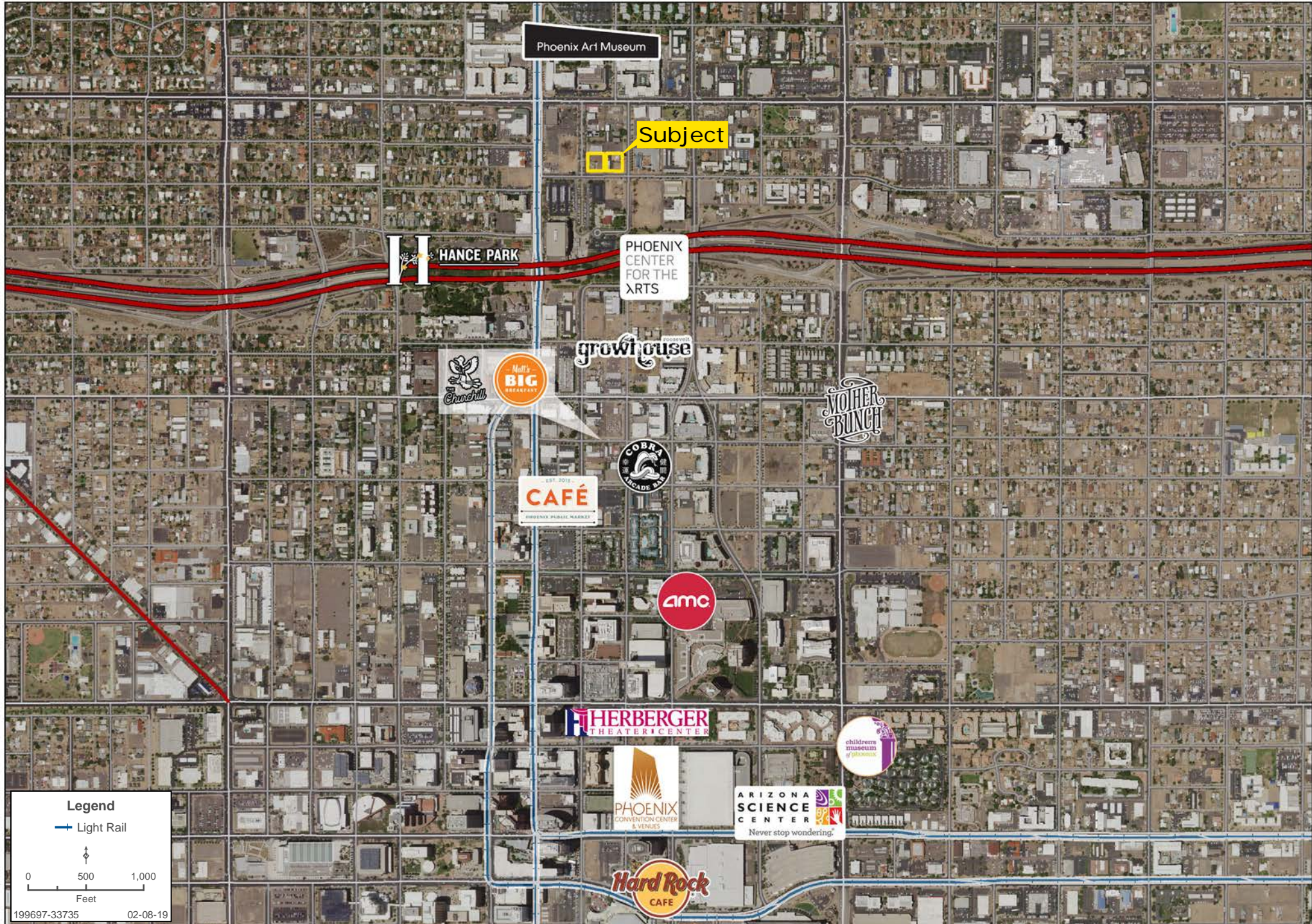


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Feet

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AMENITIES MAP

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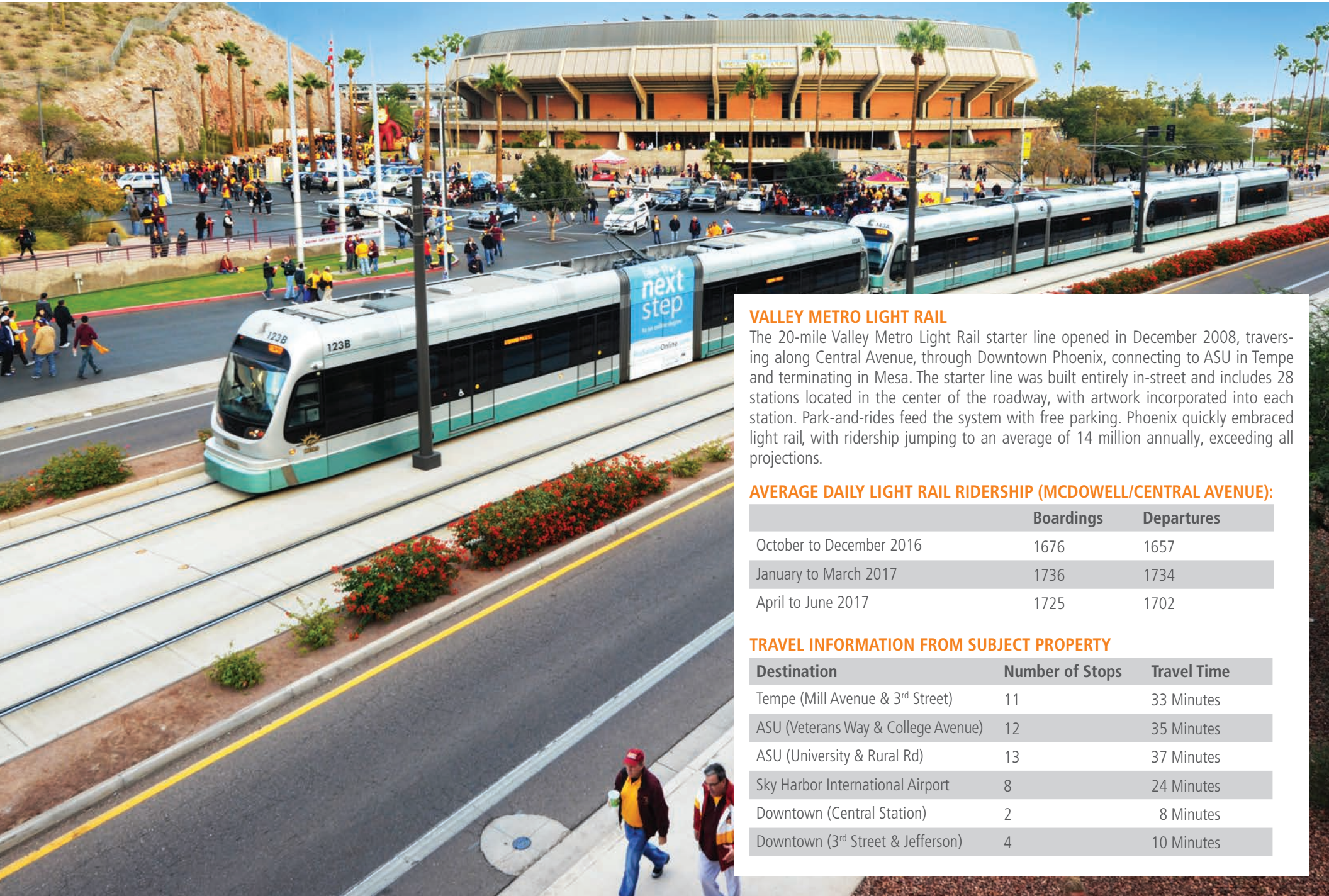


Legend

→ Light Rail

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VALLEY METRO LIGHT RAIL

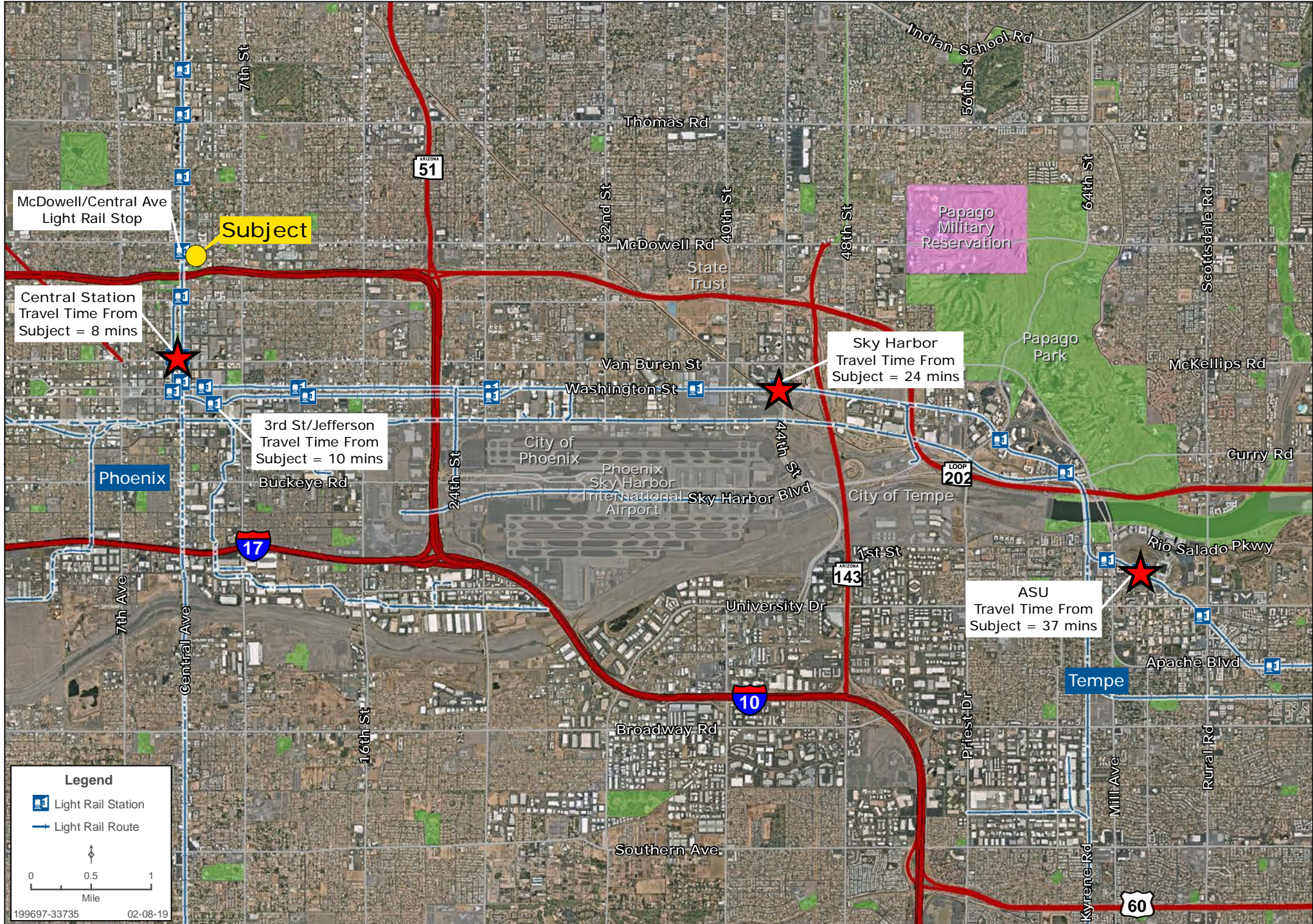
The 20-mile Valley Metro Light Rail starter line opened in December 2008, traversing along Central Avenue, through Downtown Phoenix, connecting to ASU in Tempe and terminating in Mesa. The starter line was built entirely in-street and includes 28 stations located in the center of the roadway, with artwork incorporated into each station. Park-and-rides feed the system with free parking. Phoenix quickly embraced light rail, with ridership jumping to an average of 14 million annually, exceeding all projections.

AVERAGE DAILY LIGHT RAIL RIDERSHIP (MCDOWELL/CENTRAL AVENUE):

	Boardings	Departures
October to December 2016	1676	1657
January to March 2017	1736	1734
April to June 2017	1725	1702

TRAVEL INFORMATION FROM SUBJECT PROPERTY

Destination	Number of Stops	Travel Time
Tempe (Mill Avenue & 3 rd Street)	11	33 Minutes
ASU (Veterans Way & College Avenue)	12	35 Minutes
ASU (University & Rural Rd)	13	37 Minutes
Sky Harbor International Airport	8	24 Minutes
Downtown (Central Station)	2	8 Minutes
Downtown (3 rd Street & Jefferson)	4	10 Minutes



DOWNTOWN LOCATION

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