

CITY OF PHOENIX

24TH STREET AND BROADWAY REDEVELOPMENT



PHOENIX COMMUNITY AND ECONOMIC DEVELOPMENT

200 W. WASHINGTON ST., 20TH FLOOR | PHOENIX, AZ 85003

Phoenix.gov/EconDev | 602-262-5040

**PHOENIX
IS HOT**

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INTRODUCTION

The City of Phoenix, Arizona, (City) is seeking creative concepts for future development of the City-owned parcel located on the southwest corner of 24th Street and Broadway (Site). Responses to this RFI will be used to ascertain if market conditions support the issuance of a solicitation to sell the Site and if so, what types of development elements the market will support.

We are seeking assistance to determine how best to creatively approach a possible future solicitation for development of the Site so results are market viable and beneficial to the surrounding neighborhood, the City, and the developer.

The City is considering a mixed-use development with a combination of workforce/affordable housing and retail uses or a retail/commercial development in support of the surrounding community. Of special interest would be projects that also address the current “food desert” in this area, such as a full-service grocer. As you may find in this packet, the residents in the area are lacking in the fresh and healthy food options that can be fulfilled by a full-service grocery store. The City believes that a project like this would be welcomed by the community.

The purpose of this RFI is to gather input from the development community as to creative development options that meet the goals of activating the Site and providing benefit to the surrounding community.

Please note, the closing date for responses to this RFI is Thursday, April 15, 2021 at 2:00pm. Please email your response(s) to procurement.request.ced@phoenix.gov before the deadline. **Responses received after the deadline may not be considered.** To expedite our review of the responses, please use the following format for your response.

- Please include “RFI Response” in your email subject line.
- Please attach your completed “RFI Response Form” to your email as a Microsoft Word document

The following material will illustrate why this site is perfect for your next grocery store. If additional information is needed, please reach out to our staff. Contact information is at the end of the document.



City of Phoenix

24th Street and Broadway Road Development Request for Information (RFI) RFI-CED21-24B

<https://solicitations.phoenix.gov/solicitations/details/923>

The City of Phoenix, Arizona, (City) is seeking creative concepts for future development of the City-owned parcel located on the southwest corner of 24th Street and Broadway (Site). Responses to this RFI will be used to ascertain if market conditions support the issuance of a solicitation to sell the Site and if so, what types of development elements the market will support.

The City is seeking your help to determine how best to creatively approach a possible future solicitation for development of the Site so results are market viable and beneficial to the surrounding neighborhood, the City, and the developer. If you are interested in helping the City explore ways to develop this Site, and we hope you are, please keep reading.

RFI Schedule

ACTIVITY (All times are local Phoenix time)	DATE
City issues RFI	March 4, 2021
Informational Webinar (9:00 a.m.)	March 18, 2021
Deadline for submitting Questions (2:00 p.m.)	March 25, 2021
City issues Answers to Questions	April 1, 2021
Deadline for submitting Responses (2:00 p.m.)	April 15, 2021

I. INTRODUCTION

A. About the City

Phoenix is the 5th largest city in the United States and home to more than 1.6 million residents. Phoenix is the vibrant center of one of the fastest growing job markets and economies in the United States. Phoenix is emerging in the new economy with strengths in high technology, manufacturing, bioscience research, and advanced business services. Being a top market for skilled and available workforce, Phoenix is home to growing companies because it is a thriving business environment and a great place to live. More than 60% of Phoenix's workforce is employed in advanced industries. The Site presents a unique infill opportunity to

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build on the economic development momentum the City is experiencing.

B. Informational Webinar

Please participate in our informational webinar (date and time listed on page 1); register by e-mailing procurement.request.ced@phoenix.gov.

C. Questions and Answers

Please send all questions about this RFI to procurement.request.ced@phoenix.gov. All questions received by the deadline listed on page 1 will be posted with answers on the [RFI Webpage](#).

II. DEVELOPMENT OPPORTUNITY

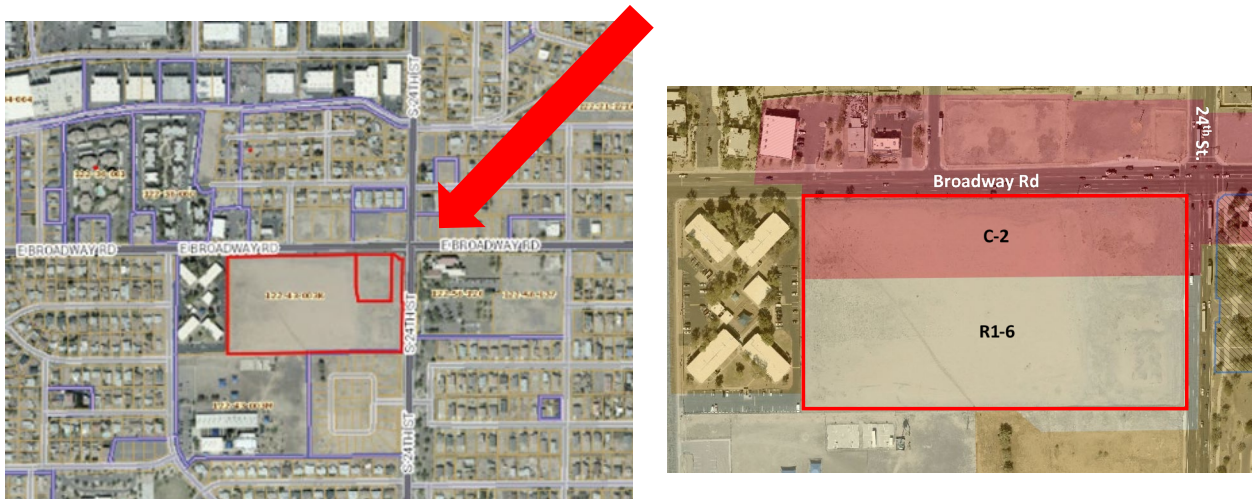
A. This Process

Through developer responses to this RFI, we hope to learn:

- What creative concepts could be incorporated into developing the Site?
- Which developers are interested in developing this Site?
- What, if any, assistance would these developers need to develop this Site (and in what timeframe)?
- How would the surrounding neighborhood and the City benefit from creative development concepts at this Site?

B. The Site

The Site is approximately 12.1 acres and comprised of Assessor Parcel Numbers 122-43-002 and 112-43-003K. The northern portion of the Site is zoned C-2 (Intermediate Commercial) and the southern portion is zoned R1-6 (Single-Family Residential)



The Site is located within the [Four Corners Overlay District](#) and the [Target Area B](#)

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[Redevelopment Area](#). Additional information, including the 4 Corners Conceptual Plan circa 1996, can be found on the [South Phoenix Village and Target Redevelopment Areas webpage](#). The Broadway Heritage Neighborhood Association strives to ensure development and growth in the area benefits the diverse existing community.

C. Surrounding Area

The Site is strategically located about a mile from Interstate 10, less than 3 miles from Phoenix Sky Harbor International Airport and the adjacent Sky Harbor Business Park, and close to the following nearby highlights (distances are approximate).

1. [Agri-Food Innovation Center](#) – This proposed redevelopment of the former Del Rio Landfill located near 7th Street and Elwood Street will ultimately create the nation's leading source of innovation and education in the production and distribution of food. Main elements of this multi-phase project include a wholesale produce distribution center, a retail food market, a community park, and education and research facilities related to food and agriculture. Projections for this development include more than 1,400 direct and indirect construction jobs, 1,500 permanent jobs once in full operation, \$200 million in capital investment, and \$848 million in annual economic output. Distance from Site: 2 miles.
2. [Residential Growth](#) - Within a 3-mile radius of the Site, approximately 200 single-family residential permits and 100 certificates of occupancy were issued in calendar year 2020.
3. [Rio Reimagined Project](#) – This project is a vision to revitalize the Rio Salado (Salt River), Aqua Fria River, Gila River, and the surrounding region by reconnecting our community with these rivers, being a catalyst for economic growth and inclusion, and building a unique regional destination. The City recently earned an Environmental Protection Agency brownfields grant to start work on a target area within the project. Distance from Site: 1 mile.
4. [South Central Extension/Downtown Hub Light Rail Project](#) – This light rail expansion along Central Avenue will connect South Phoenix to Downtown Phoenix and include a Downtown hub to connect riders from South Phoenix to other lines on the light rail system, including north to Metrocenter and east to the cities of Tempe and Mesa. The extension will also make all the unique offerings of South Phoenix more accessible to other riders, attracting new customers, businesses and jobs to the area. The project began construction in late 2019 and is expected to open in 2024. Distance from Site: 2.5 miles.
5. [South Mountain Community College \(SMCC\)](#) – SMCC is noted for its engineering technology programs, complemented by its lauded Engineering Labs; its unique “Storytelling Institute” communications professionals; and

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producing a workforce skilled on mobile app development and related programs. SMCC also provides customized training programs in transportation and logistics as well as in construction trades (electrical, framing, and plumbing). With its main campus located at Baseline Road and 24th Street, SMCC is a key player in improving our community. Distance from Site: 2 miles.

6. [South Mountain Park/Preserve](#) – At more than 16,000 acres, South Mountain Park/Preserve is one of the largest municipally managed parks in the nation and consists of three mountain ranges. The park boasts more than 50 miles of trails for hiking, horseback riding, and mountain biking. Additionally, the roadways throughout the park are a favorite for bicyclists. The park’s [multi-year infrastructure improvement plan](#), funded by the voter-approved Phoenix Parks and Preserve Initiative PPPI, started in 2017. The park earned Tripadvisor’s Travelers’ Choice Award in 2020 (Something good did happen in 2020!). Distance from Site: 3 miles.

Major employers in the area include Amazon, Asurion, Benchmark Electronics, Hamilton Sundstrand, and Labcorp of America just to name a few.

D. Desired Project

For this Site, the City is considering a mixed-use development with a combination of workforce/affordable housing and retail uses or a retail/commercial development in support of the surrounding community. Of special interest would be projects that also address the current “food desert” in this area. All that being said, the purpose of this RFI is to gather input from developers so the City encourages all creative development options that meet the goals of activating the Site and providing benefit to the surrounding community.

E. City Assistance

The City is also seeking input regarding any assistance needed from the City to develop this Site. Currently, there is no identified City funding for the development of this Site. It could be that the City would entertain a public-private partnership, commit Community Development Block Grant (CDBG) funds, or apply other City resources to a future project at this site but we need your input to determine what, if any, resources those would be. Remember, your response to this RFI will potentially shape a future solicitation for the development of the Site so please be as specific as possible in addressing this question.

III. RESPONSE INSTRUCTIONS

A. Delivery and Form of Responses

Please email your response(s) to procurement.request.ced@phoenix.gov before the deadline listed on page 1. **Responses received after the deadline may not be considered.** To expedite our review of the responses, please use the following format for your response.

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1. Please include "RFI Response" in your email subject line.
2. Please attach your completed "RFI Response" to your email as a Microsoft Word document.

IV. FULL DISCLOSURE

A. Purpose

The purpose of this RFI is to gather information. By issuing this RFI, the City is not obligated to contract with any developer or to reimburse any developer for the cost of responding to this RFI.

B. Disclosure of Confidential and Proprietary Information

The City is not requesting confidential or proprietary information in developer responses. All materials submitted in response to this RFI are the property of the City and become a matter of public record available for review pursuant to Arizona law. Each developer must conspicuously mark each response page that contains information the developer deems confidential or proprietary (collectively Proprietary Information). If the City receives a request to review or disclose Proprietary Information, the City will notify the affected developer in writing. An affected developer has seven calendar days from the date of the City's notice to obtain and deliver to the City a court order preventing such disclosure.



City of Phoenix

24th Street and Broadway Road Development Request for Information (RFI) Response Form

Please use Arial font of at least 12 pt. and limit your response to no more than 6 pages.

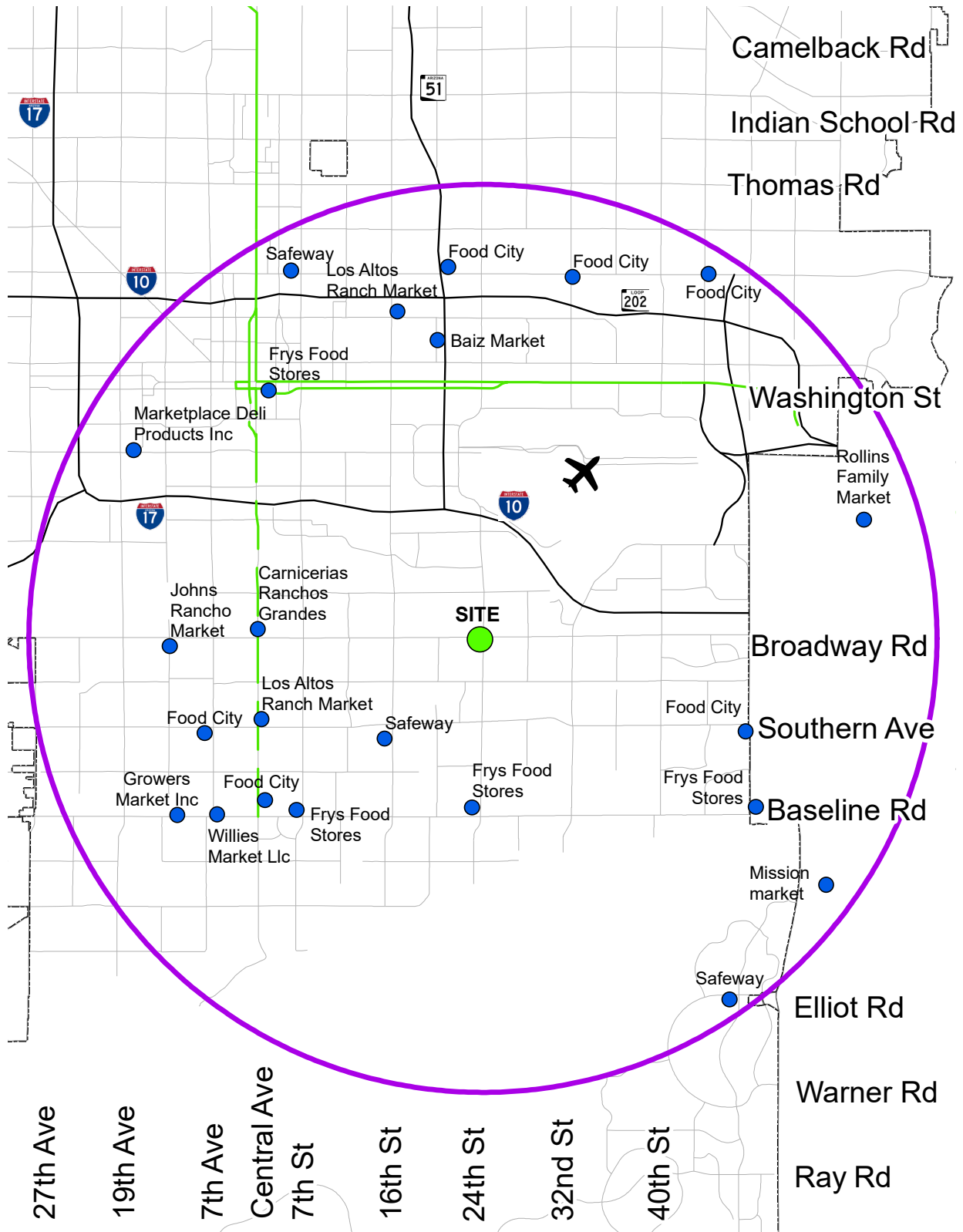
Developer Name: _____

Contact Person: _____ Phone Number: _____

Email Address: _____

1. Developer Description – Please tell us about your development company’s experience with projects similar to your suggested concept and/or projects in areas similar to the Site neighborhood.
[]
2. Concept to Activate the Site – Please describe the concept you think the City should consider for this Site. Include information about different uses included in the concept, the intensity and density of the concept, and why this concept is right for this Site.
[]
3. Timeline – When would your company be looking to respond to a solicitation for this Site? What would be the timeline for your concept to be developed if selected during a future solicitation process?
[]
4. Challenges – What challenges, if any, do you see with developing this Site?
[]
5. Community Impact – How will the surrounding neighborhood and the City at large benefit from activating this Site with your concept? Will your concept create jobs? If so, how many and what type of jobs? Average salary? Will your concept create workforce or affordable housing? Is there a public art or public education component to your concept?
[]
6. City Assistance – What, if any, assistance would you need to develop your concept to activate this Site?
[]

GROCERY STORE MAP (5MI RADIUS)



Source: Maricopa Association of Governments, 2019 Employer Database.

— Light Rail Line - - - City Limit

TRADE AREA INFORMATION (3MI RADIUS)

Population	79,357
Median Age	32
Households	24,053
Average Household Size	3.3
Average Household Income	\$62,113.60

Educational Attainment (Pop. 25+)	Count	Percent
High School Diploma or Equivalent	16,835	26.3%
Some College or Associate Degree	12,932	33.2%
Bachelor's Degree	4,849	9.6%
Post Graduate Degree	2,721	5.4%

Source: U.S. Census Bureau ACS 2019, 5 Year Estimate.

2020 Consumer Spending (TOTAL)	\$555,883,000
Total Food and Alcohol	\$168,101,000
Food at home	\$99,409,000

Current Market Health	
Retail Square Feet	1.3M
Vacancy Rate	2.1%
Market Rent	\$16.40/Sqft

Vehicles Per Day Count (24th St & Broadway Rd)	
24th St	25,073
Broadway Rd	20,190

Source: Costar, 2021.

MAJOR AREA EMPLOYERS (3MI RADIUS)

	EMPLOYERS	EMPLOYEES
1	Bank of America	3,446
2	Chase Bank	2,342
3	American Airlines	1,928
4	Apollo Group	1,900
5	Aetna	1,684
6	Honeywell	1,670
7	Southwest Airlines	1,575
8	TSA Homeland Security	1,032
9	Asurion	1,000
10	Unitedhealth Group	977
11	Progressive Insurance	703
12	UTC Aerospace Systems	635
13	Hamilton Sundstrand	617
14	HMS Host	600
15	Piedmont Airlines	560
16	Triangle Services	500
17	CVS Pharmacy	480
18	Tru Green Landcare	450
19	Pepsi Co	420
20	Pillpack	370

Total Businesses	Total Daytime Employment
2,063	86,509

Source: Maricopa Association of Governments, 2019 Employer Database.

TRADE AREA ASSETS



Agri-Food Innovation Center

The proposed redevelopment of the former Del Rio Landfill located near 7th Street and Elwood Street will ultimately create the nation's leading source of innovation and education in the production and distribution of food. Main elements of this multi-phase project include a wholesale produce distribution center, a retail food market, a community park, and education and research facilities related to food and agriculture. Projections for this development include more than 1,400 direct and indirect construction jobs, 1,500 permanent jobs once in full operation, \$200 million in capital investment, and \$848 million in annual economic output.

Distance from Site: 2 miles.

Rio Reimagined

This project is a vision to revitalize the Rio Salado (Salt River), Aqua Fria River, and Gila River, and the surrounding region by reconnecting our community with the rivers, being a catalyst for economic growth and inclusion, and building a unique regional destination. The City recently earned an Environmental Protection Agency brownfields grant to start work on a target area within the project.

Distance from Site: 1 mile.



South Central Extension/Downtown Hub Light Rail Project

This light rail expansion along Central Avenue will connect South Phoenix to Downtown Phoenix and include a Downtown hub to connect riders from South Phoenix to other lines on the light rail system, including north to Metrocenter and east to the cities of Tempe and Mesa. The extension will also make all the unique offerings of South Phoenix more accessible to other riders, attracting new customers, businesses and jobs to the area. The project began construction in late 2019 and is expected to open in 2024.

Distance from Site: 2.5 miles.

TRADE AREA ASSETS

South Mountain Community College (SMCC)

SMCC is noted for its engineering technology programs, complemented by its lauded Engineering Labs; its unique “Storytelling Institute” communications professionals; and for producing a workforce skilled on mobile app development, and related programs. SMCC also provides customized training programs in transportation and logistics as well as in construction trades (electrical, framing, and plumbing). With its main campus located at Baseline Road and 24th Street, SMCC is a key player in improving our community

Distance from Site: 2 miles.



South Mountain Park/Preserve

At more than 16,000 acres, South Mountain Park/Preserve is one of the largest municipally managed parks in the nation and consists of three mountain ranges. The park boasts more than 50 miles of trails for hiking, horseback riding and mountain biking. Additionally, the roadways throughout the park are a favorite for bicyclists. The park’s multi-year infrastructure improvement plan, funded by the voter-approved Phoenix Parks and Preserve Initiative PPPI, started in 2017. The park earned Tripadvisor’s Travelers’ Choice Award in 2020 (Something good did happen in 2020).

Distance from Site: 3 miles.

Arizona Grand Resort

This AAA Four Diamond, 744 room, all-suite resort sits on 70 acres of preserved Sonoran Desert located at the foothills of the South Mountain Preserve. The resort features 120,000SF of premier event and meeting space, along with an 18 hole par, 71 championship golf course, and a 7 acre waterpark.

Distance from Site: 5 miles.



Development and Growth

Within a 3-mile radius of the Site, approximately 200 single-family residential permits and 100 certificates of occupancy were issued in calendar year 2020.

The page features several large, overlapping geometric shapes in shades of red and yellow. A large red triangle points right on the left side. A large yellow triangle points left on the left side. A large red triangle points right on the right side. In the top center, there are two smaller triangles, one red and one yellow. In the bottom right, there are two more smaller triangles, one yellow and one red.

CONTACT

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