



West Phoenix Revitalization Area

Economic Development Plan

Stakeholders Forum

April 18, 2008

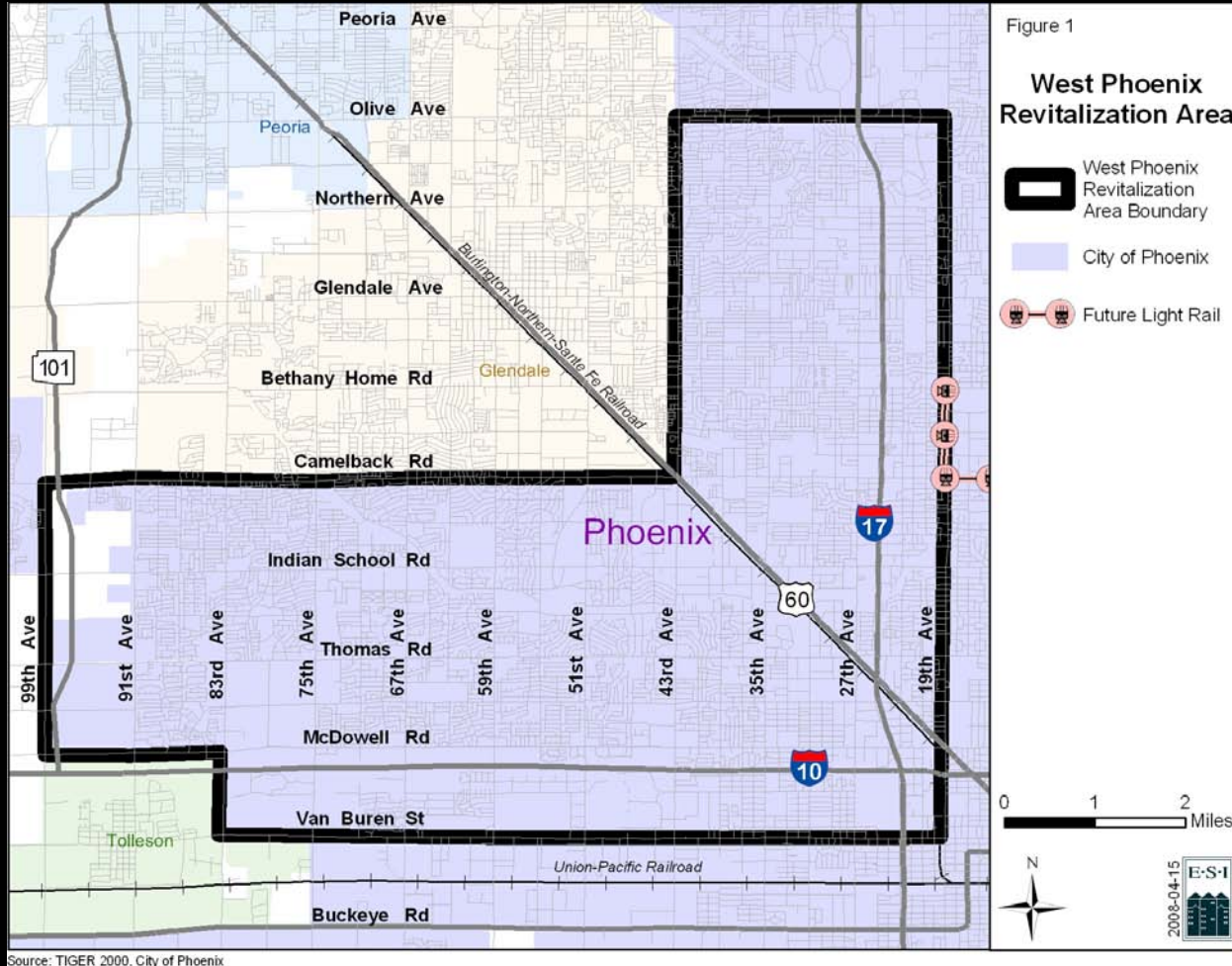


Project Background

- EDA Grant
- WPRA Economic Development Plan will dovetail:
 - City's economic development plan
 - WPRA Advisory Committee plan



Study Area



52 square miles



Today's Meeting

- Provide information on existing conditions in West Phoenix
- Discuss the planning process and focus
- Solicit your input

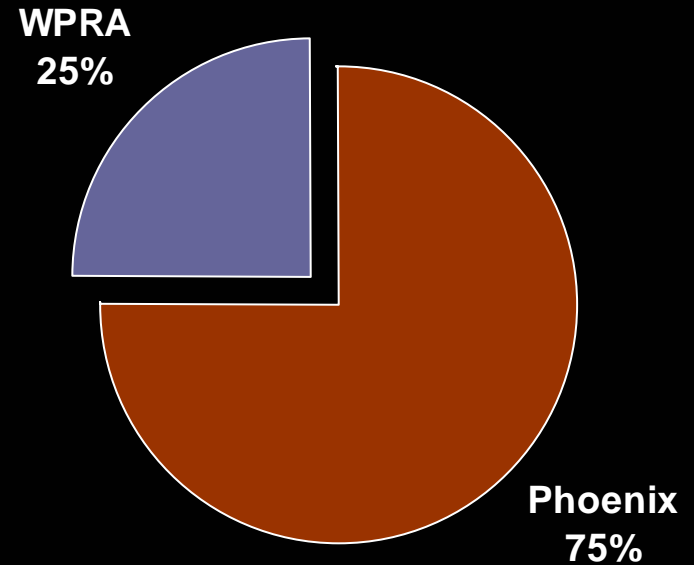


Population and Growth

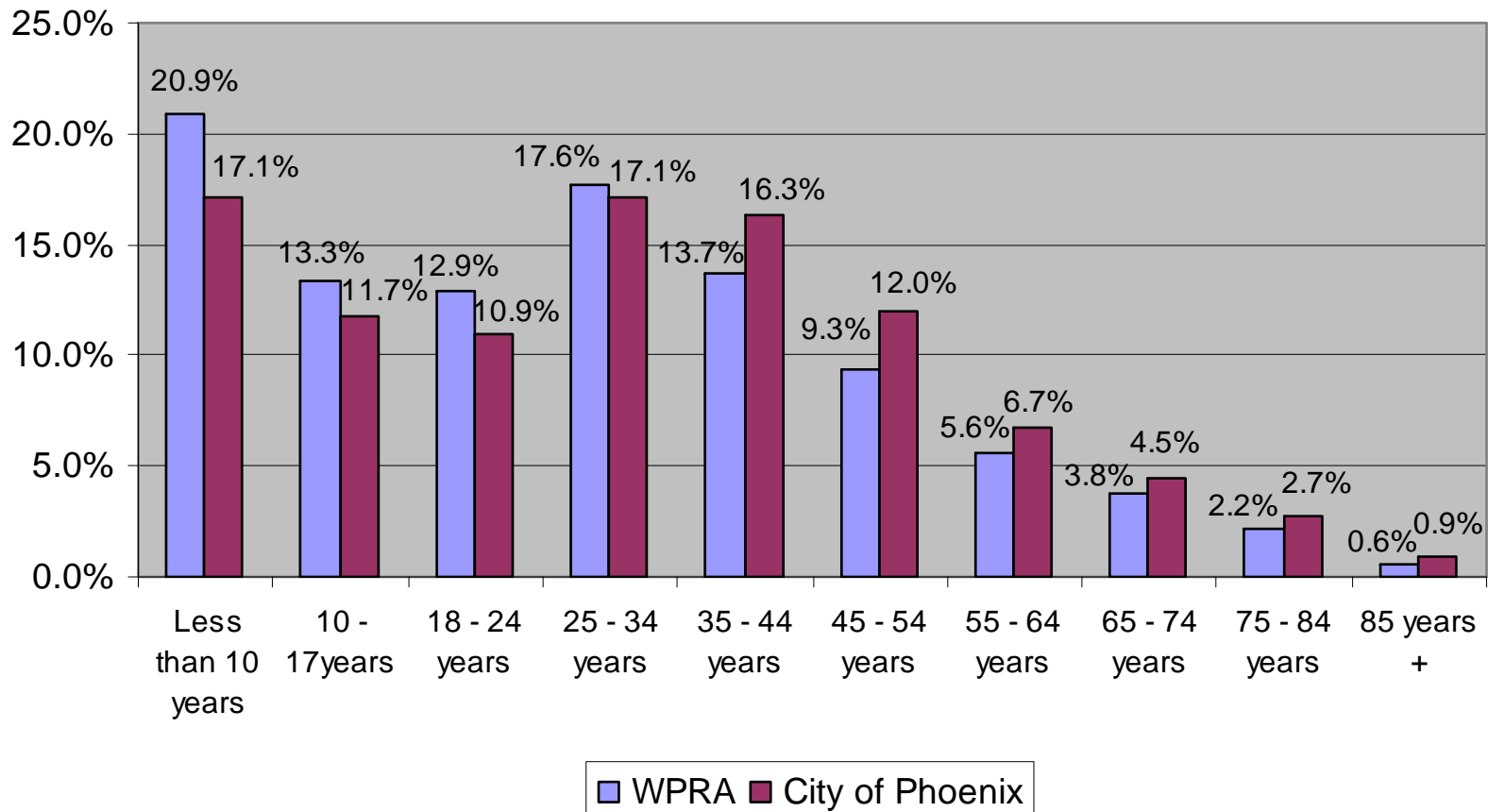
Population & Growth		
	WPRA Total	Phoenix Total
Year 1990	248,997	983,403
Year 2000	331,061	1,321,045
Net Change	82,064	337,642
Annual Population Growth	3.3%	3.4%

Source: Census 1990, 2000

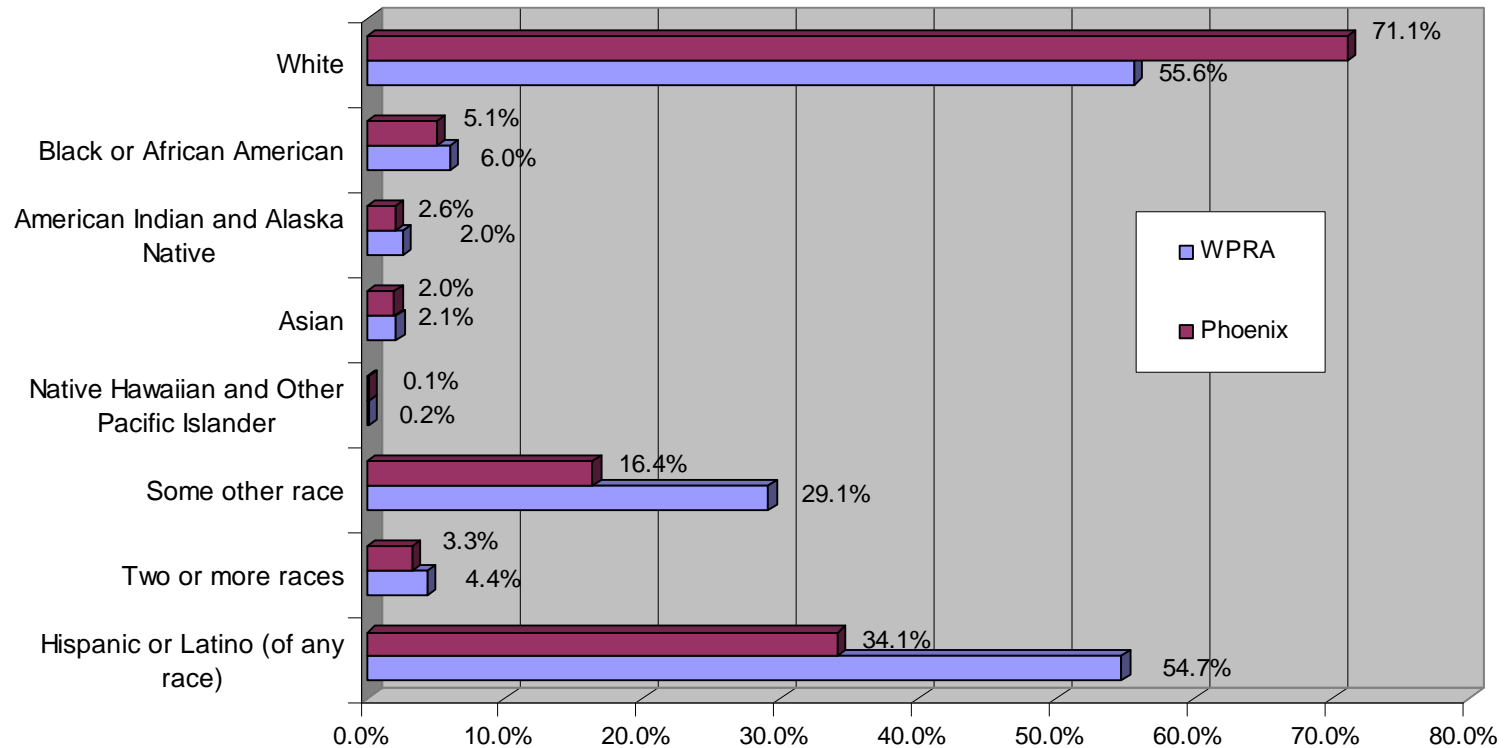
2000 Population



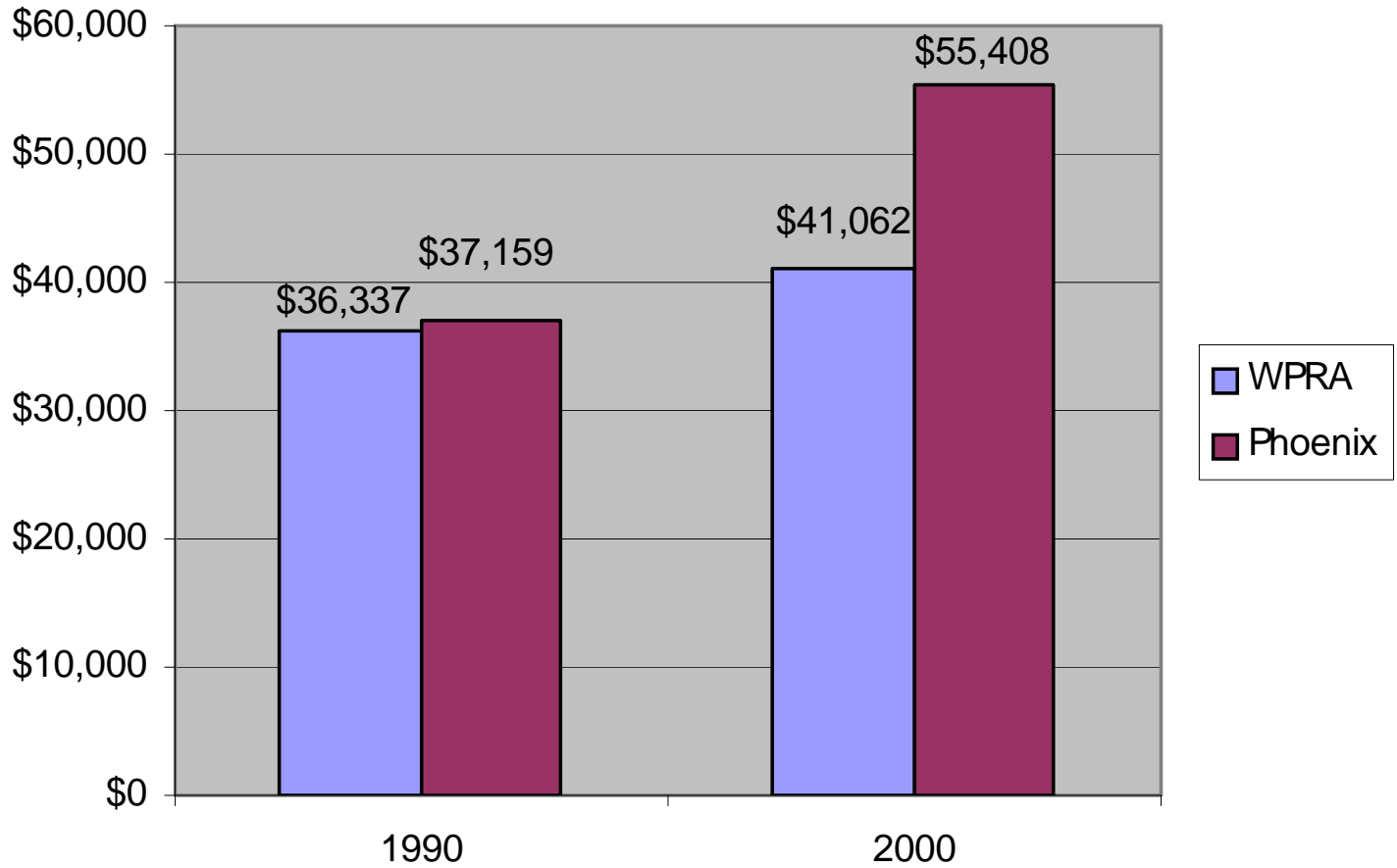
WPRA Age Distribution – 2000



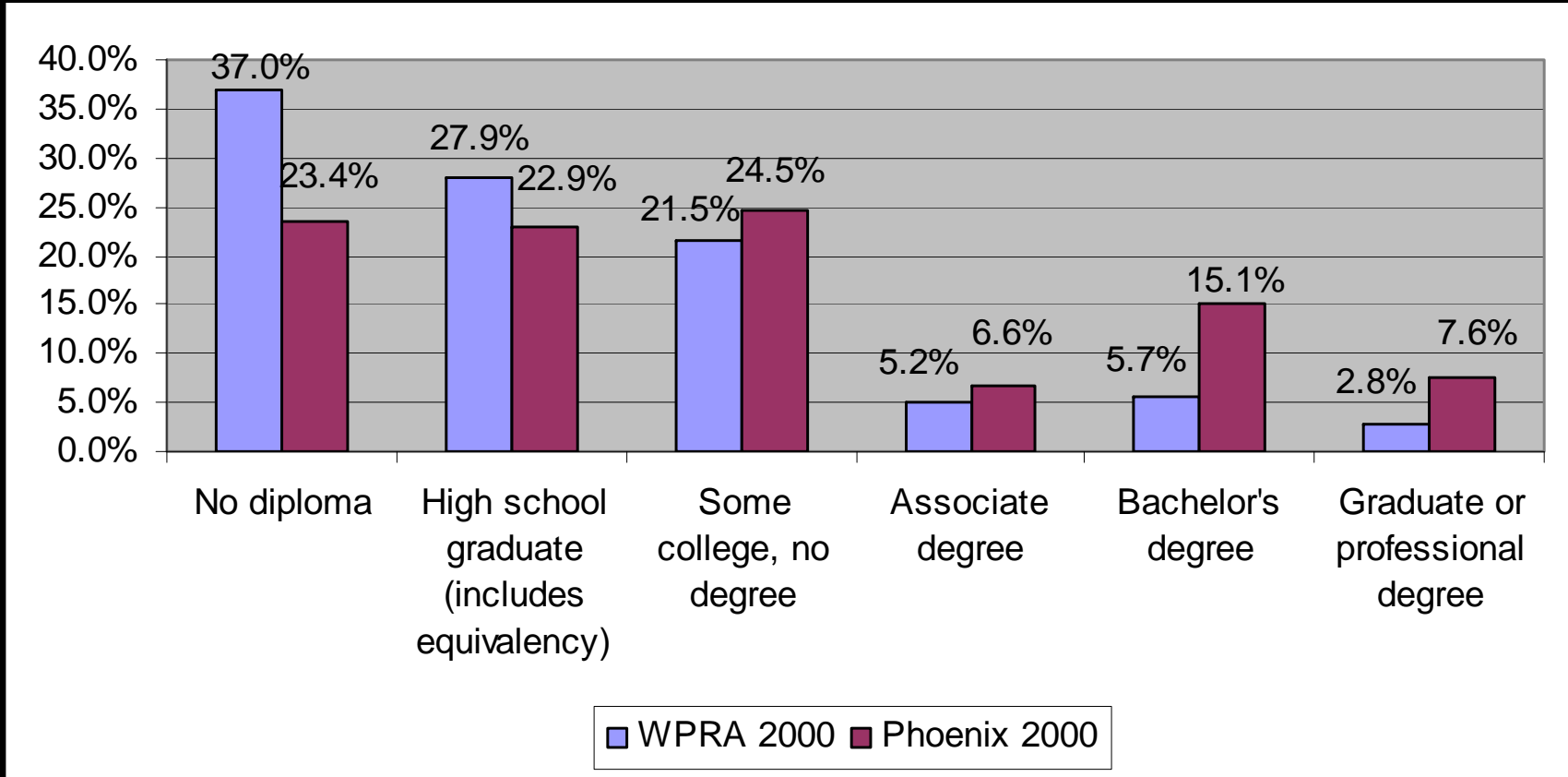
Race & Ethnicity – 2000



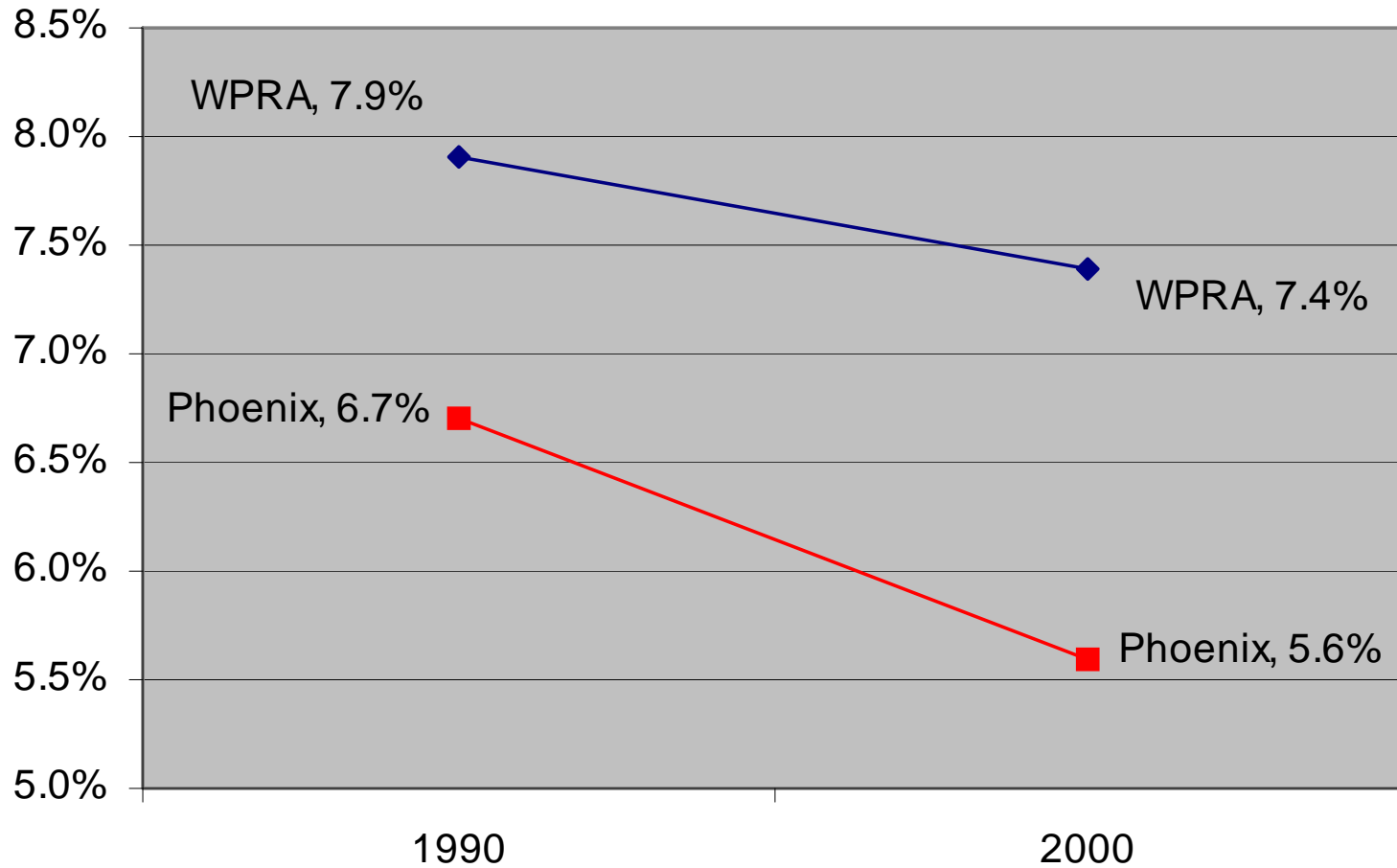
Household Income



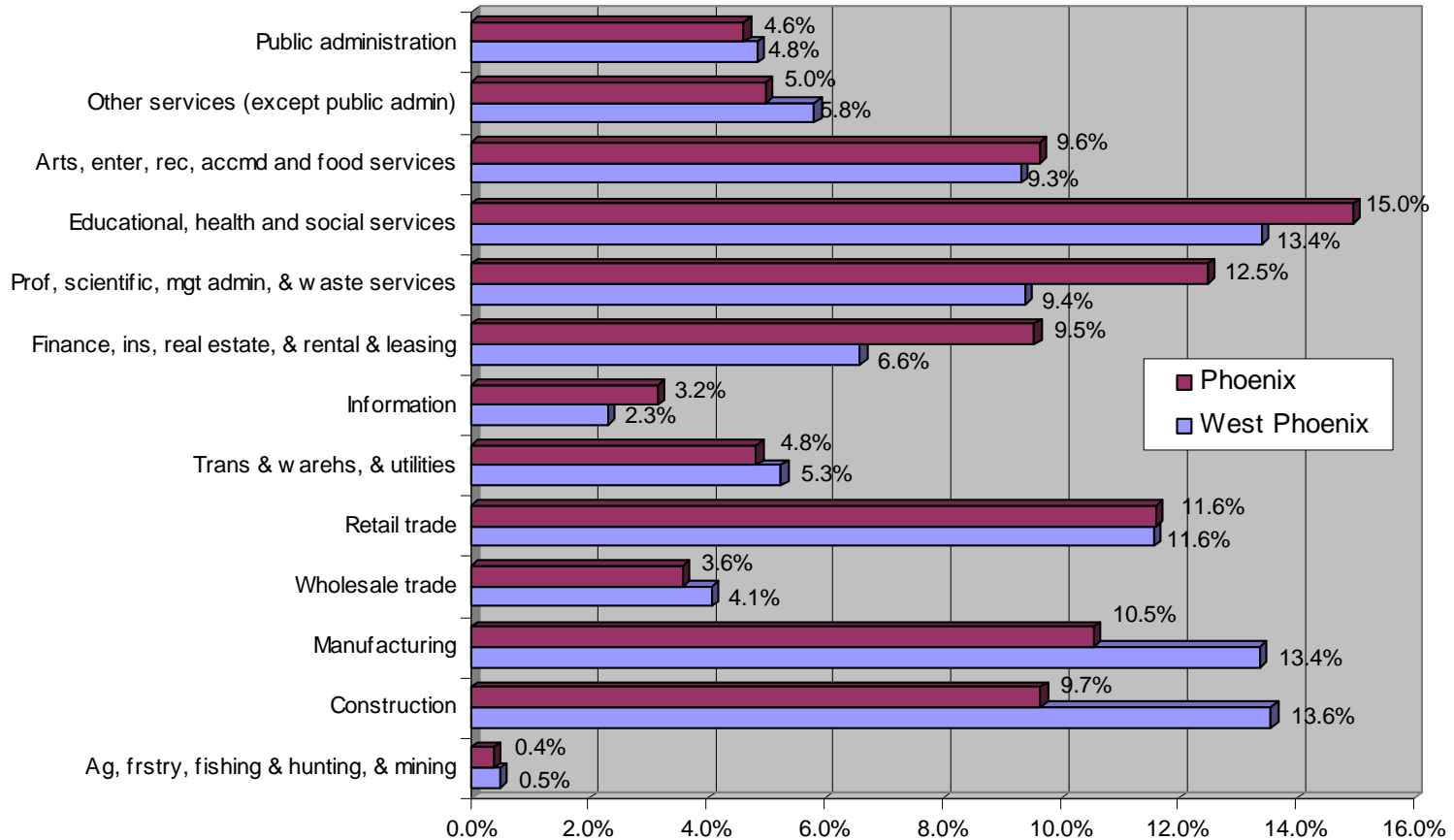
Educational Attainment



Unemployment Rates

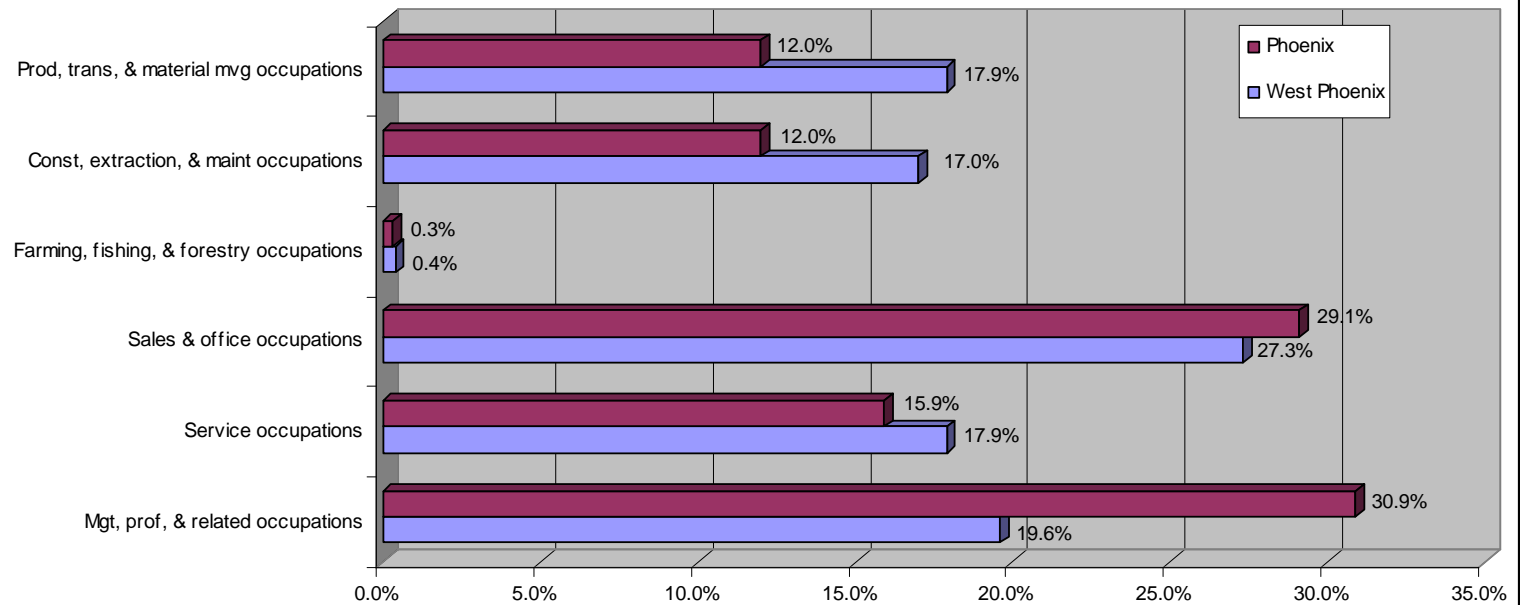


Employment by Industry - 2000



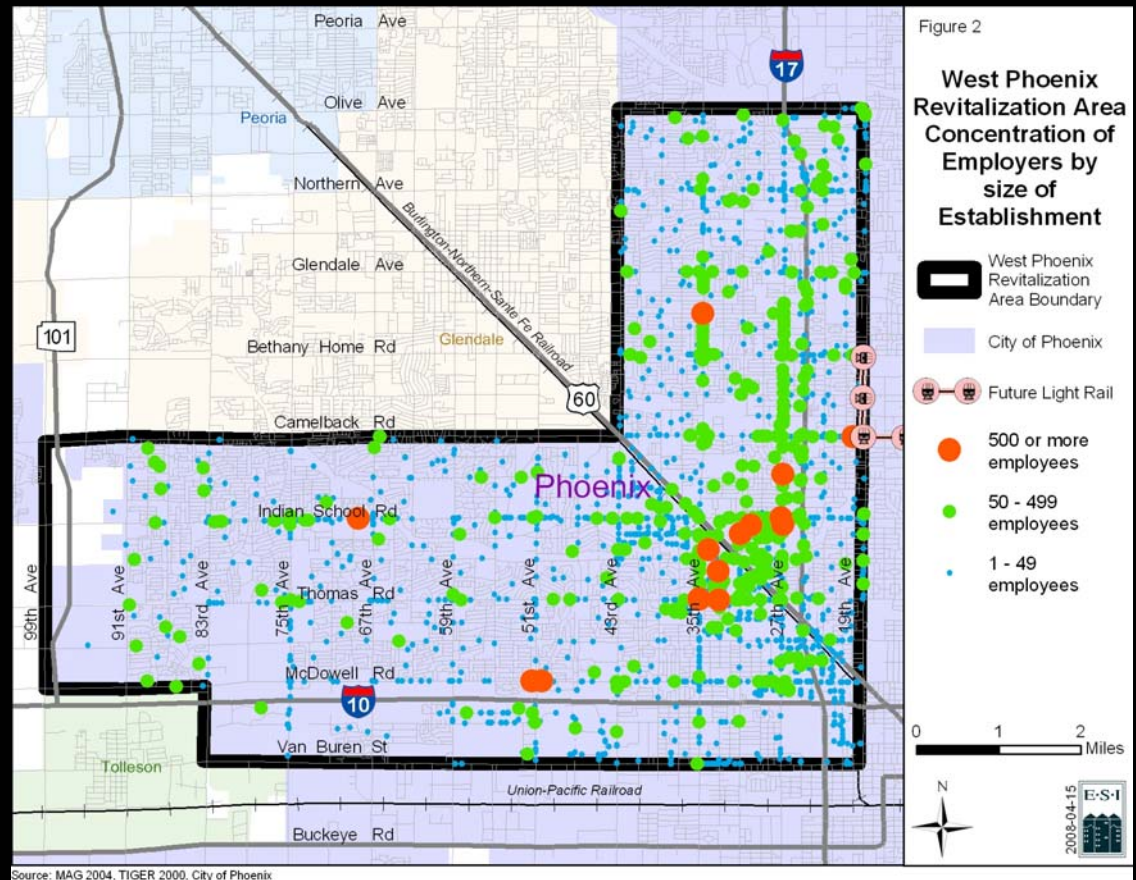
Occupations - 2000

Percentage of Occupations Held



Business Establishments

- Approximately 5,900 establishments
- 83 percent are small business employing less than 50 people
- 47% of the businesses are within retail and wholesale trade, manufacturing, and construction
- Heavy concentration along Grand Avenue, and 27 Avenue / I-17 Corridors



Economic Development Plan

- Identify goals, gaps and opportunities
- Stakeholder alliance
- Identify and leverage resources



Economic Development Focus Areas

- Retail / entertainment
- Healthcare
- Education and workforce development
- Industrial / manufacturing / warehouse & distribution
- Office / medical



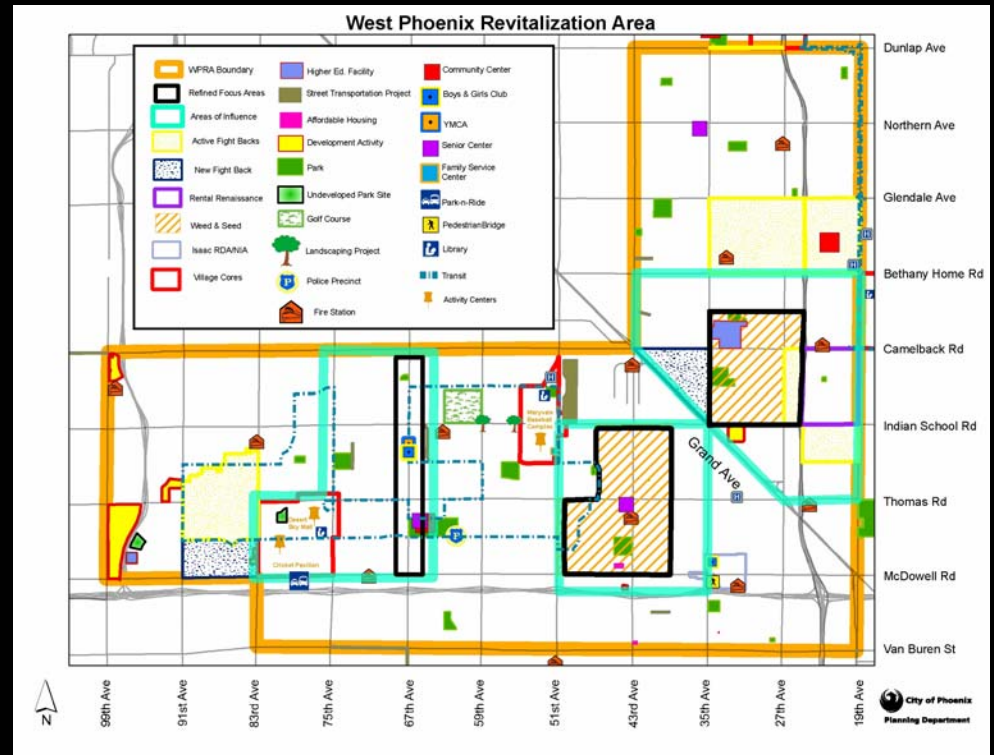
WPRA Economic Development Priorities

- Encourage investment
- Attract new jobs and businesses
- Expand, improve, and support existing education and training resources
- Improve gateways



Areas of Influence

- WPROA represents 52 square miles and 25% of Phoenix population
- Culturally diverse
- 40% work in manufacturing, construction, education, health and social services
- Three Areas of Influence identified:
 - West
 - Central
 - North



Sub Areas

101 Corridor

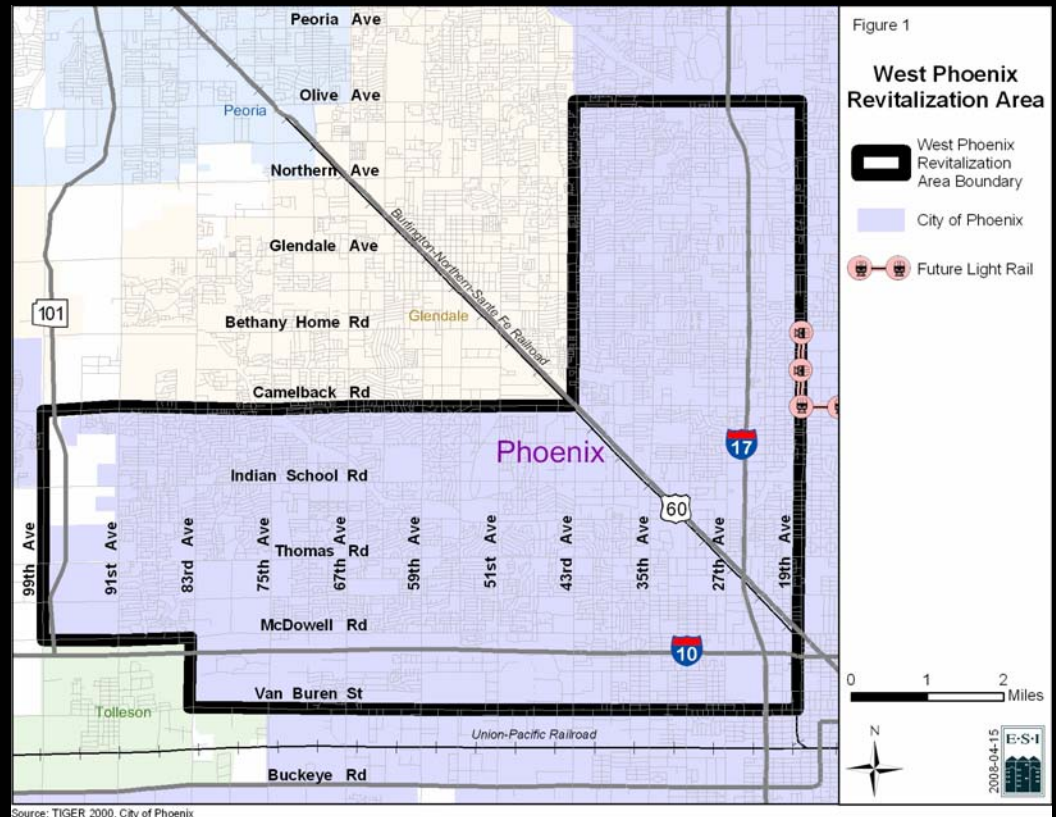
- Large vacant land holdings
- Attraction of higher paying employment opportunities

Grand Avenue Corridor

- Primarily industrial
- Access to freeways and railroad

Established Areas

- Characterized by older neighborhoods and housing stock
- Key roadway corridors



Plan Elements

- Existing conditions
- High level summary of other studies
- West Phoenix sub-areas
- Stakeholder input
- Key findings
- Recommendations



Next Steps

- Stakeholder Forum
- Review draft plan – May/June
- Submit to EDA – June/July



Today's Forum

- Breakout Sessions:
 - Retail/Entertainment – Lecture Hall (green)
 - Healthcare - Student Lounge (blue)
 - Education/Workforce Dev. - Room 159 (yellow)
 - Office/Medical Office - Room 153 (orange)
 - Industrial/Manufacturing /Warehouse & Distribution - Room 155 (red)

