



Roosevelt Square

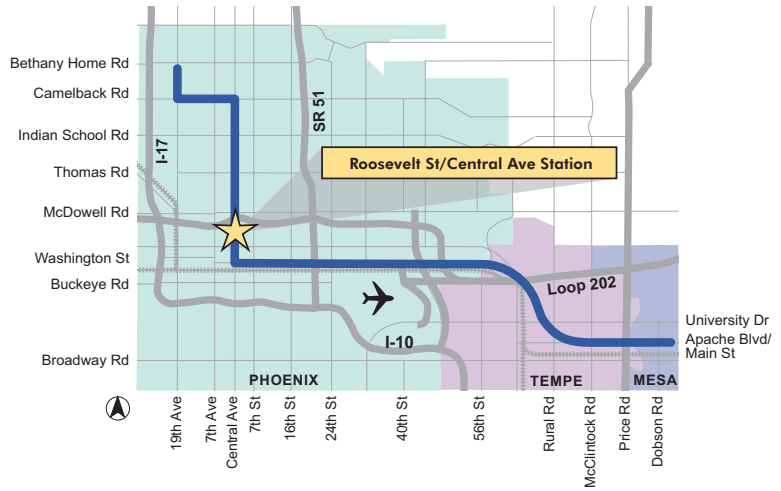


Artisan Village



Portland Place

LIGHT RAIL PROJECT ALIGNMENT



ABOUT THIS STATION

During the past several years, the area around the Central Avenue/Roosevelt Street station has experienced a renaissance, with a continuing trend of investment that parallels a renewed interest in urban living. These trends are reflected in the rehabilitation of single-family properties in the Roosevelt neighborhood and in new construction, such as the mixed-use Post Roosevelt Square project (777 units and ground floor retail and service oriented businesses). The existing development pattern is a mix of office buildings, institutional facilities, multi-family residential developments and underutilized or vacant land.

In addition, this area is becoming known as the new arts district, with several new galleries and artists' studios in the area, and is home to the popular First Fridays art exhibit.

Roosevelt also serves as the northern gateway into Phoenix's Central Business District. Central Avenue is recognized as the region's largest office sub-market, with more than 8.5 million square feet of office space, much of which is in high-rise buildings.

A broad range of activities is expected to attract riders to the Roosevelt Station, including community facilities, such as Margaret T. Hance (Deck) Park and Burton Barr Central Library. While office uses are currently limited to a few mid-rise buildings and converted residential buildings, redevelopment around this station could complement the recent residential infill projects, particularly along Central Avenue, just north of Roosevelt Street.

STATION AREA DEMOGRAPHICS

Population	4,083
Employees	12,438
Households	2,075
Average Household Income	\$28,751

Source: 2000 census (1/2 mile radius or 10 min. walk from station)

STATION HIGHLIGHTS

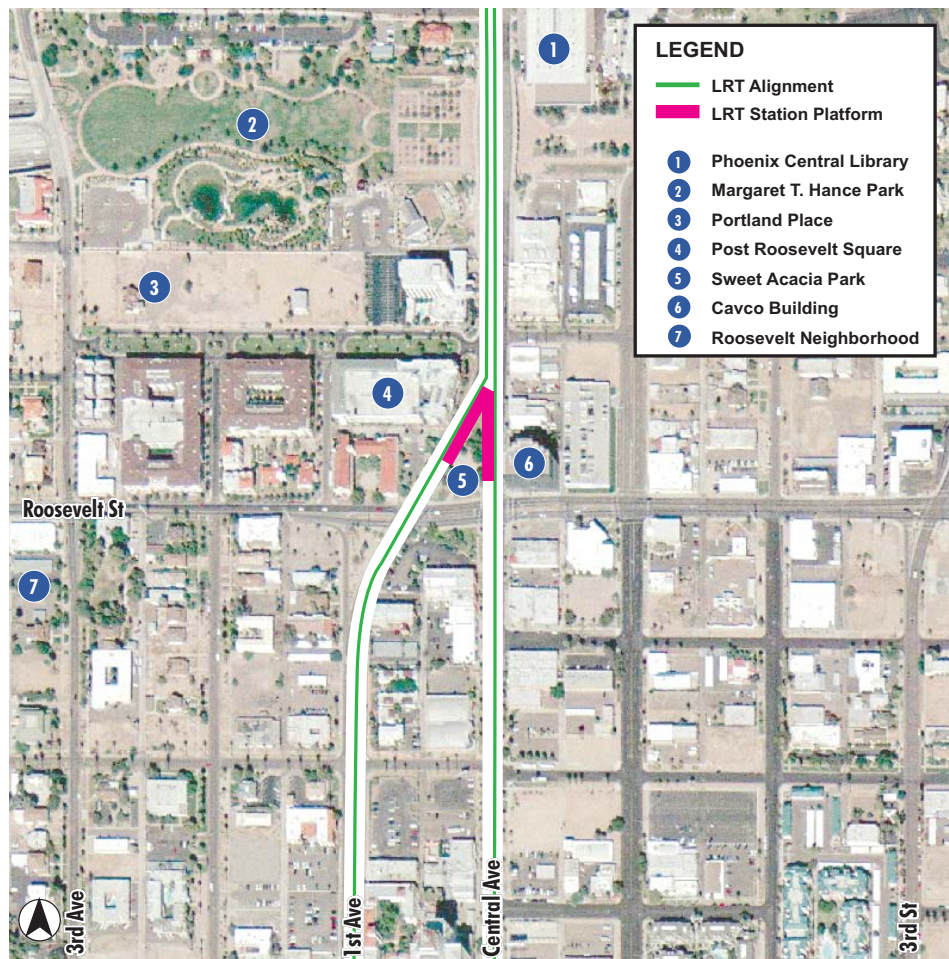
- Gateway to downtown Phoenix/Copper Square
- Thriving arts district
- Margaret T. Hance (Deck) Park
- Irish Cultural Center
- Japanese Friendship Garden

NEW DEVELOPMENT

- Portland Place - Planned new development east of 3rd Ave. and Portland St. with 150-200 ownership housing units and 8,500 sq. ft. of urban retail. Construction begins spring 2005.
- Roosevelt Square Lofts and Apartments
- Artisan Village - 105 unit urban housing and retail project scheduled for completion in summer 2005.

DEVELOPMENT OPPORTUNITIES

The City of Phoenix's Downtown Development Office is working to maximize the community's investment in the light rail system by promoting and attracting transit-oriented development near light rail stations. The city's goal is to enhance and develop high quality, vibrant mixed-use urban environments that are carefully planned, designed to attract and increase transit ridership and are pedestrian friendly. Please contact our office for information on development opportunities and initiatives at or near the 18 light rail station locations in Phoenix.



A rendering of Roosevelt St/Central Avenue Station looking north

CONTACT INFORMATION

CITY OF PHOENIX

Downtown Development Office
 200 West Washington, 20th Floor, Phoenix, AZ 85003
 Phone: 602-534-7143 Fax: 602-534-7140
 TDD: 602-534-3476 Email: downtown@phoenix.gov

METRO

101 N. 1st Avenue, Suite 1300, Phoenix, AZ 85003
 Hotline: 602-254-RAIL TDD: 602-322-4499
 Email: info@MetroLightRail.org