Giving Greyfields a New Life...

The Gilbert

HERITAGE DISTRICT

to create one of Phoenix’s Coolest Suburbs
Creating the HERITAGE DISTRICT
302 North Gilbert Road
“A restaurant graveyard.”
#DELICIOUSGILBERT
By

the NUMBERS

“30 Year Overnight Success”
**Heritage District**

By the Numbers

**FY15**

- 8 new businesses in the heritage district
- $20M of private capital committed this year
- 300K square feet of new residential & retail space
- 500 new parking spaces added to the District
- $60M of public and private capital investment made in the district over the last two years
93% Annual Revenue Increase

FY2008: $295,891
FY2009: $316,341
FY2010: $338,758
FY2011: $364,653
FY2012: $421,417
FY2013: $471,044
FY2014: $483,998
FY2015: $571,247
Heritage District
By the Numbers

FY16

303,569 square feet of residential & retail space under construction

$24M of private capital committed this year

4,000+ responses to the Heritage District Survey
The RENAISSANCE
“30 Year Overnight Success”
HOW? – STRATEGY

- Commitment to Vision
- Commitment to Infrastructure
- Retained Character
- Portfolio Mix
- Retail & Office Will Follow
- Education
- Tools
HOW? - VACANT LAND
HOW? – IMPLEMENTATION

▷ Tools
  • Redevelopment District
  • Entertainment District

▷ Incentives
  • Flexibility
  • Expediting Permits
  • Shared Parking

▷ Creative Thinking
▷ Relationships
▷ Citizen Involvement
HOW? – PROMOTION

▷ Content
▷ Media
▷ Social Media
  • Twitter
  • YouTube
  • Periscope
▷ Ambassadors
HOW? – REGULATIONS & GUIDELINES

- Redevelopment Commission oversees design not Design Review Board
- Requires build to lines
- Zero setbacks
- 75% of ground floor must consist of windows, displays or doors
- Allow businesses to use shared parking to meet parking requirements
- Minimum floor area ratio of 25%
NEXT STEPS

- Land Development
- O&M Costs
- Parking / Traffic Circulation
- Wayfinding
- Waste Management
- Connectivity
- Special Events & AUPs
- Arts
- Redevelopment Plan Update
THANK YOU!
Gilbert, Arizona
Office of Economic Development
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