

Attachment B



May 2, 2018

Downtown, Aviation, Economy & Innovation Subcommittee,

Downtown Phoenix's transformation into a thriving urban center is drawing more employees, students, residents, and visitors into the downtown area than ever before. As the momentum radiates into Midtown Phoenix, Phoenix Community Alliance (PCA) supports the creation of a Community Facilities District (CFD) at Park Central Mall (PCM) to continue redevelopment efforts of this important site.

As background, PCA is an influential 501(C)3 nonprofit community development organization that has had a tremendous positive impact on Greater Downtown Phoenix through the united vision and commitment of its Members. As the premier business leadership and advocacy organization for Downtown and membership affiliate of Downtown Phoenix Inc., PCA finds the right opportunities for business leaders to collaborate with government and other stakeholders including educational, cultural, research institutions, and emerging industries to build the 21st century city we want. For more than 30 years, PCA has worked closely with City of Phoenix elected officials and staff and serves as an effective platform for public/private dialogue on community and economic development issues.

PCA reviewed its pending recommendation to City Council to participate in an application to establish a CFD at PCM and concluded that a parking garage through a CFD at PCM is important as a vehicle to provide public parking for the potential development area for the following, but not limited to, reasons:

- The garage will support progress of the site, which if more densely developed, has the potential to augment downtown's strategic positioning as a major employment center
- By building a parking structure, all surface parking will be removed and consolidated into one location
 - Will allow for the overall site design to be more balanced, permeable, pedestrian-friendly, bicycle friendly, and better connected to light rail and the adjacent neighborhoods
 - Will be designed to transition from a parking structure to other uses if the demand for parking decreases in the future
- The land will be donated by private entities participating in the CFD to the CFD. The private sector will not receive compensation for the land nor benefit from the revenue the structure generates in the future.
- The City will be in a no-risk position while owning the garage and land it sits on from day 1 of the agreement
- The CFD will maximize the amount of parking available for visitors attending special events at Hance Park and Steele Indian School Park

Thank you for considering PCA's support to establish a CFD for PCM for the benefit of Midtown Phoenix.

Sincerely,

Devney Preuss
Executive Director



Activate, Advocate & Build the Phoenix We Want!

Phoenix Community Alliance

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