



BUSINESS & INDUSTRY DATA CENTER

CITY OF PHOENIX PLANNING DEPARTMENT

Data Summary Sheet

September, 2007

Statistics

Phoenix Corporate Limits

Population Estimate - July 1, 2007

1,536,331

Phoenix Municipal Planning Area

Population Projection - Sept., 2007

1,601,190

Source: *City of Phoenix Planning Department*

Phoenix Corporate Limits

Total Area - August 2007

517.1995 square miles

Source: *City of Phoenix City Clerk Department*

Unemployment Rate

August (seasonally adjusted):

	<u>2007</u>	<u>2006</u>
Phoenix-MSA*	3.2%	3.4%
State of Arizona	3.7%	3.9%
U.S.	4.6%	4.7%

Source:

http://www.workforce.az.gov/admin/uploadedPublications/2265_PrJan07.pdf "Arizona's Workforce"

Non-farm Payroll Employment

Arizona for August (In 1,000's)

	<u>2007</u>	<u>2006</u>	<u>Change</u>
	2,708.4	2,637.0	2.7%

Source: www.workforce.az.gov, right-hand column, "Arizona's Workforce"

Consumer Price Index- Phoenix-Mesa

All Consumers, December 2001 = 100

<u>2006 Q4</u>	<u>2002 Q2</u>	<u>Change</u>
112.3	101.3	10.9%

Source: *U.S. Bureau of Labor Statistics*

Infill Project an Early Success in Violent Crime Area

Have you ever wondered why those new condos were being built along I-17, north of Indian School so close to the highway? Well, former Mayor Paul Johnson saw a diamond in the rough, and he risked building high quality *and* affordable "infill" homes in an area also known for violent crime. During Paul Johnson's mayoral term, he noticed a troubling statistic; that less than 30% of the city's employees actually lived in the city of Phoenix. The former Mayor - a champion of revitalization, realized that this piece of land had the potential to supply much-needed affordable housing. He built these infill houses for a certain demographic class, modestly paid workers such as the city's Fire and Police Department personnel.

This infill project, the "Berkana on Glenrosa Townhomes" was recently completed, boasting 54 units priced affordably in the \$200,000 to \$300,000 range. As of last August, ten of the units were already occupied and another 40 units were in escrow. How did this project clear a path to success in a crime blighted area with high traffic noise you ask? First, the customers must have realized that they can reduce their trip time to work, reducing their "opportunity cost" of commuting every day to work. Also, Johnson realized he need to provide three key elements to attract the kind of buyers he wanted for this area; 1) affordable housing, 2) quality and smart design, and 3) security features in a high crime area.

During the design phase of the project Johnson engaged the Phoenix Police Department for help, and he also employed "CPTED" principles, known as Crime Prevention Through Environmental Design. Even though this project resides in a hotspot for violent crime and high traffic noise, Paul was able to use a design approach to mitigate these issues, enticing the type of buyers that would themselves help revitalize the area. Paul is proving that revitalization in an area such as this can actually work, and he is planning more infill projects similar to this. If interested, stay tuned!

This publication can be made available in the following ADA formats: large print, Braille, audio-tape, or computer diskette. Please call Theresa Damiani in the Phoenix Planning Department at Voice/602-262-6368 (Fax/602-534-4415) or the Phoenix TTY/TDD Relay number at 602-534-5500 as early as possible to coordinate needed arrangements.

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