

PARK ✕ CENTRAL
RESTAURANT / RETAIL OPPORTUNITIES



**ONE OF PHOENIX'S
MOST ICONIC PROPERTIES IS ABOUT TO BE REBORN.**



DEMOGRAPHICS

	1 MILES	3 MILES	5 MILES
Population	14,966	168,278	424,876
Average Household Income	\$64,869	\$54,530	\$57,489
Total Households	7,871	67,046	152,390

TRAFFIC COUNTS

North of Thomas on Central Ave: 22,486
 South of Thomas on Central Ave: 20,795
 East of Central Ave on Thomas: 30,769
 West of Central Ave on Thomas: 32,169

LIGHT RAIL STATS

Light Rail (# of Boarding's and Departures in 2016)
 Osborn Rd/Central Ave Light Rail Station: 7,540
 Thomas Rd/Central Ave Light Rail Station: 11,655

CONTACTS

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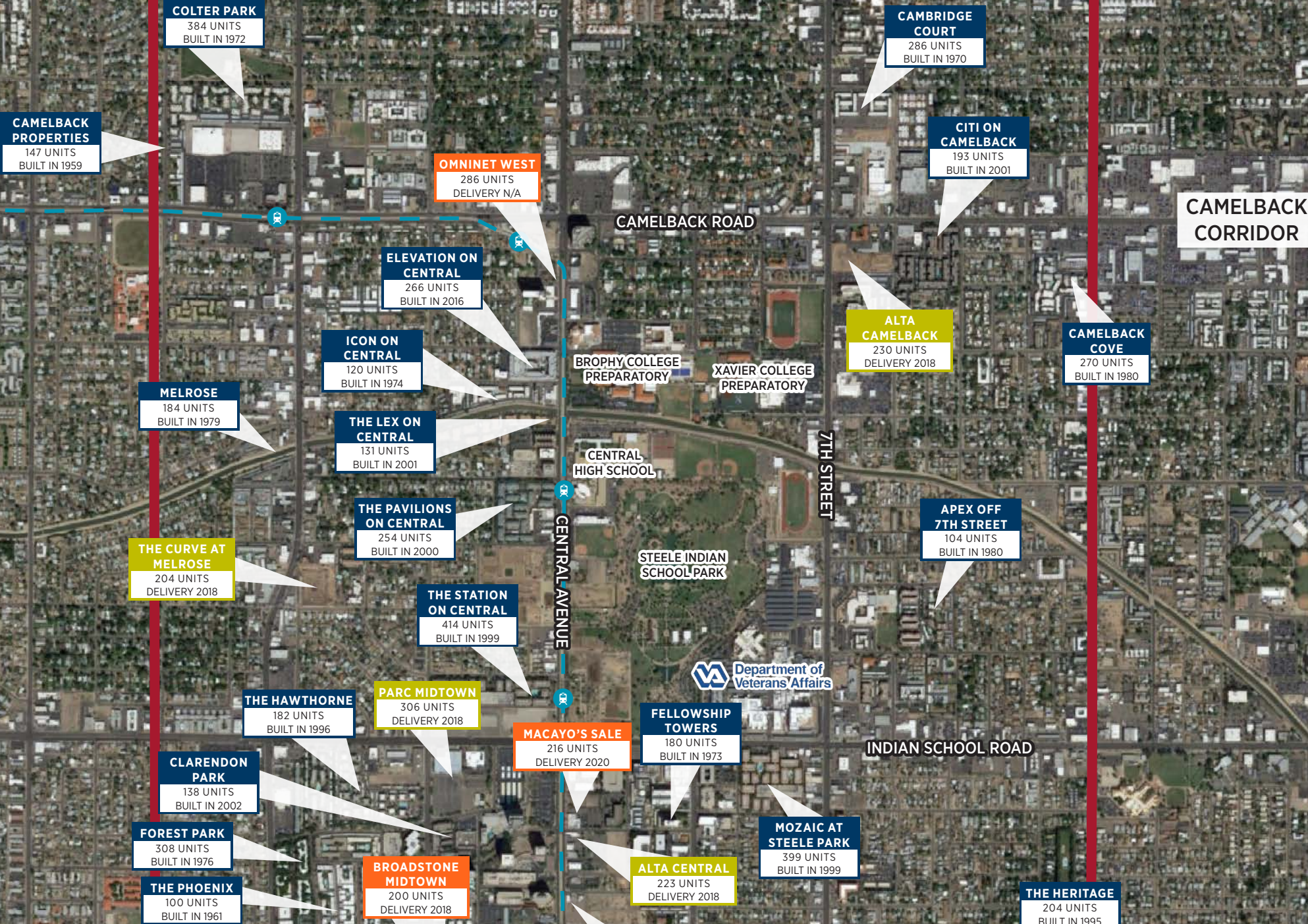
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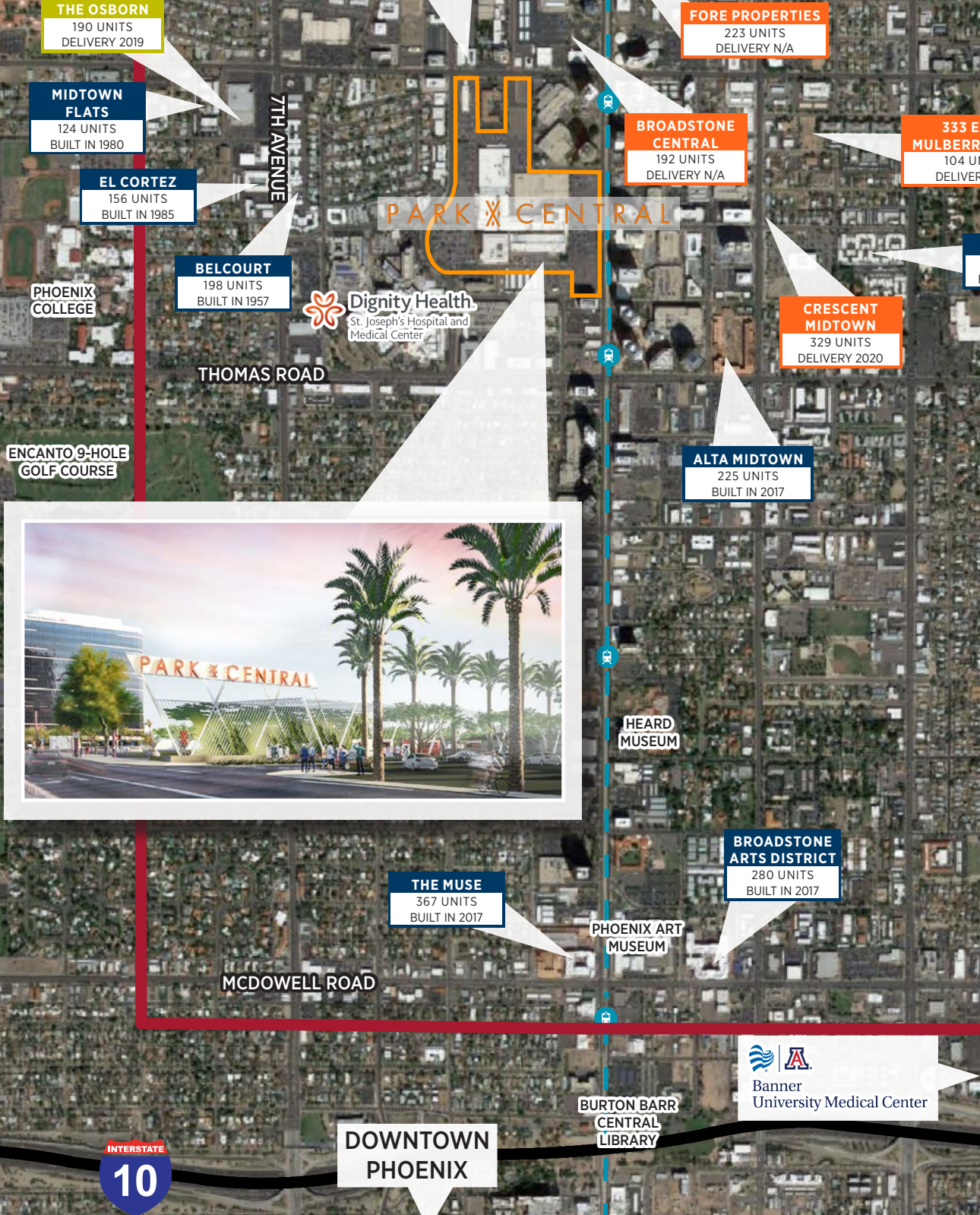
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MIDTOWN SUBMARKET





LIGHT RAIL STOP LIGHT RAIL

Midtown Submarket Overview*

10,884,482		
SF OF OFFICE INVENTORY		
34,316	76,301	1.88%
TOTAL POPULATION	DAYTIME POPULATION	2017 - 2022 GROWTH RATE
\$62,675	\$238,106	
AVERAGE HOUSEHOLD INCOME	MEDIAN HOME VALUE	
3,732	203	19
TOTAL BUSINESSES	FOOD SERVICES & DRINKING PLACES	ACCOMMODATIONS

Multi-Family Developments**

8,911	1,208	1,384
UNITS EXISTING	UNITS UNDER CONSTRUCTION	UNITS PLANNED

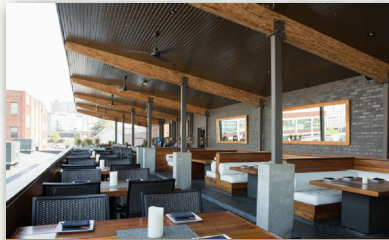
*OFFICE SUBMARKET BOUNDARIES USED FOR ALL DEMOGRAPHICS/UNIT TOTALS
 ** ONLY MULTI-FAMILY DEVELOPMENTS OVER 100 UNITS DISPLAYED WITHIN MIDTOWN SUBMARKET, BUT ALL PROJECTS (REGARDLESS THE UNIT SIZE) CONSIDERED IN DEVELOPMENT TOTALS
 DATA IS FROM SOURCES DEEMED RELIABLE BUT MAY BE SUBJECT TO ERRORS, OMISSIONS, OR MODIFICATIONS.
 THE INFORMATION HEREIN IS PROVIDED WITHOUT REPRESENTATION OF WARRANTY

MARQUEE RESTAURANT & RETAIL SUITES





INDOOR/OUTDOOR BAR WITH GARAGE ABOVE



LARGE BOOTH SEATING



GREENERY DIVIDER



BAR HEIGHT TABLES SUPPORTED FROM WALL



COMBINATION OF LARGE BOOTH SEATING AND FIREPITS

- Premier mixed-use development
- Central Ave. frontage available
- Prime Spaces:
±4,532 SF
±3,153 SF
- Flexible suite sizes from 1,200 SF - 35,000 SF
- Major renovations under way
- Join ±337,000 SF of integrated mixed-use
- Direct Light Rail access
- Ample surface and structure parking
- Innovative design with flexible facade

EAST FAÇADE



PRIVATE DINING WITH WINE DISPLAY



SHOW KITCHEN



LIQUOR DISPLAY SURROUND ABOVE BAR

THE NEW PARK CENTRAL

The new Park Central will combine its rich mid-century-modern history with a new focus on technology, innovation and design, including all the most sought-after features in today's office and retail market. Park Central's original design as an outdoor regional mall provides a unique opportunity to utilize features that are attractive to today's "new economy".

Park Central has exceptional "bones." Its mid-century-modern initial design thoughtfully incorporated a number of elements that make it an ideal target for revitalization. The new Park Central will return the existing buildings to their mid-century-modern roots while incorporating some exceptional new design features designed to make the project feel innovative, high-tech and creative. The 337,000 square feet to be revitalized is separated into several distinct districts, each with its own identity.

The LINK: A prominent visual statement of Park Central's new identity, designed to strengthen the Park Central inviting presence and brand along Central Avenue with a pedestrian connection to Central Avenue with a prominent shade structure, to activate the space for a variety of uses.

The GOLDWATER BUILDING: As the locals know it, the former Goldwater's space — a large, flexible office space with a strong visual presence.

The PORCH: Exceptional spaces for food and drink to support tenants and the community at large.

The HUB: An inventive creative space to support Phoenix's best and brightest entrepreneurs and workers.

The LOFTS: Authentic work spaces that celebrate the history of the property while incorporating modern amenities.

The YARD: Temperate outdoor space that creates new opportunities for work and play.



The new Park Central is embracing its very successful base of existing restaurants and adding more to enhance its position as the beating heart of central Phoenix, with a vibrant mix of office and retail tenants, exceptional foot traffic, an affluent nearby population and an unmatched location in the heart of the central business district. It's the perfect spot for restaurant and retail tenants looking to attract customers morning, noon and *night*.

