

Another project of:



# LAKE PLEASANT TOWNE CENTER

NWC Lake Pleasant Pkwy & Happy Valley Rd | Peoria, AZ



## PHOENIX COMMERCIAL ADVISORS COMMERCIAL REAL ESTATE SERVICES

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NWC Lake Pleasant Pkwy & Happy Valley Rd | Peoria, AZ

Property Summary

- Property Type:** Power Center
- Property Size:** Land Area: ± 65 Acres  
Development: ± 620,000 Square Feet
- Project Opened:** Fall 2007
- Seventeen master planned communities located within the trade area with over 62,000 units planned. This includes communities such as Vistancia (17,600 units), White Peak Ranch (8,000 units), Westwing Mountain (1,887 units) and Saddleback Heights (6,195 units).
- Located along the new Loop 303 which now connects to Interstate 17.

Demographics:

Population Summary		3 Miles	5 Miles	7 Miles
2017 Total Population		45,755	138,840	251,590
2022 Total Population		51,999	152,817	274,072
2017 Total Daytime Population		30,788	101,134	229,509
Workers		7,903	25,329	83,057
Residents		22,885	75,805	146,452
Average HH Income		3 Miles	5 Miles	7 Miles
2017 Total		\$111,026	\$95,682	\$85,845
2022 Total		\$125,772	\$108,434	\$97,205

Area Description

Lake Pleasant Towne Center, a Vestar Development, is a ±620,000 square foot retail shopping center on ±65 acres in northern Peoria, Arizona. The center consists of a variety of retail components such as destination power center anchors, junior anchor tenants, shop tenants, a variety of theme style family restaurants and other compatible uses. Vestar is renown for its innovative shopping center designs, which create an atmosphere that blends into the surrounding community lifestyle providing a unique experience of a regional community center providing shopping, dining, and entertainment for everyone.

The property is strategically located at the northwest corner of Lake Pleasant Parkway and Happy Valley Road. This intersection is the gateway to seventeen master-planned communities that consist of over 62,000 planned units. This includes communities such as Vistancia, White Peak Ranch, Westwing Mountain and Saddleback Heights. The Loop 303 freeway continues north and east of Lake Pleasant Towne Center and connects with Interstate 17. This freeway expansion helps continue the extensive development of new master-planned communities across the northern portion of Peoria.

Based on population estimates, there are over 138,000 people within a five mile radius. Further, there are limited retail shopping opportunities in the Lake Pleasant Towne Center trade area.

The combination of creative design, strong synergy of retail and restaurants, a dominant location in the subject trade area, and Vestar’s successful experience in creating unique shopping centers has come together to make this an exceptional retail development.

[www.phoenixcommercialadvisors.com/listings/info/lakehapp.htm](http://www.phoenixcommercialadvisors.com/listings/info/lakehapp.htm)



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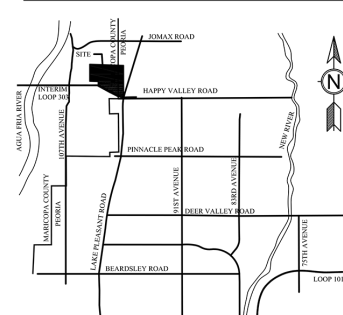


**MPC/Housing Data**  
■ "Active"  
■ "Future"





**Vicinity Map**



**Site Data**

Gross Site Area:	3,089,199 S.F. (70.92 AC.)
Building Area:	609,834 S.F.
Parking Provided:	2,675 Spaces



not to scale

Another project of:



Rev 8.27.18

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# LAKE PLEASANT TOWNE CENTER

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Another project of:



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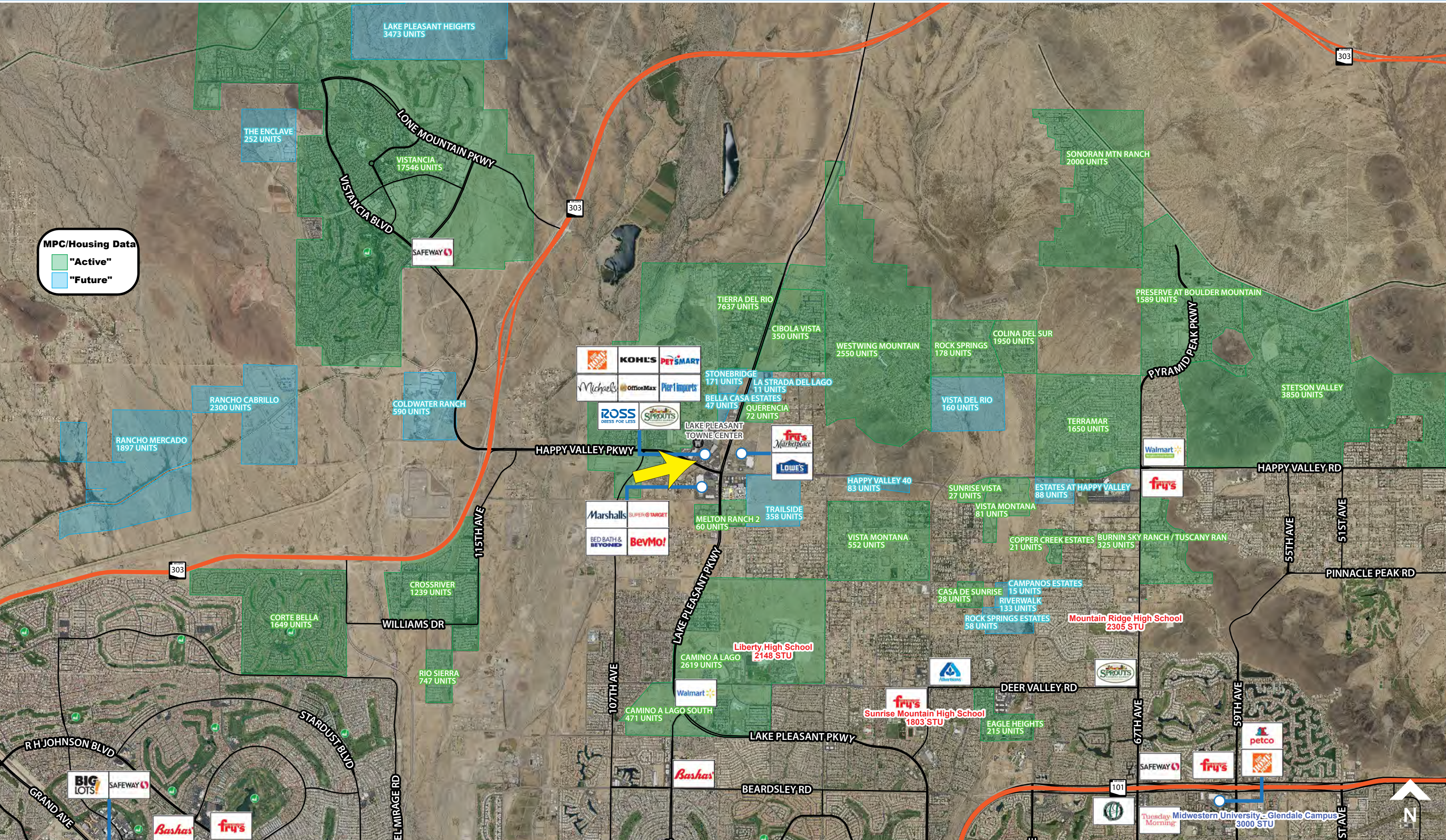
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**MPC/Housing Data**

- "Active"
- "Future"









**Active**

Map ID	Subdivision	Status	Quarterly Starts	Quarterly Closings	Annual Starts	Annual Closings	Available Lots	Models	Under Const.	Finished Vacant	Occupied	Future	Total
914	Rancho Cabrillo/Estates	Act 2Q07	2	0	2	0	85	0	1	1	0	0	87
934	Rancho Cabrillo/Parcel B	Act 2Q07	39	49	163	130	20	2	37	26	140	0	225
952	Vistancia/Trilogy West Agave Desert	Act 1Q18	0	0	0	0	142	0	0	0	0	0	142
953	Rancho Cabrillo/Parcel D	Act 2Q07	0	0	0	0	256	0	0	0	0	0	256
956	Vistancia Village/Canyon Crest	Act 3Q06	4	0	6	0	3	0	4	2	63	0	72
959	Vistancia/Trilogy West Arroyo Vista	Act 2Q15	0	0	2	4	4	0	2	3	72	0	81
966	Vistancia/Trilogy West Red Hawke Ridge	Act 3Q16	4	6	20	34	4	0	4	5	42	0	55
970	Vistancia/Trilogy West Quail Hollow	Act 2Q16	0	5	19	25	39	0	0	3	44	0	86
976	Vistancia/Trilogy West Ironwood Wash	Act 1Q17	36	7	75	38	51	0	49	11	38	0	149
979	Vistancia/Trilogy West Saguaro Trails	Act 2Q15	0	0	2	7	1	0	1	0	93	0	95
987	Vistancia/Trilogy West Rocky Ridge	Act 2Q15	0	1	6	7	5	8	0	1	56	0	70
999	Vistancia Village/Desert Intrigue	Act 3Q14	0	3	14	22	0	0	0	1	79	0	80
1019	Vistancia Village/Alicante	Act 3Q17	2	0	3	0	33	1	2	0	0	0	36
1035	Vistancia/Trilogy Desert Bloom II	Act 1Q13	0	0	0	7	0	0	0	2	97	0	99
1046	Sunleya	Act 4Q17	14	0	16	0	69	2	14	0	0	0	85



1052	Vistancia Village/Silvercreek	Act 1Q06	0	1	4	1	6	1	1	1	72	0	81
1055	Vistancia/Blackstone Fairways	Act 3Q15	2	6	19	18	9	1	4	6	32	0	52
1071	Vistancia/Blackstone Greens, The	Act 3Q16	9	9	30	25	15	2	9	7	25	38	96
1075	Vistancia Village/Primrose Estates	Act 2Q07	6	29	58	69	71	2	6	10	69	0	158
1092	Coldwater Ranch	Act 4Q07	9	0	26	53	91	2	9	0	590	0	692
1097	Crossriver/Point	Act 4Q17	6	0	8	0	25	1	3	4	0	0	33
1098	Vistancia Village/Catalonia	Act 4Q14	0	8	24	34	0	0	0	5	75	0	80
1113	Vistancia Village/Redrock Trails	Act 1Q06	6	0	15	0	6	0	10	5	78	0	99
1125	Vistancia/Blackstone Custom	Act 2Q06	3	0	3	1	43	0	3	0	16	0	62
1127	Vistancia Village/Chaparral Canyon	Act 3Q14	4	5	25	23	26	3	5	6	45	0	85
1133	Vistancia/Blackstone Retreat	Act 1Q14	11	3	29	16	49	2	22	2	42	0	117
1153	Canyon Ridge West	Act 4Q04	13	19	55	47	52	4	11	7	312	0	386
1182	Palm Tree Estates	Act 1Q18	4	0	4	0	0	0	4	0	0	10	14
1184	Tierra Del Rio/Villagio	Act 1Q15	0	0	1	11	2	2	0	0	21	0	25
1186	Tierra Del Rio/Horizon	Act 2Q15	4	1	17	13	18	3	6	5	34	0	66
1190	Tierra Del Rio/DR Horton	Act 4Q16	11	4	30	8	24	1	14	7	8	0	54
1191	Sierra Ridge Estates	Act 4Q15	0	3	1	15	0	0	0	1	23	0	24
1194	Tierra Del Rio/Villagio II	Act 3Q15	7	6	34	28	15	0	8	6	31	0	60
1199	Northlands/Encore III	Act 2Q16	0	21	58	69	0	0	0	3	72	0	75
1202	Tierra Del Rio/Las Colinas II	Act 3Q15	1	1	5	6	11	1	1	0	6	0	19
1208	Tierra Del Rio/Signature	Act 2Q15	5	5	13	17	4	1	6	0	31	0	42
1211	Tierra Del Rio/Hacienda	Act 1Q16	0	5	27	40	0	0	0	2	44	0	46
1212	Tierra Del Rio/Las Colinas	Act 1Q16	7	4	16	12	7	0	7	0	12	0	26
1214	Northlands/Passage Parcel 21A	Act 4Q14	5	14	22	15	2	0	5	2	15	0	24
1221	Northlands/Passage	Act 3Q17	10	0	12	0	68	0	10	2	0	0	80



Parcel 21B													
1228	Florenza	Act 1Q14	12	9	37	33	25	2	13	1	76	0	117
1235	Meadows, The/Pillar	Act 2Q16	12	16	43	36	32	2	12	2	43	0	91
1242	Northlands/Passage	Act 4Q13	0	0	2	0	1	4	0	0	61	0	66
1247	Northlands/Summit	Act 1Q14	0	5	17	50	0	0	0	2	115	0	117
1250	Meadows, The/Foundation	Act 1Q16	7	17	46	44	32	2	11	3	51	0	99
1251	Melton Ranch	Act 1Q05	1	1	4	3	14	0	3	2	43	0	62
1254	Northlands/Encore	Act 4Q13	3	2	8	5	2	0	3	3	36	0	44
1255	Meadows, The/Tradition	Act 2Q14	0	5	22	40	0	0	0	2	191	0	193
1269	Stonebridge	Act 2Q15	1	5	12	23	0	0	1	4	48	118	171
1272	Meadows, The/Fusion	Act 2Q14	2	8	52	73	0	2	2	3	172	74	253
1278	Meadows, The/Montage	Act 1Q18	2	0	2	0	0	0	2	0	0	91	93
1279	Querencia	Act 1Q15	9	6	22	16	5	2	10	2	53	0	72
1280	Tierra del Sol Skyline	Act 4Q16	17	18	84	61	39	2	20	3	61	0	125
1281	La Strada Del Lago	Act 4Q06	0	0	0	1	4	0	1	0	6	0	11
1292	Meadows, The/Taylor Morrison	Act 1Q18	0	0	0	0	88	0	0	0	0	0	88
1293	Cantilena	Act 1Q17	11	2	25	2	104	8	16	5	2	0	135
1296	Cibola Vista/Estates	Act 1Q06	1	1	4	1	11	0	3	0	6	0	20
1297	Tierra del Sol Majesty	Act 3Q16	8	14	50	36	20	1	9	5	36	135	206
1302	Meadows, The/Legacy	Act 3Q16	11	19	46	42	12	4	12	4	42	0	74
1303	WestWing Mountain/Escena	Act 2Q17	24	8	46	11	7	1	33	1	11	0	53
1306	Tierra del Sol Monarch	Act 2Q17	2	3	9	4	0	0	4	1	4	0	9
1308	WestWing Mountain/Pradera	Act 2Q17	23	9	45	11	24	1	29	4	11	0	69
1314	Meadows, The/Estates	Act 3Q16	16	10	48	48	57	3	22	3	49	138	272
1321	Meadows, The/Enclave	Act 4Q17	18	0	19	0	107	0	19	0	0	0	126
1337	WestWing Mountain II/Alvamar	Act 3Q07	1	2	2	4	35	0	3	0	5	0	43
1356	WestWing Mountain II/Custom	Act 3Q03	0	0	1	0	24	0	2	0	5	0	31
1372	Vista Montana (Peoria)	Act 3Q07	1	0	1	1	4	0	1	0	47	0	52
1393	Hunter Field Estates	Act 4Q04	1	0	2	1	2	0	1	1	18	0	22



1394	WestWing Mountain/Estates, The	Act 3Q07	0	0	1	0	12	0	1	0	1	0	14
1400	Summit at Sunrise Mountain	Act 2Q04	0	1	0	2	2	0	0	0	14	0	16
1428	Casa De Sunrise	Act 2Q06	0	0	0	0	9	0	0	1	17	0	27
1438	Rock Springs/Foothills	Act 4Q12	0	0	9	21	0	0	2	2	106	0	110
1443	Rock Springs/Signature	Act 4Q12	1	0	1	1	0	2	1	0	35	0	38
1446	Vista Montana (Peoria) II	Act 3Q08	3	1	3	5	0	0	4	0	39	0	43
1455	Sparrow Ranch	Act 1Q18	1	0	1	0	16	0	1	0	0	0	17
1460	Rock Springs/Discovery	Act 3Q13	8	10	41	47	38	0	14	0	146	0	198
1466	Vista Montana (Peoria) III	Act 2Q15	2	10	18	20	0	0	4	2	32	0	38
1490	Copper Creek Estates	Act 1Q05	0	0	0	1	3	0	0	0	20	0	23
1496	Sonoran Mountain Ranch/Desert Cove	Act 1Q06	1	2	2	3	29	0	2	0	15	0	46
1500	Estates at Happy Valley, The	Act 1Q07	0	0	0	0	4	0	0	0	24	0	28
1519	Sonoran Mountain Ranch/Ridgeview	Act 4Q05	2	3	11	12	2	1	4	0	28	0	35
1523	Sonoran Mountain Ranch/Foothills	Act 4Q05	4	0	6	1	0	0	4	1	128	0	133
1561	Pyramid Peak	Act 2Q17	27	21	88	36	140	4	39	9	36	0	228
1564	Gold Mountain Preserve	Act 3Q07	3	1	6	11	24	0	5	2	31	0	62
1577	Softwind Estates	Act 2Q04	0	0	0	0	3	0	0	0	7	0	10
1612	Stetson Valley/Mountain Ridge	Act 2Q17	19	15	66	29	40	4	22	11	29	0	106
1615	Carmel Estates	Act 2Q15	0	4	12	15	0	0	0	1	38	0	39
1626	Stetson Valley/Shadow Ridge	Act 2Q17	17	5	28	5	12	0	21	2	5	0	40
1661	Saddleback Meadows	Act 2Q03	0	1	0	2	2	0	0	0	32	0	34

Quarterly & Annual Starts from Quarter

Quarterly Starts	495
Quarterly Closings	449
Annual Starts	1,806
Annual Closings	1,552

Totals Based on Notable Categories

Available Lots	2,241	Occupied	4,352
Models	84	Future	604
Under-Construction	614	<b>Totals</b>	<b>8,113</b>
Finished Vacant Lots	218		

**Future**



Map ID	Subdivision	Status	Quarterly Starts	Quarterly Closings	Annual Starts	Annual Closings	Available Lots	Models	Under Const.	Finished Vacant	Occupied	Future	Total
797	Tierra Verde East	Future	0	0	0	0	0	0	0	0	0	314	314
856	Laizure Estates	Future	0	0	0	0	0	0	0	0	0	15	15
874	Rancho Del Rey	Future	0	0	0	0	0	0	0	0	0	117	117
902	Rancho Mercado	Future	0	0	0	0	0	0	0	0	0	3400	3400
916	Rancho Cabrillo/Parcel J	Future	0	0	0	0	0	0	0	0	0	208	208
926	Vistancia/Trilogy West	Future	0	0	0	0	0	0	0	0	0	498	498
933	Rancho Cabrillo/Parcel I	Future	0	0	0	0	0	0	0	0	0	146	146
942	Vistancia Village/Future	Future	0	0	0	0	0	0	0	0	0	6249	6249
946	Rancho Cabrillo/Parcel H	Future	0	0	0	0	0	0	0	0	0	173	173
949	Rancho Cabrillo/Parcel C & P	Future	0	0	0	0	0	0	0	0	0	54	54
950	Vistancia/Trilogy West Parcel C47	Future	0	0	0	0	0	0	0	0	0	89	89
951	Rancho Cabrillo/Parcel K	Future	0	0	0	0	0	0	0	0	0	148	148
962	White Peak Retreat	Future	0	0	0	0	0	0	0	0	0	41	41
965	White Peak Reserve	Future	0	0	0	0	0	0	0	0	0	120	120
973	Sonoran Place	Future	0	0	0	0	0	0	0	0	0	122	122
975	Rancho Cabrillo/Parcel L	Future	0	0	0	0	0	0	0	0	0	108	108
1090	Crossriver/Summit	Future	0	0	0	0	0	0	0	0	0	34	34
1111	Lake Pleasant Heights	Future	0	0	0	0	0	0	0	0	0	6561	6561
1138	Vistancia Village/Senita Trails	Future	0	0	0	0	0	0	0	0	0	79	79
1140	Vistancia Village/Parcel D1	Future	0	0	0	0	0	0	0	0	0	74	74
1147	Vistancia Village/Parcel D3B	Future	0	0	0	0	0	0	0	0	0	84	84
1156	Vistancia Village/Parcel D4	Future	0	0	0	0	0	0	0	0	0	87	87
1181	Four Seasons at Ventana Lakes	Future	0	0	0	0	0	0	0	0	0	69	69
1197	Camino a Lago South/Pleasant	Future	0	0	0	0	0	0	0	0	0	134	134
1204	Ironwood Estates	Future	0	0	0	0	0	0	0	0	0	6	6



1206	Camino a Lago South/Powell	Future	0	0	0	0	0	0	0	0	0	90	90
1215	Camino a Lago South/Havasu	Future	0	0	0	0	0	0	0	0	0	114	114
1222	Camino a Lago South/Lynx	Future	0	0	0	0	0	0	0	0	0	47	47
1224	Camino a Lago South/Becker	Future	0	0	0	0	0	0	0	0	0	70	70
1227	Camino a Lago South/Luna	Future	0	0	0	0	0	0	0	0	0	26	26
1236	Camino a Lago South/Canyon	Future	0	0	0	0	0	0	0	0	0	96	96
1260	Camino a Lago South/Patagonia	Future	0	0	0	0	0	0	0	0	0	93	93
1261	NE 99th Ave & Hedge Hog Place	Future	0	0	0	0	0	0	0	0	0	6	6
1264	Bella Casa Estates	Future	0	0	0	0	0	0	0	0	0	47	47
1274	Camino a Lago South/Bartlett	Future	0	0	0	0	0	0	0	0	0	120	120
1282	Camino a Lago South/Citadel	Future	0	0	0	0	0	0	0	0	72	46	118
1288	Meadows, The/Future	Future	0	0	0	0	0	0	0	0	0	472	472
1366	Happy Valley 40	Future	0	0	0	0	0	0	0	0	0	83	83
1368	Village at Peoria, The	Future	0	0	0	0	0	0	0	0	0	55	55
1414	Vista Del Rio	Future	0	0	0	0	0	0	0	0	0	160	160
1440	Mountain Ridge Views	Future	0	0	0	0	0	0	0	0	0	9	9
1447	Rock Springs Estates	Future	0	0	0	0	0	0	0	0	0	58	58
1450	Campanos Estates	Future	0	0	0	0	0	0	0	0	0	15	15
1456	Riverwalk	Future	0	0	0	0	0	0	0	0	0	94	94
1479	Aloravita/Parcel 3	Future	0	0	0	0	0	0	0	0	0	50	50
1482	Aloravita/Parcel 1	Future	0	0	0	0	0	0	0	0	0	65	65
1483	Aloravita/Parcel 4	Future	0	0	0	0	0	0	0	0	0	76	76
1492	Tuscany Estates	Future	0	0	0	0	0	0	0	0	0	7	7
1495	Aloravita/Parcel 2	Future	0	0	0	0	0	0	0	0	0	65	65
1497	Aloravita/Parcel 5	Future	0	0	0	0	0	0	0	0	0	59	59
1501	Cadence at Park Paseo	Future	0	0	0	0	0	0	0	0	0	50	50
1502	Aloravita/Parcel 6	Future	0	0	0	0	0	0	0	0	0	74	74



1528	Aloravita/Future	Future	0	0	0	0	0	0	0	0	0	0	1148	1148
1540	Paradise Enclave	Future	0	0	0	0	0	0	0	0	0	0	21	21
1580	Enclave at Creekside, The	Future	0	0	0	0	0	0	0	0	0	0	10	10
1584	Hartford Court	Future	0	0	0	0	0	0	0	0	0	0	33	33
1585	Pinnacle, The	Future	0	0	0	0	0	0	0	0	0	0	7	7

Quarterly & Annual Starts from Quarter

Quarterly Starts	0
Quarterly Closings	0
Annual Starts	0
Annual Closings	0

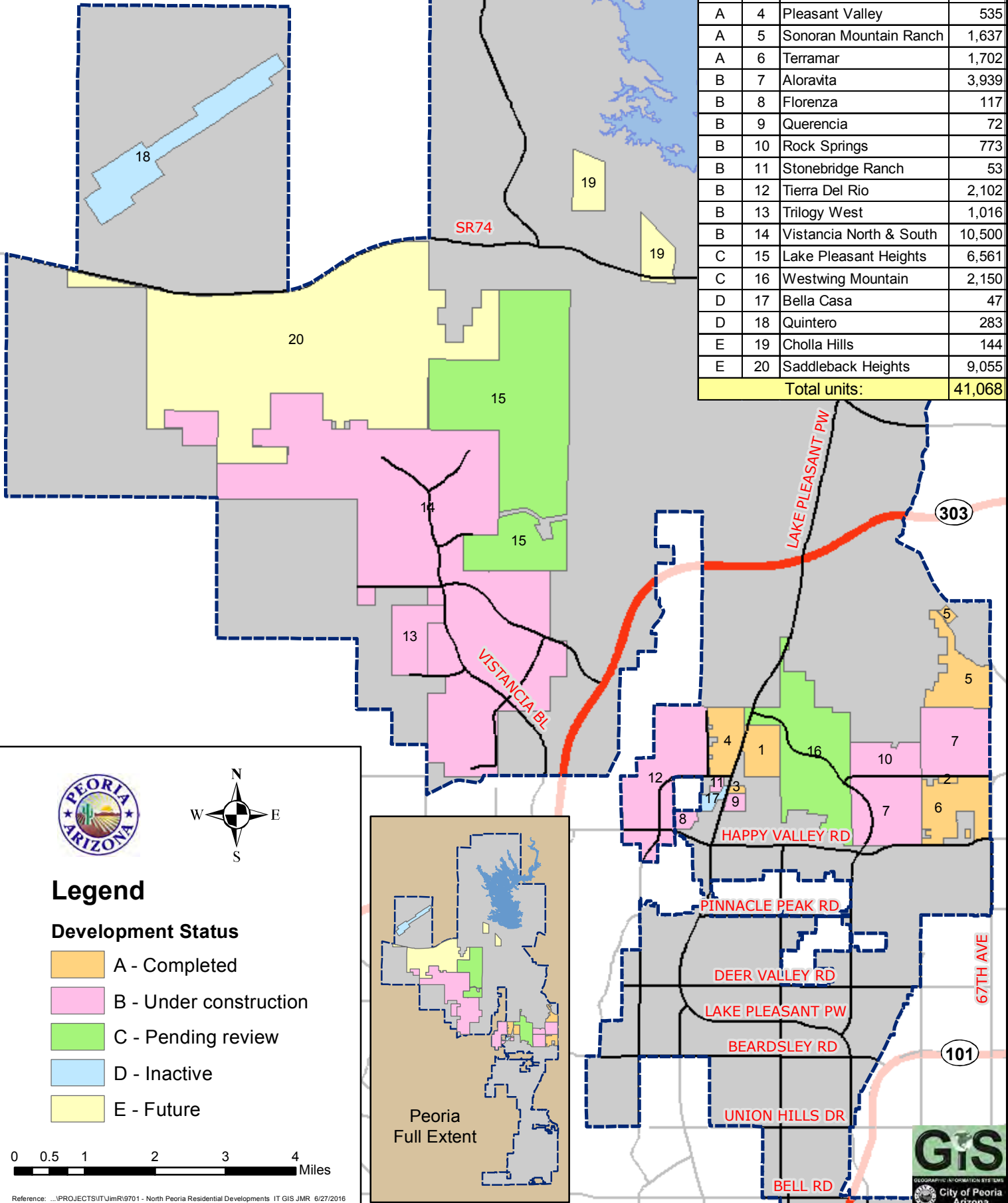
Totals Based on Notable Categories

Available Lots	0	Occupied	72
Models	0	Future	22,296
Under-Construction	0	<b>Totals</b>	<b>22,368</b>
Finished Vacant Lots	0		



# Northern Residential Developments Peoria, Arizona

Single-family units per development			
CODE	NUM	DEVELOPMENT	UNITS
A	1	Cibola Vista	349
A	2	Colina del Sur	21
A	3	La Strada del Lago	12
A	4	Pleasant Valley	535
A	5	Sonoran Mountain Ranch	1,637
A	6	Terramar	1,702
B	7	Aloravita	3,939
B	8	Florenza	117
B	9	Querencia	72
B	10	Rock Springs	773
B	11	Stonebridge Ranch	53
B	12	Tierra Del Rio	2,102
B	13	Trilogy West	1,016
B	14	Vistancia North & South	10,500
C	15	Lake Pleasant Heights	6,561
C	16	Westwing Mountain	2,150
D	17	Bella Casa	47
D	18	Quintero	283
E	19	Cholla Hills	144
E	20	Saddleback Heights	9,055
Total units:			41,068



## Legend

### Development Status

- A - Completed
- B - Under construction
- C - Pending review
- D - Inactive
- E - Future

0 0.5 1 2 3 4 Miles

Reference: ...PROJECTS\IT\JimR\9701 - North Peoria Residential Developments IT GIS JMR 6/27/2016







# Market Profile

Lake Pleasant Pkwy & Happy Valley Rd, Peoria  
 -112.272432444 33.7108284920001  
 Rings: 3, 5, 7 mile radii

Prepared By Business Analyst Desktop  
 Latitude: 33.710828  
 Longitude: -112.272432

	3 miles	5 miles	7 miles
<b>Population Summary</b>			
2000 Total Population	13,796	70,292	157,020
2010 Total Population	34,906	117,199	218,839
2017 Total Population	45,755	138,840	251,590
2017 Group Quarters	240	753	1,894
2022 Total Population	51,999	152,817	274,072
2017-2022 Annual Rate	2.59%	1.94%	1.73%
2017 Total Daytime Population	30,788	101,134	229,509
Workers	7,903	25,329	83,057
Residents	22,885	75,805	146,452
<b>Household Summary</b>			
2000 Households	4,625	29,068	67,053
2000 Average Household Size	2.96	2.40	2.32
2010 Households	11,513	46,367	92,238
2010 Average Household Size	3.01	2.51	2.35
2017 Households	14,715	53,243	103,329
2017 Average Household Size	3.09	2.59	2.42
2022 Households	16,599	57,972	111,471
2022 Average Household Size	3.12	2.62	2.44
2017-2022 Annual Rate	2.44%	1.72%	1.53%
2010 Families	9,261	33,414	62,673
2010 Average Family Size	3.34	2.96	2.85
2017 Families	11,749	38,347	70,127
2017 Average Family Size	3.44	3.05	2.92
2022 Families	13,213	41,723	75,557
2022 Average Family Size	3.47	3.09	2.95
2017-2022 Annual Rate	2.38%	1.70%	1.50%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,954	32,382	75,359
Owner Occupied Housing Units	88.7%	80.7%	78.3%
Renter Occupied Housing Units	4.7%	9.1%	10.7%
Vacant Housing Units	6.6%	10.2%	11.0%
2010 Housing Units	12,535	52,609	105,850
Owner Occupied Housing Units	76.6%	72.6%	69.7%
Renter Occupied Housing Units	15.2%	15.5%	17.5%
Vacant Housing Units	8.2%	11.9%	12.9%
2017 Housing Units	15,599	59,172	116,080
Owner Occupied Housing Units	76.0%	71.8%	68.7%
Renter Occupied Housing Units	18.3%	18.2%	20.3%
Vacant Housing Units	5.7%	10.0%	11.0%
2022 Housing Units	17,352	63,717	123,551
Owner Occupied Housing Units	77.1%	72.6%	69.6%
Renter Occupied Housing Units	18.5%	18.4%	20.6%
Vacant Housing Units	4.3%	9.0%	9.8%
<b>Median Household Income</b>			
2017	\$91,227	\$76,978	\$65,219
2022	\$99,636	\$83,563	\$73,398
<b>Median Home Value</b>			
2017	\$299,405	\$265,312	\$243,409
2022	\$340,995	\$304,335	\$286,105
<b>Per Capita Income</b>			
2017	\$35,991	\$36,916	\$35,533
2022	\$40,410	\$41,341	\$39,794
<b>Median Age</b>			
2010	35.4	43.3	46.9
2017	36.1	44.2	47.9
2022	36.0	44.0	48.0

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.





# Market Profile

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	3 miles	5 miles	7 miles
<b>2017 Households by Income</b>			
Household Income Base	14,715	53,243	103,329
<\$15,000	3.3%	5.0%	6.7%
\$15,000 - \$24,999	4.0%	6.0%	7.8%
\$25,000 - \$34,999	4.9%	6.9%	8.7%
\$35,000 - \$49,999	9.6%	12.1%	13.6%
\$50,000 - \$74,999	15.7%	18.3%	19.1%
\$75,000 - \$99,999	17.5%	15.4%	14.2%
\$100,000 - \$149,999	24.5%	20.3%	17.1%
\$150,000 - \$199,999	10.1%	8.7%	7.2%
\$200,000+	10.4%	7.1%	5.7%
Average Household Income	\$111,026	\$95,682	\$85,845
<b>2022 Households by Income</b>			
Household Income Base	16,599	57,972	111,471
<\$15,000	3.2%	4.8%	6.4%
\$15,000 - \$24,999	3.4%	5.2%	7.0%
\$25,000 - \$34,999	4.0%	5.8%	7.4%
\$35,000 - \$49,999	7.8%	10.0%	11.4%
\$50,000 - \$74,999	14.4%	17.5%	18.7%
\$75,000 - \$99,999	17.4%	16.0%	15.2%
\$100,000 - \$149,999	26.0%	22.2%	19.0%
\$150,000 - \$199,999	11.1%	9.8%	8.1%
\$200,000+	12.7%	8.6%	6.9%
Average Household Income	\$125,772	\$108,434	\$97,205
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	11,861	42,463	79,780
<\$50,000	0.7%	2.2%	2.9%
\$50,000 - \$99,999	0.6%	2.0%	4.0%
\$100,000 - \$149,999	3.9%	7.0%	9.4%
\$150,000 - \$199,999	13.9%	16.7%	19.3%
\$200,000 - \$249,999	15.4%	17.2%	16.7%
\$250,000 - \$299,999	15.6%	15.8%	13.5%
\$300,000 - \$399,999	21.8%	20.1%	17.8%
\$400,000 - \$499,999	11.8%	9.4%	8.1%
\$500,000 - \$749,999	11.3%	7.0%	6.3%
\$750,000 - \$999,999	3.4%	1.5%	1.3%
\$1,000,000 +	1.5%	1.0%	0.8%
Average Home Value	\$355,854	\$304,182	\$283,225
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	13,385	46,247	85,991
<\$50,000	0.2%	0.6%	1.1%
\$50,000 - \$99,999	0.2%	0.8%	1.8%
\$100,000 - \$149,999	1.5%	3.9%	5.3%
\$150,000 - \$199,999	7.8%	10.7%	14.1%
\$200,000 - \$249,999	13.6%	15.8%	16.7%
\$250,000 - \$299,999	16.0%	17.0%	15.3%
\$300,000 - \$399,999	26.3%	25.6%	23.2%
\$400,000 - \$499,999	14.8%	12.8%	11.1%
\$500,000 - \$749,999	14.0%	9.4%	8.6%
\$750,000 - \$999,999	4.2%	2.0%	1.8%
\$1,000,000 +	1.5%	1.3%	1.0%
Average Home Value	\$391,655	\$346,714	\$326,034

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.





# Market Profile

Lake Pleasant Pkwy & Happy Valley Rd, Peoria  
 -112.272432444 33.7108284920001  
 Rings: 3, 5, 7 mile radii

Prepared By Business Analyst Desktop  
 Latitude: 33.710828  
 Longitude: -112.272432

	3 miles	5 miles	7 miles
<b>2010 Population by Age</b>			
Total	34,906	117,198	218,837
0 - 4	7.3%	5.5%	5.0%
5 - 9	8.6%	6.5%	5.6%
10 - 14	9.5%	7.2%	6.2%
15 - 24	12.3%	10.1%	9.7%
25 - 34	11.5%	9.3%	9.3%
35 - 44	17.6%	13.7%	11.8%
45 - 54	14.6%	13.3%	12.5%
55 - 64	9.1%	12.2%	12.6%
65 - 74	5.2%	10.9%	12.5%
75 - 84	2.9%	7.8%	10.3%
85 +	1.4%	3.5%	4.5%
18 +	69.4%	76.7%	79.6%
<b>2017 Population by Age</b>			
Total	45,757	138,841	251,589
0 - 4	7.1%	5.4%	4.9%
5 - 9	7.8%	6.1%	5.3%
10 - 14	8.2%	6.6%	5.8%
15 - 24	12.4%	10.2%	9.6%
25 - 34	12.8%	10.2%	10.2%
35 - 44	15.3%	12.4%	10.9%
45 - 54	14.5%	12.7%	11.4%
55 - 64	10.4%	12.1%	12.1%
65 - 74	6.9%	12.5%	14.1%
75 - 84	3.1%	7.7%	10.0%
85 +	1.5%	4.1%	5.6%
18 +	72.4%	78.1%	80.7%
<b>2022 Population by Age</b>			
Total	51,997	152,819	274,072
0 - 4	7.2%	5.6%	5.0%
5 - 9	7.4%	5.9%	5.2%
10 - 14	7.8%	6.3%	5.5%
15 - 24	11.3%	9.5%	9.0%
25 - 34	14.5%	11.3%	10.9%
35 - 44	15.6%	12.6%	11.4%
45 - 54	12.9%	11.5%	10.3%
55 - 64	10.5%	11.4%	11.4%
65 - 74	7.5%	13.0%	14.6%
75 - 84	3.7%	8.9%	11.3%
85 +	1.4%	4.0%	5.4%
18 +	73.1%	78.6%	81.1%
<b>2010 Population by Sex</b>			
Males	17,184	56,087	103,772
Females	17,722	61,112	115,067
<b>2017 Population by Sex</b>			
Males	22,482	66,595	119,706
Females	23,273	72,245	131,884
<b>2022 Population by Sex</b>			
Males	25,502	73,360	130,558
Females	26,497	79,457	143,515

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.





# Market Profile

Lake Pleasant Pkwy & Happy Valley Rd, Peoria  
 -112.272432444 33.7108284920001  
 Rings: 3, 5, 7 mile radii

Prepared By Business Analyst Desktop  
 Latitude: 33.710828  
 Longitude: -112.272432

	3 miles	5 miles	7 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	34,906	117,198	218,838
White Alone	87.7%	89.0%	88.1%
Black Alone	2.1%	2.1%	2.2%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	3.8%	3.7%	3.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.2%	2.3%	3.1%
Two or More Races	2.5%	2.4%	2.3%
Hispanic Origin	10.5%	8.7%	10.0%
Diversity Index	37.4	33.2	36.1
<b>2017 Population by Race/Ethnicity</b>			
Total	45,755	138,839	251,589
White Alone	85.1%	86.5%	85.6%
Black Alone	2.5%	2.5%	2.6%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	4.8%	4.6%	4.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.7%	2.7%	3.6%
Two or More Races	3.1%	3.1%	2.9%
Hispanic Origin	12.1%	10.1%	11.4%
Diversity Index	42.8	38.6	41.4
<b>2022 Population by Race/Ethnicity</b>			
Total	51,998	152,816	274,073
White Alone	82.9%	84.4%	83.5%
Black Alone	2.9%	2.8%	3.0%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	5.7%	5.5%	5.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.1%	3.0%	3.9%
Two or More Races	3.6%	3.6%	3.4%
Hispanic Origin	13.5%	11.2%	12.5%
Diversity Index	47.0	42.7	45.3
<b>2010 Population by Relationship and Household Type</b>			
Total	34,906	117,199	218,839
In Households	99.4%	99.4%	99.3%
In Family Households	90.8%	86.1%	83.1%
Householder	26.7%	28.6%	28.7%
Spouse	22.1%	24.2%	24.1%
Child	36.6%	28.9%	25.9%
Other relative	3.3%	2.8%	2.9%
Nonrelative	2.1%	1.6%	1.6%
In Nonfamily Households	8.6%	13.4%	16.1%
In Group Quarters	0.6%	0.6%	0.7%
Institutionalized Population	0.4%	0.4%	0.4%
Noninstitutionalized Population	0.2%	0.1%	0.3%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.





# Market Profile

Lake Pleasant Pkwy & Happy Valley Rd, Peoria  
 -112.272432444 33.7108284920001  
 Rings: 3, 5, 7 mile radii

Prepared By Business Analyst Desktop  
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	3 miles	5 miles	7 miles
<b>2017 Population 25+ by Educational Attainment</b>			
Total	29,540	99,474	187,127
Less than 9th Grade	0.6%	0.8%	1.5%
9th - 12th Grade, No Diploma	2.4%	2.9%	3.9%
High School Graduate	15.8%	19.2%	21.2%
GED/Alternative Credential	2.2%	2.3%	2.6%
Some College, No Degree	31.2%	27.6%	26.8%
Associate Degree	9.0%	9.1%	8.9%
Bachelor's Degree	24.4%	23.2%	21.8%
Graduate/Professional Degree	14.4%	14.9%	13.4%
<b>2017 Population 15+ by Marital Status</b>			
Total	35,208	113,674	211,377
Never Married	26.1%	20.7%	21.1%
Married	60.3%	61.0%	57.9%
Widowed	3.3%	7.1%	9.0%
Divorced	10.3%	11.2%	12.0%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.9%	96.7%	96.2%
Civilian Unemployed (Unemployment Rate)	3.1%	3.3%	3.8%
<b>2017 Employed Population 16+ by Industry</b>			
Total	23,275	64,109	106,917
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	5.5%	5.5%	5.5%
Manufacturing	7.6%	7.1%	6.6%
Wholesale Trade	1.8%	2.3%	2.3%
Retail Trade	12.2%	12.9%	13.2%
Transportation/Utilities	6.1%	5.3%	5.0%
Information	2.5%	2.1%	1.9%
Finance/Insurance/Real Estate	12.1%	12.8%	13.0%
Services	46.8%	46.7%	47.5%
Public Administration	5.2%	5.1%	4.9%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	23,273	64,110	106,916
White Collar	72.4%	74.4%	72.6%
Management/Business/Financial	19.8%	21.0%	20.0%
Professional	26.6%	26.7%	24.5%
Sales	13.7%	14.0%	13.9%
Administrative Support	12.4%	12.8%	14.2%
Services	15.1%	14.2%	15.3%
Blue Collar	12.4%	11.4%	12.2%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.9%	2.8%	2.8%
Installation/Maintenance/Repair	2.2%	2.6%	2.9%
Production	2.2%	1.9%	2.3%
Transportation/Material Moving	5.0%	4.0%	4.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	34,906	117,199	218,839
Population Inside Urbanized Area	97.6%	94.2%	95.7%
Population Inside Urbanized Cluster	0.1%	4.1%	3.0%
Rural Population	2.4%	1.7%	1.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.





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	3 miles	5 miles	7 miles
<b>2010 Households by Type</b>			
Total	11,514	46,368	92,238
Households with 1 Person	14.7%	23.1%	26.9%
Households with 2+ People	85.3%	76.9%	73.1%
Family Households	80.4%	72.1%	67.9%
Husband-wife Families	66.4%	61.1%	57.1%
With Related Children	36.6%	23.4%	18.7%
Other Family (No Spouse Present)	14.0%	11.0%	10.9%
Other Family with Male Householder	4.8%	3.4%	3.3%
With Related Children	3.4%	2.2%	2.0%
Other Family with Female Householder	9.1%	7.6%	7.6%
With Related Children	6.6%	4.7%	4.5%
Nonfamily Households	4.9%	4.8%	5.1%
All Households with Children	47.2%	30.6%	25.5%
Multigenerational Households	4.6%	2.9%	2.7%
Unmarried Partner Households	6.1%	5.1%	5.0%
Male-female	5.4%	4.4%	4.4%
Same-sex	0.7%	0.7%	0.6%
<b>2010 Households by Size</b>			
Total	11,513	46,368	92,237
1 Person Household	14.7%	23.1%	26.9%
2 Person Household	31.0%	40.5%	42.0%
3 Person Household	18.7%	13.5%	12.2%
4 Person Household	20.5%	13.6%	11.1%
5 Person Household	9.3%	5.9%	4.8%
6 Person Household	3.7%	2.3%	1.9%
7 + Person Household	2.1%	1.2%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	11,513	46,367	92,238
Owner Occupied	83.4%	82.4%	79.9%
Owned with a Mortgage/Loan	74.7%	61.3%	54.3%
Owned Free and Clear	8.7%	21.1%	25.6%
Renter Occupied	16.6%	17.6%	20.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	12,535	52,609	105,850
Housing Units Inside Urbanized Area	97.7%	93.7%	95.9%
Housing Units Inside Urbanized Cluster	0.1%	4.8%	3.0%
Rural Housing Units	2.3%	1.5%	1.1%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.





# Market Profile

Lake Pleasant Pkwy & Happy Valley Rd, Peoria  
 -112.272432444 33.7108284920001  
 Rings: 3, 5, 7 mile radii

Prepared By Business Analyst Desktop  
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	3 miles	5 miles	7 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Boomburbs (1C)	The Elders (9C)	The Elders (9C)
<b>2.</b>	Up and Coming Families	Boomburbs (1C)	Boomburbs (1C)
<b>3.</b>	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$44,787,937	\$134,615,411	\$232,398,423
Average Spent	\$3,043.69	\$2,528.32	\$2,249.11
Spending Potential Index	141	117	104
Education: Total \$	\$28,552,541	\$84,936,829	\$146,788,680
Average Spent	\$1,940.37	\$1,595.27	\$1,420.60
Spending Potential Index	133	110	98
Entertainment/Recreation: Total \$	\$62,567,855	\$196,976,177	\$343,809,149
Average Spent	\$4,251.98	\$3,699.57	\$3,327.32
Spending Potential Index	136	119	107
Food at Home: Total \$	\$96,644,300	\$304,532,196	\$536,435,307
Average Spent	\$6,567.74	\$5,719.67	\$5,191.53
Spending Potential Index	130	114	103
Food Away from Home: Total \$	\$68,325,553	\$209,503,274	\$364,591,930
Average Spent	\$4,643.26	\$3,934.85	\$3,528.46
Spending Potential Index	139	118	106
Health Care: Total \$	\$107,729,086	\$362,165,057	\$643,198,566
Average Spent	\$7,321.04	\$6,802.12	\$6,224.76
Spending Potential Index	131	122	111
HH Furnishings & Equipment: Total \$	\$40,064,415	\$125,399,260	\$218,210,500
Average Spent	\$2,722.69	\$2,355.23	\$2,111.80
Spending Potential Index	140	121	109
Personal Care Products & Services: Total \$	\$16,199,081	\$51,465,222	\$90,143,477
Average Spent	\$1,100.85	\$966.61	\$872.39
Spending Potential Index	138	121	110
Shelter: Total \$	\$322,064,969	\$1,011,014,555	\$1,777,943,545
Average Spent	\$21,886.85	\$18,988.68	\$17,206.63
Spending Potential Index	135	117	106
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$47,384,626	\$159,425,779	\$282,109,736
Average Spent	\$3,220.16	\$2,994.30	\$2,730.21
Spending Potential Index	138	128	117
Travel: Total \$	\$43,474,941	\$137,339,040	\$238,388,456
Average Spent	\$2,954.46	\$2,579.48	\$2,307.08
Spending Potential Index	143	124	111
Vehicle Maintenance & Repairs: Total \$	\$20,938,450	\$66,826,831	\$117,520,928
Average Spent	\$1,422.93	\$1,255.13	\$1,137.35
Spending Potential Index	133	117	106

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.