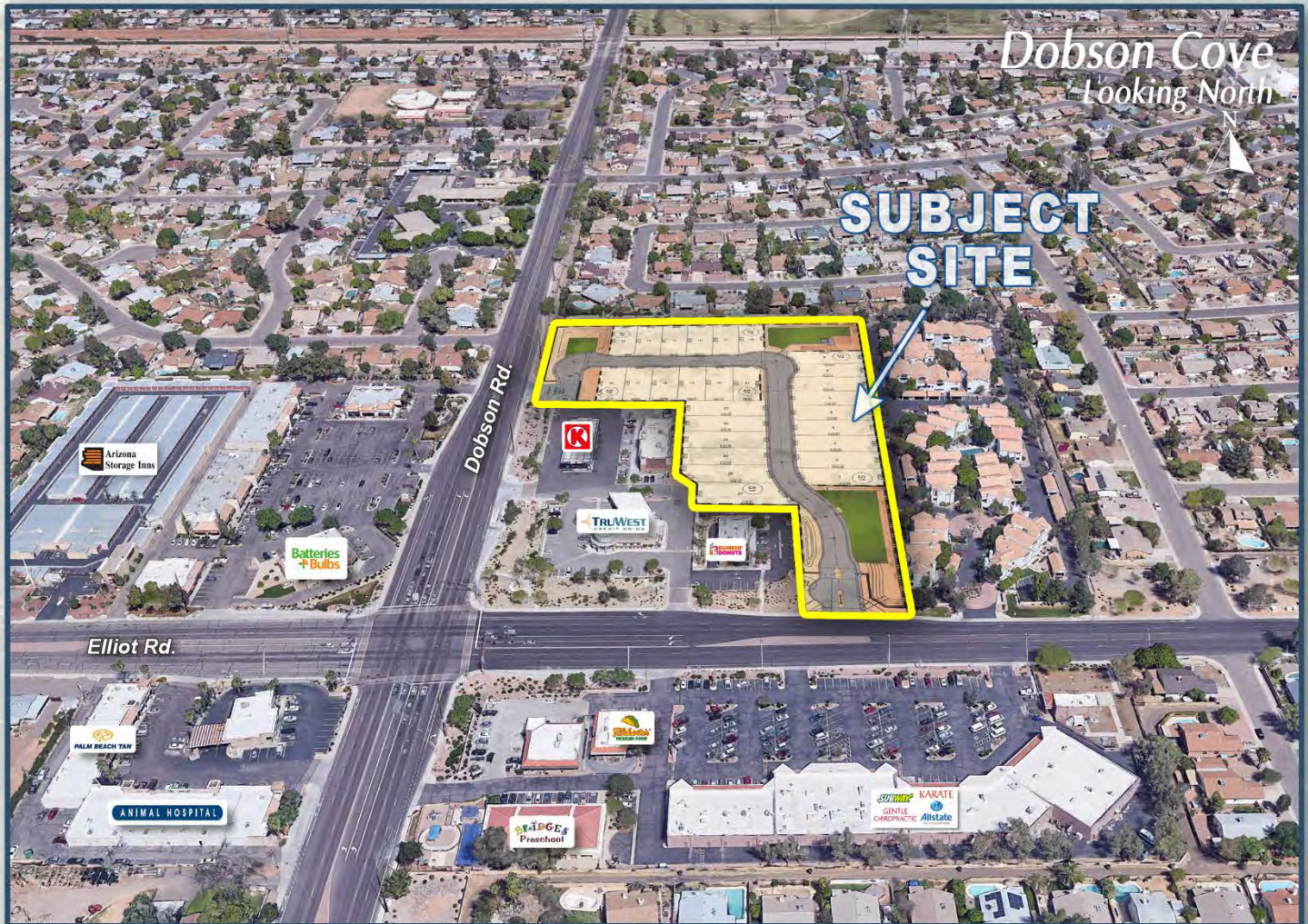


NATHAN & ASSOCIATES, INC.
EXCLUSIVELY PRESENTS

DOBSON COVE NEC ELLIOT AND DOBSON ROADS CITY OF CHANDLER, ARIZONA



NATHAN & ASSOCIATES, INC.
7600 E. DOUBLETREE RANCH ROAD, SUITE 150
SCOTTSDALE · ARIZONA · 85258-2156
OFFICE: 480.367.0700 · FAX: 480.367.8341
WWW.NATHANANDASSOCIATESINC.COM



DOBSON COVE

CITY OF CHANDLER, ARIZONA

LOCATION:

Located at the northeast corner of Dobson Road and Elliot Road in Chandler, Arizona.

SIZE:

6.42 Gross Acres

Lots: 27 Single Family Lots – 45' x 115'

ASSESSOR PARCEL NUMBER:

302-78-939

ZONING:

Existing Zoning: C-2 | City of Chandler

Proposed Zoning: PAD Single Family Residential

SETBACKS:

- Front: 15'; 22' to face of garage
- Side: 5' / 6'
- Rear: 15'

PRICE:

\$85,000 per Lot

TERMS:

Cash. Close at final plat.

UTILITIES:

- Electricity: Salt River Project (SRP)
- Communications: CenturyLink
- Water and Sewer: City of Chandler
- Gas: Southwest Gas.
- Cable TV: Cox Communications.

SCHOOLS:

- Summit Academy (K-8)
- Dobson High School (9-12)

ADDITIONAL DOCUMENTS: [\(Please click to view\)](#)

- Preliminary Construction Budget (12/27/18)
- Paving Plans
- Preliminary Plat
- Sewer Plans
- Grading and Drainage Plans
- Water Plans
- Certificate of Area
- Parcel Map Check Report
- Subdivision Plan
- Site Net, Site Gross
- Color Board
- Amenity
- Conceptual Design Report
- Landscape Plans
- PAD
- Final Drainage Report
- Title Report
- Water & Wastewater Demand Calc.
- Elevations and Floorplans
- Erosion and Sediment Control Plans

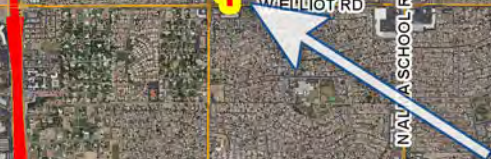
SOUTHEAST VALLEY SUBMARKET

DOBSON COVE

Public Land Ownership

- Federal Land
- National Forest
- Indian Community
- Regional Parks
- State Trust Land
- Lightrail/Station Location

SUBJECT SITE



Phoenix South Mountain Park

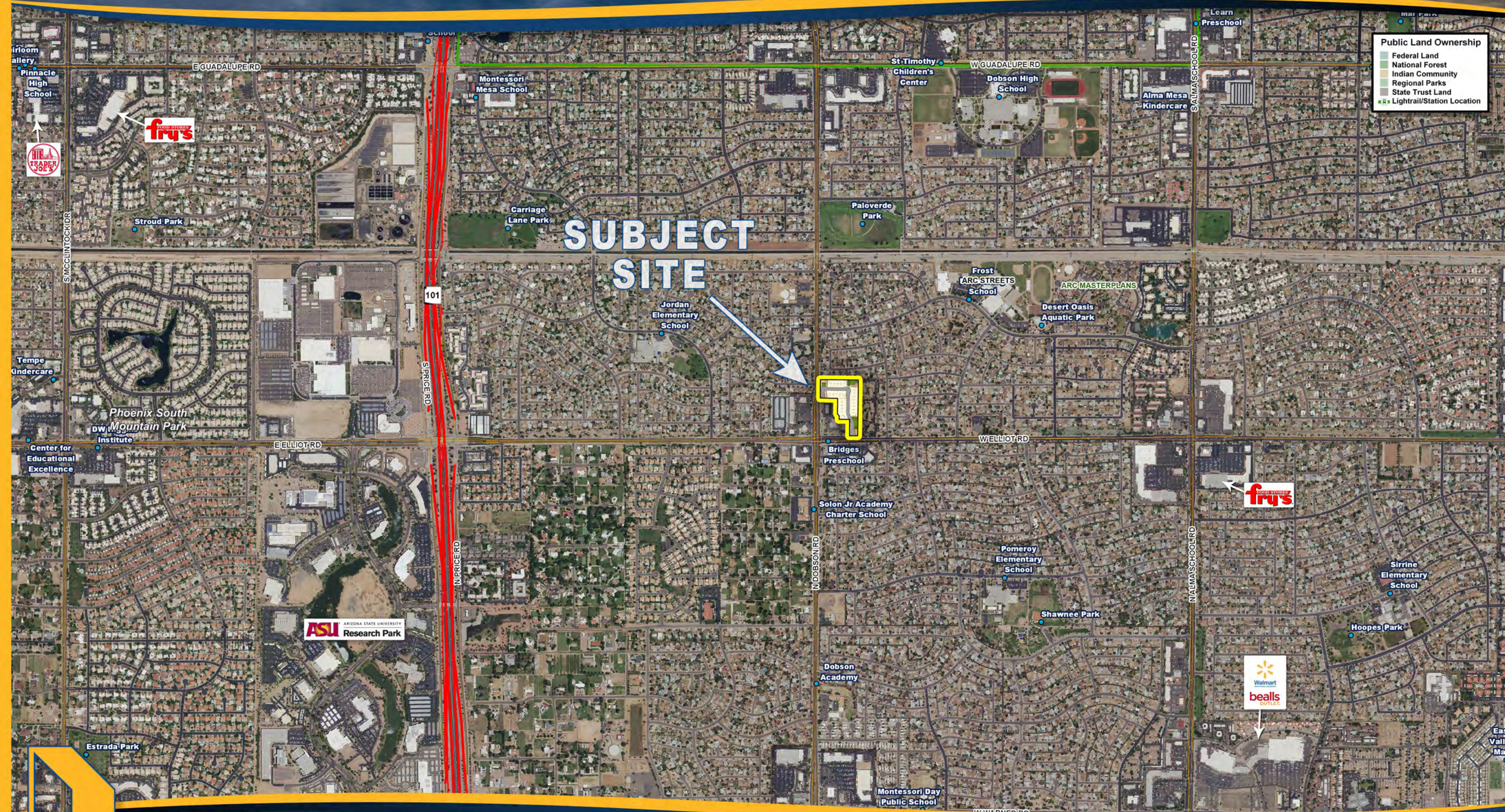


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DOBSON COVE

NORTHEAST CORNER OF DOBSON ROAD AND ELLIOT ROAD



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DOBSON COVE

CHANDLER, ARIZONA



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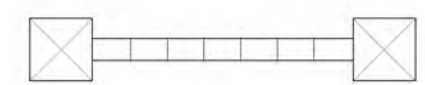
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PLOTTED: ELORDEEN ON 06/17/2016 AT 08:51 AM
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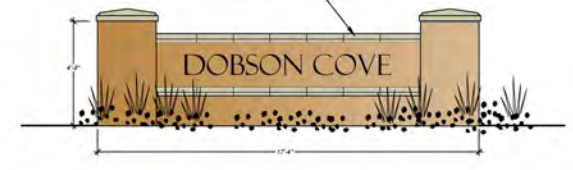


WALL LEGEND

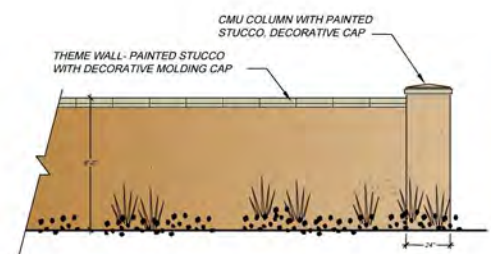
- PERIMETER THEME WALL- SEE THIS SHEET
- EXISTING WALL TO REMAIN, PAINT OR STUCCO INSIDE FACE OF WALL TO MATCH THEME WALL COLOR
- 6' HIGH BUILDER DOOLEY WALL- PAINT OR STUCCO TO MATCH THEME WALL COLOR
- ENTRY MONUMENT SIGN- SEE THIS SHEET
- COLUMNS
- VEHICLE ENTRY GATES- SEE THIS SHEET
- DECORATIVE ENTRY PAVEMENT- SEE THIS SHEET
- EXIT ONLY GATES- WROUGHT IRON GATES PAINT TO MATCH ENTRY GATES



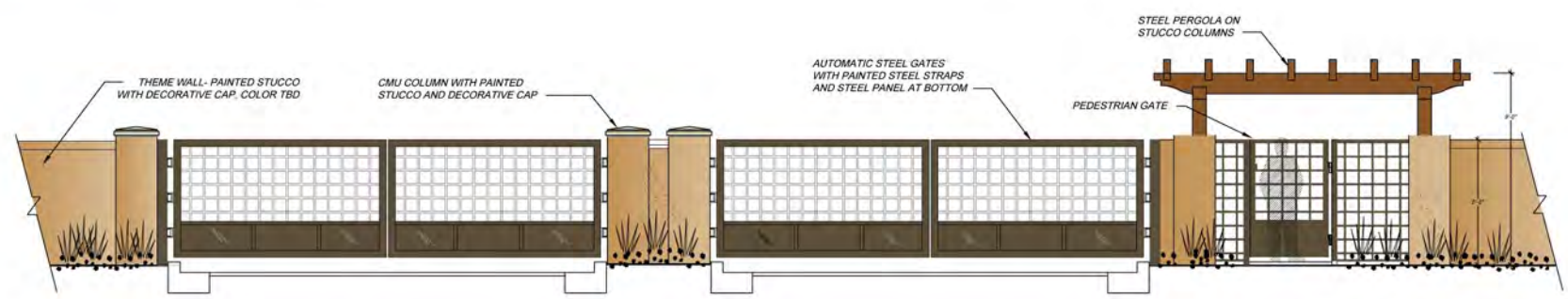
SIGNAGE- TWO SIDED IN ENTRY MEDIUM- PAINTED STUCCO WITH DECORATIVE COLUMN CAP AND DECORATIVE MOLDINGS ON TOP AND BOTTOM OF SIGNAGE. LETTERS ATTACHED TO STUCCO. GROUND MOUNTED UPLIGHTS



SIGNAGE MONUMENT



THEME WALL



ENTRY GATES

NOTE: SEE BOTTOM OF SHEET FOR COLORS



WALL/ GATE/ ENTRY PAVERS COLOR SCHEME

PRELIMINARY- NOT FOR CONSTRUCTION



CHANDLER, AZ.

WALL PLAN

DOBSON COVE

THIS EXHIBIT IS CONCEPTUAL AND IS SUBJECT TO CHANGE WITH FINAL CONSTRUCTION DOCUMENTS

Drawn By:	EL
Job No:	17026
Date:	5.24.17
PL-2 of 2	



Chandler Arizona
Where Values Make The Difference

FIGURE 8

MESA

TEMPE

GILBERT

FUTURE LAND USE PLAN



RESIDENTIAL

This category allows a range of residential densities from Rural Residential (0 - 2.5 dwellings per acre) to Urban Residential (18+ dwellings per acre) based upon location and other criteria described in the text of the General Plan. Public facilities, commercial offices, and institutional uses may be located along frontages of arterial streets, commercial may be located at the corners of arterial street intersections, and mixed-use developments may be located at the intersection of major arterial streets and along High Capacity Transit Corridors.

COMMERCIAL

Major regional commercial uses such as malls, power centers, large single-use retail development, and other major commercial developments. As described in the text of the General Plan, mixed-use developments, large office developments, and a compatible mix of residential densities can be considered in regional commercial areas.

EMPLOYMENT

Major employers, knowledge-intensive employers, industrial/business parks, and industrial support uses. A compatible mix of residential densities as an integral component, and innovation zones may be considered as described in the text of the General Plan.

RECREATION / OPEN SPACE

Public parks and open spaces shown are greater than approximately five acres in size. For a complete map including recreational facilities and privately owned golf courses, see the Recreation and Open Space Element.

COMMERCIAL NODES

Neighborhood or community commercial, including large single-use retail development. By policies described within the text of the General Plan and area plans, commercial offices, commercial services, and institutional uses can be developed at commercial nodes. All new commercial will take into consideration existing commercial development which may not necessarily be shown on this map.

REVITALIZATION / INFILL GROWTH AREA

Mixed-uses including commercial, office, public, and various residential densities.

SOUTH PRICE ROAD EMPLOYMENT CORRIDOR

Large single-user campus employment, or as an alternative, an innovation zone as described in the text of the General Plan can be considered.

LARGE TRACT GROWTH AREAS

See Growth Areas Element.

GROWTH EXPANSION NODES

See Growth Areas Element.

DOWNTOWN AREA*

Mixed-use, public facilities, commercial, office, employment, and various residential densities to preserve and revitalize the downtown area. See Downtown South Arizona Avenue Area Plan for more specific land use descriptions.

AIRPARK AREA*

A mix of employment, commercial, residential densities, and open space within the Airpark Employment Area, designated to be compatible with the Chandler Municipal Airport. See the Chandler Airpark Area Plan for more specific land use descriptions.

SOUTHEAST CHANDLER AREA*

Predominantly rural and low density residential land uses that respect and protect the rural/agrarian lifestyle of the area. See Southeast Chandler Area Plan for more specific land use descriptions.

SCHOOLS

Public elementary, middle, high school, and community college.

* See Note #2

PHOENIX

I-10 Fwy.

56th St.

Kyrene Rd.

Rural Rd.

McClintock Dr.

101/Price Fwy.

Price Rd.

Dobson Rd.

Alma School Rd.

Arizona Ave.

McQueen Rd.

Cooper Rd.

Gilbert Rd.

Lindsay Rd.

Val Vista Dr.

Elliot Rd.

Warner Rd.

Ray Rd.

Chandler Blvd.

Pecos Rd.

202/Santan Fwy.

Germann Rd.

Queen Creek Rd.

Ocotillo Rd.

Chandler Heights Rd.

Riggs Rd.

Hunt Hwy.

Note #1
The land use designation boundaries as depicted on the map do not coincide with property line boundaries. The Future Land Use Plan is intended to be a strategic plan and not parcel specific.

Note #2
Area Plans are more precise, specific land use and circulation plans approved by the City Council. The City maintains and keeps all records, maps, and other documents and illustrations, which portray the land use patterns, circulation, and development quality. These plans may also contain a mix of uses such as commercial, retail, offices, and multi-family, which are not shown on the Future Land Use Plan.

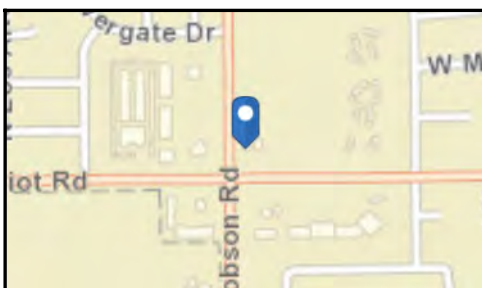
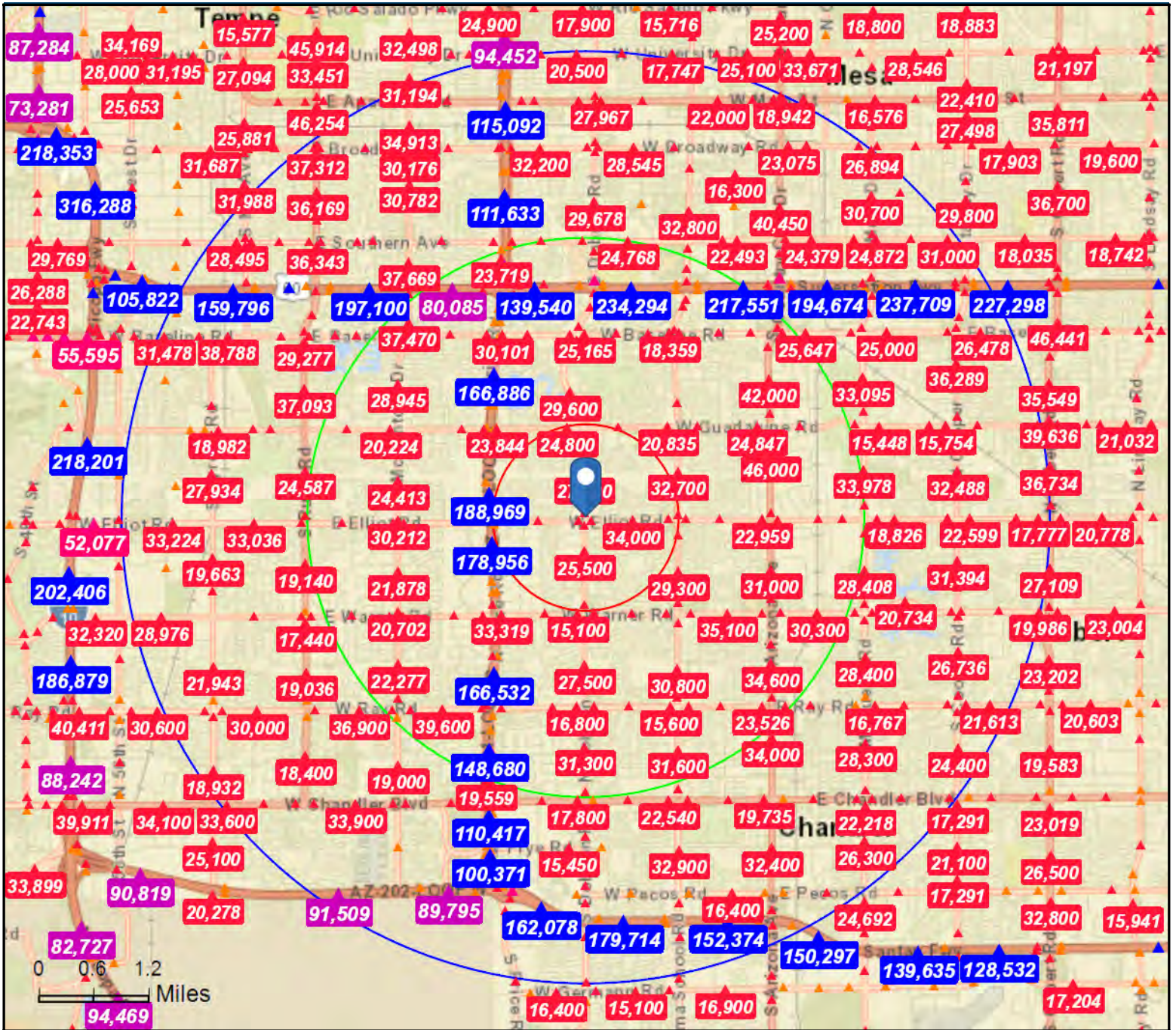
Note #3
Other area plans not necessarily shown on this map have also been adopted by the Mayor and City Council, and are kept on file with the City. For any particular development inquiry, further research should be done to determine more specific land use descriptions as may be applicable.

0 0.5 1 2 Miles

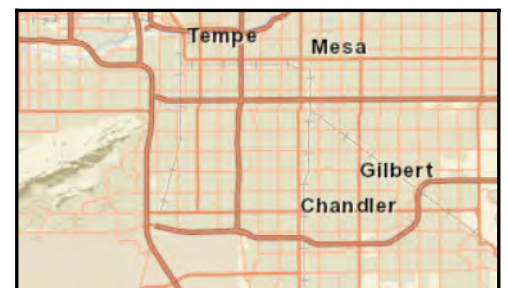


Dobson Road and Elliot Road
 3015 N Dobson Rd, Chandler, Arizona, 85224
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.
 Latitude: 33.34997
 Longitude: -111.87618



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2018 Kalibrate Technologies (Q2 2018).



Traffic Count Profile

Dobson Road and Elliot Road
3015 N Dobson Rd, Chandler, Arizona, 85224
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.34997
Longitude: -111.87618

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.06	N Dobson Rd	W Silvergate Dr (0.07 miles N)	2016	23,600
0.06	W Elliot Rd	N Dobson Rd (0.07 miles W)	1998	15,800
0.09	W Elliot Rd	N Dobson Rd (0.06 miles E)	2015	26,004
0.09	N Dobson Rd	W Elliot Rd (0.06 miles N)	1998	19,900
0.36	N Dobson Rd	W Shawnee Dr (0.04 miles S)	2017	25,500
0.47	S Dobson Rd	N Dobson Rd (0.04 miles S)	2003	27,000
0.50	W Elliot Rd	N Central Dr (0.04 miles E)	2017	34,000
0.51	W Elliot Rd	N Ellis St (0.03 miles W)	2017	36,000
0.75	S Dobson Rd	W Portobello Ave (0.02 miles S)	2014	26,154
0.84	W Elliot Rd	N Benson Ln (0.01 miles W)	2010	31,871
0.89	W Elliot Rd	N Comanche Dr (0.09 miles W)	2009	28,970
0.93	N Dobson Rd	W Warner Rd (0.09 miles S)	2015	21,999
0.98	N Price Rd	W Elliot Rd (0.04 miles N)	2015	9,391
0.98	N Alma School Rd	W Elliot Rd (0.04 miles S)	1998	22,500
0.99	W Guadalupe Rd	S Los Altos (0.07 miles W)	2010	24,800
0.99	N Price Rd	W Elliot Rd (0.13 miles N)	2013	5,894
1.00	N Alma School Rd	W Cheyenne Dr (0.04 miles S)	2011	25,611
1.01	N Price Rd	W Elliot Rd (0.18000001 miles N)	2015	6,075
1.03	W Warner Rd	N Pennington Dr (0.1 miles E)	1998	16,700
1.03	W Warner Rd	N Dobson Rd (0.07 miles E)	1998	15,100
1.03	Price Fwy	W Elliot Rd (0.20999999 miles S)	2015	12,649
1.04	W Guadalupe Rd	S Pennington (0.09 miles W)	2015	17,600
1.05	Price Fwy	W Elliot Rd (0.22 miles N)	2017	178,956
1.05	N Price Rd	W Elliot Rd (0.03 miles S)	2010	14,739
1.05	N Price Rd	W Elliot Rd (0.18000001 miles N)	2015	6,516
1.06	N Price Rd	W Elliot Rd (0.14 miles N)	2013	3,680
1.07	W Elliot Rd	N Pleasant Dr (0.05 miles E)	2009	27,222
1.07	N Price Rd	W Apartment (0.11 miles NE)	2015	12,746
1.08	Price Fwy	W Elliot Rd (0.31999999 miles S)	2017	188,969
1.10	N Price Rd	W Curry St (0.08 miles S)	2013	4,961

Data Note:The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 1963 to 2018. Over 25% of the counts were taken between 2010 and 2018 and over 77% of the counts were taken between 2000 and 2018. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

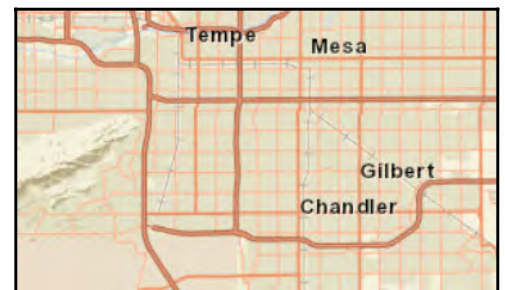
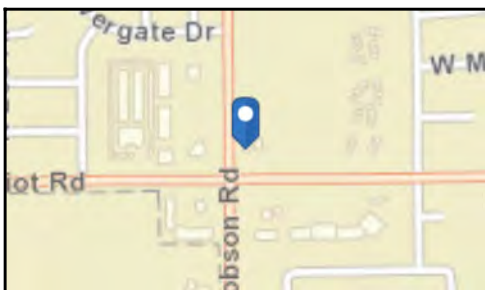
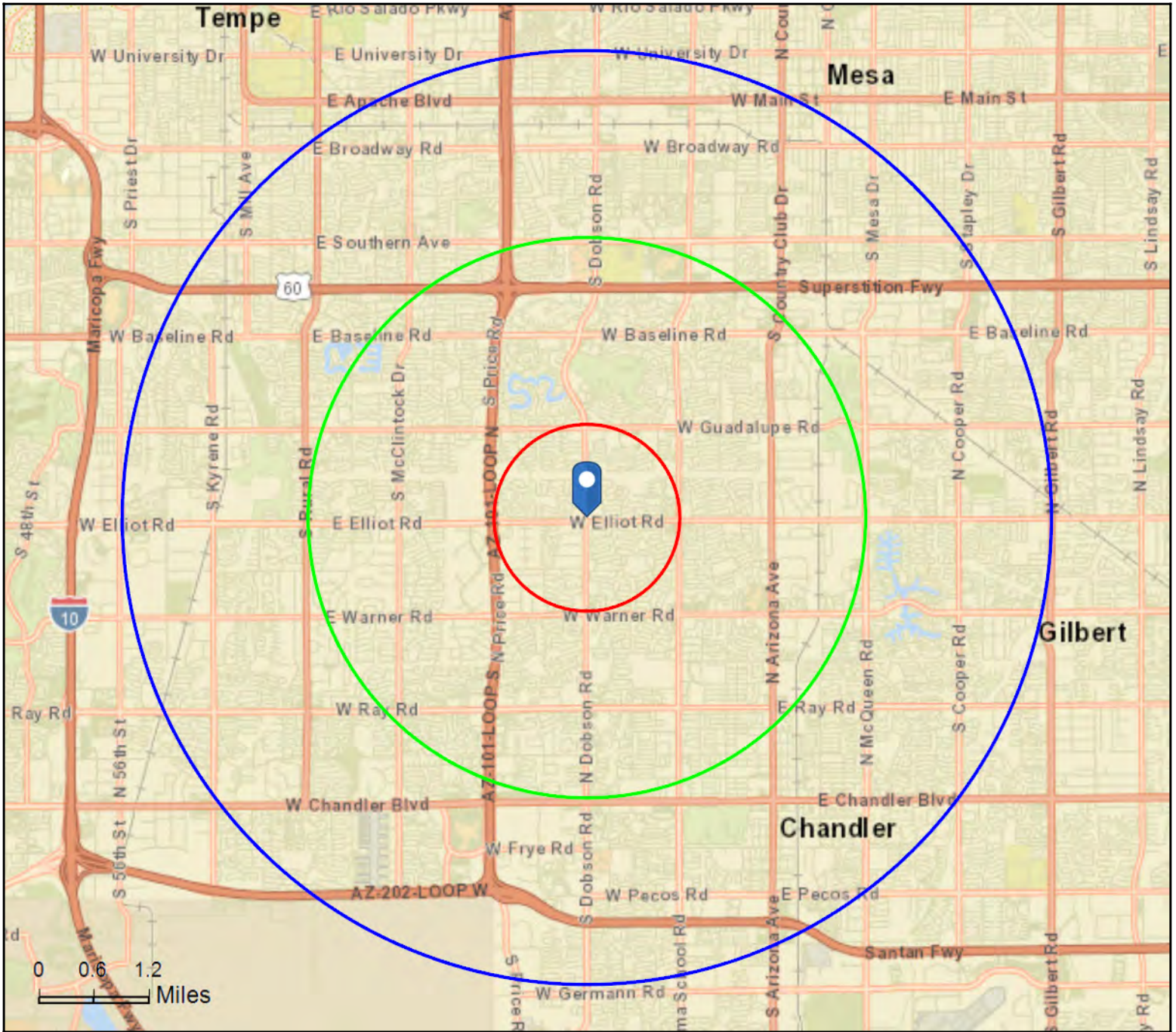
Source: ©2018 Kalibrate Technologies (Q2 2018).

Dobson Road and Elliot Road
3015 N Dobson Rd, Chandler, Arizona, 85224
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.34997

Longitude: -111.87618





Executive Summary

Dobson Road and Elliot Road
 3015 N Dobson Rd, Chandler, Arizona, 85224
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.34997
 Longitude: -111.87618

	1 mile	3 miles	5 miles
Population			
2000 Population	17,140	130,980	378,194
2010 Population	15,539	124,307	373,028
2018 Population	15,959	133,180	411,759
2023 Population	16,380	139,852	439,814
2000-2010 Annual Rate	-0.98%	-0.52%	-0.14%
2010-2018 Annual Rate	0.32%	0.84%	1.20%
2018-2023 Annual Rate	0.52%	0.98%	1.33%
2018 Male Population	50.2%	49.2%	49.9%
2018 Female Population	49.8%	50.8%	50.1%
2018 Median Age	38.2	37.4	33.6

In the identified area, the current year population is 411,759. In 2010, the Census count in the area was 373,028. The rate of change since 2010 was 1.20% annually. The five-year projection for the population in the area is 439,814 representing a change of 1.33% annually from 2018 to 2023. Currently, the population is 49.9% male and 50.1% female.

Median Age

The median age in this area is 38.2, compared to U.S. median age of 38.3.

Race and Ethnicity

2018 White Alone	76.7%	73.7%	66.4%
2018 Black Alone	4.5%	5.0%	6.1%
2018 American Indian/Alaska Native Alone	2.4%	2.2%	3.3%
2018 Asian Alone	3.9%	5.9%	6.3%
2018 Pacific Islander Alone	0.3%	0.4%	0.4%
2018 Other Race	8.1%	8.4%	12.8%
2018 Two or More Races	4.0%	4.4%	4.7%
2018 Hispanic Origin (Any Race)	21.7%	22.5%	30.2%

Persons of Hispanic origin represent 30.2% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 74.0 in the identified area, compared to 64.3 for the U.S. as a whole.

Households

2000 Households	6,115	48,369	138,888
2010 Households	6,081	49,794	144,386
2018 Total Households	6,238	53,217	158,960
2023 Total Households	6,386	55,703	169,468
2000-2010 Annual Rate	-0.06%	0.29%	0.39%
2010-2018 Annual Rate	0.31%	0.81%	1.17%
2018-2023 Annual Rate	0.47%	0.92%	1.29%
2018 Average Household Size	2.54	2.49	2.58

The household count in this area has changed from 144,386 in 2010 to 158,960 in the current year, a change of 1.17% annually. The five-year projection of households is 169,468, a change of 1.29% annually from the current year total. Average household size is currently 2.58, compared to 2.57 in the year 2010. The number of families in the current year is 95,878 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.



Executive Summary

Dobson Road and Elliot Road
 3015 N Dobson Rd, Chandler, Arizona, 85224
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.34997
 Longitude: -111.87618

	1 mile	3 miles	5 miles
Median Household Income			
2018 Median Household Income	\$68,622	\$67,298	\$58,502
2023 Median Household Income	\$76,335	\$76,544	\$65,812
2018-2023 Annual Rate	2.15%	2.61%	2.38%
Average Household Income			
2018 Average Household Income	\$80,538	\$85,479	\$77,855
2023 Average Household Income	\$92,169	\$98,943	\$90,283
2018-2023 Annual Rate	2.73%	2.97%	3.01%
Per Capita Income			
2018 Per Capita Income	\$31,608	\$34,381	\$30,332
2023 Per Capita Income	\$36,053	\$39,629	\$35,069
2018-2023 Annual Rate	2.67%	2.88%	2.94%

Current median household income is \$58,502 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$65,812 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$77,855 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$90,283 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$30,332 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$35,069 in five years, compared to \$36,530 for all U.S. households

Housing			
2000 Total Housing Units	6,217	50,388	147,024
2000 Owner Occupied Housing Units	4,758	34,608	85,982
2000 Renter Occupied Housing Units	1,357	13,761	52,906
2000 Vacant Housing Units	102	2,019	8,136
2010 Total Housing Units	6,396	53,575	158,780
2010 Owner Occupied Housing Units	4,396	32,146	79,072
2010 Renter Occupied Housing Units	1,685	17,648	65,314
2010 Vacant Housing Units	315	3,781	14,394
2018 Total Housing Units	6,480	56,274	170,817
2018 Owner Occupied Housing Units	4,264	32,008	79,753
2018 Renter Occupied Housing Units	1,973	21,209	79,207
2018 Vacant Housing Units	242	3,057	11,857
2023 Total Housing Units	6,635	58,894	181,706
2023 Owner Occupied Housing Units	4,468	34,484	87,133
2023 Renter Occupied Housing Units	1,918	21,219	82,336
2023 Vacant Housing Units	249	3,191	12,238

Currently, 46.7% of the 170,817 housing units in the area are owner occupied; 46.4%, renter occupied; and 6.9% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 158,780 housing units in the area - 49.8% owner occupied, 41.1% renter occupied, and 9.1% vacant. The annual rate of change in housing units since 2010 is 3.30%. Median home value in the area is \$233,035, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 2.56% annually to \$264,462.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.



Market Profile

Dobson Road and Elliot Road
 3015 N Dobson Rd, Chandler, Arizona, 85224
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.34997
 Longitude: -111.87618

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	17,140	130,980	378,194
2010 Total Population	15,539	124,307	373,028
2018 Total Population	15,959	133,180	411,759
2018 Group Quarters	88	717	2,331
2023 Total Population	16,380	139,852	439,814
2018-2023 Annual Rate	0.52%	0.98%	1.33%
2018 Total Daytime Population	9,503	127,712	398,879
Workers	2,782	69,999	210,733
Residents	6,721	57,713	188,146
Household Summary			
2000 Households	6,115	48,369	138,888
2000 Average Household Size	2.79	2.69	2.71
2010 Households	6,081	49,794	144,386
2010 Average Household Size	2.54	2.48	2.57
2018 Households	6,238	53,217	158,960
2018 Average Household Size	2.54	2.49	2.58
2023 Households	6,386	55,703	169,468
2023 Average Household Size	2.55	2.50	2.58
2018-2023 Annual Rate	0.47%	0.92%	1.29%
2010 Families	3,867	31,493	88,397
2010 Average Family Size	3.07	3.02	3.18
2018 Families	3,910	33,221	95,878
2018 Average Family Size	3.12	3.08	3.24
2023 Families	3,986	34,638	101,651
2023 Average Family Size	3.14	3.10	3.27
2018-2023 Annual Rate	0.39%	0.84%	1.18%
Housing Unit Summary			
2000 Housing Units	6,217	50,388	147,024
Owner Occupied Housing Units	76.5%	68.7%	58.5%
Renter Occupied Housing Units	21.8%	27.3%	36.0%
Vacant Housing Units	1.6%	4.0%	5.5%
2010 Housing Units	6,396	53,575	158,780
Owner Occupied Housing Units	68.7%	60.0%	49.8%
Renter Occupied Housing Units	26.3%	32.9%	41.1%
Vacant Housing Units	4.9%	7.1%	9.1%
2018 Housing Units	6,480	56,274	170,817
Owner Occupied Housing Units	65.8%	56.9%	46.7%
Renter Occupied Housing Units	30.4%	37.7%	46.4%
Vacant Housing Units	3.7%	5.4%	6.9%
2023 Housing Units	6,635	58,894	181,706
Owner Occupied Housing Units	67.3%	58.6%	48.0%
Renter Occupied Housing Units	28.9%	36.0%	45.3%
Vacant Housing Units	3.8%	5.4%	6.7%
Median Household Income			
2018	\$68,622	\$67,298	\$58,502
2023	\$76,335	\$76,544	\$65,812
Median Home Value			
2018	\$206,974	\$233,978	\$233,035
2023	\$241,550	\$266,351	\$264,462
Per Capita Income			
2018	\$31,608	\$34,381	\$30,332
2023	\$36,053	\$39,629	\$35,069
Median Age			
2010	36.3	35.8	32.1
2018	38.2	37.4	33.6
2023	39.2	38.3	34.4

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Dobson Road and Elliot Road
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 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.34997
 Longitude: -111.87618

	1 mile	3 miles	5 miles
2018 Households by Income			
Household Income Base	6,238	53,217	158,960
<\$15,000	6.1%	6.3%	9.9%
\$15,000 - \$24,999	5.4%	5.8%	8.0%
\$25,000 - \$34,999	7.0%	8.1%	9.5%
\$35,000 - \$49,999	12.1%	14.1%	14.2%
\$50,000 - \$74,999	23.8%	20.4%	19.3%
\$75,000 - \$99,999	17.9%	15.6%	13.5%
\$100,000 - \$149,999	17.1%	17.4%	14.8%
\$150,000 - \$199,999	8.3%	7.2%	6.3%
\$200,000+	2.4%	5.1%	4.6%
Average Household Income	\$80,538	\$85,479	\$77,855
2023 Households by Income			
Household Income Base	6,386	55,703	169,468
<\$15,000	5.0%	5.1%	8.3%
\$15,000 - \$24,999	4.3%	4.6%	6.6%
\$25,000 - \$34,999	5.9%	6.7%	8.2%
\$35,000 - \$49,999	10.7%	12.7%	13.2%
\$50,000 - \$74,999	22.7%	19.6%	19.2%
\$75,000 - \$99,999	18.4%	16.3%	14.2%
\$100,000 - \$149,999	19.7%	20.0%	17.0%
\$150,000 - \$199,999	10.0%	8.5%	7.4%
\$200,000+	3.2%	6.6%	5.9%
Average Household Income	\$92,169	\$98,943	\$90,283
2018 Owner Occupied Housing Units by Value			
Total	4,264	32,003	79,734
<\$50,000	1.1%	2.1%	3.9%
\$50,000 - \$99,999	2.8%	2.5%	4.0%
\$100,000 - \$149,999	14.7%	9.5%	9.7%
\$150,000 - \$199,999	28.1%	22.2%	19.8%
\$200,000 - \$249,999	23.3%	20.2%	18.9%
\$250,000 - \$299,999	19.5%	17.3%	16.0%
\$300,000 - \$399,999	7.1%	16.1%	16.1%
\$400,000 - \$499,999	2.3%	5.5%	6.0%
\$500,000 - \$749,999	0.7%	2.5%	3.5%
\$750,000 - \$999,999	0.4%	1.5%	1.3%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$218,822	\$266,801	\$264,389
2023 Owner Occupied Housing Units by Value			
Total	4,468	34,479	87,111
<\$50,000	0.5%	0.9%	2.8%
\$50,000 - \$99,999	1.4%	1.3%	2.6%
\$100,000 - \$149,999	4.9%	3.4%	4.3%
\$150,000 - \$199,999	20.7%	15.7%	14.6%
\$200,000 - \$249,999	27.1%	21.7%	20.0%
\$250,000 - \$299,999	28.0%	21.7%	19.6%
\$300,000 - \$399,999	11.3%	21.3%	20.5%
\$400,000 - \$499,999	4.2%	8.2%	8.6%
\$500,000 - \$749,999	1.3%	3.6%	4.9%
\$750,000 - \$999,999	0.6%	1.8%	1.5%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$253,603	\$299,044	\$295,882

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	15,540	124,304	373,027
0 - 4	5.8%	6.0%	7.1%
5 - 9	5.5%	5.8%	6.6%
10 - 14	6.2%	6.2%	6.6%
15 - 24	14.4%	14.7%	17.1%
25 - 34	16.3%	16.2%	17.1%
35 - 44	14.5%	13.4%	13.6%
45 - 54	16.2%	15.2%	14.0%
55 - 64	12.7%	12.7%	10.1%
65 - 74	4.8%	5.7%	4.7%
75 - 84	2.3%	2.8%	2.3%
85 +	1.2%	1.4%	1.0%
18 +	78.4%	78.0%	75.6%
2018 Population by Age			
Total	15,960	133,181	411,755
0 - 4	5.4%	5.6%	6.6%
5 - 9	5.5%	5.6%	6.3%
10 - 14	5.4%	5.6%	6.1%
15 - 24	11.1%	12.5%	15.0%
25 - 34	17.6%	17.1%	18.5%
35 - 44	14.4%	13.5%	13.2%
45 - 54	13.2%	12.7%	12.0%
55 - 64	14.0%	13.4%	11.3%
65 - 74	8.8%	8.9%	7.1%
75 - 84	3.1%	3.5%	2.8%
85 +	1.4%	1.6%	1.1%
18 +	80.7%	79.9%	77.6%
2023 Population by Age			
Total	16,379	139,850	439,817
0 - 4	5.4%	5.7%	6.7%
5 - 9	5.3%	5.5%	6.1%
10 - 14	5.6%	5.6%	6.0%
15 - 24	10.4%	11.8%	14.3%
25 - 34	16.0%	16.2%	17.9%
35 - 44	16.2%	14.6%	14.1%
45 - 54	12.2%	11.9%	11.2%
55 - 64	12.8%	12.4%	10.8%
65 - 74	10.5%	10.0%	8.1%
75 - 84	4.2%	4.5%	3.7%
85 +	1.4%	1.6%	1.2%
18 +	80.6%	80.0%	77.8%
2010 Population by Sex			
Males	7,809	61,207	186,427
Females	7,730	63,100	186,601
2018 Population by Sex			
Males	8,015	65,521	205,513
Females	7,945	67,659	206,245
2023 Population by Sex			
Males	8,246	68,752	218,847
Females	8,133	71,099	220,967

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	15,537	124,307	373,028
White Alone	80.1%	77.6%	70.6%
Black Alone	3.8%	4.2%	5.2%
American Indian Alone	2.0%	1.9%	2.9%
Asian Alone	3.3%	4.9%	5.3%
Pacific Islander Alone	0.3%	0.3%	0.4%
Some Other Race Alone	7.1%	7.4%	11.6%
Two or More Races	3.4%	3.7%	4.0%
Hispanic Origin	19.3%	20.0%	27.7%
Diversity Index	55.6	58.7	69.7
2018 Population by Race/Ethnicity			
Total	15,961	133,180	411,759
White Alone	76.7%	73.7%	66.4%
Black Alone	4.5%	5.0%	6.1%
American Indian Alone	2.4%	2.2%	3.3%
Asian Alone	3.9%	5.9%	6.3%
Pacific Islander Alone	0.3%	0.4%	0.4%
Some Other Race Alone	8.1%	8.4%	12.8%
Two or More Races	4.0%	4.4%	4.7%
Hispanic Origin	21.7%	22.5%	30.2%
Diversity Index	60.8	64.2	74.0
2023 Population by Race/Ethnicity			
Total	16,379	139,850	439,814
White Alone	73.8%	70.6%	63.3%
Black Alone	5.3%	5.7%	6.9%
American Indian Alone	2.6%	2.4%	3.5%
Asian Alone	4.5%	6.8%	7.2%
Pacific Islander Alone	0.3%	0.4%	0.4%
Some Other Race Alone	8.9%	9.1%	13.5%
Two or More Races	4.6%	4.9%	5.1%
Hispanic Origin	23.9%	24.4%	32.1%
Diversity Index	65.0	68.0	76.7
2010 Population by Relationship and Household Type			
Total	15,539	124,307	373,028
In Households	99.5%	99.5%	99.5%
In Family Households	79.4%	79.3%	78.4%
Householder	24.8%	25.4%	23.8%
Spouse	17.4%	18.1%	16.1%
Child	29.9%	29.1%	30.7%
Other relative	4.2%	4.0%	4.8%
Nonrelative	3.1%	2.7%	3.1%
In Nonfamily Households	20.1%	20.2%	21.0%
In Group Quarters	0.5%	0.5%	0.5%
Institutionalized Population	0.1%	0.2%	0.1%
Noninstitutionalized Population	0.4%	0.3%	0.4%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	11,591	94,135	271,971
Less than 9th Grade	2.3%	2.2%	4.8%
9th - 12th Grade, No Diploma	5.0%	4.4%	5.8%
High School Graduate	18.5%	15.3%	16.0%
GED/Alternative Credential	3.5%	3.1%	2.9%
Some College, No Degree	28.4%	26.1%	24.9%
Associate Degree	10.2%	9.1%	8.7%
Bachelor's Degree	21.8%	25.0%	23.2%
Graduate/Professional Degree	10.4%	14.9%	13.7%
2018 Population 15+ by Marital Status			
Total	13,371	110,760	333,846
Never Married	38.3%	35.6%	40.9%
Married	42.2%	47.0%	43.2%
Widowed	4.0%	4.3%	3.9%
Divorced	15.5%	13.1%	12.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.0%	95.7%	95.0%
Civilian Unemployed (Unemployment Rate)	4.0%	4.3%	5.0%
2018 Employed Population 16+ by Industry			
Total	9,423	76,897	227,939
Agriculture/Mining	0.3%	0.3%	0.4%
Construction	7.5%	5.4%	5.8%
Manufacturing	10.5%	9.4%	8.8%
Wholesale Trade	3.6%	2.4%	2.2%
Retail Trade	12.9%	12.2%	12.2%
Transportation/Utilities	4.0%	5.0%	4.7%
Information	1.7%	2.0%	1.8%
Finance/Insurance/Real Estate	8.4%	9.6%	9.2%
Services	48.4%	50.4%	51.9%
Public Administration	2.8%	3.2%	3.1%
2018 Employed Population 16+ by Occupation			
Total	9,423	76,898	227,939
White Collar	67.2%	70.1%	65.5%
Management/Business/Financial	14.4%	16.3%	14.4%
Professional	24.6%	26.0%	23.7%
Sales	12.4%	12.1%	11.8%
Administrative Support	15.9%	15.7%	15.6%
Services	15.6%	16.1%	18.9%
Blue Collar	17.2%	13.8%	15.6%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	5.3%	3.1%	3.8%
Installation/Maintenance/Repair	4.5%	3.0%	3.2%
Production	4.4%	4.2%	4.4%
Transportation/Material Moving	2.9%	3.4%	4.0%
2010 Population By Urban/ Rural Status			
Total Population	15,539	124,307	373,028
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	6,081	49,794	144,386
Households with 1 Person	25.1%	26.3%	27.3%
Households with 2+ People	74.9%	73.7%	72.7%
Family Households	63.6%	63.2%	61.2%
Husband-wife Families	44.5%	45.1%	41.5%
With Related Children	19.0%	19.0%	19.8%
Other Family (No Spouse Present)	19.1%	18.2%	19.8%
Other Family with Male Householder	6.7%	5.7%	6.4%
With Related Children	3.9%	3.3%	3.8%
Other Family with Female Householder	12.3%	12.4%	13.4%
With Related Children	7.2%	7.8%	8.9%
Nonfamily Households	11.3%	10.4%	11.5%
All Households with Children	30.6%	30.5%	33.0%
Multigenerational Households	4.6%	3.6%	4.1%
Unmarried Partner Households	8.7%	8.1%	8.8%
Male-female	7.8%	7.3%	8.0%
Same-sex	0.9%	0.8%	0.8%
2010 Households by Size			
Total	6,082	49,793	144,383
1 Person Household	25.1%	26.3%	27.3%
2 Person Household	34.6%	35.3%	32.2%
3 Person Household	17.6%	17.1%	16.7%
4 Person Household	12.8%	12.4%	12.9%
5 Person Household	5.8%	5.5%	6.3%
6 Person Household	2.3%	2.1%	2.6%
7 + Person Household	1.7%	1.3%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	6,081	49,794	144,386
Owner Occupied	72.3%	64.6%	54.8%
Owned with a Mortgage/Loan	63.8%	54.0%	45.1%
Owned Free and Clear	8.5%	10.6%	9.6%
Renter Occupied	27.7%	35.4%	45.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,396	53,575	158,780
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Home Improvement (4B)	Bright Young Professionals	Young and Restless (11B)
2.	Bright Young Professionals	Home Improvement (4B)	Bright Young Professionals
3.	In Style (5B)	Young and Restless (11B)	Home Improvement (4B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$13,302,760	\$121,084,880	\$336,842,412
Average Spent	\$2,132.54	\$2,275.30	\$2,119.04
Spending Potential Index	98	105	97
Education: Total \$	\$8,406,826	\$78,611,567	\$218,111,864
Average Spent	\$1,347.68	\$1,477.19	\$1,372.12
Spending Potential Index	93	102	95
Entertainment/Recreation: Total \$	\$19,241,620	\$173,733,208	\$472,272,214
Average Spent	\$3,084.58	\$3,264.62	\$2,971.01
Spending Potential Index	96	101	92
Food at Home: Total \$	\$29,962,441	\$274,425,462	\$764,089,113
Average Spent	\$4,803.21	\$5,156.73	\$4,806.80
Spending Potential Index	96	103	96
Food Away from Home: Total \$	\$21,644,127	\$197,244,990	\$548,501,012
Average Spent	\$3,469.72	\$3,706.43	\$3,450.56
Spending Potential Index	99	106	98
Health Care: Total \$	\$33,647,902	\$301,537,386	\$806,517,874
Average Spent	\$5,394.02	\$5,666.19	\$5,073.72
Spending Potential Index	94	99	89
HH Furnishings & Equipment: Total \$	\$12,833,241	\$115,250,693	\$313,829,349
Average Spent	\$2,057.27	\$2,165.67	\$1,974.27
Spending Potential Index	98	104	95
Personal Care Products & Services: Total \$	\$5,096,297	\$46,147,596	\$126,274,823
Average Spent	\$816.98	\$867.16	\$794.38
Spending Potential Index	99	105	96
Shelter: Total \$	\$101,241,384	\$928,760,231	\$2,573,051,818
Average Spent	\$16,229.78	\$17,452.32	\$16,186.79
Spending Potential Index	97	104	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,384,045	\$130,214,237	\$346,423,272
Average Spent	\$2,305.87	\$2,446.85	\$2,179.31
Spending Potential Index	93	98	88
Travel: Total \$	\$13,079,567	\$116,782,162	\$310,889,741
Average Spent	\$2,096.76	\$2,194.45	\$1,955.77
Spending Potential Index	97	102	91
Vehicle Maintenance & Repairs: Total \$	\$6,529,994	\$59,009,885	\$162,051,258
Average Spent	\$1,046.81	\$1,108.85	\$1,019.45
Spending Potential Index	97	103	95

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.