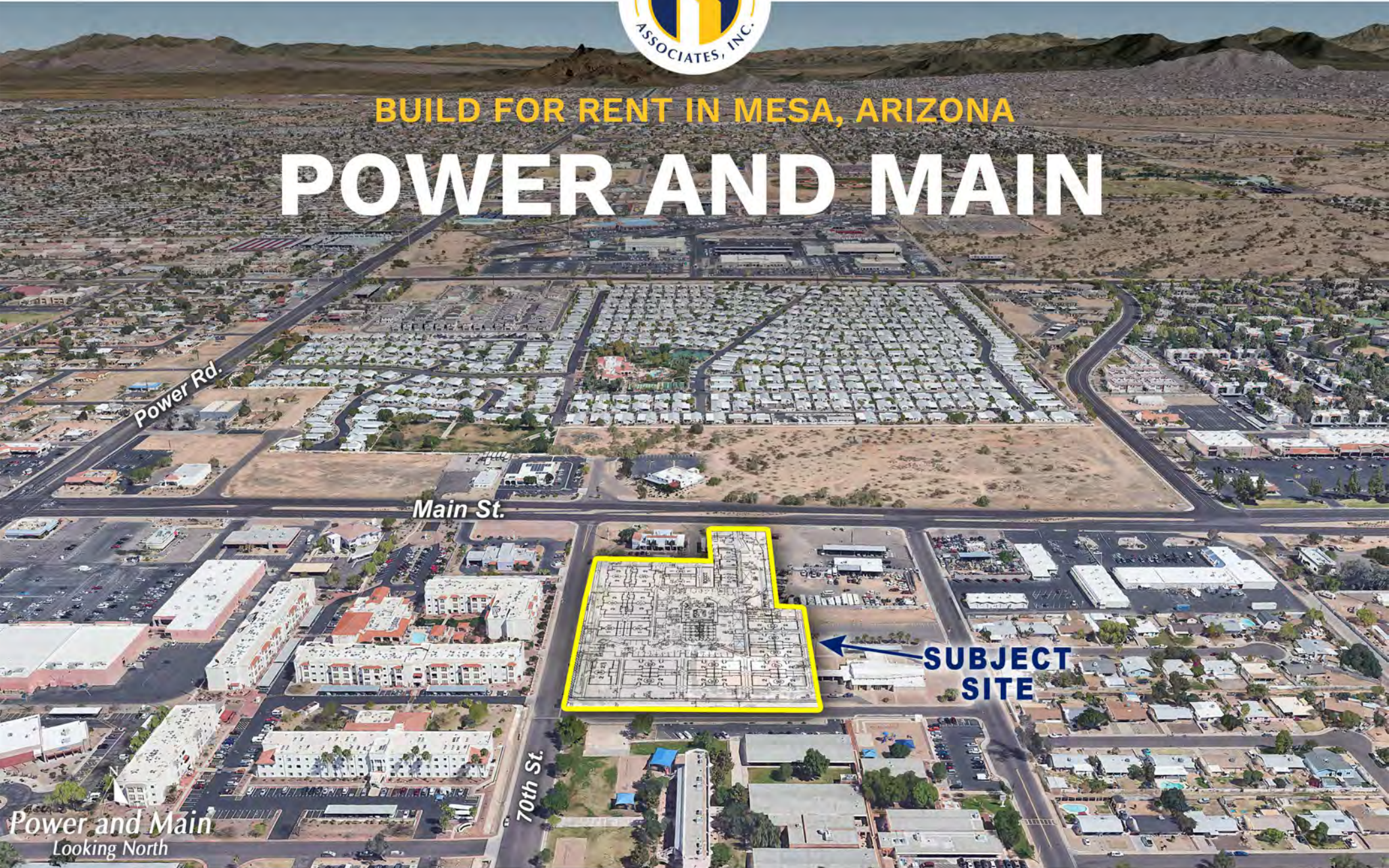




BUILD FOR RENT IN MESA, ARIZONA

# POWER AND MAIN



**SUBJECT SITE**

Power and Main  
Looking North



PHONE 480.367.0700 / FAX 480.367.8341  
www.NathanLandAZ.com

7600 East Doubletree Ranch Road, Suite 150  
Scottsdale, AZ 85258





FOR MORE INFORMATION, CONTACT:  
NATE NATHAN / nate@nathanlandaz.com  
COURTNEY BUCK / courtney@nathanlandaz.com  
MAX NATHAN / max@nathanlandaz.com

## BUILD FOR RENT SITE IN MESA, ARIZONA

# POWER AND MAIN

### LOCATION

Located south of the southeast corner of Power Road and Main Street in the City of Mesa, Arizona.

### PROJECT DESCRIPTION

Site consists of 40 one-, two- and three-bedroom rental housing units in duplex buildings. There will be a garage building with 10 garages. Also, four common areas consisting of a pool area, pet run, tot-lot and bocce court.

### SIZE

4 Net Acres (174,090 SF)

### ASSESSOR PARCEL NUMBERS

218-19-071C and 218-19-072 (part)

### ZONING

[RM -2 \(Residences with Multiple Dwellings\) PAD | City of Mesa](#)

- 10.01 DU/Net Acre (15 DU/Ac max allowed per zoning)
- Building Height: 17', 1-story (30' allowed per zoning)
- 40 Total Units
  - 8 One Bedroom (781 SF)
  - 24 Two Bedroom (1,150 SF)
  - 8 Three Bedroom (1,310 SF)

### PRICE

Submit

### TERMS

Cash

### UTILITIES

Electricity: SRP  
Water: City of Mesa  
Gas: City of Mesa



FOR MORE INFORMATION, CONTACT:  
NATE NATHAN / nate@nathanlandaz.com  
COURTNEY BUCK / courtney@nathanlandaz.com  
MAX NATHAN / max@nathanlandaz.com

## **DUE DILIGENCE**

[Please click to view](#)

Citizen Participation Plan 3.28.2022

City Council Minutes ZON22-00340

Elevations

Floor Plan

Landscape Plan

Landscape Rendering nonROW

Landscape Rendering

Market Study (03.21.2022)

Neighborhood Meeting Letter 4.2022

P & Z Min Power & Main

Prelim Grading and Drainage Plans - Optimized 201201

Rezoning and Site Plan Narrative (3.28.2022)

Site Details

Site Plan

Zoning Ordinance 5727



## MESA QUICK FACTS



### POPULATION

2021 population: **515,211**  
Population growth 2010 - 2020: **17.7%**  
Median age of **36.7**



### HOUSEHOLDS

Number of Mesa households: **194,032**  
Average household income: **\$82,658**



### RANKING

**19th** best run city in the nation.  
A top 10 city for startups.  
#32 of the **Top 100** Best Places to Live in the country.



### TECH

Named one of the Top **10** Digital Cities in the US.



### MESA'S LARGE EMPLOYERS

Banner Health System **8,275**  
The Boeing Company **3,642**  
Drivetime Automotive **1,276**  
24-7 Intouch **1,200**  
Mountain Vista Medical Center **820**  
Empire Southwest **733**  
Salt River Project **614**  
Dexcom **580**  
AT&T **576**  
On Source Virtual HR **557**  
Santander Consumer USA **515**

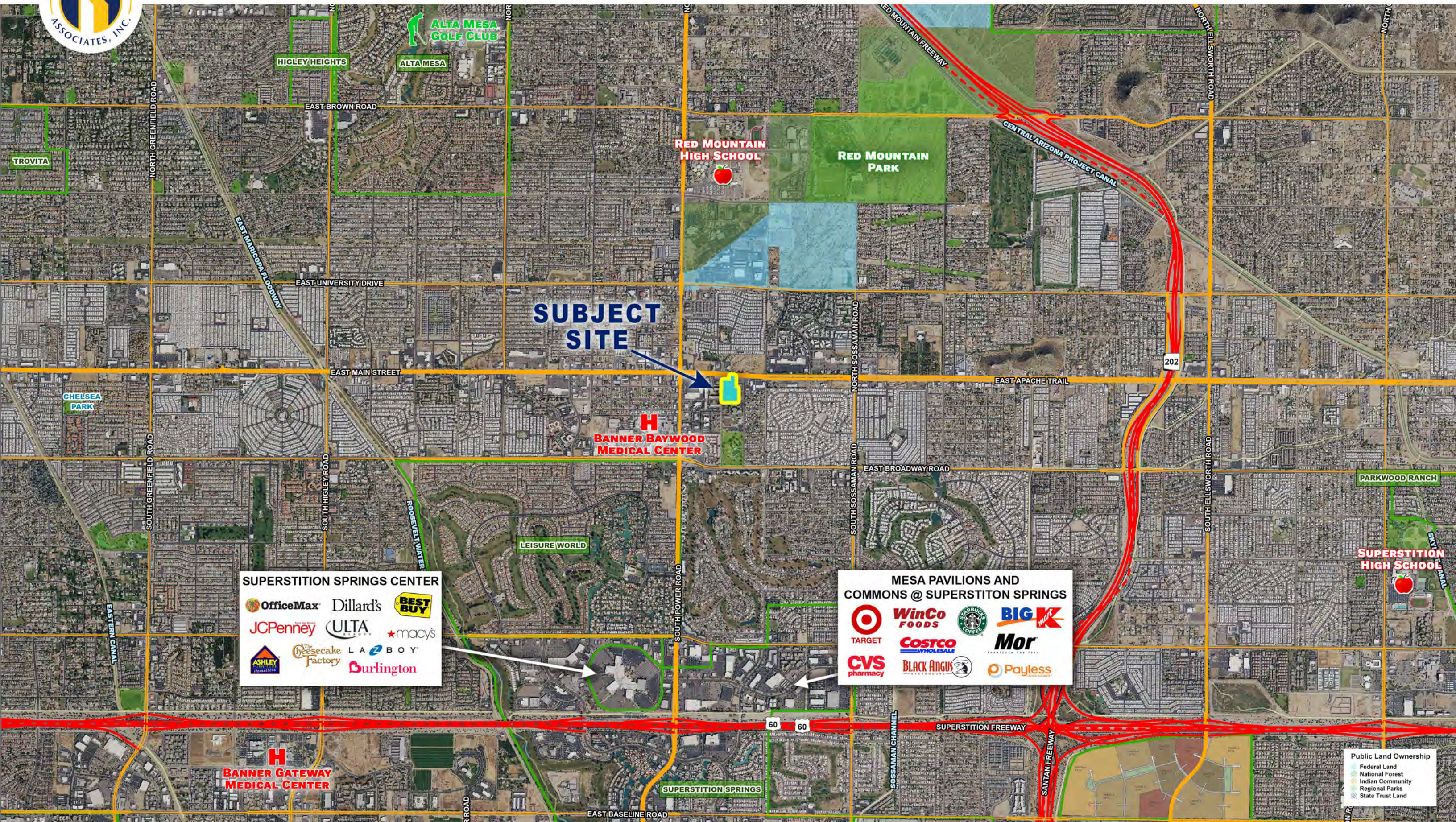


### EDUCATION

Mesa Community College **30,000**  
East Valley Institute of Technology **5,000**  
Arizona State University– Polytechnic **4,380**  
Chandler-Gilbert Community College **20,000**  
A.T. Still University **1,920**  
Northern Arizona University– Mesa **451**  
Benedictine University **508**  
Upper Iowa University **350**







**SUPERSTITION SPRINGS CENTER**

OfficeMax Dillard's BEST BUY  
 JCPenney ULTA macy's  
 Ashley HomeStore The Cheesecake Factory LA BOY Burlington

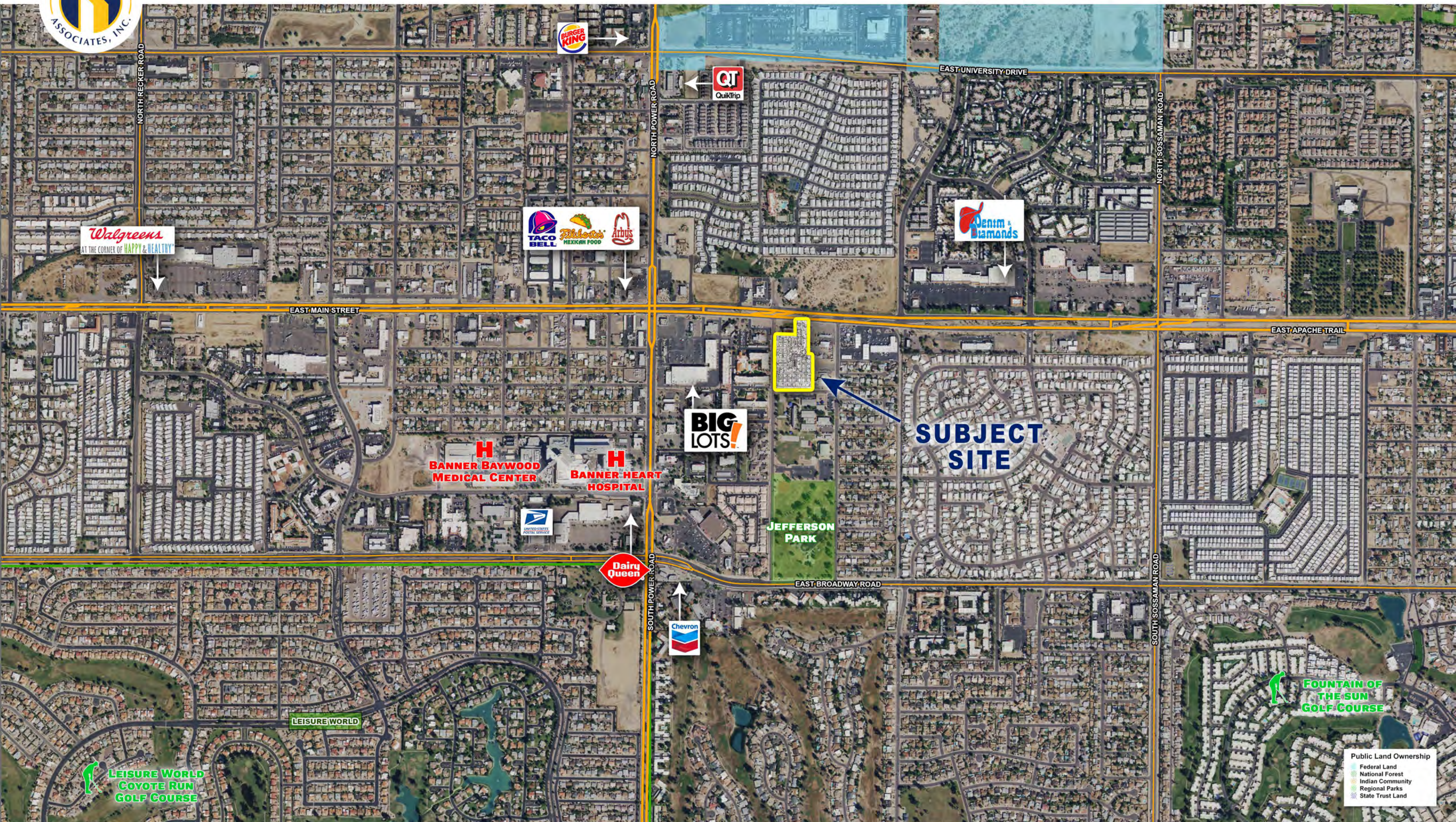
**MESA PAVILIONS AND COMMONS @ SUPERSTITION SPRINGS**

TARGET WinCo FOODS STARBUCKS COFFEE BIG K  
 COSTCO WHOLESALE Mor  
 CVS pharmacy BLACK ANGUS Payless

**Public Land Ownership**

- Federal Land
- National Forest
- Indian Community
- Regional Parks
- State Trust Land



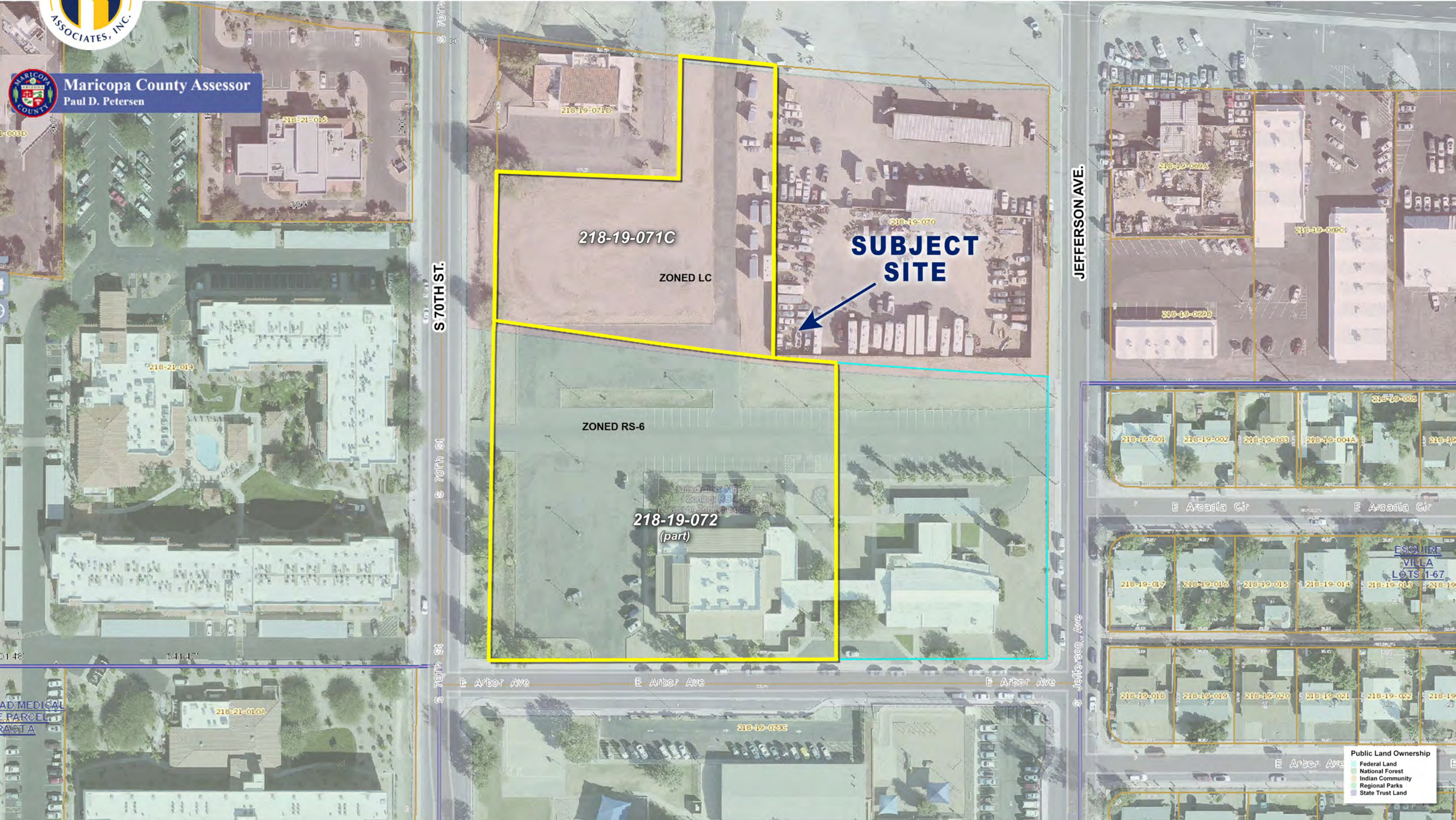






POWER ROAD AND MAIN STREET / EAST OF THE SOUTHEAST CORNER

Maricopa County Assessor  
Paul D. Petersen







KEYNOTES

- 5.1 EXISTING PROPERTY LINE and/or R.O.W. LINE
5.4 ZONING SETBACK LINE
5.5 TRAFFIC VISIBILITY TRIANGLE PER CITY OF MESA ENGINEERING AND DESIGN STANDARDS
5.6 CMU SITE WALL, 6' TALL
5.7 EXISTING STREET PAVING AND IMPROVEMENTS
5.8 SHADE RAMADA AT COMMON AREA AMENITY
5.9 HORIZONTAL MAIL AND PARCEL BOXES
5.11 FENCED YARD
5.12 CARPORT CANOPY
5.13 PARCEL BOXES
5.14 PAVERS FOR ENHANCED ENTRY DESIGN
5.15 VERIFY ADA RAMP FOR CURRENT ADA COMPLIANCE
5.19 6" x 8" EXTRUDED CONCRETE CURB
5.20 6' WIDE LANDSCAPE FINGER OF EVERY 8 PARKING SPACES MAX per ZONING ORDINANCE
5.21 ENTRY RECESSED 5' MINIMUM per FIGURE 11-5-5.3.c
5.22 NEW 4" WIDE PARKING STRIPES PAINTED WHITE
5.23 ROOF LINE of COVERED ENTRY
5.24 PEDESTRIAN CROSSING, 5' WIDE MIN per 11-32-0-3.a and RAISED 3" MINIMUM ABOVE DRIVING SURFACE per 11-32-0-4.c
5.25 PET RUN with DOUBLE GATE and PET WASH STATION
5.26 PARKING SPACE 5'x10' MINIMUM per TABLE 11-32-2-H-1
5.27 HANDICAP PARKING SPACE. See SITE DETAILS
5.28 NEW REFUSE and RECYCLE DUMPSTERS and BLOCK ENCLOSURE with PEDESTRIAN ACCESS, SIZED per CITY OF MESA REQUIREMENTS
5.29 SEATING BENCH
5.30 INVERTED "U" BIKE RACK. See SITE DETAILS
5.31 SWIMMING POOL in FENCED ENCLOSURE, MIN. 5' CLEAR of ALL EDGES
5.32 POOLHOUSE WITH POOL EQUIPMENT, VENDING AREA, BBQ
5.33 BOCCO COURT
5.34 RENTAL STORAGE
5.35 PROJECT SIGNAGE, SEPARATE PERMIT
5.36 TOT LOT AREA
5.37 5' POOL AREA FENCE
5.38 HANDICAP SIDEWALK RAMP, 1:12 SLOPE MAXIMUM
5.40 NEW 4' CONC. SIDEWALK w/ MED. BROOM FINISH
5.41 10" DIAMETER UNDERGROUND RETENTION PIPE. SEE CIVIL
5.47 SPEED HUMPS
5.51 NOISE ORDINANCE SIGN/NO PARKING SIGN
5.52 TRANSFORMER
5.56 FIRE LANE CURB: PAINT RED. See SITE DETAILS
5.57 NEW FIRE HYDRANT, SPACED LESS THAN 150' TO ALL STRUCTURES
5.58 EXISTING FIRE HYDRANT
5.59 FIRE LANE: 35' INSIDE RAD., 55' OUTSIDE RAD., 20' WIDE MIN.
DICKSON FAMILY TRUST
APN 218-13-004
ZONED LC

ATHENA STUDIO, LLC
2801 E. Camelback 200
Phoenix, AZ 85016
602-274-5000



Civil Engineer
Henderson Engineering Group, LLC
1533 S. Pinalcrest Cir., Mesa, AZ 85208
pjh@hendengr.com 480-334-7507

PROJECT DATA

Table with columns for DEVELOPER, ARCHITECT, APN, ZONING, PROJECT DESCRIPTION, LOT AREA, DENSITY, PROJECT UNIT MIX, COVERAGE, OCCUPANCY and CONSTRUCTION TYPE, BUILDING HEIGHT, and SETBACKS.



NOTE: ALL WALKWAYS ON-SITE ARE INTENDED TO BE ACCESSIBLE ROUTES. THEREFORE NO DESIGNATION OF ACCESSIBLE ROUTES HAS BEEN INDICATED ON THE PLAN. PARKING SPACES DESIGNATED WITH A 'C' ARE CONTACT SPACES AT 8'-6" WIDE.

SITE PLAN SCALE: 1" = 30' - 0"



Desert Cove Cottages
7017 E. Main St., Mesa AZ 85207
Power and Main DevCo LLC

Revisions:

Table for Revisions with columns for Date, Description, and Author.

Issue Date: MAR 2022

ATHENA NUMBER 2013.1
DRAWN BY PS
REVIEWED BY PS
START DATE NOV 22, 2020
DATE PLOTTED 03/27/22
CADD FILE NAME 2013.1-SITE

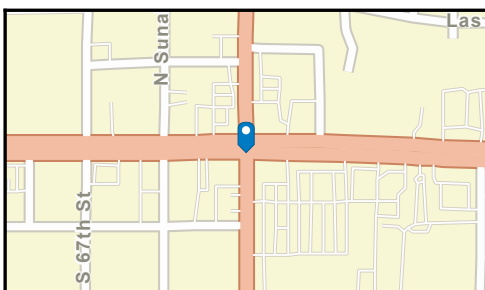
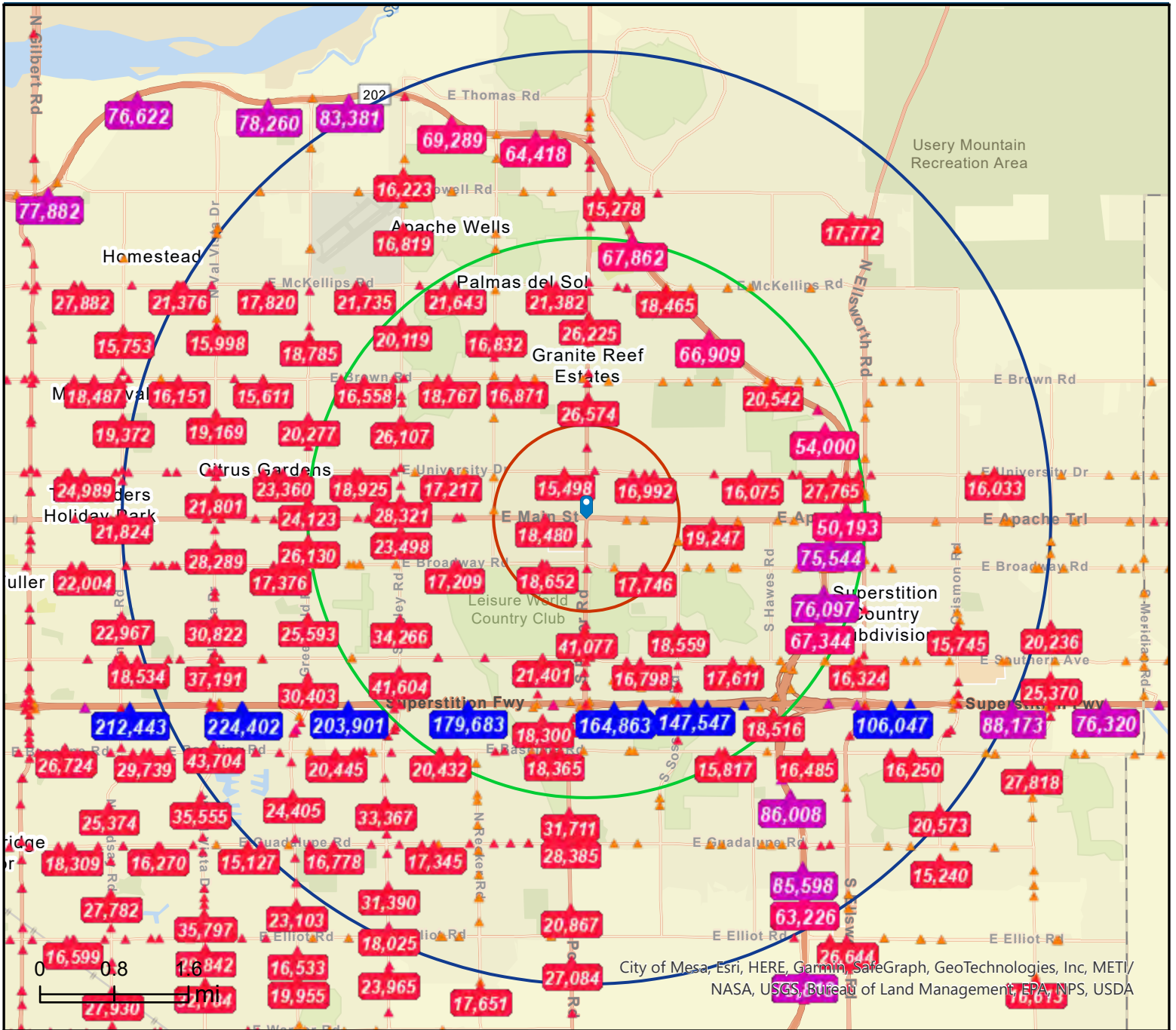
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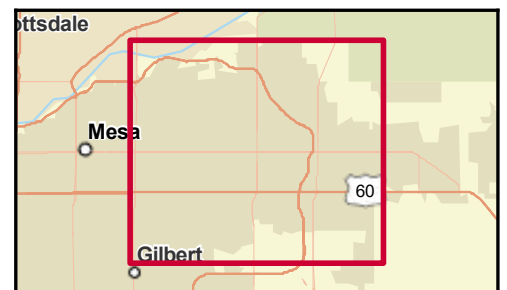
Main Street and Power Road  
 S Power Rd & E Main St, Mesa, Arizona, 85206  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.41560  
 Longitude: -111.68451



- 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: ©2022 Kalibrate Technologies (Q3 2022).





# Traffic Count Profile

Main Street and Power Road  
S Power Rd & E Main St, Mesa, Arizona, 85206  
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.41560  
Longitude: -111.68451

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.26	South Power Road	E Azalea Ave (0.01 miles S)	2017	31,275
0.26	S Power Rd	E Azalea Ave (0.01 miles S)	2015	30,900
0.26	South Power Road	E Azalea Ave (0.01 miles S)	2018	29,699
0.28	N Bush Hwy	E Boise St (0.04 miles N)	2015	24,600
0.32	North Power Road	N Bush Hwy (0.0 miles NE)	2018	23,830
0.32	North Power Road	E Billings St (0.03 miles N)	2017	25,864
0.36	North Power Road	E Billings St (0.03 miles N)	2018	25,935
0.43	E Main St	S Jefferson Ave (0.06 miles W)	2014	13,677
0.45	E Main St	N Main St (0.01 miles E)	2014	17,765
0.45	East Main Street	N Main St (0.01 miles E)	2018	18,480
0.51	University Dr	N Bush Hwy (0.08 miles W)	2011	16,300
0.54	S 64th St	E Aspen Ave (0.02 miles S)	2010	5,200
0.54	S Power Rd	E Golden Hills Way (0.01 miles S)	2011	31,602
0.56	University Dr	Silverstone Apartment (0.01 miles E)	2015	15,498
0.61	E Broadway Rd	S 70th St (0.06 miles W)	2013	14,962
0.62	East Main Street	S 73rd St (0.08 miles S)	2018	14,968
0.63	S 63rd St	S 64th St (0.05 miles S)	2014	5,657
0.65	N 64th St	E Billings St (0.02 miles S)	2015	1,227
0.66	East Broadway Road	S 63rd St (0.13 miles W)	2017	18,652
0.66	South 63rd Street	S 64th St (0.03 miles N)	2018	5,884
0.68	E Broadway Rd	S 63rd St (0.13 miles W)	2015	18,000
0.68	East Broadway Road	S 63rd St (0.13 miles W)	2018	17,029
0.69	East University Drive	Edgewood Dr (0.05 miles SW)	2018	16,096
0.76	N Bush Hwy	E Decatur St (0.02 miles N)	2015	22,900
0.78	N 64th St	E Covina St (0.02 miles N)	2015	2,203
0.78	East University Drive	N 75th St (0.07 miles E)	2017	16,992
0.80	E Broadway Rd	S Rowen (0.07 miles E)	2015	16,700
0.81	East Broadway Road	S Rowen (0.07 miles E)	2018	16,202
0.82	East Broadway Road	S Rowen (0.07 miles E)	2017	17,746
0.87	East University Drive	N 75th St (0.07 miles E)	2018	15,656

**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 2021 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. 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:** ©2022 Kalibrate Technologies (Q3 2022).





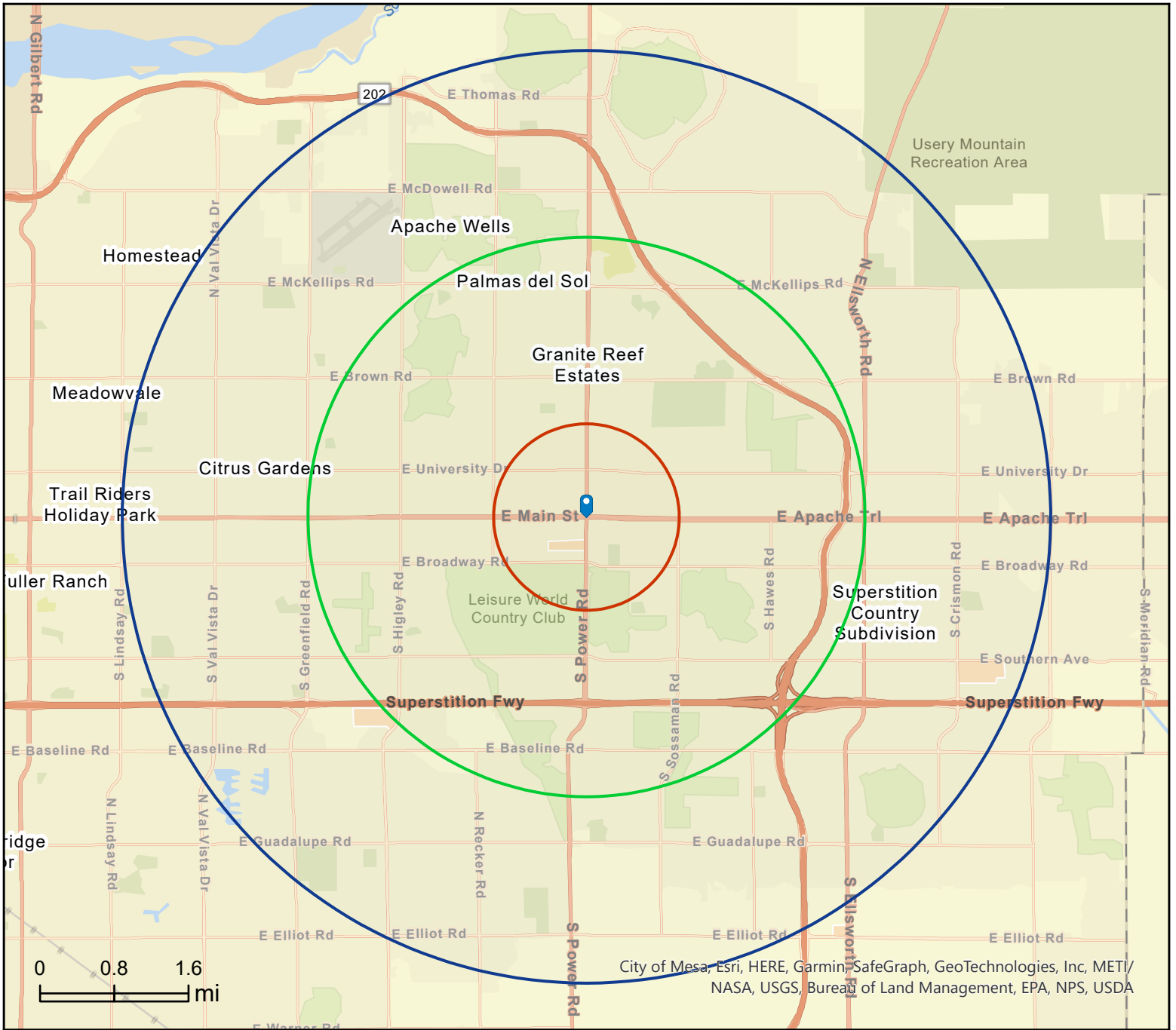
# Site Map

Main Street and Power Road  
S Power Rd & E Main St, Mesa, Arizona, 85206  
Rings: 1, 3, 5 mile radii

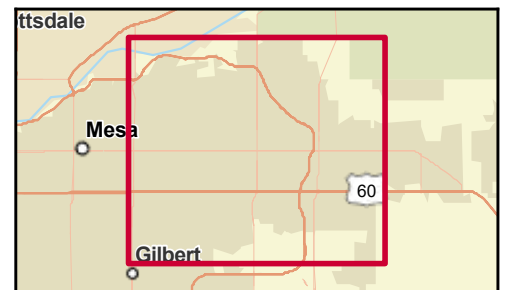
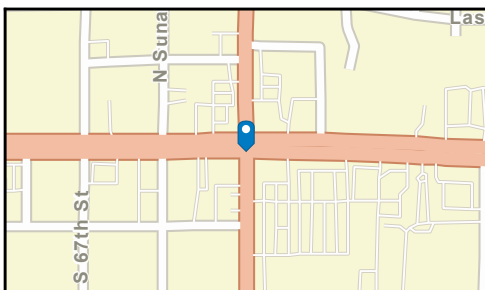
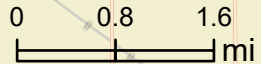
Prepared by Nathan and Associates, Inc.

Latitude: 33.41560

Longitude: -111.68451



City of Mesa, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/  
NASA, USGS, Bureau of Land Management, EPA, NPS, USDA



May 12, 2023





# Market Profile

Main Street and Power Road  
 S Power Rd & E Main St, Mesa, Arizona, 85206  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.41560  
 Longitude: -111.68451

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	12,060	95,119	244,819
2020 Total Population	13,077	103,962	273,072
2020 Group Quarters	737	2,049	2,941
2022 Total Population	13,030	105,436	276,921
2022 Group Quarters	737	2,049	2,939
2027 Total Population	13,330	108,163	284,371
2022-2027 Annual Rate	0.46%	0.51%	0.53%
2022 Total Daytime Population	18,875	104,567	251,787
Workers	10,153	43,689	102,008
Residents	8,722	60,878	149,779
<b>Household Summary</b>			
2010 Households	6,033	42,361	98,468
2010 Average Household Size	1.94	2.22	2.47
2020 Total Households	6,174	45,440	109,121
2020 Average Household Size	2.00	2.24	2.48
2022 Total Households	6,256	46,023	110,724
2022 Average Household Size	1.96	2.25	2.47
2027 Total Households	6,389	47,050	113,564
2027 Average Household Size	1.97	2.26	2.48
2022-2027 Annual Rate	0.42%	0.44%	0.51%
2010 Families	3,105	25,574	65,250
2010 Average Family Size	2.59	2.81	3.02
2022 Total Families	3,079	26,795	71,303
2022 Average Family Size	2.69	2.91	3.08
2027 Total Families	3,157	27,459	73,227
2027 Average Family Size	2.69	2.91	3.08
2022-2027 Annual Rate	0.50%	0.49%	0.53%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,906	50,313	104,044
Owner Occupied Housing Units	57.9%	60.7%	63.2%
Renter Occupied Housing Units	22.1%	12.7%	12.7%
Vacant Housing Units	20.0%	26.5%	24.1%
2010 Housing Units	7,492	56,440	124,904
Owner Occupied Housing Units	45.7%	54.4%	58.3%
Renter Occupied Housing Units	34.9%	20.7%	20.6%
Vacant Housing Units	19.5%	24.9%	21.2%
2020 Housing Units	7,475	58,319	132,970
Vacant Housing Units	17.4%	22.1%	17.9%
2022 Housing Units	7,507	58,486	133,299
Owner Occupied Housing Units	50.3%	57.0%	61.2%
Renter Occupied Housing Units	33.0%	21.6%	21.9%
Vacant Housing Units	16.7%	21.3%	16.9%
2027 Housing Units	7,662	59,592	136,312
Owner Occupied Housing Units	51.2%	58.0%	61.9%
Renter Occupied Housing Units	32.2%	20.9%	21.4%
Vacant Housing Units	16.6%	21.0%	16.7%
<b>Median Household Income</b>			
2022	\$47,369	\$60,814	\$71,271
2027	\$55,815	\$76,256	\$86,188
<b>Median Home Value</b>			
2022	\$222,205	\$244,063	\$286,488
2027	\$245,450	\$294,632	\$334,677
<b>Per Capita Income</b>			
2022	\$31,352	\$37,157	\$39,676
2027	\$39,888	\$45,037	\$47,193
<b>Median Age</b>			
2010	57.2	49.2	41.5
2022	58.8	51.4	43.4
2027	59.1	51.5	43.4

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.





# Market Profile

Main Street and Power Road  
 S Power Rd & E Main St, Mesa, Arizona, 85206  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.41560  
 Longitude: -111.68451

	1 mile	3 miles	5 miles
<b>2022 Households by Income</b>			
Household Income Base	6,256	46,023	110,724
<\$15,000	8.8%	6.8%	6.0%
\$15,000 - \$24,999	11.7%	8.7%	7.1%
\$25,000 - \$34,999	10.7%	8.1%	6.7%
\$35,000 - \$49,999	21.5%	15.0%	12.5%
\$50,000 - \$74,999	21.5%	21.2%	19.7%
\$75,000 - \$99,999	8.9%	13.0%	13.7%
\$100,000 - \$149,999	12.9%	16.2%	18.7%
\$150,000 - \$199,999	1.9%	6.3%	7.8%
\$200,000+	2.0%	4.6%	7.6%
Average Household Income	\$64,984	\$84,908	\$98,805
<b>2027 Households by Income</b>			
Household Income Base	6,389	47,050	113,564
<\$15,000	5.5%	4.2%	3.8%
\$15,000 - \$24,999	7.9%	5.6%	4.6%
\$25,000 - \$34,999	11.2%	8.1%	6.3%
\$35,000 - \$49,999	20.3%	13.6%	10.9%
\$50,000 - \$74,999	16.7%	17.6%	17.2%
\$75,000 - \$99,999	10.2%	13.6%	14.0%
\$100,000 - \$149,999	21.2%	21.0%	22.3%
\$150,000 - \$199,999	3.7%	10.2%	11.3%
\$200,000+	3.4%	6.1%	9.7%
Average Household Income	\$82,811	\$103,339	\$117,689
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	3,777	33,363	81,528
<\$50,000	11.0%	14.1%	12.5%
\$50,000 - \$99,999	10.8%	6.5%	4.2%
\$100,000 - \$149,999	7.7%	5.0%	3.1%
\$150,000 - \$199,999	7.2%	8.3%	5.5%
\$200,000 - \$249,999	30.1%	18.2%	14.4%
\$250,000 - \$299,999	10.0%	15.5%	14.3%
\$300,000 - \$399,999	9.9%	16.8%	21.7%
\$400,000 - \$499,999	8.5%	8.1%	11.6%
\$500,000 - \$749,999	1.6%	5.0%	9.4%
\$750,000 - \$999,999	0.9%	0.8%	1.8%
\$1,000,000 - \$1,499,999	2.0%	1.1%	0.9%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.4%
\$2,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$252,667	\$268,865	\$318,739
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	3,920	34,572	84,441
<\$50,000	8.7%	6.4%	7.5%
\$50,000 - \$99,999	8.9%	3.0%	1.9%
\$100,000 - \$149,999	6.3%	1.8%	1.4%
\$150,000 - \$199,999	1.8%	7.0%	4.4%
\$200,000 - \$249,999	26.6%	16.6%	11.0%
\$250,000 - \$299,999	9.9%	17.0%	14.6%
\$300,000 - \$399,999	14.4%	23.7%	26.5%
\$400,000 - \$499,999	14.2%	12.5%	15.4%
\$500,000 - \$749,999	3.8%	8.3%	13.1%
\$750,000 - \$999,999	1.6%	1.6%	2.3%
\$1,000,000 - \$1,499,999	3.0%	1.6%	1.1%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.5%
\$2,000,000 +	0.3%	0.3%	0.3%
Average Home Value	\$308,514	\$337,863	\$370,453

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.





# Market Profile

Main Street and Power Road  
 S Power Rd & E Main St, Mesa, Arizona, 85206  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.41560  
 Longitude: -111.68451

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	12,062	95,115	244,820
0 - 4	5.1%	5.1%	6.2%
5 - 9	4.3%	5.0%	6.5%
10 - 14	3.7%	5.3%	6.8%
15 - 24	9.1%	10.3%	11.7%
25 - 34	9.3%	10.0%	11.2%
35 - 44	7.5%	9.6%	11.8%
45 - 54	8.9%	11.8%	12.9%
55 - 64	11.5%	12.6%	11.7%
65 - 74	15.1%	13.6%	10.4%
75 - 84	15.4%	11.4%	7.7%
85 +	10.2%	5.5%	3.2%
18 +	84.6%	81.4%	76.5%
<b>2022 Population by Age</b>			
Total	13,030	105,436	276,919
0 - 4	4.4%	4.6%	5.6%
5 - 9	4.1%	4.7%	5.8%
10 - 14	4.0%	4.7%	5.8%
15 - 24	7.9%	9.1%	10.4%
25 - 34	9.7%	11.3%	12.8%
35 - 44	8.3%	9.7%	11.3%
45 - 54	7.7%	9.4%	10.5%
55 - 64	10.9%	12.6%	12.3%
65 - 74	16.5%	15.6%	12.9%
75 - 84	15.7%	12.0%	8.7%
85 +	10.6%	6.3%	3.9%
18 +	85.2%	83.3%	79.4%
<b>2027 Population by Age</b>			
Total	13,329	108,164	284,371
0 - 4	4.5%	4.7%	5.7%
5 - 9	4.2%	4.6%	5.7%
10 - 14	4.0%	4.8%	5.8%
15 - 24	8.1%	8.8%	9.8%
25 - 34	8.6%	10.6%	12.4%
35 - 44	9.0%	10.6%	12.4%
45 - 54	8.0%	9.2%	10.0%
55 - 64	10.6%	11.3%	11.0%
65 - 74	16.0%	15.7%	13.2%
75 - 84	16.8%	13.5%	10.0%
85 +	10.3%	6.2%	4.0%
18 +	85.0%	83.2%	79.5%
<b>2010 Population by Sex</b>			
Males	5,254	44,465	117,216
Females	6,806	50,654	127,603
<b>2022 Population by Sex</b>			
Males	5,905	50,020	133,447
Females	7,125	55,416	143,474
<b>2027 Population by Sex</b>			
Males	6,081	51,586	137,305
Females	7,249	56,577	147,066

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.





# Market Profile

Main Street and Power Road  
 S Power Rd & E Main St, Mesa, Arizona, 85206  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.41560  
 Longitude: -111.68451

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	12,059	95,120	244,819
White Alone	84.8%	86.9%	86.0%
Black Alone	2.8%	2.1%	2.4%
American Indian Alone	1.2%	1.0%	1.0%
Asian Alone	1.0%	1.5%	2.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	7.4%	5.7%	5.4%
Two or More Races	2.6%	2.5%	2.8%
Hispanic Origin	16.3%	14.5%	14.9%
Diversity Index	47.3	42.8	44.4
<b>2020 Population by Race/Ethnicity</b>			
Total	13,077	103,962	273,072
White Alone	75.0%	76.5%	75.6%
Black Alone	4.7%	2.8%	2.9%
American Indian Alone	1.2%	1.3%	1.3%
Asian Alone	1.5%	2.0%	2.7%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	7.9%	7.5%	6.7%
Two or More Races	9.5%	9.6%	10.4%
Hispanic Origin	18.8%	18.5%	18.2%
Diversity Index	59.7	58.0	58.6
<b>2022 Population by Race/Ethnicity</b>			
Total	13,030	105,436	276,922
White Alone	74.6%	75.8%	75.0%
Black Alone	4.8%	2.8%	2.9%
American Indian Alone	1.3%	1.4%	1.4%
Asian Alone	1.5%	2.1%	2.8%
Pacific Islander Alone	0.3%	0.2%	0.3%
Some Other Race Alone	7.7%	7.7%	6.8%
Two or More Races	9.7%	10.0%	10.8%
Hispanic Origin	18.7%	18.8%	18.5%
Diversity Index	60.0	58.9	59.5
<b>2027 Population by Race/Ethnicity</b>			
Total	13,331	108,163	284,372
White Alone	73.0%	74.2%	73.4%
Black Alone	5.2%	3.0%	3.1%
American Indian Alone	1.3%	1.4%	1.4%
Asian Alone	1.6%	2.2%	2.9%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	8.0%	8.0%	7.1%
Two or More Races	10.6%	10.9%	11.8%
Hispanic Origin	19.1%	19.3%	18.9%
Diversity Index	61.7	60.7	61.2
<b>2010 Population by Relationship and Household Type</b>			
Total	12,060	95,119	244,818
In Households	97.2%	98.8%	99.3%
In Family Households	69.1%	77.7%	82.7%
Householder	25.7%	26.9%	26.7%
Spouse	18.0%	20.8%	20.8%
Child	19.8%	24.6%	29.7%
Other relative	3.1%	3.2%	3.3%
Nonrelative	2.5%	2.2%	2.2%
In Nonfamily Households	28.1%	21.0%	16.6%
In Group Quarters	2.8%	1.2%	0.7%
Institutionalized Population	2.0%	1.0%	0.4%
Noninstitutionalized Population	0.8%	0.3%	0.2%

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.





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<b>2022 Population 25+ by Educational Attainment</b>			
Total	10,356	81,009	200,330
Less than 9th Grade	3.1%	2.7%	2.2%
9th - 12th Grade, No Diploma	5.1%	5.6%	4.9%
High School Graduate	26.2%	24.0%	21.3%
GED/Alternative Credential	5.1%	4.2%	3.6%
Some College, No Degree	33.5%	28.3%	26.8%
Associate Degree	8.0%	8.8%	10.0%
Bachelor's Degree	13.3%	18.6%	21.2%
Graduate/Professional Degree	5.8%	7.9%	10.0%
<b>2022 Population 15+ by Marital Status</b>			
Total	11,390	90,627	229,196
Never Married	26.7%	24.9%	26.8%
Married	45.0%	51.7%	53.6%
Widowed	13.7%	9.3%	7.0%
Divorced	14.6%	14.1%	12.6%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,659	46,799	133,057
Population 16+ Employed	93.8%	96.5%	96.8%
Population 16+ Unemployment rate	6.2%	3.5%	3.2%
Population 16-24 Employed	13.3%	12.1%	13.2%
Population 16-24 Unemployment rate	12.2%	6.9%	6.4%
Population 25-54 Employed	57.4%	58.2%	60.8%
Population 25-54 Unemployment rate	6.1%	3.0%	2.6%
Population 55-64 Employed	16.4%	18.4%	17.4%
Population 55-64 Unemployment rate	4.2%	2.5%	2.3%
Population 65+ Employed	12.9%	11.3%	8.5%
Population 65+ Unemployment rate	2.6%	3.8%	3.5%
<b>2022 Employed Population 16+ by Industry</b>			
Total	4,368	45,161	128,857
Agriculture/Mining	0.6%	0.7%	0.5%
Construction	8.2%	9.6%	8.3%
Manufacturing	3.9%	8.5%	8.2%
Wholesale Trade	3.3%	2.6%	2.4%
Retail Trade	18.8%	13.8%	12.8%
Transportation/Utilities	4.9%	7.1%	6.8%
Information	2.0%	2.0%	1.5%
Finance/Insurance/Real Estate	7.6%	9.5%	10.0%
Services	48.9%	43.7%	45.8%
Public Administration	1.9%	2.8%	3.6%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	4,368	45,161	128,858
White Collar	56.8%	62.2%	65.8%
Management/Business/Financial	8.2%	15.8%	18.2%
Professional	19.6%	21.2%	23.5%
Sales	11.5%	9.6%	10.1%
Administrative Support	17.5%	15.7%	14.1%
Services	20.5%	15.3%	14.4%
Blue Collar	22.7%	22.5%	19.8%
Farming/Forestry/Fishing	0.2%	0.2%	0.1%
Construction/Extraction	6.9%	6.5%	5.3%
Installation/Maintenance/Repair	1.3%	4.0%	3.6%
Production	3.5%	4.0%	3.3%
Transportation/Material Moving	10.9%	7.9%	7.5%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.





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<b>2010 Households by Type</b>			
Total	6,034	42,359	98,467
Households with 1 Person	42.8%	33.4%	27.7%
Households with 2+ People	57.2%	66.6%	72.3%
Family Households	51.5%	60.4%	66.3%
Husband-wife Families	36.0%	46.6%	51.7%
With Related Children	6.8%	13.1%	19.5%
Other Family (No Spouse Present)	15.5%	13.8%	14.6%
Other Family with Male Householder	4.0%	4.0%	4.4%
With Related Children	2.3%	2.3%	2.7%
Other Family with Female Householder	11.5%	9.8%	10.2%
With Related Children	7.0%	5.6%	6.3%
Nonfamily Households	5.8%	6.2%	6.1%
All Households with Children	16.4%	21.2%	29.0%
Multigenerational Households	1.9%	2.8%	3.2%
Unmarried Partner Households	6.1%	5.9%	6.2%
Male-female	5.5%	5.3%	5.5%
Same-sex	0.6%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	6,033	42,360	98,467
1 Person Household	42.8%	33.4%	27.7%
2 Person Household	39.0%	40.2%	37.7%
3 Person Household	8.2%	10.9%	13.1%
4 Person Household	5.4%	8.0%	11.1%
5 Person Household	2.6%	4.3%	5.9%
6 Person Household	1.1%	2.0%	2.8%
7 + Person Household	1.0%	1.3%	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,033	42,366	98,467
Owner Occupied	56.7%	72.5%	73.9%
Owned with a Mortgage/Loan	28.3%	42.0%	48.8%
Owned Free and Clear	28.4%	30.5%	25.1%
Renter Occupied	43.3%	27.5%	26.1%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	102	119	119
Percent of Income for Mortgage	24.7%	21.2%	21.2%
Wealth Index	58	83	100
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,492	56,440	124,904
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	12,060	95,119	244,819
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.





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<b>Top 3 Tapestry Segments</b>			
1.	The Elders (9C)	The Elders (9C)	The Elders (9C)
2.	Senior Escapes (9D)	Senior Escapes (9D)	Senior Escapes (9D)
3.	Metro Fusion (11C)	Home Improvement (4B)	Home Improvement (4B)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$9,201,381	\$87,913,890	\$247,036,015
Average Spent	\$1,470.81	\$1,910.22	\$2,231.10
Spending Potential Index	61	79	93
Education: Total \$	\$6,621,074	\$63,644,607	\$184,976,172
Average Spent	\$1,058.36	\$1,382.89	\$1,670.61
Spending Potential Index	54	71	85
Entertainment/Recreation: Total \$	\$14,551,430	\$138,827,432	\$384,036,400
Average Spent	\$2,326.00	\$3,016.48	\$3,468.41
Spending Potential Index	63	82	94
Food at Home: Total \$	\$25,368,861	\$237,890,946	\$651,269,683
Average Spent	\$4,055.12	\$5,168.96	\$5,881.92
Spending Potential Index	65	83	95
Food Away from Home: Total \$	\$16,823,189	\$160,788,230	\$448,980,149
Average Spent	\$2,689.13	\$3,493.65	\$4,054.95
Spending Potential Index	62	81	94
Health Care: Total \$	\$30,979,154	\$290,289,462	\$780,894,304
Average Spent	\$4,951.91	\$6,307.49	\$7,052.62
Spending Potential Index	70	89	100
HH Furnishings & Equipment: Total \$	\$10,146,063	\$98,238,047	\$274,268,526
Average Spent	\$1,621.81	\$2,134.54	\$2,477.05
Spending Potential Index	63	83	97
Personal Care Products & Services: Total \$	\$4,273,990	\$40,208,834	\$110,488,106
Average Spent	\$683.18	\$873.67	\$997.87
Spending Potential Index	67	86	98
Shelter: Total \$	\$89,377,544	\$846,919,117	\$2,365,302,619
Average Spent	\$14,286.69	\$18,402.08	\$21,362.15
Spending Potential Index	62	80	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,175,240	\$117,857,637	\$320,007,999
Average Spent	\$1,946.17	\$2,560.84	\$2,890.14
Spending Potential Index	72	94	106
Travel: Total \$	\$11,397,046	\$110,587,551	\$309,164,810
Average Spent	\$1,821.78	\$2,402.88	\$2,792.21
Spending Potential Index	63	84	97
Vehicle Maintenance & Repairs: Total \$	\$5,216,922	\$49,777,354	\$136,398,059
Average Spent	\$833.91	\$1,081.58	\$1,231.87
Spending Potential Index	66	86	98

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.