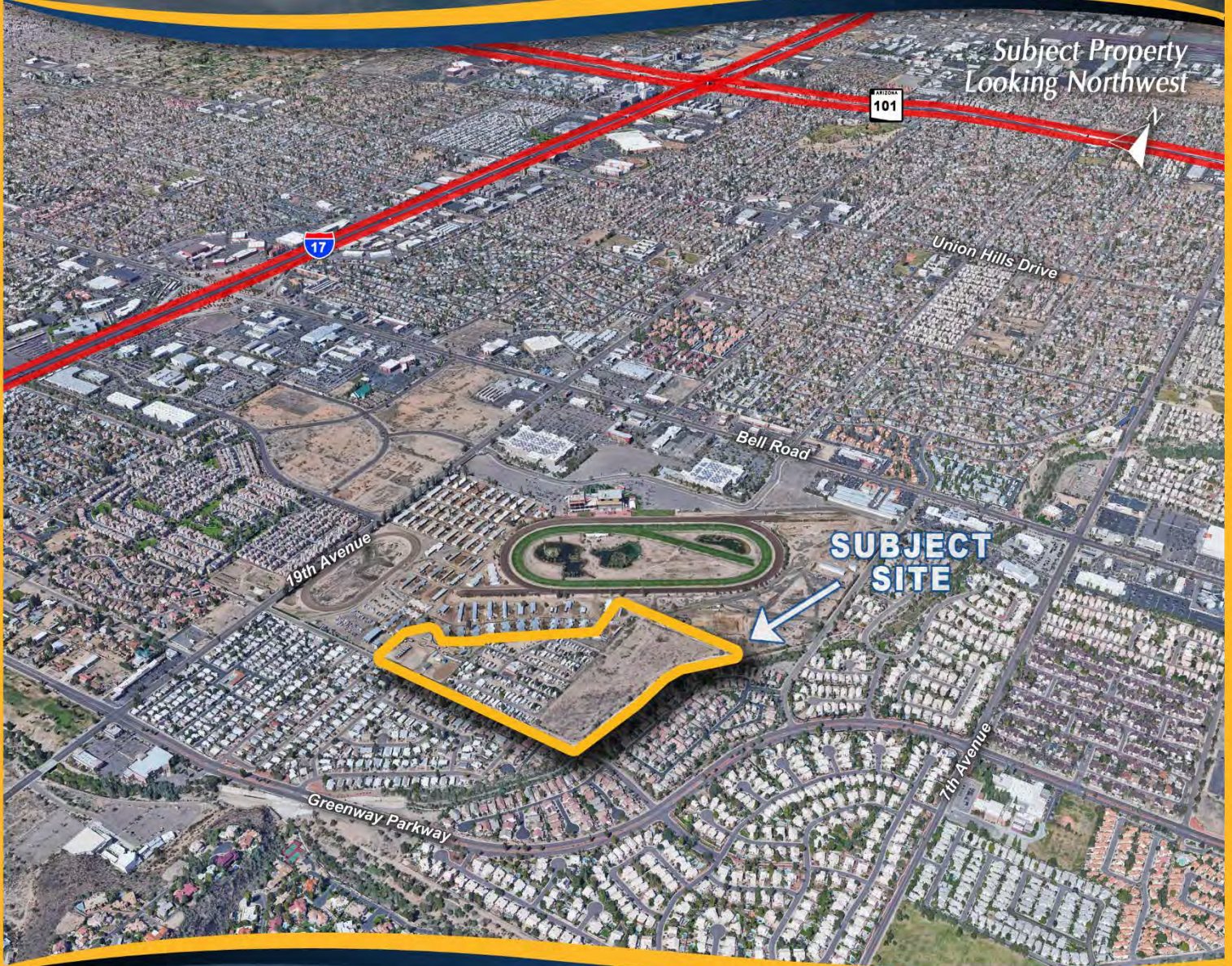


NATHAN & ASSOCIATES, INC.  
EXCLUSIVELY PRESENTS

# TIERRA BUENA LANE WEST OF GREENWAY PARKWAY CITY OF PHOENIX, 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](http://WWW.NATHANANDASSOCIATESINC.COM)



# TIERRA BUENA LANE WEST OF GREENWAY PARKWAY

## **LOCATION:**

Located west of the northwest corner of Tierra Buena Lane, West of Greenway Parkway in the City of Phoenix, Arizona

## **SIZE:**

±34.08 Acres

## **ASSESSOR PARCEL NUMBERS:**

208-13-009D, 208-13-009F and 208-13-012E

## **ZONING:**

C-2 and S-1 | City of Phoenix, Phoenix General Plan shows a designation of: 3.5-5 DU/Acre

## **PRICE:**

\$23,752,397 (\$16 per Square Foot)

## **TERMS:**

- Initial Earnest Money Deposit: \$100,000 at opening of escrow
- 2nd Earnest Money Deposit: \$150,000 after buyer's investigation period
- 3rd Earnest Money Deposit: \$2,000,000 within 2 days following vested zoning approval  
**ALL EARNEST MONEY DEPOSITS WILL BE CONSIDERED NON-REFUNDABLE BUT APPLICABLE TO THE PURCHASE PRICE FOLLOWING VESTED ZONING**
- *Investigation Period: 60 Days*
- Close of Escrow: 10 days following vested zoning approval  
*Close of escrow will be subject to rezoning (by Paul Gilbert)*

## **PROPERTY TAXES:**

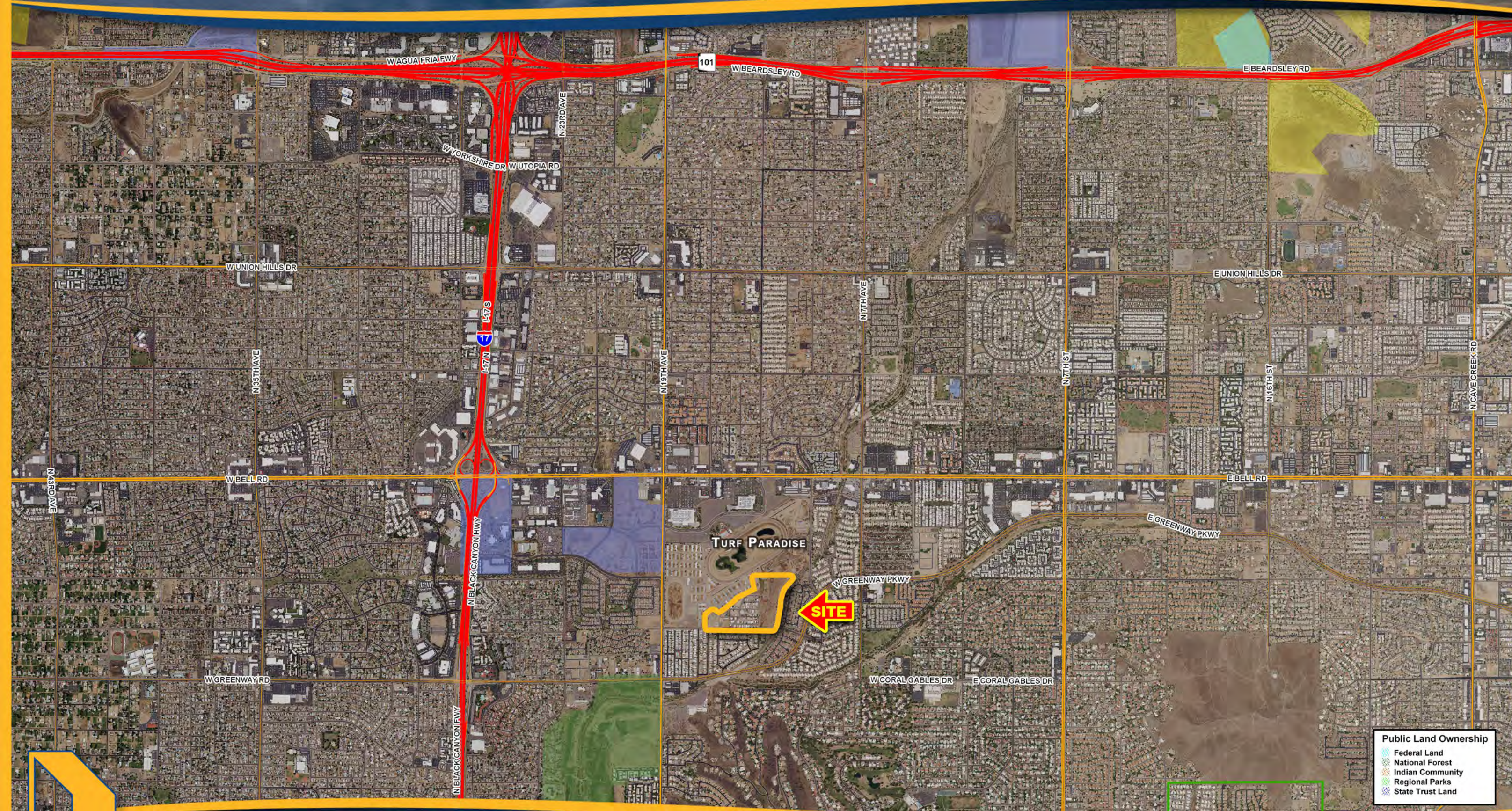
2018 Assessment: \$50,500

## **COMMENTS:**

- Seller will be responsible for the process of closing down and removing the tenants from the mobile home park which sits on a portion of the subject site.
- Buyer shall submit to Seller buyer's intended site plan prior to the expiration of feasibility period.

# SUBMARKET MAP

## PHOENIX, ARIZONA



NATHAN & ASSOCIATES, INC.  
 7600 E. DOUBLETREE RANCH ROAD, SUITE 150 • SCOTTSDALE • ARIZONA • 85258-2156  
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This map was produced using data from private and governmental sources deemed to be reliable. The information herein is provided without representation or warranty.

# TIERRA BUENA LANE, WEST OF GREENWAY PARKWAY

RETAIL



**SUBJECT SITE**

**TURF PARADISE**



19th Avenue

7th Avenue

Tierra Buena Ln.

Greenway Parkway



# TIERRA BUENA LANE, WEST OF GREENWAY PARKWAY

PHOENIX, ARIZONA



**SUBJECT  
SITE**



TURF PARADISE

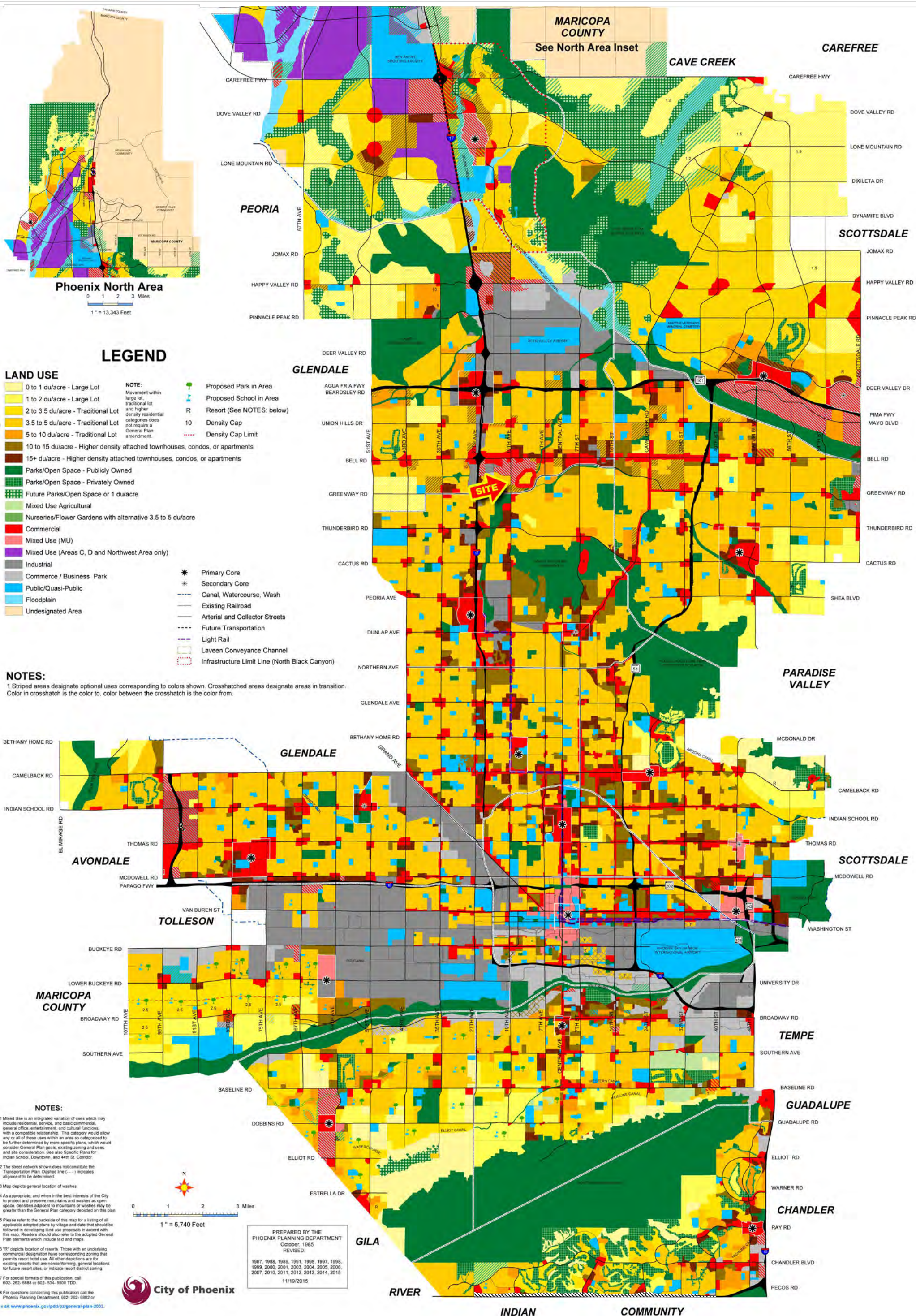
S-1

C-2

Google

# CITY OF PHOENIX GENERAL PLAN

## A Vision for the Future



### LEGEND

- LAND USE**
- 0 to 1 du/acre - Large Lot
  - 1 to 2 du/acre - Large Lot
  - 2 to 3.5 du/acre - Traditional Lot
  - 3.5 to 5 du/acre - Traditional Lot
  - 5 to 10 du/acre - Traditional Lot
  - 10 to 15 du/acre - Higher density attached townhouses, condos, or apartments
  - 15+ du/acre - Higher density attached townhouses, condos, or apartments
  - Parks/Open Space - Publicly Owned
  - Parks/Open Space - Privately Owned
  - Future Parks/Open Space or 1 du/acre
  - Mixed Use Agricultural
  - Nurseries/Flower Gardens with alternative 3.5 to 5 du/acre
  - Commercial
  - Mixed Use (MU)
  - Mixed Use (Areas C, D and Northwest Area only)
  - Industrial
  - Commerce / Business Park
  - Public/Quasi-Public
  - Floodplain
  - Undesignated Area
- NOTE:**  
Movement within large lot, traditional lot and higher density residential categories does not require a General Plan amendment.
- Proposed Park in Area
  - Proposed School in Area
  - R Resort (See NOTES: below)
  - 10 Density Cap
  - Density Cap Limit
- Primary Core
  - Secondary Core
  - Canal, Watercourse, Wash
  - Existing Railroad
  - Arterial and Collector Streets
  - Future Transportation
  - Light Rail
  - Laveen Conveyance Channel
  - Infrastructure Limit Line (North Black Canyon)

**NOTES:**  
1 Striped areas designate optional uses corresponding to colors shown. Crosshatched areas designate areas in transition. Color in crosshatch is the color to, color between the crosshatch is the color from.

- NOTES:**
- 1 Mixed Use is an integrated variation of uses which may include residential, service, and basic commercial, general office, entertainment, and cultural functions, with a compatible relationship. This category would allow any or all of these uses within an area so categorized to be further determined by more specific plans, which would consider General Plan goals, existing zoning and uses, and site consideration. See also Specific Plans for Indian School, Downtown, and 44th St. Corridor.
  - 2 The street network shown does not constitute the Transportation Plan. Dashed line (- - -) indicates alignment to be determined.
  - 3 Map depicts general location of washes.
  - 4 As appropriate, and when in the best interests of the City to protect and preserve mountains and washes as open space, densities adjacent to mountains or washes may be greater than the General Plan category depicted on this plan.
  - 5 Please refer to the backside of this map for a listing of all applicable adopted plans by village and date that should be followed in developing land use proposals in accord with this map. Readers should also refer to the adopted General Plan elements which include text and maps.
  - 6 "R" depicts location of resorts. Those with an underlying commercial designation have corresponding zoning that permits resort hotel use. All other resorts are for existing resorts that are nonconforming, general locations for future resort sites, or indicate resort district zoning.
  - 7 For special formats of this publication, call 602-262-8888 or 602-534-5500 TDD.
  - 8 For questions concerning this publication call the Phoenix Planning Department, 602-262-8882 or visit [www.phoenix.gov/pdd/pz/general-plan-2002](http://www.phoenix.gov/pdd/pz/general-plan-2002).

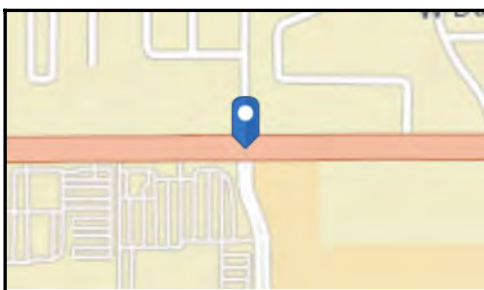
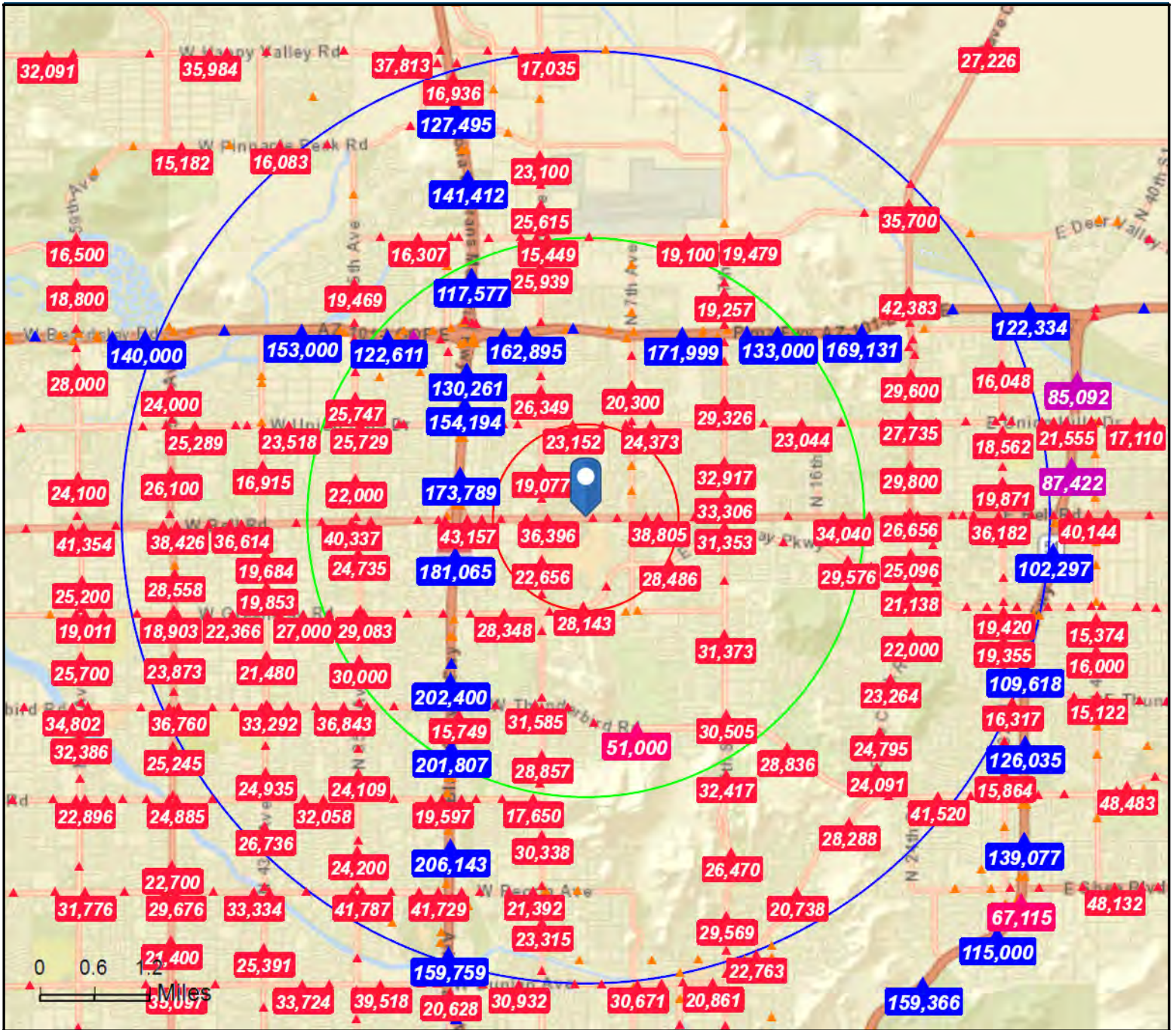
PREPARED BY THE  
PHOENIX PLANNING DEPARTMENT  
October, 1985  
REVISED:  
1987, 1988, 1989, 1991, 1995, 1997, 1998,  
1999, 2000, 2001, 2003, 2004, 2005, 2006,  
2007, 2010, 2011, 2012, 2013, 2014, 2015  
11/19/2015



15th Avenue & Bell Road  
 N 15th Ave, Phoenix, Arizona, 85023  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.64016  
 Longitude: -112.09143



- 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: ©2019 Kalibrate Technologies (Q4 2018).



# Traffic Count Profile

15th Avenue & Bell Road  
N 15th Ave, Phoenix, Arizona, 85023  
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.64016  
Longitude: -112.09143

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.07	W Bell Rd	N 15th Ave (0.08 miles W)	2012	41,321
0.25	N 11th Ave	W Phelps Rd (0.05 miles S)	2011	1,326
0.32	N 15th Ave	W Helena Dr (0.02 miles S)	2005	2,800
0.34	W Bell Rd	N 11th Ave (0.09 miles W)	2011	35,592
0.41	W Bell Rd	N 19th Ave (0.07 miles W)	2010	36,396
0.48	N 19th Ave	W Bell Rd (0.07 miles N)	2015	22,317
0.52	N 19th Ave	W Village Dr (0.14 miles N)	2012	28,041
0.53	W Grovers Ave	N 16th Dr (0.02 miles E)	2005	3,900
0.54	W Grovers Ave	N 11th Ave (0.05 miles E)	2012	2,373
0.54	N 7th Ave	W Aire Libre Ave (0.01 miles N)	2012	11,405
0.57	N 7th Ave	W Angela Dr (0.08 miles N)	2012	14,569
0.64	W Bell Rd	N 21st Ave (0.09 miles W)	2011	40,505
0.65	W Bell Rd	N 3rd Ave (0.09 miles E)	2010	38,565
0.66	N 19th Ave	W Grandview Rd (0.05 miles S)	2015	22,656
0.72	N 19th Ave	W Morningside Dr (0.03 miles N)	2011	19,077
0.75	N 7th Ave	W Charleston Ave (0.04 miles N)	2011	13,030
0.77	W Greenway Pkwy	W Tierra Buena Ln (0.04 miles S)	2010	27,905
0.78	N 15th Ave	W Villa Maria Dr (0.02 miles N)	2012	2,340
0.78	W Bell Rd	N 3rd Ave (0.04 miles W)	2015	38,805
0.79	W Kings Ave	N 4th Ave (0.04 miles W)	1988	1,900
0.84	N 19th Ave	W Carol Ann Way (0.06 miles S)	2011	25,255
0.91	W Bell Rd	N 23rd Ave (0.06 miles W)	2015	38,917
0.93	W Grovers Ave	N 3rd Ave (0.04 miles W)	2013	193
0.93	W Morningside Dr	N 20th Dr (0.05 miles E)	2012	1,495
0.95	N 19th Ave	W Waltann Ln (0.06 miles S)	2011	24,901
0.95	W Greenway Pkwy	N 14th Ave (0.08 miles E)	2011	28,143
0.97	N 7th Ave	W Tierra Buena Ln (0.09 miles N)	2011	7,598
0.98	N 23rd Ave	W Bell Rd (0.08 miles N)	2011	4,992
0.99	N 21st Ave	W Morningside Dr (0.01 miles N)	2005	2,600
1.01	W Grandview Rd	N 23rd Ave (0.04 miles W)	2012	2,206

**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.

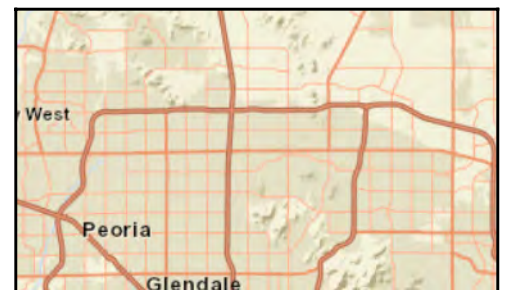
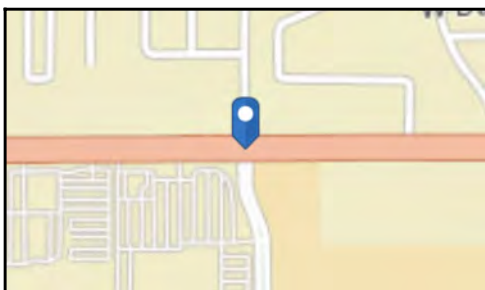
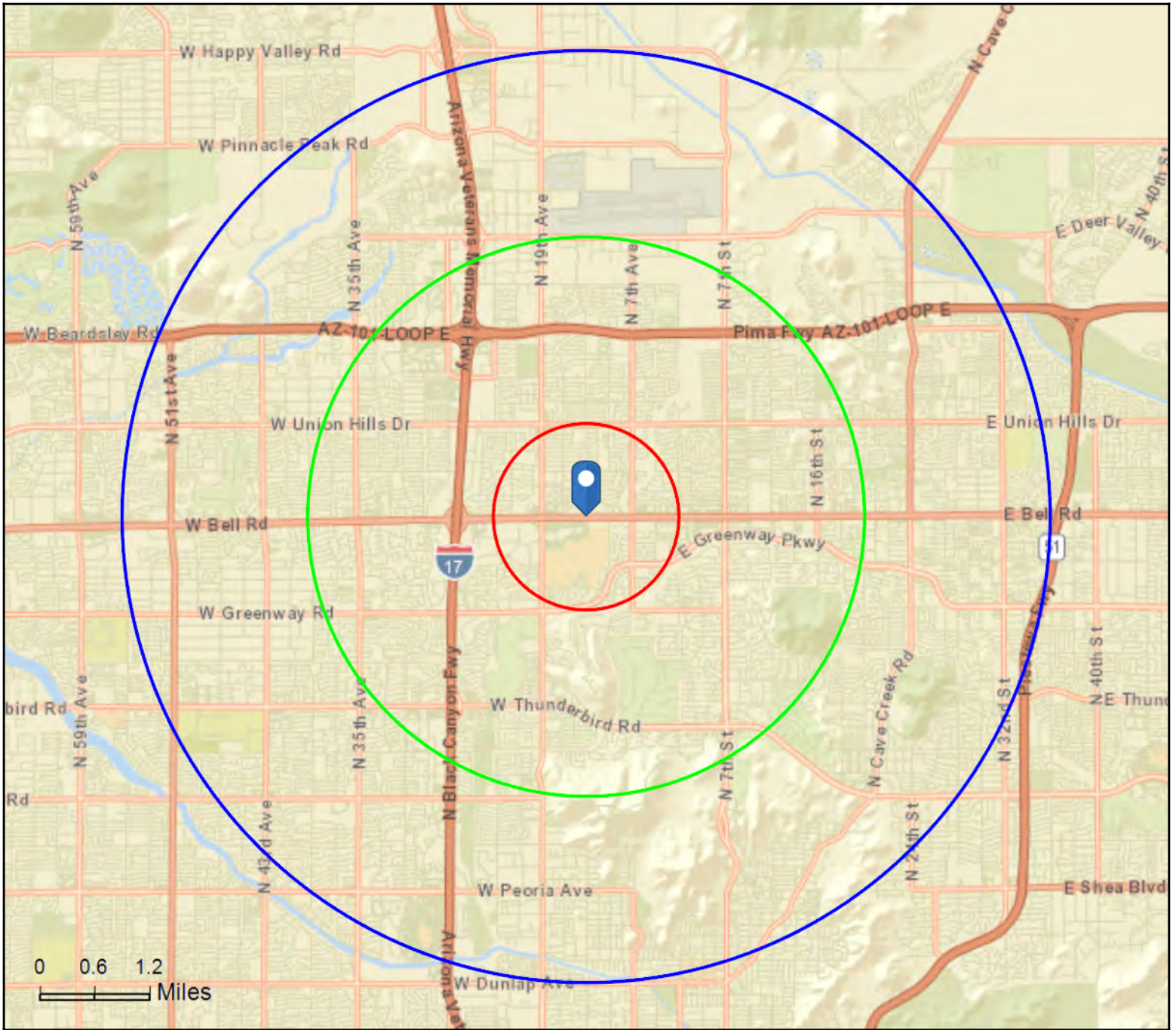
**Source:** ©2019 Kalibrate Technologies (Q4 2018).



15th Avenue & Bell Road  
N 15th Ave, Phoenix, Arizona, 85023  
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.64016  
Longitude: -112.09143





# Executive Summary

15th Avenue & Bell Road  
 N 15th Ave, Phoenix, Arizona, 85023  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.64016  
 Longitude: -112.09143

	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	17,187	134,583	310,401
2010 Population	16,946	133,687	307,861
2018 Population	19,082	146,791	337,031
2023 Population	20,442	156,495	358,113
2000-2010 Annual Rate	-0.14%	-0.07%	-0.08%
2010-2018 Annual Rate	1.45%	1.14%	1.10%
2018-2023 Annual Rate	1.39%	1.29%	1.22%
2018 Male Population	49.8%	49.6%	49.6%
2018 Female Population	50.2%	50.4%	50.4%
2018 Median Age	34.4	36.3	36.2

In the identified area, the current year population is 337,031. In 2010, the Census count in the area was 307,861. The rate of change since 2010 was 1.10% annually. The five-year projection for the population in the area is 358,113 representing a change of 1.22% annually from 2018 to 2023. Currently, the population is 49.6% male and 50.4% female.

### Median Age

The median age in this area is 34.4, compared to U.S. median age of 38.3.

### Race and Ethnicity

2018 White Alone	69.1%	75.0%	74.4%
2018 Black Alone	4.8%	4.5%	4.4%
2018 American Indian/Alaska Native Alone	2.0%	1.9%	2.0%
2018 Asian Alone	3.4%	4.3%	3.8%
2018 Pacific Islander Alone	0.2%	0.2%	0.2%
2018 Other Race	17.0%	10.0%	11.3%
2018 Two or More Races	3.5%	4.1%	3.9%
2018 Hispanic Origin (Any Race)	33.6%	22.6%	26.2%

Persons of Hispanic origin represent 26.2% 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 65.8 in the identified area, compared to 64.3 for the U.S. as a whole.

### Households

2000 Households	6,909	53,677	119,565
2010 Households	6,689	54,966	122,360
2018 Total Households	7,476	60,168	133,457
2023 Total Households	7,978	63,935	141,427
2000-2010 Annual Rate	-0.32%	0.24%	0.23%
2010-2018 Annual Rate	1.36%	1.10%	1.06%
2018-2023 Annual Rate	1.31%	1.22%	1.17%
2018 Average Household Size	2.55	2.43	2.51

The household count in this area has changed from 122,360 in 2010 to 133,457 in the current year, a change of 1.06% annually. The five-year projection of households is 141,427, a change of 1.17% annually from the current year total. Average household size is currently 2.51, compared to 2.50 in the year 2010. The number of families in the current year is 80,604 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

15th Avenue & Bell Road  
 N 15th Ave, Phoenix, Arizona, 85023  
 Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2018 Median Household Income	\$49,094	\$53,265	\$52,844
2023 Median Household Income	\$55,348	\$58,896	\$58,525
2018-2023 Annual Rate	2.43%	2.03%	2.06%
<b>Average Household Income</b>			
2018 Average Household Income	\$67,276	\$71,287	\$69,252
2023 Average Household Income	\$78,649	\$82,883	\$80,861
2018-2023 Annual Rate	3.17%	3.06%	3.15%
<b>Per Capita Income</b>			
2018 Per Capita Income	\$26,159	\$29,207	\$27,640
2023 Per Capita Income	\$30,455	\$33,823	\$32,128
2018-2023 Annual Rate	3.09%	2.98%	3.06%

Current median household income is \$52,844 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$58,525 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$69,252 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$80,861 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$27,640 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$32,128 in five years, compared to \$36,530 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	7,429	56,869	126,624
2000 Owner Occupied Housing Units	3,874	35,103	78,236
2000 Renter Occupied Housing Units	3,035	18,574	41,329
2000 Vacant Housing Units	520	3,192	7,059
2010 Total Housing Units	7,451	60,949	136,813
2010 Owner Occupied Housing Units	3,608	32,514	73,251
2010 Renter Occupied Housing Units	3,081	22,452	49,109
2010 Vacant Housing Units	762	5,983	14,453
2018 Total Housing Units	8,068	65,143	146,132
2018 Owner Occupied Housing Units	3,791	33,235	74,804
2018 Renter Occupied Housing Units	3,684	26,932	58,653
2018 Vacant Housing Units	592	4,975	12,675
2023 Total Housing Units	8,614	69,265	154,754
2023 Owner Occupied Housing Units	4,132	35,928	81,119
2023 Renter Occupied Housing Units	3,846	28,007	60,308
2023 Vacant Housing Units	636	5,330	13,327

Currently, 51.2% of the 146,132 housing units in the area are owner occupied; 40.1%, renter occupied; and 8.7% 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 136,813 housing units in the area - 53.5% owner occupied, 35.9% renter occupied, and 10.6% vacant. The annual rate of change in housing units since 2010 is 2.97%. Median home value in the area is \$195,026, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 3.69% annually to \$233,725.

**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

15th Avenue & Bell Road  
 N 15th Ave, Phoenix, Arizona, 85023  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	17,187	134,583	310,401
2010 Total Population	16,946	133,687	307,861
2018 Total Population	19,082	146,791	337,031
2018 Group Quarters	35	404	2,411
2023 Total Population	20,442	156,495	358,113
2018-2023 Annual Rate	1.39%	1.29%	1.22%
2018 Total Daytime Population	14,888	145,934	331,142
Workers	5,544	76,868	166,859
Residents	9,344	69,066	164,283
<b>Household Summary</b>			
2000 Households	6,909	53,677	119,565
2000 Average Household Size	2.49	2.50	2.59
2010 Households	6,689	54,966	122,360
2010 Average Household Size	2.53	2.43	2.50
2018 Households	7,476	60,168	133,457
2018 Average Household Size	2.55	2.43	2.51
2023 Households	7,978	63,935	141,427
2023 Average Household Size	2.56	2.44	2.52
2018-2023 Annual Rate	1.31%	1.22%	1.17%
2010 Families	4,128	33,388	75,014
2010 Average Family Size	3.16	3.02	3.11
2018 Families	4,544	35,997	80,604
2018 Average Family Size	3.24	3.08	3.17
2023 Families	4,825	38,048	84,996
2023 Average Family Size	3.27	3.11	3.20
2018-2023 Annual Rate	1.21%	1.11%	1.07%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,429	56,869	126,624
Owner Occupied Housing Units	52.1%	61.7%	61.8%
Renter Occupied Housing Units	40.9%	32.7%	32.6%
Vacant Housing Units	7.0%	5.6%	5.6%
2010 Housing Units	7,451	60,949	136,813
Owner Occupied Housing Units	48.4%	53.3%	53.5%
Renter Occupied Housing Units	41.4%	36.8%	35.9%
Vacant Housing Units	10.2%	9.8%	10.6%
2018 Housing Units	8,068	65,143	146,132
Owner Occupied Housing Units	47.0%	51.0%	51.2%
Renter Occupied Housing Units	45.7%	41.3%	40.1%
Vacant Housing Units	7.3%	7.6%	8.7%
2023 Housing Units	8,614	69,265	154,754
Owner Occupied Housing Units	48.0%	51.9%	52.4%
Renter Occupied Housing Units	44.6%	40.4%	39.0%
Vacant Housing Units	7.4%	7.7%	8.6%
<b>Median Household Income</b>			
2018	\$49,094	\$53,265	\$52,844
2023	\$55,348	\$58,896	\$58,525
<b>Median Home Value</b>			
2018	\$191,246	\$196,749	\$195,026
2023	\$227,525	\$236,536	\$233,725
<b>Per Capita Income</b>			
2018	\$26,159	\$29,207	\$27,640
2023	\$30,455	\$33,823	\$32,128
<b>Median Age</b>			
2010	33.1	34.9	35.0
2018	34.4	36.3	36.2
2023	34.8	36.8	36.8

**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

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Latitude: 33.64016  
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	1 mile	3 miles	5 miles
<b>2018 Households by Income</b>			
Household Income Base	7,476	60,168	133,457
<\$15,000	13.1%	9.6%	10.6%
\$15,000 - \$24,999	10.1%	9.2%	9.6%
\$25,000 - \$34,999	11.6%	11.0%	10.7%
\$35,000 - \$49,999	15.8%	16.3%	15.7%
\$50,000 - \$74,999	16.7%	20.6%	20.5%
\$75,000 - \$99,999	12.3%	13.0%	13.0%
\$100,000 - \$149,999	13.0%	12.4%	12.5%
\$150,000 - \$199,999	3.9%	3.8%	4.0%
\$200,000+	3.5%	4.0%	3.5%
Average Household Income	\$67,276	\$71,287	\$69,252
<b>2023 Households by Income</b>			
Household Income Base	7,978	63,935	141,427
<\$15,000	11.3%	8.2%	9.0%
\$15,000 - \$24,999	8.5%	7.6%	7.9%
\$25,000 - \$34,999	10.4%	9.5%	9.3%
\$35,000 - \$49,999	15.1%	15.3%	14.8%
\$50,000 - \$74,999	16.4%	20.6%	20.4%
\$75,000 - \$99,999	13.2%	14.0%	14.1%
\$100,000 - \$149,999	15.7%	15.0%	15.0%
\$150,000 - \$199,999	4.8%	4.6%	4.9%
\$200,000+	4.6%	5.2%	4.7%
Average Household Income	\$78,649	\$82,883	\$80,861
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	3,784	33,209	74,777
<\$50,000	9.0%	6.1%	6.8%
\$50,000 - \$99,999	7.1%	7.9%	8.4%
\$100,000 - \$149,999	13.6%	15.1%	15.4%
\$150,000 - \$199,999	24.6%	22.3%	21.5%
\$200,000 - \$249,999	17.4%	16.1%	17.0%
\$250,000 - \$299,999	11.9%	11.5%	11.4%
\$300,000 - \$399,999	10.6%	11.4%	11.0%
\$400,000 - \$499,999	3.0%	5.4%	4.6%
\$500,000 - \$749,999	2.5%	3.0%	2.8%
\$750,000 - \$999,999	0.0%	0.6%	0.6%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$209,124	\$230,291	\$224,385
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	4,124	35,898	81,088
<\$50,000	6.2%	4.3%	4.9%
\$50,000 - \$99,999	4.9%	4.8%	5.3%
\$100,000 - \$149,999	7.0%	6.7%	7.5%
\$150,000 - \$199,999	19.7%	19.7%	18.5%
\$200,000 - \$249,999	22.1%	19.9%	20.4%
\$250,000 - \$299,999	16.0%	15.1%	15.4%
\$300,000 - \$399,999	15.7%	16.1%	15.7%
\$400,000 - \$499,999	4.2%	7.6%	6.7%
\$500,000 - \$749,999	3.8%	4.4%	4.1%
\$750,000 - \$999,999	0.0%	0.8%	0.9%
\$1,000,000 - \$1,499,999	0.3%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$244,118	\$268,839	\$263,569

**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.



# Market Profile

15th Avenue & Bell Road  
 N 15th Ave, Phoenix, Arizona, 85023  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.64016  
 Longitude: -112.09143

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	16,946	133,690	307,860
0 - 4	8.0%	6.9%	7.0%
5 - 9	7.2%	6.1%	6.5%
10 - 14	6.6%	6.2%	6.4%
15 - 24	14.7%	14.7%	14.5%
25 - 34	16.4%	16.2%	15.7%
35 - 44	13.4%	13.5%	13.8%
45 - 54	14.7%	15.0%	14.8%
55 - 64	10.3%	11.6%	11.3%
65 - 74	5.3%	5.9%	5.9%
75 - 84	2.5%	2.9%	3.0%
85 +	0.8%	1.0%	1.2%
18 +	74.1%	76.8%	76.1%
<b>2018 Population by Age</b>			
Total	19,081	146,792	337,032
0 - 4	7.4%	6.4%	6.5%
5 - 9	7.0%	6.0%	6.2%
10 - 14	6.7%	5.7%	5.9%
15 - 24	13.5%	13.3%	13.1%
25 - 34	16.3%	16.9%	16.6%
35 - 44	13.4%	12.9%	13.0%
45 - 54	12.6%	12.5%	12.6%
55 - 64	11.5%	12.6%	12.4%
65 - 74	7.7%	8.9%	8.6%
75 - 84	3.0%	3.6%	3.7%
85 +	0.9%	1.3%	1.4%
18 +	75.2%	78.7%	78.1%
<b>2023 Population by Age</b>			
Total	20,441	156,495	358,113
0 - 4	7.5%	6.4%	6.5%
5 - 9	6.9%	5.9%	6.1%
10 - 14	6.8%	5.8%	5.9%
15 - 24	13.5%	12.8%	12.6%
25 - 34	15.7%	16.7%	16.4%
35 - 44	13.6%	13.3%	13.5%
45 - 54	11.7%	11.3%	11.4%
55 - 64	11.0%	11.9%	11.8%
65 - 74	8.6%	9.8%	9.5%
75 - 84	3.9%	4.7%	4.7%
85 +	1.0%	1.4%	1.5%
18 +	75.0%	78.6%	78.1%
<b>2010 Population by Sex</b>			
Males	8,492	66,336	152,869
Females	8,454	67,351	154,992
<b>2018 Population by Sex</b>			
Males	9,506	72,846	167,277
Females	9,576	73,945	169,753
<b>2023 Population by Sex</b>			
Males	10,154	77,464	177,524
Females	10,288	79,030	180,589

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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<b>2010 Population by Race/Ethnicity</b>			
Total	16,947	133,688	307,861
White Alone	73.2%	78.9%	78.1%
Black Alone	4.0%	3.7%	3.6%
American Indian Alone	1.7%	1.7%	1.7%
Asian Alone	2.8%	3.6%	3.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	15.2%	8.6%	9.9%
Two or More Races	3.0%	3.3%	3.2%
Hispanic Origin	30.2%	19.8%	23.3%
Diversity Index	68.8	57.3	60.6
<b>2018 Population by Race/Ethnicity</b>			
Total	19,083	146,790	337,031
White Alone	69.1%	75.0%	74.4%
Black Alone	4.8%	4.5%	4.4%
American Indian Alone	2.0%	1.9%	2.0%
Asian Alone	3.4%	4.3%	3.8%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	17.0%	10.0%	11.3%
Two or More Races	3.5%	4.1%	3.9%
Hispanic Origin	33.6%	22.6%	26.2%
Diversity Index	73.3	63.1	65.8
<b>2023 Population by Race/Ethnicity</b>			
Total	20,443	156,495	358,113
White Alone	66.2%	72.0%	71.6%
Black Alone	5.4%	5.2%	5.0%
American Indian Alone	2.2%	2.1%	2.1%
Asian Alone	3.9%	4.9%	4.4%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	18.3%	10.9%	12.3%
Two or More Races	3.9%	4.6%	4.4%
Hispanic Origin	36.2%	24.9%	28.5%
Diversity Index	76.2	67.2	69.3
<b>2010 Population by Relationship and Household Type</b>			
Total	16,946	133,687	307,861
In Households	99.8%	99.7%	99.4%
In Family Households	80.4%	78.6%	79.1%
Householder	24.3%	24.9%	24.4%
Spouse	15.6%	16.5%	16.2%
Child	31.5%	29.5%	30.3%
Other relative	5.7%	4.4%	4.8%
Nonrelative	3.4%	3.2%	3.4%
In Nonfamily Households	19.5%	21.2%	20.3%
In Group Quarters	0.2%	0.3%	0.6%
Institutionalized Population	0.1%	0.1%	0.2%
Noninstitutionalized Population	0.1%	0.2%	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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<b>2018 Population 25+ by Educational Attainment</b>			
Total	12,479	100,768	230,240
Less than 9th Grade	4.7%	3.8%	4.5%
9th - 12th Grade, No Diploma	10.1%	7.2%	7.5%
High School Graduate	22.2%	20.2%	21.3%
GED/Alternative Credential	4.1%	3.7%	3.9%
Some College, No Degree	26.3%	26.8%	26.5%
Associate Degree	9.0%	9.0%	8.8%
Bachelor's Degree	15.6%	19.3%	18.1%
Graduate/Professional Degree	7.9%	10.0%	9.4%
<b>2018 Population 15+ by Marital Status</b>			
Total	15,054	120,298	274,505
Never Married	36.2%	35.0%	35.9%
Married	44.6%	44.5%	43.5%
Widowed	6.5%	5.0%	5.3%
Divorced	12.8%	15.5%	15.3%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.8%	95.1%	94.4%
Civilian Unemployed (Unemployment Rate)	5.2%	4.9%	5.6%
<b>2018 Employed Population 16+ by Industry</b>			
Total	9,869	79,141	175,977
Agriculture/Mining	0.9%	0.5%	0.4%
Construction	8.2%	8.0%	8.5%
Manufacturing	5.6%	5.3%	5.3%
Wholesale Trade	2.0%	2.4%	2.0%
Retail Trade	14.8%	13.8%	12.8%
Transportation/Utilities	3.8%	4.6%	4.4%
Information	2.5%	1.7%	1.6%
Finance/Insurance/Real Estate	9.7%	11.3%	10.9%
Services	50.5%	50.0%	51.5%
Public Administration	2.1%	2.4%	2.7%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	9,868	79,141	175,978
White Collar	55.8%	63.2%	61.3%
Management/Business/Financial	14.6%	14.9%	15.0%
Professional	15.4%	19.0%	18.7%
Sales	10.9%	12.7%	11.9%
Administrative Support	14.8%	16.6%	15.7%
Services	23.9%	18.6%	20.7%
Blue Collar	20.3%	18.2%	18.0%
Farming/Forestry/Fishing	0.6%	0.1%	0.2%
Construction/Extraction	4.6%	5.0%	5.6%
Installation/Maintenance/Repair	5.3%	4.3%	3.9%
Production	4.0%	4.1%	3.7%
Transportation/Material Moving	5.9%	4.7%	4.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	16,946	133,687	307,861
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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<b>2010 Households by Type</b>			
Total	6,690	54,965	122,360
Households with 1 Person	29.5%	29.5%	29.1%
Households with 2+ People	70.5%	70.5%	70.9%
Family Households	61.7%	60.7%	61.3%
Husband-wife Families	39.7%	40.4%	40.8%
With Related Children	19.2%	17.6%	18.5%
Other Family (No Spouse Present)	22.0%	20.4%	20.5%
Other Family with Male Householder	7.4%	6.6%	6.7%
With Related Children	4.6%	4.0%	4.0%
Other Family with Female Householder	14.6%	13.8%	13.8%
With Related Children	9.9%	9.1%	9.1%
Nonfamily Households	8.8%	9.7%	9.6%
All Households with Children	34.4%	31.4%	32.2%
Multigenerational Households	4.5%	3.8%	4.2%
Unmarried Partner Households	9.0%	9.4%	9.2%
Male-female	8.1%	8.4%	8.2%
Same-sex	0.9%	1.0%	1.0%
<b>2010 Households by Size</b>			
Total	6,689	54,966	122,360
1 Person Household	29.5%	29.5%	29.1%
2 Person Household	30.8%	33.6%	32.5%
3 Person Household	16.3%	16.2%	16.1%
4 Person Household	12.0%	11.5%	11.9%
5 Person Household	6.8%	5.4%	6.0%
6 Person Household	2.6%	2.3%	2.6%
7 + Person Household	2.0%	1.4%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,689	54,966	122,360
Owner Occupied	53.9%	59.2%	59.9%
Owned with a Mortgage/Loan	42.6%	47.6%	48.1%
Owned Free and Clear	11.3%	11.5%	11.8%
Renter Occupied	46.1%	40.8%	40.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,451	60,949	136,813
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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Metro Fusion (11C)	Young and Restless (11B)	Young and Restless (11B)
<b>2.</b>	American Dreamers (7C)	Home Improvement (4B)	Home Improvement (4B)
<b>3.</b>	Young and Restless (11B)	American Dreamers (7C)	American Dreamers (7C)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$13,682,222	\$115,323,031	\$249,132,013
Average Spent	\$1,830.15	\$1,916.68	\$1,866.76
Spending Potential Index	84	88	86
Education: Total \$	\$8,488,690	\$73,312,895	\$157,552,407
Average Spent	\$1,135.46	\$1,218.47	\$1,180.55
Spending Potential Index	78	84	82
Entertainment/Recreation: Total \$	\$19,299,251	\$164,626,142	\$354,727,848
Average Spent	\$2,581.49	\$2,736.11	\$2,657.99
Spending Potential Index	80	85	83
Food at Home: Total \$	\$31,498,472	\$264,599,145	\$572,648,665
Average Spent	\$4,213.28	\$4,397.67	\$4,290.89
Spending Potential Index	84	88	85
Food Away from Home: Total \$	\$22,279,710	\$188,568,273	\$405,979,303
Average Spent	\$2,980.16	\$3,134.03	\$3,042.02
Spending Potential Index	85	89	87
Health Care: Total \$	\$33,472,457	\$286,055,770	\$617,225,667
Average Spent	\$4,477.32	\$4,754.28	\$4,624.90
Spending Potential Index	78	83	81
HH Furnishings & Equipment: Total \$	\$12,816,659	\$109,202,138	\$234,971,459
Average Spent	\$1,714.37	\$1,814.95	\$1,760.65
Spending Potential Index	82	87	84
Personal Care Products & Services: Total \$	\$5,164,633	\$43,847,363	\$94,284,969
Average Spent	\$690.83	\$728.75	\$706.48
Spending Potential Index	83	88	85
Shelter: Total \$	\$104,953,119	\$886,766,116	\$1,912,409,058
Average Spent	\$14,038.67	\$14,738.17	\$14,329.78
Spending Potential Index	84	88	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,264,616	\$122,318,715	\$262,742,522
Average Spent	\$1,908.05	\$2,032.95	\$1,968.74
Spending Potential Index	77	82	79
Travel: Total \$	\$12,571,263	\$108,350,379	\$232,799,566
Average Spent	\$1,681.55	\$1,800.80	\$1,744.38
Spending Potential Index	78	84	81
Vehicle Maintenance & Repairs: Total \$	\$6,678,862	\$56,470,009	\$121,747,695
Average Spent	\$893.37	\$938.54	\$912.26
Spending Potential Index	83	87	85

**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.