



NORTHWEST CORNER OF 79TH AVENUE AND MCDOWELL



**SUBJECT
SITE**

79TH AVENUE
HOV ON-RAMP
AND OFF-RAMP

Subject Site
Looking Northwest



PHONE 480.367.0700 / FAX 480.367.8341
www.NathanLandAZ.com

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



NORTHWEST CORNER OF 79TH AVENUE AND MCDOWELL ROAD

LOCATION

Located at the northwest corner of 79th Avenue and McDowell Road in the City of Phoenix, Arizona.

SIZE

±37.6 Acres

ASSESSOR PARCEL NUMBER

102-37-004A

ZONING

[R1-6](#) | [City of Phoenix](#) (General Plan shows: Commercial/Primary Core)

PRICE

Submit

TERMS

Cash, close at final plat.

UTILITIES

All utilities are to the site.

PROPERTY TAXES

2019 Assessment: \$1,458.38

IMPACT FEES

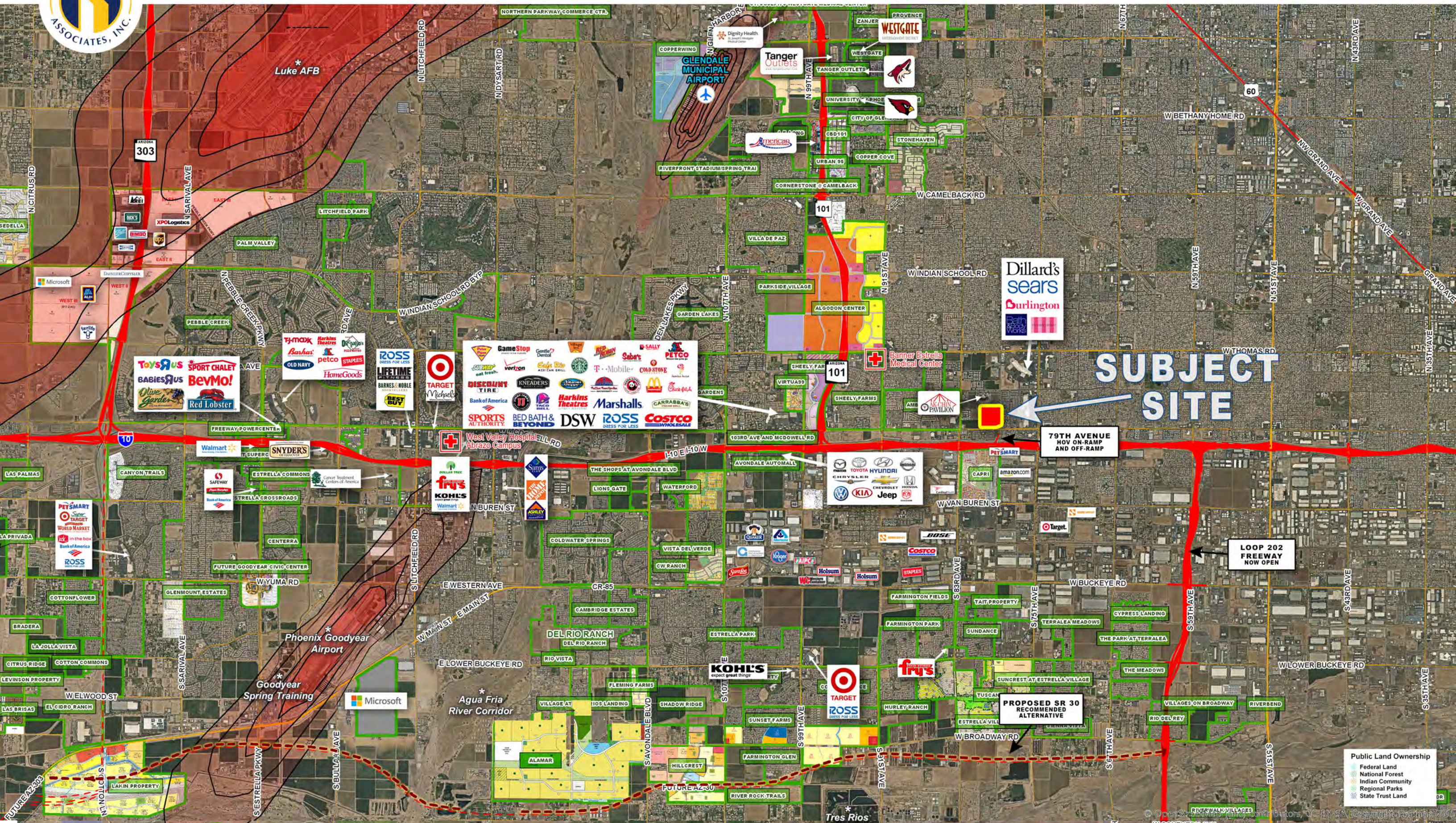
Site has no impact fees.

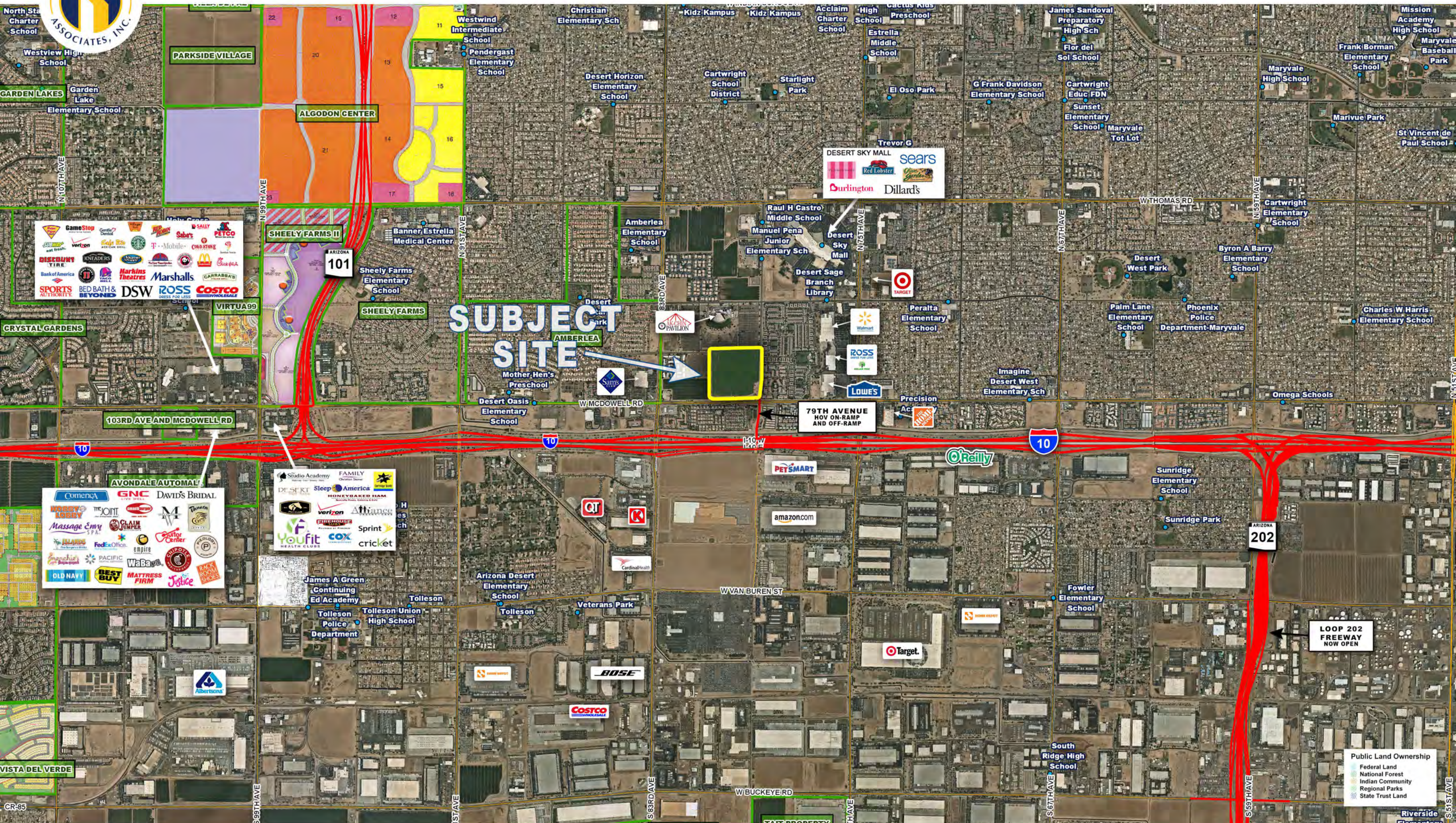
COMMENTS

This rare City of Phoenix infill parcel has direct HOV freeway access to Interstate 10 (which is open to all traffic during off-peak hours) and lies in between the new Loop 202 South Mountain Freeway and Loop 101. Situated in the heart of Phoenix's Maryvale Village ([Click for Maryvale Village Core Urban Design information](#)) and in an Arizona Opportunity Zone (see page 5), this conveniently located property lies next to Ak-Chin Pavilion, Desert Sky Mall and additional retailers. Additionally, this site has never been offered for sale before.



79TH AVENUE AND MCDOWELL ROAD / SOUTHWEST VALLEY AMENITIES MAP







ARIZONA OPPORTUNITY ZONES

Arizona's Opportunity Zone nominations were submitted on March 21, 2018 and approved by the U.S. Treasury Department on April 9, 2018, making Arizona one of the first states in the nation to have its zones officially designated.

The federal Opportunity Zones program allows each state's governor to nominate up to 25 percent of the qualifying low-income Census tracts as Opportunity Zones. It was created under a provision of the Tax Cuts and Jobs Act, which was signed into law December of 2017. Investors who reinvest capital gains monies in Opportunity Zone funds will receive reductions on capital gains taxes relative to the years of their investment:

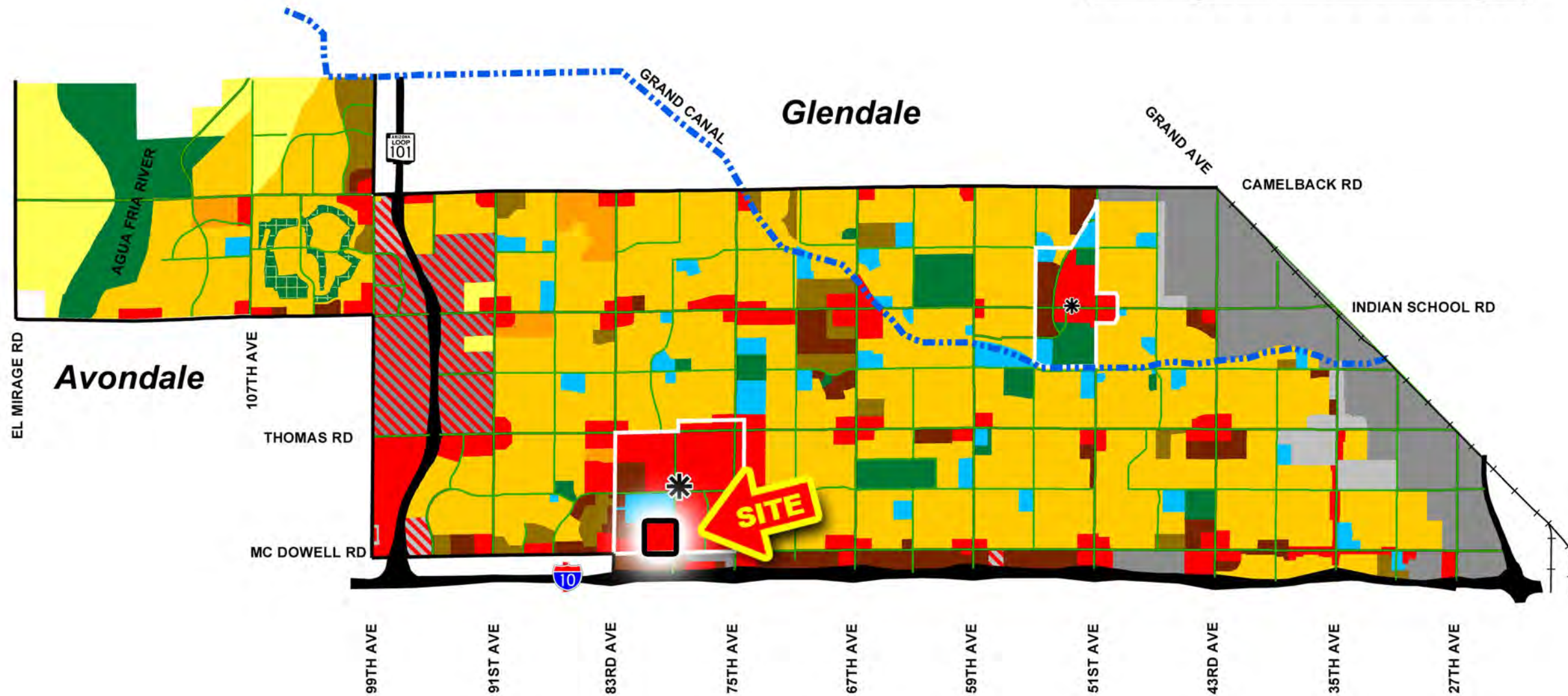
Investments held 10 years: taxable amount of the capital gains reinvested is reduced by 15% and no tax is owed on appreciation. For example: \$100 of capital gains is reinvested into an Opportunity Zone fund and held for 10 years. Tax owed on the original \$100 is deferred until 2026, and taxable amount is reduced to \$85 (\$100 minus \$15). Investor will owe \$20 of tax on the original capital gains (23.8% of \$85). No tax is owed on Opportunity Zone investment's capital gain. Assuming a 7% annual growth rate, the after-tax value of the original \$100 investment is \$176 by 2028.*

Investments held 7 years: taxable amount of the capital gains reinvested is reduced by 15%. For example: \$100 of capital gains is reinvested into an Opportunity Zone fund and held for 7 years, selling in 2025. Taxable amount is reduced to \$85 (\$100 minus \$15). Investor will owe \$20 of tax on the original capital gains (23.8% of \$85). Assuming a 7% annual growth rate, the investor will owe \$15 in tax (23.8% of \$61) on the Opportunity Zone investment's capital gain.*

Investments held 5 years: taxable amount of the capital gains reinvested is reduced by 10%. For example: \$100 of capital gains is reinvested into an Opportunity Zone fund and held for 5 years, selling in 2023. Taxable amount is reduced to \$90 (\$100 minus \$10). Investor will owe \$21 in tax on the original capital gains (23.8% of \$90). Assuming a 7% annual growth rate, the investor will owe \$10 in tax (23.8% of \$40) on the Opportunity Zone investment's capital gain.*



Maryvale Village



General Plan Categories

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.

2 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.

3 Readers of this map are cautioned to refer to the adopted General Plan text and maps in the full document and other Adopted refinements – Special Planning Districts, Redevelopment Plans or Specific Plans for further guidance.

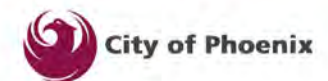
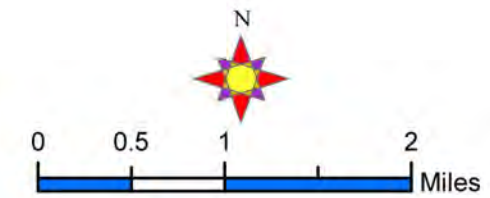
4 For special formats of this publication, call 602-262-6368 or 602-534-5500 TDD.

5 For questions concerning this publication call the Phoenix Planning Department, 602-262-6882

Note:
Movement within large lot, traditional lot and higher density residential categories does not require a General Plan amendment.

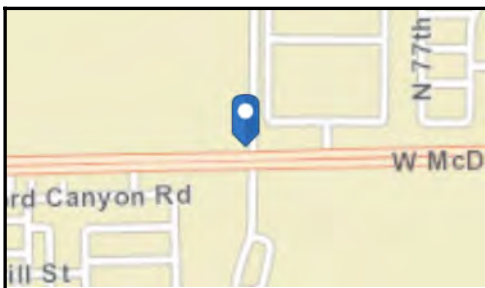
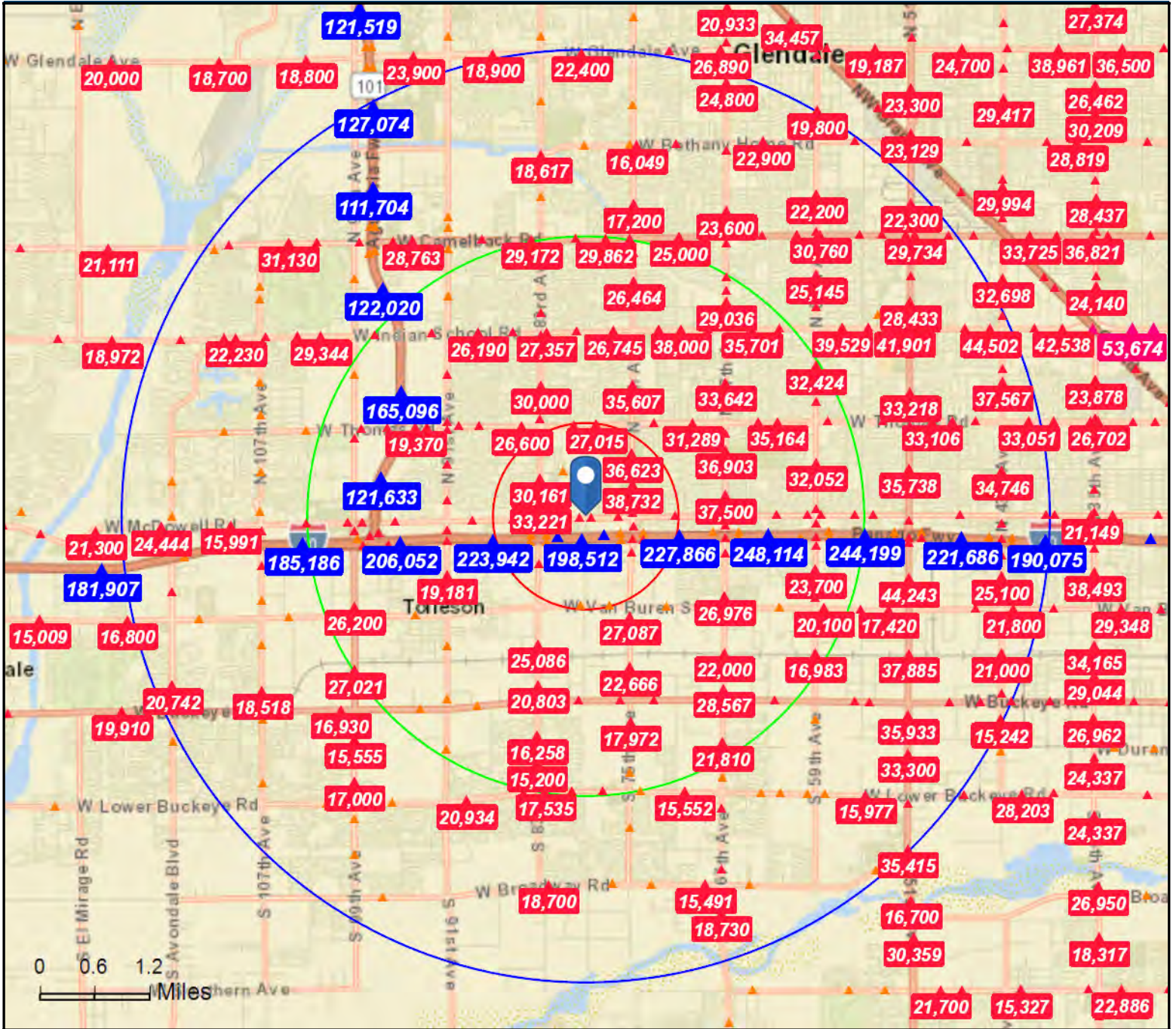
- 1 to 2 du/acre - Large Lot
 - 2 to 3.5 du/acre - Traditional Lot
 - 3.5 to 5 du/acre
 - 5 to 10 du/acre
 - 10 to 15 du/acre - Higher density attached townhouses, condos, or apartments
 - 15+ du/acre - Higher density attached townhouses, condos, or apartments
 - Parks/Open Space - Publicly Owned
 - Mixed Use (Striped)
- Two color stripes indicate that either land use in any quantity is appropriate. Can be any combination i.e., commercial/industrial, or residential/residential, or industrial/residential specific density, etc.

- Commercial
- Industrial
- Commerce/Business Park
- Public/Quasi-Public
- Transportation
- Arterial Streets
- Collector Streets
- Canals
- Rail
- Primary Core
- Secondary Core

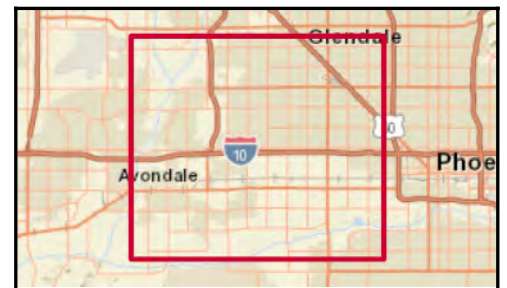


79th Avenue & McDowell Road
 1602-1604 N 79th Ave, Phoenix, Arizona, 85035
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.
 Latitude: 33.46569
 Longitude: -112.22933



- 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 (Q3 2019).

February 28, 2020



Traffic Count Profile

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Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.06	W McDowell Rd	N 79th Ave (0.05 miles W)	2005	17,200
0.07	W McDowell Rd	N 80th Ave (0.05 miles W)	2015	22,900
0.13	N 79th Ave	I- 10 (0.08 miles S)	2015	2,424
0.22	I- 10	N 79th Ave (0.09 miles W)	2015	704
0.24	I- 10	N 79th Ave (0.05 miles NE)	2016	198,512
0.28	I- 10	N 79th Ave (0.20999999 miles W)	2016	102,288
0.29	I- 10	N 79th Ave (0.2 miles W)	2015	1,300
0.35	W McDowell Rd	N Center Rd (0.09 miles W)	2014	21,111
0.36	N 79th Ave	Pike Pl (0.08 miles S)	2013	2,553
0.37	I- 10	N 83rd Ave (0.20999999 miles W)	2016	205,810
0.40	I- 10	N 75th Ave (0.14 miles E)	2015	8,588
0.43	N Center Rd	W Palm Ln (0.08 miles S)	2013	853
0.46	I- 10	N 75th Ave (0.12 miles E)	2015	9,364
0.47	I- 10	N 83rd Ave (0.09 miles W)	2015	10,590
0.50	I- 10	N 83rd Ave (0.09 miles W)	2015	11,454
0.51	N 75th Ave	W McDowell Rd (0.04 miles S)	2010	35,839
0.51	N 83rd Ave	W Palm Ln (0.1 miles N)	2011	33,221
0.52	N 83rd Ave	W Lynwood St (0.01 miles S)	2015	36,192
0.52	N 75th Ave	I- 10 (0.09 miles S)	2015	40,200
0.54	W Encanto Blvd	N 83rd Ave (0.25 miles W)	2015	8,481
0.56	N 75th Ave	I- 10 (0.01 miles N)	2015	38,198
0.59	W Encanto Blvd	N Center Rd (0.07 miles W)	2013	5,731
0.59	W Palm Ln	N 83rd Dr (0.03 miles W)	2011	2,930
0.61	N 75th Ave	W Palm Ln (0.09 miles S)	2015	38,732
0.62	I- 10	N 83rd Ave (0.08 miles E)	2015	8,744
0.63	N 75th Ave	W Latham St (0.02 miles N)	2015	27,105
0.64	N 83rd Ave	W Alvarado Rd (0.02 miles S)	2011	30,161
0.64	I- 10	N 75th Ave (0.12 miles W)	2015	12,150
0.66	I- 10	N 83rd Ave (0.09 miles E)	2015	8,348
0.67	I- 10	N 75th Ave (0.12 miles W)	2015	17,154

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 2019 to 1963. Over 25% of the counts were taken between 2010 and 2019 and over 77% of the counts were taken between 2000 and 2019. 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.

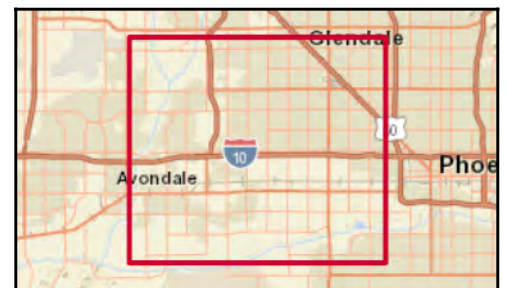
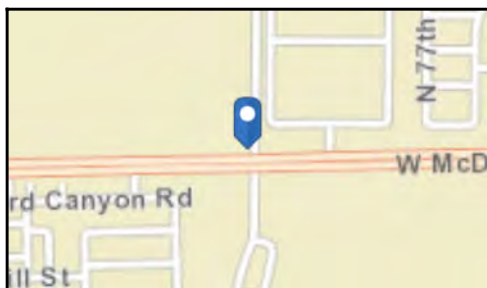
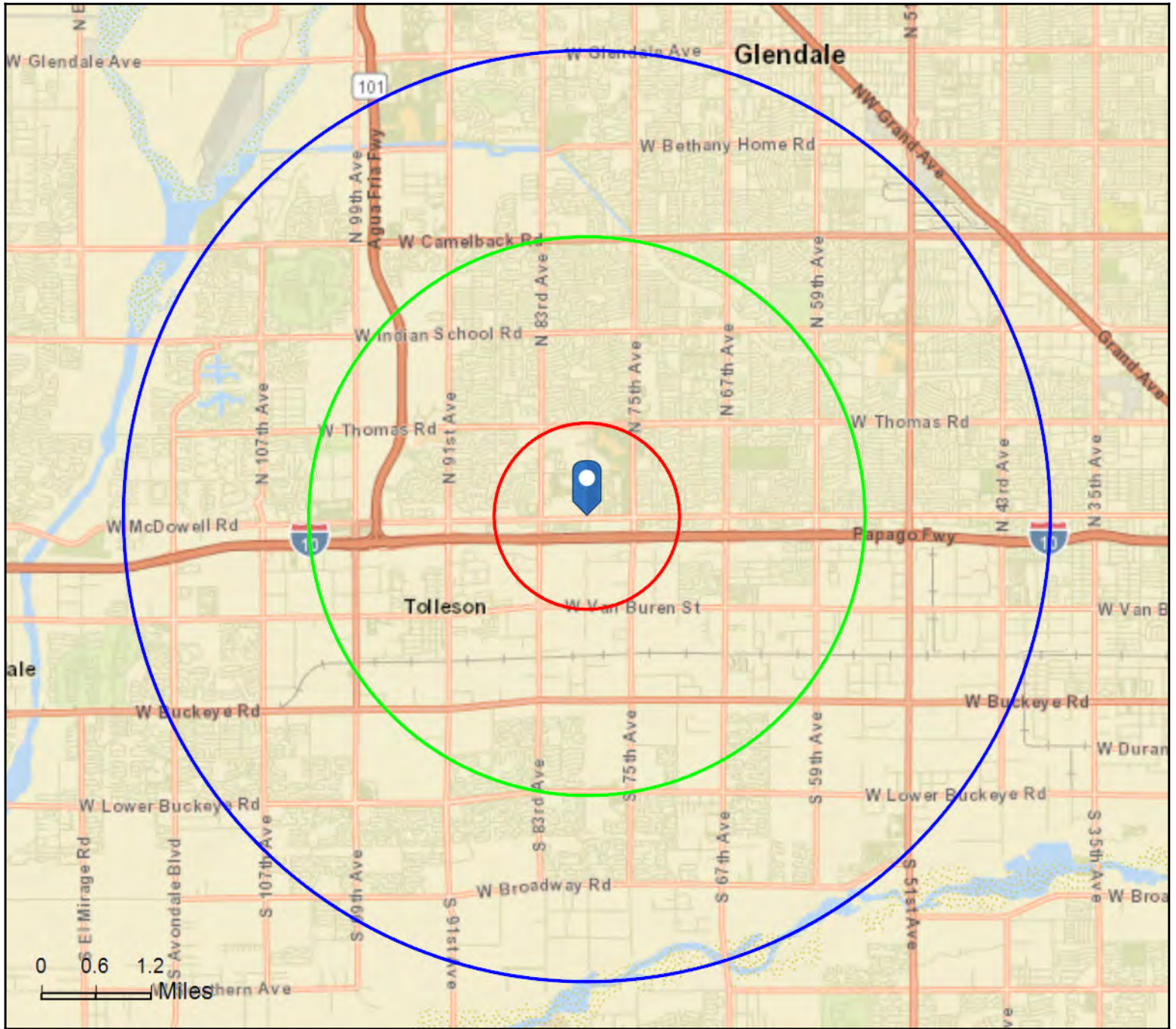
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1602-1604 N 79th Ave, Phoenix, Arizona, 85035
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Executive Summary

79th Avenue & McDowell Road
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 Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
Population			
2000 Population	5,500	110,520	254,394
2010 Population	10,186	134,405	335,139
2019 Population	13,811	147,315	372,477
2024 Population	15,476	155,648	398,596
2000-2010 Annual Rate	6.36%	1.98%	2.79%
2010-2019 Annual Rate	3.35%	1.00%	1.15%
2019-2024 Annual Rate	2.30%	1.11%	1.36%
2019 Male Population	48.9%	49.8%	49.6%
2019 Female Population	51.1%	50.2%	50.4%
2019 Median Age	26.7	26.7	27.9

In the identified area, the current year population is 372,477. In 2010, the Census count in the area was 335,139. The rate of change since 2010 was 1.15% annually. The five-year projection for the population in the area is 398,596 representing a change of 1.36% annually from 2019 to 2024. Currently, the population is 49.6% male and 50.4% female.

Median Age

The median age in this area is 26.7, compared to U.S. median age of 38.5.

Race and Ethnicity

2019 White Alone	43.3%	47.2%	48.1%
2019 Black Alone	11.5%	7.1%	8.1%
2019 American Indian/Alaska Native Alone	2.6%	2.0%	1.9%
2019 Asian Alone	2.6%	1.4%	2.2%
2019 Pacific Islander Alone	0.2%	0.1%	0.2%
2019 Other Race	35.7%	38.0%	35.1%
2019 Two or More Races	4.1%	4.0%	4.4%
2019 Hispanic Origin (Any Race)	71.6%	78.8%	72.0%

Persons of Hispanic origin represent 72.0% of the population in the identified area compared to 18.6% 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 85.7 in the identified area, compared to 64.8 for the U.S. as a whole.

Households

2019 Wealth Index	35	38	45
2000 Households	1,670	30,580	72,869
2010 Households	3,364	35,925	92,881
2019 Total Households	4,540	39,063	102,115
2024 Total Households	5,102	41,205	109,046
2000-2010 Annual Rate	7.25%	1.62%	2.46%
2010-2019 Annual Rate	3.29%	0.91%	1.03%
2019-2024 Annual Rate	2.36%	1.07%	1.32%
2019 Average Household Size	3.04	3.77	3.64

The household count in this area has changed from 92,881 in 2010 to 102,115 in the current year, a change of 1.03% annually. The five-year projection of households is 109,046, a change of 1.32% annually from the current year total. Average household size is currently 3.64, compared to 3.60 in the year 2010. The number of families in the current year is 79,543 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.



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Mortgage Income			
2019 Percent of Income for Mortgage	17.4%	17.3%	18.1%
Median Household Income			
2019 Median Household Income	\$43,827	\$42,006	\$46,561
2024 Median Household Income	\$50,563	\$48,141	\$52,713
2019-2024 Annual Rate	2.90%	2.76%	2.51%
Average Household Income			
2019 Average Household Income	\$52,252	\$51,933	\$58,284
2024 Average Household Income	\$59,990	\$59,950	\$67,749
2019-2024 Annual Rate	2.80%	2.91%	3.06%
Per Capita Income			
2019 Per Capita Income	\$17,184	\$13,786	\$15,965
2024 Per Capita Income	\$19,798	\$15,886	\$18,518
2019-2024 Annual Rate	2.87%	2.88%	3.01%

Households by Income

Current median household income is \$46,561 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$52,713 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$58,284 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$67,749 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$15,965 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$18,518 in five years, compared to \$36,530 for all U.S. households

Housing			
2019 Housing Affordability Index	140	142	135
2000 Total Housing Units	1,982	31,901	76,283
2000 Owner Occupied Housing Units	1,081	20,695	49,060
2000 Renter Occupied Housing Units	589	9,884	23,809
2000 Vacant Housing Units	312	1,322	3,414
2010 Total Housing Units	4,207	41,704	107,622
2010 Owner Occupied Housing Units	1,082	18,900	52,524
2010 Renter Occupied Housing Units	2,282	17,025	40,357
2010 Vacant Housing Units	843	5,779	14,741
2019 Total Housing Units	5,558	44,555	115,459
2019 Owner Occupied Housing Units	1,847	20,136	57,094
2019 Renter Occupied Housing Units	2,692	18,927	45,021
2019 Vacant Housing Units	1,018	5,492	13,344
2024 Total Housing Units	6,248	46,938	122,849
2024 Owner Occupied Housing Units	2,147	21,614	62,158
2024 Renter Occupied Housing Units	2,954	19,591	46,887
2024 Vacant Housing Units	1,146	5,733	13,803

Currently, 49.4% of the 115,459 housing units in the area are owner occupied; 39.0%, renter occupied; and 11.6% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% are vacant. In 2010, there were 107,622 housing units in the area - 48.8% owner occupied, 37.5% renter occupied, and 13.7% vacant. The annual rate of change in housing units since 2010 is 3.17%. Median home value in the area is \$171,787, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 3.10% annually to \$200,143.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.



Market Profile

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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,500	110,520	254,394
2010 Total Population	10,186	134,405	335,139
2019 Total Population	13,811	147,315	372,477
2019 Group Quarters	0	52	620
2024 Total Population	15,476	155,648	398,596
2019-2024 Annual Rate	2.30%	1.11%	1.36%
2019 Total Daytime Population	13,444	131,635	318,665
Workers	6,028	45,264	103,655
Residents	7,416	86,371	215,010
Household Summary			
2000 Households	1,670	30,580	72,869
2000 Average Household Size	3.29	3.61	3.48
2010 Households	3,364	35,925	92,881
2010 Average Household Size	3.03	3.74	3.60
2019 Households	4,540	39,063	102,115
2019 Average Household Size	3.04	3.77	3.64
2024 Households	5,102	41,205	109,046
2024 Average Household Size	3.03	3.78	3.65
2019-2024 Annual Rate	2.36%	1.07%	1.32%
2010 Families	2,302	28,955	73,235
2010 Average Family Size	3.59	4.08	3.98
2019 Families	3,051	31,070	79,543
2019 Average Family Size	3.63	4.13	4.05
2024 Families	3,407	32,641	84,646
2024 Average Family Size	3.63	4.14	4.06
2019-2024 Annual Rate	2.23%	0.99%	1.25%
Housing Unit Summary			
2000 Housing Units	1,982	31,901	76,283
Owner Occupied Housing Units	54.5%	64.9%	64.3%
Renter Occupied Housing Units	29.7%	31.0%	31.2%
Vacant Housing Units	15.7%	4.1%	4.5%
2010 Housing Units	4,207	41,704	107,622
Owner Occupied Housing Units	25.7%	45.3%	48.8%
Renter Occupied Housing Units	54.2%	40.8%	37.5%
Vacant Housing Units	20.0%	13.9%	13.7%
2019 Housing Units	5,558	44,555	115,459
Owner Occupied Housing Units	33.2%	45.2%	49.4%
Renter Occupied Housing Units	48.4%	42.5%	39.0%
Vacant Housing Units	18.3%	12.3%	11.6%
2024 Housing Units	6,248	46,938	122,849
Owner Occupied Housing Units	34.4%	46.0%	50.6%
Renter Occupied Housing Units	47.3%	41.7%	38.2%
Vacant Housing Units	18.3%	12.2%	11.2%
Median Household Income			
2019	\$43,827	\$42,006	\$46,561
2024	\$50,563	\$48,141	\$52,713
Median Home Value			
2019	\$155,878	\$148,385	\$171,787
2024	\$187,589	\$178,570	\$200,143
Per Capita Income			
2019	\$17,184	\$13,786	\$15,965
2024	\$19,798	\$15,886	\$18,518
Median Age			
2010	25.0	25.0	26.2
2019	26.7	26.7	27.9
2024	27.1	27.3	28.7

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	4,540	39,063	102,111
<\$15,000	12.3%	11.6%	11.6%
\$15,000 - \$24,999	10.3%	13.1%	11.4%
\$25,000 - \$34,999	12.6%	14.5%	12.5%
\$35,000 - \$49,999	21.9%	19.3%	17.5%
\$50,000 - \$74,999	21.1%	21.7%	21.3%
\$75,000 - \$99,999	14.1%	10.6%	12.0%
\$100,000 - \$149,999	6.7%	7.3%	10.0%
\$150,000 - \$199,999	0.7%	1.3%	2.5%
\$200,000+	0.3%	0.6%	1.2%
Average Household Income	\$52,252	\$51,933	\$58,284
2024 Households by Income			
Household Income Base	5,102	41,205	109,042
<\$15,000	9.4%	9.4%	9.5%
\$15,000 - \$24,999	8.1%	11.1%	9.6%
\$25,000 - \$34,999	10.5%	12.5%	10.8%
\$35,000 - \$49,999	21.2%	18.7%	16.5%
\$50,000 - \$74,999	23.5%	23.1%	21.9%
\$75,000 - \$99,999	18.0%	12.8%	13.8%
\$100,000 - \$149,999	7.9%	9.6%	12.6%
\$150,000 - \$199,999	1.0%	2.0%	3.7%
\$200,000+	0.4%	0.8%	1.6%
Average Household Income	\$59,990	\$59,950	\$67,749
2019 Owner Occupied Housing Units by Value			
Total	1,844	20,126	57,076
<\$50,000	4.8%	8.7%	8.1%
\$50,000 - \$99,999	17.2%	16.0%	11.1%
\$100,000 - \$149,999	23.6%	26.2%	18.1%
\$150,000 - \$199,999	36.4%	29.8%	29.2%
\$200,000 - \$249,999	14.4%	9.5%	15.7%
\$250,000 - \$299,999	2.3%	4.1%	8.0%
\$300,000 - \$399,999	0.2%	2.9%	5.7%
\$400,000 - \$499,999	0.2%	1.1%	2.2%
\$500,000 - \$749,999	0.2%	1.0%	1.3%
\$750,000 - \$999,999	0.2%	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$154,040	\$160,021	\$187,692
2024 Owner Occupied Housing Units by Value			
Total	2,144	21,602	62,136
<\$50,000	1.9%	5.2%	5.7%
\$50,000 - \$99,999	11.4%	9.1%	6.5%
\$100,000 - \$149,999	7.1%	14.8%	10.1%
\$150,000 - \$199,999	39.5%	36.6%	27.6%
\$200,000 - \$249,999	29.5%	16.9%	20.3%
\$250,000 - \$299,999	6.9%	6.7%	12.6%
\$300,000 - \$399,999	0.7%	4.6%	9.5%
\$400,000 - \$499,999	1.2%	2.5%	3.9%
\$500,000 - \$749,999	1.3%	2.5%	2.6%
\$750,000 - \$999,999	0.4%	0.5%	0.5%
\$1,000,000 - \$1,499,999	0.3%	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$195,417	\$201,756	\$227,821

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

79th Avenue & McDowell Road
 1602-1604 N 79th Ave, Phoenix, Arizona, 85035
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.46569
 Longitude: -112.22933

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	10,184	134,406	335,138
0 - 4	11.9%	11.3%	10.7%
5 - 9	9.9%	10.7%	10.2%
10 - 14	7.9%	9.8%	9.6%
15 - 24	20.3%	18.3%	17.7%
25 - 34	20.1%	16.0%	15.9%
35 - 44	12.7%	13.7%	13.7%
45 - 54	9.7%	9.9%	10.7%
55 - 64	4.9%	6.0%	6.6%
65 - 74	1.7%	2.9%	3.2%
75 - 84	0.6%	1.2%	1.4%
85 +	0.2%	0.3%	0.4%
18 +	65.5%	62.5%	64.0%
2019 Population by Age			
Total	13,810	147,313	372,478
0 - 4	10.6%	10.6%	10.1%
5 - 9	9.2%	9.8%	9.3%
10 - 14	7.9%	8.8%	8.5%
15 - 24	18.2%	17.4%	16.4%
25 - 34	21.0%	17.9%	17.9%
35 - 44	12.9%	12.4%	12.7%
45 - 54	9.2%	10.1%	10.4%
55 - 64	6.5%	7.2%	7.9%
65 - 74	3.3%	4.1%	4.7%
75 - 84	1.0%	1.5%	1.7%
85 +	0.2%	0.4%	0.5%
18 +	67.9%	65.8%	67.3%
2024 Population by Age			
Total	15,476	155,651	398,595
0 - 4	10.5%	10.6%	10.1%
5 - 9	9.1%	9.8%	9.4%
10 - 14	7.8%	9.0%	8.7%
15 - 24	18.2%	16.5%	15.4%
25 - 34	20.1%	17.6%	17.9%
35 - 44	13.3%	13.1%	13.6%
45 - 54	9.0%	9.8%	9.8%
55 - 64	6.6%	7.2%	7.6%
65 - 74	3.8%	4.3%	4.9%
75 - 84	1.4%	1.8%	2.1%
85 +	0.3%	0.4%	0.5%
18 +	68.6%	65.9%	67.2%
2010 Population by Sex			
Males	4,890	66,634	166,167
Females	5,296	67,771	168,972
2019 Population by Sex			
Males	6,756	73,329	184,927
Females	7,055	73,986	187,549
2024 Population by Sex			
Males	7,562	77,555	197,817
Females	7,915	78,094	200,779

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	10,186	134,406	335,139
White Alone	45.5%	49.7%	51.1%
Black Alone	10.4%	6.4%	7.2%
American Indian Alone	2.7%	2.0%	1.9%
Asian Alone	2.3%	1.3%	2.0%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	35.0%	36.6%	33.6%
Two or More Races	4.0%	3.9%	4.1%
Hispanic Origin	70.7%	77.1%	70.0%
Diversity Index	87.2	83.7	84.5
2019 Population by Race/Ethnicity			
Total	13,812	147,314	372,477
White Alone	43.3%	47.2%	48.1%
Black Alone	11.5%	7.1%	8.1%
American Indian Alone	2.6%	2.0%	1.9%
Asian Alone	2.6%	1.4%	2.2%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	35.7%	38.0%	35.1%
Two or More Races	4.1%	4.0%	4.4%
Hispanic Origin	71.6%	78.8%	72.0%
Diversity Index	88.0	84.8	85.7
2024 Population by Race/Ethnicity			
Total	15,476	155,648	398,596
White Alone	42.1%	46.2%	46.8%
Black Alone	12.3%	7.6%	8.6%
American Indian Alone	2.6%	2.0%	1.9%
Asian Alone	2.8%	1.6%	2.4%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	35.9%	38.4%	35.5%
Two or More Races	4.2%	4.1%	4.5%
Hispanic Origin	72.0%	79.5%	72.9%
Diversity Index	88.4	85.2	86.2
2010 Population by Relationship and Household Type			
Total	10,186	134,405	335,139
In Households	100.0%	100.0%	99.8%
In Family Households	85.9%	92.7%	91.7%
Householder	22.7%	21.6%	21.8%
Spouse	11.8%	12.8%	13.5%
Child	38.2%	44.0%	42.7%
Other relative	8.4%	9.5%	9.0%
Nonrelative	4.7%	4.8%	4.6%
In Nonfamily Households	14.1%	7.3%	8.2%
In Group Quarters	0.0%	0.0%	0.2%
Institutionalized Population	0.0%	0.0%	0.1%
Noninstitutionalized Population	0.0%	0.0%	0.1%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	7,471	78,702	207,314
Less than 9th Grade	14.5%	17.7%	15.9%
9th - 12th Grade, No Diploma	15.9%	19.4%	15.6%
High School Graduate	26.7%	26.6%	26.4%
GED/Alternative Credential	4.6%	4.9%	5.0%
Some College, No Degree	19.1%	18.4%	20.2%
Associate Degree	7.2%	5.3%	6.4%
Bachelor's Degree	9.2%	5.5%	7.4%
Graduate/Professional Degree	2.9%	2.2%	3.1%
2019 Population 15+ by Marital Status			
Total	9,982	104,265	268,480
Never Married	47.2%	44.2%	42.9%
Married	40.2%	42.8%	43.3%
Widowed	2.9%	2.8%	3.3%
Divorced	9.7%	10.3%	10.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	93.3%	92.2%	93.3%
Civilian Unemployed (Unemployment Rate)	6.7%	7.8%	6.7%
2019 Employed Population 16+ by Industry			
Total	6,525	62,240	160,509
Agriculture/Mining	0.1%	0.5%	0.5%
Construction	11.2%	14.5%	13.0%
Manufacturing	9.0%	8.3%	8.4%
Wholesale Trade	3.3%	3.2%	3.0%
Retail Trade	10.9%	13.5%	13.4%
Transportation/Utilities	9.7%	8.2%	8.4%
Information	1.6%	1.0%	1.4%
Finance/Insurance/Real Estate	7.9%	6.4%	6.7%
Services	40.9%	41.2%	41.3%
Public Administration	5.5%	3.1%	4.0%
2019 Employed Population 16+ by Occupation			
Total	6,524	62,240	160,511
White Collar	44.5%	40.5%	44.2%
Management/Business/Financial	7.6%	6.1%	7.6%
Professional	7.4%	7.6%	9.7%
Sales	8.8%	9.8%	9.8%
Administrative Support	20.7%	17.1%	17.1%
Services	21.3%	23.1%	22.4%
Blue Collar	34.2%	36.4%	33.4%
Farming/Forestry/Fishing	1.0%	0.6%	0.5%
Construction/Extraction	10.9%	11.5%	10.3%
Installation/Maintenance/Repair	2.6%	4.4%	4.5%
Production	8.4%	7.7%	6.9%
Transportation/Material Moving	11.3%	12.2%	11.1%
2010 Population By Urban/ Rural Status			
Total Population	10,186	134,405	335,139
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	3,364	35,926	92,881
Households with 1 Person	22.8%	13.9%	15.3%
Households with 2+ People	77.2%	86.1%	84.7%
Family Households	68.4%	80.6%	78.8%
Husband-wife Families	35.7%	47.8%	48.6%
With Related Children	24.5%	33.9%	32.7%
Other Family (No Spouse Present)	32.7%	32.8%	30.2%
Other Family with Male Householder	9.7%	10.8%	9.9%
With Related Children	6.9%	7.8%	7.0%
Other Family with Female Householder	23.0%	22.0%	20.3%
With Related Children	18.5%	17.5%	15.9%
Nonfamily Households	8.8%	5.5%	5.9%
All Households with Children	50.7%	60.0%	56.4%
Multigenerational Households	6.9%	12.1%	11.3%
Unmarried Partner Households	12.9%	11.6%	11.1%
Male-female	12.2%	10.9%	10.3%
Same-sex	0.6%	0.7%	0.8%
2010 Households by Size			
Total	3,365	35,924	92,881
1 Person Household	22.8%	13.9%	15.3%
2 Person Household	24.6%	19.2%	20.7%
3 Person Household	18.0%	16.6%	16.4%
4 Person Household	16.3%	18.0%	17.7%
5 Person Household	8.7%	14.4%	13.5%
6 Person Household	4.8%	8.5%	7.9%
7 + Person Household	4.7%	9.4%	8.5%
2010 Households by Tenure and Mortgage Status			
Total	3,364	35,925	92,881
Owner Occupied	32.2%	52.6%	56.5%
Owned with a Mortgage/Loan	29.0%	44.3%	47.8%
Owned Free and Clear	3.2%	8.3%	8.7%
Renter Occupied	67.8%	47.4%	43.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,207	41,704	107,622
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Young and Restless (11B)	Barrios Urbanos (7D)	Barrios Urbanos (7D)
2.	Barrios Urbanos (7D)	NeWest Residents (13C)Up and Coming Families (7A)	NeWest Residents (13C)
3.	NeWest Residents (13C)Up and Coming Families (7A)	NeWest Residents (13C)	NeWest Residents (13C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$6,687,738	\$55,780,754	\$160,362,937
Average Spent	\$1,473.07	\$1,427.97	\$1,570.42
Spending Potential Index	69	67	73
Education: Total \$	\$4,067,120	\$34,088,064	\$99,809,545
Average Spent	\$895.84	\$872.64	\$977.42
Spending Potential Index	56	55	61
Entertainment/Recreation: Total \$	\$8,661,339	\$74,501,689	\$218,703,744
Average Spent	\$1,907.78	\$1,907.22	\$2,141.74
Spending Potential Index	58	58	66
Food at Home: Total \$	\$15,639,992	\$130,023,057	\$375,093,010
Average Spent	\$3,444.93	\$3,328.55	\$3,673.24
Spending Potential Index	67	64	71
Food Away from Home: Total \$	\$11,375,723	\$94,851,979	\$273,323,985
Average Spent	\$2,505.67	\$2,428.18	\$2,676.63
Spending Potential Index	68	66	73
Health Care: Total \$	\$15,080,185	\$133,050,565	\$390,550,768
Average Spent	\$3,321.63	\$3,406.05	\$3,824.62
Spending Potential Index	56	57	64
HH Furnishings & Equipment: Total \$	\$6,079,710	\$53,265,266	\$154,546,351
Average Spent	\$1,339.14	\$1,363.57	\$1,513.45
Spending Potential Index	63	64	71
Personal Care Products & Services: Total \$	\$2,572,721	\$21,752,566	\$63,679,807
Average Spent	\$566.68	\$556.86	\$623.61
Spending Potential Index	64	63	70
Shelter: Total \$	\$53,785,004	\$445,042,363	\$1,299,933,071
Average Spent	\$11,846.92	\$11,392.94	\$12,730.09
Spending Potential Index	64	62	69
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,135,251	\$53,823,630	\$159,657,451
Average Spent	\$1,351.38	\$1,377.87	\$1,563.51
Spending Potential Index	54	56	63
Travel: Total \$	\$5,420,528	\$48,214,745	\$144,623,776
Average Spent	\$1,193.95	\$1,234.28	\$1,416.28
Spending Potential Index	53	55	63
Vehicle Maintenance & Repairs: Total \$	\$3,390,535	\$27,881,204	\$80,705,730
Average Spent	\$746.81	\$713.75	\$790.34
Spending Potential Index	65	62	69

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.