



THE TOWN OF PARADISE VALLEY, ARIZONA

PARADISE VALLEY 26



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www.NathanLandAZ.com

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



THE TOWN OF PARADISE VALLEY, ARIZONA

PARADISE VALLEY 26

LOCATION

Site is located east of Tatum Boulevard on Roadrunner Road in the Town of Paradise Valley, Arizona.

SIZE

26.46 Acres

- 21 Maximum Projected Lots
- Minimum Lot Size: One Acre (0.8 DU/Ac)

ASSESSOR PARCEL NUMBER

169-06-002B

PRICE

Minimum Suggested Offering Price: \$55,000,000

TERMS

Cash

ZONING

R-43 | Town of Paradise Valley

DEVELOPMENT STANDARDS

District	R-43
Min. Lot Size	43,560 SF
Min. Lot Width	165'
Max Floor Area Ratio	25%

Min. Front Setback	40'
Min. Side Setback	20'
Min. Rear Setback	40'
Min. Size/Rear with Frontage	40'

PROPERTY TAXES

2020 Assessment: \$80,070.34



SPECIAL USE PERMIT PROCESS

If buyer desires a "guardhouse, gatehouse and/or access control gate", then a Special Use Permit will be required from The Town of Paradise Valley. In such event, Seller recommends that buyer engage Jordan Rose, of The Rose Law Group, PC, who has experience and familiarity with the Town and this process.

ARCHITECTURAL CONTROL

Seller will require that buyer's product be subject to an architectural control committee that will be comprised of Seller and outside consultants. It is very important to the Sellers that the product built on the site is of the highest quality.

COMMENTS

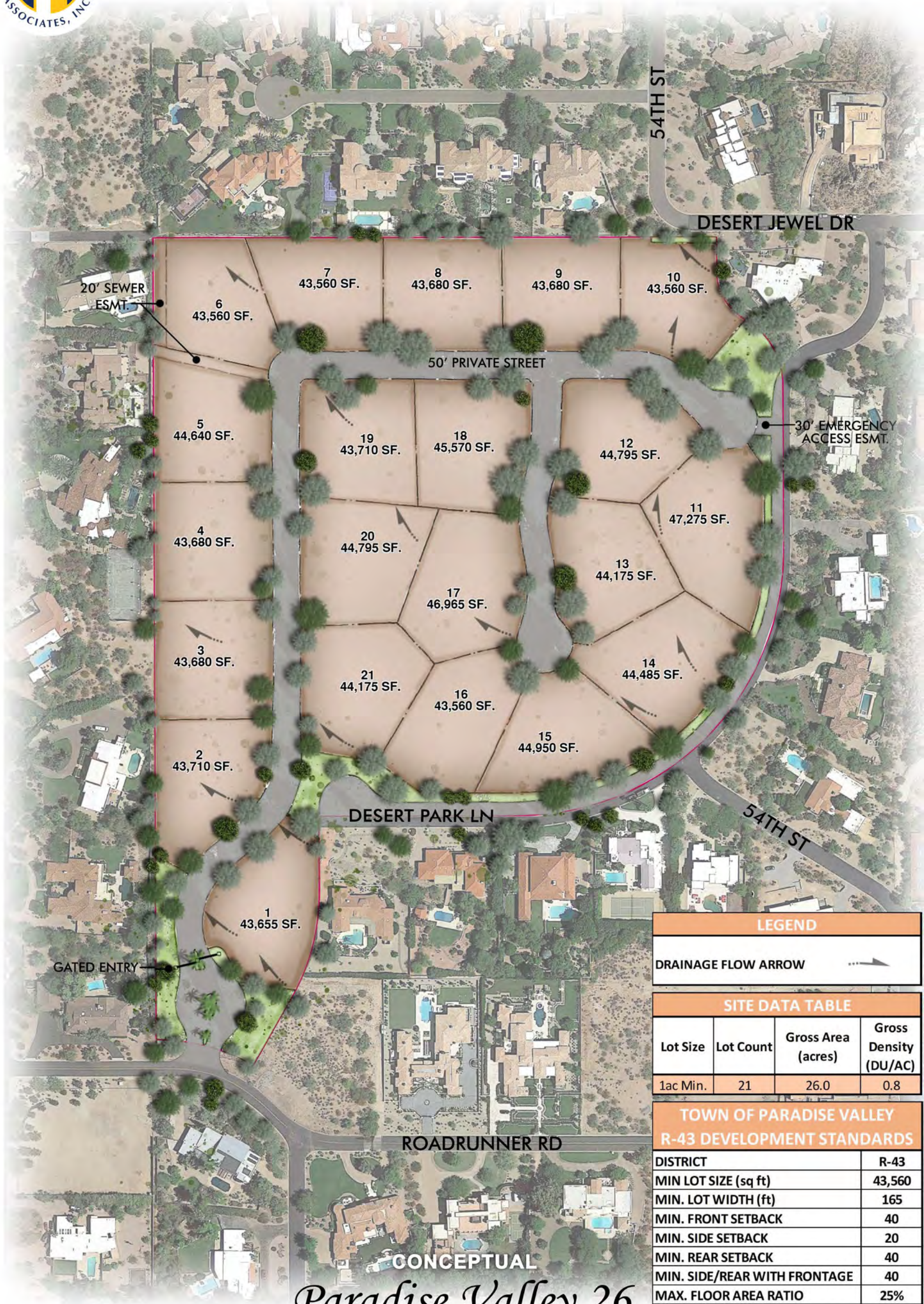
Neighboring world class resorts, shopping, dining, golf and spas, this last remaining acreage in the heart of Paradise Valley is a rare, one-of-a-kind development opportunity.

AERIAL FLIGHT FOOTAGE

[Please click](#) to view an aerial video of the site.

CO-BROKE

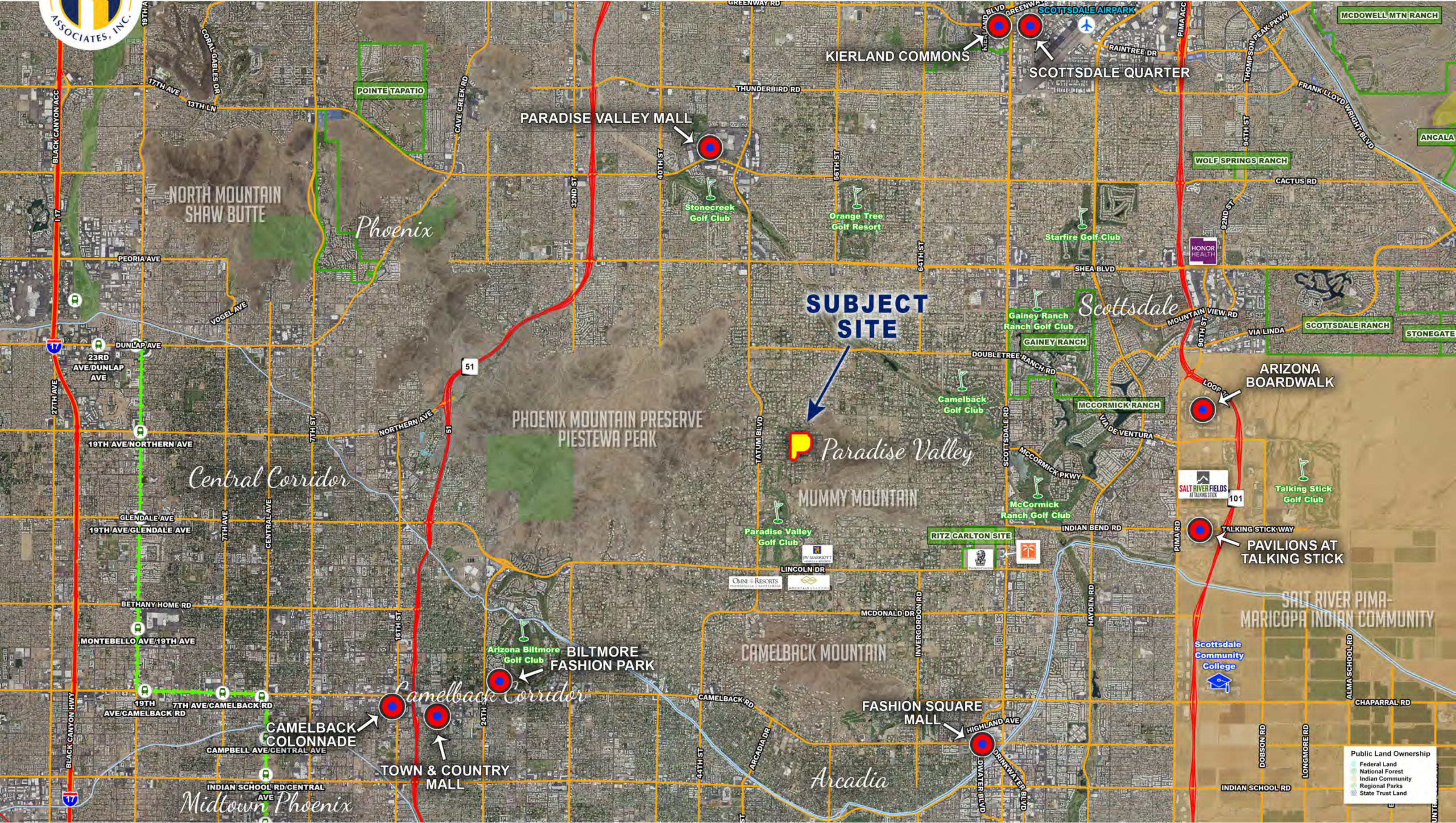
In the event the buyer is represented by an outside broker, the buyer shall be responsible that brokers fee. There is no co-brokerage agreement on this transaction.

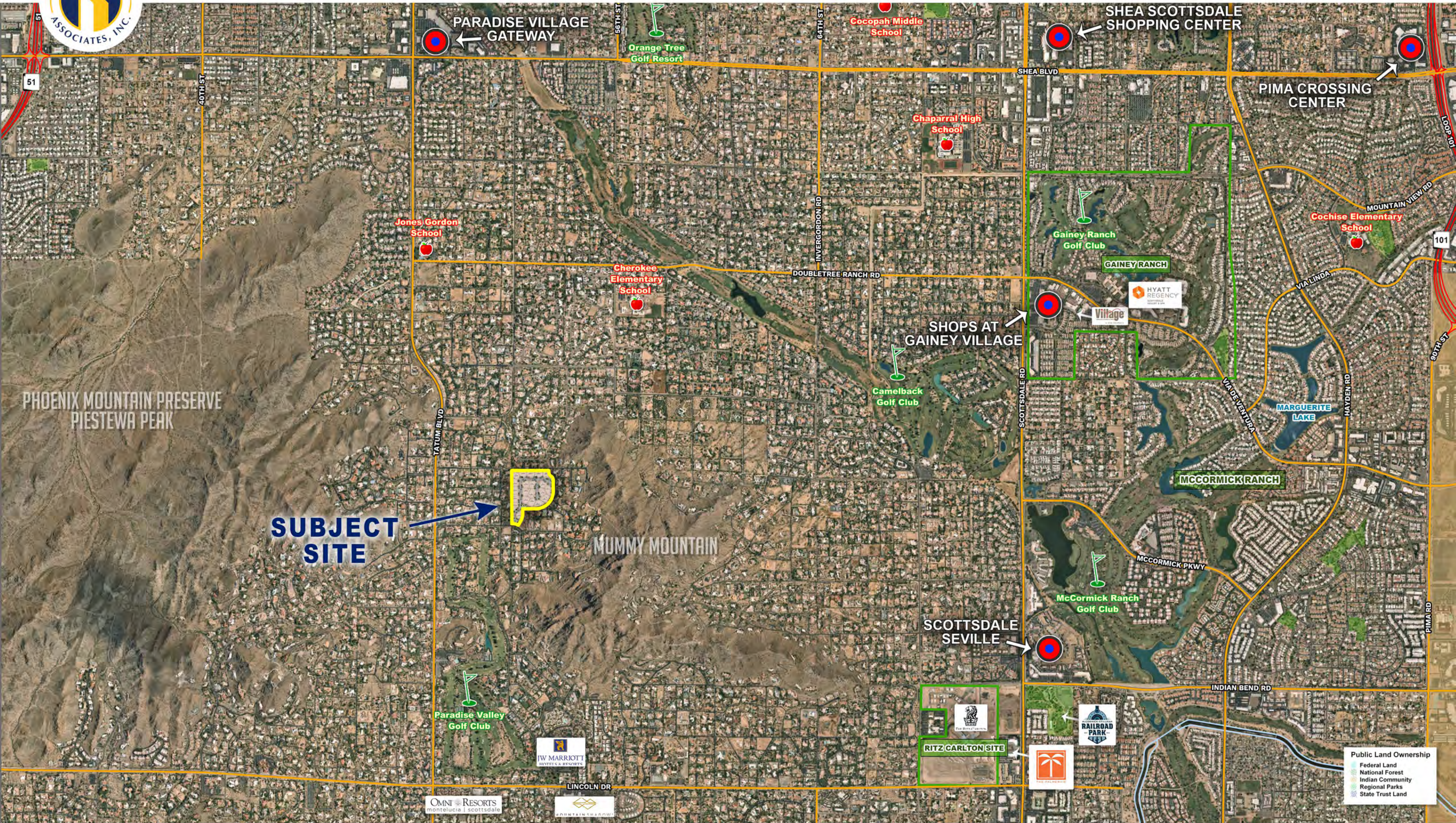


ROSE LAW GROUP^{pc}
RICH • CARTER • FISHER

HILGARTWILSON
ENGINEER | PLAN | SURVEY | MANAGE

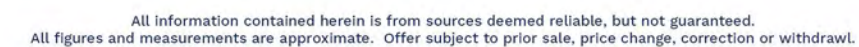
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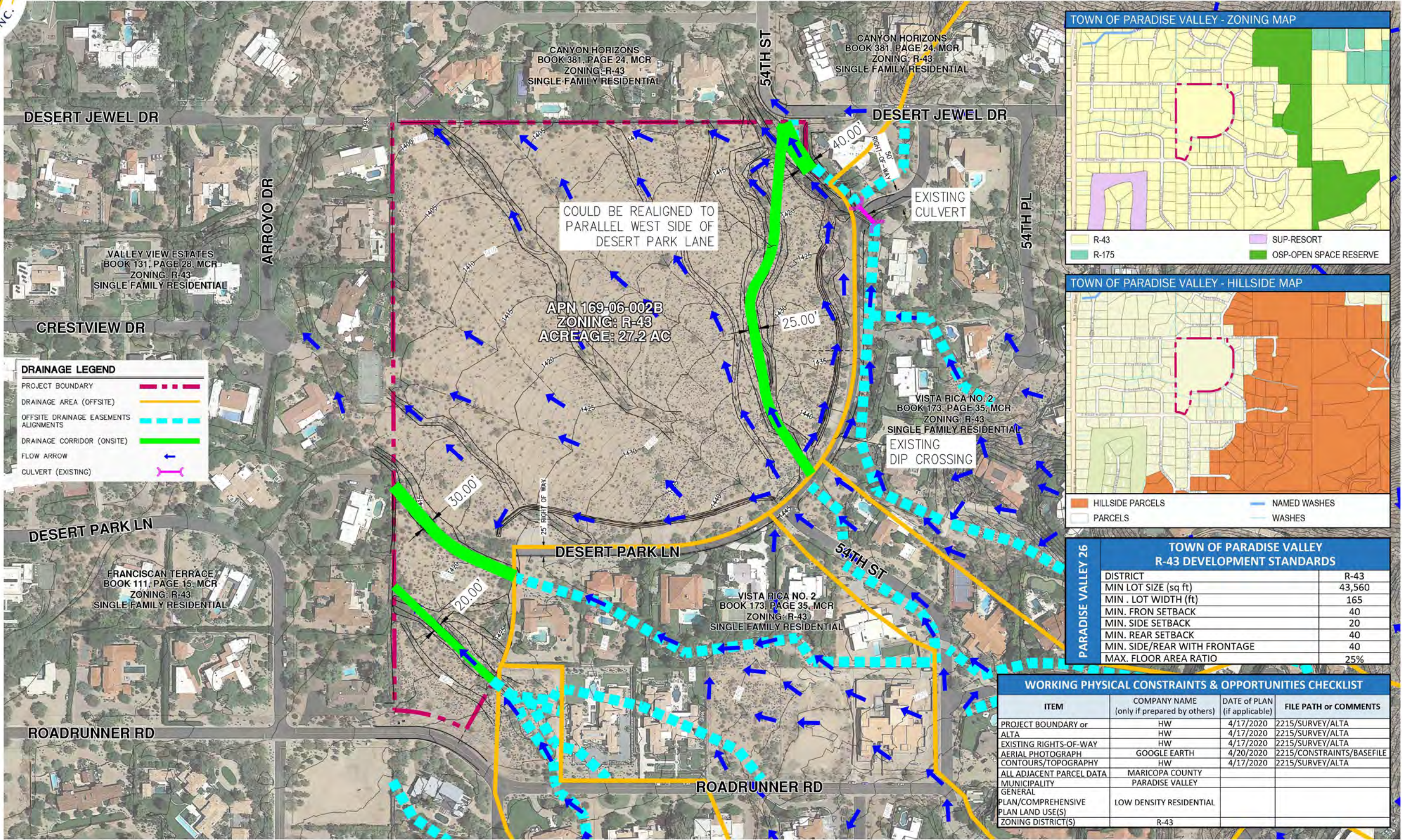








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PARADISE VALLEY 26
PARADISE VALLEY, AZ
CONSTRAINTS MAP

NATHAN & ASSOCIATES, INC.

ROSE LAW GROUP^{PC}
RICH • CARTER • FISHER

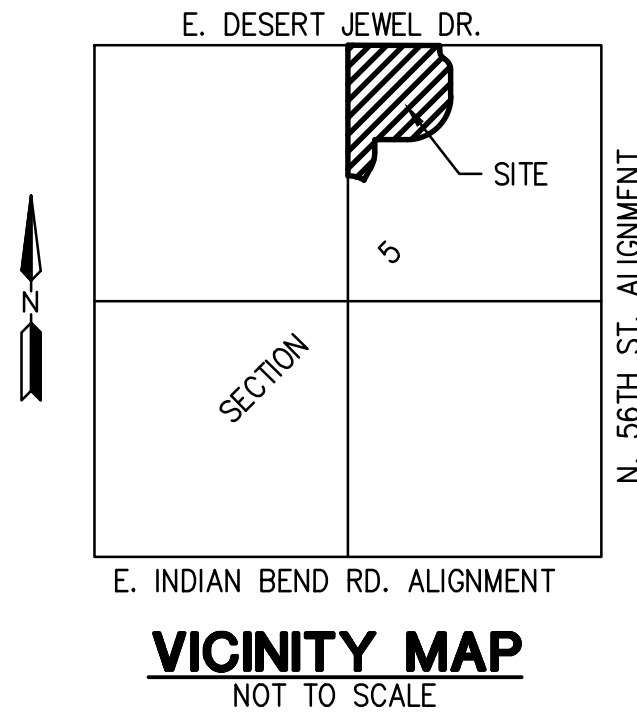
100 50 0 100 200
SCALE FEET
SCALE: 1"=100' (24X36)
2215 MAY 2020 NORTH
HILGARTWILSON
ENGINEER | PLAN | SURVEY | MANAGE
This plan is conceptual and subject to change through the planning and development process.
U:\2004\2015\CONSTRAINTS\2215 - CONSTRAINTS MAP.dwg 5/25/2020 9:38 AM

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A.L.T.A./N.S.P.S. LAND TITLE SURVEY

OF

A PORTION OF THE NORTHEAST QUARTER OF SECTION 5,
TOWNSHIP 2 NORTH, RANGE 4 EAST OF
THE GILA AND SALT RIVER MERIDIAN, MARICOPA COUNTY, ARIZONA



TITLE REFERENCE

THIS SURVEY IS BASED UPON THE SPECIAL REPORT PREPARED BY FIRST AMERICAN TITLE INSURANCE COMPANY ORDER NO. NCS-1010475-PHX1, SEARCH MADE TO APRIL 09, 2020.

HILGARTWILSON, LLC HAS RELIED SOLELY UPON THE INFORMATION CONTAINED WITHIN THE SPECIAL REPORT AND SCHEDULE B DOCUMENTS PROVIDED BY FIRST AMERICAN TITLE INSURANCE COMPANY AS LISTED HEREON. HILGARTWILSON, LLC AND JOHN W. MARSHALL (RLS) MAKE NO STATEMENT AS TO THE ACCURACY OR COMPLETENESS OF THE SUBJECT REPORT.

LEGAL DESCRIPTION

THAT CERTAIN PORTION OF LOT 2, SECTION 5, TOWNSHIP 2 NORTH, RANGE 4 EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA, DESCRIBED AS FOLLOWS:

BEGINNING AT THE NORTHWEST CORNER OF SAID LOT 2;

THENCE NORTH 89 DEGREES 56 MINUTES 10 SECONDS EAST 998.70 FEET ALONG THE NORTH LINE OF SAID LOT 2;

THENCE SOUTH 0 DEGREES 03 MINUTES 50 SECONDS EAST 60.00 FEET;

THENCE SOUTHEASTERLY 102.88 FEET ALONG A CURVE HAVING A CENTRAL ANGLE OF 60 DEGREES 10 MINUTES 00 SECONDS AND A RADIUS POINT BEARING NORTH 69 DEGREES 56 MINUTES 10 SECONDS EAST 97.97 FEET;

THENCE SOUTHEASTERLY 141.37 FEET ALONG A CURVE HAVING A CENTRAL ANGLE OF 60 DEGREES 00 MINUTES 00 SECONDS AND A RADIUS POINT BEARING SOUTH 29 DEGREES 46 MINUTES 10 SECONDS WEST 135.00 FEET;

THENCE SOUTH 00 DEGREES 13 MINUTES 50 SECONDS EAST 290.00 FEET;

THENCE SOUTHWESTERLY 738.27 FEET ALONG A CURVE HAVING A CENTRAL ANGLE OF 90 DEGREES 00 MINUTES 00 SECONDS AND A RADIUS POINT BEARING SOUTH 89 DEGREES 46 MINUTES 10 SECONDS WEST 470.00 FEET;

THENCE SOUTH 89 DEGREES 46 MINUTES 10 SECONDS WEST 355.00 FEET;

THENCE SOUTH 00 DEGREES 13 MINUTES 50 SECONDS EAST 135.00 FEET;

THENCE SOUTHWESTERLY 194.26 FEET ALONG A CURVE HAVING A CENTRAL ANGLE OF 29 DEGREES 40 MINUTES 50 SECONDS AND A RADIUS POINT BEARING SOUTH 89 DEGREES 46 MINUTES 10 SECONDS WEST 375.00 FEET;

THENCE SOUTH 29 DEGREES 27 MINUTES 00 SECONDS WEST 138.92 FEET;

THENCE NORTHWESTERLY 180.04 FEET ALONG A CURVE HAVING A CENTRAL ANGLE OF 29.00 DEGREES 28 MINUTES 25 SECONDS AND A RADIUS POINT BEARING SOUTH 29 DEGREES 27 MINUTES 00 SECONDS WEST 350.00 FEET TO THE WEST LINE OF SAID LOT 2;

THENCE NORTH 00 DEGREES 13 MINUTES 50 SECONDS WEST 1420.40 FEET ALONG THE WEST LINE OF SAID LOT 2 TO THE POINT OF BEGINNING.

SCHEDULE 'B' - EXCEPTIONS (#)

- TAXES FOR THE FULL YEAR OF 2020.
(THE FIRST HALF IS DUE OCTOBER 1, 2020 AND IS DELINQUENT NOVEMBER 1, 2020.
THE SECOND HALF IS DUE MARCH 1, 2021 AND IS DELINQUENT MAY 1, 2021.)
- WE FIND NO OUTSTANDING VOLUNTARY LIENS OF RECORD AFFECTING SUBJECT PROPERTY. AN INQUIRY SHOULD BE MADE CONCERNING THE EXISTENCE OF ANY UNRECORDED LIEN OR OTHER INDEBTEDNESS WHICH COULD GIVE RISE TO ANY SECURITY INTEREST IN THE SUBJECT PROPERTY.
- WATER RIGHTS, CLAIMS OR TITLE TO WATER, WHETHER OR NOT SHOWN BY THE PUBLIC RECORDS.
- PRIOR TO CLOSING, THE COMPANY MUST CONFIRM WHETHER THE COUNTY RECORDING OFFICE IN WHICH THE LAND IS LOCATED HAS CHANGED ITS ACCESS POLICIES DUE TO THE COVID-19 OUTBREAK. IF RECORDING HAS BEEN RESTRICTED, SPECIFIC UNDERWRITING APPROVAL IS REQUIRED; AND, ADDITIONAL REQUIREMENTS OR EXCEPTIONS MAY BE MADE.

BASIS OF BEARING

BASIS OF BEARING IS S00°13'50"E ALONG THE NORTH-SOUTH MID-SECTION LINE OF SECTION 5, TOWNSHIP 2 NORTH, RANGE 4 EAST OF THE GILA AND SALT RIVER MERIDIAN, MARICOPA COUNTY, ARIZONA, BETWEEN THE MONUMENTS AS SHOWN HEREON.

FLOOD ZONE DESIGNATION

THE SUBJECT PROPERTY LIES WITHIN UNSHADED ZONE "X" WITH A DEFINITION OF: AREAS OUTSIDE THE 0.2-PERCENT-ANNUAL-CHANCE FLOODPLAIN. NO BFES OR DEPTHS ARE SHOWN IN THIS ZONE, AND INSURANCE PURCHASE IS NOT REQUIRED. DESIGNATION DETERMINED BY FEMA FLOOD ZONE MAP 04013C1765L, PANEL NUMBER 1765 OF 4425, EFFECTIVE DATE OCTOBER 16, 2013.

REFERENCE DOCUMENTS

- SUBDIVISION PLAT PER BOOK 57, PAGE 11, M.C.R.
- SUBDIVISION PLAT PER BOOK 62, PAGE 24, M.C.R.
- SUBDIVISION PLAT PER BOOK 111, PAGE 15, M.C.R.
- SUBDIVISION PLAT PER BOOK 131, PAGE 28, M.C.R.
- SUBDIVISION PLAT PER BOOK 139, PAGE 27, M.C.R.
- SUBDIVISION PLAT PER BOOK 171, PAGE 28, M.C.R.
- SUBDIVISION PLAT PER BOOK 173, PAGE 35, M.C.R.
- SUBDIVISION PLAT PER BOOK 174, PAGE 26, M.C.R.
- RE-SUBDIVISION PLAT PER BOOK 177, PAGE 39, M.C.R.
- REPLAT PER BOOK 229, PAGE 40, M.C.R.
- FINAL PLAT PER BOOK 381, PAGE 24, M.C.R.
- LOT LINE ADJUSTMENT PER BOOK 627, PAGE 4, M.C.R.
- GDACS SUBDIVISION RECORD OF SURVEY PER BOOK 734, PAGE 10, M.C.R.
- LOT LINE ADJUSTMENT PER BOOK 737, PAGE 24, M.C.R.
- GDACS SUBDIVISION RECORD OF SURVEY PER BOOK 763, PAGE 38, M.C.R.
- FINAL PLAT PER BOOK 1082, PAGE 26, M.C.R.

OWNER/CLIENT

J.W. TEETS ENTERPRISES LLC
6501 E. SIERRA VISTA DRIVE
PARADISE VALLEY, AZ 85253
CONTACT: MS. HEIDI TEETS

SURVEYOR

HILGARTWILSON, LLC
2141 E. HIGHLAND AVE., STE. 250
PHOENIX, ARIZONA 85016
PHONE: (602) 490-0535
CONTACT: JOHN W. MARSHALL, RLS

NOTES

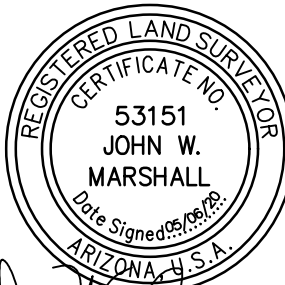
- AREA IS 1,184,271 SQ. FT. OR 27.1871 ACRES MORE OR LESS.
- THIS SURVEY REFLECTS ABOVE GROUND INDICATIONS OF UTILITIES. THE SURVEYOR MAKES NO GUARANTEE THAT ALL OF THE UNDERGROUND UTILITIES SHOWN COMPRISE ALL IN THE AREA, EITHER IN SERVICE OR ABANDONED. THE SURVEYOR FURTHER DOES NOT WARRANT THAT THE UNDERGROUND UTILITIES SHOWN ARE IN THE LOCATION INDICATED, ALTHOUGH HE DOES CERTIFY THAT THEY ARE LOCATED AS ACCURATELY AS POSSIBLE FROM THE INFORMATION PROVIDED. THE SURVEYOR HAS NOT PHYSICALLY LOCATED UNDERGROUND UTILITIES. (TABLE A, ITEM #11 & 21 IN REFERENCE TO VISIBLE SURFACE UTILITIES)
- DECLARATION IS MADE TO THE ORIGINAL PURCHASER OF SURVEY AND ALL PARTIES LISTED IN THE SURVEYORS CERTIFICATION. IT IS NOT TRANSFERABLE TO ADDITIONAL INSTITUTIONS OR SUBSEQUENT OWNERS WITHOUT WRITTEN PERMISSION OF THE SURVEYOR.
- THIS SURVEY IS VALID ONLY WHEN BEARING SEAL AND SIGNATURE OF SURVEYOR.
- THIS SURVEY IS BASED ON FIELD WORK LAST PERFORMED BY HILGARTWILSON, LLC IN APRIL, 2020. SITE CONDITIONS THAT MAY HAVE CHANGED SUBSEQUENT TO FIELD WORK WILL NOT BE REFLECTED HEREON.
- THE INTENT OF THIS SURVEY IS NOT TO CREATE AN ILLEGAL LAND SPLIT PER THE APPLICABLE ARIZONA LAW AND/OR STATUTES.
- THE POTENTIAL BUYER(S) OF THIS SITE IS HEREBY ADVISED THAT THIS SITE MAY BE SUBJECT TO ARIZONA PLATTING LAWS PRIOR TO THE DEVELOPMENT OF THIS SITE.
- SITE ADDRESS IS UNASSIGNED AT THIS TIME. (TABLE A, ITEM #2)
- THIS SURVEY IS LIMITED TO SURFACE AND ABOVE SURFACE OBSERVATIONS OF EXISTING UTILITIES. NO UNDERGROUND UTILITY INFORMATION IS SHOWN HEREON. (TABLE A, ITEM #11)
- THERE IS NO EVIDENCE OF RECENT EARTH MOVING WORK, BUILDING CONSTRUCTION OR BUILDING ADDITIONS OBSERVED IN THE PROCESS OF CONDUCTING THE FIELDWORK. (TABLE A, ITEM #16)

SURVEYOR'S CERTIFICATION.

- TO:
- J.W. TEETS ENTERPRISES LLC
 - VISIONARY INVESTORS LIMITED PARTNERSHIP, AN ARIZONA LIMITED PARTNERSHIP
 - FIRST AMERICAN TITLE INSURANCE COMPANY

THIS IS TO CERTIFY THAT THIS MAP OR PLAT AND THE SURVEY ON WHICH IT IS BASED WERE MADE IN ACCORDANCE WITH THE 2016 MINIMUM STANDARD DETAIL REQUIREMENTS FOR A.L.T.A./N.S.P.S. LAND TITLE SURVEYS, JOINTLY ESTABLISHED AND ADOPTED BY ALTA AND NSPS, AND INCLUDES ITEMS 1, 2, 3, 4, 8, 11, 16 & 21 OF TABLE A THEREOF. THE FIELDWORK WAS COMPLETED IN APRIL, 2020.

JOHN W. MARSHALL
RLS# 53151
HILGARTWILSON, LLC
2141 E. HIGHLAND AVE., STE. 250
PHOENIX, ARIZONA 85016
P: 602.490.0535
jmarshall@hilgartwilson.com



NOTE:
A.R.S. 32-151 STATES THAT THE USE OF THE WORD "CERTIFY" OR "CERTIFICATION" BY A PERSON OR FIRM THAT IS REGISTERED OR CERTIFIED BY THE BOARD IS AN EXPRESSION OF PROFESSIONAL OPINION REGARDING FACTS OR FINDINGS THAT ARE SUBJECT OF THE CERTIFICATION AND DOES NOT CONSTITUTE AN EXPRESS OR IMPLIED WARRANTY OR GUARANTEE.

REV.:

HILGARTWILSON
ENGINEER | PLAN | SURVEY | MANAGE
2141 E. HIGHLAND AVE., STE. 250 | P: 602.490.0535 / F: 602.368.2436
PHOENIX, AZ 85016
www.hilgartwilson.com

PARADISE VALLEY 26

54TH STREET & DESERT JEWEL DRIVE
PARADISE VALLEY, ARIZONA

A.L.T.A./N.S.P.S. LAND TITLE SURVEY

HILGARTWILSON

PROJ NO.: 2215

DATE: APRIL 2020

SCALE: NONE

DRAWN: LJC/JVD

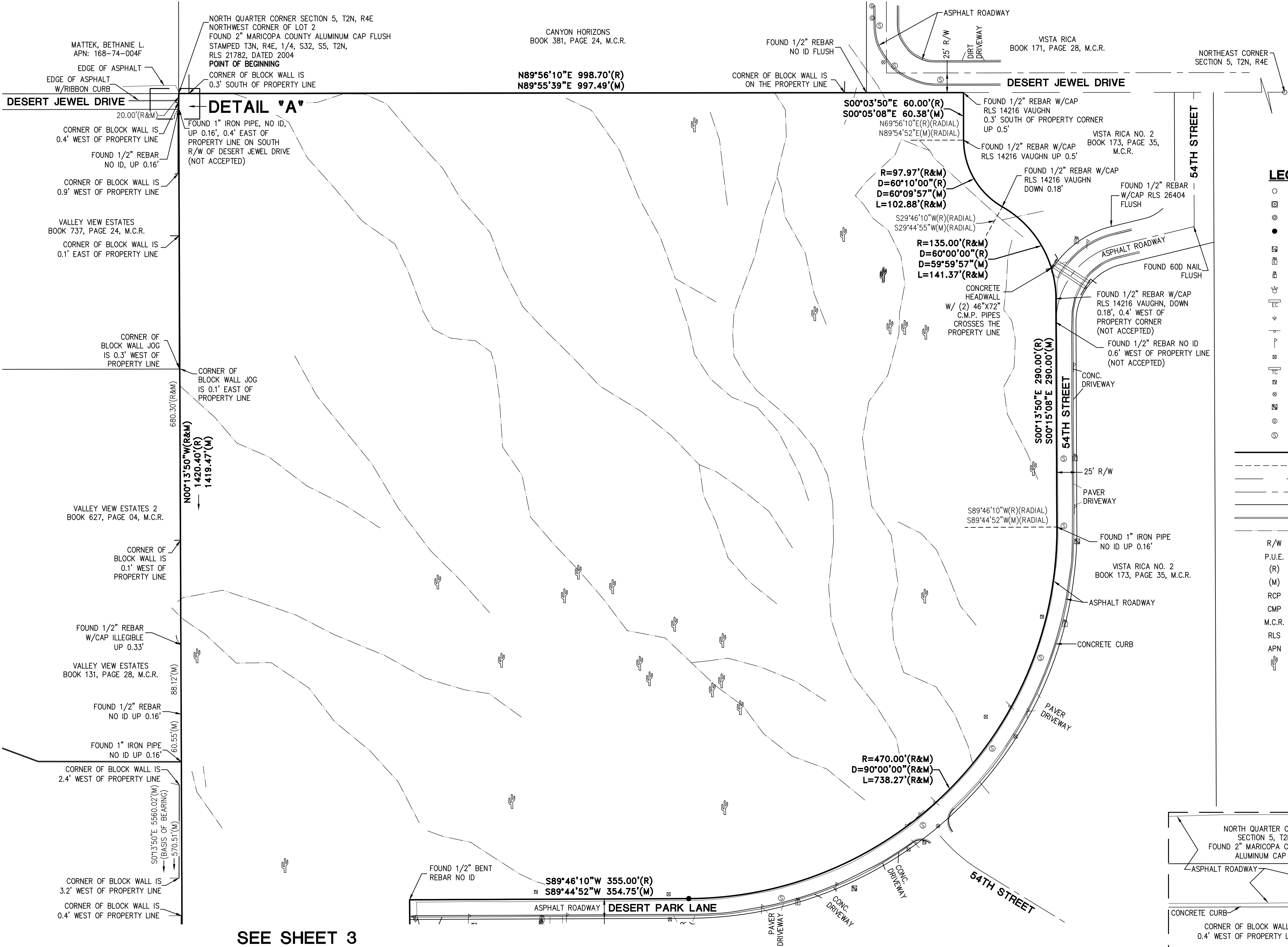
DESIGNED: HW

APPROVED: JWM

DWG. NO.

SV-1

SHT. 1 OF 3

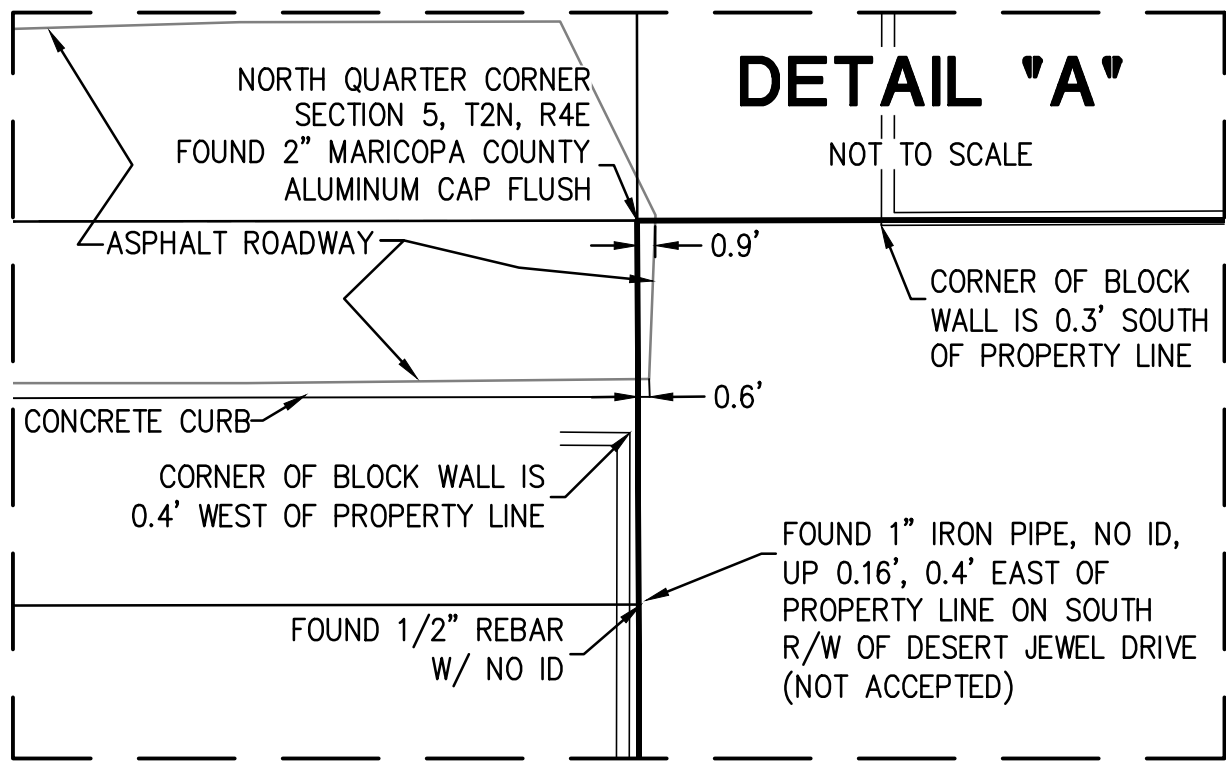


SEE SHEET 3

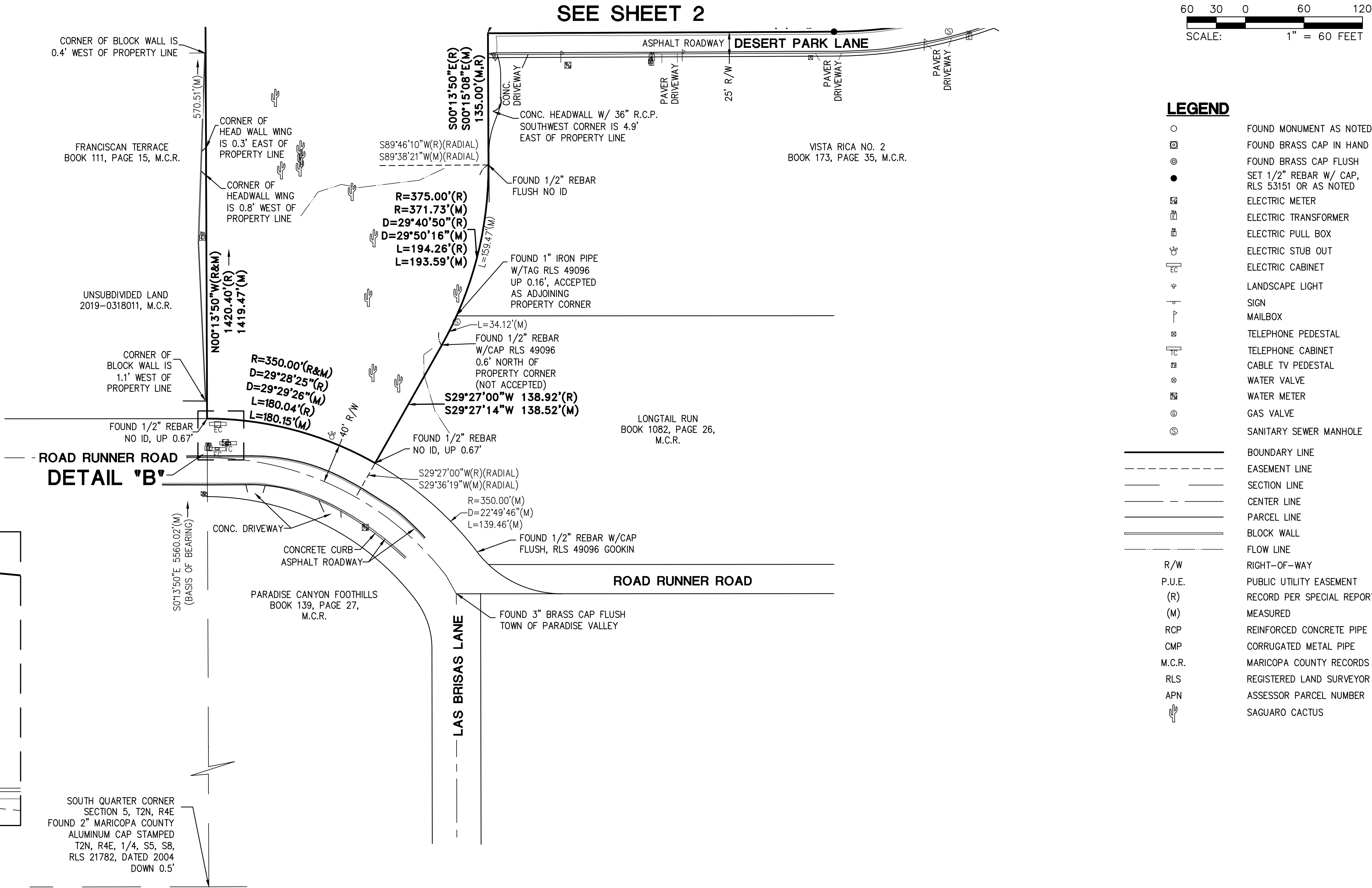
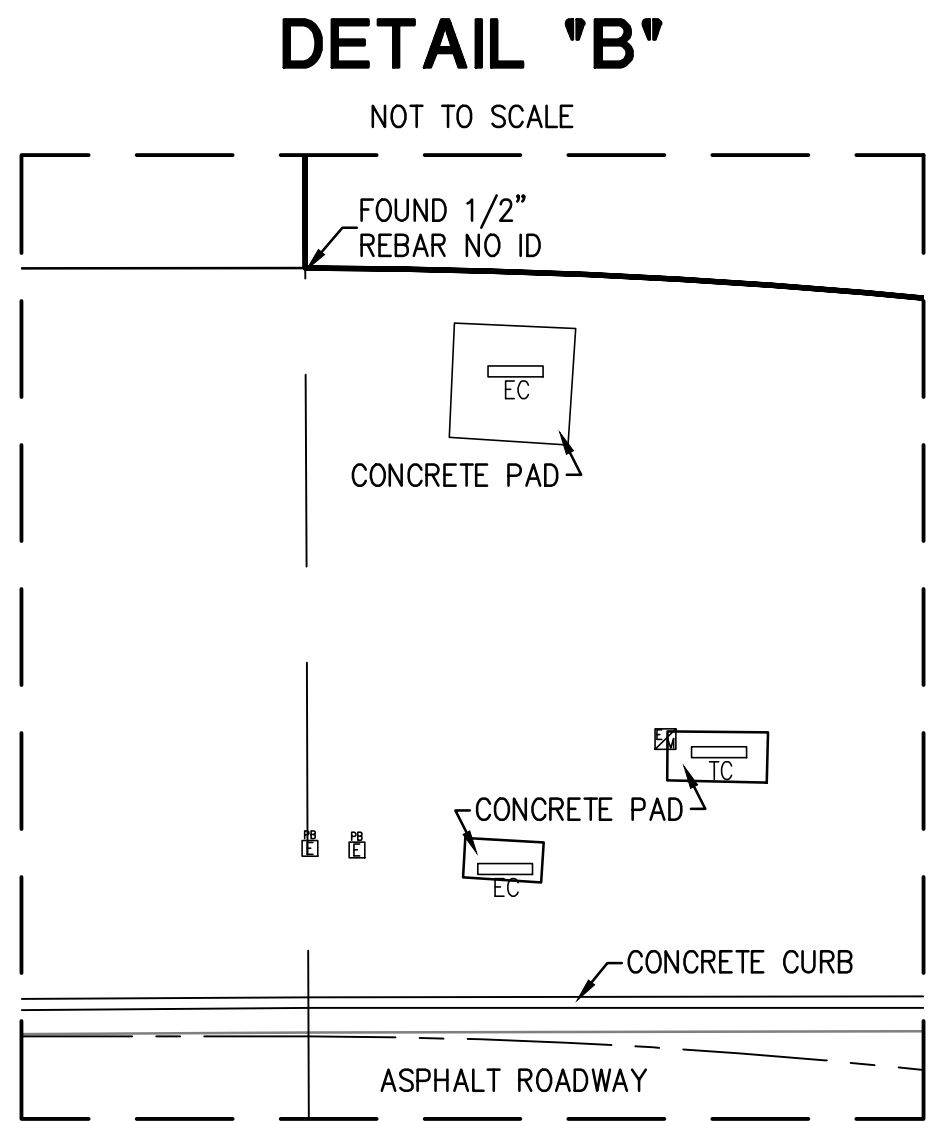
LEGEND

- FOUND MONUMENT AS NOTED
- ⊗ FOUND BRASS CAP IN HAND HOLE
- ⊕ FOUND BRASS CAP FLUSH
- SET 1/2" REBAR W/ CAP, RLS 53151 OR AS NOTED
- ⊞ ELECTRIC METER
- ⊞ ELECTRIC TRANSFORMER
- ⊞ ELECTRIC PULL BOX
- ⊞ ELECTRIC STUB OUT
- ⊞ ELECTRIC CABINET
- ⊞ LANDSCAPE LIGHT
- ⊞ SIGN
- ⊞ MAILBOX
- ⊞ TELEPHONE PEDESTAL
- ⊞ TELEPHONE CABINET
- ⊞ CABLE TV PEDESTAL
- ⊞ WATER VALVE
- ⊞ WATER METER
- ⊞ GAS VALVE
- ⊞ SANITARY SEWER MANHOLE
- BOUNDARY LINE
- EASEMENT LINE
- SECTION LINE
- CENTER LINE
- PARCEL LINE
- BLOCK WALL
- FLOW LINE
- RIGHT-OF-WAY
- PUBLIC UTILITY EASEMENT
- RECORD PER SPECIAL REPORT
- MEASURED
- REINFORCED CONCRETE PIPE
- CORRUGATED METAL PIPE
- MARICOPA COUNTY RECORDS
- REGISTERED LAND SURVEYOR
- ASSESSOR PARCEL NUMBER
- SAGUARO CACTUS

R/W
P.U.E.
(R)
(M)
RCP
CMP
M.C.R.
RLS
APN



REV:	
HILGARTWILSON ENGINEER PLAN SURVEY MANAGE 2141 E. HIGHLAND AVE., STE. 250 P: 602.490.0535 / F: 602.368.2436 www.hilgartwilson.com	
PARADISE VALLEY 26 54TH STREET & DESERT JEWEL DRIVE PARADISE VALLEY, ARIZONA	
A.L.T.A./N.S.P.S. LAND TITLE SURVEY	
HILGARTWILSON	PROJ NO.: 2215 DATE: APRIL 2020 SCALE: AS SHOWN DRAWN: LJC/JVD DESIGNED: HW APPROVED: JMM
DWG. NO. SV-2	
SHT. 2 OF 3	



HILGARTWILSON		PROJ NO.: 2215	DATE: APRIL 2020	SCALE: AS SHOWN	DRAWN: LJC/JHD	DESIGNED: HW	APPROVED: JMM
		DWG. NO.					
		SV-3					
		SHT. 3 OF 3					

PARADISE VALLEY 26

54TH STREET & DESERT JEWEL DRIVE
PARADISE VALLEY, ARIZONA

A.L.T.A./N.S.P.S. LAND TITLE SURVEY



HILGARTWILSON
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REV:

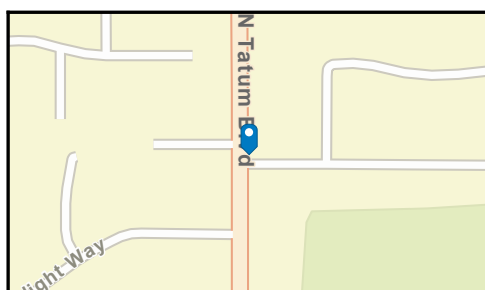
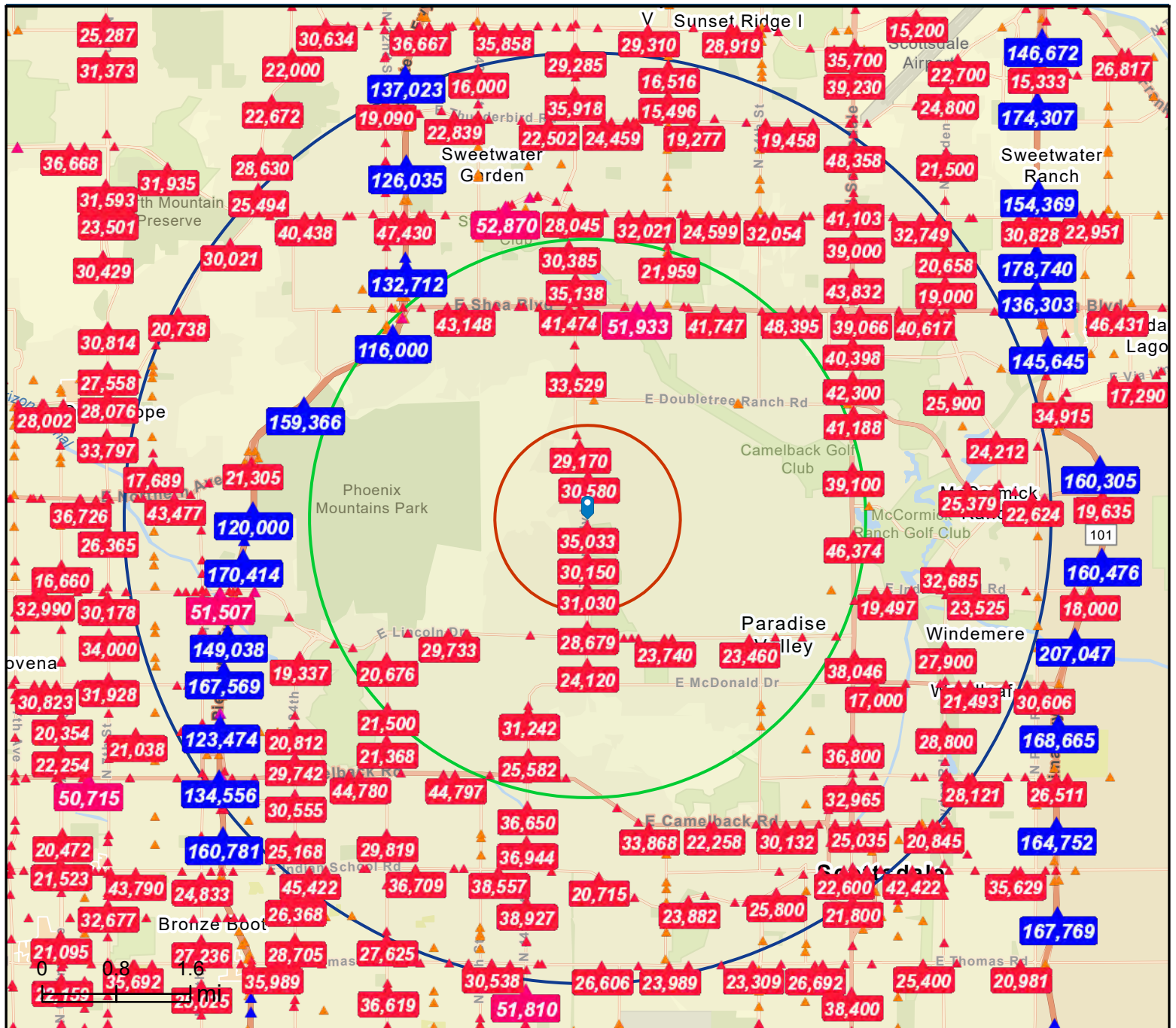
Traffic Count Map

Tatum Boulevard & Roadrunner Road
 4800 N Tatum Blvd, Paradise Valley, Arizona, 85253
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

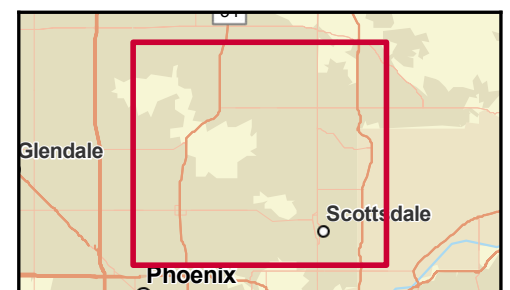
Latitude: 33.54969

Longitude: -111.97550



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: ©2020 Kalibrate Technologies (Q3 2020).

October 06, 2020



Traffic Count Profile

Tatum Boulevard & Roadrunner Road
4800 N Tatum Blvd, Paradise Valley, Arizona, 85253
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.54969
Longitude: -111.97550

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.06	N Tatum Blvd	E Moonlight Way (0.02 miles S)	1999	35,033
0.21	N Tatum Blvd	E Foothill Dr (0.02 miles N)	2014	30,350
0.24	E Foothill Dr	N 47th Pl (0.02 miles W)	2014	600
0.25	N Tatum Blvd	E Desert Jewel Dr (0.02 miles N)	2014	30,330
0.27	E Desert Jewel Dr	N Tatum Blvd (0.03 miles W)	2014	500
0.32	N Tatum Blvd	E Desert Jewel Dr (0.05 miles S)	2014	30,250
0.39	N Tatum Blvd	E Desert Fairways Dr (0.02 miles N)	2014	30,150
0.42	E Clearwater Pkwy	N Tatum Blvd (0.05 miles E)	2014	760
0.44	N Tatum Blvd	E Clearwater Pkwy (0.03 miles N)	2014	30,250
0.48	N Tatum Blvd	E Mockingbird Ln (0.04 miles N)	2014	30,580
0.53	E Mockingbird Ln	N Tatum Blvd (0.09 miles W)	2014	1,360
0.60	N Tatum Blvd	E Mockingbird Ln (0.08 miles S)	2014	29,380
0.65	N Tatum Blvd	E Cottontail Run Rd (0.02 miles N)	2014	30,600
0.67	N Tatum Blvd	E Quartz Mountain Rd (0.03 miles W)	2014	1,130
0.72	N Tatum Blvd	E Quartz Mountain Rd (0.04 miles N)	2015	31,030
0.81	N 48th St	E Caida del Sol Dr (0.04 miles NW)	2014	29,170
0.84	E Sunset Dr	N Tatum Blvd (0.01 miles SW)	2014	1,150
0.86	E Caida del Sol Dr	N 48th St (0.03 miles SW)	2014	520
0.91	N 48th St	E Caida del Sol Dr (0.06 miles S)	2014	29,820
1.14	North Tatum Boulevard	N Praying Monk Rd (0.02 miles S)	2018	28,679
1.19	N Tatum Blvd	N Praying Monk Rd (0.03 miles N)	2014	29,500
1.28	E Doubletree Ranch Rd	N Foothills Manor Dr (0.01 miles E)	1998	10,698
1.29	E Lincoln Dr	N Tatum Blvd (0.12 miles W)	2014	23,080
1.29	East Doubletree Ranch Road	N Foothills Manor Dr (0.04 miles W)	2018	5,032
1.29	E Lincoln Dr	N 48th St (0.04 miles W)	2014	22,280
1.31	East Lincoln Drive	N 51st Pl (0.06 miles E)	2018	32,224
1.34	E Lincoln Dr	N 52nd Pl (0.05 miles E)	2015	30,300
1.37	E Lincoln Dr	N Desert Fairways Dr (0.04 miles E)	2014	24,860
1.37	N Desert Fairways Dr	E Lincoln Dr (0.02 miles S)	2014	3,450
1.39	E Lincoln Dr	N Desert Fairways Dr (0.03 miles W)	2014	24,990

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 1919 to 1963. Over 61% of the counts were taken between 2010 and 2019 and over 88% 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.

Source: ©2020 Kalibrate Technologies (Q3 2020).

October 06, 2020



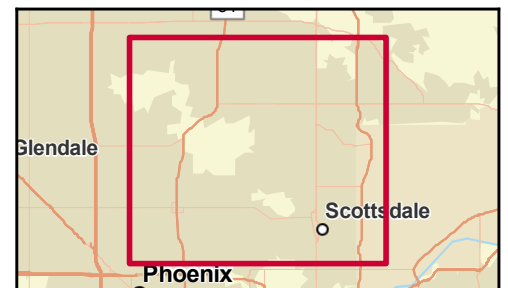
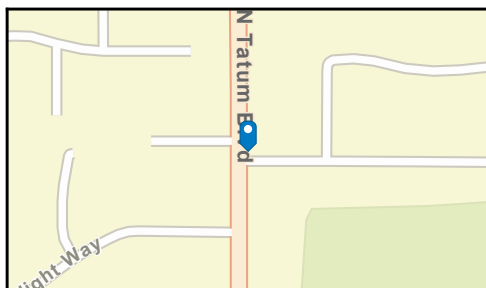
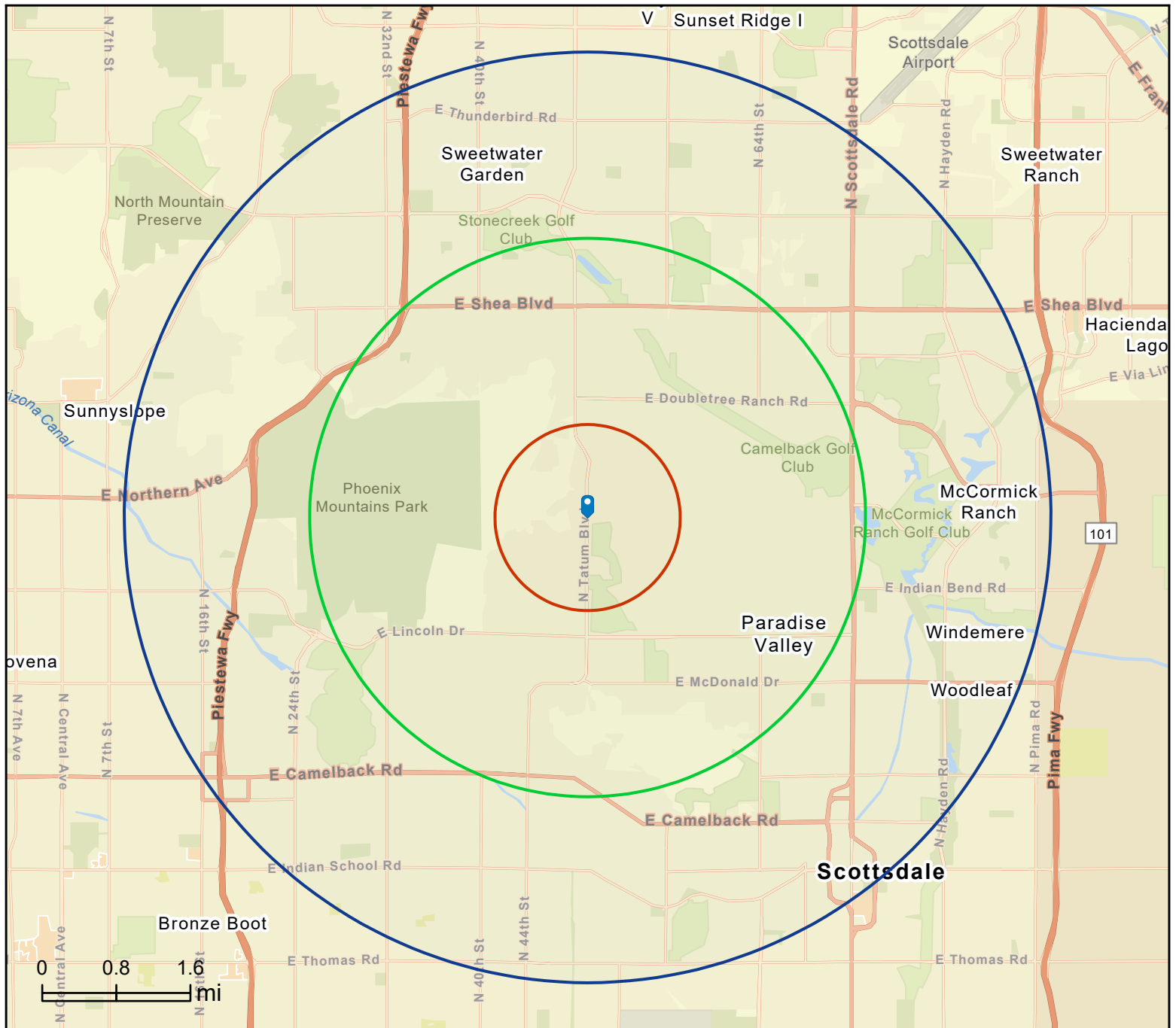
Site Map

Tatum Boulevard & Roadrunner Road
4800 N Tatum Blvd, Paradise Valley, Arizona, 85253
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.54969

Longitude: -111.97550



October 06, 2020



Executive Summary

Tatum Boulevard & Roadrunner Road
4800 N Tatum Blvd, Paradise Valley, Arizona, 85253
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.54969
Longitude: -111.97550

	1 mile	3 miles	5 miles
Population			
2000 Population	1,762	30,906	218,126
2010 Population	1,727	28,906	204,469
2020 Population	1,798	31,309	226,249
2025 Population	1,856	32,723	239,721
2000-2010 Annual Rate	-0.20%	-0.67%	-0.64%
2010-2020 Annual Rate	0.39%	0.78%	0.99%
2020-2025 Annual Rate	0.64%	0.89%	1.16%
2020 Male Population	50.1%	49.3%	48.9%
2020 Female Population	49.9%	50.7%	51.1%
2020 Median Age	56.2	52.7	46.4

In the identified area, the current year population is 226,249. In 2010, the Census count in the area was 204,469. The rate of change since 2010 was 0.99% annually. The five-year projection for the population in the area is 239,721 representing a change of 1.16% annually from 2020 to 2025. Currently, the population is 48.9% male and 51.1% female.

Median Age

The median age in this area is 56.2, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	89.3%	90.0%	82.7%
2020 Black Alone	1.5%	1.4%	3.2%
2020 American Indian/Alaska Native Alone	0.2%	0.4%	1.6%
2020 Asian Alone	5.8%	4.5%	3.4%
2020 Pacific Islander Alone	0.3%	0.1%	0.1%
2020 Other Race	0.9%	1.3%	5.7%
2020 Two or More Races	2.0%	2.4%	3.4%
2020 Hispanic Origin (Any Race)	4.2%	6.2%	16.1%

Persons of Hispanic origin represent 16.1% of the population in the identified area compared to 18.8% 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 50.0 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	488	341	166
2000 Households	673	12,286	96,208
2010 Households	670	11,949	93,989
2020 Total Households	697	13,000	105,072
2025 Total Households	718	13,580	111,528
2000-2010 Annual Rate	-0.04%	-0.28%	-0.23%
2010-2020 Annual Rate	0.39%	0.83%	1.09%
2020-2025 Annual Rate	0.60%	0.88%	1.20%
2020 Average Household Size	2.58	2.40	2.14

The household count in this area has changed from 93,989 in 2010 to 105,072 in the current year, a change of 1.09% annually. The five-year projection of households is 111,528, a change of 1.20% annually from the current year total. Average household size is currently 2.14, compared to 2.16 in the year 2010. The number of families in the current year is 55,184 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 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

October 06, 2020



Executive Summary

Tatum Boulevard & Roadrunner Road
4800 N Tatum Blvd, Paradise Valley, Arizona, 85253
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.54969
Longitude: -111.97550

	1 mile	3 miles	5 miles
Mortgage Income			
2020 Percent of Income for Mortgage	31.8%	27.3%	21.7%
Median Household Income			
2020 Median Household Income	\$200,001	\$139,254	\$80,516
2025 Median Household Income	\$200,001	\$150,236	\$86,368
2020-2025 Annual Rate	0.00%	1.53%	1.41%
Average Household Income			
2020 Average Household Income	\$276,972	\$207,832	\$124,154
2025 Average Household Income	\$296,561	\$224,644	\$134,774
2020-2025 Annual Rate	1.38%	1.57%	1.66%
Per Capita Income			
2020 Per Capita Income	\$109,076	\$86,558	\$57,786
2025 Per Capita Income	\$116,573	\$93,497	\$62,830
2020-2025 Annual Rate	1.34%	1.55%	1.69%

Households by Income

Current median household income is \$80,516 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$86,368 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$124,154 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$134,774 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$57,786 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$62,830 in five years, compared to \$37,691 for all U.S. households

Housing			
2020 Housing Affordability Index	77	91	114
2000 Total Housing Units	726	13,285	106,020
2000 Owner Occupied Housing Units	655	10,572	63,986
2000 Renter Occupied Housing Units	17	1,713	32,223
2000 Vacant Housing Units	54	1,000	9,811
2010 Total Housing Units	767	13,647	110,564
2010 Owner Occupied Housing Units	635	10,209	61,831
2010 Renter Occupied Housing Units	35	1,740	32,158
2010 Vacant Housing Units	97	1,698	16,575
2020 Total Housing Units	783	14,474	119,966
2020 Owner Occupied Housing Units	660	10,921	65,772
2020 Renter Occupied Housing Units	38	2,079	39,300
2020 Vacant Housing Units	86	1,474	14,894
2025 Total Housing Units	804	15,088	126,839
2025 Owner Occupied Housing Units	679	11,396	69,154
2025 Renter Occupied Housing Units	39	2,184	42,373
2025 Vacant Housing Units	86	1,508	15,311

Currently, 54.8% of the 119,966 housing units in the area are owner occupied; 32.8%, renter occupied; and 12.4% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 110,564 housing units in the area - 55.9% owner occupied, 29.1% renter occupied, and 15.0% vacant. The annual rate of change in housing units since 2010 is 3.69%. Median home value in the area is \$418,662, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 0.99% annually to \$439,715.

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 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

October 06, 2020



Market Profile

Tatum Boulevard & Roadrunner Road
4800 N Tatum Blvd, Paradise Valley, Arizona, 85253
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.54969
Longitude: -111.97550

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,762	30,906	218,126
2010 Total Population	1,727	28,906	204,469
2020 Total Population	1,798	31,309	226,249
2020 Group Quarters	1	111	1,359
2025 Total Population	1,856	32,723	239,721
2020-2025 Annual Rate	0.64%	0.89%	1.16%
2020 Total Daytime Population	1,460	37,210	269,687
Workers	407	21,189	161,469
Residents	1,053	16,021	108,218
Household Summary			
2000 Households	673	12,286	96,208
2000 Average Household Size	2.62	2.51	2.25
2010 Households	670	11,949	93,989
2010 Average Household Size	2.58	2.41	2.16
2020 Households	697	13,000	105,072
2020 Average Household Size	2.58	2.40	2.14
2025 Households	718	13,580	111,528
2025 Average Household Size	2.58	2.40	2.14
2020-2025 Annual Rate	0.60%	0.88%	1.20%
2010 Families	545	8,437	50,987
2010 Average Family Size	2.85	2.86	2.87
2020 Families	562	9,047	55,184
2020 Average Family Size	2.86	2.86	2.87
2025 Families	579	9,434	58,121
2025 Average Family Size	2.87	2.86	2.87
2020-2025 Annual Rate	0.60%	0.84%	1.04%
Housing Unit Summary			
2000 Housing Units	726	13,285	106,020
Owner Occupied Housing Units	90.2%	79.6%	60.4%
Renter Occupied Housing Units	2.3%	12.9%	30.4%
Vacant Housing Units	7.4%	7.5%	9.3%
2010 Housing Units	767	13,647	110,564
Owner Occupied Housing Units	82.8%	74.8%	55.9%
Renter Occupied Housing Units	4.6%	12.8%	29.1%
Vacant Housing Units	12.6%	12.4%	15.0%
2020 Housing Units	783	14,474	119,966
Owner Occupied Housing Units	84.3%	75.5%	54.8%
Renter Occupied Housing Units	4.9%	14.4%	32.8%
Vacant Housing Units	11.0%	10.2%	12.4%
2025 Housing Units	804	15,088	126,839
Owner Occupied Housing Units	84.5%	75.5%	54.5%
Renter Occupied Housing Units	4.9%	14.5%	33.4%
Vacant Housing Units	10.7%	10.0%	12.1%
Median Household Income			
2020	\$200,001	\$139,254	\$80,516
2025	\$200,001	\$150,236	\$86,368
Median Home Value			
2020	\$1,520,833	\$911,533	\$418,662
2025	\$1,537,500	\$980,025	\$439,715
Per Capita Income			
2020	\$109,076	\$86,558	\$57,786
2025	\$116,573	\$93,497	\$62,830
Median Age			
2010	53.3	49.4	43.9
2020	56.2	52.7	46.4
2025	54.8	53.2	47.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

October 06, 2020



Market Profile

Tatum Boulevard & Roadrunner Road
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Rings: 1, 3, 5 mile radii

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Latitude: 33.54969
Longitude: -111.97550

	1 mile	3 miles	5 miles
2020 Households by Income			
Household Income Base	697	13,000	105,072
<\$15,000	2.3%	3.3%	6.4%
\$15,000 - \$24,999	2.4%	4.0%	6.6%
\$25,000 - \$34,999	2.4%	3.8%	6.7%
\$35,000 - \$49,999	2.3%	6.5%	11.2%
\$50,000 - \$74,999	4.9%	10.1%	15.9%
\$75,000 - \$99,999	9.9%	9.5%	11.8%
\$100,000 - \$149,999	13.1%	15.1%	16.5%
\$150,000 - \$199,999	10.6%	11.0%	8.8%
\$200,000+	52.2%	36.5%	16.1%
Average Household Income	\$276,972	\$207,832	\$124,154
2025 Households by Income			
Household Income Base	718	13,580	111,528
<\$15,000	2.2%	2.9%	5.4%
\$15,000 - \$24,999	2.2%	3.4%	5.9%
\$25,000 - \$34,999	2.1%	3.4%	6.1%
\$35,000 - \$49,999	2.1%	6.0%	10.6%
\$50,000 - \$74,999	5.0%	10.0%	15.8%
\$75,000 - \$99,999	9.5%	9.3%	12.0%
\$100,000 - \$149,999	12.1%	14.9%	17.6%
\$150,000 - \$199,999	9.9%	11.3%	9.6%
\$200,000+	54.9%	38.8%	17.1%
Average Household Income	\$296,561	\$224,644	\$134,774
2020 Owner Occupied Housing Units by Value			
Total	660	10,921	65,772
<\$50,000	0.3%	0.2%	1.0%
\$50,000 - \$99,999	0.0%	0.1%	1.2%
\$100,000 - \$149,999	0.0%	0.3%	1.7%
\$150,000 - \$199,999	0.2%	1.6%	4.1%
\$200,000 - \$249,999	0.6%	2.2%	8.9%
\$250,000 - \$299,999	0.5%	2.8%	9.3%
\$300,000 - \$399,999	0.8%	9.4%	20.9%
\$400,000 - \$499,999	0.5%	7.2%	15.7%
\$500,000 - \$749,999	4.4%	15.5%	17.4%
\$750,000 - \$999,999	15.5%	16.6%	7.4%
\$1,000,000 - \$1,499,999	26.8%	18.6%	6.2%
\$1,500,000 - \$1,999,999	14.5%	9.7%	2.7%
\$2,000,000 +	36.1%	15.8%	3.6%
Average Home Value	\$1,571,477	\$1,081,565	\$578,204
2025 Owner Occupied Housing Units by Value			
Total	679	11,396	69,154
<\$50,000	0.0%	0.0%	0.6%
\$50,000 - \$99,999	0.0%	0.0%	0.7%
\$100,000 - \$149,999	0.0%	0.1%	1.0%
\$150,000 - \$199,999	0.0%	0.6%	2.0%
\$200,000 - \$249,999	0.3%	1.6%	7.0%
\$250,000 - \$299,999	0.4%	3.1%	9.2%
\$300,000 - \$399,999	0.7%	9.6%	22.6%
\$400,000 - \$499,999	0.6%	7.6%	17.3%
\$500,000 - \$749,999	5.0%	14.1%	18.7%
\$750,000 - \$999,999	14.3%	14.3%	7.6%
\$1,000,000 - \$1,499,999	27.5%	21.5%	6.6%
\$1,500,000 - \$1,999,999	14.7%	10.8%	2.9%
\$2,000,000 +	36.4%	16.5%	3.7%
Average Home Value	\$1,583,873	\$1,124,546	\$604,342

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

October 06, 2020



Market Profile

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Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.54969
Longitude: -111.97550

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	1,729	28,909	204,468
0 - 4	3.4%	3.6%	4.8%
5 - 9	4.9%	5.3%	5.2%
10 - 14	6.6%	6.6%	5.5%
15 - 24	9.8%	10.2%	10.5%
25 - 34	3.7%	6.6%	12.5%
35 - 44	8.0%	10.6%	13.0%
45 - 54	16.5%	17.9%	15.9%
55 - 64	21.5%	18.1%	14.5%
65 - 74	15.1%	12.3%	9.5%
75 - 84	8.0%	6.7%	6.0%
85 +	2.5%	2.3%	2.6%
18 +	80.2%	79.9%	80.9%
2020 Population by Age			
Total	1,800	31,308	226,252
0 - 4	3.3%	3.2%	4.3%
5 - 9	4.6%	4.5%	4.6%
10 - 14	6.1%	5.6%	5.1%
15 - 24	9.4%	9.8%	10.2%
25 - 34	6.8%	7.5%	12.2%
35 - 44	7.1%	9.2%	11.9%
45 - 54	10.6%	13.7%	13.0%
55 - 64	16.9%	18.2%	15.2%
65 - 74	18.9%	16.5%	13.1%
75 - 84	12.1%	8.4%	7.1%
85 +	4.2%	3.3%	3.4%
18 +	82.4%	82.8%	83.0%
2025 Population by Age			
Total	1,855	32,724	239,720
0 - 4	3.8%	3.3%	4.3%
5 - 9	5.0%	4.5%	4.5%
10 - 14	5.8%	5.4%	4.8%
15 - 24	8.2%	8.7%	9.8%
25 - 34	7.1%	8.1%	12.4%
35 - 44	10.1%	10.0%	11.9%
45 - 54	10.2%	12.5%	12.1%
55 - 64	14.8%	16.4%	13.8%
65 - 74	16.1%	17.4%	14.0%
75 - 84	14.1%	10.2%	8.9%
85 +	4.9%	3.6%	3.6%
18 +	82.0%	83.3%	83.5%
2010 Population by Sex			
Males	873	14,262	99,923
Females	854	14,644	104,546
2020 Population by Sex			
Males	901	15,449	110,601
Females	897	15,860	115,648
2025 Population by Sex			
Males	929	16,162	117,091
Females	928	16,560	122,630

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

October 06, 2020



Market Profile

Tatum Boulevard & Roadrunner Road
4800 N Tatum Blvd, Paradise Valley, Arizona, 85253
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.54969
Longitude: -111.97550

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	1,727	28,906	204,470
White Alone	92.2%	92.6%	86.3%
Black Alone	1.1%	1.0%	2.4%
American Indian Alone	0.1%	0.3%	1.4%
Asian Alone	4.2%	3.3%	2.5%
Pacific Islander Alone	0.2%	0.0%	0.1%
Some Other Race Alone	0.8%	1.0%	4.8%
Two or More Races	1.4%	1.7%	2.6%
Hispanic Origin	3.4%	4.9%	13.7%
Diversity Index	20.4	22.2	43.0
2020 Population by Race/Ethnicity			
Total	1,798	31,308	226,249
White Alone	89.3%	90.0%	82.7%
Black Alone	1.5%	1.4%	3.2%
American Indian Alone	0.2%	0.4%	1.6%
Asian Alone	5.8%	4.5%	3.4%
Pacific Islander Alone	0.3%	0.1%	0.1%
Some Other Race Alone	0.9%	1.3%	5.7%
Two or More Races	2.0%	2.4%	3.4%
Hispanic Origin	4.2%	6.2%	16.1%
Diversity Index	26.3	28.2	50.0
2025 Population by Race/Ethnicity			
Total	1,857	32,723	239,722
White Alone	87.5%	88.4%	80.7%
Black Alone	1.7%	1.6%	3.6%
American Indian Alone	0.2%	0.4%	1.7%
Asian Alone	6.9%	5.4%	4.0%
Pacific Islander Alone	0.3%	0.1%	0.1%
Some Other Race Alone	1.0%	1.4%	6.1%
Two or More Races	2.4%	2.7%	3.8%
Hispanic Origin	4.7%	6.9%	17.4%
Diversity Index	29.8	31.7	53.4
2010 Population by Relationship and Household Type			
Total	1,727	28,906	204,469
In Households	99.9%	99.7%	99.4%
In Family Households	90.8%	84.6%	73.5%
Householder	32.0%	29.3%	25.0%
Spouse	29.7%	25.6%	18.9%
Child	26.1%	26.6%	24.7%
Other relative	2.1%	2.0%	3.0%
Nonrelative	0.9%	1.1%	1.9%
In Nonfamily Households	9.1%	15.1%	25.9%
In Group Quarters	0.1%	0.3%	0.6%
Institutionalized Population	0.0%	0.0%	0.2%
Noninstitutionalized Population	0.1%	0.3%	0.3%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

October 06, 2020



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Latitude: 33.54969
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	1 mile	3 miles	5 miles
2020 Population 25+ by Educational Attainment			
Total	1,379	24,066	171,702
Less than 9th Grade	1.1%	0.8%	1.9%
9th - 12th Grade, No Diploma	0.4%	1.4%	3.0%
High School Graduate	10.1%	9.0%	12.6%
GED/Alternative Credential	1.2%	0.6%	1.8%
Some College, No Degree	17.1%	16.8%	20.8%
Associate Degree	4.4%	5.4%	7.4%
Bachelor's Degree	32.6%	34.8%	31.6%
Graduate/Professional Degree	33.1%	31.3%	20.9%
2020 Population 15+ by Marital Status			
Total	1,547	27,135	194,734
Never Married	17.9%	21.7%	31.9%
Married	65.3%	62.1%	47.8%
Widowed	7.0%	6.0%	5.9%
Divorced	9.8%	10.2%	14.4%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	803	16,626	132,009
Population 16+ Employed	92.9%	92.3%	89.8%
Population 16+ Unemployment rate	7.1%	7.6%	10.2%
Population 16-24 Employed	9.0%	8.5%	10.0%
Population 16-24 Unemployment rate	9.5%	12.7%	18.4%
Population 25-54 Employed	40.9%	48.6%	57.6%
Population 25-54 Unemployment rate	7.3%	7.3%	9.4%
Population 55-64 Employed	25.6%	25.8%	20.2%
Population 55-64 Unemployment rate	7.3%	7.3%	9.3%
Population 65+ Employed	24.7%	17.1%	12.2%
Population 65+ Unemployment rate	6.1%	6.6%	8.2%
2020 Employed Population 16+ by Industry			
Total	746	15,354	118,533
Agriculture/Mining	1.3%	0.2%	0.3%
Construction	1.5%	2.8%	4.5%
Manufacturing	8.7%	5.7%	5.4%
Wholesale Trade	10.9%	2.8%	2.5%
Retail Trade	4.3%	6.9%	8.5%
Transportation/Utilities	5.1%	2.7%	4.1%
Information	0.0%	2.9%	2.5%
Finance/Insurance/Real Estate	8.0%	15.8%	13.9%
Services	59.5%	57.8%	54.9%
Public Administration	0.7%	2.5%	3.5%
2020 Employed Population 16+ by Occupation			
Total	746	15,354	118,534
White Collar	88.6%	85.2%	76.6%
Management/Business/Financial	27.7%	27.2%	23.4%
Professional	31.4%	35.6%	27.8%
Sales	15.0%	12.7%	12.6%
Administrative Support	14.5%	9.6%	12.8%
Services	7.5%	9.7%	14.0%
Blue Collar	3.9%	5.1%	9.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.3%	1.5%	2.3%
Installation/Maintenance/Repair	0.0%	0.6%	1.7%
Production	2.0%	0.9%	1.8%
Transportation/Material Moving	1.6%	2.1%	3.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

October 06, 2020



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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	671	11,948	93,990
Households with 1 Person	15.1%	23.9%	36.8%
Households with 2+ People	84.9%	76.1%	63.2%
Family Households	81.2%	70.6%	54.2%
Husband-wife Families	75.3%	61.6%	41.0%
With Related Children	21.9%	21.0%	14.8%
Other Family (No Spouse Present)	5.8%	9.0%	13.2%
Other Family with Male Householder	2.7%	3.1%	4.2%
With Related Children	1.3%	1.7%	2.3%
Other Family with Female Householder	3.3%	5.9%	9.1%
With Related Children	1.9%	3.1%	5.3%
Nonfamily Households	3.7%	5.5%	8.9%
All Households with Children	25.7%	26.0%	22.7%
Multigenerational Households	1.6%	1.9%	2.1%
Unmarried Partner Households	3.7%	4.6%	6.8%
Male-female	2.5%	3.5%	5.5%
Same-sex	1.2%	1.1%	1.2%
2010 Households by Size			
Total	669	11,948	93,990
1 Person Household	15.1%	23.9%	36.8%
2 Person Household	50.7%	42.9%	35.6%
3 Person Household	13.3%	13.8%	12.3%
4 Person Household	12.0%	12.0%	9.2%
5 Person Household	6.0%	5.1%	3.9%
6 Person Household	2.4%	1.7%	1.4%
7 + Person Household	0.6%	0.6%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	670	11,949	93,989
Owner Occupied	94.8%	85.4%	65.8%
Owned with a Mortgage/Loan	61.3%	59.3%	47.9%
Owned Free and Clear	33.4%	26.1%	17.9%
Renter Occupied	5.2%	14.6%	34.2%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	77	91	114
Percent of Income for Mortgage	31.8%	27.3%	21.7%
Wealth Index	488	341	166
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	767	13,647	110,564
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%
2010 Population By Urban/ Rural Status			
Total Population	1,727	28,906	204,469
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%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

October 06, 2020



Market Profile

Tatum Boulevard & Roadrunner Road
4800 N Tatum Blvd, Paradise Valley, Arizona, 85253
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.54969
Longitude: -111.97550

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Top Tier (1A)	Top Tier (1A)	Emerald City (8B)
2.		Exurbanites (1E)	Top Tier (1A)
3.		Emerald City (8B)	Exurbanites (1E)
2020 Consumer Spending			
Apparel & Services: Total \$	\$4,201,290	\$60,495,189	\$310,501,843
Average Spent	\$6,027.68	\$4,653.48	\$2,955.13
Spending Potential Index	281	217	138
Education: Total \$	\$4,815,271	\$60,955,118	\$265,466,204
Average Spent	\$6,908.57	\$4,688.86	\$2,526.52
Spending Potential Index	386	262	141
Entertainment/Recreation: Total \$	\$6,698,661	\$94,770,874	\$463,247,628
Average Spent	\$9,610.70	\$7,290.07	\$4,408.86
Spending Potential Index	296	224	136
Food at Home: Total \$	\$9,971,943	\$146,327,595	\$761,035,691
Average Spent	\$14,306.95	\$11,255.97	\$7,242.99
Spending Potential Index	268	211	136
Food Away from Home: Total \$	\$7,220,690	\$105,426,928	\$543,136,415
Average Spent	\$10,359.67	\$8,109.76	\$5,169.18
Spending Potential Index	275	215	137
Health Care: Total \$	\$11,124,531	\$162,775,786	\$815,959,026
Average Spent	\$15,960.59	\$12,521.21	\$7,765.71
Spending Potential Index	278	218	135
HH Furnishings & Equipment: Total \$	\$4,466,545	\$63,854,751	\$315,350,991
Average Spent	\$6,408.24	\$4,911.90	\$3,001.28
Spending Potential Index	293	225	137
Personal Care Products & Services: Total \$	\$1,830,570	\$26,533,006	\$134,608,758
Average Spent	\$2,626.36	\$2,041.00	\$1,281.11
Spending Potential Index	286	222	139
Shelter: Total \$	\$40,471,680	\$573,709,900	\$2,852,155,815
Average Spent	\$58,065.54	\$44,131.53	\$27,144.78
Spending Potential Index	300	228	140
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,821,825	\$70,775,872	\$341,970,201
Average Spent	\$6,917.97	\$5,444.30	\$3,254.63
Spending Potential Index	295	232	139
Travel: Total \$	\$5,644,194	\$77,678,676	\$354,787,217
Average Spent	\$8,097.84	\$5,975.28	\$3,376.61
Spending Potential Index	336	248	140
Vehicle Maintenance & Repairs: Total \$	\$2,221,128	\$32,642,850	\$171,044,913
Average Spent	\$3,186.70	\$2,510.99	\$1,627.88
Spending Potential Index	275	217	140

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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