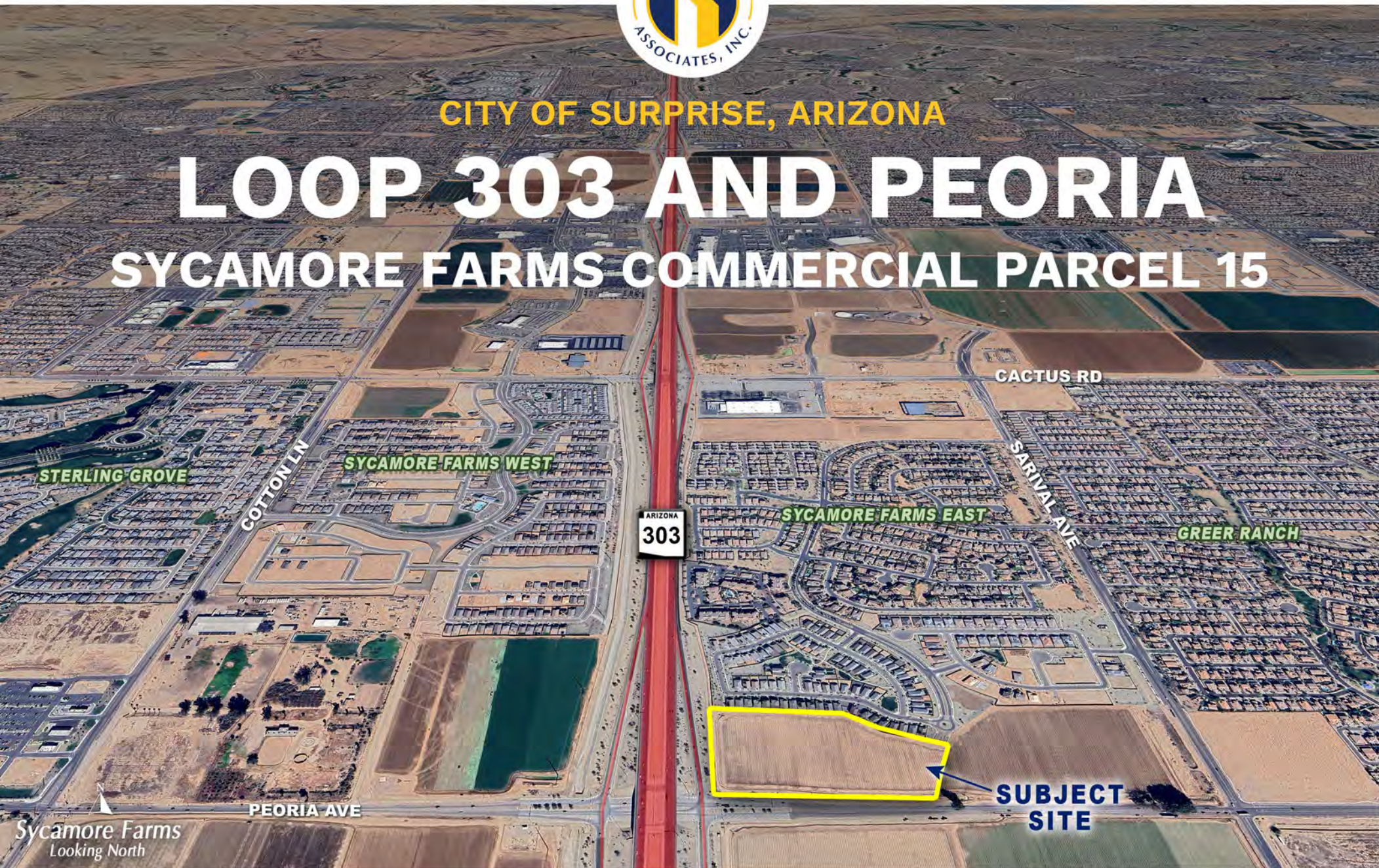




CITY OF SURPRISE, ARIZONA

# LOOP 303 AND PEORIA

## SYCAMORE FARMS COMMERCIAL PARCEL 15



PHONE 480.367.0700 / FAX 480.367.8341  
[www.NathanLandAZ.com](http://www.NathanLandAZ.com)

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





CITY OF SURPRISE, ARIZONA

# LOOP 303 AND PEORIA

## SYCAMORE FARMS COMMERCIAL PARCEL 15

### LOCATION

Located at the northeast corner of Loop 303 and Peoria Avenue in the City of Surprise, Arizona.

### SIZE

Parcel 15: ±14.9 Gross Acres

### ASSESSOR PARCEL NUMBERS

501-07-010A, 011D, 012D and 013A

### ZONING

Commercial (C)

PAD approved 4.5.2019 by the City of Surprise, [CLICK HERE](#) to view approved uses.

### PRICE

Submit

### TERMS

Cash

### COMMENTS

The City of Surprise worked diligently in collaboration with The City of Glendale, with consideration of ADOT's Loop 303 right-of-way requirements, on the conceptual and proposed alignment shown on page 8. The City of Surprise will "remain open to advancing the 165th Street alignment, subject to engineering and planning review processes."

With vast nearby employment growth, this commercial site is uniquely situated near new master planned communities, Loop 303 and Luke Airforce Base.

### UTILITIES

Electricity: Arizona Public Service

Telephone/Cable: CenturyLink

Water: Epcor Water

Sewer/Garbage: City of Surprise

### SCHOOLS

Elementary: Sonoran Heights

Elementary School (K-8)

High School: Shadow Ridge High

School (9-12)

### ADDITIONAL DOCUMENTS

[CLICK HERE](#) to view



## SURPRISE QUICK FACTS



### POPULATION

2025 population: **167,537**  
Population growth 2023 - 2024: **2.92%**  
Median age of **41.5**

Source: surprise.gov



### HOUSEHOLDS

Median household income: **\$91,376**  
Number of households: **54,442**

Source: surprise.gov



### RANKING

**2023** - Surprise named 6th safest city in Arizona by Safewise.com  
**#1** for "Global City of the Year".

Source: surprise.gov



### TRANSPORTATION

- Phoenix Sky Harbor International Airport **40 Mins**
- Robust Highway Transportation Systems (**I-10, I-17, Loop 101, Loop 303, US-60**)
- Access to more than **2M Residence** in the West Valley



### LOOP 303 IN SURPRISE

- Runs **7 miles** through Surprise City Limits
- Efficient **Transportation Routes**
- New Micro-Hospital, **Abrazo Surprise**
- Connectivity to **California**
- Connects to **I-17 and I-10**
- Many new surrounding developments in **industrial, retail, manufacturing, home building, distribution, data centers, etc.**



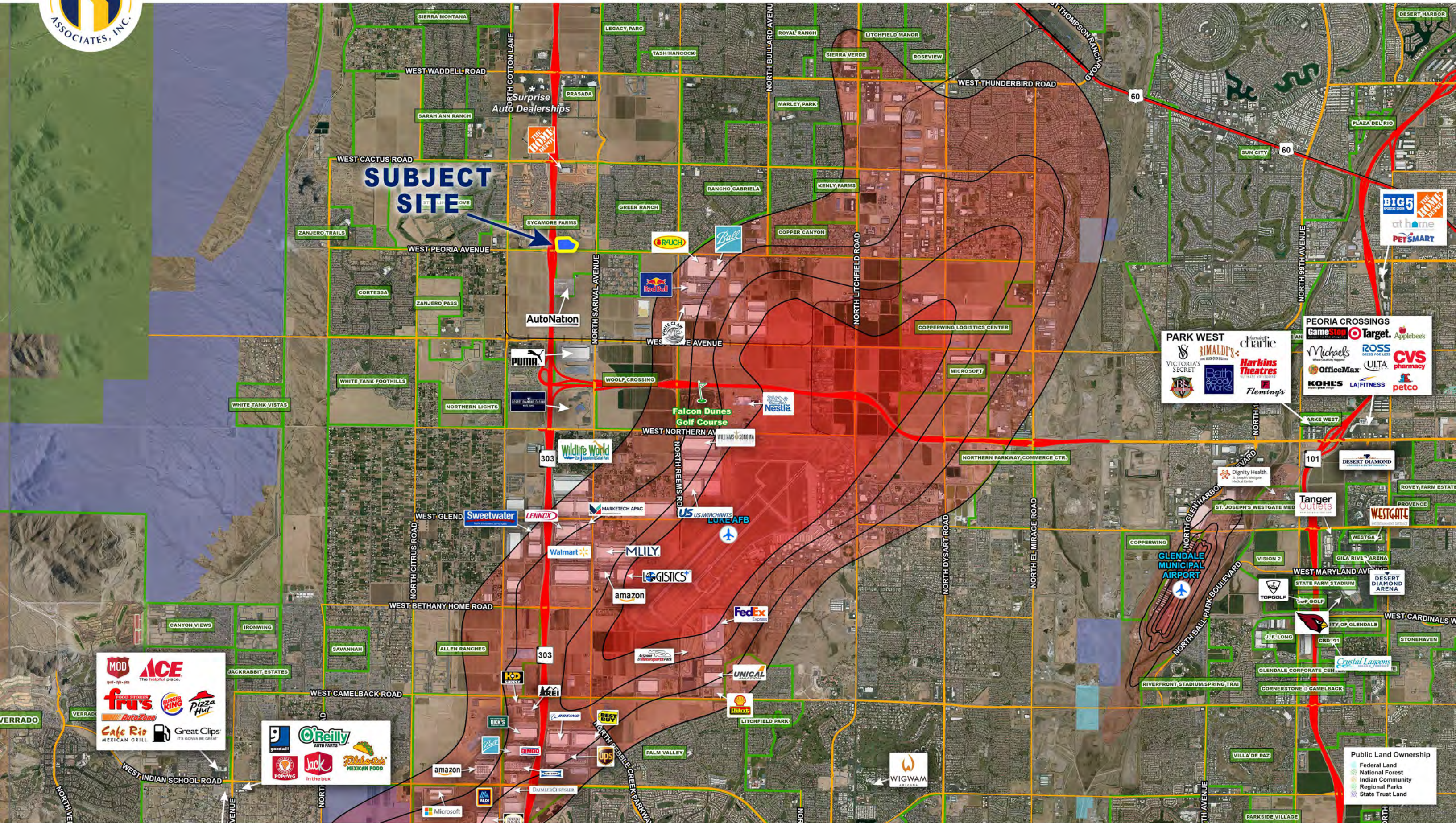
### EDUCATION

Grand Canyon University **20,500**  
Estrella Mountain Community College **15,000**  
Ottawa University **1,000**  
West-MEC Career & Tech Education Center **1,678**  
The SouthWest Skill Center **100**





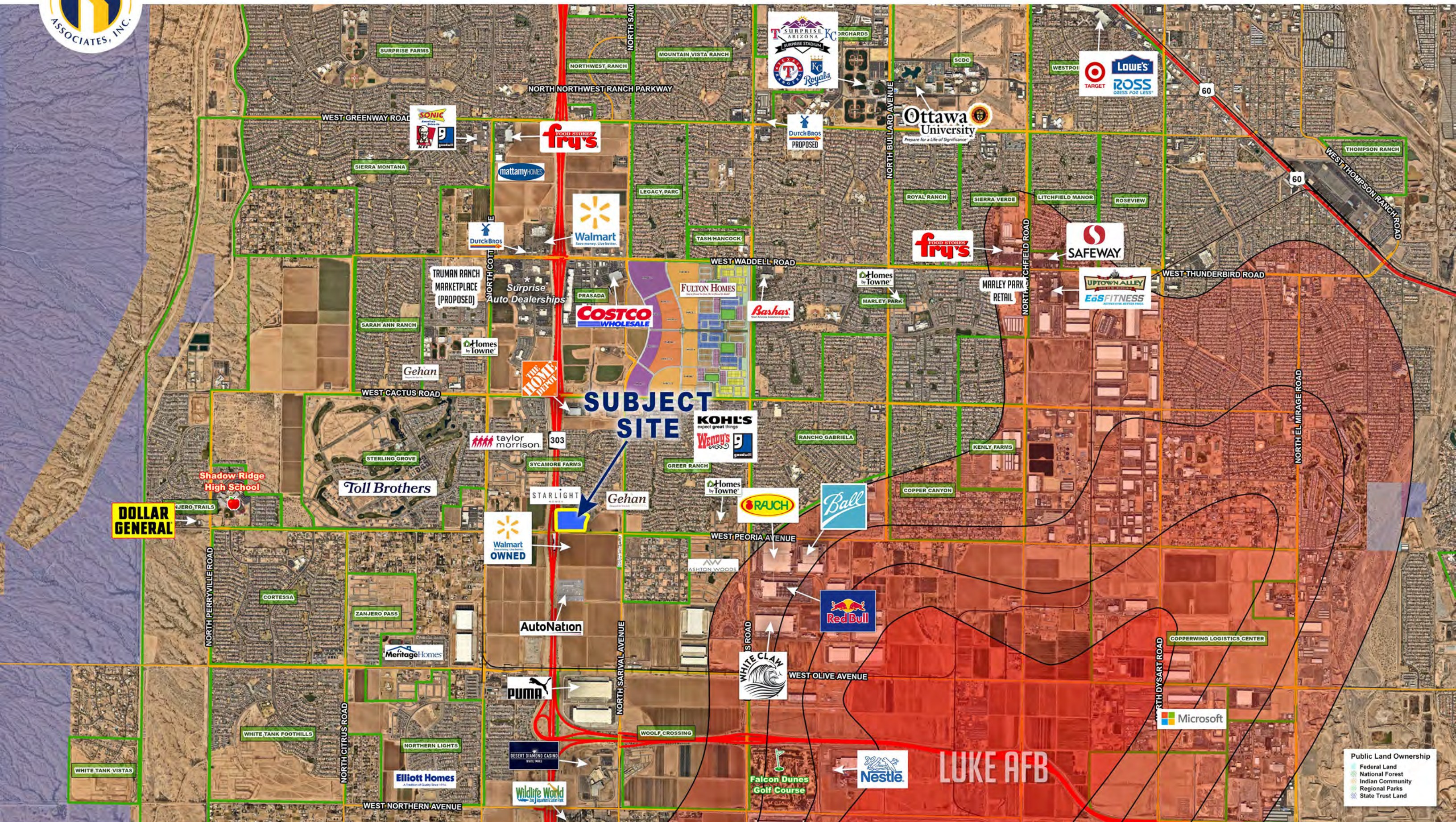
LOOP 303 AND PEORIA AVENUE, SYCAMORE FARMS COMMERCIAL PARCEL 15 / WEST VALLEY SUBMARKET







# LOOP 303 AND PEORIA AVENUE, SYCAMORE FARMS COMMERCIAL PARCEL 15 / WEST VALLEY SUBMARKET



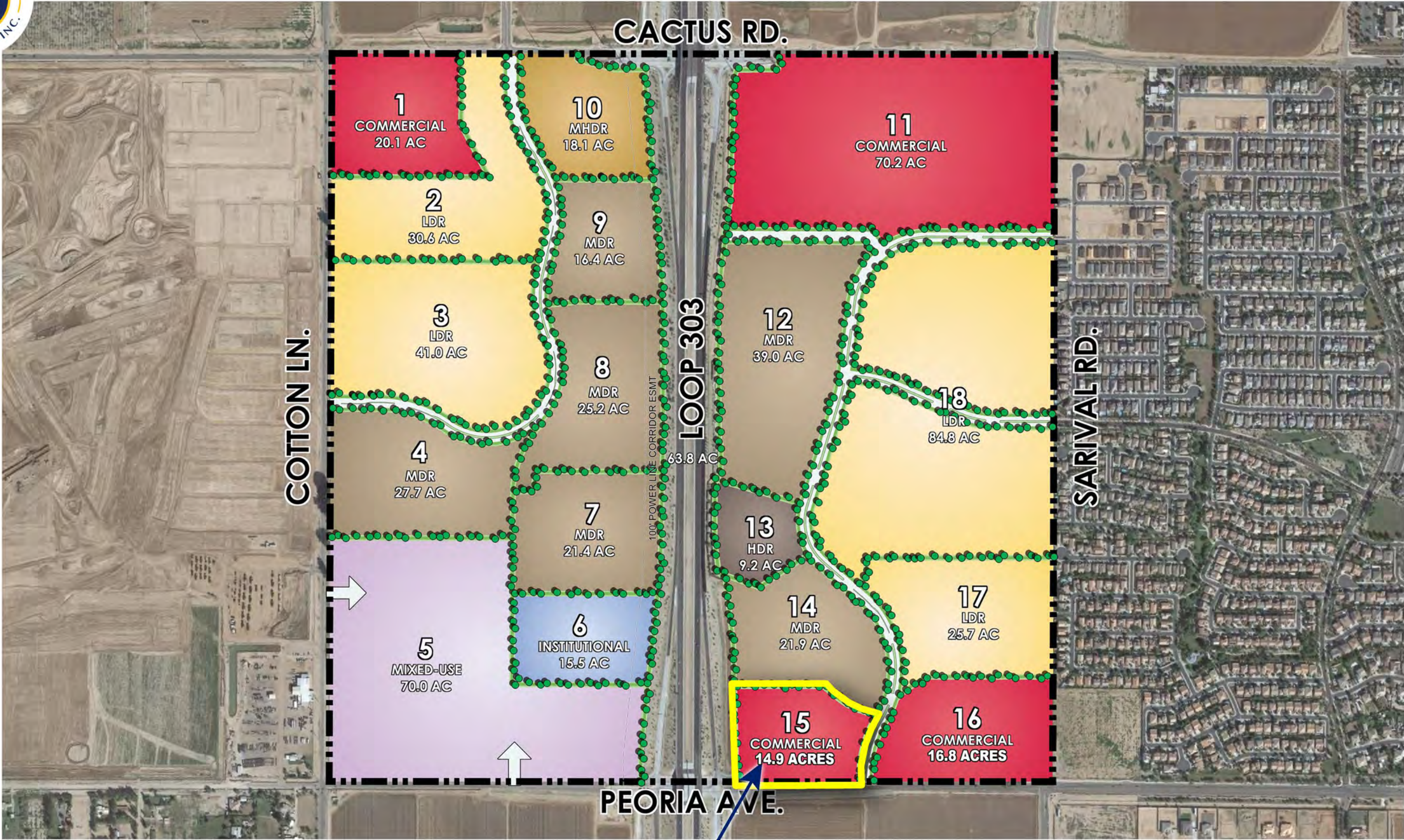




LOOP 303 AND PEORIA AVENUE, SYCAMORE FARMS COMMERCIAL PARCEL 15 / WEST VALLEY SUBMARKET



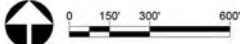




SYCAMORE FARMS • CONCEPTUAL PLAN

📍 SURPRISE, AZ  
📅 2019-10-09  
# 19002272  
👤 TAYLOR MORRISON

**SUBJECT  
SITE**



Information furnished regarding this property is from sources deemed reliable. RVI has not made an independent investigation of these sources and no warranty is made as to their accuracy or completeness. This plan is conceptual, subject to change, and does not represent any regulatory approval.





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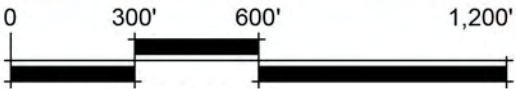
**303 / PEORIA**  
303 AND PEORIA AVE

**AREA EXHIBIT**



Formerly **HILGARTWILSON**

This plan is conceptual and subject to change through the planning and development process.



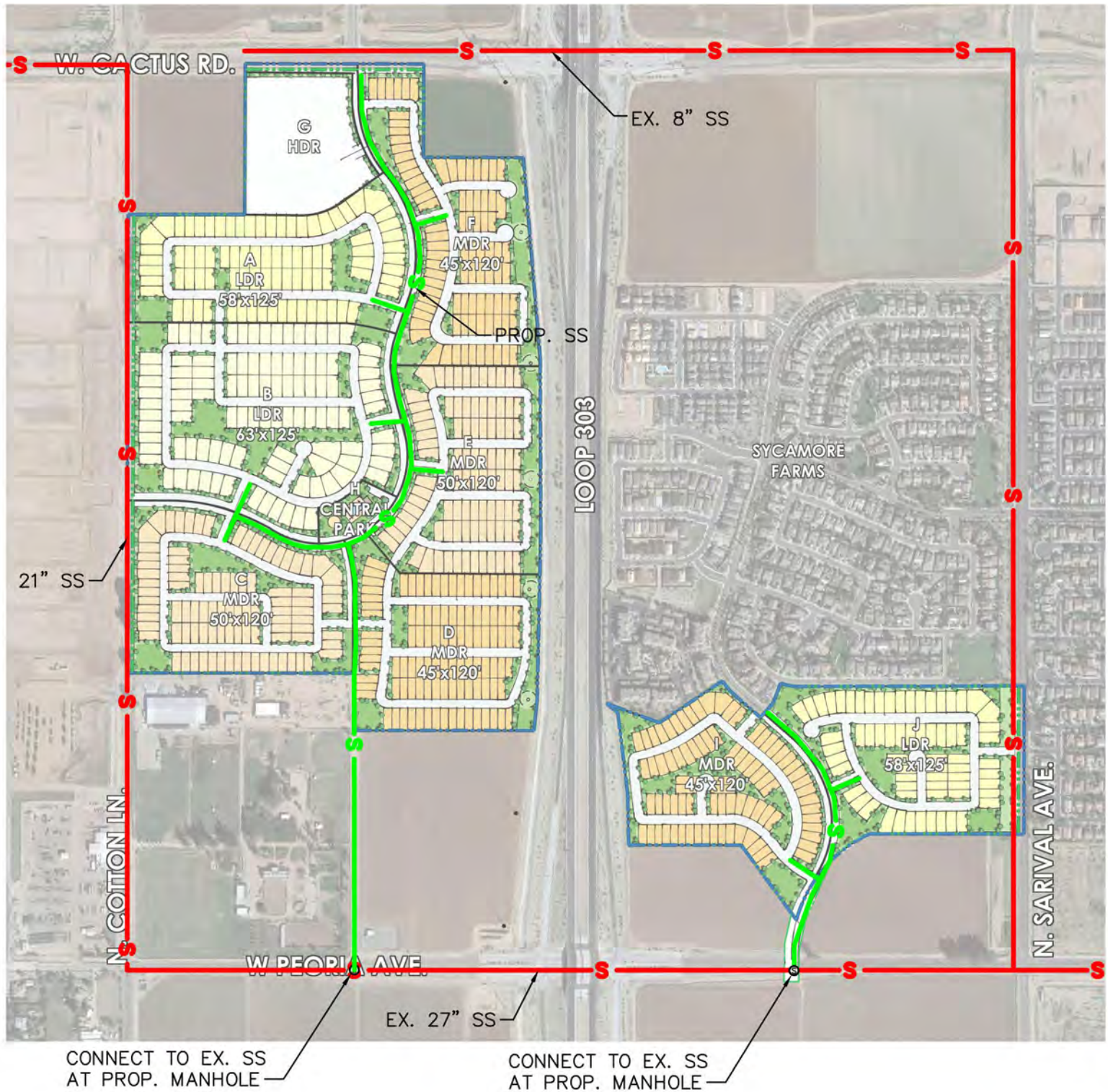
JUNE 5, 2025  
2051



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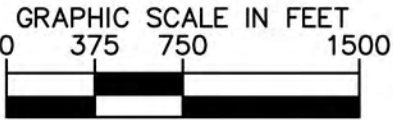
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LEGEND

- S— PROP. SS
- ⊙ PROP. MANHOLE
- S— EX. SS



Kimley»Horn

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1001 West Southern Avenue, Suite 131  
Mesa, Arizona 85210 (480) 207-2666

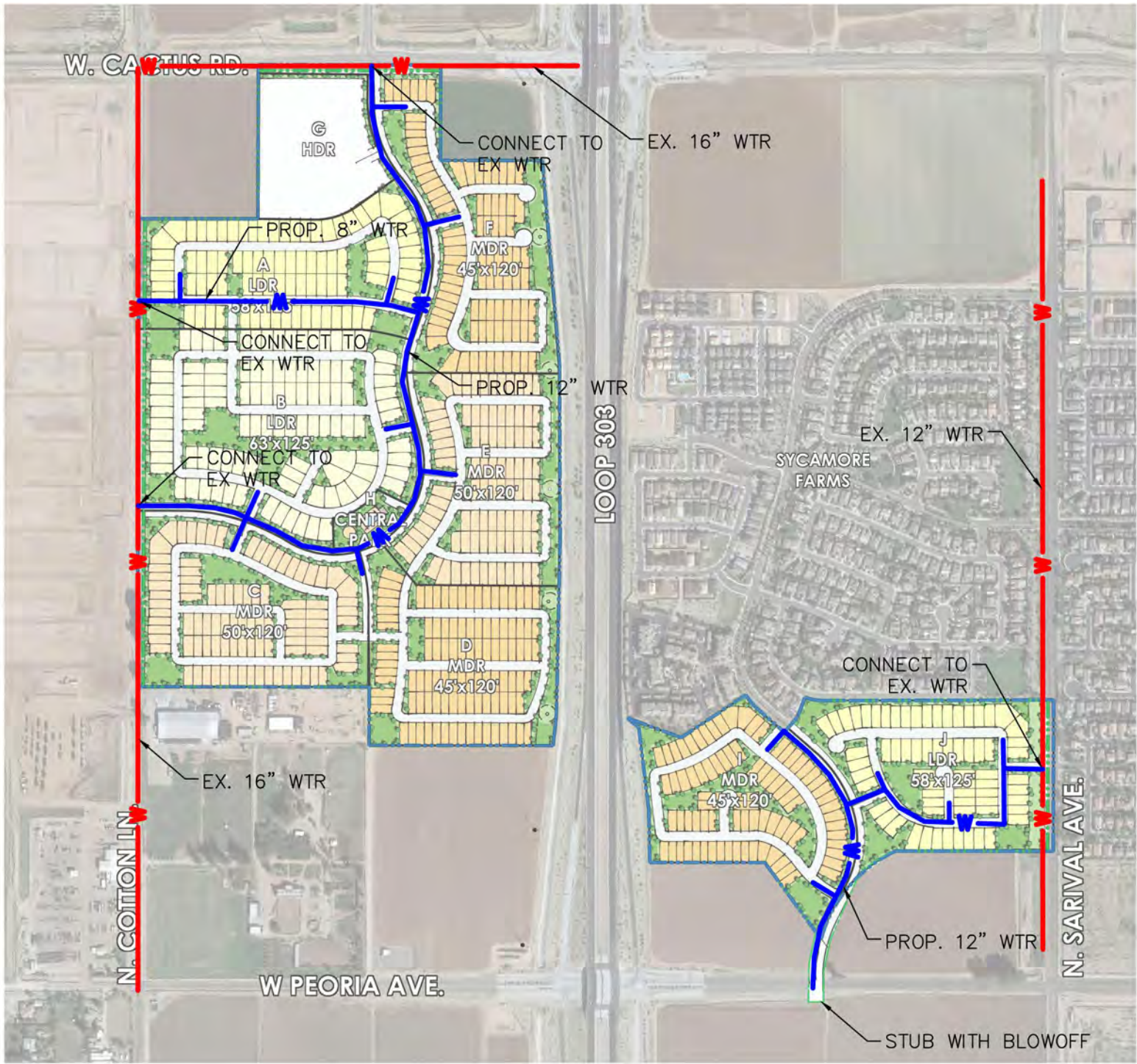
SYCAMORE FARMS  
CONCEPTUAL SEWER LAYOUT  
SURPRISE, AZ

PROJECT NO.  
DRAWING NAME

OF 1

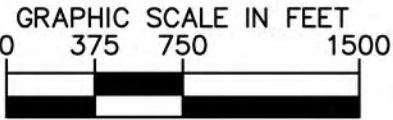
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LEGEND

- EX. WTR
- PROP. WTR



Kimley»Horn

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1001 West Southern Avenue, Suite 131  
Mesa, Arizona 85210 (480) 207-2666

SCALE (H): 1"=750'  
SCALE (V): NONE  
DESIGNED BY:  
DRAWN BY:  
CHECKED BY:  
DATE: AUG. 2019

SYCAMORE FARMS  
CONCEPTUAL WATER LAYOUT  
SURPRISE, AZ

PROJECT NO.  
DRAWING NAME



Retail and Entertainment

- 1. Barnes & Noble
- 2. Best Buy
- 3. Burlington
- 4. C-A-L Ranch
- 5. Cost Plus World Market
- 6. Fry's Marketplace (231 Employees)
- 7. Harkins Theatres
- 8. Home Goods / TJ Maxx
- 9. JC Penny
- 10. Life Time
- 11. Lowe's
- 12. Michaels
- 13. Pier 1 Imports
- 14. Pottery Barn Outlet
- 15. Ross
- 16. Safeway
- 17. Target & Super Target
- 18. Total Wine
- 19. Ulta
- 20. Walmart Supercenter & Marketplace (260 Employees)
- 21. Desert Diamond Casino (950 Projected Employees)
- 22. Aldi

Medical and Healthcare

- 1. Abrazo West Campus (1,726 Employees)
- 2. Arizona Cardiology Group
- 3. Banner Health (6,683 Employees)
- 4. Cancer Treatment Centers of America (768 Employees)
- 5. Dignity Health (700 Employees)
- 6. Fresenius Kidney Care
- 7. Goodyear Eye Specialists
- 8. Integrated Medical Services (989 Employees)
- 9. Mountain Park Health Center
- 10. Palm Valley Rehabilitation (225 Employees)
- 11. SimonMed Imaging (650 Employees)
- 12. Spooner Physical Therapy
- 13. Mlily

Office

- 1. Canyon Trails Professional Center
- 2. Indian Palms Professional Plaza
- 3. Palm Place Plaza
- 4. Palm Valley Office Park I, II & III
- 5. Palm Valley Professional Plaza

Manufacturing and Industrial

- 1. AZZ Galvanizing (100 Employees)
- 2. Ball Corp. (120 Employees)
- 3. Cavco Industries (325 Employees)
- 4. CornellCookson (265 Employees)
- 5. Global Organics (63 Employees)
- 6. Huhtamaki (330 Employees)
- 7. KPS Global (130 Employees)
- 8. Lorts Manufacturing (175 Employees)
- 9. Inventure Foods / Poore Brothers (250 Employees)
- 10. Schoeller Allibert (65 Employees)
- 11. Snyder's of Hanover (215 Employees)
- 12. Sub-Zero Inc. (590 Employees)
- 13. Gorbel (75 Employees)
- 14. Quetico (300 Employees)
- 15. HD Supply
- 16. Andersen Corporation (415 Employees)
- 17. Amazon Robotics Facility (1,000 Employees)
- 18. Nestle

SPEC Buildings

- 1. OPUS Goodyear Crossing (540,000 SF)
- 2. Elwood Logistics (1.3 Million SF)

Aerospace and Aviation

- 1. AerSale (273 Employees)
- 2. ATCA, a Lufthansa Flight Training Subsidiary
- 3. Galaxy International (112 Employees)
- 4. Lockheed Martin (750 Employees)
- 5. LuxAir Jet Centers
- 6. PolyOne
- 7. Prime Solutions Group
- 8. Sonoran Technology (153 Employees)
- 9. Boeing

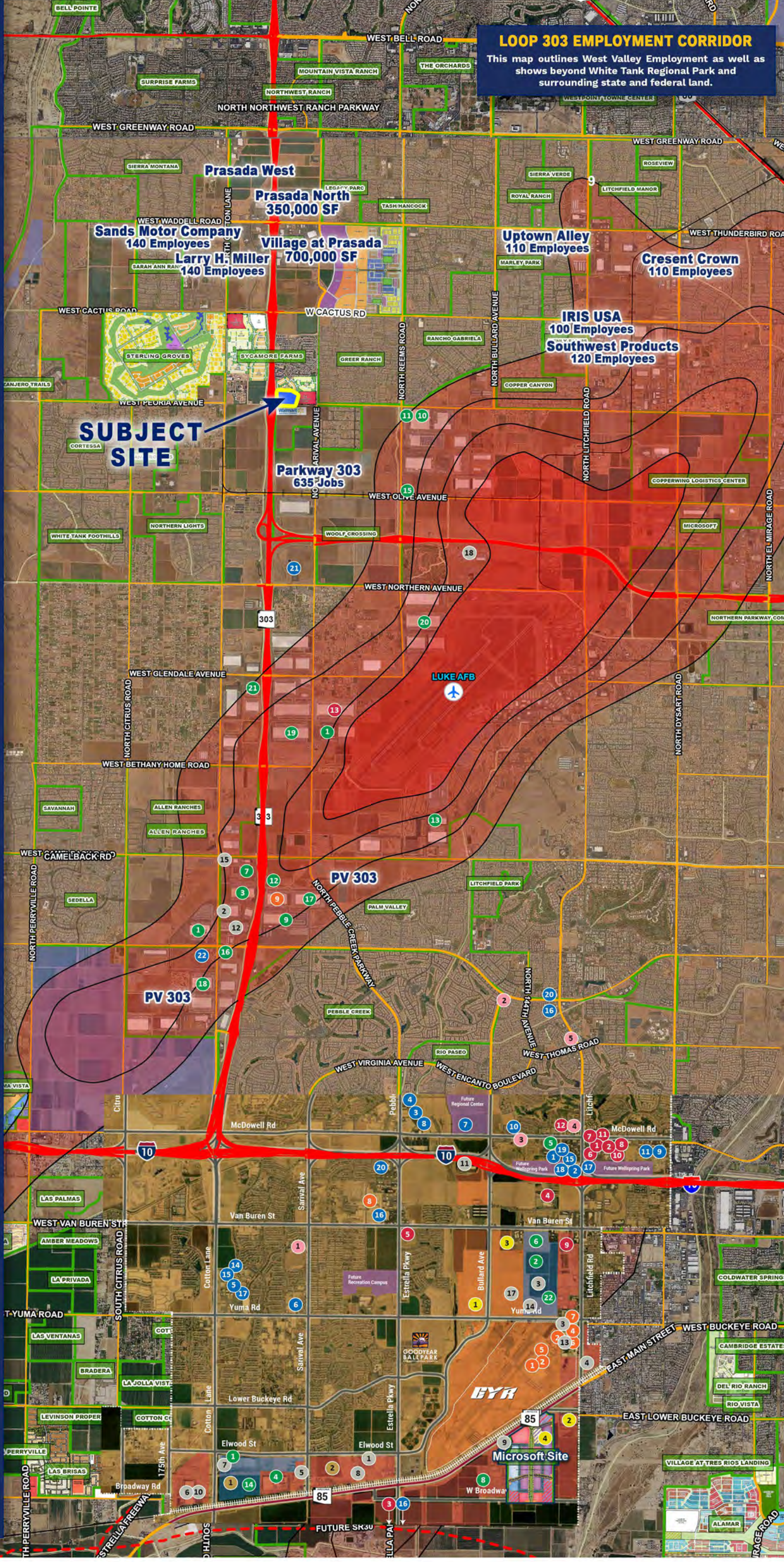
Distribution, Fulfillment and Logistics Centers

- 1. Amazon x2 (4,538 Employees)
- 2. Chewy (700 Employees)
- 3. Dick's Sporting Goods (259 Employees)
- 4. Macy's/Bloomingdale's (1,008 Employees)
- 5. McLane Sunwest (345 Employees)
- 6. Michael Lewis Company (120 Employees)
- 7. REI (312 Employees)
- 8. Simpson Norton Corporation (61 Employees)
- 9. UPS (1,852 Employees)
- 10. Red Bull (140 Employees)
- 11. Rauch Fruit Juices (140 Employees)
- 12. White Claw (250 Employees)
- 13. FedEx (1,308 Employees)
- 14. Blue Buffalo
- 15. Mark Anthony Brewing Inc.
- 16. Daimler Trucks North America
- 17. Best Buy
- 18. Ferrero (50 employees)
- 19. Walmart
- 20. William Sonoma
- 21. Sweetwater Fulfillment Center
- 22. Factor

Data Centers

- 1. Compass Datacenters
- 2. Stream Data Centers
- 3. Vantage Data Centers
- 4. Microsoft Data Centers
- 5. XPO Logistics

Map Legend



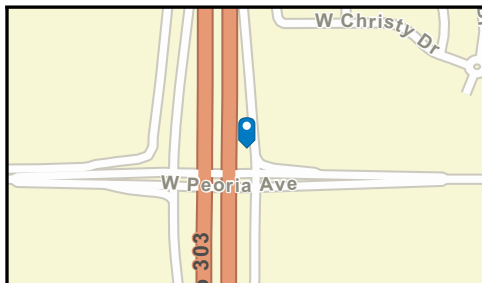
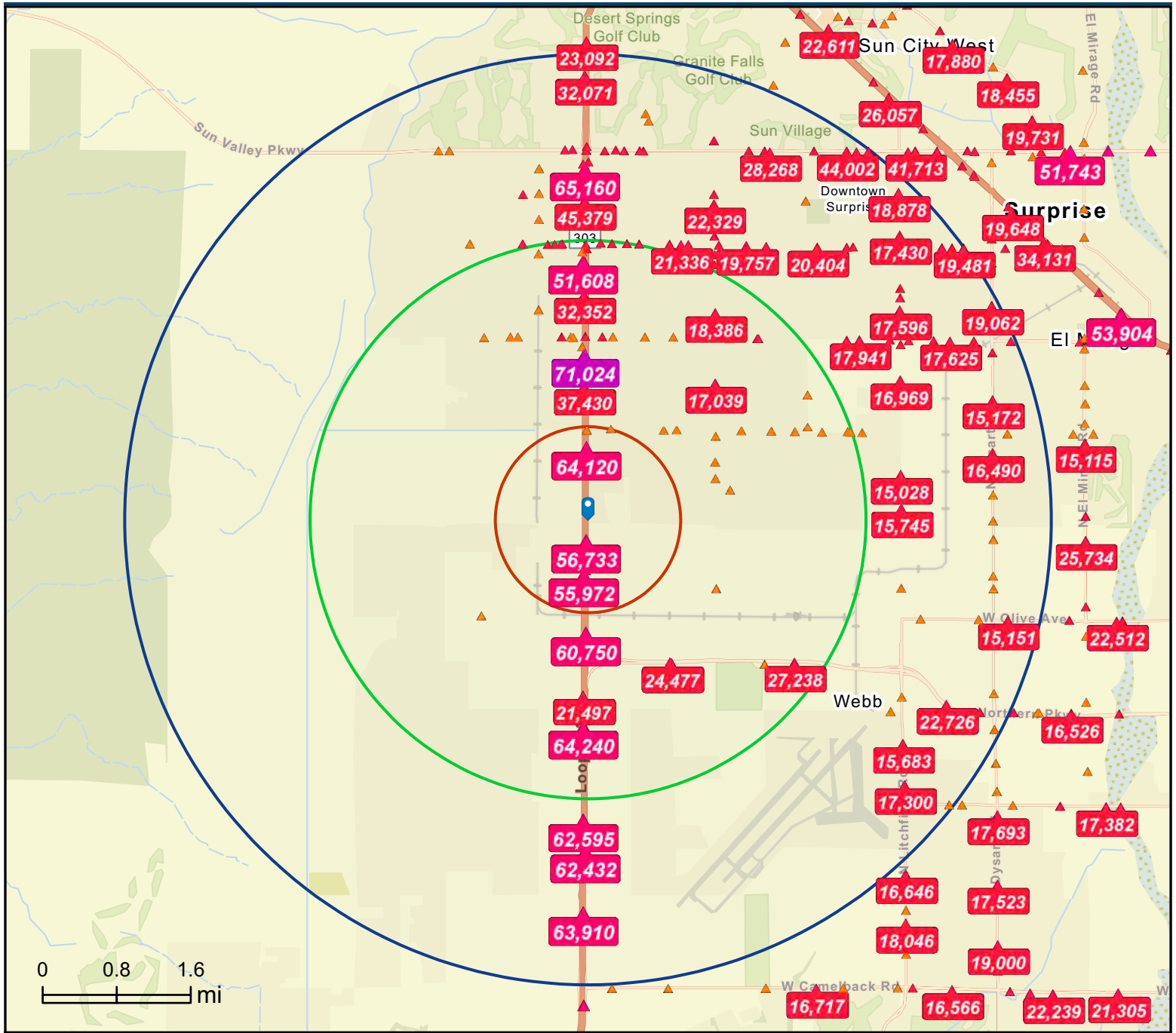


# Traffic Count Map

The Loop 303 & Peoria Avenue  
Loop 303, Surprise, Arizona, 85388  
Rings: 1, 3, 5 mile radii

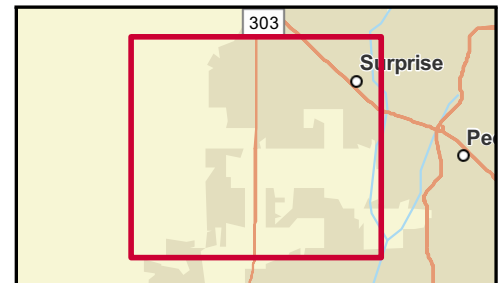
Prepared by Nathan and Associates, Inc.

Latitude: 33.58122  
Longitude: -112.41760



**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: ©2024 Kalibrate Technologies (Q4 2024).

April 29, 2025



## Traffic Count Profile

The Loop 303 & Peoria Avenue  
 Loop 303, Surprise, Arizona, 85388  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.58122  
 Longitude: -112.41760

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.03		W Peoria Ave (0.02 miles W)	2022	4973
0.04	SR-303 Peoria Ave Crossover	Bob Stump Memorial Pkwy (0.02 miles W)	2020	4191
0.22		W Mescal St (0.2 miles N)	2022	2540
0.22	Bob Stump Memorial Parkway	Bob Stump Memorial Pkwy (0.19 miles N)	2022	56733
0.23		W Peoria Ave (0.19 miles N)	2022	1536
0.24		W Mescal St (0.19 miles NE)	2022	2455
0.26	W Peoria Ave	N Sarival Ave (0.2 miles E)	2016	4127
0.26	West Peoria Avenue	N Sarival Ave (0.2 miles E)	2019	5403
0.33		Bob Stump Memorial Pkwy (0.29 miles N)	2022	1675
0.38	W Peoria Ave	N Cotton Ln (0.16 miles W)	2016	4408
0.38	West Peoria Avenue	N Cotton Ln (0.16 miles W)	2019	4093
0.46	N Sarival Ave	W Peoria Ave (0.1 miles S)	2016	3638
0.46	North Sarival Avenue	W Peoria Ave (0.1 miles S)	2018	2811
0.47	Loop 303	W Cactus Rd (0.5 miles N)	2016	44446
0.55	Loop 303	W Olive Ave (0.48 miles S)	2016	45260
0.58	Bob Stump Memorial Parkway	W Olive Ave (0.0 miles )	2019	55972
0.65	W Peoria Ave	N Sarival Ave (0.19 miles W)	2016	3415
0.65	West Peoria Avenue	N Sarival Ave (0.19 miles W)	2018	2109
0.68	N Cotton Ln	W Peoria Ave (0.45 miles S)	2016	3811
0.68	North Cotton Lane	W Peoria Ave (0.45 miles S)	2018	4208
0.70	North Sarival Avenue	W Cameron Dr (0.0 miles )	2019	3614
0.76		W Jenan Rd (0.08 miles S)	2022	2861
0.77	SR-303 Exit 113 Cactus Rd SB On	N 166th Ln (0.1 miles SE)	2020	2100
0.77		N 166th Ln (0.11 miles SE)	2022	2735
0.78	SR 303	W Jenan Rd (0.08 miles SE)	2020	49229
0.78	Bob Stump Memorial Parkway	N 166th Ln (0.1 miles SE)	2022	64120
0.90	N Cotton Ln	W Mountain View Rd (0.18 miles N)	2015	6137
0.94	N Sarival Ave	W Brown St (0.47 miles N)	2015	2572
0.95	North Sarival Avenue	W Jenan Dr (0.11 miles S)	2018	3223
0.95	N Sarival Ave	W Jenan Dr (0.11 miles S)	2012	3037

**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 2024 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

**Source:** ©2024 Kalibrate Technologies (Q4 2024).

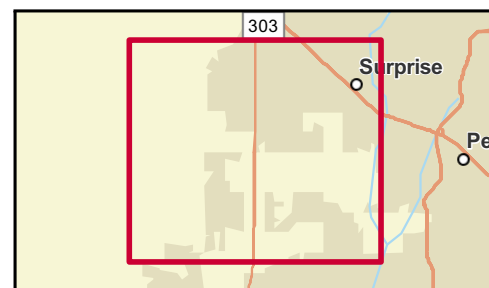
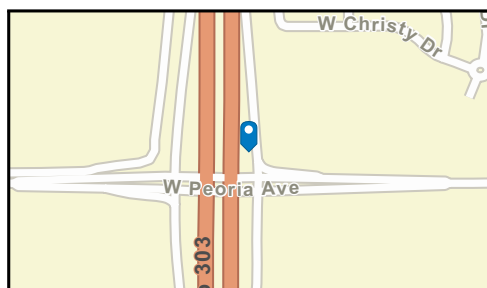
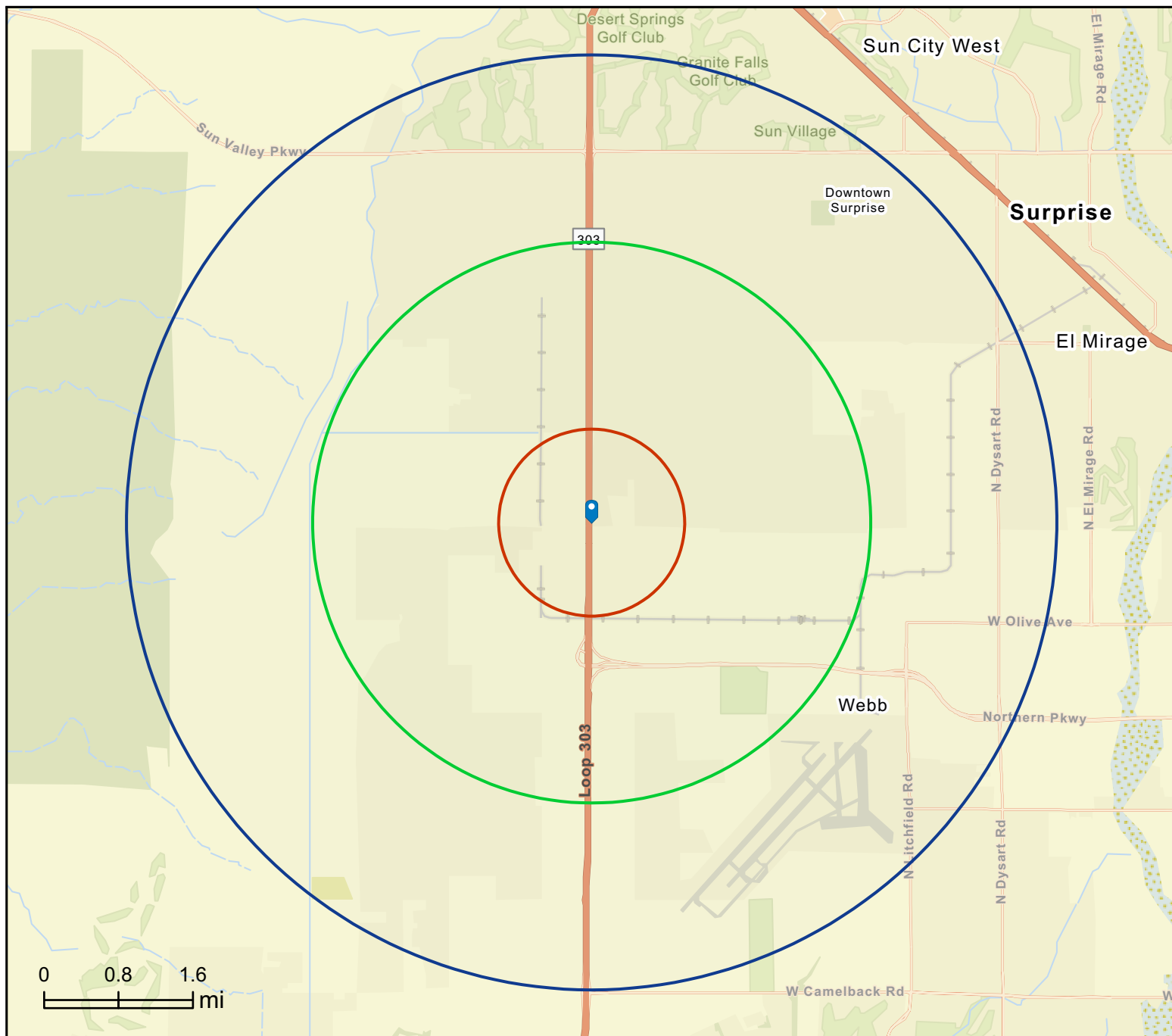


## Site Map

The Loop 303 & Peoria Avenue  
Loop 303, Surprise, Arizona, 85388  
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.58122  
Longitude: -112.41760





## Executive Summary

The Loop 303 & Peoria Avenue  
 Loop 303, Surprise, Arizona, 85388  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.58122  
 Longitude: -112.41760

	1 mile	3 miles	5 miles
<b>Population</b>			
2010 Population	2,578	34,319	103,235
2020 Population	4,400	49,099	128,150
2024 Population	4,602	58,249	139,948
2029 Population	5,149	67,854	154,167
2010-2020 Annual Rate	5.49%	3.65%	2.19%
2020-2024 Annual Rate	1.06%	4.10%	2.09%
2024-2029 Annual Rate	2.27%	3.10%	1.95%
2020 Male Population	48.2%	49.1%	49.0%
2020 Female Population	51.8%	50.9%	51.0%
2020 Median Age	34.5	35.0	37.4
2024 Male Population	48.8%	49.9%	49.6%
2024 Female Population	51.2%	50.1%	50.4%
2024 Median Age	35.4	35.6	37.7

In the identified area, the current year population is 139,948. In 2020, the Census count in the area was 128,150. The rate of change since 2020 was 2.09% annually. The five-year projection for the population in the area is 154,167 representing a change of 1.95% annually from 2024 to 2029. Currently, the population is 49.6% male and 50.4% female.

### Median Age

The median age in this area is 37.7, compared to U.S. median age of 39.3.

### Race and Ethnicity

2024 White Alone	62.4%	65.6%	67.0%
2024 Black Alone	8.0%	6.4%	6.3%
2024 American Indian/Alaska Native Alone	1.2%	1.3%	1.2%
2024 Asian Alone	5.0%	3.4%	3.3%
2024 Pacific Islander Alone	0.2%	0.2%	0.3%
2024 Other Race	8.0%	7.7%	7.6%
2024 Two or More Races	15.3%	15.3%	14.4%
2024 Hispanic Origin (Any Race)	24.3%	24.0%	23.0%

Persons of Hispanic origin represent 23.0% of the population in the identified area compared to 19.6% 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 69.0 in the identified area, compared to 72.5 for the U.S. as a whole.

### Households

2024 Wealth Index	109	110	101
2010 Households	831	10,656	35,177
2020 Households	1,371	15,089	42,879
2024 Households	1,472	18,225	47,097
2029 Households	1,666	21,565	52,583
2010-2020 Annual Rate	5.13%	3.54%	2.00%
2020-2024 Annual Rate	1.69%	4.54%	2.23%
2024-2029 Annual Rate	2.51%	3.42%	2.23%
2024 Average Household Size	3.10	3.18	2.93

The household count in this area has changed from 42,879 in 2020 to 47,097 in the current year, a change of 2.23% annually. The five-year projection of households is 52,583, a change of 2.23% annually from the current year total. Average household size is currently 2.93, compared to 2.95 in the year 2020. The number of families in the current year is 36,835 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. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

**Source:** U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.



## Executive Summary

The Loop 303 & Peoria Avenue  
 Loop 303, Surprise, Arizona, 85388  
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Prepared by Nathan and Associates, Inc.

Latitude: 33.58122  
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	1 mile	3 miles	5 miles
<b>Mortgage Income</b>			
2024 Percent of Income for Mortgage	24.8%	27.5%	29.1%
<b>Median Household Income</b>			
2024 Median Household Income	\$114,032	\$108,293	\$98,633
2029 Median Household Income	\$131,022	\$122,050	\$110,696
2024-2029 Annual Rate	2.82%	2.42%	2.33%
<b>Average Household Income</b>			
2024 Average Household Income	\$137,790	\$132,418	\$118,592
2029 Average Household Income	\$163,646	\$156,047	\$140,509
2024-2029 Annual Rate	3.50%	3.34%	3.45%
<b>Per Capita Income</b>			
2024 Per Capita Income	\$43,666	\$41,343	\$39,961
2029 Per Capita Income	\$52,468	\$49,533	\$47,950
2024-2029 Annual Rate	3.74%	3.68%	3.71%
<b>GINI Index</b>			
2024 Gini Index	30.5	29.3	31.7
<b>Households by Income</b>			

Current median household income is \$98,633 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$110,696 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$118,592 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$140,509 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$39,961 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$47,950 in five years, compared to \$51,203 for all U.S. households.

<b>Housing</b>			
2024 Housing Affordability Index	104	94	89
2010 Total Housing Units	966	12,162	42,140
2010 Owner Occupied Housing Units	545	8,495	26,582
2010 Renter Occupied Housing Units	286	2,161	8,594
2010 Vacant Housing Units	135	1,506	6,963
2020 Total Housing Units	1,466	16,184	46,949
2020 Owner Occupied Housing Units	1,059	12,027	32,588
2020 Renter Occupied Housing Units	312	3,062	10,291
2020 Vacant Housing Units	96	1,049	4,065
2024 Total Housing Units	1,573	19,820	51,513
2024 Owner Occupied Housing Units	1,171	15,161	37,447
2024 Renter Occupied Housing Units	301	3,064	9,650
2024 Vacant Housing Units	101	1,595	4,416
2029 Total Housing Units	1,778	23,484	57,361
2029 Owner Occupied Housing Units	1,381	18,347	41,634
2029 Renter Occupied Housing Units	285	3,217	10,949
2029 Vacant Housing Units	112	1,919	4,778
<b>Socioeconomic Status Index</b>			
2024 Socioeconomic Status Index	65.7	56.0	55.1

Currently, 72.7% of the 51,513 housing units in the area are owner occupied; 18.7%, renter occupied; and 8.6% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 46,949 housing units in the area and 8.7% vacant housing units. The annual rate of change in housing units since 2020 is 2.21%. Median home value in the area is \$459,271, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 4.45% annually to \$570,930.

**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. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

**Source:** U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

April 29, 2025



## Market Profile

The Loop 303 & Peoria Avenue  
 Loop 303, Surprise, Arizona, 85388  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.58122  
 Longitude: -112.41760

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	2,578	34,319	103,235
2020 Total Population	4,400	49,099	128,150
2020 Group Quarters	43	253	1,697
2024 Total Population	4,602	58,249	139,948
2024 Group Quarters	44	265	1,770
2029 Total Population	5,149	67,854	154,167
2024-2029 Annual Rate	2.27%	3.10%	1.95%
2024 Total Daytime Population	2,714	39,503	111,632
Workers	566	10,573	39,603
Residents	2,148	28,930	72,029
<b>Household Summary</b>			
2010 Households	831	10,656	35,177
2010 Average Household Size	3.10	3.22	2.91
2020 Total Households	1,371	15,089	42,879
2020 Average Household Size	3.18	3.24	2.95
2024 Households	1,472	18,225	47,097
2024 Average Household Size	3.10	3.18	2.93
2029 Households	1,666	21,565	52,583
2029 Average Household Size	3.06	3.13	2.90
2024-2029 Annual Rate	2.51%	3.42%	2.23%
2010 Families	624	8,782	27,299
2010 Average Family Size	3.60	3.50	3.29
2024 Families	1,205	15,119	36,835
2024 Average Family Size	3.37	3.43	3.25
2029 Families	1,360	17,941	41,105
2029 Average Family Size	3.33	3.37	3.21
2024-2029 Annual Rate	2.45%	3.48%	2.22%
<b>Housing Unit Summary</b>			
2000 Housing Units	56	771	8,985
Owner Occupied Housing Units	51.8%	83.7%	69.0%
Renter Occupied Housing Units	41.1%	11.3%	11.5%
Vacant Housing Units	7.1%	5.1%	19.5%
2010 Housing Units	966	12,162	42,140
Owner Occupied Housing Units	56.4%	69.8%	63.1%
Renter Occupied Housing Units	29.6%	17.8%	20.4%
Vacant Housing Units	14.0%	12.4%	16.5%
2020 Housing Units	1,466	16,184	46,949
Owner Occupied Housing Units	72.2%	74.3%	69.4%
Renter Occupied Housing Units	21.3%	18.9%	21.9%
Vacant Housing Units	6.5%	6.5%	8.7%
2024 Housing Units	1,573	19,820	51,513
Owner Occupied Housing Units	74.4%	76.5%	72.7%
Renter Occupied Housing Units	19.1%	15.5%	18.7%
Vacant Housing Units	6.4%	8.0%	8.6%
2029 Housing Units	1,778	23,484	57,361
Owner Occupied Housing Units	77.7%	78.1%	72.6%
Renter Occupied Housing Units	16.0%	13.7%	19.1%
Vacant Housing Units	6.3%	8.2%	8.3%

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 29, 2025



## Market Profile

The Loop 303 & Peoria Avenue  
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Prepared by Nathan and Associates, Inc.

Latitude: 33.58122  
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	1 mile	3 miles	5 miles
<b>2024 Households by Income</b>			
Household Income Base	1,472	18,219	47,091
<\$15,000	2.1%	2.0%	2.9%
\$15,000 - \$24,999	2.7%	1.9%	2.6%
\$25,000 - \$34,999	2.6%	2.2%	3.4%
\$35,000 - \$49,999	6.9%	5.7%	7.6%
\$50,000 - \$74,999	13.7%	13.3%	16.5%
\$75,000 - \$99,999	9.7%	17.3%	17.6%
\$100,000 - \$149,999	30.8%	29.9%	26.9%
\$150,000 - \$199,999	15.2%	14.1%	12.1%
\$200,000+	16.3%	13.7%	10.3%
Average Household Income	\$137,790	\$132,418	\$118,592
<b>2029 Households by Income</b>			
Household Income Base	1,666	21,559	52,577
<\$15,000	1.4%	1.5%	2.2%
\$15,000 - \$24,999	1.5%	1.1%	1.6%
\$25,000 - \$34,999	1.6%	1.5%	2.3%
\$35,000 - \$49,999	4.1%	3.6%	5.2%
\$50,000 - \$74,999	9.8%	10.6%	13.7%
\$75,000 - \$99,999	8.5%	14.8%	16.0%
\$100,000 - \$149,999	31.7%	29.8%	28.5%
\$150,000 - \$199,999	20.5%	18.7%	16.6%
\$200,000+	20.9%	18.3%	14.0%
Average Household Income	\$163,646	\$156,047	\$140,509
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,171	15,155	37,434
<\$50,000	0.0%	0.3%	0.6%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$100,000 - \$149,999	0.0%	0.0%	0.4%
\$150,000 - \$199,999	0.0%	0.4%	0.9%
\$200,000 - \$249,999	0.7%	1.9%	2.7%
\$250,000 - \$299,999	3.2%	3.6%	4.6%
\$300,000 - \$399,999	22.5%	19.1%	23.3%
\$400,000 - \$499,999	46.0%	32.2%	29.3%
\$500,000 - \$749,999	19.4%	32.4%	27.3%
\$750,000 - \$999,999	6.1%	4.2%	4.3%
\$1,000,000 - \$1,499,999	0.3%	4.8%	2.9%
\$1,500,000 - \$1,999,999	1.6%	0.3%	1.2%
\$2,000,000 +	0.3%	0.7%	2.4%
Average Home Value	\$509,770	\$547,806	\$553,176
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	1,381	18,341	41,618
<\$50,000	0.0%	0.0%	0.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.0%	0.0%	0.0%
\$250,000 - \$299,999	0.2%	0.4%	0.4%
\$300,000 - \$399,999	7.2%	6.1%	9.7%
\$400,000 - \$499,999	42.1%	26.9%	28.0%
\$500,000 - \$749,999	32.3%	45.6%	41.7%
\$750,000 - \$999,999	13.1%	10.6%	9.5%
\$1,000,000 - \$1,499,999	1.6%	8.4%	5.0%
\$1,500,000 - \$1,999,999	2.5%	0.8%	1.9%
\$2,000,000 +	0.9%	1.2%	3.7%
Average Home Value	\$617,306	\$667,298	\$683,893

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>Median Household Income</b>			
2024	\$114,032	\$108,293	\$98,633
2029	\$131,022	\$122,050	\$110,696
<b>Median Home Value</b>			
2024	\$451,577	\$476,448	\$459,271
2029	\$503,643	\$590,777	\$570,930
<b>Per Capita Income</b>			
2024	\$43,666	\$41,343	\$39,961
2029	\$52,468	\$49,533	\$47,950
<b>Median Age</b>			
2010	29.4	30.3	32.3
2020	34.5	35.0	37.4
2024	35.4	35.6	37.7
2029	36.6	36.3	38.1
<b>2020 Population by Age</b>			
Total	4,400	49,099	128,150
0 - 4	6.2%	6.3%	5.9%
5 - 9	7.6%	8.3%	7.3%
10 - 14	9.8%	9.8%	8.4%
15 - 24	14.5%	14.1%	14.1%
25 - 34	12.5%	11.4%	11.1%
35 - 44	15.3%	15.4%	13.7%
45 - 54	14.2%	13.7%	12.9%
55 - 64	9.9%	9.8%	10.1%
65 - 74	6.6%	7.5%	9.6%
75 - 84	2.5%	2.8%	5.4%
85 +	0.8%	0.7%	1.6%
18 +	70.8%	70.1%	73.3%
<b>2024 Population by Age</b>			
Total	4,602	58,248	139,947
0 - 4	6.2%	6.4%	5.9%
5 - 9	7.1%	7.2%	6.7%
10 - 14	7.9%	8.5%	7.5%
15 - 24	15.0%	14.9%	14.4%
25 - 34	13.2%	12.1%	11.9%
35 - 44	15.5%	15.0%	13.5%
45 - 54	14.5%	14.3%	13.2%
55 - 64	10.0%	9.9%	10.0%
65 - 74	6.6%	7.2%	8.8%
75 - 84	3.2%	3.6%	6.3%
85 +	0.9%	0.9%	1.8%
18 +	73.0%	72.5%	75.1%
<b>2029 Population by Age</b>			
Total	5,149	67,855	154,167
0 - 4	6.2%	6.5%	6.0%
5 - 9	6.3%	6.5%	6.1%
10 - 14	6.8%	7.1%	6.6%
15 - 24	13.6%	13.8%	13.3%
25 - 34	14.8%	14.3%	13.9%
35 - 44	14.4%	14.0%	13.2%
45 - 54	13.5%	13.7%	12.5%
55 - 64	11.5%	10.9%	10.6%
65 - 74	7.6%	7.6%	8.7%
75 - 84	4.1%	4.5%	6.8%
85 +	1.1%	1.1%	2.4%
18 +	76.3%	75.5%	77.2%

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2020 Population by Sex</b>			
Males	2,123	24,127	62,734
Females	2,277	24,972	65,416
<b>2024 Population by Sex</b>			
Males	2,244	29,054	69,370
Females	2,358	29,195	70,578
<b>2029 Population by Sex</b>			
Males	2,483	33,568	75,872
Females	2,666	34,286	78,296
<b>2020 Population by Race/Ethnicity</b>			
Total	2,578	34,319	103,235
White Alone	69.9%	77.0%	78.9%
Black Alone	7.6%	6.1%	6.0%
American Indian Alone	1.1%	0.8%	0.8%
Asian Alone	7.4%	3.5%	3.0%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	9.2%	7.5%	6.9%
Two or More Races	4.7%	4.8%	4.3%
Hispanic Origin	21.7%	21.0%	18.9%
Diversity Index	66.3	59.5	56.1
<b>2020 Population by Race/Ethnicity</b>			
Total	4,400	49,099	128,150
White Alone	64.5%	67.7%	69.1%
Black Alone	7.7%	6.3%	6.0%
American Indian Alone	1.1%	1.0%	1.0%
Asian Alone	4.7%	3.1%	3.0%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	7.3%	7.0%	7.0%
Two or More Races	14.5%	14.6%	13.6%
Hispanic Origin	22.7%	22.4%	21.4%
Diversity Index	70.7	68.0	66.5
<b>2024 Population by Race/Ethnicity</b>			
Total	4,602	58,248	139,948
White Alone	62.4%	65.6%	67.0%
Black Alone	8.0%	6.4%	6.3%
American Indian Alone	1.2%	1.3%	1.2%
Asian Alone	5.0%	3.4%	3.3%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	8.0%	7.7%	7.6%
Two or More Races	15.3%	15.3%	14.4%
Hispanic Origin	24.3%	24.0%	23.0%
Diversity Index	72.9	70.4	69.0
<b>2029 Population by Race/Ethnicity</b>			
Total	5,149	67,855	154,168
White Alone	60.0%	63.8%	65.0%
Black Alone	7.8%	6.3%	6.3%
American Indian Alone	1.1%	1.4%	1.3%
Asian Alone	5.2%	3.6%	3.5%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	9.2%	8.3%	8.3%
Two or More Races	16.5%	16.2%	15.4%
Hispanic Origin	27.1%	25.8%	24.8%
Diversity Index	75.5	72.5	71.3

**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:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2020 Population by Relationship and Household Type</b>			
Total	4,400	49,099	128,150
In Households	99.0%	99.5%	98.7%
Householder	30.9%	30.7%	33.3%
Opposite-Sex Spouse	20.0%	19.8%	19.9%
Same-Sex Spouse	0.3%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.8%	2.0%	2.2%
Same-Sex Unmarried Partner	0.0%	0.1%	0.1%
Biological Child	32.7%	33.4%	30.1%
Adopted Child	0.8%	1.2%	1.0%
Stepchild	2.4%	2.2%	1.9%
Grandchild	2.1%	2.5%	2.5%
Brother or Sister	1.4%	1.0%	1.1%
Parent	1.8%	1.6%	1.5%
Parent-in-law	0.6%	0.6%	0.5%
Son-in-law or Daughter-in-law	0.4%	0.6%	0.5%
Other Relatives	1.1%	1.2%	1.3%
Foster Child	0.2%	0.2%	0.2%
Other Nonrelatives	2.6%	2.3%	2.5%
In Group Quarters	1.0%	0.5%	1.3%
Institutionalized	0.4%	0.2%	0.3%
Noninstitutionalized	0.6%	0.4%	1.0%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	2,939	36,706	91,628
Less than 9th Grade	0.4%	1.7%	1.4%
9th - 12th Grade, No Diploma	1.5%	3.3%	3.5%
High School Graduate	19.1%	22.5%	22.4%
GED/Alternative Credential	2.9%	4.0%	3.8%
Some College, No Degree	25.8%	24.9%	24.6%
Associate Degree	14.2%	12.5%	12.8%
Bachelor's Degree	23.3%	20.3%	21.0%
Graduate/Professional Degree	13.0%	10.8%	10.5%
<b>2024 Population 15+ by Marital Status</b>			
Total	3,628	45,360	111,797
Never Married	32.6%	26.7%	28.9%
Married	57.7%	61.9%	59.4%
Widowed	3.0%	3.7%	4.0%
Divorced	6.8%	7.6%	7.7%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,378	30,172	69,216
Population 16+ Employed	98.2%	96.8%	96.6%
Population 16+ Unemployment rate	1.8%	3.2%	3.4%
Population 16-24 Employed	12.2%	14.0%	14.8%
Population 16-24 Unemployment rate	2.7%	8.0%	7.5%
Population 25-54 Employed	69.3%	68.7%	66.5%
Population 25-54 Unemployment rate	1.4%	2.2%	2.4%
Population 55-64 Employed	14.3%	13.3%	13.6%
Population 55-64 Unemployment rate	2.9%	1.9%	2.4%
Population 65+ Employed	4.2%	4.1%	5.1%
Population 65+ Unemployment rate	0.0%	5.8%	6.4%

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2024 Employed Population 16+ by Industry</b>			
Total	2,336	29,212	66,861
Agriculture/Mining	0.0%	0.3%	0.3%
Construction	8.0%	7.8%	6.8%
Manufacturing	6.7%	6.8%	7.3%
Wholesale Trade	0.0%	1.1%	1.3%
Retail Trade	11.7%	12.4%	14.4%
Transportation/Utilities	2.4%	5.8%	5.9%
Information	1.6%	1.9%	1.7%
Finance/Insurance/Real Estate	13.1%	11.3%	10.6%
Services	46.8%	45.5%	45.3%
Public Administration	9.6%	7.1%	6.4%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	2,335	29,210	66,861
White Collar	62.6%	66.7%	66.5%
Management/Business/Financial	21.2%	21.3%	20.3%
Professional	21.3%	23.9%	22.3%
Sales	10.2%	9.5%	11.4%
Administrative Support	9.9%	12.0%	12.5%
Services	24.5%	16.0%	16.1%
Blue Collar	12.9%	17.3%	17.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.2%	3.0%	3.0%
Installation/Maintenance/Repair	2.8%	3.4%	3.0%
Production	4.6%	3.9%	4.0%
Transportation/Material Moving	1.3%	6.9%	7.4%
<b>2020 Households by Type</b>			
Total	1,371	15,089	42,879
Married Couple Households	65.6%	65.1%	60.2%
With Own Children <18	33.0%	33.0%	25.9%
Without Own Children <18	32.7%	32.2%	34.3%
Cohabiting Couple Households	5.3%	6.8%	6.9%
With Own Children <18	3.4%	3.0%	2.8%
Without Own Children <18	1.9%	3.7%	4.1%
Male Householder, No Spouse/Partner	11.7%	11.2%	13.0%
Living Alone	5.9%	5.5%	7.4%
65 Years and over	0.9%	1.4%	2.5%
With Own Children <18	2.2%	2.4%	2.2%
Without Own Children <18, With Relatives	2.1%	2.3%	2.4%
No Relatives Present	1.5%	1.1%	1.1%
Female Householder, No Spouse/Partner	17.4%	16.8%	19.9%
Living Alone	6.6%	6.5%	9.3%
65 Years and over	2.8%	2.9%	5.3%
With Own Children <18	4.7%	4.7%	4.6%
Without Own Children <18, With Relatives	5.4%	5.0%	5.3%
No Relatives Present	0.5%	0.6%	0.7%
<b>2020 Households by Size</b>			
Total	1,371	15,089	42,879
1 Person Household	12.5%	12.0%	16.7%
2 Person Household	28.5%	29.1%	33.8%
3 Person Household	18.2%	18.9%	16.3%
4 Person Household	22.1%	20.1%	16.6%
5 Person Household	10.4%	11.5%	9.5%
6 Person Household	5.0%	5.6%	4.5%
7 + Person Household	3.2%	2.9%	2.7%

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 miles	5 miles
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	1,371	15,089	42,879
Owner Occupied	77.2%	79.7%	76.0%
Owned with a Mortgage/Loan	69.3%	71.1%	62.1%
Owned Free and Clear	8.0%	8.6%	13.9%
Renter Occupied	22.8%	20.3%	24.0%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	104	94	89
Percent of Income for Mortgage	24.8%	27.5%	29.1%
Wealth Index	109	110	101
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	1,466	16,184	46,949
Urban Housing Units	95.5%	96.3%	98.6%
Rural Housing Units	4.5%	3.7%	1.4%
<b>2020 Population By Urban/ Rural Status</b>			
Total	4,400	49,099	128,150
Urban Population	94.9%	96.8%	98.6%
Rural Population	5.1%	3.2%	1.4%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Up and Coming Families (7A)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Workday Drive (4A)	Workday Drive (4A)	The Elders (9C)
3.		Boomburbs (1C)	Workday Drive (4A)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,369,575	\$51,350,755	\$117,588,390
Average Spent	\$2,968.46	\$2,817.60	\$2,496.73
Spending Potential Index	125	118	105
Education: Total \$	\$2,772,201	\$33,452,003	\$77,541,550
Average Spent	\$1,883.29	\$1,835.50	\$1,646.42
Spending Potential Index	109	106	95
Entertainment/Recreation: Total \$	\$7,397,678	\$88,448,581	\$204,353,194
Average Spent	\$5,025.60	\$4,853.15	\$4,338.99
Spending Potential Index	123	119	106
Food at Home: Total \$	\$12,499,744	\$147,457,738	\$346,280,035
Average Spent	\$8,491.67	\$8,090.96	\$7,352.49
Spending Potential Index	116	111	101
Food Away from Home: Total \$	\$7,379,828	\$86,873,911	\$199,166,299
Average Spent	\$5,013.47	\$4,766.74	\$4,228.85
Spending Potential Index	129	123	109
Health Care: Total \$	\$13,391,829	\$158,974,798	\$373,900,753
Average Spent	\$9,097.71	\$8,722.90	\$7,938.95
Spending Potential Index	118	113	103
HH Furnishings & Equipment: Total \$	\$5,808,250	\$69,176,473	\$159,302,768
Average Spent	\$3,945.82	\$3,795.69	\$3,382.44
Spending Potential Index	125	120	107
Personal Care Products & Services: Total \$	\$1,731,750	\$20,540,342	\$48,724,116
Average Spent	\$1,176.46	\$1,127.04	\$1,034.55
Spending Potential Index	118	113	104
Shelter: Total \$	\$47,052,641	\$556,872,520	\$1,305,940,176
Average Spent	\$31,965.11	\$30,555.42	\$27,728.73
Spending Potential Index	120	115	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,880,804	\$82,155,901	\$191,312,090
Average Spent	\$4,674.46	\$4,507.87	\$4,062.09
Spending Potential Index	133	129	116
Travel: Total \$	\$5,470,363	\$65,782,461	\$152,140,618
Average Spent	\$3,716.28	\$3,609.46	\$3,230.37
Spending Potential Index	123	119	106
Vehicle Maintenance & Repairs: Total \$	\$2,683,944	\$31,704,782	\$73,756,094
Average Spent	\$1,823.33	\$1,739.63	\$1,566.05
Spending Potential Index	123	117	106

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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