



CITY OF PHOENIX, ARIZONA

44TH STREET AND MCKINLEY



Washington St.

Van Buren St.

44th St.

SUBJECT SITE

McKinley St.

ARIZONA 143

ARIZONA 202

ARIZONA 202

44th/McKinley
Looking Southwest



PHONE 480.367.0700 / FAX 480.367.8341
www.NathanLandAZ.com

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



FOR MORE INFORMATION, CONTACT:
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MAX NATHAN / max@nathanlandaz.com

CITY OF PHOENIX, ARIZONA

44TH STREET AND MCKINLEY

LOCATION

Located at the southeast corner of 44th Street and McKinley Street, at 4441-4525 East McKinley Street, in the City of Phoenix, Arizona.

SIZE

±6.0 Gross Acres (±5.16 Net Acres), 402 Total Units

PROJECT DATA

- 78.06 DU/Net Acre
- Building Height: 60' (5 Stories)
- 402 Total Units
 - 50 Studio (560 SF)
 - 204 One Bedroom (650 SF)
 - 138 Two Bedroom (1,050 SF)
 - 10 Three Bedroom (1,150 SF)

PRICE

\$14,070,000 (\$35,000 per Unit)

TERMS

Cash

ADDITIONAL DOCUMENTS [Click here to view](#)

ALTA Survey

Project Elevations

CC&R's and Grant of Easements for Opus Gateway

PROPERTY TAXES

2022 Assessment: \$34,909.94

STATUS

- Entitlements are complete (December 2022)
- Site Plan Approval: 2023
- Permit Approval: 2023
- Shovel Ready: 1Q 2024

COMMENTS

The central location of the subject site offers quick access to several freeway interchanges, including Loop 202 and SR-143. Phoenix Sky Harbor International Airport, is ideally located two miles away. Valley Metro who is responsible for planning and operating the high-capacity transit system (Metro Light Rail), has a stop less than a mile away on Washington Street.



PHOENIX QUICK FACTS



POPULATION

2021 population: **1,618,506**
Population growth annually: **1.31%**
Median age of **34**



GROWTH

Population estimate 2025: **1,738,046**
Number of households: **585,371**



RANKING

10th most populated metro area in U.S.
#17 best city in the U.S. for jobs
The **11th** in best big cities to live in the U.S.



ECONOMICS

Phoenix is emerging in the **new economy** with strength in high technology, manufacturing, bioscience research and advanced business services.



PHOENIX'S LARGE EMPLOYERS

Banner Health **10,754**
American Express. **6,602**
Honeywell. **6,067**
Amazon **5,607**
Fry's Food Store **5,358**
Dignity Health **5,284**
Chase **5,274**
Bank of America **5,274**
U Haul **4,954**
Phoenix Children's Hospital **4,826**



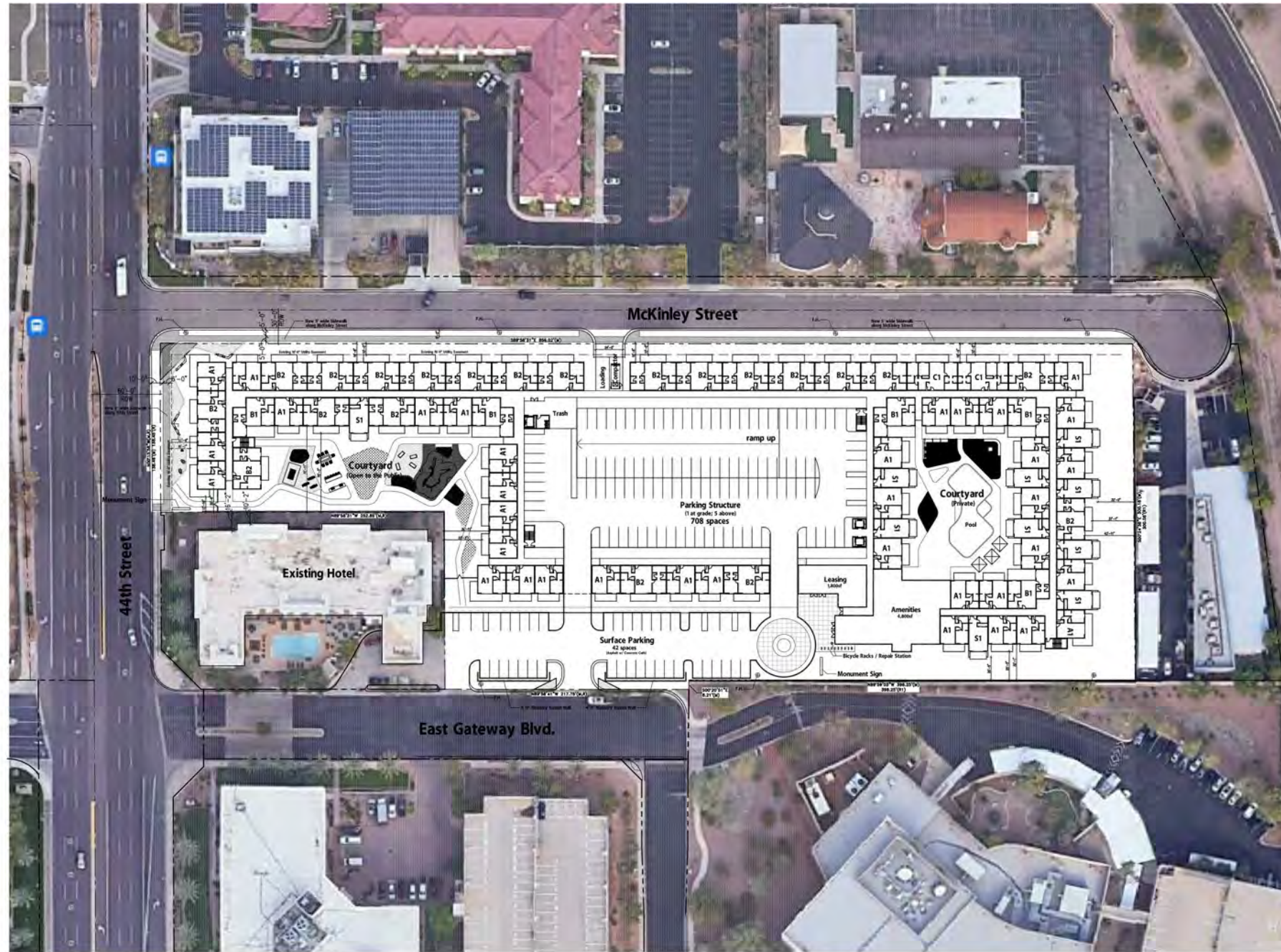
EDUCATION

Phoenix is home to the strongest academic institutions available in the region.

Arizona State University **119,951**
University of Arizona - Phoenix **45,918**
Northern Arizona University- Phoenix **30,736**
Grand Canyon University **102,000**
Maricopa Community College **114,775**



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SITE PLAN 1" = 50'-0"

PROJECT DATA:

PROJECT NAME: RESIDENCES ON 44TH STREET
 LOCATION: SEC. 44TH STREET AND MCKINLEY STREET
 PROPOSED USE: MULTI-FAMILY RESIDENTIAL
 APN: 125-27-075C/D, 125-28-017A/B, 125-28-018A/B, 125-28-019A/B

GROSS SITE AREA: 6.80 ACRES (291,540 SF)
 NET SITE AREA: 5.16 ACRES (224,630 SF)

CURRENT ZONING: C-2/P-2/R-3
 PROPOSED ZONING: WALKABLE URBAN CODE 15-6
 DENSITY PROPOSED: 78.06 DU / NET ACRE
 BUILDING HEIGHT: 60'-0" (6 STORIES)
 BUILDING FOOTPRINT: 139,500 SF
 LOT COVERAGE PROVIDED: 62.20%

OCCUPANCY TYPES: R-2 / S-2 / A / B

TOTAL UNITS: 402 UNITS
 30 STUDIO (12.44%)
 204 1-BEDROOM (50.75%)
 138 2-BEDROOM (34.33%)
 10 3-BEDROOM (2.48%)

UNIT SIZES:
 STUDIO: 560 SF
 1-BEDROOM: 650 SF
 2-BEDROOM: 1050 SF
 2-BEDROOM CORNER: 980 SF
 3-BEDROOM: 1150 SF

RESIDENTIAL BUILDING AREA: 400,200 SF
 LOT COVERAGE: 55.2%

TOTAL OPEN SPACE: 50,730 SF (22.4%)
 PUBLIC OPEN SPACE: 13,600 SF (6.0%)

WALKABLE URBAN CODE FRONTAGE TYPE: PATIO

REQUIRED SETBACKS:
 44TH STREET: 12'-0"
 MCKINLEY STREET: 10'-0"
 GATEWAY BLVD.: 0'-0"
 PARKING: 0'-0"

PROVIDED SETBACKS:
 44TH STREET: 26'-0"
 MCKINLEY STREET: 10'-8"
 GATEWAY BLVD.: 77'-11"
 PARKING: 7'-0"

RESIDENTIAL PARKING REQUIRED: 398 SPACES
 50 STUDIO X 1.3 = 65
 204 1BR X 1.5 = 306
 138 2BR X 1.5 = 207
 10 3BR X 2.0 = 20

RESIDENTIAL PARKING PROVIDED: 634 SPACES (1.67 / UNIT)

HOTEL PARKING REQUIRED: 116 SPACES (PER PRIVATE AGREEMENT)

HOTEL PARKING PROVIDED: 116 SPACES

TOTAL PARKING PROVIDED: 750 SPACES

BICYCLE PARKING: 50 SPACES (0.25 / UNIT; 50 SPACES MAX.)

PROJECT NARRATIVE:

RESIDENCES ON 44TH STREET WILL BE A NEW MULTI-FAMILY RESIDENTIAL DEVELOPMENT ON A VACANT PARCEL LOCATED AT THE SOUTHWEST CORNER OF 44TH STREET AND MCKINLEY STREET IN PHOENIX, ARIZONA. THE PROPOSED PROJECT WILL CONTAIN 402 APARTMENT UNITS IN A 5-STORY "WRAP" PARKING GARAGE CONFIGURATION. THE DEVELOPMENT IS INTENDED TO PROVIDE HOUSING TO SUPPORT THE AIRPORT EMPLOYMENT AREA. THE DEVELOPMENT WILL BE WELL AMENITIZED WITH TWO LARGE COURTYARD AREAS CONTAINING POOL, GARDEN, DOG PARK, AND BBQ AREAS.

THE ARCHITECTURAL CHARACTER WILL BE CONTEMPORARY IN ITS DESIGN, WITH LARGE BALCONY AREAS AND PASSIVE SOLAR SHADING ELEMENTS.

SUSTAINABILITY DESIGN ELEMENTS WILL BE INCORPORATED INTO THE DEVELOPMENT THRU THE NATIONAL GREEN BUILDING STANDARDS PROGRAM. RAINWATER HARVESTING TECHNIQUES WILL BE IMPLEMENTED WHERE APPROPRIATE AND FEASIBLE. BUILDING PENETRATIONS WILL BE PROTECTED FROM SOLAR IMPACT BY DESIGN ELEMENTS INCORPORATED INTO THE BUILDING ARCHITECTURE. PARKING FOR THE DEVELOPMENT WILL BE WITHIN AN ATTACHED PARKING STRUCTURE TO MINIMIZE THE HEAT-ISLAND EFFECT OF TYPICAL ASPHALT PARKING AREAS. THE PROPERTY WILL BE LANDSCAPED WITH NATIVE OR REGIONALLY APPROPRIATE PLANTS AND WILL PROVIDE SHADE.

PROJECT SIGNAGE WITHIN THE DEVELOPMENT WILL ADHERE TO THE REGULATIONS IN ZONING ORDINANCE SECTION 705, AND WILL CONSIST OF MATERIALS AND COLORS THAT ARE ARCHITECTURALLY CONSISTENT WITH THE BUILDING DESIGN. ONE PROJECT MONUMENT SIGN WILL BE LOCATED ALONG THE 44TH STREET FRONTAGE, AND A SECOND WILL BE LOCATED ON EAST GATEWAY BOULEVARD ADJACENT TO THE VISITOR DROP AREA NEAR THE LEASING OFFICE ENTRY. SMALLER DIRECTIONAL SIGNAGE WILL BE LOCATED AT THE GARAGE ENTRANCE TO ADD HOTEL GUESTS.

THE EXISTING HOTEL LOCATED AT THE SOUTHWEST CORNER OF THE PROPERTY WILL BE PARKED WITHIN THIS NEW DEVELOPMENT TO ACCOMMODATE THE HOTEL SURFACE PARKING LOT THAT WILL BE REMOVED.

VICINITY MAP:

NOT TO SCALE

PROJECT DIRECTORY:

APPLICANT WITHEY ARCHRS, PLC 2525 E. ARIZONA BILTHORE CIRCLE SUITE A-212 PHOENIX, AZ 85016 602-346-4619 STEPHANIE.WATNEY@WITHEYARCHRS.COM	DEVELOPER IGM COMPANIES 6702 N. SCOTTSDALE ROAD SUITE 200 SCOTTSDALE, AZ 85253 480-601-2000 KEYSTAL LEON KEYSTAL@IGM.COM
ARCHITECT DAVIS 3033 N. CENTRAL AVE. SUITE 800 PHOENIX, AZ 85012 480-698-1100 MIKE EDWARDS MEEDWARDS@THEDAVISOFFICE.COM	CIVIL ENGINEER HILGART WILSON 2141 E. HIGHLAND AVENUE SUITE 250 PHOENIX, ARIZONA 85016 602-490-2333 DARRELL WILSON DWILSON@HILGARTWILSON.COM

SHEET INDEX:

A100 - SITE PLAN AND PROJECT DATA

CASE NUMBERS:

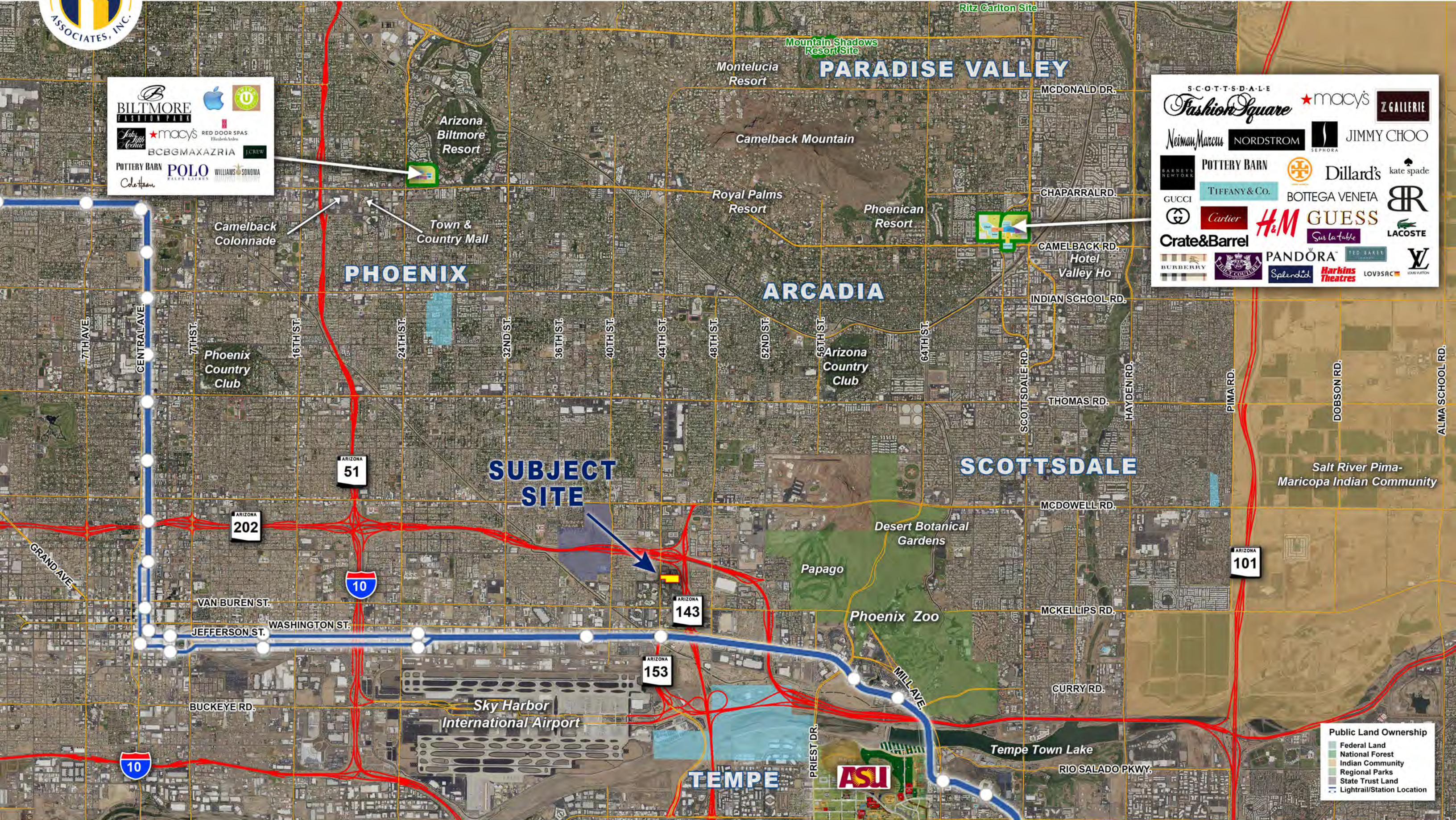
KIVA:
PAPP:

SCHEMATIC
 DESIGN DEVELOPMENT
 CONSTRUCTION DOCUMENTS
 BIDDING PACKAGE
 BUILDING DEPT APPROVAL

DATE ISSUED: 11/4/22
 DRAWN BY:
 CHECKED BY:
 PROJECT NO: 22137
 CAD FILE

RESIDENCES ON 44TH STREET

MWC OF 44TH STREET AND MCKINLEY STREET, PHOENIX, AZ



BILTMORE FASHION PLAZA

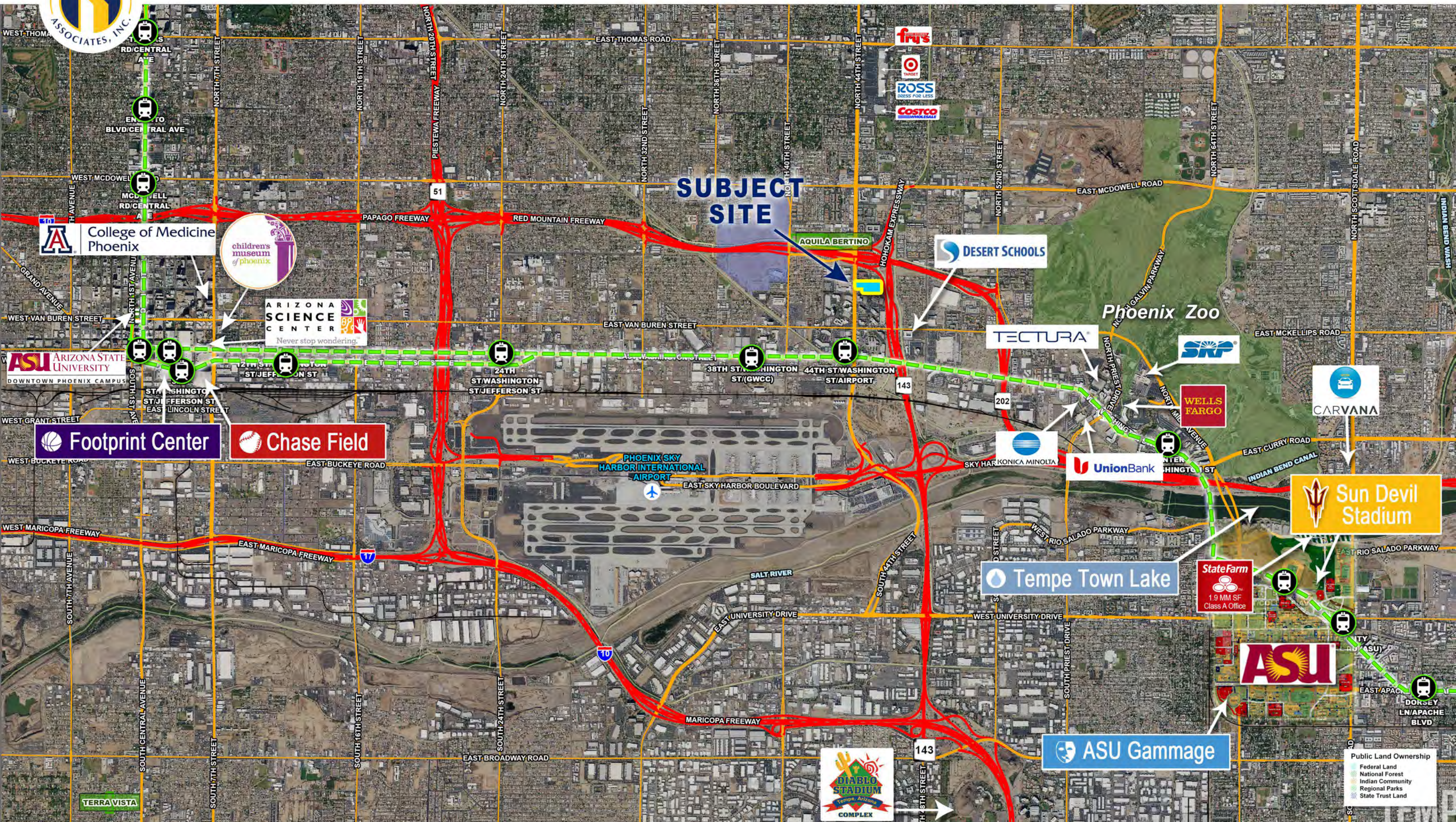
Apple, Target, Macy's, RED DOOR SPAS, BCBGMAXAZRIA, POTTERY BARN, POLO, WILLIAMS SONOMA, Cole Haan

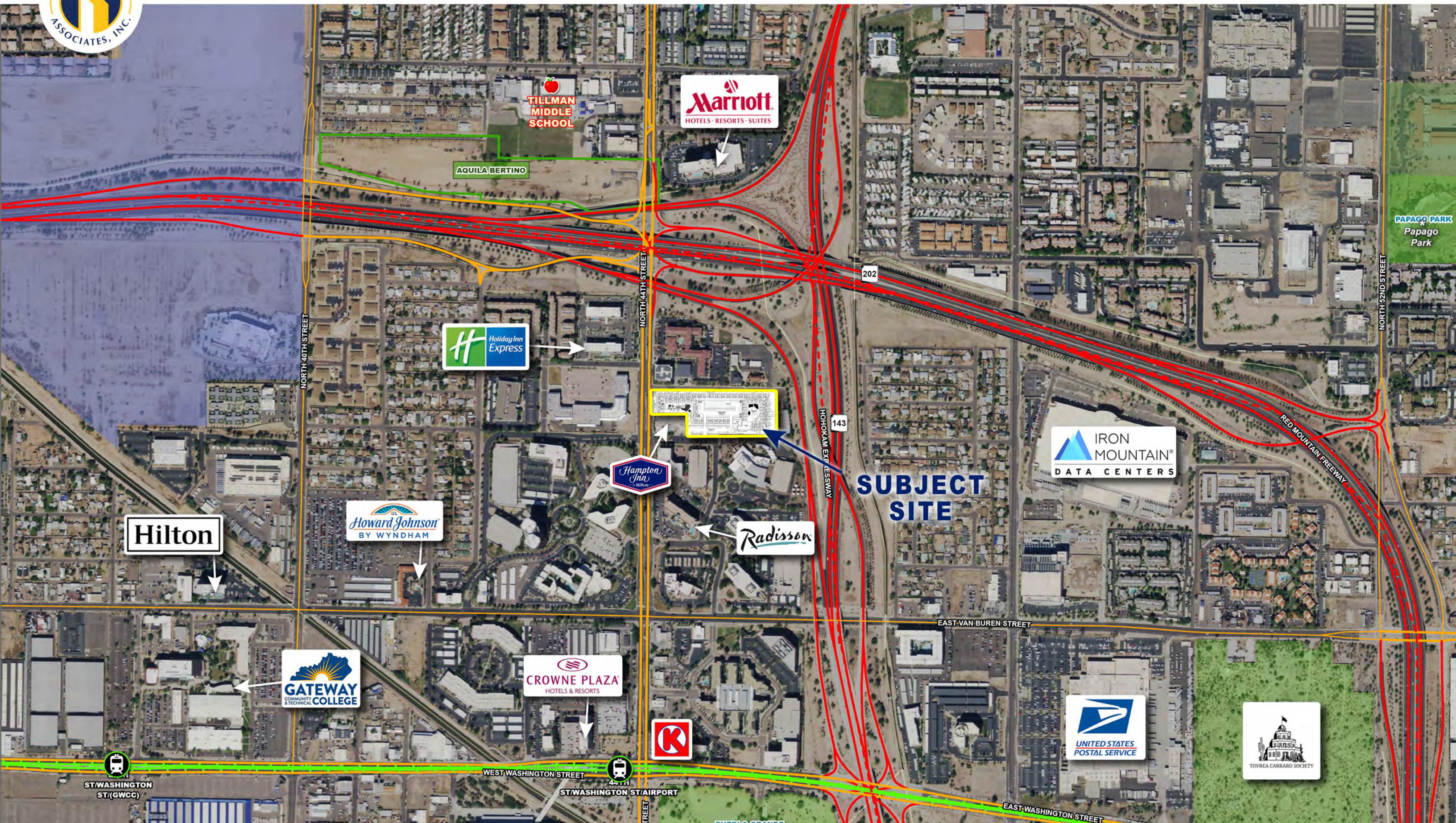
SCOTTSDALE

Fashion Square, Macy's, Z Gallerie, Neiman Marcus, Nordstrom, Jimmy Choo, Sephora, Pottery Barn, Dillard's, Kate Spade, Tiffany & Co., Bottega Veneta, Gucci, Cartier, H&M, Guess, LACOSTE, Crate&Barrel, Pandora, Ted Baker, Burberry, Splendid, Harbors Theatres, LOVESAC, LV

Public Land Ownership

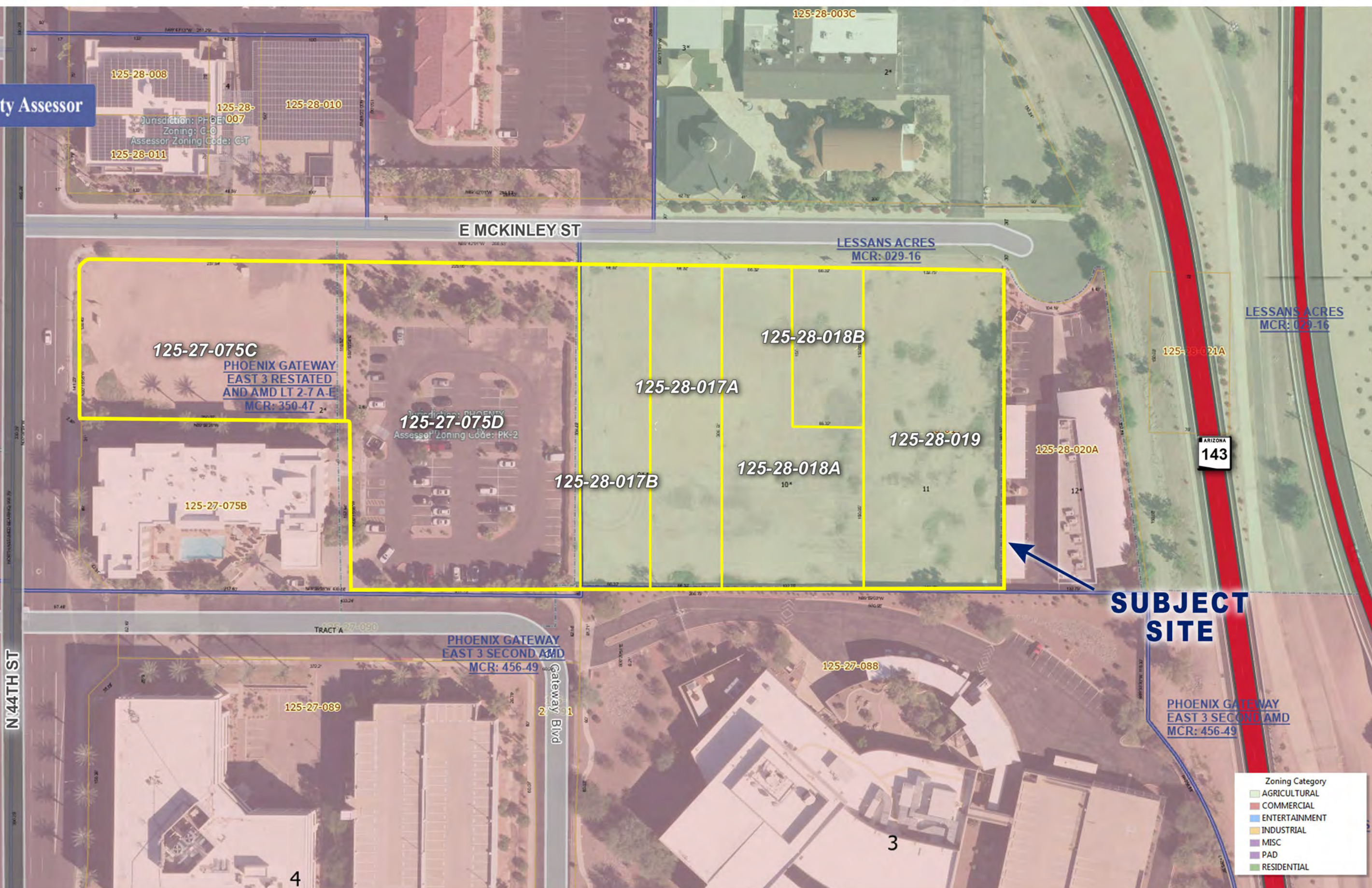
- Federal Land
- National Forest
- Indian Community
- Regional Parks
- State Trust Land
- Lightrail/Station Location







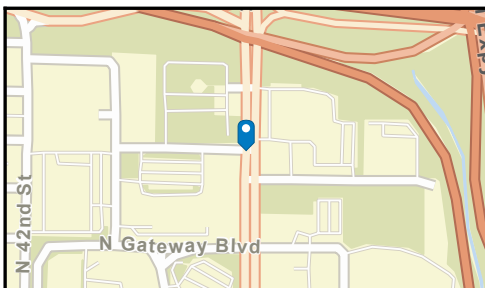
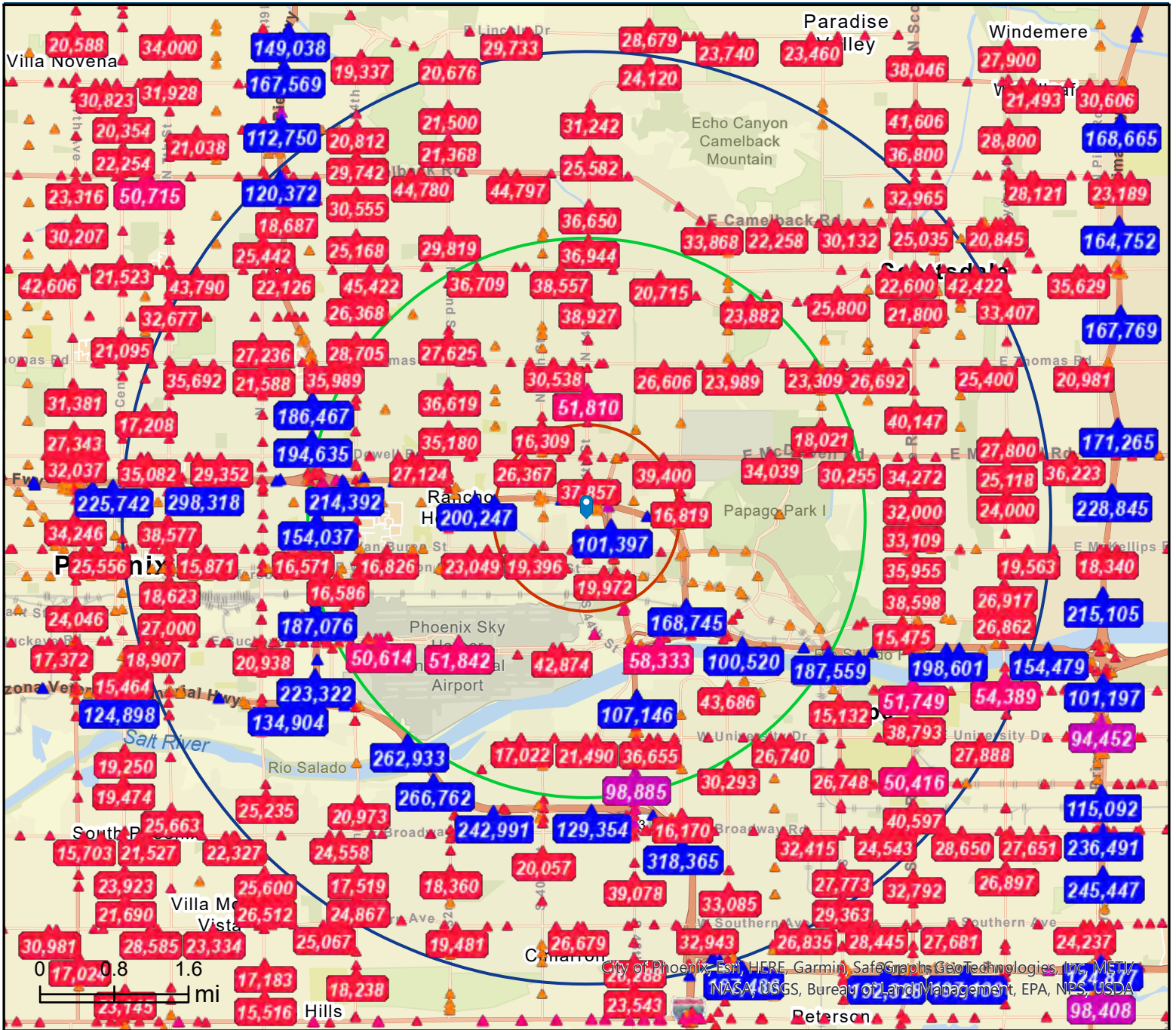
Maricopa County Assessor



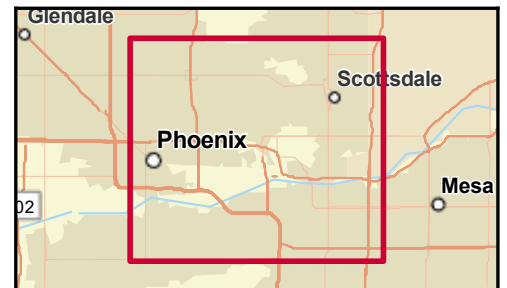
SUBJECT SITE

44th Street and McKinley Street
 N 44th St & E McKinley St, Phoenix, Arizona, 85008
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.
 Latitude: 33.45614
 Longitude: -111.98723



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2022 Kalibrate Technologies (Q3 2022).



Traffic Count Profile

44th Street and McKinley Street
N 44th St & E McKinley St, Phoenix, Arizona, 85008
Rings: 1, 3, 5 mile radii

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Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.12	N 44th St	Gateway Blvd (0.02 miles N)	2012	26,115
0.13	SR-202	Cofco Center Blvd (0.0 miles)	2020	14,439
0.14	SR-202 Exit 3 G-Ramp	Loop 202 (0.05 miles NW)	2020	10,456
0.15	SR-202 Exit 3 A0-Ramp	Hohokam Expy (0.0 miles)	2020	8,902
0.16	N 44th St	Loop 202 (0.0 miles SE)	2018	29,512
0.16	44th St	Loop 202 (0.0 miles)	2020	25,814
0.17	Loop 202	N 44th St (0.12 miles W)	2015	10,600
0.19	SR-202 Exit 3 C-Ramp	N 44th St (0.04 miles W)	2020	10,367
0.22	Loop 202	N 44th St (0.11 miles W)	2015	10,678
0.27	Hohokam Expressway	Loop 202 (0.0 miles NE)	2018	87,594
0.27	Hohokam Expy	Loop 202 (0.19 miles N)	2008	101,397
0.31	SR-143 Exit 3 C-Ramp	Loop 202 (0.0 miles)	2020	4,081
0.33	SR-202 Exit 3 A-Ramp	E Van Buren St (0.09 miles S)	2020	15,182
0.34	Loop 202	N 40th St (0.19 miles W)	2017	147,291
0.36	SR-202 Front	N 40th St (0.0 miles)	2020	5,193
0.37	E Van Buren St	Gateway Blvd (0.03 miles W)	2018	17,686
0.38	East Van Buren Street	N Gateway Blvd (0.08 miles W)	2018	19,087
0.38	E Van Buren St	N Gateway Blvd (0.08 miles W)	2010	17,440
0.39	SR-202 Front nonCard	N 40th St (0.19 miles W)	2020	4,797
0.39	N 44th St	E Bellevue St (0.01 miles N)	2015	36,100
0.43	North 44th Street	E Monroe St (0.02 miles S)	2018	24,558
0.43		(0.0 miles)	2017	12,809
0.44	SR-143 SB	N 46th St (0.04 miles NW)	2020	11,506
0.44	N 44th St	E Van Buren St (0.1 miles N)	2014	22,111
0.45	SR-143 NB	Loop 202 (0.13 miles S)	2020	13,171
0.46	North 40th Street	E Fillmore St (0.1 miles S)	2018	12,943
0.46	N 40th St	E Fillmore St (0.1 miles S)	2015	11,687
0.46	North 44th Street	E Bellevue St (0.06 miles S)	2018	37,857
0.50	40th St	Loop 202 (0.01 miles SW)	2020	14,513
0.52	Hohokam Expy	E Van Buren St (0.09 miles N)	2010	44,500

Data Note:The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2021 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2022 Kalibrate Technologies (Q3 2022).



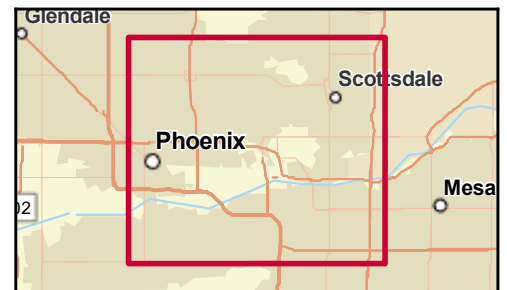
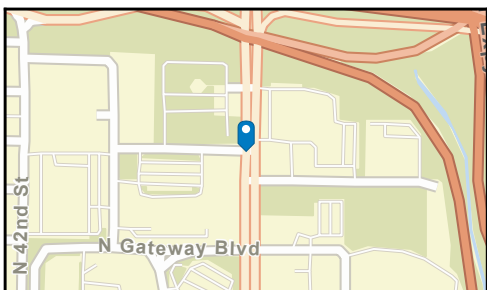
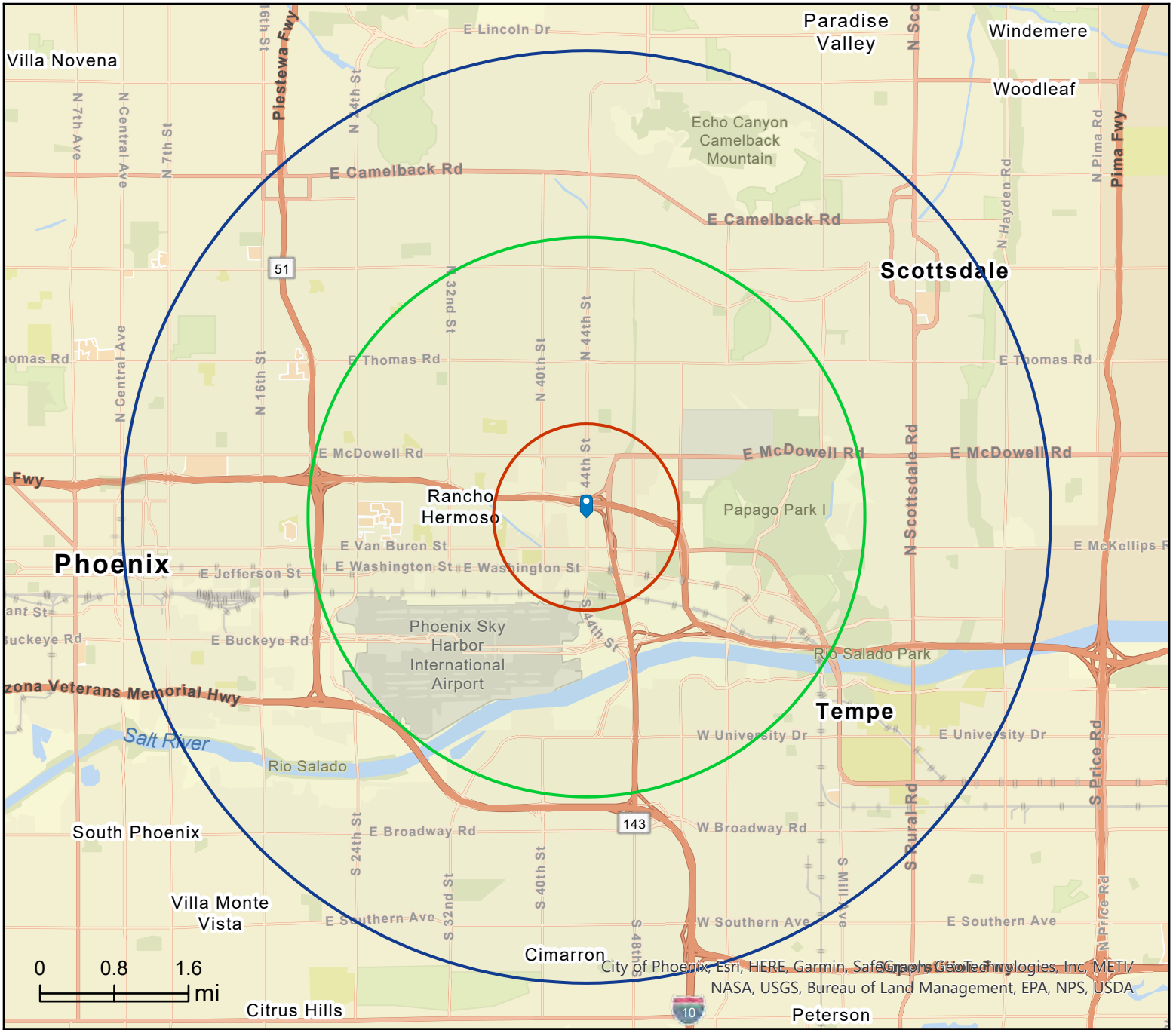
Site Map

44th Street and McKinley Street
N 44th St & E McKinley St, Phoenix, Arizona, 85008
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.45614

Longitude: -111.98723



May 11, 2023



Executive Summary

44th Street and McKinley Street
N 44th St & E McKinley St, Phoenix, Arizona, 85008
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.45614
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	1 mile	3 miles	5 miles
Population			
2010 Population	15,770	95,669	275,952
2020 Population	17,819	101,581	303,331
2022 Population	18,813	104,321	313,659
2027 Population	19,652	107,565	330,193
2010-2020 Annual Rate	1.23%	0.60%	0.95%
2020-2022 Annual Rate	2.44%	1.19%	1.50%
2022-2027 Annual Rate	0.88%	0.61%	1.03%
2022 Male Population	51.4%	51.3%	51.4%
2022 Female Population	48.6%	48.7%	48.6%
2022 Median Age	29.3	32.2	32.5

In the identified area, the current year population is 313,659. In 2020, the Census count in the area was 303,331. The rate of change since 2020 was 1.50% annually. The five-year projection for the population in the area is 330,193 representing a change of 1.03% annually from 2022 to 2027. Currently, the population is 51.4% male and 48.6% female.

Median Age

The median age in this area is 32.5, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	35.0%	45.5%	52.9%
2022 Black Alone	18.8%	9.4%	7.8%
2022 American Indian/Alaska Native Alone	5.5%	3.8%	3.2%
2022 Asian Alone	3.4%	2.8%	4.9%
2022 Pacific Islander Alone	0.7%	0.4%	0.4%
2022 Other Race	20.3%	20.9%	16.1%
2022 Two or More Races	16.3%	17.2%	14.8%
2022 Hispanic Origin (Any Race)	43.8%	43.0%	34.7%

Persons of Hispanic origin represent 34.7% of the population in the identified area compared to 19.0% 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 81.6 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	33	61	71
2010 Households	6,215	37,143	109,970
2020 Households	7,326	41,445	130,006
2022 Households	7,824	42,974	135,051
2027 Households	8,202	44,529	142,787
2010-2020 Annual Rate	1.66%	1.10%	1.69%
2020-2022 Annual Rate	2.97%	1.62%	1.71%
2022-2027 Annual Rate	0.95%	0.71%	1.12%
2022 Average Household Size	2.35	2.38	2.23

The household count in this area has changed from 130,006 in 2020 to 135,051 in the current year, a change of 1.71% annually. The five-year projection of households is 142,787, a change of 1.12% annually from the current year total. Average household size is currently 2.23, compared to 2.24 in the year 2020. The number of families in the current year is 59,924 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. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



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	1 mile	3 miles	5 miles
Mortgage Income			
2022 Percent of Income for Mortgage	14.5%	33.9%	31.1%
Median Household Income			
2022 Median Household Income	\$50,308	\$54,665	\$59,657
2027 Median Household Income	\$56,985	\$64,583	\$73,850
2022-2027 Annual Rate	2.52%	3.39%	4.36%
Average Household Income			
2022 Average Household Income	\$62,204	\$81,689	\$91,825
2027 Average Household Income	\$74,259	\$96,607	\$108,013
2022-2027 Annual Rate	3.61%	3.41%	3.30%
Per Capita Income			
2022 Per Capita Income	\$26,562	\$33,851	\$39,589
2027 Per Capita Income	\$31,617	\$40,174	\$46,792
2022-2027 Annual Rate	3.55%	3.48%	3.40%

Households by Income

Current median household income is \$59,657 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$73,850 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$91,825 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$108,013 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$39,589 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$46,792 in five years, compared to \$47,064 for all U.S. households

Housing			
2022 Housing Affordability Index	179	75	82
2010 Total Housing Units	7,544	43,756	130,638
2010 Owner Occupied Housing Units	1,194	14,176	46,033
2010 Renter Occupied Housing Units	5,021	22,967	63,937
2010 Vacant Housing Units	1,329	6,613	20,668
2020 Total Housing Units	7,967	45,744	147,223
2020 Vacant Housing Units	641	4,299	17,217
2022 Total Housing Units	8,399	47,017	151,611
2022 Owner Occupied Housing Units	1,139	14,682	50,446
2022 Renter Occupied Housing Units	6,686	28,292	84,605
2022 Vacant Housing Units	575	4,043	16,560
2027 Total Housing Units	8,779	48,634	159,510
2027 Owner Occupied Housing Units	1,230	15,579	53,536
2027 Renter Occupied Housing Units	6,972	28,950	89,252
2027 Vacant Housing Units	577	4,105	16,723

Currently, 33.3% of the 151,611 housing units in the area are owner occupied; 55.8%, renter occupied; and 10.9% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 147,223 housing units in the area and 11.7% vacant housing units. The annual rate of change in housing units since 2020 is 1.31%. Median home value in the area is \$351,490, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 2.05% annually to \$388,937.

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. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



Market Profile

44th Street and McKinley Street
 N 44th St & E McKinley St, Phoenix, Arizona, 85008
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.45614
 Longitude: -111.98723

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	15,770	95,669	275,952
2020 Total Population	17,819	101,581	303,331
2020 Group Quarters	418	2,149	12,528
2022 Total Population	18,813	104,321	313,659
2022 Group Quarters	418	2,166	12,728
2027 Total Population	19,652	107,565	330,193
2022-2027 Annual Rate	0.88%	0.61%	1.03%
2022 Total Daytime Population	26,407	148,457	524,818
Workers	17,458	99,444	378,015
Residents	8,949	49,013	146,803
Household Summary			
2010 Households	6,215	37,143	109,970
2010 Average Household Size	2.54	2.54	2.39
2020 Total Households	7,326	41,445	130,006
2020 Average Household Size	2.38	2.40	2.24
2022 Total Households	7,824	42,974	135,051
2022 Average Household Size	2.35	2.38	2.23
2027 Total Households	8,202	44,529	142,787
2027 Average Household Size	2.35	2.37	2.22
2022-2027 Annual Rate	0.95%	0.71%	1.12%
2010 Families	3,110	19,425	53,174
2010 Average Family Size	3.56	3.46	3.31
2022 Total Families	3,595	21,023	59,924
2022 Average Family Size	3.43	3.35	3.20
2027 Total Families	3,773	21,708	62,925
2027 Average Family Size	3.41	3.33	3.19
2022-2027 Annual Rate	0.97%	0.64%	0.98%
Housing Unit Summary			
2000 Housing Units	5,508	39,207	119,917
Owner Occupied Housing Units	28.7%	39.0%	41.3%
Renter Occupied Housing Units	64.9%	54.4%	50.5%
Vacant Housing Units	6.4%	6.6%	8.2%
2010 Housing Units	7,544	43,756	130,638
Owner Occupied Housing Units	15.8%	32.4%	35.2%
Renter Occupied Housing Units	66.6%	52.5%	48.9%
Vacant Housing Units	17.6%	15.1%	15.8%
2020 Housing Units	7,967	45,744	147,223
Vacant Housing Units	8.0%	9.4%	11.7%
2022 Housing Units	8,399	47,017	151,611
Owner Occupied Housing Units	13.6%	31.2%	33.3%
Renter Occupied Housing Units	79.6%	60.2%	55.8%
Vacant Housing Units	6.8%	8.6%	10.9%
2027 Housing Units	8,779	48,634	159,510
Owner Occupied Housing Units	14.0%	32.0%	33.6%
Renter Occupied Housing Units	79.4%	59.5%	56.0%
Vacant Housing Units	6.6%	8.4%	10.5%
Median Household Income			
2022	\$50,308	\$54,665	\$59,657
2027	\$56,985	\$64,583	\$73,850
Median Home Value			
2022	\$138,073	\$351,473	\$351,490
2027	\$290,485	\$393,728	\$388,937
Per Capita Income			
2022	\$26,562	\$33,851	\$39,589
2027	\$31,617	\$40,174	\$46,792
Median Age			
2010	26.7	30.2	30.2
2022	29.3	32.2	32.5
2027	28.7	32.2	32.9

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

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



Market Profile

44th Street and McKinley Street
 N 44th St & E McKinley St, Phoenix, Arizona, 85008
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.
 Latitude: 33.45614
 Longitude: -111.98723

	1 mile	3 miles	5 miles
2022 Households by Income			
Household Income Base	7,824	42,971	135,041
<\$15,000	9.9%	10.1%	11.5%
\$15,000 - \$24,999	11.0%	9.3%	8.4%
\$25,000 - \$34,999	10.6%	9.9%	7.9%
\$35,000 - \$49,999	18.0%	15.6%	13.7%
\$50,000 - \$74,999	24.7%	19.7%	17.7%
\$75,000 - \$99,999	10.8%	10.9%	12.1%
\$100,000 - \$149,999	11.7%	14.0%	14.9%
\$150,000 - \$199,999	2.4%	4.9%	6.0%
\$200,000+	0.9%	5.6%	7.8%
Average Household Income	\$62,204	\$81,689	\$91,825
2027 Households by Income			
Household Income Base	8,202	44,526	142,777
<\$15,000	6.4%	6.9%	7.9%
\$15,000 - \$24,999	9.3%	6.6%	5.9%
\$25,000 - \$34,999	8.8%	7.1%	5.5%
\$35,000 - \$49,999	16.1%	15.5%	13.0%
\$50,000 - \$74,999	24.4%	20.5%	18.3%
\$75,000 - \$99,999	12.4%	11.7%	13.6%
\$100,000 - \$149,999	17.7%	18.2%	18.6%
\$150,000 - \$199,999	3.8%	6.9%	8.4%
\$200,000+	1.0%	6.5%	8.8%
Average Household Income	\$74,259	\$96,607	\$108,013
2022 Owner Occupied Housing Units by Value			
Total	1,121	14,660	50,377
<\$50,000	27.1%	3.8%	4.0%
\$50,000 - \$99,999	8.1%	3.2%	3.9%
\$100,000 - \$149,999	19.4%	4.2%	3.8%
\$150,000 - \$199,999	8.8%	4.3%	4.0%
\$200,000 - \$249,999	10.4%	11.5%	10.7%
\$250,000 - \$299,999	7.9%	12.9%	12.6%
\$300,000 - \$399,999	9.0%	19.7%	21.4%
\$400,000 - \$499,999	4.9%	13.3%	13.2%
\$500,000 - \$749,999	1.2%	19.9%	14.8%
\$750,000 - \$999,999	0.8%	4.4%	5.5%
\$1,000,000 - \$1,499,999	1.4%	1.7%	4.2%
\$1,500,000 - \$1,999,999	0.4%	0.5%	1.0%
\$2,000,000 +	0.4%	0.6%	0.9%
Average Home Value	\$200,334	\$413,672	\$440,269
2027 Owner Occupied Housing Units by Value			
Total	1,210	15,554	53,461
<\$50,000	20.0%	2.2%	2.0%
\$50,000 - \$99,999	1.8%	0.3%	1.5%
\$100,000 - \$149,999	1.5%	0.7%	1.1%
\$150,000 - \$199,999	6.1%	2.9%	2.4%
\$200,000 - \$249,999	11.6%	9.4%	7.9%
\$250,000 - \$299,999	11.1%	12.4%	12.3%
\$300,000 - \$399,999	26.3%	23.5%	25.7%
\$400,000 - \$499,999	12.8%	17.1%	17.2%
\$500,000 - \$749,999	2.7%	23.9%	17.7%
\$750,000 - \$999,999	1.9%	4.6%	6.1%
\$1,000,000 - \$1,499,999	2.9%	2.0%	4.8%
\$1,500,000 - \$1,999,999	0.5%	0.4%	0.8%
\$2,000,000 +	0.7%	0.5%	0.6%
Average Home Value	\$320,554	\$455,190	\$477,526

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

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



Market Profile

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Prepared by Nathan and Associates, Inc.

Latitude: 33.45614
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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	15,766	95,670	275,956
0 - 4	10.7%	8.9%	7.1%
5 - 9	8.8%	7.6%	6.4%
10 - 14	7.0%	6.7%	5.8%
15 - 24	19.0%	16.9%	20.5%
25 - 34	22.1%	17.8%	17.6%
35 - 44	13.6%	13.9%	12.9%
45 - 54	9.5%	12.4%	11.9%
55 - 64	5.4%	8.2%	8.6%
65 - 74	2.4%	4.0%	4.6%
75 - 84	1.2%	2.6%	3.2%
85 +	0.4%	1.1%	1.4%
18 +	69.6%	72.9%	77.1%
2022 Population by Age			
Total	18,812	104,323	313,659
0 - 4	8.9%	7.6%	6.2%
5 - 9	7.8%	6.9%	5.7%
10 - 14	6.8%	6.3%	5.4%
15 - 24	17.7%	15.9%	18.9%
25 - 34	20.7%	18.0%	17.9%
35 - 44	15.1%	13.4%	12.6%
45 - 54	10.0%	10.9%	10.4%
55 - 64	6.8%	9.8%	9.8%
65 - 74	3.9%	6.4%	7.3%
75 - 84	1.8%	3.2%	3.9%
85 +	0.6%	1.5%	1.9%
18 +	72.4%	75.5%	79.6%
2027 Population by Age			
Total	19,651	107,563	330,194
0 - 4	9.2%	7.8%	6.3%
5 - 9	7.6%	6.8%	5.6%
10 - 14	6.4%	6.1%	5.2%
15 - 24	18.1%	15.9%	18.8%
25 - 34	19.7%	17.8%	17.5%
35 - 44	15.1%	13.4%	12.8%
45 - 54	10.1%	10.6%	10.2%
55 - 64	7.0%	9.3%	9.3%
65 - 74	4.1%	7.0%	7.8%
75 - 84	2.0%	3.9%	4.7%
85 +	0.6%	1.5%	2.0%
18 +	73.2%	75.9%	80.0%
2010 Population by Sex			
Males	8,098	49,395	142,397
Females	7,672	46,274	133,556
2022 Population by Sex			
Males	9,669	53,566	161,247
Females	9,144	50,756	152,412
2027 Population by Sex			
Males	9,945	54,828	168,920
Females	9,706	52,737	161,273

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



Market Profile

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 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.45614
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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	15,772	95,670	275,951
White Alone	48.3%	61.3%	65.3%
Black Alone	16.0%	7.5%	7.1%
American Indian Alone	4.9%	3.6%	3.2%
Asian Alone	2.1%	1.8%	2.8%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	24.2%	21.6%	17.6%
Two or More Races	4.3%	3.9%	3.8%
Hispanic Origin	51.7%	48.8%	39.6%
Diversity Index	83.9	78.4	75.7
2020 Population by Race/Ethnicity			
Total	17,819	101,581	303,331
White Alone	34.9%	45.9%	53.5%
Black Alone	19.2%	9.4%	7.7%
American Indian Alone	5.6%	3.8%	3.1%
Asian Alone	3.1%	2.7%	4.8%
Pacific Islander Alone	0.7%	0.3%	0.4%
Some Other Race Alone	20.4%	21.0%	16.1%
Two or More Races	16.1%	16.8%	14.5%
Hispanic Origin	44.4%	43.2%	34.7%
Diversity Index	88.3	85.0	81.3
2022 Population by Race/Ethnicity			
Total	18,813	104,322	313,658
White Alone	35.0%	45.5%	52.9%
Black Alone	18.8%	9.4%	7.8%
American Indian Alone	5.5%	3.8%	3.2%
Asian Alone	3.4%	2.8%	4.9%
Pacific Islander Alone	0.7%	0.4%	0.4%
Some Other Race Alone	20.3%	20.9%	16.1%
Two or More Races	16.3%	17.2%	14.8%
Hispanic Origin	43.8%	43.0%	34.7%
Diversity Index	88.3	85.1	81.6
2027 Population by Race/Ethnicity			
Total	19,651	107,564	330,194
White Alone	33.1%	43.9%	51.2%
Black Alone	19.2%	9.6%	8.0%
American Indian Alone	5.7%	3.9%	3.3%
Asian Alone	3.5%	3.0%	5.1%
Pacific Islander Alone	0.7%	0.4%	0.4%
Some Other Race Alone	20.6%	21.0%	16.2%
Two or More Races	17.2%	18.2%	15.8%
Hispanic Origin	43.8%	43.0%	34.7%
Diversity Index	88.7	85.6	82.3
2010 Population by Relationship and Household Type			
Total	15,770	95,669	275,953
In Households	100.0%	98.5%	95.2%
In Family Households	74.1%	74.0%	67.1%
Householder	19.5%	20.3%	19.3%
Spouse	10.0%	11.8%	11.5%
Child	33.8%	31.8%	27.6%
Other relative	6.8%	6.4%	5.5%
Nonrelative	3.9%	3.7%	3.2%
In Nonfamily Households	25.9%	24.5%	28.2%
In Group Quarters	0.0%	1.5%	4.8%
Institutionalized Population	0.0%	0.9%	0.6%
Noninstitutionalized Population	0.0%	0.6%	4.2%

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

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



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	1 mile	3 miles	5 miles
2022 Population 25+ by Educational Attainment			
Total	11,067	65,912	200,499
Less than 9th Grade	10.2%	7.6%	6.1%
9th - 12th Grade, No Diploma	9.6%	9.7%	7.4%
High School Graduate	20.2%	18.9%	15.8%
GED/Alternative Credential	2.6%	3.6%	3.5%
Some College, No Degree	21.7%	21.3%	20.0%
Associate Degree	7.2%	7.1%	7.1%
Bachelor's Degree	20.0%	20.7%	25.5%
Graduate/Professional Degree	8.6%	11.1%	14.6%
2022 Population 15+ by Marital Status			
Total	14,391	82,537	259,714
Never Married	56.7%	50.6%	53.9%
Married	31.5%	35.2%	31.7%
Widowed	1.6%	3.7%	3.6%
Divorced	10.2%	10.5%	10.8%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,359	57,622	175,371
Population 16+ Employed	96.8%	96.4%	96.4%
Population 16+ Unemployment rate	3.2%	3.6%	3.6%
Population 16-24 Employed	19.7%	18.4%	20.2%
Population 16-24 Unemployment rate	4.3%	6.5%	6.0%
Population 25-54 Employed	70.4%	65.4%	62.2%
Population 25-54 Unemployment rate	3.0%	2.6%	3.1%
Population 55-64 Employed	8.3%	11.9%	12.0%
Population 55-64 Unemployment rate	2.6%	4.4%	2.7%
Population 65+ Employed	1.6%	4.3%	5.6%
Population 65+ Unemployment rate	1.3%	2.9%	2.3%
2022 Employed Population 16+ by Industry			
Total	10,032	55,574	169,075
Agriculture/Mining	1.0%	0.4%	0.4%
Construction	6.3%	8.2%	6.4%
Manufacturing	5.0%	4.7%	5.4%
Wholesale Trade	2.0%	2.3%	2.2%
Retail Trade	12.8%	12.1%	10.8%
Transportation/Utilities	8.2%	6.4%	5.7%
Information	1.0%	1.7%	2.1%
Finance/Insurance/Real Estate	11.0%	10.0%	10.6%
Services	50.4%	51.5%	53.2%
Public Administration	2.3%	2.7%	3.1%
2022 Employed Population 16+ by Occupation			
Total	10,033	55,574	169,076
White Collar	54.5%	57.6%	64.3%
Management/Business/Financial	14.5%	16.4%	18.6%
Professional	16.8%	19.7%	23.6%
Sales	11.0%	9.7%	10.2%
Administrative Support	12.2%	11.8%	12.0%
Services	22.7%	22.5%	18.4%
Blue Collar	22.8%	19.9%	17.3%
Farming/Forestry/Fishing	1.2%	0.4%	0.3%
Construction/Extraction	4.7%	6.4%	5.0%
Installation/Maintenance/Repair	2.5%	2.2%	2.2%
Production	4.3%	3.3%	3.2%
Transportation/Material Moving	10.1%	7.5%	6.5%

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



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2010 Households by Type			
Total	6,215	37,143	109,970
Households with 1 Person	36.3%	35.4%	37.3%
Households with 2+ People	63.7%	64.6%	62.7%
Family Households	50.0%	52.3%	48.4%
Husband-wife Families	25.7%	30.4%	29.0%
With Related Children	16.5%	16.9%	14.3%
Other Family (No Spouse Present)	24.4%	21.9%	19.4%
Other Family with Male Householder	7.8%	7.4%	6.4%
With Related Children	5.3%	4.6%	3.7%
Other Family with Female Householder	16.6%	14.5%	13.0%
With Related Children	12.9%	10.4%	8.8%
Nonfamily Households	13.6%	12.3%	14.3%
All Households with Children	35.2%	32.4%	27.3%
Multigenerational Households	4.2%	4.6%	4.0%
Unmarried Partner Households	12.8%	10.4%	9.7%
Male-female	11.6%	9.2%	8.4%
Same-sex	1.2%	1.2%	1.3%
2010 Households by Size			
Total	6,216	37,142	109,969
1 Person Household	36.3%	35.4%	37.3%
2 Person Household	25.9%	27.5%	29.4%
3 Person Household	12.8%	13.4%	12.8%
4 Person Household	10.6%	10.2%	9.4%
5 Person Household	6.4%	6.5%	5.4%
6 Person Household	3.9%	3.4%	2.8%
7 + Person Household	4.1%	3.6%	2.8%
2010 Households by Tenure and Mortgage Status			
Total	6,215	37,143	109,970
Owner Occupied	19.2%	38.2%	41.9%
Owned with a Mortgage/Loan	12.4%	28.2%	30.1%
Owned Free and Clear	6.8%	10.0%	11.8%
Renter Occupied	80.8%	61.8%	58.1%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	179	75	82
Percent of Income for Mortgage	14.5%	33.9%	31.1%
Wealth Index	33	61	71
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,544	43,756	130,638
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	15,770	95,669	275,952
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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Top 3 Tapestry Segments			
1.	Metro Fusion (11C)	Young and Restless (11B)	Young and Restless (11B)
2.	Young and Restless (11B)	NeWest Residents (13C)	Metro Fusion (11C)
3.	NeWest Residents (13C)	Metro Fusion (11C)	Emerald City (8B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$12,506,215	\$87,275,790	\$304,622,373
Average Spent	\$1,598.44	\$2,030.90	\$2,255.61
Spending Potential Index	66	84	94
Education: Total \$	\$9,443,065	\$68,144,045	\$247,514,019
Average Spent	\$1,206.94	\$1,585.70	\$1,832.74
Spending Potential Index	62	81	93
Entertainment/Recreation: Total \$	\$16,369,069	\$119,397,040	\$423,786,833
Average Spent	\$2,092.16	\$2,778.36	\$3,137.98
Spending Potential Index	57	76	85
Food at Home: Total \$	\$31,224,829	\$219,189,413	\$761,176,554
Average Spent	\$3,990.90	\$5,100.51	\$5,636.22
Spending Potential Index	64	82	91
Food Away from Home: Total \$	\$22,582,995	\$156,826,330	\$546,745,863
Average Spent	\$2,886.37	\$3,649.33	\$4,048.44
Spending Potential Index	67	85	94
Health Care: Total \$	\$30,475,180	\$225,971,794	\$798,763,405
Average Spent	\$3,895.09	\$5,258.34	\$5,914.53
Spending Potential Index	55	74	83
HH Furnishings & Equipment: Total \$	\$11,757,559	\$85,068,001	\$299,508,774
Average Spent	\$1,502.76	\$1,979.52	\$2,217.75
Spending Potential Index	59	77	87
Personal Care Products & Services: Total \$	\$4,963,045	\$35,426,730	\$124,615,666
Average Spent	\$634.34	\$824.38	\$922.73
Spending Potential Index	62	81	90
Shelter: Total \$	\$114,328,447	\$811,434,304	\$2,856,697,783
Average Spent	\$14,612.53	\$18,881.98	\$21,152.73
Spending Potential Index	64	82	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,255,131	\$84,476,214	\$300,149,618
Average Spent	\$1,438.54	\$1,965.75	\$2,222.49
Spending Potential Index	53	72	82
Travel: Total \$	\$12,149,542	\$89,938,111	\$322,033,156
Average Spent	\$1,552.86	\$2,092.85	\$2,384.53
Spending Potential Index	54	73	83
Vehicle Maintenance & Repairs: Total \$	\$6,224,448	\$44,044,867	\$154,222,765
Average Spent	\$795.56	\$1,024.92	\$1,141.96
Spending Potential Index	63	81	91

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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