

# LAKE PLEASANT TOWNE CENTER

Another project of:



**Vestar**

NWC Lake Pleasant Pkwy & Happy Valley Rd | Peoria, AZ



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[1/16/20]



# LAKE PLEASANT TOWNE CENTER

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## PROPERTY SUMMARY

Property Type: Power Center  
 Property Size: Land Area: ±65 acres  
 Development: ±620,000 SF  
 Project Opened: Fall 2007

## PROPERTY HIGHLIGHTS

- Seventeen master planned communities located within the trade area with over 62,000 units planned. This includes communities such as Vistancia (17,600 units), White Peak Ranch (8,000 units), Westwing Mountain (1,887 units) and Saddleback Heights (6,195 units).
- Located along the new Loop 303 which now connects to Interstate 17.

## LOCATION OVERVIEW

Lake Pleasant Towne Center, a Vestar Development, is a ±620,000 square foot retail shopping center on ±65 acres in northern Peoria, Arizona. The center consists of a variety of retail components such as destination power center anchors, junior anchor tenants, shop tenants, a variety of theme style family restaurants and other compatible uses. Vestar is renown for its innovative shopping center designs, which create an atmosphere that blends into the surrounding community lifestyle providing a unique experience of a regional community center providing shopping, dining, and entertainment for everyone.

The property is strategically located at the northwest corner of Lake Pleasant Parkway and Happy Valley Road. This intersection is the gateway to seventeen master-planned communities that consist of over 62,000 planned units. This includes communities such as Vistancia, White Peak Ranch, Westwing Mountain and Saddleback Heights. The Loop 303 freeway continues north and east of Lake Pleasant Towne Center and connects with Interstate 17. This freeway expansion helps continue the extensive development of new master-planned communities across the northern portion of Peoria.

Based on population estimates, there are over 138,000 people within a five mile radius. Further, there are limited retail shopping opportunities in the Lake Pleasant Towne Center trade area.

The combination of creative design, strong synergy of retail and restaurants, a dominant location in the subject trade area, and Vestar's successful experience in creating unique shopping centers has come together to make this an exceptional retail development.

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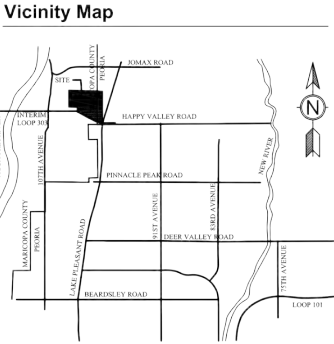
## DEMOGRAPHICS

	3 Mile	5 Miles	7 Miles
<b>2019 Population</b>	51,096	147,104	260,315
<b>2024 Population</b>	58,016	161,317	281,308
<b>2019 Total Daytime Pop</b>	33,564	105,947	231,338
<b>Workers</b>	8,801	26,574	82,155
<b>Residents</b>	24,763	79,373	149,183
<b>2019 Avg HH Income</b>	\$121,094	\$107,224	\$96,652
<b>2024 Avg HH Income</b>	\$138,189	\$122,525	\$110,768

ESRI 2019 Estimates



LAKE PLEASANT TOWNE CENTER



**Site Data**

Gross Site Area:	3,089,199 S.F. (70.92 AC.)
Building Area:	609,834 S.F.
Parking Provided:	2,675 Spaces



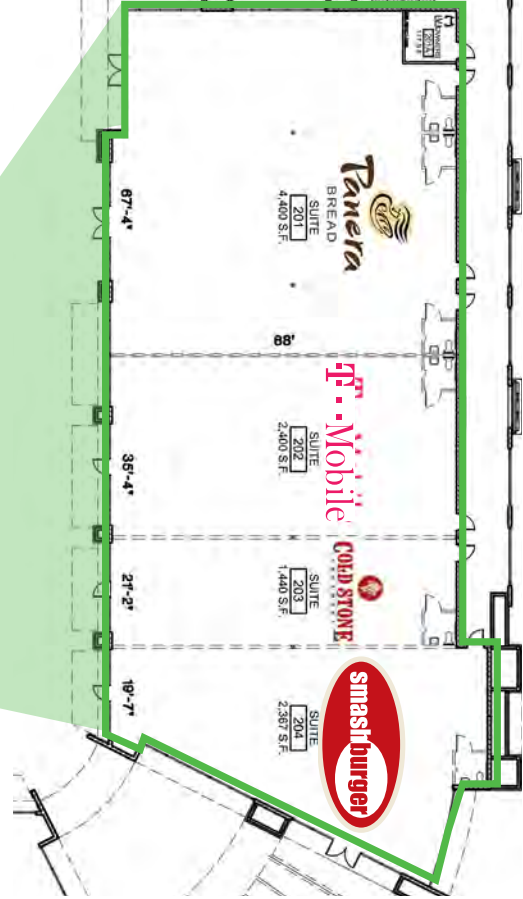
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Rev 2/13/20

LAKE PLEASANT TOWNE CENTER



not to scale

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# Lake Pleasant Pkwy & Happy Valley Rd

## PEORIA, AZ



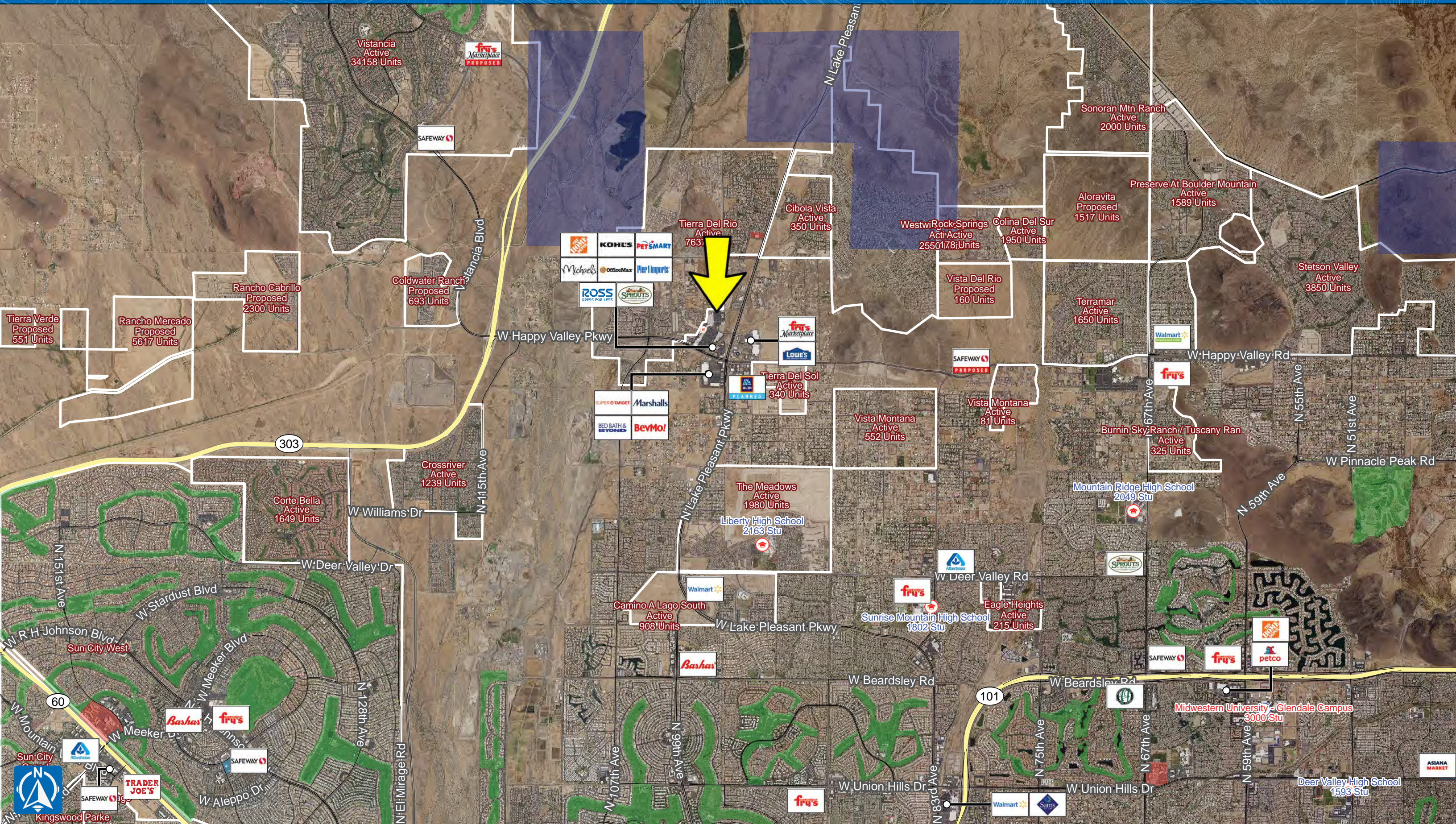
MPC/Housing Data

- Active
- Future



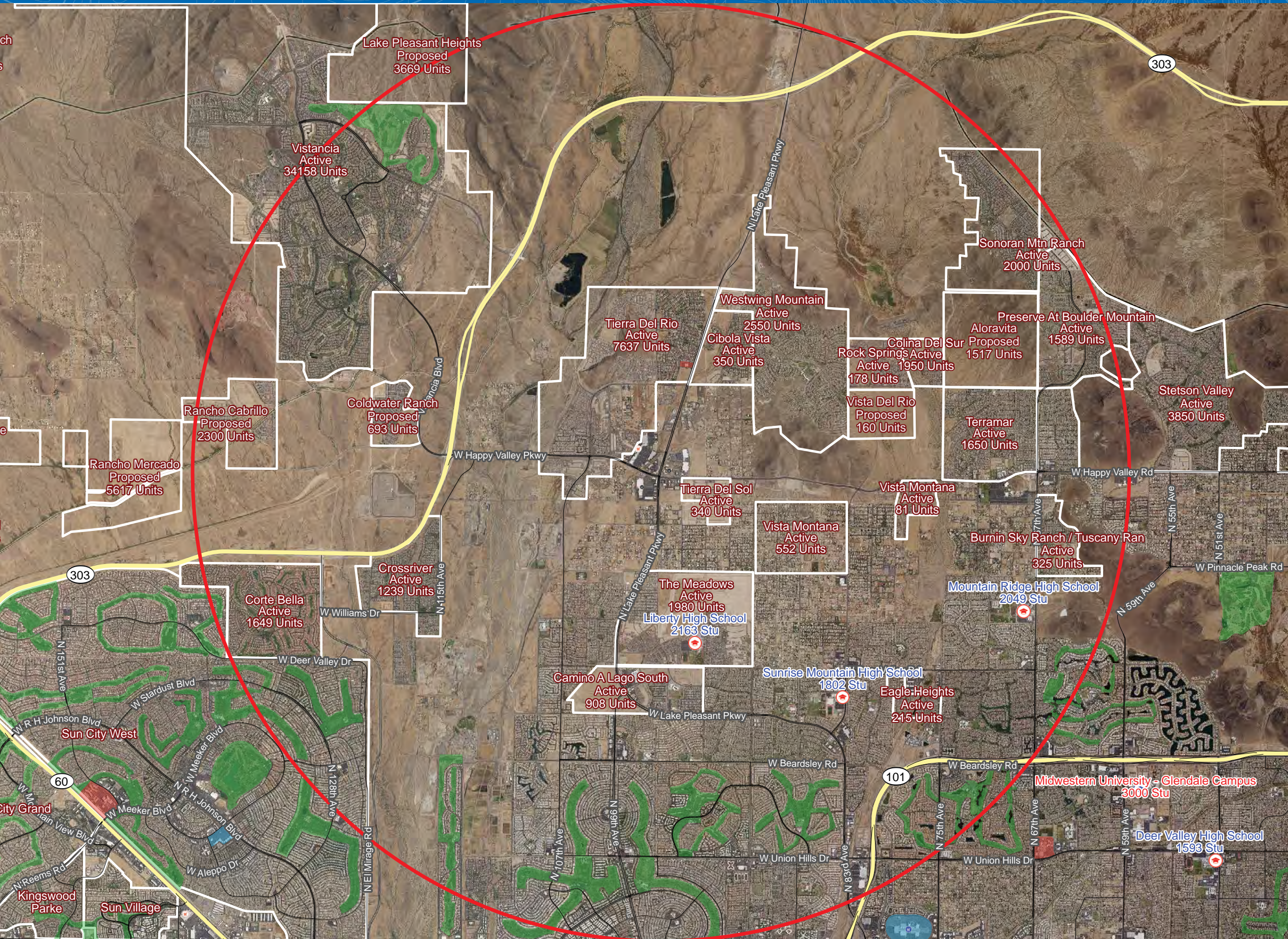
# Lake Pleasant Pkwy & Happy Valley Rd

## PEORIA, AZ



# Lake Pleasant Pkwy & Happy Valley Rd

## PEORIA, AZ



### Housing Overview

Q4 2018  
5 Miles from Subject Site



Quarterly Overview	
Quarterly Starts	366
Quarterly Closings	362
Annual Starts	1,477
Annual Closings	1,366

Project(s) Overview - Lifetime	
In-Cont./Planned Homes	514
Available/Permitted Lots	1,789
Proposed/Future Homes	4,895

Demographic Profile	
<i>*2018 Estimates - ESRI</i>	
Total Population	143,450
Annual Growth Rate	1.84%
Average Household Size	2.60
Median HH Income	\$80,072
Median Age	44.1
Daytime Population (Residents)	104,205

Projected Growth Analysis	
<i>*Calculated using Metrostudy Q3 2018 Data, Project(s) Overview - Lifetime x 2018 Estimates - ESRI, Average Household Size</i>	
In-Cont./Planned Homes, Population Estimate at Build Out - (Timeline 8-12 months)	945
Available/Permitted Lots, Population Estimate at Build Out - (Timeline 12-24 months)	3,291
Proposed/Future Homes, Population Estimate at Build Out - (Timeline TBD)	9,006
<b>Total Projected Population Estimate</b>	<b>13,242</b>

- Legend**
- 5 Mile Buffer Zone
  - 100 Acre and Larger Communities



# One Page Summary

Lake Pleasant Pkwy & Happy Valley Rd, Peoria  
 -112.272378991 33.710838048  
 Rings: 3, 5, 7 mile radii

Prepared By Business Analyst Desktop  
 Latitude: 33.710838  
 Longitude: -112.272379

	3 miles	5 miles	7 miles
<b>Population Summary</b>			
2000 Total Population	13,796	70,292	157,031
2010 Total Population	34,906	117,199	218,850
2019 Total Population	51,096	147,104	260,315
2019 Group Quarters	244	765	1,921
2024 Total Population	58,016	161,317	281,308
2019-2024 Annual Rate	2.57%	1.86%	1.56%
2019 Total Daytime Population	33,564	105,947	231,338
Workers	8,801	26,574	82,155
Residents	24,763	79,373	149,183
<b>Household Summary</b>			
2000 Households	4,625	29,068	67,062
2000 Average Household Size	2.96	2.40	2.32
2010 Households	11,513	46,367	92,246
2010 Average Household Size	3.01	2.51	2.35
2019 Households	16,402	56,137	106,613
2019 Average Household Size	3.10	2.61	2.42
2024 Households	18,502	60,883	114,072
2024 Average Household Size	3.12	2.64	2.45
2019-2024 Annual Rate	2.44%	1.64%	1.36%
2010 Families	9,261	33,414	62,678
2010 Average Family Size	3.34	2.96	2.85
2019 Families	13,080	40,572	72,539
2019 Average Family Size	3.45	3.07	2.93
2024 Families	14,721	44,051	77,681
2023 Average Family Size	3.48	3.10	2.96
2019-2024 Annual Rate	2.39%	1.66%	1.38%
<b>Housing Unit Summary</b>			
2019 Housing Units	17,156	61,647	118,912
Owner Occupied Housing Units	83.4%	76.1%	72.2%
Renter Occupied Housing Units	12.2%	14.9%	17.5%
Vacant Housing Units	4.4%	8.9%	10.3%
<b>Median Household Income</b>			
2019	\$100,337	\$85,073	\$75,074
2024	\$107,928	\$95,308	\$83,207
<b>Median Home Value</b>			
2019	\$332,232	\$298,057	\$284,101
2024	\$357,795	\$330,558	\$316,223
<b>Average Income Value</b>			
Average Household Income	\$121,094	\$107,224	\$96,652
<b>Per Capita Income</b>			
2019	\$39,044	\$40,991	\$39,614
2024	\$44,248	\$46,322	\$44,951
<b>Median Age</b>			
2019	36.3	44.1	47.9
<b>2019 Population 25+ by Educational Attainment</b>			
Total	33,330	105,633	194,394
Less than 9th Grade	0.6%	0.9%	1.3%
9th - 12th Grade, No Diploma	3.7%	3.1%	3.8%
High School Graduate	17.5%	19.3%	20.4%
GED/Alternative Credential	2.2%	2.3%	2.7%
Some College, No Degree	26.7%	24.7%	25.1%
Associate Degree	10.1%	9.8%	9.4%
Bachelor's Degree	25.8%	25.3%	23.4%
Graduate/Professional Degree	13.5%	14.7%	13.9%

**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:** U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2019 and 2024

January 21, 2020

Made with Esri Business Analyst