



## **PLANNING AND ZONING COMMISSION REPORT**

**Meeting Date:** April 20, 2023

**Agenda Item:** 4R

**Case Name:** Overland Peoria Commons: Planned Area Development (Z22-08)

### **General Application Information**

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*Proposal:*

The applicant is seeking to rezone the subject site from the existing Central Commercial (C-3) Zoning District to a Planned Area Development (PAD) to facilitate a gated, multi-family residential community of up to 200 units, on approximately 7.5 acres.

*Location:*

West corner of 84th Avenue and Grand Avenue.

*Project Acreage:*

Approximately 7.5 acres.

*Applicant:*

Shaine Alleman of Tiffany & Bosco on behalf of Overland Group Inc.

### **Key Items For Consideration:**

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This request has been proposed in combination with an associated specific area plan amendment request (Case GPA22-03). These cases may be presented together, but will be considered in separate actions.

Please note that the associated staff report, exhibits, and findings are contained within the subject case (Case Z22-08) to avoid redundancy.

### **ATTACHMENTS:**

Description

Staff Report

Exhibit 1 - Conditions of Approval

Exhibit 2 - Vicinity Map

Exhibit 3 - Specific Area Plan Land Use Map

Exhibit 4 - Zoning Map

Exhibit 5 - Specific Area Plan Amendment Narrative

Exhibit 6 - Rezone Narrative

Exhibit 7 - PAD Standards and Guidelines Report

Exhibit 8 - Parking Study

Exhibit 9 - School District Response

Exhibit 10 - Citizen Participation Report and Letters of Support

Exhibit 11 - Letters of Opposition

Exhibit 12 - Elliott Pollack Economic Study



# PLANNING AND ZONING COMMISSION STAFF REPORT

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**Date** April 20, 2023

**To** Planning and Zoning Commission

**From** Cody Gleason  
Principal Planner

**Subject** Overland Peoria Commons  
Specific Area Plan Amendment & Rezoning

## PROPOSAL

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The applicant is seeking to amend the Old Town Specific Area Plan land use designation, and to rezone the subject property to accommodate the development of a multi-family project on the subject site.

## APPLICATION INFORMATION

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**Case Numbers** Specific Area Plan Amendment (GPA22-03) and Rezoning (Z22-08)

**Applicant** Shaine Alleman of Tiffany & Bosco on behalf of Overland Group Inc.

**Request(s)**

1. Amend the Old Town Specific Area Plan land use designation on approximately 7.5 acres from Flex Mixed-Use to Old Town High Density Residential (25-40 du/ac); and
2. Rezone approximately 7.5 acres from Central Commercial (C-3) to Planned Area Development (PAD) to allow for the development of a gated, multi-family residential community.

## LOCATION AND CONTEXT

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### SUBJECT SITE

The site is located at the west corner of 84<sup>th</sup> Avenue and Grand Avenue, and is more precisely addressed as 8455 NW Grand Avenue, as depicted within **Exhibit 2**. Formerly, the site was a Smitty's grocery store, which has since been demolished.

### CONTEXT

Contextually, the approximately 7.5 acre site is located along Grand Avenue and proximate to the core of Old Town Peoria. More specifically, the site is situated within the Central District of the Old Town Specific Area Plan (OTSAP), which is one of the core areas of focus for redevelopment and revitalization of Old Town Peoria. The Old Town Specific Area Plan was

adopted in 2008 and includes a four (4) square mile area generally bounded by Cactus Road, 75<sup>th</sup> Avenue, Loop 101, and Olive Avenue.

The site is located along Grand Avenue and is adjacent to several commercially zoned parcels, with businesses such as K-May Donuts and Bagels. Across 85<sup>th</sup> Avenue to the west is the Goodwill and Obsidian on 85<sup>th</sup> Apartments. The site shares a southern boundary with Wagoner Plaza II, which features several local businesses such as Brother's Restaurant and A Glowing Smile Dental Care. The site is also bordered on the south by Peoria Avenue, and the parcels containing Cactus Chiropractic and Don Lencho's restaurant. The location of the site is shown in more detail on **Exhibit 2**.

Just outside of the Old Town commercial core, the site is positioned within ¼ mile from Osuna Park and the Peoria Center for the Performing Arts. The ¼ mile distance is also a commonly cited standard for identifying *walkable access* to a destination. Additionally, the subject site is located within a ¼ mile of several Valley Metro bus routes. The parcel is just northwest of the Peoria Park and Ride facility at 83<sup>rd</sup> Avenue and Peoria Avenue, which begins the Grand Avenue Limited bus route that extends to the Phoenix Central Station. The 83<sup>rd</sup> Avenue route also has a stop at the aforementioned Park and Ride site, and travels north to south between Arrowhead Mall to Van Buren Street. Along Peoria Avenue, the site also has access to the Peoria Avenue route that travels from Sun City, east to the Sunnyslope Transit Center.

#### APPLICANT'S PROPOSAL

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The applicant's proposal includes an amendment to the Old Town Specific Area Plan, as well as a rezoning request. The Old Town Specific Area Plan amendment would change the current land use designation from Flex Mixed-Use to High Density Residential (25-40 du/ac). The rezoning component of the request then seeks to provide for a single Planned Area Development (PAD) zoning district with a multi-family residential use designation.

#### LAND USE

Currently, the site is designated as Flex-Mixed Use (FMU), a category that is intended to facilitate large regional uses such as convention centers, hotels, or higher education institutions. As the applicant asserts in the Specific Area Plan Amendment Narrative, the existing long-term vacancy of the property indicates that the FMU category is not appropriate or viable based on market conditions. **(Exhibit 5)** Instead, the applicant proposes to amend the OTSAP land use category to Old Town High Density Residential (25-40 du/ac).

#### ZONING

The proposed PAD Standards and Guidelines Report contemplates multi-family uses and development standards in alignment with the proposed land use designation. The PAD limits the number of dwelling units to a maximum of 200 units (approximately 26.77 du/ac) for the development, which falls within the OTSAP High Density Residential land use designation range of 25-40 du/ac. **(Exhibit 7)** The Multi-Family Residential (RM-1) Zoning District is used as the basis for the use and development standards within the PAD.

To achieve the desired development program, the applicant has requested specified adjustments to the standard requirements outlined within the Peoria Zoning Ordinance. The

proposed justification for those modifications by the applicant is located within the Planned Area Development Narrative and the Parking Study. **(Exhibits 6 & 8)** Accordingly, the applicant contends that the proposed multi-family development creates synergies with adjacent existing uses and will aid in the fulfillment of the intent of the Old Town Specific Area Plan and the broader City of Peoria General Plan.

#### *DEVELOPMENT INFORMATION*

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|                                                     |                                                                        |
|-----------------------------------------------------|------------------------------------------------------------------------|
| <u>Existing Use:</u>                                | Vacant                                                                 |
| <u>Proposed Use:</u>                                | Multi-Family Residential                                               |
| <u>Property Size:</u>                               | 7.5 gross acres                                                        |
| <u>Existing General Plan<br/>Land Use Category:</u> | Master Planned Area<br>Old Town Specific Area Plan Flex Mixed-Use      |
| <u>Proposed General Plan<br/>Land Use Category:</u> | Master Planned Area<br>Old Town High-Density Residential (25-40 du/ac) |
| <u>Density Proposed:</u>                            | Range of 25 – 40 du / ac                                               |
| <u>Parking:</u>                                     | 1.5 stalls per unit                                                    |
| <u>Private Open Space:</u>                          | Minimum of 50 square feet                                              |
| <u>Common Open Space:</u>                           | Minimum of 28,000 square feet                                          |

## STAFF ANALYSIS

### *GENERAL PLAN*

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The subject property is designated on the PlanPeoriaAZ 2040 General Plan Land Use Map as Master Planned Area and further refined through the Old Town Specific Area Plan (OTSAP) as Flex Mixed-Use. A Specific Area Plan is a refinement to the City's General Plan for a specific geographic area. The OTSAP provides the vision, guiding principles, and design framework for redeveloping the larger four (4) square mile area, which is centered around what is known as Old Town Peoria.

### *Old Town Specific Area Plan*

The Old Town Peoria Specific Area Plan provides the vision for the redevelopment and revitalization of the four square-mile area located in and around Old Town Peoria, centered near the intersection of Grand Avenue with 83rd Avenue and Peoria Avenue in the southern area of the City. The overall area is envisioned as an accessible and inviting urban center that will support a wide-range of uses to attract residents and visitors to businesses and events, supported by an appealing pedestrian environment that is enhanced by quality urban design.

In December 2011, Peoria City Council approved the Old Town Specific Area Plan. Like the Peoria General Plan, the purpose of a specific area plan (or SAP) is to be a strategic long-range planning tool. More specifically, the SAP allows additional refinement in implementing the otherwise broad-based policies and General Plan land use designations for a defined area. For example, the Peoria General Plan land use designations can be further defined within the SAP by narrowing the allowed density / intensity ranges for a particular area in order to achieve the desired character, or alternatively to better respond to specific environmental conditions.

Recognizing that the four (4) square-mile planning area of the OTSAP is large and contains sections with distinct physical and land use characteristics, the document divides the planning area into smaller units or “Districts.” The district methodology tailors specific guidelines and actions to targeted areas based upon their distinct context, opportunities, and revitalization objectives. The subject site is located within the Central District, which is intended to facilitate redevelopment following transit oriented development (also known as “TOD”) design principles. The revitalization intent for this section of Old Town is to become a hub with multimodal transit, compact and integrated activities, and attractive open space and public gathering spaces.

The subject site’s designation within the Old Town SAP currently identifies the property as Flex-Mixed Use (FMU) as shown in **Exhibit 3**. The FMU category is intended to facilitate the development of amenities that are regional attractions, such as entertainment, convention, and hospitality uses with physically large scale structures (up to 100 feet in height), similar to the P83 District. The applicant has contended that the property is not positioned to achieve the intensive contemplations from the Specific Area Plan. Accordingly, the applicant has proposed a new Specific Area Plan land use designation of High-Density Residential to accommodate the proposed development program.

### *Request #1: Old Town Specific Area Plan Amendment (GPA22-03)*

The applicant is requesting the Specific Area Plan Amendment to change the land use category to facilitate a multi-family residential use within the core of Old Town along Grand Avenue. The Old Town High Density Residential (25-40 du/ac), would function as a base of new residential units to support for the existing surrounding commercial land uses.

### *ANALYSIS*

Any proposed amendment to the Old Town Specific Area Plan must demonstrate the proposed use or uses are compatible with the character of the area and would create an appropriate “transition” with the surrounding area. The subject site is an existing vacant, infill property along a regional transportation corridor. The site is adjacent to several regional bus routes, and near the City’s park and ride transit location. The surrounding land uses are a mix of predominantly commercial, multi-family, and then single-family across Grand Avenue and the BNSF Railroad.

Within the adopted Peoria General Plan, several goals and policies aim to promote a balance of land uses as well as a diversity of housing types to meet the needs of residents of all income levels, ages, and lifestyles. Many of the residential land use designations within the Old Town Specific Area Plan have higher targeted densities than other areas in the City. The intent of those heightened densities is to create a critical mass of activity and demand within the Old Town area that will drive redevelopment and allow commercial uses and businesses within the

area to flourish. The proposed land use designation of Old Town High Density Residential (25 – 40 du/ac) would allow the subject site to develop with a relatively urban density and support the existing commercial land uses. The proposed development would extend the multi-family development pattern that exists west of 85<sup>th</sup> Avenue and expand an emerging critical mass within proximity of the commercial along the Grand Avenue Corridor and the downtown Peoria core area. The expansion of the critical mass is vital to providing walkable access and supporting redevelopment activities in the area. Moreover, arguably current Grand Avenue access considerations limit the viability of meaningful commercial activity at this site. The development of the site as envisioned, provides for an updated, modern entry into the downtown core without “cannibalizing” existing commercial areas.

In support of the Specific Area Plan Amendment, the applicant has identified the following goals and policies from the General Plan that they feel support the proposed amendment:

- Economic Prosperity – Policy EP-21: Protect the City’s primary commercial corridors and mixed-use activity centers from conversion to uses that would limit employment or active uses, such as single-family residential, warehousing, storage, and auto-oriented uses.
- Balanced Land Uses – Policy LUC-4: Encourage infill and redevelopment opportunities that place residential, work, and retail land uses in proximity to each other to maximize walking, bicycling, and transit opportunities.
- Complete Neighborhoods – Policy CN-1: Promote efforts to make complete neighborhoods by encouraging the development of a mix of complementary uses and amenities that meet the daily needs of residents.
- Growth and Sustainable Development – Policy GS-2: Direct dwelling unit density, and employment growth toward infill development sites within the city, especially catalyst and opportunity sites identified within Economic Development related strategic plans or programs.

*Request #1 - Old Town Specific Area Plan Amendment (GPA22-03) KEY FINDINGS:*

1. The amendment recognizes market and site constraints and proposes a modification that conforms with the Goals and Policies City of Peoria General Plan and the Old Town Specific Area Plan; and
2. The proposed Old Town Specific Area Plan designation of High-Density Residential (25 – 40 du/ac) is an appropriate designation on this site in order to facilitate the densities necessary to advance redevelopment goals in the area;
3. The re-designation provides for an infill development concept that advances the conditions to create additional critical mass proximate to the Old Town core that will support existing businesses as well as intended redevelopment activities.

### REQUEST #2 - REZONE (Z22-08)

The site is currently zoned Central Commercial (C-3) Zoning District as shown in **Exhibit 4**. The current zoning district only allows for non-residential uses. The proposed rezoning request to Planned Area Development (PAD) would allow for a multi-family development containing high-density residential.

### *ANALYSIS*

#### **LAND USE AND ZONING HISTORY**

The subject site is currently vacant, but was the former site of the 91,000 square foot Smitty's Grocery store. In the years following the closure of Smitty's, the building hosted various other businesses until 1997. The building then sat vacant from 1997 until September of 2020, at which time it was demolished due to health and safety concerns. The site is currently zoned Central Commercial (C-3) which provides for commercial uses and development standards focused within the downtown area.

On October 15, 2020, a mixed-use proposal (horizontal mixed-use) was brought forward to the Planning and Zoning Commission by a previous potential buyer (SJ Acquisitions). This prior concept contemplated commercial uses fronting along Grand Avenue with a multi-family component behind the commercial. Though the Planning and Zoning Commission recommended approval 7-0 for the proposed Specific Area Plan Amendment and companion Rezoning request, the concept did not ultimately go before the City Council, at the request of SJ Acquisitions. SJ Acquisitions desired an opportunity to reformulate the proposal before proceeding forward.

On October 21, 2021, SJ Acquisitions brought back to the Planning and Zoning Commission a development concept similar to the subject proposal that only contemplated multi-family residential across the entire site. The Planning and Zoning Commission voted 6-0 and 5-1 to recommend approval to the City of Peoria City Council on the Specific Area Plan and Rezoning proposal respectively. On November 9, 2021, the City of Peoria City Council voted 6-1 and 7-0 to deny the proposed Specific Area Plan Amendment (GPA20-04) and associated Rezoning request (Z20-06) respectively for the multi-family only development proposal by SJ Acquisitions.

#### **PROPOSED PAD STANDARDS ANALYSIS**

The Overland Peoria Commons Planned Area Development (PAD) Standards and Guidelines Report proposes development standards that utilize the base Multi-family Residential (RM-1) Zoning District with adjustments as noted below. **(Exhibit 7)** The PAD designation allows for modifications from existing development standards to better respond to contextual circumstances in the area and elevate final design of a development. **(Exhibit 6)**

**Table 1 – Proposed Development Standards**

| Standard                  | Proposed PAD            |
|---------------------------|-------------------------|
| <b>Parking</b>            | 1.5 spaces per unit     |
|                           | 344 Total Spaces        |
| <b>Density</b>            | 200 units (26.77 du/ac) |
| <b>Amenities</b>          | 6 Primary Amenities     |
| <b>Private Open Space</b> | 50 square feet per unit |
| <b>Common Open Space</b>  | 28,000 square feet      |

As referenced in the above site-specific standards, the Overland Peoria Commons PAD proposes adjusted parking standards for the proposed multi-family development. As explained in the Overland Peoria Commons PAD Narrative and the supplemental Parking Study (**Exhibits 6 & 8**), the parking standards are proposed in response to the constraints of this infill site, analyzed site-specific demand, and the transit options that are available in the area. The proposed parking standard has been evaluated based on industry standards such as the Urban Land Institute, and the Institute of Transportation Engineers (ITE) standard ratios. The applicant has also obtained a shared parking agreement with the Wagoner Plaza property that the subject site abuts to the southwest. The proposed standard is in accordance with industry standard ratios, and as a result, there appears to be sufficient parking allocated to the subject development.

The City's standard Residential Multi-Family (RM-1) Zoning District does not accommodate densities beyond 18 dwelling units per acre. The exception to this maximum within the Zoning Ordinance, are those developments that provide additional open space or amenities which provides for a density bonus of up to 7 additional units per acre. The Old Town Specific Area Plan, which places this site within the Central District of the plan, contemplates design objectives that call for medium and high density residential in close proximity to transit opportunities. The additional amenities seek to account for the additional requested density while addressing the design objectives of the Old Town Specific Area Plan.

#### **AMENITIES AND OPEN SPACE**

Multi-family open space requirements are generally allocated within two categories: common open space, and private open space. The PAD Standards and Guidelines Report proposes a minimum of 28,000 square feet of common open space. (**Exhibit 7**) The final provided number will be evaluated at the time of Site Plan review; however, the common open space will meet or exceed the 28,000 square foot requirement. Additionally, the proposed PAD standards (**Exhibit 7**), provides for 50 square feet per unit of private open space (e.g. patios and balconies).

The newly adopted City of Peoria Community Design Guidelines calls for the number and level of amenities for a multi-family development in accordance with the number of units contemplated by that development. The proposed 200-unit multi-family component would otherwise require three primary amenities and three secondary amenities in accordance with the Community Design Guidelines. The proposed PAD seeks to require six primary amenities in order to ensure a resident focused offering for those residing on site. The proposed layout provides amenities in line with those proposed minimum requirements and will be further evaluated at the time of Site Plan review.

### **ECONOMIC ANALYSIS**

The City of Peoria always seeks to conduct a thorough analysis of all development cases in order to identify what is thought to be the highest and best use for the land that is the subject of any proposal. In doing so, staff evaluates the application submittal materials, supplemental information and additional materials that aid in the evaluation. City staff also obtains feedback from other departments that are experts in their respective fields. In this regard, there was a City initiated study conducted regarding the subject site in 2021 by Elliot Pollack and Company. **(Exhibit 12)** That study discussed the commercial viability in the area and the associated need for additional residential units. That study concluded that the demand for retail services along the Grand Avenue Corridor is insufficient to trigger significant new retail projects without new residential growth. Moreover, while there may be a limited increment of new opportunities available for commercial development, the study recognizes site impairment characteristics such as its lack of access to Grand Avenue, a mid-block location with no intersection or hard corners, and the overall visual appeal of the corridor in terms of landscaping, lighting, signage and existing buildings. Hence, a residential execution at this site will support redevelopment efforts in the downtown core.

### **CIRCULATION**

Grand Avenue is a 4-lane major arterial roadway, and a part of the National Highway System. Therefore, it is under the jurisdiction of the Arizona Department of Transportation (ADOT). The proposal does not contemplate any direct vehicular access from Grand Avenue, which would result in the closure of the current access point that resides in the center of the parcel's Grand Avenue frontage.

Vehicular access modifications to and from Grand Avenue are subject to approval from ADOT and will need to comply with the US 60 / Grand Avenue Corridor Optimization, Access Management, and System (COMPASS) Study. This study limits the number of curb cuts along the Grand Avenue right-of-way. After both applicant and City consultation with ADOT, the conceptual site design of Overland Peoria Commons has taken this limitation into consideration, and will comply with ADOT requirements by closing down the current direct access driveway to Grand Avenue. ADOT has indicated that it will likely also require the applicant to construct a deceleration lane from southeast bound Grand Avenue to southbound 84<sup>th</sup> Avenue.

A Final Traffic Impact Analysis must be submitted with the Site Plan submittal, which will allow for final evaluation by the City's Traffic Division of the access and improvement requirements for the site. Additionally the developer must obtain all applicable ADOT approvals for any improvements to ADOT right-of-way.

As the site is currently contemplated, vehicular access would be gained from full access drives on 84<sup>th</sup> and 85<sup>th</sup> Avenues. The access from 84<sup>th</sup> Avenue would serve as the main vehicular access point. The vehicular access to Peoria Avenue would be closed. The proposed development would also provide themed pedestrian access to adjacent rights-of-way as well as a new bus shelter along Peoria Avenue to further facilitate the transit-oriented nature of the area.

#### **WATER / SEWER**

Water and sewer facilities exist adjacent to the site and have available capacity to serve the property.

#### **PUBLIC SAFETY**

There are no anticipated inordinate impacts to public safety due to this proposal.

#### **COMMUNITY INVOLVEMENT**

##### *Public Noticing*

The application was properly noticed pursuant to Section 21-315 of the Peoria Zoning Ordinance, which includes notification to all property owners within 600 feet of the site and registered HOAs within one (1) mile, posting of a sign on the site, and placing an ad in the Peoria Times at least 15 days prior to the Public Hearing.

##### *Outreach Efforts*

As a requirement of the rezoning application processes, the applicant conducted a neighborhood meeting and provided a Citizen Participation Report detailing the results of the meeting. The applicant notified all property owners within a 600-foot radius of the site, all registered Homeowners' Associations within one (1) mile, adjacent jurisdictions, and affected school districts for the required neighborhood meeting.

The neighborhood meeting was held in person on August 31, 2022 at 6:00pm at the Peoria Woman's Club Building located at 10381 N. 84<sup>th</sup> Avenue Peoria, AZ 85345. It is important to note that at the time of the neighborhood meeting that the proposal contained a commercial component along Grand Avenue rather than the currently proposed townhome configuration along Grand Avenue. Five property owners attended the meeting, along with the City Councilmember, council assistant, city staff, and the development team. At the meeting, the applicant presented the details of the project and answered resident's questions. General feedback from residents included concerns about the following: 1) viability of the commercial due to access constraints, 2) ensuring that the multi-family development was affordable, and 3) potential traffic generation, as a result of the proposed residential units.

The applicant has since removed the commercial component from the development proposal and instead proposed multi-family residential across the totality of the site. In response to the inquiry about whether the units would be affordable, the applicant identified that the multi-family units would be market rate units. In response to the inquiry about traffic generation the applicant

identified that the adjacent roadway network and proposed access points are in accordance with City of Peoria standards based on the anticipated traffic generation.

#### *Support / Opposition*

At the time this report, staff has received ten (10) letters in support from surrounding businesses and two (2) letters of opposition to the proposal. The opposition letters are centered on a desire to see solely commercial uses on the subject site rather than multi-family residential. **(Exhibit 11)** The letters of support are all from nearby businesses and identify general support for the proposed development. **(Exhibit 10 – Citizen Participation Report and Letters of Support)**

#### *Request #2 - Rezone (Z22-08) KEY FINDINGS:*

1. The proposed PAD zoning is consistent with the Old Town Specific Area Plan as proposed within the companion amendment (GPA22-03) in that it provides an alternate path to advance the critical mass necessary to spur investment in the Old Town core; and
2. This rezoning request when coupled with the Specific Area Plan Amendment accomplishes the intent of the proposed High Density Residential land use designation within the Old Town Specific Area Plan;
3. The applicant/owner has submitted a signed and notarized Proposition 207 waiver, which will be recorded with the conditions outlined in Exhibit 1.

#### *SCHOOL DISTRICT INFORMATION*

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This property is within the Peoria Unified School District (PUSD) boundary. Students residing in this development would attend Cheyenne Elementary School and Peoria High School, respectively. PUSD has participated in the review of this project and has been in communication with the applicant regarding the proposal and school facilities in the area. PUSD has provided feedback identifying sufficient capacity to service the development proposal. **(Exhibit 9)**

#### *PROPOSITION 207*

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In 2006 the voters of Arizona approved Proposition 207, which among other things requires municipalities to compensate property owners for actions, which have the effect of diminishing the value of property. The City Attorney's Office has drafted an agreement, which waives the applicant's rights to future Proposition 207 claims against the City. Accordingly, the applicant has furnished a signed and notarized Proposition 207 Waiver.

*RECOMMENDATION*

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Staff recommends that the Planning and Zoning Commission take the following action:

- 1) **Recommend approval of Specific Area Plan Amendment Case GPA22-03 to the City Council; and**
- 2) **Recommend approval of Rezoning Case Z22-08 to the City Council, subject to the attached Conditions of Approval in Exhibit 1.**

*STAFF CONTACT*

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Principal Planner  
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# Overland Peoria Commons

8455 NW Grand Avenue

Case Z22-08



The amendment to the zoning district(s) for the above mentioned property is subject to the following Conditions of Approval in order to protect the public health, safety, welfare, and the City of Peoria:

1. The development shall substantially conform to the Overland Peoria Commons Standards and Guidelines Report, and Project Narrative contained within the April 20, 2023 Planning and Zoning Commission staff report, except as modified herein.
2. The Developer shall obtain a cross access, cross parking, and shared use agreement with the Wagoner Plaza Property to the south (Parcel 142-42-042B) to allow for the construction of improvements on the Wagoner Plaza Property and use in perpetuity of portions of the aforementioned parcel and the subject parcel prior to Site Plan approval of the subject site.

The shared use agreement shall also address installation and permanent exclusive access by Wagoner Plaza tenants to at least the minimum number of trash enclosures on the Overland Peoria Commons site necessary to meet or exceed the City of Peoria Engineering Standards.

3. The Developer shall construct and dedicate a bus shelter adjacent to Peoria Avenue in accordance with the following:
  - a. The Developer shall dedicate through a final plat, area for a bus shelter as right-of-way adjacent to Peoria Avenue. The right-of-way dedication shall be twenty-six (26) feet wide by six (6) feet deep adjacent to Peoria Avenue in order to accommodate the required bus shelter.
  - b. The Developer shall construct a bus shelter in accordance with City standards and dedicate the improvements to the City of Peoria prior to the first certificate of occupancy issuance for the subject development.
4. The Developer shall submit a Building and Fire Code analysis of the Wagoner Plaza Building (Parcel 142-42-042B) as it relates to any improvements to the rear of the Wagoner Plaza Property and associated access to and from the Wagoner Plaza Building.
  - a. A Preliminary Building and Fire Code analysis shall be submitted and reviewed by the City of Peoria Building Official and Fire Marshal or their

- respective designees, as a part of the Site Plan review process. The preliminary analysis shall be approved prior to Site Plan approval.
- b. A final Building and Fire code analysis shall be submitted and reviewed with the construction documents for the subject site, and shall be approved prior to the approval of the construction documents for the subject site.
  - c. The aforementioned code analyses shall evaluate the existing Wagoner Plaza Building and the proposed improvements for the subject development to ensure that all improvements associated with the subject development on both properties do not create life safety, or access constraints for the Wagoner Plaza Building as determined by the City of Peoria Building Official and the City of Peoria Fire Marshal.
5. The Developer shall comply with all City of Peoria engineering design standards, policies, and requirements at the time of development and final engineering submittal.
  6. The developer shall dedicate a 20-foot public water easement along the southwest boundary adjacent to Wagoner Plaza from 85th Avenue right-of-way to Peoria Avenue right-of-way prior to final plat approval.
  7. The developer shall dedicate 8-foot public utility easements along 84th Avenue, 85th Avenue, and Peoria Avenue rights-of-way with the subject development's final plat.
  8. The Developer shall obtain any necessary permitting or approvals, and conduct any necessary improvements as required by the Arizona Department of Transportation (ADOT) with respect to any applicable access or improvements requirements related to ADOT facilities. This shall be completed prior to requesting City of Peoria off-site improvement final sign off.
  9. The Developer shall complete any necessary dedications for Grand Avenue in accordance with ADOT requirements prior to requesting City of Peoria off-site improvement final sign off.
  10. The Developer shall provide a revised Traffic Impact Analysis (TIA) with the Site Plan Submittal, unless otherwise determined by the City Traffic Engineer. A Final TIA shall be submitted for review and approval at the time of the first civil plan submittal for any phase of development.

# GPA22-03 & Z22-08: Overland Peoria Commons

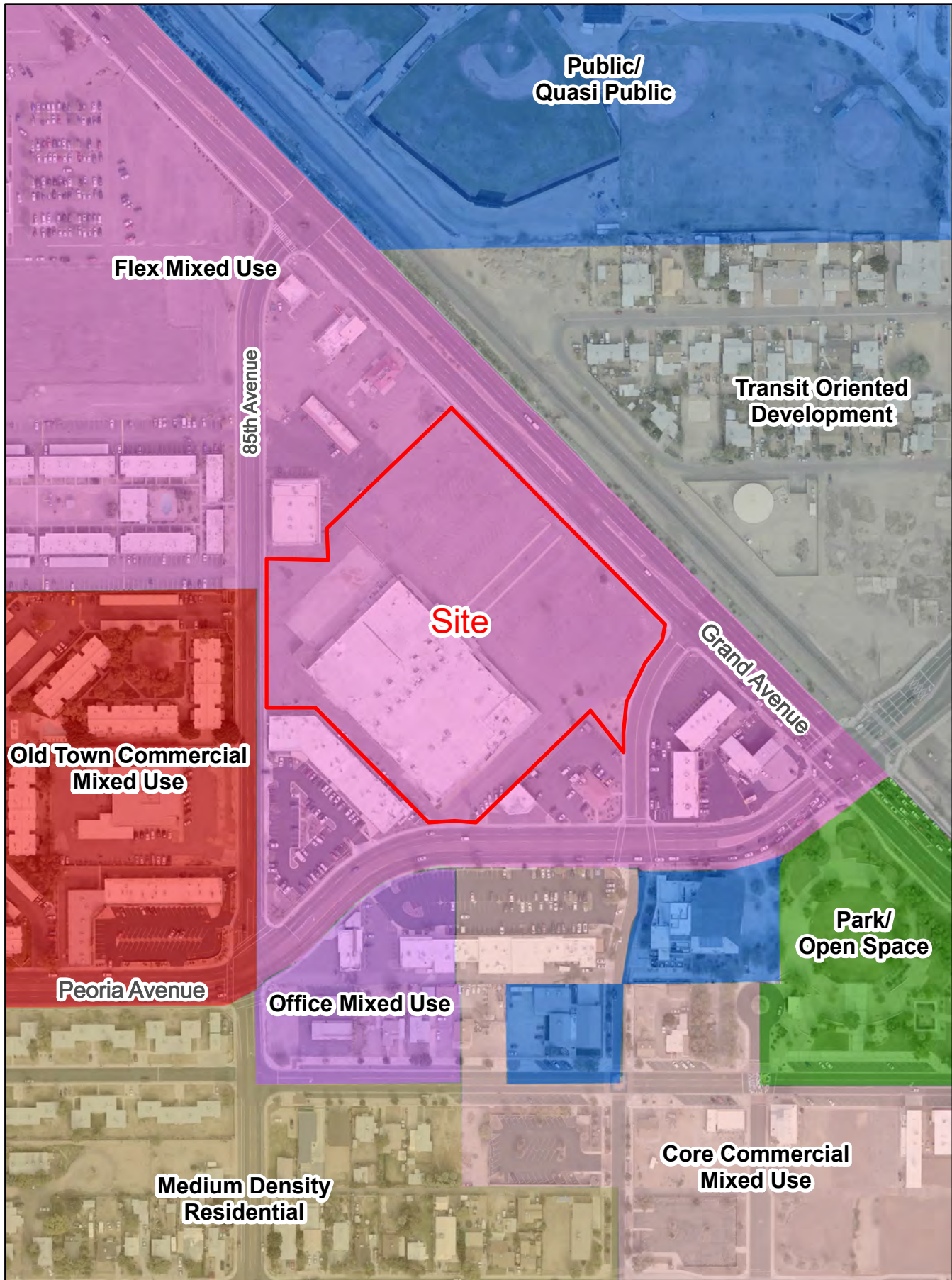
8455 NW Grand Avenue



Exhibit 2 | Vicinity Map

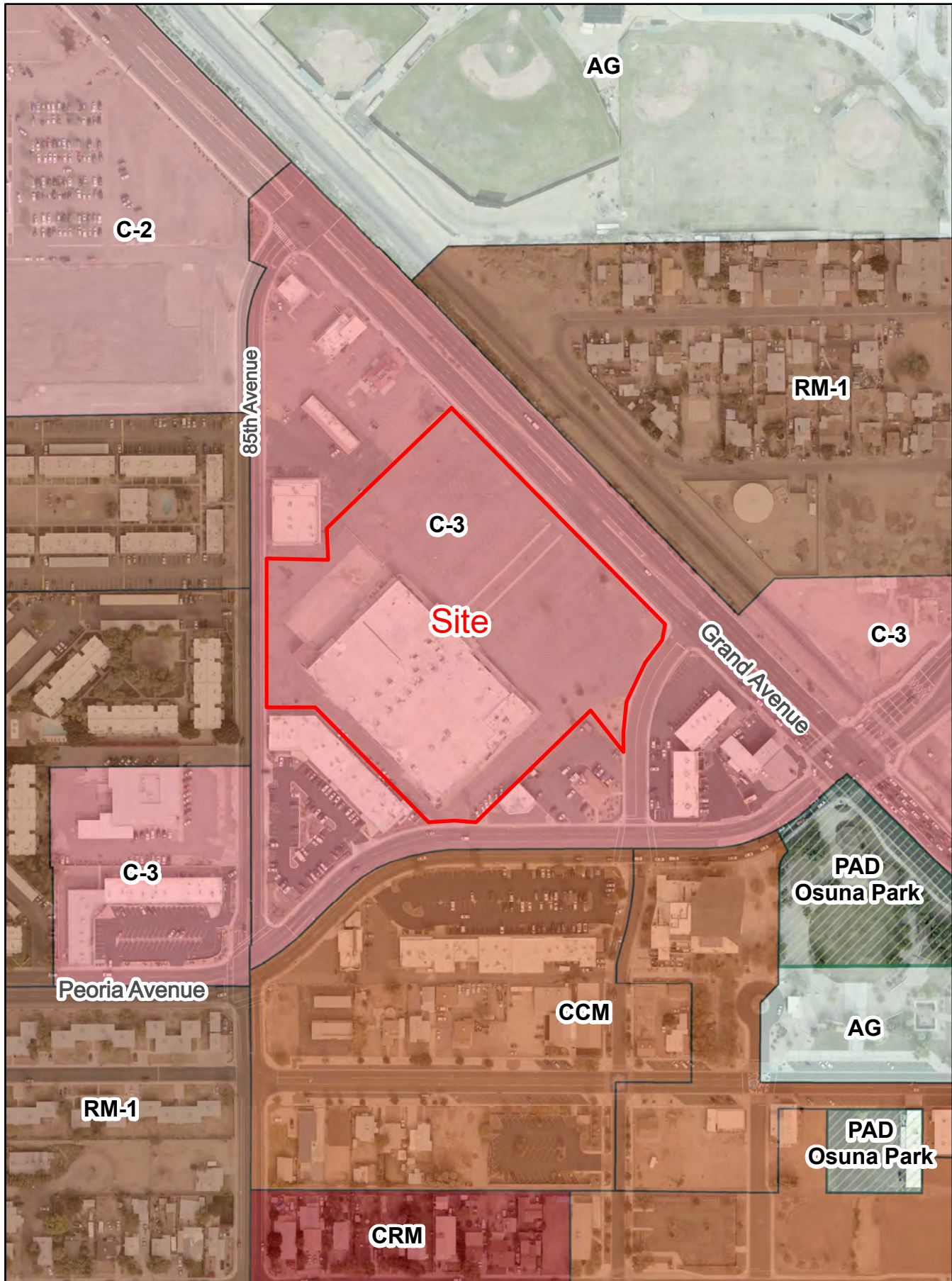
# GPA22-03 & Z22-08: Overland Peoria Commons

8455 NW Grand Avenue



# GPA22-03 & Z22-08: Overland Peoria Commons

8455 NW Grand Avenue



# **Peoria Commons**

## **Old Town Specific Area Plan Minor Amendment**

### **Application Project Narrative**

**Application # GPA22-03**

City of Peoria

March 1, 2023



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I. PROJECT PROFILE

|                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Project Name               | 85 <sup>th</sup> Ave & Grand Ave                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Property Owner             | Grand Holdings, LLC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Assessor Parcel Number     | 142-42-042Q (7.47 Acres)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Project Location           | Generally located south of the southwest corner of 85 <sup>th</sup> Avenue and Grand Avenue, Peoria, Arizona                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Current Zoning             | C-3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Current Specific Area Plan | Central District (Flex Mixed Use)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Development Team           | <div><div><u>Developer</u><br/>Overland Group, Inc.<br/>Ken Holman, President<br/>3200 Club House Drive, Suite 250<br/>Lehi, Utah 84043</div><div><u>Legal Counsel</u><br/>Tiffany &amp; Bosco, P.A.<br/>Shaine T. Alleman<br/>Seventh Floor, Camelback Esplanade II<br/>2525 East Camelback Road<br/>Phoenix, Arizona 85016</div><div><u>Architecture</u><br/>FFKR Architects<br/>Jackson Ferguson<br/>1355 N. Scottsdale Road, Suite 210<br/>Scottsdale, Arizona 85257</div><div><u>Engineering</u><br/>Coe &amp; Van Loo Consultants, Inc.<br/>Nicholas Maxwell<br/>4550 N. 12<sup>th</sup> Street<br/>Phoenix, Arizona 85014</div></div> |

## II. EXECUTIVE SUMMARY

This proposed application request is to amend the current Old Town Specific Area Plan (the "SAP") land use designation of the approximately 7.5 acres generally located south of the southwest corner of 85th Avenue and Grand Avenue and identified by the Maricopa County Assessor as parcel number 142-42-042Q (the "Property").

This Property is located in the Old Town District of the SAP and is currently designated as Flex-Mixed Use. This Application request is to amend the Property land use designation to Old Town High Density Residential (HDR) to support the development of a mixture of high density residential housing on the Property that could include apartments and townhomes. A concurrent PAD Application has been submitted for the Property providing further details regarding the specific allowed uses and development standards. Overall, the PAD is proposed to allow for the development of a master planned development consisting of high density residential development with a proposed 200 dwelling units that multifamily residential buildings for apartments and townhome residential units. The proposed PAD will be in conformance with the current Peoria General Plan land uses and the Old Town Specific Area Plan as amended by this SAP Amendment Application.

For many years, the Property has sat vacant and underutilized within the Grand Avenue corridor and was the former location of Smitty's grocery store. According to brokers who have worked in the area for many years, the Property has not been desired for a comprehensive development because of the various Property challenges including 1) the challenges for access to the Property from Grand Avenue due to ADOT prohibiting to renew access to the existing driveway, 2) the market challenges that the surrounding properties face in the area, and 3) the challenges faced with demolition the former dilapidated Smitty's building and related infrastructure on the site (the building has since been removed). Additionally, certain market realities create some concerns regarding the economics of the Property what types of uses will be viable. Despite these challenges there is great opportunity for the Property with the right developer.

The developer for the project will be the Overland Development Corporation, which is part of Overland Group, Inc. Overland Group, Inc. ("Overland") is a vertically integrated real estate company which manages the development, construction, and management of various real estate asset types. Overland has a 40+ year history in real estate development, construction, and management. They have primarily done work in Utah, Arizona, and the Midwest and have always been very thoughtful about the proposed uses and designs of their projects. Overland is recognized for its high-quality developments, totaling more than \$400 million in real estate projects since Overland opened its doors. Overland also currently has \$67 million worth of assets under construction with another \$140 million expected to go under construction by the end of 2022. Overland has twice won the

# Peoria Commons SAP Amendment

Outstanding Design and Development Award through Envision Utah, and honored by The Downtown Alliance of Salt Lake City with a Special Achievement Award for Outstanding Redevelopment of Salt Lake's 49 block in downtown Salt Lake. They have developed projects that have included Class A and Class B multi-family residential, hotel, commercial/retail, office, and storage. After undertaking market studies for the Property, Overland is excited about the opportunities to develop a mixed use project in Peoria. (See <https://overlandgroupinc.com/> for more information)

Overland undertook preliminary market analysis for the Property to review the opportunities and challenges on the Property. It is important to Overland that the development is thoughtfully crafted to bring the proper residential uses that will provide a healthy and vibrant neighborhood for the area.

In reviewing the past and existing conditions on and around the Property, Overland found that the Property is ripe for providing a vibrant residential development to support the current and planned commercial retail uses in the area. Based on the information received from the market studies, Overland has evaluated several different land use configurations for a mixed use development on the Property. The conceptual land use plan demonstrates the preferred land use configuration on the Property.

With its varied experience, Overland intends to create a high density residential development that provides a mixture of loft apartment housing and townhome units that will create a unique urban experience meeting the needs of the project residents and the citizens at large.

The approval of this SAP Amendment Application, along with the concurrent PAD Rezone Application, will create a framework for a quality development that is compatible with and supportive of surrounding properties, while providing a design that promotes a healthy and livable community through open space and connectivity. The prime location of the site provides the opportunity to bring a beautiful community near the Grand Avenue corridor and within the heart of Peoria.

## III. INTRODUCTION

The proposed development will be located on an approximately 7.47 acres and is generally located south of the southwest corner of 85th Ave. and Grand Ave. (the "Property"). (See *Exhibit 1 - Regional Context Aerial Map*). The Property is identified with a Maricopa County Assessor Parcel Number 142-42-042Q. (See *Exhibit 2 – Context Aerial Map*).

Per the City's General Plan, the Property has a General Plan designation of Master Plan Planned Area, which refers to the Property being under the Old Town Specific Area Plan with a designation of "Flex Mixed Use" (See *Exhibit 3 – Existing Peoria General Plan and Old Town SAP Maps*). A Minor Specific Area Plan Amendment is being requested with this Application to amend the land use category of the Old Town Specific Area Plan on the Property from Flex Mixed Use to High Density Residential (25-40 du/ac) accommodate the proposed project (See *Exhibit 4 – Old Town Specific Area Plan Amendment Map*).

The Property is currently zoned as Central Commercial District (C-3) (See *Exhibit 5 – City of Peoria Zoning Map*). A concurrent PAD Rezoning Application is requesting to amend the zoning from C-3 to Planned Area Development (PAD).

The purpose of this Application is to address those market changes by providing a variety of residential uses that will provide alternatives for different consumers and their housing needs as well as providing a catalyst for revitalizing the Property and general area. With the ever-pressing need for housing in the Phoenix Valley, the proposed developments will provide that and allow for a diversity of citizens in this area.

## IV. SURROUNDING PROPERTY DESCRIPTION

The Property is currently vacant, underutilized land. The general downtown area has been poised for revitalization and has the potential to bring burgeoning growth to Peoria. In order to realize this, it is important to understand the general context of the area and how a proposed project can fit within this context.

This growth and revitalization will require a delicate balance of commercial and residential uses that will further support the goals of the City of Peoria. In looking at the surrounding area, it is apparent that the proposed project will help further these goals and add to the commercial market and residents need for further growth.

The following uses and properties are located adjacent to the Property:

- North
  - o Jurisdiction – City of Peoria
  - o The property north of the Property is zoned C-3. Multiple commercial uses are on the Property, including a tattoo parlor, a community church, a barber shop, a psychic's office, and a tailor.
  - o The Old Town Land Use Map designates the property Flex Mixed Use.
- South
  - o Jurisdiction – City of Peoria
  - o The property south of the Property is zoned C-3. Multiple commercial uses are on the Property, including a dentist office, a counseling office, a boxing gym, a florist, a salon, and a restaurant.
  - o The Old Town Land Use Map designates the property Flex Mixed Use.
- East
  - o Jurisdiction – City of Peoria
  - o The property east of the Property is zoned Multi-Family Residential District ("RM-1").
  - o The Peoria Grand Apartments are east of the Property.
  - o The property east of the Property is designated Old Town Commercial Mixed Use by the Old Town Land Use Map.
- West
  - o Jurisdiction – City of Peoria
  - o The properties west of the Property and west of Grand Ave. are zoned RM-1 and consist of a multitude of single family homes.
  - o The properties west of the Property and west of Grand Ave. are designated Transit Oriented Development by the Old Town Land Use Map.

The Loop 101 / Agua Fria Freeway intersections (at Grand Avenue and also at Peoria Avenue) are both located approximately 1-¼ miles to the northwest and west,

respectively, and provide prime regional access to the Property. Adequate water and sewer facilities for the residential development currently exist in the surrounding roadways.

## V. MINOR OLD TOWN SPECIFIC AREA PLAN AMENDMENT DESCRIPTION AND JUSTIFICATION

The vision for this Minor SAP Amendment (along with the concurrent PAD Rezoning Application) is to create a modern and sophisticated residential development that works in conjunction with the unique characteristics and challenges of the Properties. The proposed development will work with the already existing landscape and will play off of the surrounding existing and future land use.

This Application is requesting to amend the Old Town Specific Area Plan land use designation from Flex Mixed Use to Old Town High Density Residential (HDR) on the Property. This request is consistent with the City's land use goals found in the General Plan. The following sections outline the justification for the Minor SAP Amendment request.

*Provide a brief description and reason for the requested change.*

*(See also previous information in this Narrative for the requested Minor SAP Amendment.)*

Overall, the proposed development supports greater goals of the General Plan, the Old Town Specific Plan, as well as City goals for the corridor-wide redevelopment vision of the Grand Avenue Corridor. The proposed land use designation change would further General Plan goals for Smart Growth and healthy community design. The General Plan identifies key components of healthy and complete neighborhoods as walkable neighborhoods in which residents have safe and convenient access to the goods and services needed in daily life. The plan also aims to facilitate Smart Growth development patterns that promote efficient and sustainable land development patterns, which optimize prior infrastructure investments and consume less land. This request will amend the land use designation on the Property to accommodate a walkable project that would further major General Plan and Old Town SAP goals.

The Property is located within the Central District of the Old Town Specific Area Plan, which was envisioned as a transit-oriented development (TOD) to support integrated activities in an urban environment with employment, residential, commercial and entertainment uses in close proximity. Transit-oriented development refers to compact, walkable, mixed use development types within walking distance of public transit. This proposed change to allow for an Old Town High Density Residential (HDR) land use designation that will provide for high density residential uses that are more appropriate to facilitate TOD developments and maximize the use of the transit stop adjacent to the subject site. Lastly, the City of Peoria has been exploring the revitalization of Grand Avenue, and the draft Grand Avenue Corridor Plan that resulted from this effort identifies the Property as a prime location to accommodate a catalytic development project.

As demonstrated above, this proposal to change the land use designation will advance the vision of the General Plan, Old Town SAP and will encourage new investment on the Property, which has sat vacant for over two decades.

***In what way does the existing plan inadequately provide suitable alternatives for this request?***

The dilapidated condition of the vacant Property and the lack of investment in the Grand Avenue Corridor likely have discouraged the redevelopment of this site. The existing Flex Mixed use category proposes large scale developments that have a regional draw, similar in scale to nearby P83 development. Since the adoption of the Old Town SAP, these types of regional developments have failed to gain any traction in this part of Peoria. Given the specificity of the existing plan, there are few, if any, viable projects that would fit the Old Town SAP's criteria.

The recent 2040 update to the General Plan identifies the envisioned character of the Old Town Activity Center, within which the subject site resides, as a vibrant, walkable, mixed use area for civic, historic, residential, commercial, and employment uses. This desired character is further strengthened by the City's recent visioning efforts to explore viable options for the revitalization of the Grand Avenue Corridor, which has identified the Property as a key development area. The desire for a higher and better use, and the long-term vacancy of the site, indicate that an amendment to the SAP land use designation, which allows for high density residential uses is suitable for this area. Under the proposed HDR land uses, the redevelopment of this key site would be facilitated to allow for high density residential, which is needed to further activate this area.

***How will this amendment affect property values and neighborhood stability?***

The Property is one of many vacant and underutilized parcels along the Grand Avenue corridor. Like many aging retail corridors, the demand for retail space has decreased significantly, leaving many commercial spaces underutilized or vacant. Additionally, urban residential is needed to further activate the area.

For many corridors dominated by vacant/underutilized retail space, the introduction of new residential projects has helped to transform the area, both by reinvesting in vacant properties and by creating a new demand for services by increasing the number of residents in the area. This redevelopment proposal will bring more multifamily housing options to the long vacant, derelict site thereby improving the property values of surrounding properties. Locating multi-family housing options with adjacent commercial uses along a major street, adjacent to existing public transit and employment opportunities, provides housing options that bring workers closer to their jobs. This siting of denser, multi-family housing along major corridors also ensures the stability of single-

family neighborhoods by placing higher density housing in appropriate locations. As demonstrated by the historic vacancy of the property, the current Flex-Mixed Use land use designation is not appropriate nor aligned with market trends. This Minor SAP Amendment will allow for the development of land with a desirable land use in support of a stable and diverse community.

***How will this amendment contribute to compatible neighborhood patterns?***

As discussed herein, various commercial uses immediately surround the Property to the north and south with multifamily apartments to the west. The conceptual land use plan of the PAD Application that accompanies this Minor SAP Amendment request was designed to fit within the context of the surrounding existing neighborhood patterns. It places new residential uses in proximity to existing residential along North 85th Avenue and provides a balance of a variety of residential uses to further advance the development. The proposed PAD Rezoning will contribute to the adjoining residential areas while helping to reinvigorate the nearby commercial areas including Wagoner Plaza I, Wagoner Plaza II, Adobe Plaza, Venice Plaza and civic and recreational amenities like Peoria Center for the Performing Arts, Theater Works and Osuna Park.

***How will this amendment contribute to an increased tax base, economic development, and employment opportunities?***

The Property is currently severely underutilized with no active uses. The area is considered as the urban core of Peoria and is therefore integral to shaping and promoting economic development within the City.

The proposed SAP Amendment, and concurrent PAD rezoning, will allow for high density residential apartments and townhomes. This mixture of residential uses will contribute to an increased tax base in the form of new construction and reinvestment in a vacant parcel of over \$40 Million Dollars, as well as additional tax revenues associated with commercial uses.

***How will this amendment contribute to the City's goal of achieving balanced housing, shopping, employment, and recreational opportunities?***

This SAP amendment will directly contribute to the City's goal of achieving balanced housing, shopping, employment, and recreational opportunities. New residents in the neighborhood will provide increased demand and vibrancy for the area. This reduces the need for people to commute and contributes to a greater balance of housing, shopping, and employment. The proposed high density residential uses will leverage the proximity to Old Town Peoria and the range of civic and recreational amenities, such as the Peoria Center for the Performing Arts, Theater Works and Osuna Park, which will also support the local small businesses already within the historic Old Town area.

***How will this amendment affect existing infrastructure of the area, specifically, the water, wastewater, and street systems?***

The Property is located within Peoria's urban core, which is well served by existing water, wastewater, and street systems. The Property lies within the City of Peoria Water Pressure Zone 1E. An 8-inch water main exists along the Grand Avenue project frontage with valves at the corners of the parcel line fronting Grand Avenue, providing water main access to the project site. Public fire hydrants exist at the northern corner of the parcel fronting Grand Avenue. Along North 85th Avenue, there is a 6-inch water main with valves on the opposite side of the street that serve the adjacent multi-family housing with fire hydrants at regular intervals. Existing sanitary sewer facilities in the vicinity include an 8-inch main in North 85th Avenue and an 8-inch main in North 84th Avenue. The main in North 85th Avenue is on the project side of the street while the North 84th Avenue main is on the opposite side of the street. The infrastructure and traffic analysis that accompanies the PAD Rezoning Application indicate that the proposed development will have minimal impacts on the existing infrastructure due to the adequate capacity of the existing infrastructure. Allowing redevelopment of a vacant, urban site advances the City's Smart Growth goals that aim to promote efficient and sustainable land development patterns to optimize prior infrastructure investments.

***How will this amendment affect the ability of the school district to accommodate children? Indicate the specific schools to be attended and provide attendance and other data reflecting impacts to the specified schools, and district comments.***

The proposed, concurrent PAD Application would allow for 200 residential dwelling units on the Property, which is in line with the densities outlined within the Old Town SAP. The Applicant will reach out to the Peoria Unified School District (PUSD) to discuss the proposal. However, during a recent rezoning attempt on the Property, that Applicant was proposing a density of 25-40 du/acre across the entire Property and had discussions with PUSD regarding the potential impacts from that amount of residents on the Property. During those preliminary discussion, there was no indications of negative effects on PUSD and the PUSD expressed its support of the high density residential uses. It is anticipated that there to be negative impacts on PUSD. The Applicant will communicate with the City upon further discussions with PUSD.

***Specifically, what Elements, Goals, Objectives, and Policies of the General Plan will be affected?***

The following is a summary of the related Elements, Goals, Objectives, and Policies of the General Plan and Old Town Specific Plan related to the proposed development on the Property.

## City of Peoria 2040 General Plan

### *Economic Prosperity Goals and Policies*

***EP-21 Protect the City's primary commercial corridors and mixed use activity centers from conversion to uses that would limit employment or active uses, such as single-family residential, warehousing, storage, and auto-oriented uses.***

The project is located along Grand Avenue, one of the City's primary commercial corridors. This area is in need of revitalization with many derelict and abandoned commercial properties. The mixture of high-density residential multifamily housing types will add active uses to this corridor and contribute to the revitalization of the area.

### *Smart Growth Goals and Policies*

***1. Balanced Land Uses: Promote a balanced mix of land uses that support a broad range of housing and lifestyle choices, business, and employment opportunities and cultural and entertainment spaces.***

The proposed development provides a new residential living opportunity in close proximity to the urban core of Peoria, which will assist in activating the current and future commercial, retail, and office uses in the area. Infilling along a corridor that is in need of revitalization, this development provides a broader range of housing and increases the customer base for surrounding businesses, which will activate the underutilized civic amenities like the Peoria Center for the Performing Arts, Theater Works and Osuna Park.

***2. Focused Growth: Strategically focus new growth into areas of Peoria that enable the achievement of City goals for economic growth, fiscal sustainability, and environmental stewardship, and support the development of new, attractive neighborhoods.***

The Property is located within the General Plan designation of Old Town Activity Center, which is envisioned to have a vibrant and walkable mixed use character that includes civic, historic, residential, commercial, and employment uses. The Minor SAP Amendment will facilitate a high-quality development on a currently derelict infill site within the Old Town Activity Center, thereby advancing the City's smart growth goals to promote efficient and sustainable land development patterns that optimize prior infrastructure investment and require less land.

***4. Sustainable Development: Promote local growth patterns and sustainable development practices that improve quality of life, celebrate culture, protect open space, and natural resources, and reduce traffic congestion.***

The SAP Amendment will support the redevelopment of an abandoned site that has been vacant for decades. The project will provide new residential housing options on an urban infill site that is serviced by existing infrastructure and has excellent vehicular and pedestrian access. Infilling high-quality housing units in close proximity to established

employment, service, and entertainment opportunities within the Old Town area creates compact, sustainable development patterns that encourage walkability and reduce the need for vehicular trips. Subsequently, these development patterns improve air quality, increase the mix of uses near the city core, and leverage public infrastructure investment by infilling more dense development into areas with established infrastructure that are located near existing commercial and institutional uses.

***5. Complete Neighborhoods: Offer a range of neighborhoods that offer distinctive, special places to live that are safe and well served by community amenities and gathering spaces.***

As mentioned above, the project will create a high density residential development within the heart of the city to provide quality, urban living options with internal gathering spaces in close proximity to existing and future commercial and community amenities.

***8. Placemaking: Foster distinctive destinations and gathering spaces that promote health, happiness, and the well-being of residents, employees, and visitors.***

The proposed development provides a variety of residential amenities and gathering spaces at varying scales. These amenities may include, but are not limited to, a community room, resort-style pool area, in-ground spa, outdoor recreational areas, shaded BBQ area, pedestrian lighting, and shaded gathering space with seating intended to elevate the user experience and facilitate social interaction.

## **Balanced Land Uses Policies**

***LUC-3 Integrate a variety of compatible land uses into new and established neighborhoods to provide residents with convenient access to goods, services, and other community amenities.***

The multifamily residential proposed within the PAD, and supported by this SAP Amendment, will enhance the variety of land uses that currently exist along the corridor and provide residents with more convenient access to goods and services.

***LUC-4 Encourage infill and redevelopment opportunities that place residential, work, and retail land uses in proximity to each other to maximize walking, bicycling, and transit opportunities.***

The proposed PAD development includes a pedestrian network that facilitates pedestrian movement within the development and connections to adjacent properties. Its adjacency to the City's core generate a framework in which residents can conveniently access goods and services by foot, bicycle, or transit, thereby reducing automobile dependency. The site will create good pedestrian and bicycle connections to Old Town and provide direct access to a transit stop along West Peoria Avenue.

## **Complete Neighborhoods Policies**

***CN-1 Promote efforts to make complete neighborhoods by encouraging the development of a mix of complementary uses and amenities that meet the daily needs of residents.***

Complete neighborhoods refers to those with convenient access to the goods and services needed in daily life. The proposed SAP Amendment and concurrent PAD will infill quality multifamily housing along a corridor in need of revitalization. This will increase the mix of complementary uses along the corridor and aid in the creation of a more complete neighborhood by locating residential use with convenient access to commercial, civic, entertainment, and institutional uses.

***CN-4 Encourage residential developments to incorporate design features that encourage walking within neighborhoods by:***

- ***Creating a highly connected block and street network.***
- ***Orienting homes, townhomes, and apartment and condominium buildings toward streets or public spaces.***
- ***Locating garages for homes and townhomes along rear alleys (if available) or behind or to the side of the front façade of the home.***
- ***Locating parking facilities below or behind apartment and condominium buildings.***
- ***Enhancing the front façade of homes, townhomes, and apartment and condominium buildings with porches, stoops, balconies, and/or front patios.***
- ***Ensuring that windows are provided on façades that front streets or public spaces.***

The development is designed with a network of on-site pedestrian walkways. Connections to adjacent developments and City sidewalks will also be provided as appropriate. Parking facilities are located along the drive aisles that connect throughout the development with more parking available in the interior of the property, away from the street. The façades of the residential buildings will feature a four-sided architecture design with varying façade articulations such as windows, balconies, and patios.

### **Growth and Sustainable Development Policies**

***GS-2 Direct dwelling unit density, and employment growth toward infill development sites within the city, especially catalyst and opportunity sites identified within Economic Development related strategic plans or programs.***

The SAP Amendment and concurrent PAD provides a high density residential development on a vacant infill site that will assist in the redevelopment of the Grand Avenue corridor. The City is currently exploring revitalization options for this corridor through the Grand Avenue Corridor Plan. The preliminary Corridor Plan identifies this site as a key area for redevelopment. The mixture of uses as a catalyst for this redevelopment by activating a derelict property within a commercial corridor that adds a variety of housing choices to the area.

## *Streetscape & Corridors for People*

*SC-3 Require development to design their frontage so that it focuses on the pedestrian experience and continues any streetscape theming design in place for the area.*

The development spans between 85th Avenue and Grand Avenue. Along Grand Avenue townhome buildings front the street and are designed with four-sided architecture to create a pleasant pedestrian experience along the corridor. Additionally, the multifamily buildings will also provide aesthetically pleasing architectural themes along all adjacent streets.

*SC-4 Maximize opportunities for shade and appropriate pedestrian refuge while minimizing the potential for nuisance activity.*

Shade is provided through a combination of landscaping and shade structures throughout the development. The shade amenities are located along walkways and within all open spaces.

*SC-6 Plan future public and direct private open space areas and connections to act as links and nodes for a larger network of open space connectivity.*

The development incorporates a variety of open spaces/amenities gathering spaces. Pedestrian pathways will provide connections between the on-site uses and to adjacent developments and Old Town as appropriate. Its adjacency to the City's core creates a framework in which residents can conveniently access goods and services by foot, thereby reducing automobile dependency.

## *Healthy Neighborhoods Goals and Policies*

*2. Active Lifestyle Choices: Creation and expansion of convenient and safe opportunities to incorporate physical activity into everyday activities of residents, employees, and visitors.*

The variety of open space amenities within the PAD ensures that residents and visitors can integrate a variety of social and recreational activities into their everyday activities. As an infill site, the development offers convenient, walkable access to numerous sites in Old Town Peoria.

## *Community Wellness Policies*

*CW-8 Advocate for more complete, healthy communities that provide access to a range of daily goods and services, and recreational resources within comfortable walking distance of homes.*

As mentioned in the responses above, the approval of the SAP Amendment and concurrent PAD will facilitate the redevelopment of a vacant site that aids in the development of a more complete, healthy community in which residents can conveniently

access a range of service, employment, and recreational resources within walking distance of their homes.

*CW-10 Facilitate social interaction and foster a sense of identity and community pride by providing attractive, safe walkways, and linked community gathering spaces.*

The SAP Amendment and PAD features a variety of residential open space amenities and gathering spaces linked by safe pedestrian walkways.

*CW-13 Support and promote development and redevelopment that reduces automobile dependency through more efficient and varied use of lands.*

The SAP Amendment and PAD will provide housing on a piece of land in the heart of the City in close proximity to established employment, service, and entertainment opportunities. This project supports sustainable development patterns that help create a complete community in which residents have convenient access to employment and services that are within walking distance or a short bus ride, thereby reducing the need for automobiles.

## **Old Town Specific Area Plan Guiding Principles**

### ***Increase Economic Vitality***

- *Promote mixed-use development, neighborhood serving uses, an assortment of housing types, and a variety of transportation modes.*

The proposed SAP Amendment and accompanying PAD request will permit a variety of high density residential uses on the property. Additional residents will fulfill the goal of the Old Town SAP to increase the economic vitality of the area as it would provide an additional customer base for surrounding businesses.

### ***Foster Character & Sense of Place.***

- *Establish a vibrant environment that lends to a dynamic, exciting, and welcoming atmosphere that defines the "Old Town experience".*
- *Create a safe and pedestrian-friendly environment that enhances the "Old Town experience" for all user groups.*
- *Promote design standards for development and construction that respond to community values of quality architectural design and distinctiveness.*

The proposed SAP amendment and the accompanying PAD request will facilitate the development of a quality project that is in line with the SAP principle to foster character and a unique sense of place within the Old Town area. The proposed development will create a more defined urban character and sense of place along the Grand Avenue Corridor. The concurrent PAD Application establishes the development framework that ensures the project will create a vibrant, walkable pedestrian environment enhancing the Old Town experience and integrating into the established context of the area. Architectural standards are in place so that buildings respond to community values of

quality architectural design and distinctiveness. Other standards that address elements such as placemaking, signage, open space and landscaping aim to create a distinctive, vibrant destination that enhances the Old Town experience.

## *Develop Connectivity & Walkability*

- *Coordinate land use and transportation to increase the efficiency and performance of the existing road network.*
- *Create shaded and comfortable pedestrian routes.*
- *Develop an environment free of barriers and offer safe and convenient routes between uses.*

This SAP amendment supports sustainable, mixed use development patterns that help create a complete community in which residents have convenient access to employment and services that are within walking distance or a short bus ride. This facilitates the development of compact development that is conveniently accessible by a variety of transportation methods and aid in the development of the area as a more complete community that increases the efficiency and performance of the existing road network.

## *Promote Sustainability*

- *Promote sustainable development principles, including the reuse of existing buildings and infrastructure, the use of energy efficient designs and materials, as well as the use of drought tolerant/native plants, permeable paving and surface treatments, and the incorporation of solar heating and solar energy-generating technologies.*

The proposed SAP amendment is needed to facilitate the concurrent PAD Application, which proposes a development on a long vacant site that is well served by existing infrastructure, thereby promoting sustainable development practices with the Old Town area that leverage the City's existing infrastructure investments.

## **Grand Avenue Corridor District Development and Urban Design Objectives**

### *Development Objectives*

- *Boost activity in Old Town by increasing the population of Old Town area employees, who can frequent area businesses.*

The Property is located directly to the north of Old Town and is well-positioned to boost activity in Old Town through increasing the population of the area and adding customers that can patronize Old Town businesses. This project features pedestrian connections that easily link the development to the existing land uses surrounding the site so as to encourage walkability and improve access to Old Town.

### *Urban Design Objectives*

- *Redevelopment projects should include improved site design, better access management techniques, attractive building façades, and landscaping.*

- *Establish safe and effective pedestrian connections along Grand Avenue to the Old Town core.*

The Property is located within the Grand Avenue Corridor District of the Old Town SAP. The proposed development furthers the development and urban design objectives of the district by redeveloping a severely underutilized property at the urban core of the City with a variety of housing options. The project is designed in such a way as to eliminate access to Grand Avenue and limit access to one curb cut along North 85th Avenue, and one curb cut along North 84<sup>th</sup> Avenue. This improves upon the existing access that includes multiple access points. Buildings are designed within the concurrent PAD Application with four-sided architecture and feature varying facade articulations including but not limited to windows, patios and balconies. A network of pedestrian walkways within the site and connecting to adjacent properties allows a high level of mobility.

### **How will this amendment support the overall intent and/or constitute an overall improvement to the General Plan?**

The 2040 General Plan seeks to retain the character and values that make Peoria special, while accommodating population growth in a better way than simply continuing to expand the city outward. The plan states that it seeks to accomplish this goal by “incorporating the principles of Smart Growth and healthy community design, and reinvesting in areas to create vibrant centers, providing housing close to jobs, promoting transit use and walking, and minimizing traffic congestion.” This SAP Amendment and accompanying PAD request supports the overall intent of the General Plan. The SAP Amendment will facilitate the smart growth vision for inward growth through the redevelopment of an urban infill site within the Old Town area, additionally aiding in the reinvestment of the core and the revitalization of the Grand Avenue corridor as desired by the City. The proposed development will provide quality housing choices in close proximity to the established amenities and transit system of Old Town. This will further ensure that the Old Town area functions as a complete community where residents can conveniently access a variety of housing, service, and employment opportunities. Overall, this analysis clearly shows that the SAP Amendment and concurrent PAD meet the overall intent of the General Plan and is an overall improvement of both the General Plan and Old Town SAP.

## VI. CONCLUSION

The Property is in a unique location adjacent to a major transportation corridors within Peoria and is located in the heart of Peoria. The Property provides the perfect site for a mixture of high density residential uses, providing a variety of housing choices needed and demanded in the City. This SAP Amendment supports a development scenario that complements the surrounding commercial and residential uses and provides urban residential housing that is seamlessly connected to adjacent commercial office, restaurant, and retail uses. The construction and improvement of the common and open space amenities of the concurrent PAD Application is integrated effortlessly into the community and not only benefits the future residents of project, but also the residents at large.

The proposed SAP Amendment is consistent with many of the policies of the City of Peoria's General Plan and the Old Town Specific Area. It encourages a mixture of high density residential land uses at this site that are uniquely configured and connected with open space for recreational amenities to service the residents and encourage resident interaction and outdoor activities.

Overall, the proposed development establishes a high level of quality building design and site design expectations. This unique development plan interconnects the residential areas and accentuates the open space and strong connections that promote community interaction. This will create economic value that will provide sustainability to the Old Town area of Peoria. This SAP Amendment ensures that future development will produce a project that will provide a catalyst for future revitalization in the area and will and continue the tradition of quality development in the City of Peoria.

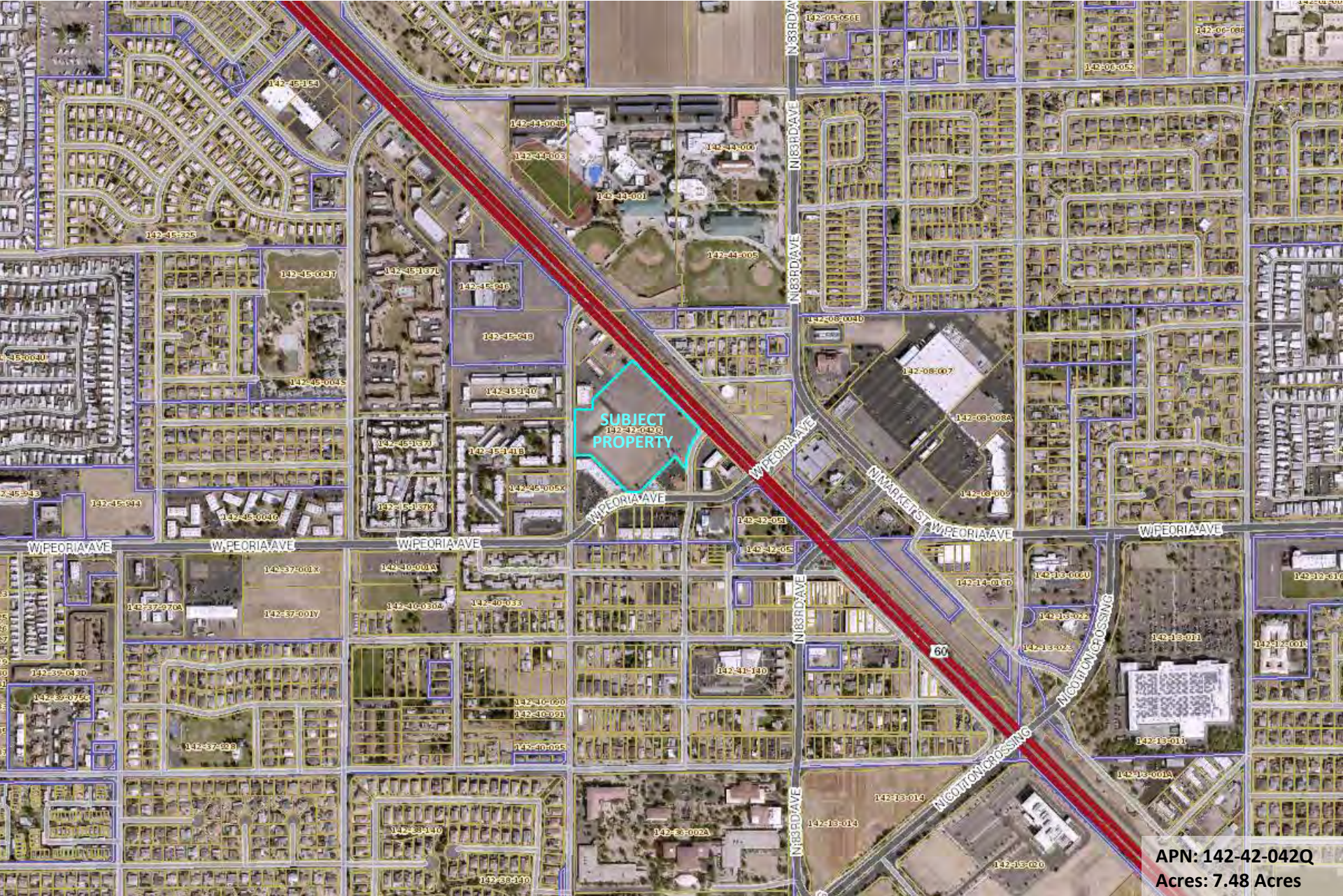
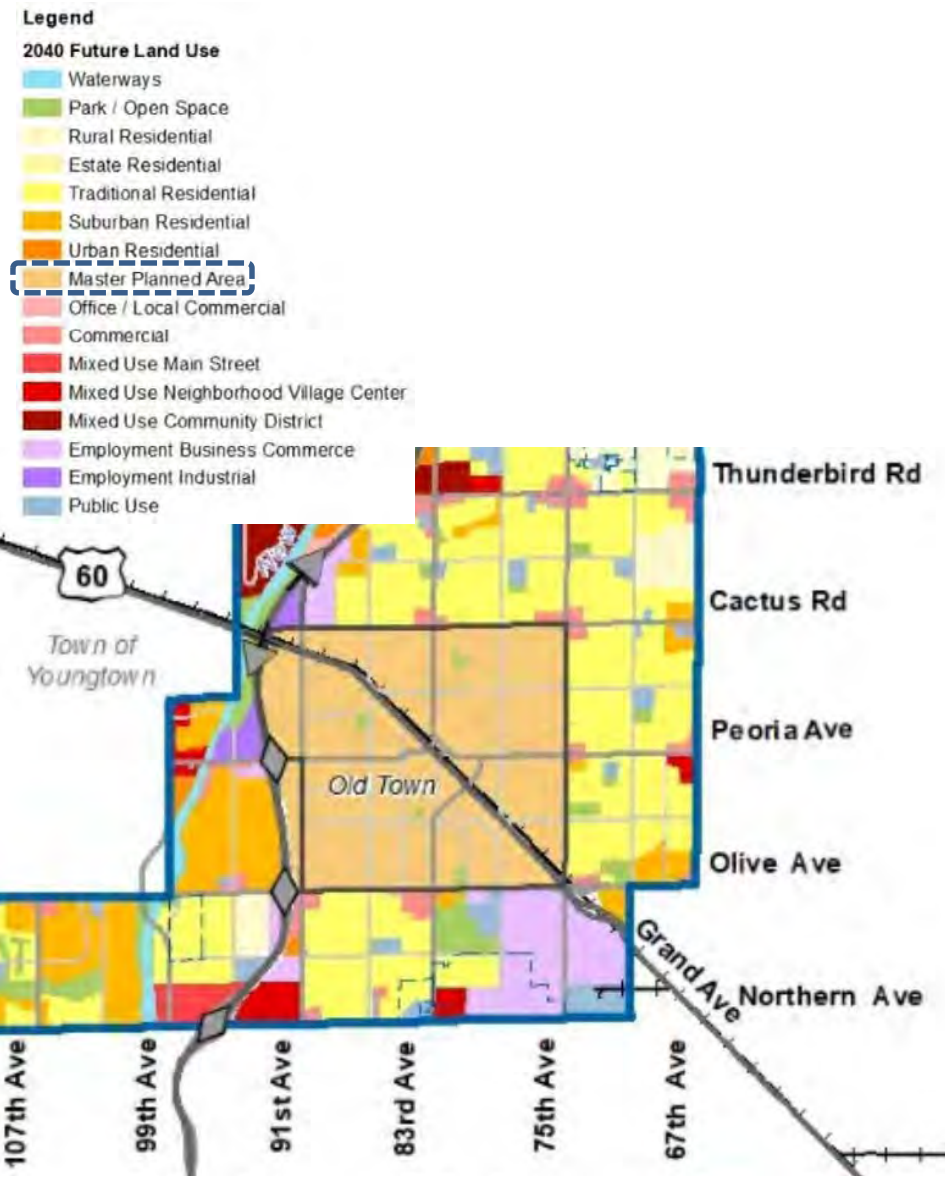


**Exhibit 1 - Regional Context Aerial Map**  
 85<sup>th</sup> Avenue & Grand Avenue, Old Town SAP Amendment



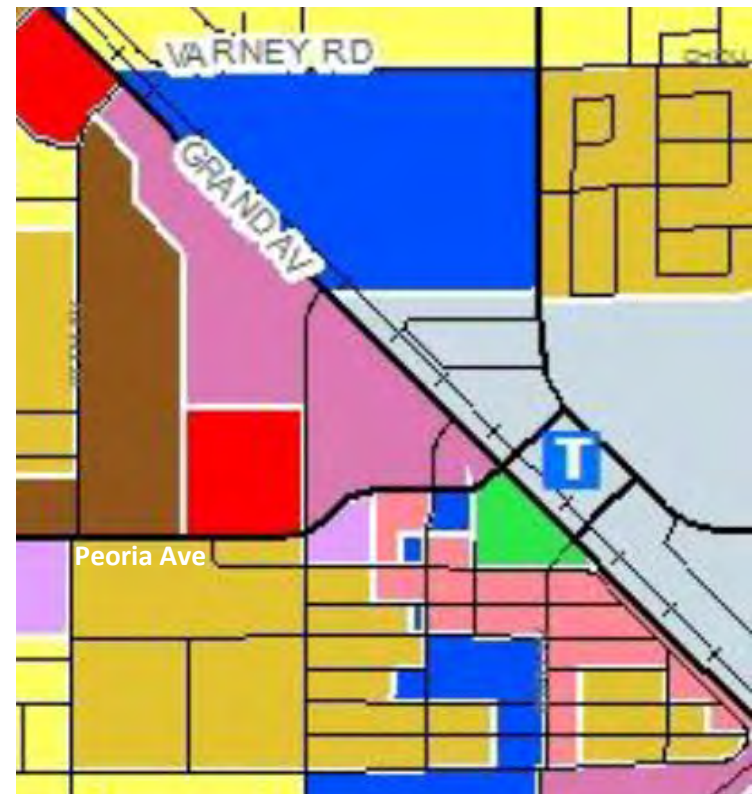
# Peoria General Plan 2040



# Old Town Specific Area Plan

## Old Town Land Use Categories

- |                                               |                                                      |
|-----------------------------------------------|------------------------------------------------------|
| CCM - Core Commercial Mixed Use               | MHDR - Medium-High Density Residential (18-25 du/ac) |
| <b>FMU - Flex Mixed Use</b>                   | OMU - Office Mixed Use                               |
| HDR - High Density Residential (25-40 du/ac)  | OS - Park/Open Space                                 |
| IMU - Light Industrial Mixed Use              | OTCMU - Old Town Commercial Mixed Use                |
| LDR - Low Density Residential (2-5 du/ac)     | PQP - Public/Quasi Public                            |
| MDR - Medium Density Residential (5-18 du/ac) | TOD - Transit Oriented Development (18-35 du/ac)     |
| <b>T</b> Transit Station                      |                                                      |



## Current SAP Map



### Old Town Land Use Categories

- |                                               |                                                      |
|-----------------------------------------------|------------------------------------------------------|
| CCM - Core Commercial Mixed Use               | MHDR - Medium-High Density Residential (18-25 du/ac) |
| FMU - Flex Mixed Use                          | OMU - Office Mixed Use                               |
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| T Transit Station                             |                                                      |

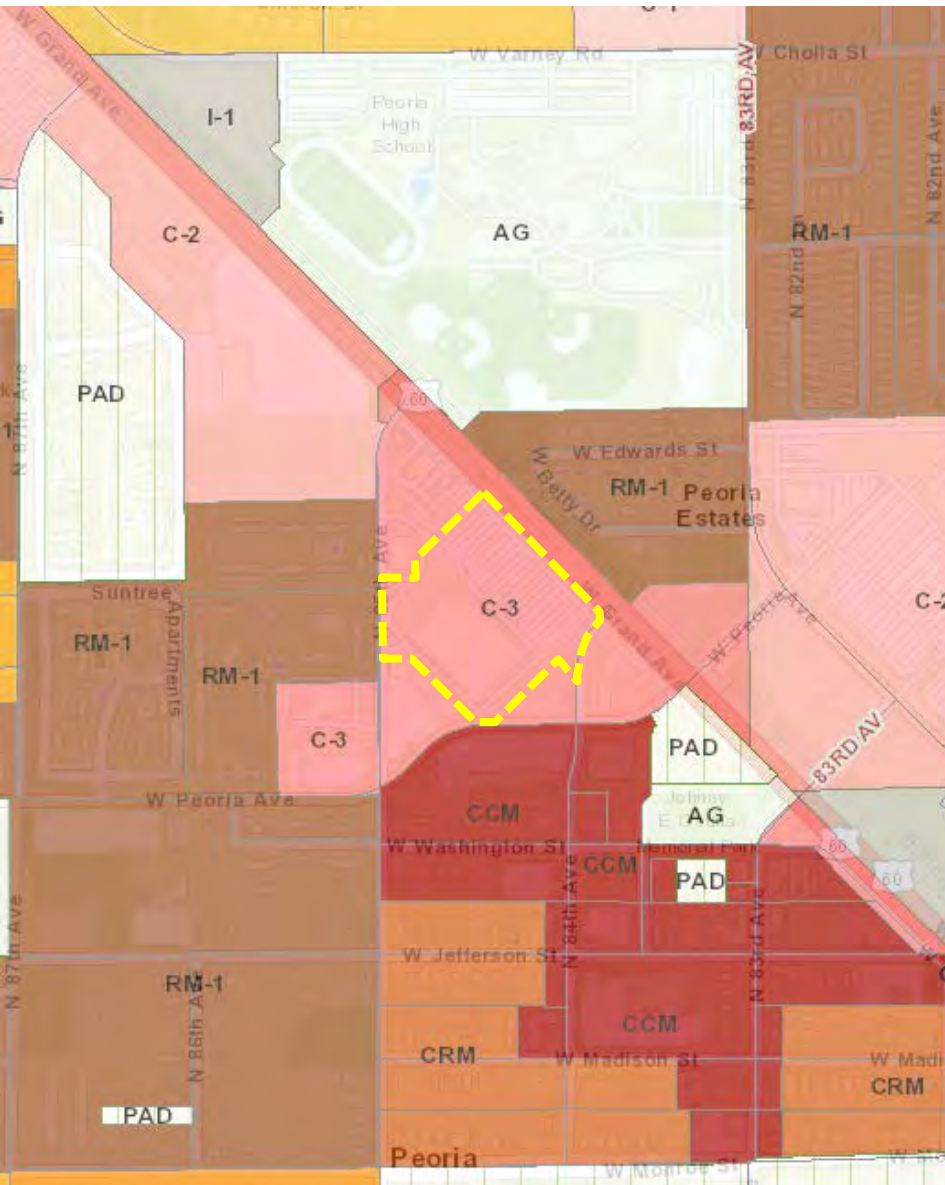
## Proposed SAP Map



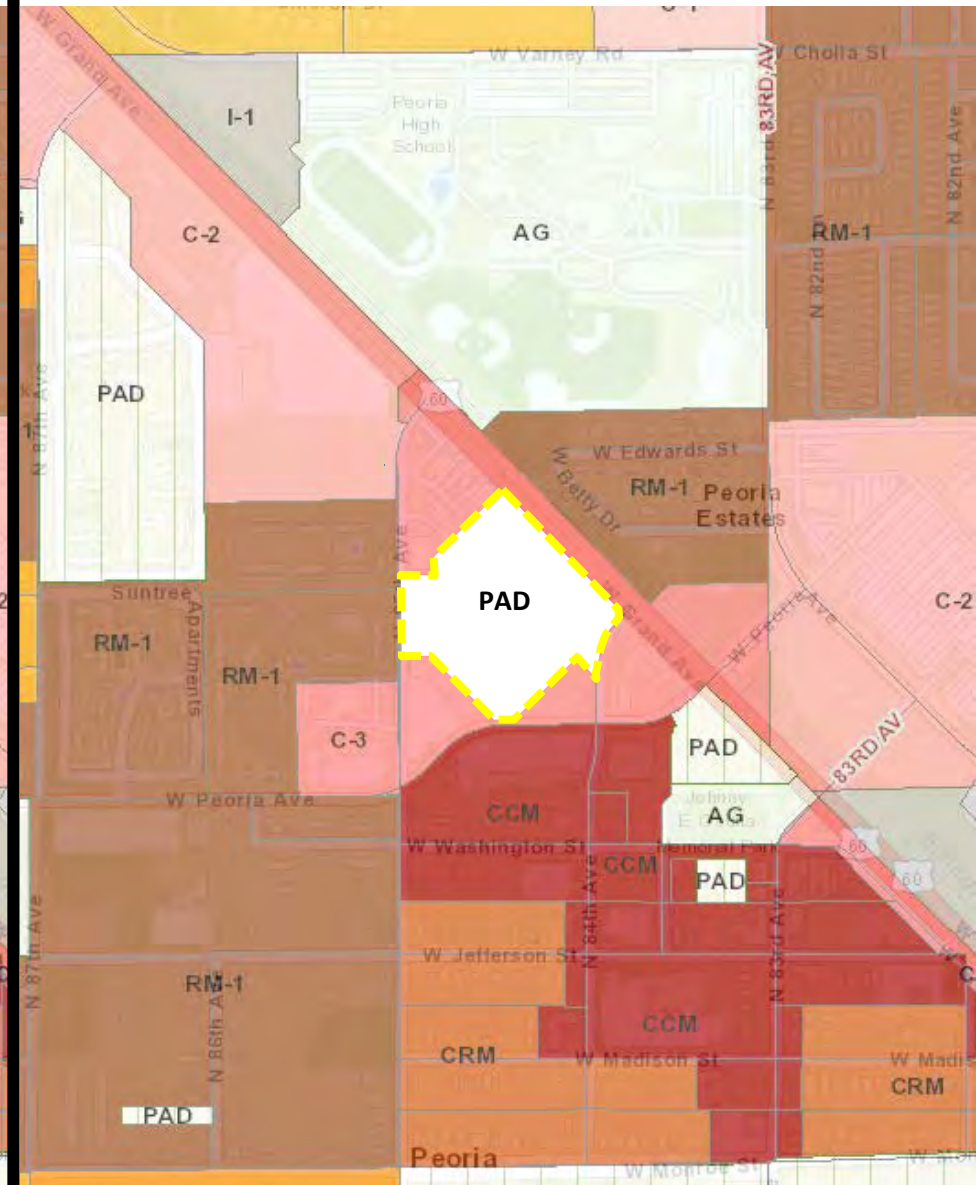
### Old Town Land Use Categories

- |                                               |                                                      |
|-----------------------------------------------|------------------------------------------------------|
| CCM - Core Commercial Mixed Use               | MHDR - Medium-High Density Residential (18-25 du/ac) |
| FMU - Flex Mixed Use                          | OMU - Office Mixed Use                               |
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| T Transit Station                             |                                                      |

## Current Zoning Map



## Proposed Zoning Map



# **Overland Peoria Commons**

**Planned Area Development**

## **Application Project Narrative**

**Application # Z22-08**

City of Peoria

March 1, 2023

# Overland Peoria Commons PAD

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## I. PROJECT PROFILE

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Project Name</b>               | 85 <sup>th</sup> Ave & Grand Ave                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Property Owner</b>             | Grand Holdings, LLC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Assessor Parcel Number</b>     | 142-42-042Q (7.47 Acres)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Project Location</b>           | Generally located south of the southwest corner of 85 <sup>th</sup> Avenue and Grand Avenue, Peoria, Arizona                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Current Zoning</b>             | C-3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Current Specific Area Plan</b> | Central District (Flex Mixed Use)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Development Team</b>           | <u>Developer</u><br>Overland Group, Inc.<br>Ken Holman, President<br>3200 Club House Drive, Suite 250<br>Lehi, Utah 84043<br><u>Legal Counsel</u><br>Tiffany & Bosco, P.A.<br>Shaine T. Alleman<br>Seventh Floor, Camelback Esplanade II<br>2525 East Camelback Road<br>Phoenix, Arizona 85016<br><u>Architecture</u><br>FFKR Architects<br>Jackson Ferguson<br>1355 N. Scottsdale Road, Suite 210<br>Scottsdale, Arizona 85257<br><u>Engineering</u><br>Coe & Van Loo Consultants, Inc.<br>Nicholas Maxwell<br>4550 N. 12 <sup>th</sup> Street<br>Phoenix, Arizona 85014 |

## II. EXECUTIVE SUMMARY

This proposed application request is to rezone approximately 7.5 acres generally located south of the southwest corner of 85th Avenue and Grand Avenue and is identified by the Maricopa County Assessor as parcel number 142-42-042Q (the "Property"). The rezoning request would rezone the Property from Central Commercial ("C-3") to Planned Area Development ("PAD") with a high-density residential use. The PAD will allow for a master planned development consisting of high density residential development with 200 multifamily residential dwelling units consisting of apartments and townhome units. The proposed PAD will be in conformance with the current Peoria General Plan land uses and the Old Town Specific Area Plan as amended by a separate, concurrent SAP Amendment Application.

For many years, the Property has sat vacant and underutilized within the Grand Avenue corridor and was the former location of Smitty's grocery store. According to brokers who have worked in the area for many years, the Property has not been desired for a comprehensive development because of the various Property challenges including 1) the challenges for access to the Property from Grand Avenue due to ADOT prohibiting to renew access to the existing driveway, 2) the market challenges that the surrounding properties face in the area, and 3) the challenges faced with demolition the former dilapidated Smitty's building and related infrastructure on the site (the building has since been removed). Additionally, certain market realities create some concerns regarding the economics of the Property what types of uses will be viable. Despite these challenges there is great opportunity for the Property with the right developer.

The developer for the project will be the Overland Development Corporation, which is part of Overland Group, Inc. Overland Group, Inc. ("Overland") is a vertically integrated real estate company which manages the development, construction, and management of various real estate asset types. Overland has a 40+ year history in real estate development, construction, and management. They have primarily done work in Utah, Arizona, and the Midwest and have always been very thoughtful about the proposed uses and designs of their projects. Overland is recognized for its high-quality developments, totaling more than \$400 million in real estate projects since Overland opened its doors. Overland also currently has \$67 million worth of assets under construction with another \$140 million expected to go under construction by the end of 2022. Overland has twice won the Outstanding Design and Development Award through Envision Utah, and honored by The Downtown Alliance of Salt Lake City with a Special Achievement Award for Outstanding Redevelopment of Salt Lake's 49 block in downtown Salt Lake. They have developed projects that have included Class A and Class B multi-family residential, hotel, commercial/retail, office, and storage. After undertaking market studies for the Property,

Overland is excited about the opportunities to develop a mixed use project in Peoria. (See <https://overlandgroupinc.com/> for more information)

Overland undertook preliminary market analysis for the Property to review the opportunities and challenges on the Property. It is important to Overland that the development is thoughtfully crafted to bring the proper residential uses that will provide a healthy and vibrant neighborhood for the area.

In reviewing the past and existing conditions on and around the Property, Overland found that the Property is ripe for providing a vibrant residential development to support the current and planned commercial retail uses in the area. Based on the information received from the market studies, Overland has evaluated several different land use configurations for a mixed use development on the Property. The conceptual multi-family land use plan demonstrates the preferred land use configuration on the Property.

With its varied experience, Overland intends to create a high density residential development that provides a mixture of loft apartment housing and townhome units that will create a unique urban experience meeting the service and employment needs of the project residents and the citizens at large.

The proposed conceptual site plan, elevations, and land use and development standards will create a framework for a quality development that is compatible with and supportive of surrounding properties, while providing a design that promotes a healthy and livable community through open space and connectivity. The prime location of the site provides the opportunity to bring a beautiful community near the Grand Avenue corridor and within the heart of Peoria.

## III. INTRODUCTION

The proposed development will be located on an approximately 7.47 acres and is generally located south of the southwest corner of 85th Ave. and Grand Ave. (the "Property"). (See *Exhibit 1 - Regional Context Aerial Map*). The Property is identified with a Maricopa County Assessor Parcel Number 142-42-042Q. (See *Exhibit 2 – Context Aerial Map*).

Per the City's General Plan, the Property has a General Plan designation of Master Plan Planned Area, which refers to the Property being under the Old Town Specific Area Plan with a designation of "Flex Mixed Use" (See *Exhibit 3 – Peoria General Plan and Old Town Specific Area Maps*). A Minor Specific Area Plan Amendment is being requested concurrently with this Application to accommodate the proposed project.

The Property is currently zoned as Central Commercial District (C-3) (See *Exhibit 4 – City of Peoria Zoning Map*). This Application is requesting to amend the zoning from C-3 to Planned Area Development (PAD).

An objective of PAD zoning is to accommodate a variety of high density residential land uses, which utilize common layout and design elements, development guidelines, and development standards in order to create a dynamic project that will be an asset to the area. Ever changing economic and development landscapes dictate the specific needs of an area.

The purpose of this Application is to address those market changes by providing a variety of high density residential uses that will provide alternatives for different consumers and their housing needs as well as providing a catalyst for revitalizing the Property and general area. With the ever-pressing need for housing in the Phoenix Valley, the proposed developments will provide that and allow for a diversity of citizens in this area.

## IV. SURROUNDING PROPERTY DESCRIPTION

The Property is currently vacant, underutilized land. The general downtown area has been poised for revitalization and has the potential to bring burgeoning growth to Peoria. In order to realize this, it is important to understand the general context of the area and how a proposed project can fit within this context.

This growth and revitalization will require a delicate balance of commercial and residential uses that will further support the goals of the City of Peoria. In looking at the surrounding area, it is apparent that the proposed project will help further these goals and add to the existing commercial market with residents needed for further growth.

The following uses and properties are located adjacent to the Property:

- North
  - o Jurisdiction – City of Peoria
  - o The property north of the Property is zoned C-3. Multiple commercial uses are on the Property, including a tattoo parlor, a community church, a barber shop, a psychic's office, and a tailor.
  - o The Old Town Land Use Map designates the property Flex Mixed Use.
- South
  - o Jurisdiction – City of Peoria
  - o The property south of the Property is zoned C-3. Multiple commercial uses are on the Property, including a dentist office, a counseling office, a boxing gym, a florist, a salon, and a restaurant.
  - o The Old Town Land Use Map designates the property Flex Mixed Use.
- West
  - o Jurisdiction – City of Peoria
  - o The property west of the Property is zoned Multi-Family Residential District ("RM-1").
  - o The Peoria Grand Apartments are west of the Property.
  - o The property west of the Property is designated Old Town Commercial Mixed Use by the Old Town Land Use Map.
- East
  - o Jurisdiction – City of Peoria
  - o The properties east of the Property and east of Grand Ave. are zoned RM-1 and consist of a multitude of single family homes.
  - o The properties east of the Property and east of Grand Ave. are designated Transit Oriented Development by the Old Town Land Use Map.

The Loop 101 / Agua Fria Freeway intersections (at Grand Avenue and also at Peoria Avenue) are both located approximately 1-¼ miles to the northwest and west,

respectively, and provide prime regional access to the Property. Adequate water and sewer facilities for the residential development currently exist in the surrounding roadways.

## V. PROJECT DESCRIPTION

The proposed rezoning request is to rezone from C-3 (Central Commercial) to PAD (Planned Area Development). This will facilitate a high density residential development consisting of apartments and townhome residential areas.

The PAD is intended to further the City's economic development goals for the Grand Avenue corridor by facilitating a catalytic development that spurs the revitalization of the corridor. The development proposal outlines the site plan for the PAD that is envisioned to further these goals.

As shown on the Conceptual Site Plan in *Exhibit 5*, the Property is proposed to be a multi-family residential use. The Conceptual Site Plan shows a centralized apartment housing area and townhome residential housing on the north and east perimeters of the Property.

The residential buildings are designed to provide connectivity onto green spaces and connective walkways that create a cohesive and connected community utilizing open space and connectivity throughout the development. Open space amenities for the residents will be programmed as part of the PAD rezoning application. These could include a swimming pool, BBQ/cabana area, and other recreational spaces that the residents can use. These amenities will create a sense of community and gathering spaces for future residents. Additionally, the pool will serve as a main focal point to enhance the overall landscape and aesthetic of the entire Property.

Overall, the project is designed as a high density residential development that can be easily accessed by both pedestrians who live on the Property or those walking to the Property. The intention will be to market to young professionals, millennials, and those wanting a "lock and leave" lifestyle.

The Property will remain well-served for access via the driveways off of 85th Avenue and 84th Avenue. Driveway configurations will focus on providing a sense of arrival and visually pleasing spaces for those arriving to the proposed development.

Landscaped buffering will be provided around the entire perimeter with the focus being made on the vegetation areas along the Grand Avenue corridor. Additionally, the entire development will have a consistent landscape theming to ensure a high quality development. The internal circulation network will be private and attention will be given to ensure proper access for safety and utility vehicles, as needed.

## VI. PAD ZONING DISTRICT CONFORMANCE

As stated previously, the purpose of the PAD district is to provide a high-quality development that consists of a high density residential development providing a safe, active and comfortable environment that is adjacent to and interconnected throughout the development. The residential uses will be a high-quality, urban type of development consisting of apartments and townhomes.

The master planned development focuses on strategically placed buildings that are enhanced by the architecture and landscape aesthetics and promote strong connectivity throughout the development. The open spaces, recreation and refuge areas, and sidewalks are designed to provide greater community connectivity and interaction. The reduction in the proposed development standards is further justified with the following enhancements of the development:

- Providing high-quality usable open space interspersed throughout the development. This will include amenities such as a pool, tot lot, bbq islands, shade pavilions, pet park, and turf areas.
- Focusing housing product on communal open spaces that are dedicated to providing an enhanced pedestrian and community experience.
- Enhanced vegetation at entries ways and strategically placed open space areas to provide a sense of arrival to the development to promote the aesthetics seen by pedestrians and vehicles coming to the development and passing by.
- Heightened connectivity throughout the development to promote interactivity.

This PAD will satisfy the defined purpose of the PAD zoning district contained in Section 21-601 of the City Zoning Ordinance as summarized below. The development standards and guidelines are provided in the PAD Amendment Standards and Guidelines Narrative that is included as part of this Application.

**A. To enhance the City's development growth in order that the public health, safety, and general welfare be enhanced as Peoria increasingly urbanizes;**

This PAD rezoning request improves the area located around the Property and will enhance the City's general welfare. The inclusion of the high density residential uses provides diverse multi-family options and improves the overall surrounding aesthetic appeal of the area. The proposed zoning provides an array of options for those looking to reside in the area.

**B. To encourage innovations in residential, commercial, and industrial development so that greater opportunities for better housing, recreation, shopping and employment, may extend to all citizens and residents of Peoria;**

This PAD rezoning request provides additional housing options and densities that will bring further vitality to the area by increasing economic commercial opportunities and providing the residents with access to the surrounding, adjacent commercial uses. This development is situated in an area that has been underutilized and has been somewhat depressed economically. The project will bring synergy to the area and create housing that is not typically found in the Old Town area to support the current and future shopping and employment opportunities in the downtown area.

**C. To reflect changes in the technology of land development;**

This PAD will permit an unused and underutilized property to redevelop and better serve the area. Overall, the proposed development provides an innovative concept that will result in a greater variety of residential housing options.

**D. To encourage a more creative approach in the utilization of land in order to accomplish a more efficient, aesthetic, and desirable development, which may be characterized by special features of geography, topography, size or shape of a particular property; and,**

The vision for PAD rezoning is to create a modern and sophisticated development that works in conjunction with the unique characteristics and challenges of the Property. The proposed development will work with the already existing landscape and will play off of the surrounding existing and future land use. This will ensure a successful and thoughtful development is constructed.

**E. To provide a compatible and stable developed environment, in harmony with that of the surrounding area.**

The market changes to the surrounding areas were unexpected with respect to the amount of depressed and underutilized commercial properties. The Old Town area is in need of revitalization and the proposed high density residential development will bring a unique configuration and design that will enhance the area and the Grand Avenue corridor. Additionally, the changing dynamics of the housing market call for unique housing options for new residents that wish to have different of varieties of housing products. The market now dictates that the Property is underutilized and inadequate for the originally conceived purposes of the commercial uses allowed on the Property.

## VII. PEORIA GENERAL PLAN CONFORMANCE

The vision for this PAD rezoning is to create a modern and sophisticated high density residential development that works in conjunction with the unique characteristics and challenges of the Properties. The proposed development will work with the already existing landscape and will play off of the surrounding existing and future land use.

The following sections outlines compliance with the goals, policies, and objectives of the Peoria General Plan. Goals and policies are bolded with Applicant responses following.

### **Economic Prosperity Goals and Policies**

***EP-21 Protect the City's primary commercial corridors and mixed use activity centers from conversion to uses that would limit employment or active uses, such as single-family residential, warehousing, storage, and auto-oriented uses.***

The project is located along Grand Avenue, one of the City's primary commercial corridors. This area is in need of revitalization with many derelict and abandoned commercial properties. As noted in a previous zoning case for the Property, the City commission an economic study with Elliot Pollack and noted that the surrounding area was over-retailed and was in need of additional density to provide patrons that could further bolster the existing commercial uses in the Old Town area. The mixture of high-density residential multifamily housing types will add active uses to this corridor and contribute to the revitalization of the area.

### **Smart Growth Goals and Policies**

***1. Balanced Land Uses: Promote a balanced mix of land uses that support a broad range of housing and lifestyle choices, business, and employment opportunities and cultural and entertainment spaces.***

The proposed development provides a new residential living opportunity in close proximity to the urban core of Peoria, which will assist in activating the current and future commercial, retail, and office uses in the area. Infilling along a corridor that is in need of revitalization, this development provides a broader range of housing and increases the customer base for surrounding businesses, which will activate the underutilized civic amenities like the Peoria Center for the Performing Arts, Theater Works and Osuna Park.

***2. Focused Growth: Strategically focus new growth into areas of Peoria that enable the achievement of City goals for economic growth, fiscal sustainability, and environmental stewardship, and support the development of new, attractive neighborhoods.***

The Property is located within the General Plan designation of Old Town Activity Center, which is envisioned to have a vibrant and walkable mixed use character that includes civic, historic, residential, commercial, and employment uses. The PAD will facilitate a high-quality development on a currently derelict infill site within the Old Town Activity Center,

thereby advancing the City's smart growth goals to promote efficient and sustainable land development patterns that optimize prior infrastructure investment and require less land.

***4. Sustainable Development: Promote local growth patterns and sustainable development practices that improve quality of life, celebrate culture, protect open space, and natural resources, and reduce traffic congestion.***

The PAD is facilitating the redevelopment of an abandoned site that has been vacant for decades. The project will provide new residential housing options on an urban infill site that is serviced by existing infrastructure and has excellent vehicular and pedestrian access. Infilling high-quality housing units in close proximity to established employment, service, and entertainment opportunities within the Old Town area creates compact, sustainable development patterns that encourage walkability and reduce the need for vehicular trips.

Subsequently, these development patterns improve air quality, increase the mix of uses near the city core, and leverage public infrastructure investment by infilling more dense development into areas with established infrastructure that are located near existing commercial and institutional uses.

***5. Complete Neighborhoods: Offer a range of neighborhoods that offer distinctive, special places to live that are safe and well served by community amenities and gathering spaces.***

As mentioned above, the project will create a high density residential development within the heart of the city to provide quality, urban living options with internal gathering spaces in close proximity to existing community amenities.

***6. Placemaking: Foster distinctive destinations and gathering spaces that promote health, happiness, and the well-being of residents, employees, and visitors.***

The proposed development provides a variety of residential amenities and gathering spaces at varying scales. These amenities may include, but are not limited to, a community room, pool area, spa, outdoor recreational areas, shaded BBQ area, pedestrian lighting, and shaded gathering space with seating intended to elevate the user experience and facilitate social interaction.

### **Balanced Land Uses Policies**

***LUC-3 Integrate a variety of compatible land uses into new and established neighborhoods to provide residents with convenient access to goods, services, and other community amenities.***

The multifamily residential proposed within the PAD will enhance the variety of land uses that currently exist along the corridor and provide residents with more convenient access to goods and services. Through its development standards, the PAD creates a framework that ensures the development of well-designed, high-quality multi-family development.

***LUC-4 Encourage infill and redevelopment opportunities that place residential, work, and retail land uses in proximity to each other to maximize walking, bicycling, and transit opportunities.***

The development includes a pedestrian network that facilitates pedestrian movement within the development and connections to adjacent properties. Its adjacency to the City's core generate a framework in which residents can conveniently access goods and services by foot, bicycle, or transit, thereby reducing automobile dependency. The site will create good pedestrian and bicycle connections to Old Town and provide direct access to a transit stop along West Peoria Avenue.

## **Complete Neighborhoods Policies**

***CN-1 Promote efforts to make complete neighborhoods by encouraging the development of a mix of complementary uses and amenities that meet the daily needs of residents.***

Complete neighborhoods refers to those with convenient access to the goods and services needed in daily life. The proposed PAD will infill quality multifamily housing along a corridor in need of revitalization. This will increase the mix of complementary uses along the corridor and aid in the creation of a more complete neighborhood by locating residential use with convenient access to commercial, civic, entertainment, and institutional uses.

***CN-4 Encourage residential developments to incorporate design features that encourage walking within neighborhoods by:***

- ***Creating a highly connected block and street network.***
- ***Orienting homes, townhomes, and apartment and condominium buildings toward streets or public spaces.***
- ***Locating garages for homes and townhomes along rear alleys (if available) or behind or to the side of the front façade of the home.***
- ***Locating parking facilities below or behind apartment and condominium buildings.***
- ***Enhancing the front façade of homes, townhomes, and apartment and condominium buildings with porches, stoops, balconies, and/or front patios.***
- ***Ensuring that windows are provided on façades that front streets or public spaces.***

The development is designed with a network of on-site pedestrian walkways. Connections to adjacent developments and City sidewalks will also be provided as appropriate. Parking facilities are located along the drive aisles that connect throughout the development with more parking available in the interior of the property, away from the street. The façades of the residential buildings will feature a four-sided architecture design with varying façade articulations such as windows, balconies, and patios.

## **Growth and Sustainable Development Policies**

*GS-2 Direct dwelling unit density, and employment growth toward infill development sites within the city, especially catalyst and opportunity sites identified within Economic Development related strategic plans or programs.*

The PAD provides a high density residential development on a vacant infill site that will assist in the redevelopment of the Grand Avenue corridor. The proposed multi-family will add to a mixture of uses that will act as a catalyst for this redevelopment by activating a derelict property within the corridor that adds a variety of housing choices to the area.

*GS-7 Accommodate land use proposals that target growth in the area of existing or planned infrastructure and services.*

This development is located along Grand Avenue in a critical infill site that is currently underutilized. This portion of Grand Avenue is in need of substantial redevelopment. Since this area is already designated as a commercial corridor, infrastructure and services are in place to serve the development. The site lies within the City of Peoria Water Pressure Zone 1E. An 8-inch water main exists along the Grand Avenue project frontage with valves at the corners of the parcel line fronting Grand Avenue, providing water main access to the project site. Public fire hydrants exist at the northern corner of the parcel fronting Grand Avenue. Along 85th Avenue, there is a 6-inch water main with valves on the opposite side of the street that serve the adjacent multi-family housing with fire hydrants at regular intervals. Existing sanitary sewer facilities in the vicinity include an 8-inch main in 85th Avenue and an 8-inch main in 84th Avenue. The main in 85th Avenue is on the project side of the street while the 84th Avenue main is on the opposite side of the street.

### *Streetscape & Corridors for People*

*SC-3 Require development to design their frontage so that it focuses on the pedestrian experience and continues any streetscape theming design in place for the area.*

The development spans between 85th Avenue and Grand Avenue. Along Grand Avenue townhome buildings front the street and are designed with four-sided architecture to create a pleasant pedestrian experience along the corridor. Additionally, the multifamily buildings will also provide aesthetically pleasing architectural themes along all adjacent streets.

**SC-4 Maximize opportunities for shade and appropriate pedestrian refuge while minimizing the potential for nuisance activity.**

Shade is provided through a combination of landscaping and shade structures throughout the development. The shade amenities are located along walkways and within all open spaces.

**SC-6 Plan future public and direct private open space areas and connections to act as links and nodes for a larger network of open space connectivity.**

The development incorporates a variety of open spaces/amenities gathering spaces. Pedestrian pathways will provide connections between the on-site uses and to adjacent

developments and Old Town as appropriate. Its adjacency to the City's core creates a framework in which residents can conveniently access goods and services by foot, thereby reducing automobile dependency.

## **Healthy Neighborhoods Goals and Policies**

### **2. Active Lifestyle Choices: Creation and expansion of convenient and safe opportunities to incorporate physical activity into everyday activities of residents, employees, and visitors.**

The variety of open space amenities within the PAD ensures that residents and visitors can integrate a variety of social and recreational activities into their everyday activities. As an infill site, the development offers convenient, walkable access to numerous sites in Old Town Peoria.

## **Community Wellness Policies**

### **CW-8 Advocate for more complete, healthy communities that provide access to a range of daily goods and services, and recreational resources within comfortable walking distance of homes.**

As mentioned in the responses above, the approval of the PAD will facilitate the redevelopment of a vacant site that aids in the development of a more complete, healthy community in which residents can conveniently access a range of service, employment, and recreational resources within walking distance of their homes.

### **CW-10 Facilitate social interaction and foster a sense of identity and community pride by providing attractive, safe walkways, and linked community gathering spaces.**

The PAD features a variety of residential open space amenities and gathering spaces linked by safe pedestrian walkways.

### **CW-13 Support and promote development and redevelopment that reduces automobile dependency through more efficient and varied use of lands.**

The PAD provides housing on a piece of land in the heart of the City in close proximity to established employment, service, and entertainment opportunities. This project supports sustainable development patterns that help create a complete community in which residents have convenient access to employment and services that are within walking distance or a short bus ride, thereby reducing the need for automobiles.

## VIII. PUBLIC UTILITIES and SERVICES

The following table outline the public utilities and services for the Property.

| Public Utility          | Responsible Entity             |
|-------------------------|--------------------------------|
| Water                   | City of Peoria                 |
| Wastewater              | City of Peoria                 |
| Refuse/Trash            | City of Peoria                 |
| Fire Services/Emergency | City of Peoria                 |
| Police                  | City of Peoria                 |
| Electricity             | Salt River Project             |
| Gas                     | Southwest Gas                  |
| Telephone               | Local Phone Service            |
| Cable TV                | Multiple                       |
| Schools                 | Peoria Unified School District |

## IX. CONCLUSION

The Property is in a unique location adjacent to a major transportation corridors within Peoria and is located in the heart of Peoria. The Property provides the perfect site for high density residential uses, providing a variety of housing choices, needed and demanded in the City. The PAD creates a development scenario to complement the surrounding commercial and residential uses and provides urban residential housing that is seamlessly connected to adjacent restaurant, and retail uses. The construction and improvement of the common and open space amenities is integrated effortlessly into the community and not only benefits the future residents of project, but also the residents at large.

The proposed PAD is consistent with many of the policies of the City of Peoria's General Plan and the Old Town Specific Area Plan. The PAD calls for high density residential land uses at this site that are uniquely configured and connected with open space for recreational amenities to service the residents and encourage resident interaction and outdoor activities.

Overall, the proposed PAD establishes a high level of quality building design and site design expectations. This unique development plan interconnects the residential areas and accentuates the open space and strong connections that promote community interaction. This will create economic value that will provide sustainability to the Old Town area of Peoria. This PAD ensures that development will produce a project that will provide a catalyst for future revitalization in the area and will and continue the tradition of quality development in the City of Peoria.

# **Overland Peoria Commons**

**Planned Area Development**

## **Standards and Guidelines Report**

**Application # Z22-08**

City of Peoria

March 1, 2023



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## I. INTRODUCTION

The proposed development is located on an approximately 7.47 acres and is generally located at the west corner of 84th Ave. and Grand Ave. (the "Property"). (See *Exhibit 1 - Regional Context Aerial*). The Property is identified with a Maricopa County Assessor Parcel Number 142-42-042Q. (See *Exhibit 2 – Context Aerial Map*).

The objective of the PAD zoning is to accommodate a high density residential land uses that utilize common layout and design elements, development guidelines, and development standards in order to create a dynamic project that will be an asset to the area.

The purpose of this PAD is to address market changes by providing high density residential that will provide alternatives for different consumers and their housing needs as well as providing a catalyst for revitalizing the Property and the general area. With the ever-pressing need for housing in the Phoenix Valley, the proposed development will provide additional housing opportunities and a diversity of citizens in this area.

## II. PROJECT DESCRIPTION

As shown on the Conceptual Site Plan in *Exhibit 3*, the Property is proposed to be a high-density residential use providing apartments and townhome units. The Conceptual Site Plan shows buildings of various approximate sizes consisting of approximately 200 units (studio, one-, two- and three-bedroom units) within apartment and townhome residential buildings.

This PAD will consist of a high-density residential use, with centralized apartment housing and townhomes adjacent to the Grand Avenue corridor and the northwest property boundary line. The high-density residential uses shall comply with all applicable City of Peoria standards including, but not limited to the City of Peoria Zoning Ordinance and the City of Peoria Community Design Guidelines, unless otherwise modified by this PAD. The development standards will refer to the RM-1 Multi-Family Residential standards.

The residential buildings are designed to provide connectivity onto green spaces and connective walkways that create a cohesive and connected community utilizing open space and connectivity throughout the development. Open space amenities for the residents may include elements such as a swimming pool, BBQ/cabana area, and other recreational spaces that the residents can use. These amenities will create a sense of community and gathering spaces for future residents. Additionally, the pool will serve as a main focal point to enhance the overall landscape and aesthetic of the entire Property.

### III. GENERAL DEVELOPMENT STANDARDS

The high-density residential uses shall comply with all applicable City of Peoria standards including, but not limited to the City of Peoria Zoning Ordinance and the City of Peoria Community Design Guidelines, unless otherwise modified by this PAD. The development standards will refer to the RM-1 Multi-Family Residential standards for the multi-family residential uses.

#### **Parking**

The site shall have a minimum of 1.5 parking stalls per unit.

A minimum of 25% of all parking stalls on site shall provide covered parking.

1 parking island shall be required for every 10 parking stalls, at a minimum.

#### **Landscaping**

All landscaping shall comply with the applicable City of Peoria Zoning Ordinance Standards except as modified herein:

Grand Avenue Street frontage Landscaping:

- Shall be a minimum of 30 feet in width.
- Trees shall be a minimum 48 inch box trees every 25 linear feet at a minimum 10 feet in height at the time of planting.

## IV. RESIDENTIAL PAD STANDARDS

The base development standards for the High Density Residential Uses on the Property shall be those of the City of Peoria's RM-1, "Multi-Family Buildings (Five-Family Dwelling & Above)" as shown in the table below.

| PROPOSED RESIDENTIAL DEVELOPMENT STANDARDS |                                   |
|--------------------------------------------|-----------------------------------|
| Development Standard                       | PAD Residential District Standard |
| Maximum units allowed                      | <b>200 Units</b>                  |
| Northwest Property Line Setback (minimum)  | <b>0 Feet</b>                     |
| Grand Avenue Setback (minimum)             | <b>30 Feet</b>                    |
| Building Height (maximum)                  | <b>40 Feet</b>                    |

### Permitted Uses

Uses in the Residential District shall be limited to those specifically identified herein as follows:

1. Permitted Uses. The following uses shall be permitted in this PAD.
  - a. Multi-Family dwelling (including apartments, townhomes, and condominiums)
  - b. Private and public parks and private or public recreation facilities.
2. Conditionally Permitted Uses. No conditionally permitted uses shall be allowed within the subject development.
3. Permitted Accessory Uses. The following uses shall be permitted as accessory uses to the permitted uses.
  - a. Any accessory use customarily incidental to a principally permitted use.
  - b. Day care for four (4) or less children.

### Open Space and Amenity Requirements

Open space and amenity requirements shall comply with the City of Peoria Community Design Guidelines, except as modified herein:

1. The site shall provide 6 primary amenities.
2. Useable open space areas shall be a minimum of 12 feet in width.
3. A minimum of 28,000 square feet of activated / common useable open space shall be provided on site.
4. Private open space for the multi-family units (i.e patios and balconies) shall be a minimum of 50 square feet in size.

5. At a minimum the following themed pedestrian access points shall be provided with pedestrian access to the adjacent right-of-way sidewalk:
  - a. Peoria Avenue
  - b. 84<sup>th</sup> Avenue
  - c. 85<sup>th</sup> Avenue
  - d. At least 2 on to Grand Avenue.

## V. ARCHITECTURAL DESIGN

The proposed architectural design for the Property will consist of high-quality multifamily units and supportive recreational amenities and will conform to the Peoria Community Design Guidelines, except where modified/enhanced below.

- A minimum of 3 different materials shall be used on each building in a contextually appropriate manner. Greater integration of multiple materials shall occur on planes facing parking areas or public rights-of-way.
- Elevations facing parking areas or public rights-of-way shall have alternate accent material (other than EIFS or stucco), on at least 20% of the elevation.
- Residential building elevations facing parking areas or public rights-of-way, shall include plane changes of six (6) inches or more every thirty (30) feet.
- Pedestrian access points to adjacent rights-of-way shall contain thematic entry details and lighting, as well as view fencing on both sides of the access point to ensure visibility from both sides of the fence.

## VI. PUBLIC UTILITIES and SERVICES

The following table outline the public utilities and services for the Property.

| Public Utility          | Responsible Entity             |
|-------------------------|--------------------------------|
| Water                   | City of Peoria                 |
| Wastewater              | City of Peoria                 |
| Refuse/Trash            | City of Peoria                 |
| Fire Services/Emergency | City of Peoria                 |
| Police                  | City of Peoria                 |
| Electricity             | Salt River Project             |
| Gas                     | Southwest Gas                  |
| Telephone               | Local Phone Service            |
| Cable TV                | Multiple                       |
| Schools                 | Peoria Unified School District |

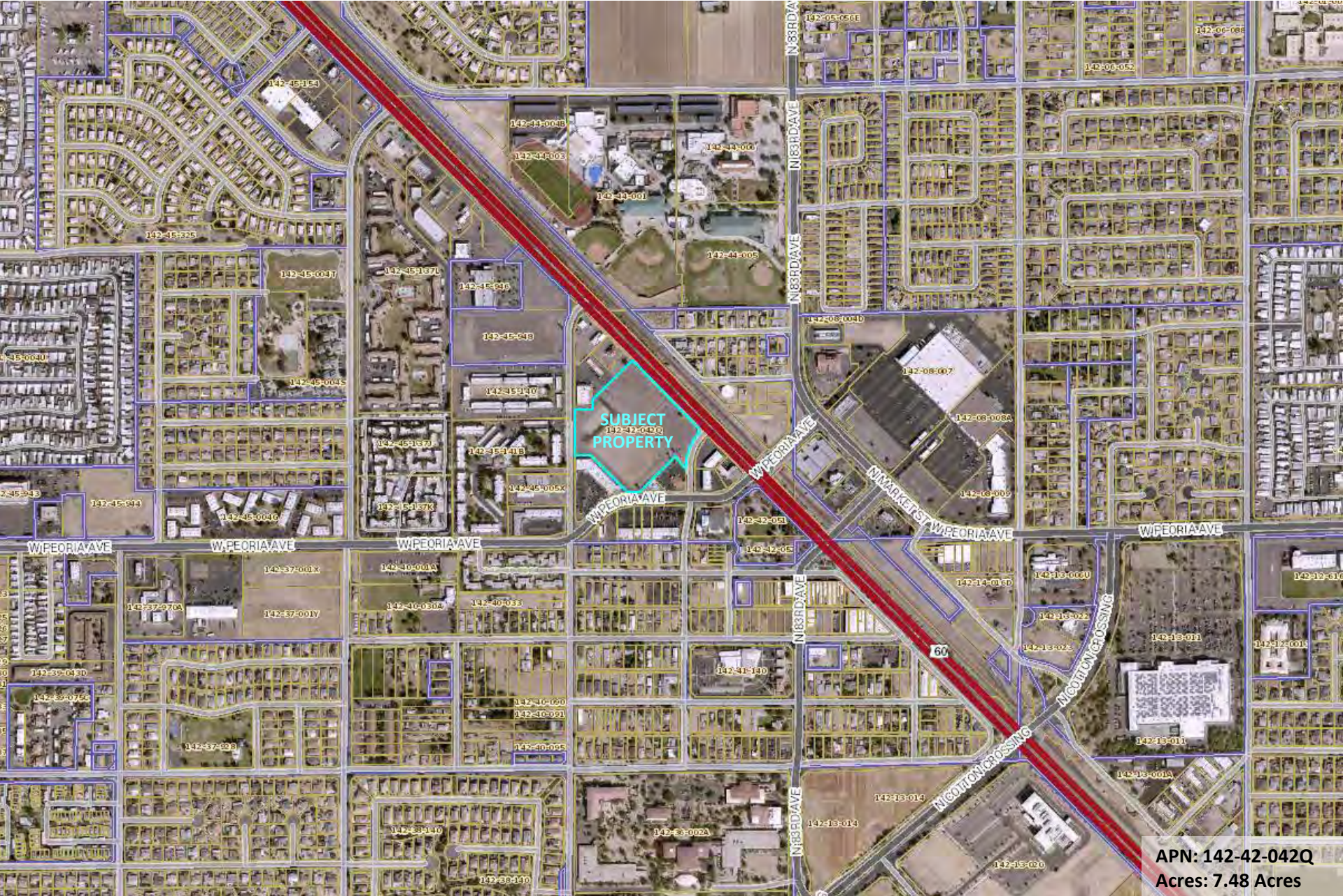
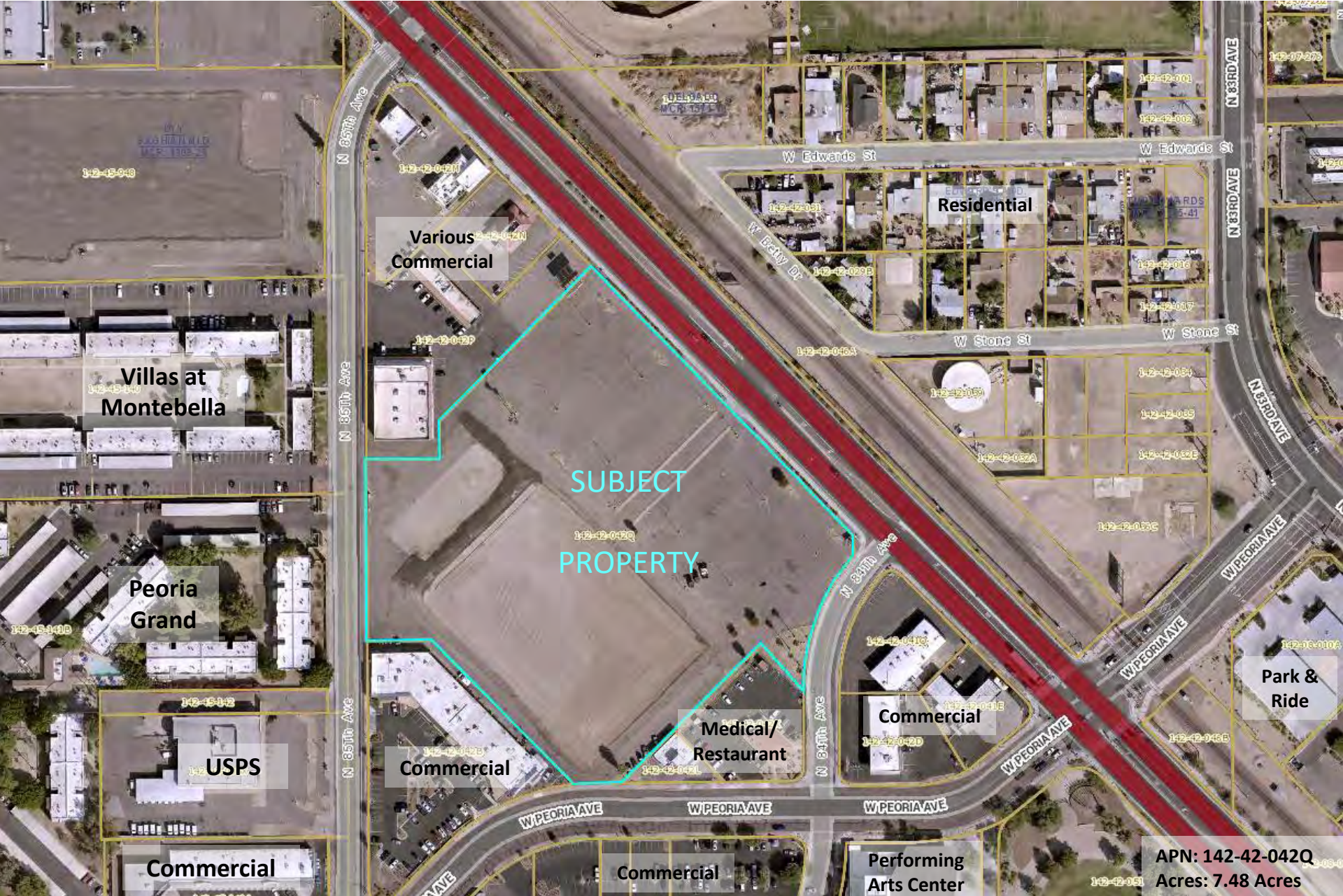


**Exhibit 1 - Regional Context Aerial Map**  
Peoria Commons PAD



APN: 142-42-042Q  
Acres: 7.48 Acres

**Exhibit 2 – Context Aerial Map**  
Peoria Commons PAD



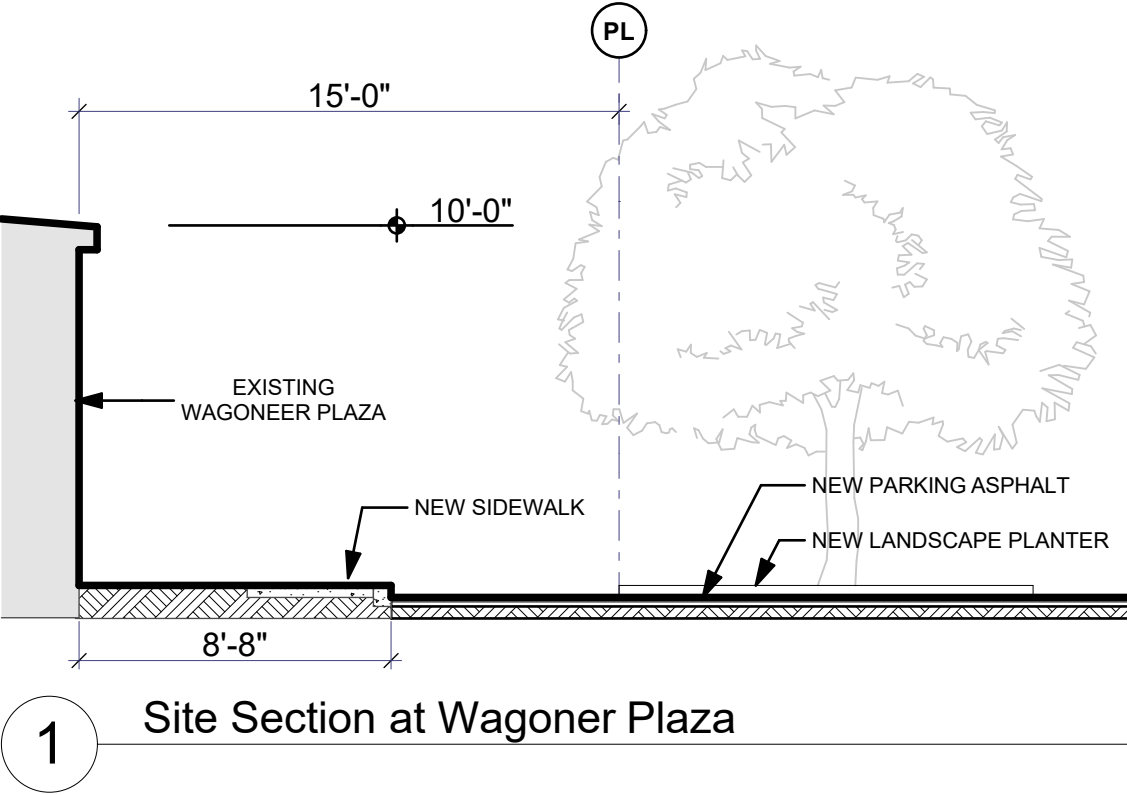
PROJECT INFO

| UNIT TYPE  | Unit Count | Parking Factor    | Parking Req. |
|------------|------------|-------------------|--------------|
| 1 BED Jr   | 48         | 1                 | 48           |
| 1 BED      | 60         | 1.5               | 90           |
| 2 BED      | 60         | 2                 | 120          |
| 2 BED (TH) | 8          | 2                 | 16           |
| 3 BED (TH) | 24         | 2                 | 48           |
| Total      | 200        | Unit Parking      | 322          |
|            |            | Guest Parking 10% | 20           |
|            |            | Total Parking     | 342          |

| PARKING TYPE    | REQUIRED | ACTUAL | NOTE       |
|-----------------|----------|--------|------------|
| Compact         | 51       | 49     | Conforming |
| Standard        | 283      | 215    |            |
| Drieway         | N/A      | 16     |            |
| Garage/Driveway | N/A      | 64     |            |
| Accessible      | 8        |        | Conforming |
| Total           | 342      | 344    | Exceeds    |
| Motorcycle      | 9        |        |            |

SITE INFORMATION

|                    |                           |
|--------------------|---------------------------|
| Site Area          | 7.47 Acres (323,937 SF)   |
| Density            | 26.77 Units/Acre          |
| Proposed Zoning    | PAD                       |
| Est. Paved Area    | 121,028 SF                |
| Est. Building Area | 103,112 SF (Ground Floor) |
| Est. Open Area     | 99,797 SF (Gross)         |
| Est. Open Area %   | 30.81%                    |



| UNIT LEGEND |            |
|-------------|------------|
| COLOR       | NAME       |
| <div></div> | 2 BED      |
| <div></div> | 1 BED JR   |
| <div></div> | 1 BED      |
| <div></div> | 3 BED (TH) |



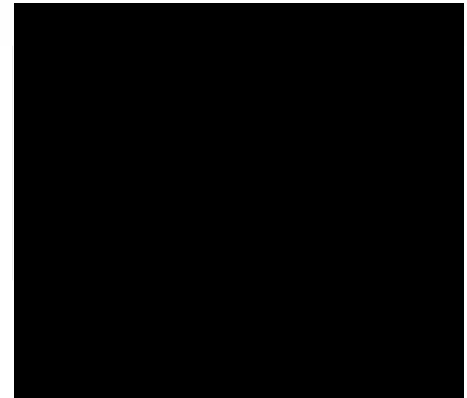
**To:** Morgan Fabrizio  
Overland Group

**Date:** March 24, 2023

**From:** Shelly Sorensen, PE, PTOE

**Job Number:** 22.5456

**RE:** Peoria Commons Parking Memo  
Overland Group



## INTRODUCTION

Lōkahi, LLC (Lōkahi) was retained by Overland Group to complete a Parking Memo for the proposed Peoria Commons development, located near the northwest corner of 84<sup>th</sup> Avenue and Peoria Avenue, in Peoria, Arizona. The proposed development will consist of 168 multifamily housing units in 3-story buildings and 32 single-family attached townhomes in 2-story buildings. The multifamily housing units will include 108 one-bedroom units and 60 two-bedroom units. The single-family attached townhomes will include 8 two-bedroom units and 24 three-bedroom units. See **Attachment A** for the site plan.

**The objective of this Parking Memo is to determine if applying a 1.5 parking ratio will adequately serve the parking demand of the proposed multifamily development. Utilizing a 1.5 parking ratio for the proposed 200 dwelling units results in a total supply of 300 parking spaces.** This Parking Memo calculates the number of parking spaces for the proposed development based on the *City of Peoria Off-Street Parking Requirements*, the *ITE Parking Generation*, the *ULI Shared Parking*, and parking occupancy data collected at comparable multifamily developments.

## CITY OF PEORIA OFF-STREET PARKING REQUIREMENTS

*Section 21-825B. Off-Street Parking Requirements* within the *City of Peoria Zoning Ordinance*, provides the parking requirements for residential uses. See **Attachment B**. The land uses of the proposed development will be analyzed as multifamily for the purposes of the City of Peoria parking requirements. Applying the parking ratio minimums provided in *Section 21-825B*. to the proposed residential development results in the following off-street parking requirements as shown in



Table 1.

**Table 1 – City of Peoria Off-Street Parking Requirements**

| Land Use                             | Rate                     | Quantity | Unit | Parking Spaces |
|--------------------------------------|--------------------------|----------|------|----------------|
| Multifamily                          | 1.5 spaces per 1-bedroom | 108      | DU   | 162            |
|                                      | 2.0 spaces per 2-bedroom | 68       | DU   | 136            |
|                                      | 2.0 spaces per 3-bedroom | 24       | DU   | 48             |
|                                      | 0.10 spaces per unit     | 200      | DU   | 20             |
| <b>Total Parking Spaces Required</b> |                          |          |      | <b>366</b>     |

Based on the City of Peoria's *Off-Street Parking Requirements*, 366 parking spaces are required. The Peoria Commons development proposes to utilize a 1.5 parking ratio, resulting in a supply of 300 parking spaces. **This represents a deficit of 66 (18.0%) parking spaces when compared to City of Peoria requirements. The following parking demand ratios shown throughout the remainder of this Parking Memo will demonstrate the proposed 1.5 parking ratio proposed for the development will adequately serve the anticipated parking demand of Peoria Commons.**

## ITE PARKING GENERATION

The Institute of Transportation Engineers (ITE) publication titled *Parking Generation*, 5<sup>th</sup> Edition is utilized for estimating parking demand based on research and experiences of transportation engineering and planning professionals.

According to the ITE land use descriptions, low-rise multifamily housing includes apartments, townhouses, and condominiums located within the same building with at least three other dwelling units and with one or two levels (floors) of residence and mid-rise multifamily housing includes apartments, townhouses, and condominiums located within the same building with at least three other dwelling units and with between three and 10 levels (floors) of residence. The land uses of the proposed development will be analyzed as Multifamily Housing (Mid-Rise) for the 168 multifamily housing units and as Multifamily Housing (Low-Rise) for the 32 single-family attached townhomes for the purposes of the ITE parking generation calculations. The setting/location was considered as General Urban/Suburban (no nearby rail transit).

## AVERAGE PARKING DEMAND

The average weekday and average Saturday peak period of parking demand was calculated for the proposed development based on ITE data and is shown in

**Table 2** and

| Land Use                                    | LUC | Average Weekday Rate | Quantity | Unit | Parking Spaces |
|---------------------------------------------|-----|----------------------|----------|------|----------------|
| Multifamily Housing (Low-Rise)              | 220 | 1.21 spaces per DU   | 32       | DU   | 39             |
| Multifamily Housing (Mid-Rise)              | 221 | 1.31 spaces per DU   | 168      | DU   | 220            |
| <b>Total Average Weekday Parking Demand</b> |     |                      |          |      | <b>259</b>     |

**Table 3**, respectively.





**Table 2 – ITE Parking Demand (Average – Weekday)**

| Land Use                                    | LUC | Average Weekday Rate | Quantity | Unit | Parking Spaces |
|---------------------------------------------|-----|----------------------|----------|------|----------------|
| Multifamily Housing (Low-Rise)              | 220 | 1.21 spaces per DU   | 32       | DU   | 39             |
| Multifamily Housing (Mid-Rise)              | 221 | 1.31 spaces per DU   | 168      | DU   | 220            |
| <b>Total Average Weekday Parking Demand</b> |     |                      |          |      | <b>259</b>     |

**Table 3 – ITE Parking Demand (Average – Saturday)**

| Land Use                                     | LUC | Average Saturday Rate | Quantity | Unit | Parking Spaces |
|----------------------------------------------|-----|-----------------------|----------|------|----------------|
| Multifamily Housing (Low-Rise)               | 220 | 1.31 spaces per DU    | 32       | DU   | 42             |
| Multifamily Housing (Mid-Rise)               | 221 | 1.22 spaces per DU    | 168      | DU   | 205            |
| <b>Total Average Saturday Parking Demand</b> |     |                       |          |      | <b>247</b>     |

Based on the *ITE Parking Generation, 5th Edition*, the average weekday and average Saturday parking demand for the proposed development is 259 and 247 parking spaces, respectively. The Peoria Commons development proposes to utilize a 1.5 parking ratio, resulting in a supply of 300 parking spaces. This represents a surplus of 41 (15.8%) and 53 (21.5%) parking spaces for the proposed development.

#### 85<sup>TH</sup> PERCENTILE PARKING DEMAND

In addition to the average peak period of parking demand, the 85th percentile peak period of parking demand is provided in the *ITE Parking Generation, 5th Edition*. The 85th percentile rate represents the parking demand rate that 85 percent of the collected data points are parking at or below. For the range of values provided for each land use, it represents the high range, or the rate that would be greater than 85 percent of the other rates.

The 85<sup>th</sup> percentile weekday and 85<sup>th</sup> percentile Saturday peak period of parking demand was calculated for the proposed development based on ITE data and is shown in **Table 4** and

| Land Use                                            | LUC | 85th %tile Weekday | Quantity | Unit | Parking Spaces |
|-----------------------------------------------------|-----|--------------------|----------|------|----------------|
| Multifamily Housing (Low-Rise)                      | 220 | 1.52 spaces per DU | 32       | DU   | 49             |
| Multifamily Housing (Mid-Rise)                      | 221 | 1.47 spaces per DU | 168      | DU   | 247            |
| <b>Total 85th Percentile Weekday Parking Demand</b> |     |                    |          |      | <b>296</b>     |

Table 5, respectively.

**Table 4 – ITE Parking Demand (85<sup>th</sup> Percentile – Saturday)**

| Land Use                                            | LUC | 85th %tile Weekday | Quantity | Unit | Parking Spaces |
|-----------------------------------------------------|-----|--------------------|----------|------|----------------|
| Multifamily Housing (Low-Rise)                      | 220 | 1.52 spaces per DU | 32       | DU   | 49             |
| Multifamily Housing (Mid-Rise)                      | 221 | 1.47 spaces per DU | 168      | DU   | 247            |
| <b>Total 85th Percentile Weekday Parking Demand</b> |     |                    |          |      | <b>296</b>     |





**Table 5 – ITE Parking Demand (85<sup>th</sup> Percentile – Saturday)**

| Land Use                                        | LUC | 85th %tile Saturday Rate | Quantity | Unit | Parking Stalls |
|-------------------------------------------------|-----|--------------------------|----------|------|----------------|
| Multifamily Housing (Low-Rise)                  | 220 | 1.61 spaces per DU       | 32       | DU   | 52             |
| Multifamily Housing (Mid-Rise)                  | 221 | 1.33 spaces per DU       | 168      | DU   | 223            |
| <b>Total 85th %tile Saturday Parking Demand</b> |     |                          |          |      | <b>275</b>     |

The 85th percentile weekday and 85th percentile Saturday parking demand for the proposed residential development is 296 and 275 parking spaces, respectively. The Peoria Commons development proposes to utilize a 1.5 parking ratio, resulting in a supply of 300 parking spaces. This represents a surplus of 4 (1.4%) and 25 (9.1%) parking spaces for the proposed development.

The 1.5 parking ratio proposed by the Peoria Commons development meets and exceeds the anticipated parking demand of a 32-dwelling unit, multifamily housing (low-rise) and 168-dwelling unit, multifamily housing (mid-rise) development as determined in accordance with *ITE Parking Generation, 5th Edition* for the analyzed peak periods.

## ULI SHARED PARKING

The *Urban Land Institute (ULI)* publication titled *Shared Parking, 3<sup>rd</sup> Edition* estimates parking demand based on national data and the expertise of planners, government agencies, consultants, and engineers. ULI's *Shared Parking* publication provides base parking demand ratios for a variety of land uses.

### WEEKDAY

The weekday parking demand was calculated for the proposed development based on ULI base parking demand ratios and is shown in **Table 6**.

**Table 6 – ULI Shared Parking Demand (Weekday)**

| Land Use                     |           | Weekday Base Parking Ratios |                      | Quantity | Unit | Parking Spaces |
|------------------------------|-----------|-----------------------------|----------------------|----------|------|----------------|
| Residential                  | Residents | 0.90                        | spaces per 1-bedroom | 108      | DU   | 97             |
|                              |           | 1.65                        | spaces per 2-bedroom | 68       | DU   | 112            |
|                              |           | 2.50                        | spaces per 3-bedroom | 24       | DU   | 60             |
|                              | Visitor   | 0.10                        | spaces per unit      | 200      | DU   | 20             |
| Total Weekday Parking Demand |           |                             |                      |          |      | 289            |

Based on the *ULI Shared Parking, 3rd Edition*, the weekday parking demand for the proposed



development is 289 parking spaces. The Peoria Commons development proposes to utilize a 1.5 parking ratio, resulting in a supply of 300 parking spaces. This represents a surplus of 11 (3.8%) parking spaces for the proposed development.

#### WEEKEND

The weekend parking demand was calculated for the proposed development based on ULI base parking demand ratios and is shown in **Table 7**.

**Table 7 – ULI Shared Parking Demand (Weekend)**

| Land Use                     |           | Weekend Base Parking Ratios | Quantity | Units | Parking Spaces |
|------------------------------|-----------|-----------------------------|----------|-------|----------------|
| Residential                  | Residents | 0.90 spaces per 1-bedroom   | 108      | DU    | 97             |
|                              |           | 1.65 spaces per 2-bedroom   | 68       | DU    | 112            |
|                              |           | 2.50 spaces per 3-bedroom   | 24       | DU    | 60             |
|                              | Visitor   | 0.15 spaces per unit        | 200      | DU    | 30             |
| Total Weekend Parking Demand |           |                             |          |       | 299            |

Based on the *ULI Shared Parking, 3rd Edition*, the weekend parking demand for the proposed development is 299 parking spaces. The Peoria Commons development proposes to utilize a 1.5 parking ratio, resulting in a supply of 300 parking spaces. This represents a surplus of 1 (0.3%) parking space for the proposed development.

The 1.5 parking ratio proposed by the Peoria Commons development meets the anticipated parking demand for a 200- dwelling unit, multifamily development, which includes 108 one-bedroom, 68 two-bedroom, and 24 three-bedroom units, as determined in accordance with ULI Shared Parking, 3rd Edition for a typical weekday and weekend.

#### MULTIFAMILY PARKING OCCUPANCY DATA COLLECTION

Parking occupancy data at similar developments were examined to provide supplementary information regarding the anticipated parking demand of multifamily housing in the Valley. This data will be used to determine if the proposed number of parking spaces will be sufficient based on the calculated parking demand ratios observed at these existing locations.

Parking occupancy data and observations were collected at nearby multi-family developments on Monday, July 12, 2021, Tuesday July 13, 2021, and Wednesday, July 14, 2021. Data collection efforts occurred between approximately 7:00pm and 10:00pm. Evenings typically represent the highest demand for parking. A summary of the parking occupancy data collected at nearby multifamily developments is shown in **Table 8**.





**Table 8 – Multifamily Parking Occupancy Data Collection**

| Property                    | Address                 | City, State, Zip Code | Units | Unit Occupancy | Provided Parkings Spaces | Available Parking Stalls | Parking Occupancy | Ratio (Occupied Spaces/Unit) |
|-----------------------------|-------------------------|-----------------------|-------|----------------|--------------------------|--------------------------|-------------------|------------------------------|
| Encantada Canyon Trails     | 16450 W Van Buren St    | Goodyear, AZ 85338    | 226   | -              | 417                      | 135                      | 68%               | 1.25                         |
| Serafina Apartments         | 15400 W Goodyear Blvd N | Goodyear, AZ 85338    | 268   | 95%            | 389                      | 177                      | 54%               | 0.79                         |
| Lunaire Apartments          | 949 S Goodyear Blvd E   | Goodyear, AZ 85338    | 240   | 98%            | 400                      | 190                      | 53%               | 0.88                         |
| The MAXX 159                | 1711 N 159th Ave        | Goodyear AZ, 85395    | 132   | 99%            | 211                      | 68                       | 68%               | 1.08                         |
| Evolution at Estrella Falls | 15361 West Virginia Ave | Goodyear, AZ 85395    | 326   | 99%            | 527                      | 167                      | 68%               | 1.10                         |
| Acero Estrella Commons      | 15380 W Fillmore St     | Goodyear, AZ 85338    | 352   | 96%            | 644                      | 195                      | 70%               | 1.28                         |
| Amiya                       | 1830 N 145th Ave        | Goodyear, AZ 85395    | 188   | 94%            | 211                      | 68                       | 68%               | 0.76                         |
| Park Shadows                | 620 N Litchfield Rd     | Goodyear, AZ 85338    | 237   | -              | 365                      | 179                      | 51%               | 0.78                         |
| Edgewater                   | 102 South Fourth Ave    | Avondale, AZ 85323    | 196   | 97%            | 300                      | 89                       | 70%               | 1.08                         |
| Newport Apartments          | 1333 N Dysart Road      | Avondale, AZ 85323    | 204   | 95%            | 239                      | 75                       | 69%               | 0.80                         |
| Mountain View Apartments    | 333 East Van Buren St   | Avondale, AZ 85323    | 150   | 97%            | 234                      | 51                       | 78%               | 1.22                         |
| 1408 Casitas at Palm Valley | 1408 North Central Ave  | Avondale, AZ 85323    | 168   | 99%            | 266                      | 70                       | 74%               | 1.17                         |
| Adiamo Palm Valley          | 2100 N 145th Ave        | Goodyear, AZ 85395    | 302   | 97%            | 593                      | 169                      | 72%               | 1.40                         |
| Desert Sage Apartments      | 1737 N Central Ave      | Goodyear, AZ 85338    | 208   | 98%            | 300                      | 187                      | 38%               | 0.54                         |
| Average                     |                         |                       |       |                |                          |                          | 64%               | 1.01                         |
| Maximum                     |                         |                       |       |                |                          |                          | 78%               | 1.40                         |

During the time of the observations, 12 of the multifamily developments had a unit occupancy of 94% or higher, with an average parking occupancy of 64%. On average there was 1.01 occupied parking spaces per unit, with a maximum of 1.40 occupied parking spaces per unit.

The estimated parking demand of the proposed development which results from applying the average and maximum observed parking ratios from similar multifamily developments is shown in **Table 9** and **Table 10**, respectively.

**Table 9 – Observed Average Parking Ratio**

| Land Use    | Average Ratio (Occupied Spaces/Unit) | Quantity | Unit | Parking Spaces |
|-------------|--------------------------------------|----------|------|----------------|
| Multifamily | 1.01 spaces per DU                   | 200      | DU   | 202            |

**Table 10 – Observed Maximum Parking Ratio**

| Land Use    | Maximum Ratio (Occupied Spaces/Unit) | Quantity | Unit | Parking Spaces |
|-------------|--------------------------------------|----------|------|----------------|
| Multifamily | 1.40 spaces per DU                   | 200      | DU   | 280            |

Based on the multifamily parking occupancy data that was collected, an average and maximum parking demand ratio (occupied spaces/unit) of 1.01 and 1.40, respectively, was derived. Applying this ratio to the proposed development, results in a parking demand of 202 and 280 parking spaces utilizing the average and maximum ratio. The Peoria Commons development proposes to utilize a 1.5 parking ratio, resulting in a supply of 300 parking spaces. This represents a surplus of 98 (48.5%) parking spaces and 20 (7.1%) parking spaces for the proposed



development applying the average and maximum observed parking demand ratios, respectively.

The 1.5 parking ratio proposed by the Peoria Commons development meets and exceeds the anticipated parking demand when compared to the parking demand observed at existing similar multifamily developments in the Valley.

## CONCLUSION

Through this Parking Memo, Peoria Commons is requesting the approval to apply a 1.5 parking ratio to determine the number of parking spaces to supply for the multifamily development. Utilizing a 1.5 parking ratio for the proposed 200 dwelling units results in a total supply of 300 parking spaces. Based on criteria respective to the *ITE Parking Generation*, the *ULI Shared Parking*, and parking occupancy data collected at comparable multifamily developments, a 1.5 parking ratio is anticipated to provide sufficient parking to meet and exceed the parking demand for this development.

In addition to exceeding the criteria of several nationally recognized parking demand standards, the following characteristics of Peoria Commons also support the requested use of the 1.5 parking ratio, which results in a reduced parking supply from the Peoria Off-Street Parking Requirements:

- Adjacent to public transportation
- Smaller unit sizes expected to cater to fewer individuals occupying each unit
- Pedestrian-friendly streetscapes to encourage walkability

### Parking Summary

|                                                      | Reference Table | Parking Spaces | Parking Surplus |
|------------------------------------------------------|-----------------|----------------|-----------------|
| <b>City of Peoria Zoning Ordinance</b>               |                 |                |                 |
| Off-Street Parking Requirements                      | 1               | 366            | -66             |
| <b>ITE Parking Generation</b>                        |                 |                |                 |
| Average - Weekday                                    | 2               | 259            | 41              |
| Average - Saturday                                   | 3               | 247            | 53              |
| 85th Percentile - Weekday                            | 4               | 296            | 4               |
| 85th Percentile - Saturday                           | 5               | 275            | 25              |
| <b>ULI Shared Parking</b>                            |                 |                |                 |
| Weekday                                              | 6               | 289            | 11              |
| Weekend                                              | 7               | 299            | 1               |
| <b>Multifamily Parking Occupancy Data Collection</b> |                 |                |                 |
| Observed Average Weekday                             | 8               | 202            | 98              |
| Observed Maximum Weekday                             | 9               | 280            | 20              |





## ATTACHMENT A – PROPOSED SITE PLAN



A

Exhibit 8



PROJECT INFO

| UNIT TYPE  | Unit Count | Parking Factor    | Parking Req. |
|------------|------------|-------------------|--------------|
| 1 BED Jr   | 48         | 1                 | 48           |
| 1 BED      | 60         | 1.5               | 90           |
| 2 BED      | 60         | 2                 | 120          |
| 2 BED (TH) | 8          | 2                 | 16           |
| 3 BED (TH) | 24         | 2                 | 48           |
| Total      | 200        | Unit Parking      | 322          |
|            |            | Guest Parking 10% | 20           |
|            |            | Total Parking     | 342          |

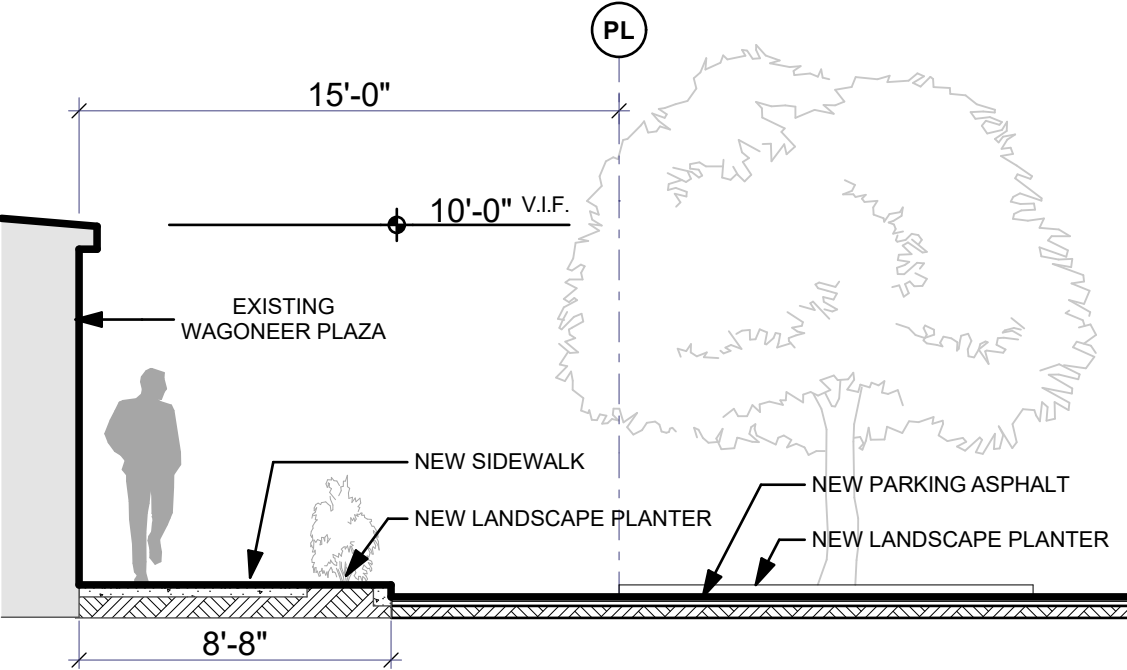
| PARKING TYPE    | REQUIRED | ACTUAL | NOTE       |
|-----------------|----------|--------|------------|
| Compact         | 51       | 49     | Conforming |
| Standard        | 283      | 215    |            |
| Drieway         | N/A      | 16     |            |
| Garage/Driveway | N/A      | 64     |            |
| Accessible      | 8        |        | Conforming |
| Total           | 342      | 344    | Exceeds    |
| Motorcycle      | 9        |        |            |

SITE INFORMATION

|                    |                          |
|--------------------|--------------------------|
| Site Area          | 7.47 Acres (323,937 SF)  |
| Density            | 26.77 Units/Acre         |
| Proposed Zoning    | PAD                      |
| Est. Paved Area    | 124,233 SF               |
| Est. Building Area | 92,615 SF (Ground Floor) |
| Est. Open Area     | 84,173 SF (Gross)        |
| Est. Open Area %   | 25.98%                   |

SITE AREAS LEGEND

| COLOR        | TYPE                            | AREA       |
|--------------|---------------------------------|------------|
| Dark Green   | Landscape Area                  | 8,029.51   |
| Light Green  | Landscape Area - parking island | 8,908.06   |
| Medium Green | Open Area                       | 84,173.70  |
| Light Grey   | Open Area - concrete walks      | 18,732.97  |
| Dark Grey    | Paving - parking & driveways    | 124,233.89 |
| White        | Sidewalks                       | 6,723.70   |



1 Site Section at Wagoner Plaza

| UNIT LEGEND |            |
|-------------|------------|
| COLOR       | NAME       |
| Blue        | 2 BED      |
| Light Green | 1 BED JR   |
| Pink        | 1 BED      |
| Yellow      | 3 BED (TH) |



## ATTACHMENT B – CITY OF PEORIA OFF-STREET PARKING REQUIREMENTS



B

Exhibit 8

- b. The height of parking canopies not within the required side or rear building setbacks shall be limited to fifteen feet (15') from grade.
- c. All parking canopies are subject to the Design Review Manual.
- d. Setbacks are measured from property line to nearest edge of canopy.
- e. All required landscaping, parking or otherwise, shall be provided.
- f. This portion of the Zoning Ordinance is not intended to supersede approved zoning stipulations or conditions of approval.

**B. Off-Street Parking Requirements**

The following minimum number of off-street, paved parking spaces shall be provided and maintained by ownership, easement and/or lease for and during the life of the respective uses hereinafter set forth: Any proposed uses not listed herein will be determined through the site plan approval process.

**1. Residential Uses**

| Parking Spaces Required          |                        |                                |
|----------------------------------|------------------------|--------------------------------|
| Dwelling Type                    | With On-Street Parking | Without On-Street Parking      |
| Single-family                    | 2.0 spaces / unit      | 3.0 spaces / unit              |
| Mobile Homes                     | 2.0 spaces / unit      | 3.0 spaces / unit              |
| Two-family                       | 2.0 spaces / unit      | 2.0 spaces / unit <sup>a</sup> |
| Three-family                     | 2.0 spaces / unit      | 2.0 spaces / unit <sup>a</sup> |
| <b>Multi-family <sup>b</sup></b> |                        |                                |
| Efficiency / Studio              | 1.0 spaces / unit      | 1.0 spaces / unit              |
| One Bedroom                      | 1.5 spaces / unit      | 1.5 spaces / unit              |
| Two or More Bedrooms             | 2.0 spaces / unit      | 2.0 spaces / unit              |

<sup>a</sup> In addition to the required spaces, .25 guest spaces per unit shall be included.

<sup>b</sup> In addition to the required spaces, one (1) guest space for each ten (10) units shall be included.

<sup>c</sup> MF Standards <sup>\*32</sup>

**a. Additional Residential Parking Requirements <sup>\*37</sup>**

- 1) An improved residential driveway shall be provided between a public or private street or alley and a garage, carport or other parking space. The driveway shall consist of concrete, asphalt, sealed aggregate pavement, or masonry. Crushed rock or aggregate is an acceptable driveway surface as long as it is a minimum of three inches deep and contained by a permanent border.
- 2) The driveway within the front yard setback for single family, mobile homes, two family and three family residential occupancies, may be applied against the required off-street parking requirement provided the parking area occurs on an improved, dustproof parking surface as specified herein and meets the minimum dimensional requirement for standard parking stalls. <sup>\*28</sup>
- 3) All standard front-entry garage and carport entrances shall be setback a minimum of twenty (20) feet from the street right-of-way line. In no case shall a standard front-entry garage or carport be located closer than eighteen (18) feet from the street right-of-way line, access easement or private roadway tract. <sup>\*28</sup>
- 4) It shall be unlawful to park or store any vehicle within the front or side yard of a single family residence use unless such parking or storage is on an improved, dustproof-

parking surface such as concrete or asphalt, "chip seal", or crushed rock or aggregate that is a minimum of three inches thick. All crushed rock or aggregate shall be contained by a permanent border. Parking within the front yard of a single residence use shall be on or contiguous to a driveway as specified herein. All parking and vehicle storage shall be parallel with the driveway's prime orientation, excluding side entry garage layouts.

- 5) The maximum or total defined driveway width may be expanded to accommodate floor plans that offer a combination of both front and side loading garages.
- 6) The total cumulative parking and/or maximum width of the driveway within the front yard for lots that are eighty-five (85) feet wide or less shall be thirty (30) feet or fifty percent (50%) of the lot width, whichever is less.
- 7) For lots that exceed eighty-five (85) feet in width, the total cumulative parking and/or maximum width of the driveway within the front yard shall be forty (40) feet. In no case shall the front yard exceed a total of forty-five percent (45%) of driveway or parking area. Lots that exceed eighty-five (85) feet in width may incorporate a front yard circular drive provided the maximum total driveway width is forty (40) feet. The front yard should not exceed a total of forty-five (45) percent of improved surface (concrete, asphalt or masonry).
- 8) The Planning Manager may approve additional paved areas, not to exceed fifty percent (50%), on irregularly shaped lots resulting from curvilinear streets, topography or other unique conditions so long as the intent and purposes of this Ordinance are preserved.
- 9) All areas not utilized as the driveway, or designated as parking or vehicle storage shall be landscaped. In no instance shall parking or vehicle storage occur in any front yard on landscaped area.

## 2. Non-Residential Uses

| USE                                                    | DESCRIPTIONS                                                                                                                                                                                                      | PARKING RATIO                                                                                                    |
|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <b>ADMINISTRATIVE &amp; FINANCIAL</b>                  |                                                                                                                                                                                                                   |                                                                                                                  |
| Professional Offices                                   | Facilities for general office work providing professional, business administrative, informational services, or facilities that house governmental agencies and similar uses                                       | a) One (1) space per two hundred (200) SF of floor area                                                          |
| Financial Services                                     | Institutions providing financial advice and services in a bank, or similar financial institutions, to include accessory office building, automatic teller machine and similar uses                                | a) One (1) space per one hundred fifty (150) SF of floor area <sup>*24</sup>                                     |
|                                                        | Financial institutions with drive-through facilities                                                                                                                                                              | a) Sixty (60) linear feet of stacking space per lane exclusive of drive aisles and parking spaces <sup>*32</sup> |
| Unspecified Office Use (Shell Building) <sup>*27</sup> |                                                                                                                                                                                                                   | a) One (1) space per one hundred seventy-five (175) SF of floor area                                             |
| <b>AUTOMOBILE RELATED</b>                              |                                                                                                                                                                                                                   |                                                                                                                  |
| Auto Services <sup>*18</sup>                           | Facilities providing general vehicle service or repair, and similar services                                                                                                                                      | a) A queuing space of one hundred (100) linear feet exclusive of drive aisles and parking spaces. <sup>*18</sup> |
|                                                        |                                                                                                                                                                                                                   | b) Three (3) spaces per service bay <sup>*24</sup> , plus                                                        |
|                                                        |                                                                                                                                                                                                                   | c) One (1) space per three hundred (300) SF of gross floor area excluding service bay. <sup>*24</sup>            |
| Automobile Rentals or Dealerships                      | Facilities for sale or rental of new or used auto, boat, RV, truck, trailer, camper, motor home or Motorcycle. (Outdoor vehicle display spaces are not required to meet dimensional requirements of this Section) | a) One (1) space per one thousand (1000) SF of gross floor area, plus                                            |
|                                                        |                                                                                                                                                                                                                   | b) One (1) space per six thousand (6000) SF outdoor vehicle display area <sup>*24</sup>                          |
| Automobile Towing and Impound Facilities               | Facilities for towing, dismantling, recycling, impound and storage of junk vehicles, to include sanitary landfills and similar uses                                                                               | a) One (1) space per one thousand (1000) SF of floor area                                                        |
|                                                        |                                                                                                                                                                                                                   | b) Minimum of four (4) spaces <sup>*24</sup>                                                                     |
| Car Washes                                             | Facilities for the cleaning of vehicles                                                                                                                                                                           | a) One (1) space per three hundred (300) SF office floor area <sup>*24</sup> , plus                              |
|                                                        |                                                                                                                                                                                                                   | b) A queuing space of one hundred (100) linear feet exclusive of drive aisles and parking spaces.                |
|                                                        | Self service facilities for the cleaning of vehicles <sup>*18</sup>                                                                                                                                               | a) Minimum of four (4) spaces <sup>*24</sup>                                                                     |

| USE                              | DESCRIPTIONS                                                                                                                                                                                                                                                                             | PARKING RATIO                                                                                                                                                                                                                                                                        |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| EATING & DRINKING ESTABLISHMENTS |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                      |
| Restaurants <sup>*28</sup>       | Eating establishments providing self-services or with high turnover rate and similar services                                                                                                                                                                                            | a) One (1) space per fifty (50) SF of serving area, plus<br>b) One (1) space per two hundred (200) SF for preparation area <sup>*24</sup>                                                                                                                                            |
|                                  | - with drive-through services                                                                                                                                                                                                                                                            | a) Eighty (80) linear feet of stacking space from the entrance of the drive-through lane to the menu board exclusive of drive aisle and parking spaces, plus <sup>*32</sup><br>b) Eighty (80) linear feet of stacking space from the menu board to the pickup window. <sup>*32</sup> |
|                                  | - with outdoor seating                                                                                                                                                                                                                                                                   | a) One (1) space per one hundred (100) SF of serving area                                                                                                                                                                                                                            |
|                                  |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                      |
| Taverns, Bars, Pubs and Lounges  | Establishments licensed to sell alcoholic beverages to be consumed on the premises, often with limited food service                                                                                                                                                                      | a) One (1) space per fifty (50) SF of serving area, plus<br>b) One (1) space per two hundred (200) SF for preparation area <sup>*24</sup>                                                                                                                                            |
|                                  |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                      |
| ENTERTAINMENT & RECREATION       |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                      |
| Adult Uses                       | Establishments for adult entertainment that emphasize adult oriented uses and services in an adult motion picture theater, arcade, adult cabaret, adult motel, nude studio and similar facilities                                                                                        | a) One (1) space per fifty (50) SF floor area <sup>*24</sup>                                                                                                                                                                                                                         |
|                                  | Adult specialty shops for purchase of adult books, video, and similar products                                                                                                                                                                                                           | a) One (1) space per three hundred (300) SF floor area                                                                                                                                                                                                                               |
| Indoor Public Assembly           | Facilities providing a variety of indoor public assemblies in a convention or reception center, meeting hall, social or private club, music hall, theatre and similar places, excluding taverns, bars, pubs, lounges and adult uses <sup>*24</sup>                                       | a) One (1) space per two hundred (200) SF of floor area, or<br>b) One (1) space per four (4) fixed seats of design capacity <sup>*24</sup>                                                                                                                                           |
|                                  |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                      |
| Indoor Recreation                | Facilities providing a variety of indoor health and sports activities in a sporting complex, stadium, skating rinks, pool hall, dance hall, tennis and racquet clubs, game room, video arcade, bingo hall, community center, fitness center and similar indoor facilities <sup>*24</sup> | a) One (1) space per two hundred (200) SF of floor area                                                                                                                                                                                                                              |
|                                  |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                      |
|                                  |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                      |
|                                  | Bowling alleys                                                                                                                                                                                                                                                                           | a) Two (2) spaces per lane <sup>*24</sup> , plus<br>b) Two (2) spaces per billiard table, plus<br>c) One (1) space per each five visitor gallery seats                                                                                                                               |

| USE                                                        | DESCRIPTIONS                                                                                                                                                                                                                                                                                                                                                                                                                                       | PARKING RATIO                                                                                 |
|------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| ENTERTAINMENT & RECREATION                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                               |
| Outdoor Amusement and Recreations                          | Facilities providing a variety of outdoor amusement, entertainment, and similar activities in an amusement park, fairground, zoo, auditorium and similar places, to include special outdoor events such as carnivals or outdoor concerts. Outdoor recreations include a variety of outdoor health and sport activities in a racetrack, stables, rodeo ground, outdoor shooting range, swimming and tennis clubs, miniature golf and similar places | a) One (1) space per one thousand (1000) SF activity area <sup>*24</sup>                      |
|                                                            | Golf course and driving range                                                                                                                                                                                                                                                                                                                                                                                                                      | a) One (1) space per two hundred (200) SF of main building floor area, plus                   |
|                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                    | b) One (1) space per every two (2) practice tees in driving range, plus                       |
|                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                    | c) Four (4) spaces per each green in the playing area                                         |
| GENERAL INDUSTRIAL & MANUFACTURING                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                               |
| Intense Manufacturing and processing                       | Facilities that include the use of chemicals, heavy equipment and machinery for the fabrication and processing of goods.                                                                                                                                                                                                                                                                                                                           | a) One (1) space per one thousand (1000) SF of warehouse area, plus                           |
|                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                    | b) One (1) space per three hundred (300) SF office floor area <sup>*24</sup>                  |
| Light Industrial and Manufacturing <sup>*24</sup>          | Facilities providing light manufacturing and assembly services in printing and publishing plants, computer processing centers, research laboratories, mail order stores, parcel delivery plants, commercial dry cleaning and laundry plants, environmental facilities, radio, T.V and other communications facilities, and similar facilities                                                                                                      | a) One (1) space per five hundred (500) SF of warehouse area, plus                            |
|                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                    | b) One (1) space per three hundred (300) SF office floor area <sup>*24</sup>                  |
| Outdoor storage                                            | Facilities providing exterior storage of construction equipment and materials, recyclable material, and similar uses                                                                                                                                                                                                                                                                                                                               | a) One (1) space per five thousand (5000) SF of designated outdoor area <sup>*24</sup> , plus |
|                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                    | b) One (1) space per three hundred (300) SF office floor area <sup>*24</sup>                  |
|                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                    | c) Minimum of four (4) spaces                                                                 |
| Unspecified Industrial Use (Shell Building) <sup>*24</sup> |                                                                                                                                                                                                                                                                                                                                                                                                                                                    | a) One (1) space per five hundred (500) SF of floor area                                      |

| USE                                                    | DESCRIPTIONS                                                                                                                                                                                                                                                                                                                                                                                          | PARKING RATIO                                                                                                                                                                                                                                                                                                                                                                                |
|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GENERAL INDUSTRIAL & MANUFACTURING                     |                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                              |
| Warehousing                                            | Facilities providing warehousing of material and goods and similar uses                                                                                                                                                                                                                                                                                                                               | a) One (1) space per one thousand (1000) SF of warehouse area <sup>*24</sup> , plus<br>b) One (1) space per three hundred (300) SF office floor area                                                                                                                                                                                                                                         |
|                                                        | Mini-storage facilities and similar uses <sup>*24</sup>                                                                                                                                                                                                                                                                                                                                               | a) One (1) space per fifty (50) units                                                                                                                                                                                                                                                                                                                                                        |
| Wholesale, distribution                                | Facilities providing wholesale or distribution of trucks, trailers, boats, new and used cars, bulk fuel, machines, appliances, equipment, building material, lumber, plant nurseries, produce and similar merchandise in indoor or outdoor storage areas to include machine shops, lumberyards, import/export shops, moving, rental, or storage companies, market sales yards, and similar facilities | a) One (1) space per five hundred (500) SF of sales or display area, plus                                                                                                                                                                                                                                                                                                                    |
|                                                        |                                                                                                                                                                                                                                                                                                                                                                                                       | b) One (1) space per one thousand (1000) SF of indoor storage area, plus                                                                                                                                                                                                                                                                                                                     |
|                                                        |                                                                                                                                                                                                                                                                                                                                                                                                       | c) One (1) space per two hundred (200) SF of retail or office floor area <sup>*24</sup>                                                                                                                                                                                                                                                                                                      |
| GENERAL RETAIL                                         |                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                              |
| Retail, Rentals and Sales                              | Establishments providing general retail sales and services for art, music, sports supplies, clothing, grocery, drug, video rentals and sales, electronic equipment, gift and souvenir, furniture, appliance, household equipment, hardware, and similar products in a single store on a single lot, not part of a shopping center (less than 50,000 SF)                                               | a) One (1) space per three hundred (300) SF of floor area                                                                                                                                                                                                                                                                                                                                    |
|                                                        | Establishments providing drive-through services including liquor stores, laundries and dry cleaners, pharmacies and similar services                                                                                                                                                                                                                                                                  | a) One hundred (100) linear feet of stacking space exclusive of drive aisles and parking spaces. <sup>*32</sup>                                                                                                                                                                                                                                                                              |
|                                                        | Establishments providing general retail sales and services in a shopping centers (a commercial establishment planned, developed, owned or managed as a unit and more than 50,000 SF)                                                                                                                                                                                                                  | a) One (1) space per two hundred-fifty (250) SF of floor area.<br><br>Note: for any center with more than fifteen percent (15%) of floor area in public assembly uses, including theaters, restaurants, schools, health spas, bars or cocktail lounges, there shall be required, in addition to these standards, ten (10) spaces per one thousand (1000) SF of public area within these uses |
| Unspecified Retail Use (Shell Building) <sup>*27</sup> |                                                                                                                                                                                                                                                                                                                                                                                                       | a) One (1) space per two hundred fifty (250) SF of floor area                                                                                                                                                                                                                                                                                                                                |

| USE                                  | DESCRIPTIONS                                                                                                                                                                                                                                                                                     | PARKING RATIO                                                                          |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <b>INSTITUTIONAL</b>                 |                                                                                                                                                                                                                                                                                                  |                                                                                        |
| Child care                           | Facilities providing daily care of children in a nursery, day care or pre-school center                                                                                                                                                                                                          | a) One (1) space per four hundred (400) SF of floor area                               |
| Public, social and cultural services | Facilities providing public, social, non-profit, or institutional services in a library, museum, art gallery, post office, treatment, detention, or release center, halfway house, employment agency, shelter, and similar civic/public, cultural, and social institution (excluding group home) | a) One (1) space per two hundred (200) SF of floor area                                |
| Religious assembly                   | Facilities providing religious worship or study in a church, temple, synagogues and similar places                                                                                                                                                                                               | a) One (1) space per four (4) seats in main assembly area based on design capacity     |
| School                               | Public, charter or private educational institutions for Elementary and Junior High <sup>*24</sup>                                                                                                                                                                                                | a) One (1) space per three (3) fixed seats of auditorium based on design capacity plus |
|                                      |                                                                                                                                                                                                                                                                                                  | b) Minimum of ten (10) spaces for visitors parking                                     |
|                                      | Senior High <sup>*18</sup>                                                                                                                                                                                                                                                                       | a) Two (2) spaces per classroom, plus                                                  |
|                                      |                                                                                                                                                                                                                                                                                                  | b) One (1) space per employee, plus                                                    |
|                                      |                                                                                                                                                                                                                                                                                                  | c) One (1) space per three (3) fixed seats of auditorium based on design capacity plus |
| Secondary Education                  | Public or private facilities providing education in a college, university, trade or vocational school, and similar institutions                                                                                                                                                                  | d) Minimum of ten (10) spaces for visitors parking.                                    |
|                                      |                                                                                                                                                                                                                                                                                                  | a) Five (5) spaces per classroom, plus <sup>*18</sup>                                  |
|                                      |                                                                                                                                                                                                                                                                                                  | b) One (1) space per three (3) fixed seats of auditorium based on design capacity      |
| Senior care                          | Facilities providing long-term care for seniors in a nursing or convalescent home, hospices or similar care facility (excluding group home)                                                                                                                                                      | a) One (1) space per three (3) beds <sup>*24</sup>                                     |
| Utility                              | Structures, equipment, or facilities providing for public/private utility and services, including radio, television, communication transmission, tower and similar structures                                                                                                                    | a) One (1) space per use                                                               |

| USE                                                                                        | DESCRIPTIONS                                                                                                                                                                                                                                                                                                                                                                                                                                        | PARKING RATIO                                                                      |
|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| INTENSE RETAIL                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                    |
| Commercial Sales (with or without outdoor sales and display area)                          | Establishments providing heavy retail sales, rentals and services for mobile homes, appliances, machines, equipment, hardware, lumber and building material, upholstery, grain, feed, seed, fertilizer, farm and garden supplies and similar products in store with outdoor storage such as home improvement stores, furniture shops, monument engraving shops, swap meet farmers markets and similar intense retails with outdoor sales operations | a) One (1) space per three hundred (300) SF of sales floor area <sup>*24</sup>     |
| Commercial Service Establishments combining retail, showroom with workshop. <sup>*18</sup> | Establishment combining retail, office, showroom with workshop, such as interior decorator, custom dressmaking or tailor, photographer, minor household appliance repair and similar activities.                                                                                                                                                                                                                                                    | a) One (1) space per five hundred (500) SF floor area                              |
| LODGING                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                    |
| Hotels or Motels                                                                           | Places for lodging with ancillary facilities to include sleeping rooms, restaurants, lounges, resorts, meeting rooms and similar uses                                                                                                                                                                                                                                                                                                               | a) One (1) space per room, plus                                                    |
|                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                     | b) One (1) space per one hundred (100) SF of restaurant and bar serving area, plus |
|                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                     | c) One (1) space per one hundred (100) SF of outdoor seating serving area          |
|                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                     | d) Ten (10) minimum spaces for visitors parking, plus                              |
|                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                     | e) One (1) space per two hundred (200) SF of meeting room floor area               |
| Lodging Accommodations                                                                     | Establishments providing accommodation in a bed and breakfast, lodge, to include fraternity, sorority, and similar facilities                                                                                                                                                                                                                                                                                                                       | a) One (1) space per room                                                          |
| Recreational Resorts                                                                       | Facilities providing overnight stops in Recreational Vehicle Park, travel trailer park, overnight camp ground and similar places                                                                                                                                                                                                                                                                                                                    | a) One (1) space per two hundred (200) SF of gross activity area, or               |
|                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                     | b) One (1) space per RV or trailer                                                 |
| MEDICAL                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                    |
| Health Clinics                                                                             | Facilities providing medical, dental, optical care or preventative medicine and clinical research studies in a clinic or laboratory, including accessory offices                                                                                                                                                                                                                                                                                    | a) One (1) space per two hundred (200) SF of floor area <sup>*42</sup>             |

| USE                               | DESCRIPTIONS                                                                                                                                                                                                                                                                                                                                                       | PARKING RATIO                                                                                                                                                 |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>MEDICAL</b>                    |                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                               |
| Hospitals                         | Facilities providing medical or surgical care, emergency medical and similar services                                                                                                                                                                                                                                                                              | a) Two (2) spaces per bed <sup>*24</sup> , plus<br>b) One (1) space per employee<br>c) Minimum thirty (30) spaces for emergency services                      |
| Veterinarian Hospitals or Clinics | Establishments for medical, surgical, and emergency care of animal, to include veterinary office and clinics without animal boarding                                                                                                                                                                                                                               | a) One (1) space per two hundred fifty (250) SF of floor area <sup>*42</sup>                                                                                  |
| <b>PERSONAL SERVICES</b>          |                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                               |
| General Professional Services     | Establishments providing general professional services such as appliances repair, cabinet and carpentry making, custom dressmaking and alteration, watch and clock repair, dry cleaning and laundry, locksmith, messenger delivery, pest control, photographic developing and printing, blueprint production, travel information and similar professional services | a) One (1) space per two hundred (200) SF of floor area <sup>*24</sup>                                                                                        |
| Personal Improvement              | Establishments providing personal services such as tanning, massage therapy, manicure, hair and beauty treatment, tattoo and body piercing, palm reading, fortune tellers, and similar services                                                                                                                                                                    | a) One (1) space per one hundred fifty (150) SF of floor area <sup>*24</sup>                                                                                  |
| Pet Care                          | Establishments for sheltering, and grooming of animals                                                                                                                                                                                                                                                                                                             | a) One (1) space per two hundred (200) SF of floor area                                                                                                       |
| <b>TRANSPORTATION</b>             |                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                               |
| Air Travel                        | Facilities providing aviation transport and services in an airport, heliport, or helistop to include aircraft repair and sales, and similar services                                                                                                                                                                                                               | a) One (1) space per one hundred (150) SF of waiting room floor area, plus<br>b) One (1) space per five hundred (500) SF of maintenance floor area, plus      |
| Road Travel                       | Facilities providing bus, rail and motor freight, and school bus transportation, parking and maintenance in terminals, and similar facilities                                                                                                                                                                                                                      | c) One (1) space per two hundred (200) office floor area                                                                                                      |
| Water Travel                      | Facilities providing boat charters, marinas, marina fuel and similar services                                                                                                                                                                                                                                                                                      | a) One (1) space per one hundred fifty (150) SF of waiting room floor area, plus<br>b) One (1) space per two hundred (200) SF of office floor area            |
| <b>OTHER</b>                      |                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                               |
| Funeral Services                  | Facilities providing burial preparation and/or funeral services in a cemetery, crematorium, mausoleum, funeral home and chapel, mortuaries and similar facilities                                                                                                                                                                                                  | a) One (1) space per every three (3) fixed seats in main viewing rooms based on design capacity <sup>*24</sup> , plus<br>b) One (1) space per funeral vehicle |

### 3. Calculating Spaces

In case of fractional results in calculating parking requirements, the required numbers of the sum for the various uses shall be rounded up to the nearest whole number if the fraction is 0.5 or greater.

### 4. Joint Use Parking

- a. Up to fifty percent (50%) of the parking facilities required by this Section for a religious institution, cultural center or an auditorium incidental to a public or parochial school may be supplied by the off-street parking facilities by the following daytime uses: banks, business offices, retail stores, personal service shops, household equipment or furniture shops, clothing or shoe repair or service shops, manufacturing, wholesale and similar uses.
- b. Other joint use of parking on adjacent commercial uses to reduce total parking spaces may be allowed with a parking study submittal by a Registered Professional Engineer, to be approved through the site plan approval process.
- c. Conditions Required for Joint Use:
  - 1) The building or use for which application is being made to utilize the off-street parking facilities provided by another building or use shall be located within three hundred (300) feet of such parking facilities;
  - 2) The applicant shall show that there is no substantial conflict in the operating hours of the two buildings or uses for which joint use of off-street parking facilities is proposed;
  - 3) A properly drawn legal instrument, executed by the parties concerned for joint use of off-street parking facilities, duly approved as to form and manner of execution by the City Attorney shall be filed with the City Clerk and recorded with the County Recorder.

### 5. Off-Site Parking

- a. Any off-site parking which is used to meet the requirements of this Section shall be regulated by this Ordinance and shall be subject to the conditions listed below:
  - 1) Off-site parking shall be developed and maintained in compliance with all requirements and standards of this Section;
  - 2) Reasonable access from off-site parking facilities to the use being served shall be provided;
  - 3) The site used for meeting the off-site parking requirements of this Section shall be under the same ownership as the principal use being served, under public ownership, or shall have guaranteed permanent use by virtue of a perpetual lease filed with the City Clerk and County Recorder;
  - 4) Off-site parking for multiple-family dwellings shall not be located more than two hundred (200) feet from any commonly used entrance of the principal use served, unless approved through the site plan approval process;
  - 5) Off-site parking for non-residential uses shall not be located more than three hundred (300) feet from the primary entrance of the principal use being used, unless approved through the site plan approval process.

**From:** [Mike Maas](#)  
**To:** [Cody Gleason](#)  
**Subject:** RE: Z22-08 Overland Peoria Rezone  
**Date:** Thursday, September 29, 2022 2:54:08 PM

---

This email arrived from an external source. Please exercise caution when opening attachments or clicking on links.

Hi Cody,

I have not heard anything from the developer on this project but we are excited to see the development in this area.

We can handle these students in our area schools.

MM

---

**From:** Cody Gleason <[Cody.Gleason@peoriaaz.gov](mailto:Cody.Gleason@peoriaaz.gov)>  
**Sent:** Tuesday, September 27, 2022 4:28 PM  
**To:** Mike Maas <[MMAas@pusd11.net](mailto:MMAas@pusd11.net)>  
**Subject:** [EXTERNAL] Z22-08 Overland Peoria Rezone

**This message originated from outside our district.**

---

Mike,

I wanted to find out if you had any comments on this or if the developer had been in contact with you regarding this rezone. I have attached the site plan for reference.

They are looking to rezone the site from C-3 (Central Commercial) to PAD (Planned Area Development) to allow commercial along Grand Avenue and multi-family residential for 171 units. The unit mix as currently proposed would be:

- 10 Studio
- 70 1-bedroom
- 79 2-bedroom
- 12 3-bedroom

If you could let me know, I would greatly appreciate it.

Thank you for your time.

**Cody Gleason, MBA, AICP**

Principal Planner

Hours | Monday – Thursday 7:00am – 6:00pm

City of Peoria | Planning and Community Development

9875 N. 85th Avenue Peoria, AZ 85345

623.773.7645 | [cody.gleason@peoriaaz.gov](mailto:cody.gleason@peoriaaz.gov) | [peoriaaz.gov](http://peoriaaz.gov)





**Citizen Participation Summary Report  
Peoria Commons PAD  
Application #'s GPA22-03 and Z22-08  
December 5, 2022**

**Citizen Involvement Requirements**

The City of Peoria ("City") follows State law that requires that the City have a "citizen review process" to provide for identification of property owners and other citizens that may be affected by any rezoning of property or change in regulations. Having been identified, these persons will be contacted early in the rezoning process and furnished information about the proposed action for their comment prior to the public hearing. Typically, citizen participation involves neighborhood meetings structured to provide project information and feedback or comments from interested persons.

Section 21-317.E. A Citizen Participation Plan is required to determine how the following items will be addressed:

- The identification of those property owners and other citizens that would be affected or have an interest in the project;
- Identify the process for meeting with these persons;
- Identify how comments will be collected and evaluated; and
- The contents of a report to the City detailing the efforts to meet with and notify interested persons, the comments received, changes, mitigation or other actions taken in proposed in response to the comments and subsequent recommendations regarding the project, if any.

The applicant is advised to coordinate the time and setting of citizen engagement meetings with the local District Councilmember and planning staff to ensure the date and time is acceptable prior to finalizing a meeting schedule. Staff generally recommends Monday and Wednesday evenings after 5 pm to minimize conflicts with other public meetings.

**Citizen Participation Summary; Neighborhood Meeting**

Per the above requirements, we notified all property owners within 600 feet of the Property and all registered Homeowners Associations with 1 mile of the Property of the GPA and PAD Applications and the Neighborhood Meeting. This notification letter was mailed to the recipients via first-class mail on August 15, 2022 (See attached Notification Letter).



A Neighborhood Meeting was held on Wednesday, August 31, 2022 starting at 6:00 p.m. at the Woman's Club Peoria Arizona Building, 10381 N. 84<sup>th</sup> Street, Peoria, Arizona 85345.

The neighborhood meeting was hosted by Shaine T. Alleman of Tiffany & Bosco, P.A. to review the proposed Minor General Plan Amendment and Plan Area Development Amendment for the proposed Peoria Commons PAD development. Representatives from Overland Development, Micheal Holman and Morgan Fabrizio, and a few City staff members, including Cody Gleason, were also in attendance. An attached sign-in sheet from the Neighborhood Meeting shows members of the public who were in attendance.

Mr. Alleman began the neighborhood meeting by presenting an overview of the project including reviewing the development process and timing, the conceptual site plan, and conceptual elevations and renderings. After the presentation, the remainder of the meeting open for discussions and questions from the public.

Overall, the questions from those in attendance were about the following:

- Eva Osuna asked about the type of residential housing and expressed that they should be "affordable housing". Mr. Alleman described the type of proposed residential and stated that they would be market rate housing.
- Eva Osuna expressed concerns with the traffic that will come with the residential housing. Mr. Alleman discussed the traffic study and that the roads surrounding the project could accommodate the traffic. The developer will continue to work with the City Traffic Department regarding any potential traffic concerns.
- Stephen Crawford asked about the access points to the project and about access to Grand Avenue. Mr. Alleman described all the access points and also explained the process of communications with ADOT and not being able to have access to Grand Avenue because ADOT is not issuing any permits for that access anymore.
- Councilmember Dunn asked about the potential commercial tenants for the project and how the developer was going to attract them. She also said she would like to discuss with the City Economic Development Department and ask them for help. Mr. Alleman explained the market studies that have been done for the area regarding residential and commercial. He also discussed how Overland is working with local brokers on the commercial tenants.
- Councilmember Dunn also expressed that she would like to reach out to



ADOT and work with the developer on any further potential access to the development.

After the formal portion of the Neighborhood Meeting, Mr. Alleman and Overland representatives discussed the project with the neighbors. Overall, the tone was positive and received great feedback for the project.

Additionally, Mrs. Aliyah Carter expressed support for the project and said she really liked what was presented.

Neighborhood Support Letters

Additionally, representatives from Overland Development have walked around the surrounding business of the Property multiple times and have discussed the proposed site plan, elevations, and rezoning aspects with many neighbors. There has not been any public opposition from these visits.

In fact, all have been supportive of the proposed Peoria Commons PAD development and many have been willing to provide a support letter for the project. These support letters have been provided with this Report.

Public Hearing Notifications

When the GPA and PAD Applications are scheduled for public hearings, the Applicant will work with City staff to follow all notification requirements, as required by Arizona State Statutes and the City of Peoria City Ordinance.

Conclusion

The Applicant will continue to communicate any other public discussions with City staff as they occur up until the City Council hearing for these applications. If there are any questions regarding this Report, please reach out to Shaine Alleman at Tiffany & Bosco at 602-452-2712 or [sta@tblaw.com](mailto:sta@tblaw.com).

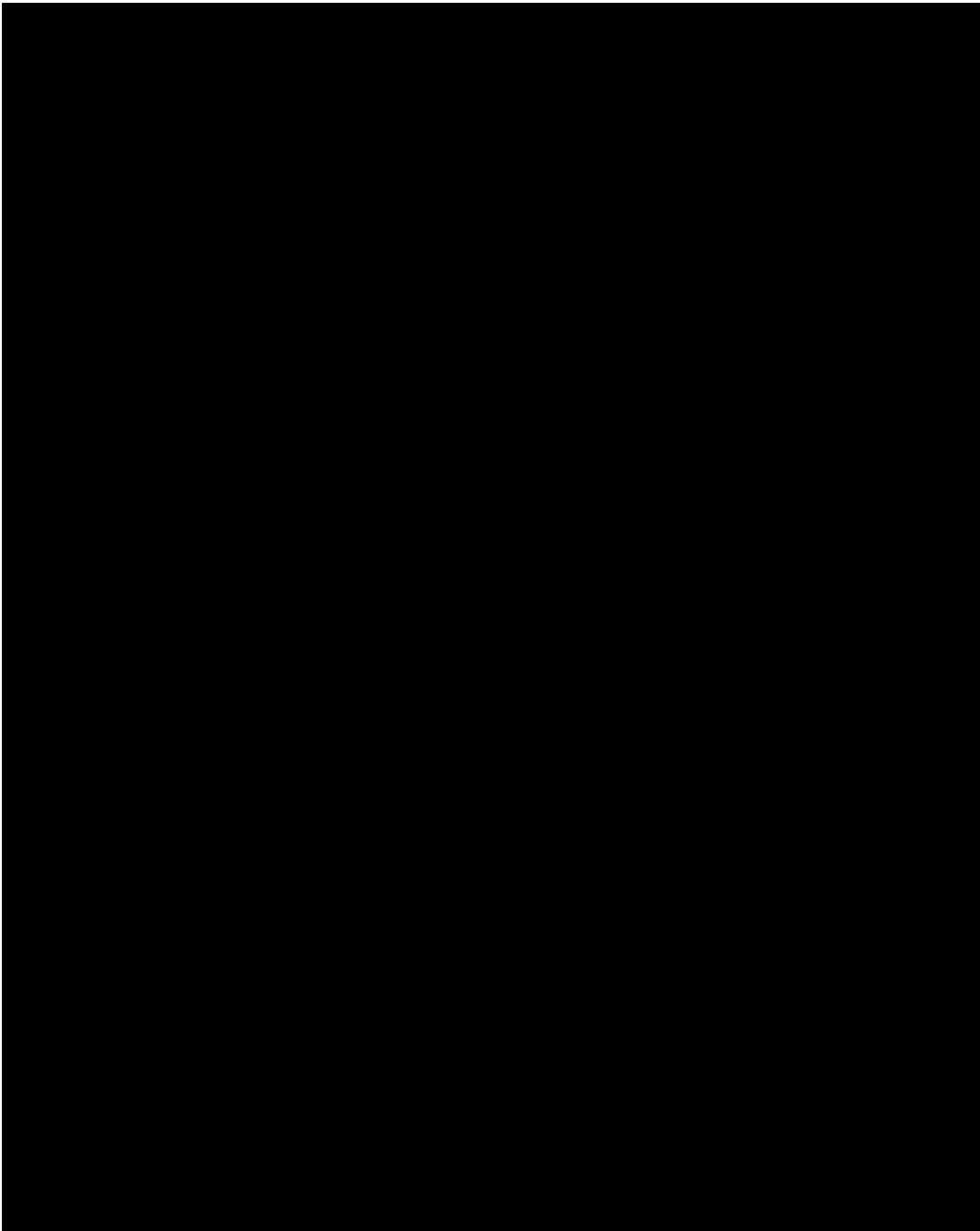
Enclosures:

- *Notification List for Property Owners within 600' of Property & Associations within 1 mile of the Property*
- *Notification Letter Mailed August 15, 2022*
- *Neighborhood Meeting Sign-In Sheet*
- *Neighborhood Support Letters*

**Notification List for Property Owners within 600' of Property &  
Associations within 1 mile of the Property**

Overland Peoria - 85th Ave Grand Ave  
600'Property Owner HOA Notice List

Application #'s GPA22-03 Z22-08

| Property Owner                                       | Address                                                                             | City | State | Zip |
|------------------------------------------------------|-------------------------------------------------------------------------------------|------|-------|-----|
| PEORIA CITY OF                                       |  |      |       |     |
| HOUSING AUTHORITY OF MARICOPA COUNTY                 |                                                                                     |      |       |     |
| HERNANDEZ JUAN/SAUCEDO MONICA                        |                                                                                     |      |       |     |
| ESSARY AARON WAYNE & JO ANN                          |                                                                                     |      |       |     |
| COMAIR SERVICE SYSTEMS INC                           |                                                                                     |      |       |     |
| SOLID ROCK MISSIONARY BAPTIST CHURCH                 |                                                                                     |      |       |     |
| PATINO RAUL M/RASCON PATINO MICHAEL/MARCO            |                                                                                     |      |       |     |
| GIBBONEY CHARITABLE TRUST                            |                                                                                     |      |       |     |
| PATINO MARCO R                                       |                                                                                     |      |       |     |
| RYAN MONTE L/CANDACE E                               |                                                                                     |      |       |     |
| L1 ARIZONA LLC                                       |                                                                                     |      |       |     |
| S S DISTRIBUTORS LLC                                 |                                                                                     |      |       |     |
| LINDERMAN MARCIA L/GAVIN A                           |                                                                                     |      |       |     |
| FRANCO ARTHUR                                        |                                                                                     |      |       |     |
| RUBALCAVA REYNA IDALIA                               |                                                                                     |      |       |     |
| ADELA LUJAN FAMILY REVOCABLE LIVING TRUST            |                                                                                     |      |       |     |
| LUNSFORD JAMES R/SUSAN E                             |                                                                                     |      |       |     |
| GALLEGOS RAUL H/MARIA C                              |                                                                                     |      |       |     |
| ZAVALA DOMINGO                                       |                                                                                     |      |       |     |
| ARZOLA FERNANDO/MARIA T                              |                                                                                     |      |       |     |
| WILLIAM ROBERT/HOLDER CHRISTINE LOUISE               |                                                                                     |      |       |     |
| SALAZAR TELESFORO L & LUZ M                          |                                                                                     |      |       |     |
| CHAVEZ IGNACIO/LOPEZ AGUSTINA                        |                                                                                     |      |       |     |
| CARRILLO CARMELO/IRMA                                |                                                                                     |      |       |     |
| PHOENIX PROPERTY MANAGEMENT 9 LLC                    |                                                                                     |      |       |     |
| TMG INVESTMENT PROPERTIES LLC                        |                                                                                     |      |       |     |
| DECKER CAROL                                         |                                                                                     |      |       |     |
| SONORAN SOL VENTURES INC                             |                                                                                     |      |       |     |
| ROJAS ANTONIO M & ADELINA S                          |                                                                                     |      |       |     |
| ROMER JAMES AUGUST                                   |                                                                                     |      |       |     |
| HABITAT FOR HUMANITY CENTRAL ARIZONA                 |                                                                                     |      |       |     |
| ATTILA A VERES/ECATERINA VICSOCSEAN REV LIVING TRUST |                                                                                     |      |       |     |
| RANGEL VERONICA/TAFOYA RAYMOND                       |                                                                                     |      |       |     |
| CAMPOS RIGOBERTO                                     |                                                                                     |      |       |     |

Overland Peoria - 85th Ave Grand Ave  
600'Property Owner HOA Notice List

Application #'s GPA22-03 Z22-08

BERTHA M PERALTA LIVING TRUST  
RAMOS MARGARET  
MUNOZ MARTIN  
SANCHEZ ENCARNACION  
VAZQUEZ TOBIT ZAVALA/ZAVALA ARMANDO/LOPEZ ADRIANA  
PEORIA TOWN OF  
AMERICAN OUTDOOR ADVERTISING LLC  
AMERICAN OUTDOORADVERTISING LLC  
ZELAYA PROP LLC  
ICONIC PROPERTIES LLC  
WAGONER PLAZA LLC  
BFS RETAIL & COMMERCIAL OPERATIONS LLC  
DON LENCHOS MEXICAN RESTAURANT INC  
CACTUS CHIROPRACTIC CLINIC LLC  
GRAND HOLDINGS LLC/GRAND HOLDINGS INC  
PHOENIX PROPERTY MANAGEMENT 4 LLC  
WAN MV LLC  
A T & S F  
ARMENDARIZ ANA ISIS DELGADO  
SCHOOL DIST 11\_ PEORIA UNIFIED  
SCHOOL DIST 11\_ PEORIA UNIFIED  
UNITED STATES POSTAL SERVICE  
DT 85TH AVENUE OWNER LLC  
PEORIA 85 PROPERTY LLC  
WWC XLIX LP  
UNITED STATES POSTAL SERVICE  
VENICE PLAZA LLC

| Neighborhood Association/HOA               | Address                             | City       | State | Zip   |
|--------------------------------------------|-------------------------------------|------------|-------|-------|
| Arizona Pinecrest HOA (Madison Estates)    | 17235 N. 75th Ave, bldg H100        | Glendale   | AZ    | 85308 |
| Bridlewood HOA                             | 3260 E. Indian School Rd            | Phoenix    | AZ    | 85018 |
| Casa Del Sol Resorts West Mobile Home Park | 11411 N. 91st Ave.                  | Peoria     | AZ    | 85345 |
| Castle Rock Condominium HOA                | 532 E. Maryland, Ste. F             | Phoenix    | AZ    | 85012 |
| Central Park Homeowners Association        | 7904 E. Chaparral Road. Ste. A110 # | Scottsdale | AZ    | 85250 |
| El San Juan Mobile Home Community          | 10810 N. 91st Ave.                  | Peoria     | AZ    | 85345 |
| Fairmont View (Fairmont Units 1 & 2)       | 9000 E Pima Ctr Pkwy Ste 300        | Scottsdale | AZ    | 85255 |

**Overland Peoria - 85th Ave Grand Ave  
600'Property Owner HOA Notice List**

***Application #'s GPA22-03 Z22-08***

|                                                    |                                    |            |    |       |
|----------------------------------------------------|------------------------------------|------------|----|-------|
| Garden Point HOA                                   | 520 N Bullard Ave Ste D-37         | Goodyear   | AZ | 85388 |
| Grand Manor                                        | 1600 W Broadway Rd, Suite 200      | Tempe      | AZ | 85282 |
| Granite Run HOA                                    | 3260 E. Indian School Rd           | Phoenix    | AZ | 85018 |
| Peoria Polynesian Village Mobile Home Park         | 10951 N 91st. Ave                  | Peoria     | AZ | 85345 |
| Roundtree Ranch                                    | 4645 E. Cotton Gin Loop            | Phoenix    | AZ | 85040 |
| Ryland at Silvercreek                              | 18301 N. 79th Ave. Ste. H194       | Glendale   | AZ | 85308 |
| Shangri-La Estates HOA                             | 1134 E University Dr Ste 114       | Mesa       | AZ | 85203 |
| Stoneview (Mesquite Vistas)                        | 17787 N. Perimeter Dr., Ste. A-111 | Scottsdale | AZ | 85255 |
| Suncrest 2 Moblie Home Park                        | 10955 N. 79th Ave.                 | Peoria     | AZ | 85345 |
| Suncrest I Moblie Home Park                        | 10955 N. 79th Ave.                 | Peoria     | AZ | 85345 |
| Varney Village                                     | 10000 N 31st Ave Ste C-205         | Phoenix    | AZ | 85051 |
| Villa Vista Estates Mobile Home Park               | 11000 N. 91st Ave.                 | Peoria     | AZ | 85345 |
| Villagio Estates HOA (Acacia Village / Twin Palms) | 15010 N 78th Way Ste 206           | Scottsdale | AZ | 85260 |

## **Notification Letter Mailed August 15, 2022**



August 15, 2022

**RE: Overland Development, 85<sup>th</sup> Avenue & Grand Avenue; Neighborhood Meeting  
for Minor Specific Area Plan Amendment and PAD Rezoning Applications**

Dear Neighbor:

We submitted a Minor Specific Area Plan Amendment (Case #GPA22-03) and Planned Area Development (PAD) Rezoning (Case #Z22-08) applications (the "Applications") for an approximately 7.5-acre property generally located south and west of the intersection of 84<sup>th</sup> Avenue and Grand Avenue, Peoria Arizona 85345 (the "Property"). The Applications request to designate the Property with the Old Town Commercial Mixed Use land use category of the Old Town Specific Area Plan and rezone the Property to Planned Area Development (PAD) to support a horizontal mixture of land uses that include commercial, office, and high density residential.

We invite you to attend a neighborhood meeting at the Woman's Club Peoria Arizona building (located west of the Peoria Community Center) to learn more about this project (information below). During this time, we will be available to answer any questions that you may have.

**Wednesday, August 31, 2022 - 6:00 p.m.  
Woman's Club Peoria Arizona building  
(located west of the Peoria Community Center)  
10381 N 84th Ave, Peoria, AZ 85345**

The approval of these Applications will allow for the development of a master planned development consisting of 1) a high density residential development with a proposed 171 dwelling unit that are provided in three (3) multifamily residential buildings and three (3) supportive commercial, retail, and office use buildings (See attached Conceptual Site Plan and Elevation Perspectives). The Property provides an ideal location for a multifamily residential community that will support the mixture and intensity of employment and commercial uses proposed for the Property and that exist in the area.

The residential buildings are designed to provide connectivity onto green spaces and connective walkways that create a cohesive and connected community utilizing open space and connectivity throughout the development. Open space amenities for the residents will be programmed as part of the PAD rezoning application. The amenities will be designed to create gathering spaces for future residents. Additionally, the pool will serve as a main focal point to enhance the overall landscape and aesthetic of the Property.

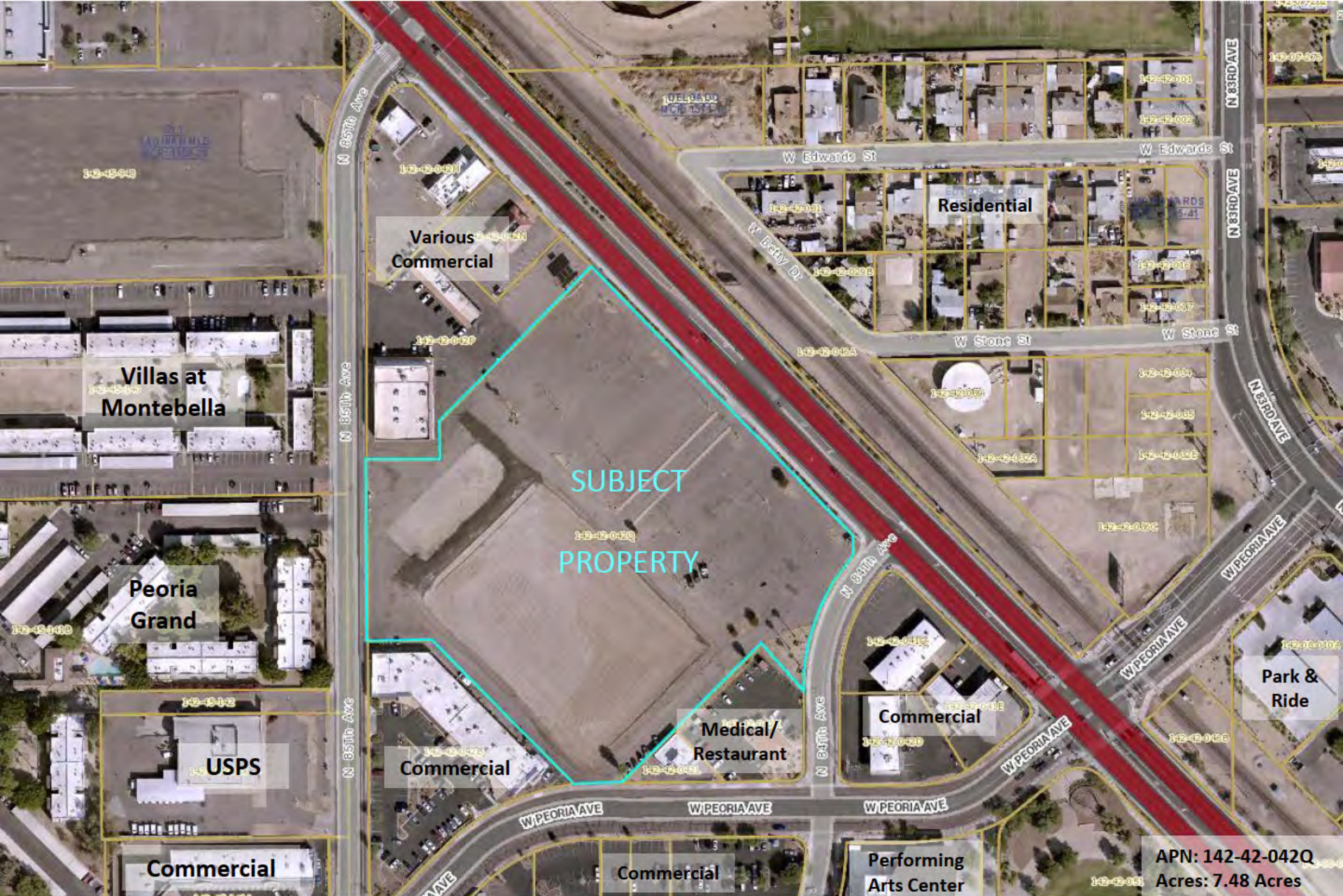
These commercial uses will provide commercial, retail, and employment areas that will be supportive to the residents living in the proposed adjoining multifamily development and to the greater area. Overall, the commercial use locations and uses will be consistent with the surrounding land use balances and the market demands of the area.

If you have any questions prior to the neighborhood meeting, please call or email me your questions at (602) 452-2712 or sta@tblaw.com. You may also contact Cody Gleason with the City of Peoria at (623) 773-7645 or Cody.Gleason@peoriaaz.gov. A copy of the Application is on file with the City of Peoria Planning Department. There are no hearing dates scheduled at this time before the Peoria Planning Commission and Peoria City Council. Notice will be provided to citizens in accordance with City requirements when hearings are scheduled.

Sincerely,

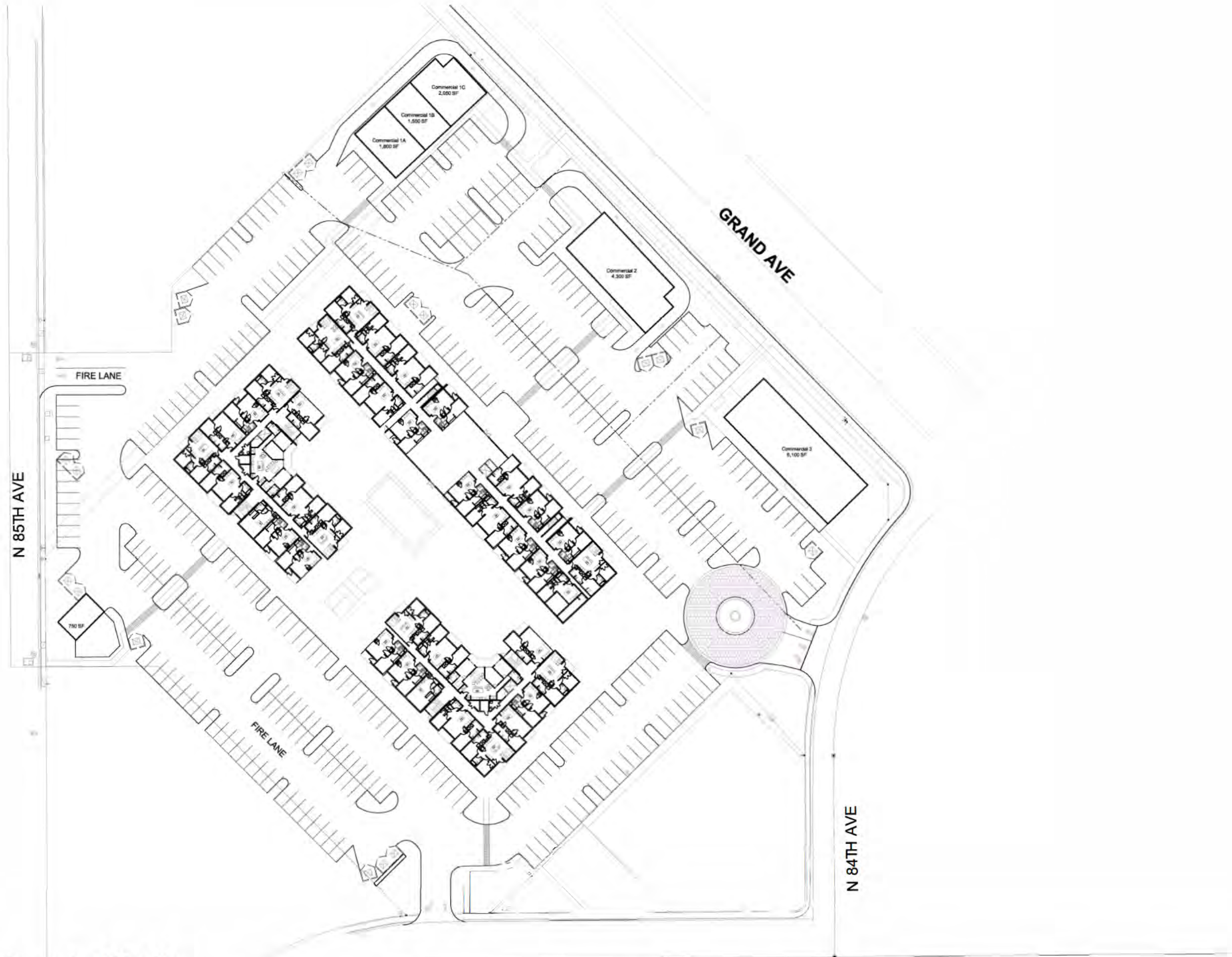
Shaine T. Alleman

*Enclosed: Property Map, Conceptual Site Plan & Elevation Perspectives*



APN: 142-42-042Q  
Acres: 7.48 Acres

**Context Aerial Map**  
84<sup>th</sup> Avenue & Grand Avenue



**Conceptual Site Plan**  
84<sup>th</sup> Avenue & Grand Avenue

**W PEORIA AVE**



**Architectural Renderings**  
 84<sup>th</sup> Avenue & Grand Avenue



**Architectural Renderings**  
 84<sup>th</sup> Avenue & Grand Avenue



**TIFFANY  
 & BOSCO**  
 P.A.



**OVERLAND  
 DEVELOPMENT**

## **Neighborhood Meeting Sign-In Sheet**

NEIGHBORHOOD MEETING SIGN-IN SHEET  
Woman's Club Peoria Community Center  
Date : 08/31/2022 Time: 6:00PM

| NAME              | ADDRESS                 | EMAIL                       | PHONE # |
|-------------------|-------------------------|-----------------------------|---------|
| ALIYAH CARTER     |                         |                             |         |
| Vicki James       |                         |                             |         |
| EVA Osuna         |                         |                             |         |
| Jennifer Crawford |                         |                             |         |
| Stephen Crawford  |                         |                             |         |
| Denette Dunn      |                         |                             |         |
| Irene Charles     | 3401 W Monroe St Peoria | Irene.Charles@peoria.il.gov |         |
|                   |                         |                             |         |
|                   |                         |                             |         |
|                   |                         |                             |         |
|                   |                         |                             |         |
|                   |                         |                             |         |
|                   |                         |                             |         |
|                   |                         |                             |         |
|                   |                         |                             |         |
|                   |                         |                             |         |

## **Neighborhood Support Letters**



City of Peoria, Planning and Community Development  
9875 N. 85<sup>th</sup> Avenue  
Peoria, Arizona 85345

10/16/2022  
Date

**Re: Peoria Commons, Application #'s GPA22-03 & Z22-08, 8455 NW Grand Avenue, Peoria, Arizona 85345; GPA and PAD Rezoning Applications Support Letter**

I operate a business near the approximately 7.5 acre property generally located west of the intersection of Grand Avenue and N. 84<sup>th</sup> Avenue, Peoria, Arizona, and identified by the Maricopa County Assessor with parcel number 142-42-042Q (the "Property").

The Applicant has informed me of the proposed development for the Property, which will consist of a mixture of commercial and high-density residential uses. I understand that the Applicant will need to obtain approval from the City for the General Plan Amendment and PAD Rezoning Application for the proposed development.

The Applicant has reviewed and explained the Application request for the property and has addressed any questions that I might have regarding the development proposal. After reviewing the proposed development request, including the conceptual site plan and elevations, I wish to express my support for the GPA and PAD Rezoning Applications. In my opinion, approval of this application will not negatively impact the surrounding neighborhood area and will bring a great development to our community.

Sincerely,

Wags & Wing Pet Grooming

Name: [REDACTED]

Address: [REDACTED]

Phone Number: [REDACTED]

Teresa Carranza

City of Peoria, Planning and Community Development  
9875 N. 85<sup>th</sup> Avenue  
Peoria, Arizona 85345

10/17/22  
Date

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Sincerely,

[Redacted Signature]

Name: Anthony Diccillo

Address: [Redacted]

Phone Number: [Redacted]



Savas Makris  
Barbara Savaidis

(623)-979-1077  
fax (623) 979-9423

brothersfamilyrestaurant.com

8466 W. Peoria Ave. #1 Peoria, AZ 85345

munity Development

Date

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Sincerely,

BARBARA SAVAIDI

Name

Address

Phone Number:



Catherine A. Devore-Meehan DC

munity Development

Ph:623-979-3998 Fax:623-878-5976  
8426 West Peoria Ave. Peoria Az 85345  
www.cactuschiropractic.com

10-17-2022  
Date

**Re: Peoria Commons, Application #'s GPA22-03 & Z22-08, 8455 NW Grand Avenue, Peoria, Arizona 85345; GPA and PAD Rezoning Applications Support Letter**

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Sincerely,

[Redacted Signature]

Name: David F. Meehan

Address: [Redacted]

Phone Nu [Redacted]

City of Peoria, Planning and Community Development  
9875 N. 85<sup>th</sup> Avenue  
Peoria, Arizona 85345

\_\_\_\_\_  
Date

**Re: Peoria Commons, Application #'s GPA22-03 & Z22-08, 8455 NW Grand Avenue, Peoria, Arizona 85345; GPA and PAD Rezoning Applications Support Letter**

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Sincerely,

*Don Lencho's Mexican Rest Inc.*

Name: [REDACTED]

Address: [REDACTED]

Phone Number: [REDACTED]

*Dondlenchos@gmail.com*



**JIM ALLEN**  
Store Manager

10661 N 84th Ave  
Peoria, AZ 85345  
Phone : 1.623.979.4529  
Fax : 1.623.979.9087  
FirestoneCompleteAutoCare.com



MAINTENANCE • REPAIRS • TIRES

Community Development

\_\_\_\_\_  
Date

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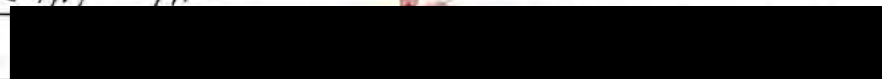
Sincerely,



Name: \_\_\_\_\_

*Jim Allen*

Address: \_\_\_\_\_



Phone Number: \_\_\_\_\_

*623 979 4529*

Dennis Campbell  
Director

Office: 623-877-2480  
Fax: 623-234-3999  
Cell: 602-402-7451



Community Development

8466 W. Peoria Avenue Suite #7  
Peoria, AZ 853456  
dcampbell@nextstephab.com

www.nextstephab.com

10-17-2022  
Date

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Sincerely,

Name: Next Step Habilitation

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

City of Peoria, Planning and Community Development  
9875 N. 85<sup>th</sup> Avenue  
Peoria, Arizona 85345

10-19-2022

Date

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Sincerely,

Floris Logistics INC

Name: Ismir Kapić

Address: [REDACTED]

Phone Number: [REDACTED]

City of Peoria, Planning and Community Development  
9875 N. 85<sup>th</sup> Avenue  
Peoria, Arizona 85345

10/19/2022  
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Sincerely,

Pescaderia Playas de Guaymas

Name: Victor M Marcial Durazo

Address: [REDACTED]

Phone Number: [REDACTED]

City of Peoria, Planning and Community Development  
9875 N. 85<sup>th</sup> Avenue  
Peoria, Arizona 85345

10/19/22

Date

**Re: Peoria Commons, Application #'s GPA22-03 & Z22-08, 8455 NW Grand Avenue, Peoria, Arizona 85345; GPA and PAD Rezoning Applications Support Letter**

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Sincerely,

PRO AUTO TECH INC.

Name: MARLI B ZELAYA

Address: 

Phone Number: 

**From:** [REDACTED]  
**To:** [Cody Gleason](#)  
**Subject:** The Smittys property  
**Date:** Tuesday, August 30, 2022 8:54:00 PM

---

This email arrived from an external source. Please exercise caution when opening attachments or clicking on links.

Dear Property Owner and City.

The south of Peoria, is being inundated by 3 story apartment complexes, bungalows on Olive and 83rd ave. Then on 83rd and Monroe...another property. That our understanding is a possible apartment complex. The Wedding venue place could use parking, their customers all over 83rd and Monroe and Madison for closer parking. Let's accommodate what we have.

Smittys is right on grand where traffic from all over is passing by that property. Why not think outside of the box and put restaurants, maybe some cultural shops, a banquet hall with sufficient parking. More apartments that people in this time cannot afford. Let's look at the big picture....we have too many rental properties or complexes....people cannot afford what we have now. What makes you think they are going to afford luxury apartments.

Council use some common sense. Don't approve the plans. You need more of a broader understanding on the needs here in Peoria Downtown.

[Sent from the all new AOL app for Android](#)

**From:** [REDACTED]  
**To:** [Cody Gleason](#)  
**Subject:** Old Smitty's lot  
**Date:** Thursday, September 1, 2022 12:55:28 PM

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This email arrived from an external source. Please exercise caution when opening attachments or clicking on links.

Dear Sir,

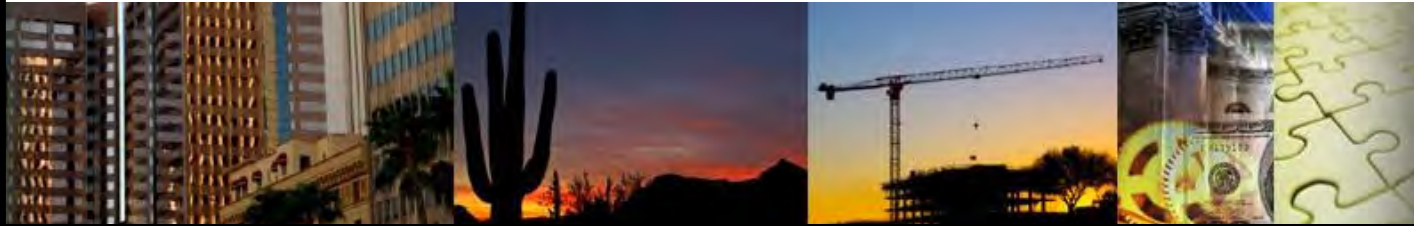
I was unable to attend last night's meeting regarding the plans for this site. It is my belief that Old Town needs more restaurants, entertainment and businesses rather than apartment complexes and/or housing. The Grand Ave/83rd Ave area is what people see when they pass through our city. Seeing a thriving business/restuarant complex will do more to entice people to our wonderful city than can be gained by just another apartment complex. Please, let's work to make Old Town a destination like you have done with P83. Those of us who grew up here would love to see it bloom and thrive again.

thank you,

Linda Spencer

# Grand Avenue Corridor Market Studies

## Peoria, AZ



Prepared for:

City of Peoria

May 2021

Prepared by:



Elliott D. Pollack & Company  
5111 N Scottsdale Road, Suite 202  
Scottsdale, Arizona 85250

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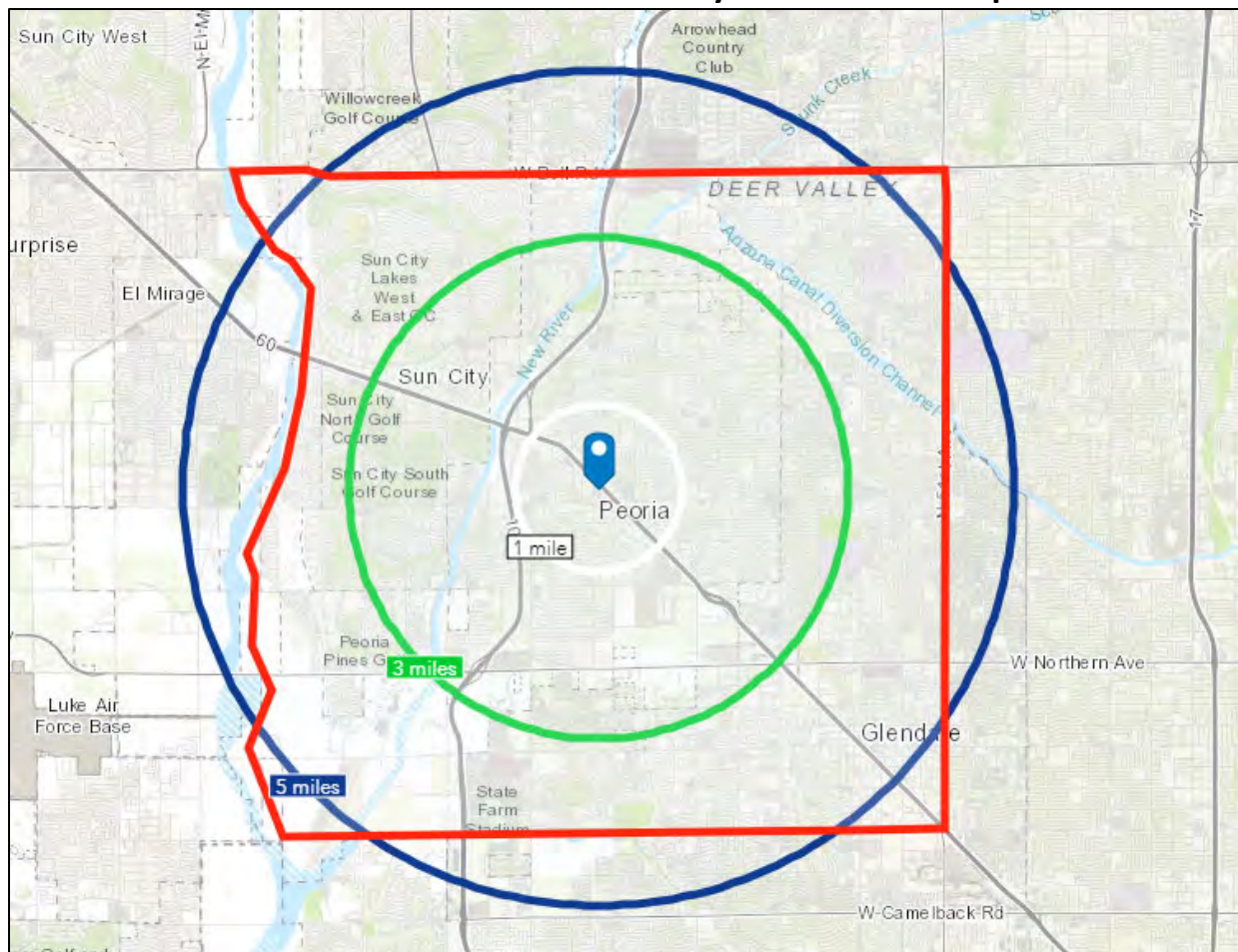
## Executive Summary

### Purpose of Study & Approach

This report assessed the market for potential commercial and residential development to be located along Grand Avenue between Peoria Avenue and 87<sup>th</sup> Avenue in Peoria, Arizona. The report includes an analysis of the regional population and demographic characteristics of the Primary Market Area (PMA) surrounding the subject sites.

A Primary Market Area is defined as “a division of a total market that reflects the preferences of a particular set of buyers and sellers.”<sup>1</sup> it is the geographic area from which demand for a particular real estate product will arise and contains similar and, therefore, directly competitive real estate projects. The following map illustrates the Grand Avenue Corridor PMA as well as a 1, 3, and 5-mile radius for reference.

**Grand Avenue Corridor Primary Market Area Map**



<sup>1</sup> The Dictionary of Real Estate Appraisal, Third Addition published by the Appraisal Institute.

## Retail Analysis

### National & Regional Trends

The retail marketplace has been significantly impacted by recessions, e-commerce, and the rise of supercenters and warehouse clubs. Now over a decade since the Great Recession, retail development in Greater Phoenix has not returned to prior construction levels. This trend may continue for the foreseeable future, especially with the recent impacts of the COVID-19 pandemic that will impact properties currently designated for commercial development.

The positive for Greater Phoenix is that it continues to be one of the fastest growing regions in the country, and the West Valley is projected to capture a majority of future growth. While recent growth rates are substantially lower than in previous decades, the Phoenix MSA has maintained a top ranking for net migration and overall population growth.

### Retail Void Analysis

There are 16 retail or consumer service categories that are missing or have a lower representation per household in a 3-mile radius surrounding the subject site compared to the retail composition of the 5-mile radius. The largest gap is in the financial sector, followed closely by restaurants. Voids were also identified for barbers and beauty salons, grocery stores, coffee shops, dessert shops, juice bars, bakeries, pharmacies, sporting goods, and car washes. In total, the analysis concluded approximately 153 businesses in various categories should be located in the 3-mile market area to be placed on par with the larger 5-mile region.

| Void Analysis by Business Type         |           |                          |           |                                    |            |
|----------------------------------------|-----------|--------------------------|-----------|------------------------------------|------------|
| <b>Financial</b>                       | <b>56</b> | <b>Restaurants</b>       | <b>46</b> | <b>Shoes - Retail</b>              | <b>7</b>   |
| ATM                                    | 17        | Full Service             | 35        | <b>Barbers</b>                     | <b>6</b>   |
| Insurance Agencies & Brokerages        | 10        | Limited Service          | 10        | <b>Car Washing &amp; Polishing</b> | <b>3</b>   |
| Real Estate Agents & Brokers           | 10        | Bars                     | 1         | <b>Pharmacies</b>                  | <b>2</b>   |
| Financial Advisory Services            | 7         | <b>Ice Cream Parlors</b> | <b>4</b>  | <b>Home Improvements</b>           | <b>2</b>   |
| Tax Preparation                        | 1         | <b>Coffee Shops</b>      | <b>4</b>  | <b>Optometrists</b>                | <b>1</b>   |
| Commercial Banking                     | 2         | <b>Juice Bars</b>        | <b>3</b>  | <b>Sporting Goods - Retail</b>     | <b>1</b>   |
| Credit Unions                          | 6         | <b>Grocers - Retail</b>  | <b>4</b>  | <b>TOTAL</b>                       | <b>153</b> |
| Investment Advice                      | 2         | <b>Bakers - Retail</b>   | <b>3</b>  |                                    |            |
| Trust, Fiduciary, & Custody Activities | 1         | <b>Beauty Salons</b>     | <b>12</b> |                                    |            |

Source: ESRI Business Analyst, 2020

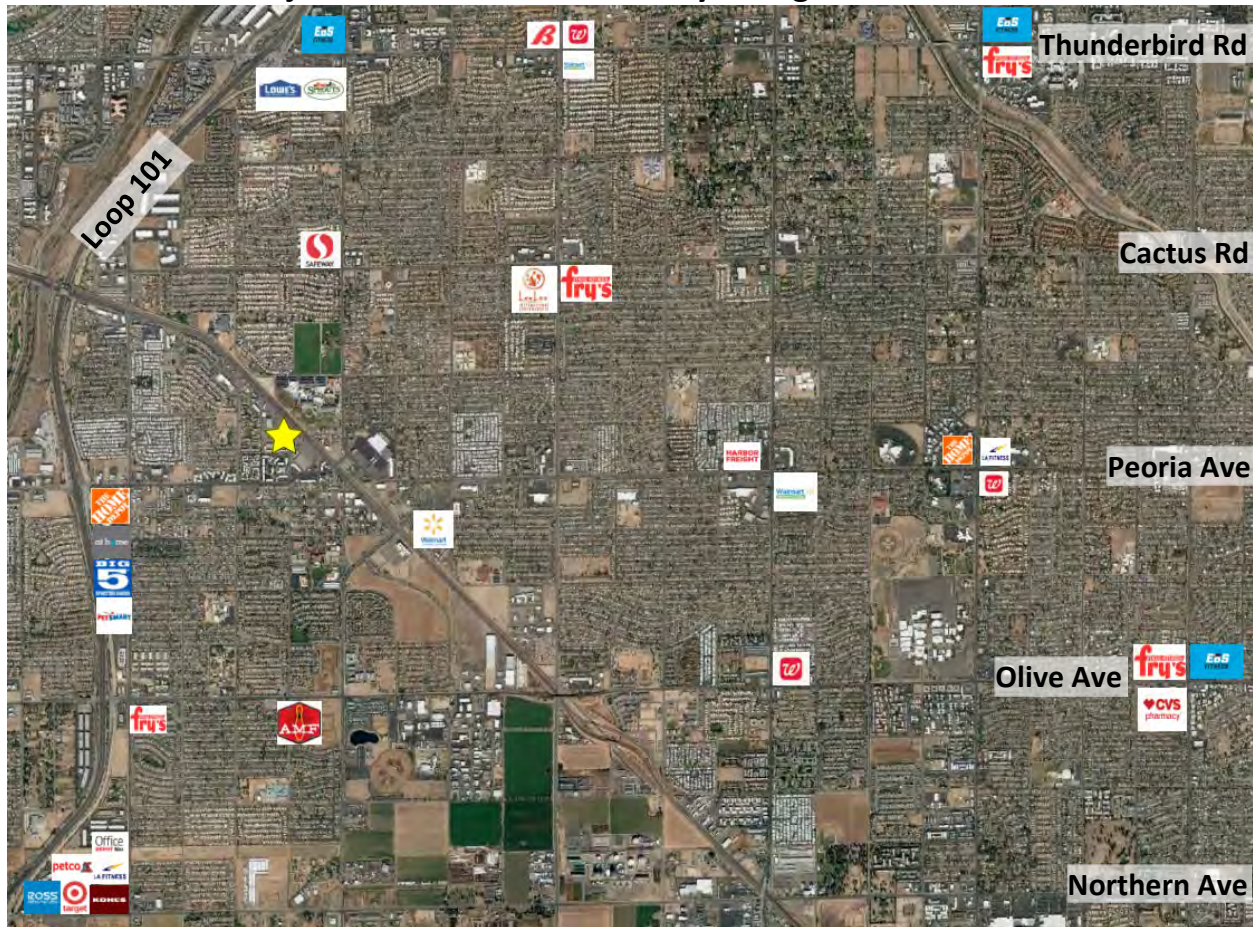
In terms of potential big box tenants, there are retail voids in the PMA in categories such as grocery stores, pharmacies, and sporting goods. Though the analysis did not show a void or over supply, the opportunity to introduce a hardware store or a fitness center into the PMA could be a possibility and would depend on those businesses' location preferences.

After comparing big box voids to competitors already in the PMA, several can be found within a short driving distance to the intersection of 83<sup>rd</sup> and Grand Avenues. For grocery stores, Walmart, Safeway, and Fry's are all located nearby, and an alternative grocery brand may conclude these competitors are too close to the subject sites, in addition to other site-specific drawbacks.



Similarly, sporting goods, home improvement, fitness centers, and hardware/home improvement stores, and pharmacies are all located nearby at major intersections or within the large power center along the Loop 101 freeway and Peoria Avenue.

### Subject Sites in Close Proximity to Big Box Locations



### PMA Retail Supply

Today, retail space far exceeds the local demand within the Primary Market Area, which indicates the presence of regional serving big box retail. This is also logical given proximity to Loop 101 and access to larger populations. Future retail development will be dependent on new residential growth in the area.

The analysis also identified approximately 21,100 square feet of retail under construction in the PMA in one project. A number of projects have also been proposed, ranging from small standalone pads to neighborhood centers, totaling 351,800 square feet. However, the development status for these projects is unknown and the pandemic may further delay any planned centers. Also, the PMA had experienced negative net absorption over the past two years.

### Retail Demand Forecast

The most recent population forecast for the PMA is for growth of 8,610 new households over the next ten years and a total of 17,130 new households by 2050. New demand for local serving retail for these new households will total approximately 107.4 acres, or 841,950 square feet of

building space through 2050. However, over 1.1 million square feet retail space in existing retail centers today is vacant which could accommodate all of the expected future demand through 2050. Considering only excess vacancy (vacancy over a normal 5% rate), there is approximately 450,000 square feet of excess retail vacancy in the market area which could be absorbed in the next decade. In addition, 372,900 square feet of new retail development is proposed within the market area.

| Retail Supply/Demand Forecast<br>Primary Market Area                                       |                                |         |         |         |               |
|--------------------------------------------------------------------------------------------|--------------------------------|---------|---------|---------|---------------|
|                                                                                            |                                | 2030    | 2040    | 2050    | 30-Year Total |
| Demand Factors                                                                             | Household Growth               | 8,610   | 5,088   | 3,432   | 17,130        |
|                                                                                            | New Retail Demand (acres)      | 54.0    | 31.9    | 21.5    | 107.4         |
|                                                                                            | New Retail Demand (SF)         | 423,185 | 250,077 | 168,684 | 841,950       |
| Supply Available for Retail Development                                                    | Existing Retail Centers        |         |         |         | 1,100,000 SF  |
|                                                                                            | Under Construction or Proposed |         |         |         | 372,900 SF    |
|                                                                                            | TOTAL                          |         |         |         | 1,472,900 SF  |
| Sources: MAG, 2019; U.S. Consumer Expenditure Survey; AZ DOA; Elliott D. Pollack & Company |                                |         |         |         |               |

### Retail Analysis Conclusions

Demand for retail services along the Grand Avenue Corridor is insufficient to trigger significant new retail projects without new residential growth. A vacancy rate of 8.0% in the PMA suggests excess of space that is not supported by demand. The PMA is also well represented by major retailers. While there are voids in the immediate area, retailers are likely deterred by the abundance of retail options within four miles of the subject sites. In addition, the subject sites are at a competitive disadvantage to those located along the freeway or at an intersection with better access and visibility.

Opportunities for conventional retail development at the subject sites are limited but concentrated on:

- **Retail pads** - fast food restaurants, coffee shops, or consumer services (such as banks, car washes, etc.) that would cater to employees working in the area and vehicles traffic along Grand Avenue.
  - o The effects of COVID-19 have highlighted the advantages of drive-thru development sites. Site design should consider adding drive-thru locations wherever feasible to increase new commercial opportunities in the corridor.

**Shop space** - additional opportunities for fast food, desserts, or fast casual dining chains that do not develop their own free-standing restaurants. These restaurants would likely have limited hours, focusing on breakfast and lunch rather than dinner. This could also be attractive to other consumer services identified in the void analysis such as financial services (tax preparation, insurance, real estate, financial advisory services, etc.), barbers, nail salons, hair salons, and healthcare practices (dental, optometry, dermatology, primary care physician, etc.).



## **Office Analysis**

The office market in Greater Phoenix is highly concentrated in locations that have freeway access, amenities, and proximity to labor. Approximately 80% of all office space is concentrated in Phoenix, Scottsdale, and Tempe. Future demand will continue to focus along major freeways such as the Loop 101, Loop 202, Loop 303, and I-10.

### **Northwest Valley Office Market**

Combined, the Northwest Valley submarkets which includes the subject sites, only account for approximately 3.7% of the total Greater Phoenix office inventory. Class A space is even more scarce, with the Northwest Valley only containing 1.8% of all Class A space in Greater Phoenix.

Two primary locations for Class A office growth in the Northwest Valley today are the P83 Entertainment District and Westgate Entertainment District. In particular, P83 is a walkable, mixed use area that has an extensive range of hotel, retail, and restaurant offerings that will attract both users and developers. Other potential competitors in the future include sites in Goodyear near I-10 and Estrella Parkway and in Surprise along the Loop 303 near Cactus Road.

Class B office space in the region is by far the dominant office segment. There are an estimated 180 office buildings in the Northwest Valley totaling 6.1 million square feet and Class B space accounts for 144 buildings and over 4.5 million square feet, or over 74% of total space.

### **Medical Office**

There is over 7.5 million square feet of healthcare space in the PMA and just under 2.7 million square feet is medical office. Current medical office vacancy in the PMA is 11.2% or just under 300,000 square feet. There is also 267,000 square feet of medical office proposed in the PMA.

The immediate area also has a newly opened 126,000-square-foot Valleywise Health Center which offers a comprehensive variety of medical services and specialties. The property includes land for medical office surrounding the campus.

### **Office Analysis Conclusions**

The Grand Avenue corridor between Peoria and 83<sup>rd</sup> Avenues is at best considered a second-tier site for office development. The greatest opportunities for future office development within the PMA will be within the medical office and Class B office segments. This is primarily due to:

- Its location away from the Loop 101 freeway. These sites are at a competitive disadvantage to sites with freeway frontage or visibility.
- The lack of an office inventory in the area today and lack of available land to create a critical mass of office development in order to establish a district and identity
- The modest demographic characteristics of the population in the PMA.
- The current lack of local amenities including restaurants and retail services that office developers typically desire for their tenants.



## **Residential Analysis**

### **Inventory & Pipeline**

Ninety-seven apartment communities consisting of at least 50 units are located within the Primary Market Area totaling 18,273 apartment units. Most of the complexes were built prior to 2010 but there are also 10 communities that have been recently built in the last seven years. Currently vacancy is strong at 6.7% (only 3.8% for stabilized apartment communities) compared to 6.7% across the County. The low vacancy rate among stabilized properties indicates there is strong demand for new rental units.

There are 14 market rate projects totaling 2,086 units planned within the PMA. An additional three projects are under construction totaling 505 units. Grand Commons, totaling 144 units is planned for the subject sites. The remaining apartment communities in the apartment pipeline are all located south of the subject sites, half of them south of Northern Avenue.

### **Supply Versus Demand**

An increase of 1,149 new households is forecasted for the PMA each year over the next 5 years. Based on the mix of renters and owners (37.8% renters), this equates to 434 new renter households added to the market area each year over the next 5 years (2,170 total renter households). The three apartment projects under construction exceed current expected demand over the following year, at which time additional rental units would be demanded again.

Demand is also expected from three additional sources:

1. The moving of current renters in the PMA (between 2,755 to 4,130 renters are expected to move on an annual basis.
2. Current owners who become renters.
3. Current renters living outside Peoria and who commute to the city to work.

### **Residential Analysis Conclusions**

- There are no major negative attributes of the neighborhood surrounding the subject sites that would detract from the marketability of a proposed apartment project. Commercial and recreational amenities can be found within a short driving distance of the site.
- The property is located within a short distance and quick access to transportation infrastructure including Grand Avenue and the Loop 101.
- The market area is expected to continue to grow in population and employment for the near and long term.
- The rental market appears to be well-occupied and near equilibrium in terms of vacancy.

Based on the current renter base, vacancy levels, future growth of income-qualified renters, and the pipeline of apartments under construction or planned, new rental units at the subject site



should be absorbed when they are completed. According to ESRI forecasts, the combined apartment units under construction and planned could all be absorbed in under 6 years.

In our opinion, the rezoning of a portion of the subject sites to residential uses will not affect the City of Peoria's efforts to continue to attract new commercial and employment to the community. The City has a significant inventory of commercial and employment space and vacant land that will provide for the long-term economic health of the community. Finally, by introducing residential products into the area, the City will be able to accommodate anticipated new growth over the next few decades and those new residents will support existing and planned commercial development.

### **Overall Conclusions & Recommendations**

A plan for redevelopment of the areas surrounding the intersection of 83<sup>rd</sup> Avenue and Grand Avenue should be undertaken that comprehensively considers the opportunities for development along Grand Avenue combined with the assets of Old Town Peoria. Substantial upgrades of the visual character of the area should be strongly considered along with City acquisition of properties to leverage redevelopment.

There are site specific characteristics that have created barriers for new investment, despite aggressive marketing efforts by the city's development partner SJ Acquisitions. This includes the fact that the sites are a mid-mile location with no intersection or hard corners that are attractive to retailers in terms of access and visibility. In addition, there is no left turn out of these properties onto Grand Avenue, which restricts commuters ease of access. Finally, the overall visual appeal of the corridor is lacking in terms of landscaping, lighting, signage, and the various conditions of existing buildings.

The demographics and household incomes of the area are modest in comparison to other portions of Peoria, but they are not necessarily a deterrent to commercial development. There is substantial commercial development located four to five miles from the subject sites with similar incomes. However, the location of the sites as an infill area in an older part of the city gives prospective investors the perception of an area that has been passed over and has had no new or renewed interest. New high density residential development would help to improve both the demographic characteristics of the immediate area and promote additional retail and restaurant opportunities by virtue of new population growth and increased disposable income in the area. As noted in the report, the intersection of 83<sup>rd</sup> Avenue and Olive as well as 51<sup>st</sup> Avenue and Olive are good local examples of introducing new residential development and spurring commercial development because of residential growth.

One final note, the age of the Old Town Specific Area Plan is currently a detriment to commercial recruitment. With the plan now ten years old combined with the lack of activity and new development within Old Town since then causes investors to question the prospects of the plan's vision. Consideration should be given to updating the Old Town Specific Area Plan to refresh both the date of publication and to reflect current market conditions and opportunities.



## 1.0 Introduction

### 1.1 Description of Project

Elliott D. Pollack and Company was retained to assess the market for potential commercial and residential development to be located along Grand Avenue between Peoria Avenue and 87<sup>th</sup> Avenue in Peoria, Arizona. This report includes an analysis of the regional population and demographic characteristics of the Primary Market Area (PMA) surrounding the subject sites. Also provided in this report is a determination of the capacity of the Primary Market Area to support an additional commercial and residential development based on the existing and future population.

**Subject Corridor Map**



## 1.2 Limiting Conditions

This study prepared by Elliott D. Pollack and Company is subject to the following considerations and limiting conditions.

- The reported economic findings outlined in this report represent the considered judgment of Elliott D. Pollack and Company based on the assumptions, analyses, and methodologies described in the report.
- Except as specifically stated to the contrary, this study does not give consideration to the following matters to the extent they exist: (i) matters of a legal nature, including issues of legal title and compliance with federal, state and local laws and ordinances; and (ii) environmental and engineering issues, and the costs associated with their correction. The user of this study will be responsible for making his/her own determination about the impact, if any, of these matters.
- This study is intended to be read and used as a whole and not in parts.
- The analysis outlined in this study is based on currently available information and estimates and assumptions about long-term future trends. Such estimates and assumptions are subject to uncertainty and variation. Accordingly, we do not represent them as results that will be achieved. Some assumptions inevitably will not materialize, and unanticipated events and circumstances may occur; therefore, the actual results achieved may vary materially from the forecasted results. The assumptions disclosed in this analysis are those that are believed to be significant to the projections of future results.



## 2.0 Primary Market Area Overview

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### 2.1 Primary Market Area Description

When conducting a market study, one of the most important steps is defining the project's primary trade, or market area. A Primary Market Area (PMA) is defined as "a division of a total market that reflects the preferences of a particular set of buyers and sellers."<sup>2</sup> It is the geographic area from which demand for a particular real estate product will arise. Alternatively, it is also an area containing similar and, therefore, directly competitive real estate projects.

The first step in evaluating an appropriate market area is to analyze the characteristics of the neighborhoods immediately adjacent to the subject property. Typically, the market area includes the property three to five miles from the subject site, adjusted for geographic features, socioeconomic conditions or economic circumstances. It is common to utilize major freeways, or roads near major freeways, as market area borders since they often define neighborhoods within which people reside, shop and recreate. People become accustomed to residing in a particular part of the metro area and often do not stray far from those areas when relocating their place of residence. Natural topographic features are also a factor that affects people's living preferences and habits.

For purposes of this report, the competitive market area will be called the Primary Market Area or PMA. Based on analysis of the geographic features of the area and the layout of census tracts, existing commercial and multi-family assets, developers, and economic development experts, as well as the experience of this firm in conducting market studies, it is the professional opinion of this firm that the Primary Market Area is identified by the following: Bell Road to the north; 51<sup>st</sup> Avenue to the east; Bethany Home Road to the south; and the Agua Fria River to the west.

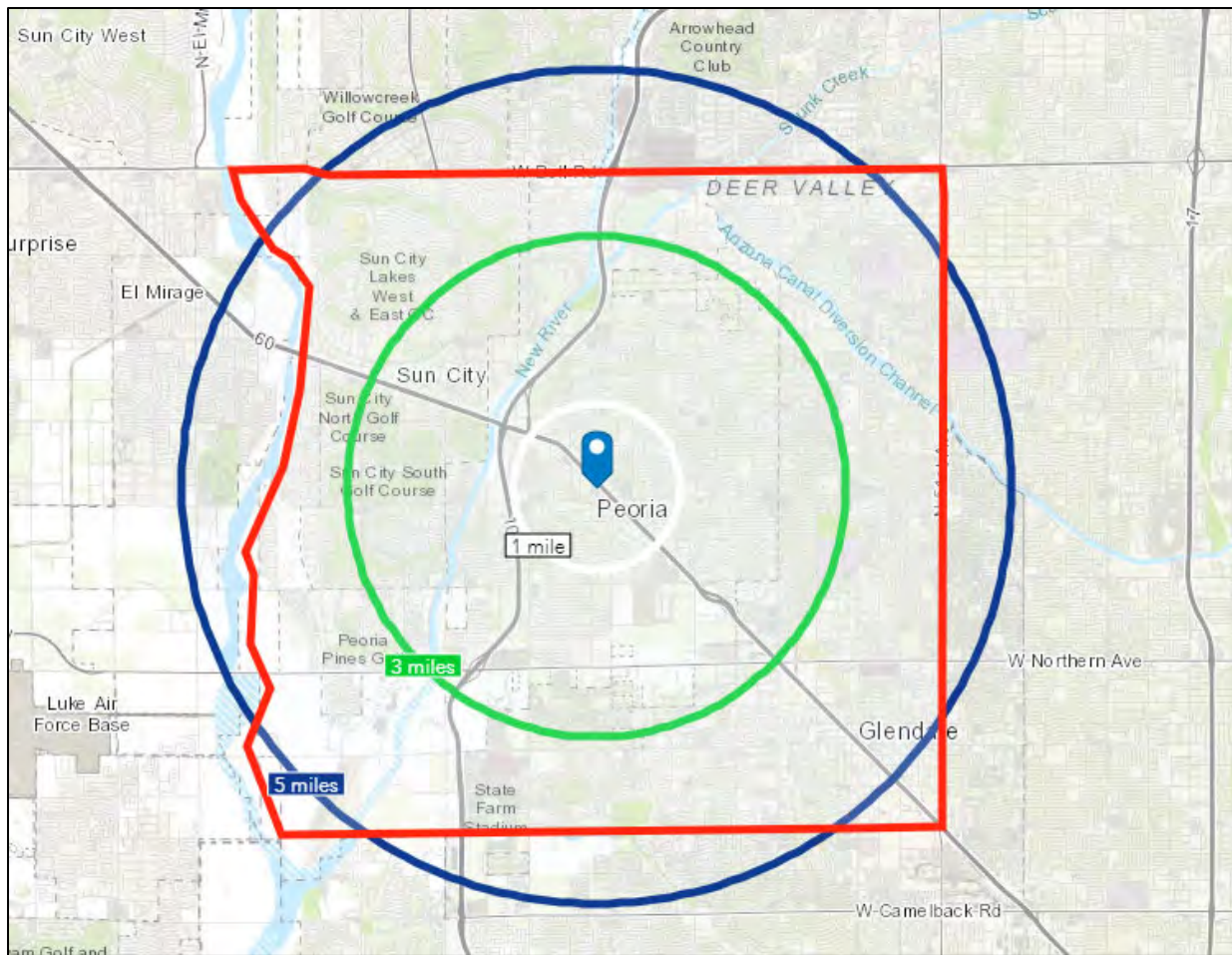
The market area represents just under 64 square miles and includes portions of Peoria, Glendale, Youngtown, Sun City, and Sun City West. The following map illustrates the boundaries of the PMA in relation to the subject site.

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<sup>2</sup> *The Dictionary of Real Estate Appraisal*, Third Addition published by the Appraisal Institute.



## Exhibit 2.1 - Primary Market Area



## 2.2 Primary Market Area Overview

### 2.2.1 Demographics

The most accurate indicator of population statistics is the decennial U.S. Census. Additional information is also available from the American Community Survey produced by the U.S. Census plus forecasts for population and household income growth from demographic vendor sources such as ESRI.

The following tables outline the population and housing characteristics of the Market Area and, for comparison purposes, Peoria and Maricopa County.



### **Population**

The following table shows the estimated population of the PMA, Peoria and Maricopa County. While the City of Peoria experienced strong growth from 2000 to 2010, growing by an average annual rate of 3.5%, the market area comprising South Peoria and areas of Glendale and Sun City experienced much slower growth, averaging 0.7% per year. This is compared to the 2.2% annual growth rate of Maricopa County over the same time period. In the subsequent decade from 2010 to 2020, the market area has increased its growth rate to 1.0% per year compared to 2.2% growth per year in the entire City of Peoria and 1.6% in the County. There are an estimated 2.56 persons per household within the Market Area compared to 2.71 persons per household in the City of Peoria and 2.69 persons per household in Maricopa County.

| <b>Population Estimates</b>                                                                      |                    |                              |                   |                              |                        |                              |
|--------------------------------------------------------------------------------------------------|--------------------|------------------------------|-------------------|------------------------------|------------------------|------------------------------|
|                                                                                                  | <b>Market Area</b> |                              | <b>Peoria</b>     |                              | <b>Maricopa County</b> |                              |
|                                                                                                  | <b>Population</b>  | <b>Annual Percent Growth</b> | <b>Population</b> | <b>Annual Percent Growth</b> | <b>Population</b>      | <b>Annual Percent Growth</b> |
| 2000                                                                                             | 220,221            |                              | 109,297           |                              | 3,072,149              |                              |
| 2010                                                                                             | 236,986            | 0.7%                         | 154,108           | 3.5%                         | 3,817,117              | 2.2%                         |
| 2020                                                                                             | 261,723            | 1.0%                         | 191,172           | 2.2%                         | 4,477,918              | 1.6%                         |
| Source: ESRI Business Analyst, U.S. Census Bureau, Census 2010, Esri forecasts for 2020 and 2025 |                    |                              |                   |                              |                        |                              |

### **Population Projections**

The Primary Market Area is expected to continue to add a substantial number of new residents. ESRI projects 5,743 new households locating within the Primary Market Area over the next five years. This equates to demand for at least 1,149 housing units per year.

Over the longer term, according to Maricopa Association of Governments (MAG), 8,610 new households are expected over the next 10 years (assuming the current 2.56 persons per household). This equates to 0.8% annual growth and 861 new households per year. From 2030 to 2040, MAG forecasts 5,088 additional households (0.5% average annual growth) and 4,949 new households from 2040 to 2055. Modest growth is also likely beyond 2055.



| Population Projections<br>Primary Market Area                                |         |         |         |         |         |
|------------------------------------------------------------------------------|---------|---------|---------|---------|---------|
|                                                                              | 2020    | 2030    | 2040    | 2050    | 2055    |
| <b>Total Population</b>                                                      | 257,395 | 279,436 | 292,460 | 301,246 | 305,129 |
| <b>Growth</b>                                                                | 7,623   | 22,041  | 13,024  | 8,786   | 3,883   |
| <b>% Growth</b>                                                              | 3.1%    | 8.6%    | 4.7%    | 3.0%    | 1.3%    |
| <b>Avg Annual % Growth</b>                                                   | 1.5%    | 0.8%    | 0.5%    | 0.3%    | 0.3%    |
| <b>New Households</b>                                                        | 2,978   | 8,610   | 5,088   | 3,432   | 1,517   |
| Source: Maricopa Association of Governments Socioeconomics Projections, 2019 |         |         |         |         |         |

### Age

The median age of the population is somewhat older than Maricopa County as a whole (39.9 in the PMA and 39.5 in Peoria compared to 36.1 for the County).

Younger age groups are also well represented. An estimated 25.5% of the population within the PMA is between 25 and 44 years of age. The population 65 years and older is also more represented in the market area (22.4%) compared to Peoria (18.4%) and Maricopa County (15.6%).

| Population by Age - 2020                                                                          |                |       |                |       |                  |       |
|---------------------------------------------------------------------------------------------------|----------------|-------|----------------|-------|------------------|-------|
|                                                                                                   | Market Area    |       | Peoria         |       | Maricopa County  |       |
| Under 5 years                                                                                     | 15,442         | 5.9%  | 11,279         | 5.9%  | 304,498          | 6.8%  |
| 5 to 9 years                                                                                      | 15,180         | 5.8%  | 12,235         | 6.4%  | 305,509          | 6.8%  |
| 10 to 14 years                                                                                    | 15,180         | 5.8%  | 13,000         | 6.8%  | 301,369          | 6.7%  |
| 15 to 24 years                                                                                    | 31,668         | 12.1% | 22,176         | 11.6% | 596,916          | 13.3% |
| 25 to 34 years                                                                                    | 38,735         | 14.8% | 25,617         | 13.4% | 666,133          | 14.9% |
| 35 to 44 years                                                                                    | 28,004         | 10.7% | 24,088         | 12.6% | 575,817          | 12.9% |
| 45 to 54 years                                                                                    | 27,743         | 10.6% | 23,897         | 12.5% | 527,126          | 11.8% |
| 55 to 64 years                                                                                    | 31,145         | 11.9% | 23,705         | 12.4% | 506,284          | 11.3% |
| 65 to 74 years                                                                                    | 29,575         | 11.3% | 19,691         | 10.3% | 407,491          | 9.1%  |
| 75 to 84 years                                                                                    | 18,321         | 7.0%  | 10,132         | 5.3%  | 205,984          | 4.6%  |
| 85 years and over                                                                                 | 10,731         | 4.1%  | 5,353          | 2.8%  | 84,877           | 1.9%  |
| <b>TOTAL</b>                                                                                      | <b>261,723</b> |       | <b>191,172</b> |       | <b>4,477,918</b> |       |
| <b>Median Age</b>                                                                                 | <b>39.9</b>    |       | <b>39.5</b>    |       | <b>36.1</b>      |       |
| Source: ESRI Business Analyst, U.S. Census Bureau, Census 2010, Esri forecasts for 2020 and 2025. |                |       |                |       |                  |       |



**Income**

Household incomes in the PMA are much more modest than the City of Peoria as a whole as well as those across the county. The average income in the PMA is reported to be \$68,506 which is 30% lower than City of Peoria (\$97,898) and 26.1% lower than the broader Maricopa County average (\$92,681). The estimated median household income for all Maricopa County residents is \$66,778. By comparison, in the PMA the median household income is \$52,820 (21% lower).

| <b>Household Income - 2020</b>                                                                    |                    |                 |                        |
|---------------------------------------------------------------------------------------------------|--------------------|-----------------|------------------------|
|                                                                                                   | <b>Market Area</b> | <b>Peoria</b>   | <b>Maricopa County</b> |
| <b>Total households</b>                                                                           | <b>100,724</b>     | <b>70,096</b>   | <b>1,641,261</b>       |
| <b>Less than \$15,000</b>                                                                         | 8.9%               | 4.5%            | 7.4%                   |
| <b>\$15,000 to \$24,999</b>                                                                       | 11.6%              | 6.5%            | 7.9%                   |
| <b>\$25,000 to \$34,999</b>                                                                       | 11.3%              | 7.2%            | 8.4%                   |
| <b>\$35,000 to \$49,999</b>                                                                       | 15.0%              | 11.7%           | 12.5%                  |
| <b>\$50,000 to \$74,999</b>                                                                       | 19.4%              | 17.7%           | 18.5%                  |
| <b>\$75,000 to \$99,999</b>                                                                       | 13.7%              | 16.3%           | 13.9%                  |
| <b>\$100,000 to \$149,999</b>                                                                     | 13.2%              | 19.8%           | 16.5%                  |
| <b>\$150,000 to \$199,999</b>                                                                     | 4.3%               | 8.3%            | 7.1%                   |
| <b>\$200,000 or more</b>                                                                          | 2.6%               | 7.8%            | 7.9%                   |
| <b>Median Income</b>                                                                              | <b>\$52,820</b>    | <b>\$77,674</b> | <b>\$66,778</b>        |
| <b>Average Income</b>                                                                             | <b>\$68,506</b>    | <b>\$97,898</b> | <b>\$92,681</b>        |
| Source: ESRI Business Analyst, U.S. Census Bureau, Census 2010, Esri forecasts for 2020 and 2025. |                    |                 |                        |

**Tenure**

Approximately 64.2% of all housing units in Maricopa County are owner occupied with 35.8% renter occupied. In the PMA, the percentage of owners is lower at 62.2% owners with 37.8% renters. This mix of tenure is indicative of the maturity of the real estate market in the Primary Market Area. Renter households are expected to maintain or potentially increase their market share of total residents over time.

| <b>Tenure - Occupied Housing</b> |                    |       |               |       |                        |
|----------------------------------|--------------------|-------|---------------|-------|------------------------|
|                                  | <b>Market Area</b> |       | <b>Peoria</b> |       | <b>Maricopa County</b> |
| <b>Total:</b>                    | 100,724            |       | 70,096        |       | 1,641,261              |
| <b>Owner occupied</b>            | 62,657             | 62.2% | 53,108        | 75.8% | 1,052,989 64.2%        |
| <b>Renter occupied</b>           | 38,067             | 37.8% | 16,988        | 24.2% | 588,272 35.8%          |
| Source: U.S. Census; ESRI        |                    |       |               |       |                        |



**Renter Income**

The breakdown of renter household income is provided in the following table. An estimated 55% of current renter households make \$35,000 or more. An estimated 36.2% of renter households make \$50,000 or more.

| <b>Renter Household Income</b>       |                    |              |                 |              |                        |              |
|--------------------------------------|--------------------|--------------|-----------------|--------------|------------------------|--------------|
|                                      | <b>Market Area</b> |              | <b>Peoria</b>   |              | <b>Maricopa County</b> |              |
| <b>Total households</b>              | <b>38,067</b>      |              | <b>16,988</b>   |              | <b>588,272</b>         |              |
| <b>Less than \$5,000</b>             | 2,315              | 6.1%         | 47              | 14.5%        | 34,104                 | 5.8%         |
| <b>\$5,000 to \$9,999</b>            | 2,095              | 5.5%         | 123             | 0.3%         | 27,647                 | 4.7%         |
| <b>\$10,000 to \$14,999</b>          | 2,505              | 6.6%         | 164             | 4.8%         | 37,990                 | 6.5%         |
| <b>\$15,000 to \$19,999</b>          | 2,368              | 6.2%         | 219             | 4.9%         | 36,294                 | 6.2%         |
| <b>\$20,000 to \$24,999</b>          | 2,641              | 6.9%         | 314             | 3.8%         | 40,905                 | 7.0%         |
| <b>\$25,000 to \$34,999</b>          | 5,195              | 13.6%        | 816             | 14.7%        | 74,333                 | 12.6%        |
| <b>\$35,000 to \$49,999</b>          | 7,173              | 18.8%        | 734             | 12.1%        | 95,634                 | 16.3%        |
| <b>\$50,000 to \$74,999</b>          | 6,410              | 16.8%        | 1,303           | 19.3%        | 109,543                | 18.6%        |
| <b>\$75,000 to \$99,999</b>          | 3,533              | 9.3%         | 865             | 10.0%        | 57,222                 | 9.7%         |
| <b>\$100,000 to \$149,999</b>        | 2,650              | 7.0%         | 734             | 7.6%         | 46,703                 | 7.9%         |
| <b>\$150,000 or more</b>             | 1,180              | 3.1%         | 455             | 8.0%         | 20,642                 | 3.5%         |
| <b>Median Income</b>                 | <b>\$38,979</b>    |              | <b>\$43,687</b> |              | <b>\$41,273</b>        |              |
| <b>Renters with Income \$50,000+</b> | <b>13,773</b>      | <b>36.2%</b> | <b>3,357</b>    | <b>19.8%</b> | <b>234,110</b>         | <b>39.8%</b> |

Source: U.S. Census 2014-2018 American Community Survey 5-Year Estimates; ESRI; Elliott D. Pollack & Co.



### 2.2.2 Primary Market Area Employment

Within the Primary Market Area are a wide variety of employment and industries. The region is currently more heavily weighted towards health care, retail, and consumer services, which is typical of a suburban area. The area also has a number of jobs in construction, government, education, FIRE (Finance, Insurance, and Real Estate), business services, transportation & distribution, and hospitality.

| <b>Primary Market Area Employment</b>                                          |                       |                       |                |
|--------------------------------------------------------------------------------|-----------------------|-----------------------|----------------|
| <b>Industry</b>                                                                | <b># of Employers</b> | <b># of Employees</b> | <b>% Total</b> |
| Business Services                                                              | 195                   | 4,240                 | 5.8%           |
| Construction                                                                   | 264                   | 6,900                 | 9.5%           |
| Consumer Goods Manufacturing                                                   | 13                    | 730                   | 1.0%           |
| Consumer Services                                                              | 590                   | 9,660                 | 13.3%          |
| Education                                                                      | 96                    | 5,580                 | 7.7%           |
| Finance, Insurance, & Real Estate (FIRE)                                       | 252                   | 5,110                 | 7.0%           |
| Government, Social, & Advocacy Services                                        | 199                   | 5,840                 | 8.0%           |
| Health Care                                                                    | 438                   | 14,970                | 20.6%          |
| High Tech Manufacturing & Development                                          | 15                    | 300                   | 0.4%           |
| Hospitality, Tourism & Recreation                                              | 90                    | 2,910                 | 4.0%           |
| Media, Publishing & Entertainment                                              | 24                    | 590                   | 0.8%           |
| Metal Inputs & Transportation-Related Manufacturing                            | 31                    | 1,010                 | 1.4%           |
| Non-Metallic Manufacturing                                                     | 21                    | 390                   | 0.5%           |
| Resource-Dependent Activities                                                  | 13                    | 310                   | 0.4%           |
| Retail                                                                         | 381                   | 10,360                | 14.3%          |
| Telecommunications                                                             | 34                    | 370                   | 0.5%           |
| Transportation & Distribution                                                  | 127                   | 3,320                 | 4.6%           |
| <b>Total</b>                                                                   | <b>2,783</b>          | <b>72,590</b>         |                |
| Source: Arizona COG/MPO Employer Database, employers with at least 5 employees |                       |                       |                |

The area has a number of major employers nearby. The following table lists the top employers in the market area. Notable companies include Banner Health, Peoria Unified School District, City of Peoria, City of Glendale, AAA, Humana, Glendale Community College, Desert Diamond Casino, Progressive, TopGolf, Conair, Walmart, Terminix, Dignity Health, and The Antigua Group, among many others.



| Major Employers - Primary Market Area                                          |           |                                          |
|--------------------------------------------------------------------------------|-----------|------------------------------------------|
| Employer Name                                                                  | Employees | Industry                                 |
| Banner Health                                                                  | 3,000     | Health Care                              |
| Peoria Unified School District                                                 | 2,980     | Transportation & Distribution            |
| City of Peoria                                                                 | 1,640     | Government, Social, & Advocacy Services  |
| City of Glendale                                                               | 1,300     | Government, Social, & Advocacy Services  |
| AAA Arizona                                                                    | 1,070     | Finance, Insurance, & Real Estate (FIRE) |
| Banner Health                                                                  | 1,040     | Health Care                              |
| Humana                                                                         | 940       | Health Care                              |
| Glendale Elementary School District                                            | 830       | Government, Social, & Advocacy Services  |
| Glendale Community College                                                     | 580       | Education                                |
| Ace Building Maintenance Co                                                    | 530       | Business Services                        |
| Desert Diamond Casino                                                          | 500       | Hospitality, Tourism, & Recreation       |
| Progressive Leasing                                                            | 500       | Finance, Insurance, & Real Estate (FIRE) |
| Topgolf Usa                                                                    | 470       | Hospitality, Tourism, & Recreation       |
| Conair Corporation                                                             | 450       | Transportation & Distribution            |
| Friendship Retirement Community                                                | 410       | Health Care                              |
| State of Arizona                                                               | 410       | Government, Social, & Advocacy Services  |
| Don Sanderson Ford                                                             | 380       | Retail                                   |
| Walmart                                                                        | 370       | Retail                                   |
| Immanuel Campus of Care                                                        | 340       | Health Care                              |
| Royal Oaks                                                                     | 340       | Health Care                              |
| Walmart                                                                        | 340       | Retail                                   |
| Walmart                                                                        | 310       | Retail                                   |
| Arizona Medical Clinic Ltd                                                     | 300       | Health Care                              |
| The Terminix International Co Lp                                               | 300       | Business Services                        |
| Npl Construction Co                                                            | 290       | Construction                             |
| The Antigua Group Inc                                                          | 290       | Transportation & Distribution            |
| Oak Craft Inc                                                                  | 270       | Consumer Goods Manufacturing             |
| Sands Motor Company                                                            | 250       | Retail                                   |
| Life Care Centers of America                                                   | 240       | Health Care                              |
| Concrete Structures Inc                                                        | 230       | Construction                             |
| Arizona Christian University                                                   | 220       | Education                                |
| Banner Health                                                                  | 220       | Health Care                              |
| Glendale Manufacturing Company                                                 | 220       | Transportation-Related Manufacturing     |
| Frys Food Stores                                                               | 210       | Retail                                   |
| Maricopa County                                                                | 210       | Government, Social, & Advocacy Services  |
| Brookdale Senior Living                                                        | 200       | Health Care                              |
| Dignity Health                                                                 | 200       | Health Care                              |
| Freedom Plaza Arizona                                                          | 200       | Health Care                              |
| Source: Arizona COG/MPO Employer Database, employers with at least 5 employees |           |                                          |

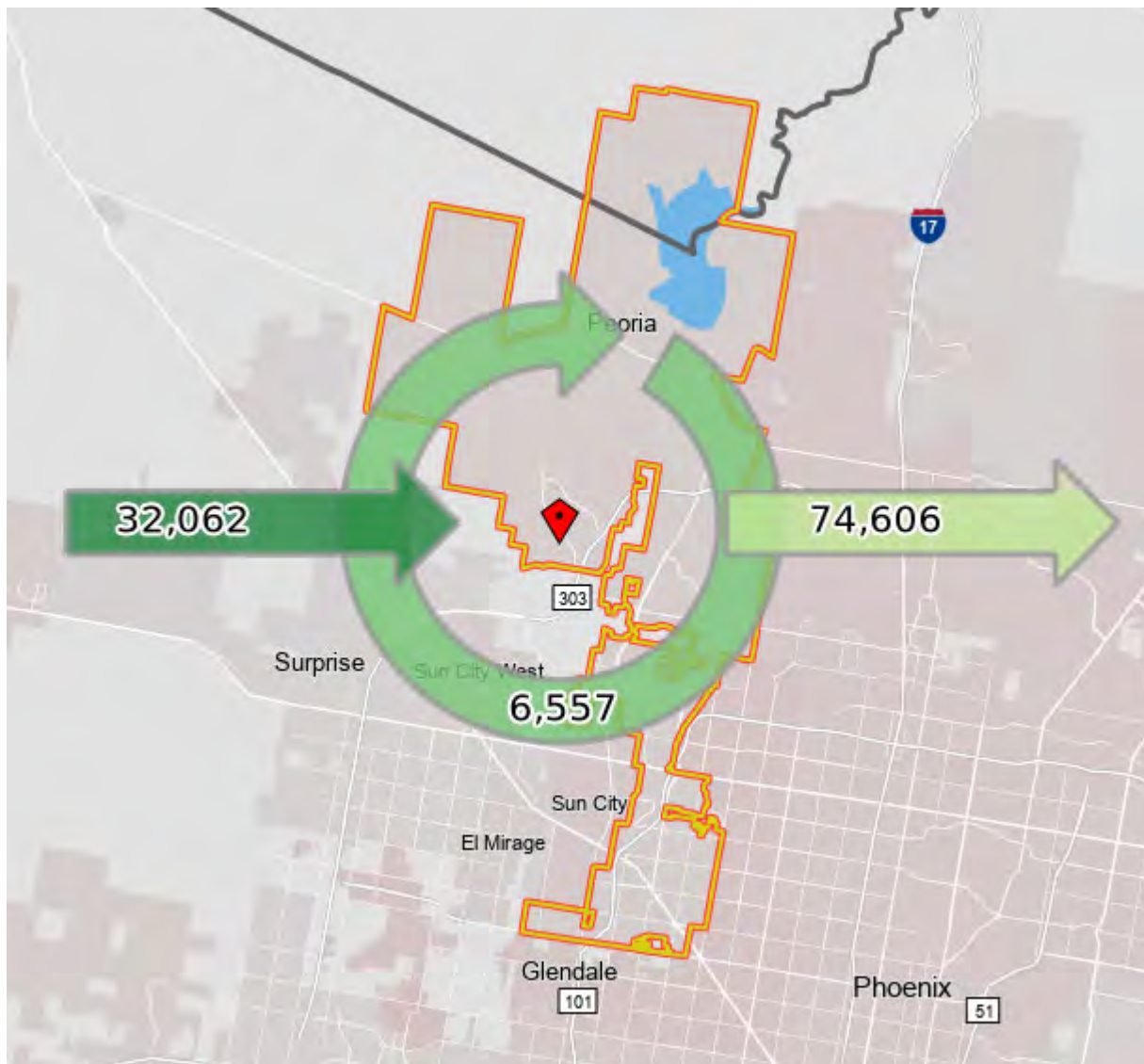


### Worker Commute

According to the U.S. Census, an estimated 32,100 workers commute into the City of Peoria from outside the city each day for work and 74,600 workers commute out of the City for work while just under 6,600 residents both live and work in Peoria.

In terms of commute distance, 11,300 workers commute 10 to 24 miles each way to work in Peoria, an estimated 3,900 commute 25 to 50 miles each way, and nearly 3,700 workers commute over 50 miles each way.

**Exhibit 2.3 - Worker Commute Inflow/Outflow – City of Peoria**



**Employment Projections**

Employment growth within the market area is expected to continue for decades. Over 15,500 new jobs are expected by 2030 compared to 2020. An additional 13,130 jobs are expected between 2030 and 2040. Beyond 2040, an estimated 14,200 additional jobs are expected through 2055. At that point, the employment base will have increased by nearly 50% from 2020 levels.

| <b>Employment Projections<br/>Primary Market Area</b>                        |             |             |             |             |             |
|------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|
|                                                                              | <b>2020</b> | <b>2030</b> | <b>2040</b> | <b>2050</b> | <b>2055</b> |
| <b>Employment</b>                                                            | 86,659      | 102,188     | 115,316     | 124,990     | 129,509     |
| <b>Growth</b>                                                                | 5,266       | 15,529      | 13,128      | 9,674       | 4,519       |
| <b>% Growth</b>                                                              | 6%          | 18%         | 13%         | 8%          | 4%          |
| <b>Avg Annual % Growth</b>                                                   | 3.2%        | 1.7%        | 1.2%        | 0.8%        | 0.7%        |
| Source: Maricopa Association of Governments Socioeconomics Projections, 2019 |             |             |             |             |             |

The following table illustrates projected job growth within the PMA according to the current industry composition of the area. As the table shows, a total of 42,850 new jobs are expected by 2055 and will likely be within a wide variety of industries such as those found within the PMA today. More specifically, the PMA could experience nearly 6,100 new jobs in the business services sector, and estimated 1,700 new jobs in the hospitality industry, nearly 5,700 new jobs in the manufacturing and construction sectors, and over 8,800 new jobs in health care.

| <b>Future Employment Mix By Major Cluster - Primary Market Area</b>            |                                |                       |                                     |                      |
|--------------------------------------------------------------------------------|--------------------------------|-----------------------|-------------------------------------|----------------------|
| <b>Cluster/Use</b>                                                             | <b>Current<br/>Job<br/>Mix</b> | <b>% of<br/>Total</b> | <b>Job<br/>Growth<br/>2020-2055</b> | <b>2055<br/>Jobs</b> |
| Business Services, Telecom, Media, Entertainment                               | 12,308                         | 14.2%                 | 6,086                               | 18,394               |
| Retail, Consumer Services                                                      | 23,900                         | 27.6%                 | 11,818                              | 35,718               |
| Hospitality                                                                    | 3,474                          | 4.0%                  | 1,718                               | 5,192                |
| Transportation & Distribution                                                  | 3,963                          | 4.6%                  | 1,960                               | 5,923                |
| Manufacturing, Construction                                                    | 11,508                         | 13.3%                 | 5,691                               | 17,199               |
| Health Care                                                                    | 17,871                         | 20.6%                 | 8,837                               | 26,708               |
| Education                                                                      | 6,661                          | 7.7%                  | 3,294                               | 9,955                |
| Government/Social Services                                                     | 6,972                          | 8.0%                  | 3,447                               | 10,419               |
| <b>Total</b>                                                                   | <b>86,659</b>                  |                       | <b>42,850</b>                       | <b>129,509</b>       |
| Source: Arizona COG/MPO Employer Database, employers with 5 or more employees. |                                |                       |                                     |                      |



### 3.0 Retail Analysis

Market conditions existing today in the retail real estate sector have been severely affected by the growth of E-Commerce and the Greater Recession that occurred from 2007 to 2009. The COVID-19 pandemic further accelerated the movement of shopping from brick-and-mortar stores to online retailers. Whether this trend persists to the extent seen today is open to question. The latest business cycle exposed significant longer-term challenges for the brick-and-mortar retail market in Greater Phoenix and across the country. Future changes in shopping trends that will affect how the market performs over the long term. Following are some of those trends and challenges.

- **Domination:** The market has become dominated by big box retailers and power/community shopping centers. The West Valley retail market illustrates a similar trend. There are numerous power centers and big-box anchored shopping centers along the Loop 101 and I-10 freeways with nearly every retail segment and brand found within those centers. This trend has negatively affected retail centers that are not close to the freeways resulting in high vacancy rates and loss of anchor tenants. Retail centers around Old Town Peoria and along Grand Avenue have all been affected by the power centers along the freeways.
- **Obsolescence:** Retailing is constantly changing resulting in some companies going out of business as others are entering the marketplace. Part of the problem for companies that are experiencing difficulties is the inability to anticipate trends in shopping patterns and the impact of alternative methods of purchasing goods and services through online portals. The pandemic has further exposed brick-and-mortar retailing to the prominence of online shopping. Currently, value-oriented retailers such as Walmart, Target, Ross, TJ Maxx, and others are the most viable in the market and have expanded their in-store and online sales. The list of retailers and restaurants that are in bankruptcy or have been in bankruptcy is extensive and include:

|                       |                             |                 |
|-----------------------|-----------------------------|-----------------|
| – Sears               | – Kona Grill                | – Gump’s        |
| – Toys “R” Us         | – Perkins/Marie Callender’s | – Brookstone    |
| – Sport Authority     | – Barneys New York          | – Rockport      |
| – Aeropostale         | – Forever 21                | – Nine West     |
| – Beauty Brands       | – Destination Maternity     | – Claire’s      |
| – Shopko              | – Avenue                    | – Winn-Dixie    |
| – Gymboree            | – Pier One                  | – Bon-Ton       |
| – Charlotte Russe     | – Charming Charlie          | – Rue21         |
| – Payless Shoe Source | – FTD                       | – BCBG Maxazria |
| – Diesel              | – David’s Bridal            | – Wet Seal      |
| – Z Gallerie          | – Mattress Firm             | – The Limited   |



The types of retailers that have experienced bankruptcies fall into a few categories. Bookstores long ago experienced significant declines in sales. More recently, clothing and accessory retailers, including shoe retailers, have experienced the most difficulties along with department stores and grocery chains. Department store sales have been declining for decades with the growth of low-cost supercenters and warehouse outlets. Grocery stores have come under attack from a wide range of retailers that have moved into the grocery business.

The traditional department store will continue to likely see declining sales. Macy's and Kohl's have reported sales slumps. JC Penney recently emerged from bankruptcy after being purchased by Simon Property Group (SPG) and Brookfield Asset Management.

- **Greater Phoenix is Over-Retailed:** Because of the Greater Phoenix region's tremendous history of growth, virtually all national retail chains want to be here, resulting in more retail space than is demanded by the population. According to the Lincoln Institute of Land Policy, the U.S. has 8.5 billion square feet of retail shopping center space or 24.5 square feet per person. By comparison, Maricopa County's population of more than 4.4 million has 34 square feet of retail space or 38% more than the national average. In the past, many national retail chains built stores in advance of growth to establish their market area. When growth slowed during the Great Recession, many planned stores were put on hold or abandoned. The coronavirus pandemic has further disrupted the growth of retail centers across the country and in Greater Phoenix.
- **Consolidation:** As retail market conditions change, consolidation of companies within the industry occurs. This trend has been particularly evident in the grocery store sector as chains try to compete with Walmart, Target and Costco. Local grocer Bashas' has been through bankruptcy and is likely still vulnerable. Albertson's purchased Safeway but the chains are still operating independently
- **Internet or E-Commerce Sales:** The long-term threat to brick and mortar retailing is E-Commerce. Within the last 15 years, the market has seen seismic shifts in the manner in which people purchase retail goods and services, today accelerated by the pandemic. Certain segments of the retail market have been particularly hard hit. A later section of this report will provide further information on the E-Commerce trend.

In summary, there are two major trends that have had a significant impact the retail market.

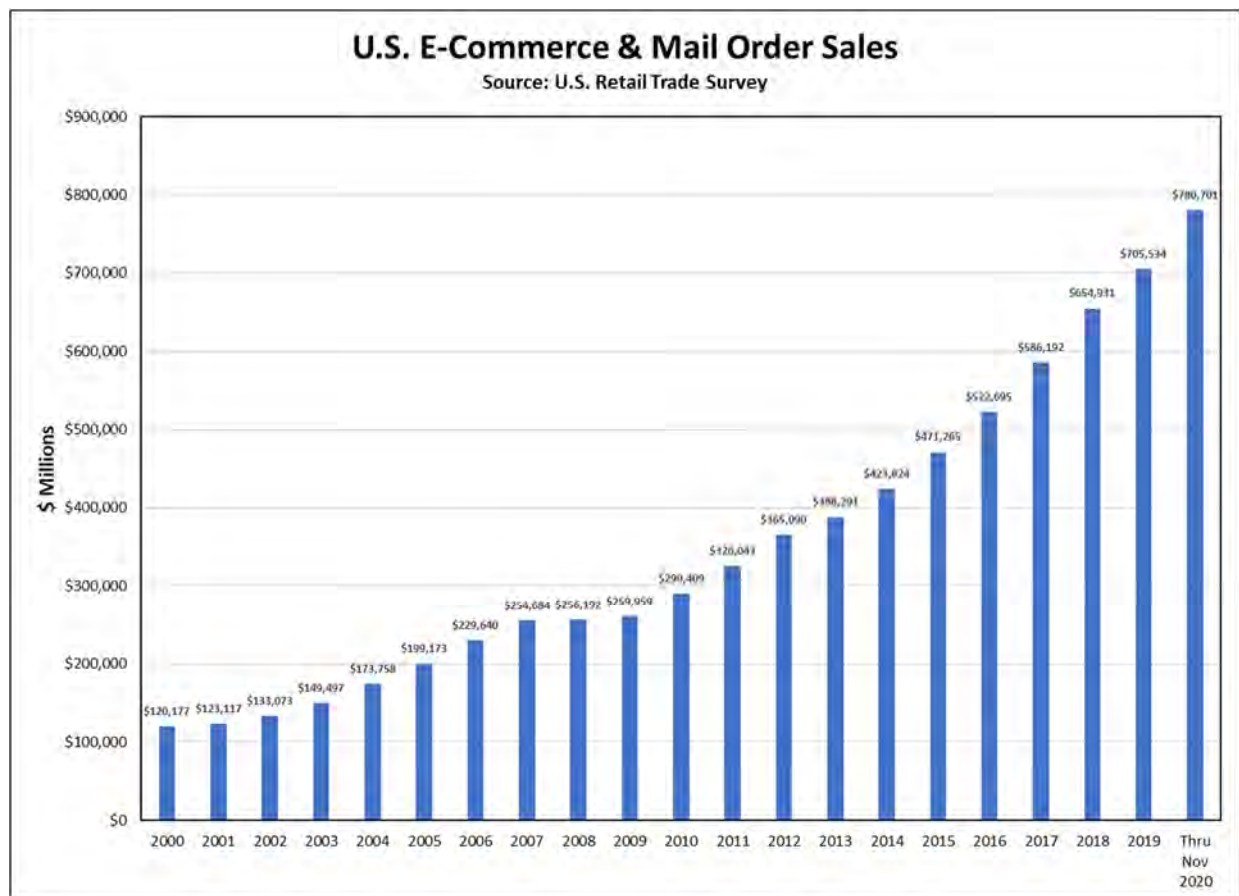
- E-Commerce and
- The rise of off-price retailers and low-price supercenters and warehouse outlets.

### 3.1 E-Commerce

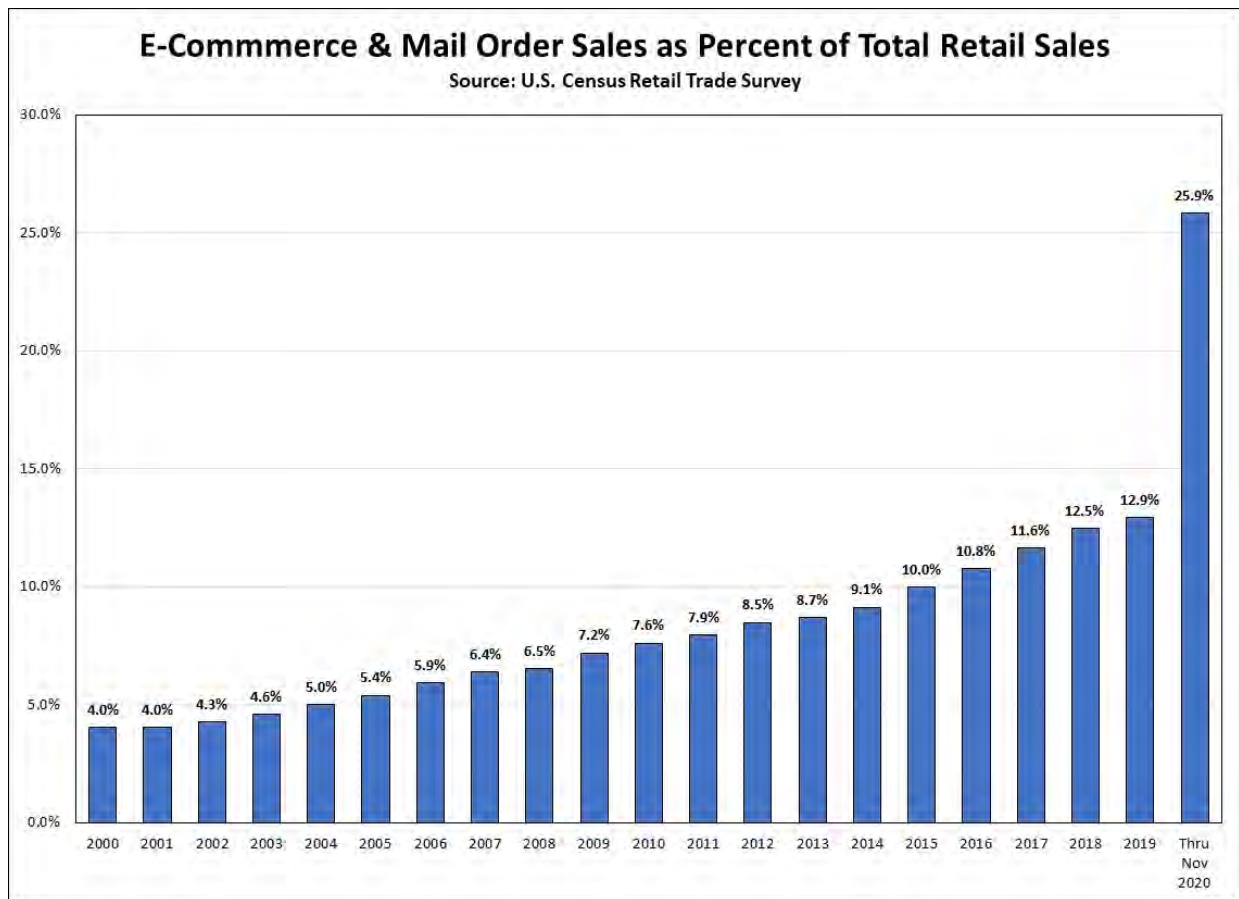
The U.S. Census defines E-commerce as “sales of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device, extranet, Electronic Data Interchange (EDI) network, electronic mail, or other comparable online system. Payment may or may not be made online”.

The above definition technically excludes mail order sales from catalogs or other mail-order businesses. It does not include such businesses as mail-order book clubs. However, most catalog and book club purchases today are made over the internet and should properly be categorized as E-Commerce. For this study, mail order sales will be included in E-Commerce sales data.

Between 2000 and 2019, E-Commerce sales have grown by nearly six-fold to \$705.5 billion, accounting for 12.9% of all retail sales in 2019. However, the coronavirus pandemic had a significant impact on retail sales patterns. While 2020 retail sales data is not fully available, the latest data from the U.S. Census shows that even without December holiday sales, 2020 E-Commerce sales through November increased by 10.7% over 2019.



Comparing year-to-date sales through November 2020, E-Commerce sales were up 25.9% compared to 2019. Due to the shutdown of the economy in March 2020 and peoples' desires to avoid crowds through the rest of the year, an above trendline portion of retail sales went to electronic shopping.



The following chart demonstrates where E-Commerce is having the most impact on retailers. While total retail sales are up 3.0% through November 2020, the retail categories that show the greatest decline in sales include furniture stores, electronics/appliance stores, clothing, and department stores. Many of these sectors of the retail market were already impacted by E-Commerce and by the rise of supercenters and warehouse clubs. By comparison, the retailers that fared well during the pandemic include building materials, food and beverage stores, and warehouse clubs and superstores such as Walmart and Target.

| <b>Retail Sales by Business Type (in \$ Millions)</b><br><b>Year-To-Date November 2019 &amp; 2020</b> |                                   |                                   |                           |
|-------------------------------------------------------------------------------------------------------|-----------------------------------|-----------------------------------|---------------------------|
| <b>Business</b>                                                                                       | <b>Year-to-Date<br/>Nov. 2019</b> | <b>Year-to-Date<br/>Nov. 2020</b> | <b>Percent<br/>Change</b> |
| <b>Retail sales, total</b>                                                                            | <b>4,925,911</b>                  | <b>5,072,795</b>                  | <b>3.0%</b>               |
| Motor vehicle and parts dealers                                                                       | 1,134,006                         | 1,133,577                         | 0.0%                      |
| Furniture and home furnishings stores                                                                 | 106,812                           | 99,851                            | -6.5%                     |
| Electronics and appliance stores                                                                      | 85,210                            | 72,867                            | -14.5%                    |
| Building mat. and garden equip. and supplies dealers                                                  | 355,022                           | 402,236                           | 13.3%                     |
| Food and beverage stores                                                                              | 696,072                           | 776,900                           | 11.6%                     |
| Health and personal care stores                                                                       | 325,533                           | 329,316                           | 1.2%                      |
| Gasoline stations                                                                                     | 460,869                           | 385,861                           | -16.3%                    |
| Clothing and clothing access. stores                                                                  | 232,362                           | 166,105                           | -28.5%                    |
| Sporting goods, hobby, musical instrument, and book stores                                            | 70,365                            | 73,270                            | 4.1%                      |
| General merchandise stores                                                                            | 635,975                           | 655,526                           | 3.1%                      |
| Department stores                                                                                     | 116,623                           | 96,281                            | -17.4%                    |
| Warehouse clubs and superstores                                                                       | 445,593                           | 476,358                           | 6.9%                      |
| Miscellaneous store retailers                                                                         | 122,095                           | 119,641                           | -2.0%                     |
| Electronic shopping and mail-order houses                                                             | 620,317                           | 780,701                           | 25.9%                     |
| Source: Census Annual Retail Trade Survey                                                             |                                   |                                   |                           |

### 3.2 Impact of Superstores and Warehouse Clubs

In addition to the impact of E-Commerce on brick-and-mortar outlets, the expansion of superstores, such as Target and Walmart, and warehouse clubs, such as Costco, has resulted in a shift of retail spending from traditional department stores and small retailers. Off-price and value-oriented retailing has become the driving force in the retail sector. The following chart illustrates the shift in spending.

In 2000, spending at traditional department stores in the U.S. totaled more than \$96 billion. Today, that spending declined to less than \$42 billion in 2019 and \$35.4 billion through November 2020. The result has been the closure of many national and regional department store chains and bankruptcies such as by Sears and JC Penney.

By comparison, spending at supercenters and warehouse clubs ballooned from \$140 billion in 2000 to \$496 billion in 2019. Excluding December holiday sales, total sales at the supercenters and warehouse clubs reached \$476 billion in 2020. Power centers anchored by Walmart, Target, Home Depot, Lowe's and similar big-box retailers have become the primary outlets for retail sales.





The preceding data provides background information for analysis of the Peoria Grand Avenue Corridor retail market area and the future demand for retail development.

### 3.3 Greater Phoenix Retail Market

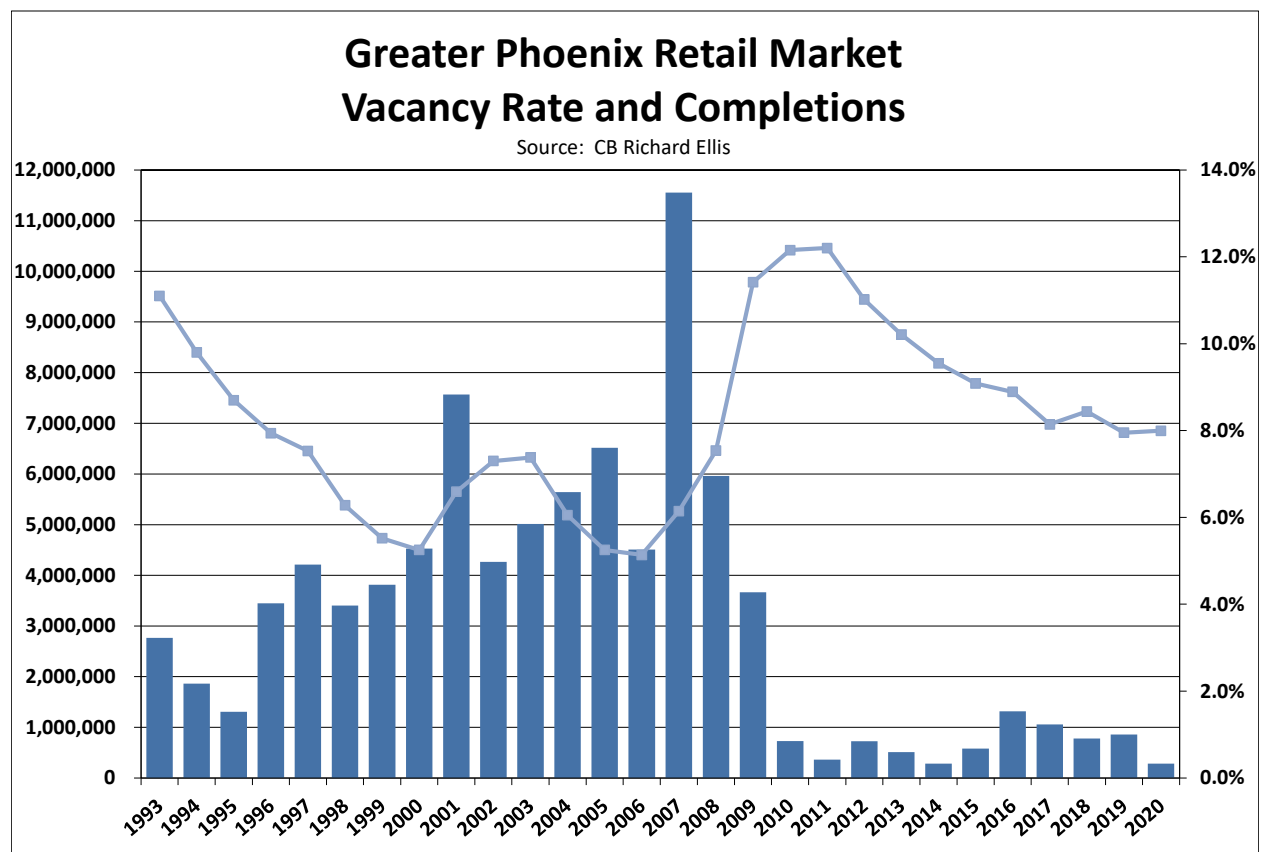
The Greater Phoenix retail market vacancy rate increased slightly breaking ten consecutive quarters of declines, increasing to 8.0% at the end 2020. However, even with the tightening of the market, new construction activity is disciplined. Construction activity is dominated by grocery-anchored projects with Sprouts, Fry's, Trader Joe's, and Aldi active in the market. Power center development has largely been absent from the market and the slow pace of construction will likely continue due to the pandemic. Net absorption in the market is negative (down 106,200 square feet) due to store and restaurant closures. At the end of 2020, only 685,900 square feet of retail space was under construction across the entire county.

Much of the absorption of space in Greater Phoenix over the past few years has been due to fitness and entertainment users backfilling vacant big-box and grocery store space. Since 2016, fitness users have absorbed 35 big-box spaces totaling over 1.0 million square feet. Due to

demand for affordable fitness concepts, users like EoS Fitness, Planet Fitness, and LA Fitness are adding to their existing footprints. Newcomers include Crunch Fitness and VASA Fitness.

Even with the population and employment growth of Greater Phoenix area over the past three years, the retail market has not responded with significant construction activity. Greater Phoenix is in the top three metro areas in the country in job and population growth. Even with the coronavirus pandemic, rapid population growth appears to continue as companies flee California and persons arrive here from more densely populated cities. Delivered retail space still is well below historic levels. Once again, E-Commerce and the popularity of supercenters and warehouse outlets is limiting extensive development of new retail space.

Since 2010, retail space delivered to the market has averaged 681,600 square feet annually or the equivalent of three to four neighborhood shopping centers each year. The market only saw two years – 2016 and 2017 – in which more than one million square feet of space was completed. In 2020, only 286,300 square feet was delivered. Deliveries through 2021 are not expected to exceed the average since 2010.

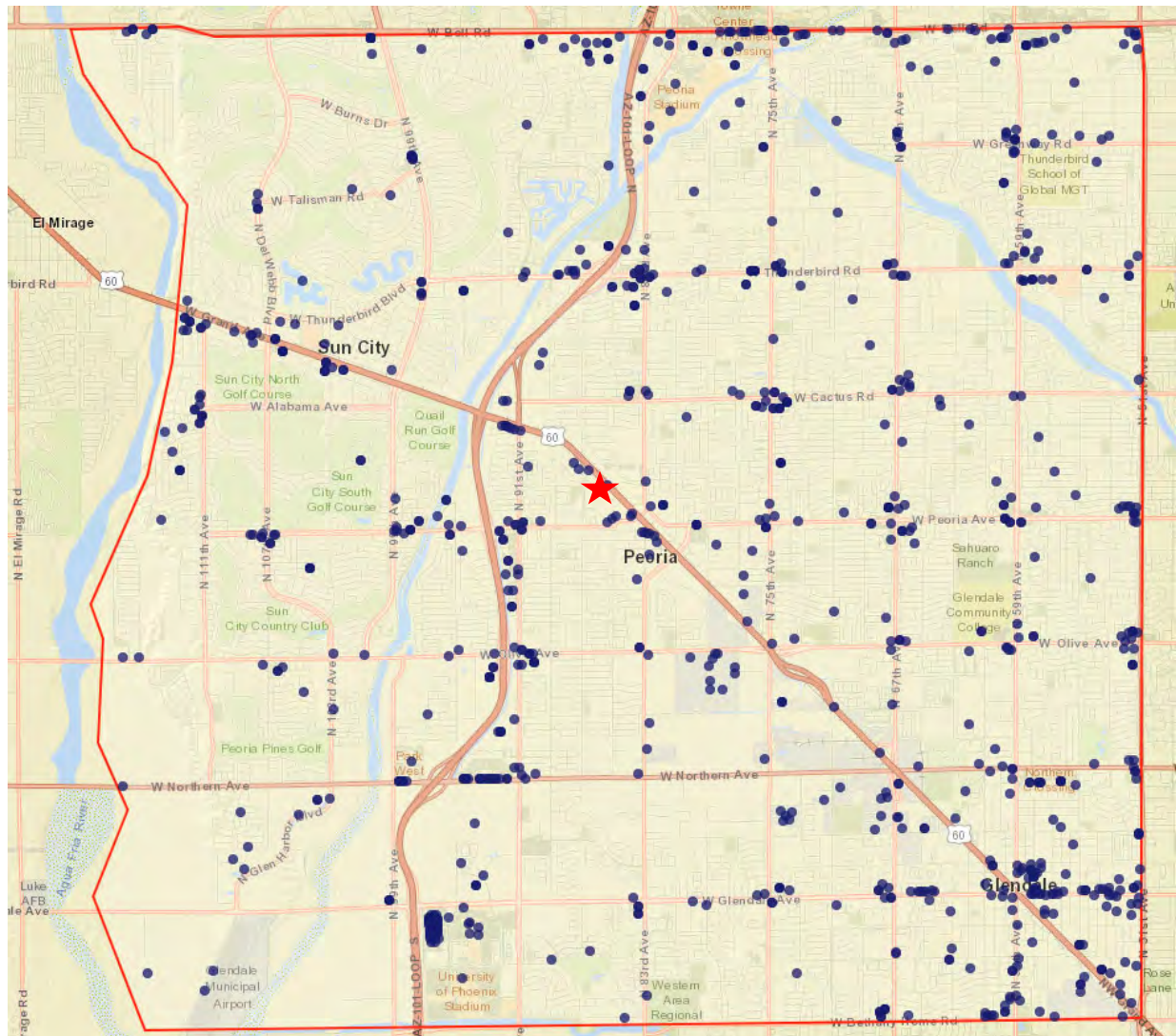


### 3.4 Market Area Retail

There is an estimated 13.3 million square feet of retail space in the Primary Market Area. Approximately 2.5 million square feet has been constructed over the last 15 years (18.4% of total inventory). However, nearly 90% of that space was built from 2006 to 2012. Since 2013, an average of just 30,000 square feet of retail space has been built in the market area. In 2020, an estimated 21,900 square feet was delivered in four separate projects, averaging 5,500 square feet per project.

Vacancy is estimated at 8.4%, just above the Greater Phoenix average of 8.0%. This equates to approximately 1.1 million square feet of vacant retail space. Vacancy was at its lowest in 2006 at around 4.5% followed by a period of increased vacancy during the recession and peaked at 12.0% in 2012. Vacancy has gradually improved over the last decade though there has been an uptick in the last few months.

**Exhibit 3.1 - Retail Store Locations in the PMA**



There is currently one project totaling 21,100 square feet of retail shops and pads under construction in the market area located at the NWC of 91<sup>st</sup> Avenue and Glendale. An additional 350,000 square feet of retail space has been proposed or is in some stage of planning throughout the Primary Market Area among 19 identified projects. Planned space ranges from 1,800 square feet for a freestanding coffee shop up to 55,400 square feet, with an average project size of 18,500 square feet.

| Retail Pipeline<br>Primary Market Area                                                                                                                                                                       |                |                    |                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|--------------------|----------------------------------------------|
| Project/Location                                                                                                                                                                                             | SF             | Status             | Notes                                        |
| NWC 91st Ave & Glendale Ave                                                                                                                                                                                  | 21,100         | Under Construction | Jack in the Box, Starbucks, Shops            |
| W Olive Ave                                                                                                                                                                                                  | 7,000          | Proposed           | Pad                                          |
| W Cactus Rd                                                                                                                                                                                                  | 7,386          | Proposed           | Pad                                          |
| Thunderbird Rd & Rio Vista Blvd                                                                                                                                                                              | 3,200          | Proposed           | Pad                                          |
| SWC Loop 101 & Northern Ave                                                                                                                                                                                  | 20,360         | Proposed           | Convenience Store, Restaurants               |
| SWC 67th & Thunderbird Rd                                                                                                                                                                                    | 3,500          | Proposed           |                                              |
| SW Olive Ave & 51st Ave                                                                                                                                                                                      | 5,800          | Proposed           |                                              |
| SEC of 75th Ave & W Glendale Ave                                                                                                                                                                             | 1,800          | Proposed           | Black Rock Coffee                            |
| NWC 91st Ave & Glendale Ave                                                                                                                                                                                  | 39,800         | Proposed           | Raising Cane's, Shops, Restaurants           |
| NWC 91st Ave                                                                                                                                                                                                 | 55,400         | Proposed           |                                              |
| NEC 83rd Ave & Olive Ave                                                                                                                                                                                     | 22,510         | Proposed           | Dunkin Donuts, Fuel Station, Car Wash, Shops |
| 94th Ave & Northern Ave                                                                                                                                                                                      | 12,250         | Proposed           | Shops, Pads                                  |
| 8877 W Thunderbird Rd                                                                                                                                                                                        | 3,000          | Proposed           | Pad                                          |
| 83rd Avenue & Olive Ave                                                                                                                                                                                      | 10,000         | Proposed           | Fast Food, Service Station, Shops, Pads      |
| 75th Avenue & Glendale Ave                                                                                                                                                                                   | 71,000         | Proposed           |                                              |
| 6981 N 83rd Ave                                                                                                                                                                                              | 41,246         | Proposed           |                                              |
| 67th & Peoria Ave                                                                                                                                                                                            | 29,086         | Proposed           |                                              |
| 57th Avenue & Bell Rd                                                                                                                                                                                        | 7,000          | Proposed           |                                              |
| 5665 W Bell Rd                                                                                                                                                                                               | 7,000          | Proposed           |                                              |
| 10633 W Peoria Ave                                                                                                                                                                                           | 4,500          | Proposed           | Pad                                          |
| <b>Total</b>                                                                                                                                                                                                 | <b>372,938</b> |                    |                                              |
| Source: Diversified Partners, LLC; Frontera Development, LLC; De Rito Partners, Inc.; Phoenix Commercial Advisors; ZDI Realty Advisors, LLC; GPS Commercial Advisors; CBRE; SimonCRE; Colliers International |                |                    |                                              |

### 3.5 Void Analysis

There is a common viewpoint among stakeholders of the Old Town Peoria/Grand Avenue Corridor region that it is lacking in many retail categories and consumer services. This section utilizes two approaches to verify whether or not those claims are accurate.

The first approach is known as a void analysis. Void analysis studies a certain area in relation to other areas and identifies differences in the density of commercial assets or gaps in specific

businesses and services. The void analysis reviews several categories of commercial sectors, including retail, consumer services, and restaurants. Results of the void analysis are also normalized by population, meaning that the type and number of business that may be missing from the area are adjusted for the size of the population. Finally, the results are outlined by category and business names for use in the market study and marketing efforts.

For the purposes of this analysis, the 3-mile radius surrounding the subject sites was chosen as the analysis area and the comparison region was the 3-mile radius surrounding the subject sites. The reason for choosing this area is that they have very similar demographics, similar household incomes, and include businesses who have located in the West Valley.

In addition to the void analysis results, because one of the subject sites can accommodate a larger anchor tenant, the various business categories include an indicator regarding the potential to fill a “big box” store.

As the table on the following page illustrates, there are 16 retail or consumer service categories that are missing or have a lower representation per household in a 3-mile radius. After normalizing the results for population, the largest gap is in the financial sector, followed closely by restaurants. Voids were also identified for barbers and beauty salons, grocery stores, coffee shops, dessert shops, juice bars, bakeries, pharmacies, sporting goods, and car washes.

**In total, the analysis concluded approximately 155 businesses in various categories should be located in the 3-mile market area to be placed on par with the larger 5-mile region.**

In terms of potential big box tenants, there are retail voids in categories such as grocery stores, pharmacies, and sporting goods that could fill a big box site. In addition, while the analysis did not show a void, there could also be potential big box tenants for a hardware store or a fitness center. The void analysis indicated that the 3-mile radius had an equivalent number of these businesses compared to the reference area, but it did not indicate an oversupply, which could induce a competitor into the area.

| Void Analysis                       |                                                                    |                          |                       |         |
|-------------------------------------|--------------------------------------------------------------------|--------------------------|-----------------------|---------|
| Analysis area                       | 8431-8455 W Grand Ave, Peoria, Arizona, 85345, Ring: 3 mile radius |                          |                       |         |
| Reference area                      | Analysis area plus 2-mile buffer, Area: 78.53 square miles         |                          |                       |         |
| Normalization Variable              |                                                                    |                          |                       |         |
|                                     | Gap                                                                | Analysis area            | Reference area        |         |
| 2020 Total Population (Esri)        | -205,381                                                           | 119,807                  | 325,188               |         |
| Total Summary                       |                                                                    |                          |                       |         |
|                                     | Gap                                                                | Difference from Expected | Difference in Density | Big Box |
| All                                 | -1,671                                                             | -128                     | 22                    |         |
| Financial                           | -537                                                               | -56                      | 108                   |         |
| Restaurants                         | -323                                                               | -46                      | 292                   |         |
| Beauty Salons                       | -102                                                               | -12                      | 648                   |         |
| Shoes - Retail                      | -22                                                                | -7                       | 46,354                |         |
| Barbers                             | -39                                                                | -6                       | 2,962                 |         |
| Grocers - Retail                    | -25                                                                | -4                       | 5,122                 | X       |
| Ice Cream Parlors                   | -13                                                                | -4                       | 96,579                |         |
| Coffee Shops                        | -23                                                                | -4                       | 6,276                 |         |
| Car Washing & Polishing             | -11                                                                | -3                       | 34,889                |         |
| Bakers - Retail                     | -14                                                                | -3                       | 11,886                |         |
| Juice Bars                          | -7                                                                 | -3                       | -46,455               |         |
| Pharmacies                          | -46                                                                | -2                       | 496                   | X       |
| Home Improvements                   | -10                                                                | -2                       | 14,921                |         |
| Optometrists                        | -9                                                                 | -1                       | 12,837                |         |
| Bars                                | -14                                                                | -1                       | 3,708                 |         |
| Sporting Goods - Retail             | -7                                                                 | -1                       | 7,417                 | X       |
| Automotive Repair Shops             | -104                                                               | 0                        | 14                    |         |
| Recreation Centers                  | -8                                                                 | 0                        | 2,853                 |         |
| Home Centers                        | -4                                                                 | 0                        | 5,706                 | X       |
| Pizza                               | -36                                                                | 0                        | 0                     |         |
| Child Care Service                  | -17                                                                | 0                        | -63                   |         |
| Doughnuts                           | -5                                                                 | 0                        | -713                  |         |
| Hardware - Retail                   | -3                                                                 | 0                        | -5,134                | X       |
| Veterinarians                       | -3                                                                 | 0                        | -5,134                |         |
| Health Clubs                        | -16                                                                | 0                        | -527                  | X       |
| Retail Shops                        | -4                                                                 | 0                        | -6,520                |         |
| Dentists                            | -99                                                                | 1                        | -48                   |         |
| Bicycles - Dealers                  | 0                                                                  | 3                        | -51,345               |         |
| Clinics                             | -63                                                                | 5                        | -349                  |         |
| Physicians                          | -107                                                               | 17                       | -320                  |         |
| Source: ESRI Business Analyst, 2020 |                                                                    |                          |                       |         |



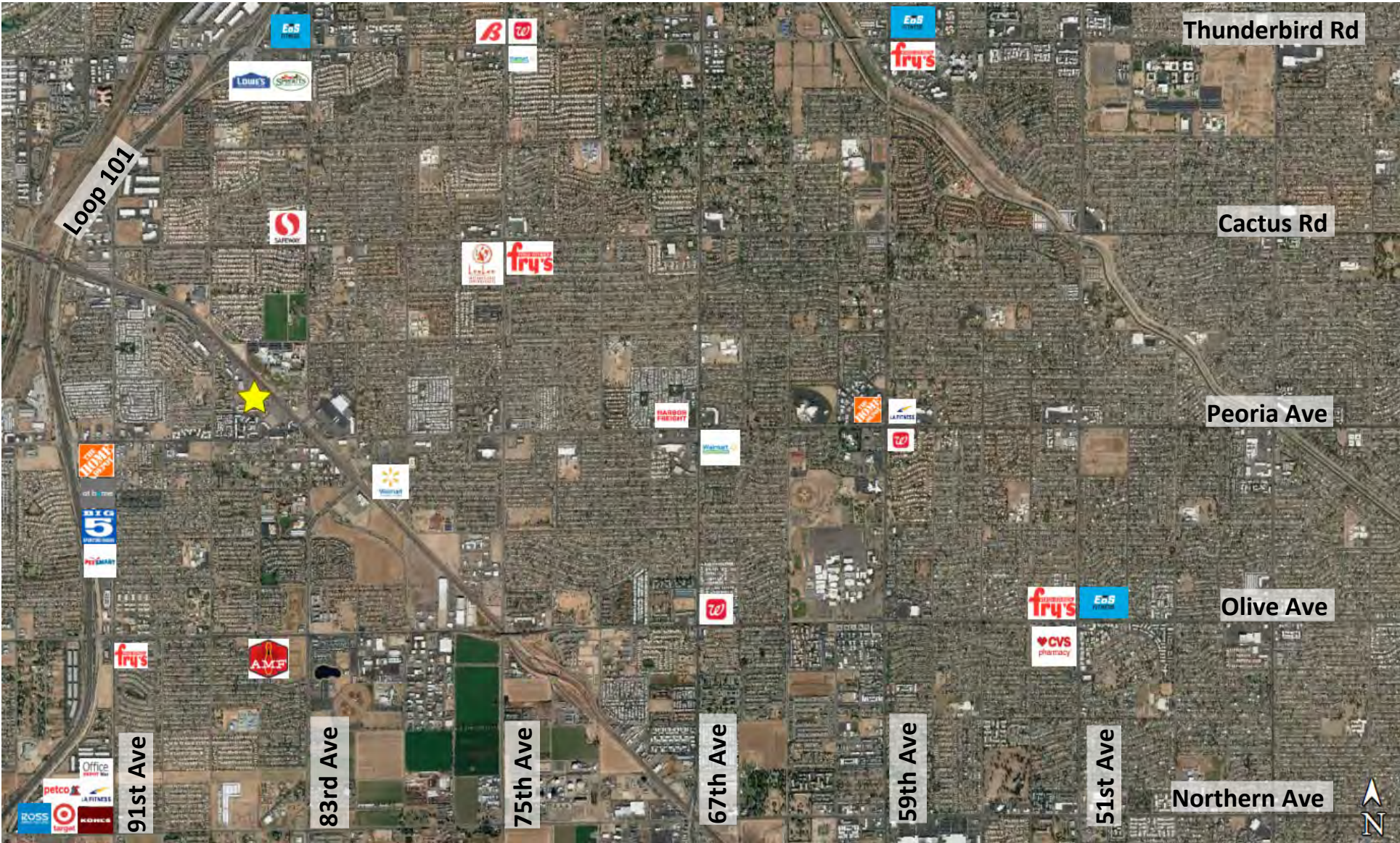
Further detail on the types of businesses is provided below. For instance, within the financial sector, missing amenities include ATMs, insurance agencies, real estate agencies, tax preparation services, commercial banks, and credit unions. Among missing restaurant types, full-service restaurants have the largest void, followed by limited-service restaurants and bars.

| Void Analysis by Business Type         |           |                    |           |                         |            |
|----------------------------------------|-----------|--------------------|-----------|-------------------------|------------|
| <b>Financial</b>                       | <b>56</b> | <b>Restaurants</b> | <b>46</b> | <b>Shoes - Retail</b>   | <b>7</b>   |
| ATM                                    | 17        | Full Service       | 35        | Barbers                 | 6          |
| Insurance Agencies & Brokerages        | 10        | Limited Service    | 10        | Car Washing & Polishing | 3          |
| Real Estate Agents & Brokers           | 10        | Bars               | 1         | Pharmacies              | 2          |
| Financial Advisory Services            | 7         | Ice Cream Parlors  | 4         | Home Improvements       | 2          |
| Tax Preparation                        | 1         | Coffee Shops       | 4         | Optometrists            | 1          |
| Commercial Banking                     | 2         | Juice Bars         | 3         | Sporting Goods - Retail | 1          |
| Credit Unions                          | 6         | Grocers - Retail   | 4         | <b>TOTAL</b>            | <b>153</b> |
| Investment Advice                      | 2         | Bakers - Retail    | 3         |                         |            |
| Trust, Fiduciary, & Custody Activities | 1         | Beauty Salons      | 12        |                         |            |
| Source: ESRI Business Analyst, 2020    |           |                    |           |                         |            |

A full listing of the retail void analysis by business listing is provided in an appendix to this report. Comparing big box voids to competitors already in the PMA, it appears that many can be found within a short driving distance to the subject sites. In terms of grocery stores, Walmart, Safeway, and Fry's are all located nearby, and an alternative grocery brand may find these competitors to be too close to the subject sites to want to develop, in addition to the other drawbacks of the subject sites themselves. Similarly, sporting goods, home improvement, fitness centers, and pharmacies are all located nearby in larger shopping centers at major intersections or within the large power center along the Loop 101 freeway and Peoria Avenue.



Exhibit 3.2 – Subject Sites in Close Proximity to Big Box Locations



### 3.6 Gap Analysis

In addition to the void analysis, a retail gap analysis was performed for several areas surrounding the subject site to provide additional insight as to why there may be retail voids near the subject sites. The following retail gap analysis calculates resident retail demand in dollar terms by category and compares them to retail sales in the same area. If there is more demand than sales, it is considered a gap that could be filled. Conversely, more sales than potential demand is considered potentially oversaturated with limited opportunity for additional retail development in that category.

This retail gap analysis starts with a one-mile radius around the subject site, followed by a 3-mile radius (the same area used in the void analysis), as well as a four-mile radius and finally, the Primary Market Area.

As the table on the following page illustrate, both the one-mile and 3-mile radius around the subject site show a retail gap in their areas in most retail categories. This substantiates the void analysis results. However, outside the 3-mile radius but within four miles, as well as what is considered the site's Primary Market Area, there is a substantial increase of retail locations which more than accommodates the demand for residents. Thus, locally, the residents surrounding the subject site do not have many of the retail amenities that they would shop at. But retailers may be deterred from the area due to competition within four miles.

The only remaining retail categories that consistently show a gap in the marketplace within each of the reference areas are furniture stores, electronics and appliances stores, gasoline stations, specialty food stores, beer, wine, and liquor stores, sporting goods, and office supplies stores.



| Retail Gap Analysis<br>1, 3, 4 milie Radius & PMA                                                                                                |                              |                          |               |                              |                          |               |                              |                          |                |                              |                          |                |
|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|--------------------------|---------------|------------------------------|--------------------------|---------------|------------------------------|--------------------------|----------------|------------------------------|--------------------------|----------------|
|                                                                                                                                                  | 1-Mile Radius                |                          |               | 3-Mile Radius                |                          |               | 4-Mile Radius                |                          |                | Primary Market Area          |                          |                |
| 2020 Households                                                                                                                                  | 6,754                        |                          |               | 47,318                       |                          |               | 81,663                       |                          |                | 100,724                      |                          |                |
| 2020 Median Disposable Income                                                                                                                    | \$45,021                     |                          |               | \$45,806                     |                          |               | \$45,369                     |                          |                | \$44,362                     |                          |                |
|                                                                                                                                                  | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap     |
| Industry Summary                                                                                                                                 |                              |                          |               |                              |                          |               |                              |                          |                |                              |                          |                |
| Total Retail Trade and Food & Drink                                                                                                              | \$186,649,164                | \$154,713,268            | \$31,935,896  | \$1,384,181,611              | \$1,081,904,475          | \$302,277,136 | \$2,386,541,045              | \$3,060,152,681          | -\$673,611,636 | \$2,894,148,098              | \$3,794,010,743          | -\$899,862,645 |
| Total Retail Trade                                                                                                                               | \$168,700,237                | \$141,921,070            | \$26,779,167  | \$1,249,211,364              | \$955,410,856            | \$293,800,508 | \$2,153,596,288              | \$2,739,091,927          | -\$585,495,639 | \$2,611,927,855              | \$3,412,418,482          | -\$800,490,627 |
| Total Food & Drink                                                                                                                               | \$17,948,928                 | \$12,792,199             | \$5,156,729   | \$134,970,247                | \$126,493,619            | \$8,476,628   | \$232,944,758                | \$321,060,754            | -\$88,115,996  | \$282,220,243                | \$381,592,261            | -\$99,372,018  |
|                                                                                                                                                  | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap     |
| Industry Group                                                                                                                                   |                              |                          |               |                              |                          |               |                              |                          |                |                              |                          |                |
| Motor Vehicle & Parts Dealers                                                                                                                    | \$36,728,288                 | \$41,812,345             | -\$5,084,057  | \$267,717,996                | \$112,110,507            | \$155,607,489 | \$461,453,666                | \$901,756,390            | -\$440,302,724 | \$559,704,131                | \$1,209,580,489          | -\$649,876,358 |
| Furniture & Home Furnishings Stores                                                                                                              | \$5,572,880                  | \$957,188                | \$4,615,692   | \$42,099,575                 | \$28,151,078             | \$13,948,497  | \$72,513,008                 | \$60,645,995             | \$11,867,013   | \$87,729,312                 | \$73,852,946             | \$13,876,366   |
| Electronics & Appliance Stores                                                                                                                   | \$5,582,691                  | \$3,312,479              | \$2,270,212   | \$42,250,304                 | \$21,382,896             | \$20,867,408  | \$72,861,250                 | \$42,686,746             | \$30,174,504   | \$88,173,757                 | \$39,707,990             | \$48,465,767   |
| Bldg Materials, Garden Equip. & Supply                                                                                                           | \$11,831,463                 | \$897,039                | \$10,934,424  | \$89,008,694                 | \$99,172,852             | -\$10,164,158 | \$151,898,727                | \$149,485,123            | \$2,413,604    | \$183,009,080                | \$228,859,873            | -\$45,850,793  |
| Food & Beverage Stores                                                                                                                           | \$28,667,274                 | \$21,055,890             | \$7,611,384   | \$212,406,085                | \$232,538,845            | -\$20,132,760 | \$367,039,906                | \$414,130,758            | -\$47,090,852  | \$446,065,440                | \$559,277,113            | -\$113,211,673 |
| Grocery Stores                                                                                                                                   | \$26,470,552                 | \$18,239,819             | \$8,230,733   | \$195,936,857                | \$221,088,255            | -\$25,151,398 | \$338,593,641                | \$393,552,300            | -\$54,958,659  | \$411,524,809                | \$536,803,385            | -\$125,278,576 |
| Specialty Food Stores                                                                                                                            | \$1,434,815                  | \$557,827                | \$876,988     | \$10,582,537                 | \$8,930,414              | \$1,652,123   | \$18,304,162                 | \$14,238,461             | \$4,065,701    | \$22,264,355                 | \$15,417,521             | \$6,846,834    |
| Beer, Wine & Liquor Stores                                                                                                                       | \$761,907                    | \$2,258,244              | -\$1,496,337  | \$5,886,691                  | \$2,520,177              | \$3,366,514   | \$10,142,103                 | \$6,339,996              | \$3,802,107    | \$12,276,277                 | \$7,056,207              | \$5,220,070    |
| Health & Personal Care Stores                                                                                                                    | \$10,587,662                 | \$9,182,281              | \$1,405,381   | \$80,859,983                 | \$129,202,079            | -\$48,342,096 | \$139,180,240                | \$236,846,872            | -\$97,666,632  | \$168,557,302                | \$302,288,460            | -\$133,731,158 |
| Gasoline Stations                                                                                                                                | \$16,524,488                 | \$13,841,527             | \$2,682,961   | \$118,877,967                | \$70,560,126             | \$48,317,841  | \$205,502,910                | \$121,744,926            | \$83,757,984   | \$249,870,826                | \$162,365,801            | \$87,505,025   |
| Clothing & Clothing Accessories Stores                                                                                                           | \$7,680,661                  | \$3,990,620              | \$3,690,041   | \$57,942,564                 | \$42,303,145             | \$15,639,419  | \$99,878,326                 | \$178,875,527            | -\$78,997,201  | \$120,971,876                | \$157,385,525            | -\$36,413,649  |
| Sporting Goods, Hobby, Book & Music                                                                                                              | \$4,656,985                  | \$759,632                | \$3,897,353   | \$34,759,536                 | \$34,370,803             | \$388,733     | \$59,964,401                 | \$69,203,078             | -\$9,238,677   | \$72,688,046                 | \$79,029,909             | -\$6,341,863   |
| Sporting Goods/Hobby/Musical Instr                                                                                                               | \$3,926,778                  | \$759,632                | \$3,167,146   | \$29,335,013                 | \$20,492,032             | \$8,842,981   | \$50,572,167                 | \$41,799,851             | \$8,772,316    | \$61,271,493                 | \$47,567,808             | \$13,703,685   |
| Book, Periodical & Music Stores                                                                                                                  | \$730,207                    | \$0                      | \$730,207     | \$5,424,523                  | \$13,878,771             | -\$8,454,248  | \$9,392,234                  | \$27,403,227             | -\$18,010,993  | \$11,416,553                 | \$31,462,101             | -\$20,045,548  |
| General Merchandise Stores                                                                                                                       | \$32,327,236                 | \$42,352,856             | -\$10,025,620 | \$239,545,250                | \$148,540,498            | \$91,004,752  | \$413,561,216                | \$453,907,946            | -\$40,346,730  | \$502,028,586                | \$454,151,368            | \$47,877,218   |
| Miscellaneous Store Retailers                                                                                                                    | \$6,766,127                  | \$3,634,521              | \$3,131,606   | \$49,982,312                 | \$33,076,053             | \$16,906,259  | \$86,169,036                 | \$99,445,035             | -\$13,275,999  | \$104,556,492                | \$129,845,457            | -\$25,288,965  |
| Florists                                                                                                                                         | \$161,120                    | \$544,724                | -\$383,604    | \$1,319,409                  | \$671,037                | \$648,372     | \$2,238,431                  | \$1,171,836              | \$1,066,595    | \$2,694,923                  | \$2,246,985              | \$447,938      |
| Office Supplies, Stationery & Gift Stores                                                                                                        | \$1,464,534                  | \$252,067                | \$1,212,467   | \$11,082,954                 | \$5,932,050              | \$5,150,904   | \$19,102,389                 | \$13,003,046             | \$6,099,343    | \$23,121,154                 | \$21,823,210             | \$1,297,944    |
| Used Merchandise Stores                                                                                                                          | \$805,373                    | \$756,513                | \$48,860      | \$6,017,948                  | \$6,879,342              | -\$861,394    | \$10,400,951                 | \$11,801,430             | -\$1,400,479   | \$12,617,753                 | \$16,435,408             | -\$3,817,655   |
| Nonstore Retailers                                                                                                                               | \$1,774,480                  | \$124,692                | \$1,649,788   | \$13,761,099                 | \$4,001,974              | \$9,759,125   | \$23,573,602                 | \$10,363,531             | \$13,210,071   | \$28,573,005                 | \$16,073,552             | \$12,499,453   |
| Food Services & Drinking Places                                                                                                                  | \$17,948,928                 | \$12,792,199             | \$5,156,729   | \$134,970,247                | \$126,493,619            | \$8,476,628   | \$232,944,758                | \$321,060,754            | -\$88,115,996  | \$282,220,243                | \$381,592,261            | -\$99,372,018  |
| Special Food Services                                                                                                                            | \$226,679                    | \$0                      | \$226,679     | \$1,654,041                  | \$1,103,778              | \$550,263     | \$2,845,819                  | \$1,108,005              | \$1,737,814    | \$3,454,766                  | \$1,435,359              | \$2,019,407    |
| Drinking Places - Alcoholic Beverages                                                                                                            | \$488,209                    | \$290,117                | \$198,092     | \$3,774,268                  | \$2,643,614              | \$1,130,654   | \$6,516,443                  | \$5,587,982              | \$928,461      | \$7,897,107                  | \$8,014,524              | -\$117,417     |
| Restaurants/Other Eating Places                                                                                                                  | \$17,234,040                 | \$12,502,082             | \$4,731,958   | \$129,541,938                | \$122,746,227            | \$6,795,711   | \$223,582,495                | \$314,364,767            | -\$90,782,272  | \$270,868,370                | \$372,142,378            | -\$101,274,008 |
| Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved. |                              |                          |               |                              |                          |               |                              |                          |                |                              |                          |                |



### **3.7 Site Competitiveness Analysis**

There are site specific characteristics that have created barriers for new investment, despite aggressive marketing efforts by the city's development partner SJ Acquisitions. This includes the fact that the sites are a mid-mile location with no intersection or hard corners that are attractive to retailers in terms of access and visibility. In addition, there is no left turn out of these properties onto Grand Avenue, which restricts commuters ease of access. Finally, the overall visual appeal of the corridor is lacking in terms of landscaping, lighting, signage, and the various conditions of existing buildings.

The demographics and household incomes of the area are modest in comparison to other portions of Peoria, but they are not necessarily a deterrent to commercial development. There is substantial commercial development located four to five miles from the subject sites with similar incomes. However, the location of the sites as an infill area in an older part of the city gives prospective investors the perception of an area that has been passed over and has had no new or renewed interest. New high density residential development would help to improve both the demographic characteristics of the immediate area and promote additional retail and restaurant opportunities by virtue of new population growth and increased disposable income in the area. As noted in the report, the intersection of 83<sup>rd</sup> Avenue and Olive as well as 51<sup>st</sup> Avenue and Olive Are good local examples of introducing new residential development and spurring commercial development because of residential growth.

The age of the Old Town Specific Area Plan is currently a detriment to commercial recruitment. With the plan now ten years old combined with the lack of activity and new development within Old Town since then causes investors to question the prospects of the Old Town Specific Area Plan vision. Consideration should be given to updating the Old Town Specific Area Plan to refresh both the date of publication and to reflect current market conditions and opportunities.

A plan for redevelopment of the areas surrounding the intersection of 83<sup>rd</sup> Avenue and Grand Avenue should be undertaken that comprehensively considers the opportunities for development along Grand Avenue combined with the assets of Old Town Peoria. Substantial upgrades of the visual character of the area should be strongly considered along with City acquisition of properties to leverage redevelopment.

### **3.8 Retail Demand Analysis**

Demand for commercial development was analyzed in two ways. As described above, ESRI reported consumer retail demand in the market area compared to supply in a retail gap analysis. These figures are reported in dollar terms. The analysis concluded that the Primary Market Area



produces nearly \$2.9 billion in annual retail demand but also reports nearly \$3.8 billion in retail sales supply, indicating limited retail opportunities currently.

A second method of determining demand for commercial development is to evaluate the spending potential of the Primary Market Area population based on the U.S. Consumer Expenditure Survey (CES). The Survey is a long-term nationwide household survey conducted by the U.S. Bureau of Labor Statistics (BLS) to find out how Americans spend their money. It is the only federal government survey that provides information on the complete range of consumers' expenditures as well as their incomes and demographic characteristics. The CES is used by analysts to determine the demand for retail goods and services based on household income levels.

As noted previously, the 2020 median income of Primary Market Area residents is estimated at \$52,820 based on U.S. Census data. An economic model was prepared for this study to estimate the amount of retail and restaurant spending that may be derived from residents living in the Primary Market Area.

The following table outlines the spending that may be generated from the Market Area. Area residents would be expected to spend approximately 33.1% of gross income or \$17,500 per household on retail goods and services and restaurants, excluding spending on the purchase of a vehicle. Retail spending is then divided into two groups: local-serving retail spending and regional-serving retail spending. Local-serving spending includes groceries and other convenience goods and services (medical prescriptions, household supplies, tobacco products, and personal care products and services). Regional-serving spending is related to big-ticket items that typically are sold in large-format retail centers such as furniture, electronics, appliances, flooring, and apparel.

The following table illustrates the typical Primary Market Area household spending on retail goods and services and food away from home. Of that spending, an estimated \$7,940 is spent on local-serving retail items and \$6,690 on regional-serving items. The remaining \$2,860 is spent in restaurants and bars. Local-serving retail spending is then divided into grocery spending and non-grocery spending (household goods, day care, medical prescriptions and supplies, personal care products, etc.)

The lower part of the table converts the local-serving spending to potential retail square footage. For instance, grocery spending in the Primary Market Area is estimated at nearly \$402.5 million for the 100,724 households. At an average retail sales rate of \$500 per square foot for a supermarket, the Primary Market Area can justify 804,900 square feet of grocery store space. Likewise, non-grocery retail spending of \$4,613 per household will generate demand for 1.3



million square feet of additional retail space at \$300 per square foot retail sales. Restaurant spending supports another 575,300 square feet of space. Finally, an estimated 2.2 million Square feet of regional serving retail can be supported by residents in the market area. Together, approximately 5.0 million square feet of retail space can be supported in the Primary Market Area based on the current population.

| <b>2020 Retail Spending Analysis</b><br><b>Primary Market Area</b>              |                      |                          |
|---------------------------------------------------------------------------------|----------------------|--------------------------|
| <b>Income &amp; Spending Assumptions</b>                                        | <b>Dollars</b>       | <b>Percent of Income</b> |
| Market Area Median Household Income 2020                                        | \$52,820             |                          |
| Total Retail Spending/Hhld (Excluding vehicles)                                 | \$17,486             | 33.1%                    |
| <b>Local-Serving Retail Spending</b>                                            | <b>\$7,938</b>       | <b>15.0%</b>             |
| Grocery Spending/Hhld                                                           | \$3,996              | 7.6%                     |
| Other Non-Grocery Local-Serving Retail Spending/Hhld                            | \$3,942              | 7.5%                     |
| <b>Regional-Serving Retail Spending/Hhld</b>                                    | <b>\$6,692</b>       | <b>12.7%</b>             |
| <b>Restaurant Spending/Hhld</b>                                                 | <b>\$2,856</b>       | <b>5.4%</b>              |
|                                                                                 |                      |                          |
| 2020 Population                                                                 | 261,723              |                          |
| Households                                                                      | 100,724              |                          |
|                                                                                 |                      |                          |
| <b>Supportable Retail Demand</b>                                                | <b>Retail Demand</b> |                          |
| Total Grocery Spending                                                          | \$402,452,110        |                          |
| Supportable SF at \$500 Per SF in Sales                                         | 804,904              |                          |
| Other Local-Serving Retail Spending (excluding Groceries)                       | \$397,103,689        |                          |
| Supportable SF at \$300 Per SF in Sales                                         | 1,323,679            |                          |
| Restaurant Spending                                                             | \$287,629,030        |                          |
| Supportable SF at \$500 Per SF in Sales                                         | 575,258              |                          |
| Regional Retail Spending                                                        | 674,035,461          |                          |
| Supportable SF at \$300 Per SF in Sales                                         | 2,246,785            |                          |
| <b>TOTAL RETAIL DEMAND</b>                                                      | <b>4,950,626</b>     |                          |
| Sources: U.S. Consumer Expenditure Survey; AZ DOA; Elliott D. Pollack & Company |                      |                          |

Today, retail space far exceeds the local demand within the Primary Market Area, which indicates the presence of regional serving retail. This is also logical given proximity to Loop 101 and access



to larger populations. Given the mix of local serving retail, restaurants, and regional serving retail currently present in the market area, it appears that the area is essentially in equilibrium. Future retail development will be dependent on new residential growth in the area.

### 3.8.1 Retail Demand Forecast

The most recent population forecast for the Primary Market Area is for growth of 8,610 new households over the next ten years. In addition, the longer-term forecast anticipates 5,088 new households between 2030 and 2040 as well as 3,432 new households from 2040 to 2050.

Based on the above analysis, a 30-year demand forecast for local serving retail was prepared for the Primary Market Area for the timeframe from 2020 to 2050. The forecast concludes that the demand for local serving retail within the Primary Market Area will total approximately 107.4 acres, or 841,950 square feet of building space through 2050.

There is currently over 1.1 million square feet of vacant retail space in existing retail centers today which could accommodate all of the expected future demand through 2050. Considering only excess vacancy (vacancy over 5%), there is approximately 450,000 square feet of excess retail vacancy in the market area which could absorb the next decade of retail demand growth. In addition, there is 372,900 square feet of retail development proposed within the market area.

| <b>Retail Supply/Demand Forecast</b>                                                       |             |             |             |                      |
|--------------------------------------------------------------------------------------------|-------------|-------------|-------------|----------------------|
| <b>Primary Market Area</b>                                                                 |             |             |             |                      |
|                                                                                            | <b>2030</b> | <b>2040</b> | <b>2050</b> | <b>30-Year Total</b> |
| <b>Demand</b>                                                                              |             |             |             |                      |
| Household Growth                                                                           | 8,610       | 5,088       | 3,432       | <b>17,130</b>        |
| New Retail Demand (acres)                                                                  | 54.0        | 31.9        | 21.5        | <b>107.4</b>         |
| New Retail Demand (SF)                                                                     | 423,185     | 250,077     | 168,684     | <b>841,950</b>       |
| <b>Supply (Available for Additional Retail Development)</b>                                |             |             |             |                      |
|                                                                                            |             |             |             | <b>SF</b>            |
| Existing Retail Centers                                                                    |             |             |             | <b>1,100,000</b>     |
| Under Construction or Proposed                                                             |             |             |             | <b>372,900</b>       |
| <b>TOTAL</b>                                                                               |             |             |             | <b>1,472,900</b>     |
| Sources: MAG, 2019; U.S. Consumer Expenditure Survey; AZ DOA; Elliott D. Pollack & Company |             |             |             |                      |

### 3.9 Summary Conclusions

The retail marketplace has been significantly impacted by recent business cycles, e-commerce, and the rise of supercenters and warehouse clubs. For Greater Phoenix, the Great Recession resulted in much slower population and employment growth and retailers have become much more cautious planning for new stores. Some ten years after the end of the recession, retail development has not returned to prior construction levels. This trend may continue for the foreseeable future, especially with the recent impacts of the COVID-19 pandemic and will impact properties currently designated for commercial development. The Loop 101 and the Primary Market Area is also well represented by major retailers. While there are voids in the immediate area, retailers are likely deterred by the abundance of retail options within four miles of the subject sites.

The analysis suggests demand for retail services along the Grand Avenue Corridor is insufficient to trigger significant new retail projects without new residential growth. Indeed, retail vacancy in the Primary Market Area indicates an 8.0% vacancy rate which suggests the region contains excess vacancy. In addition, the retail marketplace has been significantly impacted by both e-commerce and the rise of supercenters and warehouse clubs

The analysis identified approximately 21,100 square feet of retail under construction in the Primary Market Area in one development. A substantial number of projects have also been proposed, ranging from small standalone pads to neighborhood centers, totaling 351,800 square feet. However, the development status for these projects is unknown and the pandemic may further delay any planned centers. Prior to the pandemic, the Market Area had experienced negative net absorption over the past two years.

The Primary Market Area opportunities for conventional retail development are limited due to the lack of residents in the area. The current prospects for retail development result from proximity to Grand Avenue. Retail opportunities for the sites are concentrated on:

- Retail pads for fast food restaurants or coffee shops that would cater to employees working in the area and vehicles traffic passing through the area along Grand Avenue. These pads could also be attractive to local business and consumer services tenants such as commercial banks or credit unions, car washes, etc.
  - o The effects of COVID-19 have highlighted the advantages of drive-thru development sites. Site design should consider adding drive-thru locations wherever feasible to increase new commercial opportunities in the corridor.

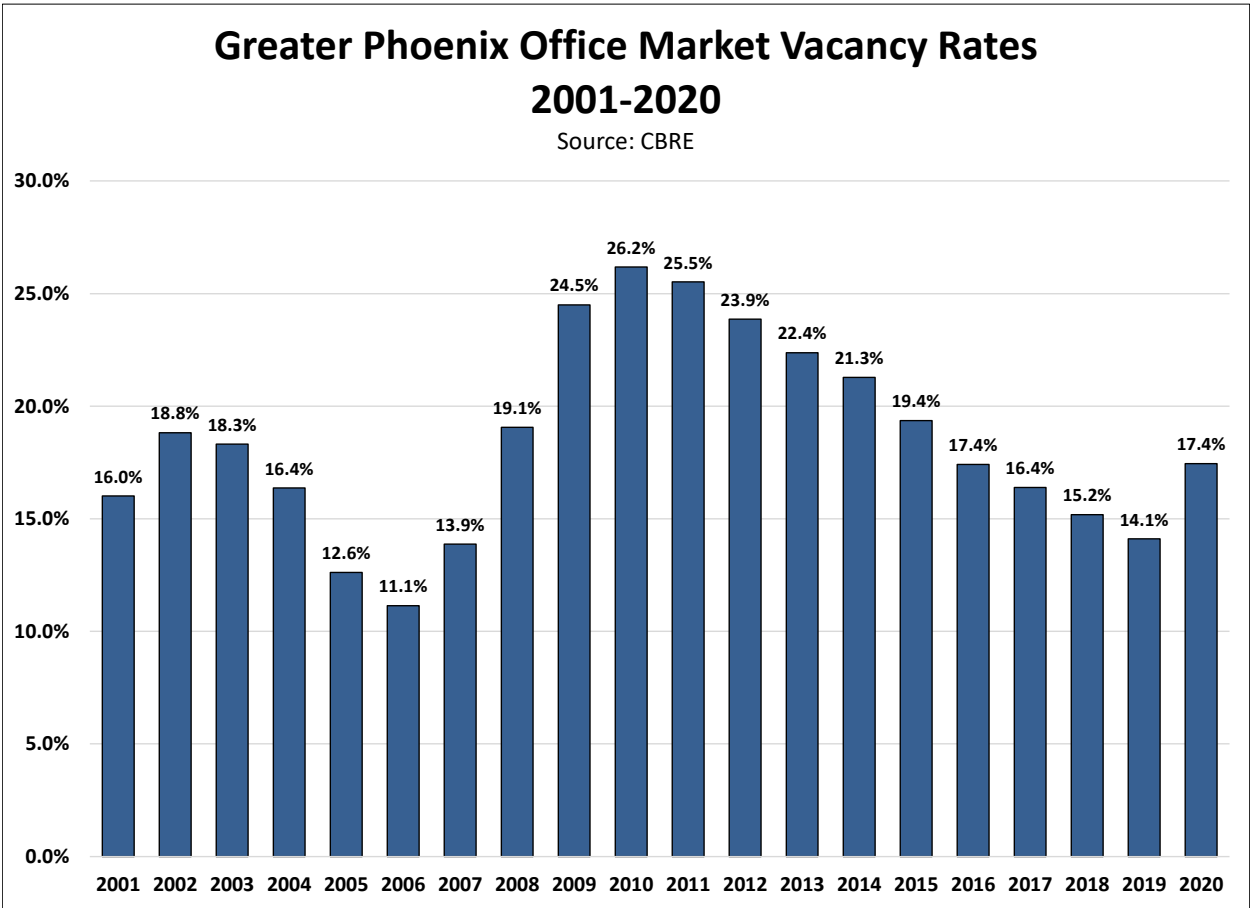
- Shop space that would provide additional opportunities for fast food, desserts, or fast casual dining chains that do not develop their own free-standing restaurants. These restaurants would likely have limited hours, focusing on breakfast and lunch rather than dinner. Shop spaces could also be attractive to other consumer services identified in the void analysis such as financial services (tax preparation, insurance, real estate, financial advisory services, etc.), barbers, nail salons, hair salons, healthcare practices (dental, optometry, dermatology, primary care physician, etc.)



4.0 Office Analysis

4.1 Greater Phoenix Office

The Greater Phoenix office market is comprised of 94.2 million square feet of multi-tenant building space according to CBRE, an increase of approximately 36.7 million square feet since 2001. The office market is particularly affected by economic cycles, more so than other real estate sectors. The vacancy rate for the office market has averaged 18.5% since 2001 and has only dipped below 15% in four years: 2005 through 2007, just prior to the Great Recession most recently in 2019 (14.1%). Due to the impacts of COVID-19, vacancy increased during 2020 and is now reported to be 17.4%



In addition to the multi-tenant office space described above, there is also another 13.5 million square feet of owner-occupied space that has a 3.9% vacancy rate. This space is occupied by companies that prefer to own their office building rather lease space. Office developers and investors typically focus on the multi-tenant sector.

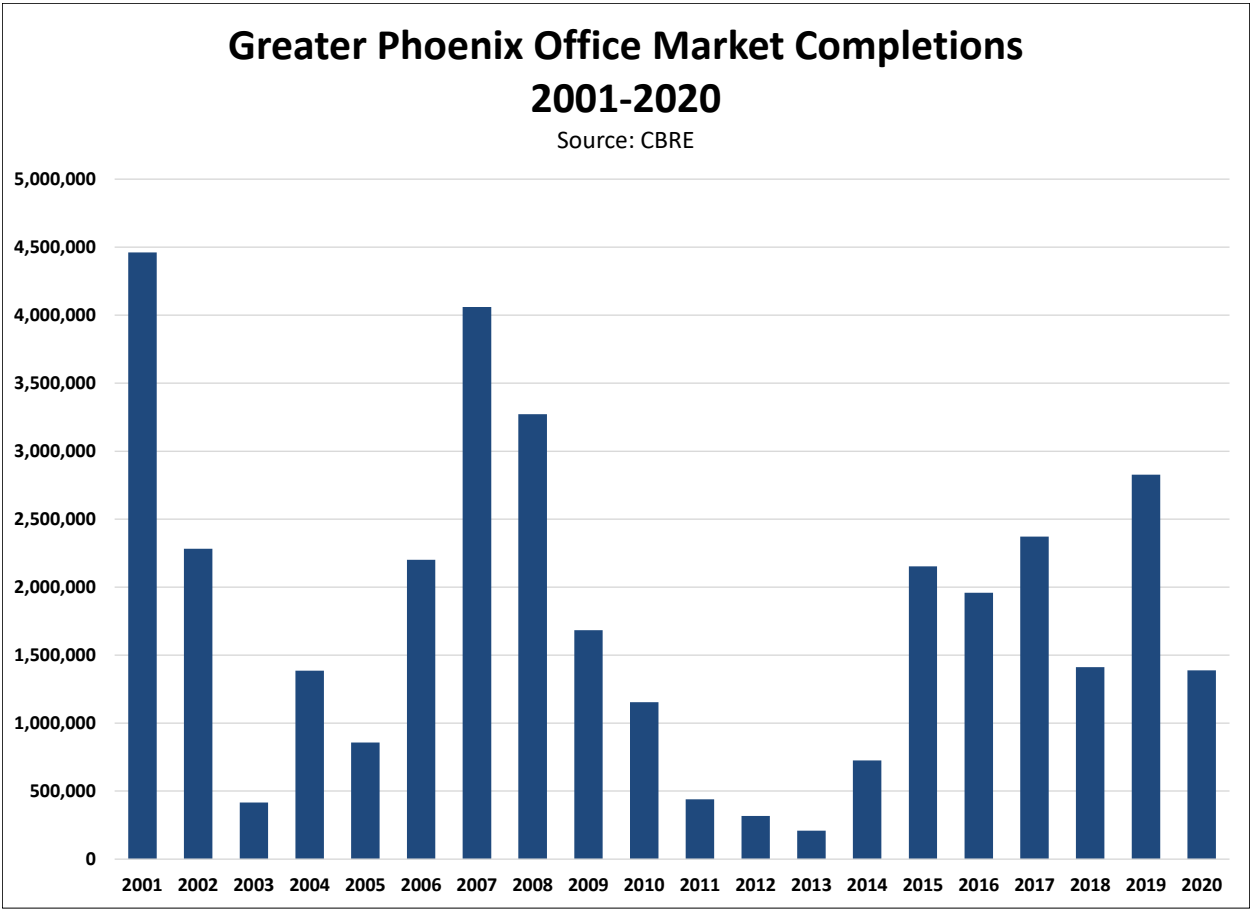
While the office market’s vacancy rate of 17.4% at the end of 2020 is not extremely high by historic standards, it is now at enough of an elevated level that may discourage future new office

development until additional absorption can occur. Also, in addition to direct vacancy, the impacts of the COVID-19 pandemic have created a substantially larger shadow market of available office in sub-leasing. According to Colliers, in the first quarter of 2020 there was 737,300 square feet of available sub-lease space. By the end of 2020, that figure grew to nearly 3.2 million square feet of availability, an increase of over four times the amount available at the start of the year. This space and the excess vacancy of direct space will need to be absorbed before office development not currently under construction starts to come online.

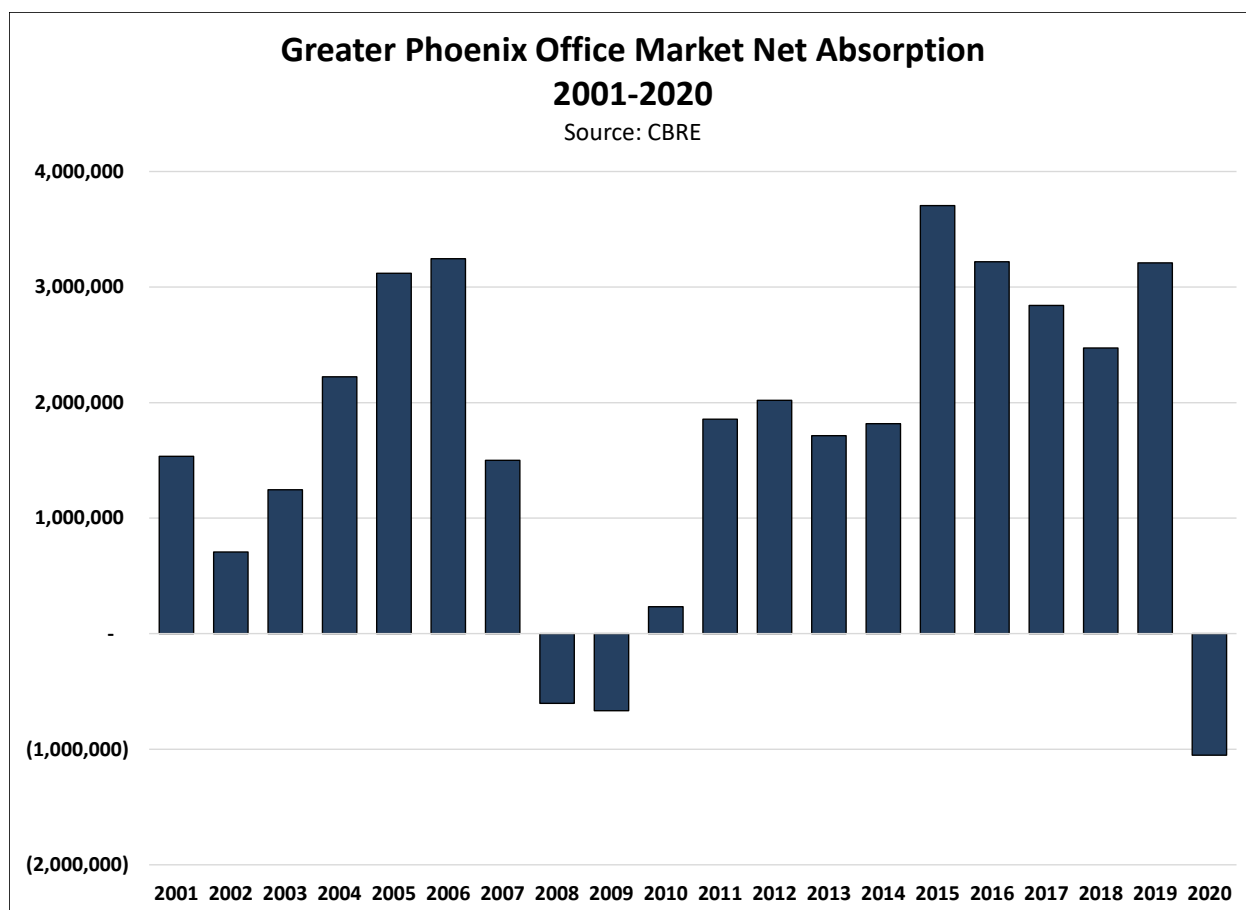
The office market is highly concentrated in locations that have freeway access, amenities, and proximity to labor. Approximately 80% of all office space is concentrated in three cities – Phoenix, Scottsdale, and Tempe. Class A office space is even more highly concentrated within these three cities with 91% of total Class A square footage. Freeway access and visibility along with proximity to a talented workforce are factors that are changing the way in which the office market is developing.

The Greater Phoenix office market is highly cyclical and historically experiences significant levels of construction activity during economic expansions followed by very few completions after a recession. The following chart shows that between 2011 and 2014 following the Great Recession, very little construction activity occurred. As the local economy improved, construction started again in 2015. Between 2001 and 2019, 34.2 million square feet of office space was constructed or an average of 1.8 million square feet per year.

An additional 1.4 million square feet of office space was completed in 2020 and 2.3 million square feet was under construction at the end of 2020. This figure is expected to dwindle as projects under construction are completed.



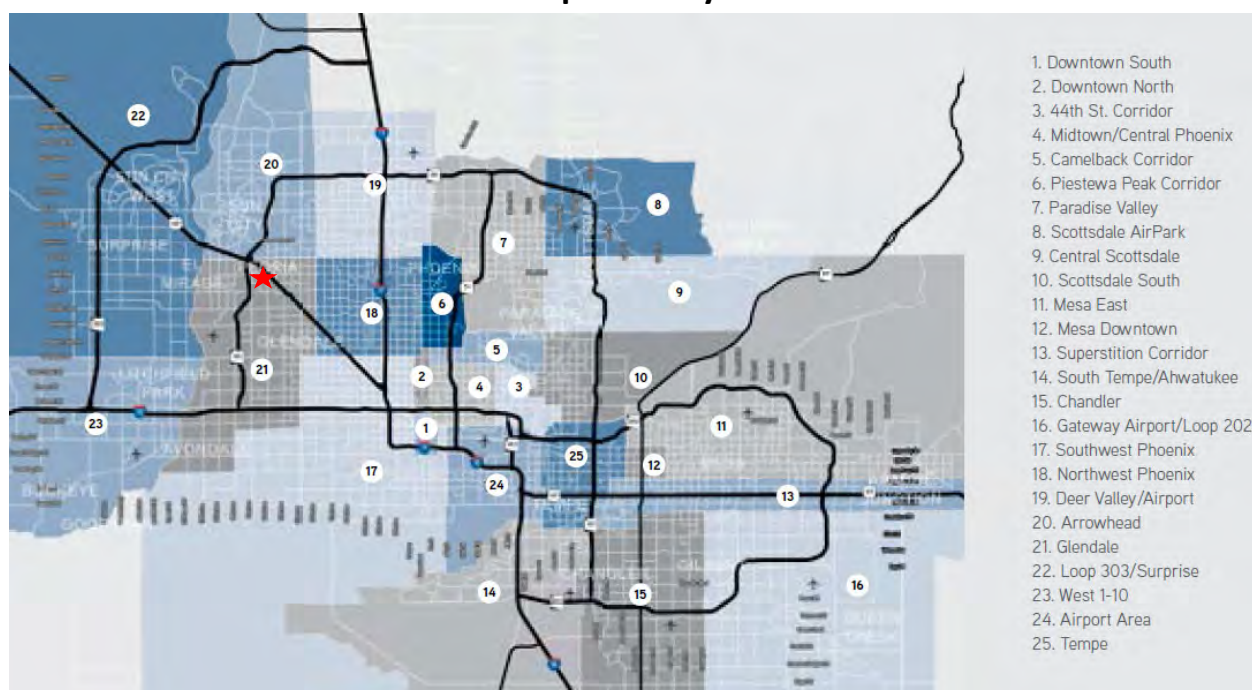
From 2010 through 2019, net absorption of office space in Greater Phoenix has outpaced completions. However, 2020 experienced its first year of negative net absorption since 2009. On the whole nearly 1.1 million more square feet of space was vacated than was occupied.



## 4.2 Northwest Valley

The Northwest Valley office market is still relatively young compared to other regions of Greater Phoenix. The subject site is located in the “Glendale” submarket according to Colliers International and the market area extends into the “Arrowhead” submarket. Combined, these two submarkets only account for approximately 3.7% of total Greater Phoenix office inventory. Class A space is even more scarce, with the Northwest Valley only containing 1.8% of all Class A space in Greater Phoenix.

Class B office space in the region is by far the dominant office segment. There are an estimated 180 office buildings in the Northwest Valley totaling 6.1 million square feet and Class B space accounts for 144 buildings and over 4.5 million square feet, or over 74% of total space.

**Exhibit 5.1 – Maricopa County Office Submarkets**

Vacancy is relatively healthy in the area, ranging from 8.2% to 13.1%. Net absorption has also been positive over the last 12 months. A combined 222,900 square feet of Class A supply and 42,400 square feet of new Class B supply was delivered, which accounts for 11.4% of all office space delivered this year. Additionally, there is 128,000 square feet under construction.

| Northwest Valley Office Market<br>2020 Q4 |           |           |         |        |        |            |            |                    |         |
|-------------------------------------------|-----------|-----------|---------|--------|--------|------------|------------|--------------------|---------|
| Class                                     | Inventory |           | Vacancy |        |        | Absorption | New Supply | Under Construction | Rate    |
|                                           | Bldgs     | SF        | SF      | 2020 % | 2019 % |            |            |                    |         |
| Glendale                                  |           |           |         |        |        |            |            |                    |         |
| A                                         | 8         | 742,061   | 115,967 | 15.6%  | 15.4%  | 163,965    | 195,500    | -                  | \$31.25 |
| B                                         | 41        | 2,057,303 | 97,325  | 4.7%   | 4.5%   | 9,646      | 16,000     | -                  | \$24.28 |
| C                                         | 13        | 368,904   | 45,766  | 12.4%  | 13.2%  | 2,925      |            | -                  | \$21.30 |
| Total                                     | 62        | 3,168,268 | 259,058 | 8.2%   | 7.6%   | 176,536    | 211,500    | -                  | \$26.13 |
| Arrowhead                                 |           |           |         |        |        |            |            |                    |         |
| A                                         | 4         | 260,175   | 53,507  | 20.6%  | 22.2%  | 19,191     | 27,401     | -                  | \$28.98 |
| B                                         | 103       | 2,460,392 | 291,368 | 11.8%  | 13.0%  | 52,379     | 26,393     | 128,000            | \$26.55 |
| C                                         | 11        | 211,785   | 38,654  | 18.3%  | 14.3%  | (8,405)    |            | -                  | \$21.02 |
| Total                                     | 118       | 2,932,352 | 383,529 | 13.1%  | 13.9%  | 63,165     | 53,794     | 128,000            | \$26.19 |
| Source: Colliers International            |           |           |         |        |        |            |            |                    |         |

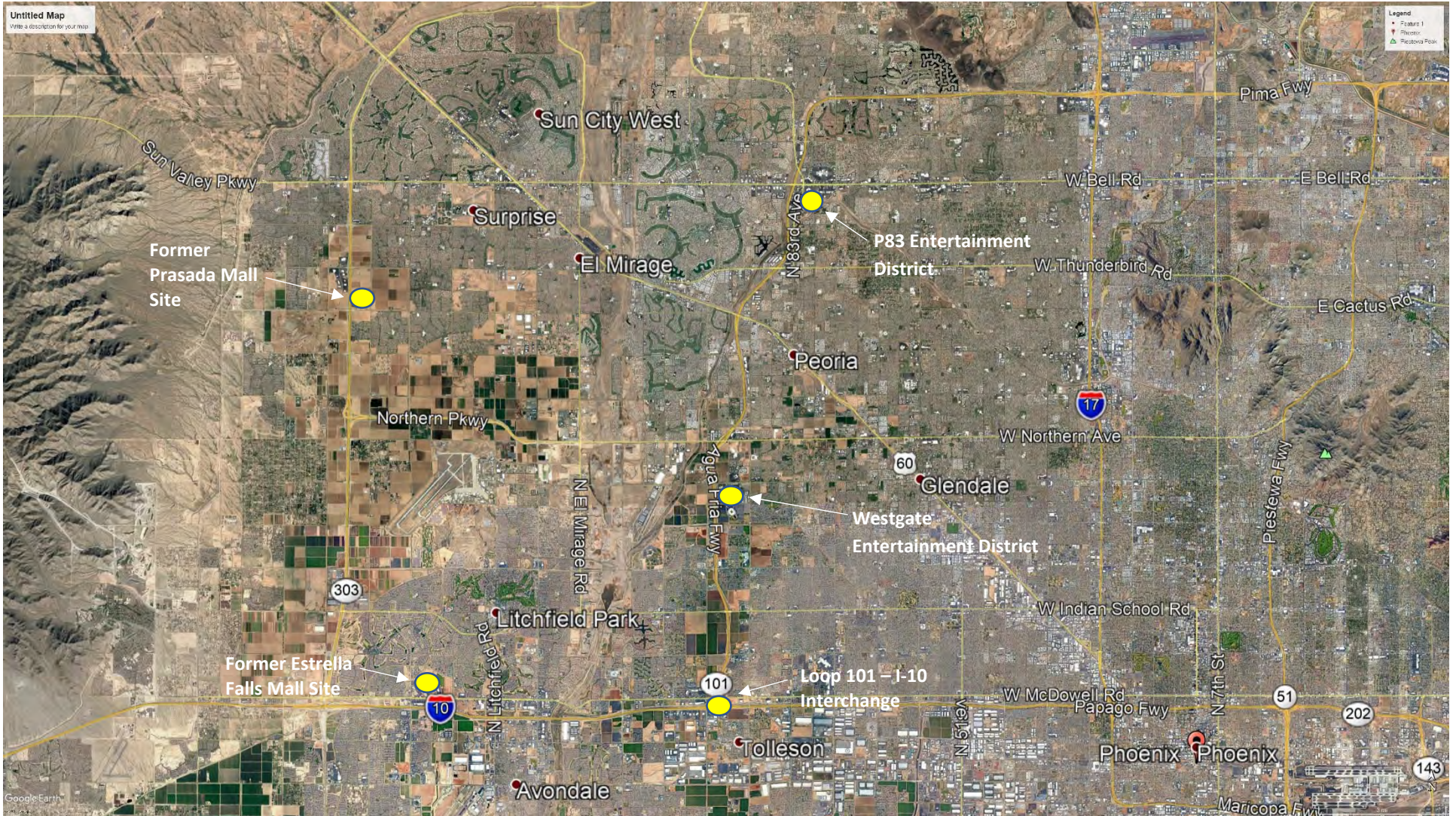
This area was not as impacted by the shadow sub-lease inventory as other areas of the Valley. While sub-lease space did rise substantially, from 11,000 square feet up to 48,700 square feet, it does not impact vacancy substantially and only accounts for 1.5% of total Greater Phoenix sub-lease space despite the fact that the Glendale and Arrowhead submarkets' share is 3.7% of total regional office space.

#### **4.3 Primary Market Area**

As noted previously, the Northwest Valley office market is young and immature and accounts for only a small portion of the Greater Phoenix market, especially in the Class A office segment. There are only a few locations in the entire West Valley that are well situated for future Class A office development. Office developers desire locations along high-capacity highways which will likely focus demand along the region's major freeways such as the Loop 101, Loop 303, and I-10.

The two primary locations that stand out today are the P83 Entertainment District and the Westgate Entertainment District. Other locations that may become competitive in the future include sites in Goodyear near I-10 and Estrella Parkway and in Surprise along the Loop 303 near Cactus Road. Both of these former sites were considered locations for regional retail facilities. An analysis of each location follows along with an aerial photo of the sites.

### Exhibit 4.2 – Potential West Valley Office Locations



### 4.3.1 P83 Entertainment District

The P83 Entertainment District is situated in the West Valley's premier retail and restaurant activity center, anchored by a one million square foot indoor mall. Arrowhead Towne Center is the only regional center located in the West Valley with the recent demise of Metro Center at I-17 and Dunlap Road and the planned redevelopment of Christown Spectrum at 19<sup>th</sup> Avenue and Bethany Home Road which today has 344,000 square feet of vacant retail space after the loss of Costco. While Arrowhead Towne Center is home to the major department store tenants such as Macy's, JC Penney, and Dillard's, the surrounding area is comprised of several power centers that accommodate most of the national big box retail chains.

| <b>Arrowhead Area Power Center Retailers</b> |                   |                 |                  |                 |
|----------------------------------------------|-------------------|-----------------|------------------|-----------------|
| <b>Power Center</b>                          | <b>Tenants</b>    | <b>Total SF</b> | <b>Vacant SF</b> | <b>% Vacant</b> |
| North Valley Power Center                    | Target            | 304,236         | 7,520            | 2.5%            |
|                                              | Ross              |                 |                  |                 |
|                                              | JoAnn             |                 |                  |                 |
|                                              | Urban Air         |                 |                  |                 |
| Arrowhead Crossing                           | Home Goods        | 415,643         | 42,218           | 10.2%           |
|                                              | Savers            |                 |                  |                 |
|                                              | TJ Maxx           |                 |                  |                 |
|                                              | Hobby Lobby       |                 |                  |                 |
|                                              | Nordstrom Rack    |                 |                  |                 |
|                                              | DSW               |                 |                  |                 |
|                                              | Golf Galaxy       |                 |                  |                 |
|                                              | David's Bridal    |                 |                  |                 |
|                                              | Barnes & Noble    |                 |                  |                 |
|                                              | Old Navy          |                 |                  |                 |
|                                              | Staples           |                 |                  |                 |
|                                              |                   |                 |                  |                 |
| Other Major Retailers                        | Walmart           |                 |                  |                 |
|                                              | Costco            |                 |                  |                 |
|                                              | Sam's Club        |                 |                  |                 |
|                                              | Best Buy          |                 |                  |                 |
|                                              | Michael's         |                 |                  |                 |
|                                              | World Market      |                 |                  |                 |
|                                              | Petsmart          |                 |                  |                 |
|                                              | Bed Bath & Beyond |                 |                  |                 |
| Sources: Power Center Websites               |                   |                 |                  |                 |

The P83 area also has an extensive selection of sit-down restaurants. Following is a list excluding fast food restaurants and those along Bell Road or on the perimeter of the mall.

| <b>P83 Entertainment District Restaurants</b> |                              |
|-----------------------------------------------|------------------------------|
| Abuelo's Mexican Restaurant                   | Hooters                      |
| Blue Moon Saloon                              | Manna Bbq Arrowhead          |
| Bubba's 33                                    | Osaka P83                    |
| Buca Di Beppo                                 | P F Chang's China Bistro     |
| Cheesecake Factory                            | Red Robin Gourmet Burgers    |
| Chipotle Mexican Grill                        | Revolu Modern Taqueria + Bar |
| Famous Dave's                                 | Serra Gaucha Brazilian Stkhs |
| Firebirds Wood Fired Grill                    | Social On 83rd               |
| Giordano's                                    | Texas Roadhouse              |
| Headquarters Grill Bar Sushi                  | Yogis Grill                  |

Overall, the P83 Entertainment District has significant assets and amenities that will promote the future development of office buildings. The District has four hotels and the two office complexes in the District are occupied at essentially 100% suggesting significant demand for space in the area. Within five miles of the District is a population of more than 292,000 persons with a median income of \$64,884 and an average income of \$84,400. The District's location along the Loop 101 is an added benefit that is desirable to office developers.

#### **4.3.2 Westgate Entertainment District**

The Westgate District was built as an entertainment area for the Gila River Arena and eventually for State Farm Stadium, the home of the Arizona Cardinals. The Arena has been home of the Arizona Coyotes since 2006, but the team ownership has been searching for a new arena in the East Valley where the majority of their fans reside. That search has not come to fruition after rumors they would be moving to Tempe or one of the Native American reservations. While the Entertainment District has extensive food offerings, most are fast food oriented with only a few sit-down restaurants that include Yard House and McFadden's. Retail shops are few and oriented towards sports. On the periphery of Westgate are an Olive Garden and Twin Peaks restaurant.

On the west side of the Westgate area is a Tanger Outlet complex comprised of 412,000 square feet of retail space. At the end of 2020, it had an occupancy of 95%, down from 100% at the end of 2019. The property is listed among the top five of Tanger's outlets out of 31 complexes in terms of sales per square foot. To the north of Westgate is a Cabela's store and further north is the Desert Diamond Casino. Three hotels are located on the Westgate property.



Overall, the Westgate area is designed to handle a large amount of traffic with good access to and from the Loop 101. However, office vacancies are higher than found at the P83 District and rents do not reach the level at the P83 District. A significant disadvantage to the site is the traffic congestion that can occur during an event at the arena or the stadium, many of which occur during weekdays. In our opinion, the Westgate area is not a prime location for Class A office due to the congested nature of the area at certain times.

#### **4.3.3 Former Prasada Mall Site - Surprise**

An area that may become future competition for office development is the Prasada regional mall site on the Loop 303 at Cactus Road in Surprise. The site is owned by Macerich/Westcor and was originally planned for a regional mall, offices, multifamily residential and car dealerships. The development of the property was put on hold during the Great Recession and the pandemic likely terminated any the development of the property for a conventional indoor mall. Red Development has now partnered with the property owners to replan the property. A Walmart and Costco have been developed in Prasada along with several auto dealers. Future retail development will likely take the form of an open-air lifestyle center.

The development of office space within the Prasada master plan will not likely provide direct competition for office development in Peoria in the near term. Residential development in Prasada and the surrounding area is occurring, but the area is still immature from a population density perspective. However, this will be a location that may support future Class A office development.

#### **4.3.4 Former Estrella Falls Mall Site - Goodyear**

The Estrella Falls Mall was originally planned to be constructed in early part of the last decade but was delayed due to the Great Recession. Macerich/Westcor is still the owner of the property located on McDowell Road, east of Estrella Parkway. Plans for the property are still pending. In anticipation of the construction of the mall, a power center, The Market at Estrella Falls, was develop west of the mall site. Tenants include Staples, Burlington, Home Goods, TJ Maxx and Petco.

However, in the past year, the City of Goodyear reached a partnership with The Globe Corporation to develop the City's Civic Square on property between the mall site and the power center. Globe owns 47 acres where the Civic Square will be built, and it is donating some of the land to Goodyear for the project. The project will include a new city hall, a new library, and a two-acre park that will be used for city events. In addition, Globe Corporation will construct 100,000 square feet of Class A speculative office space. Construction of the city hall is underway with completion expected in 2022. The plan for the property is shown on the following page.



**Exhibit 4.3 – Goodyear Civic Square**



Goodyear is a mature community that is experiencing significant population and employment growth, particularly along the Loop 303 freeway. With a population of approximately 92,900 persons in 2020, the city is expected to grow to 140,300 by 2030. The city's household median income of \$83,900 is 30% higher than the county-wide median. Goodyear will likely be a competitive site to Peoria for office development over the next ten years.

#### **4.3.5 Loop 101 – I-10 Interchange**

Freeway interchanges in Greater Phoenix have typically become major urban activity centers with hospitality, office, and business land uses. The Loop 10 and I-10 interchange is no different and has a variety of commercial uses including a hotel, retail and restaurants, car dealers, and a small amount of office development. At the northeast corner of the interchange is the 101 Corporate Center, a low-rise office complex with one three-story office building. That building of 81,600 square feet has a 20% vacancy with rents at \$26.50 per square foot.

Overall, the Loop 101 and I-10 interchange is more industrial in character than other competitive areas outlined in this report but has a large amount of vacant land that can accommodate additional office development. It lacks the amenities found in other locations and the median income of the zip code for the interchange is \$40,600, well below the county median income.

#### **4.3.6 Summary**

In our opinion, the P83 Entertainment District is the premier site for future Class A office development in the West Valley. It has the most extensive range of hotel, retail, and restaurant offerings along with office properties that are fully occupied.

Westgate has its disadvantages due to traffic congestion on event days. It is not considered an outstanding site for office development.

Goodyear may be a competitor in the next few years with the extent of job creation it has experienced in the last few years. Household incomes are above average which indicates a highly educated workforce. The city is working with an experienced developer who will be able to bring Class A product to the market.

The Prasada site in Surprise and the Loop 101 – I-10 interchange are considered distant competition for office development.

#### **4.4 PMA Medical Office**

There are several real estate categories related to healthcare, including medical office, hospitals, skilled nursing facilities, assisted living, congregate senior housing, rehabilitation centers, and other healthcare facilities. In the Primary Market Area, there is over 7.5 million square feet of healthcare real estate.

Of the total healthcare space, there is just under 2.7 million square feet of medical office. Current vacancy within medical office in the PMA is 11.2% or just under 300,000 square feet of vacant medical office space.

There is also 267,000 square feet of medical office proposed in the market area, including Westgate Healthcare Campus and Desert Harbor Medical Commons. In addition to these projects in the development pipeline, there is a newly opened Valleywise Health Center located just south of the subject sites. The following sections outlines these projects.

##### **5.4.1 Westgate Healthcare Campus**

The Westgate Healthcare Campus is located west of the northwest corner of Glendale Avenue and Loop 101 freeway. At full buildout, it will consist of five separate buildings in a campus-style setting and total nearly 240,000 square feet. The first building, totaling just over 16,000 square feet, is now fully occupied.

**Exhibit 4.4 – Westgate Healthcare Campus Renderings**





#### 4.4.2 Desert Harbor Medical Commons

Desert Harbor Medical Commons is a proposed 44,000 square foot, two story building located west of the northwest corner of Thunderbird and the Loop 101.

**Exhibit 5.5 – Desert Harbor Medical Commons Location Map**



#### 4.4.3 Valleywise Comprehensive Health Center Campus

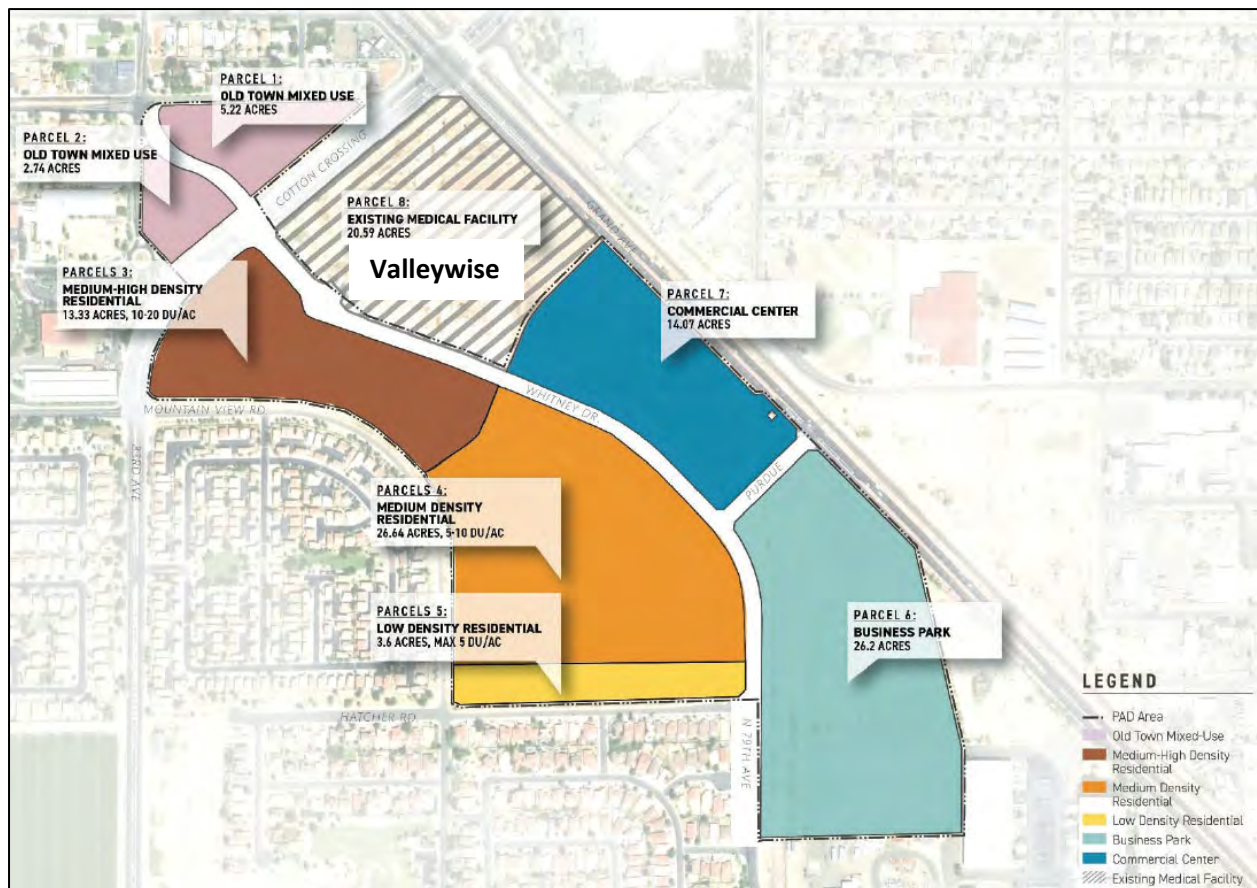
The Valleywise Comprehensive Health Center, located just south of the subject sites along Grand Avenue, will be a 126,000-square-foot facility. It will open in two phases and will offer services not currently available through other Valleywise Community Health Centers in the western portion of Maricopa County. Available immediately are primary and pediatric care, women's obstetrics, cardiology, dental, dialysis, pharmacy services, general surgery, orthopedics, podiatry, gastrointestinal, audiology, diagnostic imaging and laboratory services will be available to the public.

The new comprehensive health center is also host to a Family Learning Center which provides guidance and resources to improve the health of families in the Peoria and Northwest Valley. The

learning center will include classes on nutrition, parenting tips, and information on insurance options.

In addition to the Valleywise Health Center itself providing a comprehensive list of medical services, there are plans for medical office surrounding the campus itself. This limits any additional opportunities for medical office development at the subject sites.

**Exhibit 4.6 – Peoria Place Conceptual Land Use Plan**



## 4.5 Conclusions

The Northwest Valley office market is under-represented relative to the population and employment levels. The office inventory only accounts for a 3.7% share of the Maricopa County office market. By comparison, the West Valley represents nearly 6% of the County's population. The result is that most West Valley residents, particularly those working in office buildings, commute to other parts of Greater Phoenix each day for work. For instance, 92.2% of Peoria's working residents commute out of the city each day.

In addition, the Northwest Valley office market has experienced little construction activity over the past ten years. As a result, the vacancy rate has declined to 10.4% at the end of 2020. A

vacancy rate this low indicates that supply is not keeping up with demand. However, the pandemic will likely disrupt construction activity for the near term until businesses are able to determine their space needs as employees return to the office. In our opinion, office developers will desire a location along a major highway corridor such as the Loop 101 freeway or the I-10 freeway.

A comparison of potential locations for office space in the West Valley demonstrates that the intersection of 83<sup>rd</sup> Avenue and Grand Avenue is considered at best a second-tier site for office development. This eliminates the potential for Class A Development. The greatest opportunities for future office development within the PMA will be within the medical office and Class B office segments, though not necessarily for the subject sites. This is primarily due to:

- Its location away from the Loop 101 freeway. These sites are at a competitive disadvantage to sites with freeway frontage or visibility.
- The lack of an office inventory in the area today and lack of available land to create a critical mass of office development in order to establish a district and identity
- The modest demographic characteristics of the population in the PMA.
- The lack of local amenities including restaurants and retail services that office developers typically desire for their tenants.
- Development of the 126,000 square foot Valleywise Comprehensive Health Center and planned medical office space surrounding this center as well as two other proposed projects totaling 267,000 square feet eliminates additional medical office prospects at the subject sites.

Today the P83 Entertainment District is the premier location in the West Valley for Class A office development. Any Class A office development that occurs in Peoria will likely be drawn to the District and the surrounding area. The Primary Market Area's greatest potential in the office segment is for medical space and Class B office space.

## 5.0 Residential Analysis

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This section includes an analysis of the regional population and demographic characteristics of the Primary Market Area surrounding a hypothetical rental community. Also provided in this section is a determination of the capacity of the Primary Market Area to support an additional rental development based on the existing and future population.

The study is comprised of the following tasks to determine the demand for apartments:

- a. Identification of the target market, income, and age for subject site.
- b. A survey of vacancy rates, rent levels, and absorption rates for newly built projects.
- c. Renter and owner household growth estimates for the market area.
- d. An opinion on the strength of market demand for a new residential community.

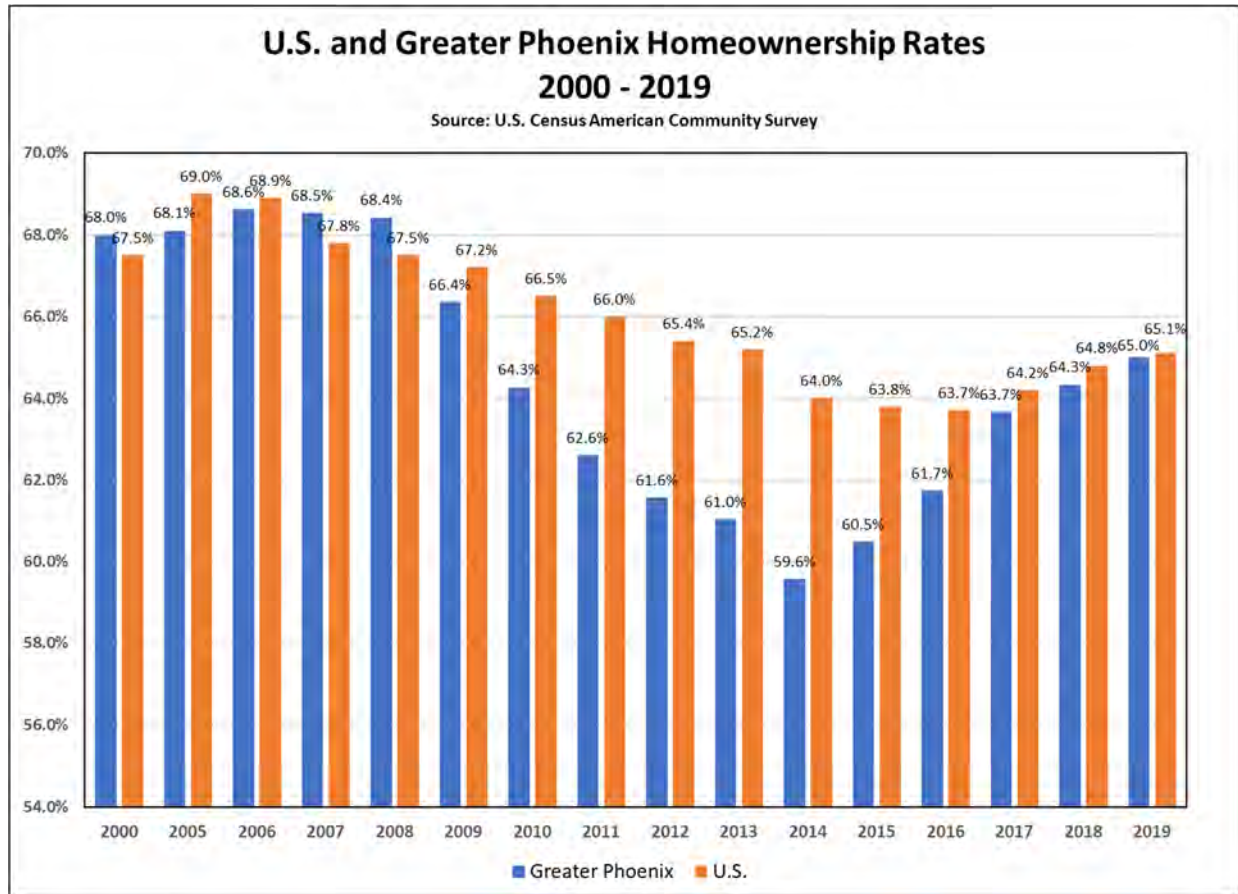
### 5.1 Greater Phoenix Residential Market Overview

While Greater Phoenix is now experiencing strong growth, the overall recovery since the end of the recession has been slow. The region's residential homebuilding market has still not returned to levels of historical performance typically following a recession, though the single-family market has outperformed expectations during the last nine months of the COVID-19 pandemic amid a lot of uncertainty. In contrast, the multi-family market has been very strong, partly due to restrictions on the availability of credit for home loans, student debt burden, and households that can't purchase a home due to poor credit or foreclosure.

During the Great Recession, Greater Phoenix experienced a downturn that was more severe than in other metropolitan areas of the country, a result of overbuilding in both the single family and commercial real estate sectors. Real estate market downturns have occurred before in Greater Phoenix but not to this extent. Excess inventories have all been absorbed and the area now faces a shortage of single-family homes.

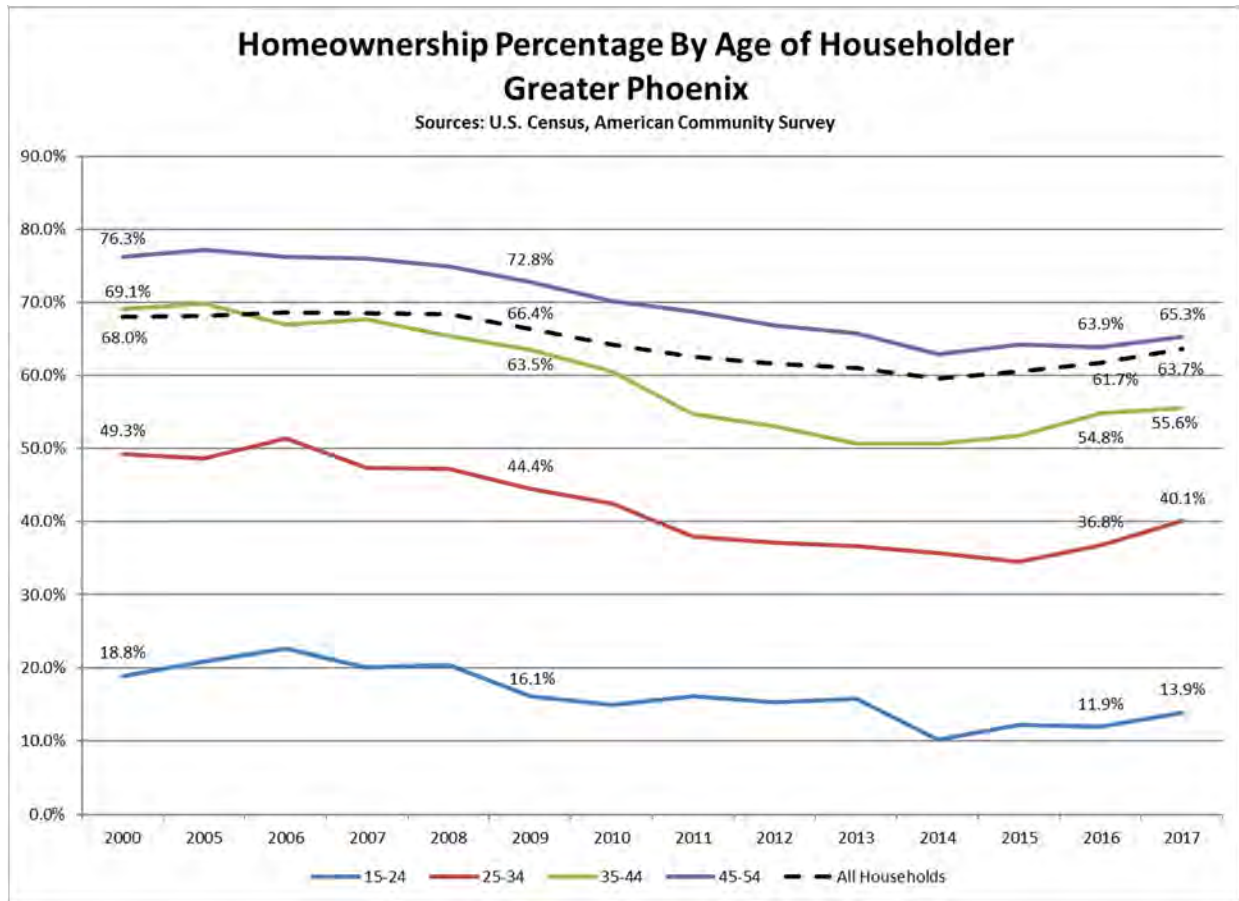
The Greater Phoenix multifamily market has made a significant recovery since the end of the Great Recession in 2009. Following the recession, the multi-family market experienced rising vacancies and declining rents. Throughout the country, multi-family vacancies rose sharply in 2008 and 2009 but then started to decline in 2010 and 2011. Much of this decline was due to the bursting of the housing bubble and resulting housing foreclosures which forced many homeowners into the rental market.

Homeownership rates in Greater Phoenix fell to historic lows between 2006 and 2014, declining to 59.6%. Comparatively, the homeownership rate for the U.S. only declined approximately five percentage points between 2005 and 2016. Greater Phoenix has made a significant recovery with its homeownership rate and is now essentially equal to the U.S. rate. While homeownership in Greater Phoenix and the country is improving, it still has not recovered to pre-recession levels.



One factor driving the demand for the multi-family market is the Millennial population. Millennials have delayed purchasing homes and forming families as they struggle with student debt and the psychological effects of the Great Recession. The homeownership rate for the 25- to 34-year-old age group, which includes most Millennials, declined from near 50% in 2000 (before the housing bubble) to 35% in 2015. The homeownership rate for all age groups is now rising but is still below pre-recession levels. As a result, the construction of multi-family units has increased significantly over the past five years to accommodate this demand for housing (data by age is only available through 2017).





Over the past 12 months, Greater Phoenix reported 24,174 new single family home sales. This compares to 21,110 new home sales over the previous 12 months which represents a 14.5% increase. Over this same time period, average new home prices have increased 4.6% while the median price has seen a 2.6% increase year over year. The median new home price across the Valley is now \$353,990.

Resale activity has remained nearly unchanged year over year. However, resales are significantly constrained by a lack of supply. Resale price appreciation really highlights the impact of lack of supply. Average and median resale home prices have increased 19.5% and 17.7%, respectively, over the last 12 months.

New home permits in Greater Phoenix have totaled 28,121 permits over the last 12 months. This equates to an 18.0% increase in permits over the previous 12 months (23,823 permits).

| SUMMARY OF HOUSING MARKET ACTIVITY THROUGH JANUARY 2021<br>Greater Phoenix |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                                                                            | Jan-20    | Feb-20    | Mar-20    | Apr-20    | May-20    | Jun-20    | Jul-20    | Aug-20    | Sep-20    | Oct-20    | Nov-20    | Dec-20    | Jan-21    |
| <b>New Home Closings</b>                                                   |           |           |           |           |           |           |           |           |           |           |           |           |           |
| SALES BY MONTH                                                             | 1,526     | 1,732     | 2,023     | 1,829     | 1,992     | 2,062     | 2,125     | 2,107     | 2,250     | 2,212     | 2,009     | 2,496     | 1,497     |
| SAME MO LAST YEAR                                                          | 1,161     | 1,488     | 1,689     | 1,770     | 1,967     | 1,680     | 1,778     | 1,931     | 1,950     | 1,864     | 1,976     | 2,307     | 1,526     |
| PERCENT CHG                                                                | 31.4%     | 16.4%     | 19.8%     | 3.3%      | 1.3%      | 22.7%     | 19.5%     | 9.1%      | 15.4%     | 18.7%     | 1.7%      | 8.2%      | -1.9%     |
| MED NEW PRICE                                                              | \$340,483 | \$341,418 | \$333,128 | \$342,000 | \$339,087 | \$345,331 | \$343,000 | \$351,538 | \$350,623 | \$351,502 | \$353,990 | \$351,867 | \$360,272 |
| MED PRICE % CHG                                                            | -1.3%     | 0.3%      | -2.4%     | 2.7%      | -0.9%     | 1.8%      | -0.7%     | 2.5%      | -0.3%     | 0.3%      | 0.7%      | -0.6%     | 2.4%      |
| <b>New Home Permits</b>                                                    |           |           |           |           |           |           |           |           |           |           |           |           |           |
| PERMITS BY MONTH                                                           | 2,182     | 2,238     | 2,454     | 1,871     | 1,550     | 2,144     | 2,897     | 2,537     | 2,993     | 2,912     | 2,489     | 2,698     | 2,509     |
| SAME MO LAST YR                                                            | 1,888     | 1,715     | 1,948     | 1,993     | 2,057     | 2,055     | 2,287     | 2,025     | 1,966     | 2,287     | 1,801     | 1,854     | 2,182     |
| PERCENT CHG                                                                | 15.6%     | 30.5%     | 26.0%     | -6.1%     | -24.6%    | 4.3%      | 26.7%     | 25.3%     | 52.2%     | 27.3%     | 38.2%     | 45.5%     | 15.0%     |
| <b>Resales</b>                                                             |           |           |           |           |           |           |           |           |           |           |           |           |           |
| RESALES BY MONTH                                                           | 7,534     | 8,325     | 9,553     | 7,583     | 7,138     | 9,675     | 10,649    | 9,390     | 10,034    | 10,745    | 9,560     | 10,811    | 8,152     |
| SAME MO LAST YR                                                            | 6,601     | 7,547     | 9,453     | 10,809    | 11,574    | 10,411    | 10,364    | 9,922     | 8,986     | 9,158     | 7,967     | 8,464     | 7,534     |
| PERCENT CHG                                                                | 14.13%    | 10.31%    | 1.06%     | -29.85%   | -38.33%   | -7.07%    | 2.75%     | -5.36%    | 11.66%    | 17.33%    | 19.99%    | 27.73%    | 8.20%     |
| MED RES PRICE                                                              | \$275,050 | \$283,800 | \$295,000 | \$293,000 | \$290,000 | \$300,000 | \$308,000 | \$317,600 | \$320,000 | \$325,000 | \$325,000 | \$327,000 | \$335,000 |
| MED PRICE % CHG                                                            | -0.41%    | 3.18%     | 3.95%     | -0.68%    | -1.02%    | 3.45%     | 2.67%     | 3.12%     | 0.76%     | 1.56%     | 0.00%     | 0.62%     | 2.45%     |
| Source: RL BROWN HOUSING REPORTS                                           |           |           |           |           |           |           |           |           |           |           |           |           |           |

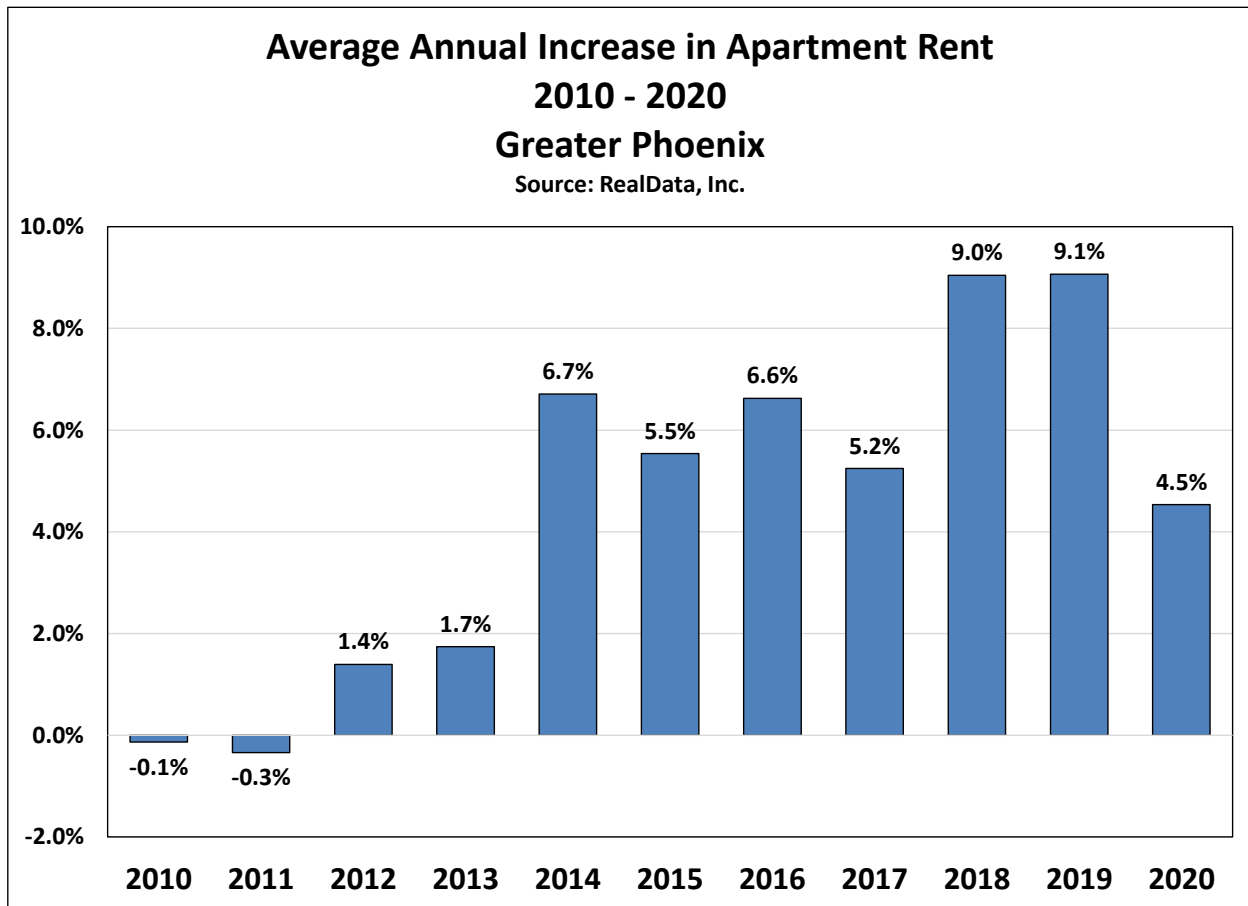
Rent and vacancy data for Maricopa County was obtained from RealData, a multi-family data vendor that compiles information on all multi-family communities with at least 50 units. According to RealData, at the end of 2020, there were approximately 323,480 conventional multi-family units in the county in 1,549 communities. Since the end of the recession in 2009, 67,250 units have been built representing an 26.2% increase in the inventory.

Vacancy rates peaked in 2009 at 14.9% as more units were brought to the market during a time of weak absorption. That trend ended in 2010 with reported absorption of nearly 11,000 units, lowering the average county vacancy rate to 11.2%. Very weak construction activity followed from 2010 to 2013, but in 2014 the supply of multi-family units began to increase rising to more than 10,000 newly constructed units in 2017.

In Maricopa County, monthly rents have risen by \$404 since 2013 or an average of 7.0% each year. In 2019, the average rent rose by 9.1%. For the second quarter of 2020, the average rent is \$1,157 per month or \$1.38 per square foot of livable area.

| <b>Greater Phoenix Apartment Market Trends</b><br><b>2009 - 2020</b> |           |         |                     |                   |                 |              |
|----------------------------------------------------------------------|-----------|---------|---------------------|-------------------|-----------------|--------------|
| Year                                                                 | Complexes | Units   | Change in Inventory | Average Rent/Unit | Average Rent/SF | Vacancy Rate |
| 2009                                                                 | 1,231     | 256,231 | -                   | \$733             | \$0.90          | 14.9%        |
| 2010                                                                 | 1,244     | 257,672 | 1,441               | \$732             | \$0.90          | 11.2%        |
| 2011                                                                 | 1,251     | 258,896 | 1,224               | \$729             | \$0.90          | 9.8%         |
| 2012                                                                 | 1,259     | 260,469 | 1,573               | \$740             | \$0.91          | 8.8%         |
| 2013                                                                 | 1,278     | 264,299 | 3,830               | \$753             | \$0.92          | 7.9%         |
| 2014                                                                 | 1,305     | 266,747 | 2,448               | \$803             | \$0.97          | 7.4%         |
| 2015                                                                 | 1,331     | 277,454 | 10,707              | \$847             | \$1.03          | 7.3%         |
| 2016                                                                 | 1,374     | 285,472 | 8,018               | \$904             | \$1.09          | 7.3%         |
| 2017                                                                 | 1,421     | 295,505 | 10,033              | \$951             | \$1.15          | 7.9%         |
| 2018                                                                 | 1,457     | 303,967 | 8,462               | \$1,037           | \$1.24          | 7.3%         |
| 2019                                                                 | 1,494     | 312,464 | 8,497               | \$1,131           | \$1.35          | 7.0%         |
| 2020                                                                 | 1,549     | 323,480 | 11,016              | \$1,182           | \$1.42          | 6.7%         |
| Source: RealData                                                     |           |         |                     |                   |                 |              |





### 5.1.1 Forecasts

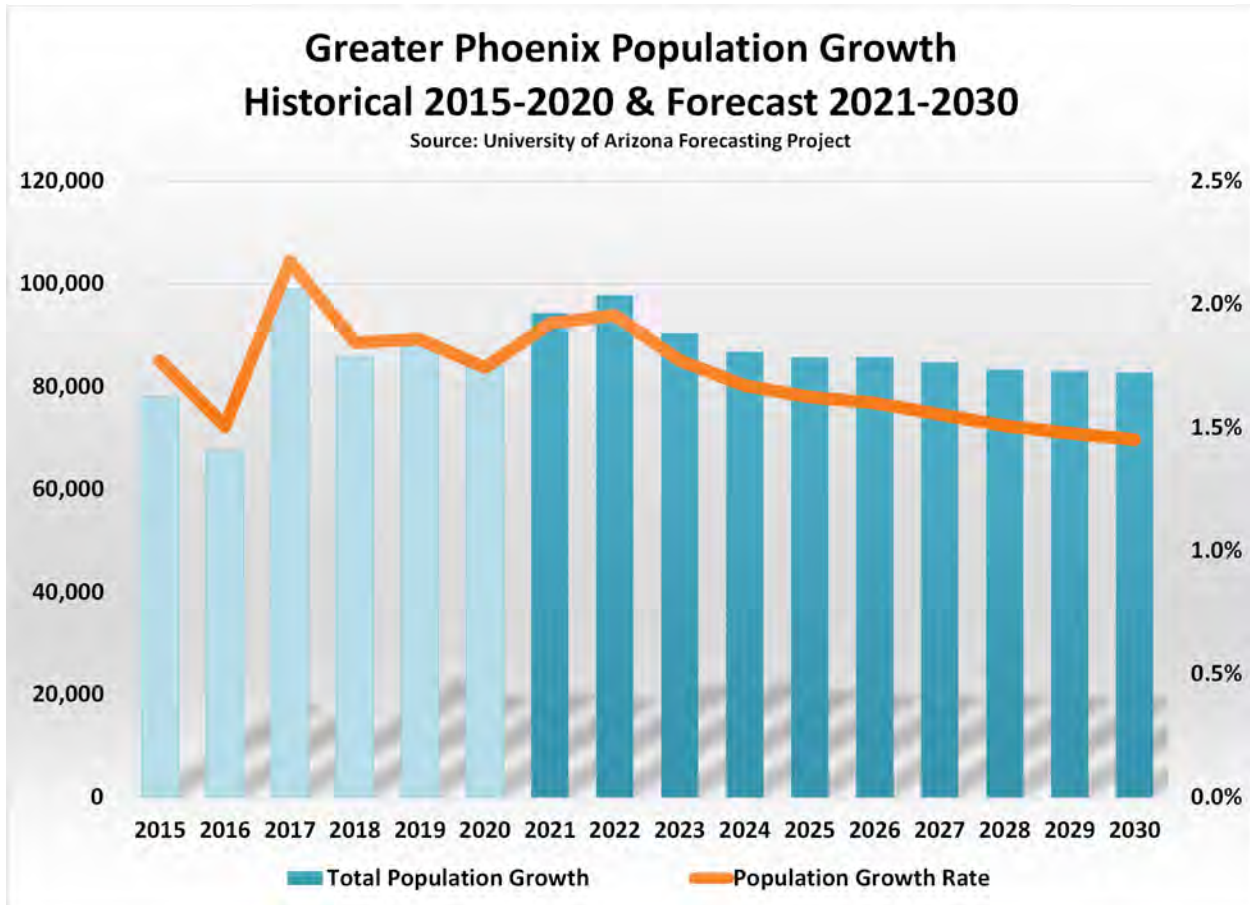
Employment and population growth forecasted for the Greater Phoenix area will continue to create demand for new residential units. Prior to the recession, Greater Phoenix historically grew at an average rate of 3.5% per year. Since that time, the percentage growth in population has only exceeded 2.0% in one year – 2017. The reduction in the growth rate is partly due to the fact that Greater Phoenix has become a large metro area with just under 5 million persons.

The forecast for population growth for Greater Phoenix has been significantly affected by the coronavirus pandemic. The latest forecast from the University of Arizona (Q1 2021) suggests a slowing of population growth occurred for 2020 with a rebound in 2021 and 2022 as the impact of the pandemic moderates. The forecast assumes that the latest surge in the spread of the coronavirus is contained quickly, that there is no major resurgence in 2021, and that the positive impacts from the distribution of the vaccine in 2021 will be widespread. However, the projections may be subject to large revisions in the future as new information impacts the outlook.

There is still a great amount of risk and uncertainty in the forecast. However, Arizona and Greater Phoenix entered the pandemic recession in excellent shape and thus far have outperformed the



country in unemployment trends and rebounds in employment growth. The recovery from the pandemic will continue to depend on the acceptance and distribution of vaccines, discipline among the population to restrict the spread of the disease, and the continuation of stimulus efforts from the federal government to provide resources for persons who are out of work. If these efforts are not successful, the recovery may be delayed. However, full recovery could occur in 2021 or 2022 at the latest.



While mobility across the U.S. has decreased since the Great Recession, Greater Phoenix has started to attract a significant number of new residents over the last few years. In 2018 and 2019, the region was one of the leaders in population growth in the nation. According to the U.S. Census, Greater Phoenix was the second fastest growing metro area in terms of absolute population increase with nearly 100,000 new residents each year (Note: the U.S. Census estimates vary from estimates from the University of Arizona that are cited in the above chart). Because of its overall size at more than 4.9 million persons, Greater Phoenix ranks third in percentage growth in 2019 behind only Austin and Raleigh which are much smaller metro areas.

One of the drivers of Arizona's economy is population growth. In 2019, Arizona was the second highest destination for people moving in the U.S. from one state to another. With the pandemic,



people aren't moving as much right now. However, over the long term, in-migration to Arizona should return, creating demand for both single family and multifamily housing. In fact, the pandemic may benefit Arizona as people and companies choose to relocate to less dense environments that are more suburban in character.

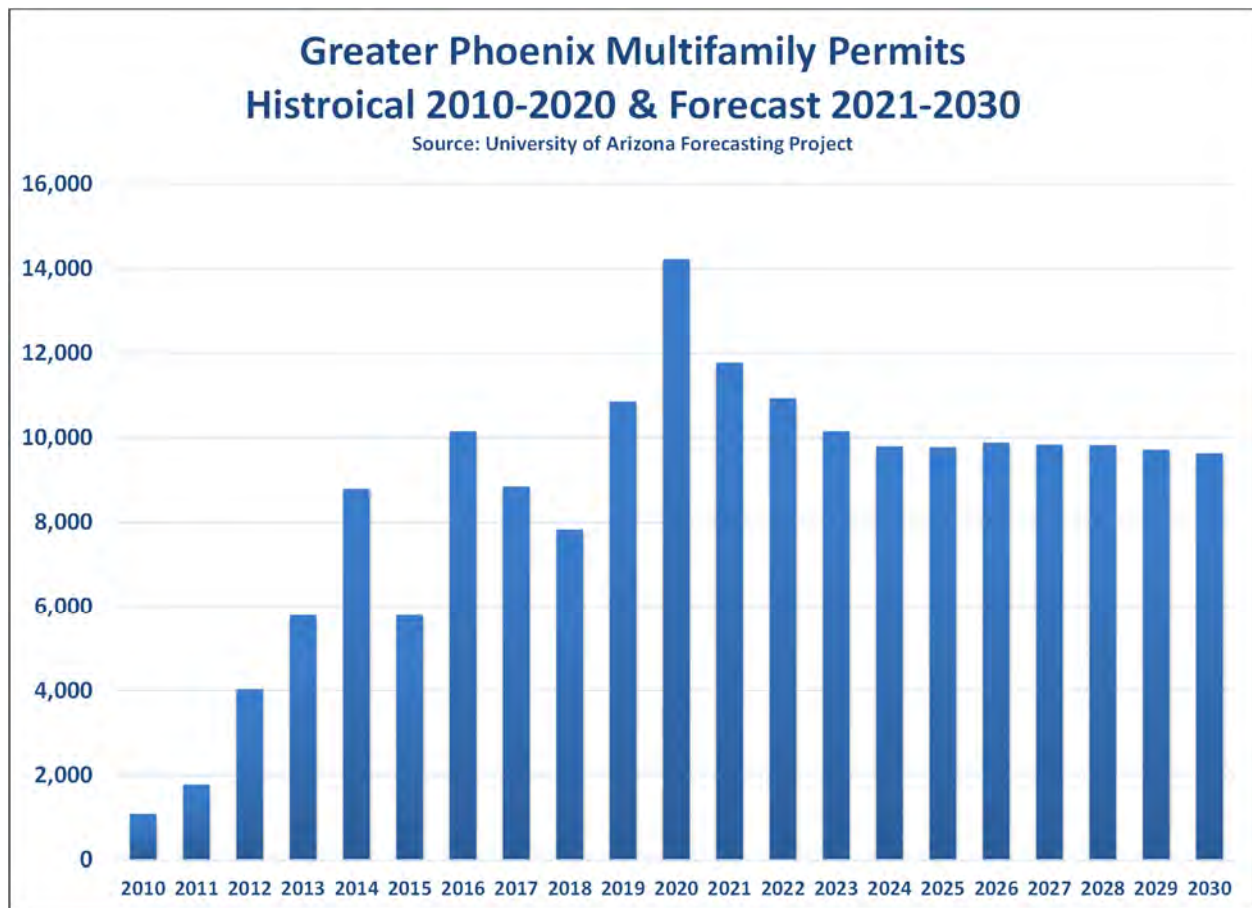
Greater Phoenix is also a top 10 metro area in employment growth. In 2018, 68,100 jobs were created, second only to the Dallas-Fort Worth area. On a percentage basis, Greater Phoenix ended with a job increase of 3.34% for the year. The increase in job growth was replicated in 2019 but on a percentage growth basis, Greater Phoenix ranked fifth.

Prior to the pandemic, Greater Phoenix had fully recovered from the Great Recession. After losing 239,800 jobs in the recession, it has regained another 443,500 jobs (185% of jobs lost) since the bottom of the job market in September 2010.

The outlook for job growth in Greater Phoenix over the next two years is still uncertain due to the pandemic. The University of Arizona's current estimate reports a loss of between 42,500 jobs in 2020. These numbers represent the average loss of jobs during the year and do not take into account the large job losses that occurred in March and subsequently recovered through the rest of the year. The most likely forecast suggests a recovery and increase in jobs in 2021 (39,300 over 2019 peak), while the pessimistic forecast also expects the full recovery to occur in 2021 but with fewer gains (8,785 over 2019 peak).

With the growth in population forecasted for Greater Phoenix, housing will continue to be in demand for the foreseeable future. Although employment in certain sectors suffered in 2020, job growth has returned and will continue in 2021 with an expected growth rate of 3.8% and is expected to nearly repeat that growth (3.6%) in 2022. In order to accommodate the influx of new residents to Greater Phoenix, approximately 10,100 multifamily units will need to be built each year over the next ten years, representing 26%-28% of all new residential units. The University of Arizona's most likely forecast calls for 101,300 new multifamily permits through 2030. The pessimistic forecast is slightly lower at 90,300 permits.





### 5.1.2 Greater Phoenix Summary

Prior to the pandemic, the Greater Phoenix and Arizona economies were booming. Household incomes in Arizona were rising at double the national rate. Since March 2020, Arizona and Greater Phoenix have outperformed the national economy in terms of unemployment and job growth. Most observers believe that the local economy will continue to perform much better than the national economy and recover more quickly. However, there are still significant risks and uncertainty as to when the pandemic will completely subside and when the economy will return to “normal”, but the consensus is that full recovery should occur in 2021.



## 5.2 City of Peoria Residential Growth

As the following table illustrates, historical residential building permits within the City of Peoria support the historical growth estimates published annually by the State of Arizona. Beginning in 2017, multi-family development has become a growing share of total residential development. In 2019, there were 627 multi-family permits in the City, equating to 31.5% of total residential units. However, U.S. Census reported preliminary 2020 figures indicating no multi-family permits

| <b>City of Peoria</b><br><b>Permits by Unit Type</b> |                      |                   |                                |                            |              |
|------------------------------------------------------|----------------------|-------------------|--------------------------------|----------------------------|--------------|
| <b>Year</b>                                          | <b>Single Family</b> | <b>Two Family</b> | <b>Three &amp; Four Family</b> | <b>Five or More Family</b> | <b>Total</b> |
| 2000                                                 | 2,806                | 0                 | 0                              | 342                        | <b>3,148</b> |
| 2001                                                 | 1,752                | 12                | 0                              | 548                        | <b>2,312</b> |
| 2002                                                 | 1,452                | 0                 | 60                             | 644                        | <b>2,156</b> |
| 2003                                                 | 1,544                | 0                 | 0                              | 348                        | <b>1,892</b> |
| 2004                                                 | 2,271                | 0                 | 6                              | 112                        | <b>2,389</b> |
| 2005                                                 | 3,042                | 0                 | 20                             | 395                        | <b>3,457</b> |
| 2006                                                 | 1,572                | 0                 | 0                              | 0                          | <b>1,572</b> |
| 2007                                                 | 1,148                | 16                | 0                              | 835                        | <b>1,999</b> |
| 2008                                                 | 794                  | 14                | 57                             | 961                        | <b>1,826</b> |
| 2009                                                 | 302                  | 0                 | 0                              | 0                          | <b>302</b>   |
| 2010                                                 | 442                  | 0                 | 0                              | 0                          | <b>442</b>   |
| 2011                                                 | 430                  | 0                 | 0                              | 0                          | <b>430</b>   |
| 2012                                                 | 642                  | 0                 | 0                              | 0                          | <b>642</b>   |
| 2013                                                 | 870                  | 0                 | 0                              | 40                         | <b>910</b>   |
| 2014                                                 | 1,033                | 0                 | 0                              | 6                          | <b>1,039</b> |
| 2015                                                 | 1,589                | 0                 | 0                              | 10                         | <b>1,599</b> |
| 2016                                                 | 1,636                | 0                 | 0                              | 0                          | <b>1,636</b> |
| 2017                                                 | 1,731                | 32                | 3                              | 625                        | <b>2,391</b> |
| 2018                                                 | 1,245                | 0                 | 8                              | 175                        | <b>1,428</b> |
| 2019                                                 | 1,363                | 0                 | 0                              | 627                        | <b>1,990</b> |
| 2020*                                                | 1,474                | 80                | 0                              | 0                          | <b>1,554</b> |
| *Preliminary 2020 data                               |                      |                   |                                |                            |              |
| Source: U.S. Census Bureau                           |                      |                   |                                |                            |              |



### 5.3 Primary Market Area Residential Overview

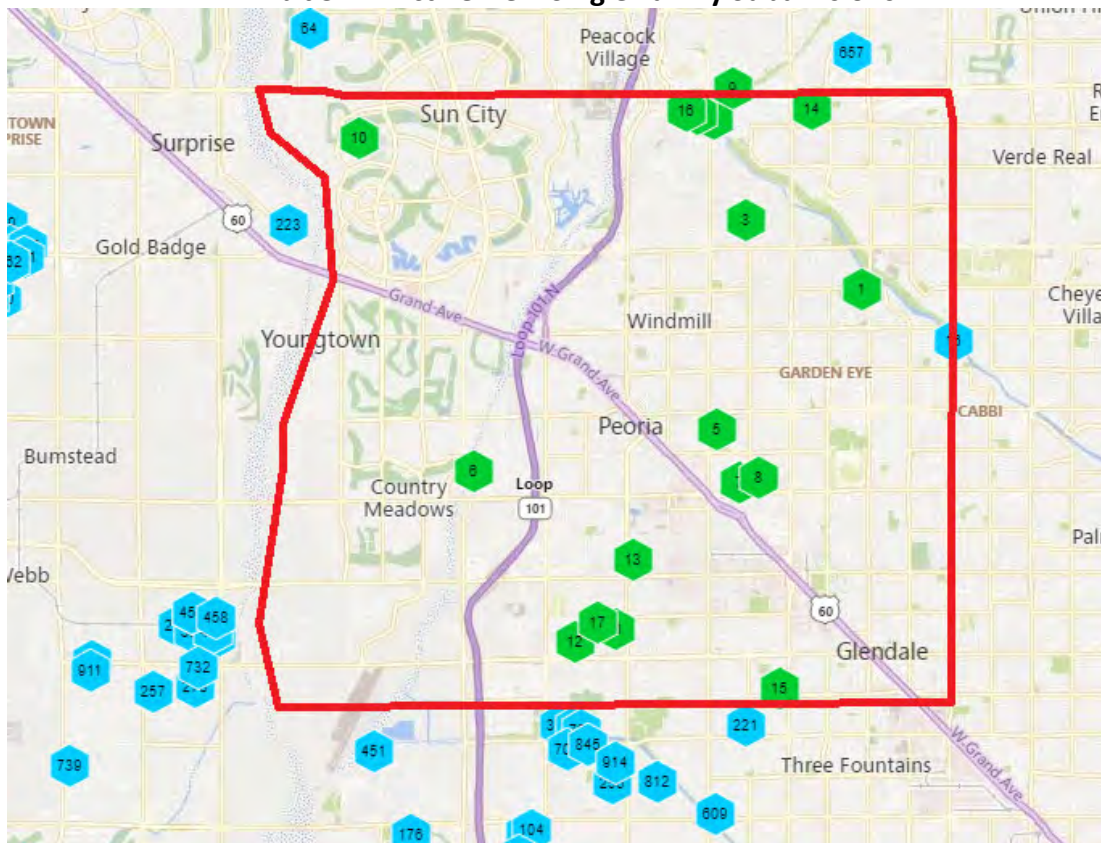
#### Single Family

According to RL Brown, there are 8 new home subdivisions in the market area with available lots. The PMA issued a reported 196 new home permits in 2019 and another 437 new home permits in 2020. In January 2021, the PMA issued 11 permits. In addition to permits, there were 108 new home sales reported in 2019 and 306 new home sales in 2020. The PMA recorded 24 new home closings in January 2021.

| Primary Market Area Housing Permits & Sales<br>Active Subdivisions |         |       |
|--------------------------------------------------------------------|---------|-------|
| Year                                                               | Permits | Sales |
| 2019                                                               | 196     | 108   |
| 2020                                                               | 437     | 306   |
| Source: RL Brown                                                   |         |       |

The following map details the location of active new home subdivisions in the Primary Market Area in relation to the subject site. Several builders, including Taylor Morrison (Garden Grove), Landsea Homes (Trenton Park, West Pointe Village/Olive Grove), KB Home (Northern Ridge Estates) K Hov (Westgate Village), and Richmond American (Glendale 10) are present in the PMA.

**Exhibit 5.1 – Active New Single Family Subdivisions**



New home sales over the last 12 months have yielded 353 sales with an average sales price of \$352,065 across the market area. This would equate to new household with an average income of approximately \$73,000. Communities such as West Pointe, Positano, Garden Grove, Westgate Village, and Marbella Ranch comprised over 75% of total sales. Across the various communities, new home prices ranged from \$292,700 (\$60,000 household income) in various custom builds up to \$603,745 (\$125,000 household income) in the 71 Oaks subdivision.

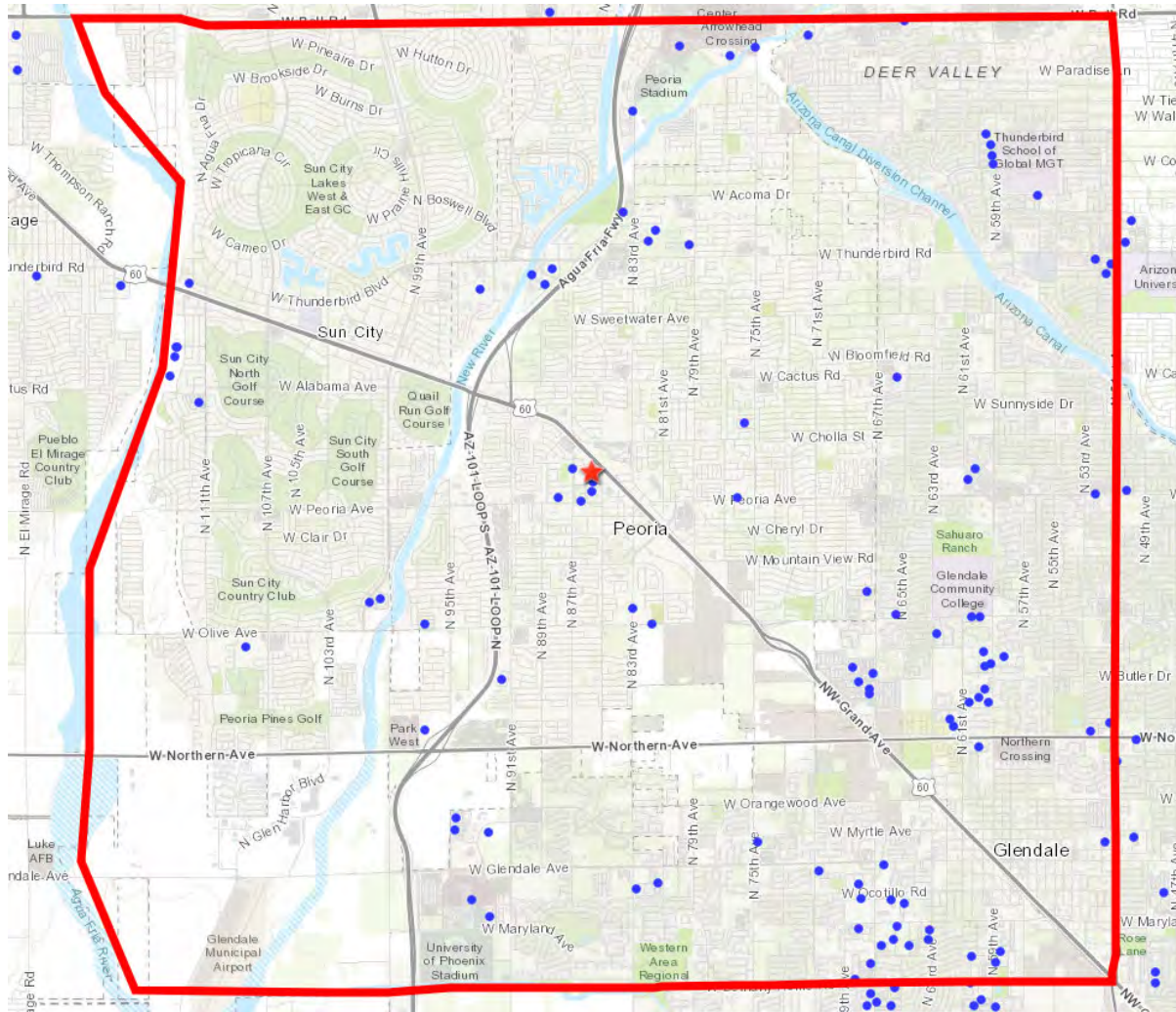
| <b>New Home Closings</b><br><b>February 2020 - January 2021</b><br><b>Primary Market Area</b> |              |                  |               |                  |
|-----------------------------------------------------------------------------------------------|--------------|------------------|---------------|------------------|
| <b>Master Plan/Subdivision</b>                                                                | <b>Sales</b> | <b>Avg Price</b> | <b>Avg SF</b> | <b>Avg \$/SF</b> |
| 71 OAKS                                                                                       | 20           | \$603,745        | 2,669         | \$236            |
| BELLA BRISA                                                                                   | 6            | \$376,357        |               |                  |
| CADENCE AT PARK PASEO                                                                         | 4            | \$348,594        | 2,443         | \$143            |
| CAMELBACK VILLAGE                                                                             | 5            | \$357,183        | 2,041         | \$175            |
| GARDEN GROVE/EXPEDITION                                                                       | 40           | \$424,826        | 2,822         | \$153            |
| LUKE LANDING                                                                                  | 4            | \$301,237        | 2,105         | \$130            |
| MARBELLA RANCH 2-1/2-2                                                                        | 16           | \$293,525        | 2,014         | \$149            |
| MARBELLA RANCH I                                                                              | 6            | \$293,423        | 1,856         | \$156            |
| MARBELLA RANCH PARCEL 4/CLASSIC                                                               | 9            | \$302,455        |               |                  |
| NORTHERN RIDGE ESTATES                                                                        | 11           | \$326,060        | 1,431         | \$174            |
| POSITANO                                                                                      | 53           | \$336,534        | 2,015         | \$167            |
| SPARROW RANCH                                                                                 | 3            | \$474,427        | 2,366         | \$201            |
| TIERRA BUENA/DRH                                                                              | 1            | \$315,000        | 2,082         | \$151            |
| TRENTON PARK                                                                                  | 21           | \$316,896        | 2,039         | \$163            |
| VISTA DIAMANTE AT CAMELBACK RANCH                                                             | 2            | \$377,129        | 2,312         | \$166            |
| WEST POINTE ESTATES/OLIVE GROVE - CANYON                                                      | 59           | \$296,209        |               |                  |
| WEST POINTE VILLAGE/OLIVE GROVE - PEAK                                                        | 42           | \$340,814        | 2,148         | \$138            |
| WESTGATE VILLAGE/CADENCE                                                                      | 41           | \$334,801        | 2,062         | \$151            |
| CUSTOM - NW                                                                                   | 7            | \$292,700        | 1,702         | \$168            |
| CUSTOM - SW                                                                                   | 3            | \$417,333        | 2,208         | \$179            |
| <b>Grand Total</b>                                                                            | <b>353</b>   | <b>\$352,065</b> | <b>2,214</b>  | <b>\$163</b>     |
| Source: RL Brown                                                                              |              |                  |               |                  |



### **Multifamily**

There are currently 97 apartment communities consisting of at least 50 units in the Primary Market Area totaling 18,273 total apartment units. Most of the communities were built prior to 2010 but there are also 10 communities that have been recently built in the last seven years. Currently vacancy is strong at 6.7% (only 3.8% for stabilized apartment communities) compared to 6.7% across the County. This is considered nearly fully occupied and vacancy rate among stabilized properties indicates that there is strong demand for new rental units.

**Exhibit 5.2 – Apartment Communities**



#### **5.3.1 Site Analysis**

The table and map on the following pages detail the subject site's proximity to community services. Distances are expressed as straight-line measurements. Nearly every major desired amenity can be found within two miles or less of the subject site, including major employers, schools, a hospital, urgent care, parks, library, recreation centers, shopping, childcare, groceries, bank, and pharmacy.



| Community Services                            |                                    |                                      |
|-----------------------------------------------|------------------------------------|--------------------------------------|
| COMMUNITY SERVICE                             | NAME                               | TRAVEL DISTANCE FROM SITE (IN MILES) |
| MAJOR HIGHWAY(S)                              | U.S. 60                            | 0.05                                 |
|                                               | Loop 101                           | 0.54                                 |
| PUBLIC BUS STOP                               | Route 106 West                     | 0.66                                 |
|                                               | Route 106 East                     | 0.68                                 |
| SCHOOLS:                                      |                                    |                                      |
| ELEMENTARY/MIDDLE                             | Cheyenne Elementary School         | 0.22                                 |
| HIGH                                          | Peoria High School                 | 0.74                                 |
| SENIOR CENTER                                 | Peoria Community Center            | 1.09                                 |
| HOSPITAL                                      | Banner Boswell Medical Center      | 2.08                                 |
| URGENT CARE/FEDERALLY QUALIFIED HEALTH CENTER | Banner Urgent Care                 | 2.09                                 |
| RECREATIONAL FACILITIES                       | Peoria Sports Complex              | 2.98                                 |
|                                               | AZ Ice Peoria                      | 2.59                                 |
|                                               | Scotland Yard Dog Park             | 0.46                                 |
|                                               | Sky Zone Trampoline Park           | 0.64                                 |
|                                               | Shooter's World of Peoria          | 0.38                                 |
|                                               | Theater Works                      | 0.93                                 |
| PUBLIC PARK                                   | Scotland Yard Park                 | 0.42                                 |
| PUBLIC LIBRARY                                | Peoria Public Library              | 1.13                                 |
| CHILD CARE CENTER                             | Peoria Avenue Preschool            | 0.75                                 |
| FULL SERVICE GROCERY                          | Safeway, Walmart                   | 0.80                                 |
| MAJOR EMPLOYERS/ EMPLOYMENT CENTERS:          | City of Peoria                     | 1.27                                 |
|                                               | Immanuel Campus of Care            | 1.23                                 |
|                                               | Banner Boswell Medical Center      | 2.08                                 |
| SHOPPING CENTER/MALL                          | Cactus Square                      | 1.80                                 |
| POLICE                                        | Peoria Police Department           | 1.33                                 |
| FIRE                                          | Gene Mason Fire Station 191        | 1.28                                 |
| OTHER:                                        | Desert Diamond Casino              | 2.95                                 |
|                                               | Huntington University Arizona      | 2.71                                 |
|                                               | Glendale Community College         | 3.72                                 |
| CONVENIENCE STORE                             | Cristian Marrero Convenience Store | 0.28                                 |
| DISCOUNT DEPT STORE                           | Walmart Supercenter                | 0.78                                 |
| PHARMACY                                      | Walgreens                          | 0.65                                 |
| POST OFFICE                                   | United States Postal Service       | 0.79                                 |
| BANK                                          | U.S. Bank Branch                   | 0.77                                 |



### 5.3.2 Absorption

Absorption data for recently completed properties offers some valuable insight as to how absorption may perform at a proposed apartment site. Of the newly built communities with more than one quarter of absorption performance, average monthly lease-up rates ranged from 8.0 units per month (Lofts at Westgate) to 17.8 units per month (Villa Vita). The cumulative average lease up rate of all properties is 15.2 units per month.

Assuming that the rent structure and amenities for a proposed apartment meets market demand, based on the absorption history of other properties and the site's location, the proposed apartments should reasonably expect an absorption rate of 15 to 20 units per month.

| Absorption History                             |           |             |         |         |         |         |         |         |         |         |         |         |         |         |              |
|------------------------------------------------|-----------|-------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------|
| Primary Market Area Properties                 |           |             |         |         |         |         |         |         |         |         |         |         |         |         |              |
| Historical Vacancy Rates                       |           |             |         |         |         |         |         |         |         |         |         |         |         |         |              |
| Property                                       | Open Date | Total Units | 2018 Q1 | 2018 Q2 | 2018 Q3 | 2018 Q4 | 2019 Q1 | 2019 Q2 | 2019 Q3 | 2019 Q4 | 2020 Q1 | 2020 Q2 | 2020 Q3 | 2020 Q4 |              |
| Lofts at Westgate                              | Jan-18    | 76          | 82%     | 41%     | 5%      | 8%      | 4%      | 4%      | 11%     | 13%     | 9%      | 8%      | 4%      | 16%     |              |
| Summerly at Zanjero                            | May-18    | 344         | 100%    | 99%     | 80%     | 66%     | 38%     | 16%     | 9%      | 7%      | 4%      | 7%      | 2%      | 5%      |              |
| Ocio Plaza Del Rio                             | Jun-18    | 333         |         | 100%    | 93%     | 78%     | 60%     | 36%     | 11%     | 6%      | 5%      | 6%      | 3%      | 4%      |              |
| Villa Vita                                     | Sep-19    | 183         |         |         |         |         |         |         | 77%     | 49%     | 15%     | 3%      | 3%      | 5%      |              |
| Paradise @ P83                                 | Oct-20    | 352         |         |         |         |         |         |         |         |         |         |         | 100%    | 91%     |              |
| Parc at Roundtree Ranch                        | Oct-20    | 275         |         |         |         |         |         |         |         |         |         |         | 100%    | 84%     |              |
| Occupied Units                                 |           |             |         |         |         |         |         |         |         |         |         |         |         |         |              |
| Property                                       | Open Date | Total Units | 2018 Q1 | 2018 Q2 | 2018 Q3 | 2018 Q4 | 2019 Q1 | 2019 Q2 | 2019 Q3 | 2019 Q4 | 2020 Q1 | 2020 Q2 | 2020 Q3 | 2020 Q4 |              |
| Lofts at Westgate                              | Jan-18    | 76          | 14      | 45      | 72      | 70      | 73      | 73      | 68      | 66      | 69      | 70      | 73      | 64      |              |
| Summerly at Zanjero                            | May-18    | 344         |         | 3       | 69      | 117     | 213     | 289     | 313     | 320     | 330     | 320     | 337     | 327     |              |
| Ocio Plaza Del Rio                             | Jun-18    | 333         |         |         | 23      | 73      | 133     | 213     | 296     | 313     | 316     | 313     | 323     | 320     |              |
| Villa Vita                                     | Sep-19    | 183         |         |         |         |         |         |         | 42      | 93      | 156     | 178     | 178     | 174     |              |
| Paradise @ P83                                 | Oct-20    | 352         |         |         |         |         |         |         |         |         |         |         |         | 32      |              |
| Parc at Roundtree Ranch                        | Oct-20    | 275         |         |         |         |         |         |         |         |         |         |         |         | 44      |              |
| Avg Monthly Absorption Rate                    |           |             |         |         |         |         |         |         |         |         |         |         |         |         |              |
| Property                                       | Open Date | Total Units | 2018 Q1 | 2018 Q2 | 2018 Q3 | 2018 Q4 | 2019 Q1 | 2019 Q2 | 2019 Q3 | 2019 Q4 | 2020 Q1 | 2020 Q2 | 2020 Q3 | 2020 Q4 | Lease up Avg |
| Lofts at Westgate                              | Jan-18    | 76          | 5       | 10      | 9       | -       | -       | -       | -       | -       | -       | -       | -       | -       | 8.0          |
| Summerly at Zanjero                            | May-18    | 344         |         | 2       | 22      | 16      | 32      | 25      | 8       | 2       | -       | -       | -       | -       | 17.5         |
| Ocio Plaza Del Rio                             | Jun-18    | 333         |         |         | 8       | 17      | 20      | 27      | 28      | 6       | -       | -       | -       | -       | 17.4         |
| Villa Vita                                     | Sep-19    | 183         |         |         |         |         |         |         | 42      | 17      | 21      | 7       | -       | -       | 17.8         |
| Paradise @ P83                                 | Oct-20    | 352         |         |         |         |         |         |         |         |         |         |         |         | 11      | 3.5          |
| Parc at Roundtree Ranch                        | Oct-20    | 275         |         |         |         |         |         |         |         |         |         |         |         | 15      | 4.9          |
| Source: RealData, Elliott D. Pollack & Company |           |             |         |         |         |         |         |         |         |         |         |         |         |         |              |

### 5.3.3 Unit Mix & Rents

The following table displays current unit mix, unit size, and rent by floor plan for the 10 most recently built communities. Average rents range from \$1,117 for studio apartments up to \$1,692 for the largest unit type. Average rent per square foot for non-subsidized, market rate apartments range from \$1.32 up to \$1.83. Likely household incomes for tenants of these units ranges from \$38,000 to over \$58,000.

| <b>Floor Plans</b><br><b>Market Area Newly Built Communities</b> |              |         |           |       |         |         |         |
|------------------------------------------------------------------|--------------|---------|-----------|-------|---------|---------|---------|
| Floor Plan                                                       | Inventory    |         | Unit Size |       |         | Rent    |         |
|                                                                  | Units        | % Total | Min       | Max   | Average | Rent    | Rent/SF |
| Studio                                                           | 55           | 2.7%    | 530       | 640   | 610     | \$1,117 | \$1.83  |
| 1Bd/1Ba                                                          | 995          | 48.4%   | 561       | 1121  | 718     | \$1,200 | \$1.67  |
| 2Bd/1Ba                                                          | 12           | 0.6%    | 766       | 1,308 | 842     | \$641   | \$0.76  |
| 2Bd/2Ba                                                          | 836          | 40.7%   | 941       | 1335  | 1,070   | \$1,558 | \$1.46  |
| 3Bd/2Ba                                                          | 157          | 7.6%    | 1,083     | 1,445 | 1,279   | \$1,692 | \$1.32  |
| <b>Total</b>                                                     | <b>2,055</b> |         |           |       |         |         |         |
| Source: RealData Inc.; Elliott D. Pollack & Company              |              |         |           |       |         |         |         |



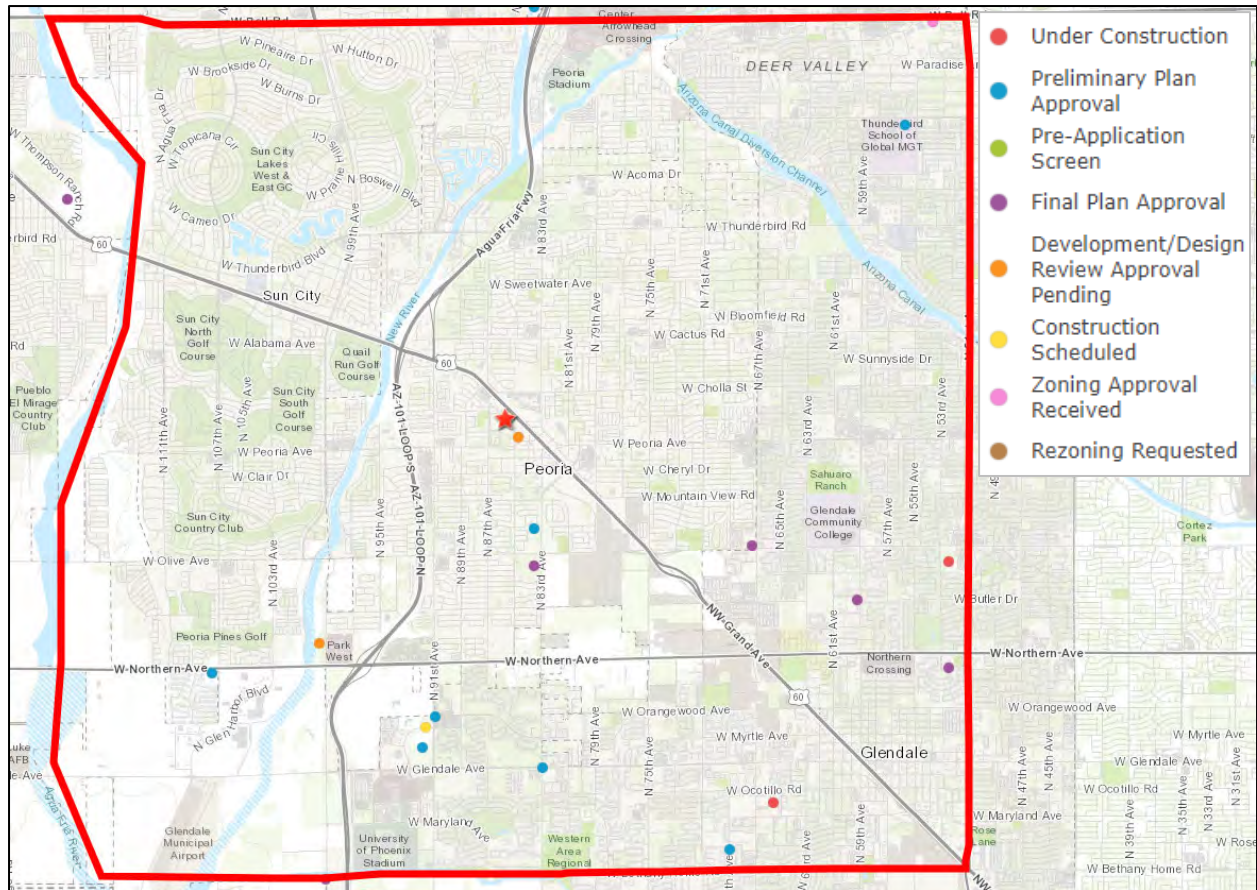
### 5.3.4 Pipeline Projects

Information from City of Peoria, City of Glendale, CBRE, RealData, Inc. and ABI Multifamily was reviewed as part of this study regarding any new apartment complexes that are being planned or were in the Primary Market Area's entitlement process. There were 14 market rate projects identified totaling 2,086 units planned within the PMA. An additional three projects are under construction totaling 505 units.

Grand Commons, totaling 144 units is located within the subject sites. The remaining apartment communities in the apartment pipeline are all located south of the subject sites, half of them south of Northern Avenue. The following table and maps illustrate the details of the identified pipeline of multi-family units.

| Under Construction or Planned Apartments - Primary Market Area                   |                                |              |                                                  |
|----------------------------------------------------------------------------------|--------------------------------|--------------|--------------------------------------------------|
| Name                                                                             | Address                        | Units        | Status                                           |
| <b>Under Construction - Market Rate</b>                                          |                                |              |                                                  |
| Libertad Glendale                                                                | 6529 W Ocotillo Road           | 108          | Open Feb 2021 & Under Construction               |
| <b>Total</b>                                                                     |                                | <b>108</b>   |                                                  |
| <b>Under Construction - Senior</b>                                               |                                |              |                                                  |
| Mera Westgate                                                                    | 7460 N Zanjero Boulevard       | 189          | Under Construction                               |
| <b>Total</b>                                                                     |                                | <b>189</b>   |                                                  |
| <b>Planned</b>                                                                   |                                |              |                                                  |
| 59 Evergreen                                                                     | 8450 N 59th Avenue             | 96           | Final Plan Approval; Dev. Timing Uncertain       |
| Landmark                                                                         | 9160 N 67th Avenue             | 56           | Final Plan Approval; Dev. Timing Uncertain       |
| V Townhomes at Manistee Ranch                                                    | 7959 N 53rd Avenue             | 71           | Final Plan Approval; Dev. Timing Uncertain       |
| Bethany Crossing                                                                 | NEC 69th Ave & Bethany Home Rd | 72           | Preliminary Plan Approval; Dev. Timing Uncertain |
| G83 Plaza                                                                        | 8283 W Glendale Avenue         | 88           | Preliminary Plan Approval; Dev. Timing Uncertain |
| Hangar at Thunderbird, The                                                       | SEC 57th Avenue & Greenway Rd  | 266          | Preliminary Plan Approval; Dev. Timing Uncertain |
| Northern 107 Parcel C                                                            | SEC 107th & Northern Avenues   | 74           | Preliminary Plan Approval; Dev. Timing Uncertain |
| Zanjero                                                                          | 9200 W Glendale Avenue         | 310          | Preliminary Plan Approval; Dev. Timing Uncertain |
| Grand Commons                                                                    | 8455 NW Grand Avenue           | 144          | Development/Design Review Approval Pending       |
| Prescott at Park West, The                                                       | 8128 N 99th Avenue             | 95           | Development/Design Review Approval Pending       |
| 53rd & Bell                                                                      | SWC 53rd Avenue & Bell Rd      | 100          | Zoning Approval Received; Dev. Timing Uncertain  |
| <b>Total</b>                                                                     |                                | <b>1,372</b> |                                                  |
| <b>Single Family Rental</b>                                                      |                                |              |                                                  |
| Village at Olive Marketplace                                                     | 5201 W Olive Avenue            | 208          | Under Construction; Opening Jul 2021             |
| Village at Pioneer Park                                                          | SWC 83rd & Olive Avenues       | 332          | Final Plan Approval; Dev. Timing Uncertain       |
| Bungalows on Orangewood                                                          | 7403 N 91st Avenue             | 193          | Preliminary Plan Approval; Dev. Timing Uncertain |
| CTC on 83rd                                                                      | NWC 83rd & Olive Avenues       | 189          | Preliminary Plan Approval; Dev. Timing Uncertain |
| <b>Total</b>                                                                     |                                | <b>922</b>   |                                                  |
| Source: CBRE; ABI Multi-Family; RealData, Inc.; City of Peoria; City of Glendale |                                |              |                                                  |

## Exhibit 5.3 – Apartment Communities Under Construction & Planned



## 5.4 Single Family Rentals

Single family rental projects are the newest trend in the apartment market. These complexes are built at approximately 12 to 13 units per acre and are comprised of single level detached and duplex units. Common area amenities are consistent with the traditional apartment market and typically include a pool complex, community buildings, and fitness facilities. All complexes have surface parking with covered spaces and each unit has a small backyard. An example of such a complex is shown on the following exhibits.

**Exhibit 5.4 – Single Level Apartment Community Example**



**Exhibit 5.5 – Entry to Single Level Apartment Community**



While there are three primary developers of single-family rental concepts, many additional developers have started to develop single family rental subdivisions and there are numerous additional projects in the development pipeline. The top three builders are NEXmetro (the Avilla brand), BB Living, and Christopher Todd Communities (CTC) have developed the majority of the rental projects in Greater Phoenix. Altogether, there are now at least 40 active projects in the region. The earliest projects started appearing in 2013 and 2014 and they have now become a very competitive product to traditional apartments.

Built in suburban locations to take advantage of lower land prices, the average rent in stabilized complexes is \$1,603 per month. Unit sizes average just under 1,100 square feet and the complexes are attractive to families as well as senior and retired households.

Due to the success of the single-family rental market, Scottsdale-based Taylor Morrison Homes and Christopher Todd Communities formed a partnership to develop luxury rental communities. Under the terms of the agreement, Taylor Morrison will serve as land acquirer, developer, and builder, with Christopher Todd Communities providing its community design and property management consultation.

The following table details all active single family rental communities in Greater Phoenix. As the table illustrates, a substantial number of communities have been developed in just the last two years, including 13 communities in 2020 currently in lease up. Vacancy is just 3.9% among stabilized properties and 17.9% overall. Currently, there are four communities located in the City of Peoria with at least one known project that is proposed.

| Single Family Apartment Communities<br>Greater Phoenix  |                 |              |             |             |            |                |               |              |
|---------------------------------------------------------|-----------------|--------------|-------------|-------------|------------|----------------|---------------|--------------|
| Community                                               | City            | Units        | Acres       | Density     | Year Const | Avg. Rent      | Avg. Rent/SF  | Vacancy Rate |
| BB Living at Higley Park                                | Gilbert         | 150          | 9.4         | 16.0        | 2013       | \$1,849        | \$1.04        | 7%           |
| Casitas at San Marcos I                                 | Chandler        | 112          | 9.6         | 11.7        | 2014       | \$1,617        | \$1.62        | 3%           |
| Casitas at San Marcos II                                | Chandler        | 145          | 10.5        | 13.8        | 2014       | \$1,610        | \$1.61        | 1%           |
| Palm Valley Villas                                      | Goodyear        | 125          | 9.7         | 12.9        | 2015       | \$1,464        | \$1.49        | 2%           |
| Avilla Grace                                            | Chandler        | 194          | 15.8        | 12.3        | 2016       | \$1,647        | \$1.73        | 2%           |
| Santana Ridge                                           | Chandler        | 109          | 11.0        | 9.9         | 2016       | \$1,458        | \$1.23        | 2%           |
| Villas at Chandler Heights                              | Chandler        | 116          | 9.5         | 12.2        | 2016       | \$1,626        | \$1.71        | 3%           |
| Vistancia                                               | Peoria          | 136          | 6.3         | 21.6        | 2016       | \$1,586        | \$1.01        | 5%           |
| Avilla Deer Valley                                      | Phoenix         | 125          | 14.3        | 8.7         | 2017       | \$1,739        | \$1.79        | 2%           |
| Avilla Victoria                                         | Queen Creek     | 225          | 18.4        | 12.2        | 2017       | \$1,593        | \$1.68        | 3%           |
| Keller at Town Square                                   | Gilbert         | 152          | 11.2        | 13.6        | 2017       | \$1,802        | \$1.92        | 2%           |
| Village at Heritage Park                                | Buckeye         | 122          | 12.9        | 9.5         | 2017       | \$1,707        | \$0.80        | 5%           |
| Avilla Camelback Ranch                                  | Phoenix         | 127          | 12.3        | 10.4        | 2018       | \$1,468        | \$1.52        | 7%           |
| Avilla Centerra Crossings                               | Goodyear        | 184          | 17.0        | 10.8        | 2018       | \$1,556        | \$1.61        | 5%           |
| Avilla Lehi Crossing                                    | Mesa            | 117          | 10.0        | 11.7        | 2018       | \$1,619        | \$1.70        | 2%           |
| CTC at Country Place                                    | Tolleson        | 154          | 12.8        | 12.0        | 2018       | \$1,326        | \$1.46        | 5%           |
| CTC on Greenway                                         | Surprise        | 136          | 10.6        | 12.8        | 2018       | \$1,511        | \$1.72        | 3%           |
| Villas on Olive                                         | Peoria          | 153          | 12.7        | 12.1        | 2018       | \$1,500        | \$1.57        | 2%           |
| Elux at Tramonto                                        | Phoenix         | 138          | 9.5         | 14.5        | 2018       | \$1,495        | \$1.32        | 9%           |
| Hampton East                                            | Mesa            | 143          | 6.9         | 20.7        | 2018       | \$1,476        | \$1.52        | 5%           |
| Avilla Meadows                                          | Surprise        | 127          | 10.8        | 11.7        | 2019       | \$1,632        | \$1.70        | 8%           |
| CTC at Marley Park                                      | Surprise        | 173          | 13.4        | 12.9        | 2019       | \$1,575        | \$1.77        | 3%           |
| CTC at Stadium                                          | Glendale        | 313          | 22.7        | 13.8        | 2019       | \$1,478        | \$1.68        | 3%           |
| CTC on Camelback                                        | Litchfield Park | 167          | 13.5        | 12.4        | 2019       | \$1,562        | \$1.67        | 8%           |
| Village at Brighton Place                               | Chandler        | 53           | 6.5         | 8.2         | 2019       | \$1,834        | \$1.42        | 2%           |
| Avilla Paseo                                            | Phoenix         | 89           | 7.3         | 12.2        | 2020       | \$1,625        | \$1.71        | 3%           |
| BB Living at Val Vista                                  | Gilbert         | 217          | 21.3        | 10.2        | 2019       | \$2,003        | \$1.10        | 38%          |
| Avilla Gateway                                          | Phoenix         | 127          | 19.1        | 6.7         | 2020       | \$1,464        | \$1.55        | 20%          |
| BB Living at Eastmark                                   | Mesa            | 132          | 11.3        | 11.7        | 2020       | \$1,998        | \$1.12        | 20%          |
| Bungalows On Jomax                                      | Phoenix         | 141          | 12.4        | 11.4        | 2020       | \$1,534        | \$1.53        | 34%          |
| CTC at Estrella Commons                                 | Goodyear        | 286          | 22.3        | 12.8        | 2020       | \$1,415        | \$1.61        | 33%          |
| CTC on Happy Valley                                     | Peoria          | 222          | 19.1        | 11.6        | 2020       | \$1,530        | \$1.75        | 11%          |
| CTC on Mountain View                                    | Surprise        | 217          | 16.9        | 12.8        | 2020       | \$1,378        | \$1.56        | 73%          |
| Village at Hampton Court                                | Gilbert         | 56           | 6.5         | 8.7         | 2020       | \$1,837        | \$1.52        | 84%          |
| Village at Harvard Crossing                             | Goodyear        | 184          | 14.8        | 12.4        | 2020       | \$1,459        | \$1.62        | 38%          |
| Village Greens of Queen Creek                           | Queen Creek     | 50           | 3.7         | 13.7        | 2020       | \$1,656        | \$1.59        | 26%          |
| Encanto Cactus Park                                     | Glendale        | 53           | 2.6         | 20.1        | 2020       | \$1,660        | \$1.24        | 26%          |
| Reserve at Westpark, The                                | Buckeye         | 116          | 18.6        | 6.2         | 2020       | \$1,680        | \$1.02        | 43%          |
| Elux at Norterra                                        | Phoenix         | 212          | 17.1        | 12.4        | 2020       | \$1,689        | \$1.55        | 94%          |
| Senderos at South Mountain                              | Phoenix         | 96           | 5.1         | 18.8        | 2020       | \$1,831        | \$1.55        | 54%          |
| <b>Total</b>                                            |                 | <b>5,894</b> | <b>495</b>  |             |            |                |               |              |
| <b>Average</b>                                          |                 | <b>147</b>   | <b>12.4</b> | <b>12.5</b> |            |                |               |              |
| <b>Avg. Rent &amp; Vacancy - All Communities</b>        |                 |              |             |             |            | <b>\$1,594</b> | <b>\$1.53</b> | <b>17.9%</b> |
| <b>Avg. Rent &amp; Vacancy - Stabilized Communities</b> |                 |              |             |             |            | <b>\$1,580</b> | <b>\$1.56</b> | <b>3.9%</b>  |
| Source: RealData Inc.; Elliott D. Pollack & Company     |                 |              |             |             |            |                |               |              |



## 5.5 Projections

The Primary Market Area are expected to continue to add a substantial number of new residents. ESRI projects 5,743 new households in the Primary Market Area over the next five years. This equates to at least 1,149 housing units per year.

Over the longer term, according to Maricopa Association of Governments (MAG), 8,610 new households are expected over the next 10 years (assuming the current 2.56 persons per household). This equates to 0.8% annual growth and 861 new households per year. From 2030 to 2040, MAG forecasts 5,088 additional new households (0.5% average annual growth) and 4,949 new households from 2040 to 2055. Modest growth is also likely beyond 2055.

| Population Projections<br>Primary Market Area                                |         |         |         |         |         |
|------------------------------------------------------------------------------|---------|---------|---------|---------|---------|
|                                                                              | 2020    | 2030    | 2040    | 2050    | 2055    |
| <b>Total Population</b>                                                      | 257,395 | 279,436 | 292,460 | 301,246 | 305,129 |
| <b>Growth</b>                                                                | 7,623   | 22,041  | 13,024  | 8,786   | 3,883   |
| <b>% Growth</b>                                                              | 3.1%    | 8.6%    | 4.7%    | 3.0%    | 1.3%    |
| <b>Avg Annual % Growth</b>                                                   | 1.5%    | 0.8%    | 0.5%    | 0.3%    | 0.3%    |
| <b>New Households</b>                                                        | 2,978   | 8,610   | 5,088   | 3,432   | 1,517   |
| Source: Maricopa Association of Governments Socioeconomics Projections, 2019 |         |         |         |         |         |

## 5.6 Demand Estimate and Analysis

As noted above, current projections for the Primary Market Area estimate 1,149 new households each year over the next 5 years. Based on the mix of renters and owners (37.8% renters), this equates to 434 new renter households added to the market area each year over the next 5 years (2,170 total renter households). The remaining households are expected to be homeowners, though the area could experience a more significant shift towards renters.

As noted above, there are three rental communities under construction and several more planned in the market area that would potentially compete with any newly proposed rental units. However, many of the units are in some stage of planning with development timing uncertain.

The three apartment projects under construction represent approximately 480 units of rental supply (up to 95% occupancy). This would exceed current expected demand over the following year, at which time additional rental units would be demanded again. There are also an additional



2,086 apartment units planned (1,982 at 95% occupancy), though development timing is uncertain.

The proposed project is not restricted to new residents alone and can also capture tenants from among the large pool of current renters in the market area in addition to projected future demand. There are 13,773 current renter households in the Primary Market Area making at least \$50,000. With renter turnover in the region likely averaging 20-30%, as many as 2,755 to 4,130 renters choose to move on an annual basis to a different residence after their lease expires. The subject property would be offering some of the newest units in the market area.

The analysis also does not consider potential demand from current owners who could become renters. The second largest age cohort of renters after Millennials are Baby Boomers. This age group is largely made up of owners, but a growing share are selling their largest asset and becoming renters.

The project will also have the opportunity to capture renters living throughout the West Valley and beyond. Nearly 32,100 employees commute into Peoria to work each day and may consider the subject property once these new units become available.

## **5.7 Conclusions**

The advantages of a proposed rental project are the following:

- There are no major negative attributes of the neighborhoods surrounding the subject sites that would detract from the marketability of a proposed apartment community. Ample commercial and recreational amenities can be found within a short driving distance of the site.
- The property is located within a short distance and quick access to transportation infrastructure including Grand Avenue and the Loop 101. Major employers and shopping centers in the region are close to the subject site.
- The market area is expected to continue to grow in population and employment for the near and long term.
- The proposed project may also be able to draw residents who live outside of the market area in other west valley communities but work within Peoria. This represents nearly 32,100 additional households. This is especially true for the estimated 7,600 workers who commute over 25 miles each way.

The proposed projects would join several others in competition for renters within the market



area. Fortunately, the rental market appears to be well-occupied and near equilibrium in terms of vacancy. With the development timing uncertain for several projects identified in the planning stages, there is a significant advantage to being the first project in the ground which tends to delay or eliminate competing projects from entering the market area.

Based on the current renter base, vacancy levels, future income-qualified renters, and the pipeline of apartments under construction or planned, we do not believe that new rental units should have any significant issue being absorbed in the market when they are completed. However, if all the identified projects being planned are developed, including those planned at the subject site, it could potentially lead to a softening of occupancy and rents for a period until all excess units are eventually absorbed. However, if it maintains its current rate of growth, the market should be able to continue to absorb a substantial number of rental units over the next several years. According to ESRI forecasts, the combined apartment units under construction and planned could all be absorbed in under 6 years.

Depending on initial lease-up performance and the pace of apartment construction in the area, concessions such as reduced first month rent, move-in specials, or other short-term financial incentives may be required. However, it is the opinion of this firm that rents should be set in line with those previously published found within the market area.



## 6.0 Findings & Conclusions

The following are major findings and conclusions with respect the current land use designations and zoning of the subject sites.

### Retail

The retail marketplace has been significantly impacted by recent business cycles, e-commerce, and the rise of supercenters and warehouse clubs. For Greater Phoenix, the Great Recession resulted in much slower population and employment growth and retailers have become much more cautious planning for new stores. Some ten years after the end of the recession, retail development has not returned to prior construction levels. This trend may continue for the foreseeable future, especially with the recent impacts of the COVID-19 pandemic and will impact properties currently designated for commercial development.

Retail void analysis suggests that there are 16 retail or consumer service categories that are missing or have a lower representation per household in a 3-mile radius surrounding the subject site compared to the retail composition of the 5-mile radius. After normalizing the results for population, the largest gap is in the financial sector (ATMs, insurance agencies, real estate agencies, tax preparation services, commercial banks, and credit unions), followed closely by restaurants. Voids were also identified for barbers and beauty salons, grocery stores, coffee shops, dessert shops, juice bars, bakeries, pharmacies, sporting goods, and car washes. In total, the analysis concluded approximately 153 businesses in various categories should be located in the 3-mile market area to be placed on par with the larger 5-mile region.

| Void Analysis by Business Type         |    |                   |    |                         |   |
|----------------------------------------|----|-------------------|----|-------------------------|---|
| Financial                              | 56 | Restaurants       | 46 | Shoes - Retail          | 7 |
| ATM                                    | 17 | Full Service      | 35 | Barbers                 | 6 |
| Insurance Agencies & Brokerages        | 10 | Limited Service   | 10 | Car Washing & Polishing | 3 |
| Real Estate Agents & Brokers           | 10 | Bars              | 1  | Pharmacies              | 2 |
| Financial Advisory Services            | 7  | Ice Cream Parlors | 4  | Home Improvements       | 2 |
| Tax Preparation                        | 1  | Coffee Shops      | 4  | Optometrists            | 1 |
| Commercial Banking                     | 2  | Juice Bars        | 3  | Sporting Goods - Retail | 1 |
| Credit Unions                          | 6  | Grocers - Retail  | 4  | TOTAL153                |   |
| Investment Advice                      | 2  | Bakers - Retail   | 3  |                         |   |
| Trust, Fiduciary, & Custody Activities | 1  | Beauty Salons     | 12 |                         |   |
| Source: ESRI Business Analyst, 2020    |    |                   |    |                         |   |



In terms of potential big box tenants, there are retail voids in categories such as grocery stores, pharmacies, and sporting goods that could fill a big box site. In addition, while the analysis did not show a void, there could also be potential big box tenants for a hardware store or a fitness center. The void analysis indicated that the 3-mile radius had an equivalent number of these businesses compared to the reference area, but it did not indicate an oversupply, which could induce a competitor into the area.

Comparing big box voids to competitors already in the PMA, it appears that many can be found within a short driving distance to the subject sites. In terms of grocery stores, Walmart, Safeway, and Fry's are all located nearby, and an alternative grocery brand may find these competitors to be too close to the subject sites to want to develop, in addition to the other drawbacks of the subject sites themselves. Similarly, sporting goods, home improvement, and pharmacies are all located nearby in larger shopping centers at major intersections or within the large power center along the Loop 101 freeway and Peoria Avenue.

Today, retail space far exceeds the local demand within the Primary Market Area, which indicates the presence of regional serving retail. This is also logical given proximity to Loop 101 and access to larger populations. Given the mix of local serving retail, restaurants, and regional serving retail currently present in the market area, it appears that the area potentially contains excess vacancy. Future retail development will be dependent on new residential growth in the area.

The analysis also identified approximately 21,100 square feet of retail under construction in the Primary Market Area in one development. A substantial number of projects have also been proposed, ranging from small standalone pads to neighborhood centers, totaling 351,800 square feet. However, the development status for these projects is unknown and the pandemic may further delay any planned centers. Prior to the pandemic, the Market Area had experienced negative net absorption over the past two years.

The most recent population forecast for the Primary Market Area is for growth of 8,610 new households over the next ten years and a combined 17,130 new households by 2050. New demand for local serving retail for these new households will total approximately 107.4 acres, or 841,950 square feet of building space through 2050. However, there is currently over 1.1 million square feet of vacant retail space in existing retail centers today which could accommodate all of the expected future demand through 2050. Considering only excess vacancy (vacancy over 5%), there is approximately 450,000 square feet of excess retail vacancy in the market area which could absorb the next decade of retail demand growth. In addition, there is 372,900 square feet of retail development proposed within the market area.

| Retail Supply/Demand Forecast<br>Primary Market Area                                       |         |         |         |                  |
|--------------------------------------------------------------------------------------------|---------|---------|---------|------------------|
|                                                                                            | 2030    | 2040    | 2050    | 30-Year Total    |
| <b>Demand</b>                                                                              |         |         |         |                  |
| Household Growth                                                                           | 8,610   | 5,088   | 3,432   | <b>17,130</b>    |
| New Retail Demand (acres)                                                                  | 54.0    | 31.9    | 21.5    | <b>107.4</b>     |
| New Retail Demand (SF)                                                                     | 423,185 | 250,077 | 168,684 | <b>841,950</b>   |
| <b>Supply (Available for Additional Retail Development)</b>                                |         |         |         |                  |
|                                                                                            |         |         |         | <b>SF</b>        |
| Existing Retail Centers                                                                    |         |         |         | <b>1,100,000</b> |
| Under Construction or Proposed                                                             |         |         |         | <b>372,900</b>   |
| <b>TOTAL</b>                                                                               |         |         |         | <b>1,472,900</b> |
| Sources: MAG, 2019; U.S. Consumer Expenditure Survey; AZ DOA; Elliott D. Pollack & Company |         |         |         |                  |

Demand for retail services along the Grand Avenue Corridor is insufficient to trigger significant new retail projects without new residential growth. Indeed, retail vacancy in the PMA indicates an 8.0% vacancy rate which suggests excess vacancy. The Loop 101 and the Primary Market Area is also well represented by major retailers. While there are voids in the immediate area, retailers are likely deterred by the abundance of retail options within four miles of the subject sites.

The Primary Market Area opportunities for conventional retail development are limited. Competitors to the big box voids identified above are all present in the market area and the subject sites are at a competitive disadvantage to those located along the freeway or at an intersection with better access and visibility. Current prospects for retail development result from proximity to Grand Avenue. Retail opportunities for the sites are concentrated on:

- Retail pads for fast food restaurants or coffee shops that would cater to employees working in the area and vehicles traffic passing through the area along Grand Avenue. These pads could also be attractive to local business and consumer services tenants such as commercial banks or credit unions, car washes, etc.
  - o The effects of COVID-19 have highlighted the advantages of drive-thru development sites. Site design should consider adding drive-thru locations wherever feasible to increase new commercial opportunities in the corridor.
- Shop space that would provide additional opportunities for fast food, desserts, or fast casual dining chains that do not develop their own free-standing restaurants. These restaurants would likely have limited hours, focusing on breakfast and lunch rather than dinner. Shop spaces could also be attractive to other consumer services identified in the void analysis such as financial services, barbers, nail salons, hair salons, and small healthcare practices.



## **Office**

The office market is highly concentrated in Greater Phoenix in locations that have freeway access, amenities, and proximity to labor. Approximately 80% of all office space is concentrated in three cities – Phoenix, Scottsdale, and Tempe. Class A office space is even more highly concentrated within these three cities with 91% of total Class A square footage. Freeway access and visibility along with proximity to a talented workforce are factors that are changing the way in which the office market is developing. This will likely focus demand for office space along the region’s major freeways such as the Loop 101, Loop 202, Loop 303, and I-10.

The Northwest Valley office market of Greater Phoenix is immature relative to more established office markets, with limited office space compared to other regions of Greater Phoenix. Combined, the Glendale and Arrowhead submarkets (based on the Colliers International office database), which includes the Grand Avenue corridor between Peoria and 87<sup>th</sup> Avenues, only account for approximately 3.7% of the total Greater Phoenix office inventory.

The two primary locations for office development in the Northwest Valley today are the P83 Entertainment District and the Westgate Entertainment District. In particular, the P83 District is a walkable, mixed use area that has an extensive range of hotel, retail, and restaurant offerings that will attract both users and developers. Other locations that may become competitive in the future include sites in Goodyear near I-10 and Estrella Parkway and in Surprise along the Loop 303 near Cactus Road. Both of these sites were formerly considered locations for regional retail development which ultimately did not come to fruition due to the Great Recession and over the past year from the coronavirus pandemic.

There are several real estate categories related to healthcare, including medical office, hospitals, skilled nursing facilities, assisted living, congregate senior housing, rehabilitation centers, and other healthcare facilities. In the Primary Market Area, there is over 7.5 million square feet of healthcare real estate. Of the total, there is just under 2.7 million square feet of medical office. Current vacancy within medical office in the PMA is 11.2% or just under 300,000 square feet of vacant medical office space.

There is also 267,000 square feet of medical office proposed in the market area, including Westgate Healthcare Campus and Desert Harbor Medical Commons. In addition to these projects in the development pipeline, there is a newly opened Valleywise Health Center located just south of the subject sites.

The Valleywise Comprehensive Health Center, located just south of the subject sites along Grand Avenue, will be a 126,000-square-foot facility. It will open in two phases and will offer services not currently available through other Valleywise Community Health Centers in the western



portion of Maricopa County. Available immediately are primary and pediatric care, women's obstetrics, cardiology, dental, dialysis, pharmacy services, general surgery, orthopedics, podiatry, gastrointestinal, audiology, diagnostic imaging and laboratory services will be available to the public.

The new comprehensive health center is also host to a Family Learning Center which provides guidance and resources to improve the health of families in the Peoria and Northwest Valley. The learning center will include classes on nutrition, parenting tips, and information on insurance options.

In addition to the Valleywise Health Center itself providing a comprehensive list of medical services, there are plans for medical office surrounding the campus itself. This limits any additional opportunities for medical office development at the subject sites.

The Grand Avenue corridor between Peoria and 83<sup>rd</sup> Avenues is at best considered a second-tier site for office development due to:

- Its location away from the Loop 101 freeway. These sites are at a competitive disadvantage to sites with freeway frontage or visibility.
- The lack of an office inventory in the area today and lack of available land to create a critical mass of office development in order to establish a district and identity
- The modest demographic characteristics of the population in the PMA.
- The lack of local amenities including restaurants and retail services that office developers typically desire for their tenants.
- Development of the 126,000 square foot Valleywise Comprehensive Health Center and planned medical office space surrounding this center as well as two other proposed projects totaling 267,000 square feet eliminates additional medical office prospects at the subject sites.

### **Residential**

The residential analysis concluded that the subject site would be a good candidate for a new apartment project. Currently, vacancy is low at 6.7% (only 3.8% for stabilized apartment communities) compared to 6.7% across the County. This is considered nearly fully occupied and vacancy rate among stabilized properties indicates that there is strong demand for new rental units.

Current projections for the Primary Market Area estimate 1,149 new households each year over the next 5 years. Based on the mix of renters and owners (37.8% renters), this equates to 434



new renter households added to the market area each year over the next 5 years (2,170 total renter households). The remaining households are expected to be homeowners, though the area could experience a more significant shift towards renters.

As noted above, there are three rental communities under construction and several more planned in the market area that would potentially compete with any newly proposed rental units. However, many of the units are in some stage of planning with development timing uncertain.

The three apartment projects under construction represent approximately 480 units of rental supply (up to 95% occupancy). This would exceed current expected demand over the following year, at which time additional rental units would be demanded again. There are also an additional 2,086 apartment units planned (1,982 at 95% occupancy), though development timing is uncertain.

The proposed project is not restricted to new residents alone and can also capture tenants from among the large pool of current renters in the market area in addition to projected future demand. There are 13,773 current renter households in the Primary Market Area making at least \$50,000. With renter turnover in the region likely averaging 20-30%, as many as 2,755 to 4,130 renters choose to move on an annual basis to a different residence after their lease expires. The subject property would be offering some of the newest units in the market area.

The analysis also does not consider potential demand from current owners who could become renters. The second largest age cohort of renters after Millennials are Baby Boomers. This age group is largely made up of owners, but a growing share are selling their largest asset and becoming renters.

The project would also have the opportunity to capture renters living throughout the West Valley and beyond. Nearly 32,100 employees commute into Peoria to work each day and may consider the subject property once these new units become available.

The advantages of a proposed rental project are the following:

- There are no major negative attributes of the neighborhoods surrounding the subject sites that would detract from the marketability of a proposed apartment community. Ample commercial and recreational amenities can be found within a short driving distance of the site.
- The property is located within a short distance and quick access to transportation infrastructure including Grand Avenue and the Loop 101. Major employers and shopping centers in the region are close to the subject site.



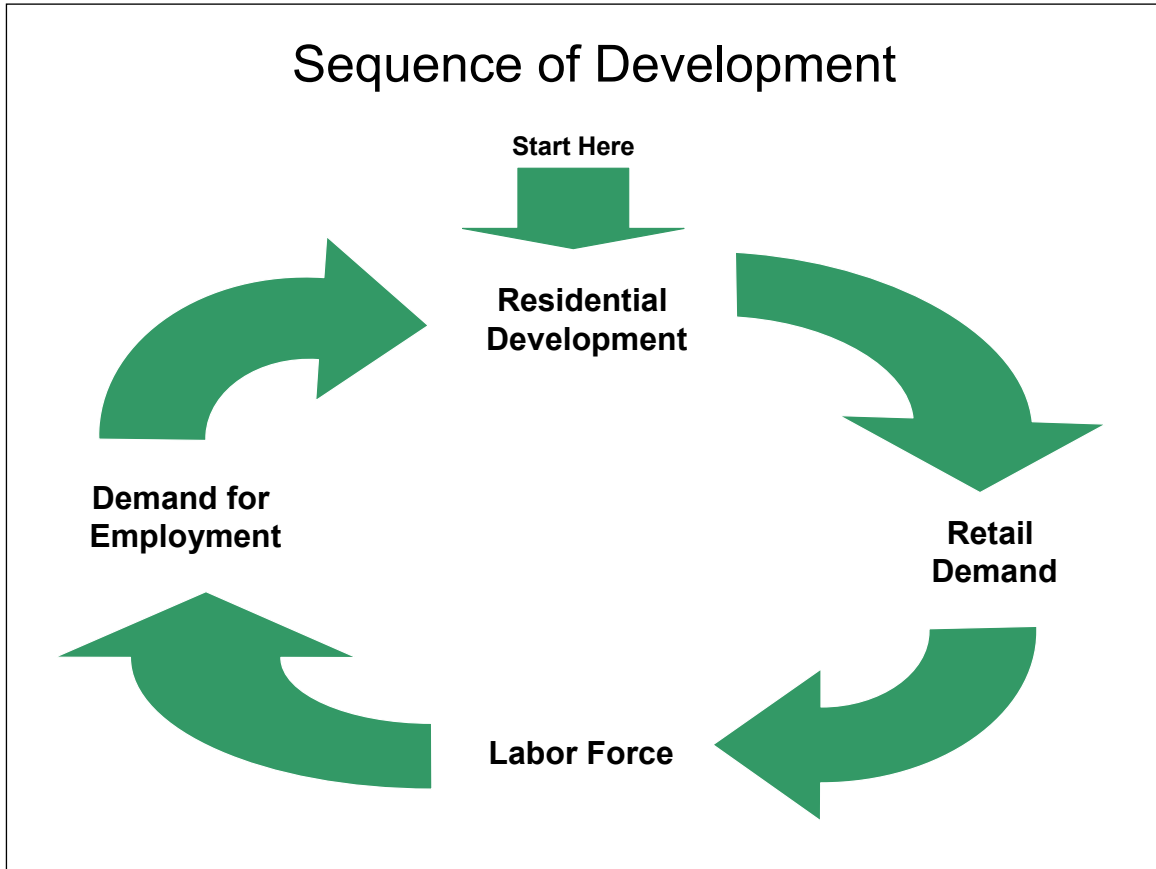
- The market area is expected to continue to grow in population and employment for the near and long term.
- The proposed project may also be able to draw residents who live outside of the market area in other west valley communities but work within Peoria. This represents nearly 32,100 additional households. This is especially true for the estimated 7,600 workers who commute over 25 miles each way.

The proposed projects would join several others in competition for renters within the market area. Fortunately, the rental market appears to be well-occupied and near equilibrium in terms of vacancy. With the development timing uncertain for several projects identified in the planning stages, there is a significant advantage to being the first project in the ground which tends to delay or eliminate competing projects from entering the market area.

Based on the current renter base, vacancy levels, future income-qualified renters, and the pipeline of apartments under construction or planned, we do not believe that new rental units at the subject site should have any significant issue being absorbed in the market when they are completed. However, if all the identified projects being planned are developed, including those planned at the subject site, it could potentially lead to a softening of occupancy and rents for a period until all excess units are eventually absorbed. If the PMA maintains its current rate of growth, the market should be able to continue to absorb a substantial number of rental units over the next several years. According to ESRI forecasts, the combined apartment units under construction and planned could all be absorbed in under 6 years.

More residential developments within the immediate area will also help to support the retail assets within the City of Peoria. Despite the obvious surplus in most of the retail categories, each new additional resident will create demand for additional local serving retail. Continued residential development in all forms within the market area will be critical to the eventual success of existing retail assets and additional commercial development. As the following graphic helps to illustrate, local residents will be the main source of retail demand and also provide a local workforce for office development. This residential development must come first, eventually building to a critical mass of residents to attract additional retailers.

**Exhibit 6.1 – Sequence of Development Flowchart**



In our opinion, the rezoning of a portion of the subject site to residential uses will not affect the City of Peoria’s efforts to continue to attract new commercial and employment to the community. The City has a significant inventory of commercial and employment space and vacant land that will provide for the long-term economic health of the community. Finally, by introducing residential products into the area, the City will be able to accommodate anticipated new growth over the next few decades and those new residents will support existing and planned commercial development.

We do not believe that additional residential development at this location will harm the city’s efforts to continue to attract high-wage businesses or commercial development to the community based on available land compared to expected job growth. Vacant commercial land across the city will be able to accommodate forecasted growth and demand for the foreseeable future.

The demographics and household incomes of the area are modest in comparison to other portions of Peoria, but they are not necessarily a deterrent to commercial development. There is substantial commercial development located four to five miles from the subject sites with similar incomes. However, the location of the sites as an infill area in an older part of the city gives

prospective investors the perception of an area that has been passed over and has had no new or renewed interest. New high density residential development would help to improve both the demographic characteristics of the immediate area and promote additional retail and restaurant opportunities by virtue of new population growth and increased disposable income in the area. As noted in the report, the intersection of 83<sup>rd</sup> Avenue and Olive as well as 51<sup>st</sup> Avenue and Olive Are good local examples of introducing new residential development and spurring commercial development because of residential growth.

There are site specific characteristics that have created barriers for new investment, despite aggressive marketing efforts by the city's development partner SJ Acquisitions. This includes the fact that the sites are a mid-mile location with no intersection or hard corners that are attractive to retailers in terms of access and visibility. In addition, there is no left turn out of these properties onto Grand Avenue, which restricts commuters ease of access. Finally, the overall visual appeal of the corridor is lacking in terms of landscaping, lighting, signage, and the various conditions of existing buildings.

A plan for redevelopment of the areas surrounding the intersection of 83<sup>rd</sup> Avenue and Grand Avenue should be undertaken that comprehensively considers the opportunities for development along Grand Avenue combined with the assets of Old Town Peoria. Substantial upgrades of the visual character of the area should be strongly considered along with City acquisition of properties to leverage redevelopment.

One final note, the age of the Old Town Specific Area Plan is currently a detriment to commercial recruitment. With the plan now ten years old combined with the lack of activity and new development within Old Town since then causes investors to question the prospects of the plan's vision. Consideration should be given to updating the Old Town Specific Area Plan to refresh both the date of publication and to reflect current market conditions and opportunities.



## Appendix A - Greater Phoenix Economy Overview

Greater Phoenix is a metro area comprised of Maricopa County and Pinal County. The metro historically outperforms the nation as a whole in population and employment growth whether in times of expansion or recession. From 1998 to 2006, Greater Phoenix was one of the fastest growing metropolitan areas in the country in terms of employment, typically ranking no worse than fifth but often in first or second position. The recession of 2001 saw a small slowdown in job growth, but the region rebounded to higher rankings in subsequent years.

The Great Recession, which started in late 2007 and ended in mid-2009, had a severe effect on job growth. In both 2009 and 2010 it ranked among the worst of the largest metro areas in the country. Only Detroit ranked worse in 2009. The region's economy has since improved and from 2017 through 2019, Greater Phoenix returned to one of the country's leaders in job growth.

| <b>Greater Phoenix Employment Growth Rank</b><br><b>Metro Areas With More Than 1 million Non-Farm Jobs</b> |      |       |      |      |       |
|------------------------------------------------------------------------------------------------------------|------|-------|------|------|-------|
| Year                                                                                                       | Rank | #MSAs | Year | Rank | #MSAs |
| 1998                                                                                                       | 1    | 22    | 2009 | 22   | 23    |
| 1999                                                                                                       | 2    | 23    | 2010 | 22   | 22    |
| 2000                                                                                                       | 6    | 24    | 2011 | 13   | 24    |
| 2001                                                                                                       | 6    | 25    | 2012 | 10   | 27    |
| 2002                                                                                                       | 5    | 24    | 2013 | 7    | 28    |
| 2003                                                                                                       | 3    | 24    | 2014 | 15   | 30    |
| 2004                                                                                                       | 2    | 24    | 2015 | 11   | 31    |
| 2005                                                                                                       | 1    | 25    | 2016 | 7    | 33    |
| 2006                                                                                                       | 1    | 26    | 2017 | 4    | 33    |
| 2007                                                                                                       | 10   | 28    | 2018 | 3    | 35    |
| 2008                                                                                                       | 24   | 28    | 2019 | 5    | 36    |
| Source: U.S. Bureau of Labor Statistics                                                                    |      |       |      |      |       |

While mobility across the U.S. has decreased since the Great Recession, Greater Phoenix has started to see significant levels of in-migration over the last few years and is now one of the leaders in population growth in the nation. According to the U.S. Census, in 2019 Greater Phoenix was the second fastest growing metro area in terms of absolute population increase with nearly 99,000 new residents. This follows upon an increase of more than 96,000 in 2018. Because of its overall size at more than 4.9 million persons, Greater Phoenix ranked third in 2019 in percentage growth behind several smaller metro areas such as Austin (2.2 million population)



and Raleigh (1.4 million population). Between 2010 and 2019, Greater Phoenix grew by 755,074 persons, ranking third in the country behind the Dallas and Houston metro areas (each of those metro areas grew by more than 1.1 million).

| Fastest Growing Metro Areas 2018 & 2019 |                          |            |                      |            |
|-----------------------------------------|--------------------------|------------|----------------------|------------|
| By Numeric Growth                       |                          |            |                      |            |
| Rank                                    | 2017-2018                |            | 2018-2019            |            |
|                                         | Metro Area               | Net Change | Metro Area           | Net Change |
| 1                                       | Dallas-Fort Worth        | 131,767    | Dallas-Fort Worth    | 117,380    |
| 2                                       | Phoenix                  | 96,268     | Phoenix              | 98,994     |
| 3                                       | Houston                  | 91,689     | Houston              | 89,994     |
| 4                                       | Atlanta                  | 75,702     | Atlanta              | 75,061     |
| 5                                       | Orlando                  | 60,045     | Austin               | 61,586     |
| 6                                       | Seattle                  | 54,894     | Seattle              | 44,666     |
| 7                                       | Austin                   | 53,086     | Charlotte            | 43,933     |
| 8                                       | Riverside-San Bernardino | 51,934     | Las Vegas            | 40,600     |
| 9                                       | Tampa-St. Petersburg     | 51,438     | Tampa-St. Petersburg | 40,182     |
| 10                                      | Washington D.C.          | 49,949     | San Antonio          | 38,581     |
| Source: U.S. Census                     |                          |            |                      |            |

| Fastest Growing Metro Areas 2018 & 2019 |                      |          |                   |          |
|-----------------------------------------|----------------------|----------|-------------------|----------|
| By Percentage Growth                    |                      |          |                   |          |
| Rank                                    | 2017-2018            |          | 2018-2019         |          |
|                                         | Metro Area           | % Change | Metro Area        | % Change |
| 1                                       | Austin               | 2.51%    | Austin            | 2.77%    |
| 2                                       | Orlando              | 2.39%    | Raleigh           | 2.10%    |
| 3                                       | Las Vegas            | 2.21%    | Phoenix           | 2.00%    |
| 4                                       | Raleigh              | 2.11%    | Las Vegas         | 1.79%    |
| 5                                       | Phoenix              | 2.02%    | Jacksonville      | 1.72%    |
| 6                                       | Jacksonville         | 1.98%    | Charlotte         | 1.67%    |
| 7                                       | Dallas-Fort Worth    | 1.78%    | Dallas-Fort Worth | 1.55%    |
| 8                                       | San Antonio          | 1.77%    | Nashville         | 1.53%    |
| 9                                       | Charlotte            | 1.76%    | San Antonio       | 1.51%    |
| 10                                      | Tampa-St. Petersburg | 1.66%    | Houston           | 1.27%    |
| Source: U.S. Census                     |                      |          |                   |          |

With the recent rapid population growth of Greater Phoenix, the region has now moved into the top ten largest metro areas in the country, passing by the Boston metro area in the past year. The U.S Census estimates the population of Greater Phoenix in 2019 at 4.95 million persons. If this growth trend continues, Greater Phoenix will pass the five million mark in 2020. However, the next four largest metro areas all have populations above six million and some are growing at high rates.

| <b>Largest Metro Areas in U.S. 2019</b> |                          |                   |
|-----------------------------------------|--------------------------|-------------------|
| <b>Rank</b>                             | <b>Metro Area</b>        | <b>Population</b> |
| 1                                       | New York                 | 19,216,182        |
| 2                                       | Los Angeles              | 13,214,799        |
| 3                                       | Chicago                  | 9,458,539         |
| 4                                       | Dallas-Fort Worth        | 7,573,136         |
| 5                                       | Houston                  | 7,066,141         |
| 6                                       | Washington DC            | 6,280,487         |
| 7                                       | Miami                    | 6,166,488         |
| 8                                       | Philadelphia             | 6,102,434         |
| 9                                       | Atlanta                  | 6,020,364         |
| <b>10</b>                               | <b>Phoenix</b>           | <b>4,948,203</b>  |
| 11                                      | Boston                   | 4,873,019         |
| 12                                      | San Francisco            | 4,731,803         |
| 13                                      | Riverside-San Bernardino | 4,650,631         |
| 14                                      | Detroit                  | 4,319,629         |
| 15                                      | Seattle                  | 3,979,845         |
| Source: U.S. Census                     |                          |                   |

Greater Phoenix is also a top ten metro area in employment growth. In 2019, 68,800 jobs were created, ranking third behind Dallas-Fort Worth and Houston. On a percentage basis, Greater Phoenix ended with a job increase of 3.17% for the year, fifth best in the country. Once again, Phoenix's lower ranking is due to the higher percentage growth rate of much smaller metro areas that include Raleigh, Austin, and Orlando. Total non-farm employment in these markets is approximately one-half the size of the Greater Phoenix market (Phoenix has 2.24 million jobs compared to Austin's 1.12 million, Raleigh's 0.66 million, and Orlando's 1.37 million).

### Fastest Growing Employment Centers 2018 & 2019 By Numeric Growth

| Rank | 2017-2018                |            | 2018-2019             |            |
|------|--------------------------|------------|-----------------------|------------|
|      | Metro Area               | Net Change | Metro Area            | Net Change |
| 1    | Dallas-Fort Worth        | 86,800     | Dallas-Fort Worth     | 127,600    |
| 2    | Phoenix                  | 68,100     | Houston               | 88,000     |
| 3    | Houston                  | 64,900     | Phoenix               | 68,800     |
| 4    | Atlanta                  | 58,400     | Atlanta               | 66,700     |
| 5    | San Francisco-Oakland    | 55,000     | Seattle               | 65,400     |
| 6    | Miami-Ft. Lauderdale     | 49,900     | Washington D.C.       | 52,600     |
| 7    | Riverside-San Bernardino | 49,300     | San Francisco-Oakland | 51,300     |
| 8    | Seattle                  | 48,700     | Miami-Ft. Lauderdale  | 44,900     |
| 9    | Orlando                  | 44,800     | Orlando               | 43,300     |
| 10   | Chicago                  | 44,800     | Austin                | 37,800     |

Source: U.S. Bureau of Labor Statistics

### Fastest Growing Employment Centers 2018 & 2019 By Percentage Growth

| Rank | 2017-2018                |          | 2018-2019         |          |
|------|--------------------------|----------|-------------------|----------|
|      | Metro Area               | % Change | Metro Area        | % Change |
| 1    | Orlando                  | 3.58%    | Raleigh           | 3.65%    |
| 2    | Riverside-San Bernardino | 3.39%    | Austin            | 3.49%    |
| 3    | Phoenix                  | 3.34%    | Dallas-Fort Worth | 3.39%    |
| 4    | Austin                   | 3.32%    | Orlando           | 3.26%    |
| 5    | Nashville                | 3.07%    | Phoenix           | 3.17%    |
| 6    | Las Vegas                | 2.99%    | San Antonio       | 3.20%    |
| 7    | Denver                   | 2.47%    | Seattle           | 3.15%    |
| 8    | Seattle                  | 2.44%    | Jacksonville      | 3.11%    |
| 9    | Dallas-Fort Worth        | 2.41%    | San Jose          | 2.88%    |
| 10   | Charlotte                | 2.41%    | Houston           | 2.80%    |

Source: U.S. Bureau of Labor Statistics

Greater Phoenix has fully recovered from the Great Recession. After losing 239,800 jobs in the recession, it has regained another 443,500 jobs (185% of jobs lost) since the bottom of the job market in September 2010. The outlook for job growth in Greater Phoenix is very positive over



the next ten years. It is notable that since 2009, 88% of all job growth in the State has occurred in Greater Phoenix.

| <b>Greater Phoenix Employment Growth</b><br><b>Sept. 2010 - Dec. 2019</b> |                 |                       |                   |
|---------------------------------------------------------------------------|-----------------|-----------------------|-------------------|
| <b>Area</b>                                                               | <b>% Change</b> | <b>% of AZ Growth</b> | <b>2018 Wages</b> |
| United States                                                             | 16.9%           |                       | \$57,198          |
| Arizona                                                                   | 25.2%           | 100.0%                | \$51,477          |
| Greater Phoenix                                                           | 31.2%           | 87.7%                 | \$53,760          |
| Greater Tucson                                                            | 11.5%           | 6.8%                  | \$45,352          |
| Balance of State                                                          | 9.8%            | 5.6%                  | \$38,911          |
| Source: US BLS                                                            |                 |                       |                   |

### Impact of COVID-19 Pandemic

The shutdown of the U.S. economy due to the COVID-19 pandemic is known as a “black swan” event by economists. Such an event is characterized as:

- An extremely rare event with severe consequences. It cannot be predicted beforehand.
- An event that can cause catastrophic damage to an economy.
- An event that cannot be predicted by standard forecasting tools.

A key aspect of a black swan is that as a historically important event, economists will attempt to explain it after the fact and speculate as to how it could have been predicted. Such retrospective speculation, however, does not typically help to predict black swans. However, in the case of the COVID-19 pandemic, retrospective analysis of its beginnings and evolution may actually assist in preventing similar pandemics and economic black swans in the future. Advanced preparation for a pandemic in terms of early recognition, proper equipment, testing, closing borders, and similar actions could limit the economic impact.

The current recession caused by the pandemic is much different than other recessions. The sudden job losses in March and April of this year have to some extent recovered quicker than in



prior recessions. The reasons for recessions can be categorized into several areas. In the early recessions of the last 50 years, global conflicts often resulted in shocks to the economy from rising oil prices or supply shortages. This cause seems less likely to send the economy into a recession today. However, certain energy states such as Texas may still be subject to distress from volatile oil prices.

The last three recessions since the 1990s resulted from excessive speculation in certain industries and lack of government oversight. Often well-intended economic and social initiatives ended in unintended negative consequences.

Reasons for recessions can be summarized by the following:

- Excessive speculation in certain industries
- Global conflicts (shocks to the economy - oil)
- Lack of government intervention/financial oversight
- Unintended consequences
- Excessive government intervention

### ***Status of U.S. Economy***

The shutdown of the U.S. economy due to the coronavirus pandemic had a unique and devastating impact across all sectors of the economy. At no time in the history of the U.S. was there such a dramatic and sudden decline in employment beginning in March and extending into April. However, the U.S. labor market defied forecasts for a Depression-style surge in unemployment in May, signaling the economy is picking up faster than anticipated from the pandemic amid re-openings and government stimulus. The data show a U.S. economy pulling back from the brink as states deal with pandemic protocols and businesses bring back staff.

### **Greater Phoenix Forecasts**

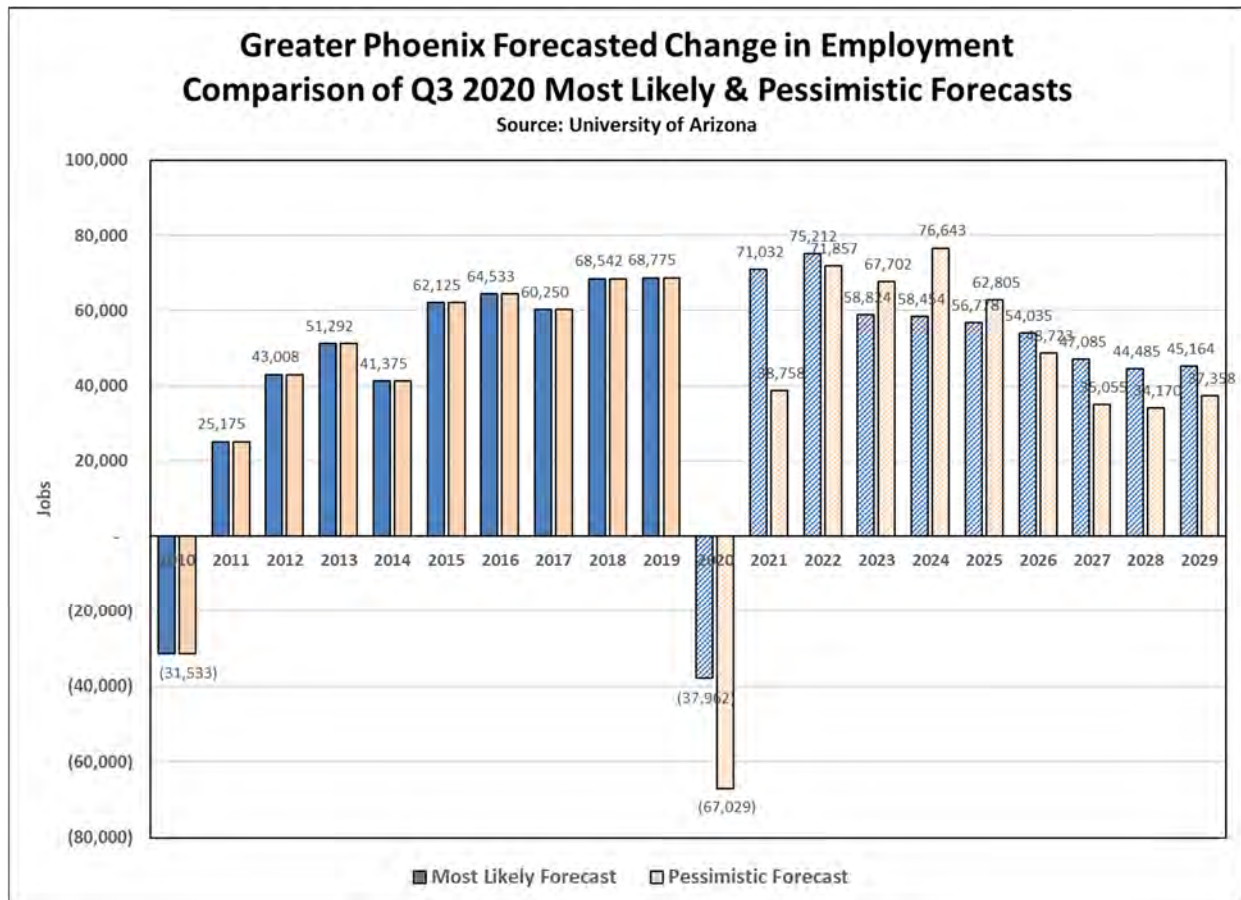
Elliott D. Pollack & Company is a sponsor of the University of Arizona Forecasting Project, the only econometric model of the Arizona, Greater Phoenix, and Greater Tucson economies. Typically, U of A produces ten-year forecasts on a quarterly basis. Due to the devastating short-term economic impact of the coronavirus pandemic, U of A had been updating their forecasts on a monthly basis. They have now returned to their normal quarterly updates.

There is a huge amount of uncertainty about the future of the COVID-19 outbreak and the economic impacts associated with it. The question at this point is when government and self-imposed social distancing will ease. As more data is gathered in the coming months, more will



be known about the economic impacts and prospects for recovery. U of A will continue to update their forecasts as this data becomes available.

The Third Quarter 2020 forecast update provides a more positive, less dramatic decline in the change in employment and population for Greater Phoenix compared to earlier forecasts. For instance, the loss of employment in the most likely scenario in June estimated a 2020 job loss of 135,300. The third quarter 2020 forecast now estimates the job loss at 38,000 jobs in the most likely scenario and 67,000 jobs in the pessimistic forecast. Overall, while these levels of unemployment are unhealthy for the economy, they are much more palatable given the state of employment currently. The forecasts suggest a quicker recovery from the current shutdown of the economy and that people are returning to work. However, the forecast assumes there are no further mandated shutdowns of the economy.

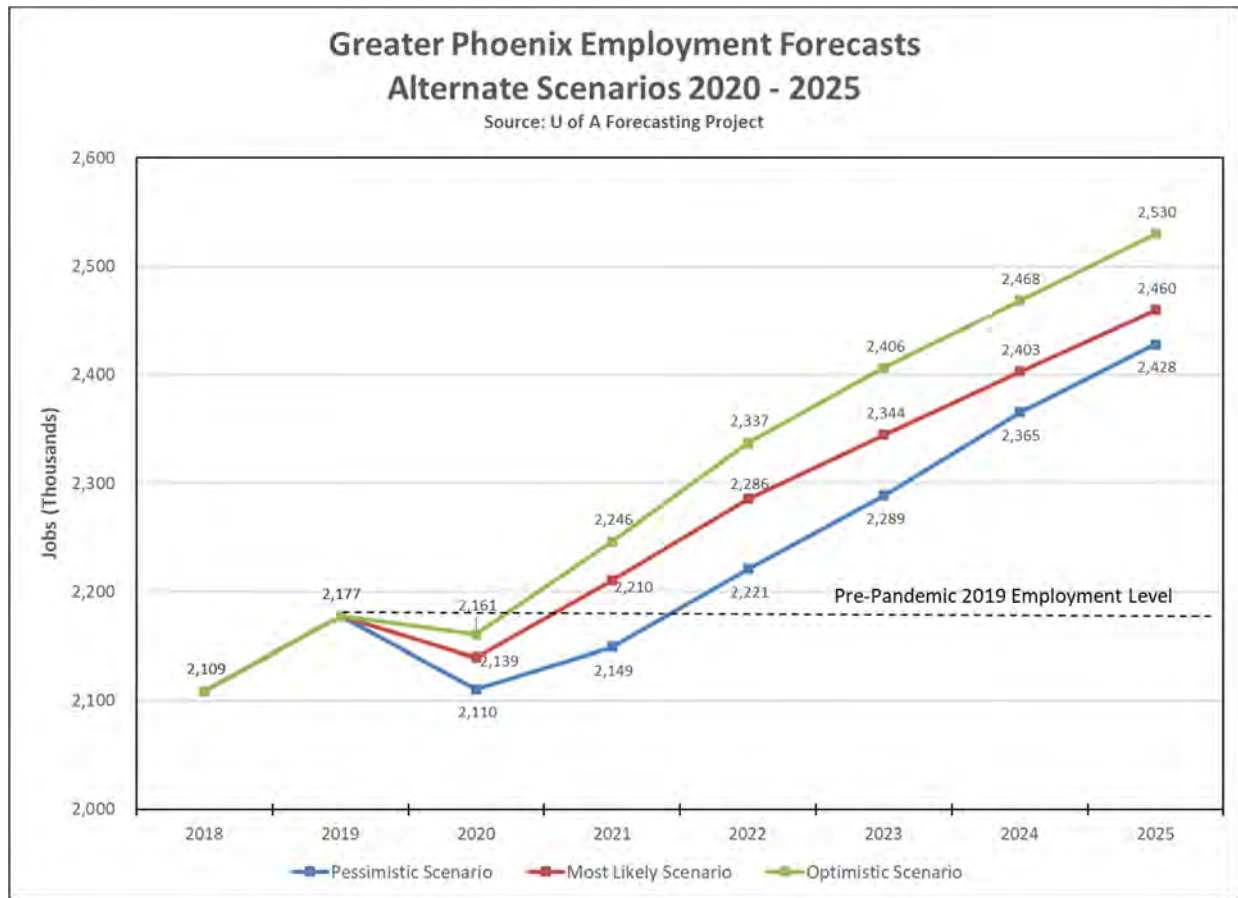


Despite the above loss of employment across the country in 2020, through September of this year Greater Phoenix has the strongest economy among metro areas with more than 1 million jobs. While this is somewhat of a dubious honor given recent job losses, Phoenix has lost fewer jobs on a percentage basis than any other metro area. Dallas follows closely behind as well as several other Texas cities.



| <b>Job Change Year-To-Date September</b><br><b>2019 vs. 2020</b><br><b>(In Thousands)</b> |                          |                          |                       |                           |             |
|-------------------------------------------------------------------------------------------|--------------------------|--------------------------|-----------------------|---------------------------|-------------|
| <b>Metro Area</b>                                                                         | <b>YTD<br/>Sept 2019</b> | <b>YTD<br/>Sept 2020</b> | <b>Job<br/>Change</b> | <b>Percent<br/>Change</b> | <b>Rank</b> |
| Phoenix                                                                                   | 2,157.4                  | 2,118.1                  | (39.3)                | -1.8%                     | 1           |
| Dallas                                                                                    | 3,758.9                  | 3,676.1                  | (82.8)                | -2.2%                     | 2           |
| Austin                                                                                    | 1,109.3                  | 1,082.8                  | (26.5)                | -2.4%                     | 3           |
| San Antonio                                                                               | 1,072.6                  | 1,041.5                  | (31.0)                | -2.9%                     | 4           |
| Tampa                                                                                     | 1,377.3                  | 1,334.4                  | (43.0)                | -3.1%                     | 5           |
| Denver                                                                                    | 1,529.2                  | 1,475.3                  | (53.9)                | -3.5%                     | 6           |
| Atlanta                                                                                   | 2,835.2                  | 2,734.0                  | (101.1)               | -3.6%                     | 7           |
| Houston                                                                                   | 3,142.2                  | 3,027.9                  | (114.3)               | -3.6%                     | 8           |
| Indianapolis                                                                              | 1,085.4                  | 1,043.5                  | (41.9)                | -3.9%                     | 9           |
| Kansas City                                                                               | 1,091.9                  | 1,049.3                  | (42.5)                | -3.9%                     | 10          |
| Source: Bureau of Labor Statistics                                                        |                          |                          |                       |                           |             |
| Note: Metro areas with over 1,000,000 jobs                                                |                          |                          |                       |                           |             |
| YTD through September 2020                                                                |                          |                          |                       |                           |             |

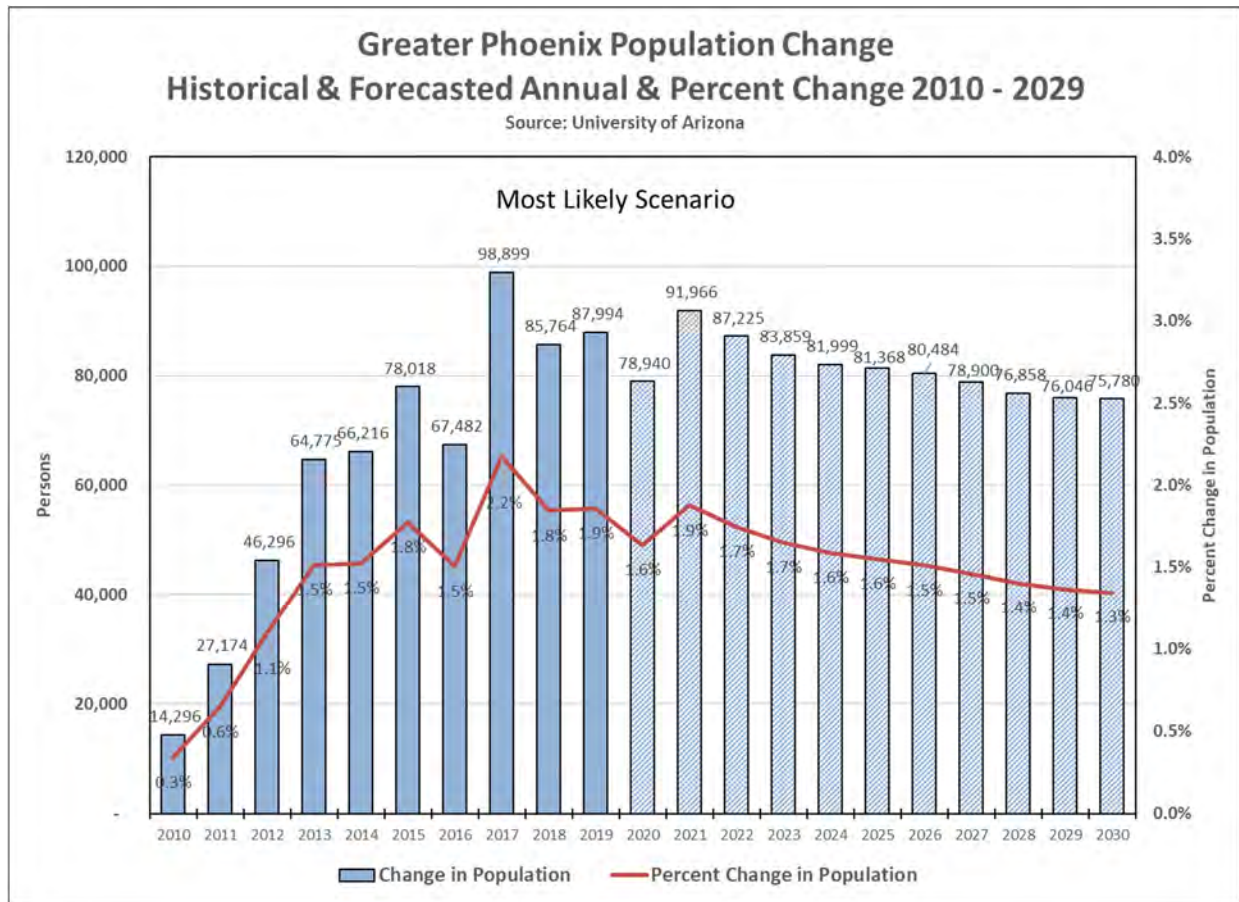
The following chart shows the three forecast scenarios for Q3 2020 forecasts. The optimistic forecast shows recovery in 2020 in which all jobs lost since 2019 are recovered. This is generally referred to as a “V”-shaped recovery. The most likely forecast shows a 2021 recovery while the pessimistic forecast is a longer-term recovery, and all lost jobs will not be recaptured until the end of 2021 or early 2022.



The ultimate outcome of the impact of the pandemic is still highly uncertain. In our opinion, a V-shaped recovery as outlined by the U of A in the above chart is unlikely. A U-shaped recovery is more probable, with employment returning to 2019 levels in a year to 18 months, possibly by mid-2021. The pessimistic forecast outlined on the chart above is referred to as a Nike Swoosh with a longer-term recovery extending into 2022. The U of A suggests the odds of the most likely scenario occurring is 50%. The pessimistic scenario is rated at 30% odds with the optimistic scenario at 20%.

One of the drivers Arizona's economy is population growth. In 2019, Arizona was the second highest destination for people moving in the U.S. from one state to another. With the pandemic, people aren't moving as much right now. However, over the long term, in-migration to Arizona should return, creating demand for both single family and multifamily housing.

Similar to the employment forecast, population is forecasted to slow, but not to the extent previously suggested in earlier forecasts. Greater Phoenix is expected to see positive population growth even in the pessimistic forecast. Population flows to Greater Phoenix should return to normal by 2021.



### Summary

Unless there is a significant shutdown of the U.S. and Arizona economies (the above forecasts assume no mandated shutdowns), Greater Phoenix and Arizona are expected to perform well over the next two years and lead the nation once again in job and population growth. The local economy may be positively impacted by the movement of businesses from more dense and high tax states and cities as a result of the pandemic. Initial data on the residential housing market and business relocations seem to suggest this trend is occurring. Over time, data may bear out this anecdotal evidence. Phoenix's low density, suburban environment may prove to be an asset that has not previously been recognized.



## **Appendix B – Retail Void Analysis by Business Listing**

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|                                 |                                                                    |                               |                  |           |       |                  |
|---------------------------------|--------------------------------------------------------------------|-------------------------------|------------------|-----------|-------|------------------|
| Analysis area                   | 8431-8455 W Grand Ave, Peoria, Arizona, 85345, Ring: 3 mile radius |                               |                  |           |       |                  |
| Reference area                  | Analysis area plus 2-mile buffer, Area: 78.53 square miles         |                               |                  |           |       |                  |
|                                 |                                                                    |                               |                  |           |       |                  |
| Normalization Variable          |                                                                    |                               |                  |           |       |                  |
|                                 |                                                                    |                               |                  |           |       |                  |
| 2020 Total Population (Esri)    |                                                                    |                               |                  |           |       |                  |
|                                 |                                                                    |                               |                  |           |       |                  |
| Total Summary                   |                                                                    |                               |                  |           |       |                  |
|                                 | Difference from Expected                                           |                               |                  |           |       |                  |
| All                             | -128                                                               |                               |                  |           |       |                  |
|                                 |                                                                    |                               |                  |           |       |                  |
| Financial Summary               |                                                                    |                               |                  |           |       |                  |
|                                 | Difference from Expected                                           |                               |                  |           |       |                  |
| Financial                       | -56                                                                |                               |                  |           |       |                  |
| 52211001                        | -17                                                                | Business Name                 | Address          | City      | ZIP   | In Analysis Area |
| ATM                             |                                                                    | Atm                           | W Peoria Ave     | Peoria    | 85345 | Yes              |
|                                 |                                                                    |                               |                  |           |       | Yes              |
| 52421001                        | -10                                                                | Business Name                 | Address          | City      | ZIP   | In Analysis Area |
| Insurance Agencies & Brokerages |                                                                    | Aall Insurance Group          | N 85th Ave       | Peoria    | 85345 | Yes              |
|                                 |                                                                    | Affordable Az Insurance Llc   | N 110th Ave      | Glendale  | 85307 | No               |
| Potentials:                     |                                                                    | All-american Insurance Agency | N Sunset Blvd    | Glendale  | 85305 | No               |
| Allstate Insurance              |                                                                    | Allstate                      | N 55th Dr        | Glendale  | 85301 | No               |
| American Family Insurance       |                                                                    | Allstate Insurance            | W Glendale Ave   | Glendale  | 85303 | No               |
| Farmers Insurance               |                                                                    | Allstate Insurance            | W Union Hills Dr | Glendale  | 85308 | No               |
| State Farm Insurance            |                                                                    | Allstate Insurance            | N 55th Dr        | Glendale  | 85301 | No               |
|                                 |                                                                    | Allstate Insurance            | Grand Ave        | Sun City  | 85351 | No               |
|                                 |                                                                    | Allstate Insurance            | N 79th Ave       | Glendale  | 85308 | No               |
|                                 |                                                                    | Allstate Insurance            | W Thunderbird Rd | Glendale  | 85306 | No               |
|                                 |                                                                    | American Family Insurance     | N 111th Ave      | Youngtown | 85363 | No               |
|                                 |                                                                    | American Family Insurance     | N 58th Ave       | Glendale  | 85301 | No               |
|                                 |                                                                    | American Family Insurance     | N 51st Ave       | Glendale  | 85304 | No               |
|                                 |                                                                    | American Family Insurance     | W Union Hills Dr | Peoria    | 85382 | No               |
|                                 |                                                                    | American Family Insurance     | N 67th Ave       | Glendale  | 85306 | No               |
|                                 |                                                                    | American Western Insurance    | W Bell Rd        | Glendale  | 85308 | No               |
|                                 |                                                                    | Arizona Insurance             | N 57th Ave       | Glendale  | 85301 | No               |
|                                 |                                                                    | Az Insurance Planners         | Po Box 1187      | Sun City  | 85372 | No               |
|                                 |                                                                    | Bankers Life & Casualty Co    | N 83rd Ave       | Peoria    | 85382 | No               |
|                                 |                                                                    | Bill Romley-state Farm Ins    | N 99th Ave       | Sun City  | 85351 | No               |
|                                 |                                                                    |                               |                  |           |       | Yes              |



|  |                                |                    |           |       |    |     |
|--|--------------------------------|--------------------|-----------|-------|----|-----|
|  | Bill Tufarelli Agency          | W Bell Rd          | Glendale  | 85308 | No | Yes |
|  | Cactus Insurance               | N 59th Ave         | Glendale  | 85306 | No | Yes |
|  | Cactus Insurance Agency        | N 59th Ave         | Glendale  | 85306 | No | Yes |
|  | Canyon Lands Insurance         | N 59th Ave         | Glendale  | 85308 | No | Yes |
|  | Casey J Bell Ins Agcy Llc      | W Union Hills Dr   | Peoria    | 85382 | No | Yes |
|  | Ceasor Insurance               | N Boswell Blvd     | Sun City  | 85373 | No | Yes |
|  | Cigna                          | W Thunderbird Blvd | Sun City  | 85351 | No | Yes |
|  | Cigna Corp                     | N Del Webb Blvd    | Sun City  | 85351 | No | Yes |
|  | Coleys Insurance Agency        | N Boswell Blvd     | Sun City  | 85373 | No | Yes |
|  | Copper Mountain Insurance      | N Sunset Blvd      | Glendale  | 85305 | No | Yes |
|  | Decarlo Grandidge Insurance    | W Thunderbird Rd   | Glendale  | 85306 | No | Yes |
|  | Desert Country Insurance Group | W Thunderbird Rd   | Glendale  | 85306 | No | Yes |
|  | Don Homsey Insurance Agency    | W Bell Rd          | Glendale  | 85308 | No | Yes |
|  | Farm Bureau Financial Svc      | W Kelton Ln        | Peoria    | 85382 | No | Yes |
|  | Farmers Insurance              | N Boswell Blvd     | Sun City  | 85373 | No | Yes |
|  | Farmers Insurance              | W Union Hills Dr   | Peoria    | 85382 | No | Yes |
|  | Farmers Insurance              | W Bell Rd          | Glendale  | 85308 | No | Yes |
|  | Farmers Insurance              | W Glendale Ave     | Glendale  | 85303 | No | Yes |
|  | Farmers Insurance              | W Bell Rd          | Glendale  | 85308 | No | Yes |
|  | Farmers Insurance              | N 55th Ave         | Glendale  | 85301 | No | Yes |
|  | Farmers Insurance              | N 83rd Ave         | Glendale  | 85303 | No | Yes |
|  | Farmers Insurance              | N 113th Ave        | Youngtown | 85363 | No | Yes |
|  | Farmers Insurance              | W Greenway Rd      | Peoria    | 85381 | No | Yes |
|  | Farmers Insurance              | W Bell Rd          | Sun City  | 85351 | No | Yes |
|  | Farmers Insurance              | W Olive Ave        | Peoria    | 85345 | No | Yes |
|  | Farmers Insurance & Fncl Svc   | W Bell Rd          | Glendale  | 85308 | No | Yes |
|  | Farmers Insurance Agency       | W Palmeras Dr      | Sun City  | 85373 | No | Yes |
|  | Farmers Insurance Arnold       | N 59th Ave         | Glendale  | 85306 | No | Yes |
|  | Farmers Insurance Kaploe Agcy  | W Olive Ave        | Glendale  | 85302 | No | Yes |
|  | Farmers Insurance-brian a      | N 79th Ave         | Glendale  | 85308 | No | Yes |
|  | Farmers Insurance-chris        | N 59th Ave         | Glendale  | 85306 | No | Yes |
|  | Farmers Insurance-fncl Sltns   | N 67th Ave         | Glendale  | 85306 | No | Yes |
|  | Farmers Insurance-marisol      | N 57th Ave         | Glendale  | 85301 | No | Yes |
|  | Farmers Insurance-seyfert Ins  | W Thunderbird Rd   | Glendale  | 85306 | No | Yes |
|  | Farmers Insurance-yvonne       | N 79th Ave         | Glendale  | 85308 | No | Yes |
|  | Fisher & Fisher                | W Dailey St        | Glendale  | 85306 | No | Yes |
|  | Gail Lacy Agency Inc           | W Bell Rd          | Glendale  | 85308 | No | Yes |
|  | Gfg Benefits-glass Finanail    |                    | Glendale  | 85301 | No | Yes |



|  |                                |                   |          |       |    |     |
|--|--------------------------------|-------------------|----------|-------|----|-----|
|  | Glenzona Insurance             | W Glendale Ave    | Glendale | 85301 | No | Yes |
|  | Gradidge All State             | W Thunderbird Rd  | Glendale | 85306 | No | Yes |
|  | Guardian Insurance Group       | N 75th Ave        | Peoria   | 85381 | No | Yes |
|  | Guardian Risk Mgmt & Ins Svc   | N 83rd Ave        | Peoria   | 85382 | No | Yes |
|  | Harny Rios Allstate            | Grand Ave         | Sun City | 85351 | No | Yes |
|  | Ideal Insurance Agency Inc     | W Bell Rd         | Glendale | 85308 | No | Yes |
|  | Insurance Savers               | W Bethany Home Rd | Glendale | 85303 | No | Yes |
|  | Insurance Store                | N 51st Ave        | Glendale | 85302 | No | Yes |
|  | Interstate of Glendale         | W Glendale Ave    | Glendale | 85301 | No | Yes |
|  | Jerry Johnson State Farm       | N 49th Ave        | Glendale | 85306 | No | Yes |
|  | Jim McKenna Insurance Agcy Inc | N 75th Ave        | Glendale | 85308 | No | Yes |
|  | John Dietz-state Farm Ins Agnt | N 99th Ave        | Sun City | 85351 | No | Yes |
|  | Jomax LLC                      | W Union Hills Dr  | Peoria   | 85382 | No | Yes |
|  | Jomax Recovery Svc             | W Union Hills Dr  | Peoria   | 85382 | No | Yes |
|  | Katie Campbell Clu Chfc-state  | W Union Hills Dr  | Peoria   | 85382 | No | Yes |
|  | Kelly Agency                   | W Bell Rd         | Glendale | 85308 | No | Yes |
|  | Kevin McGraw Ins Agcy Inc      | N 75th Ave        | Peoria   | 85381 | No | Yes |
|  | Kevin McGraw State Farm Ins    | N 75th Ave        | Peoria   | 85381 | No | Yes |
|  | Kinney & Co                    | W Glendale Ave    | Glendale | 85301 | No | Yes |
|  | Kohlhase Rougemont Insurance   | W Bell Rd         | Glendale | 85308 | No | Yes |
|  | Kuemmerle Insurance            | W Palmeras Dr     | Sun City | 85373 | No | Yes |
|  | Liberty Agency LLC             | W Bell Rd         | Peoria   | 85382 | No | Yes |
|  | Mazur Insurance & Financial    | W Bell Rd         | Glendale | 85308 | No | Yes |
|  | Mhfs Agency                    | N 71st Dr         | Glendale | 85308 | No | Yes |
|  | Money Never Sleeps LLC         | W Union Hills Dr  | Peoria   | 85382 | No | Yes |
|  | Nfp Corp                       | N 67th Ave        | Glendale | 85308 | No | Yes |
|  | Nfp Property & Casualty Svc    | N 67th Ave        | Glendale | 85308 | No | Yes |
|  | Olson Insurance LLC            | N 75th Ave        | Glendale | 85308 | No | Yes |
|  | Parsonex Financial Svc         | N 79th Ave        | Glendale | 85308 | No | Yes |
|  | Peoria Insurance               | N 79th Ave        | Glendale | 85308 | No | Yes |
|  | Pressler Insurance & Retire    | W Bell Rd         | Sun City | 85351 | No | Yes |
|  | Primerica                      | N 79th Ave        | Glendale | 85308 | No | Yes |
|  | Pritchard Group                | W Glenn Dr        | Glendale | 85301 | No | Yes |
|  | Professional Insurance         |                   | Glendale | 85301 | No | Yes |
|  | Progressive Insurance          | W Union Hills Dr  | Peoria   | 85382 | No | Yes |
|  | Reuben B Gonzales Ins Agcy Inc | N 67th Ave        | Glendale | 85306 | No | Yes |
|  | Reuben Gonzales-state Farm Ins | N 67th Ave        | Glendale | 85306 | No | Yes |
|  | Ron Heyman Agency              | N 67th Ave        | Glendale | 85306 | No | Yes |



|          |     |                                         |                               |                 |            |                         |                          |
|----------|-----|-----------------------------------------|-------------------------------|-----------------|------------|-------------------------|--------------------------|
|          |     | Rotchford & Assoc Llc                   | W Bell Rd                     | Sun City        | 85351      | No                      | Yes                      |
|          |     | Ryan Austin & Assoc                     | W Olive Ave                   | Glendale        | 85302      | No                      | Yes                      |
|          |     | Schaller & Thomas Family Ins            | W Union Hills Dr              | Peoria          | 85382      | No                      | Yes                      |
|          |     | Senior Financial Benefits               | W Loma Blanca Dr              | Sun City        | 85351      | No                      | Yes                      |
|          |     | Smart Financial Strategies Inc          | W Palmeras Dr                 | Sun City        | 85373      | No                      | Yes                      |
|          |     | Smile Bright                            | W Saint John Rd               | Glendale        | 85308      | No                      | Yes                      |
|          |     | Star Insurance Svc                      | W Glendale Ave                | Glendale        | 85301      | No                      | Yes                      |
|          |     | State Farm Ins-david Grkhwsky           | N 79th Ave                    | Glendale        | 85308      | No                      | Yes                      |
|          |     | State Farm Ins-sharon Dittman           | N 67th Ave                    | Glendale        | 85306      | No                      | Yes                      |
|          |     | State Farm Insurance                    | N 113th Ave                   | Youngtown       | 85363      | No                      | Yes                      |
|          |     | State Farm Insurance                    | W Union Hills Dr              | Peoria          | 85382      | No                      | Yes                      |
|          |     | State Farm Insurance                    | N Boswell Blvd                | Sun City        | 85373      | No                      | Yes                      |
|          |     | State Farm Insurance                    | N 83rd Ave                    | Glendale        | 85303      | No                      | Yes                      |
|          |     | State Farm Insurance                    | N 59th Ave                    | Glendale        | 85304      | No                      | Yes                      |
|          |     | State Farm Insurance Agent              | W Glendale Ave                | Glendale        | 85301      | No                      | Yes                      |
|          |     | Teresa Robinson-country Fncl            | W Union Hills Dr              | Peoria          | 85382      | No                      | Yes                      |
|          |     | Thompson & Assoc Insurance Inc          | W Glendale Ave                | Glendale        | 85301      | No                      | Yes                      |
|          |     | Thompson Motor Vehicle Svc              | W Glendale Ave                | Glendale        | 85301      | No                      | Yes                      |
|          |     | Tiffany Teague Insurance                | N 111th Ave                   | Youngtown       | 85363      | No                      | Yes                      |
|          |     | Tng Insurance Svc                       | N 79th Ave                    | Glendale        | 85308      | No                      | Yes                      |
|          |     | U Save Laundromat                       | W Northern Ave                | Glendale        | 85301      | No                      | Yes                      |
|          |     | Unkefer & Assoc                         | N 55th Dr                     | Glendale        | 85301      | No                      | Yes                      |
|          |     | Us Health Group                         | N 79th Ave                    | Glendale        | 85308      | No                      | Yes                      |
|          |     | Valletta Insurance Co                   | W Bethany Home Rd             | Glendale        | 85301      | No                      | Yes                      |
|          |     | Valley Choice Insurance                 | N 79th Ave                    | Glendale        | 85308      | No                      | Yes                      |
|          |     | Westgate Insurance Agency Llc           | W Glenn Dr                    | Glendale        | 85301      | No                      | Yes                      |
|          |     | Wfg National Title Insurance            | N 83rd Ave                    | Peoria          | 85382      | No                      | Yes                      |
|          |     |                                         |                               |                 |            |                         |                          |
| 53121003 | -10 | <b>Business Name</b>                    | <b>Address</b>                | <b>City</b>     | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
|          |     | <b>Real Estate Agents &amp; Brokers</b> | 83rd Avenue-thunderbird Assoc | N 83rd Ave      | Peoria     | 85381                   | Yes                      |
|          |     |                                         | All About Real Estate Llc     | N 87th Dr       | Peoria     | 85381                   | Yes                      |
|          |     | <b>Potentials:</b>                      | All Valley Realty Llc         | W Sunnyslope Ln | Peoria     | 85345                   | Yes                      |
|          |     | Re/Max                                  | At Home Realtors              | Po Box 579      | Peoria     | 85380                   | Yes                      |
|          |     | Keller Williams                         | Ats Home Inspections Llc      | N Shadow Ln     | Peoria     | 85345                   | Yes                      |
|          |     | Century 21                              | Boyce Properties Llc          | N 86th Dr       | Peoria     | 85381                   | Yes                      |
|          |     | Home Smart                              | Brian Hribar Coml Real Est    | N 79th Ave      | Peoria     | 85381                   | Yes                      |
|          |     |                                         | Bubbles Tech Repair           | N 79th Ave      | Peoria     | 85381                   | Yes                      |
|          |     |                                         | Cancon Enterprises            | N 91st Ave      | Peoria     | 85345                   | Yes                      |



|  |                                |                  |          |       |     |     |
|--|--------------------------------|------------------|----------|-------|-----|-----|
|  | Century 21 Country Bumpkin     | W Peoria Ave     | Glendale | 85302 | Yes | Yes |
|  | Chamberlin & Assoc             | N 75th Ave       | Peoria   | 85345 | Yes | Yes |
|  | Corpus Amaya Properties-rmdIng | N 66th Ln        | Glendale | 85302 | Yes | Yes |
|  | Darwin Jones Enterprises Inc   | W Peoria Ave     | Peoria   | 85345 | Yes | Yes |
|  | Dein Ventures Inc              | N 83rd Ave       | Peoria   | 85345 | Yes | Yes |
|  | Desert Heritage Real Estate    | W Thunderbird Rd | Peoria   | 85381 | Yes | Yes |
|  | Equity Lifestyle Properties    | N 67th Ave       | Glendale | 85304 | Yes | Yes |
|  | Exit Realty Gold Leaf          | N 83rd Ave       | Peoria   | 85381 | Yes | Yes |
|  | Goin Places Realty             | N 86th Ln        | Peoria   | 85381 | Yes | Yes |
|  | Help-u-sell Real Estate        | W Ruth Ave       | Peoria   | 85345 | Yes | Yes |
|  | Homelife Ambassador Realty     | W Cactus Rd      | Peoria   | 85381 | Yes | Yes |
|  | Huff Realty-ft Mitchell        | W Grand Ave      | Peoria   | 85345 | Yes | Yes |
|  | James Red                      | N 83rd Ave       | Peoria   | 85381 | Yes | Yes |
|  | John Burley & Assoc            | W Olive Ave      | Peoria   | 85345 | Yes | Yes |
|  | John F Long Properties Llp     | W Frier Dr       | Glendale | 85303 | Yes | Yes |
|  | K B Home Northern Ridge Sales  | W Lane Ave       | Glendale | 85303 | Yes | Yes |
|  | Keller Williams Re-tem Valley  | W Seldon Ln      | Peoria   | 85345 | Yes | Yes |
|  | Leisure Living Realty Llc      | W Yucca St       | Peoria   | 85345 | Yes | Yes |
|  | Lund Realty Llc                | N 83rd Ave       | Peoria   | 85381 | Yes | Yes |
|  | Michael Buys Land              | W Greenway Rd    | Sun City | 85351 | Yes | Yes |
|  | My Office Business Suites      | N 83rd Ave       | Peoria   | 85381 | Yes | Yes |
|  | Peoria Estates                 | W Greenway Rd    | Peoria   | 85381 | Yes | Yes |
|  | Plaza Del Rio Management Corp  | W Thunderbird Rd | Peoria   | 85381 | Yes | Yes |
|  | Property Preservation Svc      | N 91st Ave       | Peoria   | 85345 | Yes | Yes |
|  | Re/max Desert Showcase         | N 83rd Ave       | Peoria   | 85381 | Yes | Yes |
|  | Re/max Riverside               | W Thunderbird Rd | Peoria   | 85381 | Yes | Yes |
|  | Realty Services                | N 83rd Ave       | Peoria   | 85381 | Yes | Yes |
|  | Rems Real Estate Management    | W Sunnyside Dr   | Peoria   | 85345 | Yes | Yes |
|  | Rock Springs H O a             |                  | Peoria   | 85345 | Yes | Yes |
|  | Round Housing Real Estate      | N 99th Ave       | Peoria   | 85345 | Yes | Yes |
|  | Sunny Lane Properties Inc      | W Evans Dr       | Peoria   | 85381 | Yes | Yes |
|  | Valley King Properties Llc     | W Peoria Ave     | Peoria   | 85345 | Yes | Yes |
|  | Villas At Montebella Clubhouse | N 85th Ave       | Peoria   | 85345 | Yes | Yes |
|  | Weichert Realtors Peoria       | N 83rd Ave       | Peoria   | 85381 | Yes | Yes |
|  | Windermere Real Estate         | W Thunderbird Rd | Peoria   | 85381 | Yes | Yes |
|  | Acquire Realty                 | Grand Ave        | Sun City | 85351 | No  | Yes |
|  | Advanced Real Estate Resources | N 79th Ave       | Glendale | 85308 | No  | Yes |
|  | Advantage Arizona Real Estate  | Po Box 2518      | Sun City | 85372 | No  | Yes |



|  |                                |                  |          |       |    |     |
|--|--------------------------------|------------------|----------|-------|----|-----|
|  | All Points Realty              | W Peoria Ave     | Glendale | 85302 | No | Yes |
|  | All Powr Brokers Real Estate   | N 79th Ave       | Glendale | 85308 | No | Yes |
|  | Arellano Group                 | W Glenn Dr       | Glendale | 85301 | No | Yes |
|  | Ari/award Realty Inc           | W Bell Rd        | Sun City | 85351 | No | Yes |
|  | Arizona Best Real Est-glendale | N 79th Ave       | Glendale | 85308 | No | Yes |
|  | Arizona Premier Realty Hms-Ind | W Bell Rd        | Glendale | 85308 | No | Yes |
|  | Arizona Property Management    | N 56th Ave       | Glendale | 85301 | No | Yes |
|  | Arizona School-real Est-bus    | N 83rd Ave       | Glendale | 85308 | No | Yes |
|  | Ask O'keith Real Estate        | N 75th Ave       | Glendale | 85308 | No | Yes |
|  | Avana Capital                  | N 79th Ave       | Glendale | 85308 | No | Yes |
|  | Award Realty                   | W Bell Rd        | Sun City | 85351 | No | Yes |
|  | Az Associates Real Est Group   | N 75th           | Glendale | 85308 | No | Yes |
|  | Betty Harmon-realtor           | N Sunset Blvd    | Glendale | 85305 | No | Yes |
|  | Bhhs Arizona Properties        | N 83rd Ave       | Peoria   | 85382 | No | Yes |
|  | Bianco Realty Inc              | W Bell Rd        | Sun City | 85351 | No | Yes |
|  | Bjorklund Realty Inc           | N 75th Ave       | Peoria   | 85381 | No | Yes |
|  | Board of Realtors              | W Union Hills Dr | Peoria   | 85382 | No | Yes |
|  | Bole Group                     | N Sunset Blvd    | Glendale | 85305 | No | Yes |
|  | Cc Fox Realty Llc              | W Glendale Ave   | Glendale | 85303 | No | Yes |
|  | Century 21 Arizona Foothills   | W Glendale Ave   | Glendale | 85305 | No | Yes |
|  | Century 21 Northwest Realty    | N 59th Ave       | Glendale | 85306 | No | Yes |
|  | Coldwell Banker Kivett-teeters | W Bell Rd        | Glendale | 85308 | No | Yes |
|  | Coldwell Banker Res Br         | N 73rd Ave       | Peoria   | 85381 | No | Yes |
|  | Coldwell Banker Residential    | N Del Webb Blvd  | Sun City | 85373 | No | Yes |
|  | Commercial Enterprises Inc     | N 79th Ave       | Glendale | 85308 | No | Yes |
|  | Cornerstone Home Lending       | N 83rd Ave       | Peoria   | 85382 | No | Yes |
|  | D-b Family Properties L L L P  | W Bell Rd        | Peoria   | 85382 | No | Yes |
|  | Desert Eagle Estates           | N 71st Ave       | Glendale | 85303 | No | Yes |
|  | Dllr Properties                | N 53rd Ave       | Glendale | 85301 | No | Yes |
|  | Dpr Realty Llc                 | N 79th Aved      | Glendale | 85308 | No | Yes |
|  | Dream Girls Property Group     | N 67th Ave       | Glendale | 85308 | No | Yes |
|  | Dream Home Consultants         | W Kimberly Way   | Peoria   | 85382 | No | Yes |
|  | Empire Properties Inc          | W Northern Ave   | Glendale | 85301 | No | Yes |
|  | Evolve At Realty One Group     | N 75th Ave       | Glendale | 85308 | No | Yes |
|  | Exp Realty in Arizona          | N 83rd Ave       | Peoria   | 85382 | No | Yes |
|  | Expect Listen Allow Group Llc  | W Union Hills Dr | Glendale | 85308 | No | Yes |
|  | Gary Smithz Home Buying Info   | N 75th Ave       | Glendale | 85308 | No | Yes |
|  | High Profile Realty            | W Bell Rd        | Sun City | 85351 | No | Yes |



|  |                                |                              |           |       |    |     |
|--|--------------------------------|------------------------------|-----------|-------|----|-----|
|  | Home Smart                     | N 72nd Dr                    | Glendale  | 85308 | No | Yes |
|  | Home Smart                     | N 75th Ave                   | Glendale  | 85308 | No | Yes |
|  | Homesmart International Llc    | N 72nd Dr                    | Glendale  | 85308 | No | Yes |
|  | Intero Real Estate Svc         | N Del Webb Blvd              | Sun City  | 85373 | No | Yes |
|  | Ivan the Great Realtor         | N 89th Ave                   | Peoria    | 85382 | No | Yes |
|  | Jan & Dean's Moving Est Sales  | N Del Webb Blvd              | Sun City  | 85351 | No | Yes |
|  | Jennifer Woolley Plc           | N 91st Ave                   | Peoria    | 85382 | No | Yes |
|  | Karen Schmidt-keller Williams  | W Bell Rd                    | Glendale  | 85308 | No | Yes |
|  | Keller Williams Realty         | W Bell Rd                    | Glendale  | 85308 | No | Yes |
|  | Keller Williams Realty         | N 57th Ave                   | Glendale  | 85301 | No | Yes |
|  | Ken Short Realty-property Mgmt | W Palmeras Dr                | Sun City  | 85373 | No | Yes |
|  | Klos Enterprises Llc           | W Paradise Ln                | Peoria    | 85382 | No | Yes |
|  | Leisure Home Sales             | N El Mirage Rd               | El Mirage | 85335 | No | Yes |
|  | Libertas Real Estate           | W Florida Ave                | Sun City  | 85351 | No | Yes |
|  | Maesag Properties              | W Glendale Ave               | Glendale  | 85303 | No | Yes |
|  | Maverick Real Estate           | N Arrowhead Fountains C      | Peoria    | 85382 | No | Yes |
|  | May Team                       | W Bell Rd                    | Glendale  | 85308 | No | Yes |
|  | Metro Mark Realtors            | N Arrowhead Fountains Ctr Dr | Peoria    | 85382 | No | Yes |
|  | Model Home Ctr                 | W Arrowhead Towne Ctr        | Glendale  | 85308 | No | Yes |
|  | Monaghan Group                 | W Bell Rd                    | Glendale  | 85308 | No | Yes |
|  | Morechoices Real Estate Llc    | N 83rd Ave                   | Peoria    | 85382 | No | Yes |
|  | Muscato Enterprises Llc        | N 71st Dr                    | Glendale  | 85308 | No | Yes |
|  | My Home Group West Valley      | N Sunset Blvd                | Glendale  | 85305 | No | Yes |
|  | New Venture Realty Llc         | W Union Hills Dr             | Peoria    | 85382 | No | Yes |
|  | North Harford Group Inc        | W Bell Rd                    | Glendale  | 85308 | No | Yes |
|  | Northern Greens                | N 61st Ave                   | Glendale  | 85302 | No | Yes |
|  | Occasio Realty Llc             | N 79th Ave                   | Glendale  | 85308 | No | Yes |
|  | Patty Rief-realtor             | N Sunset Blvd                | Glendale  | 85305 | No | Yes |
|  | Peak View Properties           | N 79th Ave                   | Glendale  | 85308 | No | Yes |
|  | Peoria Az Realtor Troy Elston  | N Arrowhead Fountains Ctr Dr | Peoria    | 85382 | No | Yes |
|  | Pine Shores Real Estate        | N 75th Ave                   | Glendale  | 85308 | No | Yes |
|  | Pph Realty                     | W Olive Ave                  | Glendale  | 85302 | No | Yes |
|  | Property Woop                  | N 57th Ave                   | Glendale  | 85301 | No | Yes |
|  | Re/max Desert Showcase         | W Sandra Ter                 | Glendale  | 85306 | No | Yes |
|  | Re/max Professionals           | W Bell Rd                    | Glendale  | 85308 | No | Yes |
|  | Real Estate One                | W Grandview Rd               | Peoria    | 85382 | No | Yes |
|  | Realty Executives of Arrowhead | N Arrowhead Fountains Ctr Dr | Peoria    | 85382 | No | Yes |
|  | Realty Team                    | N Arrowhead Fountains Ctr Dr | Peoria    | 85382 | No | Yes |



|                                    |    |                                |                              |             |            |                         |                          |
|------------------------------------|----|--------------------------------|------------------------------|-------------|------------|-------------------------|--------------------------|
|                                    |    | Realtyonegroup Inc             | N 75th Ave                   | Glendale    | 85308      | No                      | Yes                      |
|                                    |    | Remerica Hometown One          | W Talavi Blvd                | Glendale    | 85306      | No                      | Yes                      |
|                                    |    | Rohini Sud                     | N 83rd Ave                   | Peoria      | 85382      | No                      | Yes                      |
|                                    |    | Russ Lyon Sotheby's Intl Rlty  | W Union Hills Dr             | Peoria      | 85382      | No                      | Yes                      |
|                                    |    | Sandy Sinclair Real Estate Svc | W Bell Rd                    | Sun City    | 85351      | No                      | Yes                      |
|                                    |    | Schew Sarah Realtor            | N 57th Dr                    | Glendale    | 85302      | No                      | Yes                      |
|                                    |    | Sentinel Real Estate Corp      | N 83rd Ave                   | Peoria      | 85382      | No                      | Yes                      |
|                                    |    | Skeens & Jarnagin Llc          | W Glenn Dr                   | Glendale    | 85301      | No                      | Yes                      |
|                                    |    | Solano Point                   | W Bethany Home Rd            | Glendale    | 85301      | No                      | Yes                      |
|                                    |    | Sun Valley Apartments          | N 113th Ave                  | Youngtown   | 85363      | No                      | Yes                      |
|                                    |    | Synergy Real Estate Team       | N Sunset Blvd                | Glendale    | 85305      | No                      | Yes                      |
|                                    |    | Tegra Real Estate & Management | N 79th Ave                   | Glendale    | 85308      | No                      | Yes                      |
|                                    |    | Tempus Real Estate Group       | W Bell Rd                    | Sun City    | 85351      | No                      | Yes                      |
|                                    |    | Traw & Assoc                   | N 83rd Ave                   | Glendale    | 85303      | No                      | Yes                      |
|                                    |    | Traw Realty                    | N 83rd Ave                   | Glendale    | 85303      | No                      | Yes                      |
|                                    |    | Tresa At Arrowhead Apartments  | N 79th Ave                   | Glendale    | 85308      | No                      | Yes                      |
|                                    |    | Valentine Group & Zillow       | W Union Hills Dr             | Peoria      | 85382      | No                      | Yes                      |
|                                    |    | Valley Signature Real Est Llc  | Po Box 6132                  | Glendale    | 85312      | No                      | Yes                      |
|                                    |    | West Maricopa County Real Est  | W Union Hills Dr             | Peoria      | 85382      | No                      | Yes                      |
|                                    |    | West Usa Realty                | N Arrowhead Fountains Ctr Dr | Peoria      | 85382      | No                      | Yes                      |
|                                    |    | West Usa Realty                | Po Box 5926                  | Glendale    | 85312      | No                      | Yes                      |
|                                    |    | William Ryan Homes-phoenix     | N Sunset Blvd                | Glendale    | 85305      | No                      | Yes                      |
|                                    |    | Woods Bros Realty & Mortgage   | W Greenbriar Dr              | Glendale    | 85308      | No                      | Yes                      |
| 52393002                           | -7 | <b>Business Name</b>           | <b>Address</b>               | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
| <b>Financial Advisory Services</b> |    | American Network Fncl Svc Corp | W Coggins Dr                 | Sun City    | 85351      | Yes                     | Yes                      |
|                                    |    | Ameriprise Financial           | N 83rd Ave                   | Peoria      | 85381      | Yes                     | Yes                      |
| <b>Potentials:</b>                 |    | Ameriprise Financial           | W Thunderbird Rd             | Peoria      | 85381      | Yes                     | Yes                      |
| Edward Jones                       |    | Clarus Wealth Advisors         | N 94th Dr                    | Peoria      | 85381      | Yes                     | Yes                      |
| Country Financial                  |    | Command Investments            | W Yucca St                   | Peoria      | 85345      | Yes                     | Yes                      |
|                                    |    | Dietrich Financial Svc Inc     | N 83rd Ave                   | Peoria      | 85381      | Yes                     | Yes                      |
|                                    |    | Edward Jones                   | W Thunderbird Rd             | Peoria      | 85381      | Yes                     | Yes                      |
|                                    |    | Edward Jones                   | Grand Ave                    | Sun City    | 85351      | Yes                     | Yes                      |
|                                    |    | Edward Jones                   | N 107th Ave                  | Peoria      | 85345      | Yes                     | Yes                      |
|                                    |    | Edward Jones                   | N 99th Ave                   | Sun City    | 85351      | Yes                     | Yes                      |
|                                    |    | Edward Jones                   | W Peoria Ave                 | Sun City    | 85351      | Yes                     | Yes                      |
|                                    |    | Fullerton Financial Planning   | N 83rd Ave                   | Peoria      | 85381      | Yes                     | Yes                      |
|                                    |    | Harnden Maclean Wealth         | W Thunderbird Rd             | Peoria      | 85381      | Yes                     | Yes                      |



|  |                                |                              |          |       |     |     |
|--|--------------------------------|------------------------------|----------|-------|-----|-----|
|  | Jeremiah Erzen-merrill Lynch   | N 83rd Ave                   | Peoria   | 85381 | Yes | Yes |
|  | Merrill Lynch                  | N 83rd Ave                   | Peoria   | 85381 | Yes | Yes |
|  | Merrill Lynch Wealth Mgmt      | N 83rd Ave                   | Peoria   | 85381 | Yes | Yes |
|  | Retirement Planners of America | N 83rd Ave                   | Peoria   | 85381 | Yes | Yes |
|  | Smart Financial Strategies     | N 83rd Ave                   | Peoria   | 85381 | Yes | Yes |
|  | Symmetry Financial Group       | W Mercer Ln                  | Peoria   | 85345 | Yes | Yes |
|  | Triton Financial Llc           | N 103rd Ave                  | Sun City | 85351 | Yes | Yes |
|  | Williams Financial Group       | W Thunderbird Rd             | Peoria   | 85381 | Yes | Yes |
|  | Allstate Financial Svc         | N 55th Dr                    | Glendale | 85301 | No  | Yes |
|  | Allstate Financial Svc         | Grand Ave                    | Sun City | 85351 | No  | Yes |
|  | Ameriprise Financial           | N Sunset Blvd                | Glendale | 85305 | No  | Yes |
|  | Ameriprise Financial           | W Talavi Blvd                | Glendale | 85306 | No  | Yes |
|  | Bay Equity                     | N 79th Ave                   | Glendale | 85308 | No  | Yes |
|  | Charles Schwab                 | N Arrowhead Fountains Ctr Dr | Peoria   | 85382 | No  | Yes |
|  | Chase                          | W Union Hills Dr             | Peoria   | 85382 | No  | Yes |
|  | Country Financial              | W Talavi Blvd                | Glendale | 85306 | No  | Yes |
|  | Country Financial              | W Union Hills Dr             | Peoria   | 85382 | No  | Yes |
|  | Country Financial              | N 83rd Ave                   | Glendale | 85308 | No  | Yes |
|  | Daniel Cerna-country Fndl Rep  | W Union Hills Dr             | Peoria   | 85382 | No  | Yes |
|  | David J Dobrusin Pllc          | W Bell Rd                    | Sun City | 85351 | No  | Yes |
|  | Edward Jones                   | W Union Hills Dr             | Peoria   | 85382 | No  | Yes |
|  | Edward Jones                   | N Del Webb Blvd              | Sun City | 85351 | No  | Yes |
|  | Edward Jones                   | N 99th Ave                   | Sun City | 85351 | No  | Yes |
|  | Edward Jones                   | W Union Hills Dr             | Glendale | 85308 | No  | Yes |
|  | Edward Jones                   | W Thunderbird Rd             | Glendale | 85306 | No  | Yes |
|  | Edward Jones                   | N 79th Ave                   | Glendale | 85308 | No  | Yes |
|  | Edward Jones                   | W Bell Rd                    | Glendale | 85308 | No  | Yes |
|  | Edward Jones                   | W Bell Rd                    | Peoria   | 85382 | No  | Yes |
|  | Edward Jones                   | W Bell Rd                    | Sun City | 85351 | No  | Yes |
|  | Edward Jones                   | W Palmeras Dr                | Sun City | 85373 | No  | Yes |
|  | Elliott Financial Group Inc    | N 79th Ave                   | Glendale | 85308 | No  | Yes |
|  | Ellish Wealth Mgmt-ameriprise  | W Talavi Blvd                | Glendale | 85306 | No  | Yes |
|  | Elo Financial Svc              | N 73rd Dr                    | Glendale | 85303 | No  | Yes |
|  | Fidelity Investments           | N 75th Ave                   | Glendale | 85308 | No  | Yes |
|  | Financial Advisors Us Bancorp  | W Bell Rd                    | Sun City | 85351 | No  | Yes |
|  | Financial Life Management      | W Union Hills Dr             | Peoria   | 85382 | No  | Yes |
|  | Hasslacher Tax & Financial Llc | W Bell Rd                    | Sun City | 85351 | No  | Yes |
|  | Heritage of America            | N 79th Ave                   | Glendale | 85308 | No  | Yes |



|                        |    |                                |                    |             |            |                         |                          |
|------------------------|----|--------------------------------|--------------------|-------------|------------|-------------------------|--------------------------|
|                        |    | Integrity Financial Group      | N 79th Ave         | Glendale    | 85308      | No                      | Yes                      |
|                        |    | Joshua Allen-country Fnd Rep   | W Bell Rd          | Glendale    | 85308      | No                      | Yes                      |
|                        |    | Mangat Investments 1 Llc       | N 110th Ave        | Glendale    | 85307      | No                      | Yes                      |
|                        |    | Marueen Edwards Llc            | N Boswell Blvd     | Sun City    | 85373      | No                      | Yes                      |
|                        |    | Mendoza Team Svc Llc           | N 83rd Ave         | Glendale    | 85303      | No                      | Yes                      |
|                        |    | Molina Financial Solutions Llc | N 83rd Ave         | Peoria      | 85382      | No                      | Yes                      |
|                        |    | Next Financial Group Inc       | W Union Hills Dr   | Peoria      | 85382      | No                      | Yes                      |
|                        |    | Odyssey Group Llc              | N 62nd Ave         | Glendale    | 85302      | No                      | Yes                      |
|                        |    | Paragon Financial Group        | W Bell Rd          | Glendale    | 85308      | No                      | Yes                      |
|                        |    | Paramount Financial Advisors   | W Union Hills Dr   | Peoria      | 85382      | No                      | Yes                      |
|                        |    | Plan 4                         | W Bell Rd          | Glendale    | 85308      | No                      | Yes                      |
|                        |    | Primerica Financial Svc        | N 79th Ave         | Glendale    | 85308      | No                      | Yes                      |
|                        |    | Psp & Assoc                    | W Union Hills Dr   | Peoria      | 85382      | No                      | Yes                      |
|                        |    | Reliance Fiduciary             | W Palmeras Dr      | Sun City    | 85373      | No                      | Yes                      |
|                        |    | Robert Harding Financial Group | W Palmeras Dr      | Sun City    | 85373      | No                      | Yes                      |
|                        |    | Rogers Travis Fndl Advisor     |                    | Youngtown   | 85363      | No                      | Yes                      |
|                        |    | Shore Line Financial Svc       | N 83rd Ave         | Glendale    | 85308      | No                      | Yes                      |
|                        |    | Skyhill Financial Inc          | W Columbine Dr     | El Mirage   | 85335      | No                      | Yes                      |
|                        |    | State Farm Ins David Dorman    | N 59th Ave         | Glendale    | 85304      | No                      | Yes                      |
|                        |    | Taylor Financial Group         | W Fullam St        | Glendale    | 85308      | No                      | Yes                      |
|                        |    | Thrivent Financial             | N Bowling Green Dr | Sun City    | 85351      | No                      | Yes                      |
|                        |    | Thrivent Financial             | N 79th Ave         | Glendale    | 85308      | No                      | Yes                      |
|                        |    | Vantage Financial Assoc        | N 83rd Ave         | Glendale    | 85308      | No                      | Yes                      |
|                        |    | Wedbush Securities             | N 79th Ave         | Glendale    | 85308      | No                      | Yes                      |
|                        |    | Wells Fargo Advisors           | N 83rd Ave         | Peoria      | 85382      | No                      | Yes                      |
|                        |    | World Financial Group Inc      | W Seldon Ln        | Glendale    | 85302      | No                      | Yes                      |
|                        |    |                                |                    |             |            |                         |                          |
| 54121301               | -1 | <b>Business Name</b>           | <b>Address</b>     | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
| <b>Tax Preparation</b> |    | Accounting Squared Capital     | W Washington St    | Peoria      | 85345      | Yes                     | Yes                      |
|                        |    | Campos Enterprises             | W Peoria Ave       | Peoria      | 85345      | Yes                     | Yes                      |
| <b>Potentials:</b>     |    | Correct Accounting Tax-payroll | W Thunderbird Blvd | Sun City    | 85351      | Yes                     | Yes                      |
| H&R Block              |    | Cpa Global Tax Accounting Pllc | N 94th Dr          | Peoria      | 85381      | Yes                     | Yes                      |
| Jackson Hewitt         |    | Dewaynes Enterprise Inc        | N 103rd Ave        | Sun City    | 85351      | Yes                     | Yes                      |
| Liberty Tax Services   |    | H&r Block                      | N 91st Ave         | Peoria      | 85345      | Yes                     | Yes                      |
|                        |    | H&r Block                      | W Peoria Ave       | Peoria      | 85345      | Yes                     | Yes                      |
|                        |    | H&r Block                      | W Cactus Rd        | Peoria      | 85381      | Yes                     | Yes                      |
|                        |    | Jackson Hewitt Tax Svc         | W Peoria Ave       | Peoria      | 85345      | Yes                     | Yes                      |
|                        |    | Jackson Hewitt Tax Svc-walmart | W Peoria Ave       | Peoria      | 85345      | Yes                     | Yes                      |



|  |                                |                   |           |       |     |     |
|--|--------------------------------|-------------------|-----------|-------|-----|-----|
|  | L & D Tax Svc                  | W Bloomfield Rd   | Glendale  | 85304 | Yes | Yes |
|  | Legal Type Documents           | W Cactus Rd       | Peoria    | 85381 | Yes | Yes |
|  | Mcintire Tax & Accounting      | W State Ave       | Glendale  | 85303 | Yes | Yes |
|  | Morici Joseph J Llp            | W Coggins Dr      | Sun City  | 85351 | Yes | Yes |
|  | Padgett Business Svc           | N 103rd Ave       | Sun City  | 85351 | Yes | Yes |
|  | Shelley's Tax Svc              | W Coggins Dr      | Sun City  | 85351 | Yes | Yes |
|  | Sun City Community Assistance  | W Coggins Dr      | Sun City  | 85351 | Yes | Yes |
|  | Tax Accounting Svc Llc         | N 99th Ave        | Peoria    | 85345 | Yes | Yes |
|  | Tax Defense Network            | W Northern Ave    | Glendale  | 85305 | Yes | Yes |
|  | Tax Doctor Llc                 | W Olive Ave       | Peoria    | 85345 | Yes | Yes |
|  | A Zed Taxes Llc                | W Bell Rd         | Sun City  | 85351 | No  | Yes |
|  | Advantage Tax Group Llc        | N Del Webb Blvd   | Sun City  | 85351 | No  | Yes |
|  | Contadores Asociados           | N 51st Ave        | Glendale  | 85302 | No  | Yes |
|  | Div-an Llc                     | W Olive Ave       | Glendale  | 85302 | No  | Yes |
|  | H&r Block                      | W Thunderbird Rd  | Glendale  | 85306 | No  | Yes |
|  | H&r Block                      | W Union Hills Dr  | Peoria    | 85382 | No  | Yes |
|  | H&r Block                      | W Bell Rd         | Sun City  | 85351 | No  | Yes |
|  | H&r Block                      | Grand Ave         | Sun City  | 85351 | No  | Yes |
|  | H&r Block                      | N 51st Ave        | Glendale  | 85302 | No  | Yes |
|  | H&r Block                      | N 67th Ave        | Glendale  | 85301 | No  | Yes |
|  | Hasslachner & Assoc Inc        | N Boswell Blvd    | Sun City  | 85373 | No  | Yes |
|  | Income Tax Matters             | N 51st Ave        | Glendale  | 85302 | No  | Yes |
|  | J Rod Enterprises Inc          | W Olive Ave       | Glendale  | 85302 | No  | Yes |
|  | Jackson Hewitt Tax Svc         | W Olive Ave       | Glendale  | 85302 | No  | Yes |
|  | Jackson Hewitt Tax Svc         | W Bethany Home Rd | Glendale  | 85303 | No  | Yes |
|  | Jackson Hewitt Tax Svc         | W Bell Rd         | Glendale  | 85308 | No  | Yes |
|  | Jackson Hewitt Tax Svc-walmart | W Northern Ave    | Glendale  | 85301 | No  | Yes |
|  | Jackson Hewitt Tax Svc-walmart | N 83rd Ave        | Glendale  | 85308 | No  | Yes |
|  | Jackson Hewitt Tax Svc-walmart | W Bell Rd         | Glendale  | 85308 | No  | Yes |
|  | Liberty Tax Svc                | W Glendale Ave    | Glendale  | 85303 | No  | Yes |
|  | Liberty Tax Svc                | W Union Hills Dr  | Peoria    | 85382 | No  | Yes |
|  | Liberty Tax Svc                | W Olive Ave       | Glendale  | 85302 | No  | Yes |
|  | Metz Tax Svc                   | W Glendale Ave    | Glendale  | 85301 | No  | Yes |
|  | Mr D's Tax & Accounting        | W Glendale Ave    | Glendale  | 85301 | No  | Yes |
|  | Mr D's Tax & More Llc          | W Gardenia Ave    | Glendale  | 85301 | No  | Yes |
|  | Mr Tax of America              | N 59th Ave        | Glendale  | 85301 | No  | Yes |
|  | Padgett Business Svc           | W California Ave  | Youngtown | 85363 | No  | Yes |
|  | Phoenix Financial Group        | W Union Hills Dr  | Peoria    | 85382 | No  | Yes |



|                                                                                                                                               |    |                                |                    |             |            |                         |                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------|----|--------------------------------|--------------------|-------------|------------|-------------------------|--------------------------|
|                                                                                                                                               |    | Pierce Tax Accounting Svc Ltd  | W Bell Rd          | Sun City    | 85351      | No                      | Yes                      |
|                                                                                                                                               |    | R P Tax Svc                    | W Glendale Ave     | Glendale    | 85303      | No                      | Yes                      |
|                                                                                                                                               |    | Real Insurance & Tax Svc       | W Thunderbird Rd   | El Mirage   | 85335      | No                      | Yes                      |
|                                                                                                                                               |    | Shalom Accounting & Income Tax | N 59th Ave         | Glendale    | 85301      | No                      | Yes                      |
|                                                                                                                                               |    | Simply Taxes & Accounting      | W Bell Rd          | Glendale    | 85308      | No                      | Yes                      |
|                                                                                                                                               |    | Synergetic Systems Llc         | W Calico Dr        | Sun City    | 85373      | No                      | Yes                      |
|                                                                                                                                               |    | T & W Tax Svc                  | N 88th Ln          | Glendale    | 85305      | No                      | Yes                      |
|                                                                                                                                               |    | Trinidad Tax Svc               | W Thunderbird Rd   | Phoenix     | 85003      | No                      | Yes                      |
|                                                                                                                                               |    | Us Tax Svc Llc                 | W Glendale Ave     | Glendale    | 85301      | No                      | Yes                      |
|                                                                                                                                               |    |                                |                    |             |            |                         |                          |
| 52211002                                                                                                                                      | -2 | <b>Business Name</b>           | <b>Address</b>     | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
| <b>Commercial Banking</b><br><br><b>Potentials:</b><br>Bank of America<br>Chase<br>Wells Fargo<br>BBVA<br>BMO Harris<br>Mid First<br>U.S Bank |    | Bank 34                        | N 83rd Ave         | Peoria      | 85381      | Yes                     | Yes                      |
|                                                                                                                                               |    | Bank of America                | W Northern Ave     | Glendale    | 85305      | Yes                     | Yes                      |
|                                                                                                                                               |    | Bbva                           | N 75th Ave         | Peoria      | 85381      | Yes                     | Yes                      |
|                                                                                                                                               |    | Chase Bank                     | W Thunderbird Rd   | Peoria      | 85381      | Yes                     | Yes                      |
|                                                                                                                                               |    | Chase Bank                     | W Northern Ave     | Glendale    | 85305      | Yes                     | Yes                      |
|                                                                                                                                               |    | Chase Bank                     | W Thunderbird Blvd | Sun City    | 85351      | Yes                     | Yes                      |
|                                                                                                                                               |    | Chase Bank                     | W Peoria Ave       | Peoria      | 85345      | Yes                     | Yes                      |
|                                                                                                                                               |    | Chase Bank                     | W Peoria Ave       | Glendale    | 85302      | Yes                     | Yes                      |
|                                                                                                                                               |    | Comerica Bank                  | W Thunderbird Rd   | Peoria      | 85381      | Yes                     | Yes                      |
|                                                                                                                                               |    | Mid First Bank                 | W Cactus Rd        | Peoria      | 85381      | Yes                     | Yes                      |
|                                                                                                                                               |    | Parkway Bank & Trust Co        | W Thunderbird Rd   | Peoria      | 85381      | Yes                     | Yes                      |
|                                                                                                                                               |    | Tcf Bank                       | W Cactus Rd        | Peoria      | 85381      | Yes                     | Yes                      |
|                                                                                                                                               |    | Thirtyfour Bank                | N 83rd Ave         | Peoria      | 85381      | Yes                     | Yes                      |
|                                                                                                                                               |    | U.s. Bank Branch               | N 83rd Ave         | Peoria      | 85381      | Yes                     | Yes                      |
|                                                                                                                                               |    | Umb Bank                       | W Thunderbird Rd   | Peoria      | 85381      | Yes                     | Yes                      |
|                                                                                                                                               |    | Wells Fargo Bank               | W Peoria Ave       | Sun City    | 85351      | Yes                     | Yes                      |
|                                                                                                                                               |    | Wells Fargo Bank               | W Cactus Rd        | Peoria      | 85381      | Yes                     | Yes                      |
|                                                                                                                                               |    | Wells Fargo Bank               | W Thunderbird Blvd | Sun City    | 85351      | Yes                     | Yes                      |
|                                                                                                                                               |    | Academy Bank                   | W Northern Ave     | Glendale    | 85301      | No                      | Yes                      |
|                                                                                                                                               |    | Am Trust Bank                  | W Bell Rd          | Sun City    | 85351      | No                      | Yes                      |
|                                                                                                                                               |    | Bank of America                | Grand Ave          | Sun City    | 85351      | No                      | Yes                      |
|                                                                                                                                               |    | Bank of America                | W Glenn Dr         | Glendale    | 85301      | No                      | Yes                      |
|                                                                                                                                               |    | Bank of America                | W Thunderbird Rd   | Glendale    | 85306      | No                      | Yes                      |
|                                                                                                                                               |    | Bank of America                | W Bell Rd          | Glendale    | 85308      | No                      | Yes                      |
|                                                                                                                                               |    | Bank of America                | W Bell Rd          | Sun City    | 85351      | No                      | Yes                      |
|                                                                                                                                               |    | Bbva                           | N 111th Ave        | Youngtown   | 85363      | No                      | Yes                      |
|                                                                                                                                               |    | Bbva                           | W Olive Ave        | Peoria      | 85345      | No                      | Yes                      |



|                      |    |                              |                      |             |            |                         |                          |
|----------------------|----|------------------------------|----------------------|-------------|------------|-------------------------|--------------------------|
|                      |    | Bbva                         | W Bell Rd            | Sun City    | 85351      | No                      | Yes                      |
|                      |    | Bmo Harris Bank              | W Union Hills Dr     | Peoria      | 85382      | No                      | Yes                      |
|                      |    | Bmo Harris Bank              | W Glenn Dr           | Glendale    | 85301      | No                      | Yes                      |
|                      |    | Bmo Harris Bank              | N Del Webb Blvd      | Sun City    | 85351      | No                      | Yes                      |
|                      |    | Chase Bank                   | W Bell Rd            | Sun City    | 85351      | No                      | Yes                      |
|                      |    | Chase Bank                   | W Bell Rd            | Peoria      | 85382      | No                      | Yes                      |
|                      |    | Chase Bank                   | N 57th Dr            | Glendale    | 85301      | No                      | Yes                      |
|                      |    | Chase Bank                   | W Union Hills Dr     | Peoria      | 85382      | No                      | Yes                      |
|                      |    | Chase Bank                   | W Bethany Home Rd    | Glendale    | 85303      | No                      | Yes                      |
|                      |    | First Bank                   | W Bell Rd            | Glendale    | 85308      | No                      | Yes                      |
|                      |    | First Fidelity Bank          | N 75th Ave           | Glendale    | 85308      | No                      | Yes                      |
|                      |    | Hancock                      | N Pleasant Valley Dr | Peoria      | 85382      | No                      | Yes                      |
|                      |    | Mid First Bank               | W Bell Rd            | Glendale    | 85308      | No                      | Yes                      |
|                      |    | New York Community Bank      | W Bell Rd            | Sun City    | 85351      | No                      | Yes                      |
|                      |    | Sun Cities Financial Group   | W Palmeras Dr        | Sun City    | 85373      | No                      | Yes                      |
|                      |    | U.s. Bank Branch             | W Bell Rd            | Sun City    | 85351      | No                      | Yes                      |
|                      |    | U.s. Bank Branch             | W Bell Rd            | Glendale    | 85308      | No                      | Yes                      |
|                      |    | Wa Fd Bank                   | W Bell Rd            | Glendale    | 85308      | No                      | Yes                      |
|                      |    | Wa Fd Bank                   | N Del Webb Blvd      | Sun City    | 85351      | No                      | Yes                      |
|                      |    | Wells Fargo Bank             | W Northern Ave       | Glendale    | 85301      | No                      | Yes                      |
|                      |    | Wells Fargo Bank             | W Bell Rd            | Sun City    | 85351      | No                      | Yes                      |
|                      |    | Wells Fargo Bank             | W Bell Rd            | Glendale    | 85308      | No                      | Yes                      |
|                      |    | Wells Fargo Bank             | W Glendale Ave       | Glendale    | 85305      | No                      | Yes                      |
|                      |    | Wells Fargo Bank             | W Bell Rd            | Glendale    | 85308      | No                      | Yes                      |
|                      |    | Wells Fargo Bank             | Grand Ave            | Sun City    | 85351      | No                      | Yes                      |
|                      |    | Western State Bank           | W Bell Rd            | Sun City    | 85351      | No                      | Yes                      |
|                      |    |                              |                      |             |            |                         |                          |
| 52213003             | -6 | <b>Business Name</b>         | <b>Address</b>       | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
| <b>Credit Unions</b> |    | Navy Federal Credit Union    | W Northern Ave       | Glendale    | 85305      | Yes                     | Yes                      |
|                      |    | Aero Federal Credit Union    | N 79th Ave           | Glendale    | 85308      | No                      | Yes                      |
| <b>Potentials:</b>   |    | Aero Federal Credit Union    | W Talavi Blvd        | Glendale    | 85306      | No                      | Yes                      |
| Desert Financial     |    | Alaska Usa Fcu               | W Olive Ave          | Peoria      | 85345      | No                      | Yes                      |
| One AZ               |    | Arizona Central Credit Union | W Glendale Ave       | Glendale    | 85301      | No                      | Yes                      |
| Arisona Federal      |    | Arizona Central Credit Union | W Bell Rd            | Glendale    | 85308      | No                      | Yes                      |
| Aero Federal         |    | Arizona Federal Credit Union | W Northern Ave       | Glendale    | 85301      | No                      | Yes                      |
|                      |    | Arizona Jacl Credit Union    | W Glenn Dr           | Glendale    | 85301      | No                      | Yes                      |
|                      |    | Banner Federal Credit Union  | W Thunderbird Rd     | Glendale    | 85306      | No                      | Yes                      |
|                      |    | Credit Union West Corporate  | W Desert River Blvd  | Glendale    | 85307      | No                      | Yes                      |



|                                                   |    |                                |                              |             |            |                         |                          |
|---------------------------------------------------|----|--------------------------------|------------------------------|-------------|------------|-------------------------|--------------------------|
|                                                   |    | Credit Union-arizona State     | University Ctr Bldg          | Glendale    | 85301      | No                      | Yes                      |
|                                                   |    | Desert Financial Credit Union  | N 79th Ave                   | Glendale    | 85308      | No                      | Yes                      |
|                                                   |    | Desert Financial Credit Union  | W Thunderbird Rd             | Glendale    | 85306      | No                      | Yes                      |
|                                                   |    | Desert Schools Financial Cu    | Grand Ave                    | Sun City    | 85351      | No                      | Yes                      |
|                                                   |    | First Credit Union             | W Thunderbird Rd             | Glendale    | 85306      | No                      | Yes                      |
|                                                   |    | One Az Credit Union            | W University Way N           | Glendale    | 85306      | No                      | Yes                      |
|                                                   |    | One Az Credit Union            | W Union Hills Dr             | Glendale    | 85308      | No                      | Yes                      |
|                                                   |    | Oneaz Credit Union             | W Thunderbird Rd             | Glendale    | 85306      | No                      | Yes                      |
|                                                   |    | Sunwest Federal Credit Union   | N 75th Ave                   | Peoria      | 85382      | No                      | Yes                      |
| 52393005                                          | -2 | <b>Business Name</b>           | <b>Address</b>               | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
| <b>Investment Advice</b>                          |    | Capital Money Management Llc   | N 94th Dr                    | Peoria      | 85381      | Yes                     | Yes                      |
|                                                   |    | Nova Financial Investment Corp | N 83rd Ave                   | Peoria      | 85381      | Yes                     | Yes                      |
|                                                   |    | Cwf Financial                  | W Union Hills Dr             | Peoria      | 85382      | No                      | Yes                      |
|                                                   |    | Elba Financial                 | N 79th Ave                   | Glendale    | 85308      | No                      | Yes                      |
|                                                   |    | Financial Security Group       | W Bell Rd                    | Sun City    | 85351      | No                      | Yes                      |
|                                                   |    | First Command Financial Svc    | N 79th Ave                   | Glendale    | 85308      | No                      | Yes                      |
|                                                   |    | Oasis Wealth Management Llc    | W Muriel Dr                  | Glendale    | 85308      | No                      | Yes                      |
|                                                   |    | Robert Harding Financial Group | N 79th Ave                   | Glendale    | 85308      | No                      | Yes                      |
|                                                   |    | Securities America Inc         | W Palmeras Dr                | Sun City    | 85373      | No                      | Yes                      |
|                                                   |    | United Trust Svc Llc           | W Union Hills Dr             | Peoria      | 85382      | No                      | Yes                      |
|                                                   |    | Wealth Management Intl Ltd     | W Union Hills Dr             | Peoria      | 85382      | No                      | Yes                      |
| 52399112                                          | -1 | <b>Business Name</b>           | <b>Address</b>               | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
| <b>Trust, Fiduciary, &amp; Custody Activities</b> |    | Marshall & Ilsley Corp         | W Glenn Dr                   | Glendale    | 85301      | No                      | Yes                      |
|                                                   |    | Rex Deputy Receivable Living   | W Spanish Moss Ln            | Sun City    | 85373      | No                      | Yes                      |
| 54121101                                          | 0  | <b>Business Name</b>           | <b>Address</b>               | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
| <b>Other Accounting Services</b>                  |    | Cpa On-call Llc                | W Peoria Ave                 | Peoria      | 85345      | Yes                     | Yes                      |
|                                                   |    | Karen Ballew Cpa & Assoc       | W Bloomfield Rd              | Peoria      | 85381      | Yes                     | Yes                      |
|                                                   |    | Lynn C Myers Cpa's Pllc        | W Peoria Ave                 | Peoria      | 85345      | Yes                     | Yes                      |
|                                                   |    | Mock & Assoc Inc               | W Thunderbird Rd             | Peoria      | 85381      | Yes                     | Yes                      |
|                                                   |    | Tax Management Pro Pllc        | N 83rd Ave                   | Peoria      | 85381      | Yes                     | Yes                      |
|                                                   |    | Alilonu Cpa Llc                | W Thunderbird Rd             | Glendale    | 85306      | No                      | Yes                      |
|                                                   |    | Five Star Enterprises Inc      | W Bell Rd                    | Glendale    | 85308      | No                      | Yes                      |
|                                                   |    | Glenn R Millar Cpa Pc          | N Arrowhead Fountains Ctr Dr | Peoria      | 85382      | No                      | Yes                      |
|                                                   |    | Grade a Business Svc           | W Coyotes Blvd               | Glendale    | 85305      | No                      | Yes                      |
|                                                   |    | Hall Accounting & Tax Svc      | W Northview Ave              | Glendale    | 85301      | No                      | Yes                      |



|                                         |   |                                |                      |             |            |                         |                          |
|-----------------------------------------|---|--------------------------------|----------------------|-------------|------------|-------------------------|--------------------------|
|                                         |   | JJ Swart & Co                  | N Boswell Blvd       | Sun City    | 85373      | No                      | Yes                      |
|                                         |   | Leann Risenhoover Cpa Plc      | W Camino San Xavier  | Glendale    | 85308      | No                      | Yes                      |
|                                         |   | Martone Joanne                 | N 55th Ave           | Glendale    | 85301      | No                      | Yes                      |
|                                         |   | Statewide Accounting & Payroll | N Sunset Blvd        | Glendale    | 85305      | No                      | Yes                      |
| 54121903                                | 1 | <b>Business Name</b>           | <b>Address</b>       | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
| <b>Accounting &amp; Bookkeeping</b>     |   | H & S Accounting Llc           | W Thunderbird Blvd   | Sun City    | 85351      | Yes                     | Yes                      |
|                                         |   | Kings Bookkeeping              | W Diana Ave          | Peoria      | 85345      | Yes                     | Yes                      |
|                                         |   | Mtc Accounting-bus Strategies  | W Pershing Ave       | Peoria      | 85381      | Yes                     | Yes                      |
|                                         |   | T Accounting Llc               | N 85th Ave           | Peoria      | 85345      | Yes                     | Yes                      |
|                                         |   | Your Bookkeeping Solution Llc  | W Pershing Ave       | Peoria      | 85381      | Yes                     | Yes                      |
|                                         |   | Accountable Bookkeeping Svc    | W Garden Dr          | Glendale    | 85304      | No                      | Yes                      |
|                                         |   | All Season Financial Llc       | W Campo Bello Dr     | Glendale    | 85308      | No                      | Yes                      |
|                                         |   | Creative Accounting            | W Bell Rd            | Glendale    | 85308      | No                      | Yes                      |
|                                         |   | Sapphire Bookkeeping & Acctg   | N 79th Ave           | Glendale    | 85308      | No                      | Yes                      |
|                                         |   | Straight Forward Accounting    | Po Box 6555          | Glendale    | 85312      | No                      | Yes                      |
|                                         |   | Tax & Accounting Svc           | N 51st Ave           | Glendale    | 85306      | No                      | Yes                      |
|                                         |   | Valleywise Accounting & Taxes  | W Myrtle Ave         | Glendale    | 85301      | No                      | Yes                      |
|                                         |   |                                |                      |             |            |                         |                          |
| 52391001                                | 0 | <b>Business Name</b>           | <b>Address</b>       | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
| <b>Investments</b>                      |   | Lindblad Financial             | W Thunderbird Blvd   | Sun City    | 85351      | Yes                     | Yes                      |
|                                         |   | Rocking H Investments Llc      | N 91st Ave           | Peoria      | 85345      | Yes                     | Yes                      |
|                                         |   | Triple J Investments           | W Peoria Ave         | Peoria      | 85345      | Yes                     | Yes                      |
|                                         |   | Arizona Investment Ventures    | W Kelton Ln          | Peoria      | 85382      | No                      | Yes                      |
|                                         |   | Centurion Investments Inc      | N 59th Ave           | Glendale    | 85306      | No                      | Yes                      |
|                                         |   | Financial Network Invstmnt Crp | N Boswell Blvd       | Sun City    | 85373      | No                      | Yes                      |
|                                         |   | Hardy Investments              | Po Box 1783          | Sun City    | 85372      | No                      | Yes                      |
|                                         |   | Lyons Capital Llc              | N 75th Ave           | Glendale    | 85308      | No                      | Yes                      |
|                                         |   | Tacom Investments              | N 63rd Ave           | Glendale    | 85301      | No                      | Yes                      |
| 53121004                                | 0 | <b>Business Name</b>           | <b>Address</b>       | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
| <b>Nonresidential Property Managers</b> |   | Elevation Plaza Del Rio Apt    | N Plaza Del Rio Blvd | Peoria      | 85381      | Yes                     | Yes                      |
|                                         |   | Mom N Pop's Realty Llc         | N 56th Ave           | Glendale    | 85301      | No                      | Yes                      |
|                                         |   | Wolf Realty Inc                | N 51st Ave           | Glendale    | 85306      | No                      | Yes                      |
| 52393014                                | 0 | <b>Business Name</b>           | <b>Address</b>       | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
| <b>Retirement Planning Services</b>     |   | Norton Retirement Svc          | N 57th Dr            | Glendale    | 85301      | No                      | Yes                      |



| Restaurants Summary |                          |                               |                  |          |       |                  |                   |
|---------------------|--------------------------|-------------------------------|------------------|----------|-------|------------------|-------------------|
|                     | Difference from Expected |                               |                  |          |       |                  |                   |
| Restaurants         | -46                      |                               |                  |          |       |                  |                   |
| 72251117            | -35                      | Business Name                 | Address          | City     | ZIP   | In Analysis Area | In Reference Area |
| <b>Full Service</b> |                          | Angry Crab Peoria             | W Cactus Rd      | Peoria   | 85381 | Yes              | Yes               |
|                     |                          | Applebee's                    | W Northern Ave   | Glendale | 85305 | Yes              | Yes               |
| <b>Potentials:</b>  |                          | Asian Cuisine                 | N 107th Ave      | Peoria   | 85345 | Yes              | Yes               |
| Sushi               |                          | Bae Thunderbird Llc           | W Thunderbird Rd | Peoria   | 85381 | Yes              | Yes               |
| Barro's             |                          | Barro's Pizza                 | W Cactus Rd      | Peoria   | 85381 | Yes              | Yes               |
| Café Rio            |                          | Big Heng                      | W Peoria Ave     | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | Bj's Restaurant & Brewhouse   | W Northern Ave   | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | Bloomin Brands Inc            | W Northern Ave   | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | Bo Bo China Restaurant        | W Cholla St      | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | Brothers Family Restaurant    | W Peoria Ave     | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | Brushfire                     | W Thunderbird Rd | Peoria   | 85381 | Yes              | Yes               |
|                     |                          | Cafe Quench                   | W Monroe St      | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | Chang Lee Restaurant          | N 99th Ave       | Sun City | 85351 | Yes              | Yes               |
|                     |                          | China Grill On Thunderbird Rd | W Thunderbird Rd | Peoria   | 85381 | Yes              | Yes               |
|                     |                          | China Place                   | W Peoria Ave     | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | China Rainbow                 | W Cactus Rd      | Glendale | 85304 | Yes              | Yes               |
|                     |                          | D & Y Chinese Food            | W Peoria Ave     | Glendale | 85302 | Yes              | Yes               |
|                     |                          | Dao Kitchen                   | W Bloomfield Rd  | Peoria   | 85381 | Yes              | Yes               |
|                     |                          | Denny's                       | W Grand Ave      | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | Dillon Restaurant             | W Thunderbird Rd | Peoria   | 85381 | Yes              | Yes               |
|                     |                          | Don Lencho's                  | W Peoria Ave     | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | Don Que Restaurant            | W Cactus Rd      | Peoria   | 85381 | Yes              | Yes               |
|                     |                          | Don's Ny Pizza                | W Peoria Ave     | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | El Alboroto Mariscos          | W Peoria Ave     | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | Federico's Mexican Food       | W Peoria Ave     | Glendale | 85302 | Yes              | Yes               |
|                     |                          | Federicos                     | W Grand Ave      | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | Filabertos                    | N 83rd Ave       | Peoria   | 85381 | Yes              | Yes               |
|                     |                          | Fleming's Prime Steakhouse    | W Northern Ave   | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | Gatti's New York Subs         | W Peoria Ave     | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | Gyros Palace                  | W Thunderbird Rd | Peoria   | 85381 | Yes              | Yes               |
|                     |                          | Haymaker Thunderbird          | W Thunderbird Rd | Peoria   | 85381 | Yes              | Yes               |
|                     |                          | Herreras Mexican Food         | N 75th Ave       | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | Ihop Restaurant               | W Olive Ave      | Peoria   | 85345 | Yes              | Yes               |
|                     |                          | Ihop Restaurant               | W Peoria Ave     | Glendale | 85302 | Yes              | Yes               |



|  |                              |                  |          |       |     |     |
|--|------------------------------|------------------|----------|-------|-----|-----|
|  | Jalapeno Inferno Park West   | W Northern Ave   | Peoria   | 85345 | Yes | Yes |
|  | Jimichael's Diner            | N 103rd Ave      | Sun City | 85351 | Yes | Yes |
|  | Kabuki Sushi Grill           | W Thunderbird Rd | Peoria   | 85381 | Yes | Yes |
|  | Keys To the Kingdom          | W Beryl Ave      | Peoria   | 85345 | Yes | Yes |
|  | Koi Poke                     | W Northern Ave   | Peoria   | 85345 | Yes | Yes |
|  | Lee Lee Oriental Supermarket | W Cactus Rd      | Peoria   | 85381 | Yes | Yes |
|  | Mariscos Y Chabelas Mexicali | W Peoria Ave     | Peoria   | 85345 | Yes | Yes |
|  | Mercer's Restaurants Inc     | W Peoria Ave     | Peoria   | 85345 | Yes | Yes |
|  | Mi Casa Su Casa Llc          | W Ironwood Dr    | Glendale | 85302 | Yes | Yes |
|  | Mr Z's 19th Hole             | N 107th Ave      | Sun City | 85351 | Yes | Yes |
|  | Muscle Maker Grill           | W Thunderbird Rd | Peoria   | 85381 | Yes | Yes |
|  | Neighbors                    | W Peoria Ave     | Peoria   | 85345 | Yes | Yes |
|  | New Chen Wok                 | W Cactus Rd      | Peoria   | 85381 | Yes | Yes |
|  | New York West Pastry & Bake  | Grand Ave        | Sun City | 85351 | Yes | Yes |
|  | Ninos Mexican Restaurant     | Grand Ave        | Sun City | 85351 | Yes | Yes |
|  | Oriental House               | N 99th Ave       | Peoria   | 85345 | Yes | Yes |
|  | Our House Food               | W Cactus Rd      | Peoria   | 85381 | Yes | Yes |
|  | P T Sea Food Restaurant      | W Northern Ave   | Peoria   | 85345 | Yes | Yes |
|  | Party Roll Sushi             | W Edwards St     | Peoria   | 85345 | Yes | Yes |
|  | Peoria Cafe                  | W Peoria Ave     | Peoria   | 85345 | Yes | Yes |
|  | Pho & Boba Llc               | W Peoria Ave     | Glendale | 85302 | Yes | Yes |
|  | Pholicious                   | W Cactus Rd      | Peoria   | 85381 | Yes | Yes |
|  | Pita Jungle                  | W Northern Ave   | Peoria   | 85345 | Yes | Yes |
|  | Pizza Hut                    | W Peoria Ave     | Peoria   | 85345 | Yes | Yes |
|  | Pizza Hut                    | W Peoria Ave     | Peoria   | 85345 | Yes | Yes |
|  | Popeyes Louisiana Kitchen    | W Thunderbird Rd | Peoria   | 85381 | Yes | Yes |
|  | Que Sabor                    | W Peoria Ave     | Peoria   | 85345 | Yes | Yes |
|  | Ramiro's Mexican Food        | W Olive Ave      | Peoria   | 85345 | Yes | Yes |
|  | Red Mountain Integration     | W Charter Oak Rd | Peoria   | 85381 | Yes | Yes |
|  | Redneck Kings Llc            | N 91st Ave       | Peoria   | 85345 | Yes | Yes |
|  | Seor Sushi Peoria            | N 75th Ave       | Peoria   | 85345 | Yes | Yes |
|  | Starcorp Llc                 | W Northern Ave   | Glendale | 85305 | Yes | Yes |
|  | Streets of New York          | W Northern Ave   | Glendale | 85305 | Yes | Yes |
|  | Sushi Yuki                   | W Thunderbird Rd | Peoria   | 85381 | Yes | Yes |
|  | Taqueria Los Angeles         | N 90th Ave       | Peoria   | 85345 | Yes | Yes |
|  | Tucson Peach Llc             | W Gold Dust Ave  | Peoria   | 85345 | Yes | Yes |
|  | Village Inn                  | W Northern Ave   | Glendale | 85305 | Yes | Yes |
|  | Wong's Jr                    | W Peoria Ave     | Peoria   | 85345 | Yes | Yes |



|  |                                |                              |           |       |     |     |
|--|--------------------------------|------------------------------|-----------|-------|-----|-----|
|  | World Buffet                   | N 91st Ave                   | Peoria    | 85345 | Yes | Yes |
|  | A Touch of European Cafe       | N 57th Dr                    | Glendale  | 85301 | No  | Yes |
|  | Abuelo's Mexican Restaurant    | N Arrowhead Fountains Ctr Dr | Peoria    | 85382 | No  | Yes |
|  | Ah So Sushi & Steak            | N 75th Ave                   | Peoria    | 85382 | No  | Yes |
|  | Ah-so Sushi & Steak            | W Bell Rd                    | Glendale  | 85308 | No  | Yes |
|  | Ajo Als Mexican Cafe Arrowhead | W Bell Rd                    | Glendale  | 85308 | No  | Yes |
|  | All the Love Wings             | N 51st Ave                   | Glendale  | 85302 | No  | Yes |
|  | Anayas Fresh Mexican Rstrnt    | W Thunderbird Rd             | Glendale  | 85306 | No  | Yes |
|  | Angelina's Fry Bread           | W Olive Ave                  | Glendale  | 85302 | No  | Yes |
|  | Applebee's                     | W Bell Rd                    | Peoria    | 85382 | No  | Yes |
|  | Applebee's                     | W Peoria Ave                 | Glendale  | 85302 | No  | Yes |
|  | Arizona Muay Thai              | N 75th Ave                   | Glendale  | 85308 | No  | Yes |
|  | Arriba Mexican Grill           | N 79th Ave                   | Glendale  | 85308 | No  | Yes |
|  | Arrowhead Grill                | W Union Hills Dr             | Glendale  | 85308 | No  | Yes |
|  | Asian Garden Express           | N 55th Ave                   | Glendale  | 85301 | No  | Yes |
|  | Az Ice Peoria                  | N 83rd Ave                   | Peoria    | 85382 | No  | Yes |
|  | Bangkok Thai Cuisine           | N 51st Ave                   | Glendale  | 85306 | No  | Yes |
|  | Barro's Pizza                  | N 59th Ave                   | Glendale  | 85306 | No  | Yes |
|  | Bayou Bistro                   | W Northern Ave               | Glendale  | 85301 | No  | Yes |
|  | Bbq Island                     | W Bell Rd                    | Peoria    | 85382 | No  | Yes |
|  | Benny's Burger Shop            | W Bell Rd                    | Sun City  | 85351 | No  | Yes |
|  | Beyond Donuts & Cafe           | W Union Hills Dr             | Glendale  | 85308 | No  | Yes |
|  | Bhfc                           | N 56th Ave                   | Glendale  | 85301 | No  | Yes |
|  | Bibiano's Mexican Restaurant   | W Olive Ave                  | Peoria    | 85345 | No  | Yes |
|  | Bitzee Mama's Restaurants      | N 58th Ave                   | Glendale  | 85301 | No  | Yes |
|  | Black Angus Steakhouse         | W Bell Rd                    | Glendale  | 85308 | No  | Yes |
|  | Black Bear Diner               | W Bell Rd                    | Glendale  | 85308 | No  | Yes |
|  | Bobbies Cafe                   | N 99th Ave                   | Sun City  | 85351 | No  | Yes |
|  | Bonitas                        | N 51st Ave                   | Glendale  | 85306 | No  | Yes |
|  | Box Lunch                      | W Arrowhead Towne Ctr        | Glendale  | 85308 | No  | Yes |
|  | Branded Bar & Grill            | N 59th Ave                   | Glendale  | 85301 | No  | Yes |
|  | Brenda's Kitchen               | N 113th Ave                  | Youngtown | 85363 | No  | Yes |
|  | Bubba's 33                     | N Arrowhead Fountains Ctr Dr | Peoria    | 85382 | No  | Yes |
|  | Buca Di Beppo                  | N Arrowhead Fountains Ctr Dr | Peoria    | 85382 | No  | Yes |
|  | Buffalo Wild Wings Grill & Bar | W Westgate Blvd              | Glendale  | 85305 | No  | Yes |
|  | Cabin Whiskey & Grill          | N Sunset Blvd                | Glendale  | 85305 | No  | Yes |
|  | Cafe Rio Mexican Grill         | N 75th Ave                   | Peoria    | 85382 | No  | Yes |
|  | Canton Wong                    | W Bethany Home Rd            | Glendale  | 85303 | No  | Yes |



|  |                                |                       |           |       |    |     |
|--|--------------------------------|-----------------------|-----------|-------|----|-----|
|  | Caramba Mexican                | W Glendale Ave        | Glendale  | 85301 | No | Yes |
|  | Caramba Mexican Food           | W Union Hills Dr      | Glendale  | 85308 | No | Yes |
|  | Caramba Mexican Foods          | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  | Caribbean Cuisine              | N 67th Ave            | Glendale  | 85301 | No | Yes |
|  | Casa Terra                     | N 58th Dr             | Glendale  | 85301 | No | Yes |
|  | Chang Properties               | W Glendale Ave        | Glendale  | 85301 | No | Yes |
|  | Charley's Sports Grill         | W Union Hills Dr      | Glendale  | 85308 | No | Yes |
|  | Cheba Hut Toasted Subs         | W Olive Ave           | Glendale  | 85302 | No | Yes |
|  | Cheesecake Factory             | N 83rd Ave            | Peoria    | 85382 | No | Yes |
|  | Chili's Grill & Bar            | W Bell Rd             | Peoria    | 85382 | No | Yes |
|  | China 7 Chinese Cuisine        | W Union Hills Dr      | Peoria    | 85382 | No | Yes |
|  | Chompie's                      | W Arrowhead Towne Ctr | Glendale  | 85308 | No | Yes |
|  | Chuhgajib Korean Restaurant    | W Thunderbird Rd      | Glendale  | 85306 | No | Yes |
|  | Coco's Bakery Restaurant       | W Bell Rd             | Sun City  | 85351 | No | Yes |
|  | Costa Vida Fresh Mexican Grill | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  | Cracker Barrel Old Country Str | W Glendale Ave        | Glendale  | 85305 | No | Yes |
|  | Cracker Barrel Old Country Str | N 84th Ave            | Peoria    | 85382 | No | Yes |
|  | Cuff                           | W Glendale Ave        | Glendale  | 85301 | No | Yes |
|  | Dave & Buster's                | W Hanna Dr            | Glendale  | 85305 | No | Yes |
|  | Dazzo's Dog House              | W Glendale Ave        | Glendale  | 85301 | No | Yes |
|  | Denny's                        | W Thunderbird Rd      | Glendale  | 85306 | No | Yes |
|  | Denny's                        | W Bell Rd             | Peoria    | 85382 | No | Yes |
|  | Denny's                        | Grand Ave             | Youngtown | 85363 | No | Yes |
|  | Desert Rose Steak House        | N 57th Dr             | Glendale  | 85301 | No | Yes |
|  | Dodas Pizza                    | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  | Dominic's Bistro Italiano      | W Bell Rd             | Sun City  | 85351 | No | Yes |
|  | Don Chuy's Mexican Grill       | N 59th Ave            | Glendale  | 85301 | No | Yes |
|  | Don Jose's Mexican Food        | W Bell Rd             | Sun City  | 85351 | No | Yes |
|  | Dorsey Bs Fish & Fixins        | W Olive Ave           | Glendale  | 85302 | No | Yes |
|  | Dos Mas                        | W Union Hills Dr      | Glendale  | 85308 | No | Yes |
|  | Ds Enterprises                 | N 95th Ave            | Glendale  | 85305 | No | Yes |
|  | Ed's Grill & Gyros             | W Peoria Ave          | Glendale  | 85302 | No | Yes |
|  | El Charrito Authentic Mexican  | W Glendale Ave        | Glendale  | 85301 | No | Yes |
|  | El Chile Picosito Llc          | W Thunderbird Rd      | Glendale  | 85306 | No | Yes |
|  | El Mirage Bar & Grill          | N El Mirage Rd        | El Mirage | 85335 | No | Yes |
|  | El Sabor De La Familia Llc     | W Glendale Ave        | Glendale  | 85305 | No | Yes |
|  | European Cafe                  | N 57th Dr             | Glendale  | 85301 | No | Yes |
|  | Fajardo's Cafe                 | N 58th Dr             | Glendale  | 85301 | No | Yes |



|  |                              |                              |           |       |    |     |
|--|------------------------------|------------------------------|-----------|-------|----|-----|
|  | Famous Dave's                | N 83rd Ave                   | Peoria    | 85382 | No | Yes |
|  | Fat Tuesday                  | N Sunset Blvd                | Glendale  | 85305 | No | Yes |
|  | Federico's Mexican Food      | N 59th Ave                   | Glendale  | 85301 | No | Yes |
|  | Federico's Mexican Food      | W Peoria Ave                 | Glendale  | 85302 | No | Yes |
|  | Federicos Mexican Food       | W Olive Ave                  | Youngtown | 85363 | No | Yes |
|  | Filabertos Mexican Food      | W Glendale Ave               | Glendale  | 85301 | No | Yes |
|  | Firebirds Wood Fired Grill   | N Arrowhead Fountains Ctr Dr | Peoria    | 85382 | No | Yes |
|  | First Watch Restaurant       | N 83rd Ave                   | Glendale  | 85308 | No | Yes |
|  | Five Guys                    | W Bell Rd                    | Peoria    | 85382 | No | Yes |
|  | Fixin To Eat Llc             | W Bell Rd                    | Peoria    | 85382 | No | Yes |
|  | Fresh Wasabi Japanese Rstrnt | W Bell Rd                    | Glendale  | 85308 | No | Yes |
|  | Garden Fresh Restaurant Corp | W Bell Rd                    | Peoria    | 85382 | No | Yes |
|  | Golden Dragon                | W Greenway Rd                | Glendale  | 85306 | No | Yes |
|  | Golden Rice Express          | W Thunderbird Rd             | Glendale  | 85306 | No | Yes |
|  | Good China                   | W Union Hills Dr             | Peoria    | 85382 | No | Yes |
|  | Grand Dragon                 | W Olive Ave                  | Glendale  | 85302 | No | Yes |
|  | Grande Pizza Inc             | W Union Hills Dr             | Peoria    | 85382 | No | Yes |
|  | Greek Wraps                  | W Bell Rd                    | Peoria    | 85382 | No | Yes |
|  | Grounds for Thought          | W Olive Ave                  | Glendale  | 85302 | No | Yes |
|  | Hardcore Christianity        | Po Box 1116                  | Sun City  | 85372 | No | Yes |
|  | Haus Murphys                 | W Glendale Ave               | Glendale  | 85301 | No | Yes |
|  | Headquarters Grill Bar Sushi | N Arrowhead Fountains Ctr Dr | Peoria    | 85382 | No | Yes |
|  | Hooper's Pub                 | W Northern Ave               | Glendale  | 85301 | No | Yes |
|  | Hooters                      | N 83rd Ave                   | Peoria    | 85382 | No | Yes |
|  | Hot N Juicy Crawfish         | N Sunset Blvd                | Glendale  | 85305 | No | Yes |
|  | Ihop Restaurant              | W Bell Rd                    | Peoria    | 85382 | No | Yes |
|  | Il Primo Pizza Wings         | W Bell Rd                    | Glendale  | 85308 | No | Yes |
|  | Italia Cafe & Bistrto        | W Schleifer Dr               | Youngtown | 85363 | No | Yes |
|  | J B's Family Restaurant      | W Bell Rd                    | Sun City  | 85351 | No | Yes |
|  | Jade Star                    | W Bell Rd                    | Sun City  | 85351 | No | Yes |
|  | Japan Express                | W Olive Ave                  | Glendale  | 85302 | No | Yes |
|  | Ji Michael Cafe              | W Thunderbird Blvd           | Sun City  | 85351 | No | Yes |
|  | Jimbo's Bar S Grill          | N 51st Ave                   | Glendale  | 85304 | No | Yes |
|  | Jmj-ltc                      | W Glenn Dr                   | Glendale  | 85301 | No | Yes |
|  | Kiku Revolving Sushi         | W Union Hills Dr             | Glendale  | 85308 | No | Yes |
|  | Kiku Sushi                   | W Union Hills Dr             | Glendale  | 85308 | No | Yes |
|  | Kimmyz On Greenway Llc       | W Greenway Rd                | Glendale  | 85306 | No | Yes |
|  | La Bamba Mexican Grill       | W Thunderbird Rd             | El Mirage | 85335 | No | Yes |



|  |                              |                              |          |       |    |     |
|--|------------------------------|------------------------------|----------|-------|----|-----|
|  | La Piazza Al Forno           | W Glendale Ave               | Glendale | 85301 | No | Yes |
|  | La Santisima                 | W Glendale Ave               | Glendale | 85301 | No | Yes |
|  | Lenny S Burger Shop          | W Glendale Ave               | Glendale | 85301 | No | Yes |
|  | Leo's Island Bbq             | W Bell Rd                    | Peoria   | 85382 | No | Yes |
|  | Line Thai                    | W Bell Rd                    | Sun City | 85351 | No | Yes |
|  | Lito's Fine Mexican Food     | W Olive Ave                  | Glendale | 85302 | No | Yes |
|  | Little Saigon                | N 57th Ave                   | Glendale | 85301 | No | Yes |
|  | Los Cuates                   | N 59th Ave                   | Glendale | 85301 | No | Yes |
|  | Love Hawaiian Bbq            | N 67th Ave                   | Glendale | 85301 | No | Yes |
|  | Macayo Restaurants Llc       | W Bell Rd                    | Glendale | 85308 | No | Yes |
|  | Macayo's Mexican Kitchen     | W Bell Rd                    | Glendale | 85308 | No | Yes |
|  | Mad Greens                   | N 75th Ave                   | Peoria   | 85382 | No | Yes |
|  | Majestic Sports & Grill      | N 95th Ave                   | Glendale | 85305 | No | Yes |
|  | Mama Lupitas                 | W Glendale Ave               | Glendale | 85301 | No | Yes |
|  | Manna Bbq Arrowhead          | N 83rd Ave                   | Peoria   | 85382 | No | Yes |
|  | Manuel's Mexican Restaurant  | W Peoria Ave                 | Glendale | 85302 | No | Yes |
|  | Mariscos Culiacan            | N 67th Ave                   | Glendale | 85301 | No | Yes |
|  | Mariscos Fily                | W Glendale Ave               | Glendale | 85301 | No | Yes |
|  | Market                       | N 67th Ave                   | Glendale | 85301 | No | Yes |
|  | Maskadores Taco Shop         | N 59th Ave                   | Glendale | 85301 | No | Yes |
|  | Mcfadden's Beach House       | N Sunset Blvd                | Glendale | 85305 | No | Yes |
|  | Mcfadden's Glendale          | W Coyotes Blvd               | Glendale | 85305 | No | Yes |
|  | Memo's Bistro                | N 99th Ave                   | Sun City | 85351 | No | Yes |
|  | Mi Casa Su Casa Llc          | W Denton Ln                  | Glendale | 85303 | No | Yes |
|  | Mi Pueblito Mexican Food     | W Bethany Home Rd            | Glendale | 85303 | No | Yes |
|  | Mimi's Bistro + Bakery       | W Bell Rd                    | Glendale | 85308 | No | Yes |
|  | Mixteca Mexican Food         | W Bell Rd                    | Glendale | 85308 | No | Yes |
|  | Mo Chih Chu                  |                              | Glendale | 85306 | No | Yes |
|  | My Big Fat Greek Restaurant  | W Westgate Blvd              | Glendale | 85305 | No | Yes |
|  | Nagoya Sushi                 | W Greenway Rd                | Peoria   | 85381 | No | Yes |
|  | Native Grill & Wings         | N 95th Ave                   | Glendale | 85305 | No | Yes |
|  | New York Wok                 | W Cactus Rd                  | Glendale | 85304 | No | Yes |
|  | Olive Garden Italian Kitchen | N 95th Ave                   | Glendale | 85305 | No | Yes |
|  | Olive Garden Italian Kitchen | W Bell Rd                    | Peoria   | 85382 | No | Yes |
|  | Ollies Omelette House        | W Olive Ave                  | Glendale | 85302 | No | Yes |
|  | On the Border Mexican Grill  | W Bell Rd                    | Peoria   | 85382 | No | Yes |
|  | Opa Life Greek Cafe          | W Westgate Blvd              | Glendale | 85305 | No | Yes |
|  | Osaka P83                    | N Arrowhead Fountains Ctr Dr | Peoria   | 85382 | No | Yes |



|  |                               |                       |           |       |    |     |
|--|-------------------------------|-----------------------|-----------|-------|----|-----|
|  | P F Chang's China Bistro      | N 83rd Ave            | Peoria    | 85382 | No | Yes |
|  | Pacific Seafood Buffet        | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  | Parsons Family Rest           | W Northern Ave        | Glendale  | 85301 | No | Yes |
|  | Pepper Palace Glendale        | N 95th Ave            | Glendale  | 85305 | No | Yes |
|  | Pete's Fish & Chips Glendale  | W Glendale Ave        | Glendale  | 85301 | No | Yes |
|  | Philly Steak & Gyro Llc       | W Glendale Ave        | Glendale  | 85303 | No | Yes |
|  | Pho Avina                     | W Thunderbird Rd      | Glendale  | 85306 | No | Yes |
|  | Pho for Days                  | N 83rd Ave            | Peoria    | 85382 | No | Yes |
|  | Phoenix Phresh                | W Thunderbird Rd      | Glendale  | 85306 | No | Yes |
|  | Pita Jungle                   | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  | Pizza Hut                     | W Bethany Home Rd     | Glendale  | 85301 | No | Yes |
|  | Pizza Hut                     | W Bell Rd             | Sun City  | 85351 | No | Yes |
|  | Poke Bar                      | W Bell Rd             | Peoria    | 85382 | No | Yes |
|  | Popeyes Louisiana Kitchen     | Grand Ave             | Sun City  | 85351 | No | Yes |
|  | Prime Time Sports Bar & Grill | W Union Hills Dr      | Glendale  | 85308 | No | Yes |
|  | Rags Real Chicken & Waffles   | N 111th Ave           | Youngtown | 85363 | No | Yes |
|  | Red Lobster                   | W Bell Rd             | Peoria    | 85382 | No | Yes |
|  | Red Robin Gourmet Burgers     | N 83rd Ave            | Peoria    | 85382 | No | Yes |
|  | Revolu Modern Taqueria + Bar  | N 83rd Ave            | Peoria    | 85382 | No | Yes |
|  | Ritos Burritos                | N 51st Ave            | Glendale  | 85301 | No | Yes |
|  | Roma's Jewelry                | N 59th Ave            | Glendale  | 85301 | No | Yes |
|  | Royal Cafe                    | Grand Ave             | Sun City  | 85351 | No | Yes |
|  | Sabrro Italian Eatery         | W Arrowhead Towne Ctr | Glendale  | 85308 | No | Yes |
|  | Saddle Ranch Glendale         | W Coyotes Blvd        | Glendale  | 85305 | No | Yes |
|  | Sala Thai Restaurant          | W Glendale Ave        | Glendale  | 85303 | No | Yes |
|  | Salt                          | N Sunset Blvd         | Glendale  | 85305 | No | Yes |
|  | Salty Taco                    | N Sunset Blvd         | Glendale  | 85305 | No | Yes |
|  | Sam & Son                     | W Glendale Ave        | Glendale  | 85301 | No | Yes |
|  | Santorini's Bbq Grill         | W Olive Ave           | Glendale  | 85302 | No | Yes |
|  | Senor Taco                    | W Bell Rd             | Sun City  | 85351 | No | Yes |
|  | Serra Gaucha Brazilian Stkhs  | N 83rd Ave            | Peoria    | 85382 | No | Yes |
|  | Shako Mako Grill              | W Olive Ave           | Glendale  | 85302 | No | Yes |
|  | Shanghai Grill                | W Union Hills Dr      | Peoria    | 85382 | No | Yes |
|  | Siam Thai Cuisine             | W Northern Ave        | Glendale  | 85301 | No | Yes |
|  | Slapfish                      | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  | Social On 83rd                | W Paradise Ln         | Peoria    | 85382 | No | Yes |
|  | Spicery in 1895               | N 59th Ave            | Glendale  | 85301 | No | Yes |
|  | Star Corp                     | W Northern Ave        | Glendale  | 85301 | No | Yes |



|  |                               |                              |           |       |    |     |
|--|-------------------------------|------------------------------|-----------|-------|----|-----|
|  | Strong Tower Restaurant Llc   | W Thunderbird Rd             | Glendale  | 85306 | No | Yes |
|  | Sunset Bistro                 | N 99th Ave                   | Sun City  | 85351 | No | Yes |
|  | Super Tacos Los Cuais         | W Glendale Ave               | Glendale  | 85301 | No | Yes |
|  | Sushi Catcher                 | W Bell Rd                    | Glendale  | 85308 | No | Yes |
|  | Sushi Plus                    | W Thunderbird Rd             | Glendale  | 85306 | No | Yes |
|  | Szechuan Cuisine              | W Olive Ave                  | Glendale  | 85302 | No | Yes |
|  | Tacos Mexico Arellano         | W Peoria Ave                 | Glendale  | 85302 | No | Yes |
|  | Tacos Mich                    | W Northern Ave               | Glendale  | 85301 | No | Yes |
|  | Take a Step Into Italy        | W Glendale Ave               | Glendale  | 85305 | No | Yes |
|  | Taqueria La Korita Peoria Llc | W Peoria Ave                 | Glendale  | 85302 | No | Yes |
|  | Taqueria Lucy                 | W Olive Ave                  | Glendale  | 85302 | No | Yes |
|  | Taquizas Lorena               | W Olive Ave                  | Glendale  | 85302 | No | Yes |
|  | Texas Rib Shack               | W Olive Ave                  | Glendale  | 85302 | No | Yes |
|  | Texas Roadhouse               | N Arrowhead Fountains Ctr Dr | Peoria    | 85382 | No | Yes |
|  | Thomas & King                 | W Bell Rd                    | Peoria    | 85382 | No | Yes |
|  | Topgolf Glendale              | N 99th Ave                   | Glendale  | 85305 | No | Yes |
|  | Twin Peaks Restaurant         | N 95th Ave                   | Glendale  | 85305 | No | Yes |
|  | Uruapan Carniceria            | N 59th Ave                   | Glendale  | 85301 | No | Yes |
|  | Village Inn                   | W Thunderbird Rd             | Glendale  | 85306 | No | Yes |
|  | We Get It Restaurant Mgmt Llc | W Union Hills Dr             | Glendale  | 85308 | No | Yes |
|  | Westgate                      | W Hanna Dr                   | Glendale  | 85305 | No | Yes |
|  | Whiskey Rose Saloon           | N Sunset Blvd                | Glendale  | 85305 | No | Yes |
|  | Wild Flower                   | N 75th Ave                   | Glendale  | 85308 | No | Yes |
|  | Willy's Bar & Grill           | W Bell Rd                    | Glendale  | 85308 | No | Yes |
|  | Windy City Dogs               | N El Mirage Rd               | El Mirage | 85335 | No | Yes |
|  | Wok Fire                      | W Bell Rd                    | Peoria    | 85382 | No | Yes |
|  | Yard House Restaurant         | W Westgate Blvd              | Glendale  | 85305 | No | Yes |
|  | Yellowtail Sushi Steak        | N 83rd Ave                   | Glendale  | 85308 | No | Yes |
|  | Yogis Grill                   | N Arrowhead Fountains Ctr Dr | Peoria    | 85382 | No | Yes |
|  | Zero Degrees                  | W Bell Rd                    | Glendale  | 85308 | No | Yes |



| 72251301               | -10 | Business Name               | Address            | City     | ZIP   | In Analysis Area | In Reference Area |
|------------------------|-----|-----------------------------|--------------------|----------|-------|------------------|-------------------|
| <b>Limited Service</b> |     | Arby's                      | N 91st Ave         | Peoria   | 85345 | Yes              | Yes               |
|                        |     | Burger King                 | W Thunderbird Rd   | Peoria   | 85381 | Yes              | Yes               |
| <b>Potentials:</b>     |     | Burger King                 | Grand Ave          | Sun City | 85351 | Yes              | Yes               |
| Jimmy John's           |     | Burger King                 | W Peoria Ave       | Glendale | 85302 | Yes              | Yes               |
| Chick-fil-A            |     | Burger King                 | W Peoria Ave       | Peoria   | 85345 | Yes              | Yes               |
| Chipotle               |     | Carl's Jr                   | W Northern Ave     | Glendale | 85305 | Yes              | Yes               |
| Firehouse Subs         |     | Carl's Jr                   | N 75th Ave         | Peoria   | 85345 | Yes              | Yes               |
| Habit Burger           |     | Church's Chicken            | W Cactus Rd        | Peoria   | 85381 | Yes              | Yes               |
| Jersey Mike's          |     | Del Taco                    | W Peoria Ave       | Peoria   | 85345 | Yes              | Yes               |
| Mod Pizza              |     | Domino's                    | Grand Ave          | Sun City | 85351 | Yes              | Yes               |
| Panera Bread           |     | Domino's                    | W Cactus Rd        | Peoria   | 85381 | Yes              | Yes               |
| Raising Cane's         |     | Dq Grill & Chill            | W Peoria Ave       | Peoria   | 85345 | Yes              | Yes               |
| Rubios                 |     | Filiberto's Mexican Food    | W Olive Ave        | Peoria   | 85345 | Yes              | Yes               |
| Salad and Go           |     | Heidi's Brooklyn Deli       | W Thunderbird Rd   | Peoria   | 85381 | Yes              | Yes               |
| Smashburger            |     | Hungry Howie's Pizza        | W Thunderbird Rd   | Peoria   | 85381 | Yes              | Yes               |
| Wing Street            |     | Jack in the Box             | W Cactus Rd        | Peoria   | 85381 | Yes              | Yes               |
| Wingstop               |     | Jack in the Box             | W Olive Ave        | Peoria   | 85345 | Yes              | Yes               |
|                        |     | Jack in the Box             | W Thunderbird Blvd | Sun City | 85351 | Yes              | Yes               |
|                        |     | Jimmy John's                | N 83rd Ave         | Peoria   | 85381 | Yes              | Yes               |
|                        |     | Kfc                         | W Thunderbird Rd   | Peoria   | 85381 | Yes              | Yes               |
|                        |     | Kfc                         | W Peoria Ave       | Peoria   | 85345 | Yes              | Yes               |
|                        |     | Kfc                         | W Olive Ave        | Peoria   | 85345 | Yes              | Yes               |
|                        |     | Little Caesars Pizza        | W Cactus Rd        | Peoria   | 85381 | Yes              | Yes               |
|                        |     | Long John Silver's          | W Peoria Ave       | Peoria   | 85345 | Yes              | Yes               |
|                        |     | Long John Silver's          | W Northern Ave     | Glendale | 85305 | Yes              | Yes               |
|                        |     | Mc Donald's                 | W Thunderbird Rd   | Peoria   | 85381 | Yes              | Yes               |
|                        |     | Mc Donald's                 | W Peoria Ave       | Peoria   | 85345 | Yes              | Yes               |
|                        |     | Mc Donald's                 | W Peoria Ave       | Peoria   | 85345 | Yes              | Yes               |
|                        |     | Mc Donald's                 | W Olive Ave        | Peoria   | 85345 | Yes              | Yes               |
|                        |     | Ono Hawaiian Bbq            | W Peoria Ave       | Peoria   | 85345 | Yes              | Yes               |
|                        |     | Ono Hawaiian Bbq            | W Northern Ave     | Glendale | 85305 | Yes              | Yes               |
|                        |     | Panda Express               | W Cactus Rd        | Peoria   | 85381 | Yes              | Yes               |
|                        |     | Panda Express               | W Northern Ave     | Glendale | 85305 | Yes              | Yes               |
|                        |     | Papa John's Pizza           | W Olive Ave        | Peoria   | 85345 | Yes              | Yes               |
|                        |     | Papa Murphy's Take 'n' Bake | W Cactus Rd        | Peoria   | 85381 | Yes              | Yes               |
|                        |     | Papa Murphy's Take 'n' Bake | Grand Ave          | Sun City | 85351 | Yes              | Yes               |
|                        |     | Peter Piper Pizza           | N 91st Ave         | Peoria   | 85345 | Yes              | Yes               |



|  |                        |                           |           |       |     |     |
|--|------------------------|---------------------------|-----------|-------|-----|-----|
|  | Peter Piper Pizza      | W Peoria Ave              | Peoria    | 85345 | Yes | Yes |
|  | Quiznos                | W Northern Ave            | Glendale  | 85305 | Yes | Yes |
|  | Sonic Drive-in         | N 83rd Ave                | Peoria    | 85345 | Yes | Yes |
|  | Sonic Drive-in         | N 67th Ave                | Glendale  | 85306 | Yes | Yes |
|  | Subway                 | W Thunderbird Rd          | Peoria    | 85381 | Yes | Yes |
|  | Subway                 | W Peoria Ave              | Peoria    | 85345 | Yes | Yes |
|  | Subway                 | N 107th Ave               | Peoria    | 85345 | Yes | Yes |
|  | Subway                 | Grand Ave                 | Sun City  | 85351 | Yes | Yes |
|  | Subway                 | W Cactus Rd               | Peoria    | 85381 | Yes | Yes |
|  | Subway                 | W Olive Ave               | Peoria    | 85345 | Yes | Yes |
|  | Taco Bell              | W Thunderbird Rd          | Peoria    | 85381 | Yes | Yes |
|  | Taco Bell              | W Peoria Ave              | Peoria    | 85345 | Yes | Yes |
|  | Taco Bell              | W Northern Ave            | Glendale  | 85305 | Yes | Yes |
|  | Taco Bell              | W Peoria Ave              | Peoria    | 85345 | Yes | Yes |
|  | Wendy's                | W Peoria Ave              | Peoria    | 85345 | Yes | Yes |
|  | Wienerschnitzel        | W Northern Ave            | Glendale  | 85305 | Yes | Yes |
|  | Wing Street            | W Peoria Ave              | Peoria    | 85345 | Yes | Yes |
|  | Wing Street            | W Peoria Ave              | Peoria    | 85345 | Yes | Yes |
|  | Arby's                 | N 99th Ave                | Sun City  | 85373 | No  | Yes |
|  | Arby's                 | W Thunderbird Rd          | Glendale  | 85306 | No  | Yes |
|  | Arby's                 | N 83rd Ave                | Peoria    | 85382 | No  | Yes |
|  | Boston Market          | W Bell Rd                 | Glendale  | 85308 | No  | Yes |
|  | Boston Market          | W Peoria Ave              | Glendale  | 85302 | No  | Yes |
|  | Burger King            | W Olive Ave               | Glendale  | 85302 | No  | Yes |
|  | Burger King            | W Thunderbird Rd          | Glendale  | 85306 | No  | Yes |
|  | Burger King            | W Glendale Ave            | Glendale  | 85303 | No  | Yes |
|  | Burger King            | W Olive Ave               | El Mirage | 85335 | No  | Yes |
|  | Bush's Chicken         | W Bell Rd                 | Glendale  | 85308 | No  | Yes |
|  | Cafe Zupas             | W Bell Rd                 | Glendale  | 85308 | No  | Yes |
|  | Carl's Jr              | W Thunderbird Rd          | Glendale  | 85306 | No  | Yes |
|  | Carl's Jr              | N 95th Ave                | Glendale  | 85305 | No  | Yes |
|  | Chick-fil-a            | N 83rd Ave                | Peoria    | 85382 | No  | Yes |
|  | Chick-fil-a            | W Thunderbird Rd          | Glendale  | 85306 | No  | Yes |
|  | Chick-fil-a            | W Thund # Poly-westcampus | Glendale  | 85306 | No  | Yes |
|  | Chipotle Mexican Grill | W Northern Ave            | Glendale  | 85301 | No  | Yes |
|  | Chipotle Mexican Grill | W Arrowhead Towne Ctr     | Glendale  | 85308 | No  | Yes |
|  | Chipotle Mexican Grill | W Hanna Ln                | Glendale  | 85305 | No  | Yes |
|  | Chipotle Mexican Grill | W Thunderbird Rd          | Glendale  | 85306 | No  | Yes |



|  |                              |                       |           |       |    |     |
|--|------------------------------|-----------------------|-----------|-------|----|-----|
|  | Chipotle Mexican Grill       | N 83rd Ave            | Peoria    | 85382 | No | Yes |
|  | Chuck E Cheese's             | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  | Church's Chicken             | W Glendale Ave        | Glendale  | 85301 | No | Yes |
|  | Dickey's Barbecue Pit        | N 75th Ave            | Peoria    | 85382 | No | Yes |
|  | Domino's                     | N 51st Ave            | Glendale  | 85304 | No | Yes |
|  | Domino's                     | W Northern Ave        | Glendale  | 85301 | No | Yes |
|  | Domino's                     | W Glendale Ave        | Glendale  | 85303 | No | Yes |
|  | Donatos Pizza                | N 83rd Ave            | Peoria    | 85382 | No | Yes |
|  | Dq Grill & Chill             | Grand Ave             | Sun City  | 85351 | No | Yes |
|  | Filiberto's Mexican Food     | Grand Ave             | Sun City  | 85351 | No | Yes |
|  | Firehouse Subs               | N 59th Ave            | Glendale  | 85304 | No | Yes |
|  | Firehouse Subs               | W Northern Ave        | Glendale  | 85301 | No | Yes |
|  | Freddy's                     | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  | Fuddruckers                  | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  | Genghis Grill                | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  | Golden Corral Buffet & Grill | W Northern Ave        | Glendale  | 85301 | No | Yes |
|  | Goodcents Deli Fresh Subs    | W Thunderbird Rd      | Glendale  | 85306 | No | Yes |
|  | Goodcents Deli Fresh Subs    | W Bell Rd             | Peoria    | 85382 | No | Yes |
|  | Great Steak & Potato Co      | W Arrowhead Towne Ctr | Glendale  | 85308 | No | Yes |
|  | Habit Burger Grill           | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  | Hungry Howie's Pizza         | W Cactus Rd           | Glendale  | 85304 | No | Yes |
|  | Hungry Howie's Pizza         | N 67th Ave            | Glendale  | 85308 | No | Yes |
|  | Hungry Howie's Pizza         | W Glendale Ave        | Glendale  | 85303 | No | Yes |
|  | In-n-out Burger              | W Bell Rd             | Peoria    | 85382 | No | Yes |
|  | Jack in the Box              | N 59th Ave            | Glendale  | 85302 | No | Yes |
|  | Jack in the Box              | Grand Ave             | Youngtown | 85363 | No | Yes |
|  | Jack in the Box              | W Thunderbird Rd      | Glendale  | 85306 | No | Yes |
|  | Jack in the Box              | W Glendale Ave        | Glendale  | 85301 | No | Yes |
|  | Jersey Mike's Subs           | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  | Jersey Mike's Subs           | W Glendale Ave        | Glendale  | 85305 | No | Yes |
|  | Jersey Mike's Subs           | W Peoria Ave          | Glendale  | 85302 | No | Yes |
|  | Jimmy John's                 | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  | Jimmy John's                 | W Thunderbird Rd      | Glendale  | 85306 | No | Yes |
|  | Jimmy John's                 | W Olive Ave           | Glendale  | 85302 | No | Yes |
|  | Johnny Rockets               | W Hanna Dr            | Glendale  | 85305 | No | Yes |
|  | Kfc                          | Grand Ave             | Sun City  | 85351 | No | Yes |
|  | Kfc                          | W Union Hills Dr      | Peoria    | 85382 | No | Yes |
|  | Little Caesars Pizza         | W Bell Rd             | Glendale  | 85308 | No | Yes |



|  |  |                                |                       |          |       |    |     |
|--|--|--------------------------------|-----------------------|----------|-------|----|-----|
|  |  | Little Caesars Pizza           | W Glendale Ave        | Glendale | 85305 | No | Yes |
|  |  | Little Caesars Pizza           | W Bethany Home Rd     | Glendale | 85301 | No | Yes |
|  |  | Long John Silver's             | N 59th Ave            | Glendale | 85301 | No | Yes |
|  |  | Mc Alister's Deli              | W Bell Rd             | Peoria   | 85382 | No | Yes |
|  |  | Mc Donald's                    | W Olive Ave           | Glendale | 85302 | No | Yes |
|  |  | Mc Donald's                    | W Bell Rd             | Peoria   | 85382 | No | Yes |
|  |  | Mc Donald's                    | N 83rd Ave            | Glendale | 85308 | No | Yes |
|  |  | Mc Donald's                    | N 59th Ave            | Glendale | 85306 | No | Yes |
|  |  | Mc Donald's                    | W Olive Ave           | Peoria   | 85345 | No | Yes |
|  |  | Mc Donald's                    | W Glendale Ave        | Glendale | 85305 | No | Yes |
|  |  | Mc Donald's                    | W Union Hills Dr      | Peoria   | 85382 | No | Yes |
|  |  | Mc Donald's                    | W Northern Ave        | Glendale | 85301 | No | Yes |
|  |  | Mc Donald's                    | W Cactus Rd           | Glendale | 85304 | No | Yes |
|  |  | Mc Donald's                    | W Bell Rd             | Sun City | 85351 | No | Yes |
|  |  | Mod Pizza                      | W Bell Rd             | Glendale | 85308 | No | Yes |
|  |  | Nestle Toll House Cafe by Chip | N 95th Ave            | Glendale | 85305 | No | Yes |
|  |  | Noodles & Company              | W Bell Rd             | Peoria   | 85382 | No | Yes |
|  |  | Old Country Buffet             | N 79th Ave            | Glendale | 85308 | No | Yes |
|  |  | Panda Express                  | N 59th Ave            | Glendale | 85302 | No | Yes |
|  |  | Panda Express                  | W Arrowhead Towne Ctr | Glendale | 85308 | No | Yes |
|  |  | Panda Express                  | W Bell Rd             | Peoria   | 85382 | No | Yes |
|  |  | Panera Bread                   | W Bell Rd             | Peoria   | 85382 | No | Yes |
|  |  | Panera Bread                   | W Arrowhead Towne Ctr | Glendale | 85308 | No | Yes |
|  |  | Papa John's Pizza              | N 59th Ave            | Glendale | 85302 | No | Yes |
|  |  | Papa John's Pizza              | W Union Hills Dr      | Glendale | 85308 | No | Yes |
|  |  | Papa Murphy's Take 'n' Bake    | W Union Hills Dr      | Peoria   | 85382 | No | Yes |
|  |  | Papa Murphy's Take 'n' Bake    | W Olive Ave           | Glendale | 85302 | No | Yes |
|  |  | Peter Piper Pizza              | W Bell Rd             | Peoria   | 85382 | No | Yes |
|  |  | Raising Cane's                 | W Bell Rd             | Glendale | 85308 | No | Yes |
|  |  | Rubio's Coastal Grill          | W Bell Rd             | Peoria   | 85382 | No | Yes |
|  |  | Sbarro                         | W Arrowhead Towne Ctr | Glendale | 85308 | No | Yes |
|  |  | Shane's Rib Shack              | W Westgate Blvd       | Glendale | 85305 | No | Yes |
|  |  | Smashburger                    | W Thunderbird Rd      | Glendale | 85306 | No | Yes |
|  |  | Smashburger                    | N 75th Ave            | Peoria   | 85382 | No | Yes |
|  |  | Sonic Drive-in                 | W Union Hills Dr      | Peoria   | 85382 | No | Yes |
|  |  | Sonic Drive-in                 | W Peoria Ave          | Glendale | 85302 | No | Yes |
|  |  | Sonic Drive-in                 | W Glendale Ave        | Glendale | 85301 | No | Yes |
|  |  | Subway                         | W Olive Ave           | Glendale | 85302 | No | Yes |



|  |  |                                |                       |           |       |    |     |
|--|--|--------------------------------|-----------------------|-----------|-------|----|-----|
|  |  | Subway                         | W Glendale Ave        | Glendale  | 85305 | No | Yes |
|  |  | Subway                         | W Glendale Ave        | Glendale  | 85301 | No | Yes |
|  |  | Subway                         | W Thunderbird Rd      | Glendale  | 85306 | No | Yes |
|  |  | Subway                         | W Northern Ave        | Glendale  | 85301 | No | Yes |
|  |  | Subway                         | W Peoria Ave          | Glendale  | 85302 | No | Yes |
|  |  | Subway                         | N 67th Ave            | Glendale  | 85301 | No | Yes |
|  |  | Subway                         | W Bell Rd             | Sun City  | 85351 | No | Yes |
|  |  | Subway                         | N 95th Ave            | Glendale  | 85305 | No | Yes |
|  |  | Subway                         | W Cactus Rd           | Glendale  | 85304 | No | Yes |
|  |  | Subway                         | W Arrowhead Towne Ctr | Glendale  | 85308 | No | Yes |
|  |  | Subway                         | W Union Hills Dr      | Peoria    | 85382 | No | Yes |
|  |  | Subway                         | N El Mirage Rd        | El Mirage | 85335 | No | Yes |
|  |  | Taco Bell                      | Grand Ave             | Sun City  | 85351 | No | Yes |
|  |  | Taco Bell                      | W Union Hills Dr      | Peoria    | 85382 | No | Yes |
|  |  | Taco Bell                      | N 59th Ave            | Glendale  | 85301 | No | Yes |
|  |  | Taco Bell                      | W Thunderbird Rd      | Glendale  | 85306 | No | Yes |
|  |  | Taco Bell                      | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  |  | Wendy's                        | N 59th Ave            | Glendale  | 85306 | No | Yes |
|  |  | Wendy's                        | W Union Hills Dr      | Glendale  | 85308 | No | Yes |
|  |  | Wendy's                        | W Glenn Dr            | Glendale  | 85301 | No | Yes |
|  |  | Wendy's                        | W Bell Rd             | Glendale  | 85308 | No | Yes |
|  |  | Whataburger                    | W Bell Rd             | Peoria    | 85382 | No | Yes |
|  |  | Which Wich Superior Sandwiches | W Westgate Blvd       | Glendale  | 85305 | No | Yes |
|  |  | Wienerschnitzel                | W Thunderbird Rd      | Glendale  | 85306 | No | Yes |
|  |  | Wing Street                    | W Bethany Home Rd     | Glendale  | 85301 | No | Yes |
|  |  | Wing Street                    | W Bell Rd             | Sun City  | 85351 | No | Yes |
|  |  | Wingstop                       | W Thunderbird Rd      | Glendale  | 85306 | No | Yes |
|  |  | Wingstop                       | W Olive Ave           | Glendale  | 85302 | No | Yes |



| Beauty Salons Summary |                          |                               |                  |          |       |                  |                   |
|-----------------------|--------------------------|-------------------------------|------------------|----------|-------|------------------|-------------------|
|                       | Difference from Expected |                               |                  |          |       |                  |                   |
| Beauty Salons         | -12                      |                               |                  |          |       |                  |                   |
| 81211202              | -12                      | Business Name                 | Address          | City     | ZIP   | In Analysis Area | In Reference Area |
|                       |                          | Absolutely Chic Skin Care     | N 94th Dr        | Peoria   | 85381 | Yes              | Yes               |
|                       |                          | Beauty Bar Hair Skin & Nails  | W Cactus Rd      | Peoria   | 85381 | Yes              | Yes               |
|                       |                          | Coggins Noggins               | W Coggins Dr     | Sun City | 85351 | Yes              | Yes               |
|                       |                          | Cost Cutters                  | W Olive Ave      | Peoria   | 85345 | Yes              | Yes               |
|                       |                          | Cost Cutters                  | W Cactus Rd      | Peoria   | 85381 | Yes              | Yes               |
|                       |                          | Cutn up                       | N 103rd Ave      | Sun City | 85351 | Yes              | Yes               |
|                       |                          | Cuttin' up Hair Salon         | N 103rd Ave      | Sun City | 85351 | Yes              | Yes               |
|                       |                          | Do My Nails                   | N 103rd Ave      | Sun City | 85351 | Yes              | Yes               |
|                       |                          | Fantastic Sams                | W Thunderbird Rd | Peoria   | 85381 | Yes              | Yes               |
|                       |                          | Great Clips                   | W Northern Ave   | Glendale | 85305 | Yes              | Yes               |
|                       |                          | Great Clips                   | N 107th Ave      | Peoria   | 85345 | Yes              | Yes               |
|                       |                          | Great Clips                   | W Thunderbird Rd | Peoria   | 85381 | Yes              | Yes               |
|                       |                          | Great Clips                   | Grand Ave        | Sun City | 85351 | Yes              | Yes               |
|                       |                          | Great Clips                   | W Peoria Ave     | Peoria   | 85345 | Yes              | Yes               |
|                       |                          | Hair Attraction by Sylvia     | N 75th Ave       | Peoria   | 85381 | Yes              | Yes               |
|                       |                          | Hairmony Styling Salon        | W Peoria Ave     | Peoria   | 85345 | Yes              | Yes               |
|                       |                          | Janet's Hair Styling          | W Peoria Ave     | Peoria   | 85345 | Yes              | Yes               |
|                       |                          | Kleancuts                     | W Peoria Ave     | Peoria   | 85345 | Yes              | Yes               |
|                       |                          | Las Brisas                    | N 83rd Ave       | Peoria   | 85345 | Yes              | Yes               |
|                       |                          | Lovely Nails                  | W Thunderbird Rd | Peoria   | 85381 | Yes              | Yes               |
|                       |                          | Luly's                        | W Cactus Rd      | Glendale | 85304 | Yes              | Yes               |
|                       |                          | Michael Anthony's Styling Sln | N 103rd Ave      | Sun City | 85351 | Yes              | Yes               |
|                       |                          | Mr D's Salon                  | Grand Ave        | Sun City | 85351 | Yes              | Yes               |
|                       |                          | Olive Hair Nails & Spa        | W Olive Ave      | Peoria   | 85345 | Yes              | Yes               |
|                       |                          | R C                           |                  | Peoria   | 85345 | Yes              | Yes               |
|                       |                          | Rejoice! You're Beautiful!    | W Northern Ave   | Peoria   | 85345 | Yes              | Yes               |
|                       |                          | Royal Oaks Hair Fashions      | W Royal Oak Rd   | Sun City | 85351 | Yes              | Yes               |
|                       |                          | Salon 84                      | W Thunderbird Rd | Peoria   | 85381 | Yes              | Yes               |
|                       |                          | Salon Blissful                | W Thunderbird Rd | Peoria   | 85381 | Yes              | Yes               |
|                       |                          | Salon Central                 | N 75th Ave       | Peoria   | 85381 | Yes              | Yes               |
|                       |                          | Savant Wellness Salon         | N 75th Ave       | Peoria   | 85381 | Yes              | Yes               |
|                       |                          | Smartstyle                    | W Peoria Ave     | Peoria   | 85345 | Yes              | Yes               |
|                       |                          | Style America                 | W Olive Ave      | Peoria   | 85345 | Yes              | Yes               |



|  |  |                               |                              |           |       |     |     |
|--|--|-------------------------------|------------------------------|-----------|-------|-----|-----|
|  |  | Supercuts                     | W Cactus Rd                  | Peoria    | 85381 | Yes | Yes |
|  |  | Supercuts                     | W Northern Ave               | Glendale  | 85305 | Yes | Yes |
|  |  | Timnah                        | W Thunderbird Rd             | Peoria    | 85381 | Yes | Yes |
|  |  | Tlc Salon Svc Llc             |                              | Peoria    | 85381 | Yes | Yes |
|  |  | Ultimate Escape               | W Cactus Rd                  | Peoria    | 85381 | Yes | Yes |
|  |  | Valley Beauty Salon           | N 99th Ave                   | Sun City  | 85351 | Yes | Yes |
|  |  | Vista Del Rio Beauty & Barber | N 94th Dr                    | Peoria    | 85381 | Yes | Yes |
|  |  | Vivaldi Salon Suites          | W Northern Ave               | Peoria    | 85345 | Yes | Yes |
|  |  | 3 Way Stylist                 | N 59th Ave                   | Glendale  | 85301 | No  | Yes |
|  |  | A Salon On 51st Avenue        | W Thunderbird Rd             | Glendale  | 85306 | No  | Yes |
|  |  | Altered Images Salon          | W Peoria Ave                 | Glendale  | 85302 | No  | Yes |
|  |  | Altered Images Salon          | W Union Hills Dr             | Peoria    | 85382 | No  | Yes |
|  |  | Amanda Lien Hair Design       | N Arrowhead Fountains Ctr Dr | Peoria    | 85382 | No  | Yes |
|  |  | Aquarius Hair & Nails         | W Villa Rita Dr              | Peoria    | 85382 | No  | Yes |
|  |  | Arizona Hair Co               | W Cactus Rd                  | Glendale  | 85304 | No  | Yes |
|  |  | Arrowhead Nail Mall & Spa     | N 79th Ave                   | Glendale  | 85308 | No  | Yes |
|  |  | Audrey Beauty Bar             | W Union Hills Dr             | Glendale  | 85308 | No  | Yes |
|  |  | Augie's Hair Studio           | W Bell Rd                    | Sun City  | 85351 | No  | Yes |
|  |  | Avanti Salon                  | W Greenway Rd                | Peoria    | 85381 | No  | Yes |
|  |  | Beauty Reflections Hair Salon | W Wisconsin Ave              | Youngtown | 85363 | No  | Yes |
|  |  | Bell Camino Beauty Salon      | W Bell Rd                    | Sun City  | 85351 | No  | Yes |
|  |  | Bloom Salon                   | N 83rd Ave                   | Glendale  | 85308 | No  | Yes |
|  |  | Caribbean Hair Braiding Az    | W Glendale Ave               | Glendale  | 85301 | No  | Yes |
|  |  | Cato's Face & Body Place      | W Campo Bello Dr             | Glendale  | 85308 | No  | Yes |
|  |  | Clippety Do Da Salon          | W Union Hills Dr             | Glendale  | 85308 | No  | Yes |
|  |  | Color Me Bella                | W Union Hills Dr             | Peoria    | 85382 | No  | Yes |
|  |  | Color Me Bella Salon & Spa    | W Union Hills Dr             | Peoria    | 85382 | No  | Yes |
|  |  | Cooper Salons At the Woodmark | N Boswell Blvd               | Sun City  | 85373 | No  | Yes |
|  |  | Cost Cutters                  | W Bell Rd                    | Peoria    | 85382 | No  | Yes |
|  |  | Cut the Tie Llc               | N 51st Ave                   | Glendale  | 85304 | No  | Yes |
|  |  | D C Salon Suites              | W Union Hills Dr             | Glendale  | 85308 | No  | Yes |
|  |  | D M Eaton Llc                 | W Peoria Ave                 | Glendale  | 85302 | No  | Yes |
|  |  | Defiance                      | W Greenway Rd                | Glendale  | 85306 | No  | Yes |
|  |  | Delfina Salon & Day Spa       | W Palmar Ave                 | Glendale  | 85301 | No  | Yes |
|  |  | Dino's Hair Design            | W Bell Rd                    | Sun City  | 85351 | No  | Yes |
|  |  | Emillys Beauty Salon          | N 67th Ave                   | Glendale  | 85301 | No  | Yes |
|  |  | Entourage Nail Salon          | N 75th Ave                   | Glendale  | 85308 | No  | Yes |
|  |  | Evergreen Nails & Spa         | N 51st Ave                   | Glendale  | 85306 | No  | Yes |



|  |                              |                              |           |       |    |     |
|--|------------------------------|------------------------------|-----------|-------|----|-----|
|  | Fantastic Sams               | W Union Hills Dr             | Glendale  | 85308 | No | Yes |
|  | Fantastic Sams               | W Northern Ave               | Glendale  | 85301 | No | Yes |
|  | Faye's Hair Graphics         | N 59th Ave                   | Glendale  | 85301 | No | Yes |
|  | Finesse Beauty Salon         | N Del Webb Blvd              | Sun City  | 85351 | No | Yes |
|  | Firefly Hair Lounge          | W Camino San Xavier          | Glendale  | 85308 | No | Yes |
|  | Fringe Hair & Beauty         | W Campo Bello Dr             | Glendale  | 85308 | No | Yes |
|  | Great Clips                  | W Bell Rd                    | Sun City  | 85351 | No | Yes |
|  | Great Clips                  | N 59th Ave                   | Glendale  | 85304 | No | Yes |
|  | Great Clips                  | W Bell Rd                    | Glendale  | 85308 | No | Yes |
|  | Hair Expressions Salon       | N 55th Ave                   | Glendale  | 85301 | No | Yes |
|  | Hair Luxe Salon              | W Glendale Ave               | Glendale  | 85301 | No | Yes |
|  | Hair Xpressions by Stephanie | W Campo Bello Dr             | Glendale  | 85308 | No | Yes |
|  | Hairz 2 U                    | N 51st Ave                   | Glendale  | 85304 | No | Yes |
|  | Infinity Hair & Nail Salon   | W Thunderbird Rd             | Glendale  | 85306 | No | Yes |
|  | J & C Salons                 | N 87th Ave                   | Peoria    | 85382 | No | Yes |
|  | Jean's Glendale Hair Ctr     | N 51st Ave                   | Glendale  | 85301 | No | Yes |
|  | Jom Global Llc               | W Thunderbird Rd             | Glendale  | 85306 | No | Yes |
|  | Josephine's Barber Shop      | N 111th Ave                  | Youngtown | 85363 | No | Yes |
|  | Latino America Barber Salon  | W Glendale Ave               | Glendale  | 85301 | No | Yes |
|  | Level 6 Salon                | N 75th Ave                   | Glendale  | 85308 | No | Yes |
|  | Level Ten                    | W Olive Ave                  | Glendale  | 85302 | No | Yes |
|  | M & M Hair Salon             | W Glendale Ave               | Glendale  | 85301 | No | Yes |
|  | Maka Beauty Systems          | W Greenway Rd                | Glendale  | 85306 | No | Yes |
|  | Mario's Hair Co              | W Union Hills Dr             | Peoria    | 85382 | No | Yes |
|  | Maya's Hair Studio           |                              | Glendale  | 85301 | No | Yes |
|  | Men's Ultimate Grooming      | W Hanna Dr                   | Glendale  | 85305 | No | Yes |
|  | Mida's Touch Salon           | N 75th Ave                   | Glendale  | 85308 | No | Yes |
|  | Midas Touch Salon Llc        | N Arrowhead Fountains Ctr Dr | Peoria    | 85382 | No | Yes |
|  | Mistique Salon & Boutique    | W Bell Rd                    | Glendale  | 85308 | No | Yes |
|  | Modelos Hair Salon           | N 59th Ave                   | Glendale  | 85301 | No | Yes |
|  | Monica's Beauty Salon        | W Michigan Ave               | Youngtown | 85363 | No | Yes |
|  | Nails by Andy                | N 59th Ave                   | Glendale  | 85304 | No | Yes |
|  | Nefertiti Hair Salon         | W Olive Ave                  | Glendale  | 85302 | No | Yes |
|  | Posh Hair & Spa              | W Bell Rd                    | Peoria    | 85382 | No | Yes |
|  | Pretty Cut & Dry             | N 75th Ave                   | Glendale  | 85308 | No | Yes |
|  | Pueblo Salon                 | N El Mirage Rd               | El Mirage | 85335 | No | Yes |
|  | Radiant Skin                 | N 75th Ave                   | Glendale  | 85308 | No | Yes |
|  | Robinette Travelling Salon   |                              | Glendale  | 85303 | No | Yes |



|  |                                |                       |          |       |    |     |
|--|--------------------------------|-----------------------|----------|-------|----|-----|
|  | Royal Hair Lounge              | N 51st Ave            | Glendale | 85302 | No | Yes |
|  | Salon Boutique                 | W Bell Rd             | Glendale | 85308 | No | Yes |
|  | Salon Boutiques                | N 75th Ave            | Glendale | 85308 | No | Yes |
|  | Salon by in Style              | W Arrowhead Towne Ctr | Glendale | 85308 | No | Yes |
|  | Salon Delux                    | W Bell Rd             | Glendale | 85308 | No | Yes |
|  | Salon Encore                   | W Thunderbird Rd      | Glendale | 85306 | No | Yes |
|  | Salon Plus Studios             | W Northern Ave        | Glendale | 85301 | No | Yes |
|  | Salon Ps Llc                   | W Beverly Ln          | Glendale | 85306 | No | Yes |
|  | Sam's Eyebrow                  | W Glendale Ave        | Glendale | 85301 | No | Yes |
|  | Sam's Eyebrows & Beauty Bar    | W Glendale Ave        | Glendale | 85301 | No | Yes |
|  | Shear Art Hair Studio Arrwhd   | N 75th Ave            | Glendale | 85308 | No | Yes |
|  | Sienna Jewel Salon             | W Camino San Xavier   | Glendale | 85308 | No | Yes |
|  | Smartstyle                     | N 83rd Ave            | Glendale | 85308 | No | Yes |
|  | Smartstyle                     | W Northern Ave        | Glendale | 85301 | No | Yes |
|  | Smartstyle                     | W Bell Rd             | Glendale | 85308 | No | Yes |
|  | Sonya's Hair Care Studio       | W Greenway Rd         | Glendale | 85306 | No | Yes |
|  | Split Endz                     | W Union Hills Dr      | Peoria   | 85382 | No | Yes |
|  | Starship Beauty & Barber Salon | N 59th Ave            | Glendale | 85301 | No | Yes |
|  | Styles by Madamebleu           | W Northern Ave        | Glendale | 85301 | No | Yes |
|  | Sun Beauty Hair Salon          | N 99th Ave            | Sun City | 85351 | No | Yes |
|  | Sunsational Hair Design        | W Bell Rd             | Sun City | 85351 | No | Yes |
|  | Supercuts                      | W Bell Rd             | Glendale | 85308 | No | Yes |
|  | Supercuts                      | W Bell Rd             | Peoria   | 85382 | No | Yes |
|  | Supercuts                      | W Northern Ave        | Glendale | 85301 | No | Yes |
|  | Supreme Art                    | N 57th Dr             | Glendale | 85301 | No | Yes |
|  | Sweet N Sazzy Hair Eyelash     | W Bell Rd             | Glendale | 85308 | No | Yes |
|  | Tabitha Black Salon Studio     | W Union Hills Dr      | Peoria   | 85382 | No | Yes |
|  | Timeless Beauty Aesthetics     | W Northern Ave        | Glendale | 85301 | No | Yes |
|  | Tm Hair                        | W Olive Ave           | Glendale | 85302 | No | Yes |
|  | Toni&guy                       | W Arrowhead Towne Ctr | Glendale | 85308 | No | Yes |
|  | V & L Salons Llc               | N 51st Ave            | Glendale | 85302 | No | Yes |
|  | Valley of the Sun Young Mens   | N 59th Ave            | Glendale | 85306 | No | Yes |
|  | Wigs Amor                      | W Arrowhead Towne Ctr | Glendale | 85308 | No | Yes |
|  | Wigs Amor                      | W Bell Rd             | Sun City | 85351 | No | Yes |



| Pharmacies Summary |                          |                              |                    |          |       |                  |                   |
|--------------------|--------------------------|------------------------------|--------------------|----------|-------|------------------|-------------------|
|                    | Difference from Expected |                              |                    |          |       |                  |                   |
| Pharmacies         | -2                       |                              |                    |          |       |                  |                   |
| 44611009           | -2                       | Business Name                | Address            | City     | ZIP   | In Analysis Area | In Reference Area |
|                    |                          | Al-s Drug                    | Grand Ave          | Sun City | 85351 | Yes              | Yes               |
| Potentials         |                          | Arizona Community Pharmacy   | N 83rd Ave         | Peoria   | 85381 | Yes              | Yes               |
| CVS                |                          | Bashas' Pharmacy             | W Thunderbird Rd   | Peoria   | 85381 | Yes              | Yes               |
| Walgreens          |                          | Care Pharmacy                | N 94th Dr          | Peoria   | 85381 | Yes              | Yes               |
|                    |                          | Cigna Home Delivery Pharmacy | W Thunderbird Rd   | Peoria   | 85381 | Yes              | Yes               |
|                    |                          | Cvs/pharmacy                 | W Thunderbird Rd   | Peoria   | 85381 | Yes              | Yes               |
|                    |                          | Cvs/pharmacy                 | W Cactus Rd        | Peoria   | 85381 | Yes              | Yes               |
|                    |                          | Cvs/pharmacy                 | W Thunderbird Blvd | Sun City | 85351 | Yes              | Yes               |
|                    |                          | Cvs/pharmacy                 | W Northern Ave     | Glendale | 85305 | Yes              | Yes               |
|                    |                          | Cvs/pharmacy                 | W Peoria Ave       | Peoria   | 85345 | Yes              | Yes               |
|                    |                          | Desert Sky Pharmacy          | W Thunderbird Rd   | Peoria   | 85381 | Yes              | Yes               |
|                    |                          | Family Pharmacy Inc          | W Thunderbird Blvd | Sun City | 85351 | Yes              | Yes               |
|                    |                          | Fry's Food Store Pharmacy    | W Cactus Rd        | Peoria   | 85381 | Yes              | Yes               |
|                    |                          | Fry's Food Store Pharmacy    | W Olive Ave        | Peoria   | 85345 | Yes              | Yes               |
|                    |                          | Glendale Pharmacy            | N 91st Ave         | Peoria   | 85345 | Yes              | Yes               |
|                    |                          | Safeway Pharmacy             | N 83rd Ave         | Peoria   | 85381 | Yes              | Yes               |
|                    |                          | Walgreens                    | W Peoria Ave       | Sun City | 85351 | Yes              | Yes               |
|                    |                          | Walgreens                    | W Peoria Ave       | Peoria   | 85345 | Yes              | Yes               |
|                    |                          | Walgreens                    | N 67th Ave         | Glendale | 85302 | Yes              | Yes               |
|                    |                          | Walgreens                    | W Thunderbird Rd   | Peoria   | 85381 | Yes              | Yes               |
|                    |                          | Walmart Pharmacy             | W Peoria Ave       | Glendale | 85302 | Yes              | Yes               |
|                    |                          | Walmart Pharmacy             | W Peoria Ave       | Peoria   | 85345 | Yes              | Yes               |
|                    |                          | Walmart Pharmacy             | W Thunderbird Rd   | Peoria   | 85381 | Yes              | Yes               |
|                    |                          | Albertsons Osco Pharmacy     | W Bell Rd          | Peoria   | 85382 | No               | Yes               |
|                    |                          | Albertsons Osco Pharmacy     | W Cactus Rd        | Glendale | 85304 | No               | Yes               |
|                    |                          | Banner Family Pharmacy       | W Thunderbird Rd   | Glendale | 85306 | No               | Yes               |
|                    |                          | Bethany Home Disc Pharm Llc  | W Bethany Home Rd  | Glendale | 85301 | No               | Yes               |
|                    |                          | Community Pharmacy           | W Thunderbird Rd   | Glendale | 85306 | No               | Yes               |
|                    |                          | Costco Pharmacy              | N 79th Ave         | Glendale | 85308 | No               | Yes               |
|                    |                          | Cvs/pharmacy                 | W Olive Ave        | Peoria   | 85345 | No               | Yes               |
|                    |                          | Cvs/pharmacy                 | W Bethany Home Rd  | Glendale | 85303 | No               | Yes               |
|                    |                          | Cvs/pharmacy                 | W Bell Rd          | Peoria   | 85382 | No               | Yes               |
|                    |                          | Cvs/pharmacy                 | W Olive Ave        | Glendale | 85302 | No               | Yes               |
|                    |                          | Cvs/pharmacy                 | W Union Hills Dr   | Peoria   | 85382 | No               | Yes               |



|  |                                |                   |           |       |    |     |
|--|--------------------------------|-------------------|-----------|-------|----|-----|
|  | Cvs/pharmacy                   | W Bell Rd         | Sun City  | 85351 | No | Yes |
|  | Fry's Food Store Pharmacy      | W Olive Ave       | Glendale  | 85302 | No | Yes |
|  | Fry's Food Store Pharmacy      | W Thunderbird Rd  | Glendale  | 85306 | No | Yes |
|  | Fry's Food Store Pharmacy      | W Union Hills Dr  | Peoria    | 85382 | No | Yes |
|  | Fry's Food Store Pharmacy      | Grand Ave         | Sun City  | 85351 | No | Yes |
|  | Fry's Food Store Pharmacy      | W Bell Rd         | Glendale  | 85308 | No | Yes |
|  | Fry's Food Store Pharmacy      | W Bethany Home Rd | Glendale  | 85303 | No | Yes |
|  | Frys Pharmacy                  | N 53rd Dr         | Glendale  | 85304 | No | Yes |
|  | Genoa-qol Healthcare Co        | W Olive Ave       | Glendale  | 85302 | No | Yes |
|  | Osco Drug                      | W Olive Ave       | Glendale  | 85302 | No | Yes |
|  | Osco Drug                      | W Cactus Rd       | Glendale  | 85304 | No | Yes |
|  | Osco Drug                      | W Bell Rd         | Peoria    | 85382 | No | Yes |
|  | Pet Health Pharmacy Inc        | N 111th Ave       | Youngtown | 85363 | No | Yes |
|  | Rightway Pharmacy LLC          | N Del Webb Blvd   | Sun City  | 85351 | No | Yes |
|  | Safeway Pharmacy               | W Bell Rd         | Sun City  | 85351 | No | Yes |
|  | Safeway Pharmacy               | W Olive Ave       | Peoria    | 85345 | No | Yes |
|  | Sam's Club Pharmacy            | N 83rd Ave        | Glendale  | 85308 | No | Yes |
|  | Sav On Fence Inc               | N 67th Ave        | Glendale  | 85301 | No | Yes |
|  | Village Pharmacy               | N 115th Ave       | Youngtown | 85363 | No | Yes |
|  | Walgreens                      | W Northern Ave    | Glendale  | 85301 | No | Yes |
|  | Walgreens                      | N 67th Ave        | Glendale  | 85301 | No | Yes |
|  | Walgreens                      | N 99th Ave        | Sun City  | 85351 | No | Yes |
|  | Walgreens                      | W Cactus Rd       | El Mirage | 85335 | No | Yes |
|  | Walgreens                      | N 95th Ave        | Glendale  | 85305 | No | Yes |
|  | Walgreens                      | W Union Hills Dr  | Peoria    | 85382 | No | Yes |
|  | Walgreens                      | W Glendale Ave    | Glendale  | 85305 | No | Yes |
|  | Walgreens                      | W Thunderbird Rd  | Glendale  | 85306 | No | Yes |
|  | Walgreens                      | W Peoria Ave      | Glendale  | 85302 | No | Yes |
|  | Walgreens                      | W Thunderbird Rd  | Glendale  | 85306 | No | Yes |
|  | Walmart Pharmacy               | N 83rd Ave        | Glendale  | 85308 | No | Yes |
|  | Walmart Pharmacy               | W Northern Ave    | Glendale  | 85301 | No | Yes |
|  | Walmart Pharmacy               | W Bell Rd         | Glendale  | 85308 | No | Yes |
|  | Walmart Pharmacy               | W Glendale Ave    | Glendale  | 85303 | No | Yes |
|  | Walmart Pharmacy               | W Olive Ave       | Glendale  | 85302 | No | Yes |
|  | Women's International Pharmacy | N 111th Ave       | Youngtown | 85363 | No | Yes |



| Barbers Summary |                          |                                |                   |           |       |                  |                   |
|-----------------|--------------------------|--------------------------------|-------------------|-----------|-------|------------------|-------------------|
|                 | Difference from Expected |                                |                   |           |       |                  |                   |
| Barbers         | -6                       |                                |                   |           |       |                  |                   |
| 81211101        | -6                       | Business Name                  | Address           | City      | ZIP   | In Analysis Area | In Reference Area |
|                 |                          | A & a Marin Barber Shop        | N 99th Ave        | Sun City  | 85351 | Yes              | Yes               |
| Potentials:     |                          | Az Barber Club                 | W Peoria Ave      | Peoria    | 85345 | Yes              | Yes               |
| Sports Clips    |                          | Boss Barber Shop               | W Cactus Rd       | Peoria    | 85381 | Yes              | Yes               |
| V's Barbershop  |                          | Bud's Barber Shop              | N 83rd Ave        | Peoria    | 85345 | Yes              | Yes               |
|                 |                          | Classic Cuts li Barbershop     | W Thunderbird Rd  | Peoria    | 85381 | Yes              | Yes               |
|                 |                          | Dmnd Kutz                      | W Thunderbird Rd  | Peoria    | 85381 | Yes              | Yes               |
|                 |                          | Mario's Barber Shop            | W Peoria Ave      | Peoria    | 85345 | Yes              | Yes               |
|                 |                          | Noe Barbershop 2               | W Northern Ave    | Glendale  | 85305 | Yes              | Yes               |
|                 |                          | Scissor & Comb                 | Grand Ave         | Sun City  | 85351 | Yes              | Yes               |
|                 |                          | Sidelines                      | W Olive Ave       | Peoria    | 85345 | Yes              | Yes               |
|                 |                          | True Blend Barbershop Llc      | W Olive Ave       | Peoria    | 85345 | Yes              | Yes               |
|                 |                          | Vals Barber Shop               | N 103rd Ave       | Sun City  | 85351 | Yes              | Yes               |
|                 |                          | West Valley Barber Supply      | W Cactus Rd       | Peoria    | 85381 | Yes              | Yes               |
|                 |                          | All Pro Barbershop             | N 83rd Ave        | Glendale  | 85303 | No               | Yes               |
|                 |                          | Arizona Gentleman's Barbershop | W Bell Rd         | Sun City  | 85351 | No               | Yes               |
|                 |                          | Ars Barbershop Lic             | N 59th Ave        | Glendale  | 85301 | No               | Yes               |
|                 |                          | Barbers Inc                    | N 67th Ave        | Glendale  | 85308 | No               | Yes               |
|                 |                          | Bereni's Barber Shop           | W Peoria Ave      | Glendale  | 85302 | No               | Yes               |
|                 |                          | Blain's Cuts & Conversations   | W Olive Ave       | Glendale  | 85302 | No               | Yes               |
|                 |                          | Brians Barber Shop             | W Bethany Home Rd | Glendale  | 85303 | No               | Yes               |
|                 |                          | Campana Barber Shop            | W Bell Rd         | Sun City  | 85351 | No               | Yes               |
|                 |                          | Chrispy Cutters                | W Glendale Ave    | Glendale  | 85301 | No               | Yes               |
|                 |                          | City Cuts                      | W Thunderbird Rd  | Glendale  | 85306 | No               | Yes               |
|                 |                          | Glendale Barber Shop           | N 58th Ave        | Glendale  | 85301 | No               | Yes               |
|                 |                          | Grand Avenue Barbershop        | Grand Ave         | Sun City  | 85351 | No               | Yes               |
|                 |                          | Greenway Barber Shop           | N 67th Ave        | Glendale  | 85306 | No               | Yes               |
|                 |                          | H & M Barber Shop              | W Peoria Ave      | Glendale  | 85302 | No               | Yes               |
|                 |                          | Hot Desert Hair Salon          | W Palmeras Dr     | Sun City  | 85373 | No               | Yes               |
|                 |                          | Imperial Barbershop            | W Glendale Ave    | Glendale  | 85301 | No               | Yes               |
|                 |                          | Jj Barber & Beauty             | W Bell Rd         | Glendale  | 85308 | No               | Yes               |
|                 |                          | Lads & Dads li                 | W Northern Ave    | Glendale  | 85301 | No               | Yes               |
|                 |                          | Lady Jane's Haircuts for Men   | N 75th Ave        | Peoria    | 85382 | No               | Yes               |
|                 |                          | Lenny's Barber Shop            | N 83rd Ave        | Glendale  | 85308 | No               | Yes               |
|                 |                          | Liberty Barber Shop            | W Thunderbird Rd  | El Mirage | 85335 | No               | Yes               |



|  |  |                             |                   |           |       |    |     |
|--|--|-----------------------------|-------------------|-----------|-------|----|-----|
|  |  | Mike S Sun City Barber Shop | N Del Webb Blvd   | Sun City  | 85351 | No | Yes |
|  |  | Mikey S Barber Shop Llc     | W Union Hills Dr  | Glendale  | 85308 | No | Yes |
|  |  | Mings Barber Salon          | W Peoria Ave      | Glendale  | 85302 | No | Yes |
|  |  | New Style Barbers           | N 71st Ave        | Glendale  | 85303 | No | Yes |
|  |  | Nova Bella Salon            | W Bell Rd         | Glendale  | 85308 | No | Yes |
|  |  | Ot Barber School Supply     | W Bethany Home Rd | Glendale  | 85301 | No | Yes |
|  |  | Park Avenue Barber Shop     | W Union Hills Dr  | Peoria    | 85382 | No | Yes |
|  |  | Pelo Loco Barbershop        | N 57th Dr         | Glendale  | 85301 | No | Yes |
|  |  | Salon Windsor               | N 55th Ave        | Glendale  | 85301 | No | Yes |
|  |  | Sigma the Cut Barbershop    | W Glendale Ave    | Glendale  | 85301 | No | Yes |
|  |  | Sport Clips                 | W Union Hills Dr  | Glendale  | 85308 | No | Yes |
|  |  | Sport Clips                 | W Thunderbird Rd  | Glendale  | 85306 | No | Yes |
|  |  | Sports Barber Crew          | N 51st Ave        | Glendale  | 85306 | No | Yes |
|  |  | Spot Barber Shop Llc        | W Greenway Rd     | Glendale  | 85306 | No | Yes |
|  |  | True Fades                  | W Glendale Ave    | Glendale  | 85303 | No | Yes |
|  |  | Unique by Nature 2          | W Glendale Ave    | Glendale  | 85303 | No | Yes |
|  |  | V's Barbershop-arrowhead Pr | W Bell Rd         | Peoria    | 85382 | No | Yes |
|  |  | Youngtown Barbershop        | W Arizona Ave     | Youngtown | 85363 | No | Yes |



| Grocers - Retail Summary |                          |                             |                   |             |            |                         |                          |
|--------------------------|--------------------------|-----------------------------|-------------------|-------------|------------|-------------------------|--------------------------|
|                          | Difference from Expected |                             |                   |             |            |                         |                          |
| Grocers - Retail         | -4                       |                             |                   |             |            |                         |                          |
| 44511003                 | -4                       | <b>Business Name</b>        | <b>Address</b>    | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
|                          |                          | Bashas'                     | W Thunderbird Rd  | Peoria      | 85381      | Yes                     | Yes                      |
| <b>Potentials:</b>       |                          | Fry's Food Store            | W Cactus Rd       | Peoria      | 85381      | Yes                     | Yes                      |
| Aldi's                   |                          | Fry's Food Store            | W Olive Ave       | Peoria      | 85345      | Yes                     | Yes                      |
| Fry's                    |                          | Grocery Patrol              | N 103rd Ave       | Sun City    | 85351      | Yes                     | Yes                      |
| Food City                |                          | Safeway                     | N 83rd Ave        | Peoria      | 85381      | Yes                     | Yes                      |
| Walmart Neighborhood     |                          | Sprouts Farmers Market      | W Thunderbird Rd  | Peoria      | 85381      | Yes                     | Yes                      |
|                          |                          | Walmart Neighborhood Market | W Thunderbird Rd  | Peoria      | 85381      | Yes                     | Yes                      |
|                          |                          | Walmart Neighborhood Market | W Peoria Ave      | Glendale    | 85302      | Yes                     | Yes                      |
|                          |                          | Albertsons                  | W Cactus Rd       | Glendale    | 85304      | No                      | Yes                      |
|                          |                          | Albertsons                  | W Bell Rd         | Peoria      | 85382      | No                      | Yes                      |
|                          |                          | Country Market Iv           | W Northern Ave    | Glendale    | 85301      | No                      | Yes                      |
|                          |                          | Feria De Mayo               | N 61st Ave        | Glendale    | 85301      | No                      | Yes                      |
|                          |                          | Fry's Food Store            | W Bethany Home Rd | Glendale    | 85303      | No                      | Yes                      |
|                          |                          | Fry's Food Store            | W Bell Rd         | Glendale    | 85308      | No                      | Yes                      |
|                          |                          | Fry's Food Store            | Grand Ave         | Sun City    | 85351      | No                      | Yes                      |
|                          |                          | Fry's Food Store            | W Union Hills Dr  | Peoria      | 85382      | No                      | Yes                      |
|                          |                          | Fry's Food Store            | W Thunderbird Rd  | Glendale    | 85306      | No                      | Yes                      |
|                          |                          | Fry's Food Store            | W Olive Ave       | Glendale    | 85302      | No                      | Yes                      |
|                          |                          | Maggie's Market             | W Thunderbird Rd  | El Mirage   | 85335      | No                      | Yes                      |
|                          |                          | Olde Towne Glendale Market  | W Glendale Ave    | Glendale    | 85301      | No                      | Yes                      |
|                          |                          | Orange Food Store           | W Glendale Ave    | Glendale    | 85303      | No                      | Yes                      |
|                          |                          | Penlina Farmers Market      | W Bell Rd         | Glendale    | 85308      | No                      | Yes                      |
|                          |                          | Quick Stop                  | N 59th Ave        | Glendale    | 85301      | No                      | Yes                      |
|                          |                          | Safeway                     | W Bell Rd         | Sun City    | 85351      | No                      | Yes                      |
|                          |                          | Safeway                     | W Olive Ave       | Peoria      | 85345      | No                      | Yes                      |
|                          |                          | Sherwood Food               | W Union Hills Dr  | Peoria      | 85382      | No                      | Yes                      |
|                          |                          | Sprouts Farmers Market      | W Peoria Ave      | Glendale    | 85302      | No                      | Yes                      |
|                          |                          | Trader Joe's                | W Bell Rd         | Glendale    | 85308      | No                      | Yes                      |
|                          |                          | Veggie Rebellion            | W Glendale Ave    | Glendale    | 85301      | No                      | Yes                      |
|                          |                          | Vs Beer & Wine              | W Glendale Ave    | Glendale    | 85301      | No                      | Yes                      |
|                          |                          | Walmart Neighborhood Market | W Olive Ave       | Glendale    | 85302      | No                      | Yes                      |
|                          |                          | Walmart Neighborhood Market | W Glendale Ave    | Glendale    | 85303      | No                      | Yes                      |
|                          |                          | Yerberia                    | W Glendale Ave    | Glendale    | 85301      | No                      | Yes                      |



| Coffee Shops Summary |                          |                         |                       |             |            |                         |                          |
|----------------------|--------------------------|-------------------------|-----------------------|-------------|------------|-------------------------|--------------------------|
|                      | Difference from Expected |                         |                       |             |            |                         |                          |
| Coffee Shops         | -4                       |                         |                       |             |            |                         |                          |
| 72251505             | -4                       | <b>Business Name</b>    | <b>Address</b>        | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
|                      |                          | Baraka House LLC        | W Cheryl Dr           | Peoria      | 85345      | Yes                     | Yes                      |
| <b>Potentials:</b>   |                          | Dutch Bros Coffee       | W Thunderbird Rd      | Peoria      | 85381      | Yes                     | Yes                      |
| Starbucks            |                          | Dutch Bros Coffee       | N 83rd Ave            | Peoria      | 85381      | Yes                     | Yes                      |
| Black Rock           |                          | Highland Coffee Roaster | N 91st Ave            | Peoria      | 85345      | Yes                     | Yes                      |
| Dutch Bros           |                          | Starbucks               | W Thunderbird Rd      | Peoria      | 85381      | Yes                     | Yes                      |
|                      |                          | Starbucks               | W Peoria Ave          | Glendale    | 85302      | Yes                     | Yes                      |
|                      |                          | Union Coffee Co         | W Thunderbird Rd      | Peoria      | 85381      | Yes                     | Yes                      |
|                      |                          | A Shot of Java          | N 58th Ave            | Glendale    | 85301      | No                      | Yes                      |
|                      |                          | Arrowhead               | W Bell Rd             | Glendale    | 85308      | No                      | Yes                      |
|                      |                          | Black Rock Coffee Bar   | W Bell Rd             | Glendale    | 85308      | No                      | Yes                      |
|                      |                          | Coda Coffee             | N Glen Harbor Blvd    | Glendale    | 85307      | No                      | Yes                      |
|                      |                          | Coffee Bean & Tea Leaf  | W Bell Rd             | Peoria      | 85382      | No                      | Yes                      |
|                      |                          | Coffee Club Inc         | W Northern Ave        | Glendale    | 85301      | No                      | Yes                      |
|                      |                          | Dutch Bros Coffee       | N 95th Ave            | Glendale    | 85305      | No                      | Yes                      |
|                      |                          | Starbucks               | W Cactus Rd           | Glendale    | 85304      | No                      | Yes                      |
|                      |                          | Starbucks               | W Olive Ave           | Peoria      | 85345      | No                      | Yes                      |
|                      |                          | Starbucks               | W Bell Rd             | Sun City    | 85351      | No                      | Yes                      |
|                      |                          | Starbucks               | W Union Hills Dr      | Glendale    | 85308      | No                      | Yes                      |
|                      |                          | Starbucks               | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                      |                          | Starbucks               | W Bell Rd             | Peoria      | 85382      | No                      | Yes                      |
|                      |                          | Starbucks               | W Thunderbird Rd      | Glendale    | 85306      | No                      | Yes                      |
|                      |                          | Starbucks               | W Bell Rd             | Sun City    | 85351      | No                      | Yes                      |
|                      |                          | Starbucks               | Grand Ave             | Sun City    | 85351      | No                      | Yes                      |
|                      |                          | Starbucks               | W Bell Rd             | Glendale    | 85308      | No                      | Yes                      |
|                      |                          | Starbucks               | Grand Ave             | Sun City    | 85351      | No                      | Yes                      |
|                      |                          | Starbucks               | W Bell Rd             | Peoria      | 85382      | No                      | Yes                      |
|                      |                          | Starbucks               | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                      |                          | Starbucks               | W Olive Ave           | Glendale    | 85302      | No                      | Yes                      |
|                      |                          | Starbucks               | W Thunderbird Rd      | Glendale    | 85306      | No                      | Yes                      |
|                      |                          | Westside D B LLC        | N 95th Ave            | Glendale    | 85305      | No                      | Yes                      |



| Shoes - Retail Summary |                          |                             |                       |             |            |                         |                          |
|------------------------|--------------------------|-----------------------------|-----------------------|-------------|------------|-------------------------|--------------------------|
|                        | Difference from Expected |                             |                       |             |            |                         |                          |
| Shoes - Retail         | -7                       |                             |                       |             |            |                         |                          |
| 44821007               | -7                       | <b>Business Name</b>        | <b>Address</b>        | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
|                        |                          | Famous Footwear             | W Northern Ave        | Glendale    | 85305      | Yes                     | Yes                      |
|                        |                          | Foot Solutions              | W Thunderbird Rd      | Peoria      | 85381      | Yes                     | Yes                      |
|                        |                          | Aldo                        | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                        |                          | Dsw Designer Shoe Warehouse | W Bell Rd             | Peoria      | 85382      | No                      | Yes                      |
|                        |                          | Famous Footwear             | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                        |                          | Finish Line                 | N 95th Ave            | Glendale    | 85305      | No                      | Yes                      |
|                        |                          | Finish Line                 | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                        |                          | Finish Line At Macy's       | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                        |                          | Foot Locker                 | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                        |                          | House of Hoops              | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                        |                          | Journeys                    | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                        |                          | Journeys                    | N 95th Ave            | Glendale    | 85305      | No                      | Yes                      |
|                        |                          | New Balance                 | W Bell Rd             | Peoria      | 85382      | No                      | Yes                      |
|                        |                          | Nike Factory Store          | N 95th Ave            | Glendale    | 85305      | No                      | Yes                      |
|                        |                          | Rack Room Shoes             | N 95th Ave            | Glendale    | 85305      | No                      | Yes                      |
|                        |                          | Red Wing Shoe Store         | W Bell Rd             | Glendale    | 85308      | No                      | Yes                      |
|                        |                          | Reebok Outlet               | N 95th Ave            | Glendale    | 85305      | No                      | Yes                      |
|                        |                          | Sas Shoes                   | W Bell Rd             | Sun City    | 85351      | No                      | Yes                      |
|                        |                          | Shoe Palace                 | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                        |                          | Sole Outdoors               | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                        |                          | Sunburst Shoes              | N Del Webb Blvd       | Sun City    | 85351      | No                      | Yes                      |
|                        |                          | Tortoise & Hare Sports      | N 75th Ave            | Glendale    | 85308      | No                      | Yes                      |
|                        |                          | Vans                        | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                        |                          | Walking Co                  | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |



| Health Clubs Summary  |                          |                                |                  |             |            |                         |                          |
|-----------------------|--------------------------|--------------------------------|------------------|-------------|------------|-------------------------|--------------------------|
|                       | Difference from Expected |                                |                  |             |            |                         |                          |
| Health Clubs          | 0                        |                                |                  |             |            |                         |                          |
| 71394011              | 0                        | <b>Business Name</b>           | <b>Address</b>   | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
|                       |                          | Aarowhead Crossfit             | N 83rd Ave       | Peoria      | 85382      | Yes                     | Yes                      |
| <b>Potentials:</b>    |                          | Anytime Fitness                | W Cactus Rd      | Glendale    | 85304      | Yes                     | Yes                      |
| EoS Fitness           |                          | Az Gold Gymnastics             | W Peoria Ave     | Peoria      | 85345      | Yes                     | Yes                      |
| LA Fitness/Esporta    |                          | Cross Fit West Valley          | N 91st Ave       | Peoria      | 85345      | Yes                     | Yes                      |
| Orange Theory Fitness |                          | Die Hard Gym & Fitness Llc     | W Peoria Ave     | Peoria      | 85345      | Yes                     | Yes                      |
| Anytime Fitness       |                          | Jeg-fit & Peoria Llc           | W Peoria Ave     | Peoria      | 85345      | Yes                     | Yes                      |
|                       |                          | La Fitness                     | N 91st Ave       | Peoria      | 85345      | Yes                     | Yes                      |
|                       |                          | Orangetheory Fitness           | W Northern Ave   | Peoria      | 85345      | Yes                     | Yes                      |
|                       |                          | Planet Fitness                 | W Peoria Ave     | Peoria      | 85345      | Yes                     | Yes                      |
|                       |                          | Task Fitness                   | W Shangri La Rd  | Peoria      | 85345      | Yes                     | Yes                      |
|                       |                          | Az Total Fitness Stations      | W Peoria Ave     | Glendale    | 85302      | No                      | Yes                      |
|                       |                          | Club Sonrisas                  | W Tuckey Ln      | Glendale    | 85303      | No                      | Yes                      |
|                       |                          | Crossfit 623                   | N 110th Ave      | Glendale    | 85307      | No                      | Yes                      |
|                       |                          | Crossfit Archangel             | N 71st Dr        | Glendale    | 85308      | No                      | Yes                      |
|                       |                          | El Jefe Cross Fit              | W Union Hills Dr | Glendale    | 85308      | No                      | Yes                      |
|                       |                          | Eos Fitness                    | W Olive Ave      | Glendale    | 85302      | No                      | Yes                      |
|                       |                          | Eos Fitness                    | W Thunderbird Rd | Glendale    | 85306      | No                      | Yes                      |
|                       |                          | Garrison Fitness               | N 51st Ave       | Glendale    | 85306      | No                      | Yes                      |
|                       |                          | Glendale Fitness Ctr-health Sp | W Peoria Ave     | Glendale    | 85302      | No                      | Yes                      |
|                       |                          | Hammer Crossfit                | W Kelton Ln      | Peoria      | 85382      | No                      | Yes                      |
|                       |                          | La Fitness                     | N 83rd Ave       | Glendale    | 85308      | No                      | Yes                      |
|                       |                          | La Fitness                     | W Peoria Ave     | Glendale    | 85302      | No                      | Yes                      |
|                       |                          | Orangetheory Fitness           | W Thunderbird Rd | Glendale    | 85306      | No                      | Yes                      |
|                       |                          | Ox Fitness                     | N 113th Ave      | Youngtown   | 85363      | No                      | Yes                      |
|                       |                          | Sports & Fitness Exchange      | W Thunderbird Rd | Glendale    | 85306      | No                      | Yes                      |
|                       |                          | XI Health Club                 | W Peoria Ave     | Glendale    | 85302      | No                      | Yes                      |



| Bakers - Retail Summary |                          |                        |                  |          |       |                  |                   |
|-------------------------|--------------------------|------------------------|------------------|----------|-------|------------------|-------------------|
|                         | Difference from Expected |                        |                  |          |       |                  |                   |
| Bakers - Retail         | -3                       |                        |                  |          |       |                  |                   |
| 31181102                | -3                       | Business Name          | Address          | City     | ZIP   | In Analysis Area | In Reference Area |
|                         |                          | Holsum Bakery Outlet   | W Peoria Ave     | Peoria   | 85345 | Yes              | Yes               |
|                         |                          | Walmart Bakery         | W Peoria Ave     | Peoria   | 85345 | Yes              | Yes               |
|                         |                          | Walmart Bakery         | W Peoria Ave     | Glendale | 85302 | Yes              | Yes               |
|                         |                          | Walmart Bakery         | W Thunderbird Rd | Peoria   | 85381 | Yes              | Yes               |
|                         |                          | Albertsons Bakery      | W Cactus Rd      | Glendale | 85304 | No               | Yes               |
|                         |                          | Big Mamma's Event Svc  | N 69th Dr        | Glendale | 85303 | No               | Yes               |
|                         |                          | Bimbo Bakeries Usa     | W Glendale Ave   | Glendale | 85303 | No               | Yes               |
|                         |                          | Cristal's Bakery       | W Glendale Ave   | Glendale | 85301 | No               | Yes               |
|                         |                          | Cut the Cake           | W Bell Rd        | Sun City | 85351 | No               | Yes               |
|                         |                          | La Fama Mexican Bakery | W Glendale Ave   | Glendale | 85301 | No               | Yes               |
|                         |                          | My Goodness Cakes      | N 61st Ave       | Glendale | 85302 | No               | Yes               |
|                         |                          | Nothing Bundt Cakes    | W Thunderbird Rd | Glendale | 85306 | No               | Yes               |
|                         |                          | Sam's Club Bakery      | N 83rd Ave       | Glendale | 85308 | No               | Yes               |
|                         |                          | Walmart Bakery         | N 83rd Ave       | Glendale | 85308 | No               | Yes               |
|                         |                          | Walmart Bakery         | W Northern Ave   | Glendale | 85301 | No               | Yes               |
|                         |                          | Walmart Bakery         | W Glendale Ave   | Glendale | 85303 | No               | Yes               |
|                         |                          | Walmart Bakery         | W Bell Rd        | Glendale | 85308 | No               | Yes               |
|                         |                          | Walmart Bakery         | W Olive Ave      | Glendale | 85302 | No               | Yes               |



| Bars Summary |                          |                                |                 |          |       |                  |                   |
|--------------|--------------------------|--------------------------------|-----------------|----------|-------|------------------|-------------------|
|              | Difference from Expected |                                |                 |          |       |                  |                   |
| Bars         | -1                       |                                |                 |          |       |                  |                   |
| 72241001     | -1                       | Business Name                  | Address         | City     | ZIP   | In Analysis Area | In Reference Area |
|              |                          | Coop's Bar & Grill             | W Peoria Ave    | Peoria   | 85345 | Yes              | Yes               |
|              |                          | Deli Sports Bar                | W Peoria Ave    | Peoria   | 85345 | Yes              | Yes               |
|              |                          | Q Bar & Grill                  | W Olive Ave     | Peoria   | 85345 | Yes              | Yes               |
|              |                          | Silver Q Enterprises LLC       | W Cactus Rd     | Glendale | 85304 | Yes              | Yes               |
|              |                          | T J Speaks Tavern              | W Peoria Ave    | Sun City | 85351 | Yes              | Yes               |
|              |                          | Westside Les's Is Too          | W Olive Ave     | Glendale | 85302 | Yes              | Yes               |
|              |                          | Bar Louie-westgate Entrtn Dist | N Sunrise Blvd  | Glendale | 85305 | No               | Yes               |
|              |                          | Blue Moon Saloon               | N 83rd Ave      | Peoria   | 85382 | No               | Yes               |
|              |                          | Cheers Tavern                  | W Bell Rd       | Glendale | 85308 | No               | Yes               |
|              |                          | Christie's Cabaret             | W Northern Ave  | Glendale | 85303 | No               | Yes               |
|              |                          | Copper Door Bar                | N 51st Ave      | Glendale | 85306 | No               | Yes               |
|              |                          | Jimbo's                        | N 51st Ave      | Glendale | 85304 | No               | Yes               |
|              |                          | Kimmyz                         | W Greenway Rd   | Glendale | 85306 | No               | Yes               |
|              |                          | Kirks Korner                   | N 51st Ave      | Glendale | 85304 | No               | Yes               |
|              |                          | Mama Gina's Pizzeria           | W Westgate Blvd | Glendale | 85305 | No               | Yes               |
|              |                          | Marc's Sports Grill-nightlife  | W Peoria Ave    | Glendale | 85302 | No               | Yes               |
|              |                          | Robert Emmets                  | N 59th Ave      | Glendale | 85301 | No               | Yes               |
|              |                          | Stir Crazy Comedy Club         | N Sunset Blvd   | Glendale | 85305 | No               | Yes               |
|              |                          | Swizzle Stick Cocktail Lounge  | W Olive Ave     | Glendale | 85302 | No               | Yes               |
|              |                          | Tailgaters                     | W Bell Rd       | Glendale | 85308 | No               | Yes               |



| Ice Cream Parlors Summary       |                          |                                |                       |             |            |                         |                          |
|---------------------------------|--------------------------|--------------------------------|-----------------------|-------------|------------|-------------------------|--------------------------|
|                                 | Difference from Expected |                                |                       |             |            |                         |                          |
| Ice Cream Parlors               | -4                       |                                |                       |             |            |                         |                          |
| 72251512                        | -4                       | <b>Business Name</b>           | <b>Address</b>        | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
|                                 |                          | Tropical Sno                   | W Cactus Rd           | Glendale    | 85304      | Yes                     | Yes                      |
| <b>Potentials:</b>              |                          | Baskin-robbins                 | W Bell Rd             | Peoria      | 85382      | No                      | Yes                      |
| Cold Stone Creamery             |                          | Cold Stone Creamery            | W Bell Rd             | Peoria      | 85382      | No                      | Yes                      |
| Dairy Queen                     |                          | Cold Stone Creamery            | W Westgate Blvd       | Glendale    | 85305      | No                      | Yes                      |
| Andy's                          |                          | Dairy Queen                    | W Greenway Rd         | Glendale    | 85306      | No                      | Yes                      |
|                                 |                          | Dairy Queen                    | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                                 |                          | Dairy Queen                    | N 95th Ave            | Glendale    | 85305      | No                      | Yes                      |
|                                 |                          | Dalitz Ice Cream               | W Bethany Home Rd     | Glendale    | 85301      | No                      | Yes                      |
|                                 |                          | Haagen-dazs Shop               | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                                 |                          | Mighty Moo Ice Cream           | W Alabama Ave         | Youngtown   | 85363      | No                      | Yes                      |
|                                 |                          | Papa Ed's Ice Cream            | N 58th Ave            | Glendale    | 85301      | No                      | Yes                      |
|                                 |                          | Popbar                         | N Sunrise Blvd        | Glendale    | 85305      | No                      | Yes                      |
|                                 |                          | Rita's Italian Ice/frzn Cstrd  | W Union Hills Dr      | Glendale    | 85308      | No                      | Yes                      |
|                                 |                          | Rollz N Boba                   | W Olive Ave           | Glendale    | 85302      | No                      | Yes                      |
|                                 |                          |                                |                       |             |            |                         |                          |
|                                 |                          |                                |                       |             |            |                         |                          |
| Car Washing & Polishing Summary |                          |                                |                       |             |            |                         |                          |
|                                 | Difference from Expected |                                |                       |             |            |                         |                          |
| Car Washing & Polishing         | -3                       |                                |                       |             |            |                         |                          |
| 81119208                        | -3                       | <b>Business Name</b>           | <b>Address</b>        | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
|                                 |                          | Francis & Sons Carwash         | W Thunderbird Rd      | Peoria      | 85381      | Yes                     | Yes                      |
|                                 |                          | Weiss Guys Self Serve Car Wash | N 67th Ave            | Glendale    | 85304      | Yes                     | Yes                      |
|                                 |                          | Clean Freak                    | Grand Ave             | Sun City    | 85351      | No                      | Yes                      |
|                                 |                          | Clean Freak Carwash Bell       | W Bell Rd             | Glendale    | 85308      | No                      | Yes                      |
|                                 |                          | Fast & Friendly Exp Car Wash   | W Olive Ave           | Peoria      | 85345      | No                      | Yes                      |
|                                 |                          | Fast & Friendly Exp Carwash    | N El Mirage Rd        | El Mirage   | 85335      | No                      | Yes                      |
|                                 |                          | Francis & Sons Car Wash        | W Peoria Ave          | Glendale    | 85302      | No                      | Yes                      |
|                                 |                          | Francis & Sons Carwash         | W Bell Rd             | Glendale    | 85308      | No                      | Yes                      |
|                                 |                          | Jacksons Car Wash              | W Bell Rd             | Peoria      | 85382      | No                      | Yes                      |
|                                 |                          | Lutje's Auto                   | W New World Dr        | Glendale    | 85302      | No                      | Yes                      |
|                                 |                          | Quick N Clean Car Wash         | N 67th Ave            | Glendale    | 85301      | No                      | Yes                      |
|                                 |                          | Steel Image Industries Inc     | W Union Hills Dr      | Peoria      | 85382      | No                      | Yes                      |
|                                 |                          | Weiss Guys Self Svc            | N 59th Ave            | Glendale    | 85302      | No                      | Yes                      |



| Home Improvements Summary |                          |                                |                       |             |            |                         |                          |
|---------------------------|--------------------------|--------------------------------|-----------------------|-------------|------------|-------------------------|--------------------------|
|                           | Difference from Expected |                                |                       |             |            |                         |                          |
| Home Improvem             | -2                       |                                |                       |             |            |                         |                          |
| 23611816                  | -2                       | <b>Business Name</b>           | <b>Address</b>        | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
|                           |                          | Home Services At Home Depot    | W Peoria Ave          | Peoria      | 85345      | Yes                     | Yes                      |
|                           |                          | Just in Time Svc               | W Cheryl Dr           | Peoria      | 85345      | Yes                     | Yes                      |
|                           |                          | Paul Piazza Upholstery         | W Country Gables Dr   | Peoria      | 85381      | Yes                     | Yes                      |
|                           |                          | Az George Home Remodeling Llc  | W Purdue Ave          | Glendale    | 85302      | No                      | Yes                      |
|                           |                          | Garnett & Son Hm Repairs & Svc | N 94th Ave            | Peoria      | 85382      | No                      | Yes                      |
|                           |                          | George's Home Maintenance      | W Charter Oak Dr      | Sun City    | 85351      | No                      | Yes                      |
|                           |                          | Gm Home Improvements Inc       | W Spanish Moss Ln     | Sun City    | 85373      | No                      | Yes                      |
|                           |                          | Hardacker Roofing              | W Columbine Dr        | Glendale    | 85304      | No                      | Yes                      |
|                           |                          | Home Services At Home Depot    | W Bell Rd             | Glendale    | 85308      | No                      | Yes                      |
|                           |                          | Home Services At Home Depot    | W Peoria Ave          | Glendale    | 85302      | No                      | Yes                      |
|                           |                          | New Look Remodeling Llc        |                       | Glendale    | 85302      | No                      | Yes                      |
|                           |                          | Snyder's Weed Control          |                       | Glendale    | 85302      | No                      | Yes                      |
|                           |                          | Xpertecs Llc                   | Po Box 6214           | Glendale    | 85312      | No                      | Yes                      |
|                           |                          |                                |                       |             |            |                         |                          |
|                           |                          |                                |                       |             |            |                         |                          |
| Optometrists Summary      |                          |                                |                       |             |            |                         |                          |
|                           | Difference from Expected |                                |                       |             |            |                         |                          |
| Optometrists              | -1                       |                                |                       |             |            |                         |                          |
| 62132003                  | -1                       | <b>Business Name</b>           | <b>Address</b>        | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
|                           |                          | Essential Eyecare              | Crاند Ave             | Sun City    | 85351      | Yes                     | Yes                      |
|                           |                          | Essential Eyecare Inc          | Grand Ave             | Sun City    | 85351      | Yes                     | Yes                      |
|                           |                          | Northwest Valley Eyecare       | W Coggins Dr          | Sun City    | 85351      | Yes                     | Yes                      |
|                           |                          | 20 10 Vision Assoc P C         | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                           |                          | Barnet Dulaney Perkins Eye Ctr | N Del Webb Blvd       | Sun City    | 85351      | No                      | Yes                      |
|                           |                          | Desert Oasis Eye Care & Opt    | N 75th Ave            | Peoria      | 85381      | No                      | Yes                      |
|                           |                          | Eye Love Smiles Eye-dental Cr  | N 51st Ave            | Glendale    | 85304      | No                      | Yes                      |
|                           |                          | Eye Tech Eye Assoc             | N 91st Ave            | Peoria      | 85382      | No                      | Yes                      |
|                           |                          | Ohana Eyecare                  | W Union Hills Dr      | Peoria      | 85382      | No                      | Yes                      |
|                           |                          | Southwestern Eye Ctr           | W Thunderbird Blvd    | Sun City    | 85351      | No                      | Yes                      |
|                           |                          | Tom Sowash Od & Assoc Pc       | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                           |                          | Westbrook Vision Ctr Plc       | W Union Hills Dr      | Peoria      | 85382      | No                      | Yes                      |



| Juice Bars Summary              |                          |                               |                       |             |            |                         |                          |
|---------------------------------|--------------------------|-------------------------------|-----------------------|-------------|------------|-------------------------|--------------------------|
|                                 | Difference from Expected |                               |                       |             |            |                         |                          |
| Juice Bars                      | -3                       |                               |                       |             |            |                         |                          |
| 72251518                        | -3                       | <b>Business Name</b>          | <b>Address</b>        | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
|                                 |                          | Fresh Healthy Cafe            | W Westgate Blvd       | Glendale    | 85305      | No                      | Yes                      |
| <b>Potentials:</b>              |                          | Jamba Juice                   | W Bell Rd             | Peoria      | 85382      | No                      | Yes                      |
| Jamba Juice                     |                          | Jamba Juice                   | W Thunderbird Rd      | Glendale    | 85306      | No                      | Yes                      |
|                                 |                          | Jamba Juice                   | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                                 |                          | Orange Julius                 | N 95th Ave            | Glendale    | 85305      | No                      | Yes                      |
|                                 |                          | Orange Julius                 | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                                 |                          | Total Control Slot Car Racing | W Thunderbird Rd      | Glendale    | 85306      | No                      | Yes                      |
|                                 |                          |                               |                       |             |            |                         |                          |
|                                 |                          |                               |                       |             |            |                         |                          |
| Sporting Goods - Retail Summary |                          |                               |                       |             |            |                         |                          |
|                                 | Difference from Expected |                               |                       |             |            |                         |                          |
| Sporting Goods -                | -1                       |                               |                       |             |            |                         |                          |
| 45111055                        | -1                       | <b>Business Name</b>          | <b>Address</b>        | <b>City</b> | <b>ZIP</b> | <b>In Analysis Area</b> | <b>In Reference Area</b> |
|                                 |                          | All Year Sports               | N 91st Ave            | Peoria      | 85345      | Yes                     | Yes                      |
| <b>Potentials:</b>              |                          | Big 5 Sporting Goods          | N 91st Ave            | Peoria      | 85345      | Yes                     | Yes                      |
| Big 5                           |                          | Universal Athletic Svc        | N Rio Vista Blvd      | Peoria      | 85381      | Yes                     | Yes                      |
| Just Sports                     |                          | Cabela's                      | W Glendale Ave        | Glendale    | 85305      | No                      | Yes                      |
|                                 |                          | Champs Sports                 | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                                 |                          | Dick's Sporting Goods         | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                                 |                          | Just Sports                   | W Arrowhead Towne Ctr | Glendale    | 85308      | No                      | Yes                      |
|                                 |                          | North Valley Sports Cards     | W Bell Rd             | Glendale    | 85308      | No                      | Yes                      |
|                                 |                          | Soccer City                   |                       | Glendale    | 85301      | No                      | Yes                      |
|                                 |                          | Soccer Post of Arrowhead      | W Bell Rd             | Peoria      | 85382      | No                      | Yes                      |

