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— THE SHOPS AT —
N  R T E R R A[®]



PHOENIX

A CITY ON THE RISE

The Shops at Norterra serves the Phoenix Metropolitan area, a 14,599 square mile region spanning across several cities in central Arizona. With over 4.6 million residents, the Phoenix MSA is ranked as the 11th largest Metropolitan Area in the United States.

The Phoenix MSA includes some of the most populated cities in the nation including Phoenix (No. 5), Mesa (No. 36), & Scottsdale (No. 79). Directly serving the city of Phoenix, The Shops at Norterra has a surrounding population of over 1.6 million.

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The Shops at Norterra is strategically located in Deer Valley (North Phoenix) along Interstate 17 and Happy Valley Road, just 4 miles north of AZ Loop 101 Freeway. As two of the busiest highways in Arizona, I-17 and Loop 101 provide Deer Valley excellent access to Downtown Phoenix and the suburban areas to the east and west. Over 145,000 people are located within a 5 mile radius of Norterra, and that number exponentially increases to nearly 700,000 within a 10 mile radius.

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DEER VALLEY AT A GLANCE



700,000
MARKET SIZE
(10 mi radius)

Nearly 700,000 people reside within a 10 mile radius of Norterra, and the population continues to grow. By 2024, population is expected to reach over 750,000.



\$1.76 B
RETAIL
CONSUMER
EXPENDITURE

The total retail expenditure within 5 mile radius of Norterra is \$1.76 Billion annually and grows to \$8.5+ Billion within a 10 mile radius.



\$100,000
AVERAGE
HOUSEHOLD
INCOME

The average household income surrounding Norterra is nearly \$99,352, over \$40,000 more than the national average of \$59,000.



400,000
VISITORS
THROUGH DEER
VALLEY AIRPORT

Norterra is located within 5 miles of The Deer Valley Airport. DVT serves as an air traffic reliever for Phoenix Sky Harbor and is the busiest general aviation airport in the United States.

TSMC PLANT NEW DEV



±5 Miles
TO THE SHOPS
AT NORTERRA

A crucial addition to North Phoenix’s growth has been the Taiwan Semiconductor Manufacturing Co. (TSMC) plant, which is located approximately 5 miles from The Shops at Norterra.



\$38.2 B
ECONOMIC
IMPACT OVER
20 YRS

Expected to begin operation in 2024, TSMC, the state’s largest foreign direct investment, is estimated to have an economic impact of \$38.2 billion over 20 years.



10,000
JOBS
INDIRECTLY
CREATED

The plant is set to employ around 2,000 workers in phase 2 of the 6 phases of the development. For each job created, an additional 4 to 5 jobs are created to support the first one leading to approximately 10,000 jobs created indirectly.

TRADE AREA

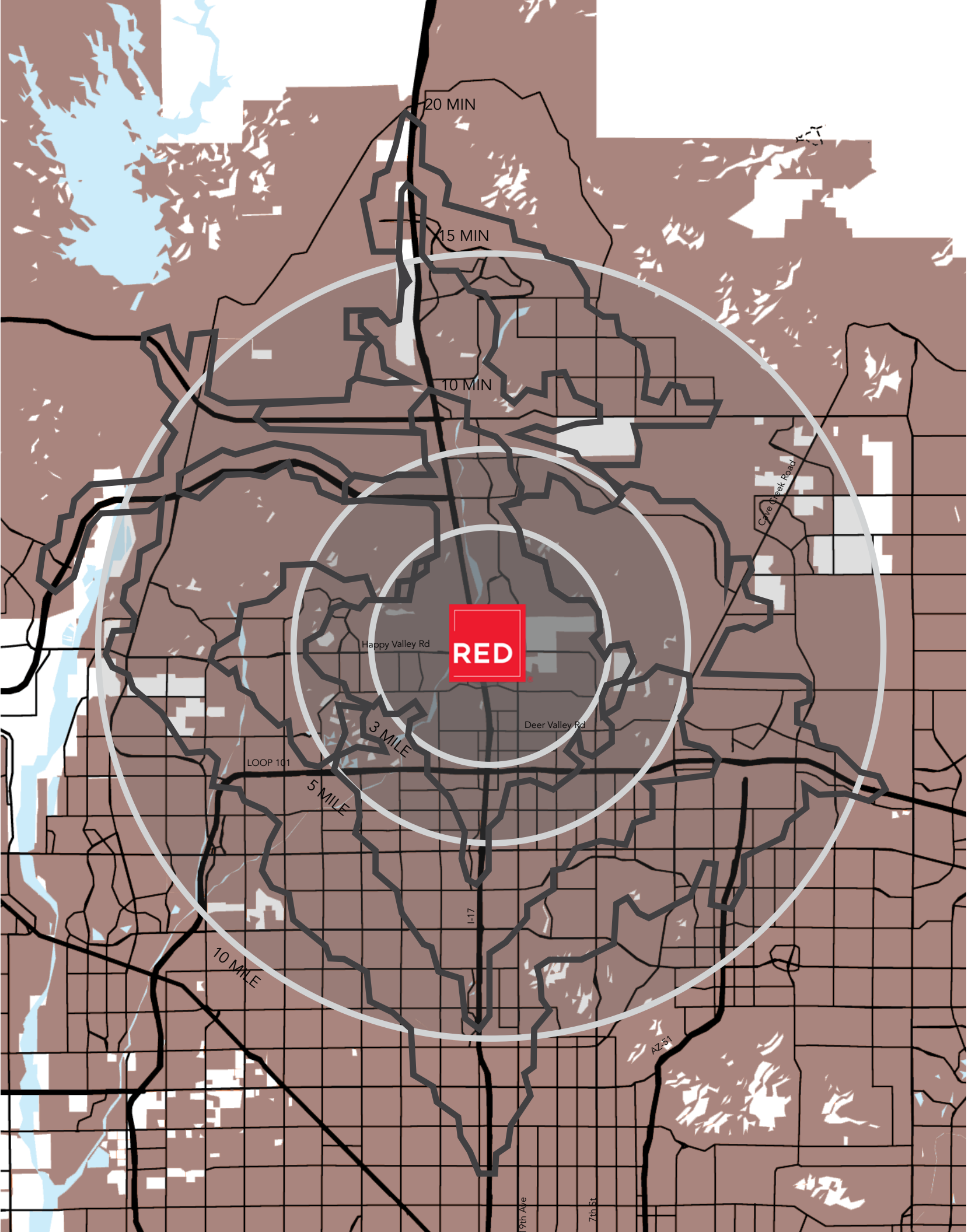
2024 RADIUS DEMOGRAPHICS

	3 MILE	5 MILE	10 MILE
ESTIMATED POPULATION (2023)	47,635	145,630	701,136
PROJECTED POPULATION (2028)	54,879	154,555	732,895
ESTIMATED AVG. HOUSEHOLD INCOME	\$135,514	\$135,442	\$131,747
PROJ. AVG. HOUSEHOLD INCOME (2028)	\$124,046	\$136,525	\$135,686
TOTAL BUSINESSES	3,094	6,428	29,549
TOTAL EMPLOYEES	32,211	59,107	213,491
COMPANY HEADQUARTER BUSINESSES	127	210	716
TOTAL ANNUAL HOUSEHOLD EXPENDITURE	\$1.62 B	\$4.97 B	\$23.6 B
TOTAL ANNUAL RETAIL EXPENDITURE	\$763.71 M	\$2.34 B	\$11.09 B

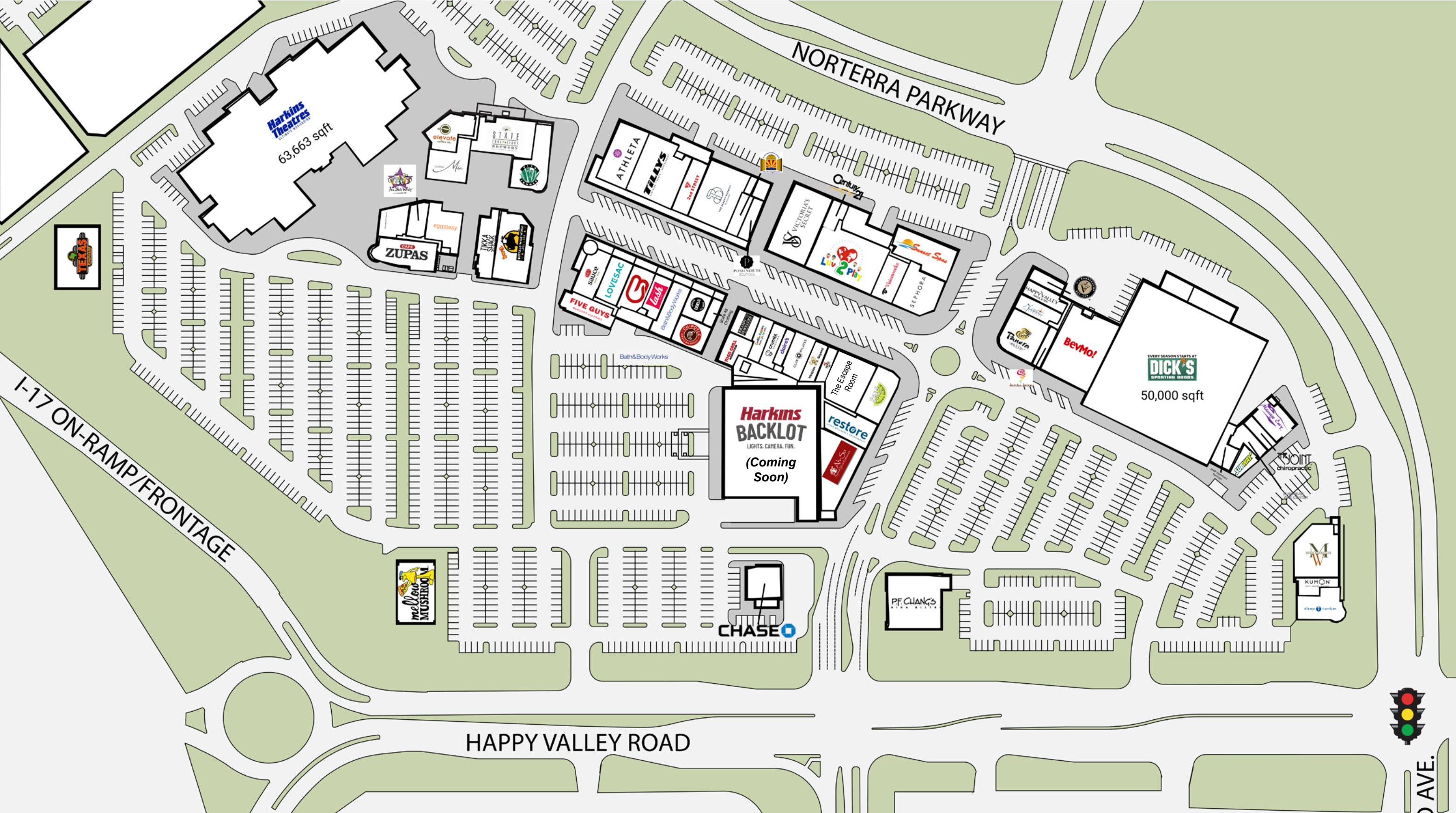
2024 DRIVE TIME DEMOGRAPHICS

	10 MIN	15 MIN	20 MIN
ESTIMATED POPULATION (2023)	119,934	322,577	662,748
PROJECTED POPULATION (2028)	127,799	335,036	691,595
ESTIMATED AVG. HOUSEHOLD INCOME	\$127,971	\$122,439	\$124,324
PROJ. AVG. HOUSEHOLD INCOME (2028)	\$128,398	\$126,419	\$127,932
TOTAL BUSINESSES	6,000	14,766	28,597
TOTAL EMPLOYEES	60,295	120,779	221,291
COMPANY HEADQUARTER BUSINESSES	207	418	753
TOTAL ANNUAL HOUSEHOLD EXPENDITURE	\$4.01 B	\$10.51 B	\$21.4 B
TOTAL ANNUAL RETAIL EXPENDITURE	\$1.89 B	\$4.95 B	\$10.07 B

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SITE PLAN



AERIAL OVERVIEW



LEGEND

- | | |
|---|--|
|  | Norterra Campus |
|  | Union Street Dev. |
|  | USAA Campus |
|  | Future Retail |
|  | Existing Retail |
|  | Residential
(Single-Family) |
|  | Multi-Family |
|  | Office |
|  | Medical |