

THE FUTURE OF GOODYEAR



THE NORTHWEST CORNER OF MCDOWELL RD & BULLARD AVE

±150 AC MIXED-USE DEVELOPMENT



A MAJOR MIXED-USE PROJECT ON ±150 ACRES LOCATED IN THE HEART OF **GOODYEAR, ARIZONA**



Glendale

Scottsdale

Phoenix

Tempe

The future of Goodyear, Arizona, has arrived, and it's nothing short of transformative.

GSQ is reshaping one of the nation's fastest-growing cities with a bold new ±150-acre community hub that blends vibrant entertainment, dining, grocery, and specialty shops with modern multi-family residences, office spaces, and hotels.

In August 2022, Goodyear proudly unveiled its new Civic Square at GSQ, featuring a state-of-the-art city hall, a two-story library, a two-acre community park, upscale office spaces, and a diverse selection of retail and dining options.

Building on this strong foundation, the adjacent GSQ destination is poised to meet the community's growing demand for both familiar and exciting new grocery, dining, retail, and entertainment experiences. All of this is seamlessly connected by the newly established Goodyear Way—a walkable thoroughfare designed to enhance connectivity and convenience for residents and visitors alike.

#3

**FASTEST GROWING CITY IN THE
U.S. FOR 5-YEAR POPULATION
GROWTH** - SMARTASSET, 2023



PROPERTY HIGHLIGHTS



The future community hub of Goodyear featuring a strategic mix of dining, retail, residential, office, hotel and entertainment offerings.



More than 1.9 million people are within a 30-minute drive of GSQ.



The Harkins Theatre on site is the top-grossing Harkins location in both the state and their national portfolio, and it ranks as one of the highest-performing theaters in the nation overall.



On the campus of the pioneering Goodyear civic square at GSQ featuring a new city hall, 2-story library, 2-AC park, upscale office, and a variety of retail & dining options.



Convenient access to I-10, which experiences over 215,000 vehicles per day.



Approximately 90,000 households with an average household income of \$120,000.

GSQ SITE PLAN



DEMOGRAPHIC HIGHLIGHTS WITHIN 5 MILES OF THE PRIMARY TRADE AREA



188,492
TOTAL POPULATION



\$115.1K
AVG HH INCOME



67,077
TOTAL HOUSING UNITS



62,111
HOUSEHOLDS



145,151
DAYTIME POPULATION



21,886
BACHELOR'S DEGREE

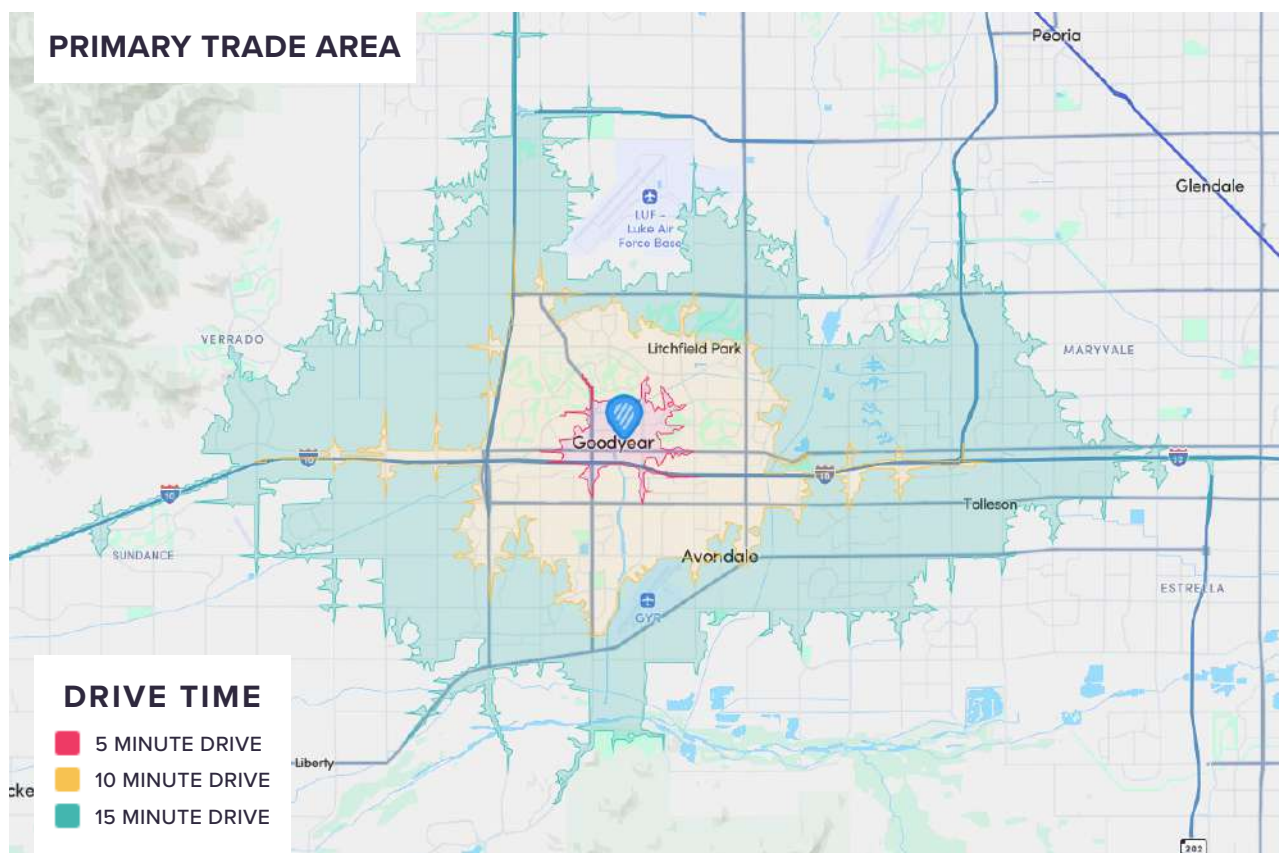


37
MEDIAN AGE



\$457.8K
AVG HOME VALUE

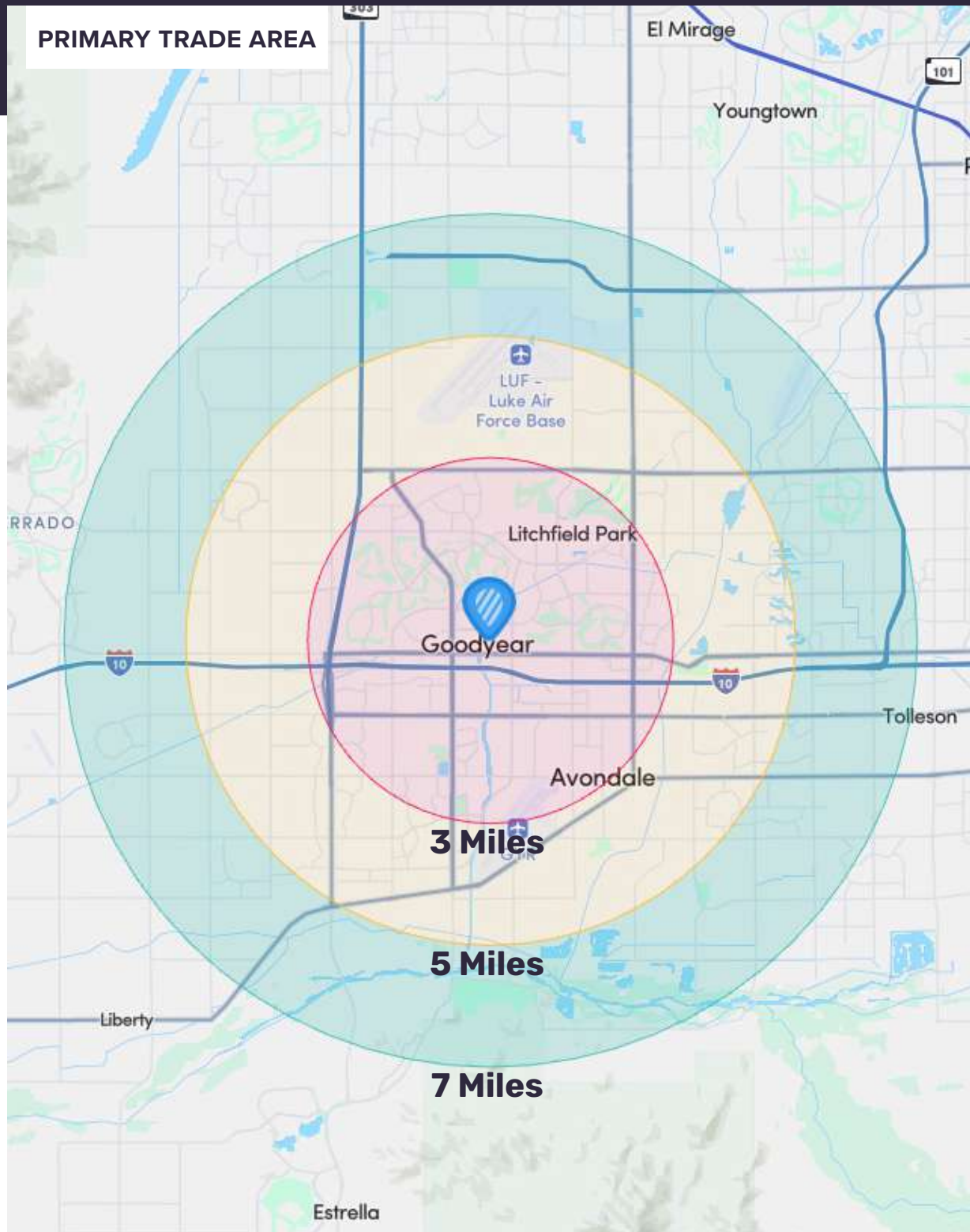
PRIMARY TRADE AREA



DRIVE TIME DEMOGRAPHICS

POPULATION	5 MIN	10 MIN	15 MIN
2030 Population Projection	7,953	34,032	219,018
2025 Population	7,144	31,142	203,911
2020 Population	9,213	74,979	160,825
% Growth 2025-2030	11.3%	9.3%	7.4%
HOUSEHOLDS	5 MIN	10 MIN	15 MIN
2030 Household Projection	2,954	12,607	71,178
2025 Households	2,654	11,473	65,858
2025 Avg HH Income	\$167.8K	\$130.9K	\$111.3K
2030 Projected HH Income	\$184K	\$145.9K	\$125.1K
2025 Avg Home Value	\$561.2K	\$529.4K	\$457.8K

PRIMARY TRADE AREA



TRADE AREA DEMOGRAPHICS

POPULATION	3 MILE	5 MILE	7 MILE
2025 Population	85,662	188,492	288,301
Workday Population	74,176	145,151	225,215
2030 Population Projection	92,339	200,923	309,571
% Growth 2025-2030	7.8%	6.6%	7.4%
Average Age	41	38	37
2025 Consumer Spending	\$823.3M	\$2.5B	\$4B
2030 Consumer Spending Projection	\$875.6M	\$2.7B	\$4.2B
HOUSEHOLDS	3 MILE	5 MILE	7 MILE
2025 Households	30,049	62,111	91,707
2030 Household Projection	32,626	66,710	99,056
2025 Housing Units	33,043	67,077	98,790
2030 Housing Units Projection	35,691	71,835	106,393
2025 Avg HH Income	\$122.6K	\$115.1K	\$114.4K
2030 Avg HH Income Projection	\$136.9K	\$129.4K	\$128.6K
2025 Avg Home Value	\$490.3K	\$457.8K	\$456.9K
2030 Avg Home Value Projection	\$551.6K	\$512.6K	\$513.9K

SURROUNDING RETAIL



MARKET OVERVIEW

GOODYEAR, ARIZONA

Goodyear, Arizona, is one of the fastest-growing cities in the Phoenix metropolitan area, **experiencing rapid development over the past few decades**. With a population of around 115,000 as of the 2023 census, it has seen significant growth from just over 65,000 residents in 2010. Goodyear spans approximately 190 square miles and continues to attract new residents due to its affordable housing, proximity to major employment centers, and high quality of life. Goodyear's economy is diverse, with key industries including aerospace, manufacturing, and retail. The Goodyear Tire & Rubber Company's manufacturing facility, along with a growing presence of companies in the logistics and defense sectors, contributes to the city's economic vitality. Additionally, Goodyear has earned recognition as one of the top cities for business, reflecting its strong economic foundation and business-friendly environment.

#3 FASTEST GROWING CITY FOR 5-YEAR POPULATION GROWTH
- SMARTASSET, 2023

#25 BOOMTOWNS IN AMERICA
- SMARTASSET, 2023

#11 FASTEST GROWING LARGE CITY
- US CENSUS BUREAU, 2023



GROWTH IN THE WEST VALLEY



The West Valley in Arizona has seen remarkable growth in recent years, with significant population and economic expansion. Cities like Buckeye, Goodyear, and Avondale have become some of the fastest-growing in the state. This rapid growth has been driven by affordable housing options, strong job growth, and an appealing suburban lifestyle. As a result, the West Valley is expected to continue growing, with projections indicating that the population in this region could reach over 1 million by 2040.

In terms of economic development, the West Valley has experienced substantial investments in both infrastructure and business development. The opening of the Phoenix Goodyear Airport, which sees over 50,000 operations annually, has attracted multiple industrial and commercial enterprises, further fueling growth. The Westgate Entertainment District in Glendale has become a major retail and entertainment hub, with more than 200 businesses and restaurants operating in the area. Additionally, the West Valley has become a hub for logistics, with over 30% of the region's workforce employed in retail, logistics, and distribution jobs. These sectors have been supported by the construction of large distribution centers by companies like Amazon and Walmart, contributing to the creation of thousands of jobs. This combination of residential and business growth positions the West Valley as a key player in Arizona's future.

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THE PHOENIX WEST VALLEY IS EXPERIENCING SIGNIFICANT GROWTH, WITH PROJECTIONS INDICATING THAT OVER 50% OF MARICOPA COUNTY'S GROWTH OVER THE NEXT 25 YEARS WILL OCCUR IN THIS REGION.

-LEADERSHIPWEST.ORG

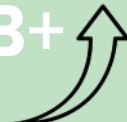
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PHOENIX MSA AT A GLANCE

With a population of more than 1.6 million residents, the city of Phoenix is the capital and the most populous city in Arizona. Located in the heart of Arizona, it encompasses a diverse mix of cities and towns, with Phoenix serving as the state's capital and the fifth-largest city in the country. Known for its warm climate, economic growth, and expanding infrastructure, the Phoenix MSA is a hub for industries ranging from technology and manufacturing to healthcare and finance. The region's rapid population growth has driven a booming real estate market, with new residential, commercial, and mixed-use developments reshaping its skyline and neighborhoods.

Phoenix MSA's economy is thriving, bolstered by its strategic location, business-friendly environment, and access to a skilled workforce. The area has seen significant investment in tech, education, and healthcare sectors, attracting both national and international businesses. With a young and diverse population, the Phoenix MSA is poised for continued growth and development, making it a desirable location for both residents and investors alike.

CONSUMER **\$4B+**
SPENDING 

TOTAL POPULATION
4.8M+ 

\$308.21B
GROSS METRO
PRODUCT 

19.5M+
ANNUAL VISITORS

550+
HOTELS &
RESORTS

3
PROFESSIONAL
SPORTS TEAMS

200+
GOLF COURSES



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±150 AC MIXED-USE DEVELOPMENT

PRIMARY LEASING CONTACT



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