



— THE SHOPS AT —  
N  R T E R R A<sup>®</sup>



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# 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 5 million residents, the Phoenix MSA is ranked as the 10th 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. 37), & Scottsdale (No. 93). 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 148,000 people are located within a 5 mile radius of Norterra, and that number exponentially increases to nearly 708,000 within a 10 mile radius.

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# DEER VALLEY AT A GLANCE



**700,000**  
MARKET SIZE  
(10 mi radius)

Over 700,000 people reside within a 10 mile radius of Norterra, and the population continues to grow. By 2029, population is expected to reach over 715,000.



**\$2.32 B**  
RETAIL CONSUMER  
EXPENDITURE

The total retail expenditure within 5 mile radius of Norterra is \$2.32 Billion annually and grows to +\$11 Billion within a 10 mile radius.



**\$100,000**  
AVERAGE  
HOUSEHOLD  
INCOME

The average household income surrounding Norterra is nearly +\$137,000, nearly double Arizona's average of \$69,056.



**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 DEVELOPMENT



**±5 Miles**  
TO THE SHOPS AT  
NORTERRA

A pivotal addition to North Phoenix's growth has been the Taiwan Semiconductor Manufacturing Co. (TSMC) manufacturing fabrications (3 fabs total), which is located approximately 5 miles from The Shops at Norterra.



**\$65 B**  
TSMC's Total U.S.  
Investment

*"This third fab brings TSMC's total U.S. investment to more than \$65 billion, making this the largest foreign direct investment (FDI) in Arizona history, and the largest FDI in a greenfield project in U.S. history." (TSMC)*



**10,000**  
JOBS  
INDIRECTLY  
CREATED

*"Now with a third fab, TSMC Arizona will create approximately 6,000 jobs – and more than 20,000 accumulated unique construction jobs, as well as tens of thousands of indirect supplier jobs." (TSMC)*



# TRADE AREA

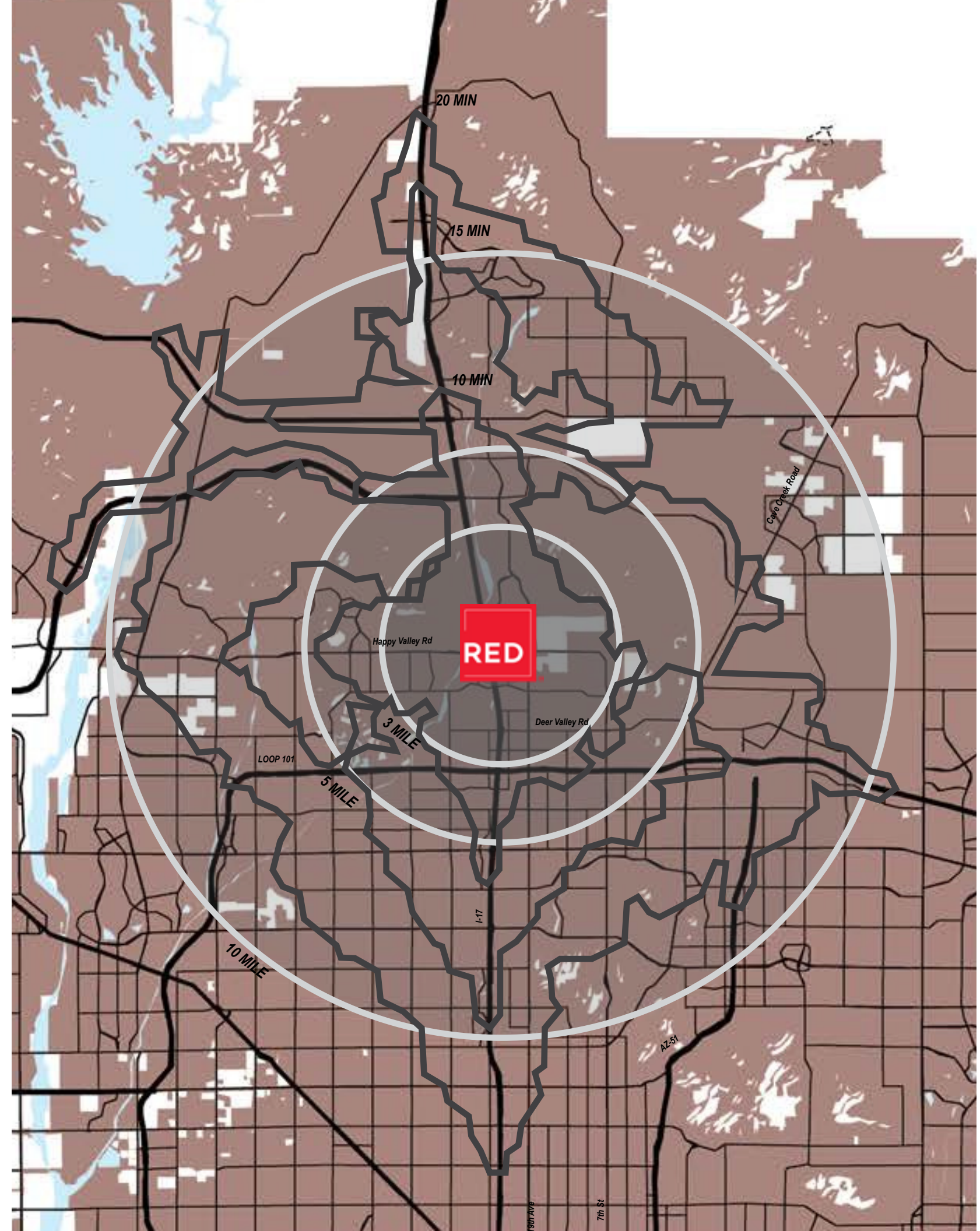
## 2024 RADIUS DEMOGRAPHICS

	3 MILE	5 MILE	10 MILE
ESTIMATED POPULATION (2025)	51,810	148,879	708,863
PROJECTED POPULATION (2030)	57,941	153,631	715,291
ESTIMATED AVG. HOUSEHOLD INCOME (2025)	\$144,578	\$137,041	\$131,982
PROJ. AVG. HOUSEHOLD INCOME (2030)	\$153,796	\$144,349	\$138,464
TOTAL BUSINESSES	3,121	6,444	29,516
TOTAL EMPLOYEES	32,591	59,482	214,108
COMPANY HEADQUARTER BUSINESSES	127	210	715
TOTAL ANNUAL HOUSEHOLD EXPENDITURE	\$1.61 B	\$4.94 B	\$23.61 B
TOTAL ANNUAL RETAIL EXPENDITURE	\$756.41 M	\$2.32 B	\$11.08 B

## 2024 DRIVE TIME DEMOGRAPHICS

	10 MIN	15 MIN	20 MIN
ESTIMATED POPULATION (2025)	124,338	332,163	675,652
PROJECTED POPULATION (2030)	129,146	335,607	680,855
ESTIMATED AVG. HOUSEHOLD INCOME (2025)	\$131,356	\$123,651	\$124,160
PROJ. AVG. HOUSEHOLD INCOME (2030)	\$138,758	\$129,808	\$130,212
TOTAL BUSINESSES	6,038	14,798	28,626
TOTAL EMPLOYEES	60,824	121,501	222,321
COMPANY HEADQUARTER BUSINESSES	207	419	754
TOTAL ANNUAL HOUSEHOLD EXPENDITURE	\$4.02 B	\$10.58 B	\$21.4 B
TOTAL ANNUAL RETAIL EXPENDITURE	\$1.89 B	\$4.98 B	\$10.05 B

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# AERIAL OVERVIEW



## LEGEND

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