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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.



# 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

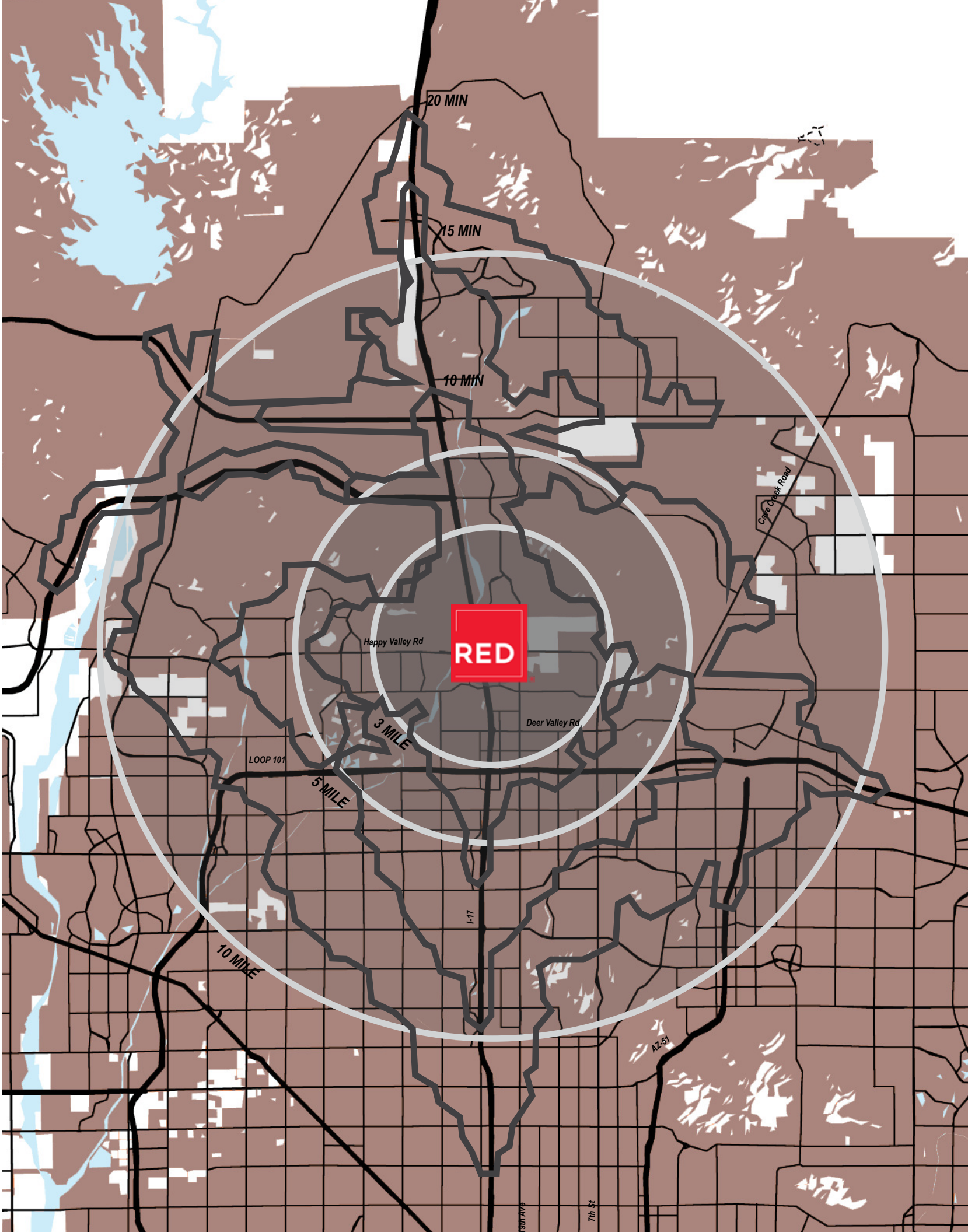
## 2024 RADIUS DEMOGRAPHICS

|                                        | 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

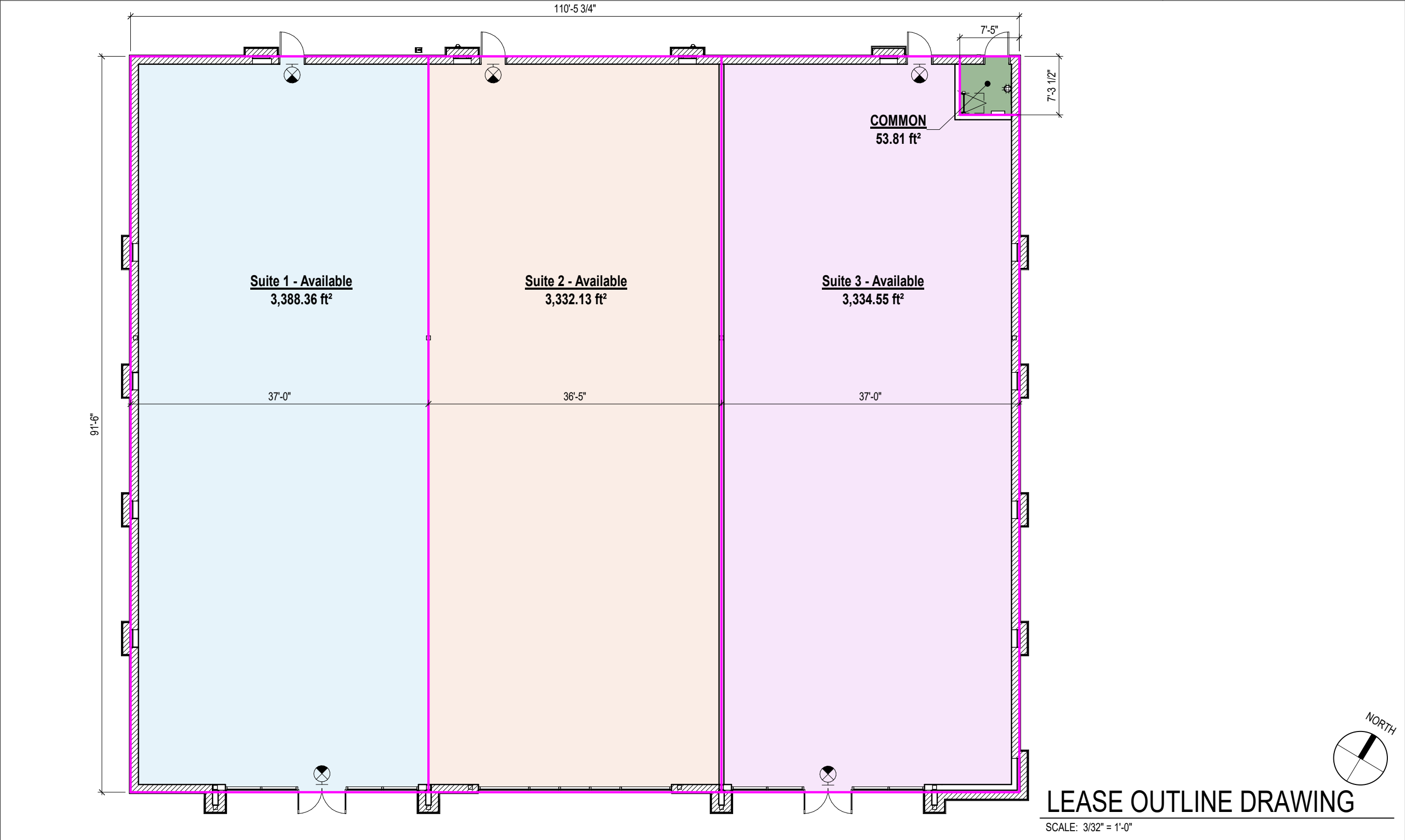
|                                        | 10 MIN    | 15 MIN    | 20 MIN    |
|----------------------------------------|-----------|-----------|-----------|
| ESTIMATED POPULATION (2025)            | 124,338   | 332,163   | 675,652   |
| PROJECTED POPULATION (2030)            | 129,146   | 335,607   | 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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The site plan illustrates a commercial development layout. At the top, NORTERRA PARKWAY runs horizontally. Along the left side, the I-17 ON-RAMP/FRONTAGE is shown. At the bottom, HAPPY VALLEY ROAD runs horizontally, with a traffic light symbol on the right. The development includes several large retail anchors: Markins Theatres (63,663 sqft) on the left, DICK'S SPORTING GOODS (50,000 sqft) on the right, and MARKET BACKLOT in the center. Other notable businesses include ZUPAS, CHASE, PF CHANG'S, KUMON, and a variety of smaller retail and service units. The plan also shows extensive parking areas and landscaping elements like trees and green spaces.

# AVAILABLE PAD LOD



# AVAILABLE PAD



**< LAKE PLEASANT**

**tsmc**

**< PEORIA**  
(±196,637 people)

**ANTHEM**  
(±23,817 people)

**NORTERRA**  
(±28,362 people within 85085 zip code)

**SONORAN PRESERVE - DESERT VISTA TRAILHEAD**

**EXISTING OFFICE**  
±298K SF COMBINED

**USAA**

**USAA NORTERRA PHOENIX CAMPUS:**  
±1.1M SF MIXED-USE REGIONAL HQ  
EMPLOYING ±4,800 PEOPLE

**RESIDENTIAL**  
±937 LOTS COMBINED

**MULTI-FAMILY**  
±325 UNITS

**MULTI-FAMILY**  
±375 UNITS

**FUTURE MIXED-USE COMMERCIAL/RETAIL**  
±200K SF

**MULTI-FAMILY**

**RESIDENTIAL**

**MULTI-FAMILY**

**MULTI-FAMILY**

**EXISTING & UNDER CONSTRUCTION COMMERCIAL/RETAIL**

**EXISTING MULTI-FAMILY**  
±502 UNITS

**EXISTING MULTI-FAMILY**  
±724 UNITS

**FARMERS INSURANCE**  
**FARMERS INSURANCE HQ** (±150K SF EXISTING OFFICE)

**Walmart**

**MOUNTAIN SIDE FITNESS**

**LOWE'S**

**HAPPY VALLEY TOWNE CENTER**  
±812,200 SF POWER CENTER

**THE SHOPS AT NORTERRA**  
±354,000 SF LIFESTYLE CENTER

**Harkins THEATRES**

**SEPHORA**

**DICK'S SPORTING GOODS**

**AC HOTELS**

**HOLIDAY INN EXPRESS**

**Residence INN BY MARRIOTT**

**COURTYARD BY MARRIOTT**

**Happy Valley Rd**

**Farmers Way**

**Norterra Pkwy**

**Jomax Rd**

**19th Ave**

**21st Ave**

**23rd Ave**

**±117K VPD**

**±8K VPD**

**±9K VPD**

**±12K VPD**

**±6K VPD**

**±25K VPD**

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