



# PRASADA NORTH

# YEAR ROUND SUNSHINE

## WELCOME TO SURPRISE, ARIZONA

The Prasada Village development represents a new era for the West Valley – a suburban gathering place destined to become the heart of a vibrant and growing community.

Located in the Northwest Valley of the Sun, the development is just 45 minutes from downtown Phoenix in a southwest setting that can only be described as breathtaking.

**COME JOIN RETAILERS, RESTAURANTS,  
AND ENTERTAINMENT AT PRASADA  
VILLAGE.**

PRASADA NORTH | NORTHEAST CORNER OF PRASADA PKWY & WADDELL ROAD • SURPRISE, ARIZONA



*\*Represented by Owner/Agent*

## HARD CORNER VISIBILITY



## HIGHLIGHTS

Offering an unparalleled opportunity for cutting-edge retail, power boxes, dining and a diverse range of entertainment concepts, this mixed-use development will come to define the center of the Surprise community.



**280K**  
SQUARE FEET  
ANCHOR SPACE



**21K**  
SQUARE FEET  
PAD SPACE



**22K**  
SQUARE FEET  
SHOP SPACE

\*Maricopa Association of Governments (2021)



**240+**  
ACRES DEDICATED  
TO COMMERCIAL USE



**51K**  
PLANNED SINGLE  
FAMILY HOMES



**340**  
MULTIFAMILY  
UNITS

# PRASADA NORTH

PROJECT UPDATES MAY 2023



# SPACE AVAILABLE FOR LEASE

DELIVERY 2024



**LEGEND**

- Closed
- Leased
- In Escrow
- At Lease
- At LOI
- Available



# PRASADA NORTH

PROJECT UPDATES AUGUST 2022



# THE WEST VALLEY

## NEW, CLEAN & SAFE NEIGHBORHOODS

More than 1.6 million people call the West Valley home, and its population over the next five years is projected to grow at twice the national average rate. The region's mix of luxury and affordable housing contributes to a diverse community that attracts both executives and first-time home buyers.

## POPULATION

43% OF GROWTH IN MARICOPA COUNTY  
WITHIN THE NEXT 25 YEARS WILL TAKE PLACE HERE.

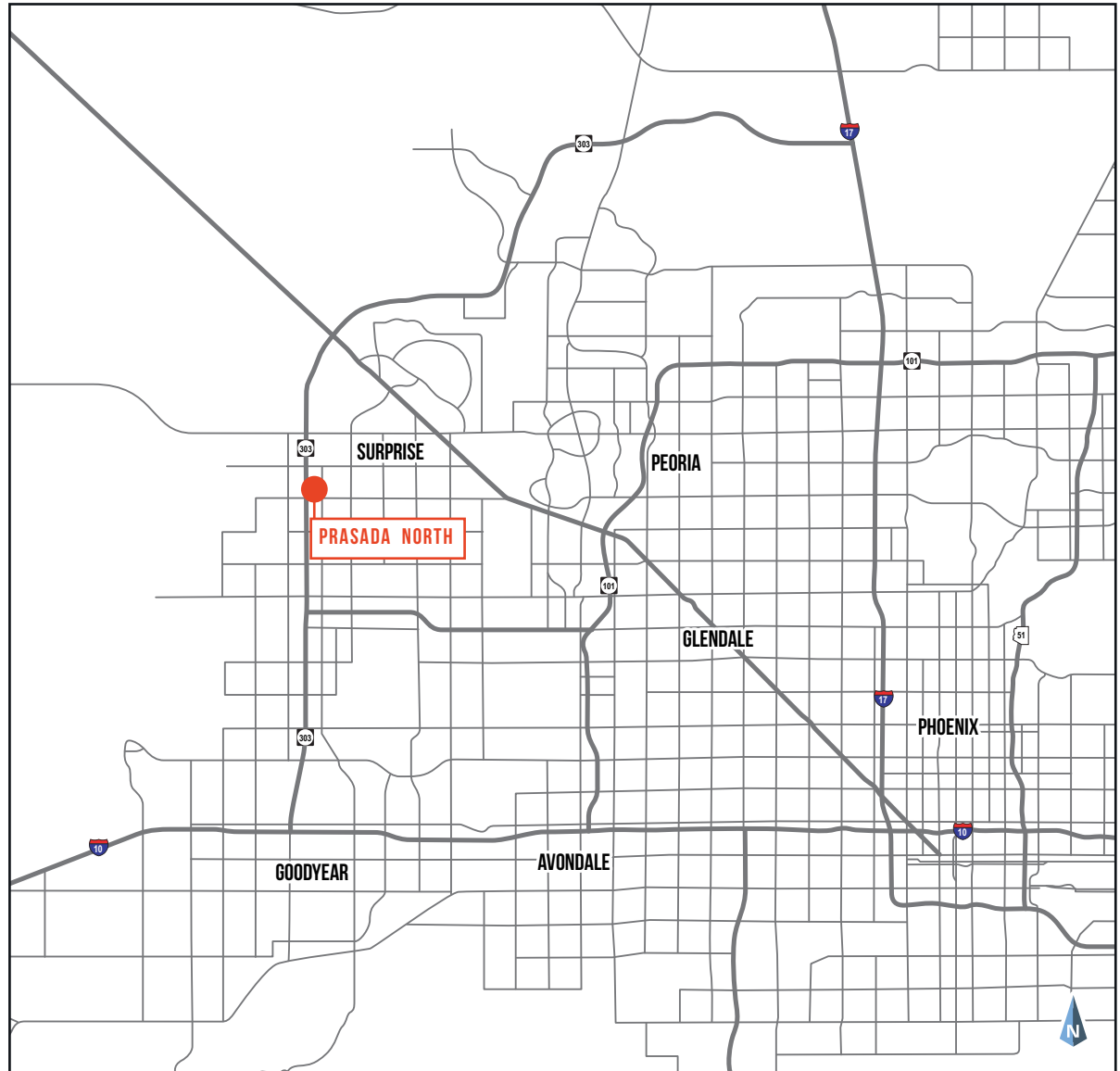
## WORK

WEST VALLEY HAS BECOME ONE OF THE FASTEST-GROWING INDUSTRIAL MARKETS IN THE COUNTRY, AND IS RANKED #3 IN THE WAREHOUSING INDUSTRY.



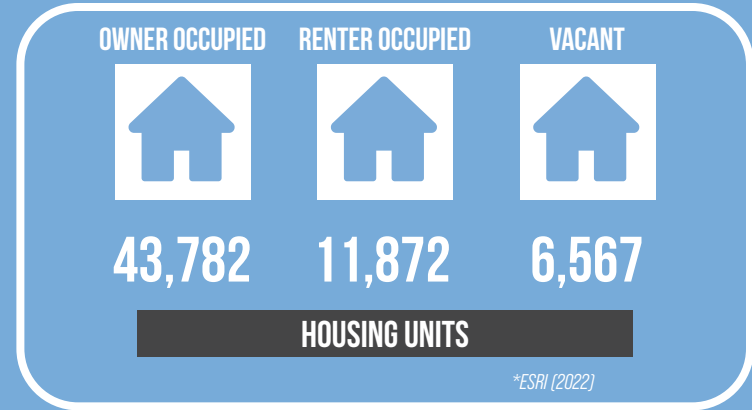
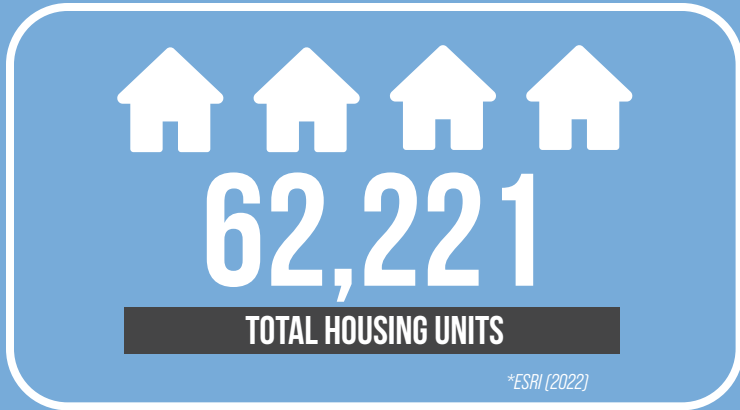
## PLAY

HOME TO A VARIETY OF ENTERTAINMENT VENUES AND SPORTS COMPLEXES.



**9 OUT OF 10 RESIDENTS SAY THEY WOULD RECOMMEND SURPRISE AS A PLACE TO LIVE AND RAISE A FAMILY**

# HOUSING IN SURPRISE

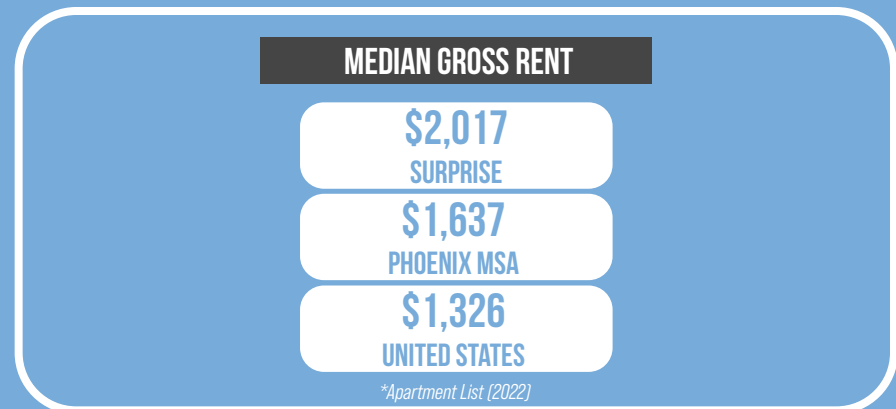
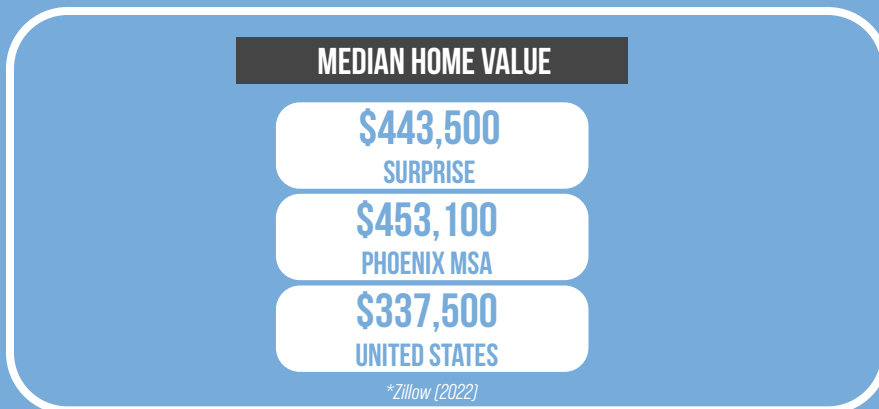


**SURPRISE ADDED JUST OVER 1,325 NEW HOMES TO ITS MARKET IN 2021.**

**FROM JULY 2020 TO FEBRUARY 2021, 3,058 HOMES WERE PERMITTED.**

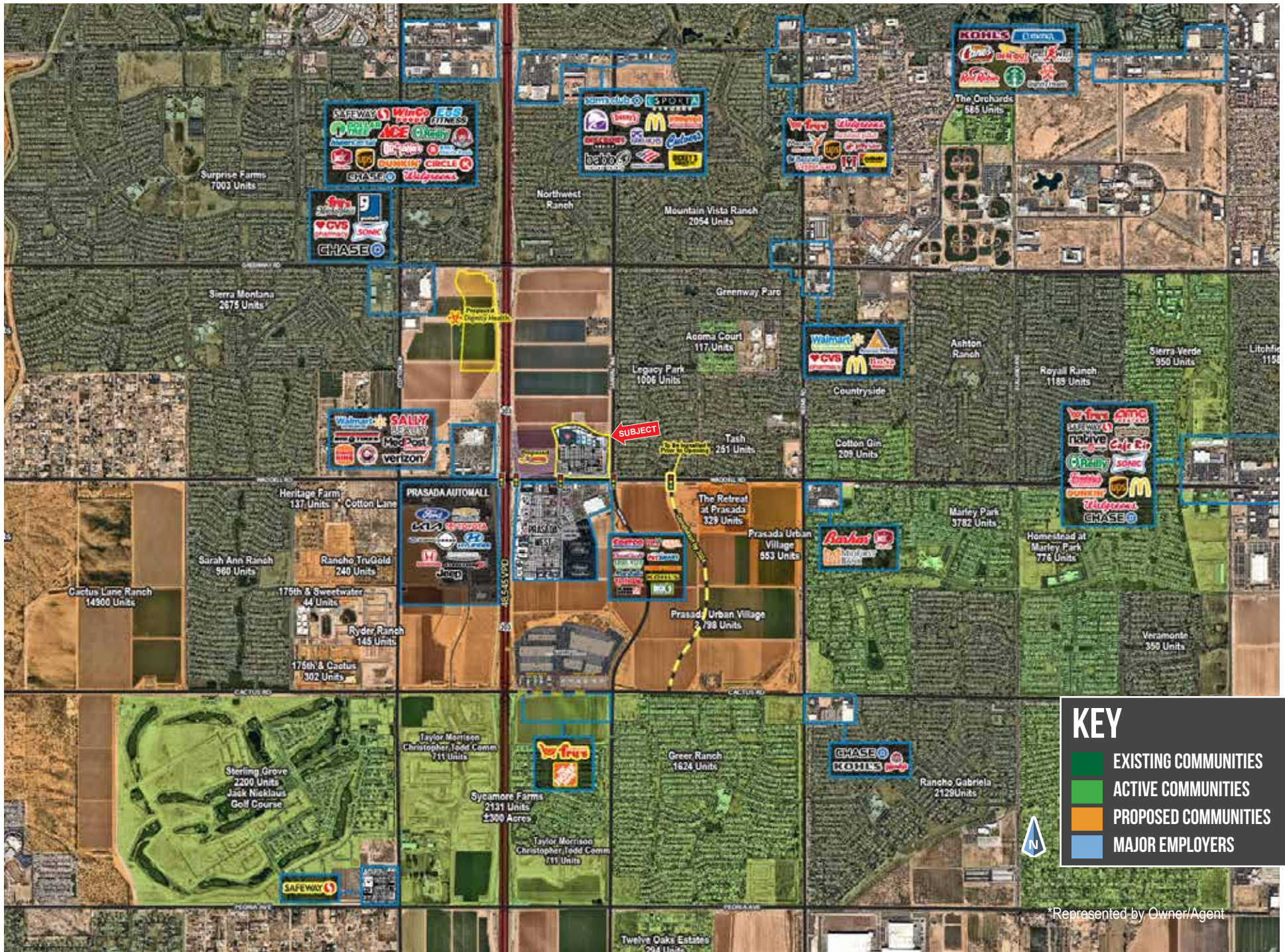
***Toll Brothers* IS BUILDING 2,200 NEW LUXURY HOMES IN STERLING GROVE, WHICH OPENED ITS DOORS IN 2020.**

**75%**  
HOME-OWNERSHIP  
IN SURPRISE





# TRADE AREA OVERVIEW



**KEY**

- EXISTING COMMUNITIES
- ACTIVE COMMUNITIES
- PROPOSED COMMUNITIES
- MAJOR EMPLOYERS

\*Represented by Owner/Agent

# RESIDENTIAL OVERVIEW

## FACTS AND FIGURES

### RETAIL

- 6,700,000 SF of Retail
- 4.3 % Vacancy Rate
- 9,400 SF Under Construction
- 113,000 SF 12 Month Net Absorption

### OFFICE

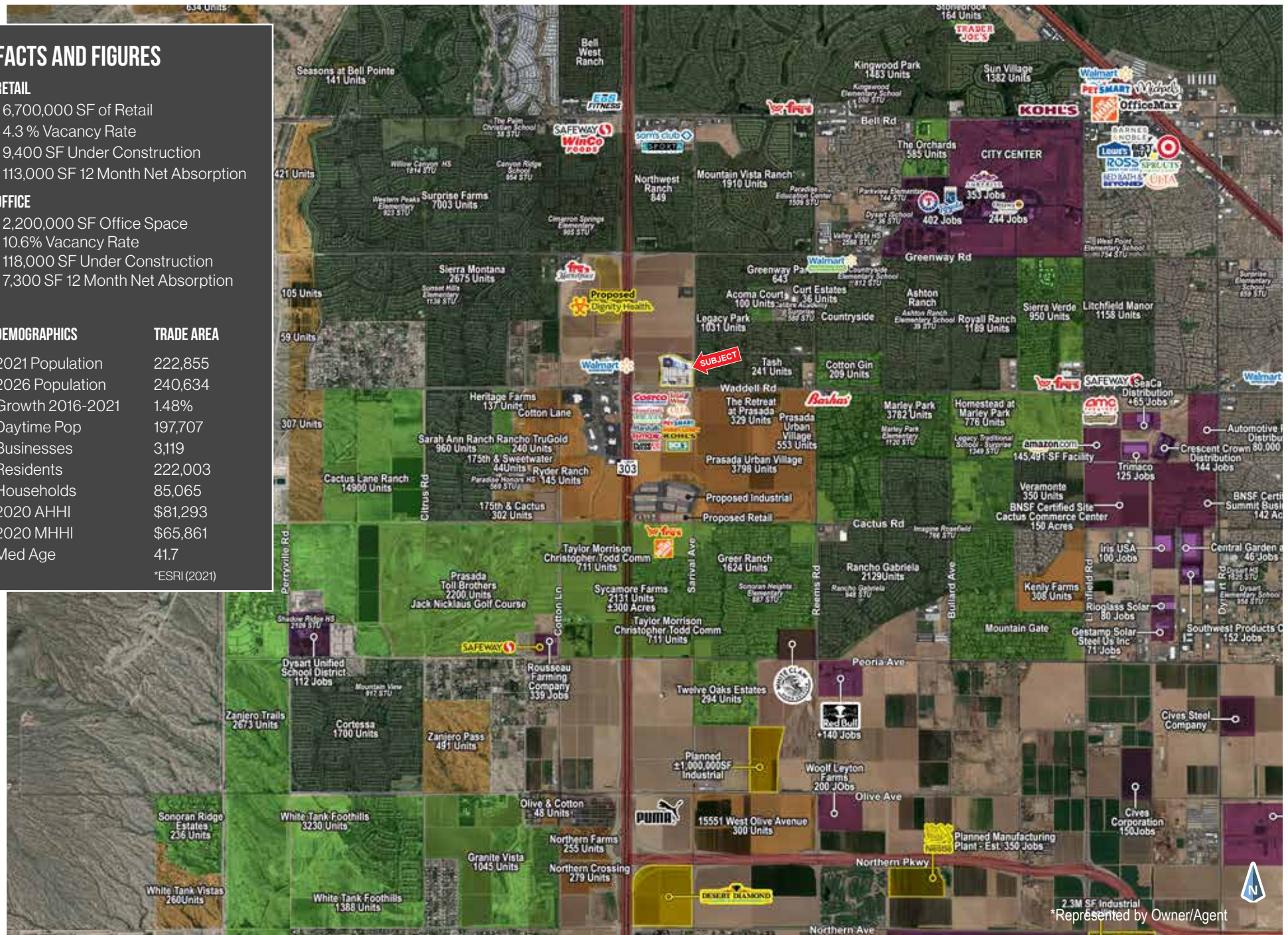
- 2,200,000 SF Office Space
- 10.6% Vacancy Rate
- 118,000 SF Under Construction
- 7,300 SF 12 Month Net Absorption

### DEMOGRAPHICS

### TRADE AREA

2021 Population	222,855
2026 Population	240,634
Growth 2016-2021	1.48%
Daytime Pop	197,707
Businesses	3,119
Residents	222,003
Households	85,065
2020 AHHI	\$81,293
2020 MHHI	\$65,861
Med Age	41.7

\*ESRI (2021)



\*Represented by Owner/Agent

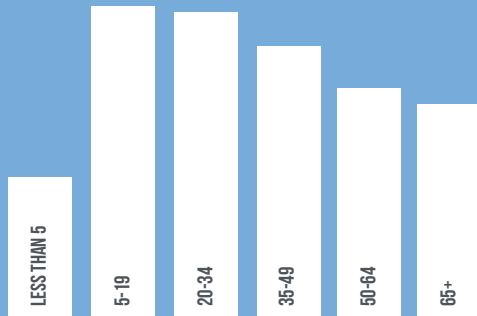
# DEMOGRAPHICS

MORE THAN A THIRD OF PHOENIX METRO RESIDENTS LIVE IN THE WEST VALLEY

**1,623,473**  
WEST VALLEY



**4,732,910**  
METRO PHOENIX



WEST VALLEY POPULATION BY AGE

- 146,801**  
DAYTIME POPULATION
- \$97,129**  
AVG. HOUSEHOLD INCOME
- 39.0**  
MEDIAN AGE

WITHIN A 5 MILE RADIUS

MORE THAN **30,000** STUDENTS WITHIN A **5** MILE RADIUS WITH **10,135** OF THEM ATTENDING PRIVATE OR CHARTER SCHOOLS.

2022 SUMMARY	3 MILE	5 MILE	7 MILE
ESTIMATED POPULATION	95,985	173,643	251,095
ESTIMATED HOUSEHOLDS	32,604	63,833	95,970
AVERAGE HH INCOME	\$104,525	\$97,129	\$91,722
MEDIAN HH INCOME	\$84,586	\$77,304	\$71,603
WORK PLACE EMPLOYEES	13,045	31,327	45,124
DAYTIME POPULATION	73,648	146,801	218,621

PRASADA NORTH | NORTHEAST CORNER OF PRASADA PKWY & WADDELL ROAD • SURPRISE, ARIZONA



\*Represented by Owner/Agent



**RYAN DESMOND**  
RDESMOND@W-RETAIL.COM  
602.931.4489

**DAVE UHLES**  
DUHLES@W-RETAIL.COM  
602.778.3743

**NOAH ANASTASSATOS**  
NOAHA@W-RETAIL.COM  
602.769.2296

**NEIL BOARD**  
NBOARD@W-RETAIL.COM  
602.778.3781

**BRIAN GAUSDEN**  
BGAUSDEN@W-RETAIL.COM  
602.778.3740

[W-RETAIL.COM](http://W-RETAIL.COM)



# PRASADA NORTH

A SHOPPING EXPERIENCE YOU SHOULD BE A PART OF.