INDIVIDUAL SITE PACKAGE

RETAIL GRAVITY

Prepared for:
Sunshine Coffee Co.

Location Under Consideration:
45678 Hayden, Suite 100, Phoenix, AZ
Desert Cactus Shopping Center

Customer Identified Investment Thesis:
Excellent visibility on a high-traffic arterial with strong morning commute population and residential growth. Large grocery anchor provides consistent daily traffic.

Customer Identified Risks & Concerns:
- Existing competition
- Potential parking constraints during peak hours
- Lease rate requires strong sales velocity

RECOMMENDATION & SUMMARY

Overall Site Recommendation:

STRONGLY RECOMMENDED	RECOMMENDED WITH CONDITIONS	**MODERATE POTENTIAL**	NOT RECOMMENDED

I would only consider this site to have moderate potential. You have several things working against you here. First of all, it is highly competitive, including two Starbucks within the same shopping center. One of those is a full-service store with a drive-thru that has been established there for a long time. The second is a Starbucks inside the Fry's grocery. Along Pima and Scottsdale Road there are several competitors that will make it challenging to draw in customers.

The shopping center itself is high quality. The Fry's grocery will drive traffic to the center, along with several high-quality restaurants, and it has excellent visibility along Hayden. So customers should know your location is there, but again, the challenge is the highly saturated competitive environment.

I also think there may be issues with parking. During the early morning hours it should be fine, but as the day progresses into lunch and dinner, the adjacent restaurants will eat up the majority of the parking in front of your space. Some customers may have to park in the larger Fry's grocery lot and walk.

Overall, I think you would be best served looking at other locations and focusing your efforts elsewhere.

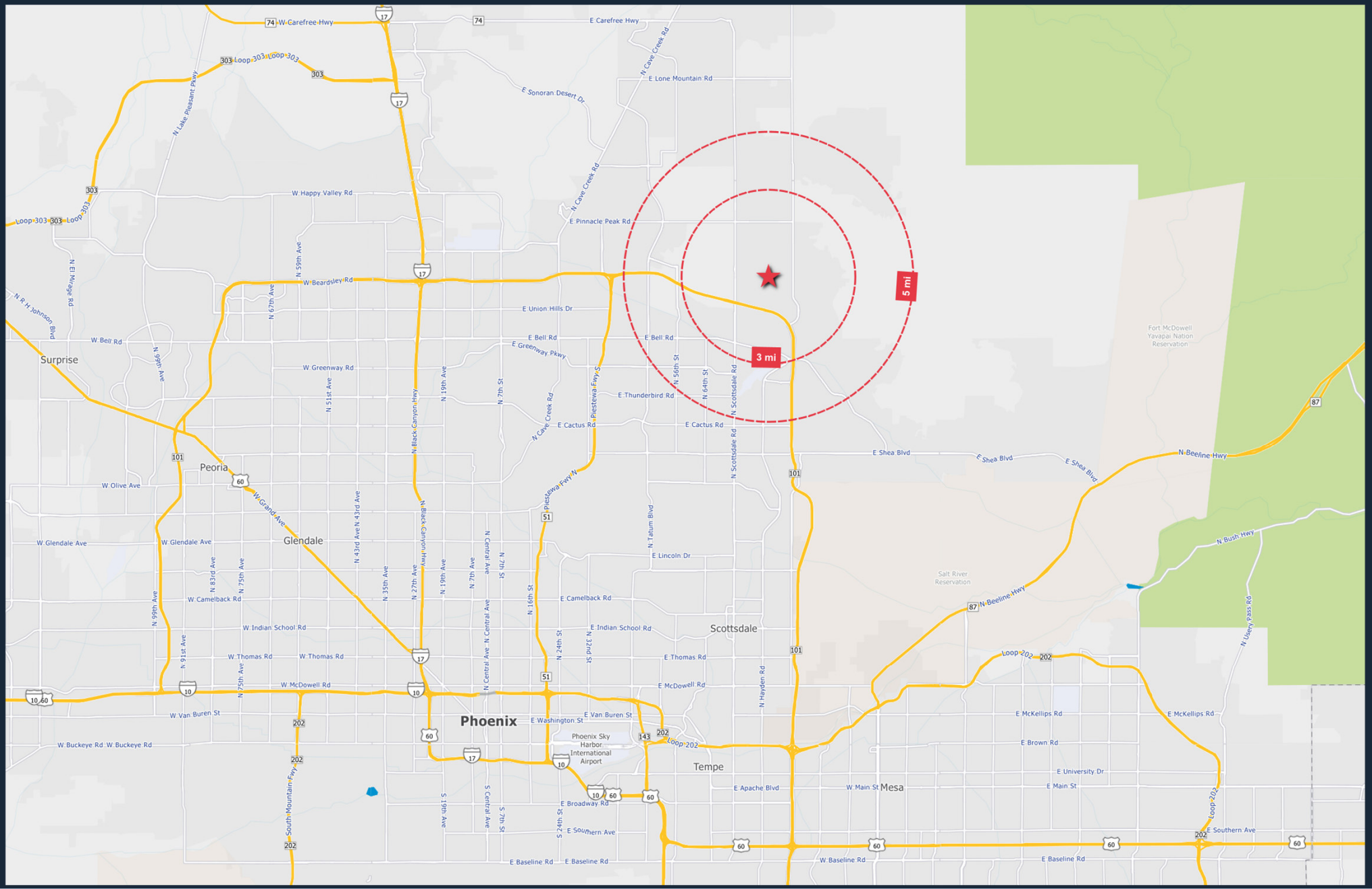
Highlights / Positives:

- Excellent visibility and signage from Hayden
- Strong Fry's anchored center
- Population growth
- High income

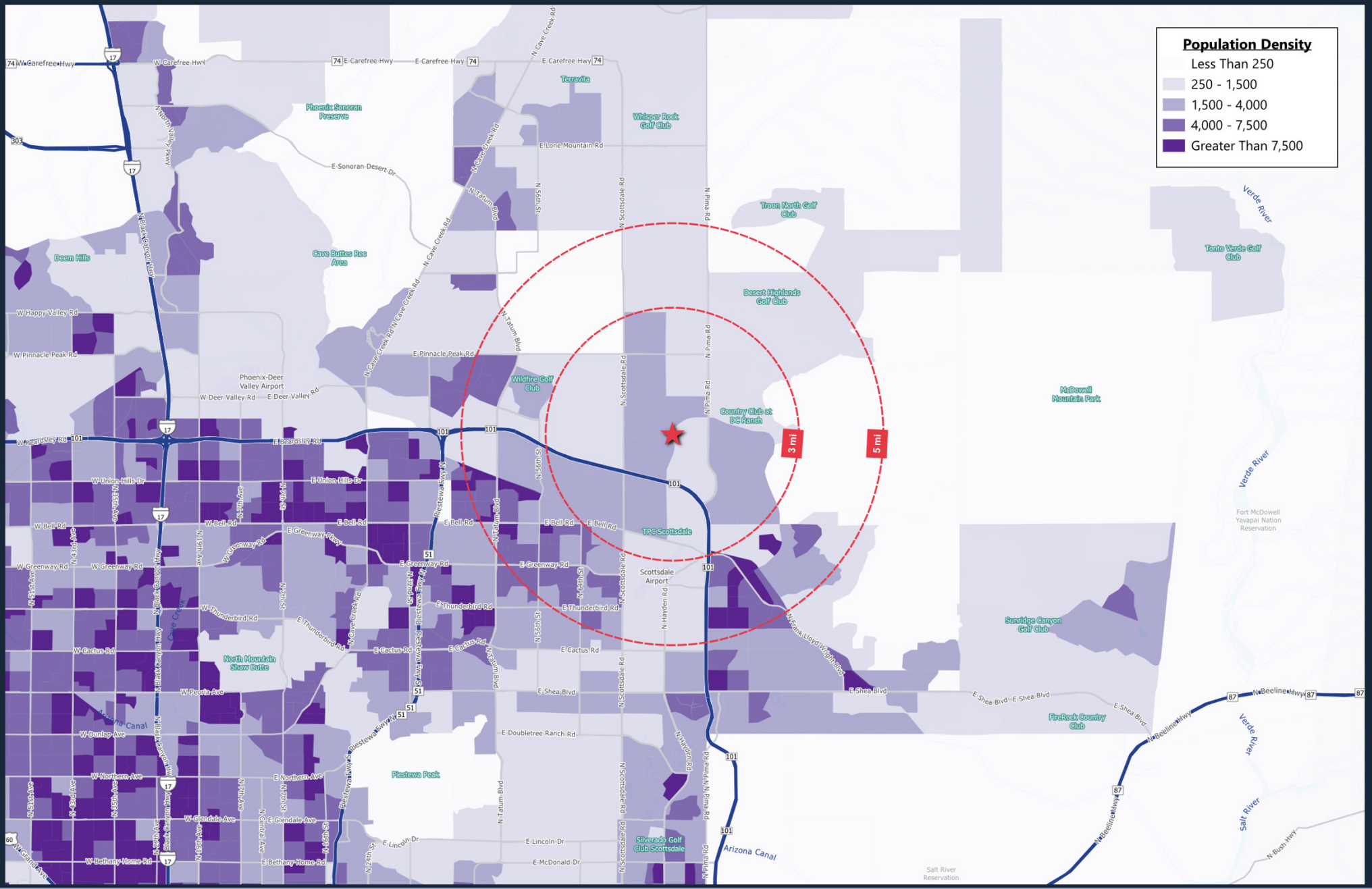
Risks / Concerns:

- Potential parking challenges
- Highly competitive
- Patio noise from Hayden traffic
- Don't expect customers to travel from beyond the local neighborhood

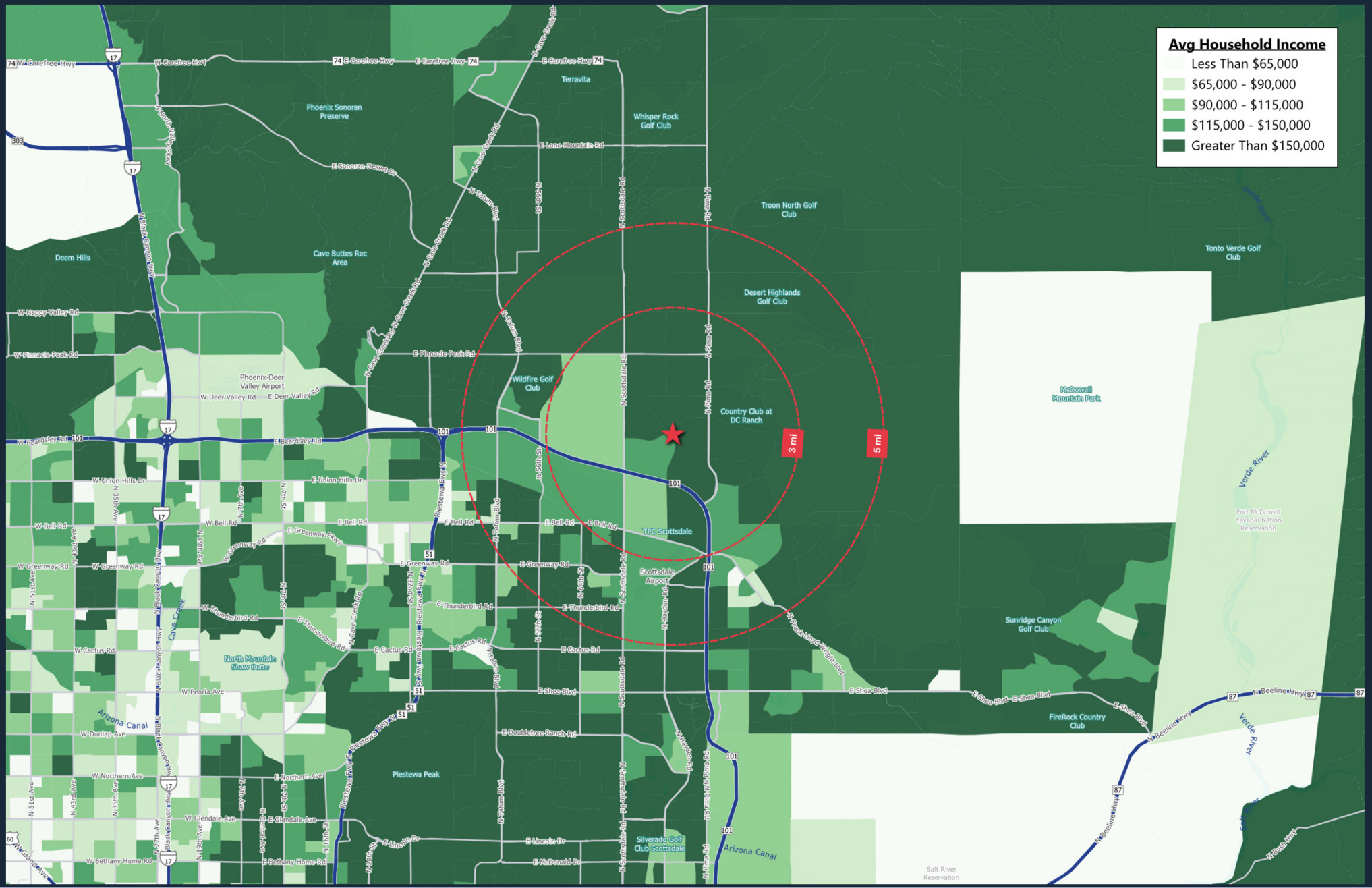
MARKET OVERVIEW



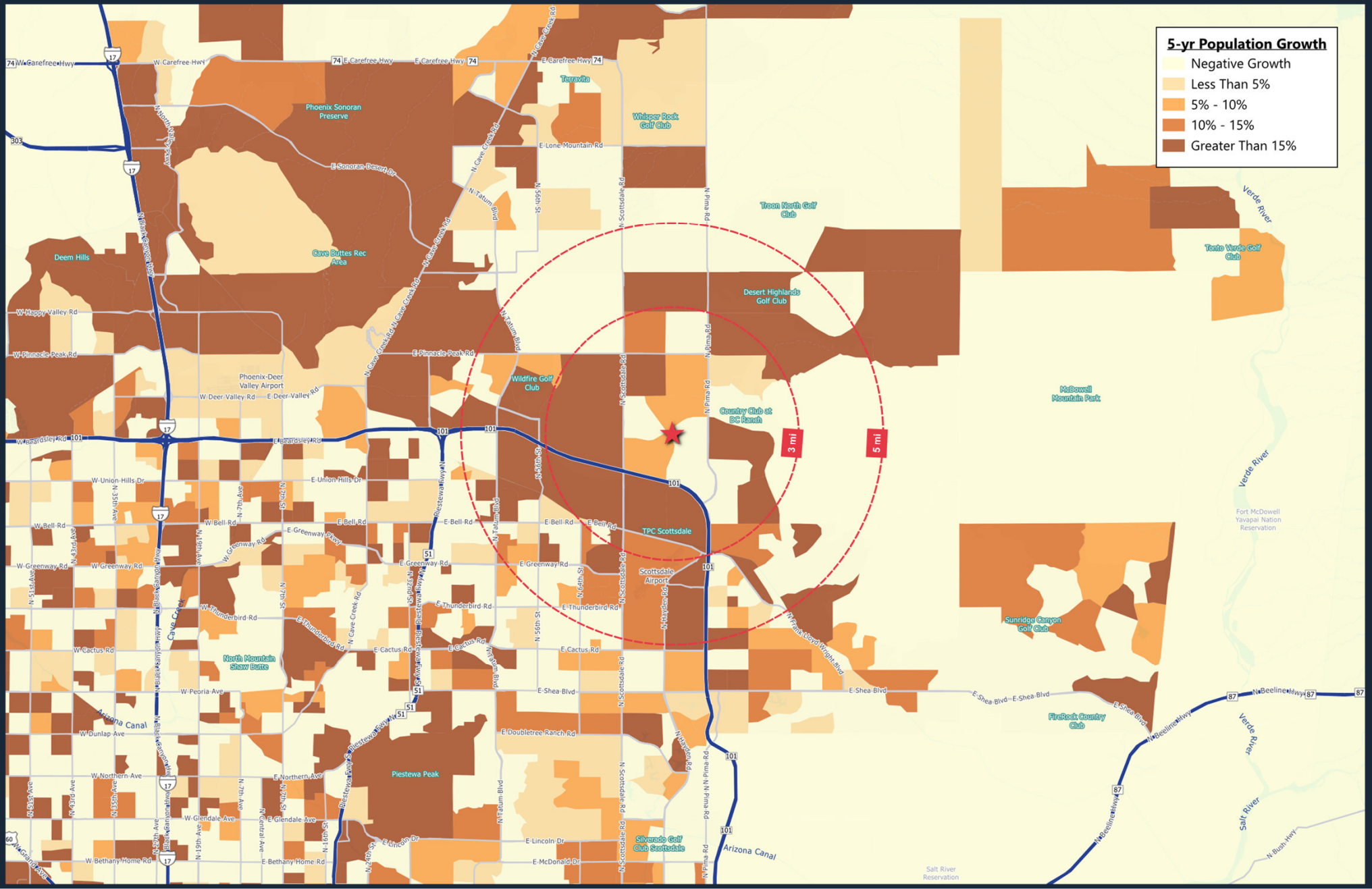
POPULATION DENSITY



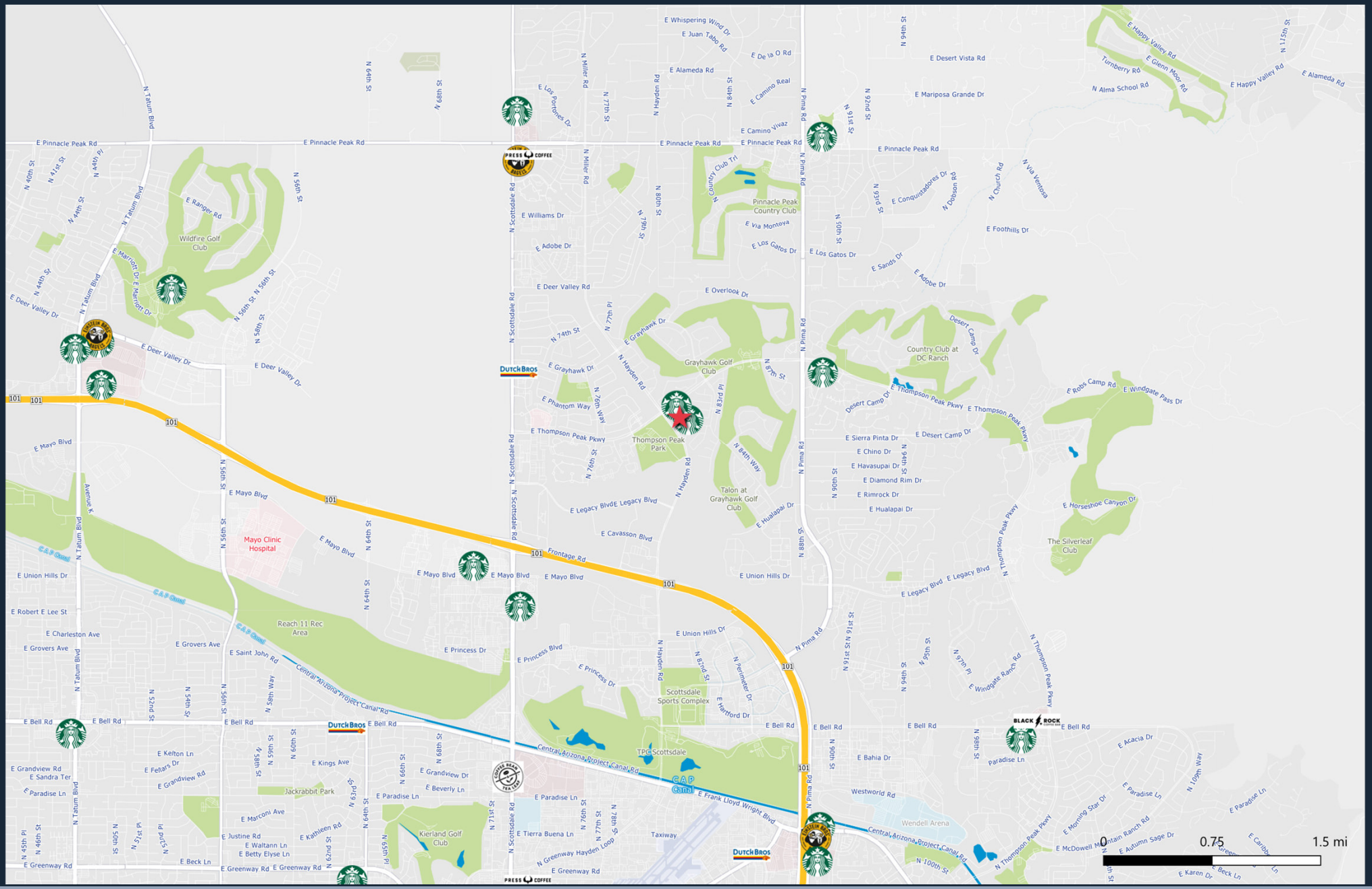
INCOME


Avg Household Income
Less Than $65,000
$65,000 - $90,000
$90,000 - $115,000
$115,000 - $150,000
Greater Than $150,000
3 mi
5 mi
Terravita
Whisper Rock Golf Club
Troon North Golf Club
Tonto Verde Golf Club
Desert Highlands Golf Club
McDowell Mountain Park
Phoenix Sonoran Preserve
Deem Hills
Cave Buttes Rec Area
Phoenix-Deer Valley Airport
Wildfire Golf Club
Country Club at DC Ranch
TPC Scottsdale
Scottsdale Airport
Sunridge Canyon Golf Club
FireRock Country Club
North Mountain Shaw Butte
Piestewa Peak
Silverado Golf Club Scottsdale
Arizona Canal
Cave Creek
Verde River
Fort McDowell Yavapai Nation Reservation
Salt River Reservation

POPULATION GROWTH



COMPETITION



COMPETITIVE ASSESSMENT

COMPETITIVE INTENSITY RATING – HIGH COMPETITION

7/10



COMPETITION BY RADIUS

0.3 Miles - Retail Node

- Starbucks - 20427 N Hayden Rd -- 0.1 mi. Inside Fry's grocery.
- Starbucks - 20553 North Hayden Road -- 0.12 mi. Full service with drive-thru.

0.3 – 1.0 Mile – Primary Trade Area

None

1 – 3 Miles – Secondary Trade Area

- Starbucks - 20901 N Pima Rd -- 1.09 mi
- Dutch Bros Coffee - 20795 N. Scottsdale Rd -- 1.13 mi
- Starbucks - 18511 N Scottsdale Rd -- 1.66 mi
- Starbucks - 7000 E Mayo -- 1.7 mi
- Einstein Brothers - 23079 N Scottsdale Rd -- 2.11 mi
- Press Coffee - 23269 N. Scottsdale Rd -- 2.11 mi
- Starbucks - 8912 E. Pinnacle Peak Road -- 2.23 mi
- Starbucks - 23687 N Scottsdale Rd -- 2.42 mi
- The Coffee Bean & Tea Leaf - 16420 N Scottsdale Road -- 2.71 mi
- Starbucks - 15811 N. Frank Lloyd Wright Blvd -- 2.98 mi
- Lone Spur Cafe - 15600 N. Hayden Rd -- 2.99 mi

3+ Miles – Extended Trade Area

- Better Buzz Coffee - 15784 N. Frank Lloyd Wright Blvd -- 3.03 mi
- Dutch Bros Coffee - 15600 N Hayden Rd -- 3.04 mi
- Einstein Brothers - 15768 N Frank Lloyd Wright Blvd -- 3.04 mi
- Dutch Bros Coffee - 6235 E. Bell Rd -- 3.09 mi
- Starbucks - 15444 N Frank Lloyd Wright Blvd -- 3.2 mi
- Starbucks - 10111 East Bell Rd -- 3.25 mi
- Black Rock Coffee - 10108 E Bell Road -- 3.25 mi
- Press Coffee - 15257 N Scottsdale Rd -- 3.32 mi
- Starbucks - 15227 N 87th St #100 -- 3.35 mi
- Dunkin' Donuts - 15223 N 87th St -- 3.42 mi
- Starbucks - 15054 N. Scottsdale Rd -- 3.45 mi

COMPETITIVE LANDSCAPE NOTES

Surrounding area is highly saturated for Coffee. Two Starbucks in the same shopping center, including an established full service drive-thru as your primary competitor. The two other main arterial north/south streets, Pima and Scottsdale Rd, have several competitive options so this will truly serve the local neighborhood and I wouldn't expect customers to come from beyond ~2 miles.

AERIAL


N 79th Way
N Grayhawk Dr
E Thompson Peak Pkwy
N Hayden Rd
N 83rd Pl
N Grayhawk Dr
BANK OF AMERICA
nektar
fry's
SUBJECT
N 78th Pl
E Thompson Peak Pkwy
E Mountain Spring Rd
Great Clips
ROSATI'S
Jack in the box
Charles Schwab
E Beardsley Rd
E Sierra Pinta Dr
E Buteo Dr
N Grayhawk Dr
N 82nd St
E Tailspin Ln
N 83rd Pl
N Hayden Rd
Boys & Girls Clubs of America
Thompson Peak Park
N 78th Pl

SITE CHARACTERISTIC ASSESSMENT

4-POINT FORCED-CHOICE SCALE · 1=POOR · 2=BELOW AVG · 3=ABOVE AVG · 4=EXCELLENT

PARKING

Availability, proximity, and quality of parking relative to the location.

SCORE

1 | **2** | 3 | 4

NOTES

Expect parking challenges during peak times of the day with adjacent restaurants. Early morning hours will be fine, but as lunch approaches customers may have to park in the larger Fry's parking field.

STOREFRONT VISIBILITY

How visible the storefront is from the road or main traffic flow.

SCORE

1 | 2 | 3 | **4**

NOTES

Great visibility along Hayden Rd and highly visible from the main shopping center entrance along Hayden. Low visibility from within the center (Fry's parking lot).

SIGNAGE

Visibility and effectiveness of exterior signage from key approach angles.

SCORE

1 | 2 | **3** | 4

NOTES

Building signage is great along Hayden Rd. No presence on any of the monument signs along Hayden, but your building signage should compensate. Monument sign presence along Thompson Peak Pkwy.

ACCESS

Ease of entering and exiting the site by car.

SCORE

1 | 2 | 3 | **4**

NOTES

No lighted access, but with ingress/egress from both Hayden and Thompson Peak. Access to the site should not be an issue even during peak hours.

ADDITIONAL ATTRIBUTES

RETAIL ADJACENCIES & RETAIL GRAVITY

This is a strong local grocery center that serves the immediate neighborhood. Fry's is a solid operator and will drive traffic to the center. Above average selection of restaurants as well that will help build awareness.

BUSINESS-SPECIFIC DETAILS

The patio along Hayden may suffer from traffic noise. Evaluate noise levels while on-site.

RETAIL GRAVITY

Demographic Report

Package: Professional Package | **Location:** 33.67079, -111.90501 | **Radii (cumulative):** 1.00 mi (1.61 km) | 3.00 mi (4.83 km) | 5.00 mi (8.05 km)

Market Snapshot	1.00 mi	3.00 mi	5.00 mi
Population	3,656	29,582	84,115
Households	1,548	12,683	36,222
Median HH Income	$131,911	$133,327	$125,605
Median Age	49.8	48.9	47.6
5-Yr Growth	-1.90%	12.90%	10.90%
Avg HH Size	2.4	2.3	2.3

GEO	1.00 mi	3.00 mi	5.00 mi
Estimated Land Area in Square Miles	2.17	19.45	54.07

POPULATION	1.00 mi	3.00 mi	5.00 mi
Total Population (Population and Race Base)	3,656	29,582	84,115
Male Population	1,758	14,060	39,931
Male Population: Age 0 to 17	347	2,449	6,854
Male Population: Age 18 to 24	111	925	2,286
Male Population: Age 25 to 44	281	3,012	10,837
Male Population: Age 45 to 64	540	4,291	10,930
Male Population: Age 65 to 84	410	2,888	7,885
Male Population: Age 85+	68	494	1,139
Female Population	1,898	15,522	44,184
Female Population: Age 0 to 17	285	2,282	6,869
Female Population: Age 18 to 24	118	1,033	2,944
Female Population: Age 25 to 44	336	3,369	10,859
Female Population: Age 45 to 64	639	4,625	12,416
Female Population: Age 65 to 84	441	3,440	9,401
Female Population: Age 85+	79	773	1,695
Total Population Density per Square Mile	1,686	1,521	1,556
Future 5-Year Total Population	3,585	33,408	93,255
5-Year Populaton Growth %	-1.90%	12.90%	10.90%

AGE	1.00 mi	3.00 mi	5.00 mi
Median Age	49.8	48.9	47.6
Male Median Age	47.1	47.9	46.4
Female Median Age	51.1	49.6	48.1

RACE & ETHNICITY	1.00 mi	3.00 mi	5.00 mi
White	3,088	23,866	65,815
Black or African American	0	505	1,574
Native American or Native Alaskan	0	29	306

RETAIL GRAVITY

RACE & ETHNICITY	1.00 mi	3.00 mi	5.00 mi
Asian	159	1,562	5,912
Native Hawaiian / Pacific Islander	7	44	45
Other Race	110	695	2,247
Two or More Races	292	2,881	8,215
Not Hispanic or Latino	3,350	26,716	75,301
Hispanic or Latino	306	2,867	8,813

HOUSEHOLDS	1.00 mi	3.00 mi	5.00 mi
Total Households (Households Base)	1,548	12,683	36,222
Total Household Density per Square Mile	714	652	670
Average Household Size (minus Group Quarters Population)	2.4	2.3	2.3
Married Couple Households	931	7,365	19,599
Married Couple Households: With Children	288	2,403	6,421
Married Couple Households: With No Children	643	4,962	13,178
Cohabiting Couple Households	89	815	2,386
Cohabiting Couple Households: With Children	15	129	408
Cohabiting Couple Households: With No Children	74	686	1,978
Single Female Households	326	2,791	8,652
Single Female Households: Living Alone	215	1,895	5,798
Single Female Households: With Children	53	394	1,062
Single Female Households: With Relatives, No Children	48	385	1,323
Single Female Households: With Nonrelatives Only	11	117	468
Single Male Households	201	1,712	5,586
Single Male Households: Living Alone	142	1,195	3,993
Single Male Households: With Children	18	144	426
Single Male Households: With Relatives, No Children	26	229	658
Single Male Households: With Nonrelatives Only	15	145	509
Family Households: 2 Persons	725	5,492	14,250
Family Households: 3 Persons	227	2,175	6,446
Family Households: 4 Persons	94	1,106	3,747
Family Households: 5 Persons	55	312	594
Family Households: 6 Persons	65	189	331
Family Households: 7+ Persons	0	58	89
Nonfamily Households: 1 Person	309	2,711	8,332
Nonfamily Households: 2 Persons	73	618	2,118
Nonfamily Households: 3 Persons	0	14	127
Nonfamily Households: 4 Persons	0	0	23
Nonfamily Households: 5 Persons	0	0	148
Nonfamily Households: 6 Persons	0	0	0
Nonfamily Households: 7+ Persons	0	9	17

MARITAL STATUS	1.00 mi	3.00 mi	5.00 mi
Total Population Age 15+ (Marital Status Base)	3,214	26,048	73,355
Male Population Age 15+	1,517	12,254	34,549
Male: Never Married	519	3,923	11,369
Male: Currently Married	787	7,001	19,309
Male: Widowed	52	380	948
Male: Divorced	160	951	2,923
Female Population Age 15+	1,697	13,793	38,806

RETAIL GRAVITY

MARITAL STATUS	1.00 mi	3.00 mi	5.00 mi
Female: Never Married	399	3,380	11,182
Female: Currently Married	784	6,716	18,333
Female: Widowed	220	1,477	3,118
Female: Divorced	295	2,220	6,172

VETERAN STATUS	1.00 mi	3.00 mi	5.00 mi
Total Population Age 18+ (Veteran Status Base)	3,024	24,851	70,392
Veteran	135	1,126	3,086
Nonveteran	2,888	23,725	67,306

INCOME	1.00 mi	3.00 mi	5.00 mi
Households with Income Less Than $10K	71	685	1,513
Households with Income $10K to $15K	9	120	509
Households with Income $15K to $20K	27	196	426
Households with Income $20K to $25K	1	200	706
Households with Income $25K to $30K	43	232	645
Households with Income $30K to $35K	47	250	831
Households with Income $35K to $40K	0	245	746
Households with Income $40K to $45K	23	224	727
Households with Income $45K to $50K	69	426	1,637
Households with Income $50K to $60K	61	581	1,495
Households with Income $60K to $75K	72	958	3,069
Households with Income $75K to $100K	180	1,190	3,685
Households with Income $100K to $125K	118	1,110	3,515
Households with Income $125K to $150K	207	1,176	2,902
Households with Income $150K to $200K	133	1,125	3,191
Households with Income $200K+	487	3,968	10,626
Average Household Income	$181,119	$219,521	$198,155
Median Household Income	$131,911	$133,327	$125,605
Aggregate Household Income	$280,285,717	$2,784,272,628	$7,177,652,134

SCHOOL ENROLLMENT	1.00 mi	3.00 mi	5.00 mi
Total Population Age 3+ (School Enrollment Base)	3,575	28,931	81,873
Male Population Age 3+	1,723	13,748	38,803
Male Enrolled in School	386	2,706	6,871
Male Not Enrolled in School	1,337	11,043	31,932
Female Population Age 3+	1,852	15,182	43,070
Female Enrolled in School	324	2,712	7,931
Female Not Enrolled in School	1,528	12,471	35,139

EDUCATION	1.00 mi	3.00 mi	5.00 mi
Total Population Age 25+ (Education Base)	2,795	22,893	65,162
8th Grade or Less	8	219	676
9th Grade to 12th Grade	23	238	1,149
High School Grad or Equivalent	223	1,864	6,530
Some College to Associates / Professional Degree	1,032	7,918	19,822
Bachelors Degree	962	8,061	24,443
Masters or Doctorate Degree	547	4,592	12,541

RETAIL GRAVITY

LANGUAGE	1.00 mi	3.00 mi	5.00 mi
Total Population Age 5+ (Language Base)	3,522	28,566	80,544
Total Population Age 5 to 17	498	3,715	10,152
Population Age 5 to 17: Speaks English Only	412	3,055	8,411
Population Age 5 to 17: Speaks Spanish	79	431	913
Population Age 5 to 17: Speaks Other Language(s)	7	229	828
Total Population Age 18 to 64	2,025	17,256	50,271
Population Age 18 to 64: Speaks English Only	1,735	14,394	41,863
Population Age 18 to 64: Speaks Spanish	79	1,233	3,105
Population Age 18 to 64: Speaks Other Language(s)	211	1,629	5,303
Total Population Age 65+	998	7,595	20,121
Population Age 65+: Speaks English Only	904	7,022	18,690
Population Age 65+: Speaks Spanish	38	202	421
Population Age 65+: Speaks Other Language(s)	56	370	1,010

HOUSING	1.00 mi	3.00 mi	5.00 mi
Total Housing Units (Housing Base)	1,884	15,008	41,193
Occupied Housing Units	1,548	12,683	36,222
Vacant Housing Units	336	2,324	4,971
Owner Occupied Housing	947	7,709	22,009
Owner Occupied Housing: Householder Age 15 to 34	31	423	1,093
Owner Occupied Housing: Householder Age 35 to 44	608	4,693	12,602
Owner Occupied Housing: Householder Age 65+	307	2,593	8,312
Renter Occupied Housing	601	4,975	14,214
Renter Occupied Housing: Householder Age 15 to 34	95	1,235	5,398
Renter Occupied Housing: Householder Age 35 to 44	324	2,140	5,831
Renter Occupied Housing: Householder Age 65+	182	1,597	2,982
1 Room Housing Units	24	490	820
2 Room Housing Units	134	844	2,290
3 Room Housing Units	145	1,157	4,506
4 Room Housing Units	275	2,307	6,877
5 Room Housing Units	325	2,562	6,130
6 Room Housing Units	396	2,361	5,918
7 Room Housing Units	311	1,960	5,176
8 Room Housing Units	108	1,140	3,786
9+ Room Housing Units	165	2,187	5,688
1 Unit Detached Structures	722	7,501	21,082
1 Unit Attached Structures	428	2,109	3,463
2 Unit Structures	22	97	241
3 or 4 Unit Structures	190	591	1,139
5 to 9 Unit Structures	163	1,065	2,864
10 to 19 Unit Structures	197	773	2,780
20 to 49 Unit Structures	36	498	986
50 or More Unit Structures	127	2,370	8,608
Mobile Home Units	0	0	27
Other Housing Units	0	0	0
Structure Built 2020+	12	813	1,741
Structure Built 2010 to 2019	290	3,132	7,511
Structure Built 2000 to 2009	813	4,475	9,486
Structure Built 1990 to 1999	656	4,488	14,119

RETAIL GRAVITY

HOUSING	1.00 mi	3.00 mi	5.00 mi
Structure Built 1980 to 1989	80	1,707	6,700
Structure Built 1970 to 1979	10	217	1,048
Structure Built 1960 to 1969	22	68	360
Structure Built 1950 to 1959	0	55	106
Structure Built 1940 to 1949	0	0	39
Structure Built 1939 or Earlier	1	53	79
Median Year Structure Built	2002	2002	2000

EMPLOYMENT	1.00 mi	3.00 mi	5.00 mi
Total Population Age 16+ (Employment Base)	3,169	25,704	72,518
In Labor Force	1,862	15,452	45,178
In Civilian Labor Force	1,862	15,445	45,145
In Civilian Labor Force: Employed	1,724	14,896	43,721
In Civilian Labor Force: Unemployed	138	548	1,424
In Armed Forces	0	7	33
Not In Labor Force	1,307	10,252	27,341

OCCUPATION	1.00 mi	3.00 mi	5.00 mi
Employed Civilian Population (Occupation Base)	1,724	14,896	43,721
Private Business Workers	1,481	12,882	37,275
Local/State/Federal Government Workers	109	950	3,237
Self-Employed Workers	130	1,042	3,096
Family Workers	5	23	113

OCCUPATION TYPE	1.00 mi	3.00 mi	5.00 mi
Employed Civilian Population (Occupation Type Base)	1,724	14,896	43,721
White Collar Workers	1,470	12,161	35,620
Services Workers	146	1,904	5,330
Blue Collar Workers	109	831	2,771

TRANSPORTATION	1.00 mi	3.00 mi	5.00 mi
Total Commuter-Adjusted Population (Transportation Base)	1,686	14,593	42,849
Commute via Automobile	709	8,017	25,356
Commute via Public Transportation	9	22	133
Commute via Any Other Means	26	209	1,304
Works from Home	941	6,345	16,057
Total Commuting Workers (Commute Base)	745	8,248	26,792
Commute Time Less Than 15 Minutes	340	2,797	8,624
Commute Time 15 to 30 Minutes	291	3,330	10,225
Commute Time 30 to 45 Minutes	55	1,637	5,872
Commute Time 45 to 60 Minutes	18	358	1,249
Commute Time 60 to 90 Minutes	0	44	345
Commute Time 90+ Minutes	41	82	477

MOBILITY	1.00 mi	3.00 mi	5.00 mi
Total Population Age 1+ (Mobility Base)	3,628	29,296	83,202
Same House from Last Year	2,884	23,994	68,170
Different House from Last Year	721	5,205	14,395
Abroad Last Year	23	97	637