



KIERLAND  
C O M M O N S

SCOTTSDALE, AZ

## MARKET PROFILE 2020

**MAJOR RETAILERS** Alex and Ani, Anthropologie, Arhaus, Athleta, Chico's, Cos Bar, Crate & Barrel, Evereve, Hanna Andersson, Madewell, Michael Kors, PB Teen & Pottery Barn Kids, Sundance, Sur La Table, Tesla, Tommy Bahama, Victoria's Secret

**RESTAURANTS & ENTERTAINMENT** Bar NoRTH, The Cheesecake Factory, Corner Cafe, The Greene House, Mastro's Ocean Club, The Mission, NoRTH Italia, P.F. Chang's China Bistro, Postino WineCafé, Shake Shack, Snooze, an A.M. Eatery, Tocaya Organica, Tommy Bahama Restaurant & Bar, Zinc Bistro

**PROPERTY TYPE** Outdoor Luxury Lifestyle Center | **TOTAL SQUARE FEET** 437,000 | **BUILT** 2000

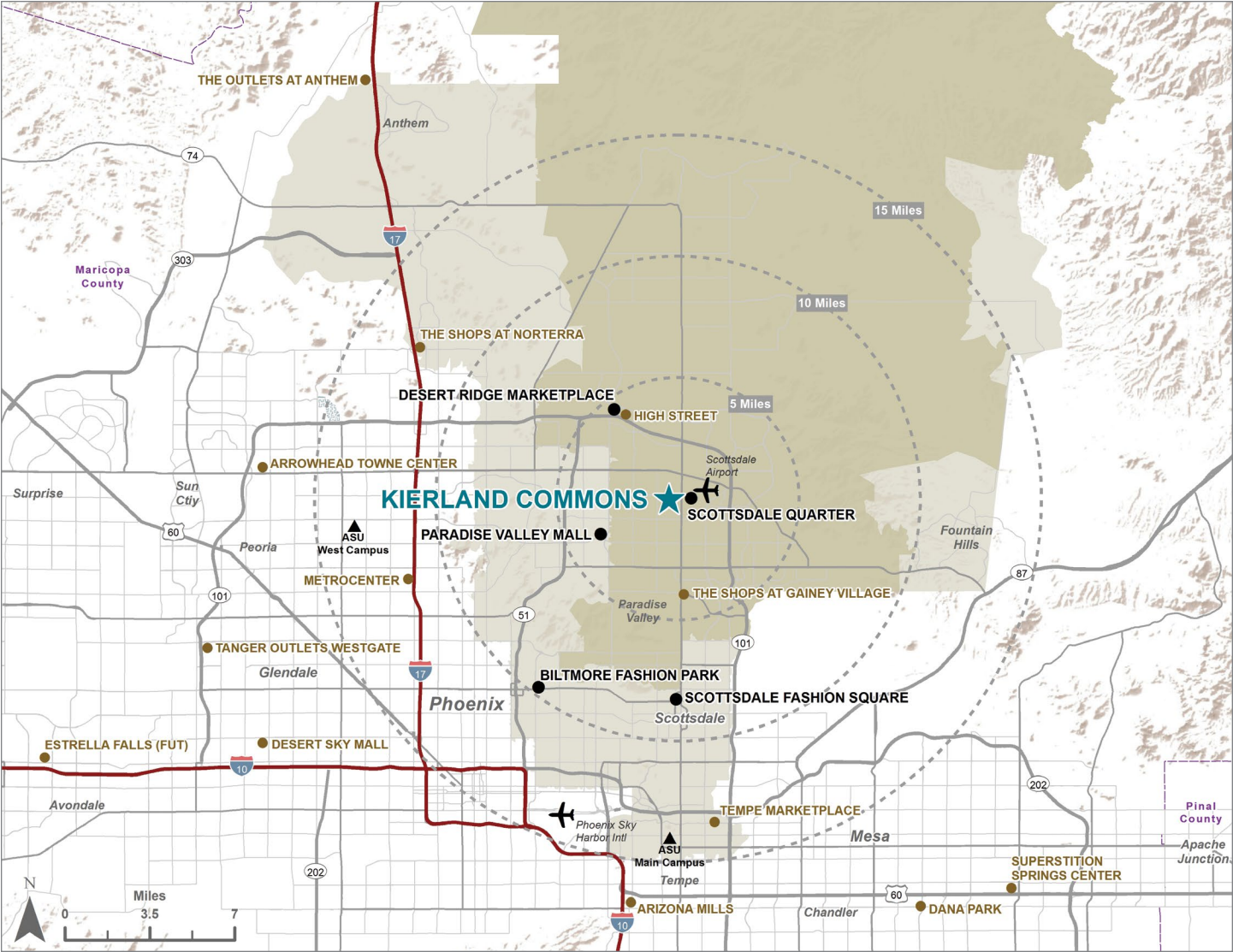
**FOR MORE INFORMATION** 602-953-6200 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHOENIX-MESA-SCOTTSDALE, AZ [MSA]	
2019 Total Population	304,161		907,362		4,885,176	
2024 Total Population	328,618		981,254		5,298,576	
2019-2024 Population Growth	8.0%		8.1%		8.5%	
HOUSEHOLDS						
2019 Total Households	129,917		384,441		1,776,484	
2024 Total Households	140,038		416,084		1,923,505	
2019-2024 Household Growth	7.8%		8.2%		8.3%	
INCOME						
Average Household Income	\$152,677		\$109,635		\$87,428	
Median Household Income	\$105,810		\$73,482		\$62,609	
Per Capita Income	\$65,199		\$46,607		\$31,906	
HOUSEHOLD INCOME RANGES						
\$50,000 +	103,404	79.6%	252,612	65.7%	1,088,051	61.2%
\$75,000 +	85,281	65.6%	189,450	49.3%	754,683	42.5%
\$100,000 +	69,321	53.4%	142,623	37.1%	515,254	29.0%
\$150,000 +	43,465	33.5%	78,068	20.3%	231,960	13.1%
AGE						
Median Age	48.6		40.5		36.1	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	137,695	59.9%	305,310	47.7%	1,026,656	31.7%
White Collar	125,886	81.5%	345,586	72.3%	1,466,180	63.9%
RACE / ETHNICITY						
White	268,953	88.4%	720,284	79.4%	3,399,194	69.6%
Black	5,375	1.8%	33,285	3.7%	284,352	5.8%
American Indian	1,319	0.4%	14,645	1.6%	121,347	2.5%
Asian	15,866	5.2%	38,756	4.3%	200,101	4.1%
Pacific Islander	241	0.1%	1,373	0.2%	11,366	0.2%
Other Race	12,408	4.1%	99,018	10.9%	868,816	17.8%
Hispanic or Latino	20,566	6.8%	177,077	19.5%	1,542,371	31.6%
Not Hispanic or Latino	283,596	93.2%	730,285	80.5%	3,342,805	68.4%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	847		7,069		13,174	
Total Employees	9,760		86,191		158,076	
Daytime Population	17,069		139,113		291,607	

# TRADE AREA MAP

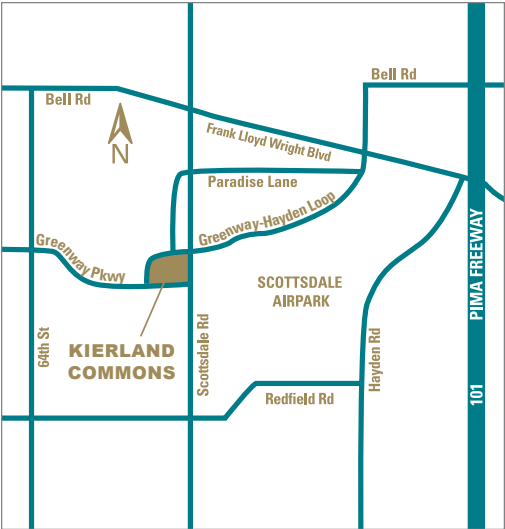


## LEGEND

- ★ KIERLAND COMMONS
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW





# SITE PLAN



# MARKET FACT SHEET

ANCHORED BY THE WESTIN  
KIERLAND RESORT & SPA,  
WITH 780+ ROOMS AND  
27-HOLE GOLF COURSE

ADJACENT TO KIERLAND,  
AC MARRIOTT OPENS  
JUNE 2020 WITH  
165 ROOMS

LESS THAN 5 MILES  
FROM WORLD CLASS  
SIGNATURE EVENTS,  
BARRETT-JACKSON,  
PGA WASTE MANAGEMENT  
PHOENIX OPEN & BENTLEY  
POLO CHAMPIONSHIP  
HAVE A COMBINED ATTENDANCE  
OF OVER 1 MILLION AND  
ECONOMIC IMPACT OF  
NEARLY \$450 MILLION

PLAZA LOFTS, 84 LUXURY  
CONDOS LOCATED ON THE  
PROPERTY, SELL FOR UP TO  
\$3 MILLION

LOCATED MINUTES AWAY,  
FAIRMONT SCOTTSDALE  
PRINCESS RESORT  
HAS 640+ ROOMS

MORE THAN 100,000  
SQUARE FEET  
OF CLASS A OFFICE SPACE ON PROPERTY

WITHIN 2 MILES THERE ARE  
7,500 MULTI-FAMILY UNITS

2,000 LUXURY UNITS  
ARE PROPOSED/UNDER  
CONSTRUCTION

THE SCOTTSDALE AIRPARK AREA, LESS THAN A MILE FROM KIERLAND, IS ONE  
OF THE LARGEST EMPLOYMENT CENTERS WITH OVER 60,000 EMPLOYEES AND  
3,000 COMPANIES – INCLUDING GODADDY, VANGUARD, U.S. CRYOTHERAPY,  
RING AND PXG HEADQUARTERS

SCOTTSDALE AIRPORT IS THE 21ST BUSIEST GENERAL-AVIATION AIRPORT  
IN THE NATION AVERAGING 157,000 TAKEOFFS/LANDINGS PER YEAR AND  
ONE OF THE BUSIEST CORPORATE JET FACILITIES IN THE STATE

\$25 MILLION INVESTMENT AT SCOTTSDALE AIRPARK ON 2 STATE-OF-THE-ART  
PRIVATE JET HANGERS, NEW BUSINESS CENTER AND PARKING GARAGE

INTERNATIONALLY KNOWN  
MAYO CLINIC WILL DOUBLE  
ITS CAMPUS IN A  
\$648 MILLION EXPANSION  
CREATING CLOSE TO 2,000  
NEW JOBS INCLUDING  
200 PHYSICIANS BY 2029

REPUTED AS ONE OF THE BEST COMMUNITIES TO LIVE, WORK AND PLAY,  
SCOTTSDALE IS RANKED #3 BEST CITY TO LEAD AN ACTIVE LIFESTYLE

51 GOLF COURSES IN SCOTTSDALE AND MORE THAN 200 GOLF COURSES IN  
THE SURROUNDING AREA

KIERLAND HAS 12 CHEF-DRIVEN LOCAL AND NATIONAL RESTAURANTS SUCH AS  
MASTRO'S OCEAN CLUB, POSTINO WINECAFE, ZINC BISTRO AND THE MISSION

## YEARLY SALES

JAN	5.7%	MAY	8.0%	SEP	9.6%
FEB	6.9%	JUN	10.6%	OCT	5.5%
MAR	10.8%	JUL	5.2%	NOV	6.9%
APR	8.1%	AUG	6.2%	DEC	16.6%



OWNED

OTHER

WESTIN KIERLAND  
RESORT &  
CONVENTION CENTER

AC MARRIOTT

TOMMY BAHAMA  
RESTAURANT,  
BAR & STORE

MASTRO'S OCEAN  
CLUB FISH HOUSE

CHICO'S

COACH

TOCAYA  
ORGANICA

NORTH ITALIA

POSTINO  
WINECAFÉ

ARHAUS

SHAKE SHACK

POTTERY  
BARN KIDS

ZINC BISTRO

TESLA

MADEWELL

ANTHROPOLOGIE

Z GALERIE

SUR LA TABLE

THE MISSION

EVEREVE

VICTORIA'S SECRET

SNOOZE, AN A.M. EATERY

P.F. CHANG'S  
CHINA BISTRO

THE CHEESECAKE  
FACTORY

CRATE & BARREL

KIERLAND  
OPTIMA

KIERLAND BLVD

THE PLAZA LOFTS

SCOTTSDALE ROAD

SCOTTSDALE  
QUARTER

GREENWAY PKWY

OFFICE

OFFICE

OFFICE

