



KIERLAND
C O M M O N S

SCOTTSDALE, AZ

MARKET PROFILE 2021

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

RESTAURANTS & ENTERTAINMENT Bar NoRTH, Buzz Eatery & Treats, The Cheesecake Factory, 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

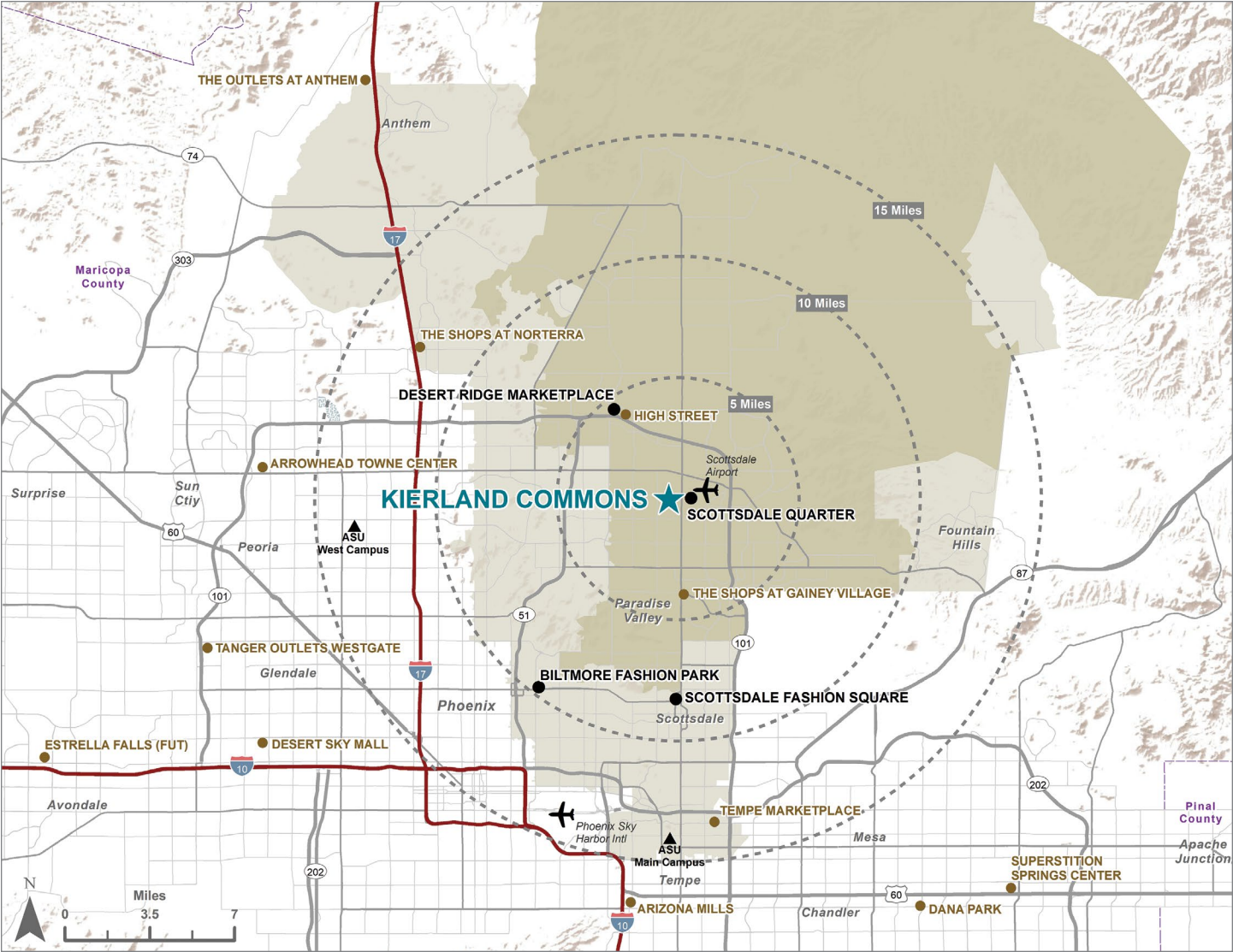
FOR MORE INFORMATION 602-953-6200 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHOENIX-MESA-SCOTTSDALE, AZ [MSA]	
2020 Total Population	305,621		914,418		4,932,833	
2025 Total Population	329,017		981,874		5,327,947	
2020-2025 Population Growth	7.7%		7.4%		8.0%	
HOUSEHOLDS						
2020 Total Households	131,267		388,802		1,794,657	
2025 Total Households	141,255		418,021		1,936,035	
2020-2025 Household Growth	7.6%		7.5%		7.9%	
INCOME						
Average Household Income	\$157,330		\$113,782		\$90,996	
Median Household Income	\$108,929		\$77,121		\$65,872	
Per Capita Income	\$67,613		\$48,531		\$33,225	
HOUSEHOLD INCOME RANGES						
\$50,000 +	106,167	80.9%	263,023	67.7%	1,141,068	63.6%
\$75,000 +	88,461	67.4%	199,819	51.4%	801,337	44.7%
\$100,000 +	72,082	54.9%	150,474	38.7%	548,827	30.6%
\$150,000 +	46,220	35.2%	84,538	21.7%	255,390	14.2%
AGE						
Median Age	48.6		40.6		36.2	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	141,117	60.9%	312,987	48.5%	1,050,241	32.1%
White Collar	123,252	82.0%	337,486	72.9%	1,430,207	64.3%
RACE / ETHNICITY						
White	268,771	87.9%	721,223	78.9%	3,408,538	69.1%
Black	5,582	1.8%	34,446	3.8%	293,075	5.9%
American Indian	1,321	0.4%	14,784	1.6%	121,106	2.5%
Asian	16,908	5.5%	41,293	4.5%	212,998	4.3%
Pacific Islander	253	0.1%	1,459	0.2%	11,826	0.2%
Other Race	12,786	4.2%	101,214	11.1%	885,290	17.9%
Hispanic or Latino	21,036	6.9%	180,400	19.7%	1,567,875	31.8%
Not Hispanic or Latino	284,584	93.1%	734,018	80.3%	3,364,958	68.2%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	2,252		6,947		12,897	
Total Employees	27,159		85,782		154,826	
Daytime Population	25,976		115,962		263,248	

TRADE AREA MAP

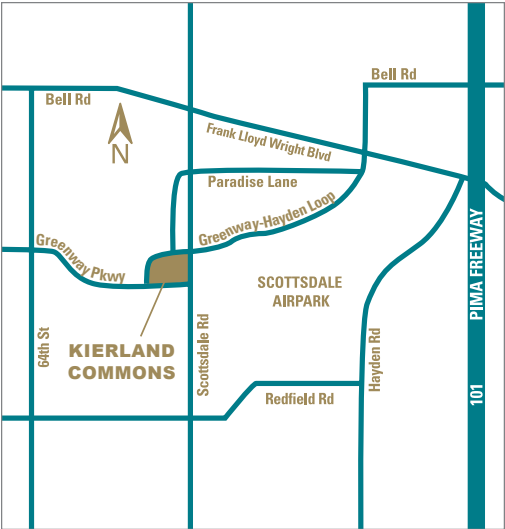


LEGEND

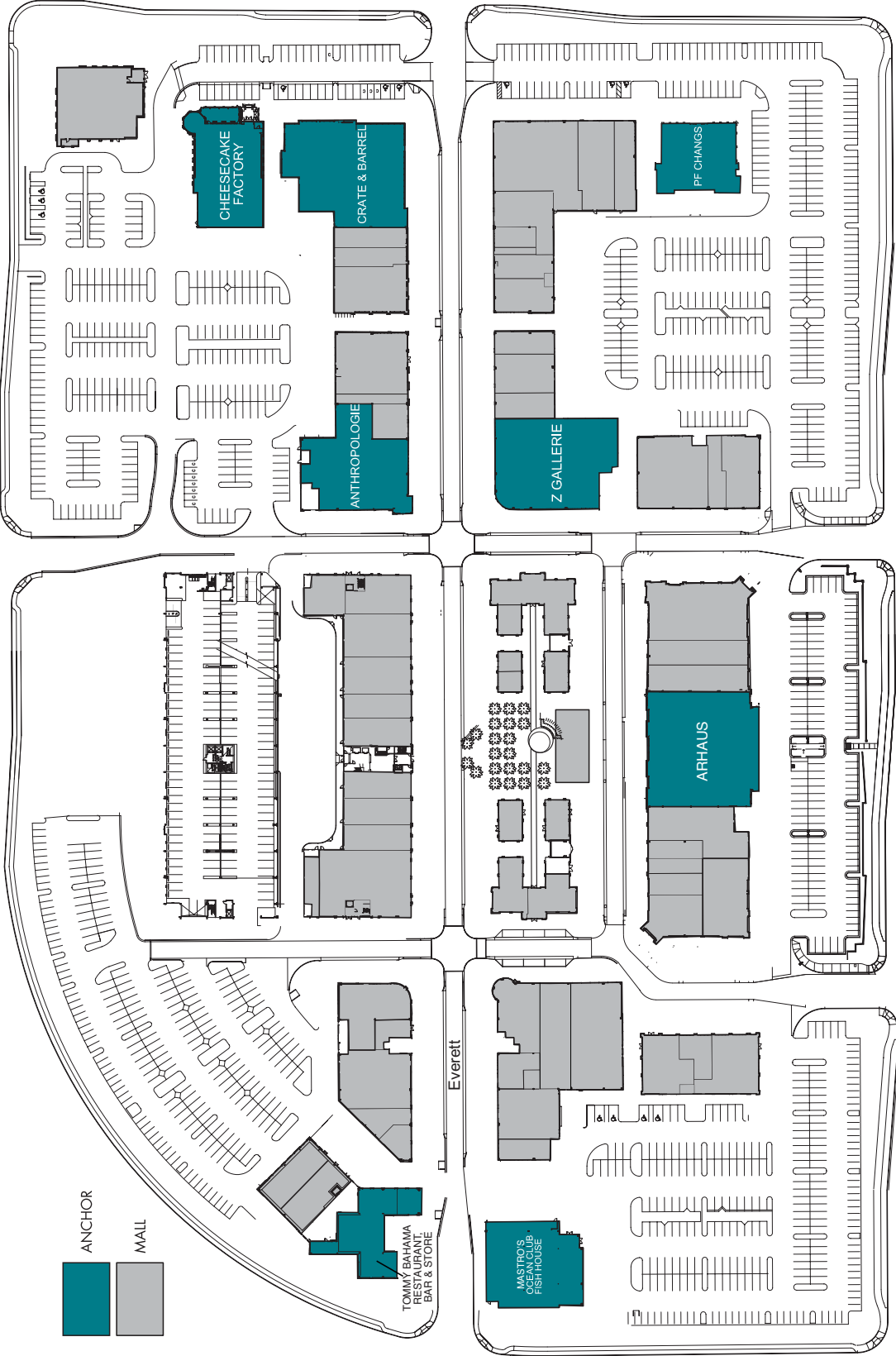
- ★ KIERLAND COMMONS
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



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 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 DOMESTIC AND REGIONAL TAKEOFFS/
LANDINGS PER YEAR – TOP ROUTES ARE SNA/LAS/DAL/SAN/SLG. AND, THE
AIRPORT IS 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 WINECAFÉ, 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%

- | | | | | | | | |
|---|-------------------|----|--------------|----|-----------------|----|------------------------|
| 1 | TESLA | 6 | Z GALLERIE | 11 | COACH | 16 | TOCAYA ORGANICA |
| 2 | CRATE & BARREL | 7 | SUR LA TABLE | 12 | EILEEN FISHER | 17 | MASTRO'S OCEAN CLUB |
| 3 | VICTORIA'S SECRET | 8 | ATHLETA | 13 | SUNDANCE | 18 | P.F. CHANG'S BISTRO |
| 4 | TOMMY BAHAMA | 9 | TECOVAS | 14 | BANANA REPUBLIC | 19 | THE CHEESECAKE FACTORY |
| 5 | ANTHROPOLOGIE | 10 | MICHAEL KORS | 15 | SHAKE SHACK | 20 | THE GREENE HOUSE |

**WESTIN KIERLAND RESORT
& CONVENTION CENTER**

AC MARRIOTT

THE PLAZA LOFTS

KIERLAND OPTIMA

KIERLAND BLVD

OFFICE

OFFICE

OFFICE

SCOTTSDALE QUARTER

SCOTTSDALE ROAD

GREENWAY PKWY

