

RETAIL PADS
Available

Willow Crossroads

3190 Willow Creek Road | Prescott, AZ 86301



Parcel 4B | ±0.50 Acres



Parcel 6B | ±1.49 Acres

BRIAN WOODS
602 222 5026
PHOENIX, AZ
brian.woods@colliers.com

TOM WOODS
602 222 5031
PHOENIX, AZ
tom.woods@colliers.com

COLLIERS INTERNATIONAL
2390 E Camelback Rd, Suite 100
Phoenix, AZ 85016
www.colliers.com/greaterphoenix



HIGHLIGHTS

- › Anchored by Fry's Marketplace
- › Positioned in rapidly developing northwest area of Prescott
- › Trade area population of approximately 165,000 people
- › Major nearby employers include:
 - Embry Riddle Aeronautical (*serves 2,650 students*)
 - Strum Ruger
 - Yavapai College
- › Center is area's premier, upscale retail opportunity for national and local brands evidenced by strong co-tenancy
- › Located at one of the busiest thoroughfares in Prescott with exceptional visibility at the intersection
- › Consumer draw from roughly a 40-miles radius including Prescott Valley and Chino Valley



DEMOGRAPHICS

	3 Mile	5 Mile	7 Mile
POPULATION			
2016 Population:	20,656	43,555	66,605
2021 Population:	23,220	47,379	72,183
Pop Growth 2016-2021:	12.4%	8.8%	8.4%
HOUSEHOLDS			
2016 Total Households:	9,114	19,799	29,598
Avg Household Size:	2.2	2.1	2.2
2016 Avg HH Income:	\$76,900	\$69,882	\$69,104
HOUSING			
Median Home Value:	\$255,107	\$248,453	\$239,320



PRESCOTT MARKET OVERVIEW

The Prescott metro area is located approximately 100 miles north of Phoenix and includes Prescott, Prescott Valley, Sedona, Cottonwood and Camp Verde. The region's economy is generally less volatile than the Phoenix metro area, although booms and busts from Phoenix can carry over to Prescott.

Prescott is nestled in Arizona's central mountains, giving it more varied seasons from metro areas in lower elevations. The climate remains moderate with just enough variation to give the sense of changing seasons. Prescott's elevation is about one mile above sea level, keeping the average high temperature in July to just 89 degrees, compared to 106 degrees in the Phoenix metro area. Prescott is centrally located between the major northern cities and the Phoenix metro area. Drive time to Phoenix is about one and a half hours, and about the same to Flagstaff.

POPULATION OVERVIEW

The population of the Prescott metro area is composed of populations from two cities; Prescott and Prescott Valley. Prescott and Prescott Valley are located in Yavapai County in northern Arizona. The two cities' boundary lines are abutted with Prescott to the west and Prescott Valley to the East. Prescott covers an area of 37 square miles and Prescott Valley has an area of 38 square miles, making the two cities comparable in size as well as population. The total population of Yavapai County is more than 226,000 with Prescott having a population of about 43,000, and Prescott Valley having a population of just over 44,000.

CITY OF PRESCOTT

Prescott's population has increased by 25 percent in a 16 year span from 2000 to 2016 and the region is projected to add an additional 1,400 households in the next five years. There are nearly 20,000 households in Prescott with 66 percent of those being owner occupied. This is a higher rate of home ownership than in much of Arizona and comparable western markets and adds stability to the overall economy. Prescott is a destination for retirement, with the median age being 57 years. About 67 percent of Prescott's population is over 40 years of age.

Yavapai community colleges located in Prescott offer six campuses with about 150 full-time and 425 part-time staff and an enrollment of 10,245 students for the 2016-2017 academic year. The

availability of educational services and median age of Prescott residents are factors of the high levels of education in the metro area. In Prescott 93 percent of residents 25 years and older have completed high school, and 45 percent of residents hold a bachelors or advanced degree which is about 10 percent higher than the statewide number.

Household income has been positively trending since 2000. From 2000 to 2016 household median income has increased from \$35,000 to \$47,000—a 34 percent increase. There is a renter demographic based largely on incomes and the seasonality of the Prescott area; 29 percent of households have incomes that fall within \$25,000 to \$49,999.

PRESCOTT VALLEY

Prescott Valley's population has been expanding at a rapid pace compared to the city of Prescott, and has grown about 74 percent from 2000-2016. Due to the growing residential population in Prescott Valley, there is a growing demand for housing as well. Over the next five years, the number of households is predicted to grow by just over 1,700. Currently, there are about 17,200 households in Prescott Valley, and the ratio of owners to renters is the same as the city of Prescott, with about 67 percent of residents owning their home and the other 33 percent renting. The median age of the population in Prescott Valley is 43 years old, which is about fifteen years younger than the median age in the city of Prescott. About half of the population in Prescott Valley is over the age of forty.

Prescott Valley is home to the Humboldt Unified School District, which provides K-12 education to over 5,800 students in the area. Throughout the district there are 12 different schools for parents to choose from depending on where they live. Over 88 percent of parents choose to send their children to their neighborhood public school in Prescott Valley versus sending their child to a private school. This community is made up of an educated work force, with 90 percent of residents completing high school and about 36 percent attaining a college or advanced degree.

The median household income in this town has been growing in a positive direction since 2000. From 2000-2016, the median household income has grown nearly thirty percent and has reached \$44,948. The monetary demographics in this community are very similar to those in the city of Prescott, with the largest portion of their population, just over 31 percent of households, making between \$25,000 - \$49,999 per year.



EMPLOYMENT OVERVIEW

The Prescott metro area has approximately 63,000 nonfarm workers. Total employment has expanded by more than 2.2 percent over the past 12 months, following a 4.2 percent pace of growth in 2016. The government sector, which includes local government functions including public schools, has approximately 11,500 employees, or 18 percent of the market total.

Private industry accounts for more than 80 percent of the total labor market, with the trade, transportation and utilities sector leading the way with 12,700 employees. The largest employer in this sector is Walmart, with about 300 employees located throughout Prescott Valley.

The Prescott area generates a great deal of its total economic output - particularly in the summer months - from retail associated with travel into the cooler temperatures from residents of the Greater Phoenix area. The leisure and hospitality segment of the economy totals approximately 10,000 workers, one of the largest sectors in the area. Assuming the statewide economy continues

to expand, additional growth in this segment of the market is expected to continue to surge.

The education and health services sector employs about 12,700 members of the workforce. This accounts for about 20 percent of the total nonfarm workforce in the Prescott metro area. The presence of Yavapai College will continue to drive this number as population increases locally and within the region. The largest employer in this sector is Yavapai College, employing more than 1,000 people.

Unemployment in the Prescott metro area has mirrored trends in the Phoenix metro. Unemployment peaked at 12.1 percent in January of 2010 and has been decreasing steadily at a rate that has gained momentum. The current rate in the area is in the low-4 percent, after averaging in the low-5 percent in 2016.



PARCEL 4B

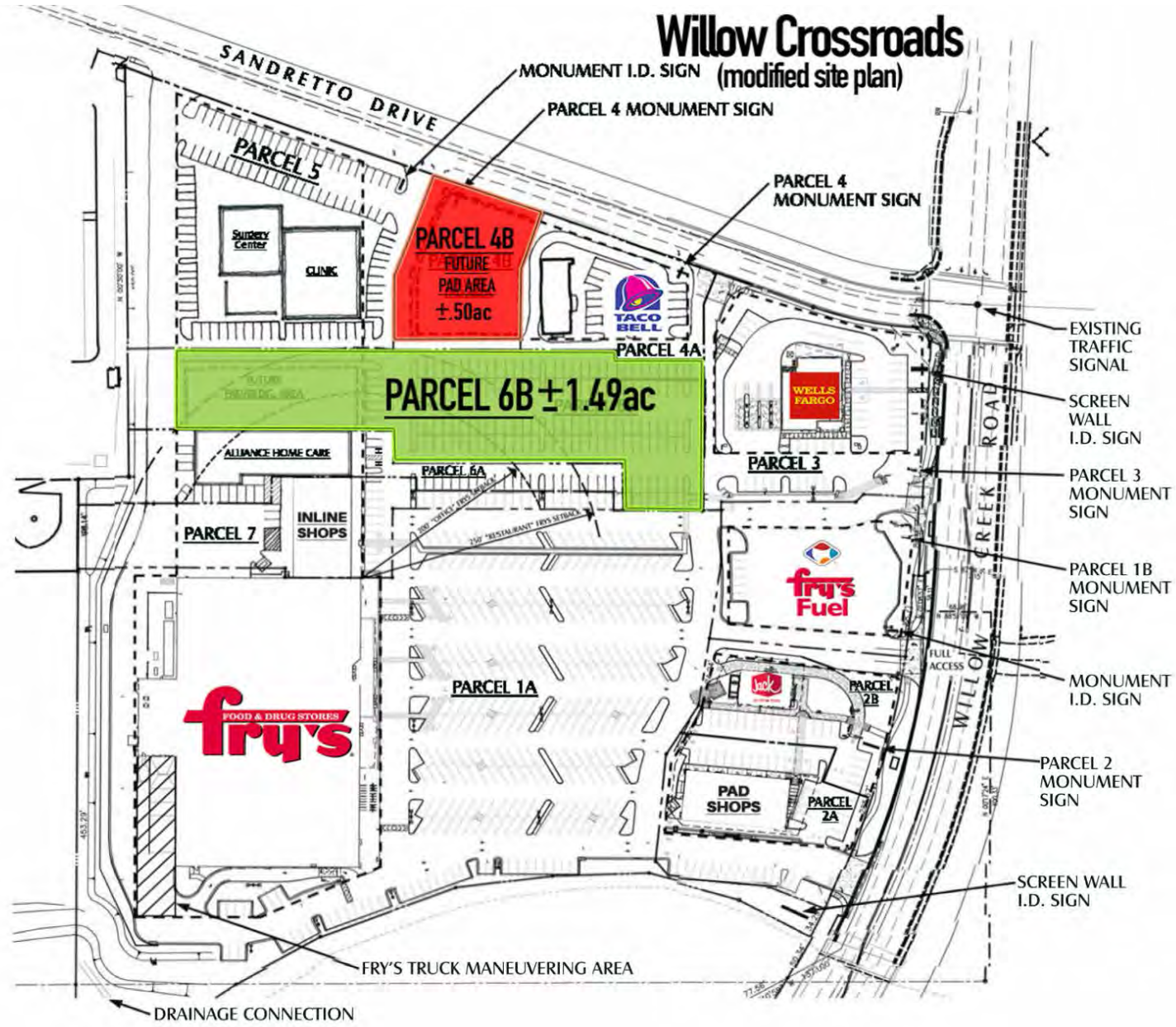
Square Footage:	±21,780
Acreage:	±0.50
Location Type:	Stand-alone with drive-thru capability
Ideal Uses:	Retail or restaurant
Additional Comments:	Adjacent to Taco Bell. Street frontage on Sandretto Drive. Monument signage opportunity.



PARCEL 6B

Square Footage:	±64,904
Acreage:	±1.49
Location Type:	In-line
Ideal Uses:	Retail or medical, possible mini-major
Additional Comments:	Adjacent to current in-line occupants, such as Fry's Marketplace, Subway, and Great Clips. Monument signage opportunity.





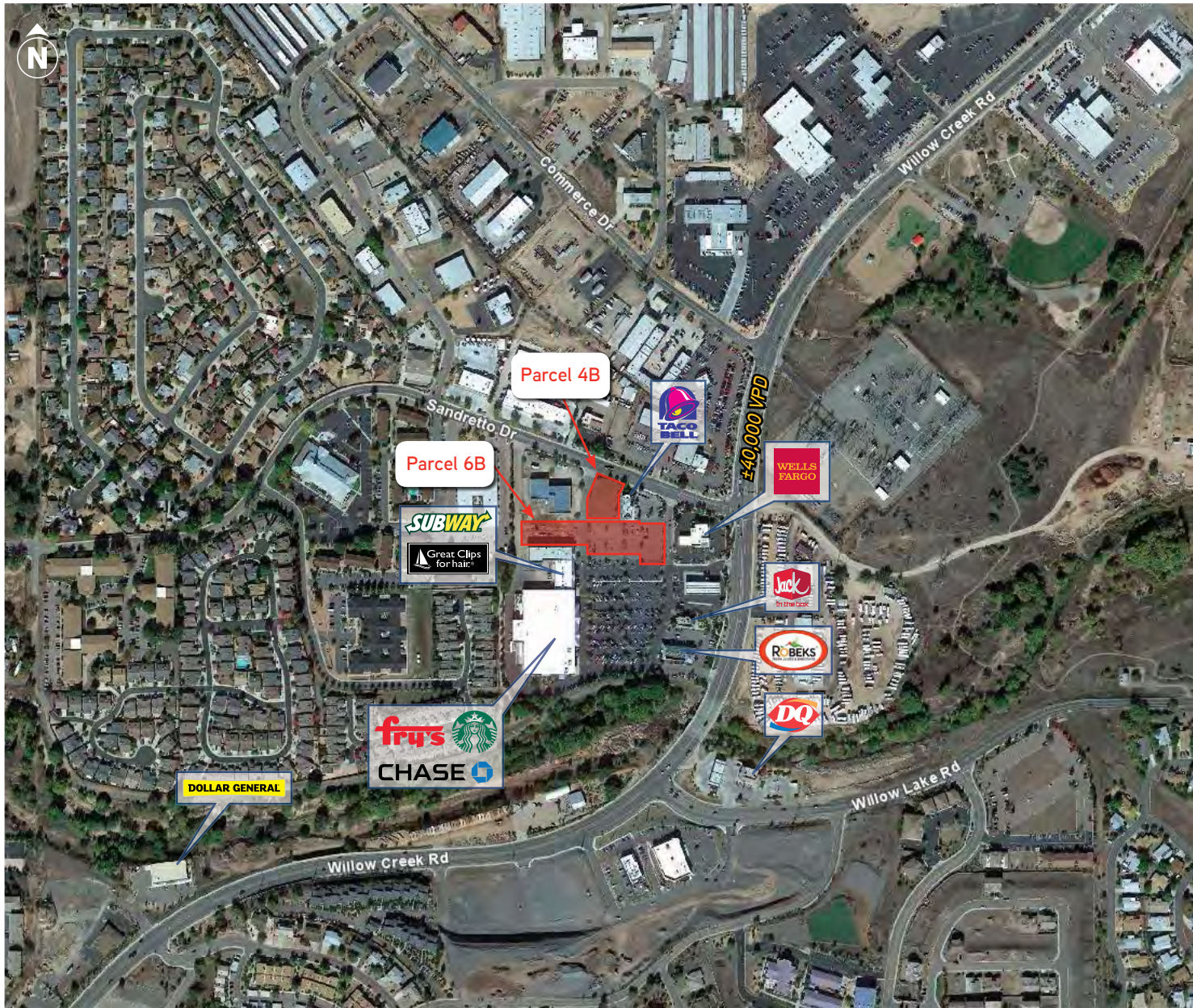
PROPERTY PHOTOS



PROPERTY PHOTOS



AERIAL MAP - UP CLOSE



40,000



VEHICLES PER DAY
AT INTERSECTION

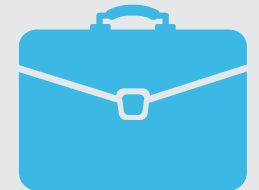
226,000



POPULATION OF
YAVAPAI COUNTY

#3

Ranked
nationally



JOB GROWTH &
ECONOMIC VITALITY

- INC. Magazine



Contact Us

BRIAN WOODS

602 222 5026

PHOENIX, AZ

brian.woods@colliers.com

TOM WOODS

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tom.woods@colliers.com



COLLIERS INTERNATIONAL
2390 E Camelback Rd, Suite 100
Phoenix, AZ 85016

www.colliers.com/greaterphoenix

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