

SEC

# BULLARD AVE & BELL RD

Surprise, AZ

**elm street**  
@ SURPRISE CITY CENTER

NEW GROCERY | ENTERTAINMENT | RESTAURANT | RETAIL | FITNESS DESTINATION

**PHASE 1 SHOPS AVAILABLE AND PHASE 2 PADS AVAILABLE**



**PCA**  
PHOENIX COMMERCIAL ADVISORS

DEVELOPMENT BY

**SIMON CRE**



# site plan overview

MIXED USE DEVELOPMENT:	PHASE 1: ±10 ACRES
AVAILABLE:	±1,200 SF up to ±100,000 SF
ZONING:	Pad, City of Surprise
LEASE RATE:	CALL FOR RATES

## location highlights

- High profile restaurant & retail space available.
- Dense, well-established neighborhoods in the surrounding area.
- Minutes away from the City of Surprise’s municipal complex.
- Just north of Surprise Community Park and Surprise Stadium (MLB Spring Training for the Texas Rangers and Kansas City Royals).
- Less than 2 miles from Valley Vista High School (2,470 students).
- Located near Ottawa University’s Surprise Campus with a student population of 820 students. In October 2019, a \$20M student housing development completed construction. The four-story residence hall is 76,000 SF and has 308 beds and a 26,000 SF student union common area.

WEST VALLEY IS THE



PHOENIX



WAREHOUSING MARKETS

## traffic count

Bullard Ave		Bell Rd	
N	N/A	E	±84,019 VPD (EB & WB)
S	±7,628 VPD (NB & SB)	W	±39,489 VPD (EB & WB)

INRIX 2023

## neighboring tenants



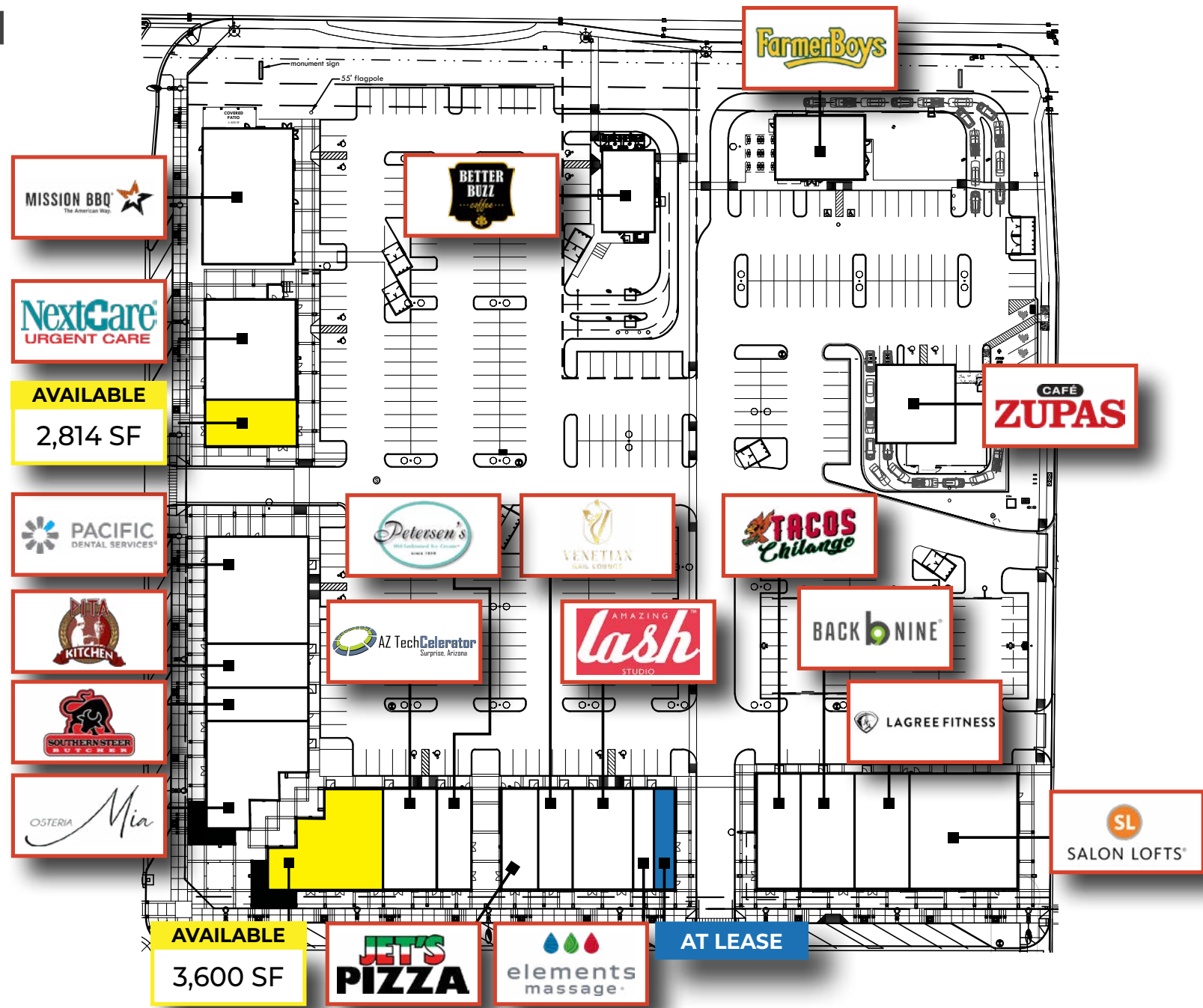
The map illustrates a commercial and residential development area in downtown Los Angeles. Key features include:

- Streets:** Bullard Avenue, Elm St, Future 146th Ave, 145th Ave, and Future 144th Ave.
- Commercial Developments:**
  - AVAILABLE (Yellow):** Includes a 2,814 SF space and a 3,600 SF space.
  - AT LEASE (Blue):** Includes a 6,000 K space and a 15,200 K space.
  - CONVENTION CENTER PROPOSED (Orange):** Located near the bottom center.
  - ENTERTAINMENT USER (Green):** A large area at the bottom.
  - IN ESCROW (Blue):** A large area on the right side.
- Existing and Proposed Businesses:**
  - NextCare:** A medical facility.
  - ZUPAS:** A grocery store.
  - Lush:** A cosmetics store.
  - Tacos:** A Mexican restaurant.
  - Back Nine:** A golf course.
  - SALON LOFTS:** A hair salon.
  - SUITES by Marriott:** A hotel.
  - IN ESCROW:** A large commercial building.
- Other Labels:**
  - MAJOR:** 30,600 K and 31,300 K.
  - SHOPS:** 12,900 K, 8,600 K, 14,600 K, 15,300 K, 15,700 K, 5,700 K, 6,500 K, 5,700 K, 15,200 K.
  - RSTNT:** 5,200 K, 2,000 K, 6,000 K, 5,700 K, 6,500 K, 5,700 K.
  - HOTEL:** 120 KEYS, 4 FLOORS (20,400 K/FU).
  - AVAILABLE:** 2,814 SF, 3,600 SF.
  - AT LEASE:** 6,000 K, 15,200 K.
  - CONVENTION CENTER PROPOSED:** A large orange area.
  - ENTERTAINMENT USER:** A large green area.
  - IN ESCROW:** A large blue area.





# site plan proposed

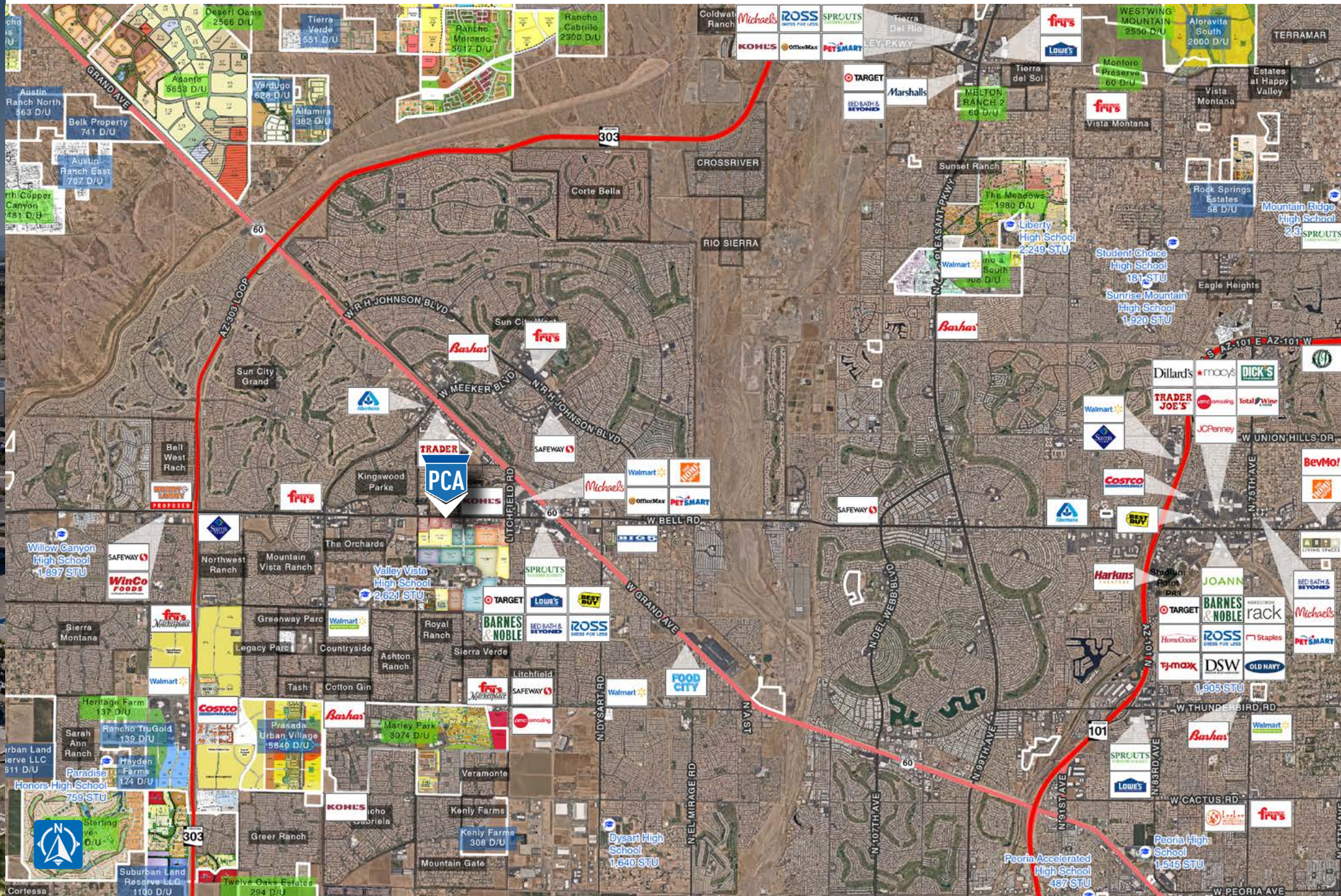




[illegible]



# retail aerial





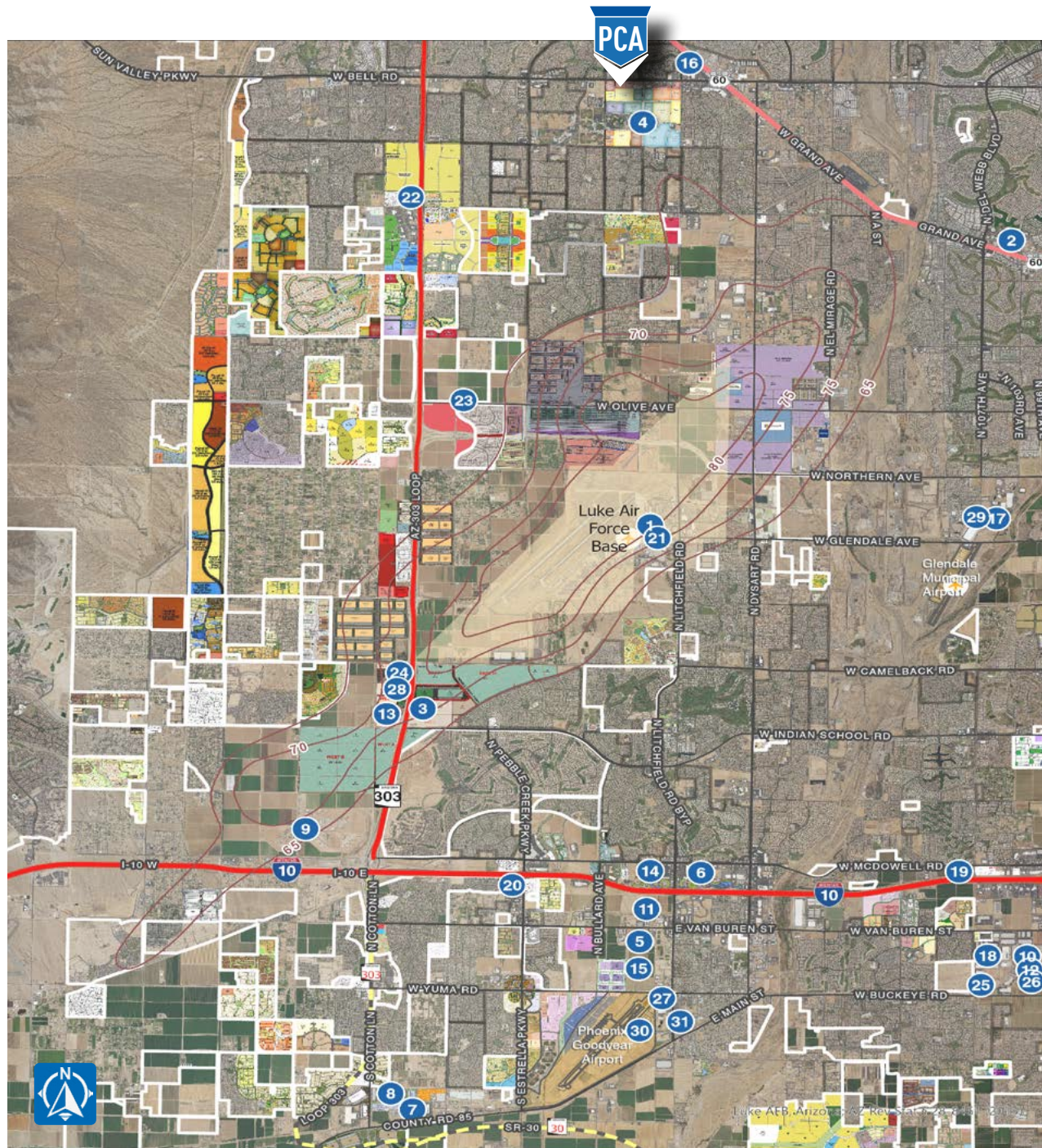
# employment area

## Top Employers

1. Luke Us Air Force Base	6900
2. Banner Boswell Med Ctr	2001
3. UPS Logistics (Expansion)	1858
4. City of Surprise	1230
5. Chewy, Inc. Distr.	1200
6. Abrazo West Campus	1009
7. Macy's Inc.	1008
8. Amazon Fulfillment	975
9. Arizona Dept. of Corrections	841
10. Albertsons Distr. Ctr	810
11. Western Regional Med Ctr	768
12. Atlas Retail Services	649
13. Sub-Zero	590
14. Mc Lane Sunwest	550
15. Nike/AIR MI	505
16. Walmart Supercenter	500
17. Conair Corp.	450
18. PepsiCo	444
19. Akos	400
20. Walmart Supercenter	360
21. Lockheed Martin	350
22. Walmart Supercenter	342
23. Rousseau Farming Co.	339
24. REI Distr. Ctr	325
25. Tyson Foods Inc.	322
26. Kroger Distr. Ctr	321
27. Cavco Ind.	321
28. Dick's Sporting Goods Distr. Ctr	308
29. NPL Construction Co	290
30. Aersale	273
31. Cornell Cookson	265

## Legend

— Luke Air Force Base Noise Contours

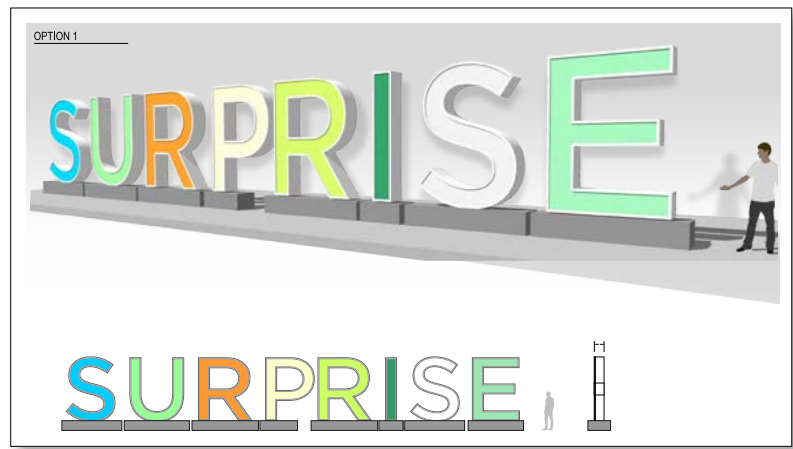




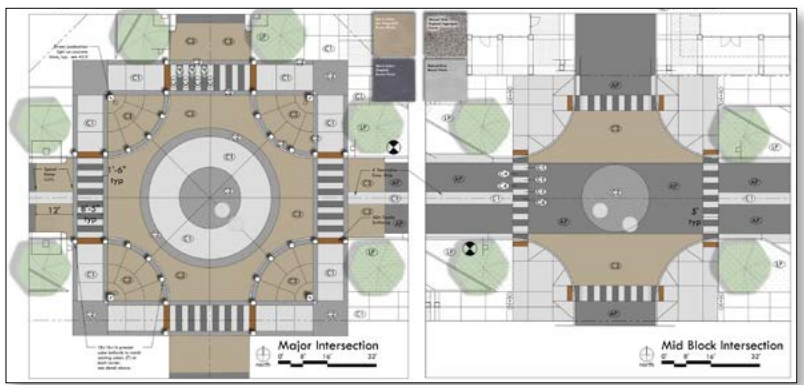




# signage renderings



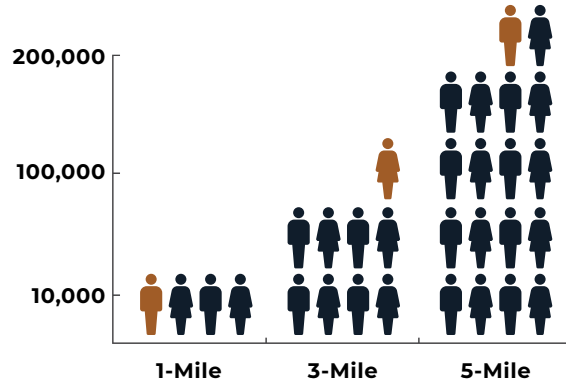
## streetscape intersection design



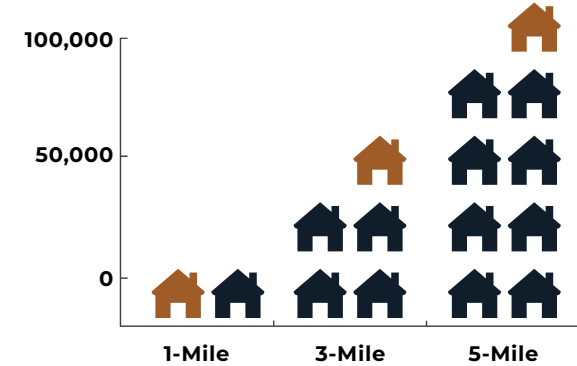


# demographics overview

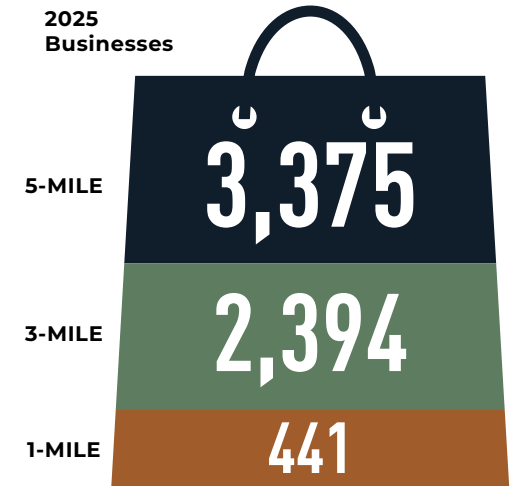
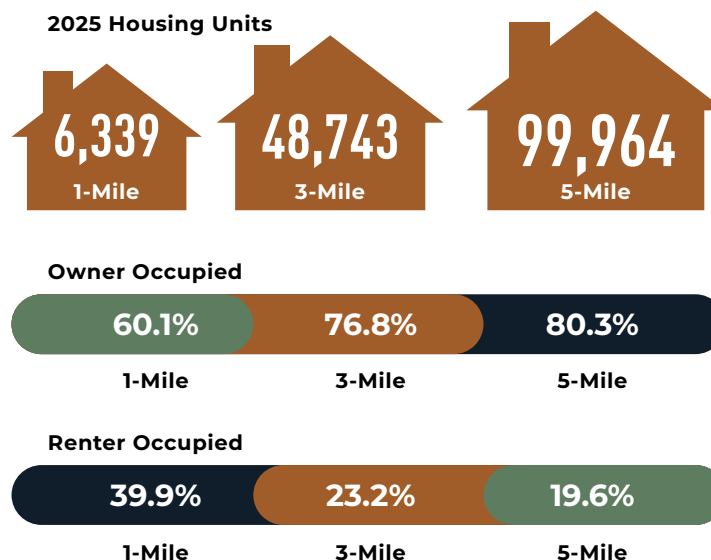
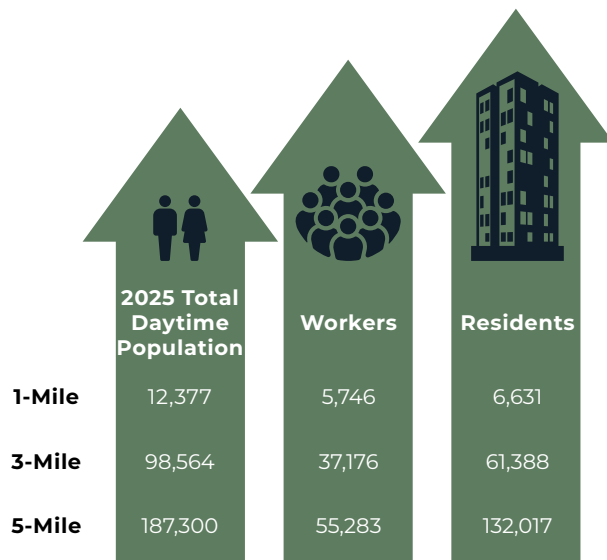
ESRI 2025



	Median HH Income	Average HH Income	Per Capita Income
1-Mile	\$73,306	\$96,238	\$40,792
3-Mile	\$84,213	\$102,598	\$42,533
5-Mile	\$87,032	\$109,465	\$43,137



2025 Households	5,138	42,981	88,003
2030 Households	5,907	44,194	93,464





# SURPRISE CITY CENTER

Increasing growth in  
Surprise, AZ



## SURPRISE IS RAPIDLY GROWING

The City of Surprise, a suburb of Phoenix, is located 45 minutes from downtown Phoenix and is one of the fastest-growing cities in Maricopa County for both residential and business population. Since the beginning of 2019, the Surprise Economic Development has added 1.2M SF of construction with an investment of \$170M into the community, creating 834 jobs and opening 35 new businesses. At the close of FY2020, Surprise issued a total of 2,076 residential permits and 518 commercial permits. Over the past 17 plus years, the population of Surprise has grown nearly 350% where more than 140k people call home (the extended trade area has a population of nearly 250k people). Surprise is projected to continue its incredible growth, reaching 215,000 residents and 60,000 local jobs by 2030.

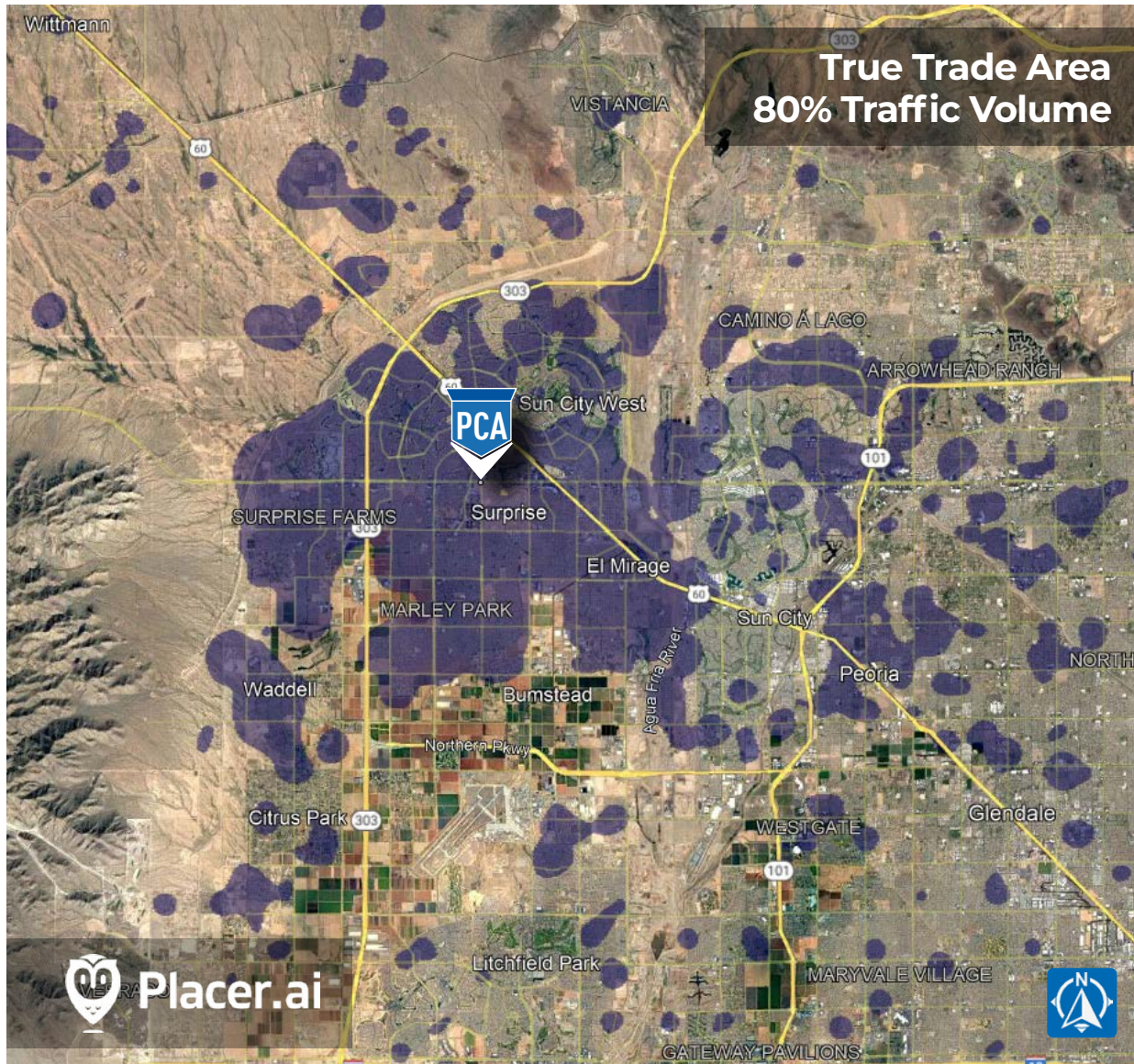
SOURCE: City of Surprise Economic Development





# intersection traffic

Highly trafficked intersection, that pulls from all over the West Valley. In the last 12 months over 1.6 Million unique devices were seen at the intersection.



## mobile device data

### nearby retailers

Foot Traffic seen at nearby retailers  
In the last 12 months:

Rank based on estimated visits



ESTIMATED VISITS

**493.1K**



ESTIMATED VISITS

**239.0K**



ESTIMATED VISITS

**198.5K**



ESTIMATED VISITS

**146.9K**



ESTIMATED VISITS

**57.6K**



# PHASE 1 SHOPS EXISTING AND AVAILABLE



DEVELOPMENT BY



## EXCLUSIVELY LISTED BY

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