

# ROESER PLAZA

SOUTH PHOENIX STRIP CENTER WITH UPSIDE POTENTIAL



## FOR SALE

5217-5233 S CENTRAL AVE | PHOENIX, AZ 85040

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# PROPERTY DETAILS

<b>ADDRESS</b>	5217-5233 S Central Ave Phoenix, AZ 85040
<b>OCCUPANCY</b>	80.54%
<b>TENANCY</b>	Multi -Tenant with Significant National Presence
<b>PARCEL</b>	113-42-047-M
<b>LAND AREA</b>	2.29 AC
<b>BUILDING GLA</b>	24,660 SF
<b>YEAR BUILT</b>	1986 / 2022 ( Renovated)

# INVESTMENT HIGHLIGHTS

- Infill value-add strip center in dense location
- Comprised of in-demand small suites
- Anchor (Family Dollar) has low/replaceable rate
- Attractive basis - low price per square foot
- Upside potential to fill vacancies

# OFFERING TERMS

<b>OFFERING PRICE:</b>	<b>\$3,575,000</b>
<b>PRICE PER SQUARE FOOT:</b>	<b>\$144.90</b>
<b>NET OPERATING INCOME:</b>	<b>\$240,917</b>
<b>IN-PLACE CAP RATE</b>	<b>6.74%</b>

# LOCATION HIGHLIGHTS

- Dense area - 20,502 residents within 1 mile
- Infill location, prime frontage, 31,000 VPD corner
- Strong transit and traffic exposure
- Surrounded by planned multifamily
- 4 to 5 miles to both downtown and the I-10

# FEATURED TENANTS



# SITE PLAN

SUITE

TENANT NAME

A-1	VACANT
A-2	VACANT
A-3	VACANT
A-4	BARON DANDY BARBERSHOP
A-5	SISTER SISTER
A-6	YERBERIA HEALTH FOODS
A-7	CASETA EXPRESS
A-8	VACANT
A-9	GFH TELECOM
A-10/A-11	FAMILY DOLLAR TREE
B-1	DAIRY QUEEN
B-2	SUBWAY
B-3	G&S SMOKE MINI - MART
K	CLEARLY WATER
*EL TACAZO - NAP	



# RENT ROLL

SUITE	LEASE TYPE	TENANT	SQUARE FOOTAGE	ANNUAL BASE RENT	ANNUAL BASE RENT PSF	ANNUAL NNN	ANNUAL NNN PSF	LEASE TERMINATION	ANNUAL ESCALATIONS	OPTIONS
A-1		Vacant	1,200							
A-2		Vacant	1,200							
A-3		Vacant	1,200							
A-4	NNN*	Baron Dandy Barber	900	\$15,600	\$17.33	\$9,252	\$10.28	7/31/2030	4%	Yes
A-5	MG	Sister Sister	900	\$17,820	\$19.80	\$0.00	\$0.00	5/17/2028	5%	No
A-6	NNN*	Yerberia Health	900	\$15,600	\$17.33	\$9,252	\$10.28	6/30/2030	4%	No
A-7	NNN*	Caseta Express	900	\$10,800	\$12.00	\$8,556	\$9.51	12/31/2030	3%	Yes
A-8		Vacant	1,200							
A-9	NNN*	Total By Verizon	1,200	\$19,200	\$16.00	\$9,600	\$8.00	6/14/2030	0%	Yes
A-10/A-11	MG	Family Dollar Tree	11,860	\$146,040	\$12.84	\$0.00	\$0.00	11/30/2027	10% every 5 YR	Yes
B-1	NNN*	Dairy Queen	1,200	\$22,491	\$18.74	\$11,400	\$9.50	7/31/2028	5%	Yes
B-2	NNN*	Subway	900	\$22,312	\$24.79	\$7,083	\$7.87	12/31/2027	3%	Yes
B-3	NNN*	G&S Smoke Mini - Mart	900	\$19,800	\$22.00	\$8,550	\$9.50	Month to Month	3%	No
K	MG	Clearly Water	200	\$8,736	\$0.00	\$0.00	\$0.00	10/31/2029	4%	Yes
Totals			24,660	\$298,399		\$63,693				
	*Fixed NNN									
Rented SF	19,860 SF									
Vacant SF	4,800 SF									
Occupancy Percent	80.54%									

# INCOME VALUATION

REVENUE	PSF	ANNUAL
BASE RENTAL INCOME (2026)	\$12.10	\$298,399
NNN REIMBURSEMENTS	\$2.58	\$63,693
VACANCY (20% As-is)	\$0.00	\$0.00
<b>GROSS RENTAL INCOME</b>	<b>\$14.68</b>	<b>\$362,092</b>

EXPENSES	PSF	ANNUAL
PROPERTY TAX	\$1.27	\$31,410
INSURANCE	\$0.69	\$16,980
MANAGEMENT FEES	\$0.49	\$12,000
PROPERTY MAINTENANCE & REPAIR	\$0.73	\$17,960
CLEANING	\$0.17	\$4,300
UTILITIES	\$0.41	\$10,000
TRASH COLLECTION	\$0.83	\$20,346
AZ SALES TAX	\$0.33	\$8,180
<b>TOTAL EXPENSE</b>	<b>\$4.91</b>	<b>\$121,175</b>
<b>NET OPERATING INCOME</b>	<b>\$9.77</b>	<b>\$240,917</b>



# CLOSE PROXIMITY TO DTPHX, SKY HARBOR, AND LAVEEN



# NEARBY NEW AND PLANNED MULTI-FAMILY DEVELOPMENT



**1. NEC Central and Roeser - Planned 162 Units** - Directly across the street to the North, a large parcel is in the process of being rezoned to cater to high density multi-family development. On 1/13/2026, at the planning commission hearing, the staff recommended approval, subject to stipulations. The developer is Project of America Development Co.

**2. SEC Central and Broadway - Future Transit Oriented Mixed Use Development** - The City of Phoenix recently approved a rezoning of a 5.5-acre, city-owned site at the southeast corner of Central Avenue and Broadway Road in preparation for its sale and future mixed-use development. The Phoenix City Council consolidated multiple multifamily and commercial zoning classifications into a single medium-intensity designation under the Walkable Urban Code, with a South Phoenix Village-specific overlay.

**3. ASCENT on Broadway** is a newly developed 161-unit multifamily community, built in 2025 and located less than one mile from the subject site at the northwest corner of Central Avenue and Broadway. The project was developed by Chicanos Por La Causa, an organization that is highly active in the South Phoenix multifamily development market.

**4. Chicanos Por La Causa Assemblage (Potential Future Multi-Family Development)** Chicanos Por La Causa has assembled over five acres of land south of the subject property. The company has been very active in multifamily development within this market, leading us to believe the site is intended for a high-density multifamily project.

**5. Sunland Flats - 90 Units (2024 Built)**

Located at 225 W. Sunland Avenue, Sunland Flats is a newly completed \$21 million multifamily development delivering much-needed affordable housing to South Phoenix and the surrounding Hispanic community. Completed in 2024, the project consists of 90 units across five two-story buildings totaling approximately 110,000 square feet, offering a mix of two- and three-bedroom apartment homes.

**6. Mirebella Senior Apartments - 80 Units (2018 Built)** - Developed in 2018, Mirabella Senior Apartments is a newer 80-unit senior housing community conveniently located along the light rail extension. The property benefits from close proximity to shopping, public transportation, and is just a short distance from all that Downtown Phoenix has to offer. The project was developed by an Ohio-based developer, demonstrating continued out-of-state multifamily developer investment and confidence in the area.

- 1. NEC Central and Roeser - Planned 162 Units
- 2. SEC Central and Broadway - City Owned Land Future Mixed Used Development
- 3. NWC Central and Broadway - ASCENT on Broadway 161 Units (2025 Built)
- 4. Chicanos Por La Causa Assemblage (Potential Future Multi-Family Development)
- 5. Sunland Flats - 90 Units (2024 Built)
- 6. Mirebella Senior Apartments - 80 Units (2018 Built)

# AREA OVERVIEW



## LOCATION & MARKET SUMMARY - PHOENIX

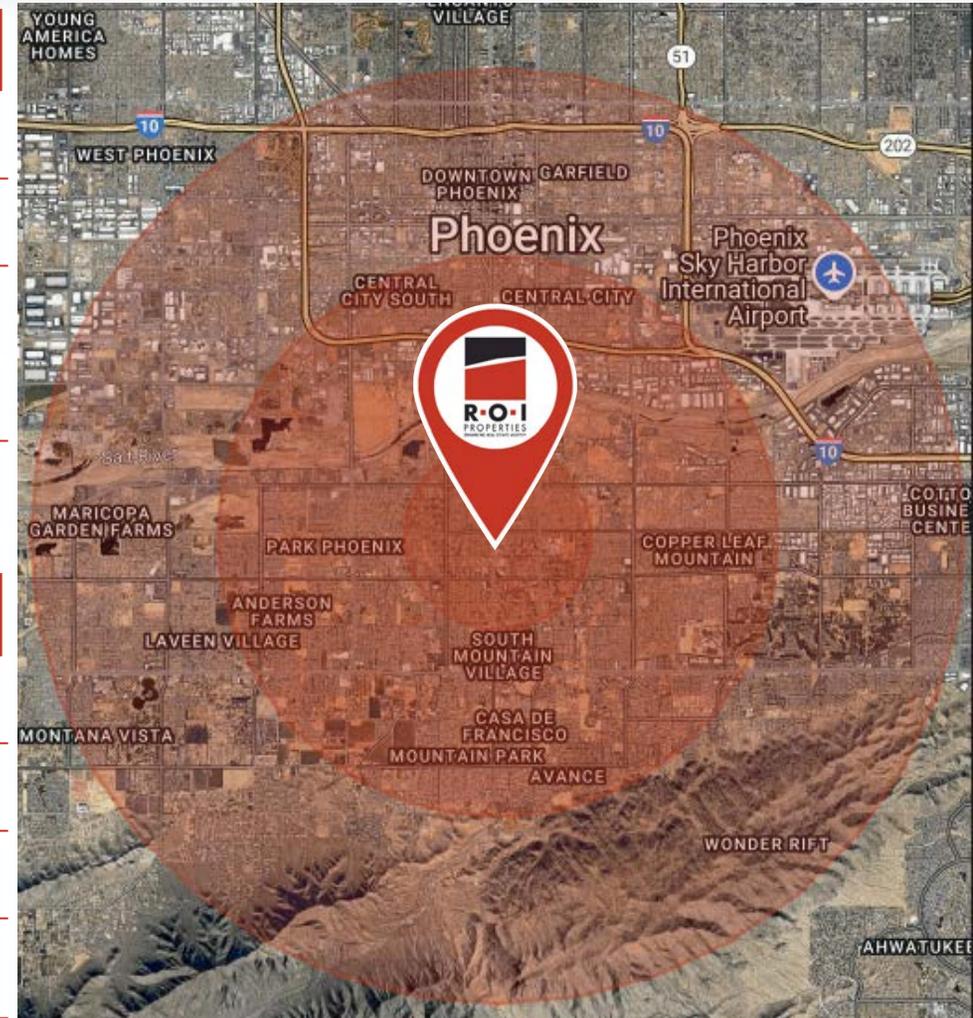
Roeser Plaza, located at 5217–5233 South Central Avenue, presents a compelling opportunity to acquire a well-positioned strip center within a dense, urban infill corridor of Phoenix. The property benefits from premium frontage along Central Avenue, close proximity to Downtown Phoenix, and a strong residential base of over 20,000 residents within a one-mile radius. The center is surrounded by established single-family and multifamily neighborhoods, with additional density planned through nearby multifamily and mixed-use developments. Notably, the northeast corner of Central Avenue and Roeser Road is slated for high-density zoning, with a prominent developer planning more than 160 residential units, while the City of Phoenix has rezoned a city-owned parcel at the southeast corner of Central Avenue and Broadway Road for future mixed-use development. Roeser Plaza enjoys excellent vehicular visibility and pedestrian traffic, enhanced by nearby transit infrastructure and the recently completed multi-billion-dollar light rail extension. The center is anchored by strong national tenants, including Dairy Queen, Family Dollar/Dollar Tree, Subway, and Total by Verizon, all of which generate consistent traffic, while in-place vacancies provide clear upside potential. Local tenants demonstrate strong operating histories and align well with the surrounding demographics, further reinforcing the center’s long-term stability and growth prospects.



# DEMOGRAPHIC SUMMARY

POPULATION	1 MILE	3 MILES	5 MILES
Total Population	20,502	110,901	220,599
Average Age	34	35	35
Average Age (Male)	34	35	35
Average Age (Female)	35	36	36

HOUSEHOLDS & INCOME	1 MILE	3 MILES	5 MILES
Total Households	6,271	33,846	71,853
# of Persons per HH	3.3	3.3	3.1
Average HH Income	\$72,582	\$85,683	\$86,969
Average House Value	\$364,689	\$369,725	\$400,843





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