1231
W Baseline

1231 W. Baseline
Mesa, AZ 85202

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TABLE OF CONTENTS

PROPERTY INFO & DISCLAIMER 2

PROPERTY DESCRIPTION 3

PROPERTY PHOTOS 4

AERIAL & LOCATION REPORT 9

DEMOGRAPHIC ANALYSIS 11

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PROPERTY INFO:

CALL FOR PRICE

- **PROPERTY ADDRESS:**
  1231 W. BASELINE
  MESA, AZ 85202
- **PROPERTY SIZE**
  3,926 SQ. FT.
- **LAND SIZE**
  0.54 ACRES

1231 W BASELINE

COMPANY DISCLAIMER

This information has been obtained from sources believed reliable. We have not verified it and make no guarantee, warranty or representation about it. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs. Photos herein are the property of their respective owners and use of these images without the express written consent of the owner is prohibited.
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PROPERTY OVERVIEW

Freestanding retail building with a drive thru. Great visibility and access at a high traffic intersection. Over 150,000 people within a three mile radius. Complete renovation and drive thru added in 2022. Two Suites: 2755 square feet currently a drive thru restaurant and 1171 square feet currently a barbershop both operated by the Seller. Monument sign. Investment or owner user purchase. Please contact Broker for more details.

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PROPERTY PHOTOS

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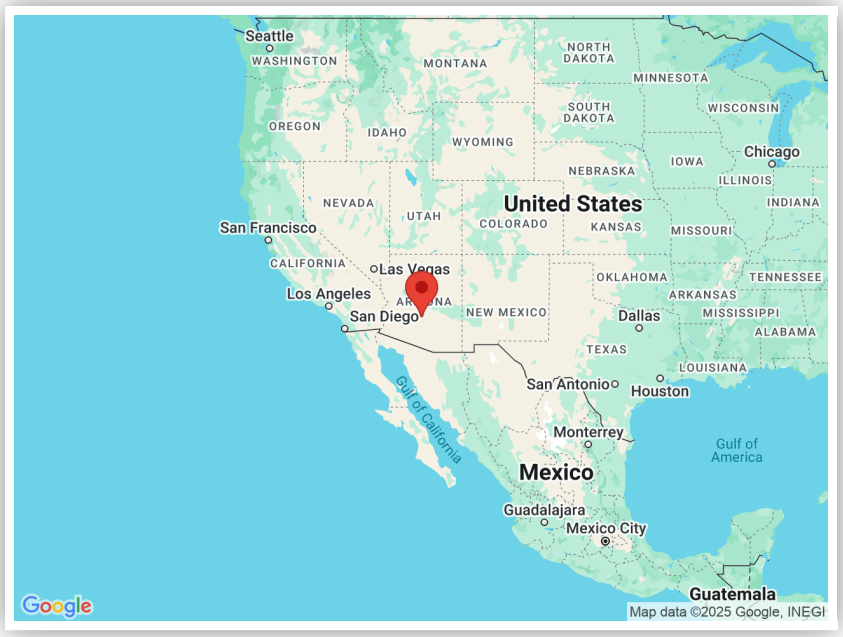

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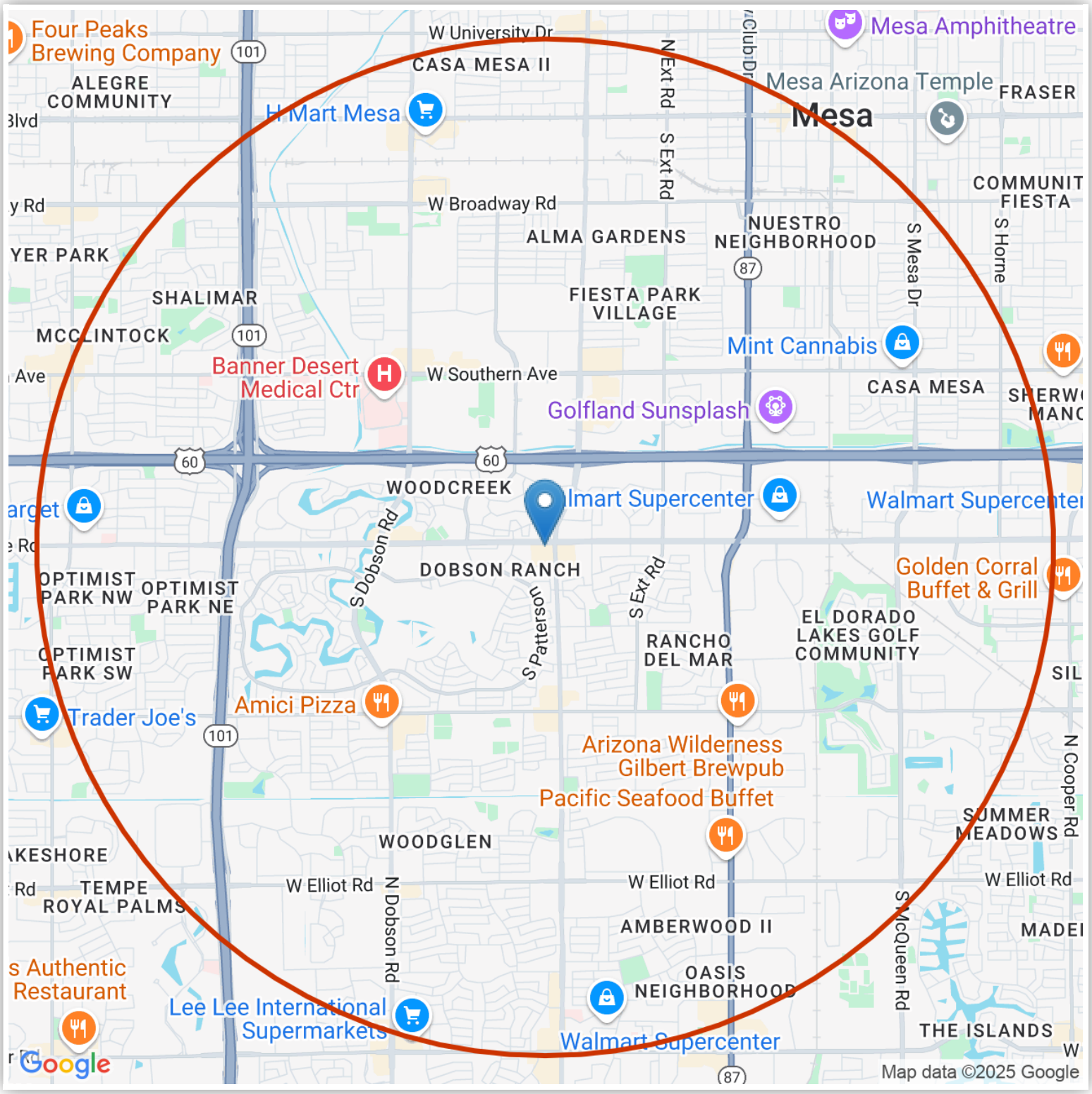

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INFOGRAPHIC: KEY FACTS (RING: 3 MILE RADIUS)

KEY FACTS

147,536
Population

34.8 Median Age

2.44
Average Household Size

58,376
Total Households

EDUCATION

5.34%
No High School Diploma

11.42%
High School Graduate

22.39%
Some College

23.78%
Bachelor's/ Grad

BUSINESS

6,609
Total Businesses

85,583
Total Employees

EMPLOYMENT

15,907
Retail Trade Employees

10,504
Finance/Ins/Real Estate Emp

5,164
Manufacturing Employees

5,204
Eating & Drinking Employees

3.9% Unemployment Rate

INCOME

$74,055
Median Household Income

$38,604
Per Capita Income

$123,641
Median Net Worth

Households by Income

The largest group : $100,000 - $149,999 (19.14%)
The smallest group : $15,000 - $24,999 (5.58%)

Indicator	Value(%)
< $15,000	7.47
$15,000 - $24,999	5.58
$25,000 - $34,999	6.84
$35,000 - $49,999	12.28
$50,000 - $74,999	18.32
$75,000 - $99,999	15.38
$100,000 - $149,999	19.14
$150,000 - $199,999	8.25
$200,000+	6.74

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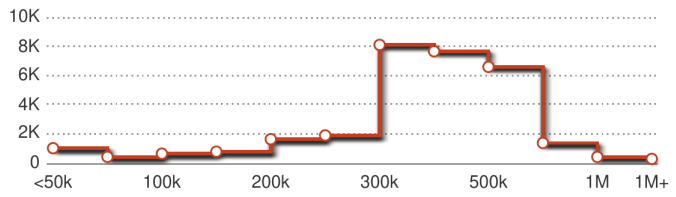
Community Profile

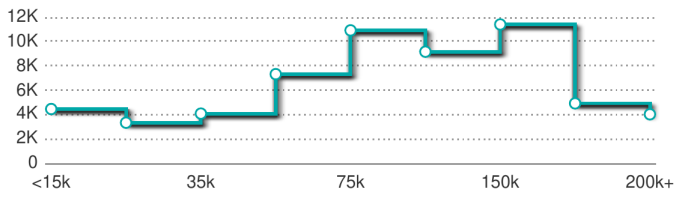
147,536	-0.07%	2.44	34.8
Population Total	Population Growth	Average HH Size	Median Age

81	$74,055	$413,964	20.49%	65.77%	13.74%
Diversity Index	Median HH Income	Median Home Value	Under 18	Ages 18 to 65	Aged 66+

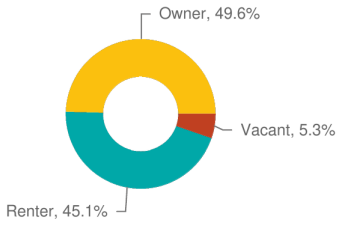
HOME VALUE



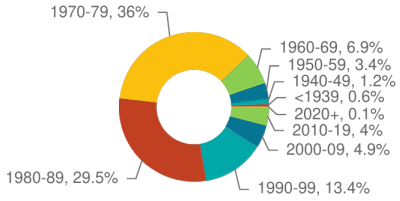
HOUSEHOLD INCOME



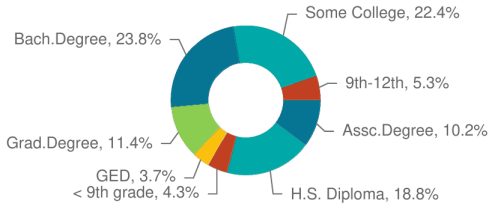
HOME OWNERSHIP



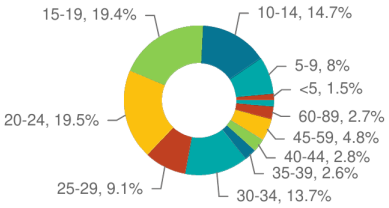
HOUSING: YEAR BUILT



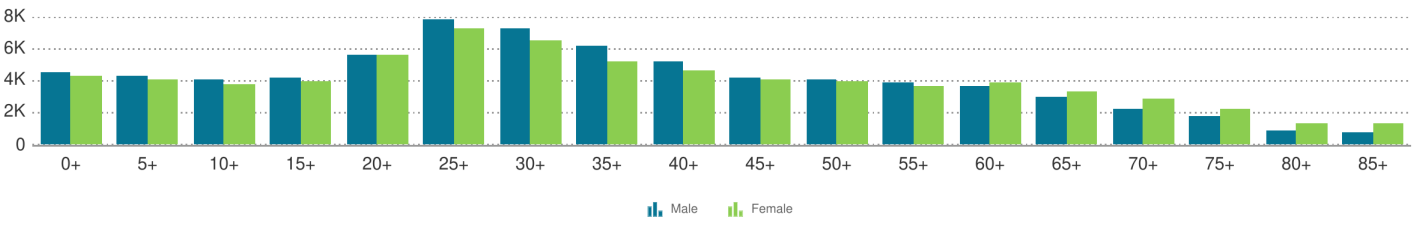
EDUCATIONAL ATTAINMENT



COMMUTE TIME: MINUTES



AGE PROFILE: 5 YEAR INCREMENTS



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Lifestyle and Tapestry Segmentation Infographic

LIFESTYLE SPENDING

199,762,335
Meals at Restaurants

127,007,126
Apparel & Services

200,681,697
Entertainment/ Recreation

107,055,276
Home Services

1,601,727,818
Retail Goods

ANNUAL LIFESTYLE SPENDING

$146,497,553 Travel	**$3,734,559** Theatre/Operas/Concerts	**$3,323,090** Movies/Museums/Parks	**$5,431,083** Sports Events	**$48,235,175** Pets
$504,770 Online Gaming	**$29,430,761** Cash Gifts to Charities	**$31,213,603** Life/Other Insurance	**$84,516,218** Education	**$8,423,865** RV (Recreational Vehicles)

TAPESTRY SEGMENTS

11B

LifeMode Group: Midtown Singles
Young and Restless
11,061 Households
Household Percentage: 18.60%
Average Household Size: 2.04
Median Age: 29.8
Median Household Income: $40,500

4B

LifeMode Group: Family Landscapes
Home Improvement
9,085 Households
Household Percentage: 15.27%
Average Household Size: 2.88
Median Age: 37.7
Median Household Income: $72,100

8C

LifeMode Group: Middle Ground
Bright Young Professionals
6,928 Households
Household Percentage: 11.65%
Average Household Size: 2.41
Median Age: 33
Median Household Income: $54,000

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Esri Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the report to the list below. Click each segment below for a detailed description.

Segment 1A (Top Tier)
Segment 1B (Professional Pride)
Segment 1C (Boomburbs)
Segment 1D (Savvy Suburbanites)
Segment 1E (Exurbanites)
Segment 2A (Urban Chic)
Segment 2B (Pleasantville)
Segment 2C (Pacific Heights)
Segment 2D (Enterprising Professionals)
Segment 3A (Laptops and Lattes)
Segment 3B (Metro Renters)
Segment 3C (Trendsetters)
Segment 4A (Soccer Moms)
Segment 4B (Home Improvement)
Segment 4C (Middleburg)
Segment 5A (Comfortable Empty Nesters)
Segment 5B (In Style)
Segment 5C (Parks and Rec)
Segment 5D (Rustbelt Traditions)
Segment 5E (Midlife Constants)
Segment 6A (Green Acres)
Segment 6B (Salt of the Earth)
Segment 6C (The Great Outdoors)
Segment 6D (Prairie Living)
Segment 6E (Rural Resort Dwellers)
Segment 6F (Heartland Communities)
Segment 7A (Up and Coming Families)
Segment 7B (Urban Villages)
Segment 7C (American Dreamers)
Segment 7D (Barrios Urbanos)
Segment 7E (Valley Growers)
Segment 7F (Southwestern Families)
Segment 8A (City Lights)
Segment 8B (Emerald City)
Segment 8C (Bright Young Professionals)
Segment 8D (Downtown Melting Pot)
Segment 8E (Front Porches)
Segment 8F (Old and Newcomers)
Segment 8G (Hardscrabble Road)
Segment 9A (Silver & Gold)
Segment 9B (Golden Years)
Segment 9C (The Elders)
Segment 9D (Senior Escapes)
Segment 9E (Retirement Communities)
Segment 9F (Social Security Set)
Segment 10A (Southern Satellites)
Segment 10B (Rooted Rural)
Segment 10C (Diners & Miners)
Segment 10D (Down the Road)
Segment 10E (Rural Bypasses)
Segment 11A (City Strivers)
Segment 11B (Young and Restless)
Segment 11C (Metro Fusion)
Segment 11D (Set to Impress)
Segment 11E (City Commons)
Segment 12A (Family Foundations)
Segment 12B (Traditional Living)
Segment 12C (Small Town Simplicity)
Segment 12D (Modest Income Homes)
Segment 13A (International Marketplace)
Segment 13B (Las Casas)
Segment 13C (NeWest Residents)
Segment 13D (Fresh Ambitions)
Segment 13E (High Rise Renters)
Segment 14A (Military Proximity)
Segment 14B (College Towns)
Segment 14C (Dorms to Diplomas)
Segment 15 (Unclassified)

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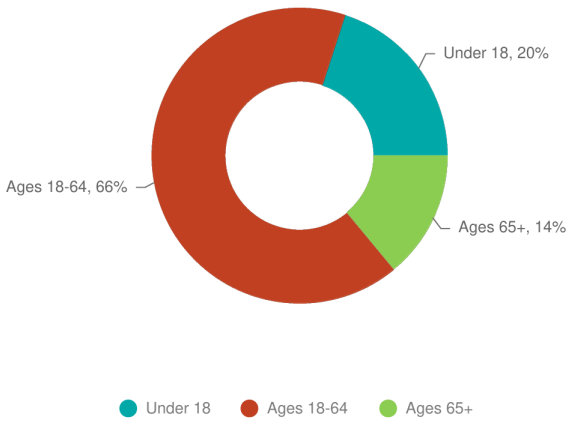
INFOGRAPHIC: POPULATION TRENDS (RING: 3 MILE RADIUS)

POPULATION TRENDS AND KEY INDICATORS
3 Miles Ring

147,536	59,478	34.8
Population	Households	Median Age
2.44	$74,055	$413,964
Avg Size Household	Median Household Income	Median Home Value
73	74	81
Wealth Index	Housing Affordability	Diversity Index

POPULATION BY AGE



POPULATION BY GENERATION

3.57%	15.34%	17.66%
Greatest Gen: Born 1945/Earlier	Baby Boomer: Born 1946 to 1964	Generation X: Born 1965 to 1980
30.69%	23.19%	9.55%
Millennial: Born 1981 to 1998	Generation Z: Born 1999 to 2016	Alpha: Born 2017 to Present

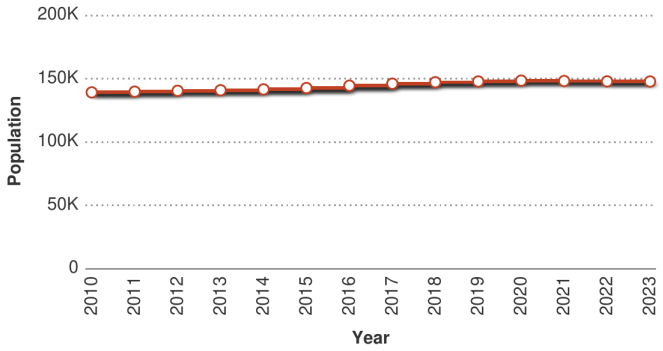
HISTORICAL & FORECAST POPULATION

2019-2024 Historic Growth Rate: **-0.07%**

2024-2029 Forecasted Growth Rate: **0.4%**

Household Population: **149,549**

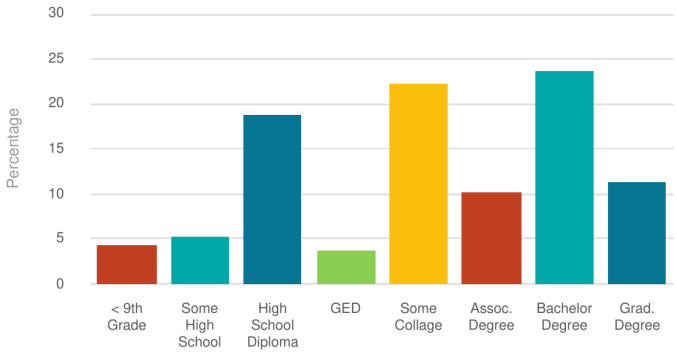
Population Density: **5,366**



DAYTIME POPULATION

161,415	64,253
2024 Total Daytime Population	2024 Daytime Pop: Residents
97,162	5,710
2024 Daytime Pop: Workers	2024 Daytime Pop Density

POPULATION BY EDUCATION



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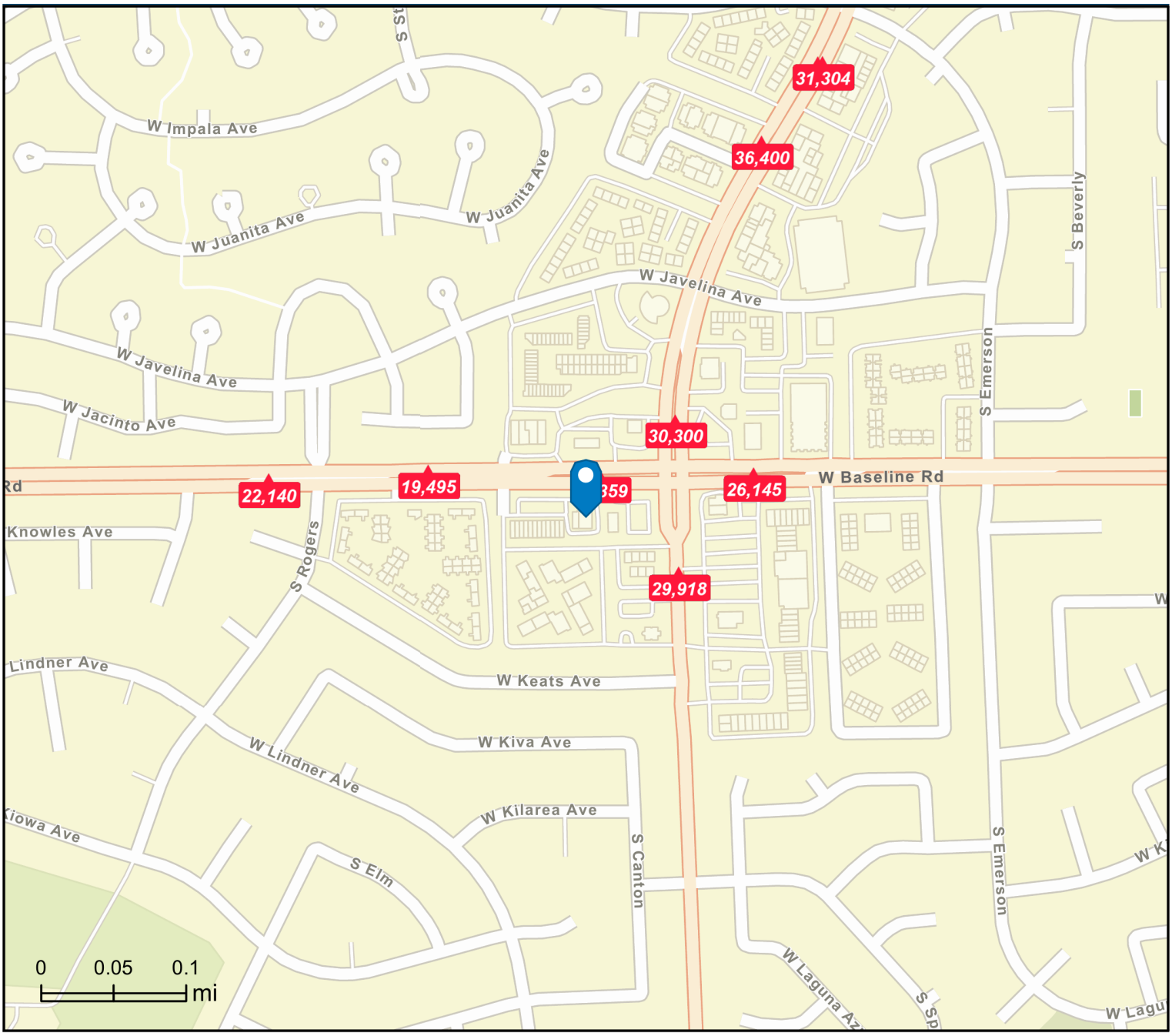
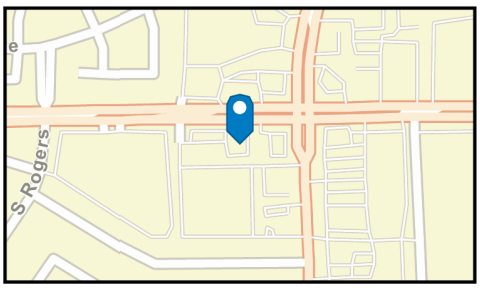
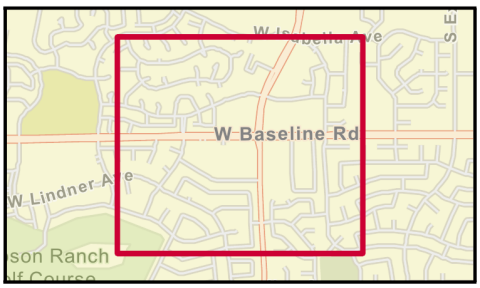
TRAFFIC COUNT MAP - CLOSE-UP





Average Daily Traffic Volume

- ***Up to 6,000 vehicles per day***
- ***6,001 - 15,000***
- ***15,001 - 30,000***
- ***30,001 - 50,000***
- ***50,001 - 100,000***
- ***More than 100,000 per day***



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