

DEMOGRAPHICS

(Source: Sites USA)

	1 Mile	3 Mile	5 Mile
Estimated Population (2024)	13,413	36,123	89,858
Projected Population (2029)	14,849	41,838	95,561
Estimated Avg. Household Income (2024)	\$186,693	\$157,521	\$147,801
Projected Avg. Household Income (2029)	\$195,619	\$164,106	\$154,650
Average Household Size	3.4	3.3	3.2
Total Daytime Employees	847	10,365	41,740
Median Age	36.2	35.9	37.1

TRAFFIC COUNTS

(Source: Sites USA)

North Valley Pkwy (N/S)	6,136 / 4,570 vpd
Norterra Pkwy (E/W)	4,850 / 4,836 vpd
I-17 @ Jomax (N/S)	56,362 / 56,646 vpd



DE RITO PARTNERS, INC

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NORERRA FIESTA

North Valley Parkway & Norterra Parkway | Phoenix, Arizona

FOR LEASE or SALE

± 3.79 ACRE COMMERCIAL SITE IN THE NORTH CANYON CORRIDOR



For Anchors & Pads, Contact:

CARL JONES, JR  
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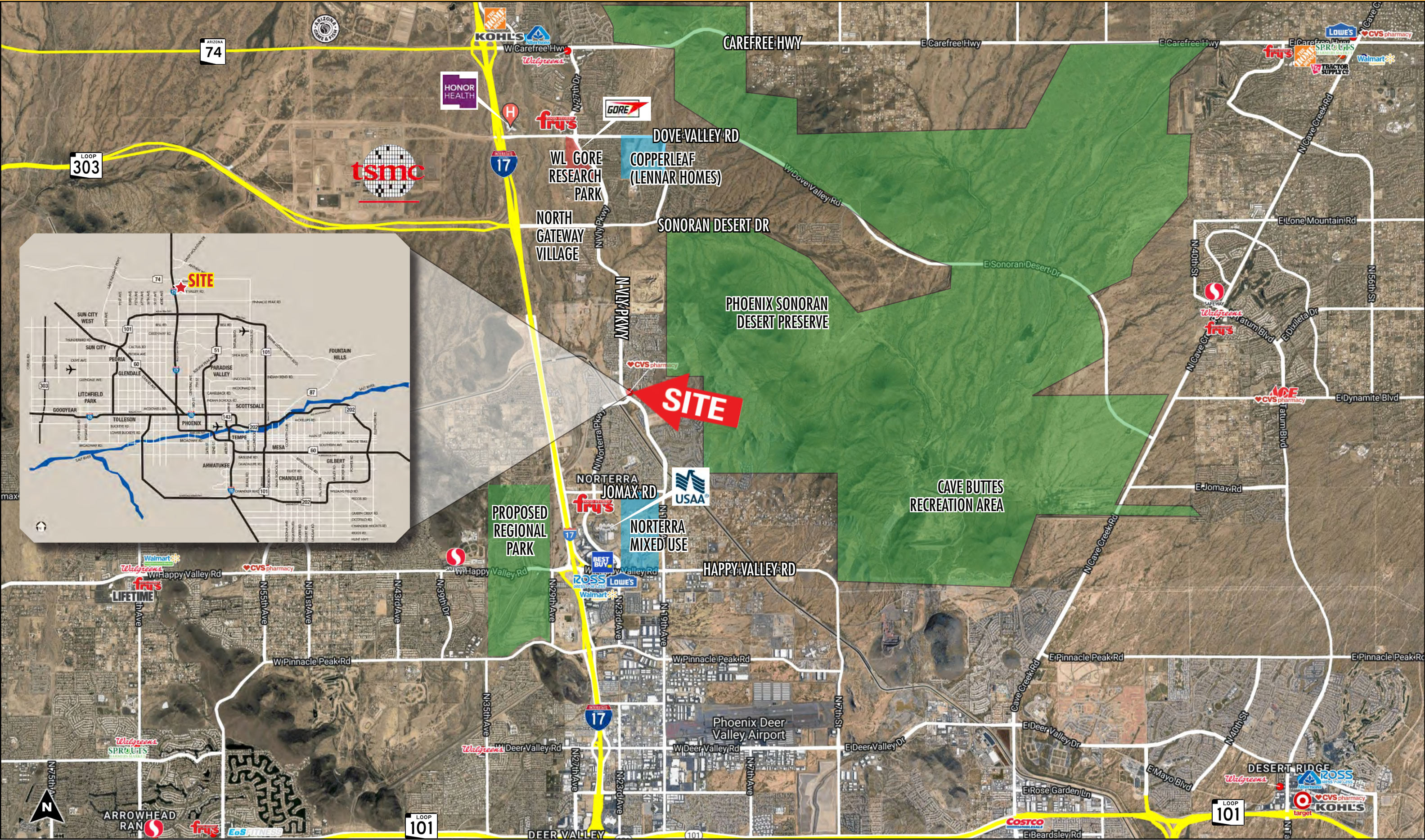
PROJECT HIGHLIGHTS

- The Norterra property is located along the Interstate 17 corridor, 20 minutes from Central Phoenix
- 33% of the residents in the Norterra area are in their prime working years of 35 to 54, compared to 26% in the overall Phoenix Metroplex
- The estimated average household income in the Norterra area is just over \$186,000 compared to \$80,500 in the overall Phoenix Metroplex
- Major employment in the area includes:
  - USAA - 1.6 million SF and 5,000 employees - 1,000 more high tech jobs being added
  - WL Gore Co., 40-acre R&D facility two miles to the north
  - Honeywell, American Express and Discover Card along I-17
  - The Deer Valley Airpark - sustaining over 33,000 jobs, to the south along North Valley Parkway / 19th Avenue
  - Honor Health: ± 210,000 SF (80 bed capability for the community)

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CONTACT: JEFFREY A KOSKI  
PH: 602.222.4265  
EMAIL: jeff@archicon.com

PROJECT DATA  
TOTAL BUILDING AREA: 21,540 SF  
TOTAL PARKING SPACES: 129 SPACES  
PARKING RATIO: 5.98 SPACES PER 1000  
167 SF PER SPACE



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NORTERRA RETAIL  
N.E.C. NORTERRA PKWY & N. VALLEY PKWY  
PHOENIX, ARIZONA

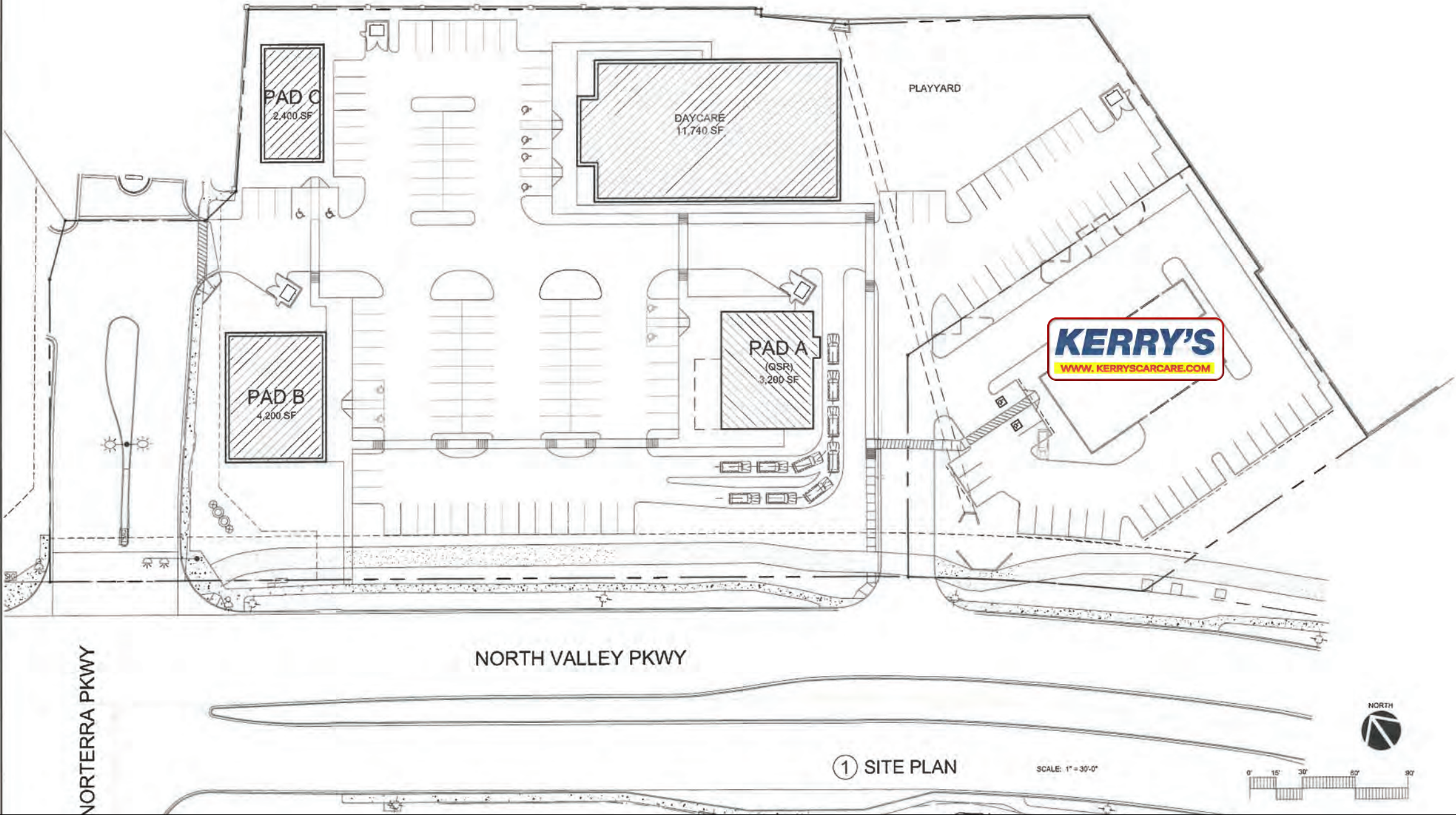
PROJECT NUMBER: 2322515-03  
PROJECT MANAGER: JEFF K  
DRAWN BY: JEFF K  
CHECKED BY: JEFF K

NO	REVISION	DATE

SHEET DESCRIPTION  
DEVELOPMENT PLAN

SHEET NO.  
DP-15

ISSUE DATE: 20 MAR 2025



① SITE PLAN

SCALE: 1" = 30'-0"



PRELIMINARY  
DRAWING



42916 OWNERSHIP OF SERVICE -- ALL REPORTS, PLANS, SPECIFICATIONS, COMPUTER DOCUMENTS, FIELD DATA, NOTES AND INFORMATION PREPARED BY L&S TO BE USED BY THE CLIENT AND THEIR CONSULTANTS SHALL REMAIN THE PROPERTY OF L&S. L&S IS NOT RESPONSIBLE FOR ANY REUSE OR MISUSE OF THIS INFORMATION BY ANY OTHER PARTY. L&S SHALL BE RELEASED FROM ALL LIABILITY, INCLUDING THE CONSEQUENCES OF THE CLIENT'S USE OF THIS INFORMATION.



SHOPS 'B' ELEVATION (NORTH)

SHOPS 'A' ELEVATION (NORTH)



SHOPS 'A' ELEVATION (EAST)

SHOPS 'A' ELEVATION (WEST)

SHOPS 'B' ELEVATION (EAST)

SHOPS 'B' ELEVATION (WEST)



SHOPS 'A' ELEVATION (SOUTH)

SHOPS 'B' ELEVATION (SOUTH)

- A** DUNK EDWARDS 06212 CRISP MUSLIN
- B** DUNK EDWARDS 06192 NOMADIC TAUPE
- C** DUNK EDWARDS 06173 PAPER SACK
- D** CULTURED STONE COUNTRY LEDGESTONE "HONEY"
- E** CORTEN STEEL PANELS

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NORTH VALLEY PARKWAY  
NORTH VALLEY PARKWAY AND NORTERRA PARKWAY  
PHOENIX, ARIZONA

PROPOSED EXTERIOR ELEVATIONS	
A3.0	REVISION
DATE	DATE
L&S #14465	

KYAN 98-1525.FALP 1502061, D.S.#51-24, 50KVA 070046





DECEMBER 20, 2022

# Liv+ Union Peak 55+ community breaks ground in N. Phoenix

[Liv Communities](#), a seasoned provider of luxury apartment homes, recently broke ground on a ground-breaking 55+ age-qualified rental community in the Norterra area in North Phoenix. The upscale community, Liv+ Union Peak, 25400 N. 21<sup>st</sup> Ave., Phoenix, will boast 145 units and will be ready for occupancy in late summer/early fall of 2024.

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“Building on our extensive background serving all ages with unparalleled hospitality and wellness centered services, Liv is excited to bring our purpose of ‘helping people live fuller lives’ to an underserved group of 55+ adults,” said Heidi Arave-Noonan, Vice President of Liv Multifamily.

Active adults can choose from a well-appointed apartment style home or a larger, upgraded casita. The community offers eight acres of vacation-style living, attractions and adventurous activities including a clubhouse (The Hub), a pool house (The Cabana), a private dog park (The Bark Park), outdoor spaces for yoga, swimming, pickleball and overall relaxation/well-being (The Rec) and a state-of-the-art gym (Liv Fit).

All residents, 55 years or older, are welcomed to living a full life, encouraging vibrancy and community.

“We understand the desire to stay vibrant longer, while enjoying life with others that share your passions and energy. Liv is thrilled to enter the 55+ age qualified housing space with our focus on mind, body, spirit health and community centric programs designed to help people thrive and live life to its fullest,” Arave- Noonan said.

The community was designed by Todd & Associates (architect) and is being built by MT Builders (general contractor) with Envision Interiors taking the lead on interior finishes. All apartment homes will feature smart home technology with energy efficient appliances and offer the convenience of lock and leave for those residents with a jet set lifestyle.

For more information on Liv55+ residents can call 844-liv-here or email

[livplusunionpeak@livcommunities.com](mailto:livplusunionpeak@livcommunities.com).