



DANA PARK





OVERVIEW

Located in the heart of one of the fastest growing areas in America, **Dana Park** is truly a unique, distinctive lifestyle center that offers customers rich and varied activities, discoveries, experiences and amenities combined with a special blend of retail, dining, entertainment and office.

Dana Park is a premier location, visible from the US 60 (Superstition) Freeway, Val Vista Drive and Baseline Road.



MARKET OVERVIEW AT A GLANCE



70+

stores including AJ's Fine Foods, Barnes & Noble, Starbucks, Ra Sushi, several upscale apparel stores and over 20 restaurants.



3.5M

Center annual visitors.
(placer.ai)



61

Minute average dwelling time.
(placer.ai)



\$102K

Average household income in the primary trade area.
(ESRI)



#4

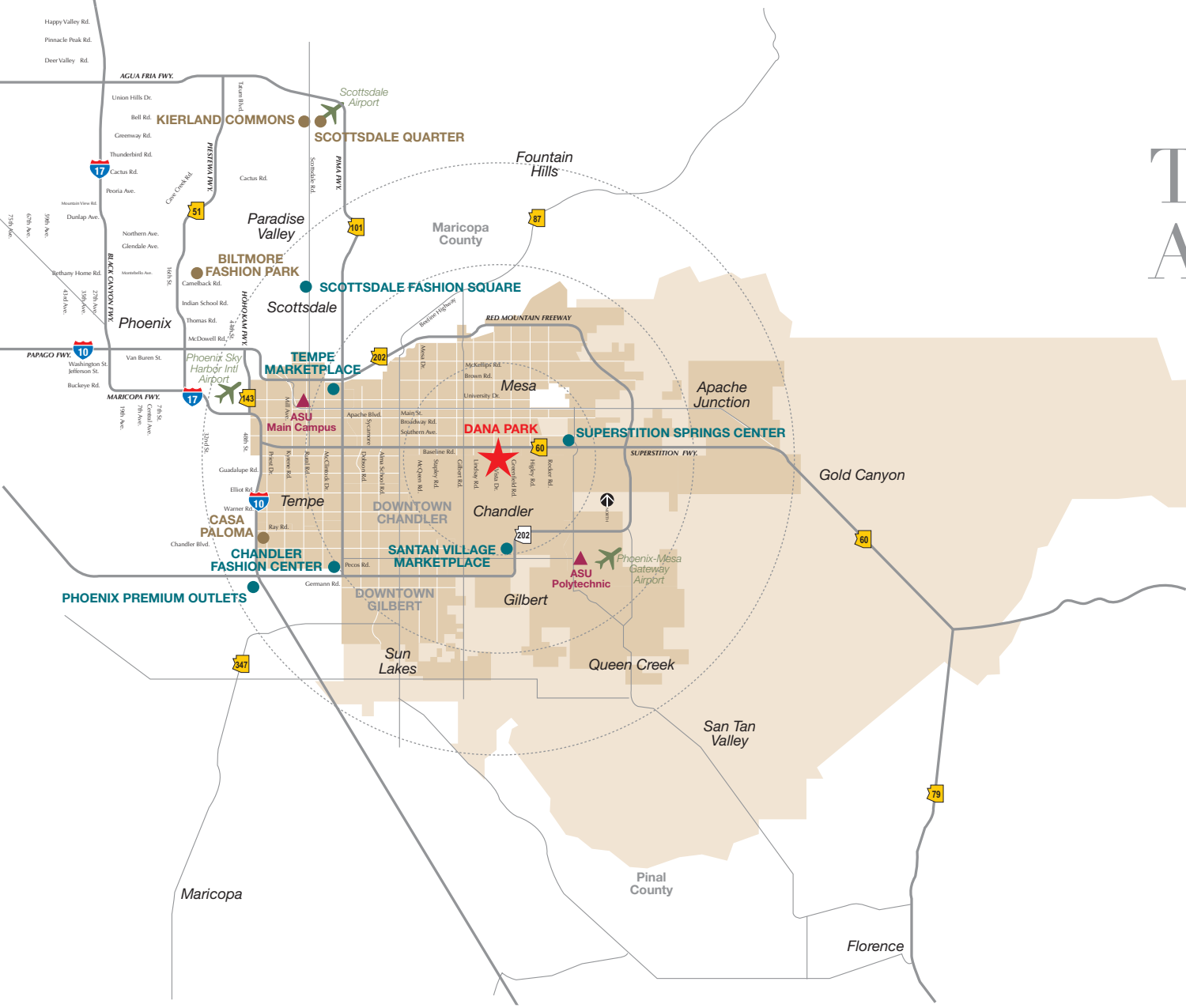
Best places to live in Arizona
(Ranking Arizona, 2022)








189K

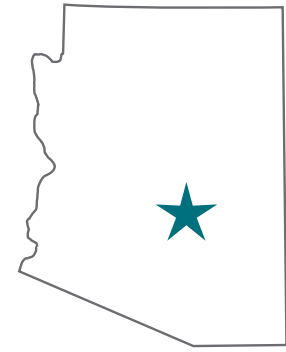
Vehicles per day on U.S. 60
(Superstition) Freeway





TRADE AREA MAP

-  Dana Park
-  Primary Trade Area
-  Secondary Trade Area
-  Competitive Centers
-  Other Centers



DEMOGRAPHIC SNAPSHOT

	1 MILE	3 MILES	5 MILES
2021 Population	15,649	142,356	369,819
2026 Population (forecast)	16,428	149,690	395,017
2022 Total Households	5,531	49,052	116,944
Households with Children	37.2%	35.4%	37.2%
Average Household Income	\$101,196	\$84,060	\$90,594
Median Household Income	\$80,549	\$64,754	\$68,225
Households with Incomes \$75K+	54.7%	43.7%	46.2%
Median Age	34.5	36.6	36.1
Bachelor's Degree Plus	30.9%	30.5%	32.1%
Daytime Population	16,418	129,623	357,728

Source: ESRI 2022, ESRI forecasts for 2021 and 2026



MARKET INSIGHTS

Mesa, Arizona

Mesa is the 3rd largest municipality in Arizona and Metro Phoenix, and 36th largest in the nation.

Mesa has received numerous recognitions, including:

#1 Most Affordable City in Metro Phoenix Area for Gen Z Homebuyers (*Azbgmedia.com, 2021*)

#2 Fastest Growing City in Arizona (*Strategistico, 2023*)

#4 Best Place to Live in Arizona (*Ranking Arizona, 2022*)

#7 Best City for Early Retirement (*Smartasset, 2022*)

#8 Best Suburb in Arizona for Young Professionals
(*Niche, 2022*)

#10 Best City to Retire in America (*Niche, 2023*)

#20 Best Run City in America (*WalletHub, 2022*)



Mesa Arts Center



MARKET INSIGHTS

Gilbert, Arizona

Gilbert is the 5th largest municipality in Arizona and Metro Phoenix, and 80th largest in the nation.

Gilbert has received numerous recognitions, including:

- #1 Place to Live in Arizona** (*Ranking Arizona, 2022*)
- #1 Best City for Early Retirement** (*SmartAsset, 2022*)
- #5 Best City to Live in Arizona** (*Strategistico, 2022*)
- #6 Best City to Raise a Family in the West** (*Dwellics, 2022*)
- #7 Safest City in America** (*WallexHub, 2022*)
- #7 Best Place to Buy a House** (*WalletHub, 2022*)
- #8 City where More Young Residents are Buying Homes** (*SmartAsset, 2021*)
- #8 Best Place to Rent in America** (*WalletHub, 2022*)



Downtown Gilbert





MERCHANDISING

Dana Park includes over 70 stores and restaurants. The blend of retail is a diverse mix of anchor, women's fashion, and junior stores.



DINING

Incorporating over 60,000 square feet of dining and quick bite eateries is a key factor to setting Dana Park apart from all other retail locations within the City of Mesa and surrounding communities of Chandler, Gilbert, Tempe and Queen Creek.



DANA PARK SITE PLAN







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WHITESTONE REIT

