

STREET

FARE

A vibrant open-air restaurant row
in the heart of the fast growing
West Valley.

@

ALEXANDRIA

ST FARE @
ALEXANDRIA



1ST
#1 POWER CENTER

1M
OVER 1 MILLION SF

Prasada features over 1 million square feet of premier retail, dining, and lifestyle offerings in the heart of the West Valley.

It now holds the #1 spot for power centers in Arizona and 10th nationwide (Placer.ai).

SELECT RETAILERS

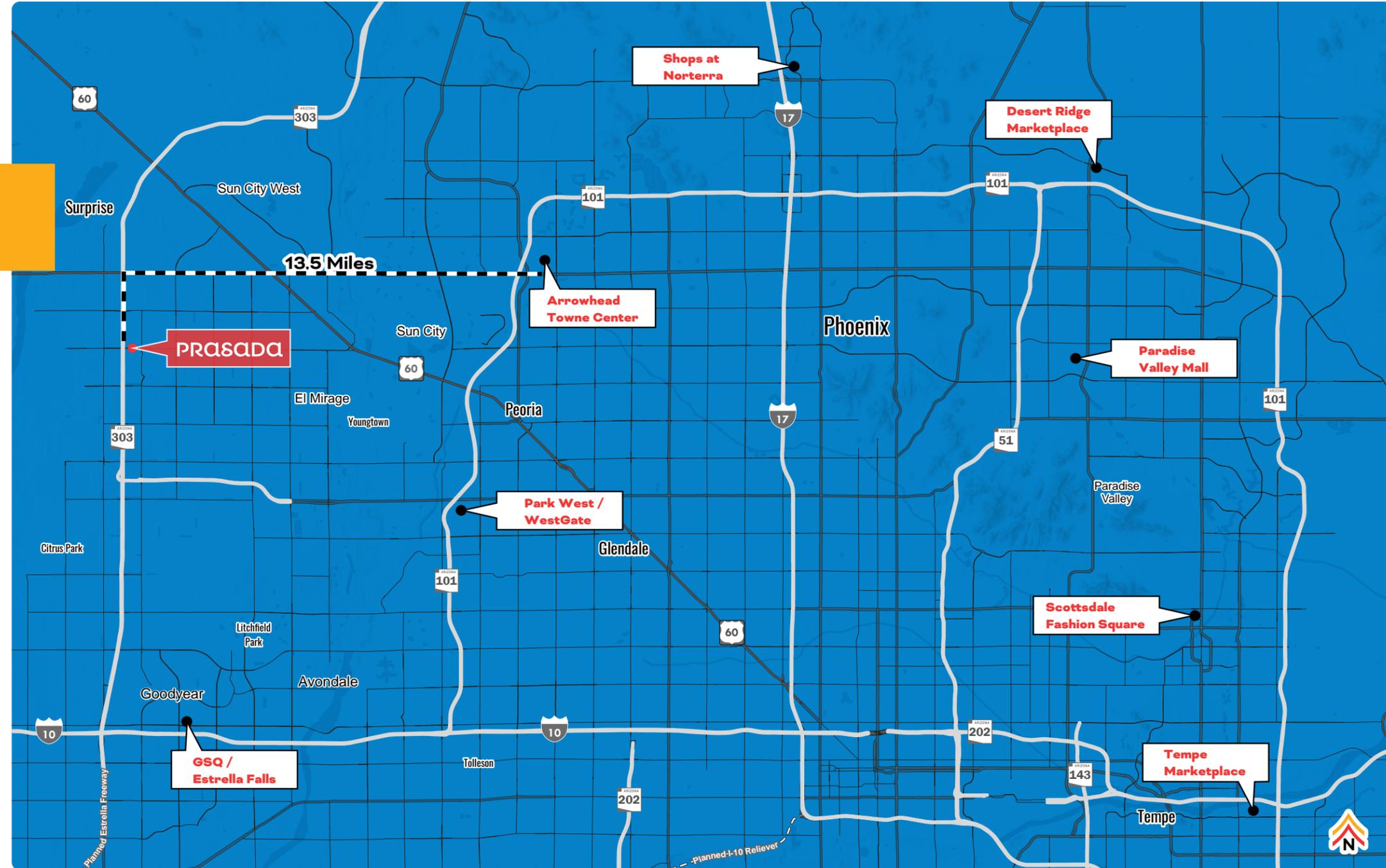


THE RETAIL CORRIDOR

Prasada is more than a local destination— it's a super-regional draw attracting visitors from across the West Valley and beyond. With top fashion brands, crave-worthy dining, and entertainment for all ages, it's a place where every visit turns into something more.

HOW WE COMPARE

	PRASADA	DESERT RIDGE	TEMPE MARKETPLACE
Placer Visitation Ranking in Arizona	1 st among Power Centers	2 nd among Power Centers	1 st among Lifestyle Centers
Placer Visitation Ranking Nationwide	10 th among Power Centers	25 th among Power Centers	10 th among Lifestyle Centers
Visits July, 2025	1,053,165	1,015,353	1,049,113
Annual Increase in Visits (YoY)	+26.3%	-4.8%	-1.7%
Median Age	41.3	40.3	35.3
Household Size	2.84	2.38	2.44
Median HH Income	\$102,808	\$99,111	\$79,289



Data Sourced from: Placer.AI and Esri, 2025



STREET FARE @ ALEXANDRIA

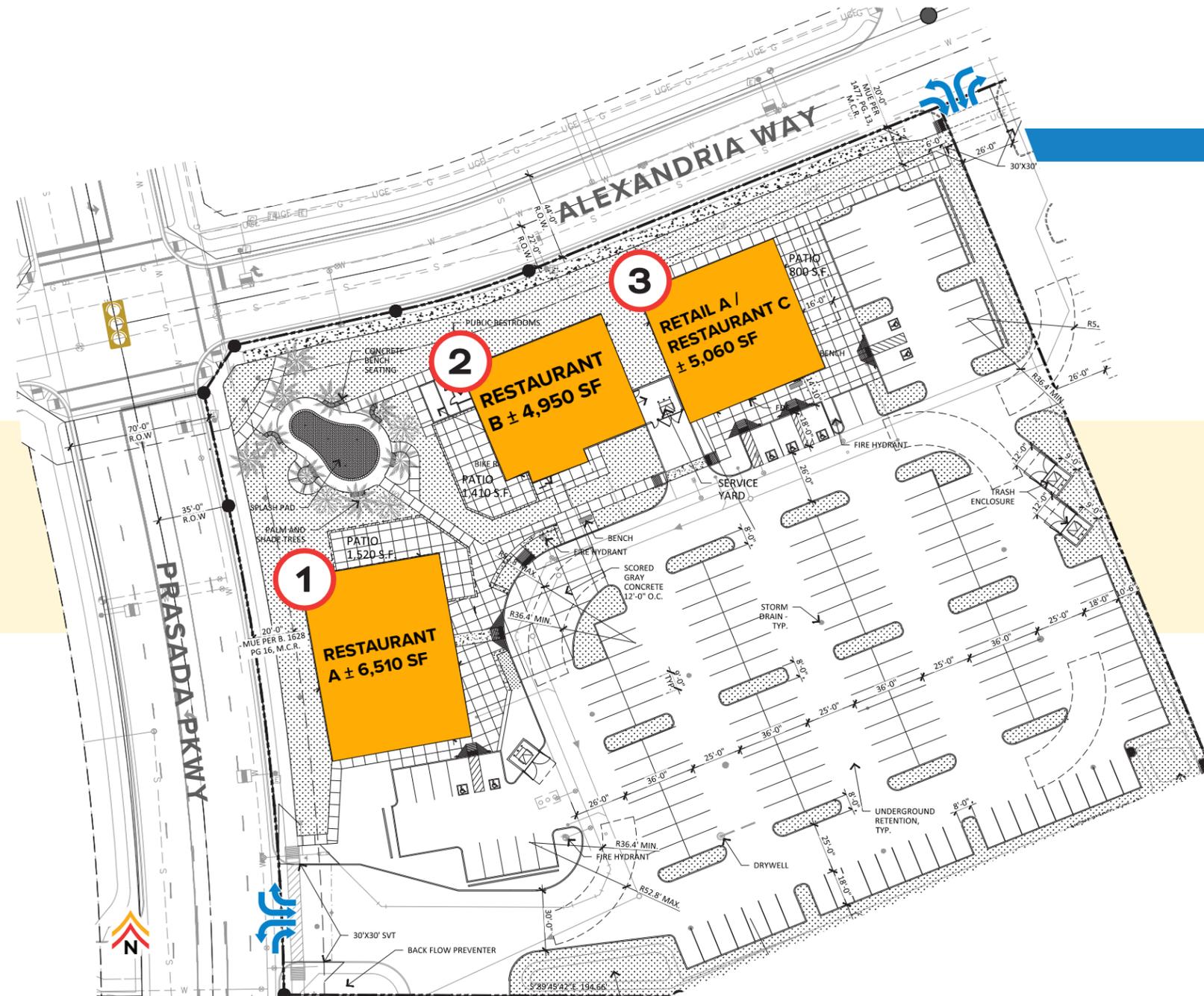
FULL SITE PLAN | PRASADA PKWY & ALEXANDRIA WAY

Southeast Corner Now Leasing!



SEC TARGETED TENANTS

SEC SITE PLAN | PRASADA PKWY & ALEXANDRIA WAY



1

THE VIG NORTH
ITALIA
BENIHANA

Thirsty Lion
GASTROPUB

ROME EST 1916
PICCOLO BUCO
BY LUCA ISSA & COOPER'S HAWK

2

PARIS BAGUETTE
BAKERY CAFE

P.F. CHANG'S

The Cheesecake Factory

MAGGIANO'S
LITTLE ITALY

Yard House

3

THE VITAMIN SHOPPE

SKINSPIRIT

STRETCH LAB

STRETCH ZONE
STRETCH. WORK. PLAY. REPEAT.

RELAX THE BACK

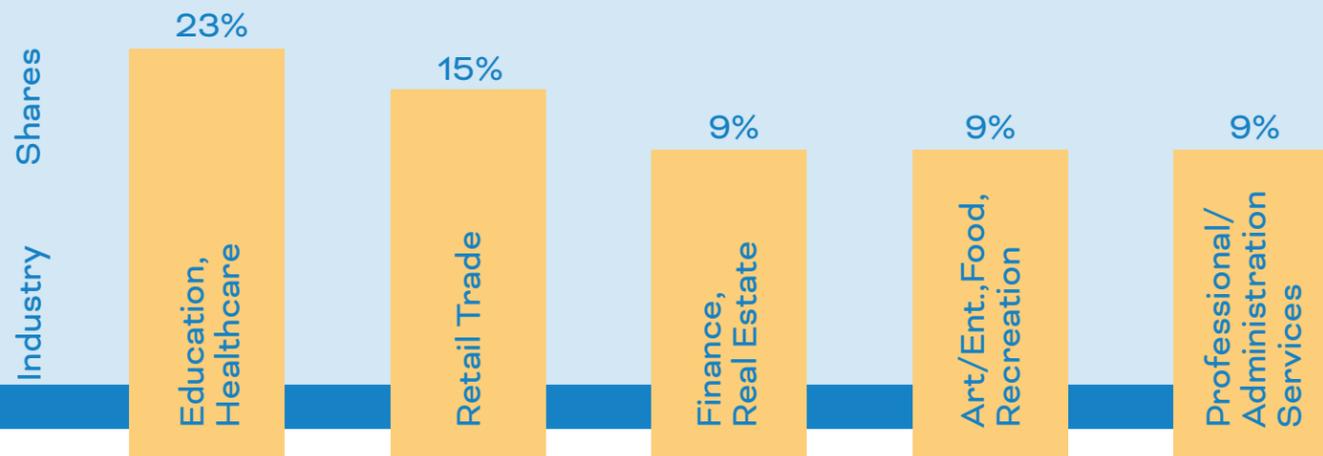
ChopShop

HH income

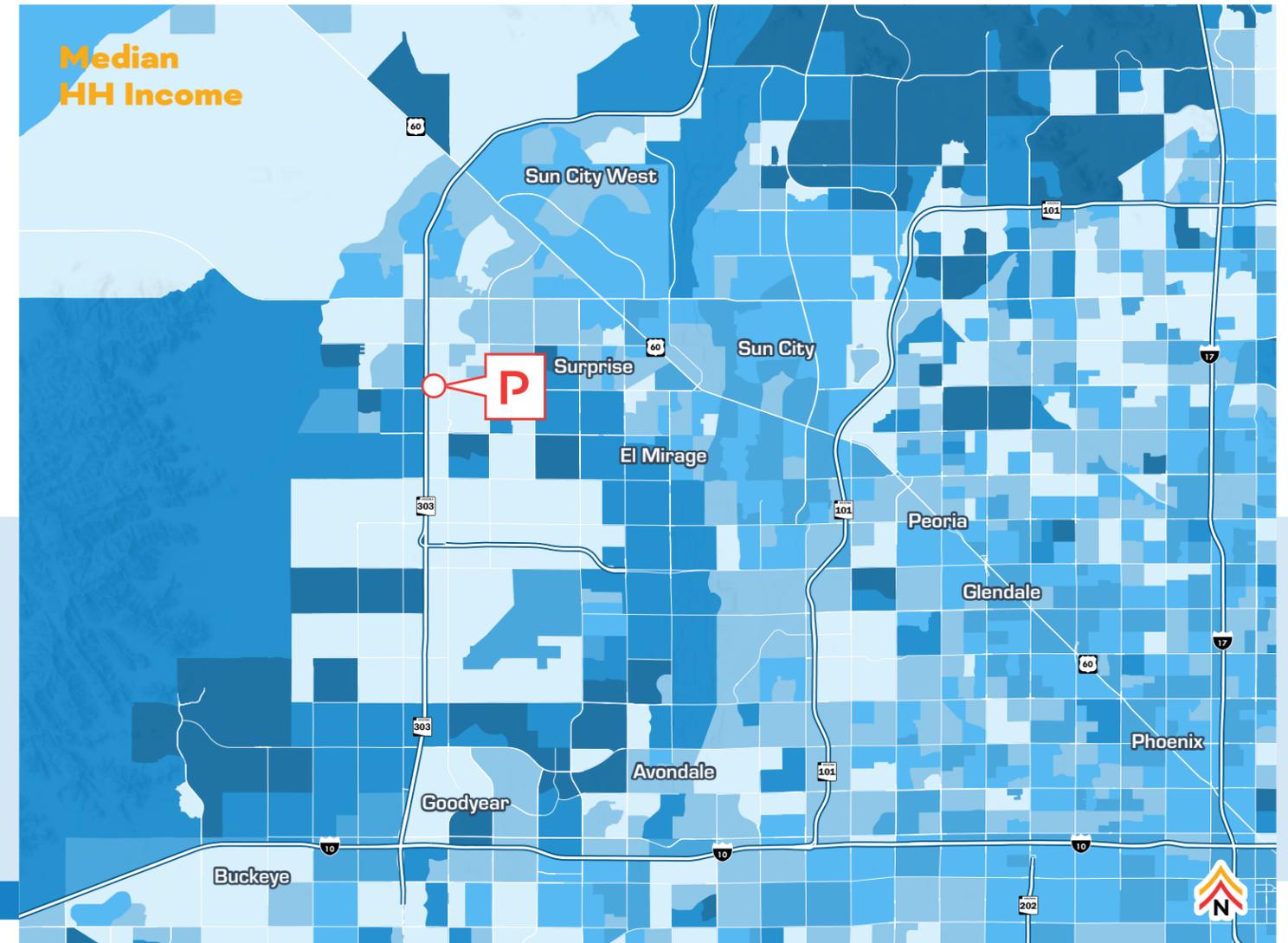
AN AFFLUENT COMMUNITY

With a surge of younger professionals and families, Surprise is quickly becoming a hub of opportunity and growth. Higher incomes and a fresh energy are fueling demand for premier shopping, dining, and entertainment options.

TOP 10 SURPRISE INDUSTRIES



Data Sourced from: AZ Commerce Authority



PRASADA DEMOGRAPHICS

DRIVE TIMES	5 Minutes	7 Minutes	10 Minutes
2025 Population	28,674	76,831	139,080
2030 Population	35,324	85,325	152,912
Pop. % of Growth '25-30	4.26%	2.12%	1.91%
Total Households '25	9,620	25,175	48,069
Total Households '30	12,139	28,452	53,348
Median HH Income	\$110,778	\$112,121	\$105,715
Average HH Size	2.96	3.03	2.87
Median Home Value	\$471,727	\$466,032	\$468,546
Median Age	36	36.1	39.1

-  5 MINUTE DRIVE TIME
-  7 MINUTE DRIVE TIME
-  10 MINUTE DRIVE TIME



\$98,544
AVERAGE DISPOSABLE INCOME
WITHIN 10 MINUTES



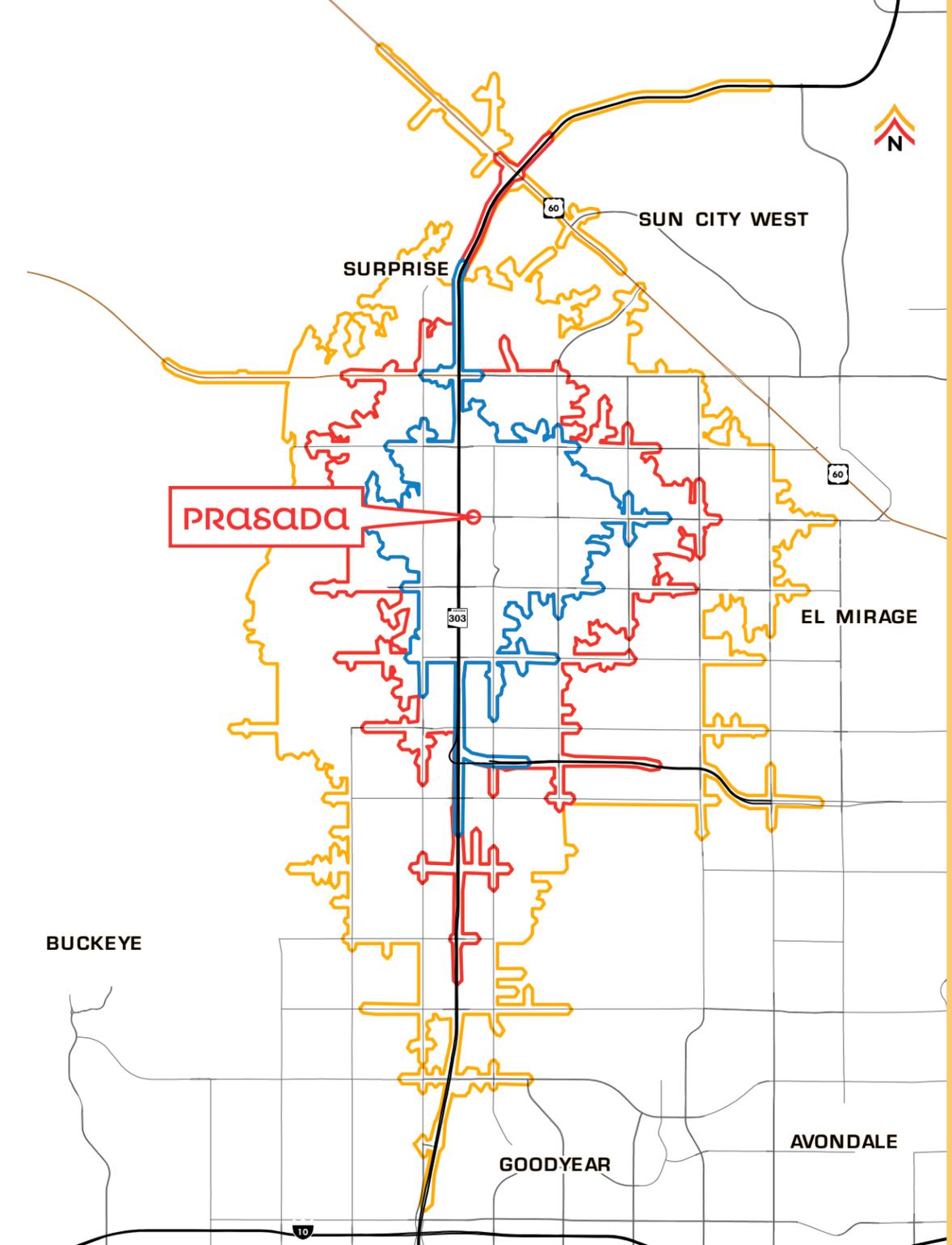
\$471,727
MEDIAN HOME VALUE
WITHIN 5 MINUTES



> \$134 M
TOTAL SPENT ON APPAREL &
SERVICES WITHIN 10 MINUTES

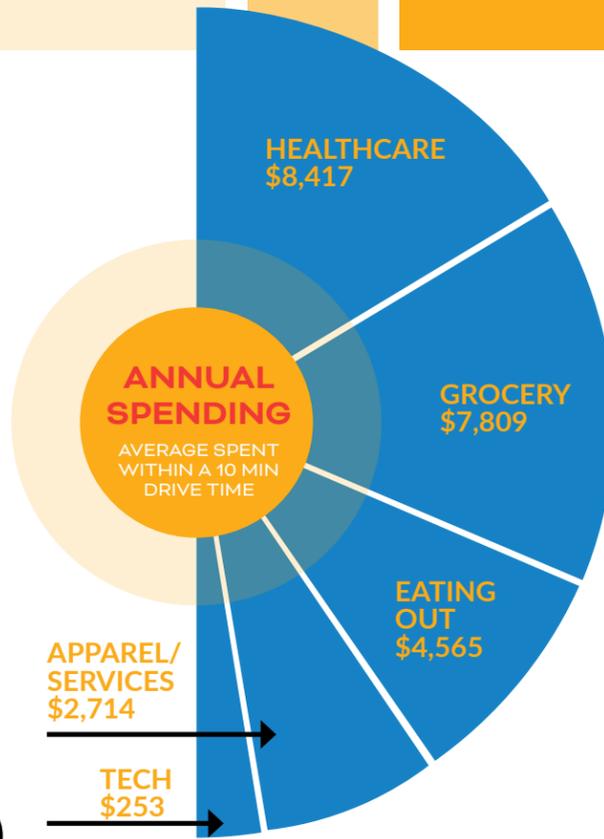


> \$226 M
SPENT ON EATING OUT
WITHIN 10 MINUTES



THE CONSUMER

Surprise residents are accomplished full-time professionals across government, business, sales, and finance, enjoying a median HH income of \$101,367 and residing in highly valued homes. Their refined lifestyle embraces a balance of wellness, cultural enrichment, and discerning retail experiences, reflecting a sophisticated suburban elegance above the traditional Phoenix market.



Dominant Age Group	25 - 54
Marital Status	Married couples With or without children
Median HH Income	\$112,121 within a 7 min drive time
Employment	Full-time Primarily government, sales, management, business, & finance
Home Values	Reside in homes with median value of \$470K and as high as \$1.2M
Hobbies	Exercising, eating organic, hiking, reading, traveling

Data Sourced from: Esri, 2025, Data USA

ST FARE

A vibrant open-air dining district at Prasada, Street Fare at Alexandria brings together an eclectic mix of restaurants in a lively, walkable setting.

With welcoming patios, modern architecture, and a lineup of beloved local and national eateries, it's the perfect place to gather, unwind, and enjoy great food in the heart of Surprise's premier shopping destination.



ST FARE @ alexandria

AN EXPERIENCE YOU SHOULD BE A PART OF

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