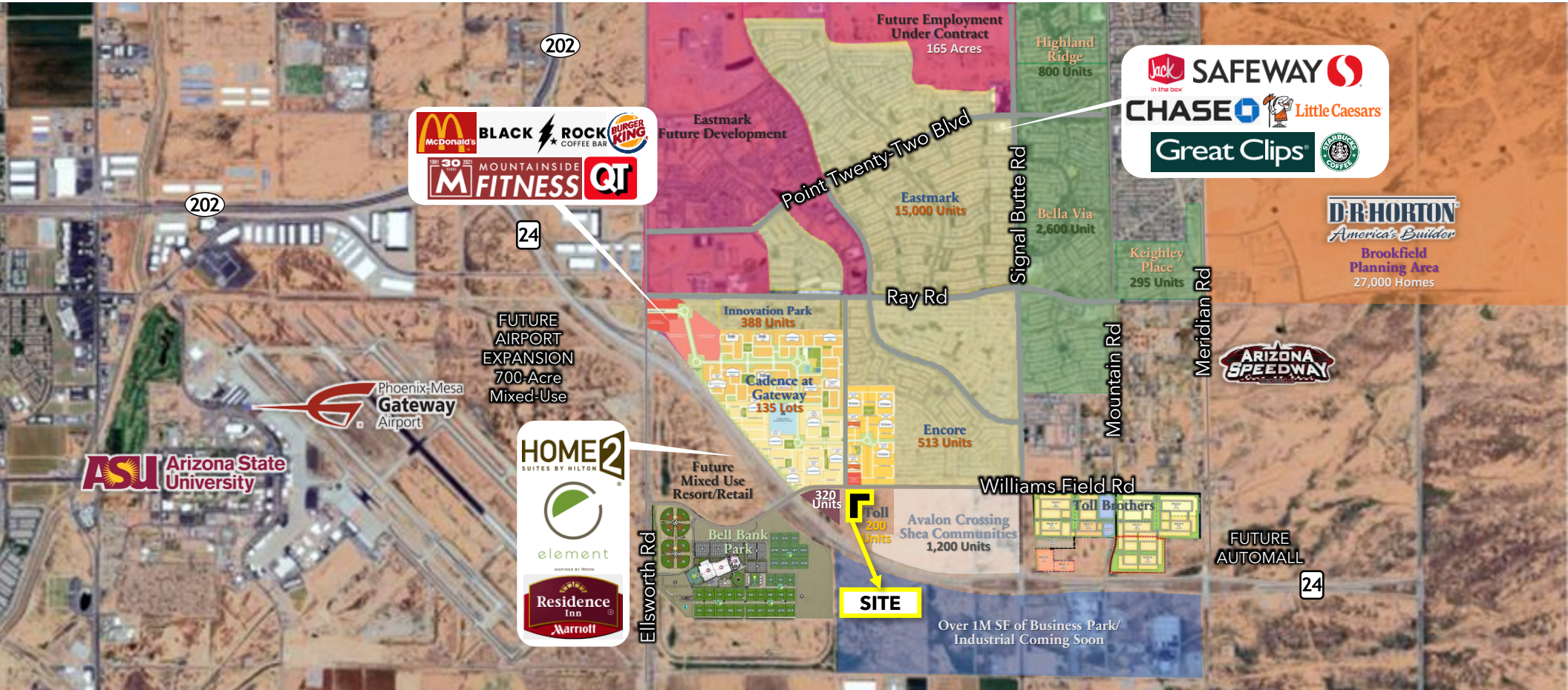


# SEC Williams Field Rd & Crismon Rd

Mesa, AZ

*D. L. Slaughter*  
**Company**



**LAST REMAINING  
PADS CONTIGUOUS TO  
EASTMARK**



For more information please contact:

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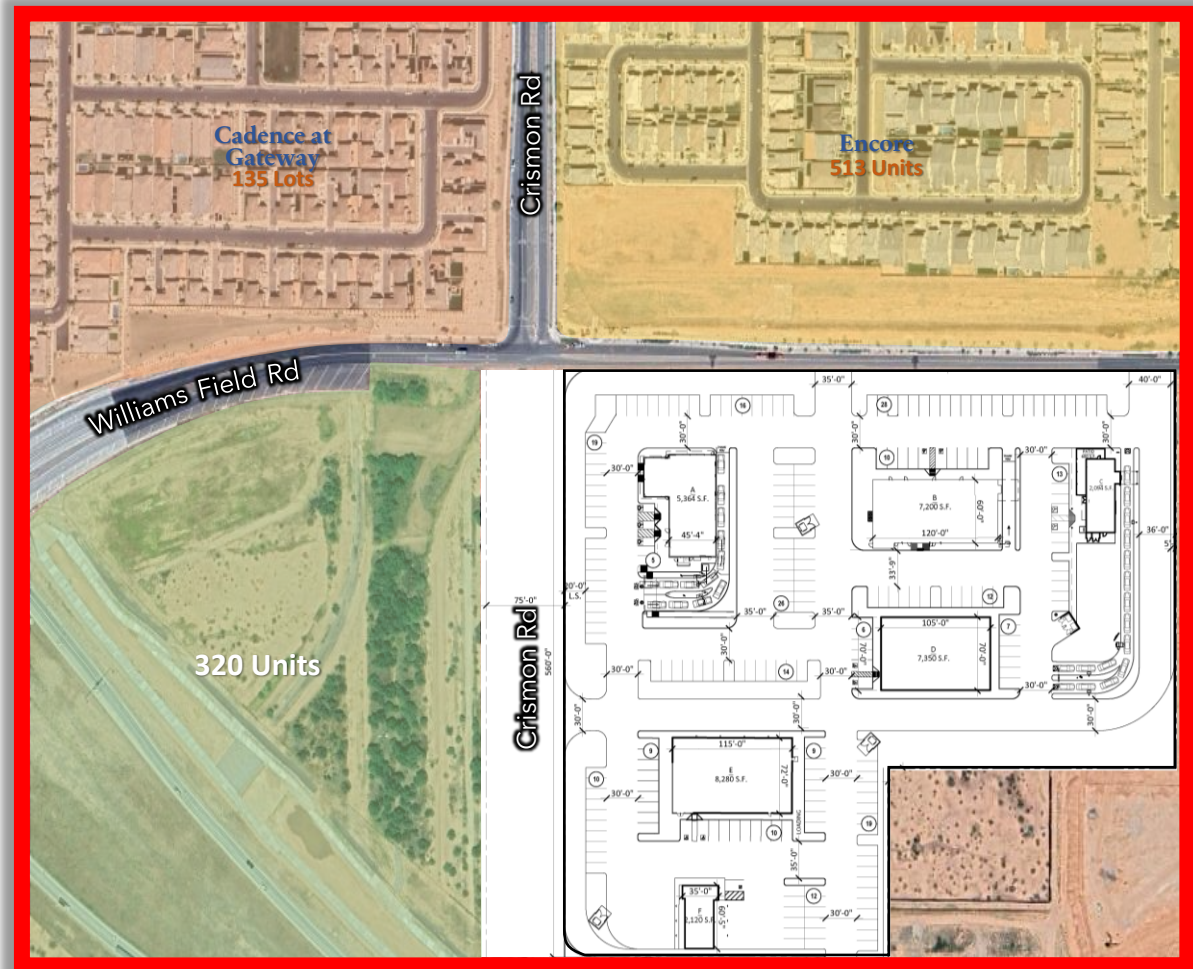
# SEC Williams Field Rd & Crismon Rd

Mesa, AZ

**D. L. Slaughter**  
**Company**

## Property Highlights:

- Site just a “stone’s throw” from the 25th most visited sports venue in the COUNTRY, Bell Bank Park
- Last available retail pad sites in hot, Eastmark trade area.
- Nearby Bell Bank Park (Legacy Sports Complex) now fully operational, and host to over 5 million visitors per year, with over half coming in from out of town.
- Sites conveniently situated at Crismon Rd. (the “Central Ave” of Eastmark), and the going home side of Williams Field, right off the SR 24 full interchange.
- Over 1,000 new housing units planned or under construction within 1 mile of the site.
- Adjacent to Eastmark (15,000 homes), ranked among the top master-planned communities in the US, and number ONE in AZ
- SR 24 Extension from Ellsworth Road to Ironwood completed
- 700 AC Phoenix-Mesa Gateway Airport major expansion underway less than a mile from the site.
- Cadence at Gateway (over 2,000 housing units) directly across from site to the north.
- 200 AC, “Kierland/Scottsdale Quarter” style mixed-use project coming in 2024-25 to SR-24/Williams Field, ½ mile away from the site.



## Demographics:

• Average Income	1 mile <b>\$146,436</b>	3 mile <b>\$144,728</b>	5 mile <b>\$117,517</b>
• Population	1 mile <b>5,962</b>	3 mile <b>28,457</b>	5 mile <b>138,709</b>

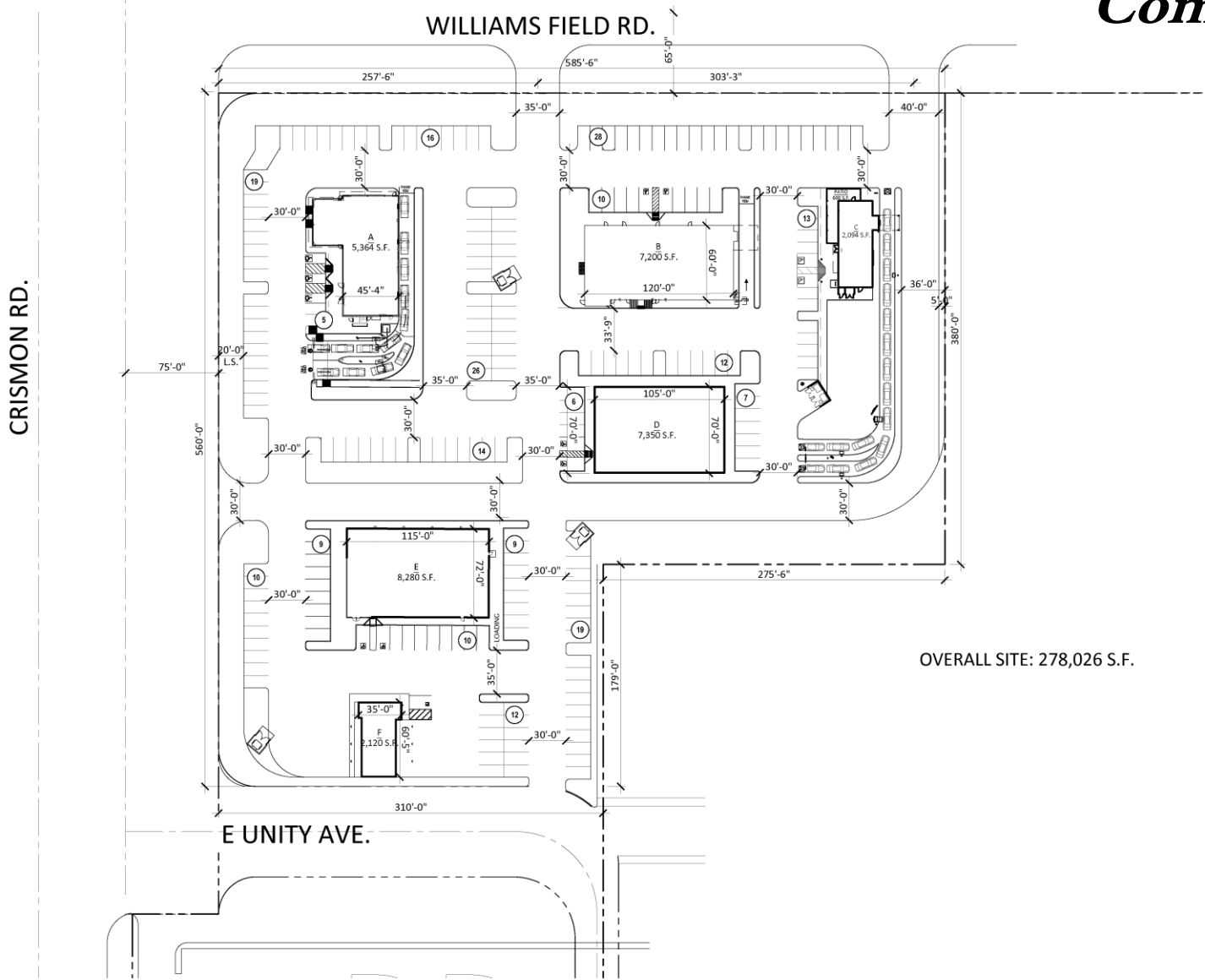
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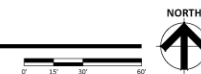
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OVERALL SITE: 278,026 S.F.

SITE PLAN  
SCALE: 1" = 40'-0"



CONCEPTUAL PLAN  
SEC WILLIAMSFIELD & CRISMON RD  
MESA, AZ 85212  
DATE: 02-07-2022 (PRELIMINARY)

SP-1

RKAA# 21057.50

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## Nation's largest homebuilder to build 5,000 homes in East Valley

Phoenix Business Journal  
By Angela Gonzales  
April 4, 2023

A rendering of one of the 5,000 homes being built in the East Valley, with views of the Superstition Mountains.

D.R. Horton Inc. (NYSE: DHI) launched a soft opening of its Radiance at Superstition Vistas master-planned community that eventually will boast 5,000 homes in the far East Valley.

Two models are open at Radiance, which is at the base of Superstition Mountains in Apache Junction, about 36 miles from downtown Phoenix.

"It took a lot of people and a huge amount of cooperation and hard work from the city of Apache Junction to build and open a subdivision like Radiance," said Brent Davis, president of D.R. Horton's Phoenix East Division. "Both the city and D.R. Horton thought it would be great to have an opportunity for all those involved to visit the project and see the result of all the time and effort that has been put into the project."

D.R. Horton currently is offering seven floor plans ranging from three to four bedrooms and two to 2.5 bathrooms that will range between 1,432 to 1,884 square feet.

For a look at some of the homes D.R. Horton plans to build at Radiance, click through the gallery below:

Within the next couple of months, plans call for additional product lines to expand square footage range from an estimated 1,300 to 2,500 square feet.

"As we bring on new phases, we expect to expand our offering to include up to 15 floor plans and homes that will include a third bathroom and a fifth bedroom," he said. "We offer buyers a variety of color combinations,

elevation styles and floor plans from which to choose."

With pricing subject to change, homes currently are priced from the high \$300,000s to the high \$400,000s.

The community will include an amenity building and pool, along with multiple parks with ramadas, playgrounds and barbecues.

"The demand has been strong at Radiance," Davis said. "Our well-priced homes make this highly desirable East Valley location open to a wide group of buyers who otherwise might have been priced out of this area." An influx of jobs and growth in the East Valley over the last few years is expected to continue, he said.

"This, combined with the existing amenities in the East Valley, along with easy access to the Phoenix metro makes Radiance an extremely desirable area for homebuyers," he said.

### Brookfield's plans

Radiance is nearly two miles east of Eastmark, a master-planned community in Mesa developed by Brookfield Residential and DMB Associates Inc.

Eastmark, which has been recognized as one of the nation's best selling master-planned communities for the past several years, is nearly sold out.

As a result, Brookfield teamed with D.R. Horton a few years ago to buy nearby state land.

In November 2020, D.R. Horton was the winning bidder in an Arizona State Land Department auction, paying \$245.5 million for 2,783 acres.



D.R. Horton Inc.

By October 2021, they received unanimous approval from Apache Junction City Council for a master-planned community previously called Superstition Vistas, where D.R. Horton and Brookfield would each develop 5,000 homes.

While D.R. Horton will build all of the homes at Radiance, Brookfield will build some of its homes at its community called Blossom Rock and also will sell lots to other homebuilders, said Dea McDonald, president of the Arizona Land and Housing Group for Brookfield.

McDonald said he's planning a grand opening of Blossom Rock with several builders in the early second quarter of 2024, but said it's too early to identify those builders.

Meanwhile, D.R. Horton and Brookfield will work together to build a nonpotable water system for irrigation at both their communities.

"As we all know, water is a very important topic for the Phoenix area," Davis said. "To help reduce potable water usage, we plan to install a nonpotable water system for the common area irrigation, as well as installing climate-appropriate landscaping as part of our included front yard landscape packages."

As with most master-planned communities, a portion of the land is set aside for commercial use, including multifamily rental units.

"There are currently two planned commercial sites, along with multiple build-to-rent and multifamily sites within Radiance," Davis said.

## Extension of State Route 24 from Mesa and into Pinal County opens

Phoenix Business Journal  
By Ron Davis  
August 12, 2022

Another four miles of SR-24 has opened in the East Valley.

After 21 months of construction, drivers can pass through Mesa on a new stretch on State Route 24 into Pinal County.

The city of Mesa and the Arizona Department of Transportation announced that the expansion is complete for drivers to move from Williams Field Road and Ironwood Drive in southeast Mesa along the Maricopa and Pinal county line. ADOT opened the first mile of the project in April, which ran between Ellsworth and Williams Field roads — just to the east of State Route 24's intersection with Loop 202.

The road has traffic signals and stoplights and drivers can ride at a speed limit of 45 miles per hour along this stretch. Tempe-based FNF Construction Inc. was the general contractor on the \$77 million project that began in November 2020, according to a news release.

"Getting us to this point has taken a great deal of partnership between ADOT, the city of Mesa, the Maricopa Association of Governments and its member communities, as well as the Federal Highway Administration and Pinal County," ADOT Director John Halikowski said in a statement. "Gov. [Doug] Ducey has supported the efforts

to build this highway sooner than people thought possible."

Mesa will look to complete an interchange at State Route 24 and Signal Butte Road interchange in 2023, according to a release.

"I believe SR 24 will impact the overall economic growth by providing direct access to the East Valley to local businesses. Coupled with the future development of the North-South Freeway and better access to US-Mexican Customs at Phoenix-Mesa Gateway Airport, this extension of SR 24 will make Gateway the endpoint for trade with Mexico," District 6 Councilmember Kevin Thompson said in a statement.

### Area getting busier

Southeast Mesa is one of the hottest industrial markets in the country, with investors spending hundreds of millions of dollars buying land to start new projects in the area. Several large companies including Amazon and Lowes have recently announced plans for large distribution facilities near Phoenix-Mesa Gateway Airport.

In July, Virgin Galactic signed a long-term lease for two buildings at 5559 S. Sossaman Road to be the new home of the company's final assembly manufacturing facility for its next-generation spaceships.



Another four miles of SR-24 has opened in the East Valley.

"We all know that growth is not going to stop in this area," Mesa Mayor John Giles said in a statement. "The need to support and strengthen transportation infrastructure throughout Maricopa County is only going to increase. It is absolutely imperative that we find a solution to extend Prop 400 before it expires in 2025, to make sure critical projects like this do not get left undone. We need our governor and legislature to give the residents of Maricopa County the opportunity to go to the polls and vote to extend Prop 400."

Prop 400, or the half-cent sales tax that has been in place since 1985 and was extended in 2004, has funded billions of dollars for many of the region's transportation projects including Loops

101, 202 and 303; light rail and streetcar; arterial street investments and contributions to the area's multimodal network, which has led to more companies moving to the area in recent years — as seen with the industrial boom in the West Valley.

In July, Ducey vetoed HB2685, which would have placed a 25-year extension of Maricopa County's transportation tax on the ballot as soon as next year. The bill would extend Proposition 400 in Maricopa County past its current expiration of 2025 to fund existing and future transportation projects in the region. Ducey vetoed the bill citing the rising cost of food due to inflation, high gas and housing prices and lack of transparency in the proposed legislation.

## Mesa youth sports complex one of the most visited venues in the US

From the Phoenix Business Journal: September 29, 2022

Bell Bank Park, the mega complex for youth and amateur sports in southeast Mesa, has seen more than 3 million visitors during the first nine months of the year, making it one of the most popular sports facilities in the country, Legacy Sports USA, the company that owns and operates Bell Bank Park, announced Thursday.

As Bell Bank Park, which opened in January 2022, enters the fourth quarter of its first year in operation, it is ranked 25th in attendance for all sports venues in the country. At one point it was up to 16th, just behind Yankee Stadium, Dodger Stadium and Fenway Park.

Compared to other Arizona facilities, Bell Bank Park has seen more visitors than Chase Field, State Farm Stadium and Footprint Center in 2022.



BRANDON BROWN | PHOENIX BUSINESS JOURNAL  
One of the many sports fields at Bell Bank Park in southeast Mesa

The 320-acre facility has already hosted more than 225 sports competitions this year. It has also been home to several concerts and events like the Arizona Strong Beer Festival and the La Mesa RV Shows.

"Bell Bank Park is a massive project, and while we hit a few speedbumps early on due to the challenges of the Covid pandemic, labor shortages and supply chain issues, we are excited to see the facility thriving as we look to close out our first year in operation," Chad Miller, the CEO of Legacy Sports USA, said in a statement.

Earlier this month, the Business Journal reported that a Las Vegas developer wants to build three hotels and 7,600 square feet of retail and restaurant spaces just north of the Bell Bank Park. The venue's location in southeast Mesa is surrounded by a lot of vacant land. New hospitality and food and beverage amenities in the area would primarily serve Bell Bank Park visitors.

Bell Bank Park is one of the largest sports complexes in the United States, and with dozens of facilities - including a 3,000-seat outdoor stadium, a 2,800-seat indoor arena, 35 soccer/lacrosse /football fields, 57 indoor volleyball courts, eight baseball and softball fields, 20 basketball courts and more - it can hold multiple events at a time, bringing thousands of people a day to the complex. It cost more than \$230 million to construct.

Even before the complex opened, Miller told the Business Journal that one of Legacy's strategies was to sign 10-year deals with sporting organizations to make sure there were events booked for years to come.

## 10,000 new homes will be built in Apache Junction

By Reyna Preciado

Updated: Wednesday, October 13, 2021

The recent approval of a master-planned community in Apache Junction could increase the city's population by 25,000 within the next 10 years. Last week the City Council approved plans that will bring more than 10,000 homes to the area.

Developers Brookfield and D.R. Horton purchased over 2,700 acres of land last year that will be used for the master-planned community. Apache Junction Mayor Chip Wilson says planning is important to manage the city's growth.

"This is all going to be planned, so that we control the growth into our community. So it's not just a haphazard, put-together situation," said Wilson.

The city's development services director, Larry Kirch, says he hopes the developers consider housing prices as they move forward.

"Well, we have two different developers. They have two different business models, if you will. The first developer, I think, will develop houses that are relatively affordable in the market. I mean today's day and age we're seeing starter homes in over \$300,000, so \$350. So having that supply for first-time home buyers will help," Kirch said.

Building permits are expected by the middle of next year, and D.R. Horton expects to have model homes available by January 2023.

## Bell Bank Park: New sports complex in Mesa opens doors to people across the U.S.

By Steve Nielsen

Published January 9, 2022

MESA, Ariz. - It used to be a plot of desert in Mesa, but this weekend, it's now home to one of the premier sports complexes in the world: Bell Bank Park.

"One of its kind," said Phoenix resident Angelo Hughes. "Like, I think this is completely raising the bar in my opinion."

The new park is 320 acres.

"We had basketball over here, pickle ball over there," Hughes said. "Soccer right outside. It's like [a] one stop shop for everything you need."

The massive facility near the airport has finally opened, welcoming 65,000 people over the course of three days.

"We've been to many in Vegas, Colorado, California, but nothing like this," said Chandler resident Debbie Villanueva. "This is fantastic."

Not just locals, but people from across the country are coming to visit. And it's a trend that will continue every week.

"We're going to have teams traveling from out of town, staying in hotels, renting rental cars, restaurants, shops, things of that nature, this is a great shot in the arm for our community," said Rodney Reese with Bell Bank Park.

Reese was brought in from another massive sports complex like this in Florida, but he says Bell Bank Park is in a league of its own.

"The size of the park, the amenities, the video packages...there's nothing like this in the world," Reese said.

There's the classics, like soccer and basketball, but there's also futsal and pickleball.

"Usually we're just in gyms, rent out gyms and play, but this one's made specifically for futsal," said Chandler resident Gabriel Villanueva. "Everything's brand new, and it's really awesome."

Families need maps just to navigate the new facility, and it's actually still under construction. The main walkway will have restaurants, performances, concerts and events weekly.

# Demographic Summary Report

***D. L. Slaughter***  
***Company***

Radius	1 Mile		3 Mile		5 Mile	
<b>Population</b>						
2028 Projection	6,791		30,286		147,327	
2023 Estimate	5,962		28,457		138,709	
2010 Census	716		7,311		71,904	
Growth 2023 - 2028	13.90%		6.43%		6.21%	
Growth 2010 - 2023	732.68%		289.24%		92.91%	
2023 Population by Hispanic Origin	2,561		10,277		31,049	
2023 Population	5,962		28,457		138,709	
White	5,554	93.16%	24,409	85.78%	118,226	85.23%
Black	41	0.69%	1,190	4.18%	6,832	4.93%
Am. Indian & Alaskan	172	2.88%	722	2.54%	2,243	1.62%
Asian	78	1.31%	1,148	4.03%	6,070	4.38%
Hawaiian & Pacific Island	0	0.00%	73	0.26%	465	0.34%
Other	116	1.95%	914	3.21%	4,873	3.51%
U.S. Armed Forces	10		17		226	
<b>Households</b>						
2028 Projection	2,031		9,849		49,768	
2023 Estimate	1,782		9,290		46,740	
2010 Census	204		2,115		23,012	
Growth 2023 - 2028	13.97%		6.02%		6.48%	
Growth 2010 - 2023	773.53%		339.24%		103.11%	
Owner Occupied	1,435	80.53%	7,432	80.00%	36,276	77.61%
Renter Occupied	348	19.53%	1,858	20.00%	10,464	22.39%
<b>2023 Households by HH Income</b>						
Income: <\$25,000	51	2.86%	317	3.41%	3,289	7.04%
Income: \$25,000 - \$50,000	86	4.82%	468	5.04%	5,614	12.01%
Income: \$50,000 - \$75,000	419	23.50%	1,357	14.61%	7,394	15.82%
Income: \$75,000 - \$100,000	78	4.37%	806	8.68%	6,933	14.83%
Income: \$100,000 - \$125,000	147	8.24%	1,152	12.40%	6,536	13.98%
Income: \$125,000 - \$150,000	263	14.75%	1,839	19.80%	5,634	12.05%
Income: \$150,000 - \$200,000	427	23.95%	1,876	20.20%	6,379	13.65%
Income: \$200,000+	312	17.50%	1,474	15.87%	4,961	10.61%
2023 Avg Household Income	\$146,436		\$144,728		\$117,517	
2023 Med Household Income	\$135,503		\$132,402		\$100,535	

1/17/2024

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