

# SWC Grand Ave & Reems Rd

Surprise, Arizona

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

## GRAND VILLAGE CENTER



**Available:**

**Shops Available**

**Traffic Counts:**

Reems Rd: 22,809 VPD  
Grand Ave: 23,308 VPD

For more information please contact:

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## Property Highlights:

- Over 40,000 cars per day at the intersection
- Less than 2 miles from over 1,000,000 SF of retail at Bell & Grand
- Located at a fully signalized intersection
- Intersection anchored by Albertson's, Trader Joe's, Walgreens, Big Lots, and one of the largest hospitals in the state
- Across the street from Banner Health Del Webb campus



Legend	SF
A112	1,414
A108	1,258

## Demographics:

	1 mile	3 mile	5 mile
• Average Income	\$67,475	\$78,603	\$82,012
• Population	10,737	87,065	204,656

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## First phase of Surprise City Center to finish this summer

By: Jeremy Duda, AXIOS Phoenix

Apr 1, 2024

A long-planned and long-delayed project to transform downtown Surprise is underway, and its first phase is set to finish this summer.

**The big picture:** Construction on the first three buildings of Surprise City Center, on the southeast corner of the intersection of Bell Road and Bullard Avenue, is scheduled for completion late this summer, city spokesperson Virginia Mungovan tells Axios.

- The development is near the city's spring training complex, Surprise Community Park, city hall and Ottawa University Surprise.
- Construction on two additional buildings could begin within 60 days.

**Flashback:** Planning for the project began years ago but was long delayed by proposed changes, litigation and city council disagreements.

- There was a "reset" in 2021, when plans were proposed to add a 78-acre portion at Bell and Bullard known as The Quarter at Surprise.

**Zoom in:** The project's first three buildings will be home to businesses including Amazing Lash Studio, Jet's Pizza, Lush Nails, Osteria Mia, Pita Kitchen and Tacos Chilango, though not all space has been leased, according to plans from the city.

- Those businesses' opening dates aren't yet known.
- They will be part of the city center's Elm Street mixed-use entertainment area, which will include restaurants, retail, apartments, office space and a park.

**Zoom out:** The ambitious project would fill the mostly vacant square mile that surrounds the municipal government complex and park areas, bordered by Bell to the north, Greenway Road to the south, Bullard to the west and Litchfield Road to the east.

- Various areas are slated for commercial, residential, medical, educational, office and other uses.



Image: Courtesy of the city of Surprise

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## Village at Prasada, one of largest planned retail centers in the Valley, is nearly 100% leased

By: Audrey Jensen, Phoenix Business Journal  
May 17, 2022

The \$500 million retail, dining and entertainment center, one of the largest power centers to be built on the West Coast in a decade, is being developed along the Loop 303 between Waddell and Cactus roads.

It will house major retailers including Sprouts Farmers Market, Hobby Lobby, TJ Maxx, Marshalls, PetSmart, Burlington Coat Factory, and Ulta. It will also feature a restaurant row and a FatCats Entertainment facility next to a planned multifamily project with more than 500 units.

On Tuesday, national developer SimonCRE announced some of the newest fine-dining restaurants to take down space in the center, including Firebirds Wood Fired Grill, which serves fire-grilled steaks and seafood, and Cooper's Hawk Winery & Restaurant, which features contemporary cuisine, a Napa Valley style tasting room and retail market.

Restaurants previously announced for the power center include O.H.S.O., a local nano-brewery and distillery, and Barrio Queen, an authentic Mexican restaurant. SimonCRE also previously said the center could see a Floor & Decor or Dick's Sporting Goods.

Three final restaurant spaces will add more dining options, but the developer has not released the names of them yet. The new restaurants will add more upscale concepts to the northwest Valley, which residents have been longing for to avoid trips to Scottsdale.

### Construction schedule at Village at Prasada

The first phase of Village at Prasada is still expected to be completed in 2022 despite ongoing supply chain challenges and material and labor shortages, which has caused an increase in costs and project delays and even lawsuits in the Valley.

SimonCRE and general contractor Haydon Building Corp. said it was able to keep Village at Prasada on track through "agile" planning and restructures of schedules, partnering with subcontractors and trade partners to mix concrete on-site and schedule out concrete pours.



*This major shopping, entertainment and dining center under construction in the West Valley has signed more tenants. Several months after unveiling plans for a 700,000-square-foot shopping center in the West Valley, called Village at Prasada, Scottsdale-based SimonCRE said the outdoor mall is close to being 100% leased.*

"There are solutions to these challenges, and they mostly require that we be really deliberate about how we schedule and plan the work within the current constraints, as there are more now than there typically are," said Fritz Behrhorst, vice president of preconstruction at Haydon Building Corp., in a statement.

"This really requires good planning and smart scheduling, that we are very diligent about what we order, and when we order it. We are buying materials far ahead of time, tracking these materials, and following up on their delivery. It really has translated to a lot of supply chain management."

### Most wanted restaurants in Surprise

In its most recent retail survey, the city of Surprise said some of the top restaurants desired by residents include The Cheesecake Factory, El Pollo Loco, Cracker Barrel and Portillo's, among other concepts. Top desired retailers included Whole Foods Market, Old Navy, Dick's Sports Goods and IKEA.

Some of residents' favorite existing restaurants and retail also included Bonfire Craft Kitchen & Taphouse, Vogue Bistro, Son Glow Boutique and Arizona Quilts.

This year, Phoenix-based Common Bond Development Group also announced a new 105,790-square-foot shopping center for Surprise for the northwest corner of Peoria Avenue and Cotton Lane. Called Sterling Grove, the \$27 million retail center will include a Safeway, retail space and five standalone buildings.

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Radius	1 Mile	3 Mile	5 Mile
<b>Population</b>			
2028 Projection	10,968	87,479	208,485
2023 Estimate	10,737	87,065	204,656
2010 Census	8,947	81,374	173,967
Growth 2023 - 2028	2.15%	0.48%	1.87%
Growth 2010 - 2023	20.01%	6.99%	17.64%
2023 Population by Hispanic Origin	1,014	13,097	44,492
2023 Population	10,737	87,065	204,656
White	9,763 90.93%	77,143 88.60%	175,497 85.75%
Black	510 4.75%	4,473 5.14%	12,728 6.22%
Am. Indian & Alaskan	56 0.52%	798 0.92%	2,532 1.24%
Asian	183 1.70%	2,074 2.38%	6,472 3.16%
Hawaiian & Pacific Island	13 0.12%	167 0.19%	551 0.27%
Other	212 1.97%	2,410 2.77%	6,875 3.36%
U.S. Armed Forces	0	409	1,027
<b>Households</b>			
2028 Projection	5,934	40,609	83,734
2023 Estimate	5,792	40,339	82,186
2010 Census	4,727	37,260	69,828
Growth 2023 - 2028	2.45%	0.67%	1.88%
Growth 2010 - 2023	22.53%	8.26%	17.70%
Owner Occupied	4,240 73.20%	32,644 80.92%	66,523 80.94%
Renter Occupied	1,552 26.80%	7,695 19.08%	15,663 19.06%
<b>2023 Households by HH Income</b>			
Income: <\$25,000	1,017 17.56%	5,287 13.11%	9,977 12.14%
Income: \$25,000 - \$50,000	1,384 23.89%	9,270 22.98%	17,346 21.11%
Income: \$50,000 - \$75,000	1,410 24.34%	9,671 23.97%	18,659 22.70%
Income: \$75,000 - \$100,000	958 16.54%	6,067 15.04%	13,362 16.26%
Income: \$100,000 - \$125,000	569 9.82%	3,757 9.31%	9,352 11.38%
Income: \$125,000 - \$150,000	157 2.71%	2,778 6.89%	5,937 7.22%
Income: \$150,000 - \$200,000	190 3.28%	2,066 5.12%	4,471 5.44%
Income: \$200,000+	108 1.86%	1,445 3.58%	3,083 3.75%
2023 Avg Household Income	\$67,475	\$78,603	\$82,012
2023 Med Household Income	\$56,949	\$64,114	\$68,251



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