

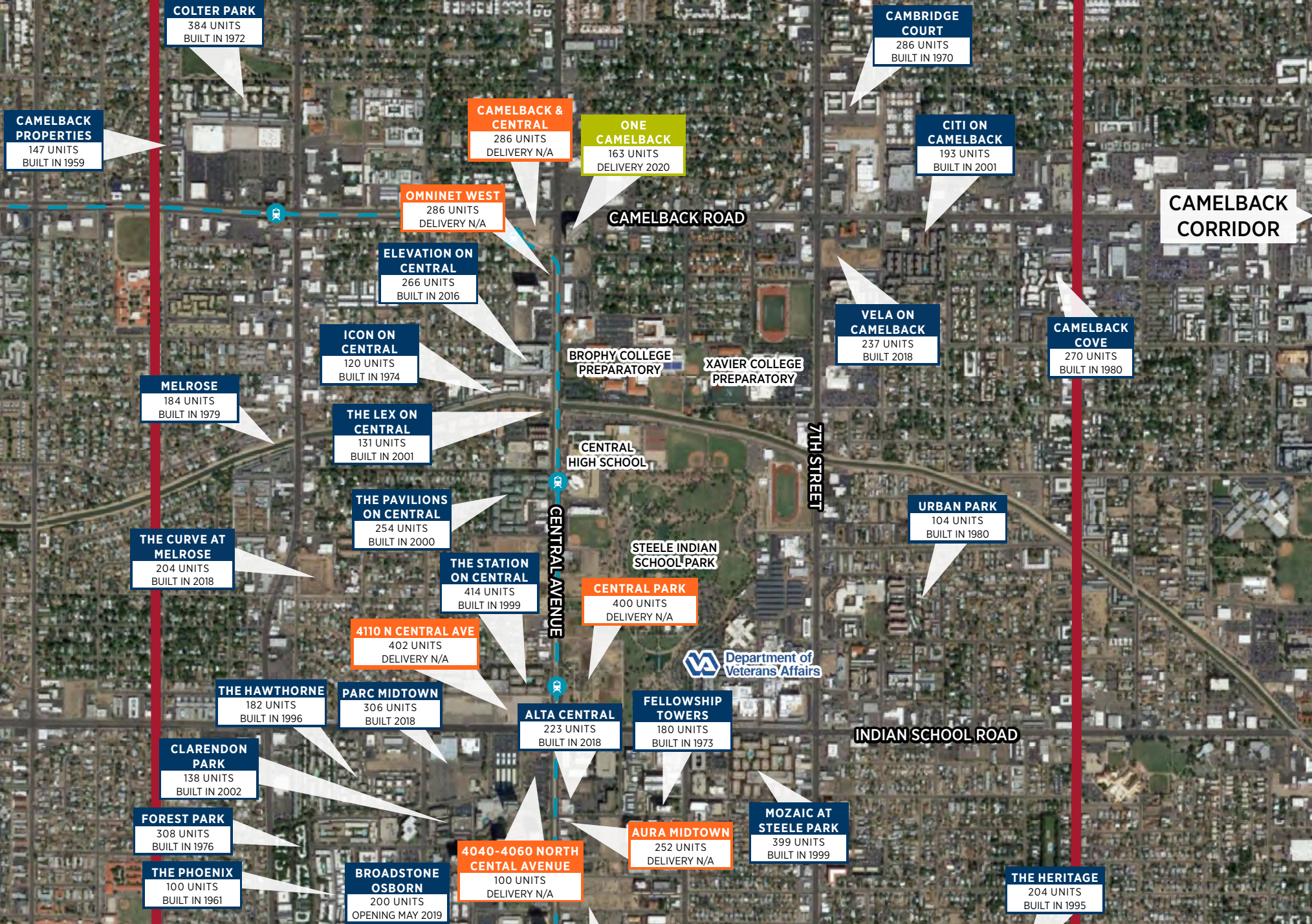
PARK X CENTRAL  
***DRIVE-THRU PAD OPPORTUNITIES***



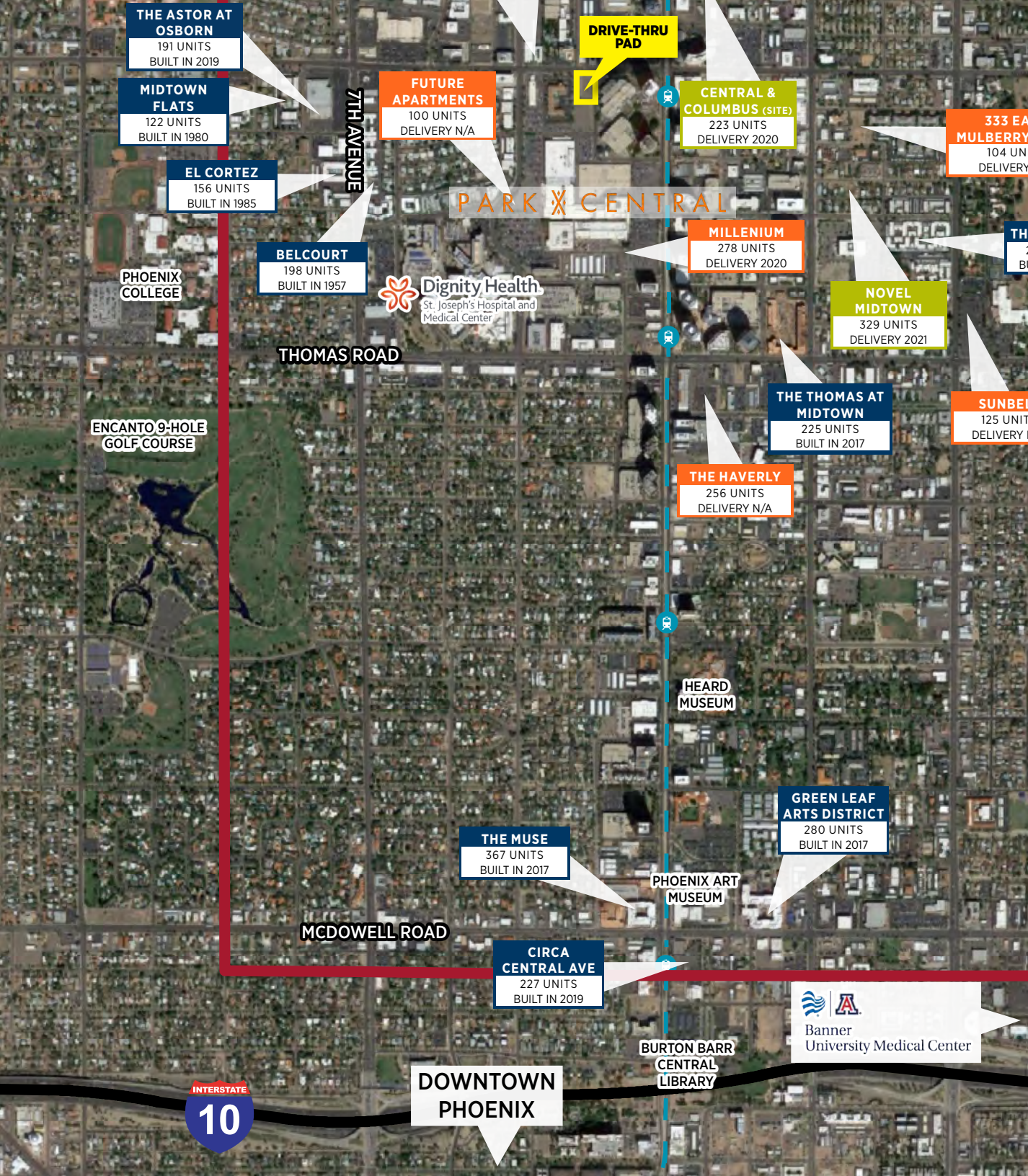
**ONE OF PHOENIX'S  
MOST ICONIC PROPERTIES, REBORN.**



# MIDTOWN SUBMARKET







LIGHT RAIL STOP    LIGHT RAIL

## Midtown Submarket Overview\*

**14,972,573**  
SF OF OFFICE INVENTORY

**37,571** **79,764** **2.51%**  
TOTAL POPULATION    DAYTIME POPULATION    2019 - 2024 GROWTH RATE

**\$77,936** **\$306,864**  
AVERAGE HOUSEHOLD INCOME    MEDIAN HOME VALUE

**3,675** **227** **19**  
TOTAL BUSINESSES    FOOD SERVICES & DRINKING PLACES    ACCOMMODATIONS

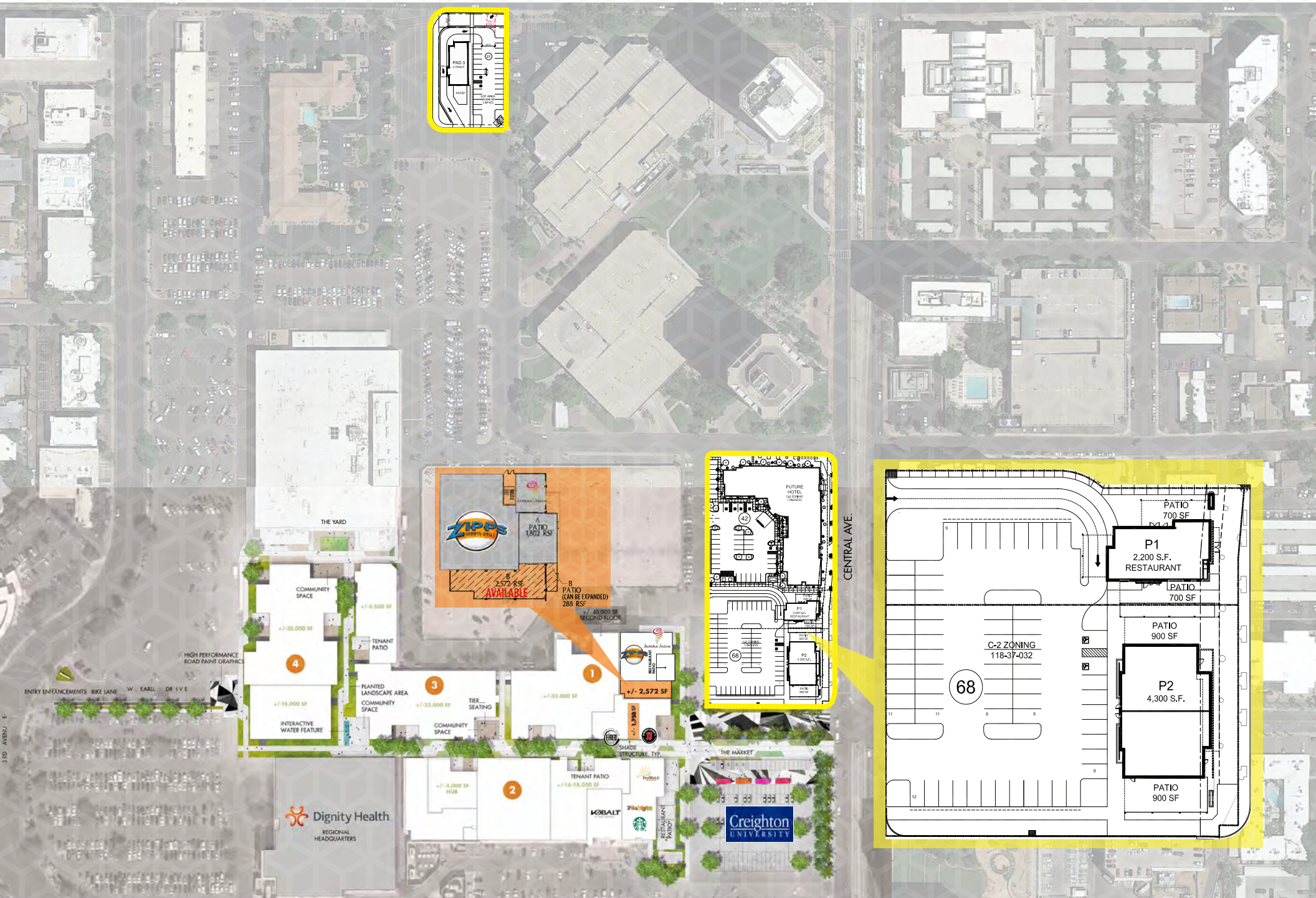
## Multi-Family Developments\*\*

**7,442** **731** **2,174**  
UNITS EXISTING    UNITS UNDER CONSTRUCTION    UNITS PLANNED

\*OFFICE SUBMARKET BOUNDARIES USED FOR ALL DEMOGRAPHICS/UNIT TOTALS  
\*\* ONLY MULTI-FAMILY DEVELOPMENTS OVER 100 UNITS DISPLAYED WITHIN MIDTOWN SUBMARKET, BUT ALL PROJECTS (REGARDLESS THE UNIT SIZE) CONSIDERED IN DEVELOPMENT TOTALS  
DATA IS FROM SOURCES DEEMED RELIABLE BUT MAY BE SUBJECT TO ERRORS, OMISSIONS, OR MODIFICATIONS.  
THE INFORMATION HEREIN IS PROVIDED WITHOUT REPRESENTATION OF WARRANTY

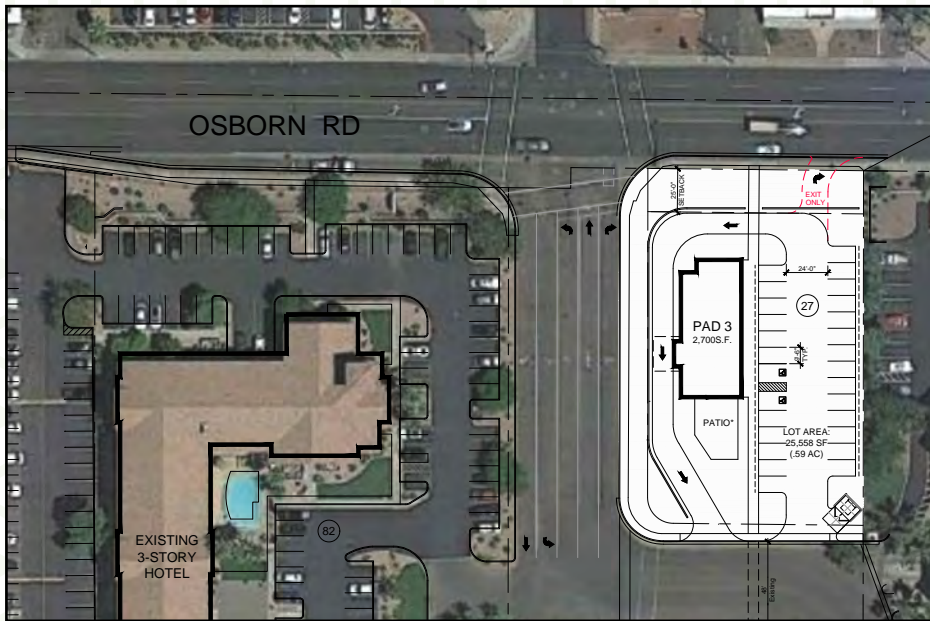


## 3 RD AVENUE E

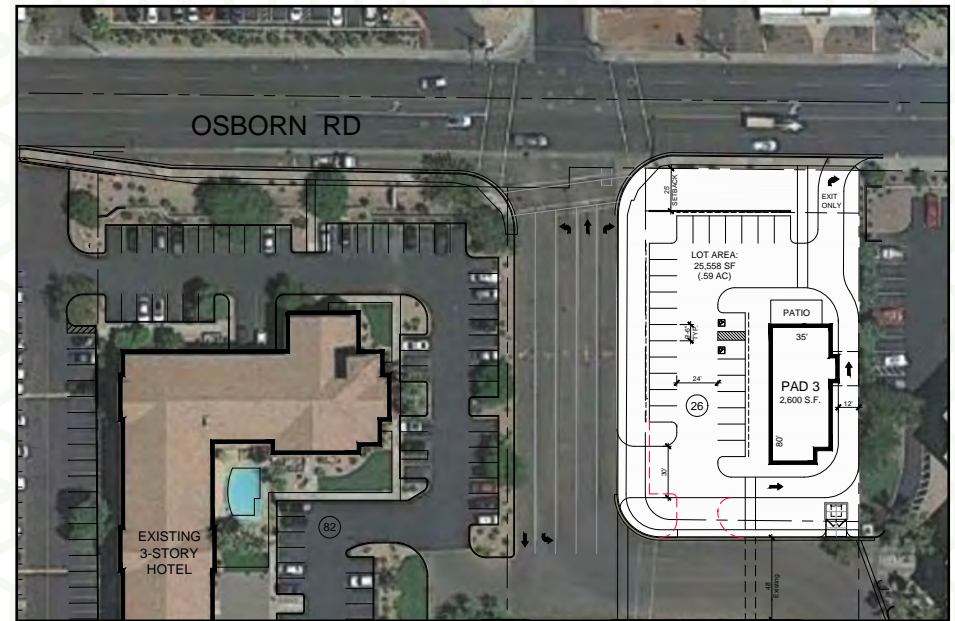




# DRIVE-THRU SITE PLAN OPTIONS



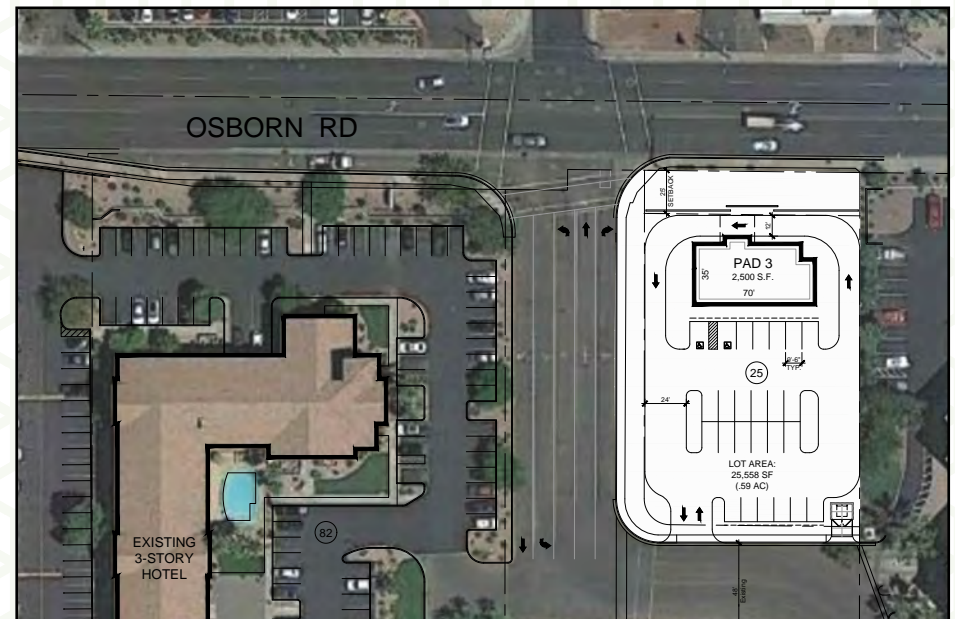
OPTION 1



OPTION 2



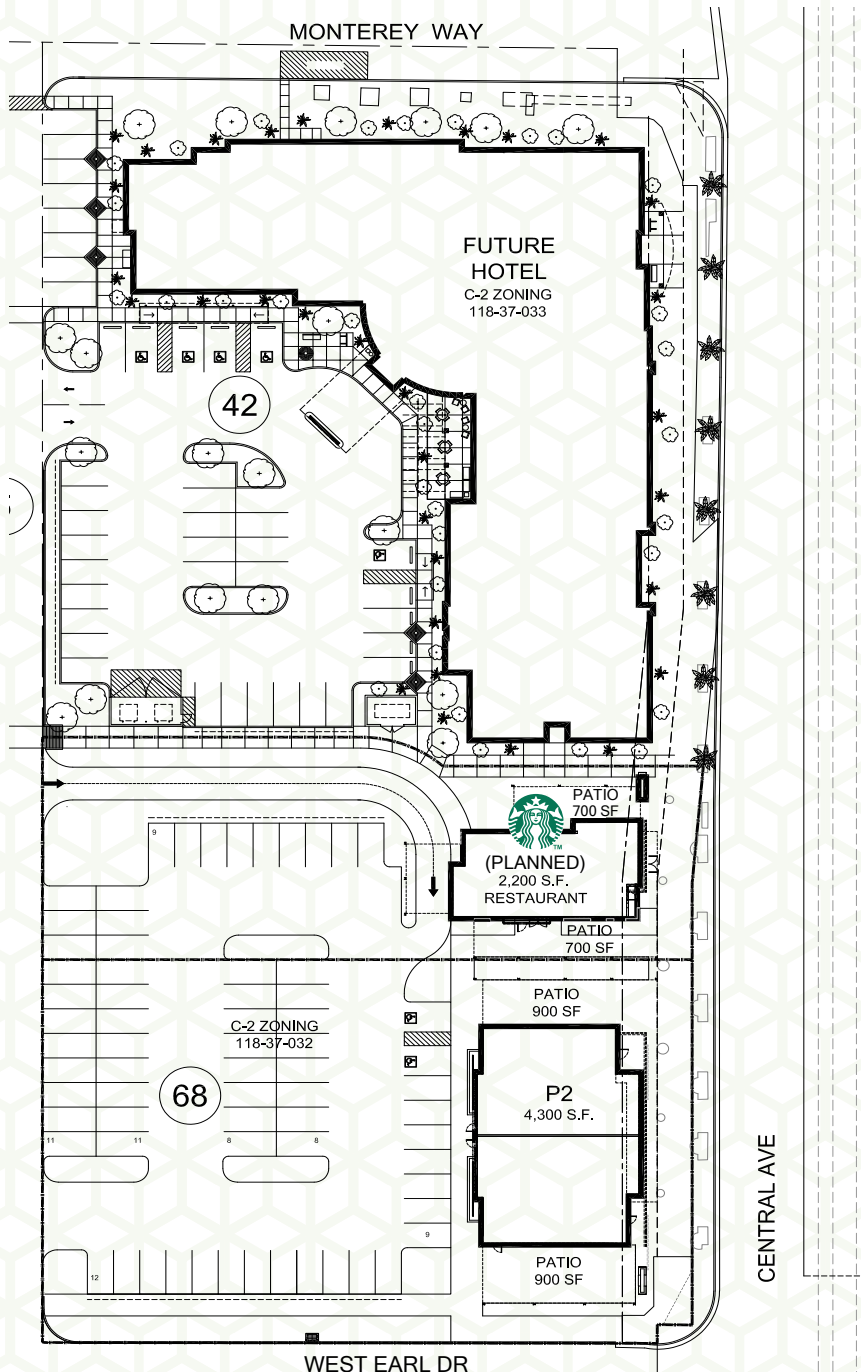
OPTION 3



OPTION 4



# CENTRAL AVE. DEVELOPMENT





# THE NEW PARK CENTRAL

The new Park Central combines its rich mid-century-modern history with a new focus on technology, innovation and design, including all the most sought-after features in today's office and retail market. Park Central's original design as an outdoor regional mall provides a unique opportunity to utilize features that are attractive to today's "new economy".

**Park Central** has exceptional "bones." Its mid-century-modern initial design thoughtfully incorporated a number of elements that make it an ideal target for revitalization. The new Park Central will return the existing buildings to their mid-century-modern roots while incorporating some exceptional new design features designed to make the project feel innovative, high-tech and creative. The revitalized 337,000 square feet is separated into several distinct districts, each with its own identity.

The new Park Central embraces its very successful base of existing restaurants and adding more to enhance its position as the beating heart of central Phoenix, with a vibrant mix of office and retail tenants, exceptional foot traffic, an affluent nearby population and an unmatched location in the heart of the central business district. It's the perfect spot for restaurant and retail tenants looking to attract customers morning, noon and *night*.







## DEMOGRAPHICS

	1 MILES	3 MILES	5 MILES
<b>Population</b>	14,966	168,278	424,876
<b>Average Household Income</b>	\$64,869	\$54,530	\$57,489
<b>Total Households</b>	7,871	67,046	152,390

## TRAFFIC COUNTS

North of Thomas on Central Ave: 22,486  
 South of Thomas on Central Ave: 20,795  
 East of Central Ave on Thomas: 30,769  
 West of Central Ave on Thomas: 32,169

## LIGHT RAIL STATS

Light Rail (# of Boarding's and Departures in 2016)  
 Osborn Rd/Central Ave Light Rail Station: 7,540  
 Thomas Rd/Central Ave Light Rail Station: 11,655

## CONTACTS

### BRENT MALLONEE

Cushman & Wakefield  
 +1 602 224 4437  
 brent.mallonee@cushwake.com

### MARGARET LLOYD

Plaza Companies  
 +1 602 828 7214  
 margaret.lloyd@theplazaco.com



PLAZA  COMPANIES

HOLUALOA  COMPANIES

Real Estate Investment & Development