

# MORRISON RANCH | NWC POWER ROAD & ELLIOT ROAD | GILBERT, ARIZONA

PLANNED 2023 OPENING



**ACRES:**

± 23.3

**SQUARE FEET:**

± 167,166

**ZONING: GC**

**ADDRESS:**

NWC POWER ROAD & ELLIOT ROAD

**SUMMARY:**

Power & Elliot is a grocery anchored shopping center found on the intersection of Power Road and Elliot Road with a total traffic count approaching 30,000 vehicles per day. Located in the Morrison Ranch master planned community, the five-mile trade area boasts an average household income of \$90,000, a residential population of over 90,000 and a daytime population exceeding 85,000.



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# OVERVIEW

## TRAFFIC COUNTS

**Power Road:** 21,908 VPD  
**Elliot Road:** 6,781 VPD  
**Total Traffic:** 28,689 VPD

## DEMOGRAPHICS

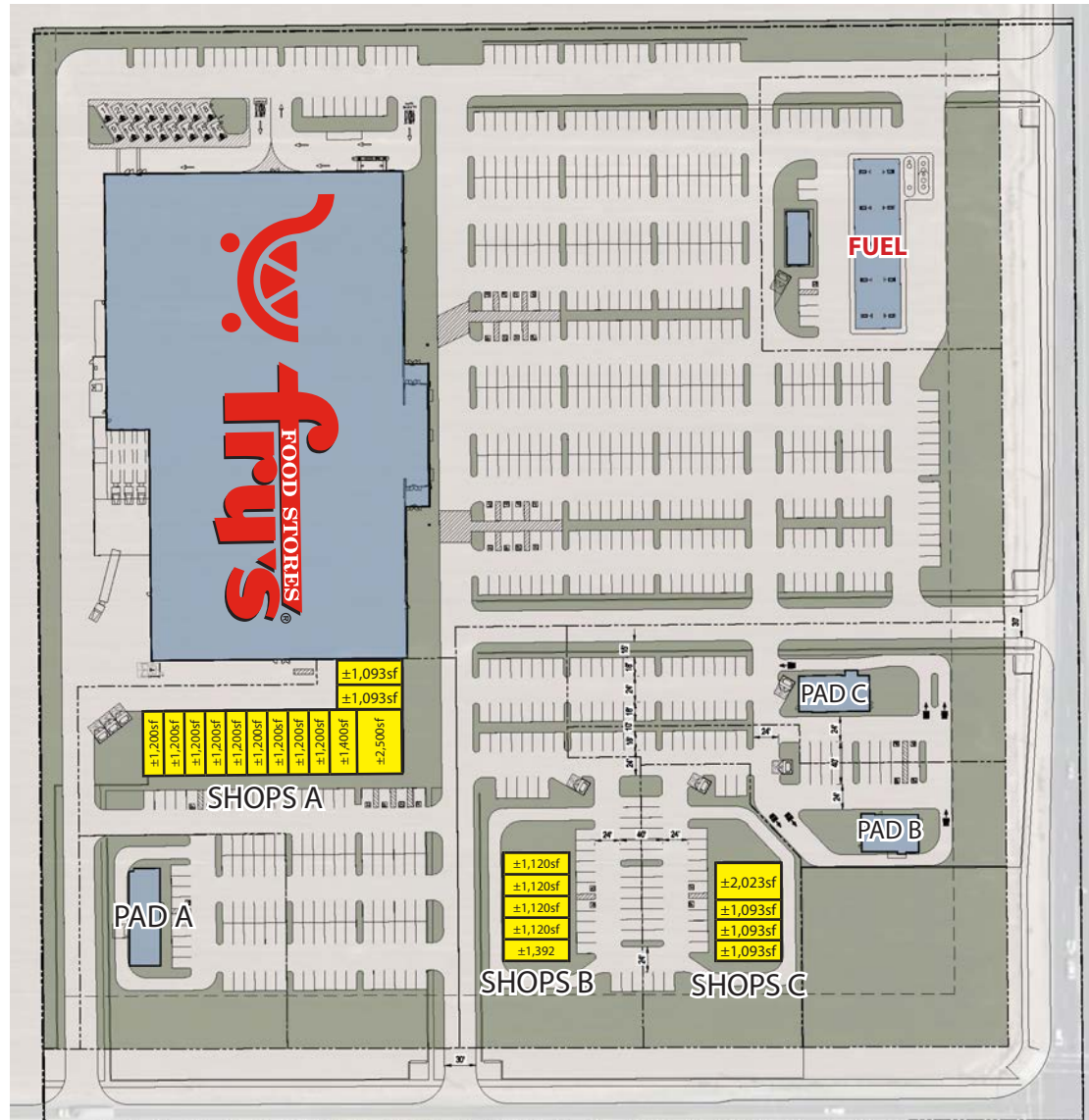
**Average Household Income**  
**1 Mile**      **3 Miles**      **5 Miles**  
 \$111,832    \$100,629    \$95,117

**Total Population**  
**1 Mile**      **3 Miles**      **5 Miles**  
 9,480        90,409      260,595

**Daytime Population**  
**1 Mile**      **3 Miles**      **5 Miles**  
 7,779        85,577      243,797

**Total Households**  
**1 Mile**      **3 Miles**      **5 Miles**  
 3,020        30,398      96,150

## AVAILABLE Shops and Pads

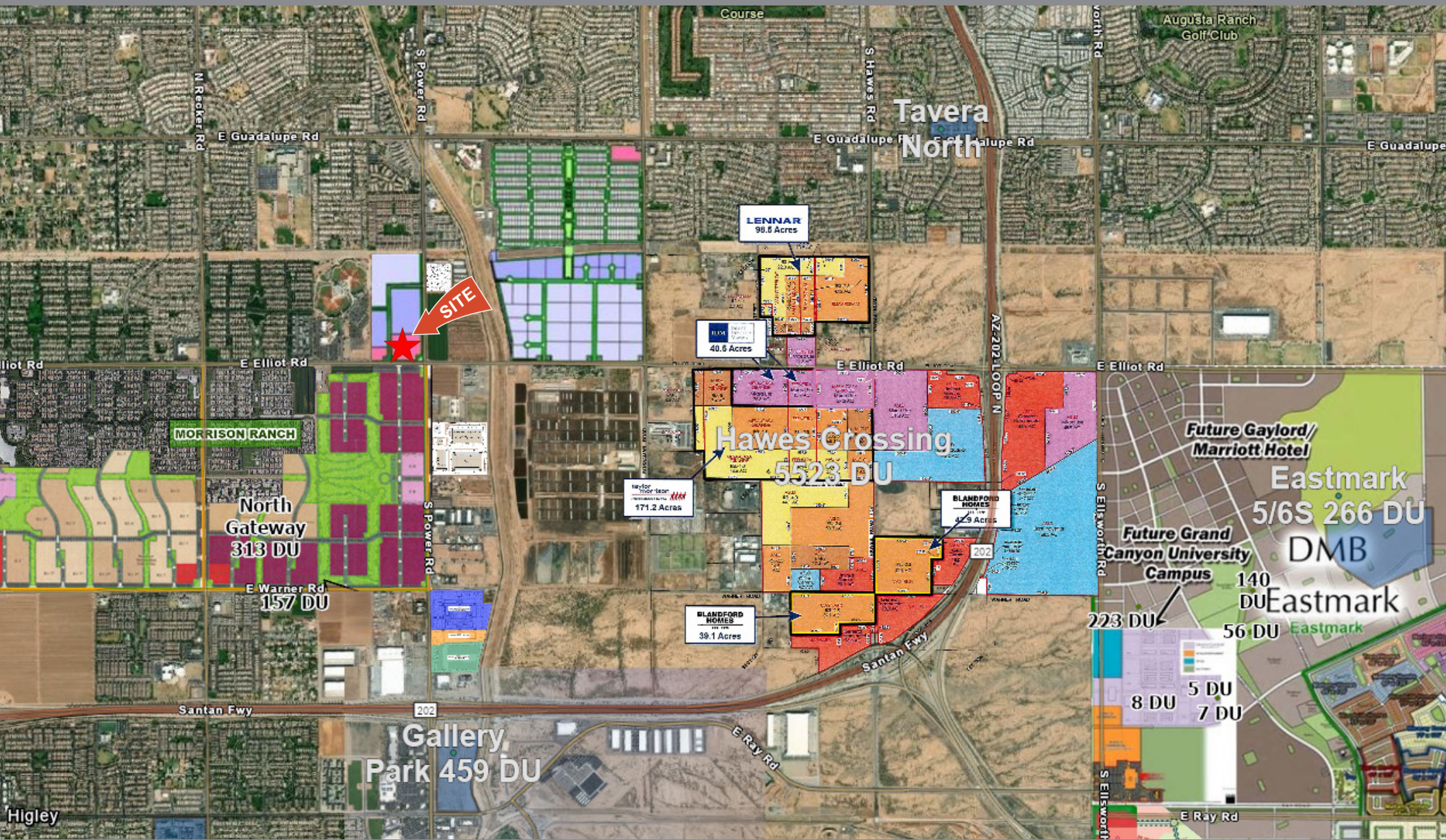


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# AERIAL MAP



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# DEMOGRAPHICS (3 MILES)

## ANNUAL HOUSEHOLD SPENDING



## INCOME



## Households By Income

The largest group: \$100,000 - \$149,999 (19.9%)

The smallest group: <\$15,000 (5.3%)

Indicator ▲	Value	Diff	
<\$15,000	5.3%	-2.1%	
\$15,000 - \$24,999	6.7%	-1.2%	
\$25,000 - \$34,999	7.1%	-1.3%	
\$35,000 - \$49,999	11.4%	-1.1%	
\$50,000 - \$74,999	18.8%	+0.3%	
\$75,000 - \$99,999	15.2%	+1.3%	
\$100,000 - \$149,999	19.9%	+3.4%	
\$150,000 - \$199,999	8.5%	+1.4%	
\$200,000+	7.1%	-0.8%	

## KEY FACTS

260,595

Population

37.2

Median Age



96,150

Households

\$60,235

Median Disposable Income

## EDUCATION

6%

No High School Diploma



23%

High School Graduate



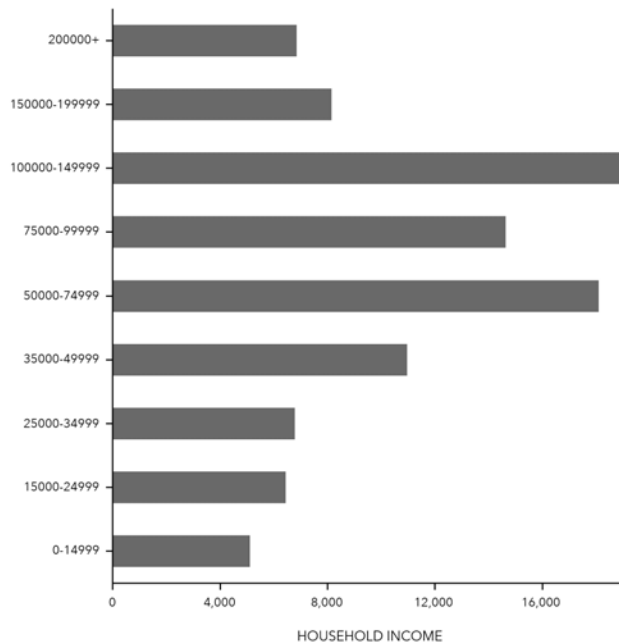
37%

Some College



35%

Bachelor's/Grad/Prof Degree



Bars show deviation from Maricopa County

## Average Household Size

for this area

2.69

which is more than the average for United States

Area	Value ▼	0	4
This area	2.69		
Maricopa County	2.69		
Arizona	2.64		
United States	2.58		

## EMPLOYMENT

73%

White Collar

15%

Blue Collar

13%

Services

10.3%

Unemployment Rate



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