



Superstition Springs Retail Corridor

Mesa works.

Always Evolving

Superstition Springs Corridor is always evolving and serves Mesa's population along the US-60 freeway (Superstition Freeway). Retail developments along this corridor host a strong retail mix that includes national brands as anchors and hundreds of smaller shops, restaurants, and bars, attracting locals and tourists alike. A diverse employment base, nearby hospitals, and proximity to the US-60 help support additional retail and amenities in the area.

Psychographics

Young And Restless residents are well-educated young workers, some of whom are still completing their education, and are employed in professional and technical occupations as well as sales and office and administrative support roles.

Workday Drive is an affluent, family-oriented market with a country flavor.

The Elders residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations.

Source: ESRI 2025

Key Area Employers

1,820

A.T. Still University
Employees and Students

217

Banner Health Medical
Support Services

1,523

Banner Baywood
Medical Center

190

Encompass Health

1,190

Auto Dealerships &
Service Centers (12)

183

Banner Baywood
Heart Hospital

838

DriveTime Automotive
Group

180

UPS Customer Center

Source: MAG – July 2025

730

Edupoint Educational
Systems



Visitor Highlights

\$77K

average income of visitor in
Superstition Springs Corridor

78 min

average time spent at area
shopping locales

70K

average daily amount
of Out of Market visitors

25M

unique visits annually
to area shopping locales

Source: Placer.ai 2025



Trade Area Demographics*

*Dotted line below represents full trade area.

Population		Population Age	
2025	466,092	Median Age	44
2030	488,734	Average Age	44

Daytime Population		Income	
1 Mile	17,416	Average HH	\$113,824
3 Miles	111,236	Median HH	\$85,519
5 Miles	270,854	Per Capita	\$45,461



Demographic and Traffic Count Sources: ESRI, City of Mesa - July 2025



Intersection Traffic Counts

A	Power Rd/ S. Springs Blvd	47,350
B	Power Rd/US 60	196,250
C	Power Rd/ Hampton Ave	49,200

Major Retailers

- ★ Supersition Springs Mall
- 1 Barnes and Noble
- 2 AJ's Fine Foods
- 3 The Vig
- 4 EOS Fitness
- 5 Pita Jungle
- 6 Target
- 7 Walmart Supercenter
- 8 Home Depot
- 9 Harkins Theatres
- 10 JCPenney
- 11 The Cheesecake Factory
- 12 T.J. Maxx
- 13 Dillard's
- 14 Costco
- 🚗 Auto Dealerships (12 total)

Source: Maricopa Association of Governments - July 2025

Superstition Springs Retail Corridor Has a Place for You

A Ready Market

The Superstition Springs Retail Corridor serves one of Mesa's most established and high-performing trade areas, supported by strong household incomes, sustained residential growth, and a steady daytime population base.

Placemaking Momentum

Retail in the Superstition Springs Corridor extends beyond traditional shopping, anchored by Superstition Springs Center and reinforced by surrounding entertainment, dining, fitness, and lifestyle destinations. Visitors consistently spend extended time at area shopping locales, reflecting the corridor's role as a place to gather, dine, and enjoy a full retail experience rather than make quick trips.

A Partner in Retail Growth

Mesa supports retail growth in Superstition Springs through direct collaboration with business owners, developers, and property managers. From site selection and permitting, to operational support, the City helps businesses open, expand, and succeed.



311,814

available retail SF

Source: CoStar Analytics – December 2025

8.1%

vacancy rate

\$21.36

market rent per SF

\$193

market sales price per SF

Connected. Growing. Ready.

Mesa works.

The City of Mesa Office of Economic Development works closely with clients throughout all phases of the development process and looks forward to helping you build and grow your company in Mesa.

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