



GRAND THUNDERBIRD PLAZA

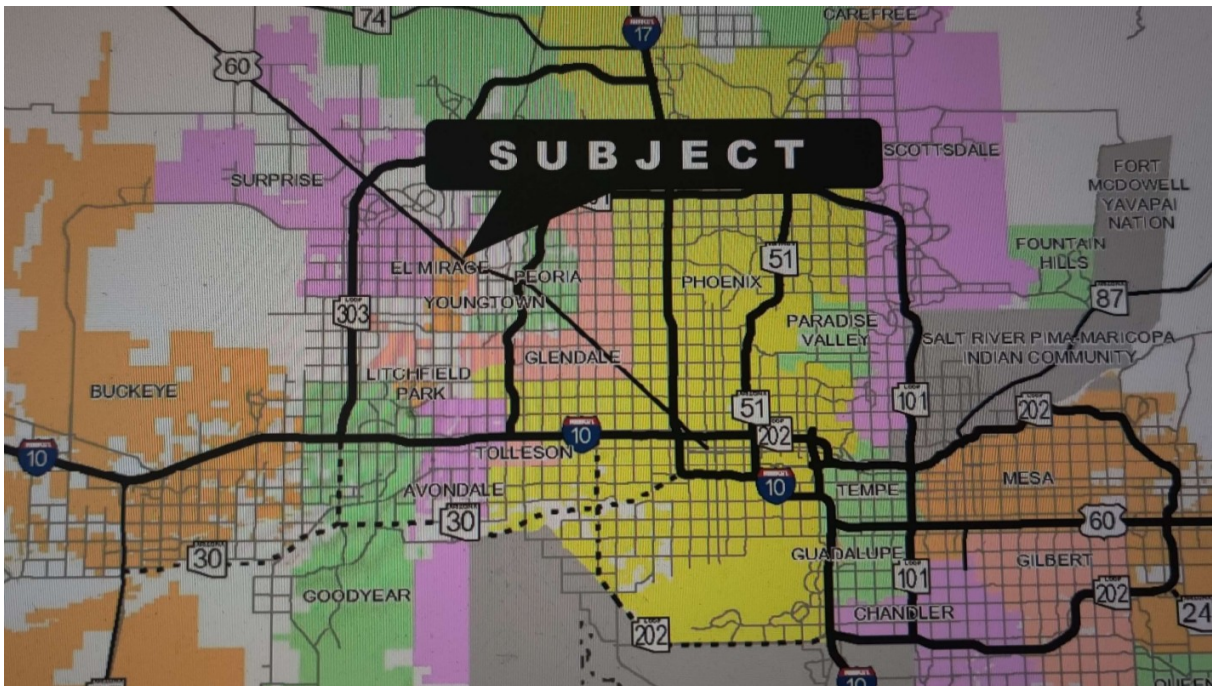
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PROJECT LOCATION

Location: 13917 N Honcho Drive, El Mirage, AZ 85335

NW Corner of Grand Avenue & Thunderbird Road, El Mirage, AZ

Lot Size: 1.65 Acres (±71,740 SF)



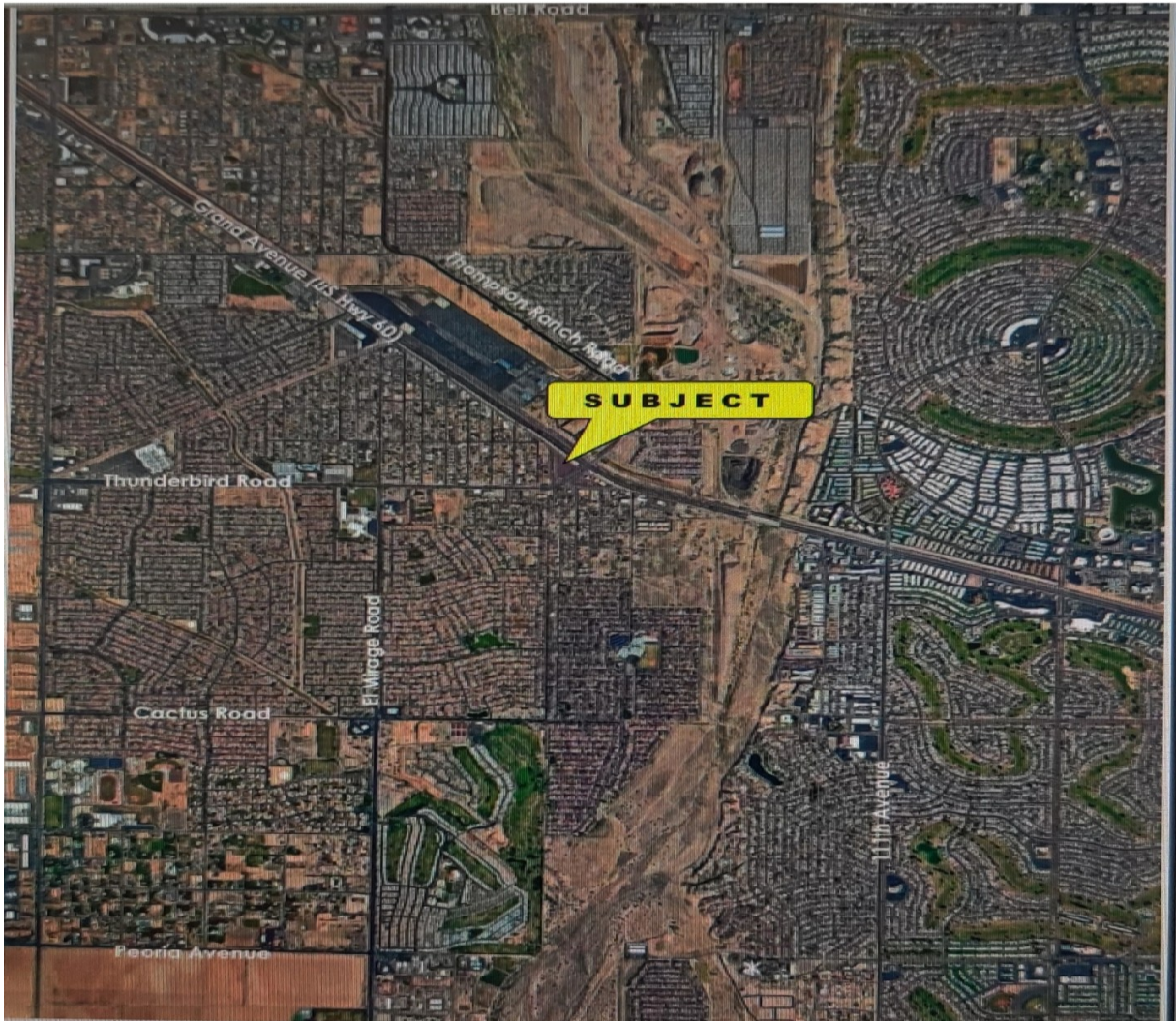
Exceptional Visibility: Occupying a prime signalized intersection, the site offers exceptional frontage access. With traffic counts seasonally varies from 60,000 to 80,000 vehicles per day on adjacent US 60, it ensures maximum brand exposure and consistent consumer draw.

Historical Growth: The property is situated in a rapidly appreciating sub-market, directly benefiting from the massive economic expansion of the North Phoenix semiconductor manufacturing hub. This industrial boom is driving long-term population growth and infrastructure investment throughout the region for next 10 years and beyond.

Under-Retailed Area: Located in a densely populated area, the site addresses a significant retail void for housing communities immediate east of Grand Avenue, including several single family subdivisions, apartments and a school. This "retail desert" creates a high-capture opportunity for restaurants and services.

Major Commuter Arterial: the intersection captures heavy southbound early morning commuter traffic toward Central Phoenix from 6:00 AM, and robust northbound flows toward the rapidly expanding Northwest Valley. Its position at a signalized hard corner provides seamless ingress and egress for travelers.

Tourism Gateway: As a primary conduit for weekend travel between Phoenix and Las Vegas, the site benefits from a surge in high-intent weekend traffic. This corridor serves as the essential link for the millions of annual visitors transitioning between Phoenix and Las Vegas that complements the stable, weekday commuter base.





PROPOSED DEVELOPMENT

Building: 12,000 SF multi-tenant retail building (5-6 vendors).

A food court featuring shared double drive-thru lanes serving multiple food and beverage operation windows. 12 ordering/waiting parking stalls designated for the shared drive thru facility.

Parking & Stacking:

EV Charging Station: 12 Supercharger stalls as a part of code requirement.

Drive-Thru Ordering: 12 Ordering/waiting stalls dedicated for drive thru system as a part of code requirement.

Total Parking: 86



1 Elevation 1 - a
DATE: 01-11-21



3 Elevation 3 - a
DATE: 01-11-21



2 Elevation 2 - a
DATE: 01-11-21



4 Elevation 4 - a
DATE: 01-11-21

PROJECT TEAM

Developer: Grand Thunderbird Plaza LLC
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Partners: Retail tenants are sought: food, beverage, convenience store, etc.

PROJECT INNOVATION

This project represents an innovative commercial real estate development that offers a rare synergy of environmental stewardship and aggressive economic success.

1. The "Nexus" Drive-Thru

Customers enter a designated "Order/Wait Zone" with high-turnover parking stalls. While parking, they scan a vendor-specific QR code or use a kiosk to access menus for all vendors. Once the order is confirmed via a digital notification, the customer leaves the "order/wait" stall and enters shared drive thru lanes to pickup the ready order. In this way, food orders are always beat customers at windows.

By sharing drive thru lanes, the project reduces total impervious surface area, allowing for higher land use efficiency and more green space.

This mimics the efficiency of a mall food court but optimizes it for the vehicle-bound consumer. It eliminates "lane-locking" (where one slow order holds up the entire line) and stacking requirement, provides a safer, more enjoyable experience.

2. Solar Supercharging Station

A premium, 12-stall EV charging station, utilizing overhead solar panels to provide high-speed, renewable "green" energy.

The 12 stalls are sheltered by a high-efficiency solar canopy. This not only generates clean electricity, but also provides much-needed shade and weather protection for users—a "concierge" charging experience.

Because Supercharging typically takes about 30 minutes or longer, drivers are funneled directly into the food court, converting a utility task (charging) into a enjoyable dining for drivers and revenue-generating visit for tenants.

3. The "Grand Canvas" Digital LED Wall

A massive, high-definition digital landmark (8' H x 30' W) LED TV screen designed for cinematic quality content display.

Positioned at eye level for traffic, this cinematic "Wall Canvas" is engineered for visibility and long-range readability. It dramatically amplifies tenant exposure and brand recognition to promote immediate engagement for tenant businesses.

Unlike traditional signage, this LED wall requires no manual changeovers, drastically reducing labor costs and allowing for real-time messaging and time sensitive advertisements.

CONCLUSION

This isn't just a retail plaza, it's a tech-integrated, sustainable ecosystem. By reducing operational friction and prioritizing green energy, this development sets a new benchmark for how commercial sites can be both highly profitable and environmentally responsible.

Strategic Land-Use Optimization

Through the consolidation of service lanes into a single hard surface shared lane and eliminating stacking, the project reduces total impervious surface area. This optimization allows for expanded green space and additional landscaping, significantly mitigating the "heat island" effect while enhancing the site's aesthetic value.

Friction less Customer Experience & Safety

The site replaces high-congestion drive-thru environments with a tech-enabled, stationary-wait model. By transitioning from traditional idling queues to designated waiting stalls, the project achieves:

1. **Reduced Liability:** Minimizes accident risks associated with lane-locking and vehicle stacking.
2. **Operational Efficiency:** Eliminates "window-stalls, "driveway parking lot", ensuring "food always ready for picking up".
3. **Environmental Impact:** Drastically lowers localized emissions by reducing vehicle idling.

4. Transitioning away from the high-stress drive-thru environment creates a safer, more relaxed ordering experience. By encouraging drivers to wait in designated parking areas rather than idling in traditional drive-thru queues, the project significantly reduces accident risks and idling emissions.