

SimonCRE

6900 E. Camelback Rd., Suite 850
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June 5, 2025

Apache Junction City Council

300 E. Superstition Blvd.
Apache Junction, AZ 85119

RE: Commercial Viability of the Apache Trail & Plaza Drive Development Site

Dear Members of the Apache Junction City Council,

SimonCRE is a Scottsdale-based commercial real estate development firm with a proven track record of delivering successful retail and mixed-use projects throughout Arizona and across the country. With deep expertise in site selection, entitlements, and development execution, we understand the critical factors that determine the commercial viability of a site.

SimonCRE is currently under construction on an \$80M Target anchored retail center at the NEC of Signal Butte Rd and the US60, so we are intimately familiar with this trade area. Furthermore, SimonCRE used to own the Ross & Goodwill anchored shopping center across the street and they are a current owner of the former Autozone building on Apache Trail.

At the request of The Wolff Company, we have evaluated the retail development potential of the 18.59-acre site located at the northeast corner of Apache Trail and Plaza Drive in Apache Junction. After careful review, we believe this location is not viable for retail development. Several key factors support this conclusion:

1. Limited Access and Limited Frontage:

The site has only one primary point of ingress/egress, which significantly limits accessibility. The site also has very limited frontage which reduces visibility to storefronts. Retail tenants typically require stronger visibility to a major thoroughfare and multiple access points to ensure smooth traffic flow and customer convenience.

Additionally, the site's midblock position makes it even more difficult for drivers to conveniently access the property, especially from Apache Trail. This further reduces the site's appeal for retailers who rely heavily on ease of access and prominent corner visibility.

2. Low Traffic Counts:

Apache Trail sees approximately 3,600 vehicles per day (VPD), and Plaza Drive

sees only 851 VPD. Most national retailers require a minimum of 25,000–30,000 VPD on at least one adjacent roadway to consider a site viable.

3. Insufficient Population Density:

The surrounding area lacks the residential density needed to support new retail. Retailers rely on a strong year-round local customer base to generate consistent foot traffic and sales. The current demographics do not meet the thresholds typically required for commercial investment. Additionally, the outflux of seasonal residents in Apache Junction during the summer months compounds this limitation.

4. Lack of Market Interest:

Furthermore, the property has no direct frontage on Apache Trail—an essential visibility requirement for nearly all retail users. The site is tucked behind existing structures, with midblock positioning that severely limits visibility and access. In our experience, retailers overwhelmingly prioritize high-visibility, high-access locations. The absence of Apache Trail frontage combined with difficult site access makes this parcel especially challenging for attracting retail interest.

Given these constraints, we do not believe this site can be developed as a viable retail project. We believe the proposed multifamily development is an appropriate and productive use of the site, and exploring alternative uses is the best course moving forward. It will help activate the area, support existing retail, create additional local spending, and lay the groundwork for future commercial growth aligned with the City's long-term economic development goals.

We appreciate the opportunity to share our insights on this proposed development.

Sincerely,

DocuSigned by:

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Joshua Simon

Founder & CEO

SimonCRE
6/10/2025