

Prescott Whispering Rock

3835 Willow Creek Rd, Prescott, AZ 86301



Arizona Commercial Real Estate
122 N. Cortez Street, Ste. 300
Prescott, AZ 86301

Donald Teel, Senior Associate
Direct: (928) 777- 8100
Email: Donald@ArizonaCRE.com

Matthew Fish, MBA/Assoc Broker
Direct: (480) 309- 1089
Email: Matt@ArizonaCRE.com

Prescott Whispering Rock

Property Profile

Location: Northwest Prescott, Arizona

Subdivision: 9 parcels, ±51 acres / ±2.2 million sf

City of Prescott Zoning: Business General - PAD

Traffic Count: Willow Creek Road 40,000± VPD

Proximity: Embry-Riddle Aeronautical University

Infrastructure: Electric, gas, sewer, streets, sidewalks

Residential Growth: High growth density

Acquisition: Marketed in whole or by parcel(s)

Setting: Picturesque, Granite Mountain, rock hills.

Asset Narrative

This is a large-scale Planned Area Development opportunity with dynamic zoning known as Business General (BG). The project has full entitlements in place with the City of Prescott, Arizona.

The framework includes a commercial association to manage and ensure the adopted standards are maintained in this unique setting. The suitable applications include resort lodging and conference center, educational facilities, grocery, dining, manufacturing, medical, office, multi-family, and assisted living, just to name a few.

Call for the Development Agreement & CC&Rs.

The Whispering Rock Story

Large granite rock hills form the eastern backdrop for Prescott Whispering Rock. This was once ranch land accented by juniper and pinion trees. To the west is a breathtaking panoramic view of iconic Granite Mountain. The massive open space of Whispering Rock is intersected by two interior roads, Haas Blvd on the South and Whispering Rock Road on the north. The subdivision is directly adjacent to Embry-Riddle Aeronautical University.

Annexed by the City of Prescott in 2018, and zoned Business General, the project was designed for multi-use development with a vision and capacity for healthcare, office, multi-family, retail, education, and a host of other uses.

Prescott Whispering Rock is now available for acquisition in part or in full. Call (928) 777-8100.

Acquisition Pricing Model

Acquisition offers can be submitted for 1 or more parcels. Of course, negotiations will be entertained for a total acquisition.

1	3.50 ac \$1,560,000
2	2.00 ac \$990,000
3	1.64 ac \$798,000
4	4.07 ac \$1,740,000
5	3.33 ac \$1,260,000
6	2.70 ac \$918,000
7	5.80 ac \$2,400,000
8	7.18 ac \$2,385,000
Main	20.00 ac Call Broker



(928) 777-8100

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All parties are obligated to independently verify property information
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Available Assets/Sizes/Prices

Anchor	20± ac / \$ Call for Price
Parcel 1	3.50ac / \$1,560,000
Parcel 2	2.00ac / \$990,000
Parcel 3	1.64ac / \$798,000
Parcel 4	4.07ac / \$1,740,000
Parcel 5	3.33ac / \$1,260,000
Parcel 6	2.07ac / \$918,000
Parcel 7	5.80ac / \$2,400,000
Parcel 8	7.18ac / \$2,385,000
Terms	Cash - CTNL
Documents	Please Call
Broker Fee	Variable
Zoning	BG – Pad
Structures	On Parcels 4 and 6
Entitlements	Complete, City of Prescott
Commission	Variable

DEVELOPMENT REQUIREMENTS ESTABLISHED

- Survey and Precise Parcel Info Available
- Development Agreement with City of Prescott
- Ask for Covenants, Conditions, & Restrictions
- Submit Letter of Intent to Broker
- Delivery of Business Financials



NOTE: All parcel boundaries are approximate depictions. This is not a survey. Call the Broker to request specific details for each parcel.

Nine Parcels, ±1.64 – ±20 acres
Priced at \$798,000 to \$ 2,400,000

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Trade Area Demographic Snapshot

BASIC INFORMATION

Founded:	1864	Incorporated:	1883
Elevation:	5,410 ft.	Location:	Yavapai County

Distance to major cities:

Phoenix:	102 miles	San Diego:	373 miles
Tucson:	213 miles	Los Angeles:	379 miles
Las Vegas:	252 miles		

POPULATION

	2000	2010	2023 (est.)
Prescott	33,938	39,771	46,826
Yavapai County	167,517	210,899	241,173
State of Arizona	5,130,632	6,401,569	7,285,370

Office of Economic Opportunity

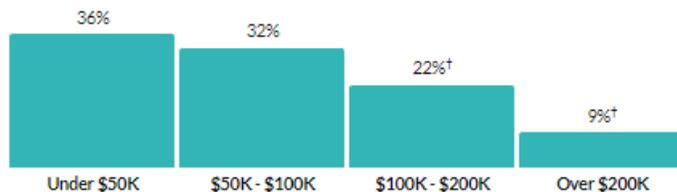
Arizona Dept. of Revenue & Arizona Tax Research Foundation

SALES TAX / TRANSACTION PRIVILEGE TAX

Prescott	2.00%
Yavapai County	0.75%
State	5.60%

Arizona Dept. of Revenue & Arizona Tax Research Foundation

INCOME BY PERCENTAGE



LABOR FORCE

	2000	2010	2022
Civilian Labor Force	14,573	16,497	18,234
Unemployed	524	1,668	817
Unemployment Rate	3.6%	10.1%	4.5%

Office of Economic Opportunity

WORKFORCE EDUCATION ATTAINMENT

	Count	Share
Less than high school	1,640	4.7%
High school or equivalent, no college	6,221	17.9%
Some college or Associate degree	13,770	39.7%
Bachelor's degree or advanced degree	13,081	37.7%

American Community Survey

INDUSTRY (RANKED BY EMPLOYMENT)

	Count	Share
Education, health care & social assistance	4,079	27.3%
Retail trade	2,232	14.9%
Professional, scientific, & administrative services	1,645	11.0%
Arts, entertainment, food & recreation services	1,517	10.2%
Construction	1,275	8.5%
Finance, insurance & real estate	1,117	7.5%
Other services, except public administration	881	5.9%
Public administration	820	5.5%
Manufacturing	561	3.8%
Transportation, warehousing, & utilities	368	2.5%
Wholesale trade	231	1.5%
Information	183	1.2%
Agriculture, forestry, fishing, hunting, & mining	36	0.2%

American Community Survey

INCOME

Household	\$66,330	±\$3,451
Per Capita	\$46,076	±\$3,793

The 2010 population of Yavapai County was 210,990 and has seen a growth of 19.4% since that time, and currently has an estimate population of 252,000±.

Yavapai County, Arizona Median Age

Total Median Age	54.5
Average Male Age	52.8
Average Female Age	56.1



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Prescott Whispering Rock is one of Prescott's most prestigious and well-planned commercial subdivisions. It sits on a gentle sloping meadow between Willow Creek Road and the granite outcroppings of what is known as "The Dells."

This commercially zoned location is situated in what has become the very high-growth northwest corridor of Prescott's trade area.

Strong demand for healthcare, housing, retail, lodging, medical, and office properties has made this an A+ location.

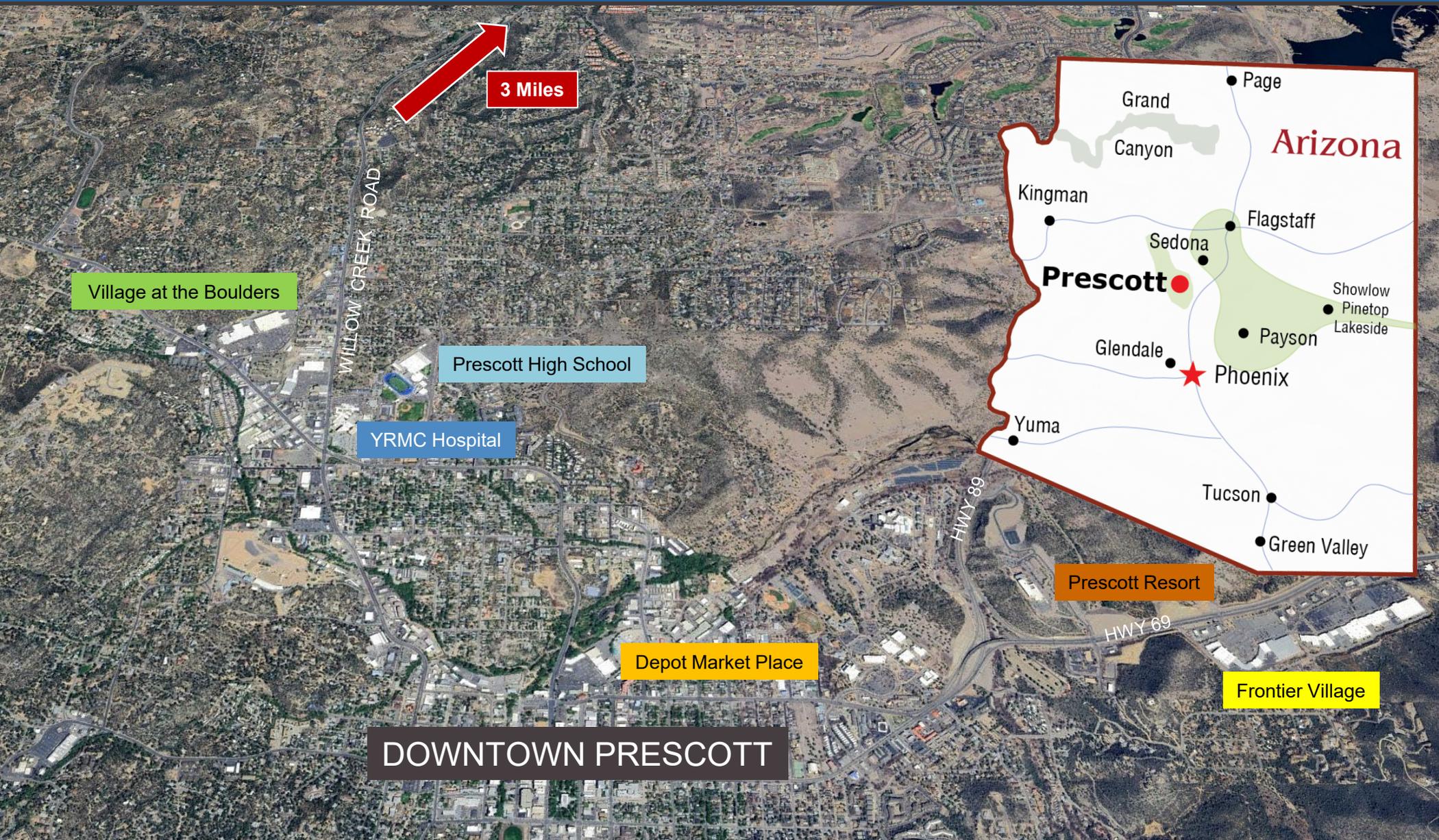
The project is now on the market, ready for investors and developers.

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