



## Mixed-Use Development Master Feasibility Study

*Chandler, Arizona*

The Wild Horse Pass Development Authority, a wholly owned entity of the Gila River Indian Community, has engaged HSP on four different occasions to conduct a highest and best use analysis for major tracts of land near I-10, currently used as a motorsports complex. There was potential for motorsports, hotel, hospital, retail, restaurant and other uses on this site. While the site is currently utilized for just one purpose, HSP's analysis sought to determine a long-term master plan that would maximize the value of the land and its uses for the next 30 – 75 years. HSP conducted a market analysis that considered the potential of more than a dozen uses and how those would perform over time. HSP also considered how much of each use and what level of quality should be developed. The result was a master plan that suggested to the owner how to move forward with a plan to redevelop the entire area over time.

HSP also completed a restaurant-entertainment district (RED) study to connect the Wild Horse Pass Hotel & Casino and the Phoenix Premium Outlets. The focus of the project was to develop the area as a destination for retail, outlet mall, restaurants, bars and entertainment such as waterparks and resort activities, as well as hotel developments. HSP is now in the process of assisting the Wild Horse Pass Development Authority manage the solicitation and developer selection process for elements within the recommended Retail Entertainment District. HSP is also currently assisting the WHPDA with a business restructuring study for two major event facilities within the development area: Motorsports Park and the Rawhide Events Center.

---

**Client:** Wild Horse Pass Development Authority

**Time Period:** 2015 - Present