

# THE SHOPS AT PLUMAS LAKE

YUBA COUNTY | CA

## ±14,100 SF Shopping Center For Lease, Build-to-Suit, or Ground Lease

New ±14,100 SF prime shopping center surrounded by ±5,000 homes in a four-mile radius with more than 12,000 new homes approved in Plumas Lake Specific Plan.

- Last and only corner parcel available in an under served trade area with very little existing retail.
- Adjacent to new Arco, high-volume Walgreens, and soon to be built Sutter Health Center.
- Estimated delivery Q2 2025.

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THE SHOPS AT  
PLUMAS  
LAKE  
YUBA COUNTY | CA

Future  
Commercial  
Development



±4 Miles  
from Subject

±21,300 CPD



±2.5 Miles  
from Subject



Plumas  
Stop n Shop

±11.9 Acre  
Mixed Use  
Parcel

Walgreens



River Oaks Boulevard

Plumas Lake Boulevard

±19,974 CPD

70



# LOCATION HIGHLIGHTS

THE SHOPS AT  
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**30,868**  
2028  
Projected  
Population

Five-Mile Radius



**19,974**  
Combined  
Traffic  
Counts

Cars Per Day



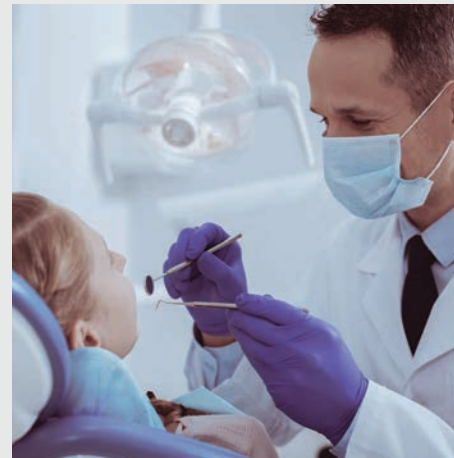
**\$134,569**  
Average  
Household  
Income

Three-Mile Radius

Source: Applied Geographic Solutions 11/2023, TIGER Geography - RS1 and Esri



Property Rendering



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# SITE PLAN

THE SHOPS AT  
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Future  
Commercial  
Development



Plumas Lake Boulevard

±19,974 CPD

River Oaks Boulevard

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# SITE PLAN

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# LOCAL AREA

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Beal Air Force Base  
±4,400 Military Personnel

Future expansion of sports and entertainment zone for Hard Rock Hotel and Toyota Amphitheatre

Highway 65 bypass from Old Highway 65 to Forty Mile Road (proposed)

±21,400 CPD



±4 Miles from Subject

Proposed Interchange



±2.5 Miles from Subject



Highway 65 bypass (phase 2) extends Plumas Lake Boulevard to Plumas Arboga Road (proposed)

ROSS RANCH  
±617 Residential Units  
(Tentative Subdivision Map Approved)

Future Commercial Development

THE SHOPS AT  
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±11.9 Acre Mixed Use Parcel

±21,300 CPD

	Begins Construction Q1 2024	Planned	
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±19,974 CPD

RIO DEL ORO PHASE 2  
±309 Residential Units  
(Tentative Subdivision Map Approved)

COUNTRY CLUB ESTATES  
±1,681 Residential Units  
(Tentative Subdivision Map Approved)

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# RETAIL

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# RESIDENTIAL

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# PLUMAS LAKE SPECIFIC PLAN

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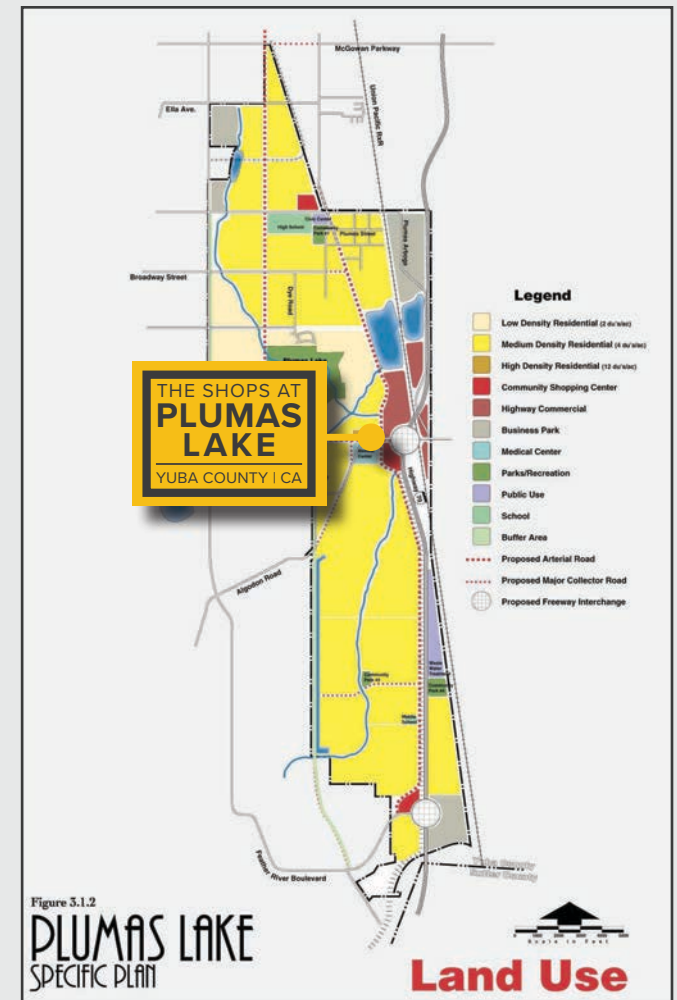
The Plumas Lake Specific Plan is intended to provide for the orderly development of approximately 5,000 acres of land in the southerly portion of the county between the developed Olivehurst community on the north and the Bear River on the south. A key feature of the site is State Highway 70 which runs north and south and makes up, for the most part, the easterly Plan boundary. The regional access provided by the highway and the fact that the lands within the Plan are mostly non-prime farm lands establish this area as suitable for accommodating a substantial part of the growth which is expected to occur in Yuba County in the next 20 years.

As demonstrated in the Plumas Lake Specific Plan, The Shops at Plumas Lake stands out as the primary retail development, strategically positioned to be the sole shopping destination for the foreseeable future. Situated on the final corner parcel, this center is poised to serve as the central commercial hub for years to come.

With over 12,000 new homes approved in the specific plan, Plumas Lake is a hot bed for attracting families commuting/working remotely from Sacramento and the Bay Area due to it's high quality of life and affordability.

This is an A+ opportunity for a brand looking to break into an underserved market with low competition and affluent residents similar to those in the Bay Area. There's significant disposable income among residents and customers traveling through the market.

Source: [yuba.org](http://yuba.org)



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# SEGMENTATION AREA PROFILE

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## UP AND COMING FAMILIES

*Up and Coming Families* is a market in transition—residents are younger and more mobile than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

### Socioeconomic Traits:

- Education: 67% have some college education or degree(s).
- Hardworking labor force with a participation rate of 71%.
- Most households (61%) have two or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

[Click here to learn more about this segment](#)

Source: Esri



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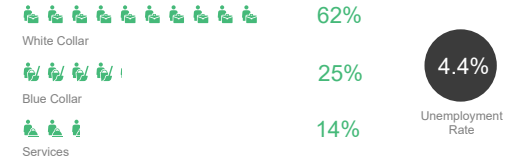


# COMMUNITY SUMMARY | THREE-MILE RADIUS

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13,425	4.91%	3.37	78.8	\$31.5	\$134,569	\$376,131	\$315,979	32.7%	59.5%	7.7%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	2023 Average Household Income (Esri)	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+

## EMPLOYMENT



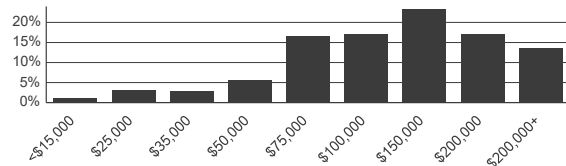
## KEY FACTS



## ANNUAL HOUSEHOLD SPENDING



## Household Income

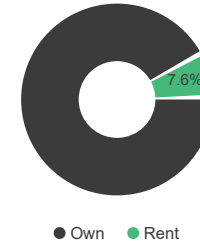


## Age Profile: 5 Year Increments

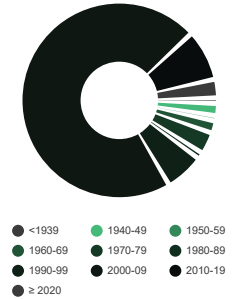


Dots show comparison to Yuba County

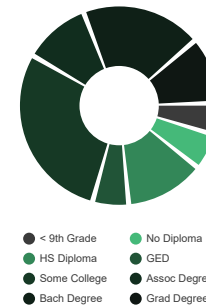
## Home Ownership



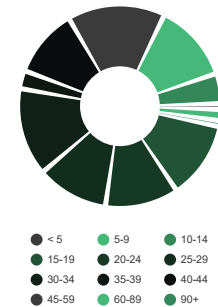
## Housing: Year Built



## Educational Attainment



## Commute Time: Minutes



Source: Esri (2023, 2028), Esri-U.S. BLS (2023), Esri-MRI-Simmons (2023), ACS (2017-2021).

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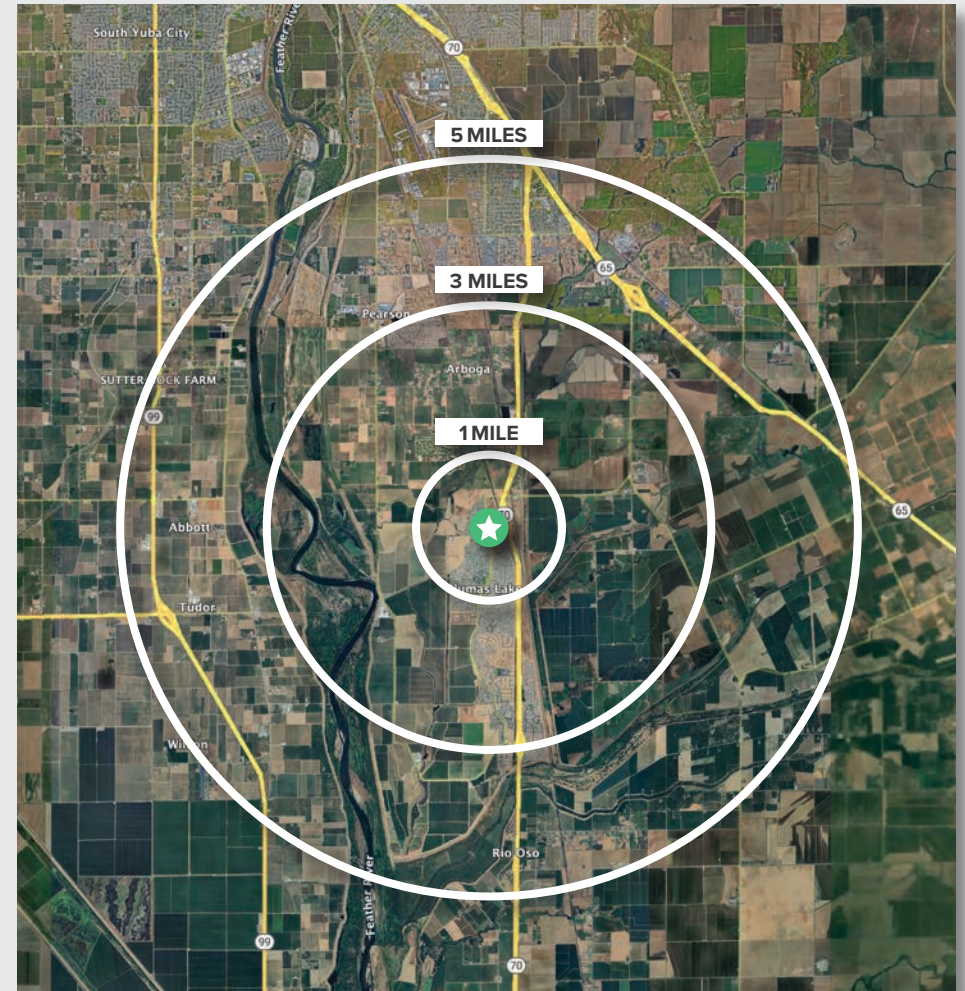
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# REGIONAL DEMOGRAPHICS

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DEMOGRAPHICS	1 MILE	3 MILES	5 MILES
<b>POPULATION</b>			
2023 Estimated Population	4,675	13,219	25,967
2028 Projected Population	6,304	17,211	30,868
2020 Census Population	4,091	10,736	22,726
2010 Census Population	3,116	7,870	19,034
2023 Median Age	31.0	31.2	32.5
<b>HOUSEHOLDS</b>			
2023 Estimated Households	1,407	3,944	7,739
2028 Projected Households	1,899	5,127	9,203
2020 Census Households	1,196	3,182	6,819
2010 Census Households	932	2,391	5,829
<b>INCOME</b>			
2023 Estimated Average Household Income	\$158,264	\$132,802	\$113,041
2023 Estimated Median Household Income	\$102,958	\$111,177	\$89,798
2023 Estimated Per Capita Income	\$47,679	\$39,635	\$33,800
<b>BUSINESS</b>			
2023 Estimated Total Businesses	41	85	266
2023 Estimated Total Employees	285	603	2,541



Source: Applied Geographic Solutions 11/2023, TIGER Geography - RS1

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