

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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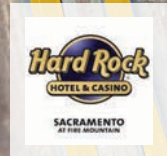
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COMMERCIAL



Future
Commercial
Development



±4 Miles
from Subject

±21,300 CPD



±2.5 Miles
from Subject



±11.9 Acre
Mixed Use
Parcel



LOCATION HIGHLIGHTS

THE SHOPS AT
**PLUMAS
LAKE**
YUBA COUNTY | CA



30,868
2028
Projected
Population

Five-Mile Radius



19,974
Combined
Traffic
Counts

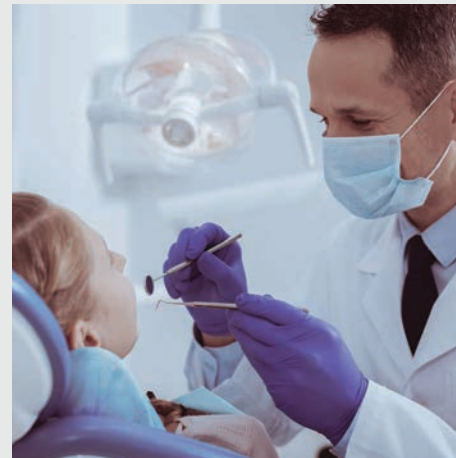
Cars Per Day



\$134,569
Average
Household
Income

Three-Mile Radius

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



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SITE PLAN

THE SHOPS AT
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Future
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Plumas Lake Boulevard

±19,974 CPD

River Oaks Boulevard

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SITE PLAN

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LOCAL AREA

THE SHOPS AT
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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
PLUMAS LAKE
YUBA COUNTY | CA

±11.9 Acre
Mixed Use
Parcel

±21,300 CPD

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

±19,974 CPD

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



Plumas
Stop n Shop

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RETAIL

THE SHOPS AT
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MARKET PROFILE

Within a 5-mile radius around Plumas Lake

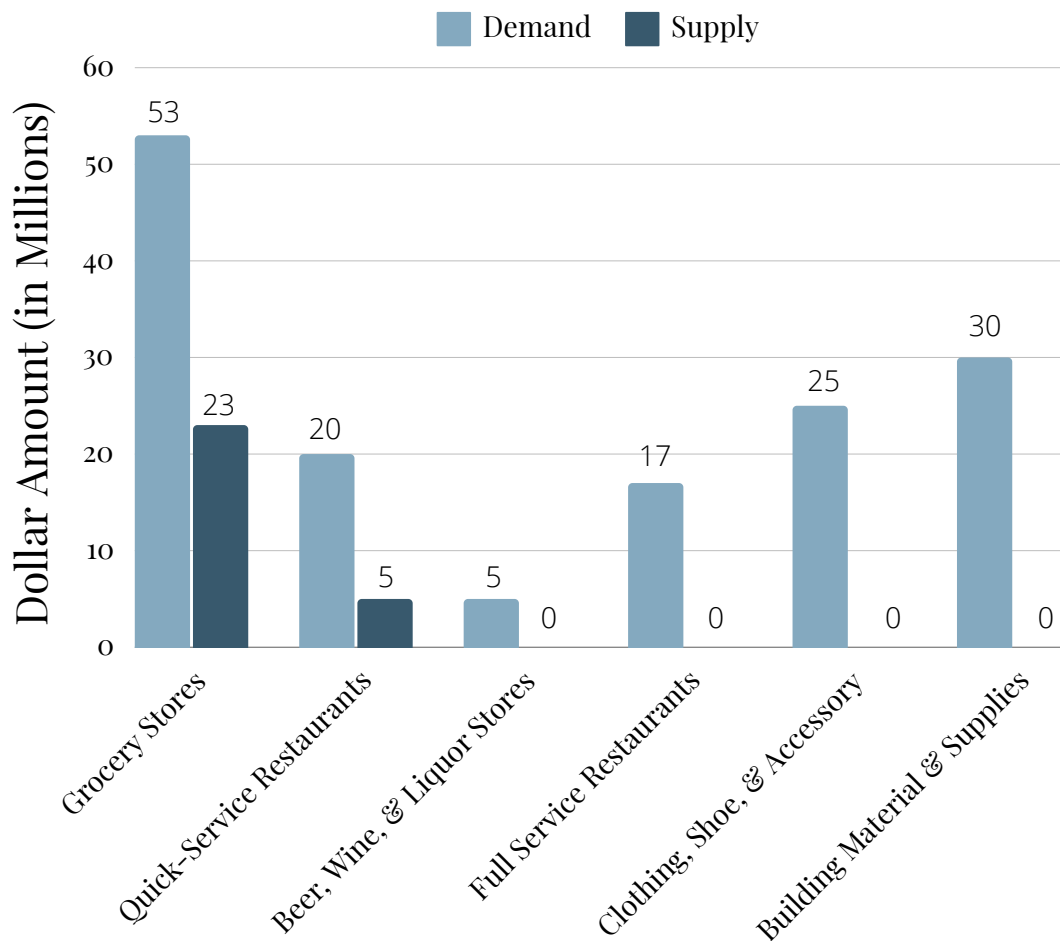
Market Opportunities

1. Total Retail Trade Opportunity:
 - \$108 Million
2. Total Food and Drink Opportunity:
 - \$42 Million
3. Combined Opportunity for Retail Trade and Food & Drink:
 - \$150 Million

Analysis

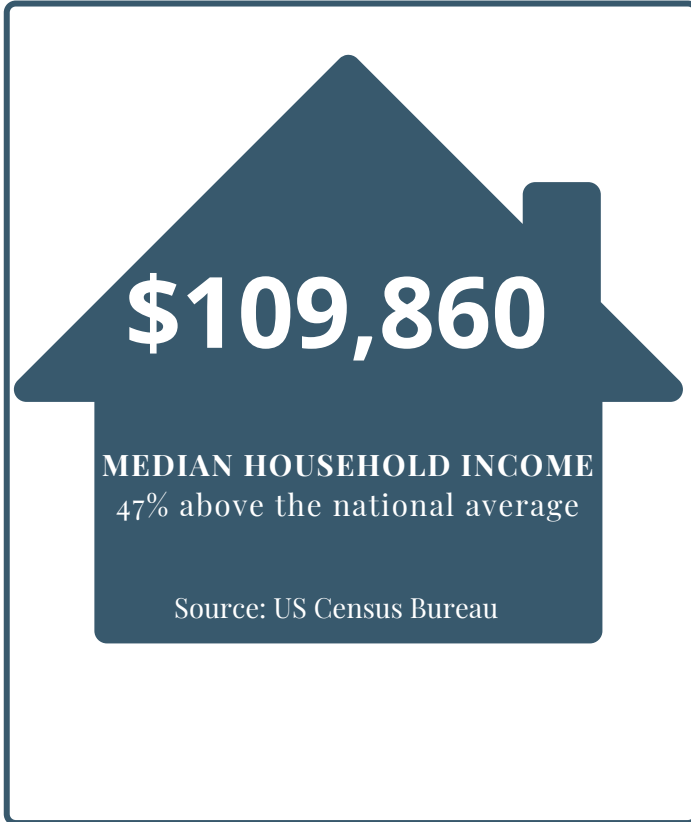
Significant untapped opportunities in areas such as Grocery Stores (\$53M) and Quick Service Restaurants (\$20M) suggests there is a market potential for these types of businesses. This could attract new investments or support businesses to expand their operations in Plumas Lake.

Demand vs. Supply Comparison Across Various Sectors



*Source: Placer AI

DEVELOPMENT

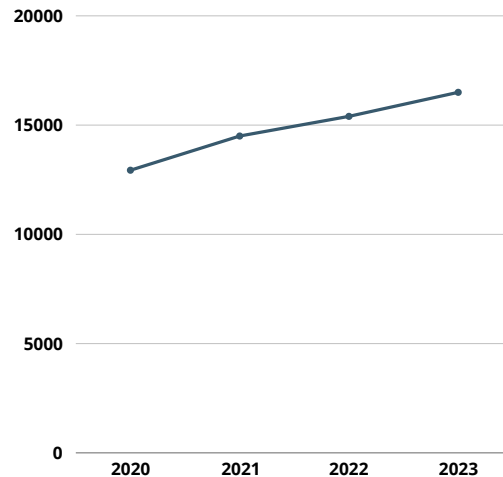


Housing Development Highlights

PRODUCTION HOMES GIVEN FINAL OCCUPANCY
IN YUBA COUNTY, LARGELY IN PLUMAS LAKE

- 2023: 410
- 2022: 587
- 2021: 390

Population Growth: 16,500



**Calculation based on 3 residents per home assumption.*

GET TO KNOW THE RESIDENTS

Median Age

- Median age: 31 years, indicating a vibrant workforce in prime working age.

Employment Rate

- 65% of working-age population employed, indicating a growing workforce and boosting consumer spending.

Education Level

- 25.4% have a bachelor's degree or higher in Yuba County (U.S. Average: 23.5%).
- A higher percentage of bachelor's degree holders signals a skilled labor force!

Poverty Level

- Only 4.7% of households in poverty (California Average 13.4%).

RESIDENTIAL

Sacramento

THE SHOPS AT
**PLUMAS
LAKE**
YUBA COUNTY | CA

WOODSIDE VILLAGE (MEADOWS)
±145 Residential Units
(Under Construction)

BEAR RIVER
±1,928 Residential Units
(Tentative Subdivision Map Approved)

WOODSIDE VILLAGE
±286 Residential Units
(Complete)

RIVER OAKS SOUTH
±249 Residential Units
(Under Construction)

RIVER OAKS EAST
±290 Residential Units
(Completed)

RIVERSIDE MEADOWS
±427 Residential Units
(Planned)

RIVER OAKS NORTH
±168 Residential Units
(Tentative Subdivision Map Approved)

HEARTLAND AT PLUMAS
±80 Residential Units
(Completed)

RIO DEL ORO VILLAGE 8
±80 Residential Units
(Completed)

Northpoint
±251 Residential Units
(Tentative Subdivision Map Approved)

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

Walgreens

Sutter Health
Begins
Construction
Q1 2024

Sierra Central
Planned

Plumas
Stop n Shop

THE SHOPS AT
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LEGEND

- TENTATIVE SUBDIVISION MAP APPROVED (±5,987 UNITS)
- UNDER CONSTRUCTION/ PLANNED (±821 UNITS)
- COMPLETE (±811 UNITS)

TOTAL UNITS: ±7,619

±11.9 Acre
Mixed Use
Parcel

±21,300 CPD

±19,974 CPD

ARCO

ampr

Chevron

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PLUMAS LAKE SPECIFIC PLAN

THE SHOPS AT
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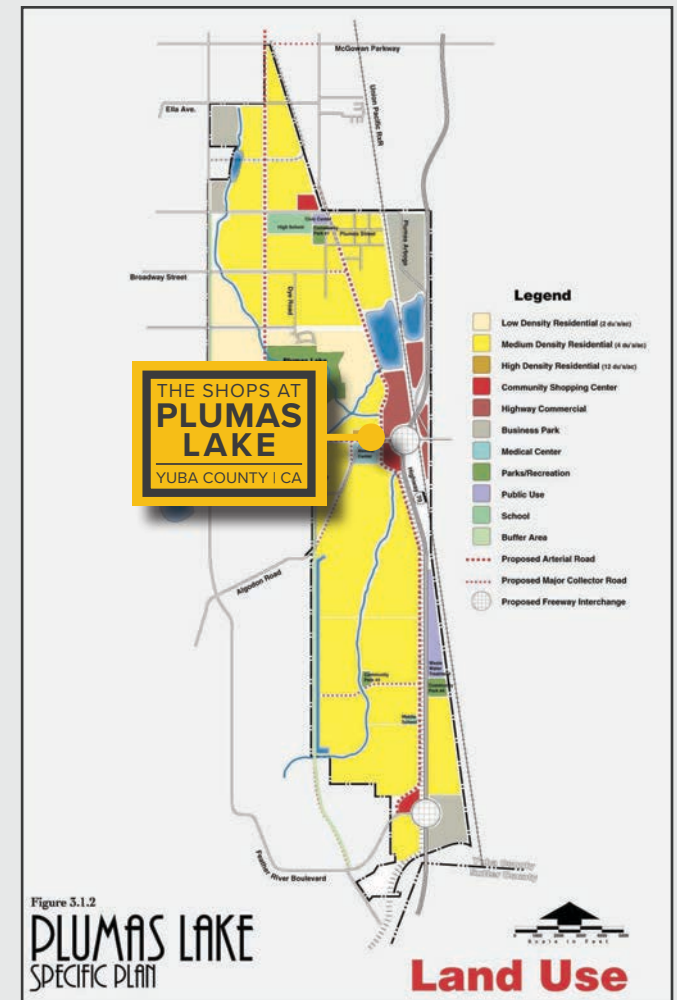
The Plumas Lake Specific Plan is intended to provide for the orderly development of approximately 5,000 acres of land in the southerly portion of the county between the developed Olivehurst community on the north and the Bear River on the south. A key feature of the site is State Highway 70 which runs 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



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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+

KEY FACTS

13,425
Population



3,969
Households

31.5

Median Age

\$85,560

Median Disposable Income

ANNUAL HOUSEHOLD SPENDING



\$2,798
Apparel & Services



\$8,204
Groceries



\$338
Computers & Hardware

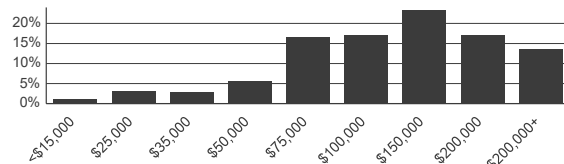


\$9,017
Health Care



\$4,954
Eating Out

Household Income



Age Profile: 5 Year Increments



Dots show comparison to Yuba County

EMPLOYMENT



White Collar



Blue Collar



Services

62%

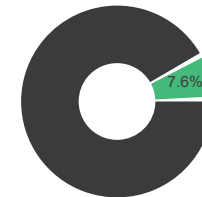
25%

14%

4.4%

Unemployment Rate

Home Ownership



● Own ● Rent

Housing: Year Built

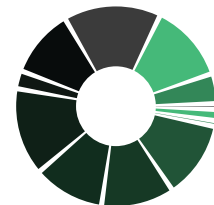


Educational Attainment



● < 9th Grade ● HS Diploma ● Some College ● Bach Degree ● No Diploma ● GED ● Assoc Degree ● Grad Degree

Commute Time: Minutes



● < 5 ● 5-9 ● 10-14 ● 15-19 ● 20-24 ● 25-29 ● 30-34 ● 35-39 ● 40-44 ● 45-59 ● 60-89 ● 90+

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

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REGIONAL DEMOGRAPHICS

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DEMOGRAPHICS

1 MILE 3 MILES 5 MILES

POPULATION

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

HOUSEHOLDS

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

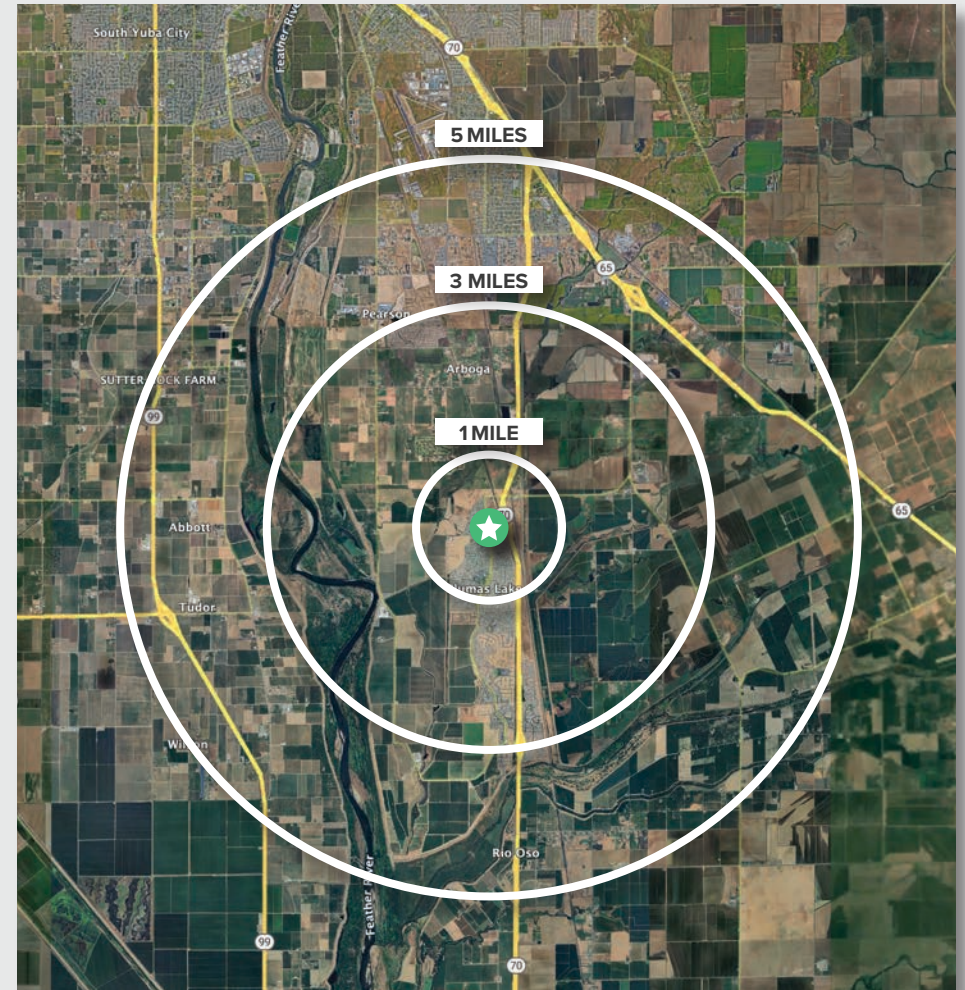
INCOME

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

BUSINESS

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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