

FEATHER RIVER SHOPPING CENTER

SWQ of Feather River Blvd & N. Beale Rd along HWY 70, Marysville, CA

A PROUD MEMBER OF
CHAINLINKS
RETAIL ADVISORS



COSTCO - NOW OPEN

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Feather River Shopping Center is conveniently located in the heart of Yuba County at SWQ of Feather River Blvd & N. Beale Rd along HWY 70, Marysville, CA 95901. The center will be delivering consumers with a regional shopping hub complete with many national retailers. The 389,700 square foot center has direct exposure to 1,750' of Highway 70 and its 50,000 daily travelers. Feather River Shopping Center offers:

- The best in class retail anchor, Costco Wholesale!
- Yuba County has committed to a significant capital injection to improve the local corridor via the Yuba County Community Development & Services Agency, Board of Supervisors and Community Development Block Grant. The revitalization will improve storefronts, roadways, sidewalks and infrastructure.
- Multiple Highway 70 on and off ramps to help provide a better customer experience.
- In addition to Yuba City and Marysville, the center will pull consumers regionally from towns such as Colusa, Sutter, Live Oak, Browns Valley, Penn Valley, Wheatland, Plumas Lake. This regional draw is estimated to encompass a population of approximately 200,000.

SQUARE FEET

±389,700

NOTABLE TENANTS

COSTCO,
FOODMAXX, WENDY'S

GET TO KNOW
YOUR NEIGHBORS.

COSTCO
WHOLESALE

food!maxx





LOCATION

Yuba County benefits from a strong presence of market leaders from varying economic sectors making it a dynamic trade area. The local economy is diversified while providing The diversified such as:

- **Municipal** – Yuba County is business friendly and welcome new development.
- **Armed Forces** – Established in the 1940s and once home to the SR-71, there approximately 1,300 personnel currently living on base which is directly east on N. Beale Rd 7.5 miles.
- **Entertainment** – Feather River Shopping Center will complement the Hard Rock Hotel & Casino who chose Yuba County in 2019 for their 300,000 square foot resort which includes a 169 room hotel, 14,000 square foot casino floor and a 10,000 square foot event center.
- **Agriculture** – In 2021 Yuba County's agricultural production was valued at approximately \$278M which is an increase of 29% from 2020. The two leading commodities are Rice (\$100M) and Walnuts (\$55M).
- **Medical** – The only hospital in Yuba County is Adventist Health Rideout is located less than 2 miles from the Feather River Shopping Center. This medical facility has more than 2,400 staff members.
- **Music / Arts** – Toyota Amphitheater is the regions only large scale outdoor concert venue which regularly holds events with nationally recognized performers. The venue has a capacity of 18,500.

IMPROVEMENTS

The county of Yuba has announced that the revitalization of Lindhurst Avenue Corridor is still a top priority as it has been for the last 9 months. The results of this beautification include: the funding of engineering and design of sidewalks, bike lanes, street paving, landscaping, lighting and transit enhancements. Additionally, property grants were awarded to business owners on the corridor to make improvements to their existing businesses. With additional grants awarded to do general clean up of the corridor including trash and graffiti removal and drainage improvements to completed by May of 2023. The county is also cracking down on code enforcement to help maintain the preservation of progress and further the aesthetics of the corridor.

TRADE AREA & DEMOGRAPHICS



	1-Mile	3-Mile	5-Mile	7-Mile
 2025 Total Population	7,443	67,860	126,878	137,099
 2025 Daytime Population	6,300	58,742	108,571	117,506
 2025 Total Employees	1,145	17,570	30,811	33,123
 2025 Total Households	2,322	22,677	41,988	45,528
 2025 Average Household Income	\$74,067	\$88,055	\$98,773	\$102,532
			HW 70	N. Beale at Lindhurst
 Traffic Counts			±53,363	±22,953

SITE PLAN & LEASING

FEATHER RIVER SHOPPING CENTER

SWQ OF FEATHER RIVER BLVD & N. BEALE RD ALONG HWY 70, MARYSVILLE, CA



SUITE	TENANT	SQUARE FEET
Major 1	Costco	160,000
Major 2	FoodMaxx	76,000
Mid Major 1	Lease Executed	8,500
Mid Major 2	Lease Executed	22,500
Mid Major 3	AVAILABLE	22,600
PAD 1	AVAILABLE	3,000
PAD 2	Wendy's	3,000
PAD 3	Lease Executed	3,000
PAD 4	AVAILABLE	7,000
PAD 5	AVAILABLE	9,000
PAD 6	AVAILABLE	3,100
PAD 7	AVAILABLE	3,000
PAD 8	NAP - Linda County Water District	8,400
PAD 9	AVAILABLE	47,000
PAD 10	AVAILABLE	4,000
Shops North	AVAILABLE	9,600
Shops South	AVAILABLE (Future Development)	TBD



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YUBA - SUTTER REGION IMMEDIATE TRADE AREA



TOYOTA AMPHITHEATRE
& HARD ROCK CASINO

10 MILES

YUBA - SUTTER REGION HOUSING DEVELOPMENT



Active Subdivision Projects
of approved lots
of tentative/projected lots

PROJECT

El Margarita Master Plan
(Yuba City - Sutter County)

Lincoln East Specific Plan
(Yuba City - Sutter County)

Bogue Stewart Master Plan
(Yuba City - Sutter County)

Plumas Lake Specific Plan
(Yuba County)

COMMENTS

Currently under review by Planning Dept. - pending review, anticipated construction could start late 2020

LESP & EIR adopted 2010 - development contingent upon BSMP (Bogue Stewart Master Plan)

Approval expected early 2019 - anticipated construction commencement 2020

Construction commenced. Full build out anticipated over the next 20 years

TOTAL LAND
AREA

±650 ac

±1,160 ac

±741.5 ac

±3,340 ac
(residential)

TOTAL ESTIMATED
FUTURE HOMES

±1,510 homes

±4,865 homes

±2,517 homes

±13,000 homes

113 21,892 homes

Harter Specific Plan
277±145 total future homes

El Margarita Master Plan
±1,510 total future homes

Lincoln East Specific Plan
±4,865 total future homes

Bogue Stewart Master Plan
±2,517 total future homes

5-mile radius

70

65

99

Sawtelle Ave

Tudor Rd

Marysville

Colusa Ave

Yuba City

East



565

492

365

1,142

382

424

255

236

444

60

811

309

1,581

1,973

70

Plumas Lake Specific Plan
±13,000 total future homes
(approximately 2,500 existing homes)

Sources: Yuba City Planning Department, October 2018
Yuba County Community Development Dept.

FOR MORE INFORMATION PLEASE CONTACT

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