

CLEARLAKE MARKETPLACE

CLEARLAKE, CALIFORNIA



OLD HWY 53

18TH AVE.

SITE

HWY 53 (18,000 VPD)

DAM RD.

HOTEL | RETAIL | DINING | GROCERY | MEDICAL | ANCHOR TENANTS | LIFESTYLE | HOME IMPROVEMENT

DEMOGRAPHICS



POPULATION

61,394



AVG. AGE

43.8



AVG. INCOME

\$61,196



HOUSEHOLDS

25,635



GROWTH RATE

10.67%

Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Kerman, CA	14061 W. Whitesbridge Avenue
Wasco, CA	401 N. Central Avenue
Yucca Valley, CA	58501 29 Palms Hwy
Red Bluff, CA	608 Luther Road
Anderson, CA	5000 Rhonda Rd
Crescent City, CA	900 E Washington Blvd

Daytime Population **55,872** (Custom Trade Area)



Growth Rate

10.67%

Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. Let us know how we can help you find a site!

Overall Sales Leakage: +\$764 M



General
Merchandise



Restaurants



Grocery



Clothing

AREA MAP



SITE MAP



HOTEL

OLD HWY. 53

FAIRFIELD Inn Marriott

VALLEJO ST

VICTOR ST

18TH AVE.

18TH AVE.

HWY. 53

DAM RD. EXT

DAM RD.

CONTACT US



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