



TARGET COMING SOON

PROSPECTOR'S
PLAZA

PLACERVILLE, CA



Prospector's Plaza is the Commercial Hub of the trade area; the closest community centers along Highway 50 are located 25 miles to the West in Folsom and 50 miles to the East in South Lake Tahoe.

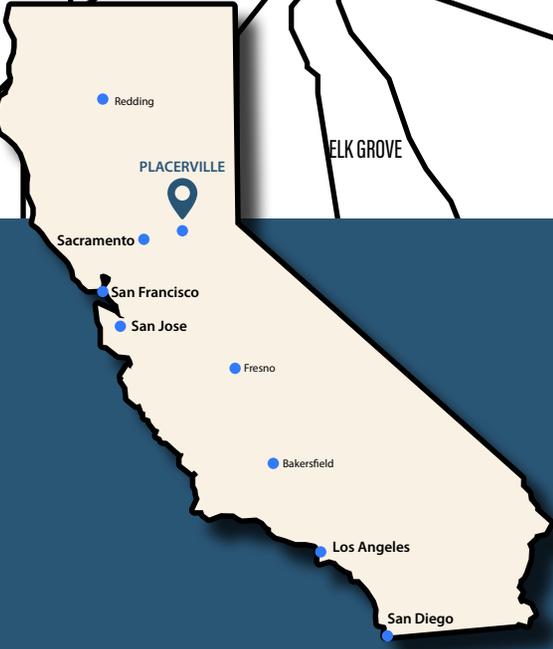
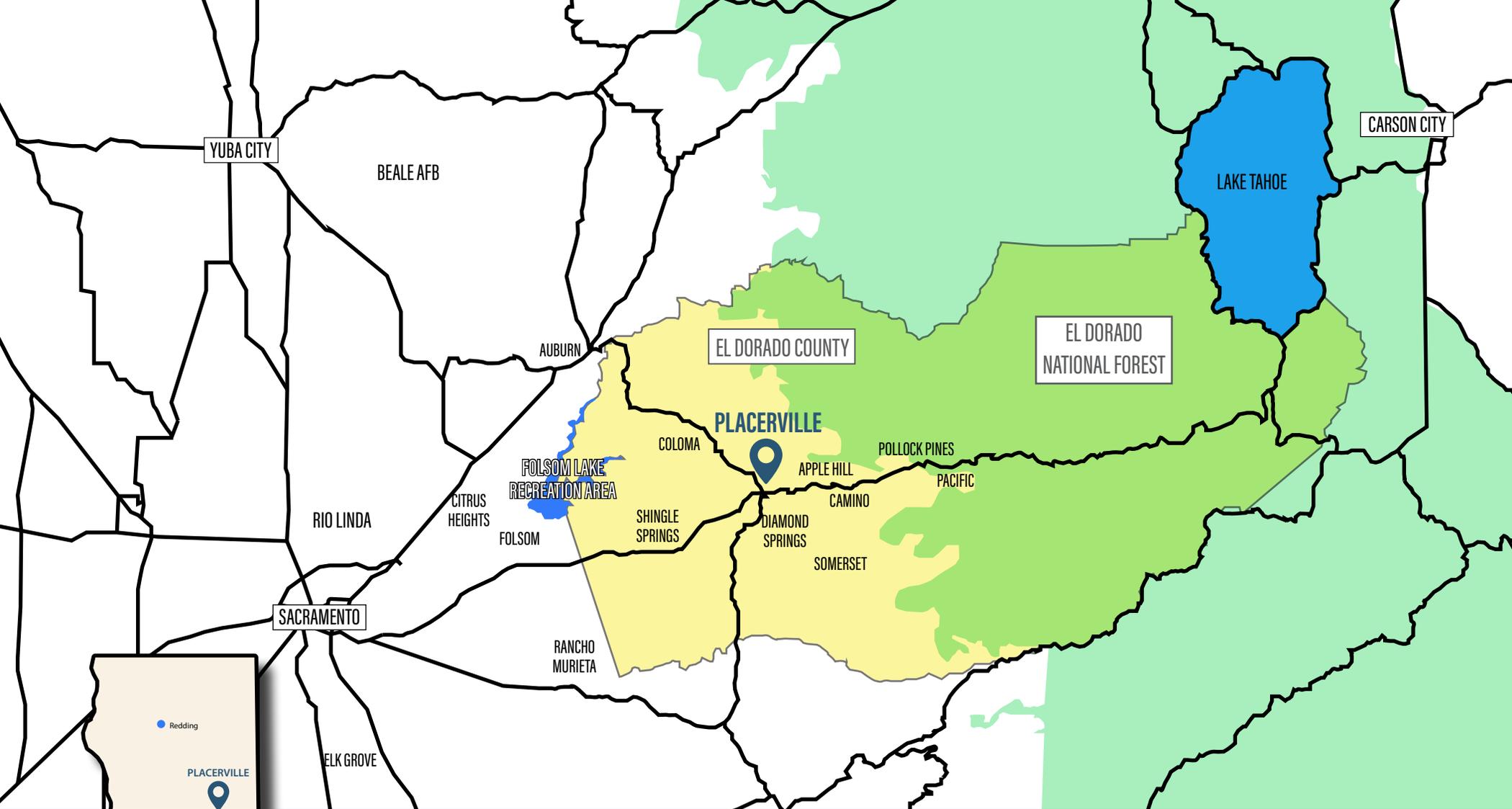
With more than 243,000 SF of GLA, Prospector's Plaza is one of the largest shopping centers in El Dorado County.

This daily-needs oriented center includes banks, grocery, fitness, quick-serve, and drug store use - National Retailers and Grocery Store with compelling performance, exceeding average sales for comparable markets.

THE CENTER, ORIGINALLY BUILT IN 1982, IS UNDERGOING A RENOVATION & STRATEGIC RE-LEASING (UPDATING FACADE, FEATURES, LANDSCAPING & SIGNAGE) WITH PLANS OF COMPLETION BY SUMMER 2020.



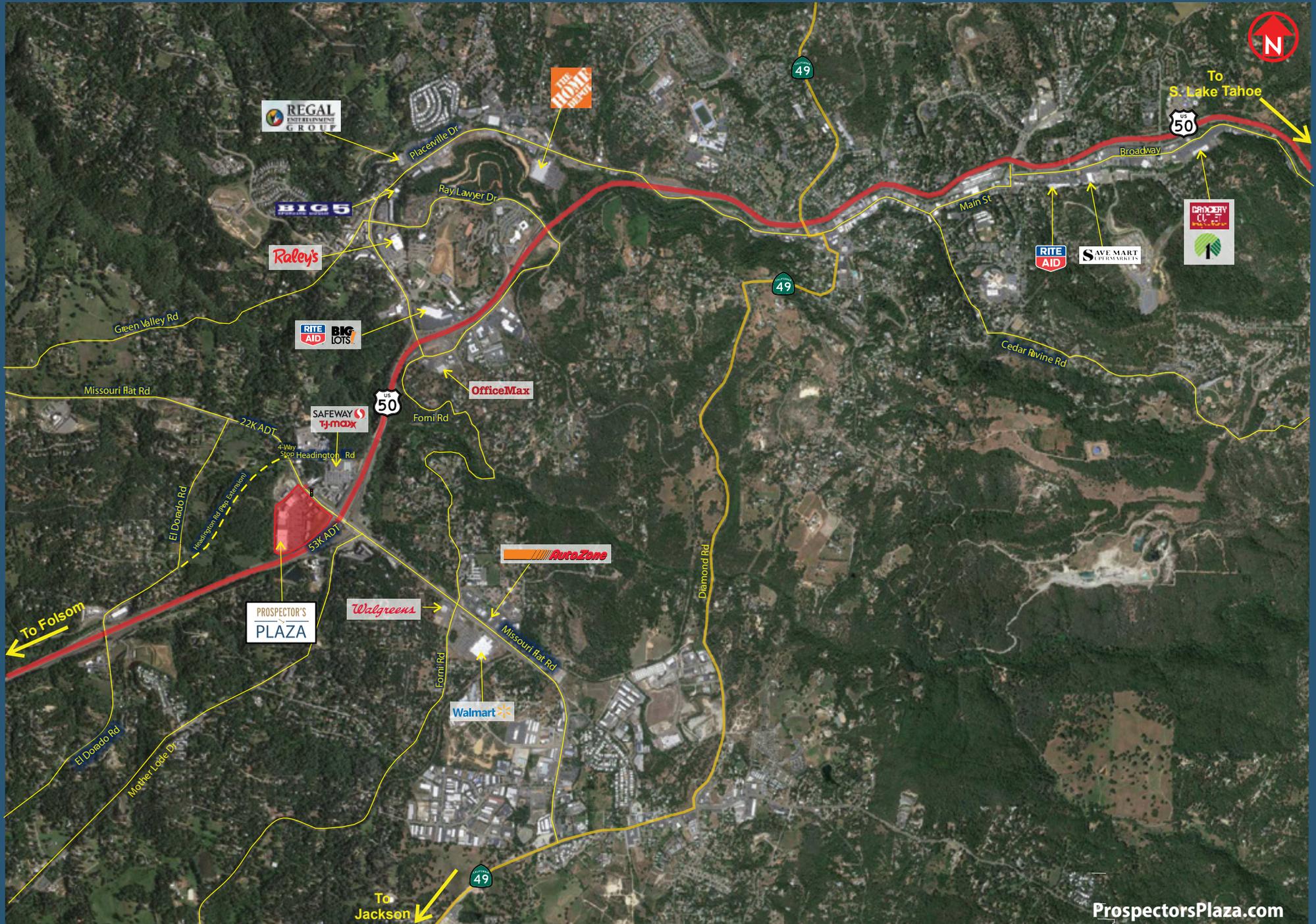
THE CENTER



VICINITY

Placerville has high barriers to entry due to topography and entitlement challenges. Placerville is the County Seat of El Dorado County. The Center services the communities of Placerville, Shingle Springs, Coloma, Apple Hill, Camino, Pollock Pines as well as Amador County to the South.

RETAIL TRADE AREA MAP





Extensively upgraded interchange provides easy access on and off Highway 50
 Highway visible center and prominent signage to Highway 50 with +/-53,000 cars per day and Missouri Flat Road with +/-27,000 cars per day

PROSPECTOR'S
PLAZA

NEW 10' FOUR TENANT MONUMENT SIGN

TARGET
OPENING 2020

SAVE MART
SUPERMARKETS

ROSS
DRESS FOR LESS

CVS
pharmacy

Little Caesars
Advance America

Missouri
Flat Village

SAFEMART

at&t

UnionBank

CHASE

ANYTIME FITNESS
O'Reilly AUTO PARTS

NEW 20' MULTI-TENANT PYLON DIRECTORY

EXISTING 50' MULTI-TENANT FREEWAY PYLON DIRECTORY

Missouri Flat Road - 27,525 ADT

US
50

Highway 50 - 53,000 ADT

AAA

GameStop

UPS
Jamba Juice
Great Clips

TJ-maxx

STARBUCKS

Best Western
PLUS



Target - Opening 2020
 Ross Dress For Less
 Save Mart Supermarkets
 CVS Pharmacy

Advance America
 Anytime Fitness
 AT&T Wireless
 Classic Cleaners

FreshMex Express
 Golden 1 Credit Union
 Little Caesars
 Oasis Nail Spa

O'Reilly Auto Parts
 Top Cuts
 Union Bank

DEMOGRAPHICS



\$81,277

2018 Average
HH Income
(5 miles)



161,406

Trade Area
Population



141,108

Trade Area
Daytime
Population



25.6%

Bachelor &
Grad Degrees
(5 miles)



47.9

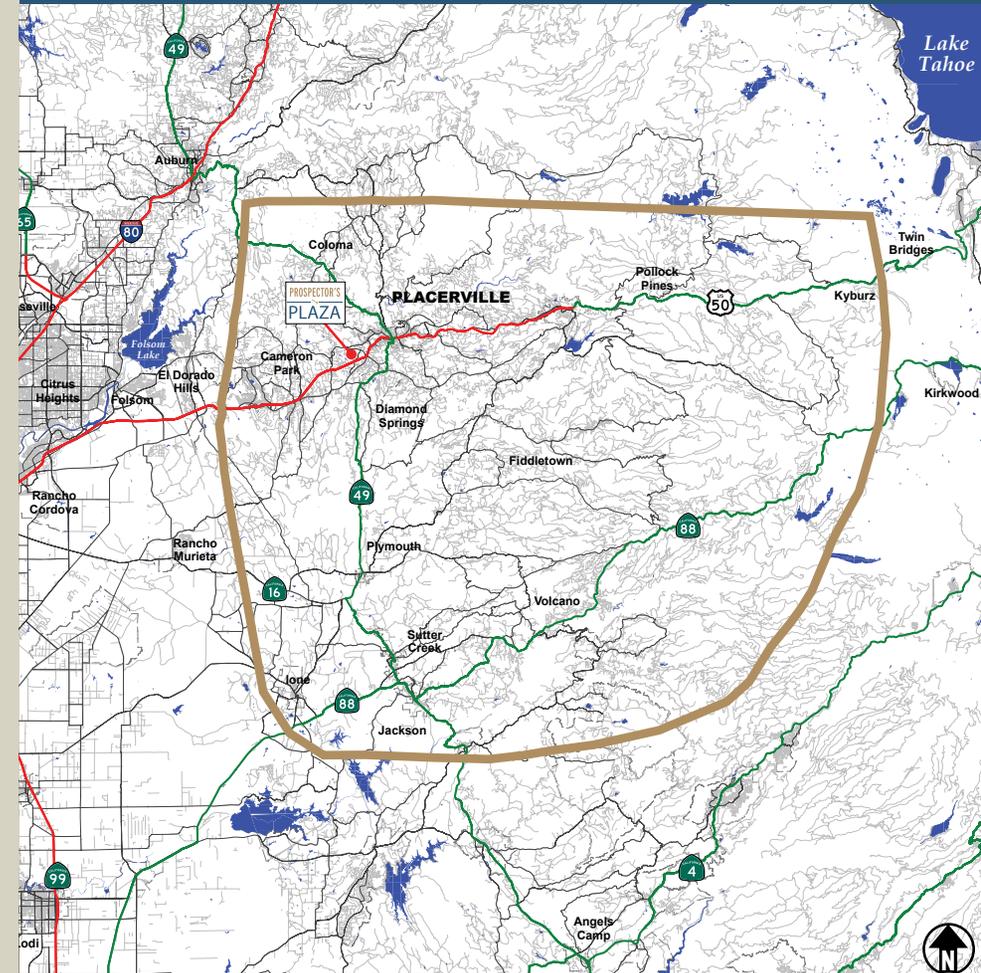
Median Age
(5 miles)



\$493,363

2018 Average
Home Value
(5 miles)

PROSPECTOR'S PLAZA TRADE AREA



Source: CBRE (Esri 2019)



CENTER UPGRADES



North View

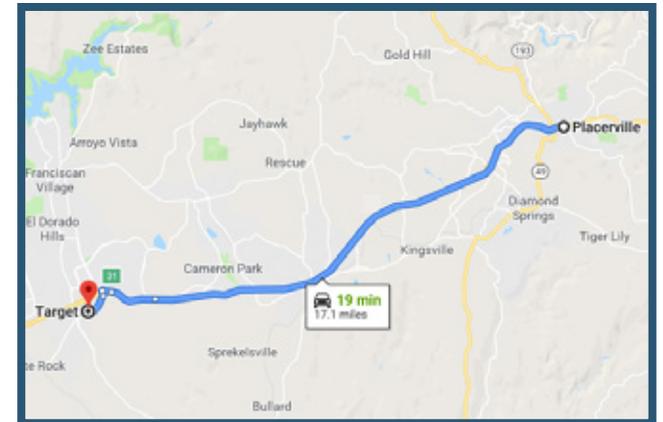


Planned Pedestrian Parkway

Similar Style Target located in Mission Viejo



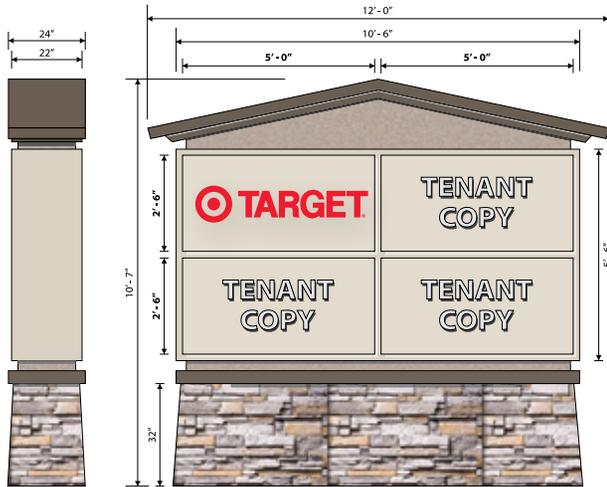
TARGET OPENS SUMMER 2020



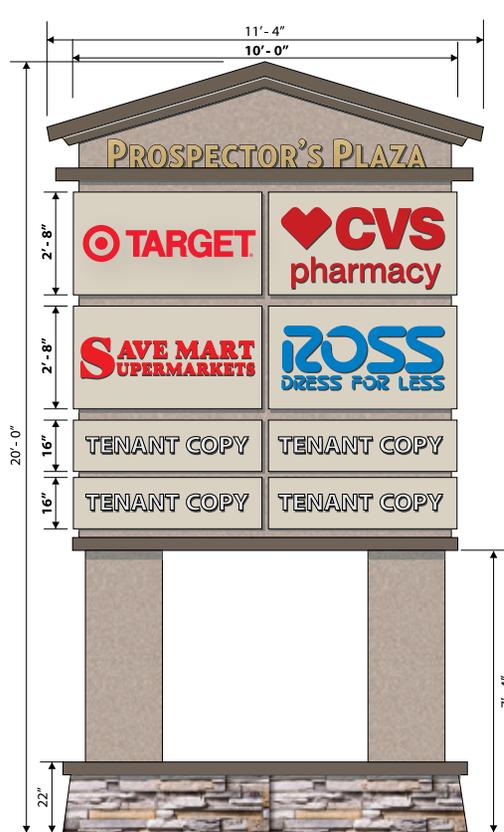
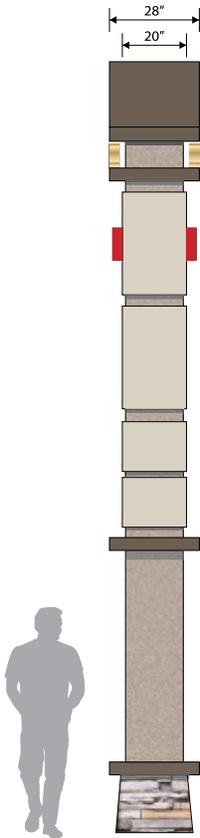
The nearest Target is just over 17 miles away.



SIGNAGE



NEW FOUR TENANT MONUMENT SIGN



NEW MULTI-TENANT PYLON DIRECTORY



EXISTING MULTI-TENANT FREEWAY PYLON DIRECTORY

PLACERVILLE HERITAGE

On July 6, 1856, Placerville was nearly destroyed by a fire, and as local mining declined, Placerville gained new life from the Comstock silver strike in Nevada in 1859. Throughout the 1850's Placerville had been the western terminus for the Overland Trail. The year 1859 saw the new beginning of a massive reverse migration. From 1859 to 1866, the Placerville-Carson Road (later U.S. Highway 50 was built) witnessed the greatest era of freighting and staging by horse-drawn vehicles ever known.

Today Placerville remains the hub of the Mother Lode. The industry has turned from mining to lumber, agriculture, light manufacturing, tourism and recreation and is famous for its vineyards and production of fine wines. Placerville remains the location of the offices of the El Dorado County government.

HISTORY OF THE BELL TOWER

An important historic landmark that still remains on Main Street is the Bell Tower, standing as a monument to the city's volunteer firemen. The Bell, placed in the tower in the plaza in 1865, was used as an alarm system to call out the firefighters. This tower has watched most of Placerville's history pass beneath it for well over 100 years. It has been remodeled, relocated, and most recently, renovated.

Today it proudly stands as a monument to honor our city's volunteer firemen. The history of the Bell Tower began back in 1856. Three fires that year in April, July and August, claimed most of Placerville's business section. The need for an alarm system to call the volunteer fire department was obvious, and a bell was ordered from England. Cast in 1860, the bell arrived in Placerville in 1865. The city gave it's approval to place the bell in a tower in the plaza. Today, the Bell Tower serves as a gathering place for parades, celebrations, and other Historic Main Street events.



Placerville Historic Downtown



Prospector's Plaza Feature Rendering

PROSPECTOR'S PLAZA RENOVATIONS WILL
FEATURE A TRIBUTE TO THE BELL TOWER.

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RICH
DEVELOPMENT

