



**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.

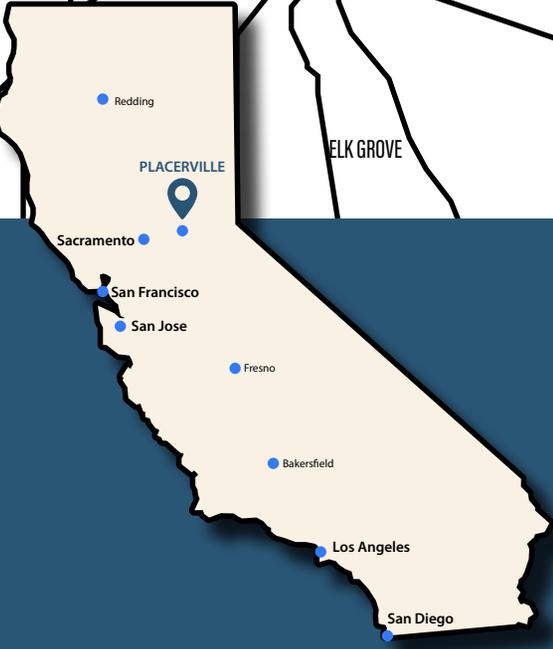
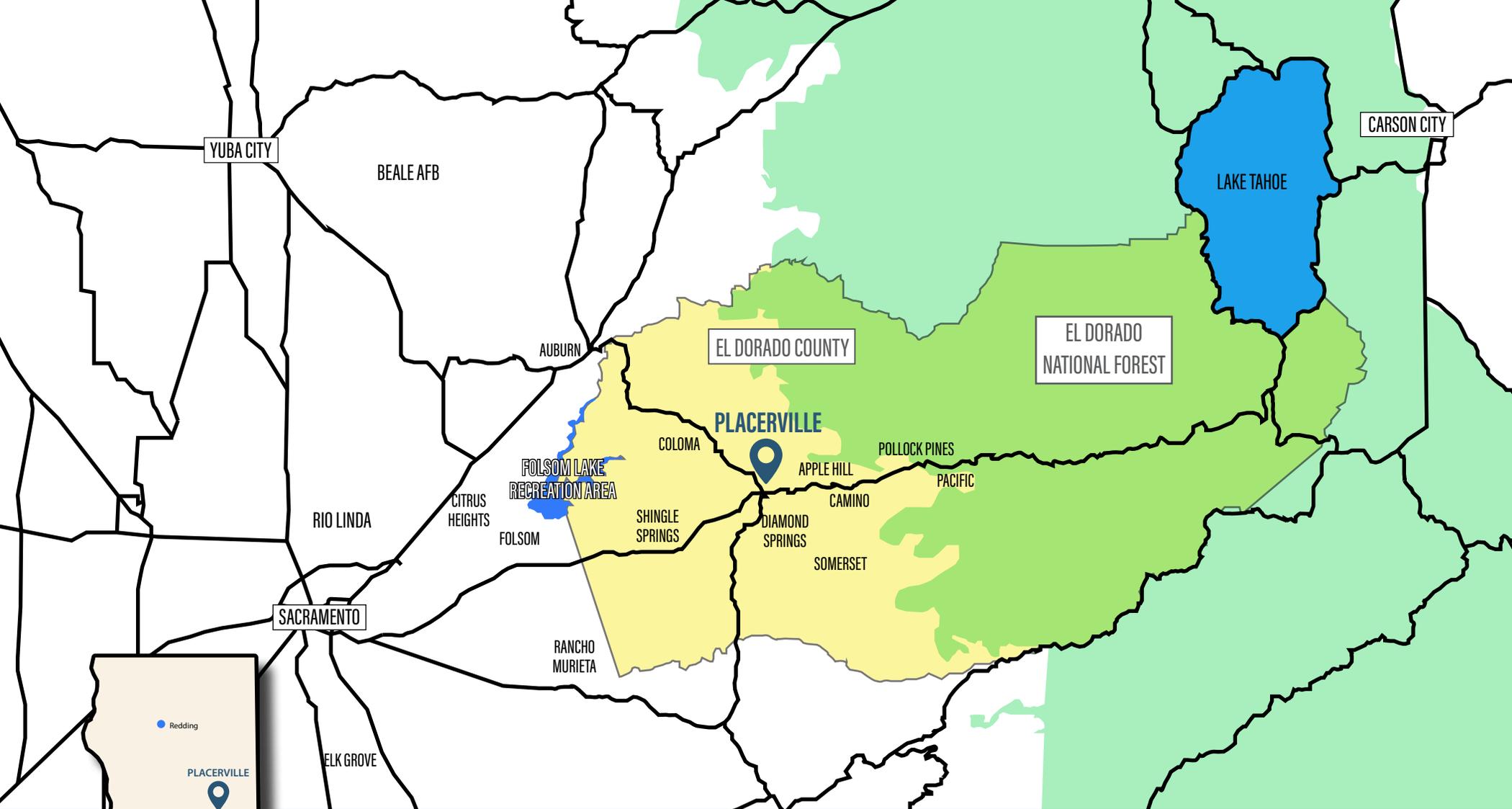
With more than 243,000 SF of GLA, Prospector's Plaza is one of the largest shopping centers in El Dorado County.

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.**



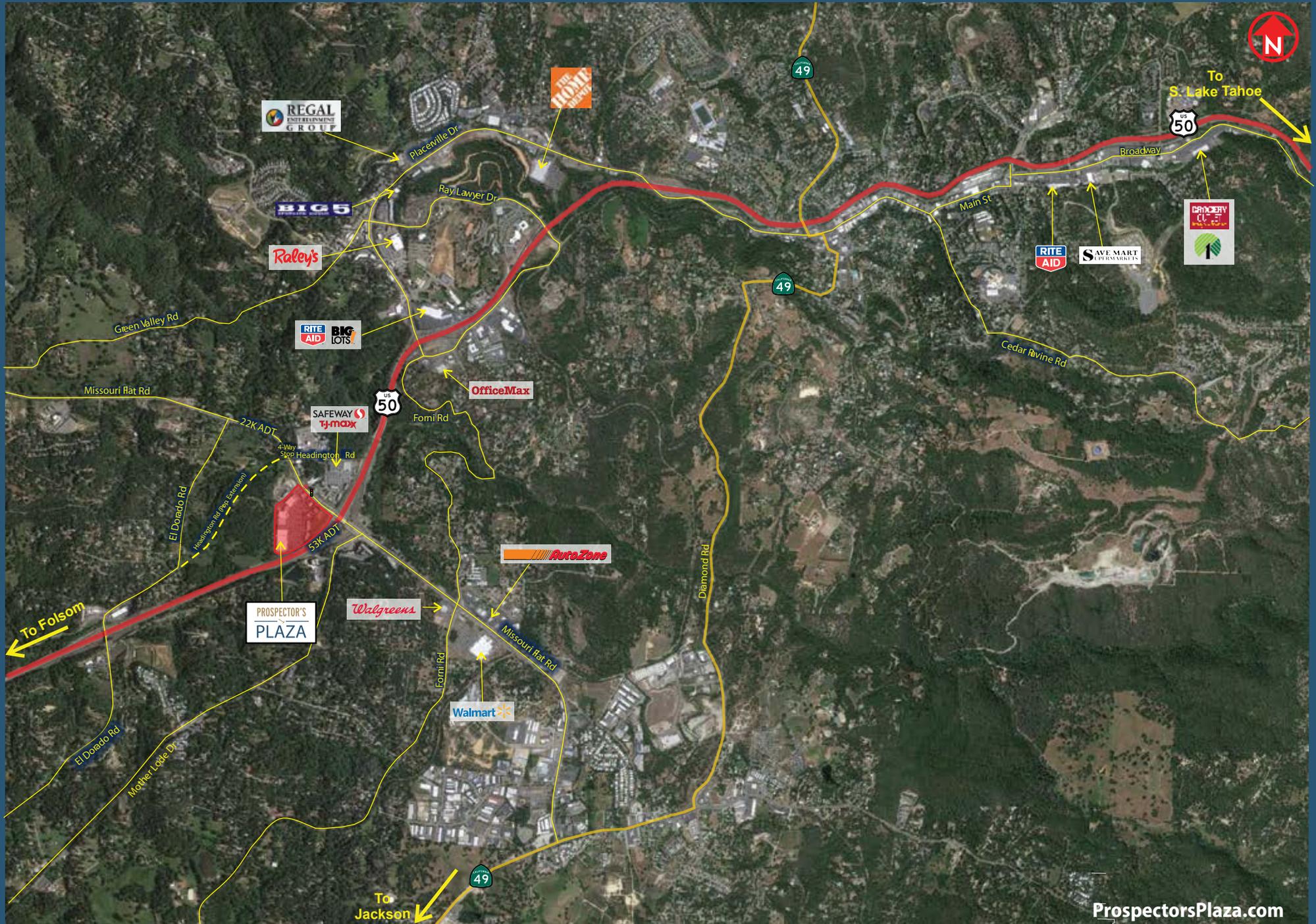
THE CENTER



## 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

UnionBank

SAFEMART

CHASE

ups  
Jamba Juice  
Great Clips

TJ-maxx

EXISTING 50'  
MULTI-TENANT FREEWAY  
PYLON DIRECTORY

at&t

ANYTIME  
FITNESS  
O'Reilly AUTO PARTS

NEW 20' MULTI-TENANT  
PYLON DIRECTORY

Missouri Flat Road - 27,525 ADT

AAA

US  
50

Highway 50 - 53,000 ADT

GameStop

STARBUCKS

Best  
Western  
PLUS



**LEGEND**

- OPEN
- SIGNED LEASE
- LEASE NEGOTIATIONS
- LOI NEGOTIATIONS
- AVAILABLE

**PROSPECTOR'S PLAZA**

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

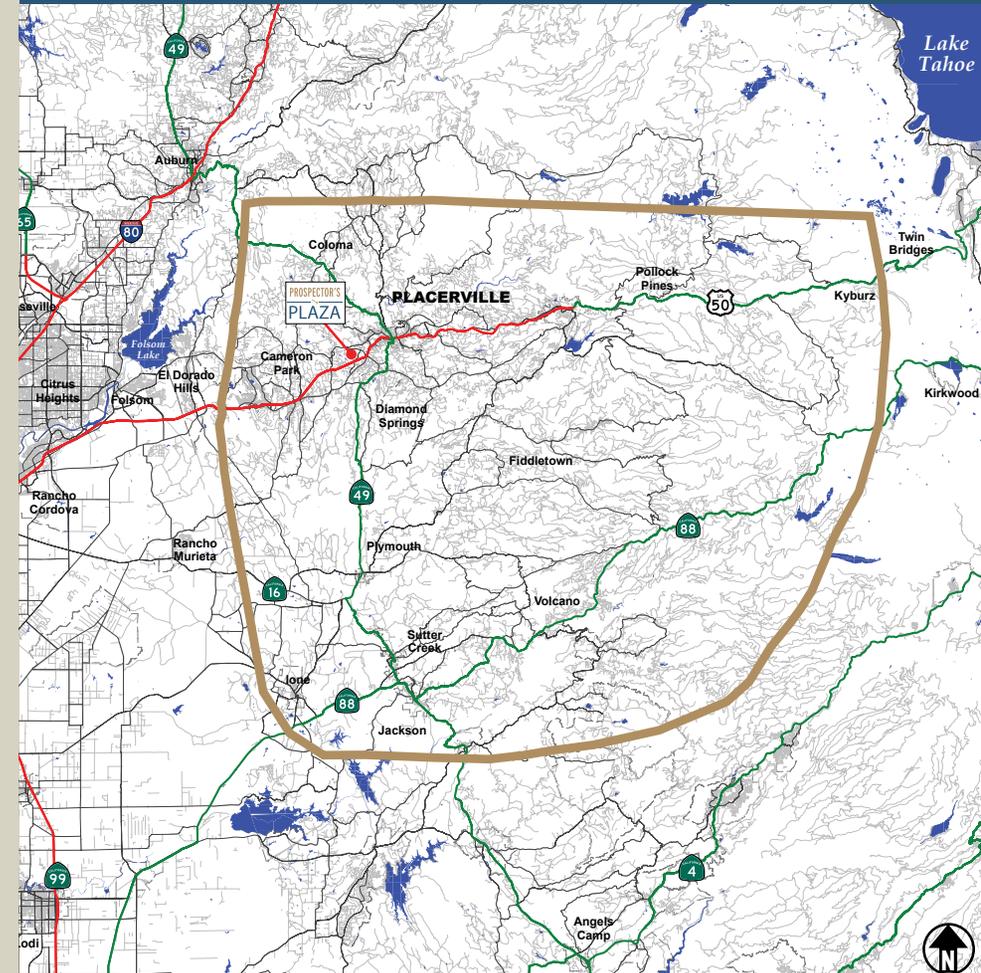
Median Age  
(5 miles)



\$493,363

2018 Average  
Home Value  
(5 miles)

## PROSPECTOR'S PLAZA TRADE AREA



Source: CBRE (Esri 2019)



# CENTER UPGRADES



*North View*

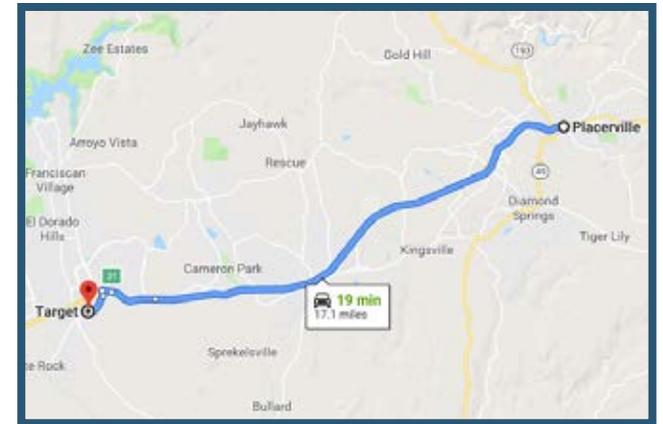


*Planned Pedestrian Parkway*

Similar Style Target located in Mission Viejo



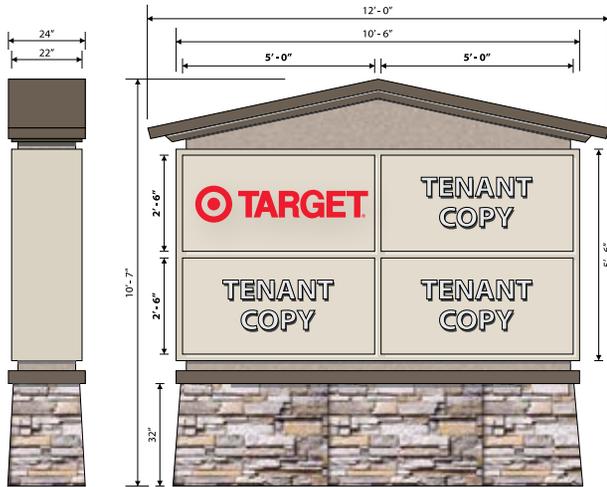
TARGET OPENS SUMMER 2020



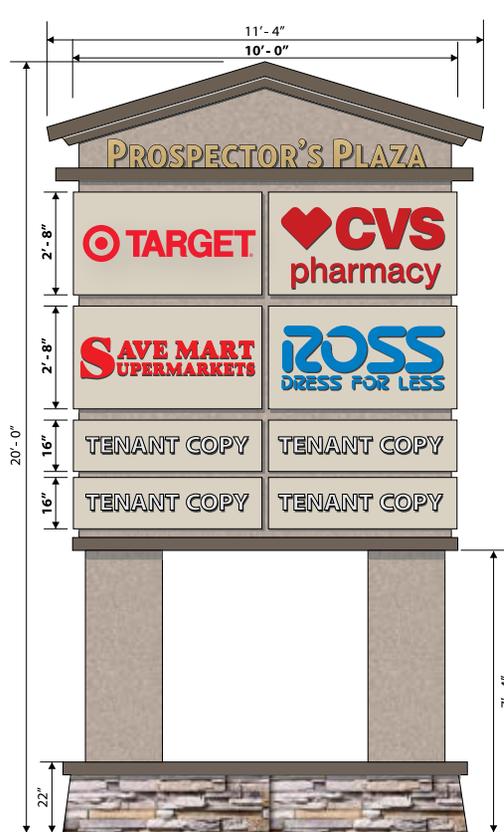
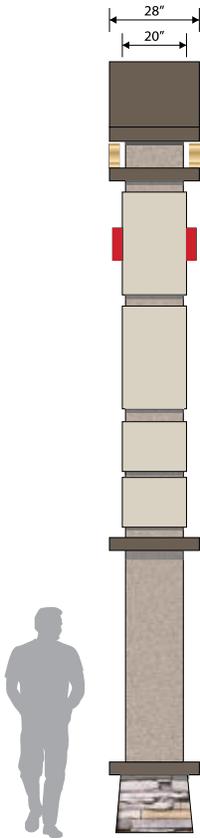
The nearest Target is just over 17 miles away.



# 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.

# CBRE

## CHRIS CAMPBELL

Executive Vice President

+1 916 446 8760

[chris.campbell@cbre.com](mailto:chris.campbell@cbre.com)

[www.cbre.com/chris.campbell](http://www.cbre.com/chris.campbell)

Lic. 01204114

## JASON READ

Senior Vice President

+1 916 446 8273

[jason.read@cbre.com](mailto:jason.read@cbre.com)

[www.cbre.com/jason.read](http://www.cbre.com/jason.read)

Lic. 01341972

## SCOTT CARRUTH

Senior Vice President

+1 916 446 8717

[scott.carruth@cbre.com](mailto:scott.carruth@cbre.com)

[www.cbre.com/scott.carruth](http://www.cbre.com/scott.carruth)

Lic. 01372285



**RICH**  
DEVELOPMENT

