

GROUND UP RETAIL DEVELOPMENT

butterfield

STAGE CENTER

PROPOSED RETAIL DEVELOPMENT LOCATED AT THE
INTERSECTION OF POURROY ROAD AND AULD ROAD IN
THE FRENCH VALLEY AREA, RIVERSIDE COUNTY



SUMMARY

Butterfield Stage Center is a proposed six-acre retail development located at the intersection of Pourroy Road and Auld Road. The development will have approximately ten freestanding retail buildings that will include a gas station pad, a freestanding multi-tenant shop building, drive thru buildings, and restaurant pads. Immediately surrounding the retail development will include ten acres of residential.

Butterfield Stage Center provides retailers an opportunity to service the growing population base east of Winchester Road 79. Thousands of residential units in the development pipeline will continue to increase the already significant existing population base of almost 32,000 people in the Neighborhood Shopping Center Trade Area. Six schools east of Winchester Road provide a substantial daytime traffic generator to the site's region while reporting a total student enrollment of 5,619. This region is "under serviced" in retail uses with only one anchor shopping center nearby.



TRADE AREA



106,453 Population
in a 10 min drive time



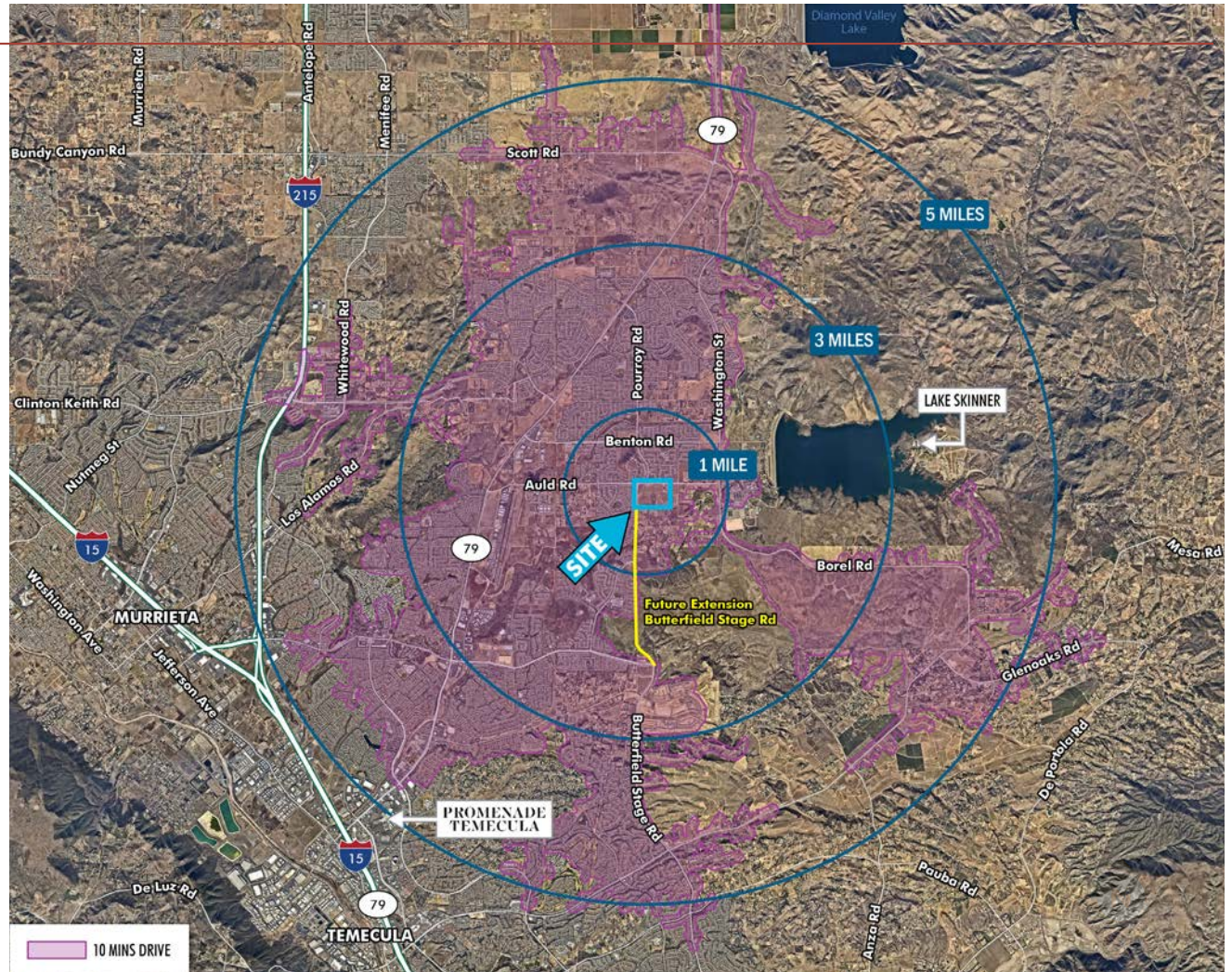
89,520 Daytime Workers
in a 10 min drive time



\$125,915 Average Household Income
in a 10 min drive time



\$557,471 Average Household
Value in a 10 min drive time



DEMOGRAPHICS



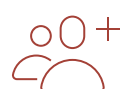
POPULATION



AVERAGE
HOUSEHOLD INCOME



DAYTIME
POPULATION



MEDIAN AGE

1 MILE	11,565	1 MILE	\$124,769	1 MILE	8,833	1 MILE	31
3 MILES	61,211	3 MILES	\$130,740	3 MILES	50,488	3 MILES	32
5 MILES	146,409	5 MILES	\$123,250	5 MILES	128,894	5 MILES	33

THE DETAILS



SITE CONCEPT



SOURCE: Derrigo Study, 2019

SITE PLAN



GROUND UP RETAIL DEVELOPMENT

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