

AVAILABLE

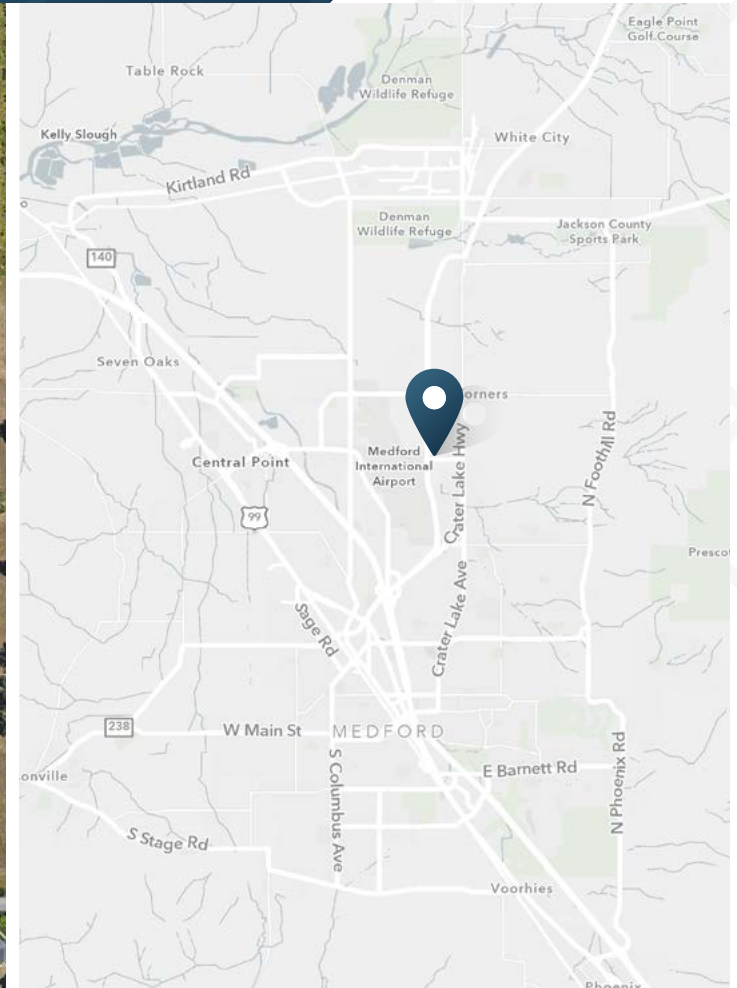
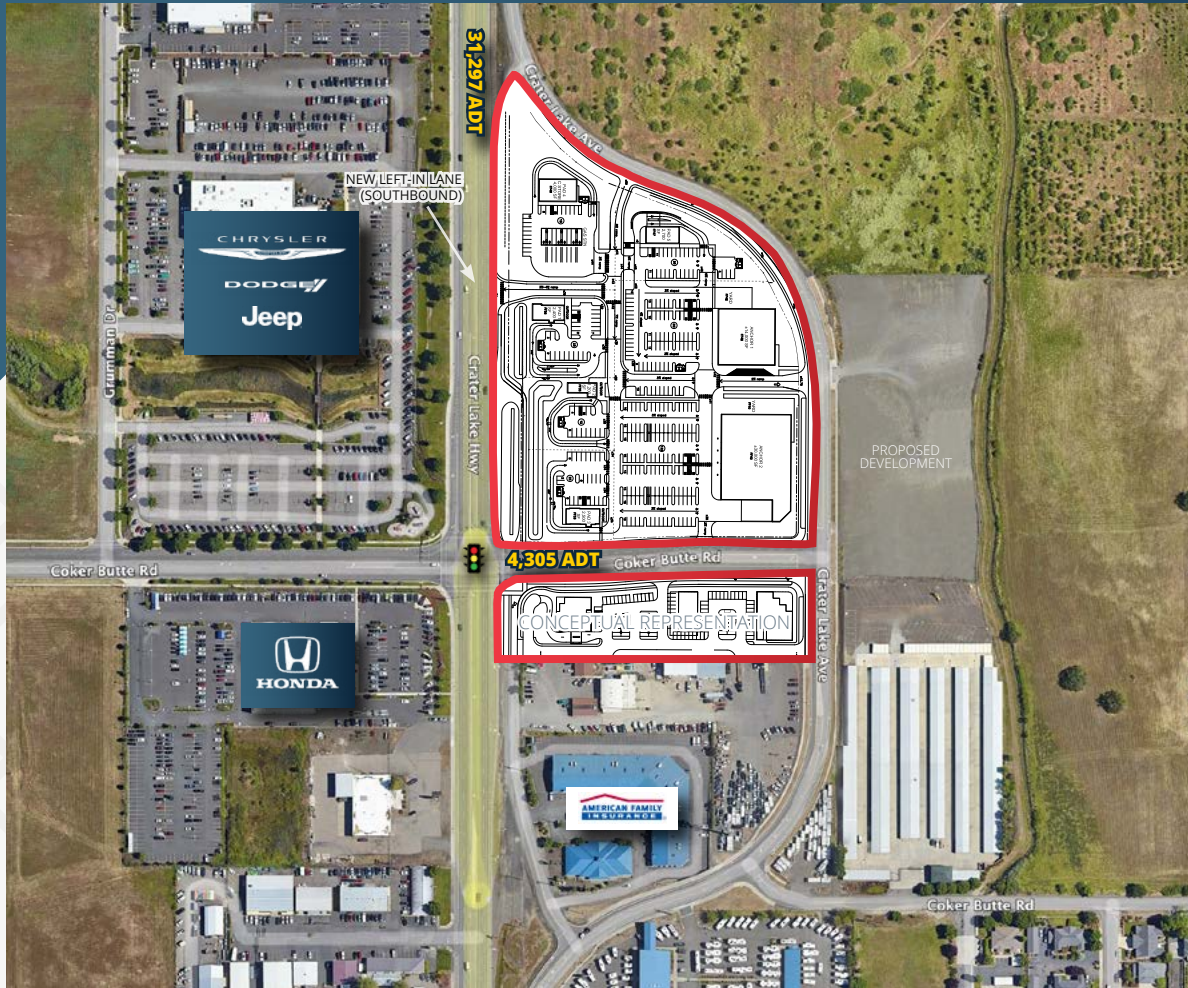
New Development at Coker Butte Rd

Crater Lake Hwy & Coker Butte Rd | Medford, OR



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ANCHOR
RETAIL PADS
SHOP SPACE

Available

Contact
Broker

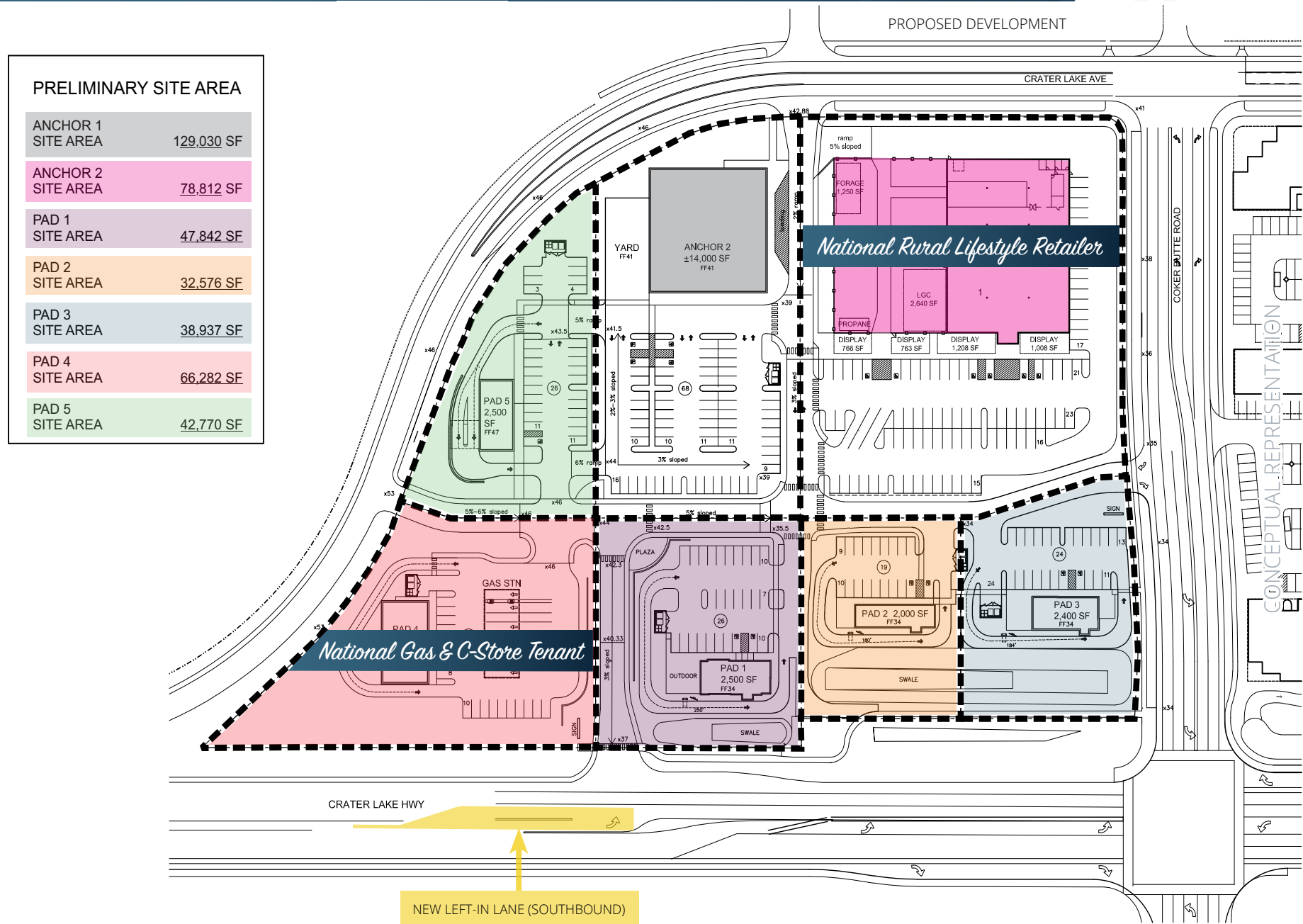
Rate

ABOUT THE PROPERTY

- Drive thru pads available
- Adjacent to Medford's Auto Dealership Row
- Crater Lake Hwy is main N/S arterial
- Regional retail node in an area known for recreational activities

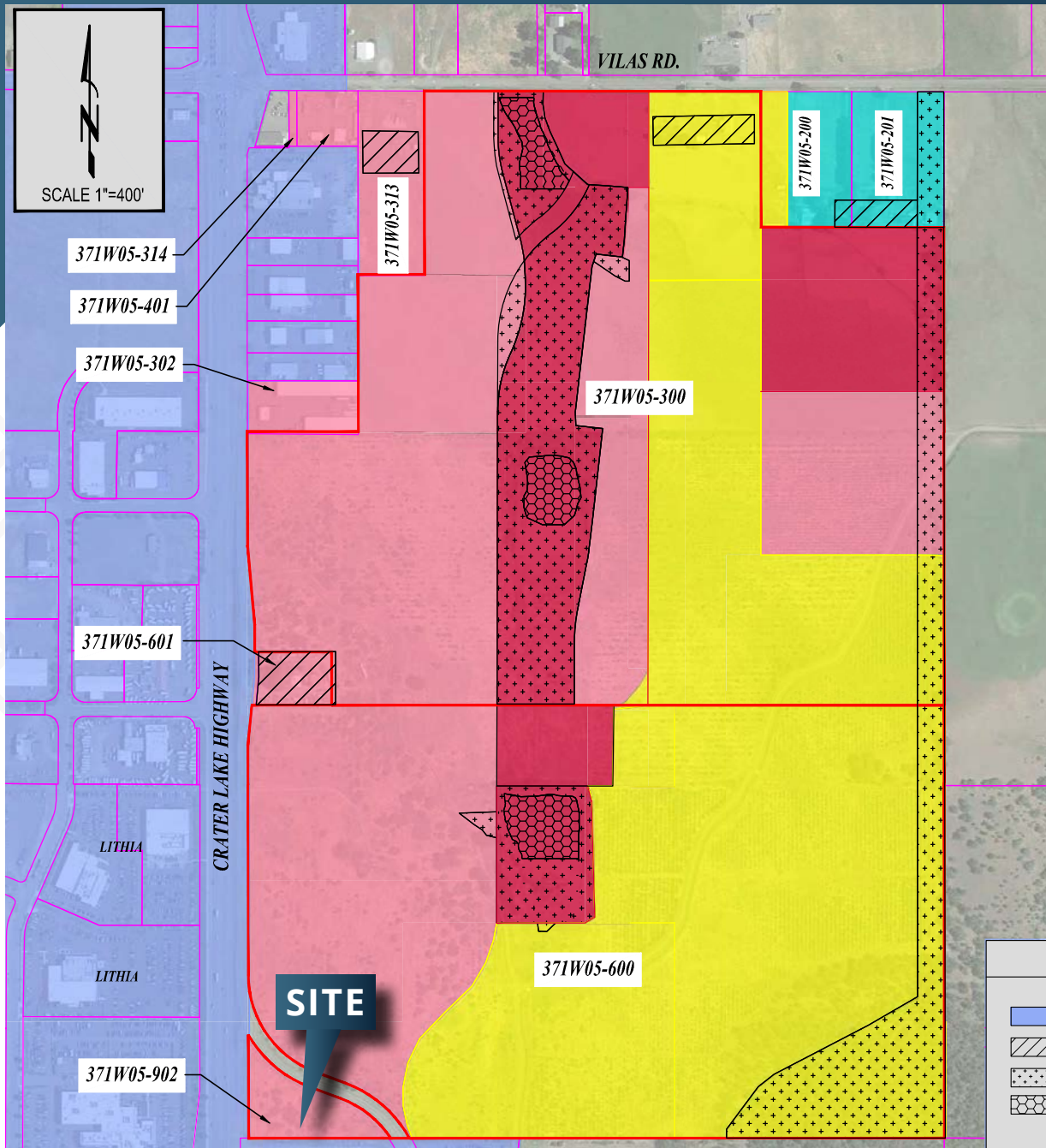
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







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Recent UGB Expansion and Land Uses by City of Medford

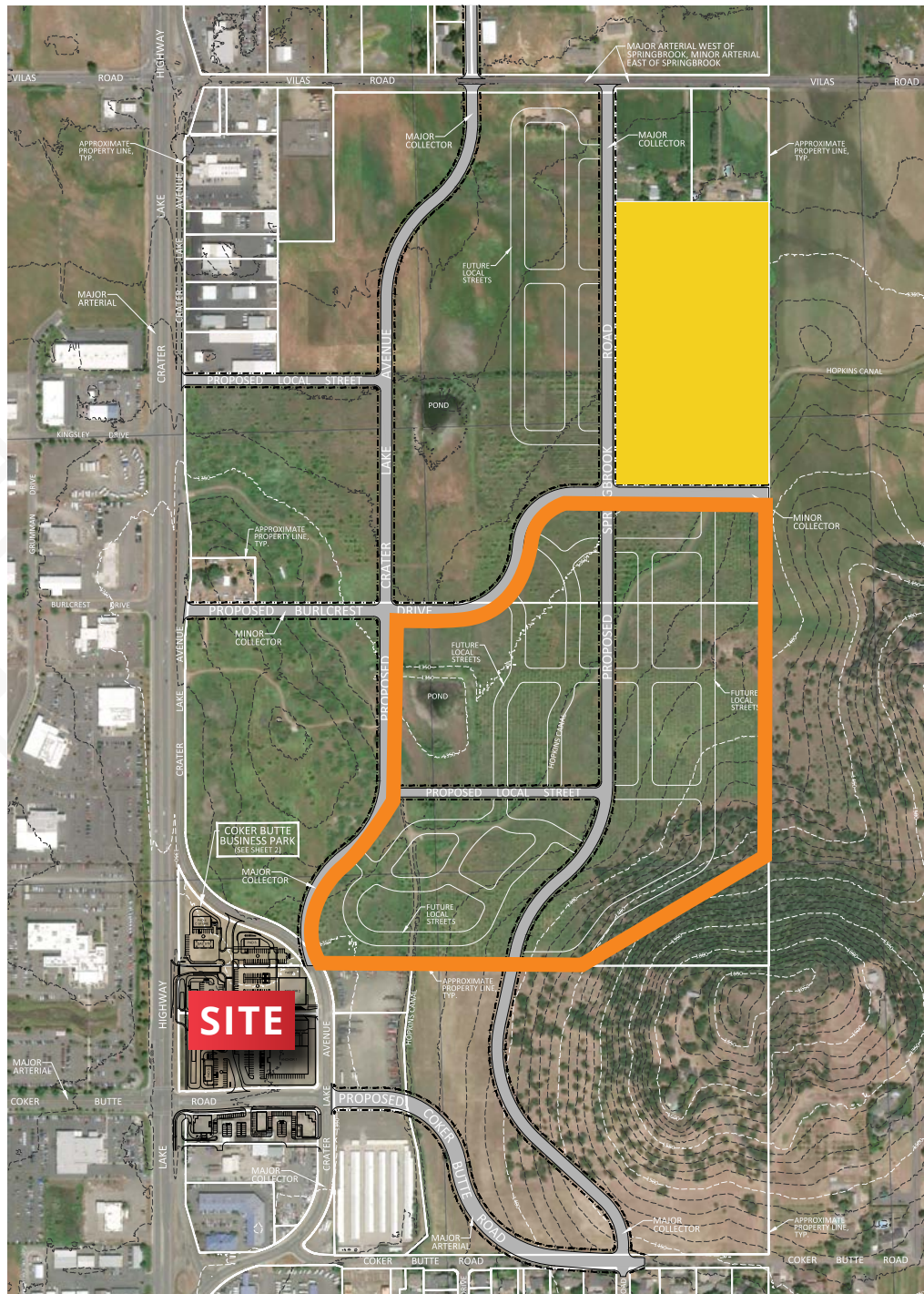
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LEGEND						
		AREA	OPEN SPACE	DETENTION POND	UNBUILDABLE PER MAP A-1	REMAINING
	CITY LIMITS					
	APPROX. UNBUILDABLE AREA PER MAP A-1					
	WETLAND/OPEN SPACE					
	DETENTION POND					
	COMMERCIAL	±90.2 AC.	2.6 AC.	—	2.1 AC.	85.5 AC.
	SERVICE COMMERCIAL	±36.0 AC.	17.8 AC.	3.5 AC.	—	14.7 AC.
	URBAN HIGH DENSITY RESIDENTIAL	±6.9 AC.	1.2 AC.	—	0.7 AC.	5.0 AC.
	URBAN RESIDENTIAL	±92.3 AC.	10.4 AC.	—	0.9 AC.	81.0 AC.
	TOTALS	±225.4 AC.	32.0 AC.	3.5 AC.	3.7 AC.	186.2 AC.

Coker Butter Business Park Planning Map

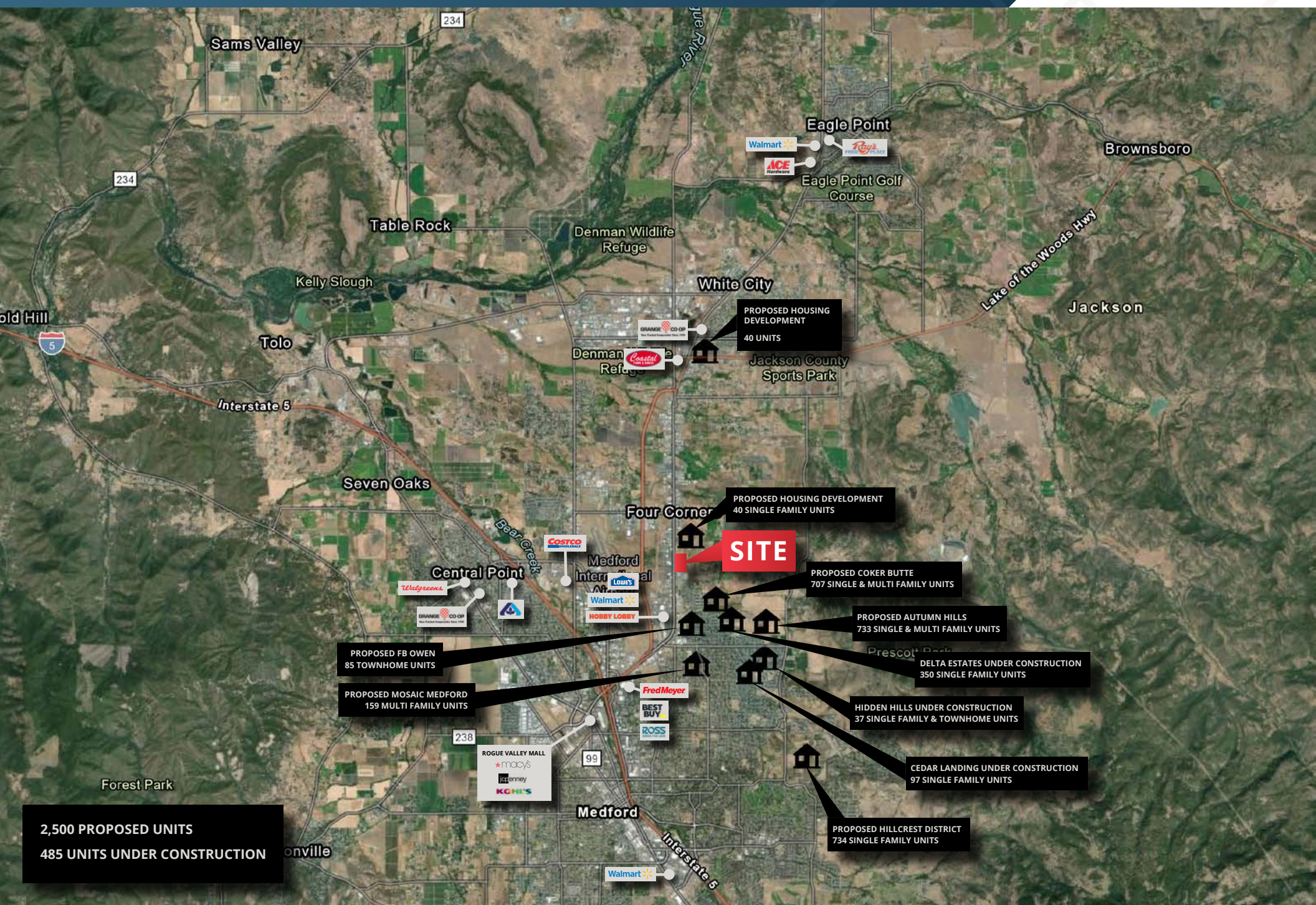
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FUTURE K THRU 8 SCHOOL

PHASE 1 – 700 SINGLE FAMILY HOMES

Medford, Oregon



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MARKET OVERVIEW



Traffic Counts

Crater Lake Hwy	31,297 VPD
Coker Butte Rd	4,305 VPD
Year: 2022 Source: CoStar	



Consumer Profiles

Area: 10 Mile Radius from Site
Source: Esri



Demographics & Fun Facts

Population
165,863

Household Income
\$87,655

Families
42,000

Employees
77,610

Source: ESRI

TOP TEN
global **wine destination**
Forbes Magazine

HARRY & DAVID
started in Medford & still
has its **headquarters there**
travelMedford.org

RECREATIONAL
DESTINATION
Medford attracts outdoor
enthusiasts for year round
outdoor activities
TravelMedford.org



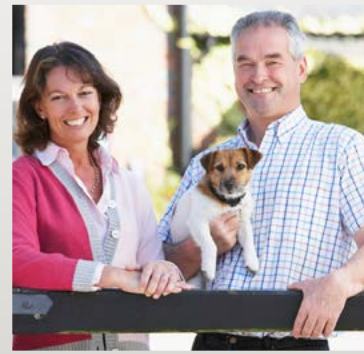
MIDDLEBURG

- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology for convenience (online banking or saving money on landlines) and entertainment.



FRONT PORCHES

- Composed of a blue-collar workforce with a strong labor force participation rate.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.



MIDLIFE CONSTANTS

- Almost 42% of households are receiving Social Security; 27% also receive retirement income.
- Traditional, not trendy; opt for convenience and comfort not cutting edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.



SRS Real Estate Partners

16703 SE McGillivray Blvd, Suite 120
Vancouver, WA 98683
360.946.4240



HSM Pacific

4260 Galewood St
Lake Oswego, OR 97035
503.245.1400

Matt Martinez

360.946.4240
matt.martinez@srsre.com

David Demers

503.245.1400
david@hsmpacific.com

SRSRE.COM & HSMPACIFIC.COM

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