

LiveLife Lincoln

Live Life and Thrive in Business

From the ambiance of
our historic downtown to
the convenience of a
neighborhood shopping
area, Lincoln offers a wide
selection of retail locations.



Retail Profile





Community Overview

With population growth approaching thirty percent, Lincoln, California is one of the fastest growing cities in the nation. Located on Highway 65, just 10 miles from Interstate 80 and 27 miles north of Sacramento, it is strategically positioned to capture additional growth in the coming years.



- Boundary of the 95648 zip code
- Boundary of the City of Lincoln

The Lincoln Retail Market consists of households in Lincoln and the 95648 zip code.

Lincoln is a progressive, planned community committed to preserving the old and maintaining its safe, small town atmosphere while welcoming new residential and business development. Residents still greet strangers as if they were neighbors.

Lincoln's economy was built upon a strong foundation of clay, with Gladding, McBean & Co.—the local pottery—providing jobs for over a century. In recent years, industries ranging from computers to precision tool manufacturers have discovered the advantages of a Lincoln address. In Lincoln, “people are able to live and work in the same community,” says Ace Hardware owner John Toftt.

Retailers are also discovering Lincoln's benefits, from the city's increasing customer base to friendly government officials who make it easy to set up shop.

Site Availability

In 1993, the city adopted the Lincoln Downtown Urban Design Plan, creating a historic and consistent design theme for the entire downtown area which stretches from Third to Seventh Streets between E and G Streets. Leasing options in this area range from 300 to 8,000 square feet, with costs varying by location, tenant improvements and conditional use.

Leasing costs for the average downtown space are between \$.80 to \$1.50 per square foot.

Additional commercial properties are located along the Highway 65 corridor and approximately three acres are zoned for commercial use adjacent to the highway at the city's southern boundary.

The approved Lincoln Village Shopping Center, off Twelve Bridges Drive, will provide an additional 95,000 square feet of retail space. And Sterling Point, a mixed use development, will offer more retail space in proximity to new commercial and residential use.

Commercial Sites for Development

1 Markham Ravine Planned Commercial

Owner: City of Lincoln
Acre: 50
Located on the existing waste water treatment plant that will be abandoned 2006/07, this parcel in the Redevelopment Agency will consist mainly of residential with a potential for small neighborhood commercial.



2 Sterling Point/Sun Cal Properties

Owner: Sun Cal Properties
Acre: 77
Zoned commercial, this property fronts Highway 65 in the fastest growing development area in the city.

3 Lincoln 270 (partial picture)

Owner: Placer Holding, Inc.
Acre: 63 (Commercial), 53 (Employment Center)
Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.

4 Twelve Bridges Commercial

Owner: Goldwell Banker
Acre: 3.6
Located only 2 blocks to downtown Lincoln. This lot is ready for development.

5 Lincoln Village Shopping Center

Owner: Brookfield Development
Acre: 18
The gateway to downtown Lincoln. With over 27,000 ADT's, the traffic is sure to keep this development busy. The 18 acres is planned for 1/3 residential, 1/3 business/professional, and 1/3 retail.

6 Lincoln Hills Town Center

Owner: Sierra Trust
Acre: 20
Near new development of homes and apartments. Joiner Parkway is a major hub of business and residential traffic.

7 Joiner Parkway Commercial

Owner: Goldwell Banker
Acre: 3.6
Located only 2 blocks to downtown Lincoln. This lot is ready for development.

8 E Street Commercial

Owner: Coldwell Banker
Acre: 3.6
Located only 2 blocks to downtown Lincoln. This lot is ready for development.

9 Joiner Parkway Commercial

Owner: Sierra Trust
Acre: 20
Near new development of homes and apartments. Joiner Parkway is a major hub of business and residential traffic.

10 Lincoln Village Shopping Center

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11 Airpark West

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Acre: 63 (Commercial), 53 (Employment Center)
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12 Markham Ravine Industrial

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Acre: 63 (Commercial), 53 (Employment Center)
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13 Planned Industrial

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14 Nicolaus Road Business Park

Owner: Placer Holding, Inc.
Acre: 63 (Commercial), 53 (Employment Center)
Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.

15 Lincoln 270: Under annexation review.

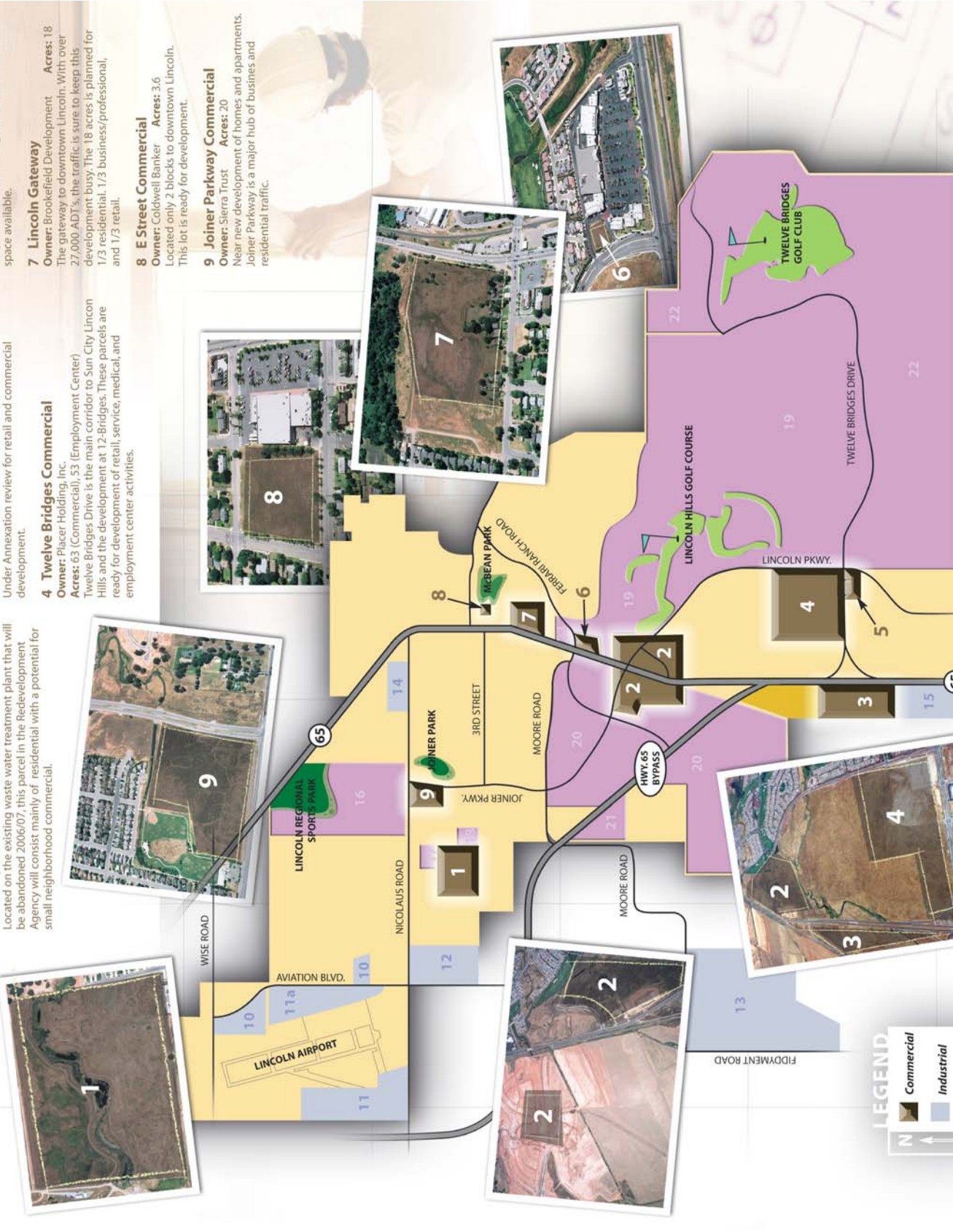
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Acre: 63 (Commercial), 53 (Employment Center)
Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.

16 Fosskett Ranch

Owner: Placer Holding, Inc.
Acre: 63 (Commercial), 53 (Employment Center)
Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.

17 Brookview IV

Owner: Placer Holding, Inc.
Acre: 63 (Commercial), 53 (Employment Center)
Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.



Site Number	Site Name	Owner	Acreage	Notes
1	Markham Ravine Planned Commercial	City of Lincoln	50	Located on the existing waste water treatment plant that will be abandoned 2006/07, this parcel in the Redevelopment Agency will consist mainly of residential with a potential for small neighborhood commercial.
2	Sterling Point/Sun Cal Properties	Sun Cal Properties	77	Zoned commercial, this property fronts Highway 65 in the fastest growing development area in the city.
3	Lincoln 270 (partial picture)	Placer Holding, Inc.	63 (Commercial), 53 (Employment Center)	Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.
4	Twelve Bridges Commercial	Goldwell Banker	3.6	Located only 2 blocks to downtown Lincoln. This lot is ready for development.
5	Lincoln Village Shopping Center	Brookfield Development	18	The gateway to downtown Lincoln. With over 27,000 ADT's, the traffic is sure to keep this development busy. The 18 acres is planned for 1/3 residential, 1/3 business/professional, and 1/3 retail.
6	Lincoln Hills Town Center	Sierra Trust	20	Near new development of homes and apartments. Joiner Parkway is a major hub of business and residential traffic.
7	Joiner Parkway Commercial	Goldwell Banker	3.6	Located only 2 blocks to downtown Lincoln. This lot is ready for development.
8	E Street Commercial	Coldwell Banker	3.6	Located only 2 blocks to downtown Lincoln. This lot is ready for development.
9	Joiner Parkway Commercial	Sierra Trust	20	Near new development of homes and apartments. Joiner Parkway is a major hub of business and residential traffic.
10	Lincoln Village Shopping Center	Brookfield Development	18	The gateway to downtown Lincoln. With over 27,000 ADT's, the traffic is sure to keep this development busy. The 18 acres is planned for 1/3 residential, 1/3 business/professional, and 1/3 retail.
11	Airpark West	Placer Holding, Inc.	63 (Commercial), 53 (Employment Center)	Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.
12	Markham Ravine Industrial	Placer Holding, Inc.	63 (Commercial), 53 (Employment Center)	Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.
13	Planned Industrial	Placer Holding, Inc.	63 (Commercial), 53 (Employment Center)	Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.
14	Nicolaus Road Business Park	Placer Holding, Inc.	63 (Commercial), 53 (Employment Center)	Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.
15	Lincoln 270: Under annexation review.	Placer Holding, Inc.	63 (Commercial), 53 (Employment Center)	Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.
16	Fosskett Ranch	Placer Holding, Inc.	63 (Commercial), 53 (Employment Center)	Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.
17	Brookview IV	Placer Holding, Inc.	63 (Commercial), 53 (Employment Center)	Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.
18	Lincoln Terrace Apt.	Placer Holding, Inc.	63 (Commercial), 53 (Employment Center)	Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.
19	Sun City Lincoln Hills	Placer Holding, Inc.	63 (Commercial), 53 (Employment Center)	Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.
20	Lincoln Crossing	Placer Holding, Inc.	63 (Commercial), 53 (Employment Center)	Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.
21	Three-D South	Placer Holding, Inc.	63 (Commercial), 53 (Employment Center)	Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.
22	Twelve Bridges Community	Placer Holding, Inc.	63 (Commercial), 53 (Employment Center)	Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.
23	Eskaton, senior housing	Placer Holding, Inc.	63 (Commercial), 53 (Employment Center)	Twelve Bridges Drive is the main corridor to Sun City Lincoln Hills and the development at 12-Bridges. These parcels are ready for development of retail, service, medical, and employment center activities.

Sales Potential

DEMOGRAPHICS

The City of Lincoln is located in Placer County, California—the second fastest growing county in the state. And Lincoln is growing in unprecedented proportions. With affordable land and a high quality of life, this growth rate is expected to continue far into the future.

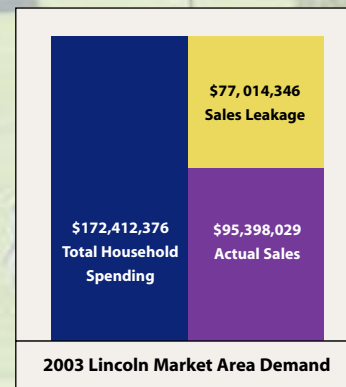
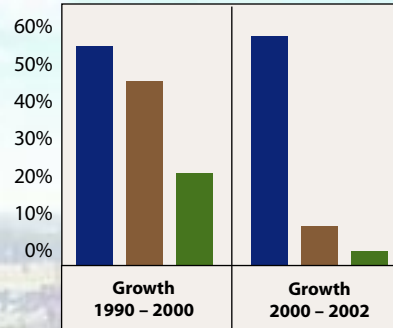
In a dozen years, the Lincoln market area doubled during this time period (from 12,047 to 24,132). By 2010, population projections place the number of Lincoln residents at 38,279.

The Lincoln trade area includes 8,992 households, with a projected increase to 16,293 in 2010. According to the 2000 Census, average household size is 2.68 persons and 73.2 percent of local residents own their homes.

DEMAND

The Lincoln trade area's total household demand tops \$172 million per year, with local retail sales calculated at \$95 million leaving an estimated \$77 million in sales leakage. In many retail categories, total demand is met completely by establishments beyond the Lincoln city limits.

■ Lincoln
■ Placer County
■ Greater Sacramento



LEAKAGE

Currently retail leakage totals \$77,014,346. The highest retail leakage occurs in the automotive group with a demand and leakage of \$35,410,668 for new cars and recreational vehicles and \$2,571,343 for used cars. Lincoln residents also spend \$16,770,843 in outside department and discount stores and \$8,446,247 in other general merchandise stores. They travel away from home to purchase more than \$3 million in appliances and \$1.4 million in nursery and garden products. Office supplies constitute another area of total retail leakage with more than \$2 million leaving the city each year.

Retail Leakage by Specialty

Retail Group	Total Household Spending	Sales Leakage	# of current outlets
Apparel Store Group	\$10,384,321	**\$42,445,533	1
General Merchandise Group	\$30,270,843	*	1
Misc. Specialty Retail	\$4,478,241	*	4
Specialty Retail Group	\$7,455,658	\$6,495,442	5
Food, Eating & Drinking Group	\$47,572,058	-\$25,413,984	23
Building Materials & Homefurnishings Group	\$16,962,217	\$14,077,974	4
Automotive Group	\$55,289,038	\$39,409,381	7
Total	\$172,412,376	\$77,014,346	45

** Represents total for Apparel Store Group, General Merchandise & Misc. Specialty Retail