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FEATHER RIVER STRIP CENTER

OROVILLE, CA

Fully Leased Retail Asset Shadow-Anchored by Top-Performing Walmart Supercenter



Priced Well Below Replacement Cost

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Located at the premier retail corner in Oroville, the property benefits from exceptional visibility along Oro Dam Boulevard and Highway 70. Surrounding retailers include Ross, Smart & Final, Harbor Freight, and a top-performing Walmart Supercenter.



Price	\$3,615,000
Cap Rate	6.00%
NOI	\$216,883
Number of Tenants	3 Tenants
Leasable Area	6,000 SF
Land Area	0.58AC
Year Built	2019

375 ORO DAM BLVD E, OROVILLE, CA





Dominant Retail Position at Oroville's Top Intersection

The subject property occupies a premier location along Oro Dam Boulevard, the primary east-west retail corridor through Oroville and one of the city's most heavily trafficked commercial thoroughfares. Positioned near Highway 70 and supported by a highly visible pylon sign, the property enjoys exceptional visibility from both directions of traffic. The surrounding retail corridor is anchored by some of the market's strongest-performing retailers, including a Walmart Supercenter that ranks among the top-performing locations in California and nationwide, reinforcing the area's status as Oroville's dominant retail destination.

Impeccable Retail Environment with Proven Tenant Mix

Constructed in 2019, the property is part of a thoughtfully executed retail development. The center is anchored by an ideal mix of nationally recognized retailers including Ross Dress for Less, Smart & Final, and Harbor Freight Tools, creating a strong daily traffic base that benefits the pad tenants. The subject property is leased to a complementary lineup of tenants, including Verizon, which features annual rent increases and is known for long-term occupancy, Mattress Firm, which occupies an ideal-sized footprint at rents below current market levels, and a top performing Great Clips.

Growing Market Supported by Tourism, Recreation, and Regional Investment Oroville has experienced significant growth and reinvestment over the past decade, driven by infrastructure improvements, regional population shifts, and ongoing economic development. The property benefits from its proximity to major demand generators including Gold Country Casino Resort, Lake Oroville, and the Oroville Dam recreation area, which attract visitors from throughout Northern California. As the community continues to evolve and investment flows into the region, the subject property is well positioned at what many consider the premier retail corner in a growing Northern California market.



Great Clips

Key Deal Drivers

- Priced Well Below Replacement Cost
- 1.2 Million Annual Visits to the Entire Feather River Crossing Center
- \$1.16M in Annual Card Sales for Mattress Firm
- \$661K in Annual Card Sales for Great Clips, Ranking in the Top 95% in the U.S.
- 28,000+ VPD Along Oro Dam Boulevard
- 40,000+ Residents Within a 5-Mile Radius
- \$83,000 Average Household Income Within a 5-Mile Radius

05 RETAIL TRADE AREA

Located in Oroville's primary retail trade area along Highway 70 featuring many national tenants

1.2M ANNUAL VISITS TO THE FEATHER RIVER CROSSING

28,111 VPD ALONG ORO DAM BOULEVARD

40,000+ POPULATION WITHIN A 5-MILE RADIUS

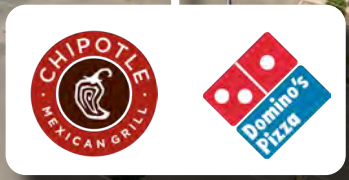


FEATHER RIVER CROSSING

ORO DAM BOULEVARD

FEATHER RIVER BOULEVARD

HIGHWAY 70





Dominant Retail Corridor in Oroville

The subject property is situated within Oroville's primary retail corridor, a dominant shopping destination that draws consumers from throughout Butte County and the surrounding trade area. The corridor is anchored by a strong lineup of national retailers generating exceptional sales volumes. These high-performing retailers create a powerful consumer draw that drives consistent traffic and reinforces the corridor's role as the region's premier retail hub. Supported by limited competing retail concentrations in the immediate market, the area benefits from strong consumer spending patterns, regional shopper appeal, and a proven track record of retailer success, making it one of the most established and sought-after retail trade areas in Northern California.

Walmart* **\$158M**
 Supercenter
 ESTIMATED SALES FOR 2025

CVS **\$16M**
 ESTIMATED SALES FOR 2025

Smart & Final **\$14M**
 ESTIMATED SALES FOR 2025

McDonald's **\$6.9M**
 ESTIMATED SALES FOR 2025

ROSS **\$6.4M**
 DRESS FOR LESS®
 ESTIMATED SALES FOR 2025

HARBOR FREIGHT **\$5.2M**
 ESTIMATED SALES FOR 2025

Sales data sourced from [CenterCheck](#).



07 INCOME & EXPENSE

		CURRENT
Price		\$3,615,000
Capitalization Rate		6.00%
Price Per Square Foot		\$602.50
Total Leased (SF):	100.00%	6,000
Total Vacant (SF):	0.00%	0
Total Rentable Area (SF):	100.00%	6,000
Lot Size		25,265
Income	\$/SF	
Scheduled Rent	\$36.15	\$216,883
Scheduled Recoveries	\$9.23	\$55,358
Effective Gross Income		\$272,241
Adjusted Gross Income		\$272,241
Expenses	\$/SF	
Property Taxes	(\$5.83)	(\$34,958)
Insurance	(\$0.75)	(\$4,500)
CAM	(\$2.65)	(\$15,900)
Total Operating Expenses	(\$9.23)	(\$55,358)
Net Operating Income		\$216,883

	PROPOSED
Proposed Loan Amount	\$2,169,000
Loan To Value	60%
Interest Rate	6.30%
Amortization (Years)	30
Term (Years)	10
Net Operating Income	\$216,883
Debt Service	(\$161,106)
Pre-Tax Cash Flow	\$55,777
Debt Coverage Ratio	1.35
Cash-on-cash Return	3.86%
Principal Pay down (Year 1)	\$25,178
Total Return	\$80,955
Yield	5.60%

Note: Proposed loan terms may fluctuate with market conditions and are for evaluation purposes only. Monarch Commercial Advisors is not a lender or mortgage broker.

Buyer must verify all information and bears all risk for any inaccuracies.

08 RENT ROLL



Tenant Info				Lease Terms		Rent Summary			
TENANT NAME	SUITE #	SQ. FT.	% OF GLA	TERM		MONTHLY RENT	ANNUAL RENT	RENT/FT	INCREASES
Mattress Firm (2 - 5 year Options)	1	3,500	58.33%	05/18/19	05/31/29	\$8,663	\$103,950	\$29.70	
			Option 1	06/01/29	05/31/34	\$9,529	\$114,345	\$32.67	10%
			Option 2	06/01/34	05/31/39	\$10,482	\$125,780	\$35.94	10%
Verizon Wireless (1 - 5 year Option)	2	1,300	21.67%	05/09/19	05/31/29	\$5,311	\$63,733	\$49.03	
			Increase	06/01/27	05/31/28	\$5,631	\$67,568	\$51.98	5%
			Increase	06/01/28	05/31/29	\$5,912	\$70,946	\$54.57	5%
			Option 1	06/01/29	05/31/30	\$6,208	\$74,494	\$57.30	5%
			Increase	06/01/30	05/31/31	\$6,518	\$78,218	\$60.17	5%
			Increase	06/01/31	05/31/32	\$6,844	\$82,129	\$63.18	5%
			Increase	06/01/32	05/31/33	\$7,186	\$86,236	\$66.34	5%
			Increase	06/01/33	05/31/34	\$7,546	\$90,548	\$69.65	5%
Great Clips (2 - 5 year Options)	3	1,200	20.00%	02/21/20	02/28/30	\$4,100	\$49,200	\$41.00	
			Increase	11/01/28	02/28/30	\$3,478	\$41,731	\$34.78	-15%
			Option 1	03/01/30	02/28/35	\$3,651	\$43,818	\$36.51	5%
			Option 2	03/01/35	02/29/40	\$3,834	\$46,009	\$38.34	5%
OCCUPIED		6,000	100.00%	TOTAL CURRENT		\$18,074	\$216,883	\$36.15	
VACANT		0	0.00%						
CURRENT TOTALS		6,000	100.00%						

Buyer must verify all information and bears all risk for any inaccuracies.



MATTRESS FIRM

Mattress Firm

Mattress Firm is the nation’s largest specialty mattress retailer, operating more than 2,300 stores across the United States. Founded in 1986 and headquartered in Houston, Texas, the company offers a broad selection of mattresses, adjustable bases, bedding, and sleep accessories from leading brands. The retailer has built strong brand recognition through its extensive national footprint and focus on helping customers improve sleep health and wellness.

As the market leader in the mattress industry, Mattress Firm benefits from significant scale, established supplier relationships, and a growing emphasis on sleep as an essential component of overall health. The company continues to invest in its omnichannel platform and customer experience initiatives, reinforcing its position as the premier destination for sleep solutions in the United States.



verizon

Verizon

Verizon Communications Inc. is one of the largest telecommunications companies in the world, providing wireless, broadband, and digital communication services to more than 140 million wireless retail connections nationwide. Headquartered in New York City and publicly traded on the NYSE under the ticker symbol VZ, Verizon generated approximately \$135 billion in annual revenue in 2025 and remains one of the most recognized brands in the communications industry.

The company is widely regarded for its network reliability and continued investment in 5G infrastructure, fiber broadband, and next-generation connectivity solutions. With a recurring revenue model, strong cash flow generation, and a nationwide retail presence, Verizon remains a highly stable and creditworthy tenant that serves as a cornerstone brand in the wireless sector.



Great Clips

Great Clips

Great Clips is one of the largest hair salon brands in the world, operating more than 4,500 locations across the United States and Canada. Founded in 1982, the company specializes in affordable, no-appointment haircuts for men, women, and children, utilizing a convenient walk-in model and digital check-in technology to streamline the customer experience.

The franchise has built a strong reputation for consistency, convenience, and value, making it one of the most recognized names in the haircare industry. With decades of operating history, a large franchise network, and broad consumer appeal, Great Clips continues to be a leading provider of everyday personal care services throughout North America.



PROPERTY DATA

6,000
Rentable SF

0.59
Acres

28
Parking Spaces

LEGEND

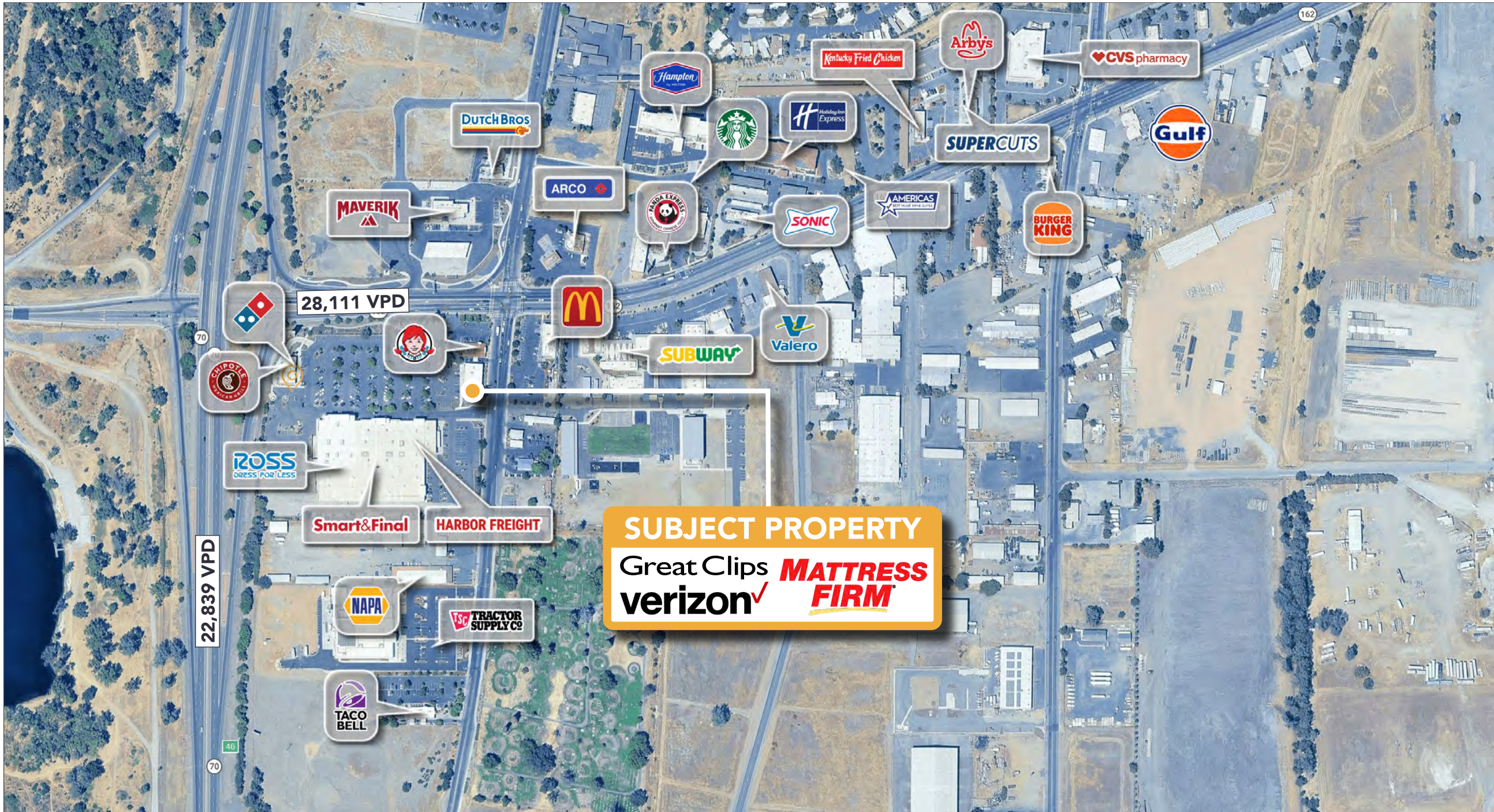


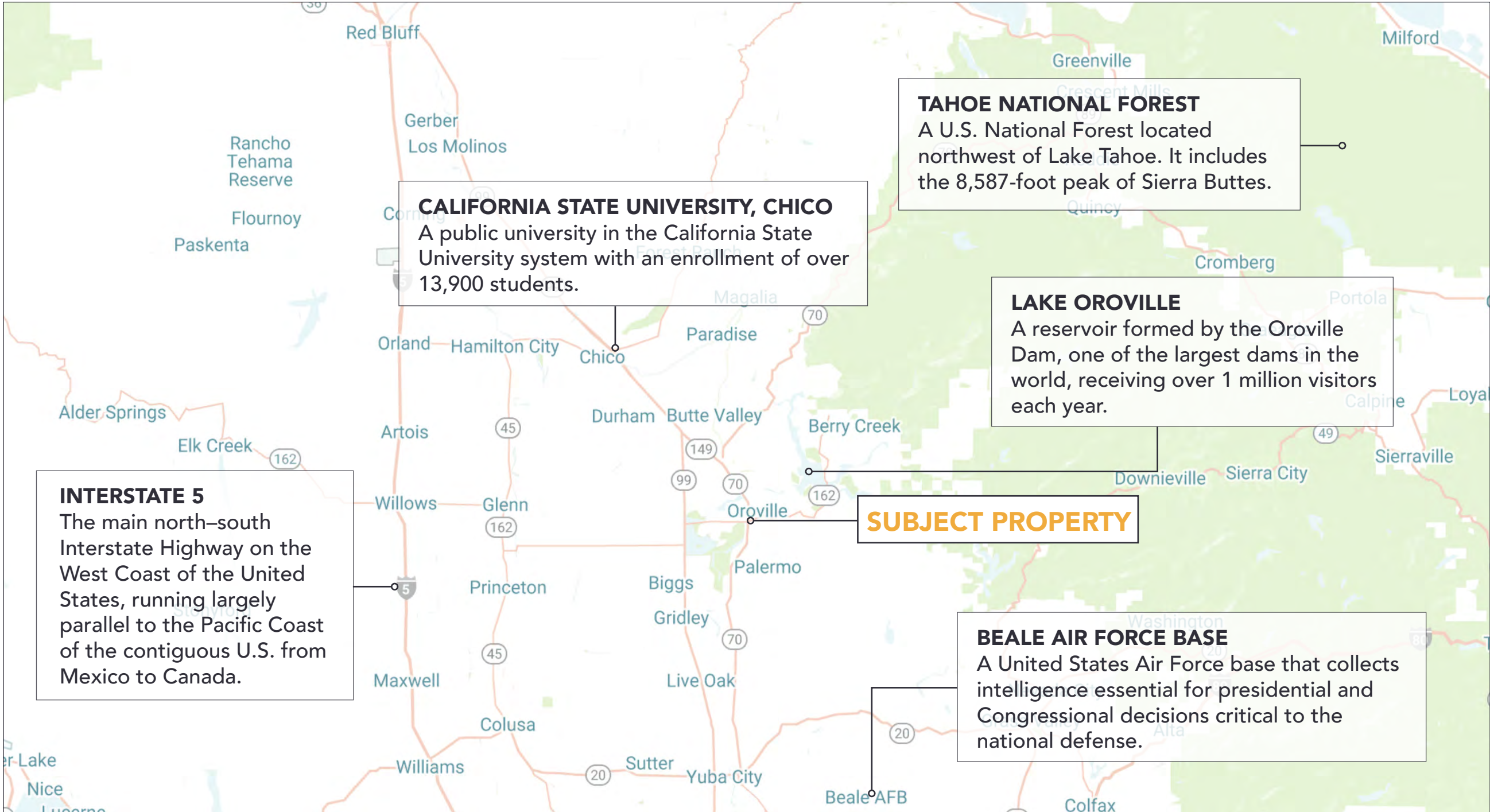
Property Boundary



Egress







CALIFORNIA STATE UNIVERSITY, CHICO
A public university in the California State University system with an enrollment of over 13,900 students.

TAHOE NATIONAL FOREST
A U.S. National Forest located northwest of Lake Tahoe. It includes the 8,587-foot peak of Sierra Buttes.

LAKE OROVILLE
A reservoir formed by the Oroville Dam, one of the largest dams in the world, receiving over 1 million visitors each year.

INTERSTATE 5
The main north-south Interstate Highway on the West Coast of the United States, running largely parallel to the Pacific Coast of the contiguous U.S. from Mexico to Canada.

SUBJECT PROPERTY

BEALE AIR FORCE BASE
A United States Air Force base that collects intelligence essential for presidential and Congressional decisions critical to the national defense.





Visitation Data

The entire Feather River Crossing shopping center draws from a large trade area, receiving **over 1.2 million visits in the past 12 months**. Shading on the heatmap represents home location of visitors to Feather River Crossing based on cellular data.

Demographics

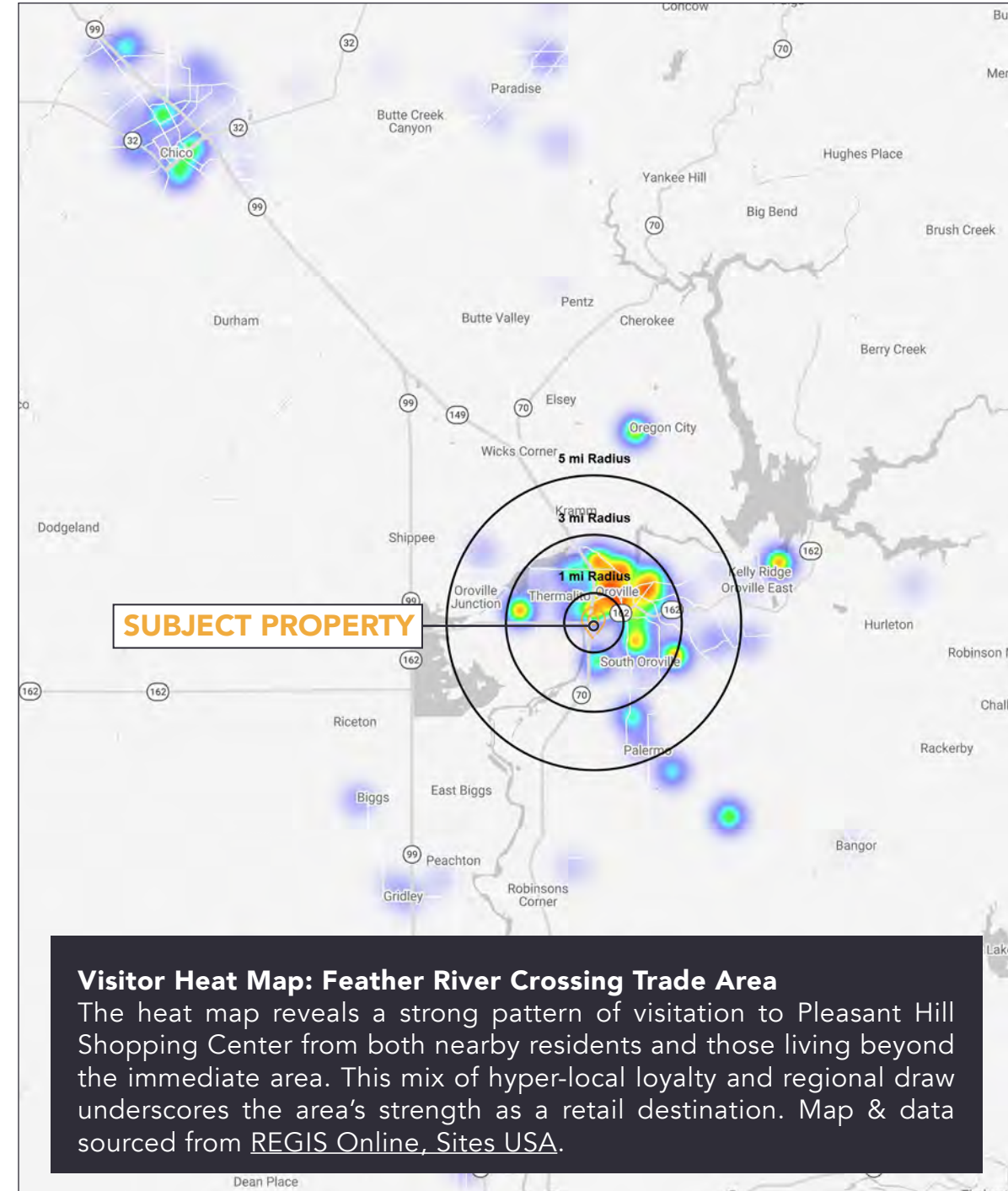
	1 mile	3 mile	5 mile	10 mile
Population	3,239	31,372	40,231	53,831
Annual Growth ('10-'20)	0.9%	0.6%	0.6%	0.6%
Average Household Income	\$65,659	\$77,087	\$83,902	\$87,777
Median Household Income	\$47,556	\$59,271	\$63,243	\$66,603
Average Household Net Worth	\$463K	\$678K	\$809K	\$902K
Estimated Households	1,265	11,080	14,331	19,514
Total Employees	2,598	11,361	13,129	14,282

40K

POPULATION WITHIN A 5-MILE RADIUS

\$83K

AVG HH INCOME WITHIN 5-MILE RADIUS



Visitor Heat Map: Feather River Crossing Trade Area

The heat map reveals a strong pattern of visitation to Pleasant Hill Shopping Center from both nearby residents and those living beyond the immediate area. This mix of hyper-local loyalty and regional draw underscores the area's strength as a retail destination. Map & data sourced from [REGIS Online, Sites USA](#).



Oroville, California, In Focus

A Historic Hub in the Sacramento Valley



The City of Gold

Oroville's history dates back to the era preceding the California Gold Rush, and today it is **a growing and dynamic community in Northern California**. With a population of approximately **20,000 residents and a broader trade area exceeding 100,000 people**, Oroville serves as a regional commercial and service hub for surrounding communities. The city's **historic downtown** district offers a vibrant mix of boutiques, specialty retailers, restaurants, coffee shops, salons, antique stores, museums, and locally owned businesses, creating a charming and walkable environment that supports both residents and visitors.

Strategically located along State Routes 70 and 99, approximately one hour north of Sacramento, Oroville benefits from **strong regional connectivity**. Its comparatively affordable housing and lower cost of living continue to attract commuters and new residents seeking access to employment centers while maintaining a high quality of life. This affordability advantage has positioned Oroville as **an increasingly attractive residential alternative within the Sacramento Valley and Northern California**.

Oroville is home to one of California's most significant infrastructure assets: **the Oroville Dam**, the largest earth-filled dam in the United States and among the tallest dams in the world. The dam and surrounding Lake Oroville serve as **major recreational and tourism drivers**, drawing visitors for boating, fishing, hiking, and camping. Additional attractions such as the Feather River Fish Hatchery, the historic Mother Orange Tree, and extensive river recreation areas further enhance the city's appeal as an outdoor destination.



THE SACRAMENTO VALLEY

2M+

NUMBER OF RESIDENTS

\$5.8B

SACRAMENTO VALLEY AGRICULTURE OUTPUT

\$189B

SACRAMENTO METRO AREA ANNUAL GDP

1.5M

ACRES OF ACTIVE FARMLAND

Northern California's Agricultural Core

The Sacramento Valley is **the northern portion of California's Central Valley**, stretching approximately 150 miles from Redding in the north to Sacramento in the south. The region is defined by its fertile soil, expansive farmland, and the Sacramento River, which serves as a vital water source for agriculture and communities. The valley encompasses several counties, including **Sacramento, Yolo, Sutter, Yuba, Colusa, Glenn, Shasta, and Tehama**, and supports a combined **population of over 2 million residents**.

The Sacramento Valley economy is deeply rooted in agriculture, making it **one of the most productive farming regions in the United States**. The area is known for large-scale production of rice, almonds, walnuts, prunes, tomatoes, and dairy, with food processing and distribution playing a major supporting role. In addition to agriculture, **the southern portion of the valley, anchored by the City of Sacramento, benefits from a diversified economy** driven by government, healthcare, education, logistics, and technology.

Strategically positioned along Interstate 5, the Sacramento Valley serves as **a major north-south transportation corridor linking Northern and Southern California**, as well as providing access to Oregon and the Pacific Northwest. The region also benefits from **rail infrastructure, river ports, and proximity to major metropolitan markets**. Combined with relatively affordable land, growing population centers, and strong agricultural output, the Sacramento Valley remains **a foundational economic engine for Northern California** and a critical contributor to the state's food supply and trade network.



Walmart ✨
\$158M IN ANNUAL SALES

Smart & Final
HARBOR FREIGHT
Quality Tools at Ridiculously Low Prices
ROSS
DRESS FOR LESS®

TACO BELL

TSC TRACTOR SUPPLY CO

SUBJECT PROPERTY
Great Clips
verizon ✓
MATTRESS FIRM

Wendy's

CHIPOTLE MEXICAN GRILL
Domino's Pizza

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