

**SITE**

**AVAILABLE**

**Fred Meyer**

ROGUE VALLEY MALL

Freeway Access

**Lowe's**

**Walmart**

**HOBBY LOBBY**

REGENCE BLUE CROSS CALL CENTER  
200+ EE'S

ROGUE VALLEY INTERNATIONAL AIRPORT

**COSTCO WHOLESALE**



Freeway Access

LITHIA AUTO DEALERSHIPS  
CHRYSLER  
DODGE  
HONDA  
Jeep  
BMW  
NISSAN

Biddle Rd

E Pine St

Crater Lake Hwy

Table Rock Rd

Hamrick Rd

E Vilas Rd

E Vilas Rd

# New Development at Coker Butte Rd

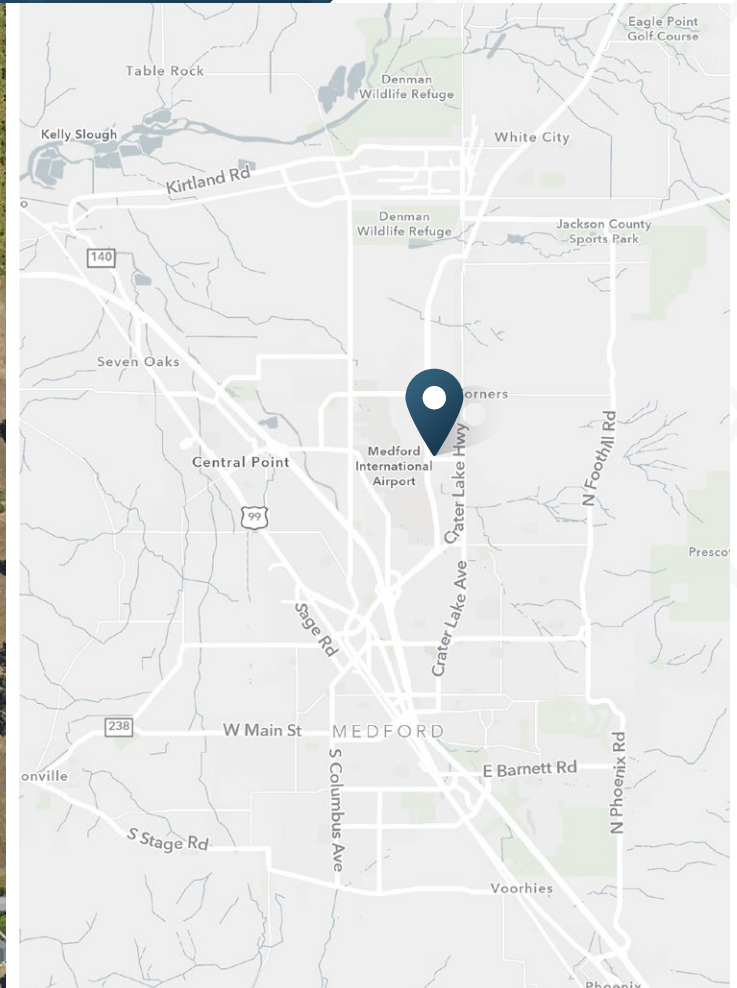
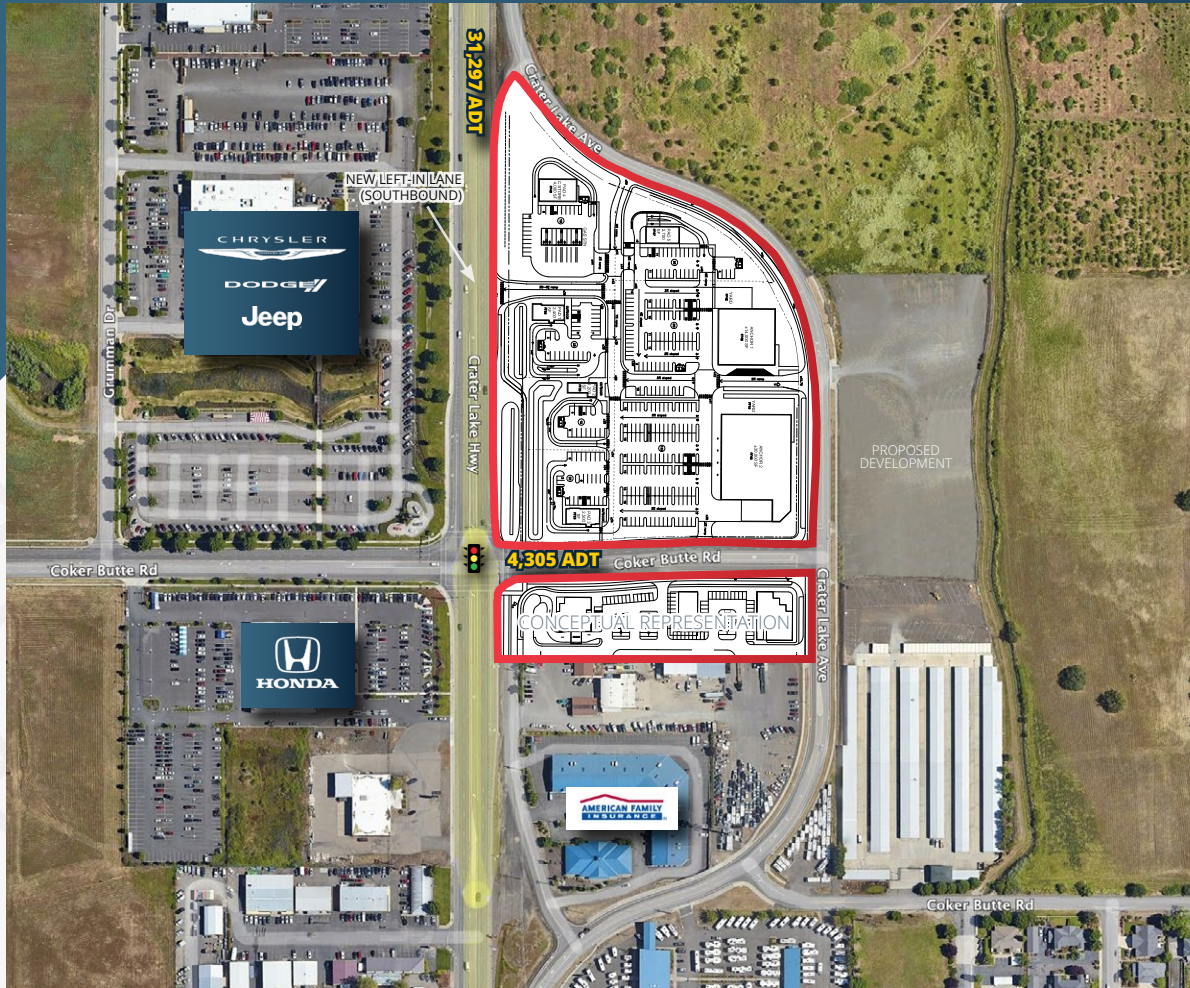
Crater Lake Hwy & Coker Butte Rd | Medford, OR





# New Development at Coker Butte Rd

Crater Lake Hwy & Coker Butte Rd | Medford, Oregon



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

# New Development at Coker Butte Rd

Crater Lake Hwy & Coker Butte Rd | Medford, Oregon

## SITE DATA

<b>ANCHOR 1</b>	
SITE AREA	130,000 SF
BUILDING AREA	30,000 SF
PARKING PROVIDED	132 SPACES
PARKING RATIO	4.4/1000 SF

<b>ANCHOR 2</b>	
SITE AREA	80,000 SF
BUILDING AREA	14,000 SF
PARKING RATIO	68 SPACES
PARKING RATIO	4.8/1000 SF

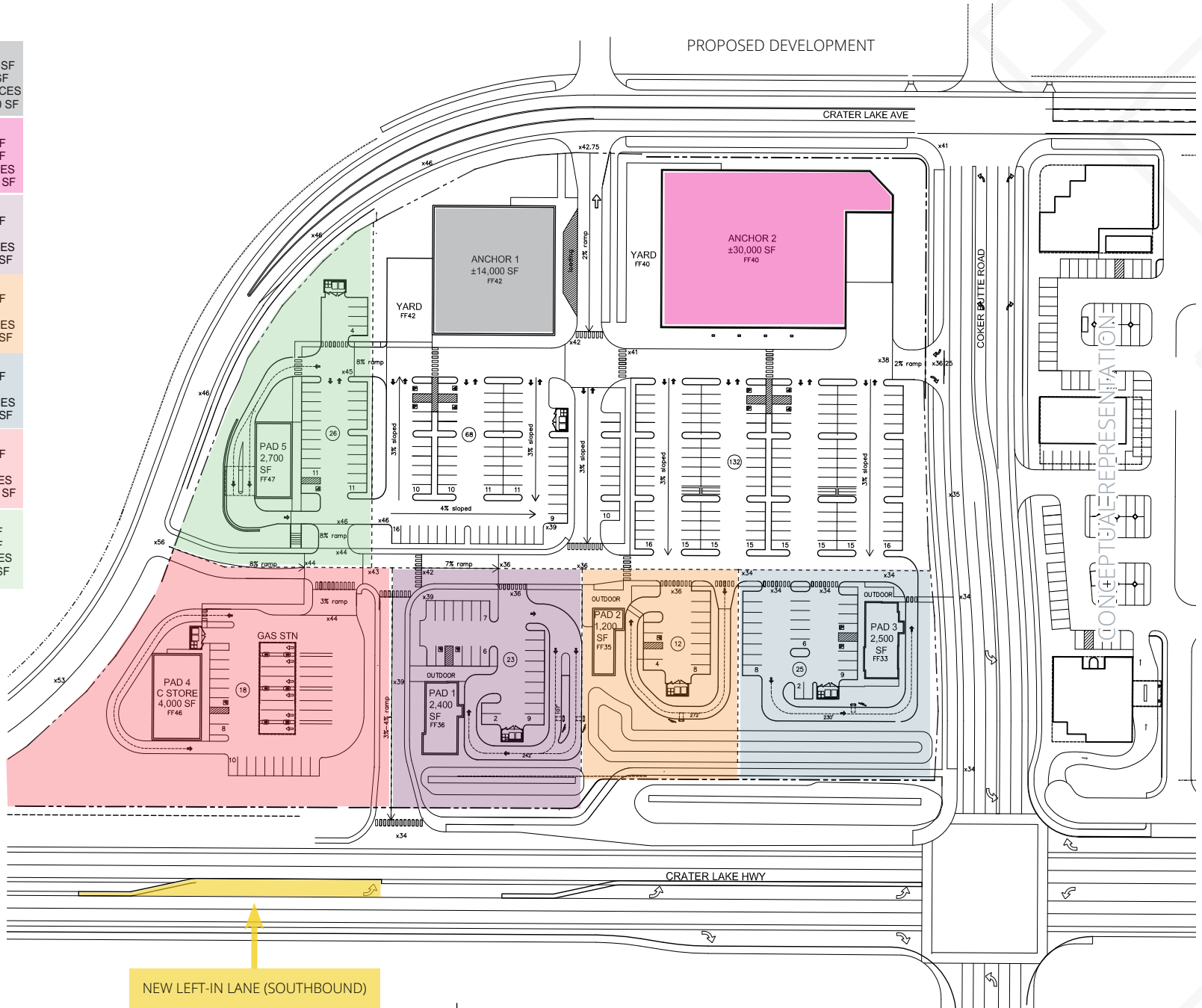
<b>PAD 1</b>	
SITE AREA	38,747 SF
BUILDING AREA	2,500 SF
PARKING RATIO	25 SPACES
PARKING RATIO	10/1000 SF

<b>PAD 2</b>	
SITE AREA	30,221 SF
BUILDING AREA	1,200 SF
PARKING RATIO	12 SPACES
PARKING RATIO	10/1000 SF

<b>PAD 3</b>	
SITE AREA	43,000 SF
BUILDING AREA	2,400 SF
PARKING PROVIDED	24 SPACES
PARKING RATIO	10/1000 SF

<b>PAD 4</b>	
SITE AREA	70,000 SF
BUILDING AREA	4,000 SF
PARKING PROVIDED	18 SPACES
PARKING RATIO	4.5/1000 SF

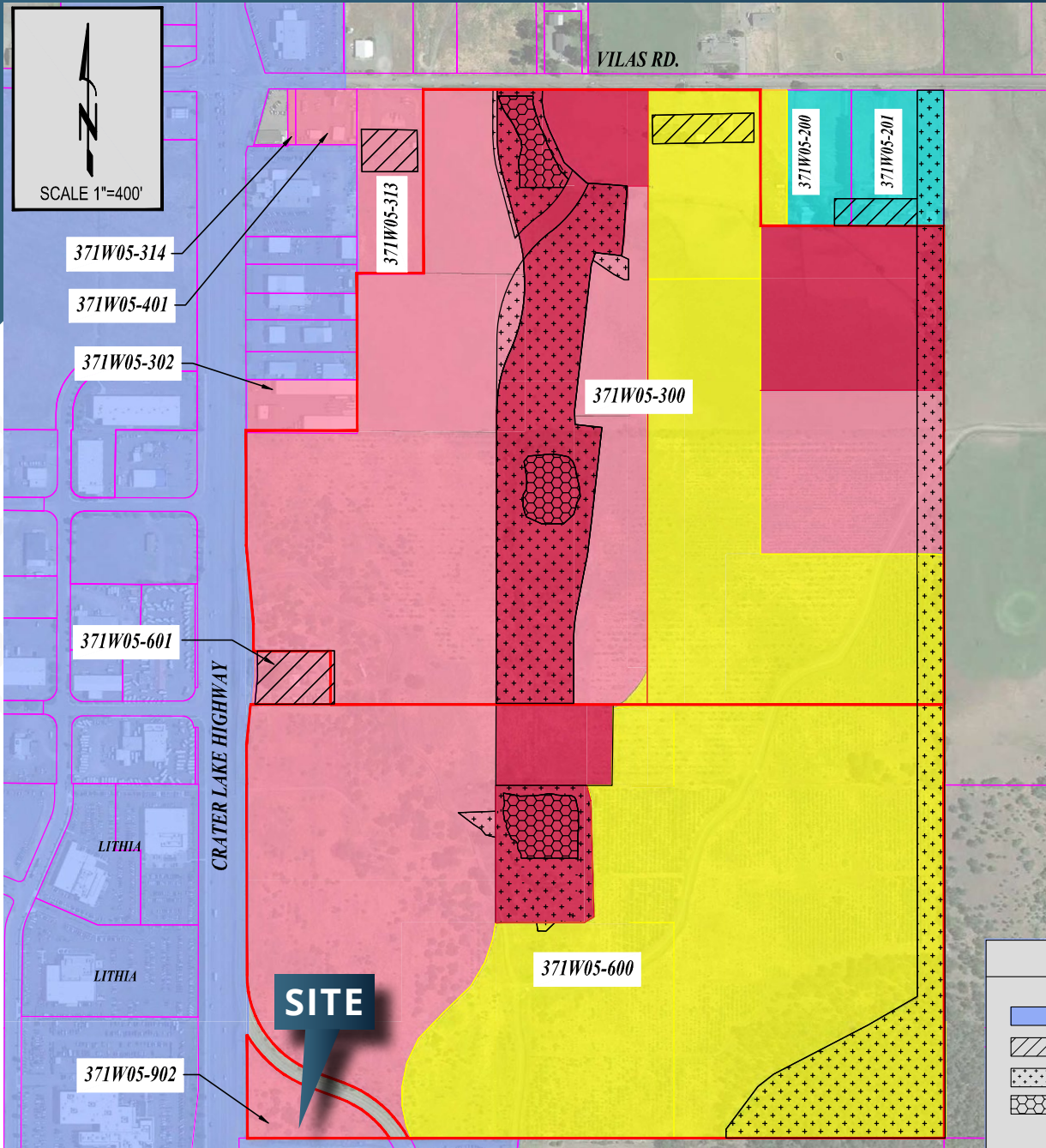
<b>PAD 5</b>	
SITE AREA	41,000 SF
BUILDING AREA	2,700 SF
PARKING PROVIDED	26 SPACES
PARKING RATIO	10/1000 SF





# Recent UGB Expansion and Land Uses by City of Medford

Crater Lake Hwy & Coker Butte Rd | Medford, Oregon

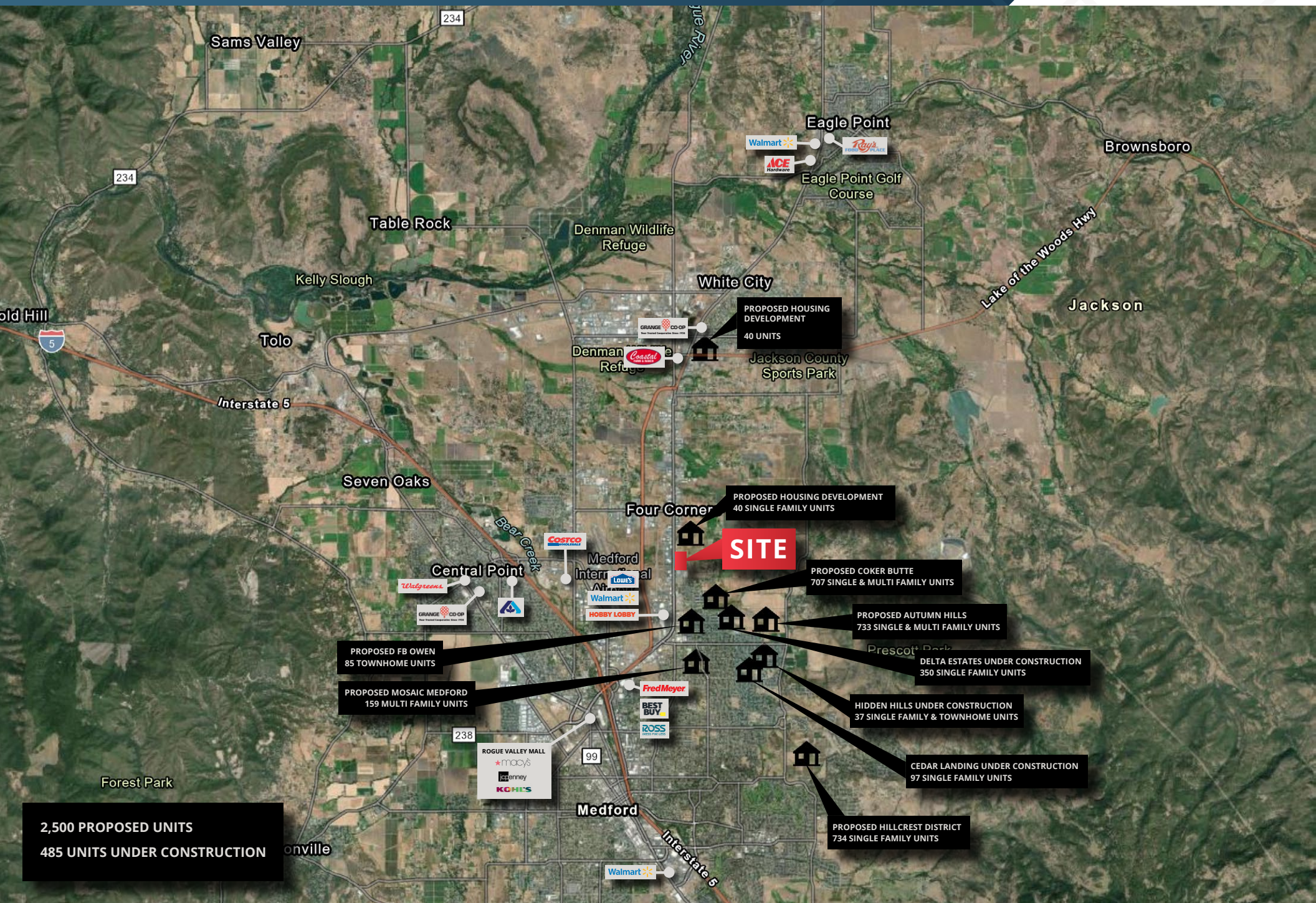


		AREA	OPEN SPACE	DETENTION POND	UNBUILDABLE PER MAP A-1	REMAINING
	CITY LIMITS					
	APPROX. UNBUILDABLE AREA PER MAP A-1					
	WETLAND/OPEN SPACE					
	DETENTION POND					
	COMMERCIAL	±90.2 AC.	2.6 AC.	-	2.1 AC.	85.5 AC.
	SERVICE COMMERCIAL	±36.0 AC.	17.8 AC.	3.5 AC.	-	14.7 AC.
	URBAN HIGH DENSITY RESIDENTIAL	±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.
<b>TOTALS</b>		<b>±225.4 AC.</b>	<b>32.0 AC.</b>	<b>3.5 AC.</b>	<b>3.7 AC.</b>	<b>186.2 AC.</b>



# Trade Area + Housing Growth

Medford, Oregon



**2,500 PROPOSED UNITS**  
**485 UNITS UNDER CONSTRUCTION**



# New Development at Coker Butte Rd

Crater Lake Hwy & Coker Butte Rd | Medford, Oregon



## 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**

© SRS Real Estate Partners

The information presented was obtained from sources deemed reliable;  
however SRS Real Estate Partners does not guarantee its completeness or accuracy.