



**Poppy  
Ranch**  
AT MORGAN HILL

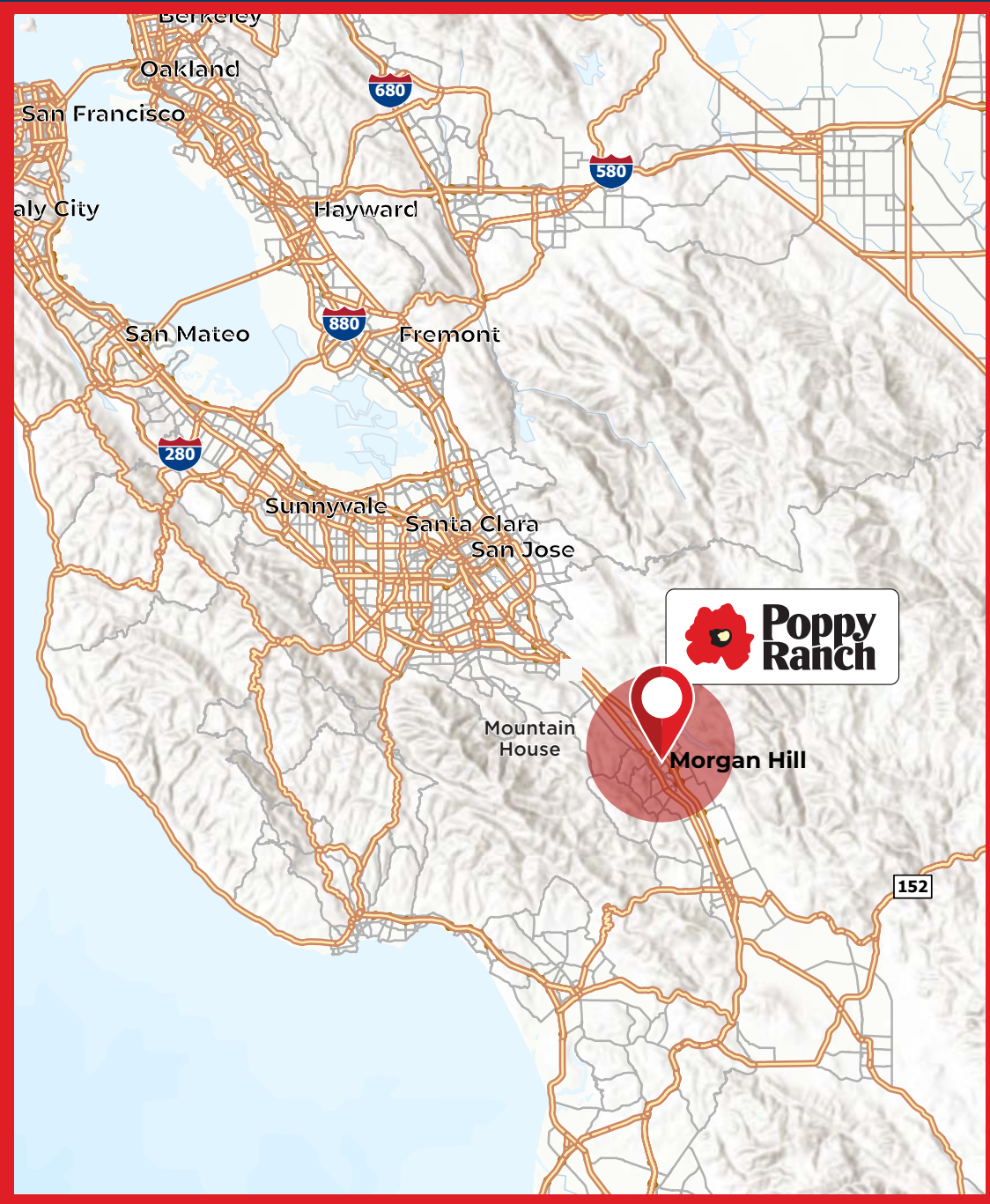
**Future Sprouts-Anchored Center**

LEASING OPPORTUNITIES | SEC HWY 101 & COCHRANE RD | MORGAN HILL, CA

**SPROUTS**  
FARMERS MARKET

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# The Location

## EMBEDDED IN THE MORGAN HILL COMMUNITY

**Poppy Ranch** is a Community Centered, Highway Accessible +/- 56,000 ground-up Sprouts Farmers Market anchored development at the intersection of Cochrane Road & De Paul Drive, with direct visibility off Highway 101.

Morgan Hill is home to a **vibrant downtown**, with unique and award-winning retailers and over **1 million tourist visitors per year**, drawn by wineries, festivals & outdoor recreation.

### KEY HIGHLIGHTS

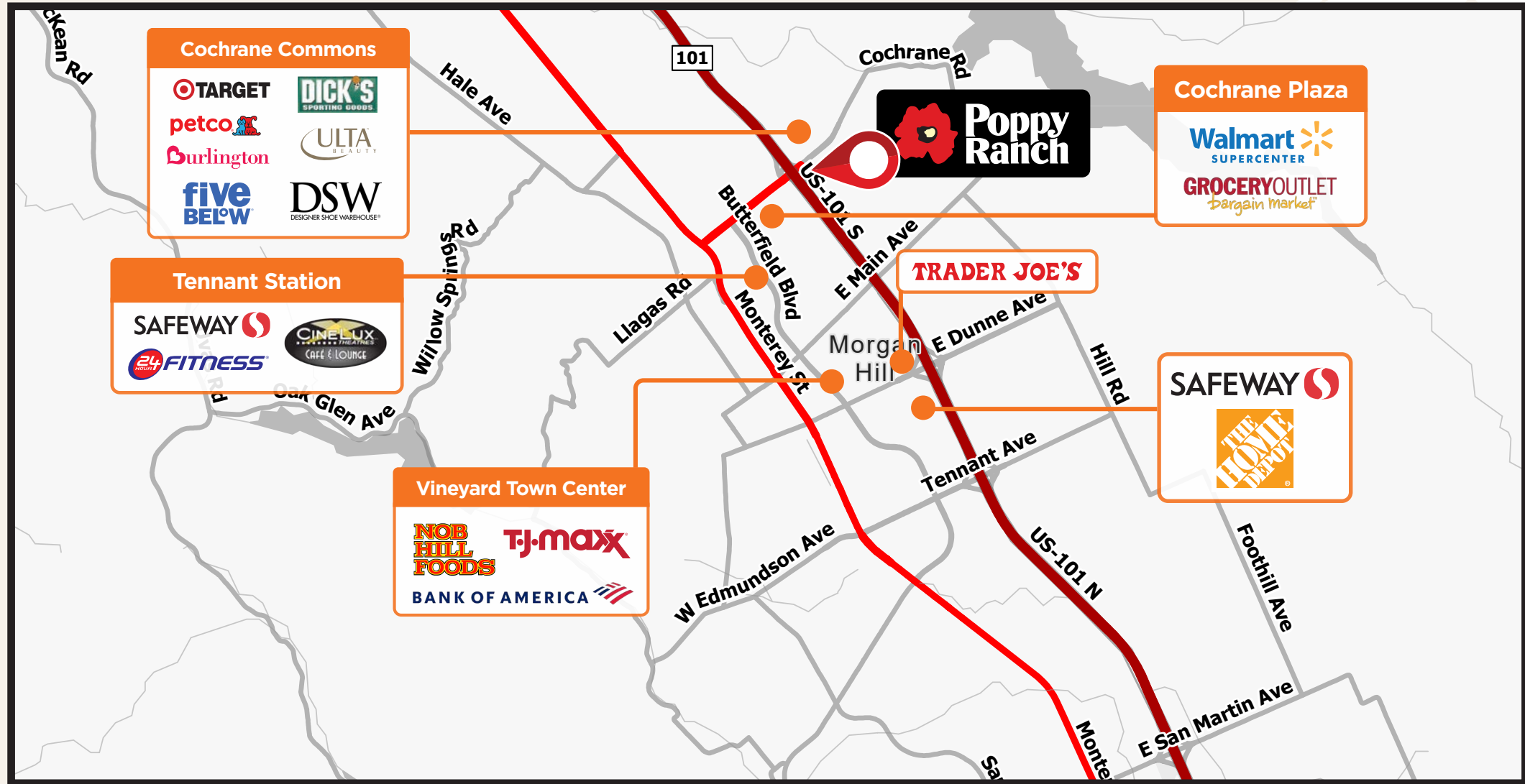
- **AFFLUENT HOUSEHOLDS** | Average household income exceeds \$208,000; median household income is \$166,213
- **HIGHLY EDUCATED CONSUMERS** | Nearly 45% of residents hold a bachelor's degree or higher
- **DOMINANT WEALTH SEGMENTS** | Wealthy Suburban Families (30.8%) and Ultra Wealthy Families (25.3%) represent over 56% of households
- **ESTABLISHED WEEKLY SPENDING** | Approximately \$102 per capita per week on food, with consistent spending across healthcare, entertainment, and personal services



# Residential Growth



# The Market



# Our Shoppers



	3-Mile Radius	5-Mile Radius	10 Min Drive
POPULATION - 2025	40,617	55,917	49,534
POPULATION - 2030	40,998	56,203	49,959
TOTAL DAYTIME POPULATION	41,405	54,649	50,689
AVERAGE HOUSEHOLD INCOME	\$214,039	\$214,039	\$208,456
MEDIAN HOME VALUE	\$1.3K	\$1.3K	\$1.3K
TOTAL HOUSEHOLDS - 2025	13,454	18,704	16,329
TOTAL HOUSEHOLDS - 2030	13,759	19,028	16,682
BACHELORS DEGREE PLUS	48%	47%	45%
AVERAGE HOME VALUE	\$1.4K	\$1.4K	\$1.3K

# Shopper Profile

## BASED ON A 10-MINUTE DRIVE

**Who's Here?** The primary trade area is led by **Wealthy Suburban Families** and **Ultra Wealthy Families**, together accounting for over **56%** of households within a 10-minute drive. This affluent base is complemented by diverse family households and young professionals, creating a stable and highly desirable consumer profile.



### Wealthy Suburban Families

**31% OF HOUSEHOLDS**  
Highly educated, family-oriented

Ages 35–54

Primarily homeowners

Affluent families with strong household incomes who prioritize convenience, quality, and daily-needs retail. This segment supports grocery, dining, wellness, and service-oriented uses.

**HHI: \$125K+**



### Ultra Wealthy Families

**25% OF HOUSEHOLDS**  
Established, high-income

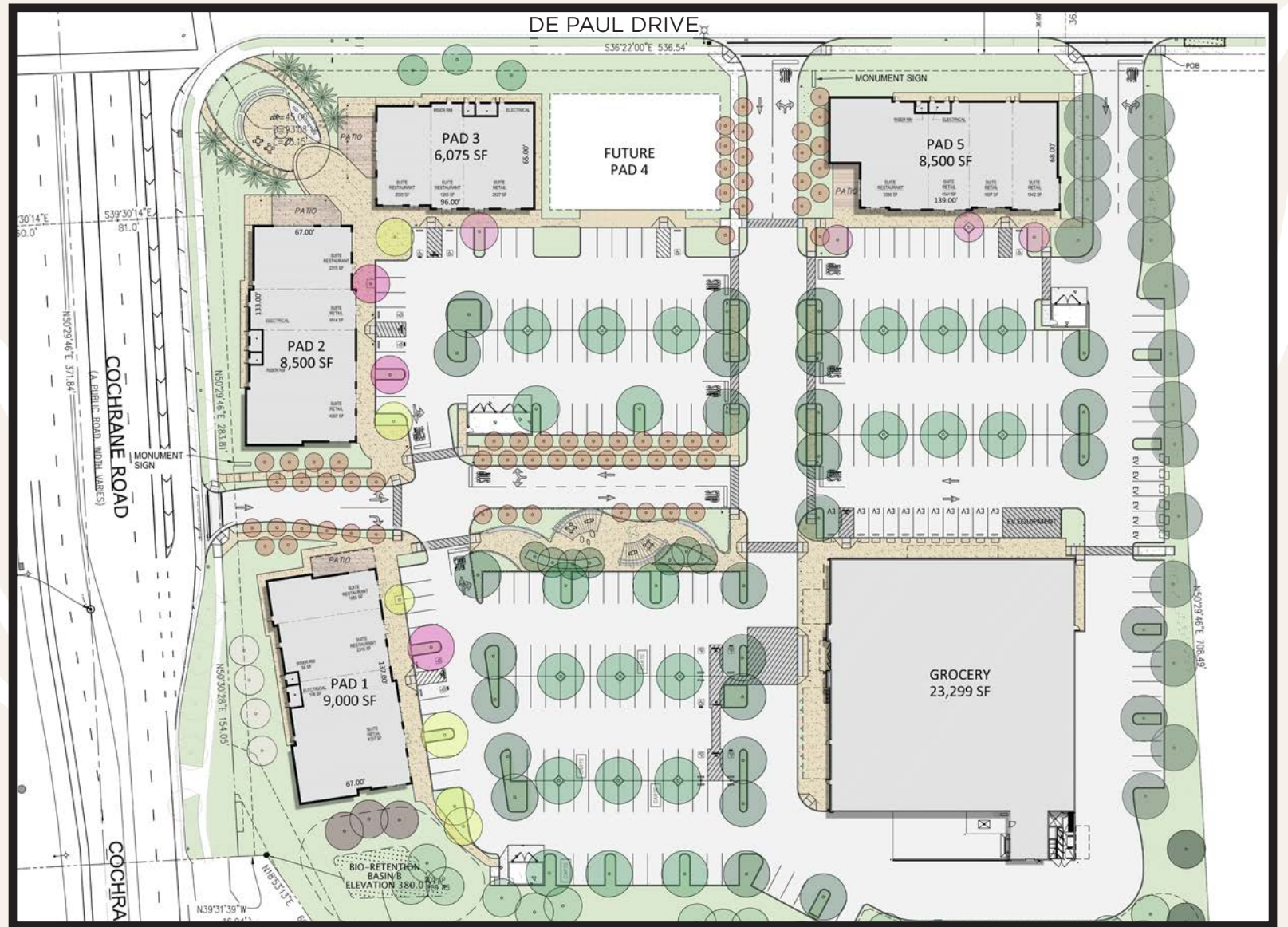
Ages 45–64

Primarily homeowners

Financially secure consumers with significant discretionary spending power. This segment supports premium retail, specialty services, and experiential dining.

**HHI: \$200K+**

# Site Plan



# Poppy Ranch

AT MORGAN HILL

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