



## **PRIME RETAIL SPACE FOR LEASE**

3555 Clares Street • Capitola, CA 95010  
\$30.00 - \$36.00 /SF/YR

Brown Ranch Marketplace is located off Highway #1 in the heart of the Santa Cruz County regional shopping area in the City of Capitola across from Santa Cruz County's only enclosed shopping mall, Capitola Mall. With the only enclosed mall in the County, and the only department stores, the 41st Avenue/Clares Street shopping area draws customers from all over Santa Cruz County. In addition to the permanent residents who shop in the area, there are students from the University of California at Santa Cruz and Cabrillo College as well as millions of tourists who visit Santa Cruz County every year. Brown Ranch Marketplace is 85,000 sf with co-tenancy of Trader Joe's, Michaels, FedEx Office and more.

Brown Ranch Marketplace is positioned in the best location to benefit from the existing shopping traffic. Cafe-style outdoor seating, market umbrellas and benches are provided throughout the center, complemented by extensive landscaping and raised planters. Visibility from the street and the mall is enhanced by the slightly higher elevation of the center, which faces the Capitola Mall. Brown Ranch Marketplace is locally owned and operated by the Brown Family, locals since 1911.

### Brown Ranch Marketplace offers:

- Heavy daytime foot traffic
- Excellent visibility for all storefronts
- Extensive landscaping and planters
- Outdoor cafe-style seating
- Excellent tenant mix

Rental Rate: \$30.00 - \$36.00 /SF/YR  
Total Space Available: 10,459 SF  
Max. Contiguous: 5,600 SF  
Property Type: Shopping Center  
Center Type: Neighborhood Center  
Stores: 27  
Walk Score®: 84 (Very Walkable)  
Frontage: 1,016' on Clares Street  
Gross Leasable Area: 85,000 SF

### Anchors:

Michaels: 24,380 SF  
Trader Joe's: 13,661 SF  
FedEx Office: 2,578 SF

**For more information contact:  
Bob Rivers, General Manager  
Brown Ranch Marketplace  
leasing@brownranch.com  
831-818-4878**



# Brown Ranch Marketplace

## Retail Space Currently Available



### 1st Floor Ste EE

1

Space Available	1,452 SF
Rental Rate	\$36.00 /SF/YR
Date Available	January 16, 2025
Service Type	Triple Net (NNN)
Space Type	Relet
Space Use	Retail
Lease Term	3 - 10 Years

This prime retail space is located next door to Trader Joe's. High visibility location between Trader Joe's and Michaels. This space is adjacent to our central courtyard which feature WingStop, GameStop and T-Mobile. Brown Ranch Marketplace is locally owned and operated by the Brown Family, locals since 1911. This is a very high volume, high profile center with on-site management services, aggressive marketing and extensive public relations work within our local community. Immediately available.

### 1st Floor Ste P

2

Space Available	2,065 SF
Rental Rate	\$36.00 /SF/YR
Date Available	Now
Service Type	Triple Net (NNN)
Built Out As	Specialty
Space Type	Relet
Space Use	Retail
Lease Term	5 - 15 Years

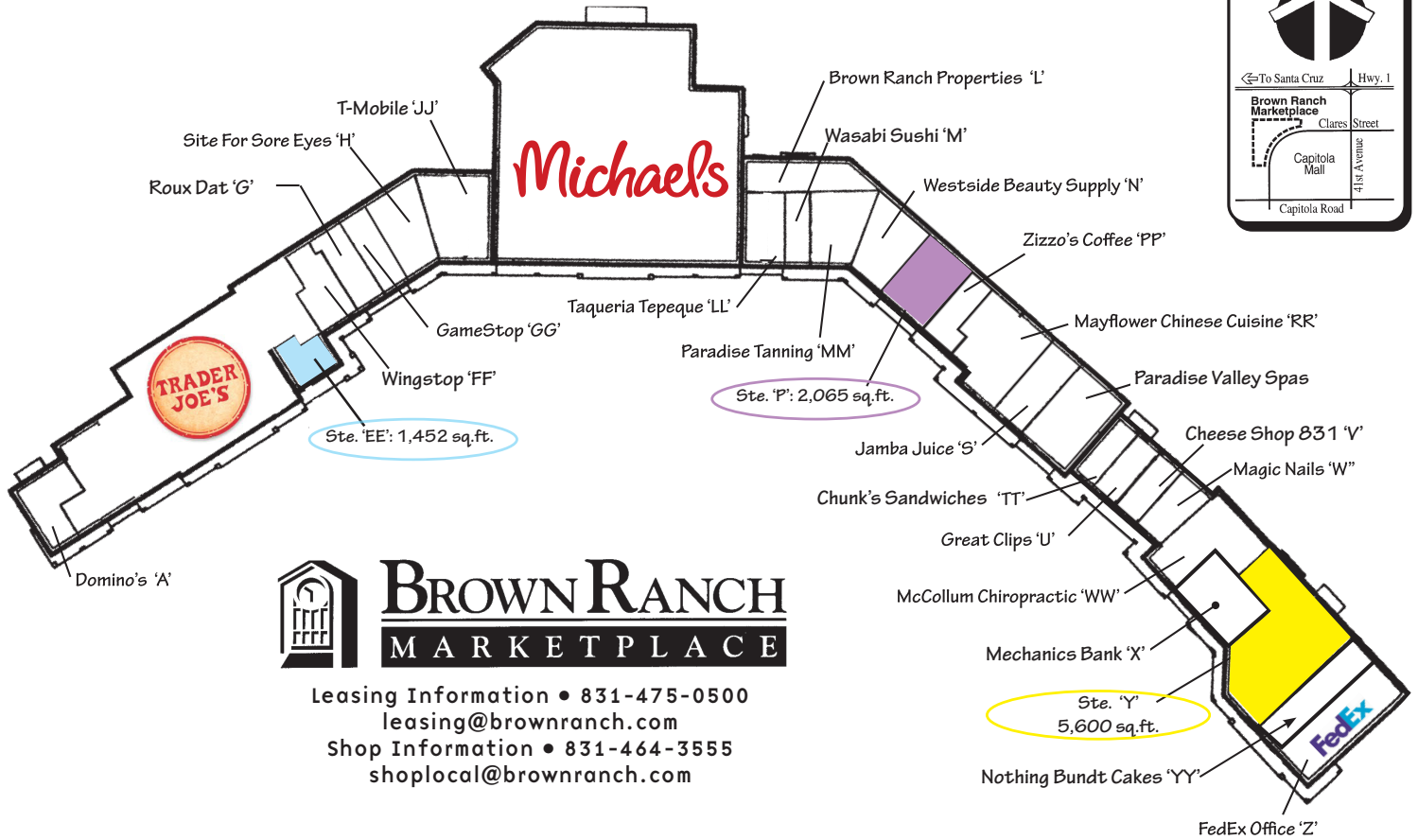
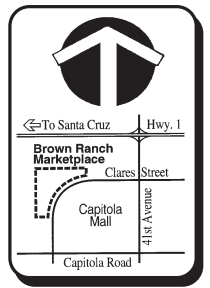
This prime space is located between Michaels and Jamba Juice. This space is highly visible from Clares Street and has an awning over the storefront. High traffic location within our shopping center. Brown Ranch Marketplace is locally owned and operated by the Brown Family, locals since 1911. This is a very high volume, high profile center with on-site management services, aggressive marketing and extensive public relations work within our local community.

### 1st Floor Ste Y

3

Space Available	5,600 SF
Rental Rate	\$30.00 /SF/YR
Date Available	Now
Service Type	Triple Net (NNN)
Space Type	Relet
Space Use	Retail
Lease Term	5 - 15 Years

This 5,600 sq.ft. space (Suite 'Y') is located in a prime, highly visible spot between FedEx Office and Mechanics Bank. Brown Ranch Marketplace is locally owned and operated by the Brown Family, locals since 1911. This is a very high volume, high profile center with on-site management services, aggressive marketing and extensive public relations work within our local community.



Leasing Information • 831-475-0500  
 leasing@brownranch.com  
 Shop Information • 831-464-3555  
 shopllocal@brownranch.com

**Brown Ranch Marketplace  
 Tenant Roster**

- Cheese Shop 831
- Chunk's Sandwiches
- Domino's
- FedEx Office
- GameStop
- Great Clips
- Jamba
- Magic Nails
- Mayflower Chinese Cuisine
- McCollum Family Chiropractic
- Mechanics Bank
- Michaels
- Nothing Bundt Cakes
- Paradise Tanning
- Paradise Valley Spas
- Roux Dat Cajun Creole Cuisine
- Site For Sore Eyes
- T-Mobile
- Taqueria Tepeque
- Trader Joe's
- Wasabi Sushi
- Westside Beauty Supply & Salon
- Wing Stop
- Zizzo's Coffeeshouse

# TIME TO GO SHOPPING!

**NOW OPEN**

Offering a large variety of arts, crafts, framing, floral and wall décor, and merchandise for makers and do-it-yourself home decorators!

**SPECIALTY SHOPS**

- GameStop
- Great Clips
- Jacuzzi Hot Tubs
- Michaels
- Site For Sore Eyes
- T-Mobile
- Westside Beauty Supply & Salon

**INTERNATIONAL FOODS**

- Trader Joe's
- Cheese Shop 831
- Chunk's Sandwiches
- Domino's
- Jamba
- Mayflower Chinese Cuisine
- Nothing Bundt Cakes
- Roux Dat Cajun Creole Cuisine
- Taqueria Tepeque
- Wasabi Sushi
- Wing Stop
- Zizzo's Coffeeshouse

**EXCEPTIONAL SERVICES**

- FedEx Office
- Magic Nails
- McCollum Family Chiropractic
- Mechanics Bank
- Paradise Tanning

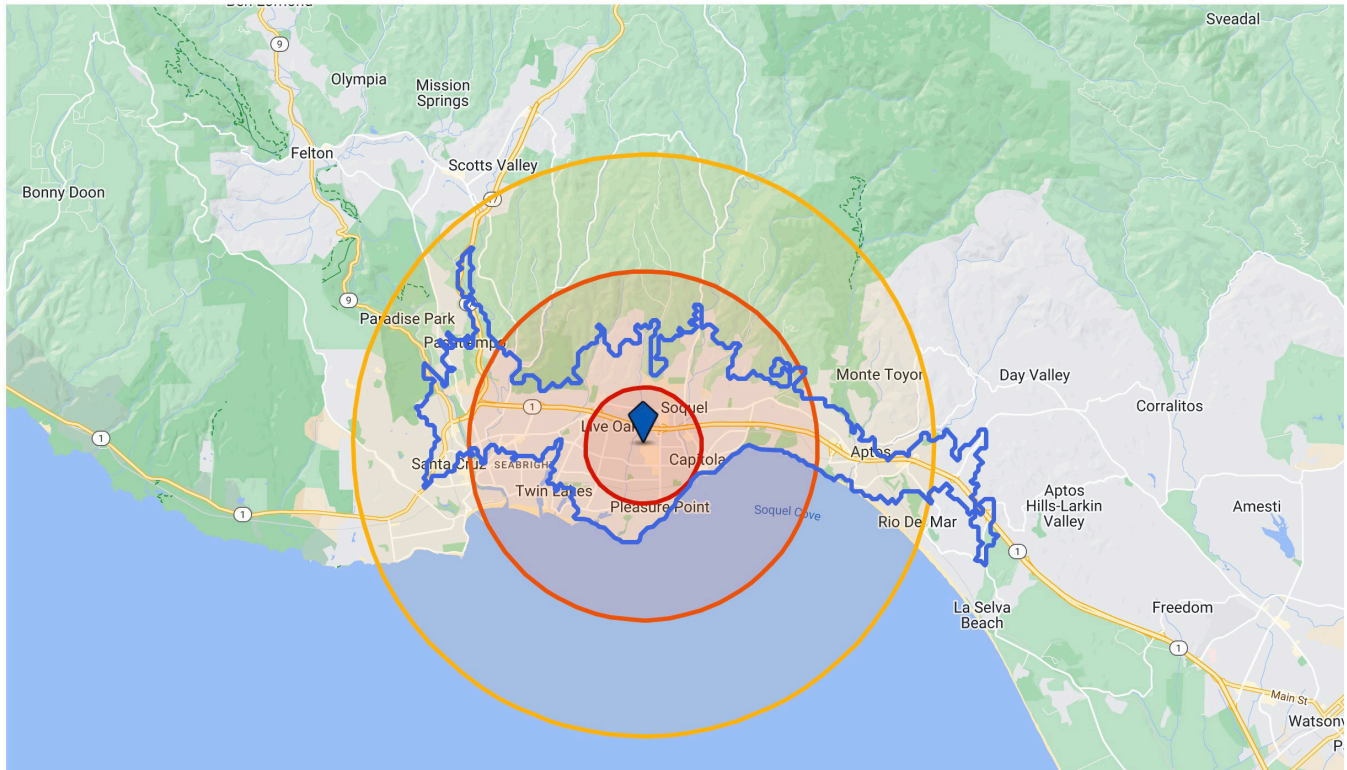
3555 Clares St., Capitola

Locally Owned & Family Operated

[www.brownranch.com](http://www.brownranch.com)

# DEMOGRAPHICS

1 Mile 3 Miles 5 Miles 15 Min Drive

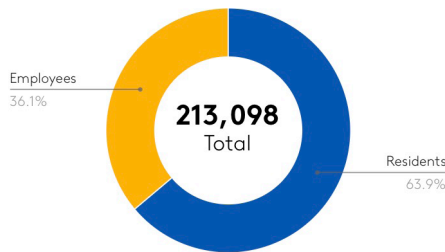


## Brown Ranch Marketplace | 3555 Clares St

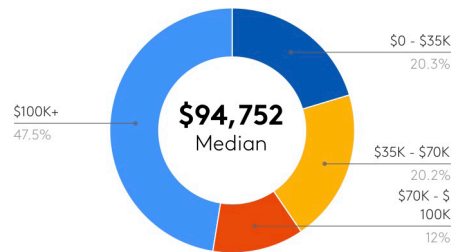
10,459 SF of Retail Space Available in Capitola, CA

15 min drive

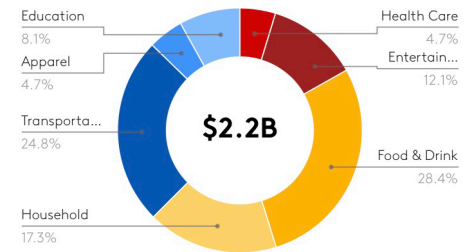
### ABSOLUTE POPULATION



### HOUSEHOLD INCOME



### CONSUMER SPENDING



	1 MILE	3 MILE	5 MILE	15 MIN DRIVE
2023 Population	21,746	75,160	125,804	136,091
2028 Population	21,381	74,141	124,094	135,702
2023-2028 Projected Population Growth	-1.7%	-1.4%	-1.4%	-0.3%
Median Age	41.7	42.2	41.3	40.7
College Degree + Higher	32%	40%	45%	27%
Daytime Employees	14,088	40,490	70,355	77,007
Total Businesses	1,964	5,509	9,147	10,093
Average Household Income	\$110,291	\$119,623	\$125,709	\$124,391
Median Household Income	\$88,569	\$92,485	\$96,477	\$94,752
Total Consumer Spending	\$319.7M	\$1.2B	\$2B	\$2.2B
2023 Households	8,647	31,297	50,953	54,769
Average Home Value	\$773,790	\$851,261	\$890,304	\$872,809

# About Us...

Brown Ranch Marketplace is locally owned and operated by the Brown Family, locals for over 100 years. James A. Brown, who moved to Capitola after retiring from the car and buggy business, founded the Brown Ranch in 1911. Initially Mr. Brown planted several acres of different types of berries. He also became interested in the culture of various flower bulbs. By 1917 the Brown Ranch had purchased a registered herd of Guernsey cattle and developed a dairy. Retail stores called Moo Cows were opened in Capitola, Santa Cruz and Watsonville by 1927.

Moo Cow ice cream was carried on cruise ships around the world and "Golden Guernsey" milk products were supplied to the Southern Pacific Railroad for their dining cars. During the period of growth of the dairy, the bulb and seed departments also expanded. In 1932, James Brown died at the age of 49 and Alan and Worth Brown, James' sons, took over operations.

By the 1950s, the dairy had been completely closed and the third generation, Barclay, Todd, and Joel Brown, joined the family business. The firm was now the recognized world leader in the production of tuberous begonia bulbs. In 1954, the Capitola Businessmen's Association inaugurated the First Annual Capitola Begonia Festival and proclaimed Capitola to be the "Begonia Capital of The World."



*James & Rura Brown c. 1911 • Moo Cow Ice Cream Box • Worth & Jane Brown • Visitor's Day at Brown Bulb Ranch*

By 1960, Worth had broken new ground by marketing a complete line of package begonia bulbs to national chain stores. Woolworth's was the first chain to try bulbs and Sears followed a few years later. The Brown Bulb Ranch became the largest distributor of bulbs to retailers west of the Mississippi River.

By the time Alan and Worth retired from their work, the company had hundreds of employees, with a distribution warehouse and sales force in Seattle and a sales office in Los Angeles. At this time, a decision was made to concentrate more energy on the production of bulbs and less on the distribution of other growers' products. The distribution operation was sold to an eastern firm, and the Brown Ranch changed the name of its bulb growing operation to Golden State Bulb Growers.

In 1989, Golden State Bulb Growers moved its main offices, warehouses, and greenhouses from Capitola to just outside of Watsonville. The fourth generation of the family operated the bulb business. Nolan Brown headed the shipping department, Worth C. Brown (grandson of Worth A. Brown) had office responsibilities, and Justin Brown oversaw the growing of the crops on nine separate ranches throughout California and Baja, Mexico. Justin supervised the production of 26 crops on over 1,000 acres, with the largest portion of the land being devoted to colored Calla lilies. Golden State Bulb Growers ceased operation in 2018.

And while the begonias are no longer grown at Capitola, the family continues its presence there with a shopping center built on the old ranch property. Brown Ranch Marketplace is located next to the Capitola Mall, which itself is on land that was previously part of the Brown Ranch. Barclay Brown, Andrea Rivers, his daughter, and Bob Rivers, his son-in-law who is general manager of the center, developed this retail complex which features Trader Joe's, Michaels and many other fine shops and restaurants.

Brown Ranch Marketplace opened in mid-1992 and has since become one of the premier shopping centers in Santa Cruz County. This is due to the prime location next to the Capitola Mall and the quality shops, exceptional services, and international restaurants located at Brown Ranch Marketplace.

Stop by today and see history in the making!

