



OFFERING MEMORANDUM

LOT 1

LOT 2  
IMMEDIATELY AVAILABLE

LOT 3

LOT 4

Medford, OR 97501

# Southgate Development

\$28/SF ENTITLED PARCEL



# Southgate Development

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01 Executive Summary  
Investment Summary

# SOUTHGATE DEVELOPMENT

## OFFERING SUMMARY

ADDRESS	Medford, OR 97501
COUNTY	Jackson
MARKET	Southern Oregon
SUBMARKET	South Medford
PRICE	\$2,500,344
PRICE PSF	\$28.00
LAND SF	89,298 SF
LAND ACRES	2.05
OWNERSHIP TYPE	Fee Simple
ZONING TYPE	C-R
# OF PARCELS	1
APN	11017980

DEMOGRAPHICS	1 MILE	3 MILE	5 MILE
2025 Population	6,261	71,223	108,634
2025 Median HH Income	\$75,725	\$68,462	\$73,296
2025 Average HH Income	\$103,318	\$89,442	\$94,206

## Entitlement Position & Execution Flexibility

- ❖ Entitled and de-risked development profile. Subdivision and land use entitlements are in place, providing a defined framework for future development while reducing upfront approval risk. Vertical development approvals remain project-specific and can be pursued through multiple execution paths.
- ❖ Multiple transaction structures supported. The offering is suitable for fee-simple sales, build-to-suit delivery, ground lease, or joint venture structures. Final approvals strategy and responsibility allocation will be defined in definitive agreements.



## Investment Scale & Market Fundamentals

- ❖ Institutional-quality opportunity in a regional trade market. The site benefits from Medford's position as Southern Oregon's primary commercial hub, supporting durable retail and service demand. This creates long-term relevance for both strategic and financial buyers.
- ❖ Attractive cost basis with upside execution potential. Relative land and development costs remain favorable compared to larger West Coast markets. This supports strong risk-adjusted returns across a range of development and capital strategies.





02

Location

- Location Summary
- Major Employers Map
- Aerial Map
- Drive Times
- Drive Times (Heat Map)

## Regional Market Strength

- ❖ Primary trade hub for Southern Oregon. Medford captures retail demand from multiple surrounding counties, giving retailers a materially larger customer base than the local population alone would suggest. This supports both national brands and high-performing regional operators.
- ❖ First-stop market for expansion. Many retailers entering Southern Oregon choose Medford as their initial location, allowing brands to establish early market dominance and regional visibility.

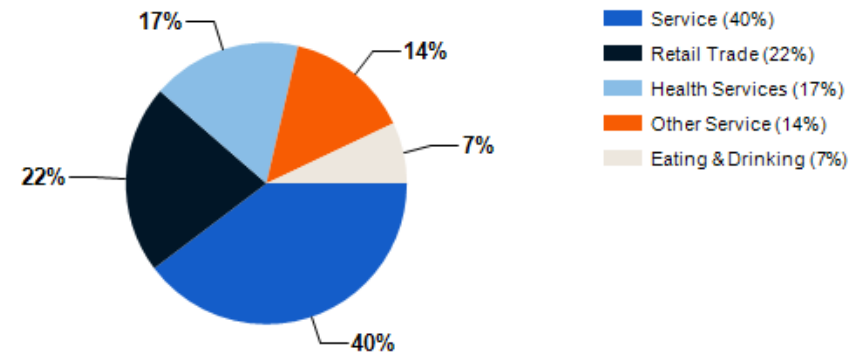
## Traffic, Access & Exposure

- ❖ Strategic transportation positioning. Interstate 5 and South Pacific Highway concentrate regional and pass-through traffic into defined commercial corridors, creating consistent daily exposure for retail sites. Located just off of the South Medford Interstate 5 Interchange ("Southgate").
- ❖ Tourism and destination traffic. Medford serves as a gateway to Crater Lake, wine country, and outdoor recreation, providing seasonal sales lift that strengthens food, service, and convenience retail performance.

## Economics & Development Viability

- ❖ Lower occupancy costs with strong fundamentals. Compared to West Coast metro markets, Medford offers more favorable land and development costs while maintaining institutional-grade traffic and trade-area metrics.
- ❖ Predictable development framework. Zoning flexibility and a structured SPAC approval process provide a clear path to execution for build-to-suit, joint venture, and traditional retail development strategies.

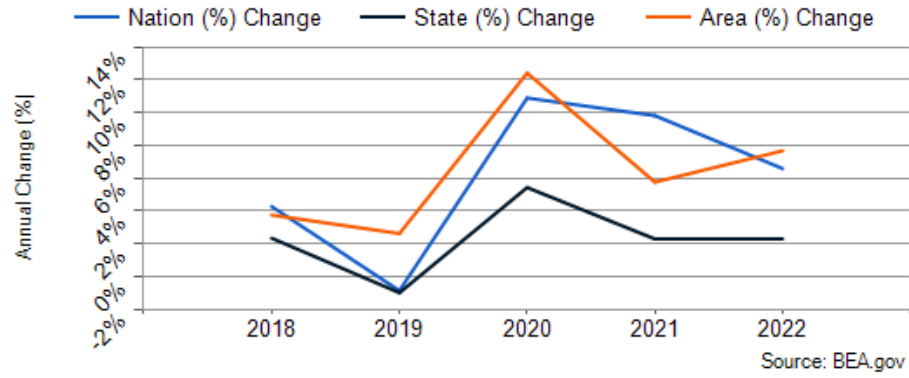
## Major Industries by Employee Count



## Largest Employers

Asante	4,231
Lithia Motors, Inc.	3,000
Harry & David	2,000
Rogue Valley Medical Center	1,638
Allegiant Air	1,500
Medford School District 549C	1,393
Providence Medical Center	1,300
Wal-Mart Stores	930

## Jackson County GDP Trend



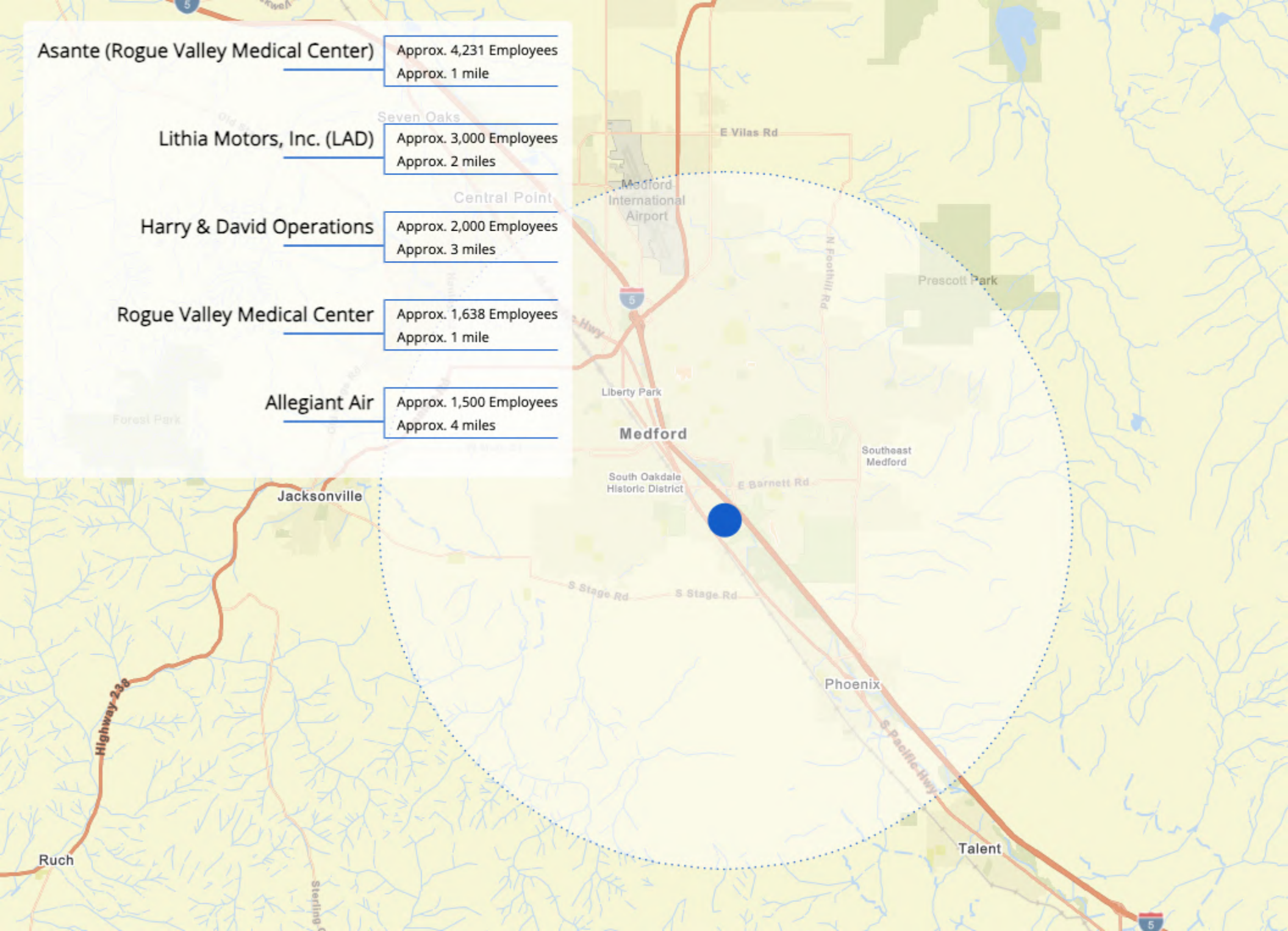
**Asante (Rogue Valley Medical Center)** Approx. 4,231 Employees  
Approx. 1 mile

**Lithia Motors, Inc. (LAD)** Approx. 3,000 Employees  
Approx. 2 miles

**Harry & David Operations** Approx. 2,000 Employees  
Approx. 3 miles

**Rogue Valley Medical Center** Approx. 1,638 Employees  
Approx. 1 mile

**Allegiant Air** Approx. 1,500 Employees  
Approx. 4 miles





Parcel 3

Lot 4  
1.42 Acres

Lot 1  
1.55 Acres

Lot 2  
2.05 Acres

Lot 3  
1.17 Acres



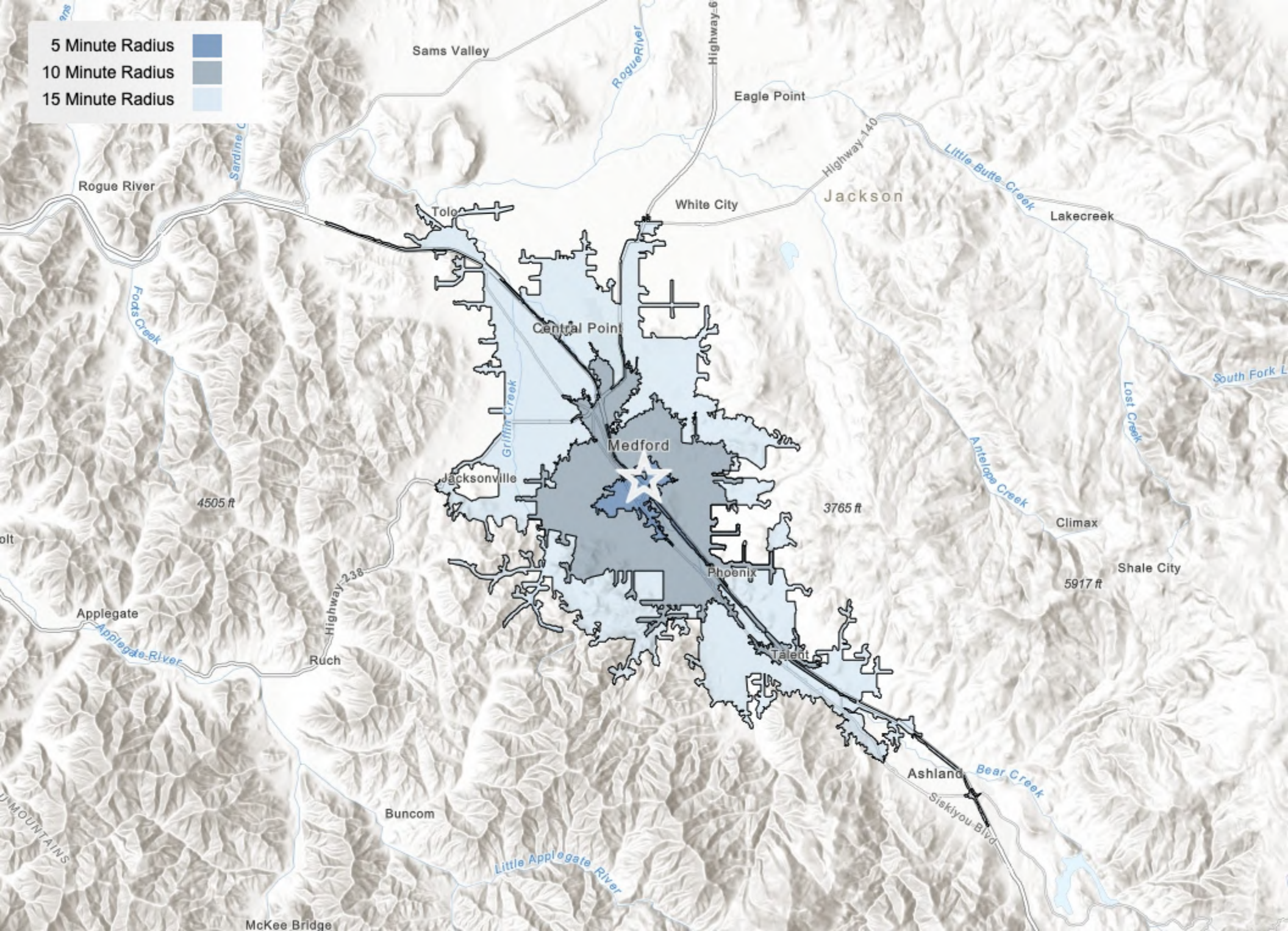
5 Minute Radius



10 Minute Radius



15 Minute Radius





03

Property Description

- Property Features
- Parcel Map
- Interchange Map
- Property Images

## PROPERTY FEATURES

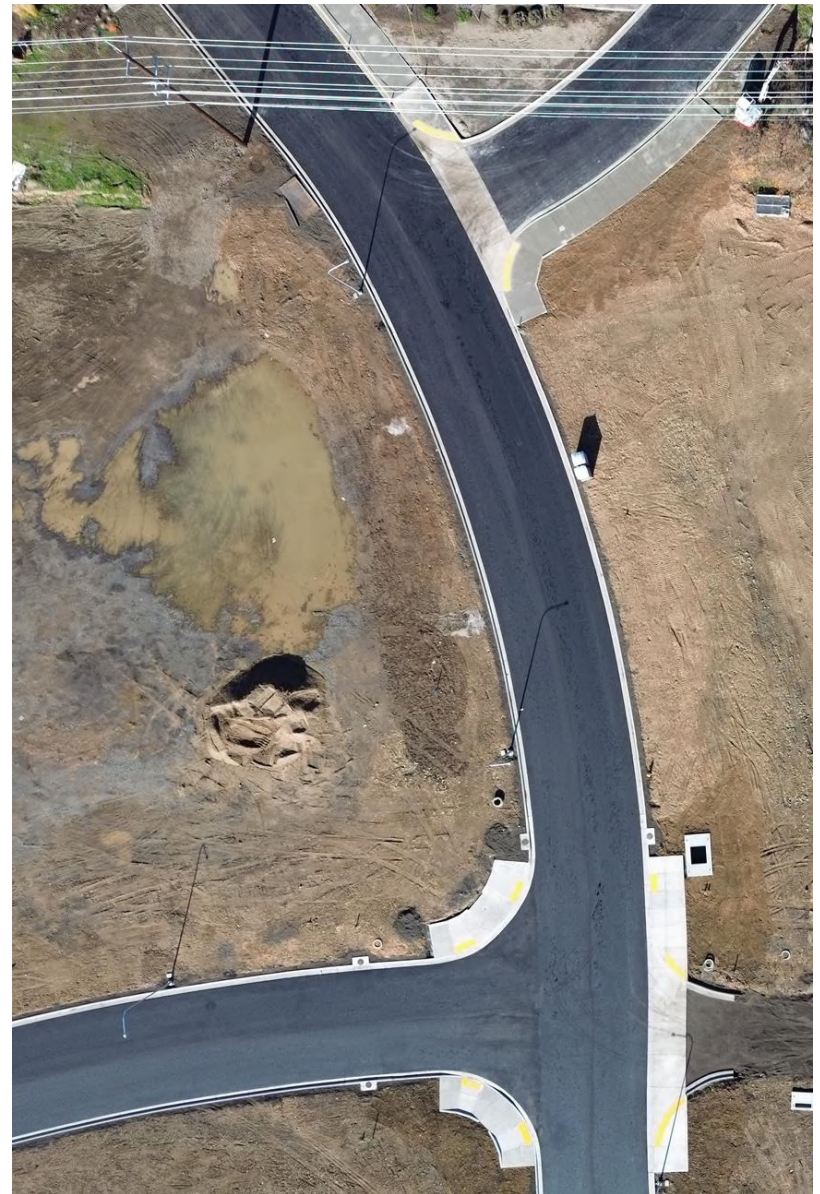
LAND SF	89,298
LAND ACRES	2.05
# OF PARCELS	1
ZONING TYPE	C-R
TOPOGRAPHY	Level
LOCATION CLASS	A
LOT DIMENSION	Square
CORNER LOCATION	Yes
TRAFFIC COUNTS	34917

## NEIGHBORING PROPERTIES

NORTH	Retail
SOUTH	SFR
EAST	Interstate/Medical
WEST	SFR

## UTILITIES

WATER	City - To Site
IRRIGATION	None
ELECTRICITY / POWER	Pacificorp - To Site
GAS / PROPANE	Avista - To Site
TELEPHONE	TBD
CABLE	TBD



GARFIELD

# PRELIMINARY SUBDIVISION MAP

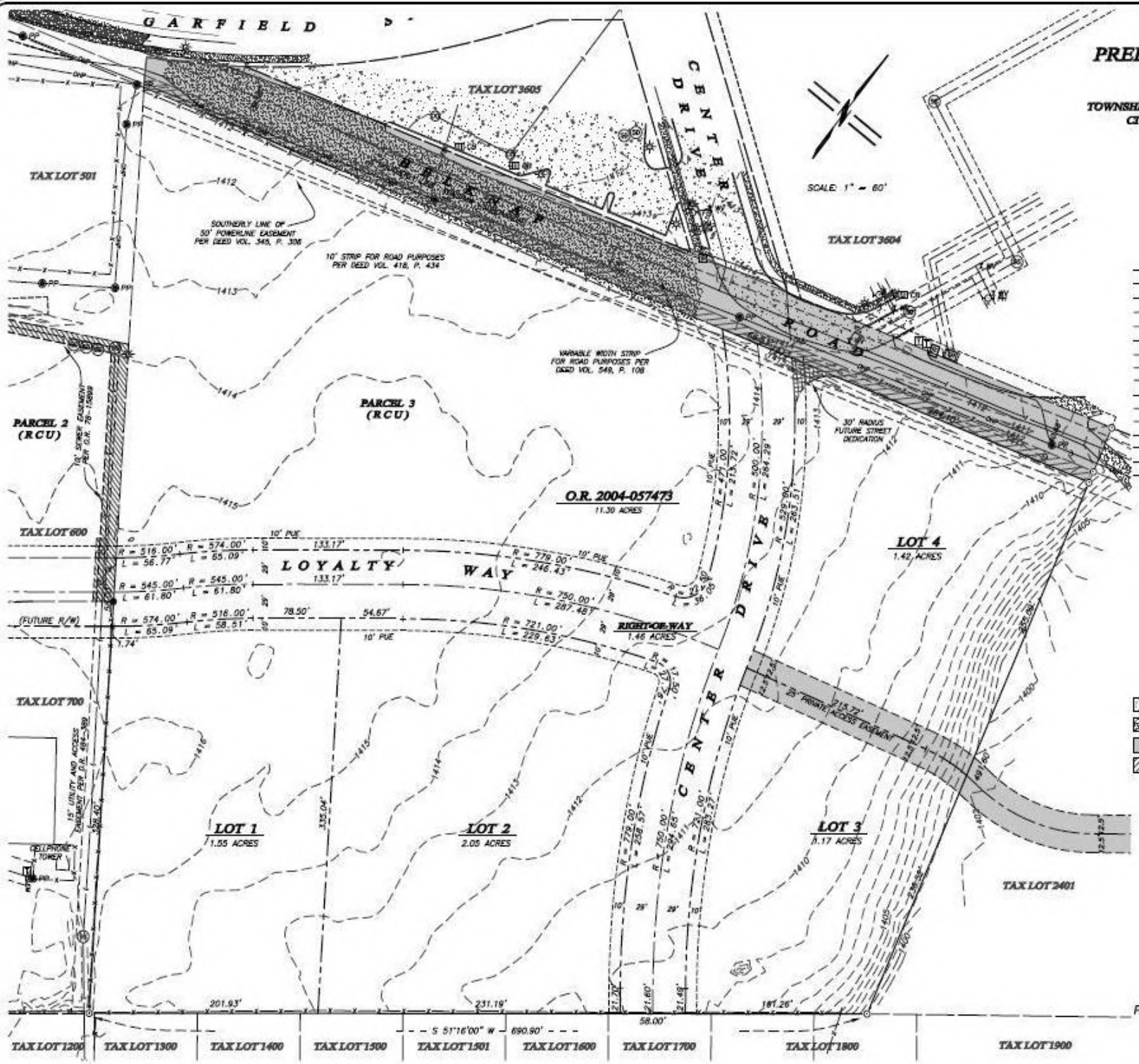
LYING SITUATE WITHIN  
SOUTHWEST QUARTER OF SECTION 32  
TOWNSHIP 37 SOUTH, RANGE 1 WEST, WILLAMETTE MERIDIAN  
CITY OF MEDFORD, JACKSON COUNTY, OREGON

FOR  
**CEG Holdings, LLC**  
3140 Junipero Way, Suite 101  
Medford, Oregon 97504

SCALE: 1" = 60'

### LEGEND

- PROPERTY LINE
- - - PROPOSED ADJUSTED PROPERTY LINE
- BOUNDARY LINE
- CENTERLINE
- - - PREVIOUS DEED LINE
- - - BASEMENT
- - - FENCELINE
- - - WATER LINE
- - - DITCH
- - - BURIED NATURAL GAS LINE
- - - BURIED TELEPHONE LINE
- - - BURIED CABLE TV LINE
- - - STORM DRAIN LINE
- - - SANITARY SEWER LINE
- - - OVERHEAD POWER LINE
- - - BURIED POWER LINE
- - - GUY ANCHOR
- POWER POLE
- ELECTRIC METER
- ⊙ AREA LIGHT
- ⊙ GAS METER
- ⊙ MV GAS VALVE
- ⊙ WV WATER METER
- ⊙ WV WATER VALVE
- ⊙ FV FISH HYDRANT
- ⊙ CB CATCHBASIN
- ⊙ CI CURB INLET
- ⊙ SM STORM DRAIN MANHOLE
- ⊙ SS SANITARY SEWER MANHOLE
- ⊙ TP TELEPHONE FIBERSTAL
- ⊙ CT CABLE TV FIBERSTAL
- ⊙ IB IRRIGATION BOX
- ▨ ASPHALT SURFACE
- ▨ CONCRETE SURFACE
- ▨ BASEMENT, AS DESCRIBED
- ▨ BASEMENT, AS DESCRIBED



REGISTERED  
PROFESSIONAL  
LAND SURVEYOR

OREGON  
JULY 14, 1988  
SHAWN KAUFMANN  
2003 LS

RENEWAL DATE: 6/30/2025

SURVEYED BY:  
**POLARIS LAND SURVEYING LLC**  
P.O. BOX 459  
ASHLAND, OREGON 97520  
(541) 482-5009

DATE: JULY 10, 2024  
PROJECT NO. 1325-20



I5 "Northgate"

I5 "Southgate"



OR HWY 99  
22,000+ ADTV

Garfield Street  
33,900+ ADTV

Center Drive  
18,700+ ADTV

LOT 1

LOT 2

LOT 3

LOT 4

Northwest View



**Fred Meyer**

**TOWNEPLACE SUITES<sup>®</sup>**  
MARRIOTT

**SPRINGHILL SUITES<sup>®</sup>**  
BY MARRIOTT

**planet fitness**

**DAVE'S HOT CHICKEN**

**Holiday Inn Express**

**Fairfield**  
BY MARRIOTT

**Shell**

**Jersey Mike's**  
SUBS

**KFC**

**FIVE GUYS**

**MOD PIZZA**

**CHIPOTLE**



LOT 1

LOT 2

LOT 4

LOT 3

North View



Interstate 5  
54,000+ ADTV

East View

1-800-flowers.com



Harry & David

MEDFORD, OREGON  
USA



South View



Interstate View



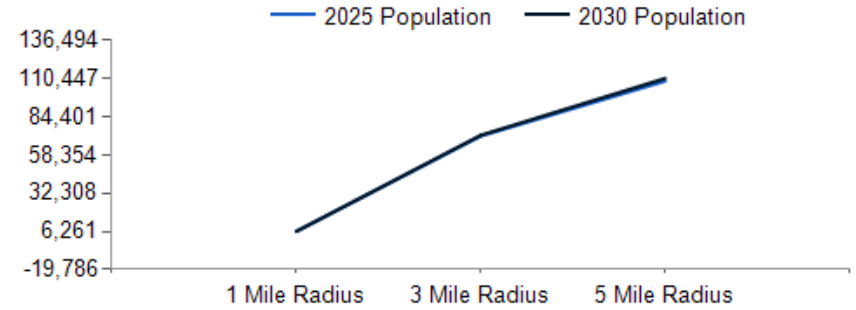
04

Demographics

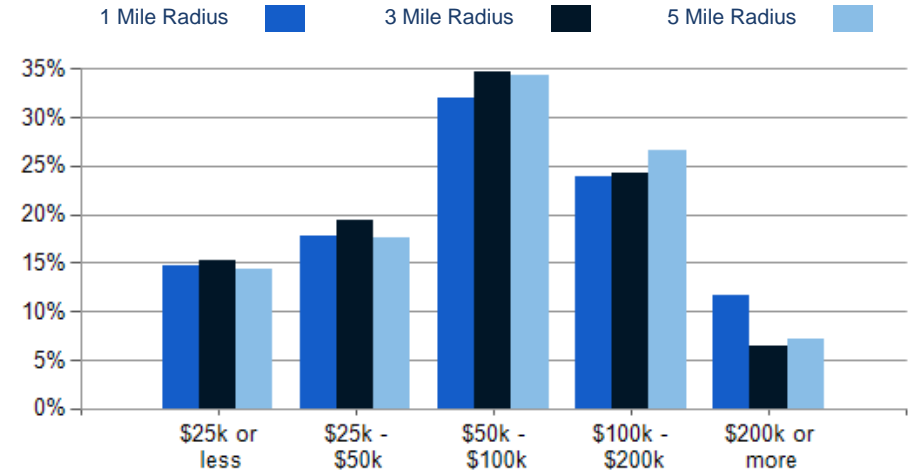
- General Demographics
- Race Demographics

POPULATION	1 MILE	3 MILE	5 MILE
2000 Population	4,566	57,819	85,254
2010 Population	5,066	62,954	95,017
2025 Population	6,261	71,223	108,634
2030 Population	6,314	71,710	110,447
2025 African American	66	823	1,136
2025 American Indian	76	974	1,456
2025 Asian	154	1,455	2,287
2025 Hispanic	903	13,877	20,225
2025 Other Race	298	5,229	7,553
2025 White	4,900	52,547	81,125
2025 Multiracial	736	9,754	14,440
2025-2030: Population: Growth Rate	0.85%	0.70%	1.65%

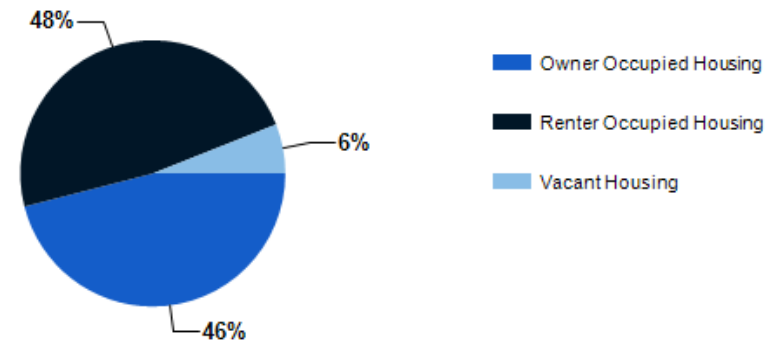
2025 HOUSEHOLD INCOME	1 MILE	3 MILE	5 MILE
less than \$15,000	236	2,576	3,477
\$15,000-\$24,999	187	1,842	2,717
\$25,000-\$34,999	139	2,176	3,000
\$35,000-\$49,999	368	3,392	4,591
\$50,000-\$74,999	484	5,564	8,242
\$75,000-\$99,999	431	4,445	6,612
\$100,000-\$149,999	512	5,064	8,296
\$150,000-\$199,999	170	1,931	3,197
\$200,000 or greater	335	1,873	3,105
Median HH Income	\$75,725	\$68,462	\$73,296
Average HH Income	\$103,318	\$89,442	\$94,206



### 2025 Household Income



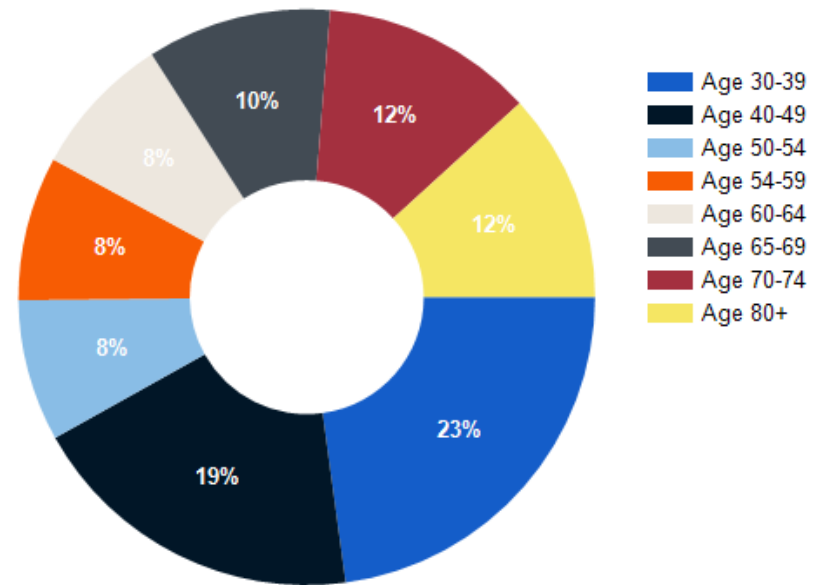
### 2025 Own vs. Rent - 1 Mile Radius



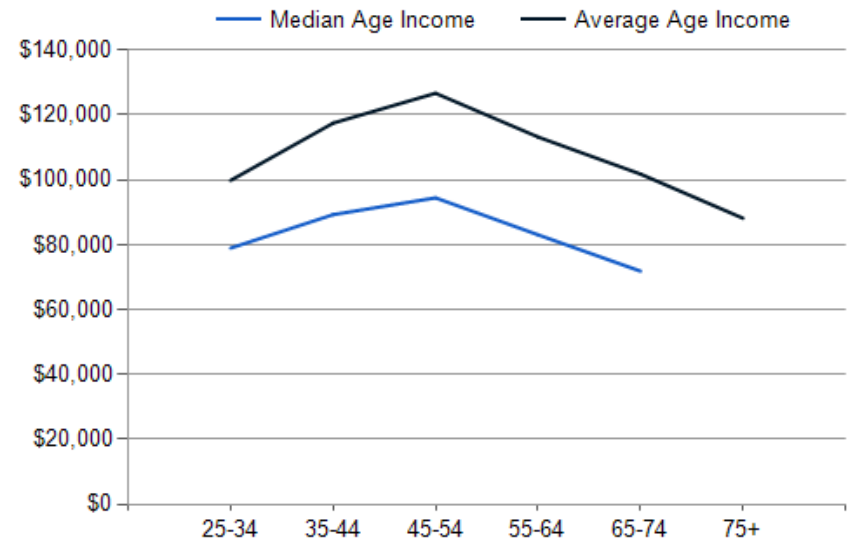
Source: esri

2025 POPULATION BY AGE	1 MILE	3 MILE	5 MILE
2025 Population Age 30-34	433	5,151	7,564
2025 Population Age 35-39	394	4,881	7,368
2025 Population Age 40-44	378	4,719	7,246
2025 Population Age 45-49	311	4,128	6,420
2025 Population Age 50-54	288	3,803	5,869
2025 Population Age 55-59	293	3,747	5,897
2025 Population Age 60-64	291	3,886	6,042
2025 Population Age 65-69	374	4,125	6,387
2025 Population Age 70-74	432	3,939	6,090
2025 Population Age 75-79	426	3,460	5,308
2025 Population Age 80-84	328	2,229	3,406
2025 Population Age 85+	414	2,313	3,228
2025 Population Age 18+	5,119	56,221	85,613
2025 Median Age	45	41	41
2030 Median Age	47	42	42

Population By Age

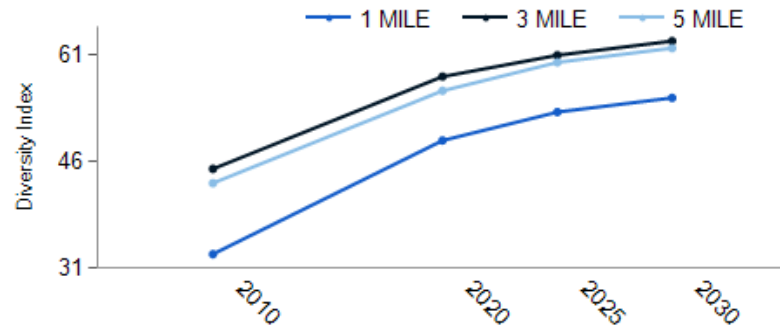


2025 INCOME BY AGE	1 MILE	3 MILE	5 MILE
Median Household Income 25-34	\$78,950	\$71,029	\$75,885
Average Household Income 25-34	\$99,822	\$85,739	\$89,808
Median Household Income 35-44	\$89,273	\$82,607	\$88,888
Average Household Income 35-44	\$117,491	\$103,626	\$109,776
Median Household Income 45-54	\$94,457	\$83,573	\$91,226
Average Household Income 45-54	\$126,701	\$105,993	\$113,356
Median Household Income 55-64	\$83,070	\$72,420	\$79,223
Average Household Income 55-64	\$113,221	\$95,322	\$103,570
Median Household Income 65-74	\$71,849	\$62,424	\$65,278
Average Household Income 65-74	\$101,789	\$84,294	\$88,012
Average Household Income 75+	\$88,173	\$71,635	\$70,525

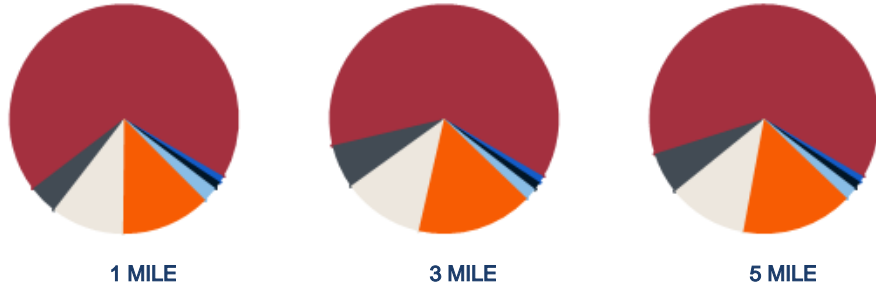


DIVERSITY INDEX	1 MILE	3 MILE	5 MILE
Diversity Index (+5 years)	55	63	62
Diversity Index (current year)	53	61	60
Diversity Index (2020)	49	58	56
Diversity Index (2010)	33	45	43

### POPULATION DIVERSITY



### POPULATION BY RACE

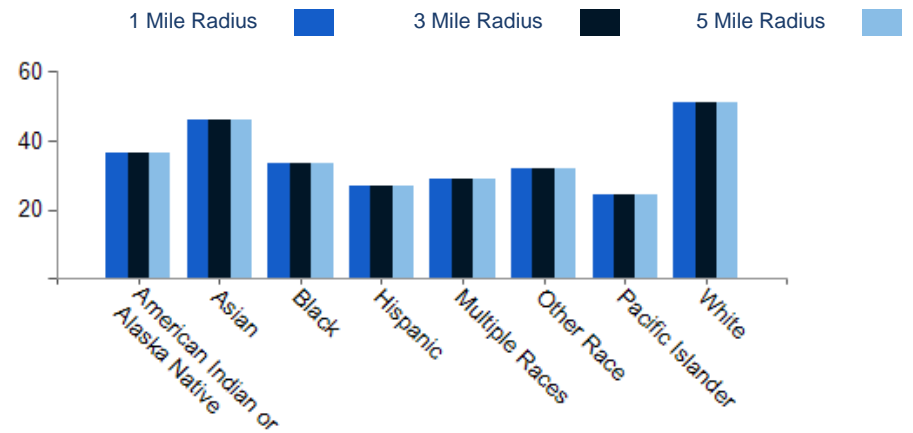


2025 POPULATION BY RACE	1 MILE	3 MILE	5 MILE
African American	1%	1%	1%
American Indian	1%	1%	1%
Asian	2%	2%	2%
Hispanic	13%	16%	16%
Multiracial	10%	12%	11%
Other Race	4%	6%	6%
White	69%	62%	63%

### 2025 MEDIAN AGE BY RACE

	1 MILE	3 MILE	5 MILE
Median American Indian/Alaska Native Age	37	34	36
Median Asian Age	46	43	42
Median Black Age	34	33	33
Median Hispanic Age	27	27	27
Median Multiple Races Age	29	29	30
Median Other Race Age	32	31	31
Median Pacific Islander Age	24	31	32
Median White Age	51	45	45

### 2025 MEDIAN AGE BY RACE



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