

RENDERING



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90,000 SF RETAIL BIG BOX

REDDING, CA

90,000 SF Big Box Adjacent to Walmart Supercenter, Target, Winco & Regional Mall

RENDERING



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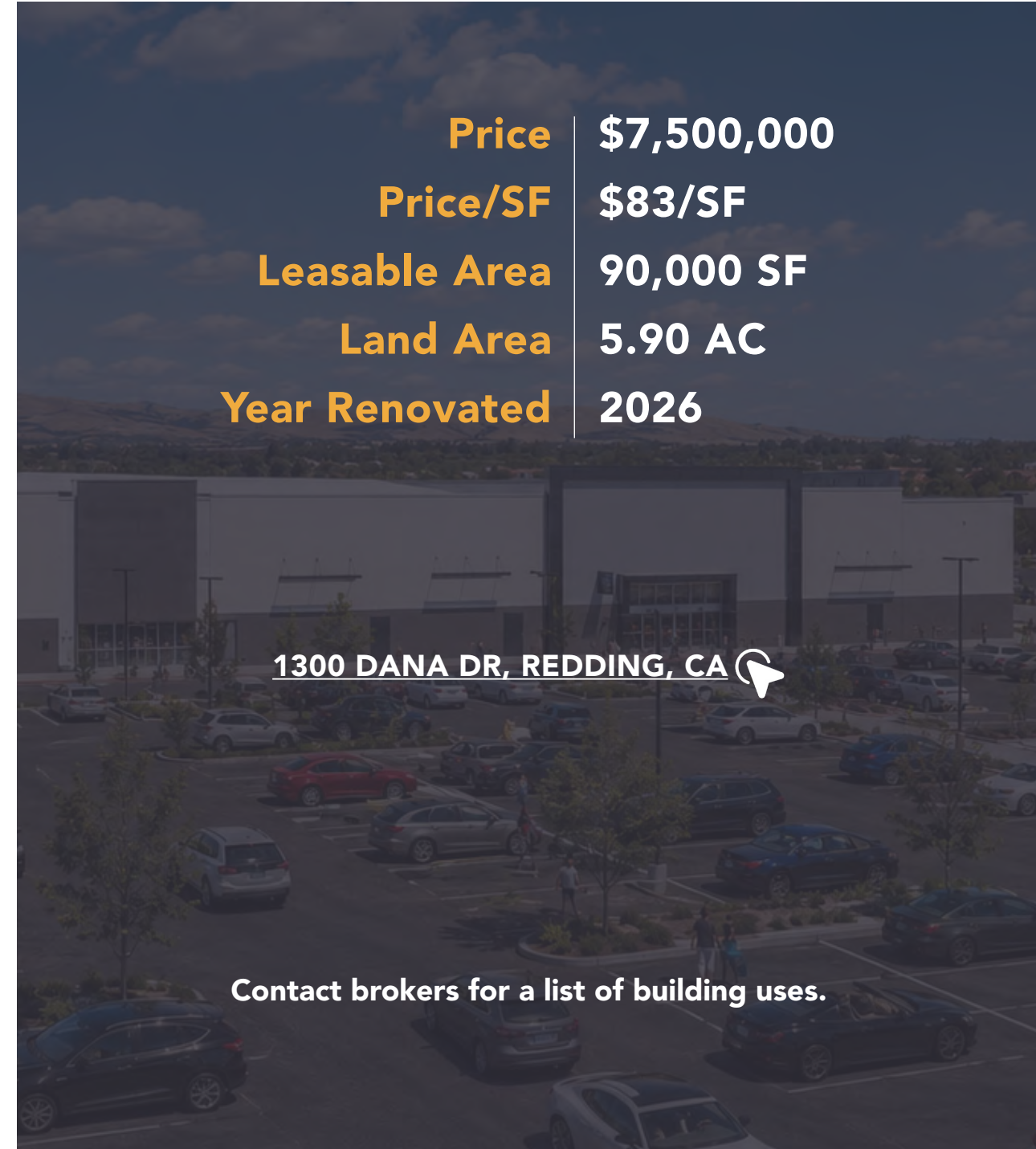


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90,000 SF big box located in Redding's most dominant retail corridor featuring many national tenants performing at the top of their categories, including Walmart Supercenter, WinCo Foods, Target, and Home Depot.



Price	\$7,500,000
Price/SF	\$83/SF
Leasable Area	90,000 SF
Land Area	5.90 AC
Year Renovated	2026

1300 DANA DR, REDDING, CA

Contact brokers for a list of building uses.



Dominant Retail Corridor & Top-Performing Tenants

The Dana Drive retail trade area in Redding is one of the strongest performing retail corridors in Northern California, generating more than \$770 million in annual economic activity across over 13.6 million transactions. The depth and consistency of tenant performance is especially notable, with multiple national retailers ranking among the top-performing stores within their respective chains. Most notably, the 63,496-square-foot WinCo Foods ranks as the #1 performing location out of 123 stores nationwide, while several other retailers rank within the top 10%-20% of their entire chains, including Home Depot (94th percentile), PetSmart (90th percentile), Target (89th percentile), and Walmart Supercenter (84th percentile). The concentration of elite-performing retailers underscores the exceptional consumer draw, regional dominance, and spending power within the Dana Drive retail corridor, further positioning the area as a premier retail destination.

Walmart*
Supercenter **\$148M**
ESTIMATED SALES FOR 2025

WinCo
FOODS **\$116M**
ESTIMATED SALES FOR 2025

THE HOME DEPOT **\$111M**
ESTIMATED SALES FOR 2025

target **\$81M**
ESTIMATED SALES FOR 2025

KOHL'S **\$19M**
ESTIMATED SALES FOR 2025

PETSMART **\$8M**
ESTIMATED SALES FOR 2025

Sales data sourced from [CenterCheck](#).






PROPERTY DATA

90,000
Rentable SF

5.90
Acres

LEGEND


Property Boundary


Egress



The subject property is RC zoning in Redding, CA

RC = Regional Commercial under Redding Municipal Code Chapter 18.33, Commercial Districts. The district is intended to accommodate regional-level retail and related services, including malls, free-standing retail, power centers, offices, and service establishments.

General Purpose

Redding’s commercial districts are intended to support a broad range of commercial uses, strengthen the city’s economic base, provide jobs, set development/redevelopment standards, and define appropriate uses by district.

Typical Uses in RC

In the RC column of the use table, many common commercial uses are allowed, including:

Use Type	RC Treatment
Retail Sales	Permitted
Full Service Restaurants	Permitted
Food and Beverage Sales	Permitted
Business/Professional Offices	Permitted
Medical/Dental Offices	Permitted
Personal Services/Personal Improvement Services	Permitted
Banks	Limited / Site-Development Rules May Apply
Hotels and Motels	Site Development Permit
Bars/Nightclubs/Lounges	Site Development Permit
Drive’Through Service	Site Development Permit by Director
Auto Sales/Leasing, Auto Wash, Minor Auto Repair	Generally Require Site Development Review
Residential Condominium/Multifamily	Allowed Only Under Limitations and Subject to Residential Standards

Uses not listed or not substantially similar to listed uses are prohibited unless the Planning Director assigns them to a substantially similar classification.

Development / entitlement thresholds

For **SC, RC, GC, and HC** districts, new development or additions are reviewed by size:

Building/Development Size	Permit Required
Up to 4,000 sq. ft.	Zoning Clearance
4,001–20,000 sq. ft.	Site Development Permit — Director
20,001–30,000 sq. ft.	Site Development Permit — Board of Administrative Review
30,001 sq. ft. and Larger	Use Permit

Key RC development standards

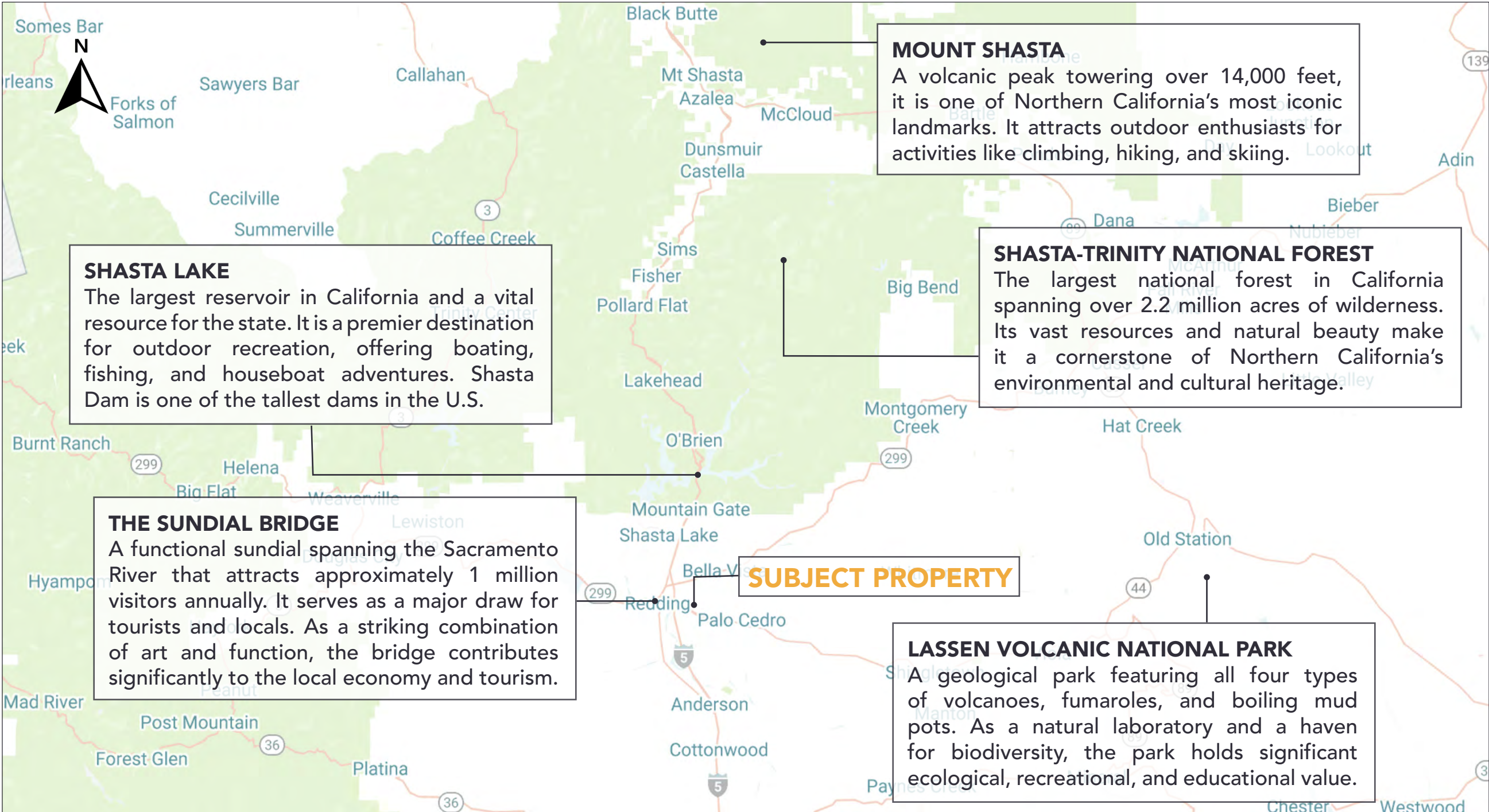
For RC zoning, the commercial district development table shows:

Standard	RC
Minimum Lot Area	10,000 sq. ft.
Minimum Site Area	15 acres
Minimum Lot Frontage/Width	Per Approved Development Plan
Maximum FAR	0.25
Maximum Building Size	No Listed Cap for RC
Maximum Building Height	50 ft.
Front Setback	20 ft.
Corner Side Setback	20 ft.
Side/Rear Setback	Not Required Unless a Buffer Yard is Required

Practical takeaway

RC is Redding’s large-format / regional retail and services district. It is generally favorable for retail, restaurants, offices, medical/dental, personal services, and larger shopping-center style development, but project size can quickly trigger discretionary review. For a specific property, confirm the parcel’s zoning, overlays, General Plan designation, access, parking, landscaping, signage, and any site-specific conditions through the City’s parcel/zoning map and Planning Division.





MOUNT SHASTA
A volcanic peak towering over 14,000 feet, it is one of Northern California's most iconic landmarks. It attracts outdoor enthusiasts for activities like climbing, hiking, and skiing.

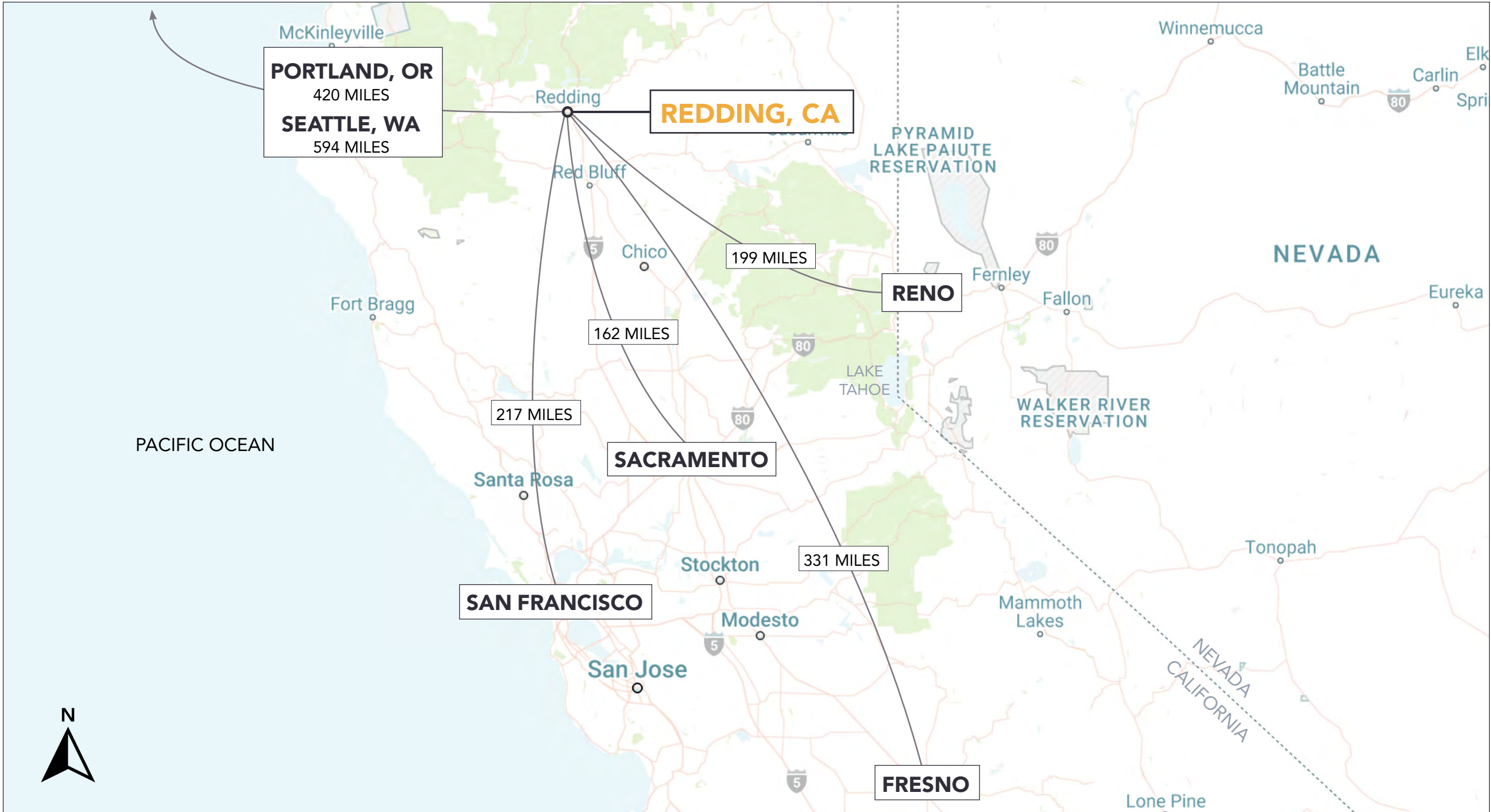
SHASTA LAKE
The largest reservoir in California and a vital resource for the state. It is a premier destination for outdoor recreation, offering boating, fishing, and houseboat adventures. Shasta Dam is one of the tallest dams in the U.S.

SHASTA-TRINITY NATIONAL FOREST
The largest national forest in California spanning over 2.2 million acres of wilderness. Its vast resources and natural beauty make it a cornerstone of Northern California's environmental and cultural heritage.

THE SUNDIAL BRIDGE
A functional sundial spanning the Sacramento River that attracts approximately 1 million visitors annually. It serves as a major draw for tourists and locals. As a striking combination of art and function, the bridge contributes significantly to the local economy and tourism.

SUBJECT PROPERTY

LASSEN VOLCANIC NATIONAL PARK
A geological park featuring all four types of volcanoes, fumaroles, and boiling mud pots. As a natural laboratory and a haven for biodiversity, the park holds significant ecological, recreational, and educational value.



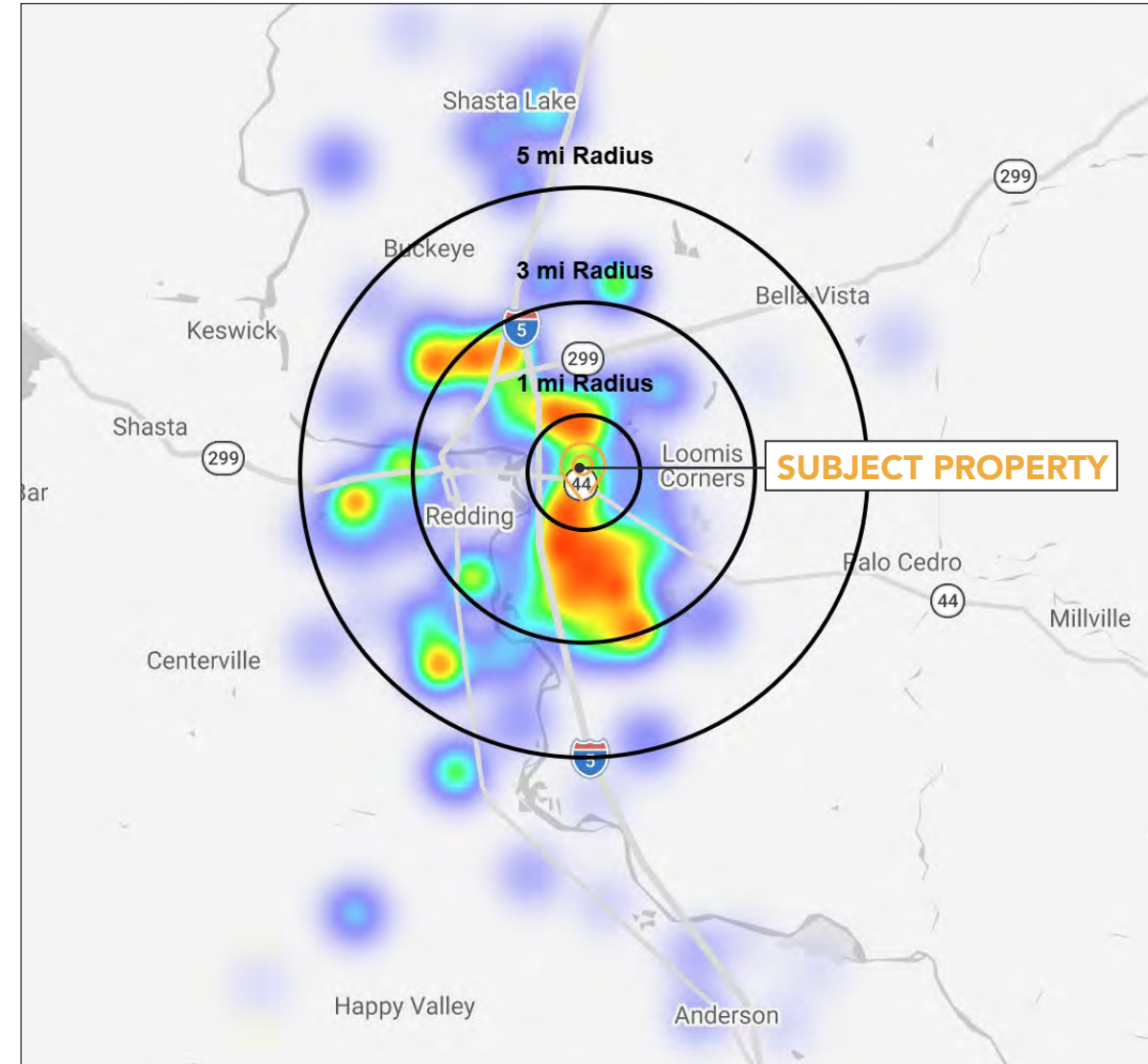


Visitation Data

The nearby Mt. Shasta Mall draws from a large trade area, receiving **over 4.3M visits in the past 12 months**. Shading on the heatmap represents home location of visitors to Mt. Shasta Mall based on cellular data.

Demographics

	1 mi	3 mi	5 mi	10 mi
Population	8,592	58,866	96,679	144,672
Average HH Income	\$93,130	\$91,820	\$101,151	\$101,759
Median HH Income	\$78,864	\$71,233	\$78,592	\$79,091
Total Households	3,385	24,022	38,794	57,581
Estimated Household Net Worth	\$729,755	\$812,247	\$993,757	\$1.06M
Daytime Employees	8,474	37,183	49,337	59,839



4.3M

ANNUAL VISITS TO
MOUNT SHASTA MALL

\$101K

AVG HH INCOME
WITHIN 5 MILE RADIUS

Visitor Heat Map: Mt. Shasta Mall Trade Area

The heat map reveals a strong pattern of visitation to Mt. Shasta mall 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](#).



Redding, California, In Focus

The Largest City in Shasta County and the Anchor of the Redding Metro Area



Northern California's Regional Hub

Redding is a vibrant regional hub at the northern point of the Sacramento Valley known for its natural beauty, economic diversity, and outdoor lifestyle. With a population of approximately 90,000 residents, Redding serves as the county seat and anchors the broader Redding MSA, providing healthcare, education, retail, and professional services to a large surrounding trade area. Strategically positioned along Interstate 5, the city benefits from strong regional connectivity and serves as a gateway between California and the Pacific Northwest.

The city's economy is diversified across healthcare, government, education, retail, tourism, and construction, with major employers including Mercy Medical Center, Shasta Regional Medical Center, Shasta County, and the City of Redding. In recent years, tourism and recreation have become increasingly important economic drivers, fueled by the area's proximity to Shasta Lake, Whiskeytown National Recreation Area, Lassen Volcanic National Park, and the Sacramento River.

The city is also recognized for its growing arts and cultural scene, anchored by attractions such as the historic Cascade Theatre, Turtle Bay Exploration Park, and the iconic Sundial Bridge, one of Redding's most recognizable landmarks. Downtown Redding continues to experience revitalization through new restaurants, breweries, entertainment venues, and community events that enhance the city's appeal for residents and visitors alike. Combined with its relatively affordable cost of living, scenic surroundings, and strong regional infrastructure, Redding continues to position itself as one of Northern California's most desirable and dynamic mid-sized markets.

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