

# Seeds of change: Manteca, California

### The Heart of Central Valley

What was once a rural farming landscape with timeless traditions of agriculture and picturesque farmlands is now a vibrant central city with contemporary amenities and a progressive mindset, still rooted in community but with a touch of innovation and sophistication.

Manteca, California is located in the center of the Central Valley and connects the wider region of Stockton, Modesto and Tracy, as well as popular attractions and is the premier shopping, dining and community destination.

### The Crossroads of California

Manteca is often referred to as the "Crossroads of California" due to its strategic location at the convergence of several major transportation routes.

Strategically positioned in California's Central Valley, Manteca is well-served by a robust transportation network, including major highways like Interstate 5 and State Route 99. Additionally, the proximity to Stockton Metropolitan Airport and several seaports provides efficient access to regional and international markets.

Manteca is 76 miles east of San Francisco and 60 miles south of Sacramento, making it easily accessible to major cities.

**Growing Region** 

9,413

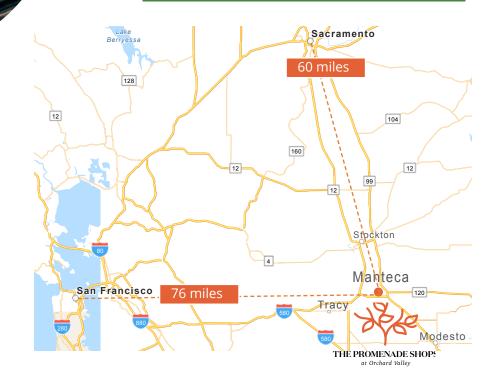
24.4%

Residential units in development pipeline

Manteca's growth rate from 2010-20

6th

Fastest growing city in California







Great Wolf Lodge, Manteca, is just minutes











**Key Retailers** 





JCPenney GUESS Red Robin



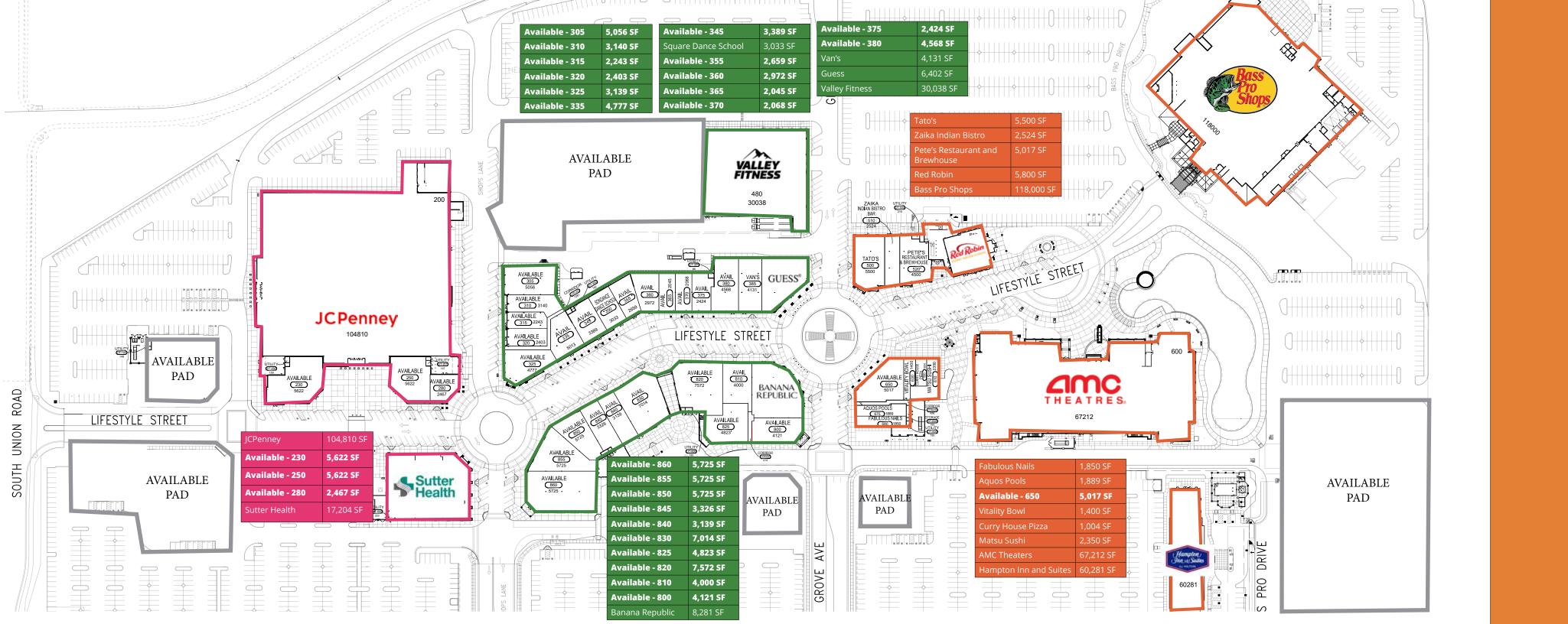












# Trade area is **growing**

Manteca has experienced significant population growth over the past decade. The increase in population offers a customer base that can support a wide thriving, population with discretionary income to spend on non-essential goods and dining experiences.

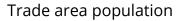
	3-mile	5-mile	10-mile
Average HH Size	3.19	3.22	3.29
Average HH Income	\$108,135	\$112,009	\$111,892
Number of Households	24,583	36,130	58,293
Total Population	88,447	121,899	209,538
Daytime Population	72,737	103,530	189,427
Median Age	34.7	35.1	34.7

Source: ESRI, 2024









888 **1.4**N

College or graduate degrees



Average HH Income



\$121,913

HH Income over \$100k



Source: PinPoint by Alexander Babbage



### 98

## **B** Up and Coming Families

purchases, children's apparel, and toys.

cling, jogging, golfing, and boating.

**Solution** Workday Drive

ban periphery of metro areas.

- Up and Coming Families is a market in transition—residents are younger and more mobile than the previous generation.
- They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals.

• Affluent married couples with children who prefer the subur-

• Family oriented purchases and activities dominate like movie

• Attend sporting events, as well as participate in them like bicy-

• Careful shoppers are aware of prices, willing to shop around for the best deals, and open to being influenced by others' opinions.



### **Home Improvement**

- Married-couple families occupy well over half of these suburban households
- Education and diversity levels are similar to the US as a whole.
- These families spend a lot of time on the go and therefore tend to eat out regularly.
- Frequently buy children's clothes and toys





# A place where businesses **thrive**

Manteca is known for its business-friendly policies and pro-growth stance. The city government consistently works to streamline processes related to permits, licenses, and approvals, making it easier for businesses to establish and operate.



# **Blossoming** into a fresh new center

Exciting changes are on the horizon for the Promenade Shops at Orchard Valley. New ownership is dedicated to making investments that will continue to enhance the beautiful shopping center.

### **Current Projects:**

- · Landscape upgrades throughout the center
- Repainting the entire shopping center with a fresh, new color palette to modernize
- Repair or replacement of awnings
- Stucco repairs of buildings
- Seal coat and re-striping of the parking field















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