

**COLUSA HWY &
HARTER PKWY**
YUBA CITY | CA

Available Up to ±16 Acres

Commercial land with pad
and anchor opportunities
in Yuba City, CA

- ±16 acres of improved commercial land available for sale or ground lease.
- All wet and dry utilities stubbed to each parcel.
- Monument signage available with top panel opportunity for anchor tenant.
- Visible from Highway 20 with ±21,749 average daily traffic counts.

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EXECUTIVE SUMMARY

**COLUSA HWY &
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YUBA CITY | CA

PROPERTY OVERVIEW

Harter Marketplace Expansion, Yuba City, CA, offers ±16 acres of commercial land available for sale or ground lease, positioned for new retail and commercial development. Multiple pad sites and anchor space are available, with wet and dry utilities stubbed to each parcel for efficient project delivery. Parcels are zoned C-1 and C-2 following the approved rezone, allowing for a range of commercial uses. Monument signage is available, with the top panel reserved for an anchor tenant.

Located at a signalized intersection along Highway 20, the site benefits from visibility to ±21,749 average daily traffic counts and direct access within one of Yuba City's primary retail corridors. The expansion sits adjacent to Yuba City Marketplace and its Walmart Supercenter, driving consistent consumer traffic. Yuba City Marketplace sees approximately ±7.1 million visitors annually, while the Walmart generates approximately 2.9 million visits per year and ranks #4 out of 22 locations within a 50-mile radius. The center draws from a broad regional trade area, including Plumas Lake, Gridley, Colusa, Williams, the City of Live Oak, Beale Air Force Base, and the City of Wheatland.

AVAILABILITY

Zoning: [Yuba City, CA - C-1 and C-2](#)

Asking Price: Contact broker



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LOCAL RETAIL AREA

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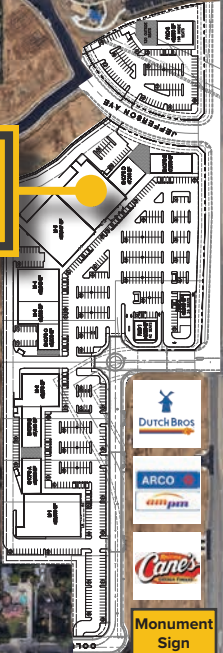



































20 Colusa Hwy

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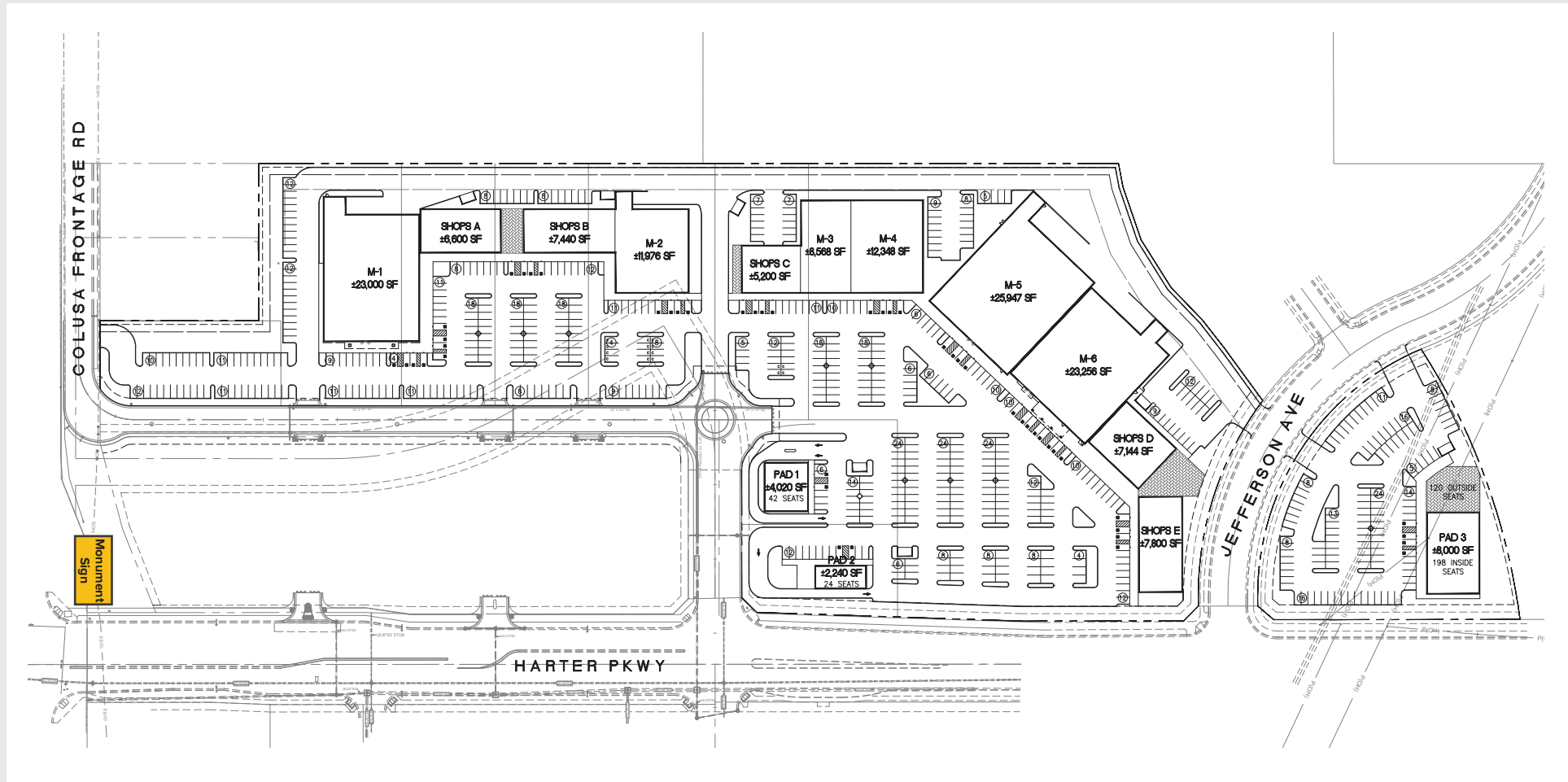
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CONCEPTUAL PLAN

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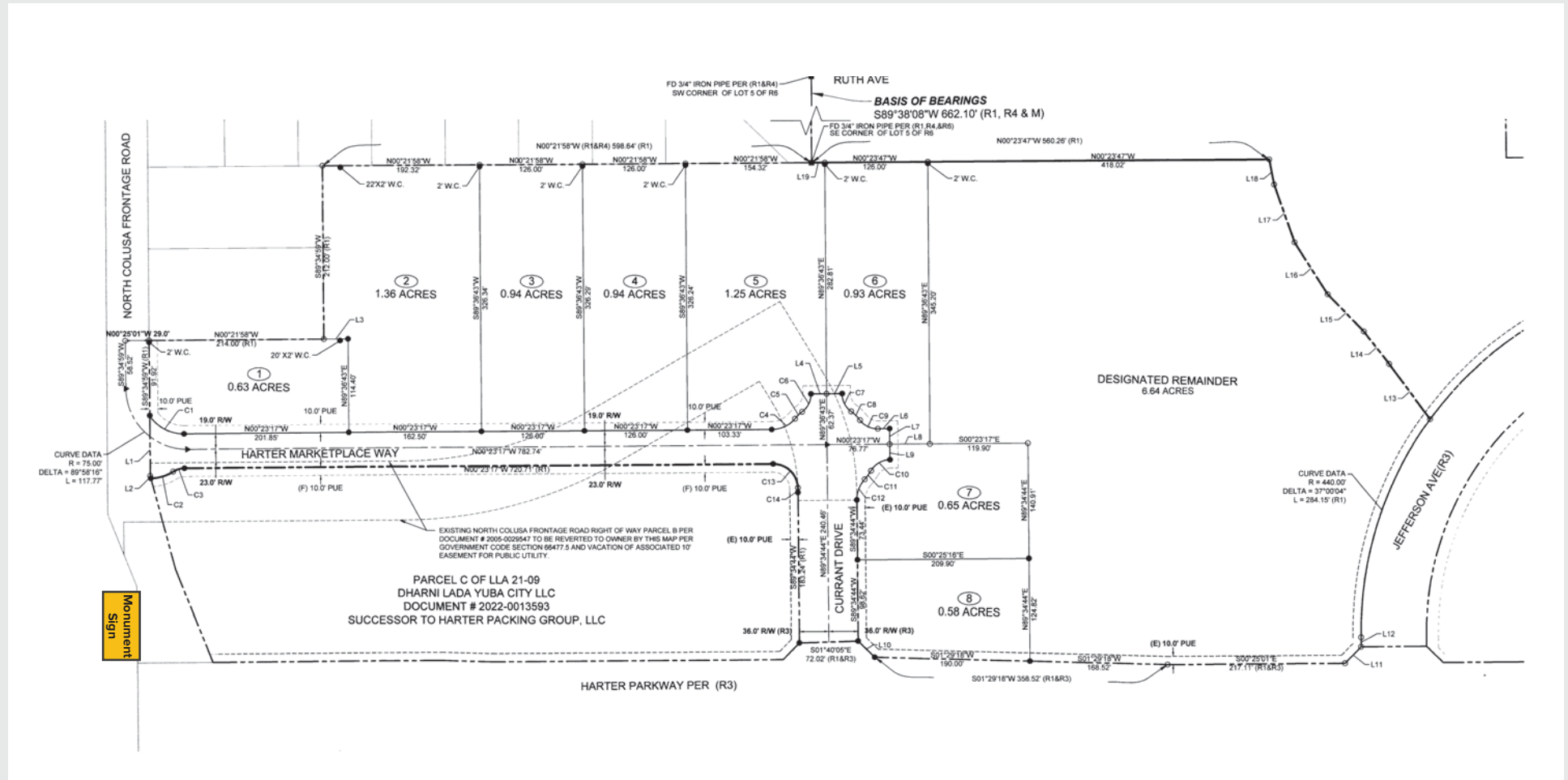
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PARCEL MAP

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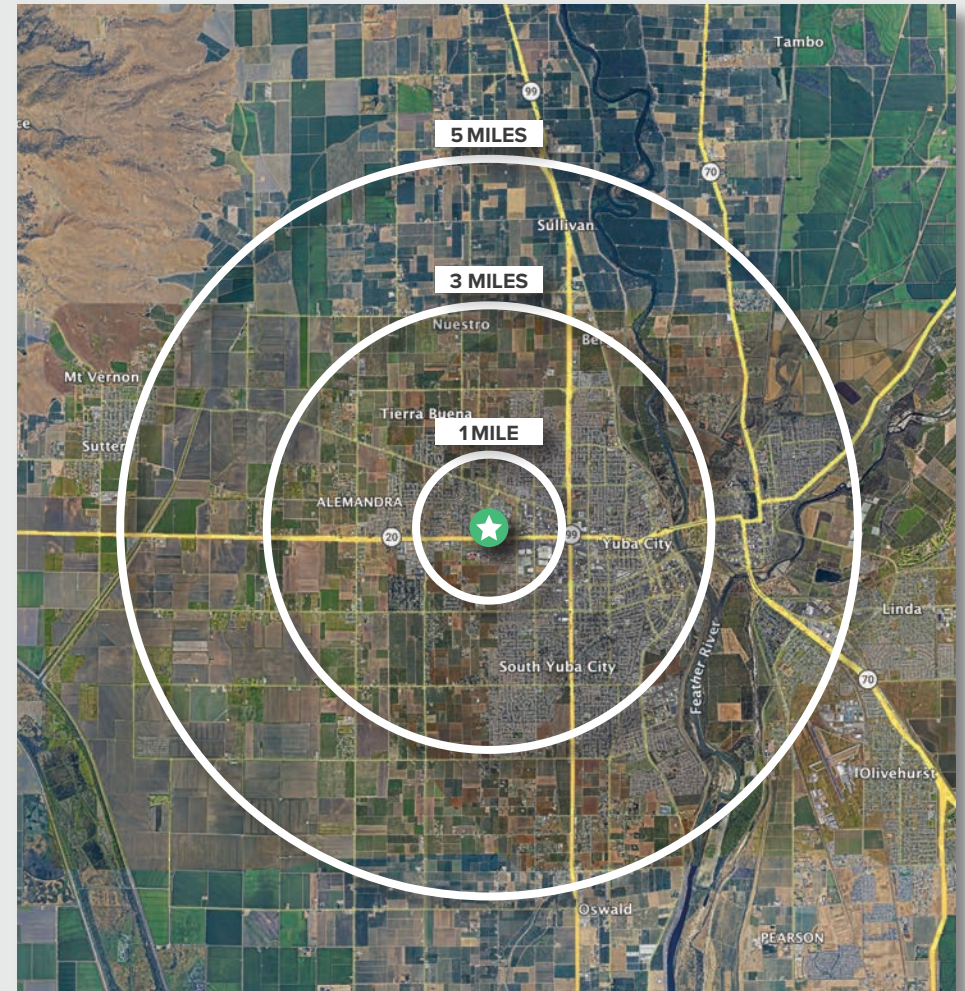


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REGIONAL DEMOGRAPHICS

**COLUSA HWY &
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YUBA CITY | CA

DEMOGRAPHICS	1 MILE	3 MILES	5 MILES
POPULATION			
2025 Estimated Population	8,162	67,546	97,275
2020 Census Population	8,085	68,587	97,834
2010 Census Population	7,743	64,589	92,066
2025 Median Age	37.3	36.6	35.9
HOUSEHOLDS			
2025 Estimated Households	2,827	23,016	32,937
2020 Census Households	2,806	23,131	32,752
2010 Census Households	2,643	21,900	31,227
INCOME			
2025 Estimated Average Household Income	\$109,311	\$106,024	\$104,433
2025 Estimated Median Household Income	\$84,423	\$83,666	\$82,039
BUSINESS			
2025 Estimated Total Businesses	681	2,867	3,843
2025 Estimated Total Employees	6,151	22,351	32,726



Source: Applied Geographic Solutions 11/2025, TIGER Geography - RS1

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ABOUT CAPITAL RIVERS

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CHOOSE EXCELLENCE OVER ORDINARY

Our team of brokerage, property management, and development professionals work together with you to deliver creative solutions that meet your goals and reduce risk.

Creating a great experience is what we are all about.

Here at Capital Rivers we are dedicated to our core values helping make our real estate transactions and your brokerage experience more successful. We'll approach your project with loyalty, forward thinking, hard work, and passion. These are the values that drive everything we, as commercial real estate professionals do.

When you contact Capital Rivers, expect a response.

As commercial brokers and agents we believe in building strong partnerships with each other and our clients through creativity, collaboration, and gratitude. Our combined experience lets us build long lasting relationships with our team as well as everyone who comes through our front door. Capital Rivers' commercial brokerage team caters to clients not only in Northern California, including Sacramento, Chico, and Redding, but also across the United States.

Learn more at capitalrivers.com



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COMMERCIAL BROKERAGE

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DEVELOPMENT

With a wealth of unique ideas and industry experience, we're well equipped to bring your projects to life.

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