



Now Leasing

Riverview Market Shopping Center

Rosedale Hwy & Coffee Rd,
Bakersfield, CA 93311

Developed by:





BAKERSFIELD

riverview market

CALIFORNIA

Riverview Market is adjacent to the Northwest Promenade which ranks #10 Nationwide, #3 in California, and receives 14.3m visitors per year



Riverview Market is set to redefine the shopping and dining experience in Bakersfield!

Anchored by the city's first—and most highly anticipated—Whole Foods Market, this premier development will feature over 375,000 square feet of curated retail space. Perfectly timed to meet the momentum of Bakersfield's growing market, Riverview Market offers an elevated destination for both everyday essentials and exceptional experiences.

With its timeless, modern architecture, lush landscaping, and thoughtfully designed public gathering spaces, Riverview Market is poised to become one of Bakersfield's most iconic and vibrant retail destinations.



BAKERSFIELD

riverview market

CALIFORNIA

This premier new retail and lifestyle destination located at the high-traffic intersection of Rosedale Hwy & Coffee Rd in Bakersfield, CA.

Spanning over 46 acres, this planned development will feature approximately 375,194 square feet of retail and dining space, including anchor boxes, junior anchors, retail pads, shop space, and both single and multi-tenant drive-thru opportunities.

Whole Foods Market has officially signed a lease, marking its first location in Bakersfield, with several additional tenants currently in negotiations.

Key Highlights:

- Prime Central/Regional Location
- Direct access to Rosedale Hwy and Westside Parkway
- Adjacent to an established Power Center

By the Numbers

46.84 acres

That's well over 2 million square feet of total land area.

± 1,750 spaces

Parked well above Bakersfield city parking requirements.

± 375,194 SF

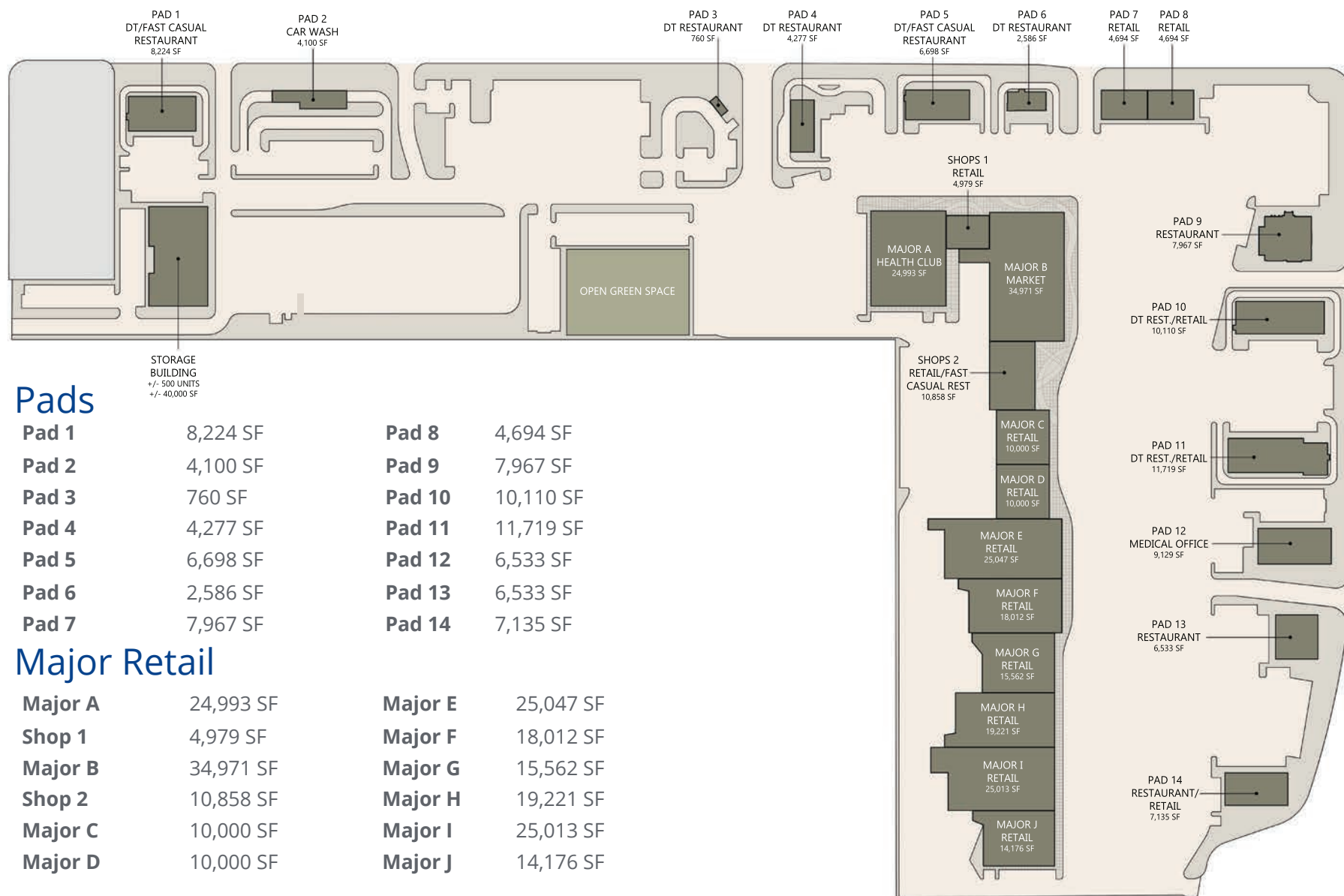
Well over a quarter-million SF of retail and food service opportunities.

25+ retail suites

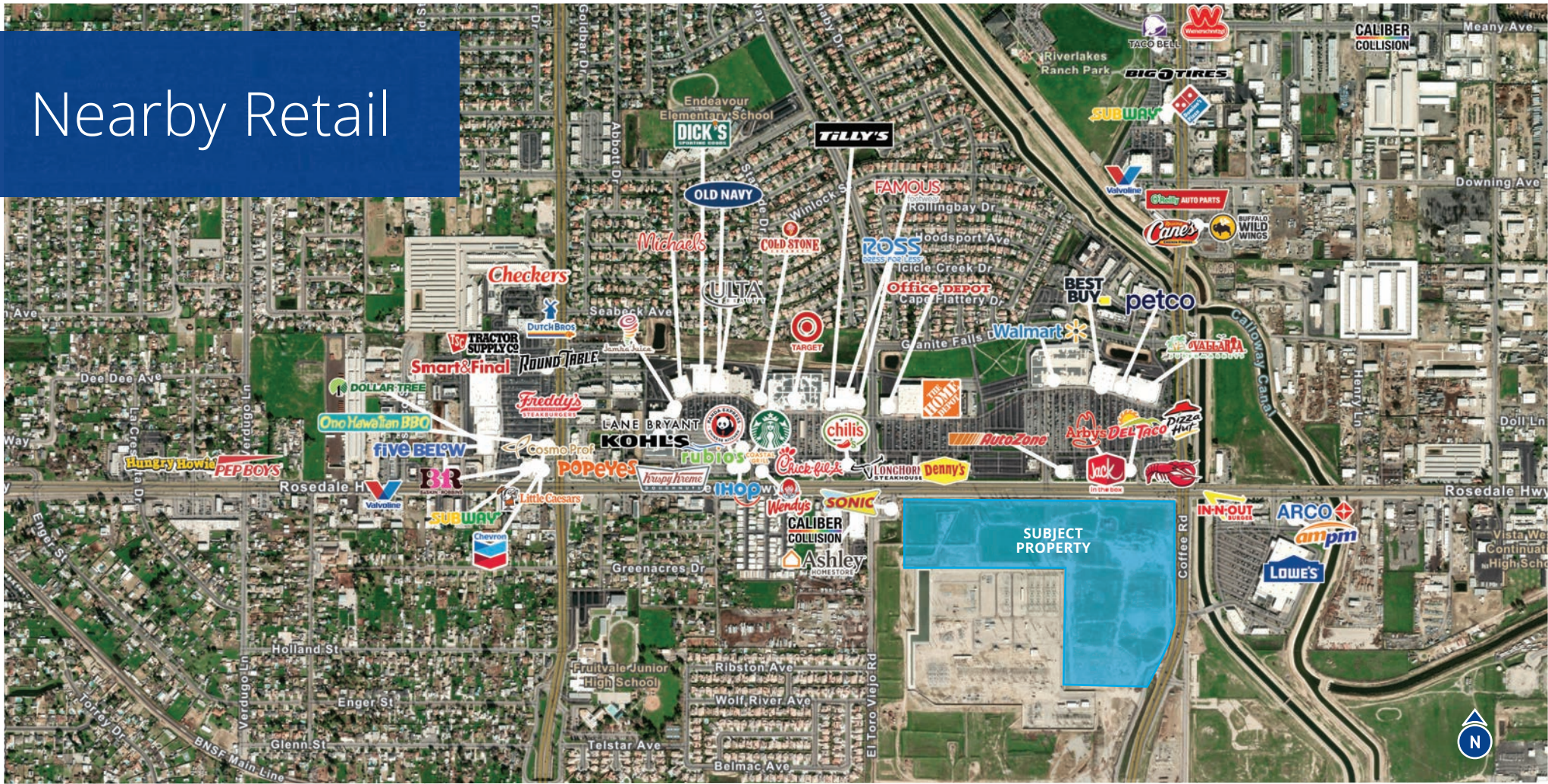
A breadth of suite options for commercial tenants



Now Leasing at Coffee and Rosedale - Conceptual Site Plan



Nearby Retail



Demographics



2024
Population

1 Mile:	4,913
3 Miles:	76,348
5 Miles:	263,141
10 Miles:	573,613



2024 Average
Household Income

1 Mile:	4,913
3 Miles:	76,348
5 Miles:	263,141
10 Miles:	573,613



2024 Daytime
Population

1 Mile:	13,072
3 Miles:	104,006
5 Miles:	299,930
10 Miles:	565,063



2024 Nearby
Businesses

1 Mile:	686
3 Miles:	5,260
5 Miles:	12,650
10 Miles:	18,777



Rosedale Hwy & Coffee Rd

This premier retail development at Rosedale & Coffee will be a phased development encompassing +/- 375,194 square feet of general retail, food service, grocery, soft goods, QSR, and sit-down dining. The planned project is located at one of the busiest intersections in Bakersfield and is ideally located next to the city's largest power center creating a one of a kind regional retail shopping experience for Bakersfield and Kern County. Wholefoods has signed a lease with several others in negotiation.

Greater Bakersfield in the Rankings



#1

Housing
Affordability



#1

Local Retail
Growth



#9

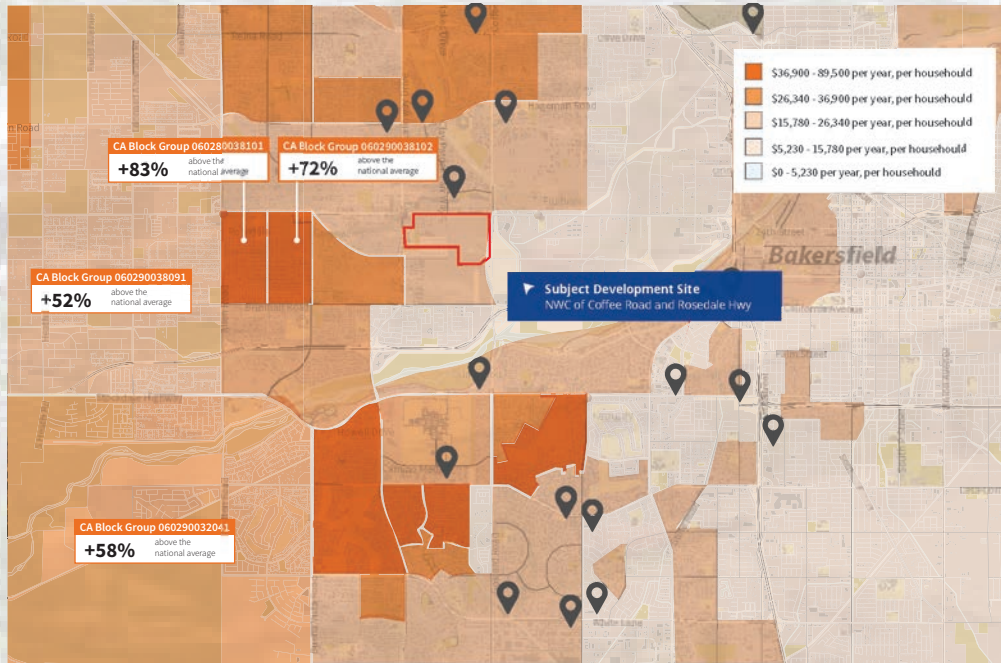
California's 9th most
populous city



#2

Fastest growing millennial
populatoion & most-diversified
large-metro economy

Spending Patterns & The Local Economy



Local Economy

Farming and energy remain central to the region's economy, with almonds, pistachios, grapes, citrus, and milk as top commodities—almonds and pistachios leading in acreage. As of July 2021, payrolls remained 10% below their October 2019 peak, a period that typically sees the highest farm employment.

The local economy has diversified, with a growing

logistics sector driven by reduced drayage costs and direct rail access to major ports in Los Angeles and Oakland. The region's location—within a four-hour drive of over 40 million people—has made it a strategic logistics hub.

Demographics reflect a strong presence of young families and millennials, with baby boomers as the fastest-growing group, fueling demand for healthcare services. Cal State Bakersfield is a key economic engine,

with over 11,000 students and 1,200 faculty and staff. More than 70% of its alumni remain in the San Joaquin Valley workforce. Business administration is its leading degree program.

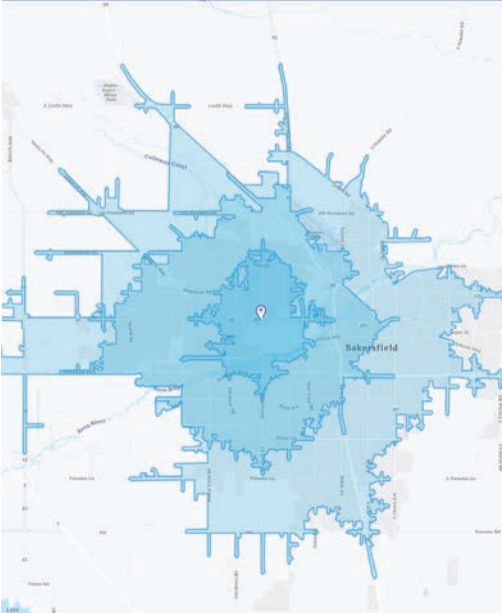
With a median household income around \$55,000 and relatively low housing costs, the area offers broadly affordable home prices and rental rates.

Data Analysis

The property at the corner of Rosedale Highway and Coffee Road serves as the gateway to a more affluent demographic landscape to the west. With consistently higher annual household spending compared to overserved regions to the east, this location is primed for premium retail experiences. Positioned strategically, retail centers to the southeast provide a unique chance for businesses along Rosedale Highway to cater to the affluent market to the west. This project not only builds on the triumph of the Northwest Promenade but also acts as a pivotal link, bridging the retail gap between the region and the bustling Shops at Riverwalk/Marketplace to the south.

NAICS by Industry

Industry	Current Jobs	Current Growth	10 Year Historical	5 Year Forecast
Manufacturing	13K	1.78%	-0.3%	1.2%
Trade, Transport and Utilities	55K	2.37%	2.12%	0.48%
Retail Trade	32K	1.94%	1.57%	0.56%
Financial Activities	7.4K	0%	-0.92%	0.31%
Government	66K	5.43%	1.18%	1.29%
Resources, Mining and Construction	24K	4.47%	-1.1%	0.74%
Education and Health Services	41K	-0.41%	3.12%	2.02%
Professional and Business Services	27K	7.15%	0.24%	1.42%
Information	1.7K	21.30%	-4.24%	2.59%
Leisure and Hospitality	27K	13.54%	2.33%	2.35%
Other Services	8.4K	11.14%	1.67%	1.16%
TOTAL EMPLOYMENT	270K	4.6%	1.23%	1.28%



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Colliers

Segmentation - Tapestry Area Profile

7985 Rosedale Hwy, Bakersfield, California, 93308

10 mile radius

Prepared by Colliers

Latitude: 35.383282

Longitude: -119.0909670

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Up and Coming Families (7A)	11.8%	11.8%	2.5%	2.5%	462
2	Soccer Moms (4A)	8.6%	20.4%	3.0%	5.5%	291
3	American Dreamers (7C)	8.3%	28.7%	1.5%	7.0%	564
4	Boomburbs (1C)	6.3%	35.0%	1.8%	8.8%	354
5	Barrios Urbanos (7D)	6.2%	41.2%	1.0%	9.8%	600
Subtotal		41.2%		9.8%		
6	Valley Growers (7E)	5.6%	46.8%	0.2%	10.0%	2,314
7	Fresh Ambitions (13D)	4.9%	51.7%	0.6%	10.6%	778
8	Metro Fusion (11C)	4.7%	56.4%	1.4%	12.0%	336
9	Home Improvement (4B)	4.5%	60.9%	1.7%	13.7%	264
10	Front Porches (8E)	4.0%	64.9%	1.6%	15.3%	257
Subtotal		23.7%		5.5%		
11	Las Casas (13B)	3.2%	68.1%	0.7%	16.0%	453
12	Rustbelt Traditions (5D)	3.0%	71.1%	2.2%	18.2%	139
13	Old and Newcomers (8F)	2.9%	74.0%	2.3%	20.5%	125
14	Bright Young Professionals (8C)	2.3%	76.3%	2.3%	22.8%	103
15	Southwestern Families (7F)	1.9%	78.2%	0.8%	23.6%	235
Subtotal		13.3%		8.3%		

The following Tapestry Segmentation Groupings make up over a third of the local community.



Up-and-Coming Families

11.8% of Households
Median Age: 32
Education: College Degree
Median Household Income: \$82,300

Workday Drive

8.6% of Households
Median Age: 37
Education: College Degree
Median Household Income: \$102,300

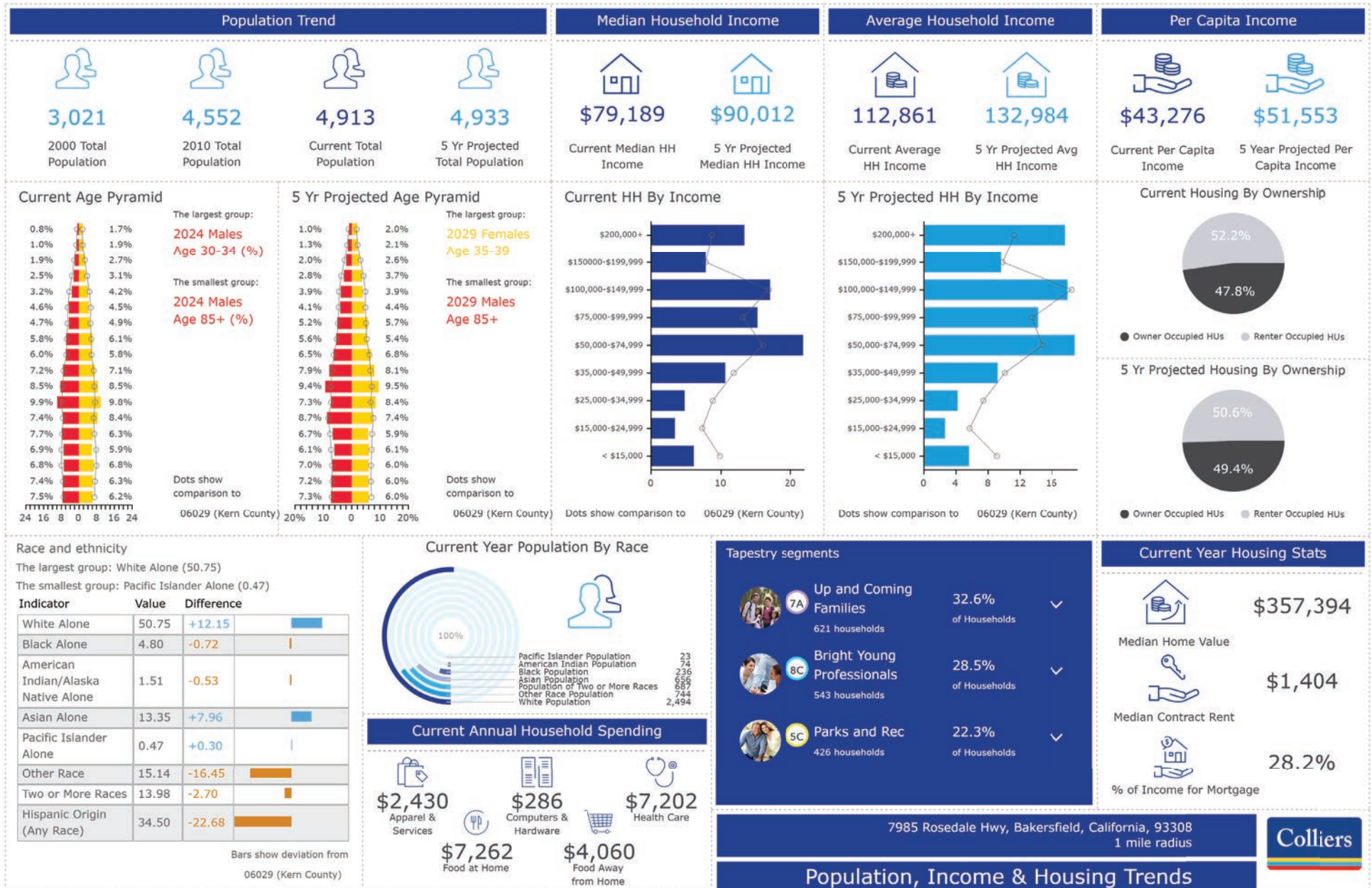
Urban Edge Families

8.3% of Households
Median Age: 33
Education: HS Diploma Only
Median Household Income: \$57,400

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Local Demographics





Come Join the Mix!

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