



DESERT EDGE
COMMERCIAL

RIVER POINTE COMMERCIAL

10481 HWY 44
MIDDLETON, IDAHO

BUILD TO SUIT



TRAFFIC COUNTS & ACCESS



MIDDLETON TRAFFIC STUDY(2023)

Location: SH-44 between Emmett Rd & Duff Ln

- Currently over 35k cars daily
- Projected at over 72k within 10 years



ITD CORRIDOR IMPROVEMENTS(2025-2027)

Location: SH-44 corridor, Middleton to Star

- Road widening 3 to 5 lanes
- Completion in 2027
- Over \$183M in transportation improvements are programmed through 2040, ensuring this trade area continues to handle growth and remains easy for customers to access.

ABOUT THE PROPERTY

This planned commercial development along Hwy 44 in Middleton offers ±62,600 SF across multiple pads. The site is highly flexible and can be re-designed or customized to fit tenant requirements, whether for retail, restaurant, or service uses. Parking counts and building layouts will adjust with the design, with capacity to meet city requirements. With build-to-suit opportunities available, the project is designed to adapt to end-user needs while supporting Middleton's continued growth.

IMAGE FOR ILLUSTRATIVE PURPOSES ONLY



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CONCEPTUAL SITE COMPONENTS



10+ ACRES

- Prime Hwy-44 frontage & signage exposure
- Flexible pad layouts
- Fully-serviced, shovel-ready pads with utilities stubbed
- Drive-thru & end-cap configurations available
- Build-to-suit opportunities

GET IN TOUCH

NATALIE JONSSON

208.247.8200

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3100 N Lakeharbor Lane
STE 150, Boise, ID 83703

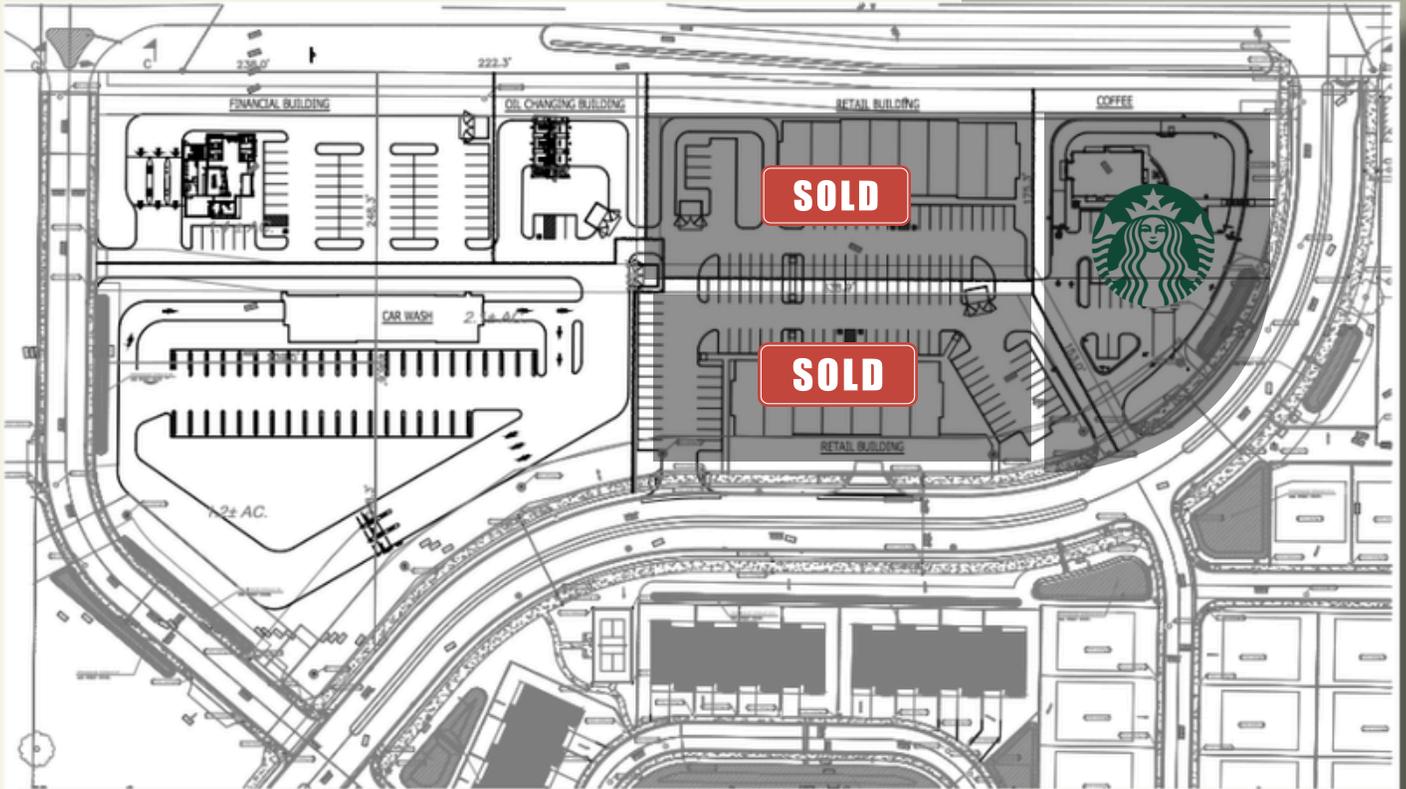
CONCEPTUAL SITE PLAN



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SURROUNDING TENANTS / AREA HIGHLIGHTS – MIDDLETON, IDAHO (IDAHO-44)



DAYTIME POPULATION

10,600 ~ 5 miles

TRADE AREA DEMOGRAPHICS

52,700 ~ 5 miles

(+~1,100 additional rooftops approved and underway)

COMMERCIAL MOMENTUM

Surrounded by new and planned retail, QSR, and service users — Tractor Supply, Jack in the Box, Ridley's, and more

STRONG RESIDENTIAL GROWTH

Located within Middleton's most active residential expansion

SURROUNDING TENANTS MAP



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DEVELOPMENT UNDERWAY

 STERLINGHOMES

128 LOTS





197 LOTS




Artesian
SPRINGS

47 LOTS


GARDNER
HOMES

315 LOTS

SITE



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AERIAL



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