

## Master Planned



## Master-Planned Retail Destination for Rigby Idaho

- 30+/- Retail
- 30+/- Medical & Professional
- 30+/- Flex Space Warehouse
- 30+/- Multi Family
- Build-To-Suit or For Sale
- Leasing Retail, Medical, and Professional Spaces
- Zoned Commercial 1



# County Line Crossroads



For Sale or Build to Suit



## Master-Planned Retail Destination for Rigby Idaho

County Line Crossroads unlocks opportunity in one of Idaho's fastest-growing regions. Jefferson County's 35,000 residents are projected to nearly double within a decade—and with Bonneville County's 134,000 residents just across the border, the growth potential is immense.

Anchored at **Exit 318 on U.S. Highway 20**, where Jefferson and Bonneville Counties meet, this new master-planned development offers unmatched visibility and access—**37,000 vehicles per day cross this overpass**, compared to 20,000 at the Rexburg 337 exit. It's the gateway to Rigby High School and connects directly to three of the area's busiest routes: County Line Road, Highway 20, and 3800 East.

Rigby's rapid population growth has outpaced its retail, dining, and professional services. Residents frequently travel to Idaho Falls or Rexburg for basic amenities. County Line Crossroads fills that gap—bringing shopping, restaurants, and services to a prime location designed for Rigby's next decade of growth.



# County Line Crossroads

## East Idaho

### Rexburg (337 Exit)

From County Line Crossroads  
20 Miles / 23 Min

HWY AADT 20K

### County Line Crossroads

HWY AADT 37K

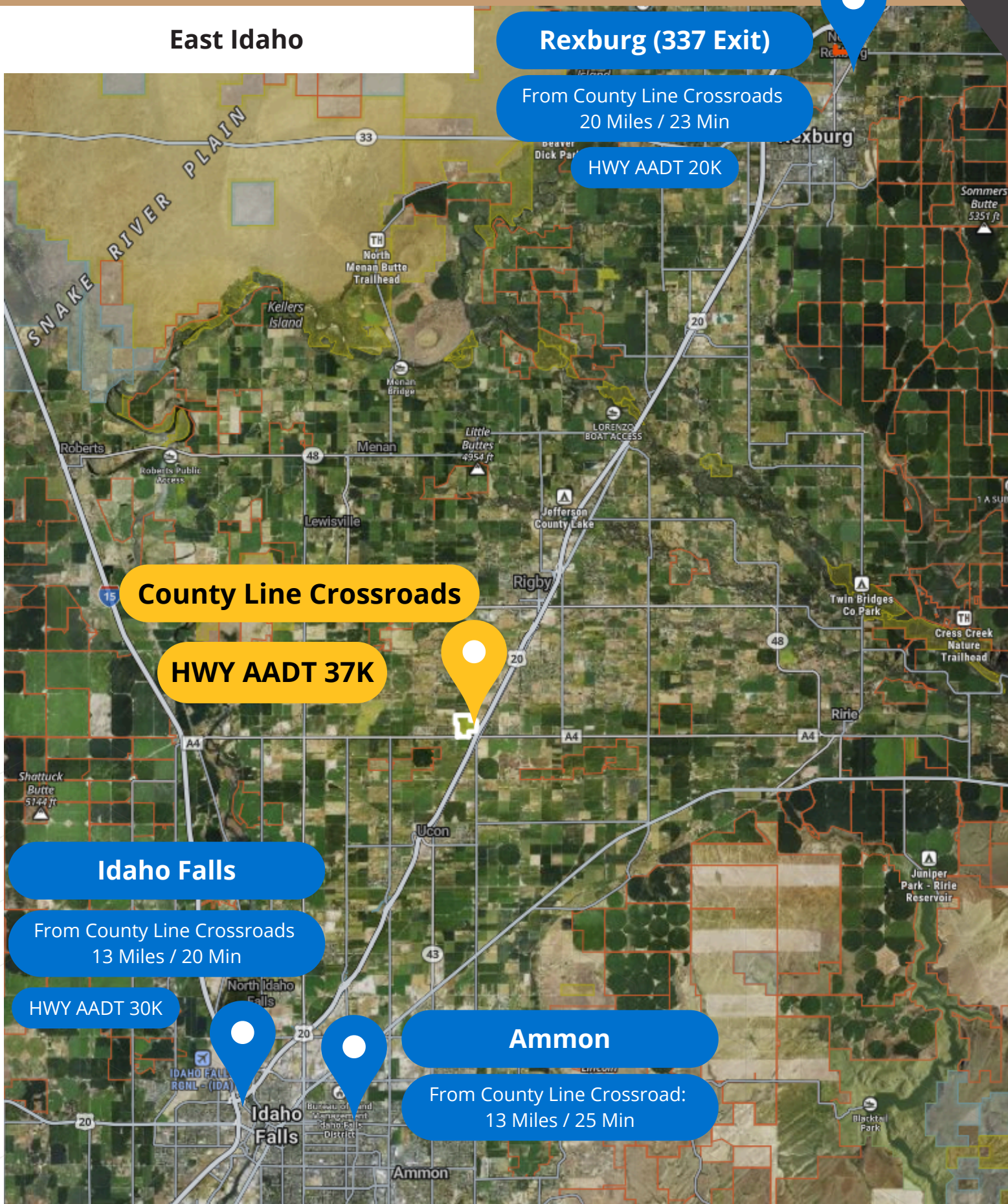
### Idaho Falls

From County Line Crossroads  
13 Miles / 20 Min

HWY AADT 30K

### Ammon

From County Line Crossroad:  
13 Miles / 25 Min



## Why Businesses Choose County Line Crossroads, Rigby, Idaho

Rigby, Idaho, is one of the strongest untapped markets for new retail growth. Jefferson County already has 35,000+ residents and is projected to add another 30,000 within the next decade—nearly doubling its population. The property also directly borders Bonneville County, home to 134,000 residents, creating a large and rapidly expanding trade area. With a young median age of 30 and healthy household incomes—an ideal match for retail success.

Despite this growth, Jefferson County currently has limited retail and restaurant options, and no big-box stores, even though demand for shopping, dining, and services is strong. Residents must travel 13+ miles to Idaho Falls or Rexburg for national retailers. This creates a significant opportunity for major retailers in Rigby to serve an underserved population, secure long-term loyalty, and capture market share ahead of competitors.

County Line Crossroads is a 125-acre master-planned development at Exit 318 on U.S. Highway 20—the highest traffic counts on Highway 20 in either Rigby or Rexburg. This exit carries an average daily traffic count of 37,000 vehicles, nearly double the 20,000 at the Rexburg exit. County Line Crossroads controls the hard corner of County Line Road and U.S. 20, offering maximum visibility and direct access. Zoned Commercial 1 and shovel-ready, the site includes 30+ acres dedicated to retail, with space for a big-box store, fuel station, restaurants, and complementary retailers.

Beyond the local market, this site sits on the primary highway to Yellowstone National Park. In 2024, Yellowstone's West Entrance welcomed 4.7 million visitors, and the overwhelming majority traveling from Salt Lake City or Boise pass directly by this intersection. It also serves as a core crossroads for travel into Wyoming and Montana, making it a strategic location to capture both local shoppers and high-volume tourist traffic.

Positioned between Idaho Falls and Rexburg, a Rigby location fills a critical gap without overlapping existing markets—creating the chance to establish a regional foothold in a booming county while capturing millions of pass-through visitors.

We would welcome the opportunity to present this project in more detail. Whether by meeting in person, hosting you at our offices, or connecting via Zoom or phone call, we are ready to align with your company's needs and move the conversation forward.

Trellis Development – County Line Crossroads

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## Conceptual Land Plan - Overall





## Conceptual Land Plan



County Line Crossroads is designed as a balanced, mixed-use development. The layout provides:

- 30+/- acres of retail
- 30+/- acres of medical and business park
- 30+/- acres of residential or assisted living
- 30+/- flex space or warehouse

## Rigby

Jefferson County Expects **+30,000**  
Population Increase Within 10 Years



### PEOPLE FACT AND STATS

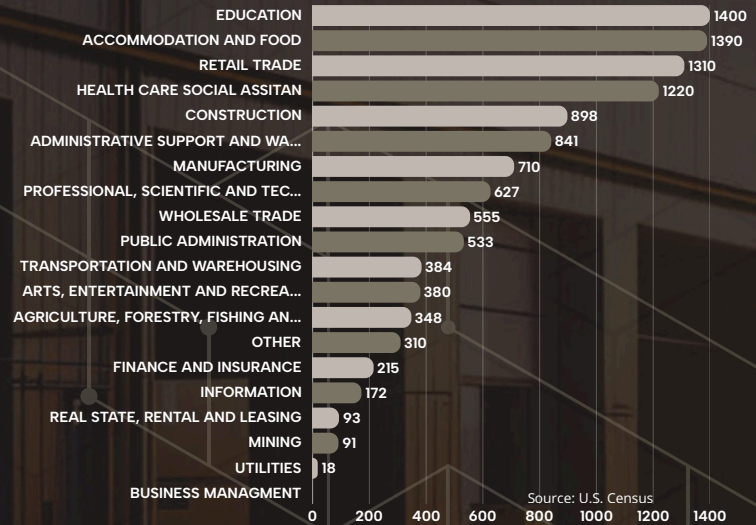
|                              | 83442        | JEFFERSON<br>COUNTY | IDAHO        | USA          |
|------------------------------|--------------|---------------------|--------------|--------------|
| POPULATION                   | 27K          | 31K                 | 1,85M        | 331.1M       |
| POPULATION DENSITY PER SQ MI | 232          | 29                  | 22           | 94           |
| POP CHANGE SINCE 2020        | <b>+8.3%</b> | <b>+7.9%</b>        | <b>+6.3%</b> | <b>+1.8%</b> |
| MEDIAN AGE                   | 30           | 32                  | 37           | 39           |
| MALE/FEMALE RATIO            | 51%          | 51%                 | 50%          | 50%          |



### HOUSEHOLD INCOME BRACKETS



### OCCUPATIONAL CATEGORIES



### ECONOMIC FACT AND STATS

|                         | 83442    | JEFFERSON<br>COUNTY | IDAHO    | USA      |
|-------------------------|----------|---------------------|----------|----------|
| INCOME PER CAPITA       | \$28,625 | \$29,028            | \$34,919 | \$41,261 |
| MEDIAN HOUSEHOLD INCOME | \$77,524 | \$77,491            | \$70,214 | \$75,149 |
| UNEMPLOYMENT RATE       | -        | 2.8%                | 3.4%     | 4.3%     |
| NUMBER UNEMPLOYED       | -        | 454                 | 34K      | 7.16M    |
| NUMBER EMPLOYED         | -        | 16K                 | 996K     | -        |
| NUMBER IN LABOR FORCE   | -        | 16K                 | 1M       | -        |