

**SHEPHERD & WILLOW IS THE LOGICAL LOCATION FOR A MIXED USE  
COMMERCIAL/RETAIL SITE  
CITY OF CLOVIS NORTHWEST URBAN PLAN PRESENTATION  
NOVEMBER 16, 2010**

**PETER ORLANDO, PRESIDENT, RETAIL CALIFORNIA**

**Vision & Strategy**

To create an urban “Town Center and Sense of Place” for the purpose of providing:

- A) Retail stores servicing daily household and lifestyle/comfort needs, regional draw retailers to serve the larger trade area
- B) Quick serve casual and sit-down dining for social and networking experiences
- C) Personal and business banking and financial services convenient for an active community
- D) Close to home office space offering WiFi technology so as to create opportunities for face-to-face encounters and “human moments’ throughout the center essential for true communication.
- E) Engaging trails and open space to fulfill the mind and body
- F) An upscale urban living environment for multi-family apartments
- G) Entertainment venue supporting a vibrant nightlife
- H) Tasteful, high quality residential mix over retail allows for less vehicular trips and a more cohesive community.

**Why the Northeast corner of Shepherd & Willow?**

- The current economy has forced new development projects to get back to the basics of creating quality projects at the best location. High traffic counts and strong population density are major considerations with those tenants expanding today. Leapfrogging is not a development strategy that any national or regional developer is considering and will not for the foreseeable future. Rather, anchor tenants are back to very conservative and logical approaches to their site selection. Anchors are reviewing locations based upon actual population counts (postal deliveries) and not accounting for projected growth.
- The consumer will shop close to home as long as the services are offered within the development. With more and more households relying on two incomes, convenient shopping becomes more important to the consumer. See demographic reports attached.
- In order to create a true Town Center environment utilization of the existing trail is necessary. The trail user needs to feel involved in the Town Center

development and the blend between the two types of recreation (shopping & exercise) is important.

- If the regional retail center were to be located at the intersection of Copper & Willow, drive-times to the center would increase, thus increasing pollution and traffic amongst two large educational facilities. Typically, large regional shopping centers are not located in close proximity to schools.

According to "Planned Communities: What Lies Ahead?" by John K. McIlwain in the November/December 2010 Urban Land Institute magazine:

Smaller, energy efficient homes will be required

Expand the Town Center: "Clustering more homes, especially smaller ones around the town center of a community creates a real downtown feel and allows people to walk to stores and services. Here also is where the elusive but increasingly important idea of "community" can occur, facilitates by locally owned businesses, places for people to interact informally, a community center with a hall for community events, and an intriguing mix of stores and services."

Rental housing near the town center adds density and allows for younger families to enter a community where they may buy in the future.

Flexibility and being close to the market are now as important as experience in planning the communities of the future.

Peter Orlando is a commercial real estate veteran with over 24 years of retail leasing and selling experience.

In February 1985 Peter joined Grubb & Ellis Company as a licensed real estate agent in the Retail Properties Division. Peter later founded Commercial Retail Associates (a commercial real estate brokerage firm specializing in retail properties) in 1990 and was a shareholder for 10 years. Currently, Peter is the President and partner of Retail California and is involved in the leasing and selling of shopping centers and retail space in Central California.

Peter is the leasing consultant for The Shops at River Park, Marketplace at River Park, is pre-leasing Campus Pointe and planning Fancher Creek, a 1 million square foot Town Center in southeast Fresno. Smart & Final Extra, Henry's Markets, Ralphs Grocery Company, CVS Pharmacy, JP Morgan Chase Bank, Wahoos Fish Tacos, Five Guys Burgers & Fries and Cold Stone Creamery are some of the retailers that mr. Orlando represents throughout Central California.

# Retail California Demographic Study Basic Updated Summary Report (%)

Prepared by: Retail California GIS



Copper Ave & Willow Ave Clovis, CA 93619

12 November 2010

Coordinates Longitude: -119.729940

Latitude: 36.896040

	1 MILE RING 3.14 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
<b>POPULATION</b>			
1990 Total Population	514	1,207	2,293
2000 Total Population	826	3,263	7,709
2009 Total Population	976	4,196	11,091
2014 Total Population	1,096	4,772	13,056
% Population Change 1990-2000	60.70%	170.34%	236.20%
% Population Change 2000-2009	18.16%	28.59%	43.87%
% Population Change 2009-2014	12.30%	13.73%	17.72%
<b>HOUSEHOLDS</b>			
1990 Total Households	176	426	807
2000 Total Households	291	1,101	2,585
2009 Total Households	344	1,406	3,679
2014 Total Households	376	1,585	4,317
% Households Change 1990-2000	65.34%	158.45%	220.32%
% Households Change 2000-2009	18.21%	27.70%	42.32%
% Households Change 2009-2014	9.30%	12.73%	17.34%
<b>2009 RACE</b>			
% 2009 White Population	77.77%	76.57%	76.66%
% 2009 Black Population	2.46%	2.62%	2.79%
% 2009 American Indian/Alaska Native	0.51%	0.38%	0.33%
% 2009 Asian/Hawaiian/Pacific Islander	9.94%	12.04%	12.89%
% 2009 Other Population (Incl 2+ Races)	9.32%	8.39%	7.32%
% 2009 Hispanic Population	21.41%	20.00%	19.61%
% 2009 Non-Hispanic Population	78.59%	80.00%	80.39%
<b>INCOME</b>			
2009 Per Capita Income	\$28,758	\$30,086	\$31,253
2009 Median Household Income	\$65,399	\$70,328	\$76,674
2009 Average Household Income	\$81,594	\$89,788	\$94,217
% 2009 Household Income < \$10,000	0.87%	0.71%	0.57%
% 2009 Household Income \$10,000-\$14,999	1.16%	1.00%	1.55%
% 2009 Household Income \$15,000-\$19,999	2.33%	1.56%	1.11%
% 2009 Household Income \$20,000-\$24,999	1.74%	1.28%	0.76%
% 2009 Household Income \$25,000-\$29,999	1.16%	1.71%	1.96%
% 2009 Household Income \$30,000-\$34,999	2.03%	1.42%	0.92%

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% 2009 Household Income \$35,000-\$39,999	2.33%	1.99%	2.23%
% 2009 Household Income \$40,000-\$44,999	3.49%	2.84%	2.28%
% 2009 Household Income \$45,000-\$49,999	4.94%	3.48%	2.20%
% 2009 Household Income \$50,000-\$59,999	19.48%	15.07%	8.56%
% 2009 Household Income \$60,000-\$74,999	29.07%	27.51%	25.17%
% 2009 Household Income \$75,000-\$99,999	20.64%	29.57%	39.96%
% 2009 Household Income \$100,000-\$124,999	7.27%	6.89%	7.50%
% 2009 Household Income \$125,000-\$149,999	2.33%	2.84%	2.88%
% 2009 Household Income \$150,000-\$199,999	0.58%	0.92%	0.87%
% 2009 Household Income \$200,000-\$249,999	0.29%	0.36%	0.27%
% 2009 Household Income \$250,000-\$499,999	0.29%	0.85%	1.20%
% 2009 Household Income \$500,000+	0.00%	0.00%	0.00%
2009 Average Household Size	2.8	2.8	2.9
2009 Total Daytime Population	1,472	4,364	7,345
2009 Total Daytime Work Population	419	1,731	3,019