



FOR LEASE > ANCHOR SPACE

# Firecreek Crossing Shopping Center

Kietzke Lane in Prominent Regional Trade Area | Reno, Nevada



**Firecreek Crossing is Reno's premier power/promotional shopping center. Walmart, ULTA Beauty, TJ Maxx HomeGoods, along with the area's only Sam's Club, Floor & Décor and Natural Grocers, create a super-regional draw. The property has superior market access and visibility and is centrally located in the most robust retail hub by being in close proximity to Meadowood Mall, Northern Nevada's only regional mall.**

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## PROPERTY HIGHLIGHTS

- Freeway oriented with direct access from I-580 at the intersections of South Virginia Street, Kietzke Lane and Redfield Parkway
- Class "A" 347,979± square foot community/power center anchored by Walmart, Sam's Club, Floor & Décor, TJ Maxx Home Goods, Ross, Office Depot, Michael's and ULTA Beauty
- National shop tenants include Mattress Land, Starbucks, Applebee's, Sola Salon, Starbucks Coffee, Boston Market, Great Clips and Affordable Dentures
- Resurging Reno/Sparks trade area with an expanding job market and new home development
- Located just five minutes away from Firecreek, Rancharrah is a mixed-use development consisting of over 600 new homes and is projected to bring in hundreds of new patrons
- Under new ownership with upgrades in progress
- Super regional drawing power

## TRADE AREA RETAILERS





## AVAILABLE



SUITE	TENANT	SQUARE FEET
4801	Boston Market	3,200
4805	Applebee's	5,500
4809 A	Starbucks	1,454
4809 B	AVAILABLE	8,555
4809 D	Great Clips	1,400
4811	AVAILABLE	45,524
4813	AVAILABLE	43,500
4819	Natural Grocers	31,850
4821	TJ Maxx Home Goods	45,500
4823	Floor & Decor	55,269
4825	Ross	30,000
4827	Office Depot	17,891
4871	Michaels	24,295
4875 A	Sola Salon	5,000
4875 B	Affordable Dentures	4,000
4875 C	UFC Gym	4,000
4875 D	UFC Gym	7,000
4891	ULTA Beauty	14,041
4891 A	Mattress Land	3,808





MEADOWWOOD MALL

PROPOSED RANCHARRAH

REDFIELD PROMENADE

RENO SPARKS CONVENTION CENTER

PROPOSED STATION CASINO

- FIRECREEK CROSSING**
- TJ-max HomeGoods
  - NATURAL GROCERS
  - Michaels
  - ROSS
  - FLOOR DECOR
  - Office DEPOT
  - UFC GYM
  - ULTA
  - Great Clips
  - Applebee's
  - Starbucks
  - Sola SALON SERVICES

## MARKET OVERVIEW

Firecreek Crossing is located within the Meadowood Submarket, which is considered to be Northern Nevada's largest and most significant retail hub due to the massing of major retail tenants and restaurants. Retail vacancy in the submarket has historically been less than the overall figures and currently is approximately 5.7%.

Meadowood Submarket surrounds the busiest intersection in Reno, I-580 and McCarran Boulevard, with an average daily traffic count of over 60,000 ADT. Highway I-580/US 395 serves as the main thoroughfare that extends north and south through the heart of Reno. McCarran Boulevard, Reno's "ring road", circles Reno/Sparks and houses the major retail intersections and corridors in the community.

The area's only regional mall, Meadowood Mall, includes major tenants such as Macy's, JC Penny and Dick's Sporting Goods. Other notable retailers within a ½ mile radius are Nordstrom Rack, Lowe's, Home Depot, Barnes & Noble, Macy's Home, Hobby Lobby, Bed, Bath & Beyond, World Market, Whole Foods, Pier 1, Steinmart, Trader Joe's, Target, Total Wine & More, DSW Shoes, and David's Bridal.

Most national restaurant chains are also found in the Meadowood Submarket such as PF Chang's, Mimi's, Red Robin, Cheesecake Factory, Chili's, Macaroni Grill, Chipotle, Starbucks, Five Guys, Einstein Bros Bagels and Panda Express.

This regional shopping district has historically been the heart of retail for Northern Nevada and is poised to continue its success for years to come.





## RADIAL DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
<b>POPULATION</b>			
2010 Population	15,432	76,276	175,841
2017 Population	16,686	81,769	189,014
2022 Population	17,746	86,442	199,676
2010-2017 Annual Rate	1.08%	0.96%	1.00%
2017-2022 Annual Rate	1.24%	1.12%	1.10%
<b>HOUSEHOLDS</b>			
2010 Households	6,100	32,126	74,072
2017 Total Households	6,460	33,864	78,812
2022 Total Households	6,813	35,589	83,040
2010-2017 Annual Rate	0.79%	0.73%	0.86%
2017-2022 Annual Rate	1.07%	1.00%	1.05%
<b>AVERAGE HOUSEHOLD INCOME</b>			
2017 Average Household Income	\$50,980	\$63,494	\$66,287
2022 Average Household Income	\$56,093	\$69,367	\$72,504
2017-2022 Annual Rate	1.93%	1.79%	1.81%
<b>BUSINESS</b>			
Total Business	1,475	6,054	11,419
Total Employees	22,748	82,058	177,289

## DRIVE TIME DEMOGRAPHICS

	5 MIN	10 MIN	15 MIN
<b>POPULATION</b>			
2010 Population	9,715	75,276	222,190
2017 Population	10,606	81,156	239,384
2022 Population	11,296	85,956	253,705
2010-2017 Annual Rate	1.22%	1.04%	1.03%
2016-2022 Annual Rate	1.27%	1.16%	1.17%
<b>HOUSEHOLDS</b>			
2010 Households	3,770	31,409	90,606
2017 Total Households	3,995	33,357	96,419
2022 Total Households	4,212	35,153	101,823
2010-2017 Annual Rate	0.80%	0.83%	0.86%
2017-2022 Annual Rate	1.06%	1.05%	1.10%
<b>AVERAGE HOUSEHOLD INCOME</b>			
2017 Average Household Income	\$49,890	\$61,043	\$64,330
2022 Average Household Income	\$54,783	\$66,871	\$70,798
2017-2022 Annual Rate	1.89%	1.84%	1.93%
<b>BUSINESS</b>			
Total Business	1,080	6,041	12,579
Total Employees	17,567	95,457	192,994



## AREA OVERVIEW

Reno, “The Biggest Little City in The World”, is the third largest city in the state of Nevada and features:

- Washoe county population exceeds 450,000
- Located at the center of one of the fastest growing commercial areas in the United States
- Ranked as one of the “Most Livable Cities in America” by Livability.com
- The Economic Development Authority of Western Nevada (EDAWN) predicts 64,000 new residents will move to the area requiring an additional 45,000 new residential units by 2019.

## EXPLOSIVE GROWTH IN TECHNOLOGY AND E-COMMERCE

In partnership with Panasonic, the \$5 billion Tesla Gigafactory, under construction in the Tahoe Reno Industrial Complex (TRIC), will be the second largest structure in the world when completed.

The nearby 1,000 acre Switch data center will be the largest data center in the world when completed at nearly 6 million square feet. Once completed, the center will be a key part of the Switch SUPERNAP that will connect Reno to San Francisco, Los Angeles, and Las Vegas with a 12 millisecond data speed.

Apple and Rackspace also operate data centers in the area and are planning significant growth. Google has recently acquired 1,210 acres in TRIC as well.

Amazon.com’s newest fulfillment center just north of Reno is the state-of-the-art model for future centers and ships several hundred thousand items per day.

## QUALITY OF LIFE

Reno is a 24 hour town that, while known for gambling and nightlife, offers an excellent experience for visitors and residents alike.

Lake Tahoe is a short 40 minute drive away and offers everything from solitary beaches, to hotel/casino nightlife, to Olympic quality ski resorts.

The city of Reno is undergoing rapid and positive change with the growth of MidTown, the Brewery, and the Distillery Districts as well as a national quality baseball facility located downtown.

Home buyers can choose from the affordability of the North Valleys to the luxury of the west foothills, to the privacy of Hidden Valley. Exquisite luxury homes dot the south suburban neighborhoods as well as the northwest foothills.

New developments include the 141 acre master planned Rancharra development which will feature 25 acres of commercial space and a 25,000 SF clubhouse with equestrian facility.

The tourism industry contributes heavily to the tax base allowing Nevada to remain one of the few states without state income tax.

Air service is frequent, affordable, and offers non-stop flights to most large cities served by major and regional air carriers.

With urban, suburban, and rural living areas, a top-notch business climate, world-class recreation, and quality educational institutions, it is no surprise that Reno-Sparks is one of the nation’s best places to live, work and play.

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