



# PALLADIO

SHOP · DINE · PLAY





*The name Palladio is derived from the famous architect Andrea Palladio who was a Venetian architect in the 1500s, widely considered the most influential person in the history of Western architecture. Italy comes to Northern California... Palladio at Broadstone is a fusion of fine Italian architecture, art and contemporary design unique in the U.S. for shopping, dining and entertainment.*



# WELCOME

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Palladio at Broadstone, a vibrant center located in the fastest growing area of Sacramento, California, offers a balanced mix of upscale shopping and entertainment featuring fashion and restaurants, a state-of-the-art 16-screen cinema, and a newly opened luxury 6-screen dine-in theater. The center provides daily convenience to its dominant demographic of young families and young professionals who consider Whole Foods a must have for their lifestyle and quick-service restaurants such as Panera Bread and Starbucks as their gathering place of choice. This “live, work, play” environment provides a pedestrian-friendly design that creates a downtown feel for the surrounding 3,000-acre master planned community and the newly annexed area just south of Hwy 50 that will add 12,000 homes over the next several years.





## KEY RETAILERS

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- The new Barnes & Noble, which opened in December 2016, is one of three in the country featuring a brand new store prototype and the Barnes & Noble Kitchen, serving made-from-scratch breakfast, lunch and dinner as well as beer and wine
- Whole Foods, Nordstrom Rack, Barnes & Noble and the state-of-the art movie theaters provide strong anchor components well-suited to the market
- Palladio at Broadstone features a strong line-up of fashion retailers including Apricot Lane, Charlotte Russe, Charming Charlie, Chico's, H&M, Victoria's Secret and White House|Black Market
- Multiple successful wine & dine restaurant options with five additional restaurant choices opening soon





# THE FOLSOM SHOPPER

Average household incomes within a 5-mile radius and 5-minute drive time exceeds \$125,000 and the area is dominated by well-educated white collar individuals and young families. Folsom is home to 3 high schools, 2 middle schools and 10 elementary schools and received a 9 out of 10 ranking based on tests scores from [www.GreatSchool.org](http://www.GreatSchool.org). An additional high school, middle school and 5 elementary schools are planned for Folsom Ranch, the new development south of Hwy. 50.

Enterprising Professionals make up 61% of the trade area. These residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. The market is fast-growing, located in lower density neighborhoods of large metro areas. Enterprising Professionals residents are diverse. This young market makes over one and a half times more income than the U.S. median, supplementing their income with high-risk investments. Source – [www.esri.com/tapestry](http://www.esri.com/tapestry)

POPULATION

**116,800**

WITHIN 5-MILE RADIUS

AVERAGE HOUSEHOLD INCOME

**\$131,462**

WITHIN 5-MILE RADIUS

DAYTIME POPULATION

**62,282**

WITHIN 5-MILE RADIUS







## IN GOOD COMPANY

Palladio at Broadstone is in the center of the retail corridor surrounded on two sides by big box power centers. The pedestrian and family-friendly design creates a “downtown” for the surrounding 3,000 acre master community and the trade area of Folsom along with the newly annexed area just south of Highway 50 poised for growth of more than 12,000 homes.

The area is home to a rapidly expanding office population, including the first phase of a new Kaiser Permanente hospital and medical complex located adjacent to the center. The 50-acre campus will employ 6,000 employees. Intel, the largest private employer in the Sacramento area, and Micron, which are just 1.5 miles from the center, employ over 10,000 workers.

“Sacramento, the capital of California, has been a leading agricultural and transportation center for most of its history.

In the past 15 years, as costs have escalated in California’s coastal cities, thousands have migrated to the area for its reduced cost of living and proximity to San Francisco and Lake Tahoe.”





## HEALTH CONSCIOUS, SPORTS ENTHUSIASTS

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- 50+ miles of traffic free, paved trails in Folsom
- 720 trails within 75 miles of Palladio
- Two lakes and one river ideal for kayaking, paddling and boating: Folsom Lake, 75 miles of shoreline; Lake Natoma, 14 miles of shoreline; and American River, 119 miles in length
- 3 state parks and 46 family-friendly parks
- Over 100 campgrounds in the tri-county area
- 21 climbing routes in Folsom, Tahoe and Central Sierras



# IN GOOD COMPANY

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To help Californians decide the best place to raise their families, WalletHub.com compared 240 cities across five key criteria: Family Life & Fun, Education, Health & Safety, Affordability and Socioeconomic Environment. Here is how Folsom, CA stacked up:

**OVERALL BEST**  
city to raise a family  
in California



**LEAST %**  
of Families  
below the Poverty Line



**HIGHEST**  
Median Family Income



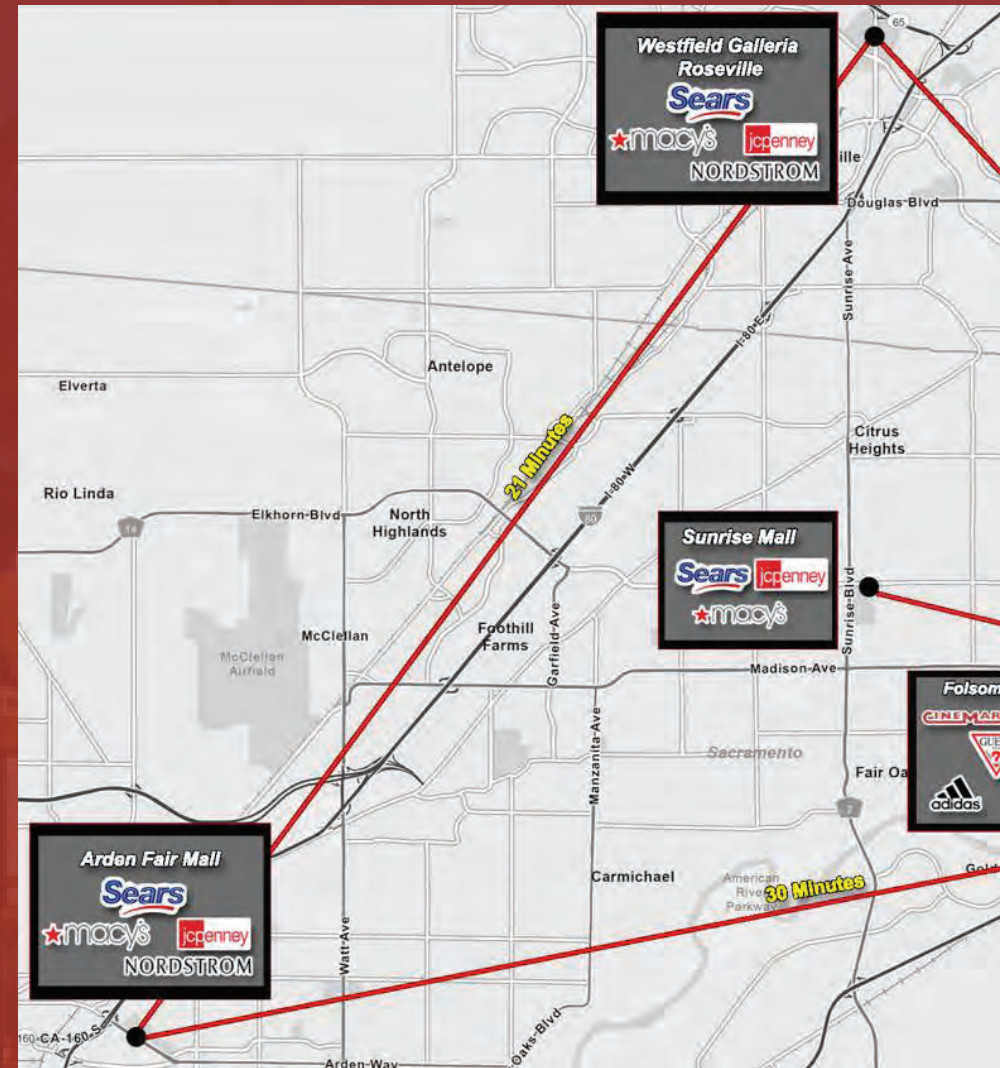
**MOST AFFORDABLE**  
Housing





# LOCATION, LOCATION

Palladio at Broadstone is located in the fastest growth area of Sacramento along Highway 50 and completes the



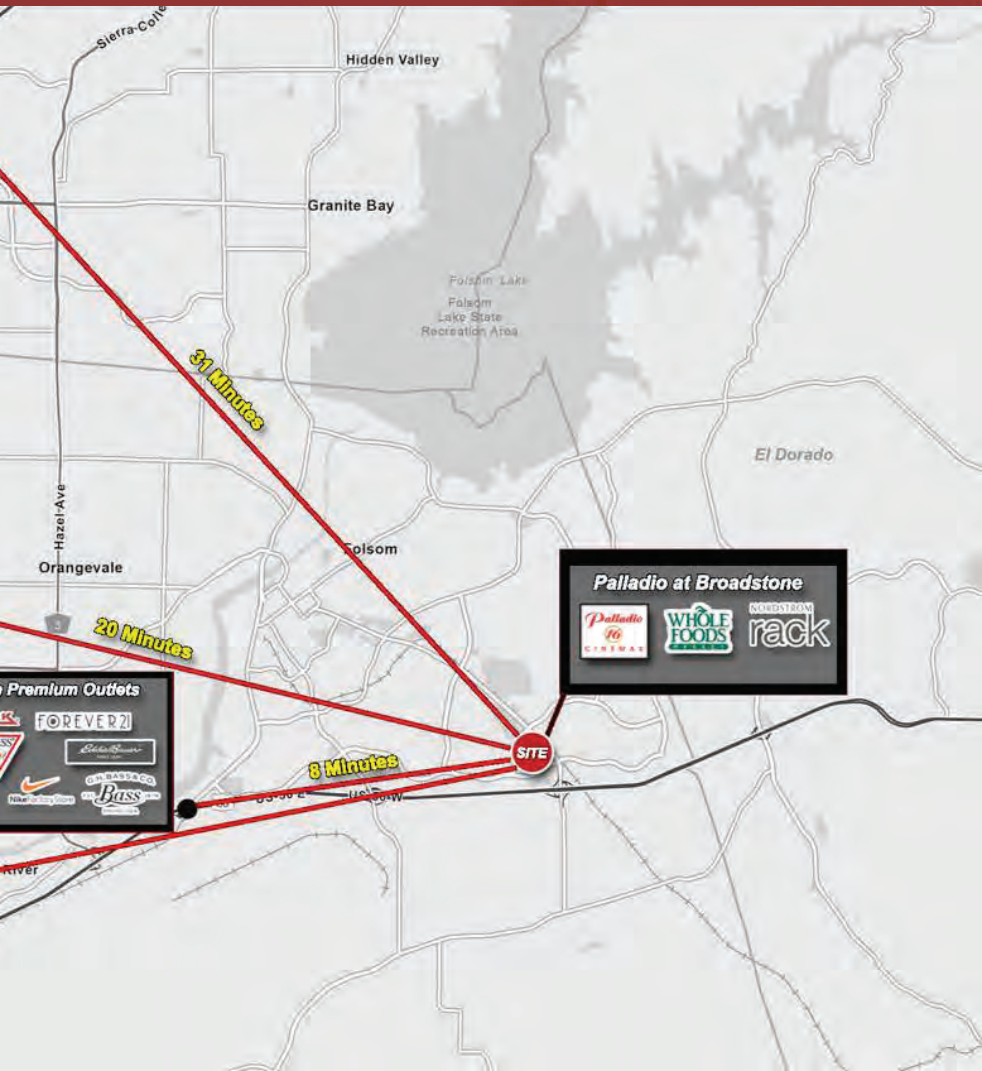
## INCOME COMPARISONS

	2017 Median Household Income			
	3 miles	5 miles	10 miles	3 miles
Arden Fair Mall	\$50,455	\$54,365	\$56,993	\$76,6
Westfield Galleria Roseville	\$76,488	\$83,907	\$76,257	\$99,8
Palladio at Broadstone	\$120,630	\$115,031	\$93,826	\$146,



# , LOCATION

market “triangle” for specialty retail, making it a natural for 1st or 2nd to market specialty retail and restaurants.



2017 Average Household Income			2017 Per Capita Income		
5 miles	10 miles		3 miles	5 miles	10 miles
\$80,696	\$79,977		\$31,061	\$33,270	\$29,469
\$109,404	\$100,634		\$38,322	\$40,307	\$37,162
\$142,351	\$122,010		\$52,166	\$50,854	\$45,425



# PALLADIO

SHOP · DINE · PLAY

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