

# SALE

## CAMERON PARK DRIVE

Cameron Park, CA 95682



### PROPERTY DESCRIPTION

Commercial development opportunity at the Cameron Airpark.

### PROPERTY HIGHLIGHTS

- Parcel is potentially splittable into two lots
- Zoning allows a wide range of uses without CUP
- Residential conversion is possible

### ATTACHED INFORMATION

- El Dorado County use matrix for CR Zoning
- Demographic report

### OFFERING SUMMARY

Sale Price:	\$750,000
Lot Size:	10.54 Acres
Zoning:	Commercial Regional
APN:	083-020-029-000

DEMOGRAPHICS	1 MILE	2 MILES	3 MILES
Total Households	2,615	8,316	11,053
Total Population	6,129	20,508	28,393
Average HH Income	\$101,770	\$99,115	\$107,837

**Kurt Parkinson**  
916 798 4214  
CalDRE #01517516

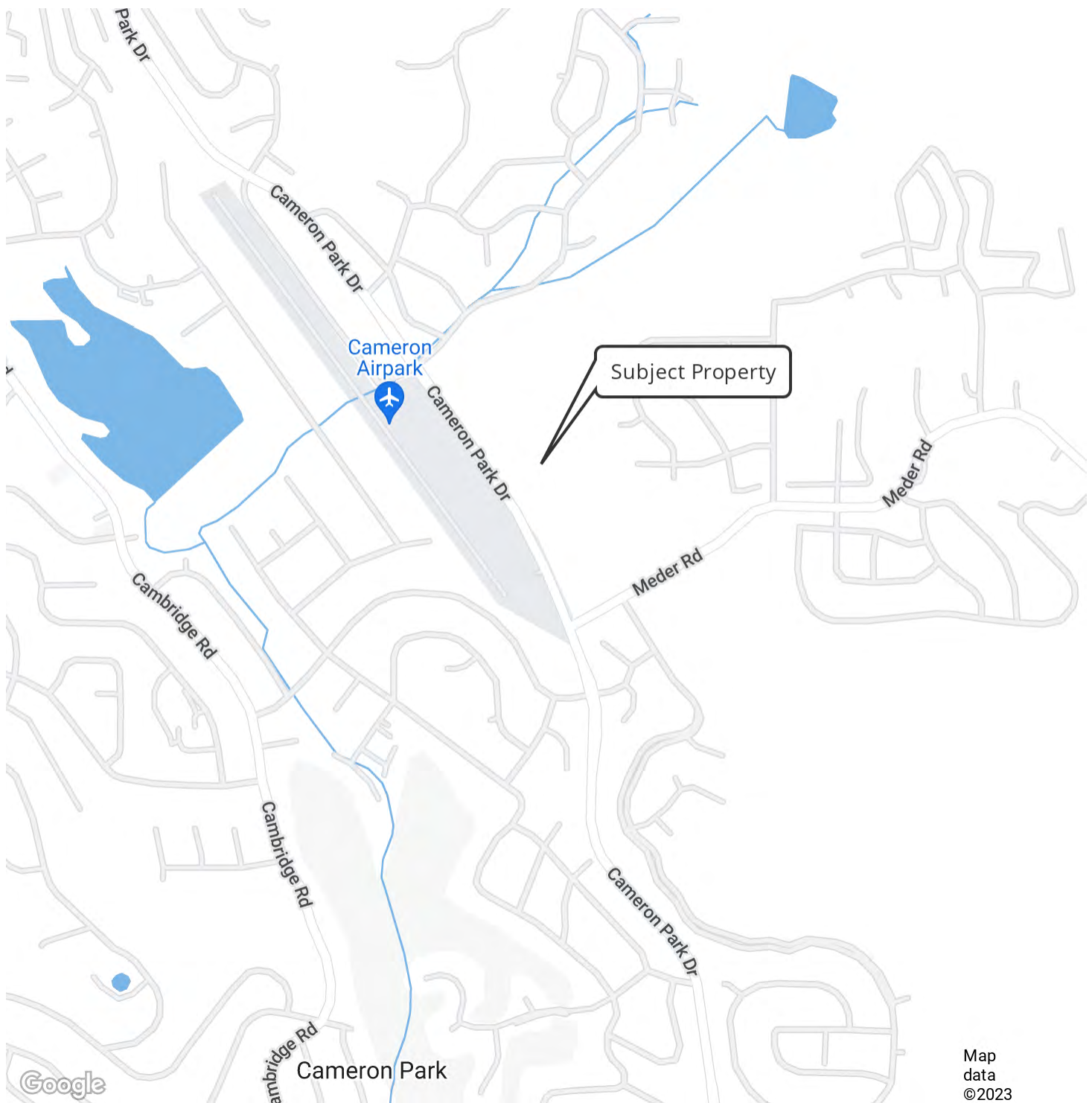


**COLDWELL BANKER**  
**COMMERCIAL**  
REALTY

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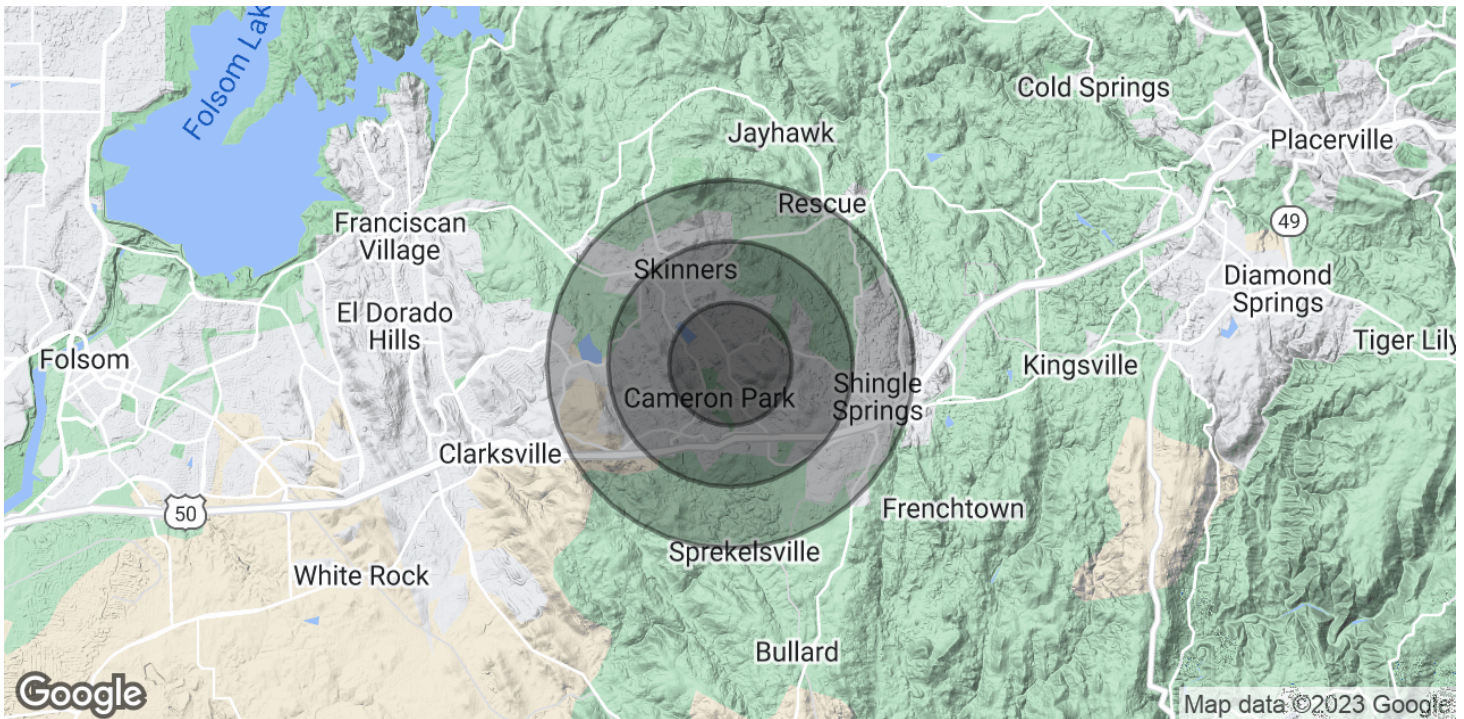


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# DEMOGRAPHICS

## CAMERON PARK DRIVE

Cameron Park, CA 95682



POPULATION	1 MILE	2 MILES	3 MILES
Total Population	6,129	20,508	28,393
Average Age	49.9	44.2	44.3
Average Age (Male)	49	42.3	42.3
Average Age (Female)	49.8	46.4	46.5

HOUSEHOLDS & INCOME	1 MILE	2 MILES	3 MILES
Total Households	2,615	8,316	11,053
# of Persons per HH	2.3	2.5	2.6
Average HH Income	\$101,770	\$99,115	\$107,837
Average House Value	\$541,834	\$489,691	\$514,605

\* Demographic data derived from 2020 ACS - US Census

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# NEARBY RETAIL

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## Sec. 130.22.020 Matrix of Allowed Uses.

Uses are allowed in commercial zones subject to the requirements of this Title as designated in Table 130.22.020 (Allowed Uses and Permit Requirements for the Commercial Zones) below:

**Table 130.22.020—Allowed Uses and Permit Requirements for the Commercial Zones**

<b>CPO: Commercial, Professional Office</b> <b>CL: Commercial, Limited</b> <b>CM: Commercial, Main Street</b> <b>CC: Commercial, Community</b> <b>CR: Commercial, Regional</b> <b>CG: Commercial, General</b> <b>CRU: Commercial, Rural</b>	<b>P</b> <b>A</b> <b>TUP</b> <b>CUP</b> <b>MUP</b> <b>TMA</b> <b>---</b>	<b>Allowed use (Article 4: Special Use Regulations)</b> <b>Administrative permit required (130.52.010)</b> <b>Temporary use permit required (130.52.060)</b> <b>Conditional Use Permit required(130.52.021)</b> <b>Minor use permit required (130.52.020)</b> <b>Temporary mobile home permit (130.52.050)</b> <b>Use not allowed in zone</b>						
<b>Use Type</b>	<b>CPO</b>	<b>CL</b>	<b>CM</b>	<b>CC</b>	<b>CR</b>	<b>CG</b>	<b>CRU</b>	<b>Specific Use Regulation</b>
<b>Commercial</b>								
Animal Sales and Service: Kennel, Commercial	—	—	—	P	P	P	CUP	
Pet Grooming and Pet Stores	—	P	P	P	P	P	—	
Veterinary Clinic	—	P	P	P	P	P	P	
Automotive and Equipment: Fuel Sales	—	P	CUP	P	P	P	CUP	
Paint and Body Shops	—	—	—	CUP	—	P	CUP	
Repair Shops	—	—	—	CUP	CUP	P	CUP	
Sales and Rental	—	—	—	CUP	CUP	P	CUP	
Vehicle Storage	CUP	—	—	CUP	—	P	CUP	130.40.320
Banks and Financial Services	P	P	P	P	P	P	P	
Bars and Drinking Establishments	CUP	P	P	P	P	P	P	
Brewery Large Commercial	—	—	CUP	P	CUP	P	CUP	

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(Supp. No. 11, Update 1)



Micro Brewery	CUP	CUP	CUP	CUP	P	P	P	
Brewpub	CUP	P	P	P	P	—	P	
Broadcasting and Recording Studio	P	—	P	P	P	P	—	
Building Supply Store	—	—	—	P	P	P	P	130.40.220
Business Support Services	—	—	P	P	P	P	P	
Child Day Care Center	A	A	A	A	A	CUP	P	130.40.110
Commercial Cannabis	—	—	—	Commercial Cannabis Use Permit required (See Article 4 - Special Use Regulations - Chapter 130.41 - Commercial Cannabis)			—	
Commercial Recreation: Arcade	—	P	P	P	P	P	P	
Indoor Entertainment	—	—	P	P	P	—	—	
Indoor Sports and Recreation	—	P	—	P	P	P	—	
Large Amusement Complex	—	—	—	CUP	CUP	—	—	
Outdoor Entertainment	—	—	CUP	CUP	CUP	—	CUP	
Outdoor Sports and Recreation	—	—	—	—	CUP	—	CUP	130.40.210
Contractor's Office: On-site	A	A	A	A	A	A	A	130.40.190
Off-site	TUP	—	TUP	TUP	TUP	TUP	TUP	
Distillery, Craft	CUP	CUP	CUP	CUP	P	P	P	
Drive-Through Facility	P/CUP <sup>6</sup>	P/CUP <sup>6</sup>	P/CUP <sup>6</sup>	P/CUP <sup>6</sup>	P/CUP <sup>6</sup>	P/CUP <sup>6</sup>	P/CUP <sup>6</sup>	130.40.140
Employer-sponsored Child Day Care Center	A	A	—	A	A	A	A	130.40.110
Food and Beverage Retail Sale	—	P	P	P	P	P	P	
Free Food Distribution Center	—	—	—	—	—	CUP	CUP	
Funeral and Internment Services	—	P	CUP	P	—	P	CUP	
Lodging Facilities: Bed and Breakfast Inn	—	CUP	P	P	—	—	P	130.40.170



Health Resort and Retreat Center	—	—	—	P	—	—	P	
Hotel and Motel	CUP	—	P	P	P	—	P	
Maintenance and Repair	—	—	CUP	P	P	P	P	
Medical Services: Hospital	CUP	—	—	P	CUP	CUP	—	
Clinic	CUP	P	P	P	P	—	P	
Long-Term Care Facility	—	CUP		P	—	—	CUP	
Mobile/Manufactured Home Sales Lots	—	—	—	A	—	P	—	130.40.220
Offices: Professional	P	P	P	P	CUP	P	P	
Medical	P	P	P	P	CUP	P	P	
Recycling Facilities	—	—	—	P/A	—	P/A	CUP	130.40.280
Restaurant	CUP	P	P	P	P	P	P	
Retail Sales and Service: Indoor Sales	—	P	P	P	P	P	P	
Outdoor Sales	—	CUP	CUP	P	CUP	P	P	130.40.220
Temporary Outdoor Sales	A/TUP	TUP <sup>1</sup>	TUP <sup>1</sup>	A/TUP	A/TUP	A/TUP	A/TUP	
Personal Services	P/CUP	P	P	P	P	P	P	
Property Services	—	P	—	P	—	P	P	
Specialized Education and Training	P	P	P	P	—	CUP	—	130.40.230
Storage, Self	—	—	—	CUP	—	P	CUP	130.40.320
Trade School: Indoor	CUP	CUP	—	CUP	—	P	CUP	
Outdoor	—	—	—	—	—	CUP	CUP	
Winery: Production	—	—	CUP	—	—	P	P	
Full-service Facilities	—	P	CUP	P	—	P	P	
<b>Industrial</b>								
Laundries, Commercial	—	CUP	—	CUP	—	P	P	
Light Manufacturing:	—	—	CUP <sup>2</sup>	CUP	—	P	CUP	
Ceramic Products	—	—	CUP <sup>2</sup>	CUP	—	P/CUP <sup>3</sup>	CUP	



Lightweight Nonferrous Metal Casting Foundry	—	—	CUP <sup>2</sup>	CUP	—	P/CUP <sup>3</sup>	CUP	
Mineral Exploration and Mining	See Table 130.29.070.1 (Mineral Exploration and Mining)							
Printing and Publishing	—	—	—	CUP	—	P	—	
Research and Laboratory Services	P	—	—	P	—	P	P	
Storage Yard, Equipment and Material: Permanent	—	—	—	—	—	P	CUP	130.40.320
Temporary	TUP	—	—	TUP	TUP	TUP	TUP	
Wholesale Storage and Distribution	—	—	—	CUP	—	P	CUP	
<b>Agricultural</b>								
Nursery, Commercial Retail	—	P	CUP	CUP	—	P	P	
Packing: Off -site Products	—	CUP	—	—	—	P	P	
<b>Residential</b>								
Caretaker Unit: Permanent	A	A	A	A	A	A	A	130.40.120
Temporary	TMA	TMA	TMA	TMA	TMA	TMA	TMA	
Child Day Care Home <sup>5, 6</sup> Small Family Day Care Home	—	A	—	A	—	—	A	130.40.110
Large Family Day Care Home	—	A	—	A	—	—	A	
Community Care Facility: Small or Large	CUP	P	—	P	—	—	P	
Dwelling (as Part of a Mixed Use Development)	Permitted by Design Review (See Section 130.52.030—Design Review Permit in Article 5—Planning Permit Processing, of this Title)							
Emergency Shelter	—	—	—	CUP	—	P	—	
Employee Housing: Commercial Caretaker, Permanent	A	A	A	A	A	A	A	130.40.120

Commercial Caretaker, Temporary	TMA	TMA	TMA	TMA	TMA	TMA	TMA	
Construction	—	—	—	—	—	A	A	130.40.190. B.5
Home Occupation <sup>4</sup>	See Table 130.40.160.1 (Home Occupation Use Matrix)							
Transitional Housing: Large, only	—	—	—	CUP	—	A	—	130.40.360
<b>Recreation and Open Space</b>								
Golf Course	—	—	—	CUP	—	—	CUP	
Marina: Motorized Craft	—	—	—	CUP	—	CUP	CUP	
Non-Motorized Craft	—	—	—	P	—	—	P	
Parks: Day Use	A	A	A	A	A	—	A	130.40.210
Nighttime Use	CUP	CUP	CUP	CUP	CUP	—	—	
Snowplay Area	—	—	—	CUP	—	CUP	CUP	
Special Events, Temporary	TUP	TUP	TUP	TUP	TUP	TUP	TUP	
Swimming Pool, Public	—	CUP	—	CUP	—	—	—	130.40.210
Tennis Courts, Public	—	CUP	—	CUP	—	—	—	
Trail Head Parking and Staging Area	—	—	—	CUP	—	CUP	P	
<b>Civic</b>								
Cemeteries	—	—	—	CUP	—	CUP	—	
Churches and Community Assembly Indoor	CUP	CUP	P	P	—	CUP	CUP	
Outdoor	CUP	CUP	CUP	CUP	CUP	—	CUP	
Community Services: Intensive	—	—	—	CUP	CUP	CUP	CUP	
Minor	P	P	P	P	P	—	P	
Schools: College and University	P	—	CUP	P	CUP	—	—	130.40.230
Elementary and Secondary, Private	CUP	—	CUP	CUP	—	—	—	
<b>Transportation</b>								
Airports, Airstrips and Heliports	—	—	—	CUP	—	CUP	CUP	
Intermodal Facility	CUP	CUP	CUP	CUP	CUP	P	—	



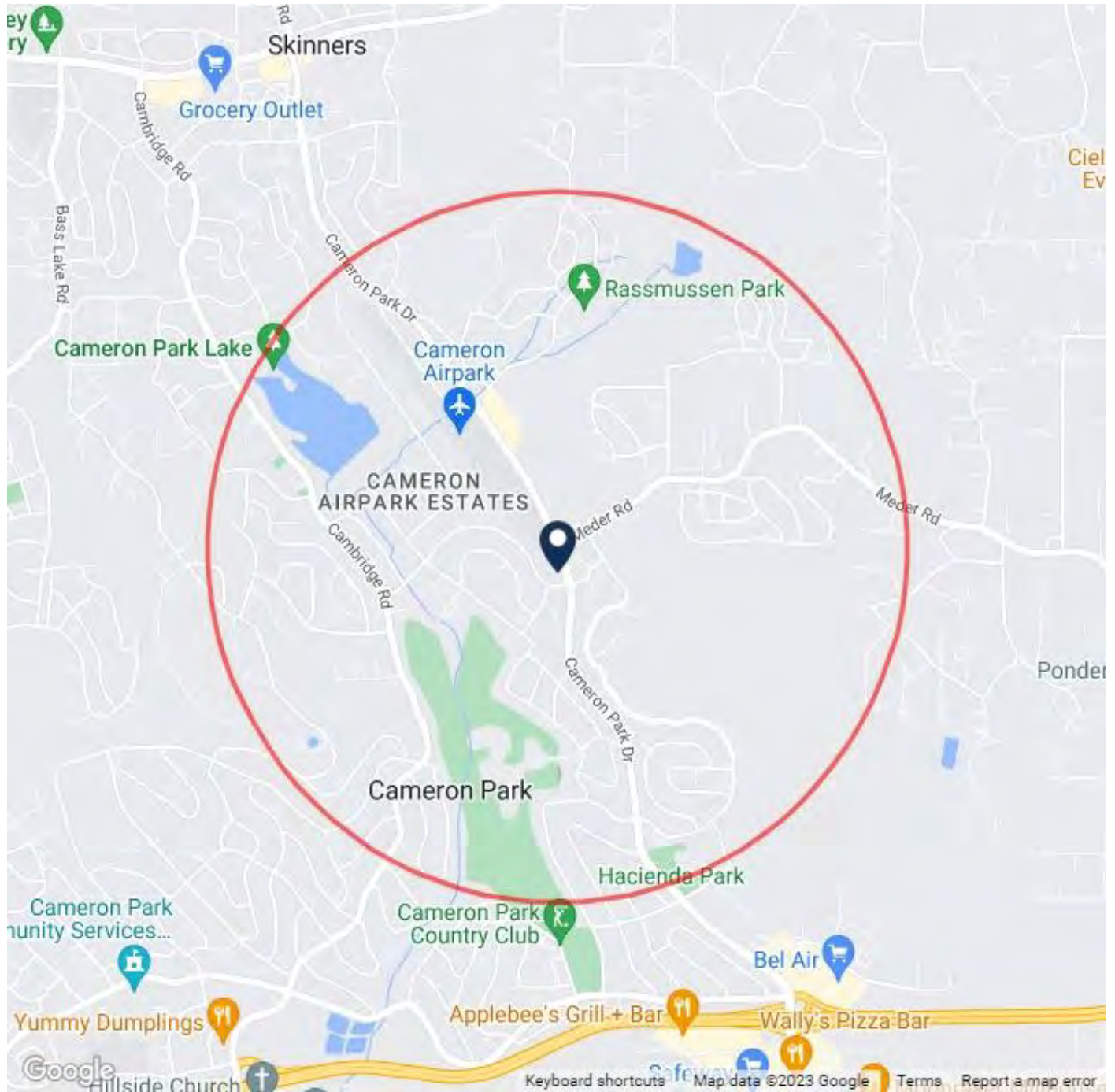
Parking Lot	P	P	P	P	P	P	P	
Utility and Communications								
Communication Facilities	A/CUP	A/CUP	A/CUP	A/CUP	A/CUP	A/CUP	A/CUP	130.40.130
Public Utility Service Facilities: Intensive	CUP	—	—	CUP	CUP	CUP	CUP	130.40.250
Minor	P	P	P	P	P	P	P	
Wind Energy Conversion System	See Table 130.40.390.1 (WECS Use Matrix)							130.40.390
<b>NOTES:</b> <sup>1</sup> Excluding Subsection 130.40.220.E (Garage Sales) in Article 4 (Specific Use Regulations) of this Title. <sup>2</sup> Limited to small-scale, artisanal production of goods (See Article 8 (Glossary: "Light Manufacturing") of this Title. <sup>3</sup> CUP for larger scale, 'general industrial' use. <sup>4</sup> As part of the residential component of a mixed use development. <sup>5</sup> As a rental of an existing legal nonconforming residential structure. <sup>6</sup> CUP required when adjacent to any residential zoned lot or residential use.								

(Ord. No. 5097 , § 2, 1-8-2019; Ord. No. 5112 , § 2, 9-10-2019; Ord. No. 5127 , § 2, 9-1-2020)



## Demographics for Cameron Airpark

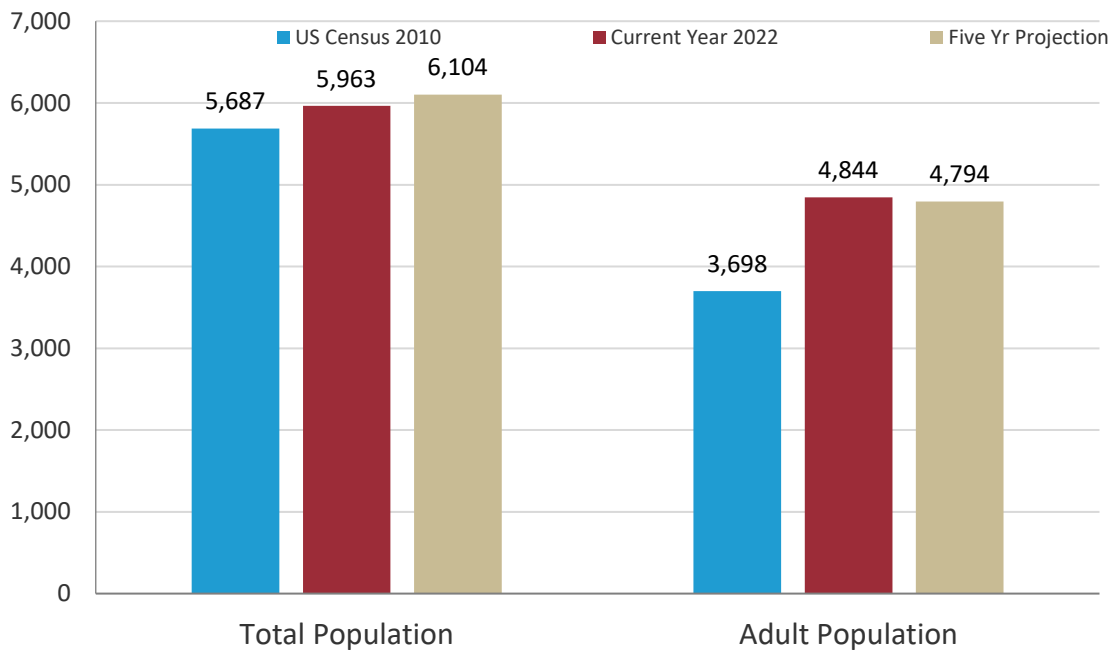
Trade Area: 1 Mile



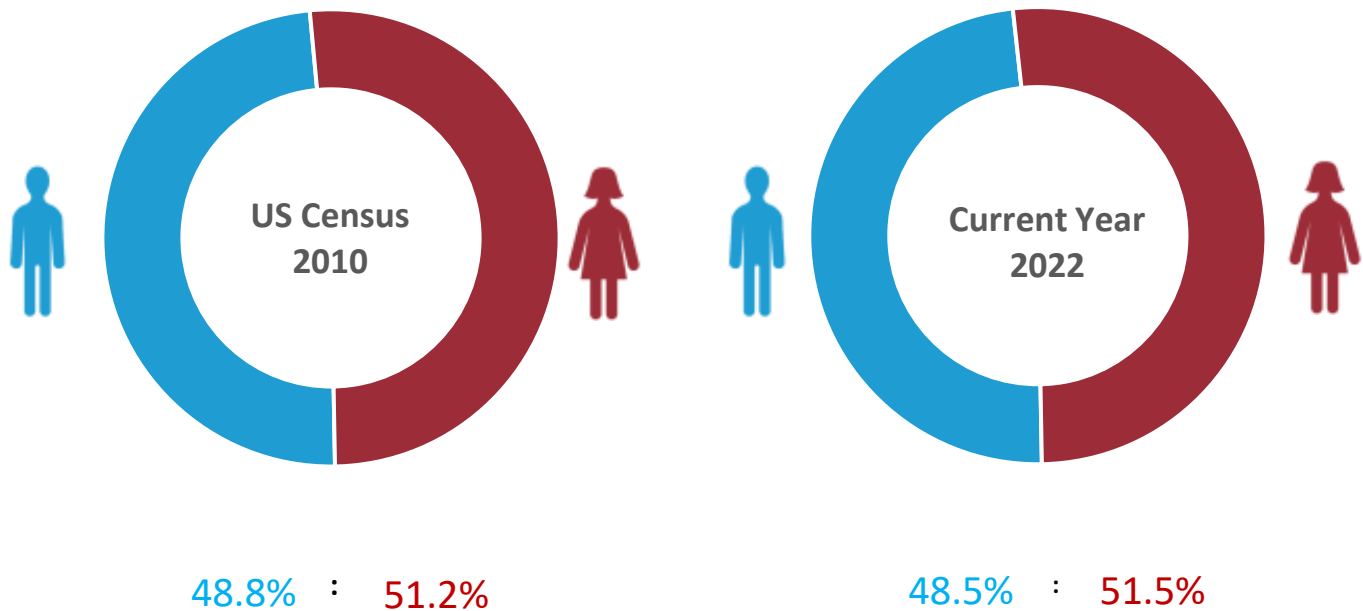


# Population Charts

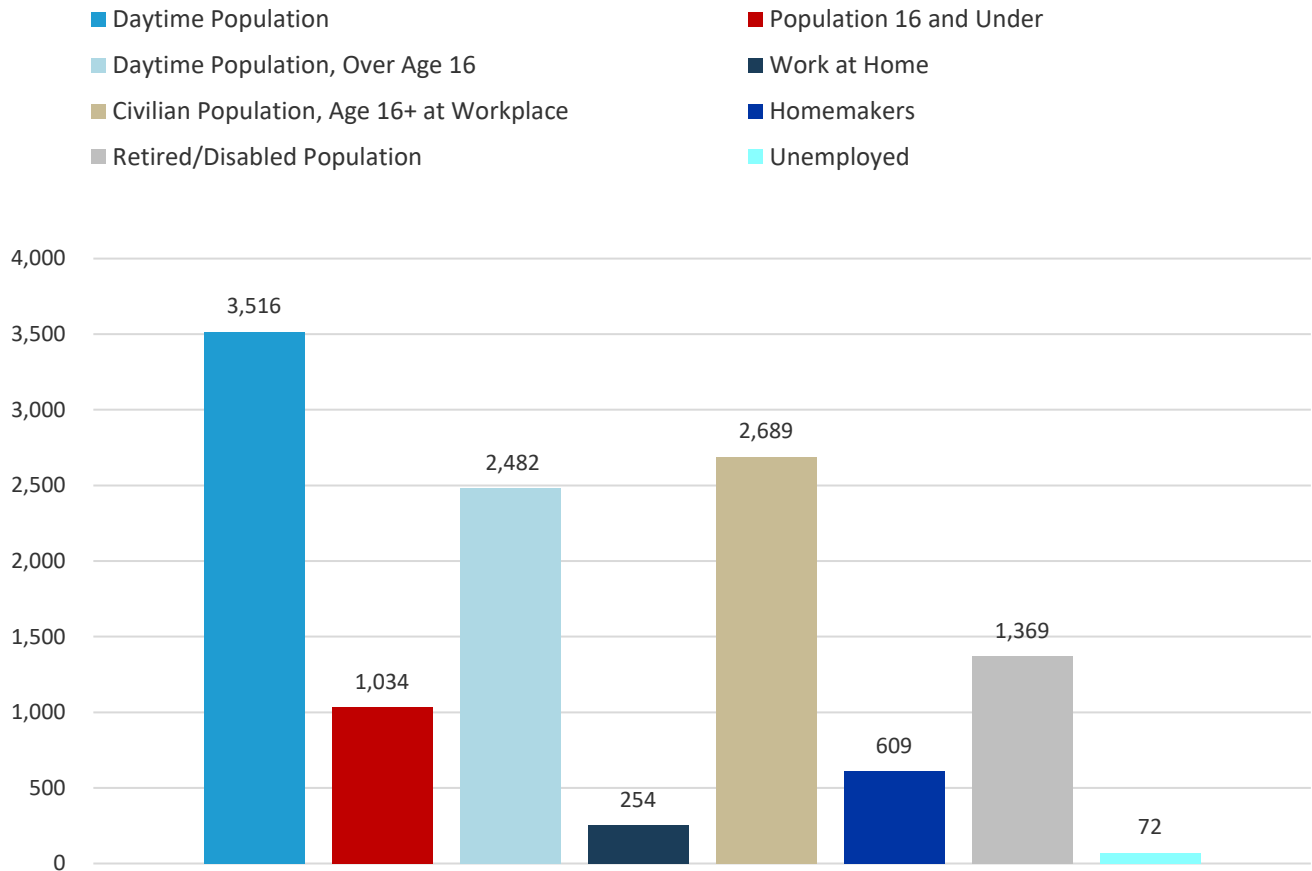
## Population



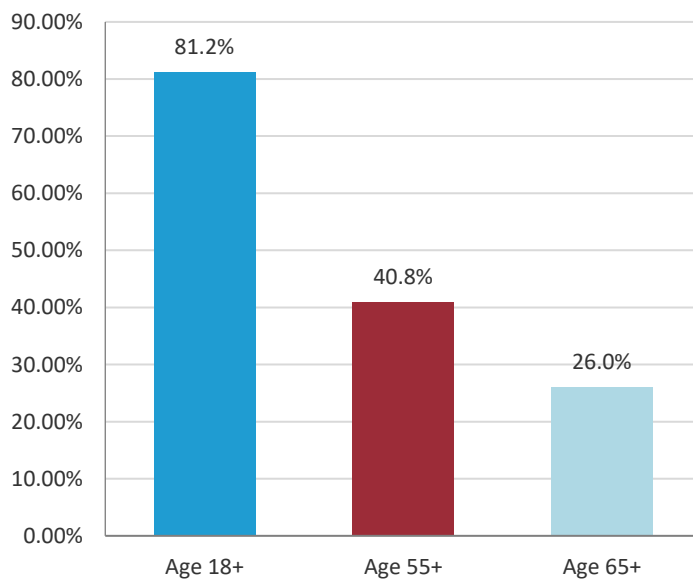
## Female/Male Ratio



## Daytime Population



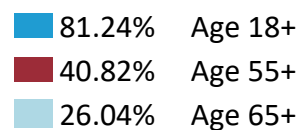
## Age



Median Age, Total

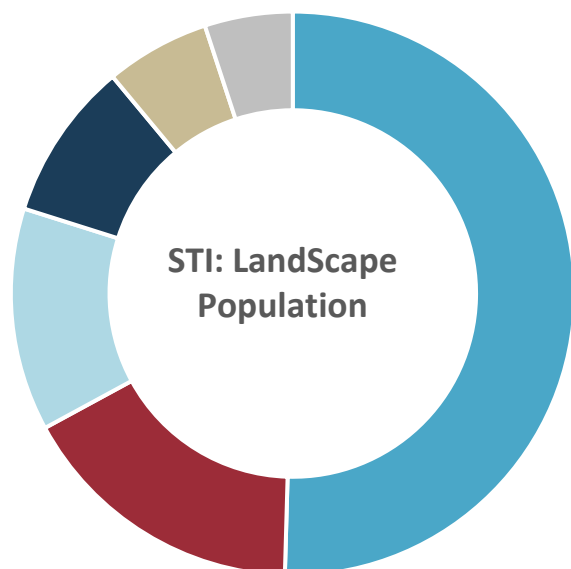
**47.9**

### Age Demographics





## Population STI: LandScape (Current Year)



### Top Six Segments:

- 43.9% Regents (A6)
- 14.5% Stately Suburbs (J3)
- 11.1% Gurus (E1)
- 7.9% Golden Heritage (O1)
- 5.2% Down But Not Out (F4)
- 4.4% Couples with Capital (I3)

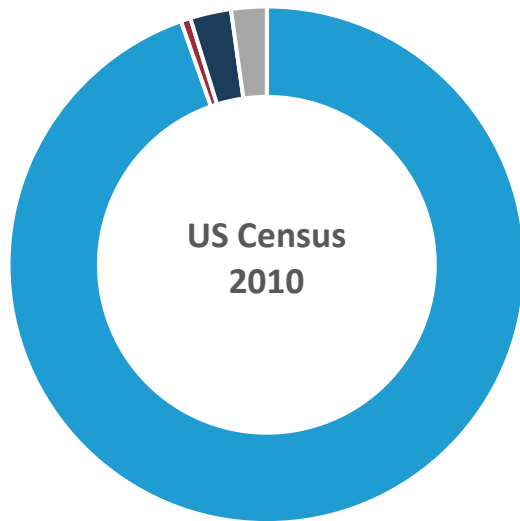
### Other top segments:

- 3.8% Fall Years (D2)
- 3.0% Urban Squires (A5)
- 0.0% Collegians (O7)
- 1.7% Wizards (E2)
- 1.5% Legacy Years (O6)
- 1.4% Land Barons (L1)

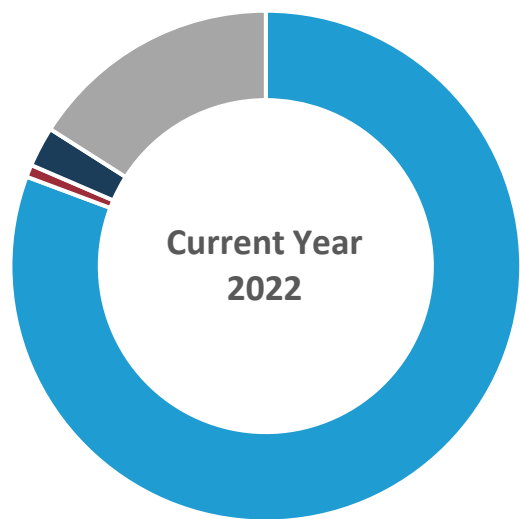
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Regents (A6)	\$92K	48.6	Urban	Married	White	Some Children	Bachelor's Plus	White Collar
Stately Suburbs (J3)	\$65K	48	Suburban	Married	White	Few/No Children	High School Grad	White Collar
Gurus (E1)	\$78K	49	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Golden Heritage (O1)	\$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar
Down But Not Out (F4)	\$49K	47.5	Urban	Single/Couple	White	Some Children	High School Grad	White Collar
Couples with Capital (I3)	\$96K	42.4	Suburban	Married	White	Few/No Children	Bachelor's Plus	White Collar
Fall Years (D2)	\$47K	46.8	Urban	Married	White	Few/No Children	High School Grad	White/Blue Collar
Urban Squires (A5)	\$102K	42.6	Urban	0	White	Some Children	Bachelor's Plus	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Wizards (E2)	\$80K	41.5	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Legacy Years (O6)	\$43K	58.2	Urban	Married/Single	White	None	High School	Blue/White Collar
Land Barons (L1)	\$87K	50.4	Rural	Married	White	None	Bachelor's Plus	White Collar

Please refer to the end of this report for full descriptions.

# Ethnicity (Not Hispanic/Latino)



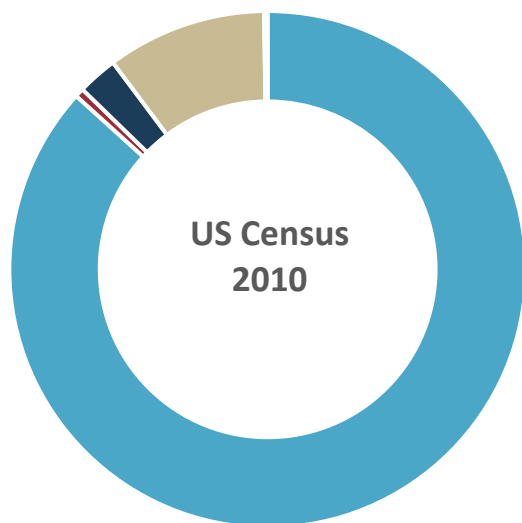
- 2010 US Census (Not Hispanic/Latino)**
- 90.27% White
  - 0.58% Black
  - 2.44% Asian
  - 2.12% Other



- Current Year (Not Hispanic/Latino)**
- 80.69% White
  - 0.78% Black
  - 2.54% Asian
  - 15.99% Other

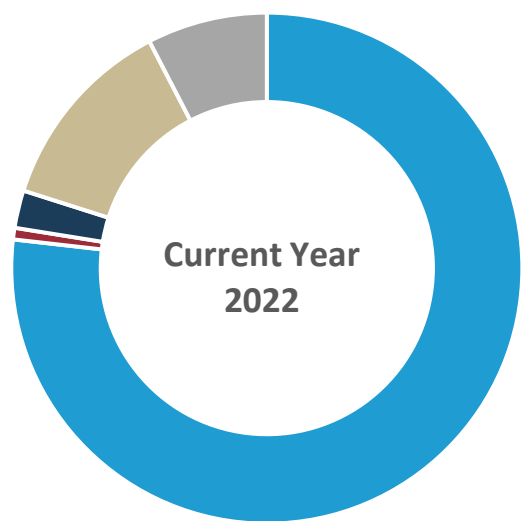


# Ethnicity (Hispanic/Latino)



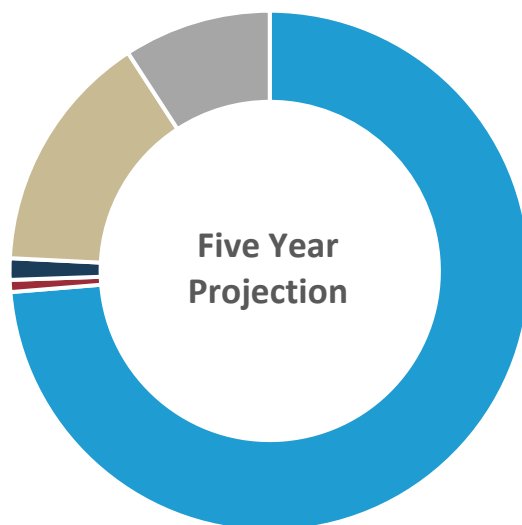
2010 US Census (Hispanic/Latino)

- 83.89% White
- 0.54% Black
- 2.43% Asian
- 9.68% Hispanic
- 0.21% Other



Current Year (Hispanic/Latino)

- 76.80% White
- 0.73% Black
- 2.38% Asian
- 12.49% Hispanic
- 7.60% Other



Five Year Projection (Hispanic/Latino)

- 69.52% White
- 0.70% Black
- 1.26% Asian
- 14.19% Hispanic
- 8.65% Other

## Housing & Households

**3.1**

Land Area

**2,219**

Total Households



**1,852**

Owner-Occupied

**2,311**

Total Housing Units

**2,270**

Total Households

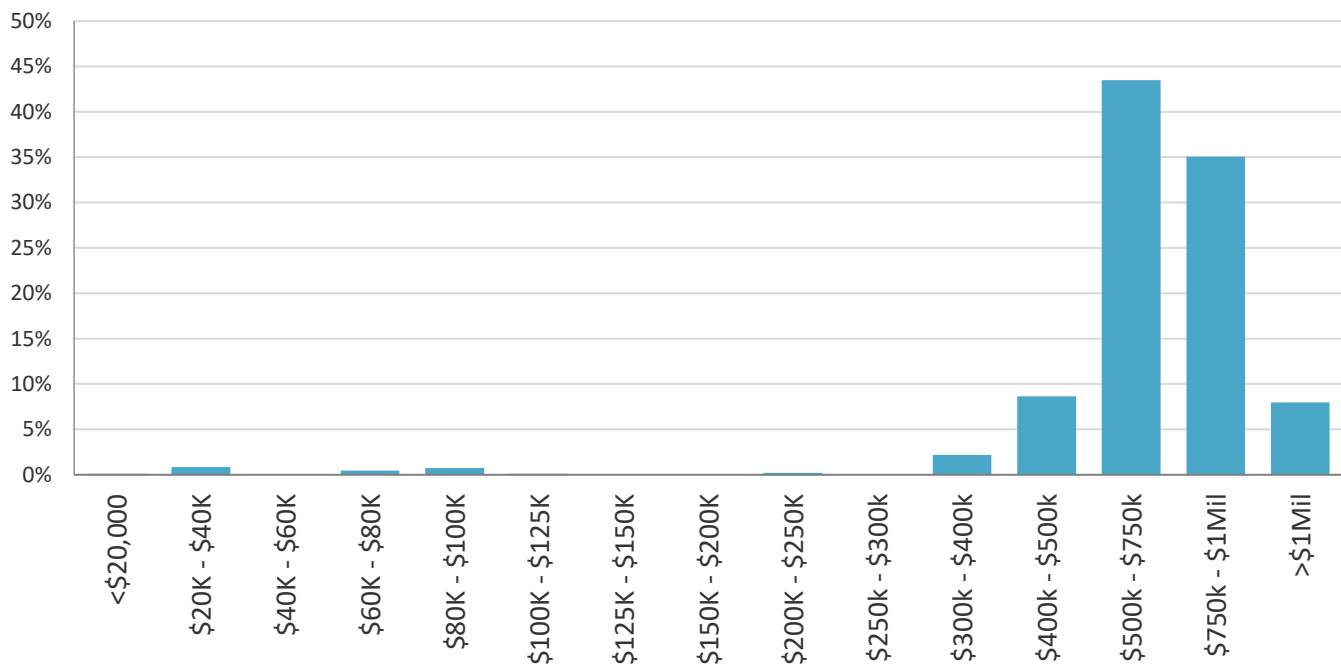
5 Year Projection



**368**

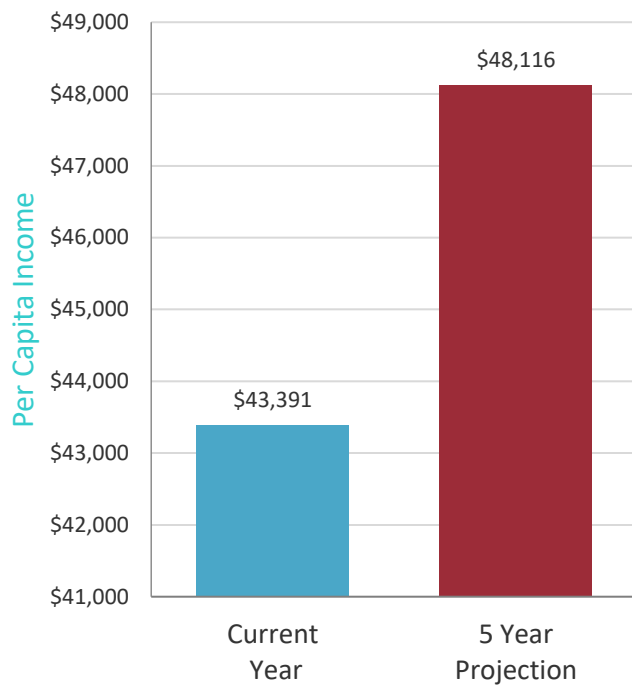
Renter-Occupied

## Housing Value (Current Year)





## Income



Average Household Income

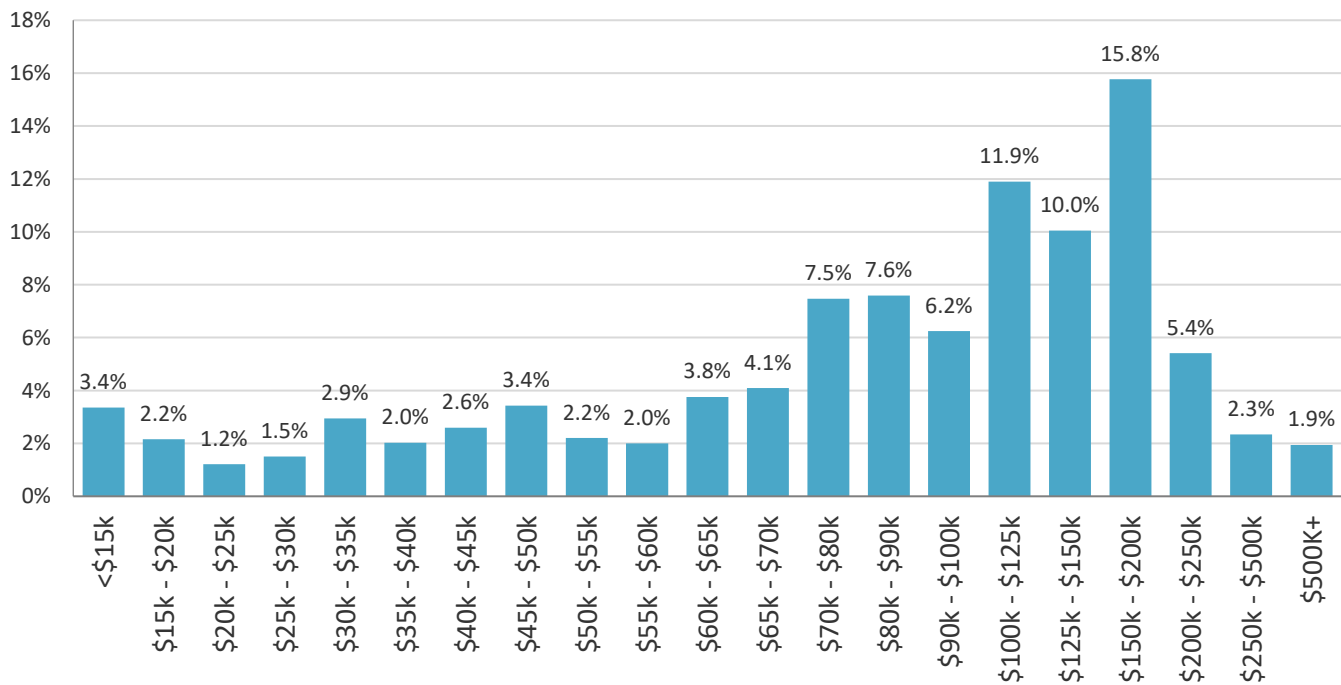
**\$116,582**

Median Household Income

**\$97,356**

Based on Total Population

## Households by Income (Current Year)



## Education (Current Year)

### Education



**4,082**

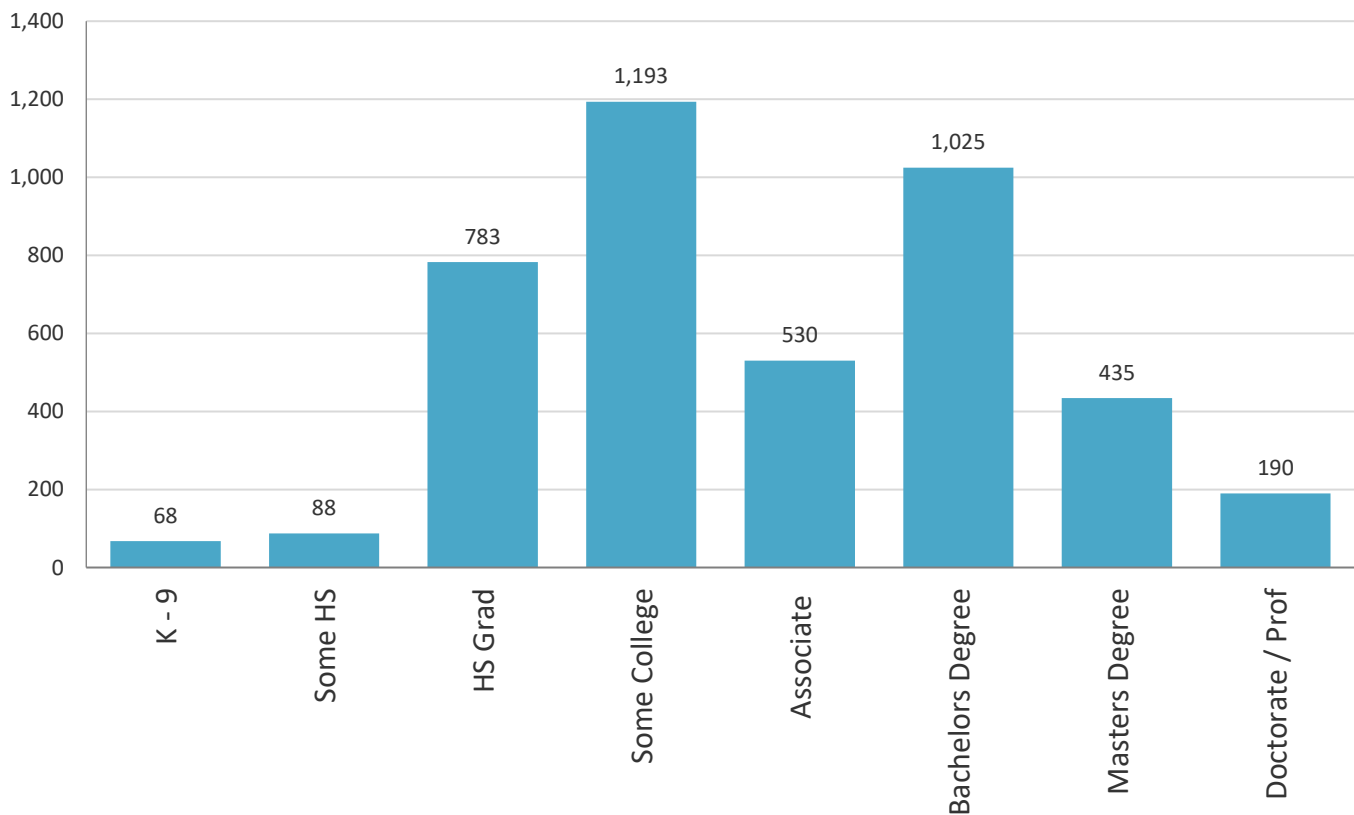
College undergraduate



**1,007**

Graduate or prof degree

### Educational Attainment at Age 25+ (Current Year)



## Employment and Occupation

### Employment and Occupation

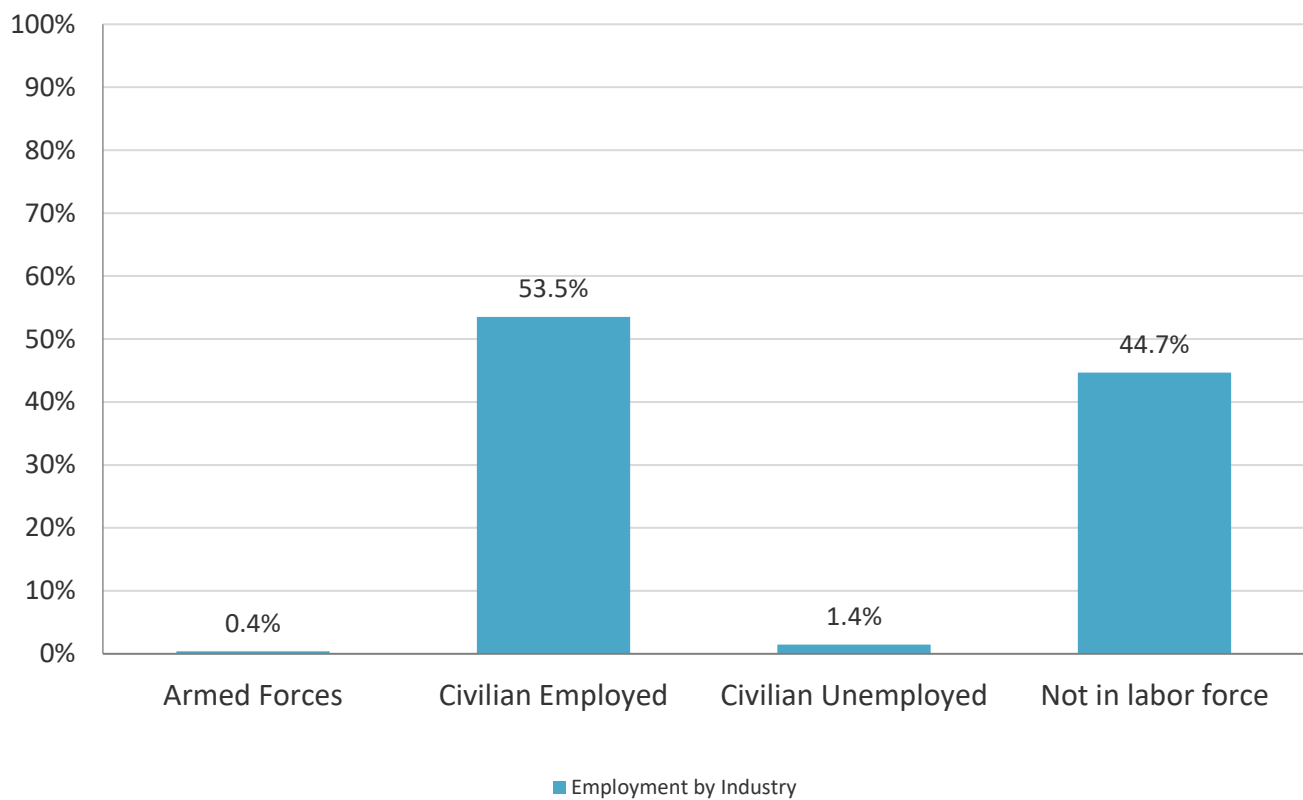
#### TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



**5,005**

Current Year

### Employment by Industry





## Transportation to Work (Current Year)



**2,506**

Total Workers 16+



**2,183**

Car, Truck or Van



**34**

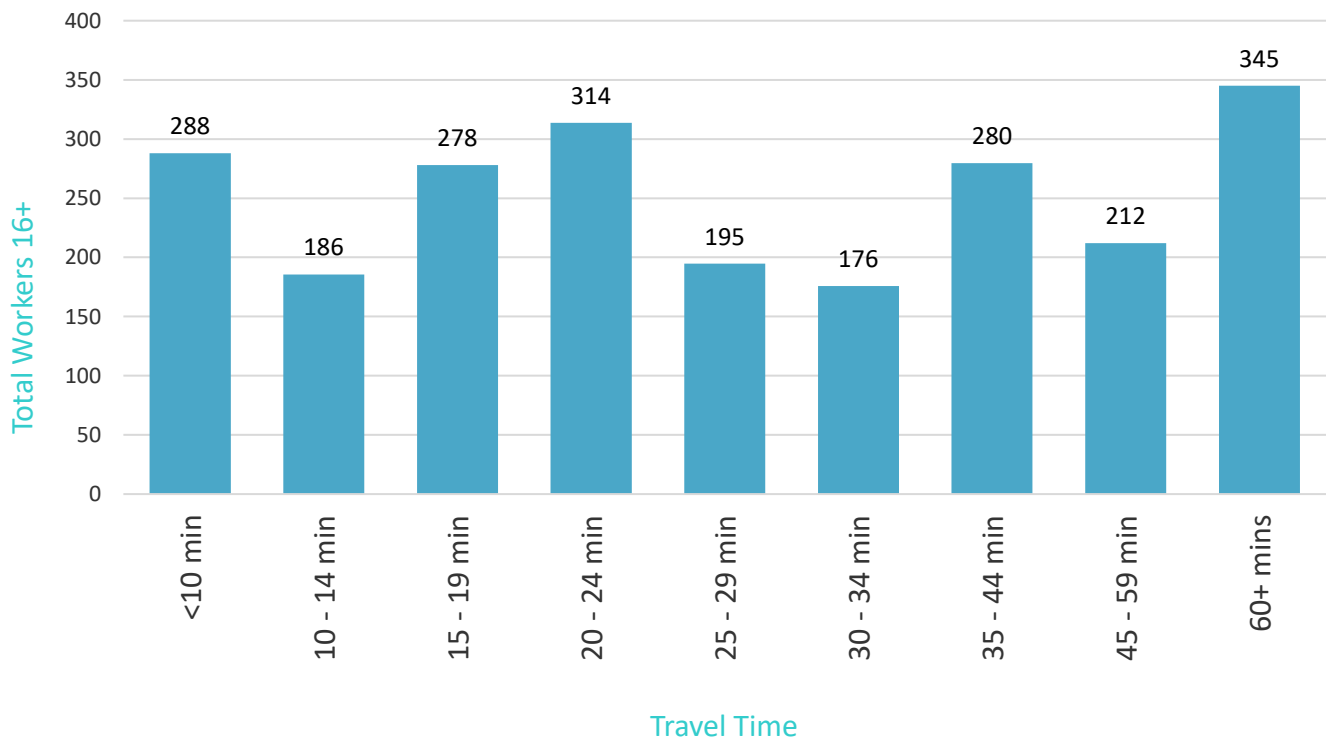
Public transport (not taxi)



**233**

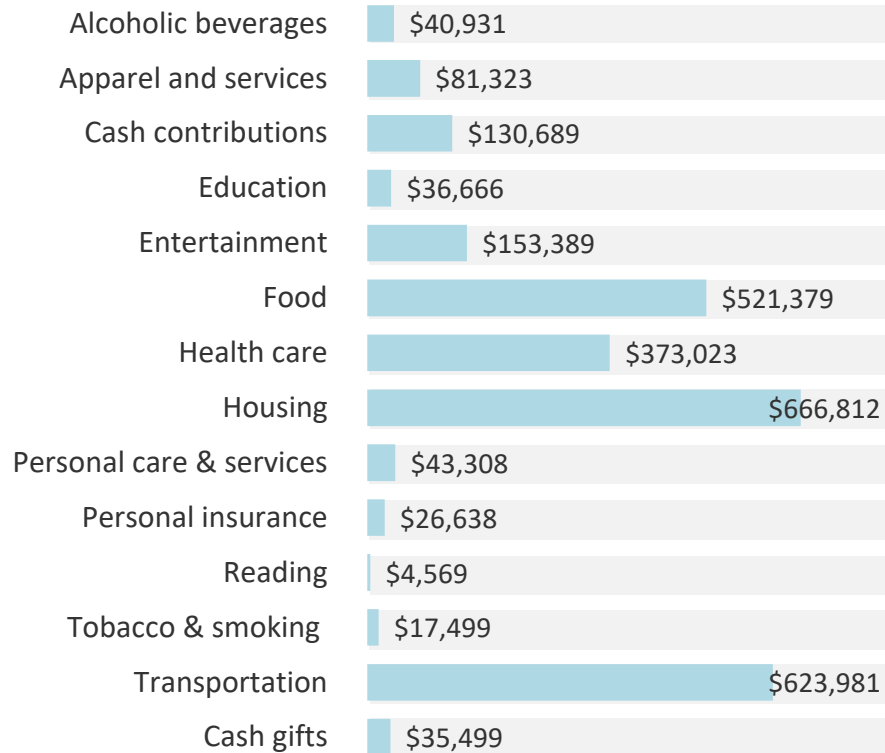
Worked at home

## Travel Time to Work (Current Year)



## Consumer Expenditures (Current Year)

### Consumer Expenditures



### Business Summary by NAICS Code

<b>0</b>	Agriculture, Forestry, Fishing and Hunting	<b>7</b>	Real Estate, Rental and Leasing
	Mining, Quarrying, Oil and Gas Extraction	<b>17</b>	Professional, Scientific, and Technical Services
	Utilities		Management of Companies and Enterprises
<b>7</b>	Construction	<b>4</b>	Administrative and Support Services
<b>3</b>	Manufacturing	<b>1</b>	Educational Services
<b>1</b>	Wholesale Trade	<b>11</b>	Health Care and Social Assistance
<b>12</b>	Retail Trade	<b>4</b>	Arts, Entertainment, and Recreation
<b>0</b>	Transportation and Warehousing	<b>3</b>	Accommodation and Food Services
<b>1</b>	Information	<b>7</b>	Other Services
<b>10</b>	Finance and Insurance	<b>2</b>	Public Administration

## Retail Sales Volume

Automotive Dealers	\$4,991,339
Other Motor Vehicle Dealers	\$0
Automotive Parts, Accessories, Tires	\$68,515
Furniture Stores	\$0
Home Furnishing Stores	\$734,109
Electronics and Appliance	\$307,285
Building Material, Supplies	\$2,020,741
Lawn and Garden Equipment	\$0
Grocery Stores	\$75,203,525
Specialty Food Stores	\$352,164
Beer, Wine, and Liquor Stores	\$1,669,749
Health and Personal Care Stores	\$1,137,545
Gasoline Stations	\$5,360,809
Clothing Stores	\$492,898
Shoe Stores	\$0
Jewelry, Luggage, Leather Goods	\$0
Sporting Goods, Hobby, Musical Instrument	\$217,892
Book, Periodical, and Music	\$0
Department Stores	\$0
Other General Merchandise	\$764,868
Florists and Misc. Store Retailers	\$0
Office Supplies, Stationary, Gift	\$0
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$976,286
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$538,083
Full-Service Restaurants	\$1,672,460
Limited-Service Eating Places	\$5,634,480
Special Food Services	\$176,743
Bar/Drinking Places (Alcoholic Beverages)	\$0

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2021 Demographics provided by STI: PopStats, STI: WorkPlace, STI: Market Outlook, STI: LandScape, and American Community Survey

## **LandScape Segment Descriptions**

### **Regents (A6)**

Regents are highly urban Creme de la Creme neighborhoods with the vast majority of their residents in their 40s, fewer- than- average children under 17 years old, and a higher- than- average number of 65- plus- year- olds. Though they have fewer children, the residents in these areas have a higher- than- national- average quota of married couples. Also higher- than- average are the number of college- educated residents, people employed in white- collar management and professional positions, and income from retirement investments/social security. The combination of income avenues, put these neighborhoods solidly in the \$70,000s to \$80,000s median annual income range - making their "middle- age" years extremely financially secure and materially comfortable.

### **Stately Suburbs (J3)**

The Stately Suburbs set have a lower educational ranking than other Retired in the Suburbs segments: Yet they're doing something right, because they're earning the same comfortable living of \$70,000s and \$80,000s. In these areas, there's no shortage of high- end vehicles, homes, and other comforts of the good life. This group weights in right at the national- average in college- educated individuals. These predominantly 40- something areas are also home to a growing number of 65- plus retirees. If they ever had children, they are overwhelmingly grown and out of the house, as these married- couples show a lower- than- average number of children at home. Due to the aging population, this is the only Retired in the Suburbs segment with an above- average number of widows and widowers. Owing no doubt to their increasing number of retirees, incomes for these areas are generated by a significantly above- average level of social- security income and interest/dividends. Some of the residents are still working, because the segment ranks in at an average level of management, professional, and office administration workers.

### **Gurus (E1)**

Gurus may very well be among the leaders of the going- it- alone- and- loving- it phenomenon that has emerged in America's urban areas over the past few decades. After all, they are the elder statesmen (and women) among the three Thriving Alone segments. Gurus median age is in the 40s, but they are also home to nearly twice- the- national- average of 65- plus residents. Therefore, quite logically, these areas are home to the trailblazers for younger generations of happy singles. Gurus tend to be single widows and widowers, but a higher- than- average number have also never been married. If Gurus did help to make this lifestyle attractive, there are good reasons why: Their median income is in the more- than- comfortable \$50,000s and \$60,000s, they are college educated, and they have white- collar careers predominantly in management professions. What's more, even with a large number of 65- plus residents, Gurus segments are not pulling a correlatively high level of income from retirement/social security. This could mean they like their jobs and so are continuing to work into traditional "retirement" years. However, they are earning an above- average level of income from interest/dividends, which makes them smart investors as well as dependent- free consumers.

### **Golden Heritage (O1)**

When you think of senior citizens in America there are typically two images that come to mind. One is of very well off older citizens living comfortably, usually by the ocean, having the money both for a nice primary residence and for frequent vacations (perhaps in a comfortable recreational vehicle), playing shuffleboard or cards, and basically enjoying their post- working years to the hilt. The other image is less appealing: of older Americas struggling to make ends meet and waiting each month for their social security checks to arrive. Market segmentation analytics bear out the reality of both of these images. And Golden Heritage segments are neighborhoods that are home to the former: in other words, the senior citizens living the good life in places like Florida, Arizona, and other appealing climates. The media age of these residents is 50s to low- 60s. But they also show a nearly four- times- average number of people over 65- years- old. These seniors are living comfortably on incomes in the median- range of the \$50,000s and \$60,000s. Much of their income is from social security and retirement (two- and- a- half- times- above- average). However, they also have a 75- percent- above- average level of interest/dividend income. Some of these seniors are still working at white- collar jobs in areas like management, professional and sales positions. There are many married- couples, but few children living in Golden Heritage neighborhoods. Obviously due to the residents' advanced years, these neighborhoods have a 50- percent- above- average level of widows and widowers.



### **Down But Not Out (F4)**

It's not always easy to be in your 40s, single- with- some- children, and earning in the \$30,000 to \$40,000 range. Just ask Down But Not Out residents. They are the oldest of the Going it Alone urban neighborhood segments, and the most financially stressed. In fact, while the median age is in the 40s, they also are home to nearly two- times- the- average in residents over 65 years of age. Owing to the aging population, their primarily single status is due to a combination of three factors: two- times- the- average level of widows and widowers, a 50- percent- higher level of divorcees, and a slightly higher- than- average level of people who have never married. These neighborhoods have an average level of college education. They earn \$30,000 to \$40,000 annually both from wages and retirement/social security. Those who are still working are employed in white- collar occupations such as food preparation, office administration, personal care, maintenance, and healthcare. One could see Down But Not Out residents resigned to living out their remaining years alone, but working hard to make their singlehood as comfortable as possible.

### **Couples with Capital (I3)**

When people think of suburbs, they invariably think of kids, bicycles, ice cream trucks, and baseball games. But Couples & Capital neighborhoods defy this stereotypical suburb scenario - simply because they are home to a below- the- national- average level of children. Since these areas also rank below- average in single residences, what you'll find if you knock on most doors are white- collar working couples. Most likely, the doors on which you knock are located in some pretty impressive homes - because people in these areas earn annual incomes of \$70,000s and \$80,000s. Since residents of these Married in the Suburbs segments aren't spending their money on children, it's logical to assume their spending it on nice homes, nice vacations, and other luxuries. However, since these 30- somethings are relatively young, the possibility of adding children to their homes is alive and well. But for now they'll continue to spend their days driving to their white- collar management and professional jobs - instead of to soccer games. And they'll continue looking for the wise investments that have them ranking well- above- average in interest/dividend income.

### **Fall Years (D2)**

Fall Years neighborhoods are home to residents who are working hard to make ends meet, or have their working years behind them and are relying on social security and retirement income to retain their mix of middle- class, white- collar and blue- collar, highly urban lifestyle. With an annual income range in the \$30,000s and \$40,000s, these Seasoned Urban Dwellers have to make every penny count. Fall Years dwellers are still predominantly in their mid- to- late- 40s, but also have a higher- than- average percent of 65- plus- year- olds. This explains their growing percentage of income from social security/retirement accounts. It also speaks to a significantly higher- than- average number of widows and widowers, and their slightly lower- than- average number of households with children. This group measured an average level of college, perhaps attaining two- year technical degrees to obtain their jobs in fields such as healthcare, protective services, and office administration. The blue- collar brethren among them have jobs in production, transportation, and repair services, among other traditional manual- labor jobs.

### **Urban Squires (A5)**

Urban Squires have the greatest number of national- average measurements than other segments within the Creme de la Creme category. But, however ordinary these Urban Squire residents may appear, they are definitely living very comfortably compared to the nation as a whole, with a median income range in the \$70,000s and \$80,000s. The residents of these highly urban areas tend to be in their 30s, but weigh in at an average level in all other age categories. Other national- average measurements include married- with- children, income from wages, and social security income. Urban Squires' standout characteristics included a twice- the- national- average level of college- educated residents, a slightly higher level of residents employed in white- collar management and professional jobs, and a higher level of income from interest/dividends.

### **Collegians (O7)**

According to the U.S. Dept. of Labor's Bureau of Labor Statistics, in October 2004, 66.7% of high- school graduates from the class of 2004 were enrolled in colleges or universities across the United States. This is obviously a huge annual boon to retailers who sell the staples of college life, including low- cost dorm- style furniture, pens and notebooks, and inexpensive home furnishings. Collegians areas are home to currently enrolled college students living in either dorms or off campus areas dedicated to college students. Market researchers will find a very homogenous group of young adults within these unique areas. Collegians are home to residents sharing a median- age- range in the 20s and low- 30s. They are predominately not married, and have no children. Naturally, they all have high- school degrees. For those students who are working to help pay the ever- increasing cost of higher education, they are employed a mix of white- and blue- collar occupations, such as protective services (over- two- times- average), personal care (nearly two- times- average), and management and sales(nearly 50- percent- above- average). Through these jobs they generate annual incomes at the low- \$30,000s- or- less range. Residents in these areas generate almost no public- assistance income.

### **Wizards (E2)**

What could be better than being in your 30s, having a college degree and a professional career, having no children, and earning in the \$50,000s and \$60,000s? Apparently, the cherry on top of this scenario for residents of the highly urban Wizards neighborhoods is having all that plus being single. These segments, which are in the urban Thriving Alone category, are dominated by 30- something single people, who are alone mainly either because they've never been married or because they are divorced. These neighborhoods measure at higher- than- twice- the- national- average in non- family households. Indeed, you won't find many children or people in their retirement years among the Wizards. What you will find is a relatively youthful group that enjoys their relatively high incomes from salaries earned in white- collar management and professional careers. These residents also earn a slightly higher- than- average level of income from interests/dividends and self- employment income - indicating that there are many smart investors and entrepreneurs (and no doubt savvy spenders) among the inhabitants. After a hard- charging 9- to- 5 workweek, Wizards likely bust out on the weekends to spend their time reveling in child- free entertainment and to spend their money enjoying their independent lives.

### **Legacy Years (O6)**

There are two images of that come to mind when you say "senior citizen" in the United States. One is of a very well off retired person living out their golden years in comfort. A second image is of an older person who is struggling to make ends meet and suffering the indignities of a combination of old- age and low- income. Legacy Years are areas representing households that are fully retired with residents on very tight budgets. The median age in these neighborhoods is the 50s and low- 60s, but they also have a nearly three- times- the- national- average number of people over 65- years- old. The median income of these households is the low- \$30,000s or less. While many residents are drawing on social security and retirement income, they also have a 75- percent- above- average ranking in public- assistance. This group of senior citizens also ranks above- average on several occupational categories, which is either a reflection of the employment of the younger members of the neighborhood or the need for some seniors to continue working. They show above- average levels of employment in both blue- and white- collar jobs in these areas: healthcare support, building maintenance, farming/fishing/forestry, protective services, and food preparation. An above- average percent have high- school degrees, but a higher percent have less- than- high- school educations. These areas have an average level of married- couples and few children, but above- average levels of single- households (over 50- percent- above- average), widows (well over two- times- average), and widowers (over two- and- a- half- times- average).

### **Land Barons (L1)**

With their college educations, high income levels, white- collar jobs, and high level of occupational independence, the Land Barons are truly the kings of the Working With Nature hill ... and fields ... and dales in today's rural areas. Though residents of Land Barons segments aren't necessarily working the land, they may have inherited smart land- investments in rural America. In fact, the residents of these areas earn well- over- 50- percent- above- average levels of income from self- employment ventures. But since they rank at only slightly above- 25- percent- average in the farming, fishing, and forestry occupations, they are presumably not out tilling the fields. Instead they rank higher in management jobs and other professional positions. Contributing also to their incomes, which are in the \$70,000s and \$80,000s, is a 50- percent- higher- than- average level of interest/dividend income and a 25- percent- above- average level of retirement income. Though they show only a slight up- tick over average on being the home of 65- plus- year- olds, Land Barons are likely to be married and have none or only a couple of children still living in the household.

# SALE

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