

THE PACKING DISTRICT

THE PACKING DISTRICT

AT THE CROSSINGS

PLACERVILLE'S NEXT
SOCIAL & CULINARY
DESTINATION



CURATED
FOOD & DRINK



VIBRANT
GATHERING



LIVE
ENTERTAINMENT



LOCAL
EXPERIENCE



THE PACKING DISTRICT
PLACERVILLE, CALIFORNIA

A DESTINATION PEOPLE RETURN TO —
AGAIN AND AGAIN.

Let's Gather.

LEASING INQUIRIES

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THE VISION.

A CURATED DESTINATION.
BUILT FOR CONNECTION.

The Packing District will be a vibrant gathering place where locals and visitors connect over exceptional food, everyday essentials, and memorable experiences.

Thoughtfully designed with open-air energy and modern charm, it blends timeless character with today's lifestyle—creating a destination people return to, again and again.



BUILT FOR COMMUNITY

A welcoming place to gather, connect, and feel at home.



CURATED EXPERIENCES

A handpicked mix of dining, retail, and everyday essentials.



TIMELESS DESIGN

Warm materials, open spaces, and modern charm.



MADE FOR TODAY

Evolved conveniences and experiences for everyday living.



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THE PACKING DISTRICT

THE OPPORTUNITY.

FLEXIBLE SPACES. ENDLESS POTENTIAL.

The Packing District offers a range of thoughtfully designed spaces to accommodate a variety of concepts—from intimate kiosks to flagship anchors.

Whether you're a local operator or a national brand, our flexible floor plan supports your vision in a high-traffic, community-driven destination.

SMALL STALL OPTIONS

200 SF – 1,500 SF



200 SF

Perfect for grab-and-go concepts and specialty kiosks.



400 SF

Ideal for artisanal goods and retail.



800 SF

Great for specialty food, beverage, or experience-driven concepts.



1,200 SF

Well-suited for fast-casual dining or retail with back-of-house needs.



1,500 SF

Spacious enough for sit-down concepts or expanded retail offerings.



**ANCHOR RESTAURANT OPTION
3,000 SF**

A premier restaurant space positioned for visibility and impact—perfect for full-service dining and elevated culinary experiences.

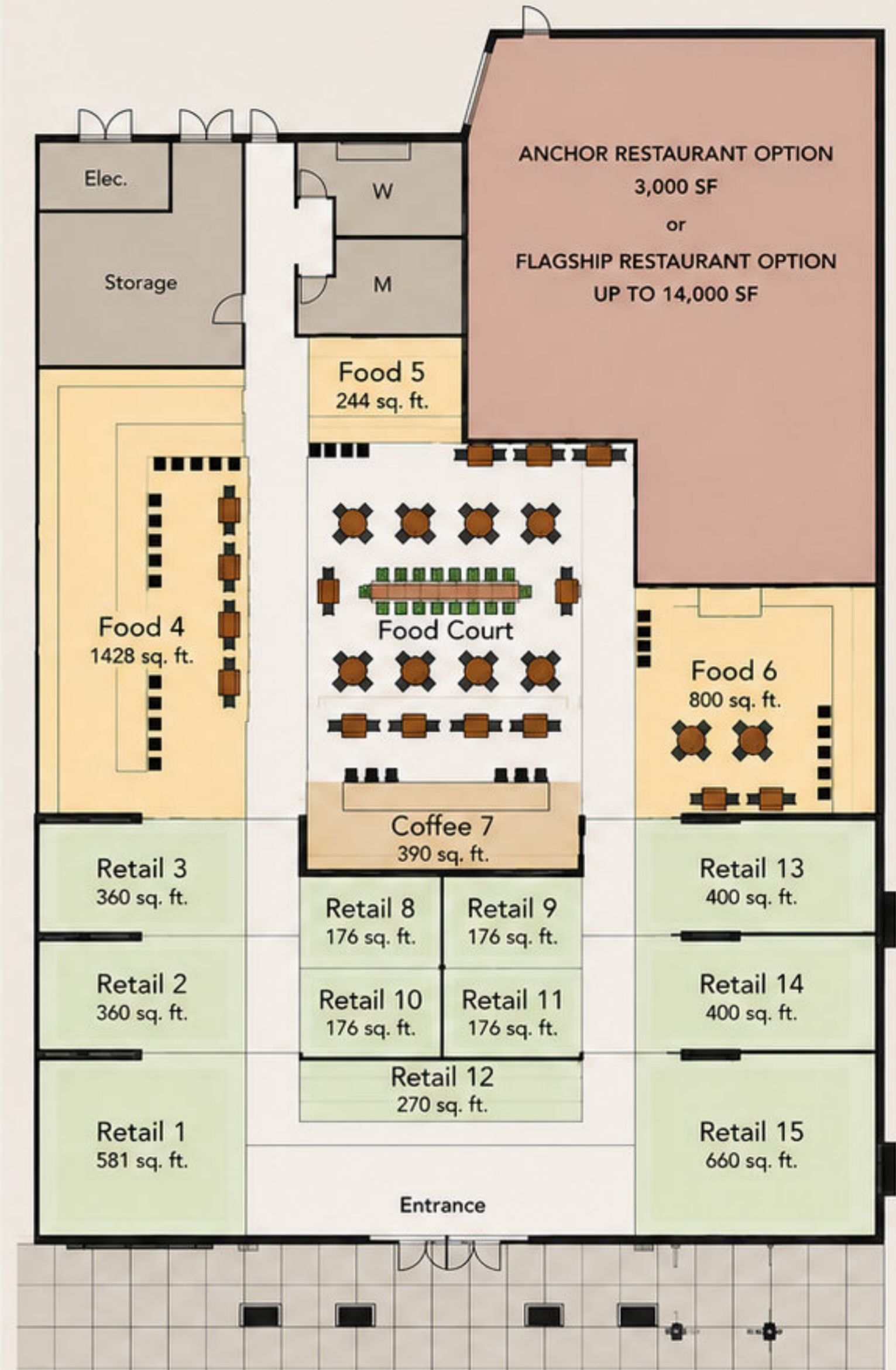


**FLAGSHIP RESTAURANT OPTION
UP TO 14,000 SF**

A rare opportunity for a destination-defining restaurant. Combine key spaces to create an expansive, one-of-a-kind flagship concept.

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THE PACKING DISTRICT

ENTERTAINMENT DISTRICT.

UNMATCHED ACCESS.
ESTABLISHED SYNERGY.

Strategically positioned on Highway 50 with exceptional visibility and access, The Packing District benefits from high traffic counts and immediate proximity to a strong base of thriving national and regional retailers.

As the heart of Placerville's next social and culinary destination, it draws from a high-income, high-spending regional population with strong year-round traffic and exceptional buying power.

A vibrant gathering place where locals and visitors connect over curated food, live entertainment, and memorable experiences.



UNMATCHED ACCESS

37,000+ vehicles per day on Highway 50 with high visibility and consistent traffic counts.



REGIONAL CONNECTOR

Primary east-west route linking Tahoe, Sacramento, and beyond.



ESTABLISHED SYNERGY

Surrounded by national retailers and everyday essentials that drive consumer demand.



STRONG CONSUMER BASE

Affluent Sierra Foothills population with strong buying power and steady year-round visitation.



FUTURE AMPHITHEATER

Outdoor live entertainment venue designed to host major events and activate the community.



FUTURE RV RESORT

Planned RV resort that will attract visitors and extend stays in the Sierra Foothills.



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THE PACKING DISTRICT

TARGET CONCEPTS.

CURATED. EXPERIENCED. IN DEMAND.

The Packing District is designed to attract a curated mix of high-performing tenants that enhance the customer experience and drive consistent traffic and spending.

We are targeting sought-after concepts across lifestyle, dining, grocery, and services that resonate with today's consumers.



ANCHOR
FULL-SERVICE
RESTAURANT



ALL-DAY CAFÉ
& BAKERY



WOOD-FIRED
KITCHEN



HERITAGE BUTCHER
& SMOKEHOUSE



ELEVATED
STREET FOOD
CONCEPT



RAW BAR /
SEAFOOD
COUNTER



MEDITERRANEAN
FRESH
CONCEPT



ARTISAN
DESSERT
STUDIO



SPECIALTY
PROVISIONS
MARKET



SEASONAL
POP-UP
VENDOR



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DEMOGRAPHICS

AFFLUENT SIERRA FOOTHILLS CONSUMER BASE

The Packing District draws from a high-income, high-spending regional population with strong year-round traffic and exceptional buying power.



POPULATION

110K+

Total population within a 30-minute drive



AVG. HOUSEHOLD INCOME

\$134K+

Average household income within a 30-minute drive



BUYING POWER

\$2.1B+

Total annual buying power within a 30-minute drive



ANNUAL TRAFFIC

2.5M+

Annual visitors to El Dorado County (leisure & day trips)



CONSUMER SPENDING

\$1.6B+

Annual retail & dining spend within a 30-minute drive



A STRONG, AFFLUENT MARKET WITH LASTING DEMAND.

High incomes, strong buying power, and steady traffic fuel a resilient and growing customer base.

KEY TAKEAWAYS

- ✓ Affluent, established communities in the Sierra Foothills
- ✓ High discretionary income and strong lifestyle spending
- ✓ Regional destination with broad market reach
- ✓ Year-round visitation and economic activity
- ✓ Robust consumer spending across retail, dining, and experiences



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LET'S BUILD SOMETHING EXTRAORDINARY TOGETHER.

FOR LEASING INQUIRIES OR TO LEARN MORE, WE'D LOVE TO CONNECT.



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