

The Charles Marketplace | NWC Karcher Rd & Lake Ave | Caldwell, ID

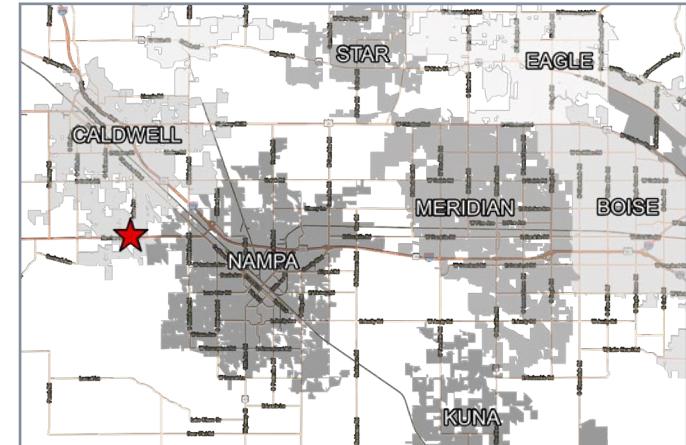


ADDRESS:

NWC Karcher Rd & Lake Ave, Caldwell, ID 83607

SUMMARY:

- Vibrant 3-mile trade area: 52,793 residents (projected to grow to 73,000), in a tight-knit, community-focused market ideal for local business.
- Median household income of \$71,176 exceeds the national average of about \$69,717, indicating stronger local purchasing power for premium goods and services.
- Robust annual growth rate of 16.9% since 2020 far surpasses the national average, highlighting a rapidly expanding market ideal for businesses seeking high-growth opportunities.



LOCAL REPRESENTATION:



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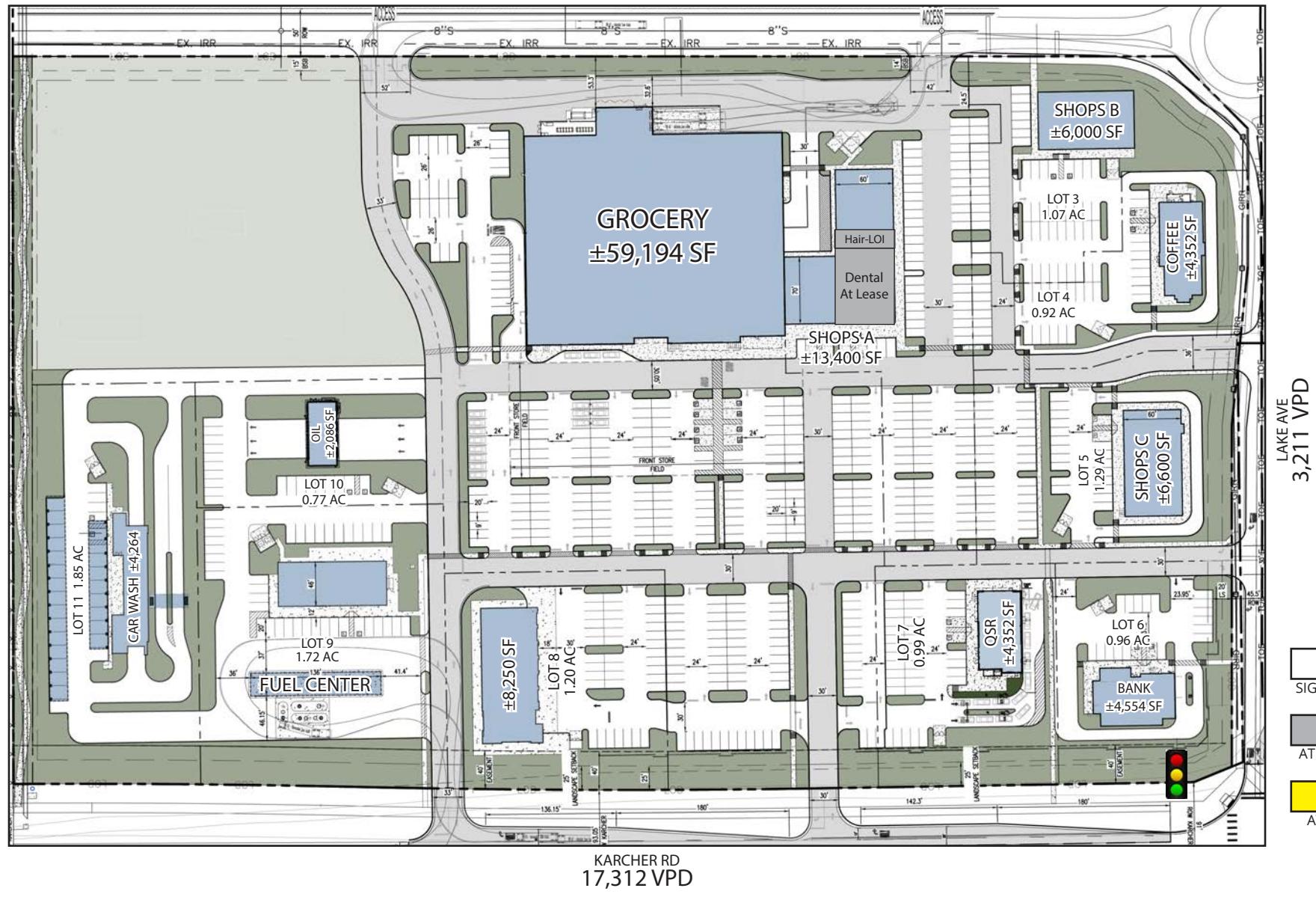
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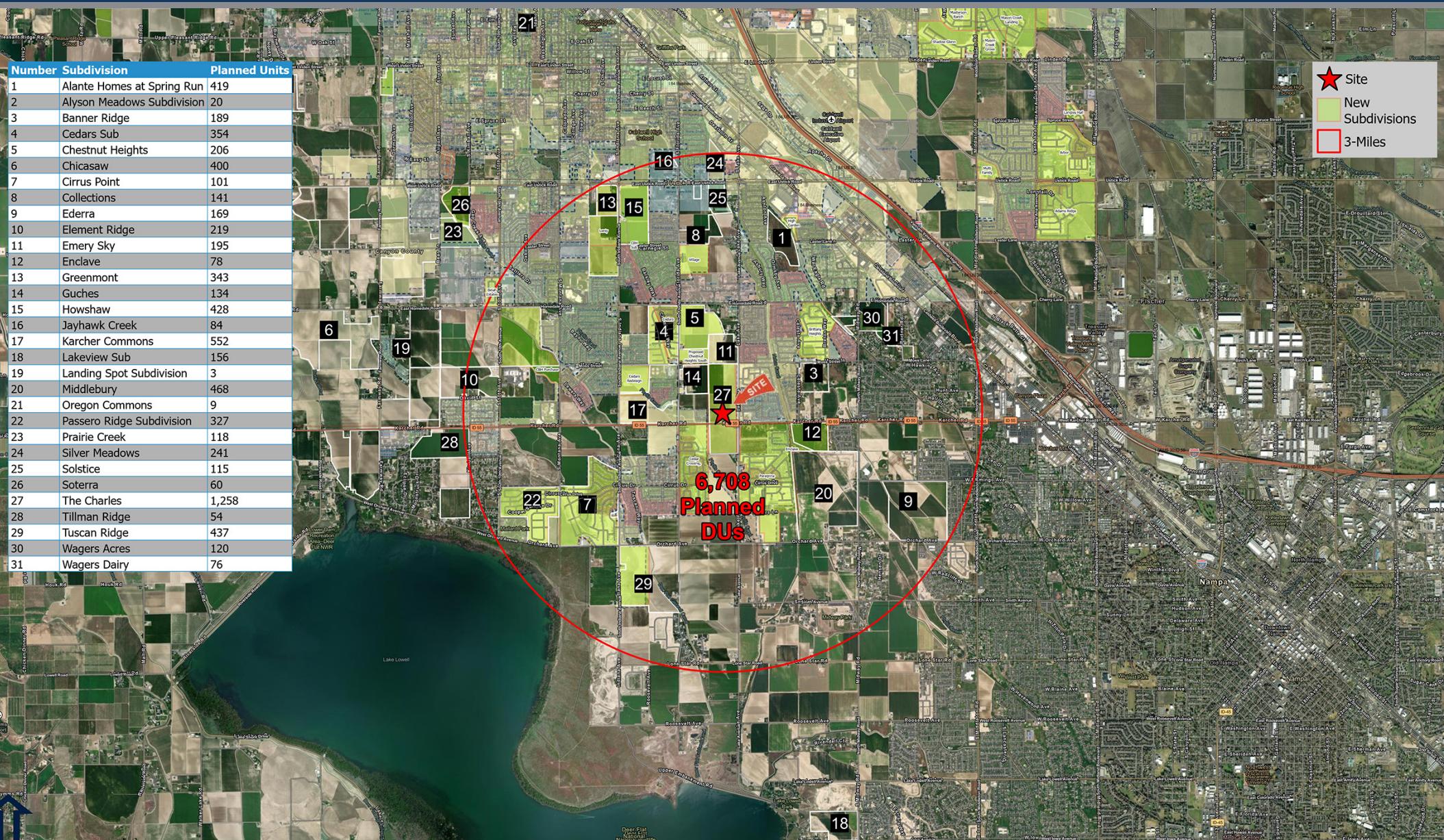
The Charles Marketplace | Site Plan

TOTAL ACRES: ± 22.19 SQUARE FEET: $\pm 966,504$



CONCEPTUAL

The Charles Marketplace | Housing



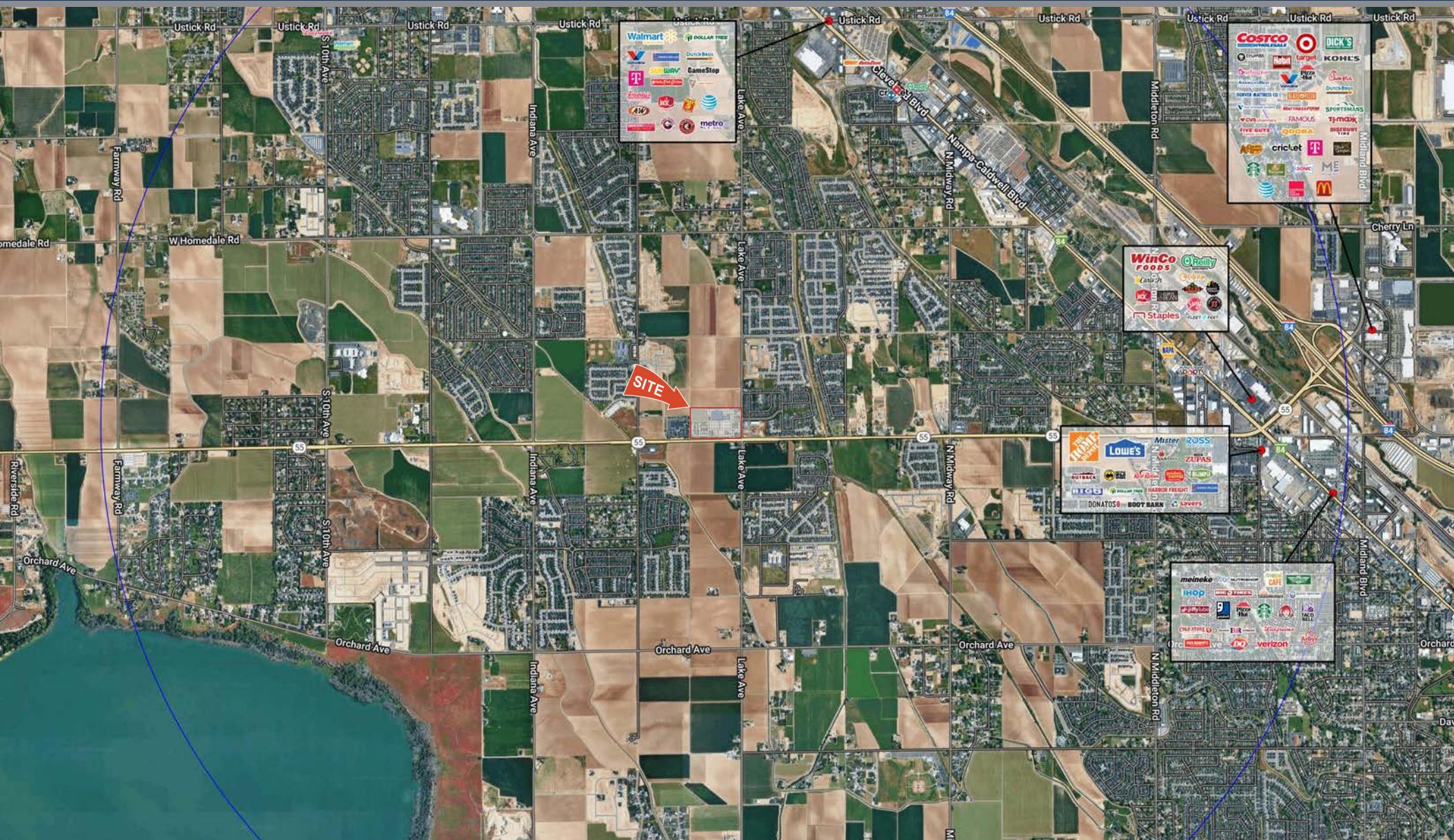
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The Charles Marketplace | Aerial



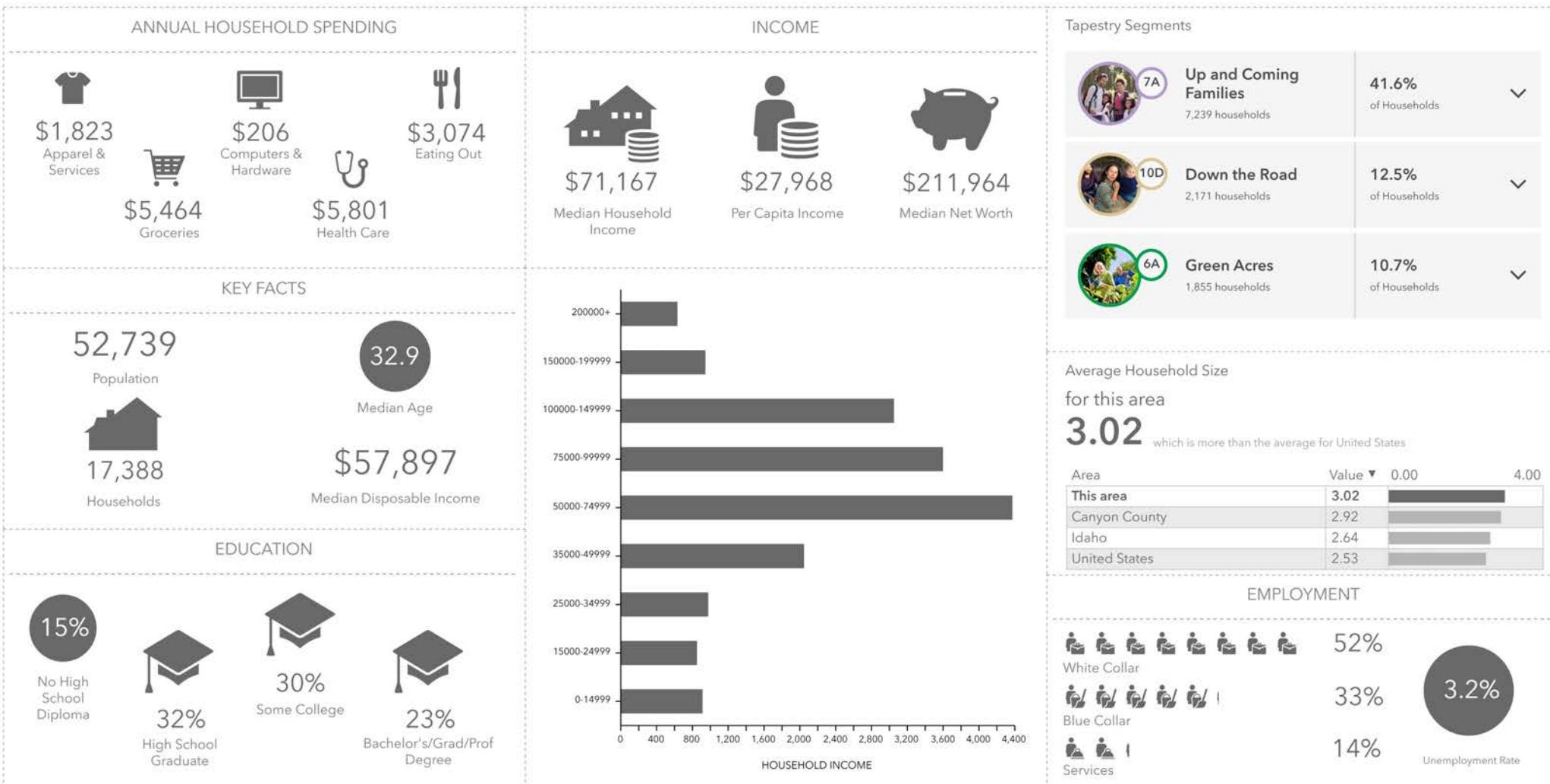
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The Charles Marketplace | 3-Mile Demographics



Source: ESRI Business Analyst 2024



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