

Watt/Manlove Station

Fast Facts

Station Overview

Average Daily Boardings	1,266
Park & Ride Capacity	498
Station Amenities:	
Pedestrian shelters, bike lockers, information kiosks, and telephones.	

Station Area Characteristics

(¼ Mile Station Radius, 2000)

Resident Population	460
Median Age	34.7
Average Household Size	2.29
Population under 18	25.8%
Population 65 and older	9.5%
Median Household Income	\$35,500
Median Family Household Income	\$51,250
Per Capita Income	\$21,350

Total Employment	920
------------------	-----

Station Area Population and Employment Projections 2000-2010

Annual Population Growth Rate	0%
Annual Employment Growth Rate	0.9%

Asking Lease Rates

(January, 2001)	
Office	\$1.74 Per Sq. Ft., Full Service
Retail (2 bldgs.)	\$1.27 Per Sq. Ft., NNN

Apartment Rents (January, 2001)

1-Bedrooms	\$612/month
2-Bedrooms	\$737/month

Planned Development Highlights

90 suite hotel at Cal Drive

Retail Leakage Categories (2000)

Grocery Stores, Drug Stores and Proprietary Stores, and Eating Places

Auto Traffic Volumes (24 hour total)

32,582 Folsom Blvd., east of Watt Ave. (2/99)

Sources: Claritas Inc., Sacramento RT, First American Real Estate Solutions Inc., Colliers International, Sacramento County, SACOG, and BAE.

STATION OVERVIEW

Watt/Manlove Station is located on the south side of Folsom Boulevard, near the intersection with Watt Avenue. Watt/Manlove Station has a landscaped park and ride lot with capacity for approximately 500 cars. The park and ride lot is



approximately 4.7 acres and could be reconfigured to allow for transit-oriented development. Watt/Manlove Station serves nearby residential areas to the east, and commercial properties along and to the north of Folsom Boulevard.

The Watt/Manlove Station Area contains single-family residential neighborhoods to the southeast of Folsom Boulevard and Manlove Road, and northwest of Folsom Boulevard. The Station Area also contains a number of commercial buildings along Folsom Boulevard. Office space varies from one to three story buildings with surface parking. Northeast of Folsom Boulevard and Watt Ave. are mid-rise offices (Cal Center) and vacant land available for additional office development. In addition to office space along Folsom Boulevard, the Station Area contains a small shopping area to the east. Southwest of the station is a large aggregate quarry.



In general, Watt/Manlove office market lease rates are above the County average and those of the Folsom Corridor, while retail lease rates are below the County but above the Folsom Corridor average.

The Watt/Manlove Station Area has numerous beneficial locational attributes for large office users, including its location at a major intersection, proximity to Highway 50, and the additional transportation option offered by light rail. The Cal Center office development, with remaining vacant land offers immediate opportunities for additional large scale office development.

In addition, the potential development of the Teichert rock quarry will provide opportunities for the area to continue to develop over the longer term. Housing, offices, and retail uses could all be developed at this site. A benefit of its large size is that sensitive uses, like housing, could be sited so that they are buffered from the traffic of Watt Ave. and Folsom Boulevard.

Although this area shows a high overall retail leakage as well as leakage in key convenience retail and services categories, the character of the area does not encourage neighborhood scale pedestrian-oriented retail uses, unless such uses could be developed as part of a larger mixed use development like that described above. The vacant parcel at the southeast edge of the park and ride lot may offer opportunities for retail or services oriented to commuters and drive-by traffic.