



Welcome to PORTERVILLE

- Area: 18.65 sq. miles.
- Population (City Limits): 63,196
- 15-Mile Service Area Population: 121,844
- Distance to SR-99: Less than 20 mins.
- Average Household Income: \$75,270
- Median Household Expenditure: \$65,303
- Median Age: 30 years
- Married: 39.8%

Porterville is strategically located in California's San Joaquin Valley, at the foothills of the California Sierra Nevada mountains. **Major transportation routes nearby include State Route 65 and State Route 190. The city is only minutes from State Route 99 and only a few hours from the Port of Los Angeles or Port Hueneme.**



Centrally located for commerce and transportation while featuring high quality of life for employees.



Affordability and open land make Porterville a competitive location for new and expanding businesses.



Residents enjoy the small-city feel that Porterville's known for, coupled with big-city amenities.



ECONOMIC DEVELOPMENT

chooseporterville.com

Contact the City of Porterville's Economic Development Division
EcDev@ci.porterville.ca.us (559) 782-7460

Business Incentives

- 4 Census Tracts Designated Opportunity Zones
- Located in the California Recycling Market Development Zone
- Fast-track, One-stop Permitting
- Development Fee Payment Plan at 0% Interest Over 10 Years
- Business Assistance Program

LEARN
MORE
ONLINE



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SCAN ME



COME VISIT US! Schedule a City Tour to see all that Porterville has to offer.



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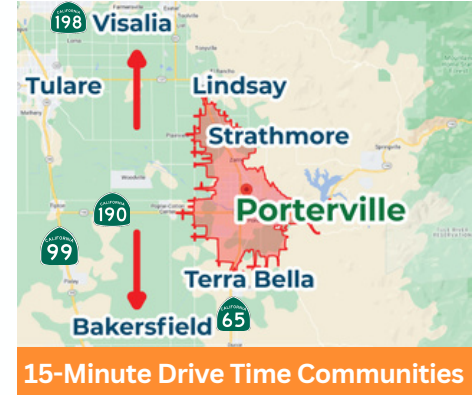
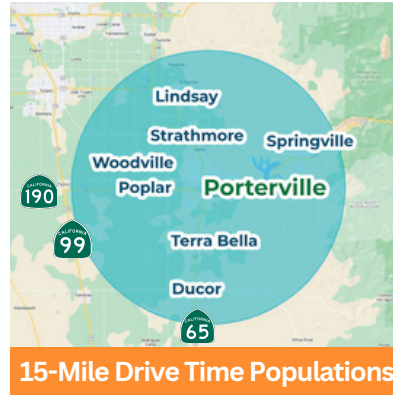
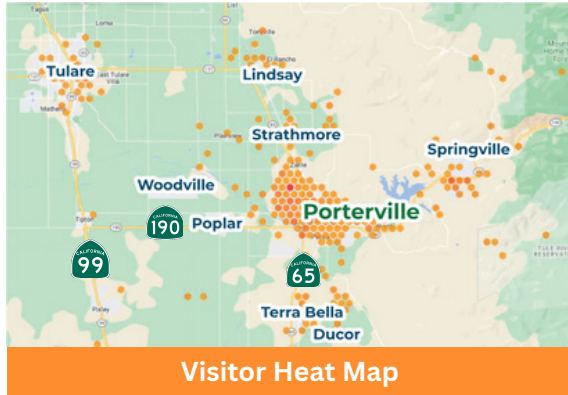
Using the Buxton Platform data platform, robust market details are available to you regarding Porterville's trade area within a 15-minute drive, where lots are available for retail development in several commercial locations. Additionally, the Visitor Heat Map shows home locations of visitors within a 5 to 15 minute drive-time from Porterville.

buxton®

Customers from Porterville, Tulare, Terra Bella and Springville shop here daily.

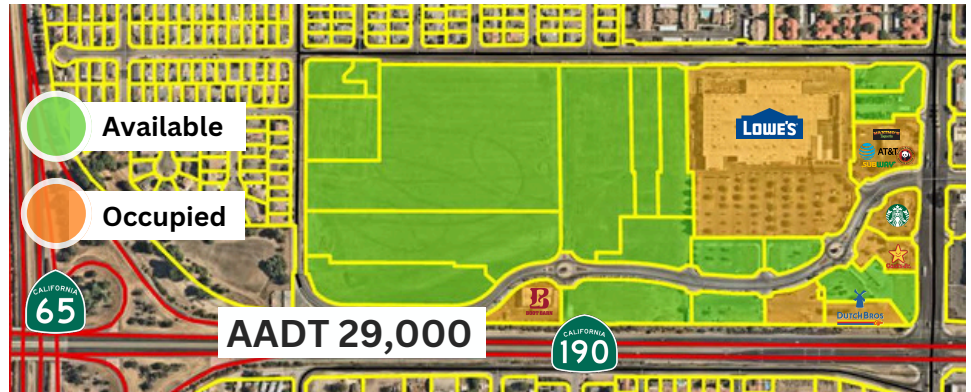
Current: 121,844
2027 Projection: 125,534

Local and nearby customers enjoy the convenience of Porterville's many amenities.



Various Marketplaces

There are open lots available for your business in these growing marketplaces.



Riverwalk Marketplace is one of several Porterville commercial destinations and is currently home to Lowe's, Boot Barn, Panda Express, Subway, AT&T, Starbucks and more. And there's space for more! Located along State Route 190, the shopping center is only miles away from the newly-relocated Eagle Mountain Casino. In addition, Porterville is home to The Mighty190 - a tourism initiative locally funded to bring even more traffic to this area.

Current Tenants Include:



Henderson Ave. is a prominent and bustling commercial district located in the heart of Porterville offering a diverse mix of retail, dining, and service establishments for locals and tourists alike.



Olive Ave. is a significant commercial strip located near Downtown Porterville, California. Olive Avenue hosts a variety of retail outlets, dining spots, and service providers, making it a focal point for both residents and visitors.

Your New Business Home

Based on data from Buxton, Porterville is a good match for the following restaurants and retail businesses.

Reports are available upon request.

