



# Ice Blocks

RETAIL FOR LEASE AT SACRAMENTO'S MOST  
PROMINENT URBAN DEVELOPMENT





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# ICE BLOCKS



2.37  
VISIT FREQUENCY



46 MIN  
AVG DWELL TIME



949K  
YEARLY VISITS

23  
RETAILERS

70,000  
SF OF RETAIL

145  
APARTMENTS

120,000  
RSF OF CREATIVE OFFICE

3  
CITY BLOCKS

## MIDTOWN'S PREMIER LIVE, WORK, PLAY DESTINATION

The Ice Blocks is a three block mixed-use re-development project located in the historic R Street Corridor that features 70,000 square feet of retail, which is Midtown's largest collection of retail boutiques and restaurants, as well as 145 fully leased luxury apartments and 120,000 square feet of creative office space. Sacramento's enterprising spirit and creative culture has been exemplified in Ice's contemporary architecture, public art pieces and thoughtful community gathering space. Ice Blocks' eclectic mix of shops, restaurants, offices and apartments have rejuvenated this now thriving industrial district.

R Street, the home to the Ice Blocks, is an avenue of old industrial warehouses that have been transformed into a community of high-end retail shops, restaurants, residential units and creative office space. In the last five years, hundreds of new residential units have been added to the immediate area. Midtown, already recognized nationally as one of the most walkable business/residential neighborhoods in America, unofficial home of the farm-to-fork movement and home to over 100 restaurants and eateries, has become even more popular thanks to the medley of artists, designers, and creatives residing and working

in the corridor. Part of the excitement behind R Street's emergence as a vibrant and distinctive district rests in the area's unique history as the State's first railroad and industrial corridor. Many brick buildings, landmarks, and street elements still reflect the former rail-based business activity that existed for over a century. Now, instead of warehouses and industrial shops, R Street's historic structures are now home to some of the best dining, cocktails, entertainment, art and design that Sacramento has to offer.





Section One: Ice Blocks

Ice Blocks



## FOR LEASE: SUITE 120 @ ICE SHEDS

**ADDRESS:** 1715 R STREET, SUITE 120

**SIZE:** ± 840 SF - 1,200 SF + SHARED COURTYARD

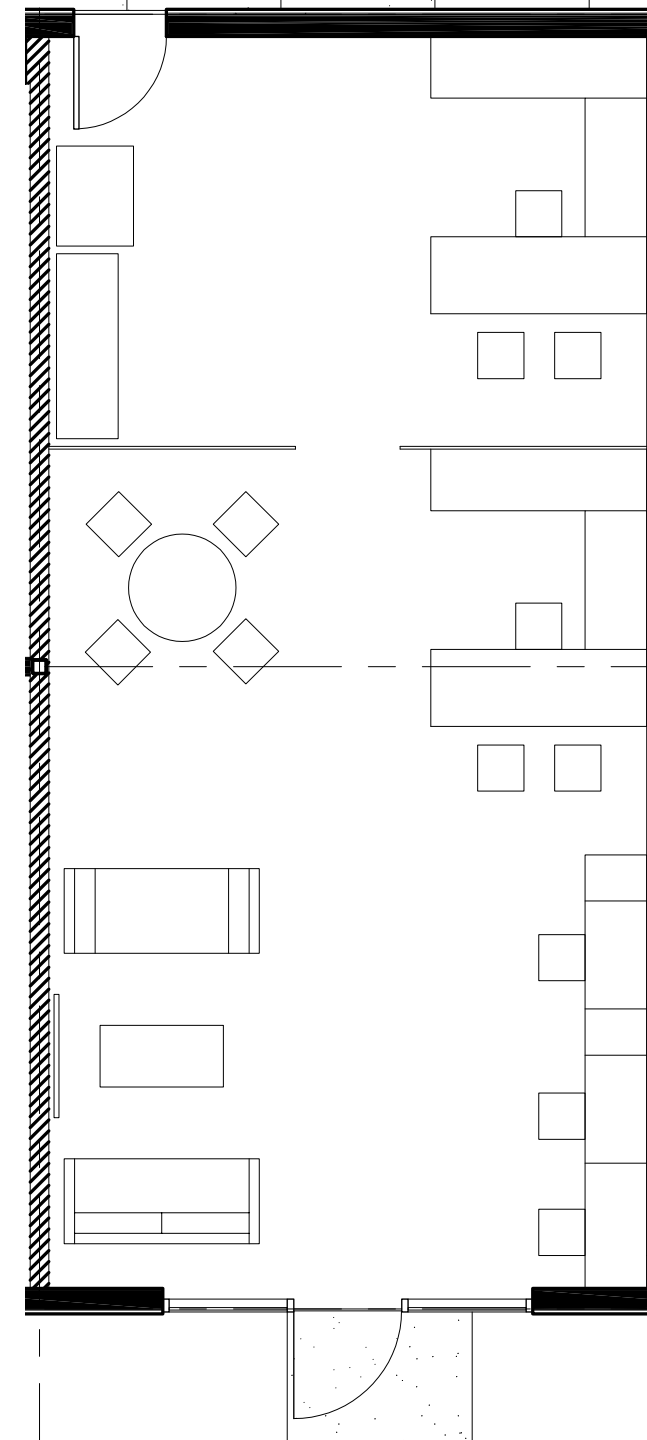
**LEASE RATE:** \$2.75/SF/MONTH NNN - OFFICE USE

\$3.50/SF/MONTH NNN - RETAIL USE

**AVAILABLE:** NOW

This Available retail space is in the Ice Sheds, home to Philz Coffee and Strapping Gift Shop. The timber ceiling, concrete floors and large storefront windows make this space seem far larger than its square footage numbers indicate. Situated in the heart of Midtown's bustling R Street Corridor, this space provides a unique opportunity to join a dynamic mix of beloved local businesses in an architecturally stunning setting.

1715 R STREET  
SUITE 120







Section One: Ice Blocks

Ice Blocks



## FOR LEASE: SUITE 150 @ ICE SHEDS

ADDRESS: 1715 R STREET, SUITE 150

SIZE: ± 902 SF + SHARED COURTYARD

LEASE RATE: \$2.75/SF/MONTH NNN - OFFICE USE

\$3.50/SF/MONTH NNN - RETAIL USE

AVAILABLE: NOW

This ready-to-go second generation end-cap space, located in the courtyard of block 3 near Philz Coffee is perfect for a wide variety of uses including soft goods, personal services or office space. The timber ceiling, concrete floors and large storefront windows make this space seem far larger than its square footage numbers indicate. This is a rare opportunity to enter the iconic Ice Blocks development with competitive pricing.

CAN BE COMBINED WITH  
ICE SHEDS, SUITES 110, 120, 130, & 140





ICE SHOPS	SQUARE FOOTAGE	TENANT NAME
160	10,992	West Elm
170	1,133	LoveSac
190	1,975	Bluemercury
150	770	Frank Bar
100	5,194	Anthropologie
115	480	Creamy's
125	2,833	Mendocino Farms
145	2,886	TBA
135	2,402	Title Boxing Club
130	1,458	Bambina's

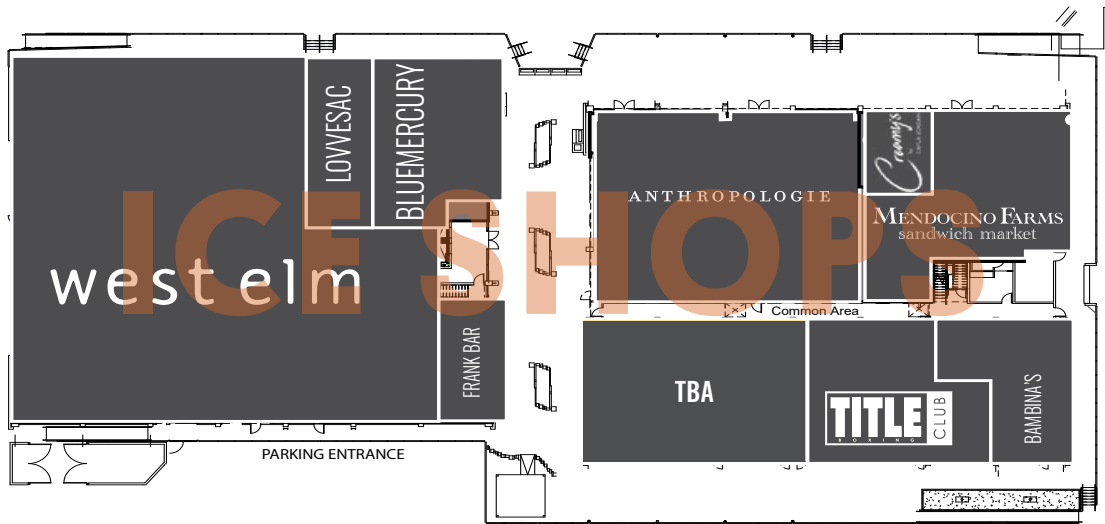
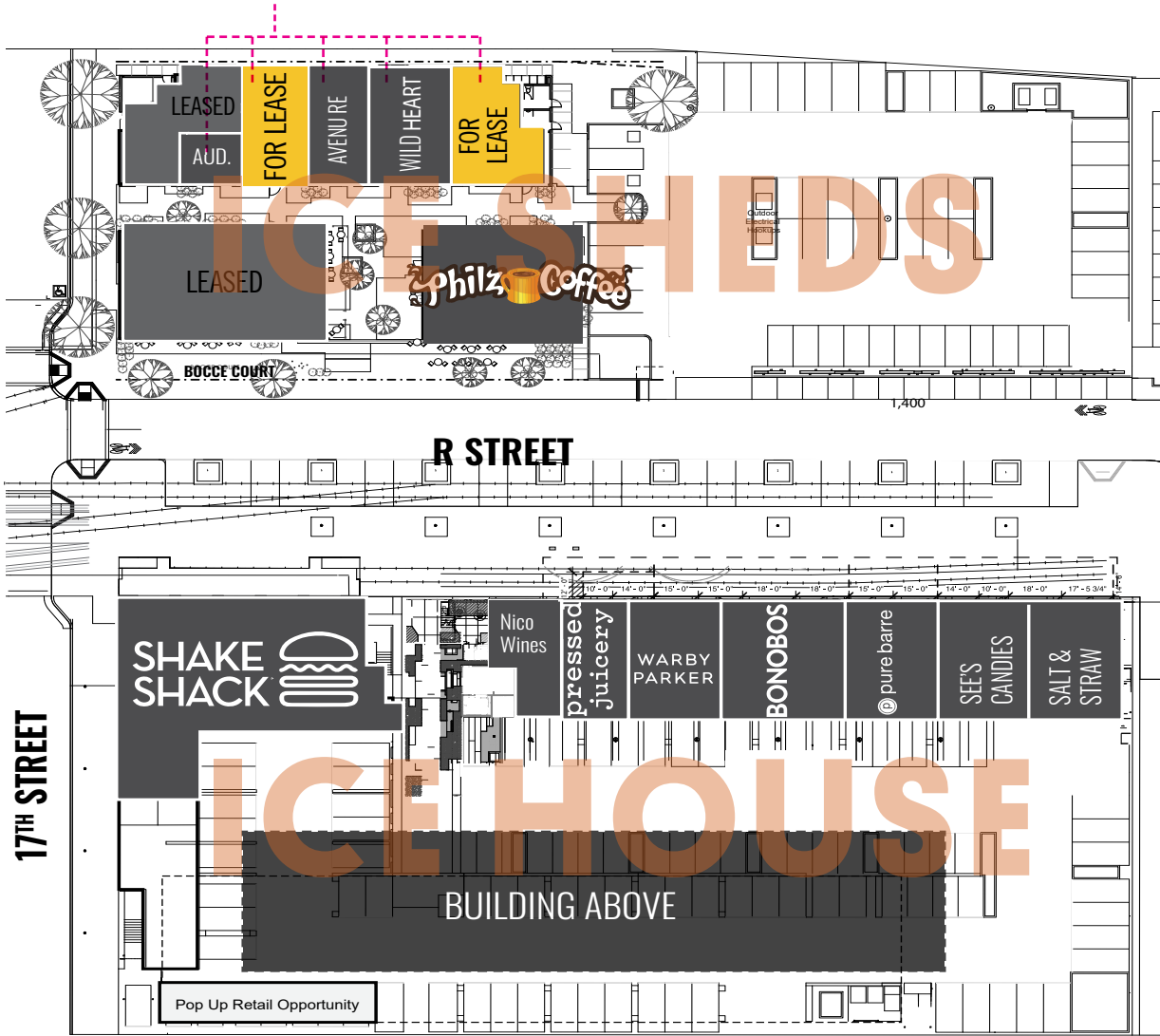
ICE SHEDS	SQUARE FOOTAGE	TENANT NAME
1701	2,540	LEASED
1725	1,735	Philz
100	981	LEASED
110	416	Audacious**
120	840	FOR LEASE**
130	840	Avenu Real Estate **
140	1,007	Wild Heart Salon**
150	902	FOR LEASE**

ICE HOUSE	SQUARE FOOTAGE	TENANT NAME
190	3,645	Shake Shack
180	454	Nico Wines
170	976	Pressed Juicery
160	1,283	Warby Parker
140	1,541	Bonobos
120	1,283	Pure Barre
110	1,059	See's Candies
100	859	Salt & Straw

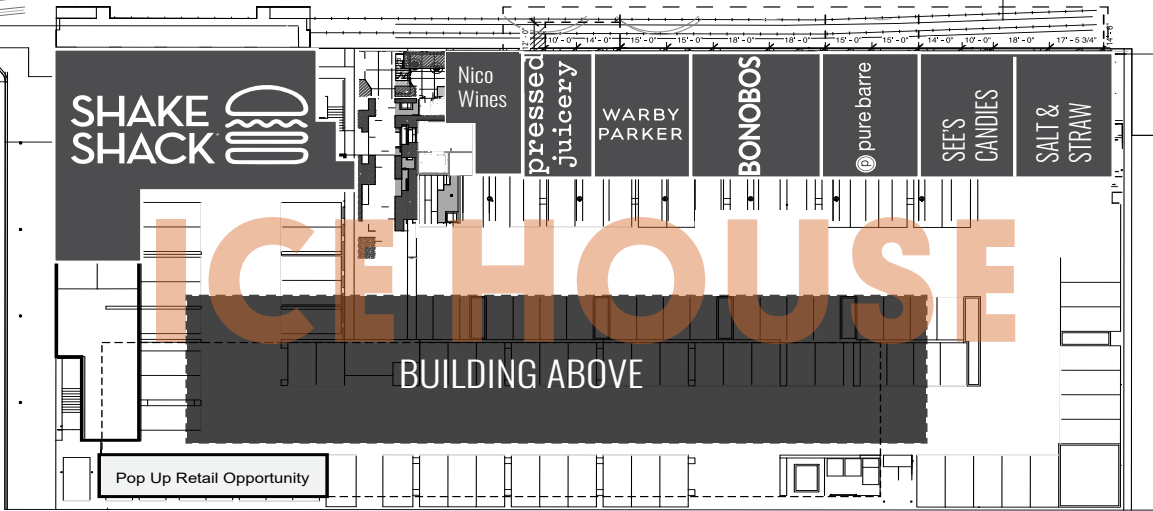
\*\* ICE SHEDS, SUITES 110 - 150 CAN BE COMBINED



CAN BE COMBINED TOGETHER



17TH STREET





# THE CUSTOMER



## LEISURE FAVORITE PLACES

1. CINEMARK CENTURY ARDEN
2. PAPA MURPHY'S PARK
3. FREMONT PARK
4. RALEY FIELD
5. REGAL DELTA SHORES & IMAX
6. TOPGOLF
7. TOWER THEATRE
8. SUTTERS FORT
9. HORNET STADIUM
10. CALIFORNIA STATE FAIR



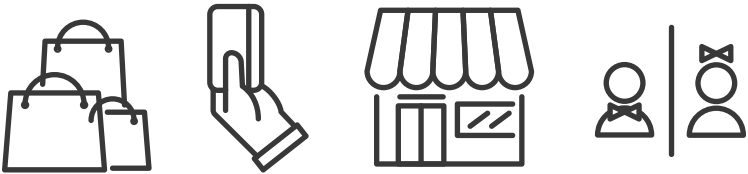
## DINING FAVORITE PLACES

1. PHILZ COFFEE - ICE BLOCKS
2. SALT & STRAW - ICE BLOCKS
3. IRON HORSE TAVERN - R STREET
4. ZOCOLO - MIDTOWN
5. GUNTHER'S ICE CREAM - LAND PARK
6. CHEESECAKE FACTORY - ARDEN
7. BJ'S - ELK GROVE
8. THE OLD SPAGHETTI FACTORY
9. OBO' ITALIAN TABLE & BAR
10. TEMPLE COFFEE - S STREET



## GROCERY FAVORITE PLACES

1. SAFEWAY - R STREET MARKET
2. TRADER JOE'S - FOLSOM BLVD
3. SAFEWAY - ALHAMBRA
4. KP INTERNATIONAL MARKET
5. SAC NATURAL FOODS CO-OP
6. RALEY'S - FREEPORT BLVD
7. SAFEWAY - DEL PASO RD
8. WHOLE FOODS MARKET - ARDEN WAY
9. TRADER JOE'S - ELK GROVE
10. TRADER JOE'S - ROSEVILLE



## WHO SHOPS AT ICE BLOCKS?

### ICE BLOCKS CUSTOMERS LIVE AT:

1801 L Apartments - Midtown  
Wexler Apartments - East Sacramento  
The Cottages - Midtown  
ARY Place Apartments - Midtown  
Governor's Square - Downtown  
Capitol Yards - West Sacramento

Experian Mosaic / Placer AI 2024



### INFLUENCED BY INFLUENCERS

#### YOUNG SINGLES LIVING IN CITY CENTERS

- CAREER-DRIVEN
  - METROPOLITAN LIFESTYLES
  - DIGITALLY DEPENDENT
  - ACTIVE SOCIAL LIVES
  - FOODIES
  - FIRST-TIME HOME BUYERS
- HEAD OF HOUSEHOLD AGE: 25-30
  - EST. HOUSEHOLD INCOME: \$50,000-\$74,999
  - HOME OWNERSHIP: RENTER
  - TYPE OF PROPERTY: MULTI-FAMILY 101+ UNITS
  - HOUSEHOLD SIZE: 1 PERSON
  - AGE OF CHILDREN: 0-3



### COSMOPOLITAN ACHIEVERS

#### AFFLUENT MIDDLE-AGED COUPLES & FAMILIES, DYNAMIC LIFESTYLES IN METRO AREAS

- BILINGUAL
  - LUXURY LIVING
  - SOCCER FANS
  - TWO FAMILY PROPERTIES
  - ECONOMIC LITERATURE
  - PROGRESSIVE LIBERALS
- HEAD OF HOUSEHOLD AGE: 36-45
  - EST. HOUSEHOLD INCOME: \$125,000-\$149,999
  - HOME OWNERSHIP: HOMEOWNER
  - TYPE OF PROPERTY: MULTI-FAMILY 5-9 UNITS
  - HOUSEHOLD SIZE: 5+ PERSONS
  - AGE OF CHILDREN: 13-18



### PHILANTHROPIC SOPHISTICATES

#### MATURE, UPSCALE COUPLES IN SUBURBAN HOMES

- RETIRING IN COMFORT
  - EXPERIENCED TRAVELERS
  - ART CONNOISSEURS
  - PHILANTHROPIC
  - QUALITY MATTERS
  - ECOLOGICAL LIFESTYLES
- HEAD OF HOUSEHOLD AGE: 66-75
  - EST. HOUSEHOLD INCOME: \$100,000-\$124,999
  - HOME OWNERSHIP: HOMEOWNER
  - TYPE OF PROPERTY: SINGLE FAMILY
  - HOUSEHOLD SIZE: 2 PERSONS
  - AGE OF CHILDREN: 7-9



# THE TENANTS

ICE BLOCKS HAS A DIVERSE AND COMPLEMENTARY TENANT MIX

11

DINING TENANTS

5

HOME TENANTS

5

FASHION TENANTS

2

FITNESS TENANTS

PHILZ COFFEE

CREAMY'S





MENDOCINO FARMS



BAMBINA'S



SHAKE SHACK



NICO WINE



PRESSED JUICERY



SEE'S CANDIES



SALT & STRAW



BLUEMERCURY



WEST ELM



FRANK BAR





ANTHROPOLOGIE



AUDACIOUS



LOVESAC



BONOBOS



SEE'S CANDIES



WARBY PARKER







**BLUEMERCURY**



**WILD ONES SALON**



**TITLE BOXING CLUB**



**PURE BARRE**



**MIDTOWN'S  
LARGEST COLLECTION OF  
RETAIL BOUTIQUES, CREATIVE  
OFFICES, RESTAURANTS &  
LUXURY APARTMENTS!**



# THE R STREET CORRIDOR

PLACER AI JULY 2023 - JULY 2024



24

BLOCKS



3M

YEARLY VISITS



31

BARS & RESTAURANTS



\$84,042

HOUSEHOLD INCOME

**TOP VISITORS: SINGLES & STARTERS, YOUNG CITY SOLOS & BOOMING W/CONFIDENCE**

The R Street Corridor in Sacramento has transformed from an industrial zone into a lively community with Ice Blocks at its center. This development anchors the area, offering a mix of retail, dining, and entertainment that draws visitors citywide. The corridor's blend of modern urban living and its historic roots as the state's original railroad and industrial area creates a unique atmosphere that has be-

come a hub for creativity and culture. The corridor's dining scene includes Iron Horse Tavern for innovative dishes and Mendocino Farms for farm-fresh meals, along with Mas Taco and Bawk for casual eats. Unique spots like Bottle and Barlow, a combined barbershop and bar, and Shady Lady, a speakeasy-style cocktail bar, enhance the eclectic atmosphere. In addition to dining, R Street features spe-

cialty boutiques and the WAL Public Market, where visitors can explore vintage clothing, handmade goods, and more. Music venues like Ace of Spades and the new Channel 24 brings local and national acts, contributing to the area's vibrant energy. With its mix of historical significance and modern offerings, R Street has become one of Sacramento's premier destinations for both residents and visitors alike.







PHOTO SOURCE: CHANNEL24SAC.COM  
 PICTURED: UPCOMING 2025 CONCERTS



# CHANNEL 24

1 OF 2 LIVE MUSIC VENUES ON THE R STREET CORRIDOR IN MIDTOWN, SACRAMENTO

Founded in 2025 by leading independent concert promoter, Another Planet Entertainment (APE), Channel 24 is a 2,150 capacity entertainment venue located in the heart of Sacramento. The complex, located at 1800 24th St, features impeccable sightlines, a main music room, multiple bars, VIP room and an

open-air patio. Channel 24 is the first property to be completely conceived, designed and executed by Another Planet Entertainment from the ground up. It joins APE's roster of West Coast venues and festivals including Outside Lands, Golden Gate Park Concerts, the Greek Theatre in Berkeley, the Fox Theater in

Oakland, the historic Bill Graham Civic Auditorium, The Independent and Castro Theatre in San Francisco, Lake Tahoe Outdoor Arena at Harveys and The Bellwether in Los Angeles, among others. (Source: <https://channel24sac.com/venue-info/>)



**A SHORT 5 MIN DRIVE**  
 FROM THE ICE BLOCKS



**ICE BLOCKS IS THE PERFECT BEFORE & AFTER**  
 HANGOUT SPOT FOR CHANNEL 24 CONCERTGOERS



**2,150 CAPACITY**  
 ENTERTAINMENT VENUE





Fish Face Poke Bar  
Plant Power  
Bottle & Barlow  
Camellia Coffee  
Fox & Goose

Shady Lady  
Ace of Spades  
Cafe Bernardo  
R15 | Mas Taco  
Iron Horse | Snug

Cycle Bar  
Majka Pizzeria  
Mochinut  
Pinkberry  
Fire Wings

Fremont Park

Capitol Park

Maker Dev.

FP Movement  
Séka Hills  
18 Grams | Chu Mai  
DayTripper  
Sweetgreen

The Ice Blocks

Ice Blocks - Block 3

Ice Blocks - Block 2

Safeway  
Panda Express  
UPS | The Joint  
Starbucks  
T% Coffee + Tea

Ryujin Ramen  
Budda Belly Burger  
Massage Envy  
Village of Om  
Wells Fargo

Truitt BARK Park

Q19

20PQR

20PQR

The Press

Channel 24:  
(5 minute drive from  
the Ice Blocks)





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