

# 1409 R STREET

• 100% LEASED RETAIL INVESTMENT FOR SALE •

• THE EPICENTER OF SACRAMENTO'S CULINARY & ENTERTAINMENT SCENE •

**REDUCED SALE PRICE**



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REDUCED SALE PRICE

# THE OPPORTUNITY



3 NNN RETAIL TENANTS



\$518,665 NOI YEAR 1



\$7,900,000 ASKING PRICE

1409 R Street represents a rare opportunity to acquire a fully leased NNN retail investment in the heart of Downtown Sacramento's most celebrated entertainment district. Positioned along the thriving R Street Corridor—widely regarded as the city's most dynamic blend of culinary, culture, and creativity—this asset delivers both stability and long-term upside within one of the region's most vibrant pedestrian environments.

The property is a three-tenant retail condominium occupied by some of Sacramento's most acclaimed operators: Shady Lady Saloon, BAWK! by Urban Roots, and Burgers & Brew. Each brand is deeply rooted in the city's food and beverage identity, consistently drawing destination traffic and loyal local followings. Their reputations as market-leading concepts provide the new owner with a secure and durable income stream.

This section of R Street has evolved into a magnet for experiential retail, entertainment, nightlife, and neighborhood-serving amenities, supported by high-density residential growth and creative-office conversions. The district continues to attract regional and national attention as one of Sacramento's flagship placemaking success stories, benefitting from walkability, light-rail connectivity, and close proximity to Golden 1 Center, DOCO, and the **CONT.**



01 THE OPPORTUNITY

🏠 100% LEASED  
📈 6.57% CAP RATE  
📐 11,192 SF



balance of Sacramento's urban core.

Strong leasing fundamentals and limited small-format retail inventory further elevate the scarcity value of this asset. Retail (and specifically restaurant) space along R Street is in high demand, with highly competitive tenant retention and minimal turnover from established operators. This positioning ensures continuity of tenant

performance and ongoing landlord leverage in future negotiations.

Featuring six exclusive on-site parking stalls and efficient building systems within a modern construction envelope, the property requires minimal ongoing capital needs. Its corner positioning, prominent visibility, and synergy with the surrounding district create a stable and highly liquid investment

profile—one that aligns with the growing institutional focus on urban-core retail tied to entertainment and experiential food and beverage concepts.

# THE DETAILS

## PROPERTY DETAILS:

**Address:** 1409 R Street, Sacramento, CA 95811  
**APN:** 006-0287-020-0005  
006-0287-020-0002  
006-0287-020-0001  
**Zoning:** RMX-SPD  
**Land Use:** Commercial Condominium  
**Gross Building Size:** ± 11,192 SF  
**Parking Stalls:** Six (6)  
**Year Built:** ~ 1905  
**Year Remodeled:** ~ 2009  
**Unit Count:** Three (3)  
**Stories:** One (1)  
**Price:** \$7,900,000  
**Capitalization Rate:** 6.57%  
**Year 1 NOI:** \$518,665

## UTILITY DETAILS:

**Electricity:** SMUD  
**Gas:** PG&E  
**Water/Sewer/Trash:** City of Sacramento  
**Storm Drain:** City of Sacramento

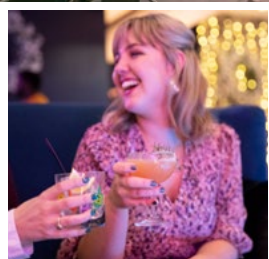
## SEISMIC/FLOOD:

**Fault Zone:** This parcel is not within an Earthquake Fault Zone (per State of CA Dept. of Conservation)  
**Flood Zone:** Zone X

## NEIGHBORING PROPERTY USES

**North:** Commercial/Residential  
**South:** Commercial  
**East:** Residential  
**West:** Park/Greenspace





## 01 | THE OPPORTUNITY

# PROJECT HIGHLIGHTS

### NEXT TO A MAJOR ENTERTAINMENT ANCHOR

1409 R Street sits immediately next door to Ace of Spades, a 1,200-capacity concert venue owned by Live Nation that hosts approximately 150 shows per year. This unique adjacency positions the property to capture high-volume foot traffic from concert-goers across all nights and weekends. The overflow of dining, bar, and nightlife demand from fans and attendees directly benefits the retailers at 1409 R Street, delivering a built-in customer base that stands apart from standard urban retail locations.

### UPSIDE THROUGH FUTURE VACANCIES

None of the current tenants at 1409 R Street pay any percentage rent — they pay fixed base rent monthly. As a result, any future vacancy introduces a strong potential for rent escalation on re-tenanting.

Current average base rents at 1409 R are approximately **\$3.86/SF/month, NNN (inclusive of a 5% vacancy reserve)**, in line with R Street food and beverage rents of **\$3.75–\$4.50/SF/month, NNN, plus percentage rent**.

By way of illustration: if a new tenant leases at \$4.00/SF/month, NNN (\$48.00/SF annually) and generates revenue above a threshold (e.g. \$1,200/SF/year), a 6% percentage rent clause could yield roughly **\$2.00/SF/month** in additional rent — pushing total rent to around **\$6.00/SF/month, NNN**. That represents a substantial upside to today's stabilized rent level.

### HIGHLY COMPETITIVE NET OPERATING EXPENSES

Most competing retail product in the R Street Corridor (and the balance of the urban core) carries monthly NNN expenses between \$1.30 – \$1.60/SF. In contrast, upon close, 1409 R Street's estimated NNN burden is significantly lower:

- HOA Fees: \$0.215/SF/month
- Utilities: \$0.417/SF/month
- Property taxes: ≈ **\$0.74/SF/month** (based on a sale price of \$8.65M)
- Insurance: ≈ **\$0.075/SF/month** (assuming ≈ \$10,000/year)
- Maintenance: ≈ **\$0.20/SF/month**

This results in total estimated NNN expenses of ≈ **\$1.01/SF/month** — materially more favorable than comparable retail offerings. Lower operating costs improve net yield and provide clear competitive advantage, particularly when competing for high-quality tenants.

### SUBSTANTIAL HARD COSTS ALREADY PAID

The building underwent a comprehensive seismic upgrade and system modernization in 2009, including structural reinforcement with K-bracing and installation of new building systems. This foundational work represents an embedded capital commitment that future buyers or tenants don't have to finance — a meaningful barrier to entry. Furthermore, the property's historic-style architecture and character add to its long-term appeal and tenant stickiness. To replicate a comparable retail asset in the area — factoring in

acquisition of a similar building (~ \$200/SF), plus shell and tenant improvements (~ \$500/SF) — would require a substantial upfront investment, putting 1409 R Street in a rare, durable competitive position.

### LONG-TERM PROVEN OPERATING STABILITY

All three operators at 1409 R Street have demonstrated meaningful longevity in the building, underscoring the property's strong tenant retention and location-driven performance. Shady Lady Saloon, Burgers & Brew, and BAWK! by Urban Roots each represent established Sacramento brands with deep customer loyalty and consistent operating histories — and their commitments to multi-year lease terms reflect the strength of the corridor as a high-performing restaurant destination. The combination of long-standing tenancy, continued reinvestment by the operators, and their integration into the R Street community reduces turnover risk and provides ownership with confidence in the durability of income.

- Shady Lady Saloon – Since 2009!
- Burgers & Brew – Since 2008!
- BAWK! by Urban Roots – Since 2018!

This depth of tenant stability is rare among urban-core restaurant assets and reinforces 1409 R Street's profile as a reliable, low-volatility investment.



**NEARBY RESTAURANT PERFORMANCE**

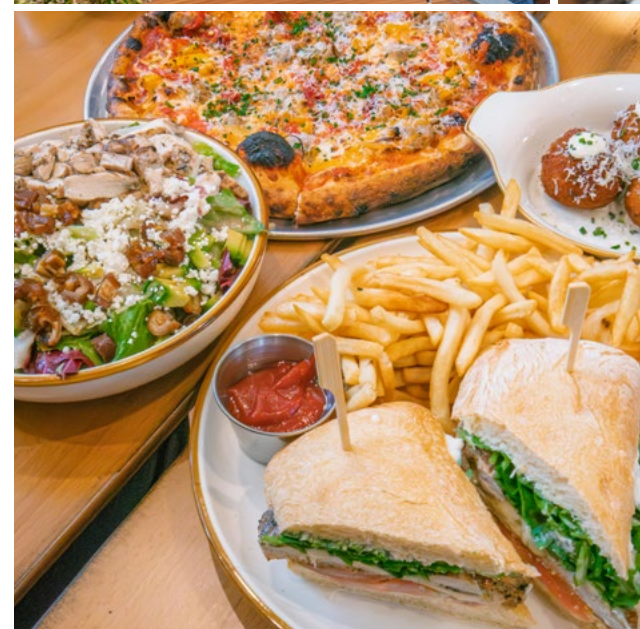
Fast-casual and chef-driven restaurants on the R Street Corridor consistently demonstrate strong annual sales performance, with many operators generating **\$800 to \$2,500 per SF per year**. This elevated revenue profile is driven by the corridor's unique blend of high-density residential living, strong daytime population, established nightlife, and proximity to regional attractions such as Ace of Spades, the Ice Blocks, and Midtown's entertainment district. The combination of foot traffic,

destination dining appeal, and a loyal customer base enables local operators to achieve sales volumes well above typical urban retail benchmarks.

For ownership at 1409 R Street, this strong sales environment reinforces both tenant durability and future rent-growth potential. Operators that achieve high sales per square foot are better positioned to absorb rent increases, exercise renewal options, and remain long-term anchors within the district. It also supports the feasibility of percentage-rent structures upon re-leas-

ing, where tenants with above-average revenue performance can contribute an additional \$1.00 to \$2.00 per square foot per month in upside for ownership.

Given R Street's ongoing evolution into one of Sacramento's most desirable food-and-beverage corridors, the strong revenue performance of nearby operators provides a meaningful indicator of the long-term health, stability, and economic upside of the retail environment surrounding 1409 R Street.



**Bambina's Pizza & Pasta**  
1610 R St

**Elixir Bar & Grill**  
1815 10th Street

**Good Neighbor**  
1701 R Street

**Plant Power Fast Food**  
1100 R Street

**Shady Lady Saloon**  
1409 R Street

**BAWK! Fried Chicken**  
1409 R Street

**Ernesto's Mexican Food**  
1901 16th Street

**Hood & Ladder**  
1630 S Street

**Pressed Juicery**  
1710 R Street

**Shake Shack**  
1710 R Street

**Burgers And Brew**  
1409 R Street

**FishFace Poke Bar**  
1104 R Street

**Iron Horse Tavern**  
1800 15th Street

**R15**  
1431 R Street

**The Snug**  
1800 15th Street

**Café Bernardo**  
1431 R Street

**Forever by 18 Grams**  
1725 S Street

**Lucid Winery**  
1015 R Street

**ROC & SOL Diner**  
1825 10th Street

**Sweetgreen**  
1629 S Street

**Camellia Coffee Roasters**  
1104 R St

**Fox & Goose Public House**  
1001 R Street

**Mas Taco Bar**  
1800 15th Street

**Root of Happiness**  
808 R Street

**Twisted Track Station**  
1201 R Street

**Chu Mai**  
1829 17th Street

**Frank Bar**  
1610 R Street

**Mendocino Farms**  
1610 R Street

**Salt & Straw**  
1710 R Street

**Uncle Vito's Slice of NY**  
1800 15th Street

**Creamy's By Cayla Jordan**  
1610 R Street

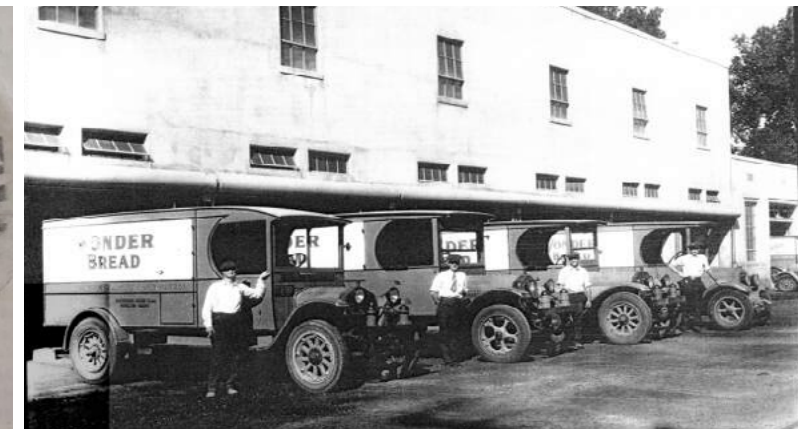
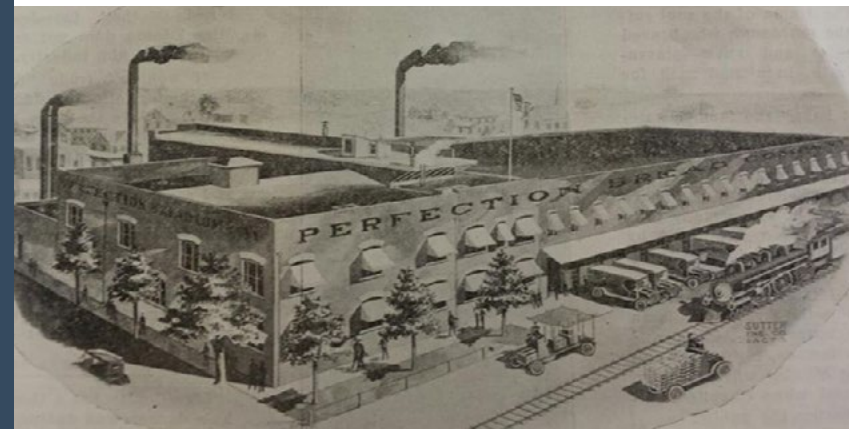
**Good Luck Lounge**  
1421 R Street

**Philz Coffee**  
1725 R Street

**Seka Hills**  
1733 S Street

# THE HISTORY

## THE R STREET CORRIDOR



### REBIRTH OF THE R STREET CORRIDOR

Over the past two decades, the R Street Corridor has been reimagined from an historic industrial and rail-era district into one of Sacramento's most vibrant mixed-use neighborhoods. Once dominated by freight rail, warehouses, and light industrial uses, the corridor began its transformation after the adoption of the R Street Corridor Master Plan — a deliberate public-sector effort to guide redevelopment toward a mixed-use vision blending residential, retail, art, entertainment, and nightlife.

With infrastructure upgrades, adaptive

reuse of historic warehouses, and the introduction of new residential lofts, the corridor started to draw young professionals, creatives, and food-and-nightlife-seeking visitors. Formerly vacant or underused buildings now house restaurants, entertainment venues, retail venues, art galleries, bars, small creative offices, and residential units — giving R Street a new identity rooted in lifestyle, walkability, and culture.

### A PURPOSE-BUILT ANCHOR FOR THE NEW ERA

As part of this broader renaissance, 1409 R Street emerged not simply as a reuse of old industrial space — but as a purpose-built retail condominium designed to cater to the new vision for R Street. Rather than retrofitting an old warehouse, 1409 R Street was executed to align with the corridor's shift toward curated dining, nightlife, and experiential retail. This positions the asset as both a product of the transformation and a driver of it.

By housing a curated mix of high-quality, destination-oriented food & beverage opera-

tors, 1409 R Street anchors the surrounding block, elevating the appeal of R Street as a dining, social, and cultural hub. Its design, tenant mix, and embedded parking — rare for the corridor — reflect a thoughtful understanding of the evolving demands of both patrons and operators navigating a post-industrial urban core.

### WHY 1409 R MATTERS IN R STREET'S NARRATIVE

1409 R Street represents a turning point: a shift from industrial functionality to lifestyle-driven urbanism. As a modern retail-condominium redeveloped in 2009, it stands as evidence that developers and city planners believed in R Street's potential — not just to survive, but to thrive as an entertainment and mixed-use corridor.

The property's existence helps preserve the continuum of R Street's legacy. While the railroad and warehouses defined its first century, assets like 1409 R Street ensure that the next century belongs to dining,

nightlife, pedestrian vitality, and community — without erasing the historical roots.

For investors, tenants, and the city alike, 1409 R Street is a symbol of transformation: a concrete example (literally) of R Street's evolution from "industrial backbone" to "urban heartbeat." That transformation underpins much of the asset's value today — not only in rental income, but in scarcity, identity, and long-term demand tied to R Street's place in Sacramento culture and urban growth.

# THE TENANTS



3 RETAILERS



11,192 SF



100% LEASED



# SHADY LADY SALOON



Shady Lady Saloon is one of Sacramento's most iconic hospitality brands and a cornerstone of the R Street entertainment district. Consistently ranked among the best bars in America by national press, Shady Lady helped pioneer the craft cocktail movement in Sacramento and has remained a cultural anchor for more than a decade. Its Prohibition-era atmosphere, award-winning beverages, and live music draw both loyal locals and destination visitors, reinforcing its reputation as a true experiential dining and nightlife venue.

The tenant's proven operating success underscore its value within the rent roll. Shady Lady's ability to command strong nightly crowds, weather multiple economic cycles, and maintain a prestigious brand presence speaks to the sustainability of its business model and its deep connection to Sacramento's food and beverage identity. Its presence not only drives consistent foot traffic but enhances the cultural cachet of the entire property—making it a key contributor to the long-term stability and desirability of the investment.

- Concept:** Award-winning speakeasy-style craft cocktail bar
- Founded:** 2009 - Sacramento, CA
- Customer Base:** Nightlife, weekend destination, urban professionals, visitors
- Role in R Street:** Cultural anchor + signature nightlife venue
- Reputation:** 4.5/5 Google (1,400+ reviews) | 4.0/5 Yelp (1,100+ reviews)
- Social Presence:** Strong ongoing press visibility + local influencer engagement
- Operational Stability:** Demonstrated durability through multiple cycles
- Brand Strength:** National press recognition repeatedly ranked among America's Best Bars. Live jazz + entertainment programming elevate experience and draw.



<b>Lease Expiration:</b>	4/30/2029
<b>Rentable Square Feet:</b>	± 3,236 SF
<b>Current Rent Per SF:</b>	\$4.28
<b>Lease Type:</b>	NNN
<b>Monthly Rent:</b>	\$13,864.00
<b>Next Increase Date:</b>	5/1/2026
<b>Increase Amount:</b>	Three percent (3.0%)
<b>Options to Renew:</b>	None

# BURGERS & BREW

Burgers & Brew is a celebrated local restaurant group known for its elevated take on classic American fare and its extensive craft beer program. With multiple regional locations and a loyal customer base, the brand has earned widespread recognition, including a prestigious “Best Burger in America” award from the Food Network. Its menu, paired with a lively yet approachable atmosphere, makes Burgers & Brew a consistent draw for a broad demographic—from families and office workers to weekend nightlife patrons.

Its proven track record and diversified operating platform reinforce tenant stability within the asset. Burgers & Brew’s presence contributes significant daily traffic and complements the surrounding district’s dining and entertainment offerings, supporting strong synergy with neighboring operators like Shady Lady Saloon and BAWK! by Urban Roots. As a well-capitalized, multi-unit operator with enduring brand equity, Burgers & Brew enhances both the credit profile and long-term revenue security of the investment at 1409 R Street.

**Concept:** Award-winning American grill + craft beer house  
**Founded:** 2007 - Davis, CA (multi-unit expansion across region)  
**Customer Base:** Families, young professionals, event crowds, weekday regulars  
**Role in R Street:** All-day dining + consistent traffic anchor  
**Reputation:** 4.3/5 Google (2,000+ reviews) | 4.0/5 Yelp  
**Social Presence:** Loyal following and strong digital footprint across locations  
**Operational Stability:** Experienced operator with multiple successful units  
**Brand Strength:** Food Network “Best Burger in America” winner. Regional brand with strong name recognition + repeat business

<b>Lease Expiration:</b>	2/28/2029
<b>Rentable Square Feet:</b>	± 3,664 SF
<b>Current Rent Per SF:</b>	\$4.00
<b>Lease Type:</b>	NNN
<b>Monthly Rent:</b>	\$14,658.00
<b>Next Increase Date:</b>	3/1/2026
<b>Increase Amount:</b>	Three percent (3.0%)
<b>Options to Renew:</b>	Two (2) Five (5) Year





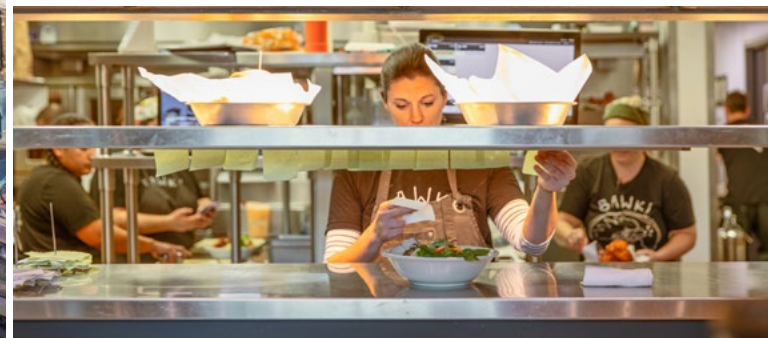
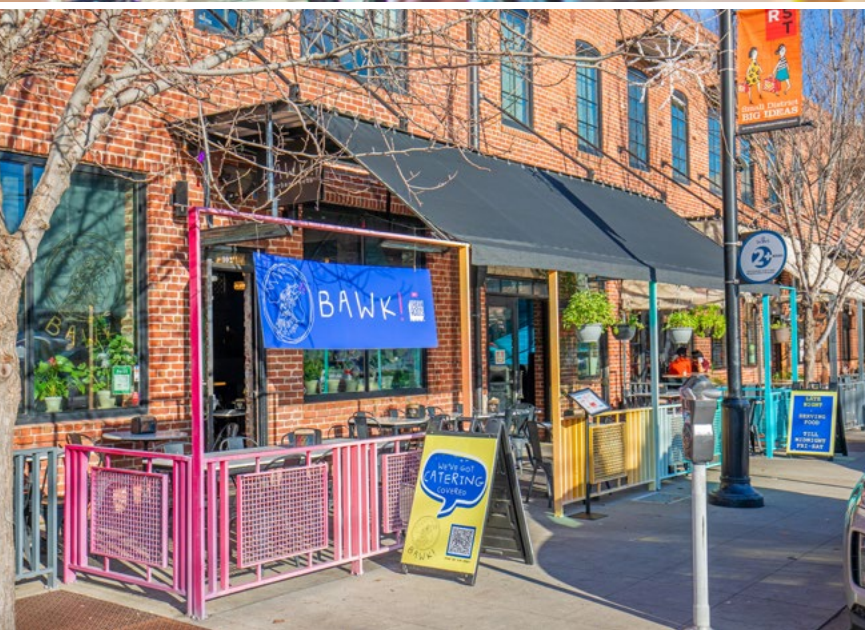
03 | THE TENANTS

**BAWK! BY URBAN ROOTS**

BAWK! by Urban Roots is a chef-driven fried chicken concept from one of Sacramento’s most respected culinary brands. Building on the success of Urban Roots Brewing & Smokehouse—an established regional destination—BAWK! brings a playful but high-quality fast-casual approach to the R Street Corridor. With a menu centered on premium fried chicken, scratch-made sides, and craft beverages, BAWK! serves a diverse customer base ranging from daily neighborhood diners to weekend nightlife crowds.

As part of the Urban Roots family, BAWK! benefits from a strong brand following, professional operational infrastructure, and continuous marketing presence within Sacramento’s flourishing food scene. The concept is designed for efficiency and high throughput, generating strong day-to-night activity that aligns perfectly with R Street’s experiential environment. BAWK!’s tenancy enhances the mix of acclaimed operators in the building, supporting consistent foot traffic and contributing to the stable, reliable income characteristic of this asset.

**Concept:** Chef-driven fried chicken and craft beverage concept  
**Founded:** 2018 - Sacramento, CA  
**Customer Base:** Lunch + dinner demand, nearby residents, nightlife crossover  
**Role in R Street:** Day-to-night activation with fast-casual efficiency  
**Reputation / Ratings:** 4.4/5 Google (500+ reviews) | 4.0/5 Yelp (400+reviews)  
**Social Presence:** Vibrant brand marketing backed by large Urban Roots following  
**Operational Stability:** Supported by robust production + multi-unit infrastructure  
**Brand Strength:** Backed by regionally acclaimed Urban Roots Brewing & Smokehouse. Scratch-made quality + unique brand personality



<b>Lease Expiration:</b>	9/30/2030
<b>Rentable Square Feet:</b>	± 4,292 SF
<b>Current Rent Per SF:</b>	\$3.75
<b>Lease Type:</b>	NNN
<b>Monthly Rent:</b>	\$16,100.00
<b>Next Increase Date:</b>	5/1/2026
<b>Increase Amount:</b>	Three percent (3.0%)
<b>Options to Renew:</b>	One (1) Five (5) Year

# THE ECONOMICS

 \$518,665.80 NOI

 6.57% CAP RATE



## SCHEDULED REVENUE

Unit	Tenant	Size / Amount	Base Rent Per SF (NNN)	Monthly Base Rent (NNN)
821	Shady Lady	3,236	\$4.28	\$13,864.00
825	Bawk by Urban Roots	4,292	\$3.75	\$16,100.00
827	Burgers & Brew	3,664	\$4.00	\$14,658.00
829	Parking	6		\$875.00
<b>Totals</b>		<b>11,192</b>		<b>\$45,497.00</b>
Net Operating Income w/ 5% Vacancy Reserve				

Annual Base Rent (NNN)	Notes
\$166,368.00	Expires 4/30/29. Three percent (3.0%) annual increases every May 1. No options to renew.
\$193,200.00	Expires 9/30/30. Three percent (3.0%) annual increases every Oct 1. One (1) five (5) year option remaining.
\$175,896.00	Expires 2/28/29. Three percent (3.0%) annual increases every March 1. Two (2) five (5) year options to renew remaining.
\$10,500.00	
<b>\$545,964.00</b>	
<b>\$518,665.80</b>	

## 2025/2026 VALUE SUMMARY

Cap Rate	<b>6.57%</b>
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Value	<b>\$7,900,000</b>
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# THE LOCATION



HEART OF R STREET CORRIDOR



PRIME DOWNTOWN LOCATION



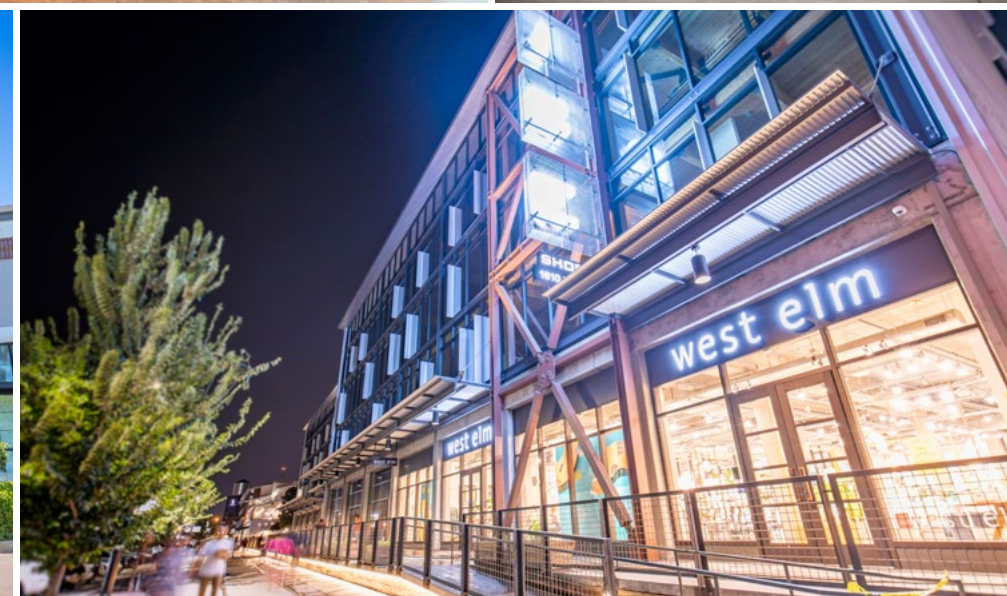
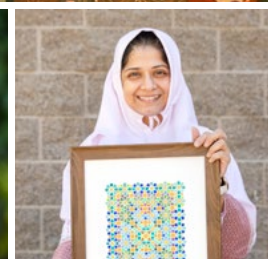
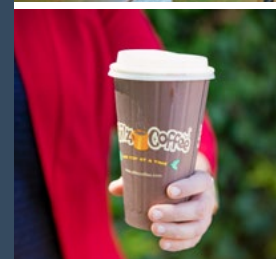
BENEFITS FROM PBID

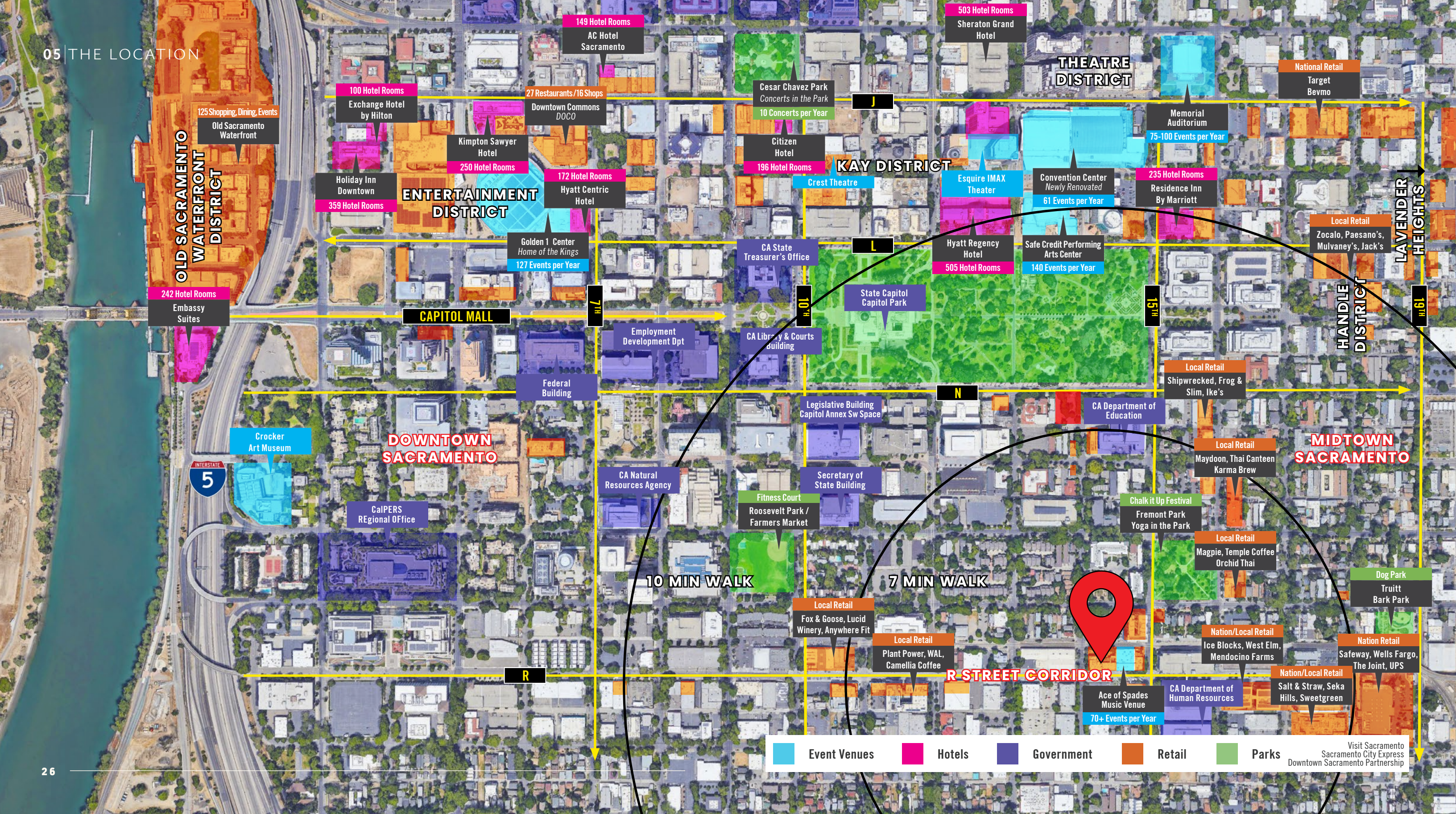
The R Street Corridor has transformed over the past two decades from an industrial rail line into a vibrant cultural and commercial destination. Once lined with warehouses, it now blends historic brick buildings with new infill projects, housing a diverse mix of restaurants, creative offices, and retailers. Longtime favorites like The Shady Lady Saloon and Fox & Goose Public House anchor the district, while repurposed Warehouse Artist Lofts and gathering spots like the Snug

showcase its creative evolution.

At the heart of the corridor, Ice Blocks has emerged as a defining anchor—melding local boutiques and eateries with national names like West Elm and Tecovas that signal R Street’s continued growth. The district’s cultural pulse extends into live entertainment, with venues like Ace of Spades and the new Channel 24 Music Hall drawing audiences from across the region. Situated directly on the R Street Corridor,

1409 R Street benefits from immediate exposure to this established ecosystem of dining, shopping, and entertainment. The property is surrounded by daily needs and destination drivers alike, including a full-service Safeway just blocks away. This concentration of amenities, foot traffic, and long-term investment underscores R Street’s strength as a stable, high-performing retail corridor within Midtown and Downtown Sacramento.





**OLD SACRAMENTO WATERFRONT DISTRICT**  
 125 Shopping, Dining, Events  
 Old Sacramento Waterfront

**ENTERTAINMENT DISTRICT**  
 100 Hotel Rooms  
 Exchange Hotel by Hilton  
 27 Restaurants/16 Shops  
 Downtown Commons *DOCO*  
 Kimpton Sawyer Hotel  
 250 Hotel Rooms  
 172 Hotel Rooms  
 Hyatt Centric Hotel  
 359 Hotel Rooms  
 Holiday Inn Downtown  
 Golden 1 Center  
 Home of the Kings  
 127 Events per Year

**KAY DISTRICT**  
 Cesar Chavez Park  
 Concerts in the Park  
 10 Concerts per Year  
 Citizen Hotel  
 196 Hotel Rooms  
 Crest Theatre  
 CA State Treasurer's Office  
 CA Library & Courts Building  
 State Capitol  
 Capitol Park

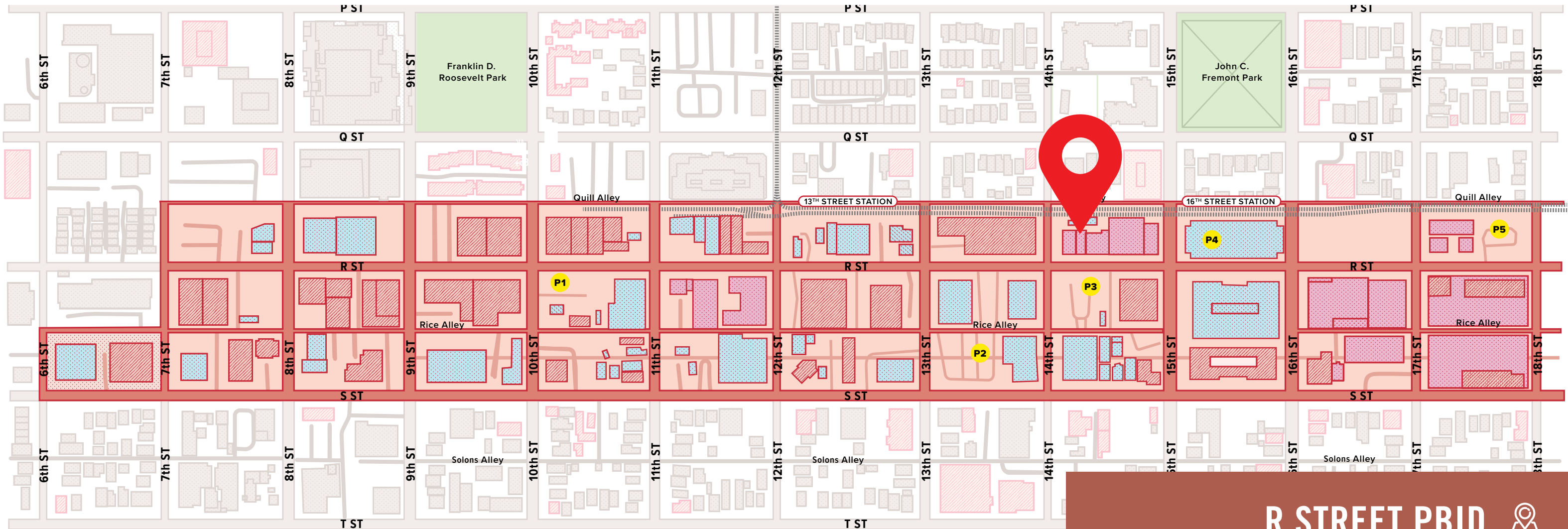
**THEATRE DISTRICT**  
 503 Hotel Rooms  
 Sheraton Grand Hotel  
 Memorial Auditorium  
 75-100 Events per Year  
 Esquire IMAX Theater  
 Convention Center  
 Newly Renovated  
 61 Events per Year  
 Safe Credit Performing Arts Center  
 140 Events per Year  
 235 Hotel Rooms  
 Residence Inn By Marriott

**MIDTOWN SACRAMENTO**  
 Local Retail  
 Zocalo, Paesano's, Mulvaney's, Jack's  
 Local Retail  
 Shipwrecked, Frog & Slim, Ike's  
 Local Retail  
 Maydoon, Thai Canteen Karma Brew  
 Local Retail  
 Magpie, Temple Coffee, Orchid Thai  
 Dog Park  
 Truitt Bark Park  
 Nation/Local Retail  
 Ice Blocks, West Elm, Mendocino Farms  
 Nation Retail  
 Safeway, Wells Fargo, The Joint, UPS  
 Nation/Local Retail  
 Salt & Straw, Seka Hills, Sweetgreen

**Other Landmarks:**  
 Embassy Suites  
 242 Hotel Rooms  
 Crocker Art Museum  
 CalPERS Regional Office  
 Federal Building  
 Employment Development Dpt  
 CA Natural Resources Agency  
 Secretary of State Building  
 Fitness Court  
 Roosevelt Park / Farmers Market  
 CA Department of Education  
 CA Department of Human Resources  
 Ace of Spades Music Venue  
 70+ Events per Year

**Streets:** 7th, 10th, 15th, R Street Corridor

- Event Venues
  - Hotels
  - Government
  - Retail
  - Parks
- Visit Sacramento  
 Sacramento City Express  
 Downtown Sacramento Partnership

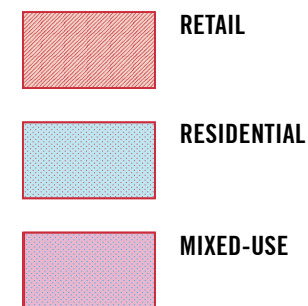


The R Street Property & Business Improvement District (PBID) provides targeted services that directly support property performance and long-term value. These include enhanced cleaning and maintenance, graffiti removal, coordinated safety efforts, and ongoing district management focused on maintaining a well-kept, active streetscape.

The PBID also plays a key role in supporting business retention, tenant visibility, and corridor activation through coordination, advocacy, and placemaking initiatives. These efforts help sustain consistent foot traffic, reinforce the corridor's identity, and create a stable operating environment for property owners.

For owners at 1409 R Street, PBID involve-

ment translates into reduced maintenance burden, improved curb appeal, and a more resilient investment supported by proactive district oversight and continued corridor stewardship.



**R STREET PBID** 

**5.4M YEARLY VISITS** 

**1,700 RESIDENTS** 

**31 BARS & RESTAURANTS** 

# SACRAMENTO

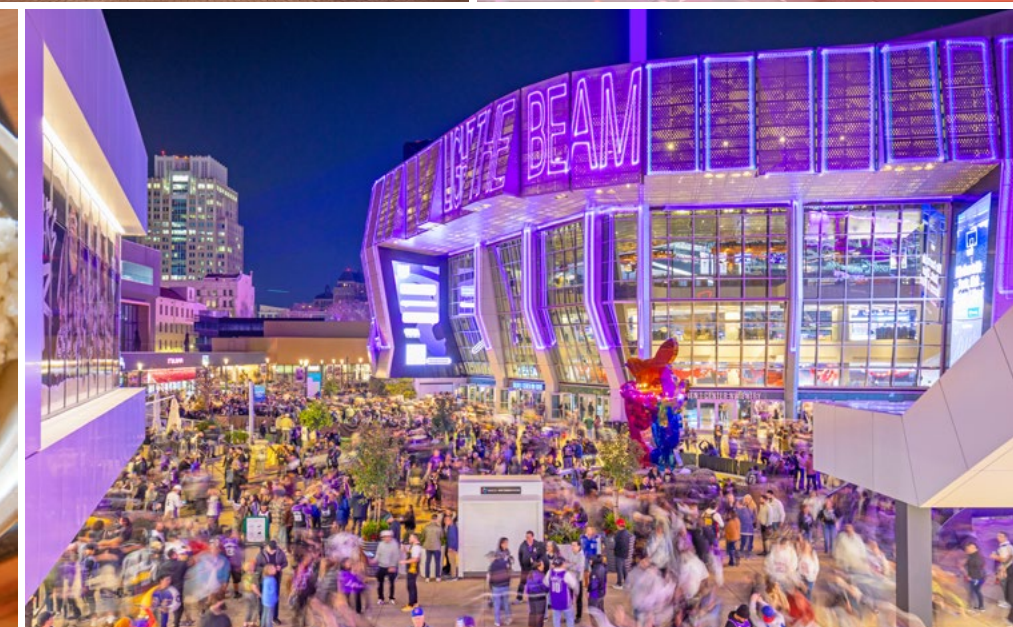
-  1,600,000 RESIDENTS
-  762,400 EMPLOYEES
-  3% POPULATION GROWTH LAST 3 YEARS

Sacramento is increasingly recognized as one of California’s most promising growth markets, pairing the advantages of a capital city with the momentum of a region on the rise. While other major metros have seen population declines, Sacramento County continues to expand, reaching 1.6 million residents in 2025 (Placer AI). Much of this growth stems from migration out of the Bay Area—San Francisco to Sacramento moves jumped 70% in 2020 (SFGate), and the region remains one of California’s top destinations for out-movers seeking space, lifestyle, and opportunity.

Downtown and Midtown have emerged as the centerpieces of this growth. Billions of dollars in public and private investment have reshaped the urban core, bringing new multifamily housing, hotels, and entertainment venues that draw both residents and visitors. Golden 1 Center anchors the city’s entertainment scene, joined by venues like SAFE Credit Union Convention Center, SAFE Credit Union Performing Arts Center, Ace of Spades, and the new Channel 24 music venue—all driving year-round foot traffic and nighttime activity. Sacramento’s growing event calendar includes high-profile draws such as

Aftershock, Farm-to-Fork Festival, Ironman, and the California International Marathon, creating a steady influx of visitors and economic energy across the core.

As the city continues to attract new residents, employers, and events, 1409 R Street is uniquely positioned to benefit from this sustained momentum. Surrounded by cultural anchors, major employers, and a thriving dining and nightlife scene, the property sits within the most active section of Midtown—where demand for walkable retail, and authentic experiences continues to rise.



# SACRAMENTO DATA BITES

## MULTIFAMILY RENTAL TRENDS - URBAN CORE:

Class	Units	Effective Rent	Vacancy Rate	Under Const. (units)
4-5 Star	5,017	\$2,189	12.6%*	443**
3 Star	2,514	\$1,600	10.8%	89***
1 & 2 Star	7,834	\$1,160	5.8%	0
<b>All Types</b>	<b>15,365</b>	<b>\$1,787</b>	<b>8.9%</b>	<b>532</b>

\* Brand new projects recently completed adding to this vacancy rate. Studio30, The Richmond, 1928 21st Street

\*\* Under construction: The A.J. (345 Units), Cypress (98 Units)

\*\*\* The Sequoia (89 Units)

Past 12 Months, 4/2025  
Costar, Multifamily All Unit Mixes

## SACRAMENTO'S CITY RANKINGS:

- #1 Best Place to Live in CA
- #1 Happiest Workers in Mid-sized City
- #3 Best Foodie City in America
- #4 Best Cities for Nerds
- #5 U.S. Cities with Fastest Growth in Tech Jobs
- #5 Bike-friendly Cities
- #6 Nation's Greatest Cities for Food Lovers
- #7 Best Place to Raise Active Children
- #9 City with Best Connectivity in U.S.
- #9 City for Happiest Young Professionals
- #10 Best City for Women in the Workforce
- #10 Most Hipster City in America

## POPULATION GREATER SACRAMENTO REGION

**2,611,868**

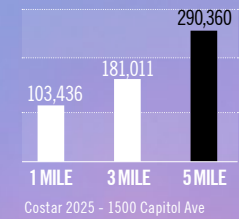
GSEC 2025  
Applied Geographic Solutions 2024

## PERCENTAGE OF POPULATION WITH A DEGREE OR SOME COLLEGE:

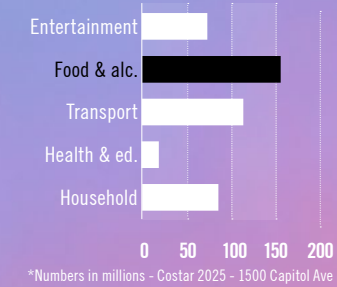
**69%**

GSEC 2025  
Applied Geographic Solutions 2024

## NUMBER OF EMPLOYEES WITHIN VARYING RADIUS OF THE STATE CAPITOL:



## ANNUAL CONSUMER SPENDING WITHIN ONE MILE OF THE STATE CAPITOL:



## COST OF LIVING INDEX - \$100,000 BASE SALARY MOVE TO SACRAMENTO FROM SAN FRANCISCO

Grocery will cost:	13.51% less
Housing will cost:	47.13% less
Utilities will cost:	8.93% less
Transportation will cost:	5.85% less
Healthcare will cost:	21.87% less

GSEC 2025  
Applied Geographic Solutions 2024

## SACRAMENTO LARGEST JOB COUNTS BY OCCUPATION:

Office & Administrative Support	13.15%	108,243
Sales	10.69%	87,972
Executive, Managers & Admin	11.7%	96,301
Food Preparation, Serving	6.15%	50,631
Business and Financial Operations	6.31%	51,957

GSEC 2025  
Applied Geographic Solutions 2024

## SACRAMENTO OWNERS VS. RENTERS



GSEC 2025  
Applied Geographic Solutions 2024

## MIDTOWN FARMERS MARKET

- #1 California's top farmers market
- #3 Best farmers market in the country

America's Farmer's Market Celebration by American Farmland Trust 2024

WALK SCORE:  
**98**  
Walker's Paradise

BIKE SCORE:  
**62**  
Biker's Paradise

TRANSIT SCORE:  
**96**  
Good Transit

walkscore.com  
1500 Capitol

