



# 728 K STREET

*2<sup>ND</sup> GENERATION RESTAURANT SPACE FOR LEASE  
DOWNTOWN SACRAMENTO*







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**1 THE OPPORTUNITY**  
728 K STREET @ THE HARDIN

# THE OPPORTUNITY

**2<sup>ND</sup> GEN** RESTAURANT SPACE | **4,389** SF AVAILABLE | **PATIO** SPACE | **2** FLOORS | **\$2.35** PER SF NNN | **\$0.75** NNN'S

## ICONIC 2<sup>ND</sup> GEN RESTAURANT SPACE AT THE HARDIN MIXED-USE DEVELOPMENT

728 K Street at The Hardin offers a prime spot in one of Sacramento's most vibrant and historic retail destinations. Situated on the half-block bounded by 7th, 8th, and K Streets, The Hardin is a dynamic, mixed-use redevelopment project that breathes new life into historic 19th-century structures with modern retail venues and restaurants. The development also features a newly constructed 6.5 story apartment tower with a two-level concrete parking garage podium, providing a built-in base of customers for your business.

The space at 728 K Street, formerly

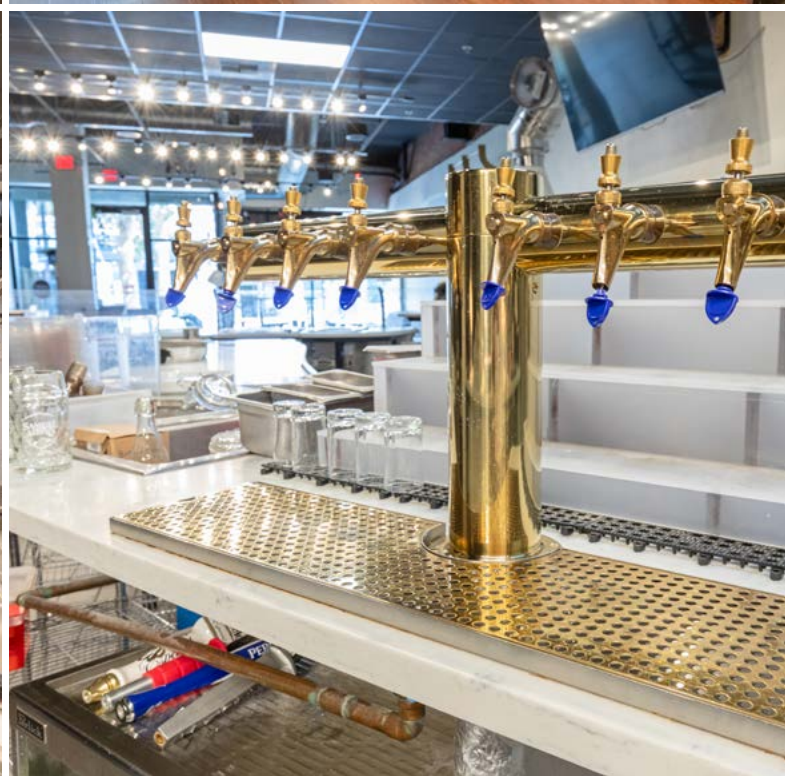
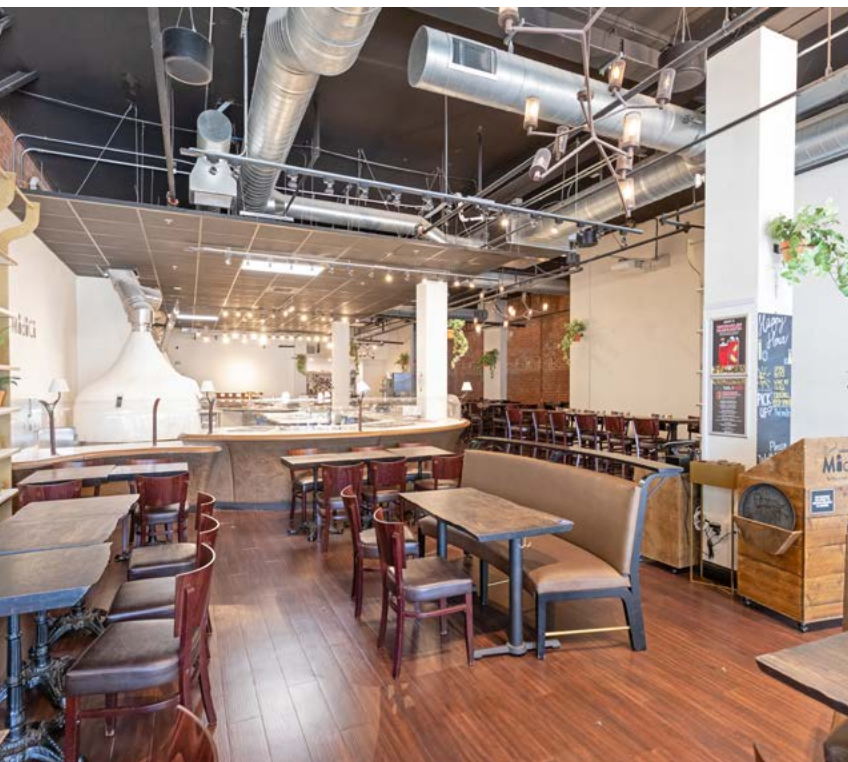
Midici Pizza, totals 4,389 SF, with 3,080 SF on the ground floor and additional space in the basement. This 2nd generation restaurant spot comes equipped with a wood-fired brick oven, delivering an authentic taste that can't be replicated just anywhere. The suite's inline position ensures great visibility and easy access. It also boasts a patio, perfect for outdoor dining or retail activities. The Hardin's appeal is further boosted by its proximity to the K Street entrance of the Golden 1 Center and the Downtown Commons, placing it right in the middle of a

bustling urban hub. The public square at the intersection and the vibrant foot traffic along K Street make The Hardin a go-to urban destination

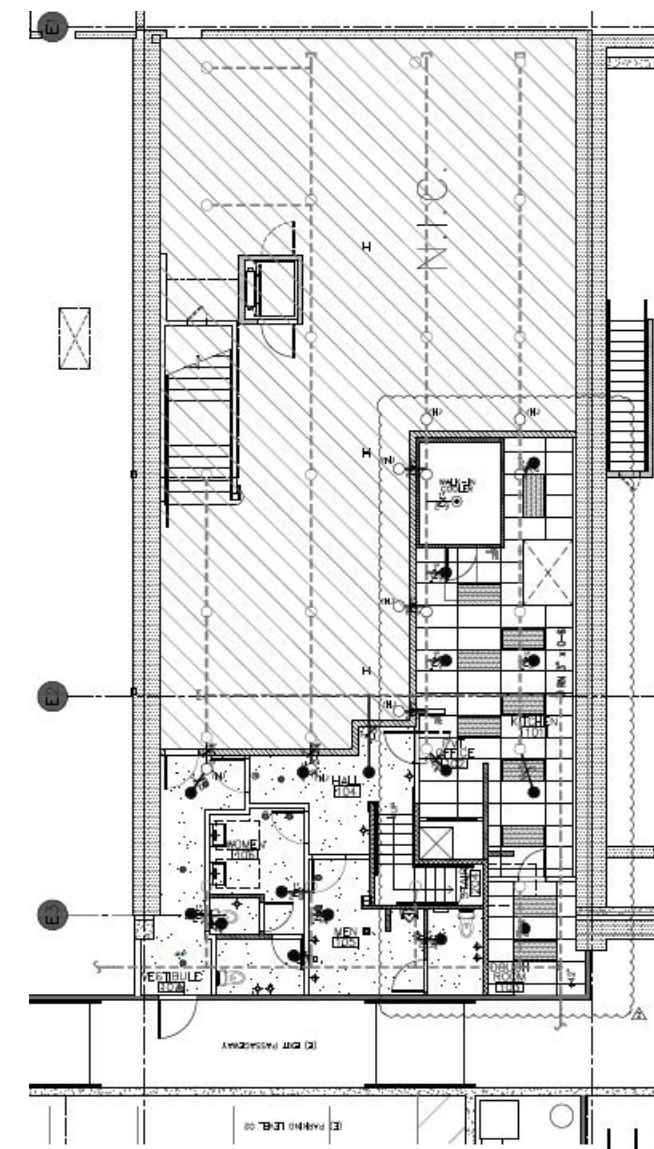
Being near the Golden 1 Center guarantees a steady stream of visitors due to its 120+ ticketed events per year, making 728 K Street at The Hardin an ideal location for a restaurant or retailer. The mix of historic appeal and modern amenities creates a unique and inviting atmosphere, establishing The Hardin as a standout spot in the heart of Sacramento.



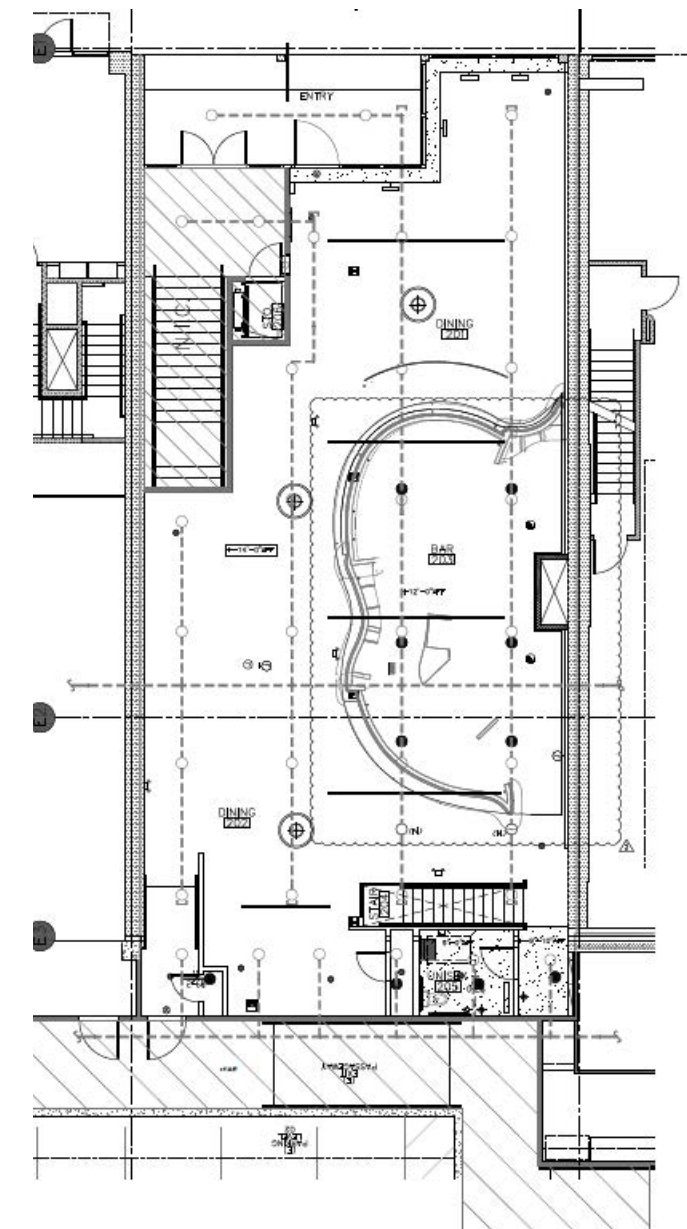




## LOWER LEVEL



## FIRST FLOOR





# THE RETAILERS

**17** RETAIL BAYS | **65,000** S.F. OF RETAIL | **1** AWESOME DESTINATION





# THE LOCATION

PLACER AI  
JULY 2023 - JULY 2024  
THE HARDIN



## BENEFITS FROM PROXIMITY TO THE KAY & ENTERTAINMENT DISTRICT IN DOWNTOWN

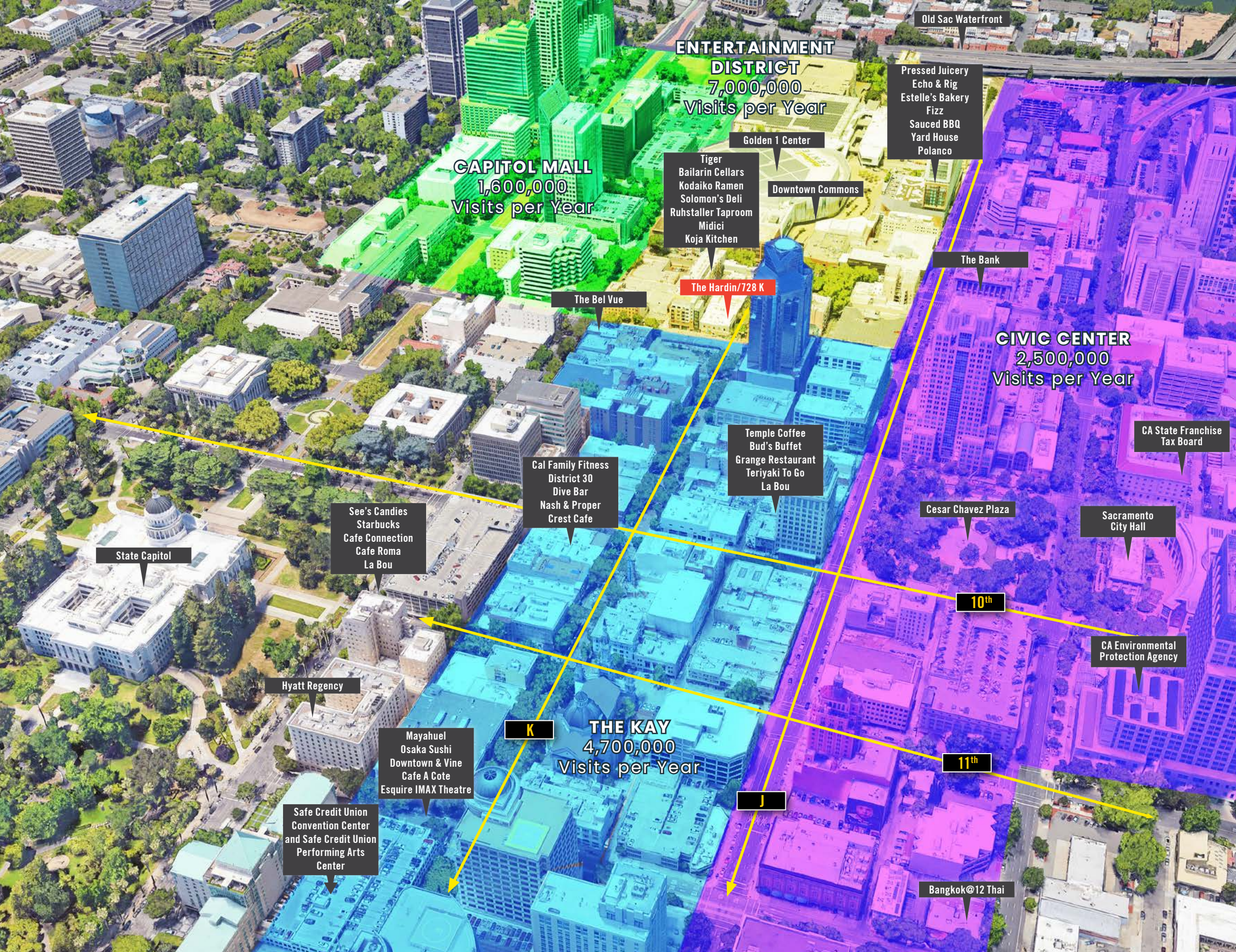
Downtown Sacramento is the epitome of urban vibrancy, seamlessly blending modernity with historic charm. Anchored by the iconic Golden 1 Center, home to the Sacramento Kings and a premier venue for concerts and events, this bustling submarket pulses with life day and night. Surrounding the arena, a dynamic mix of entertainment options caters to every

taste, from the trendiest bars and gourmet restaurants to chic coffee shops and vibrant nightclubs. Businesses thrive in this lively environment, benefiting from the constant foot traffic and the area's reputation as a premier destination for both locals and tourists. Additionally, the district is peppered with boutique shops, art galleries, and cultural attractions, of-

fering endless opportunities for exploration and engagement. Investing in commercial property in Downtown means positioning oneself in the heart of Sacramento's entertainment and business hub, where the energy is palpable, and the potential for growth is boundless. This locale is not just a spot on the map; it's the beating heart of Sacramento's urban renaissance.







# NEARBY FOOT TRAFFIC



**2.7M**  
YEARLY VISITS

**GOLDEN 1 CENTER**  
HOME TO THE SACRAMENTO KINGS



**578 K**  
YEARLY VISITS

**SAFE CREDIT UNION CONVENTION CENTER**  
NEWLY RENOVATED



**228 K**  
YEARLY VISITS

**SAFE CREDIT UNION PERFORMING ARTS CENTER**



**1.6M**  
YEARLY VISITS

**CAPITOL MALL**  
STATE CAPITOL TO THE TOWER BRIDGE



**178K**  
YEARLY VISITS

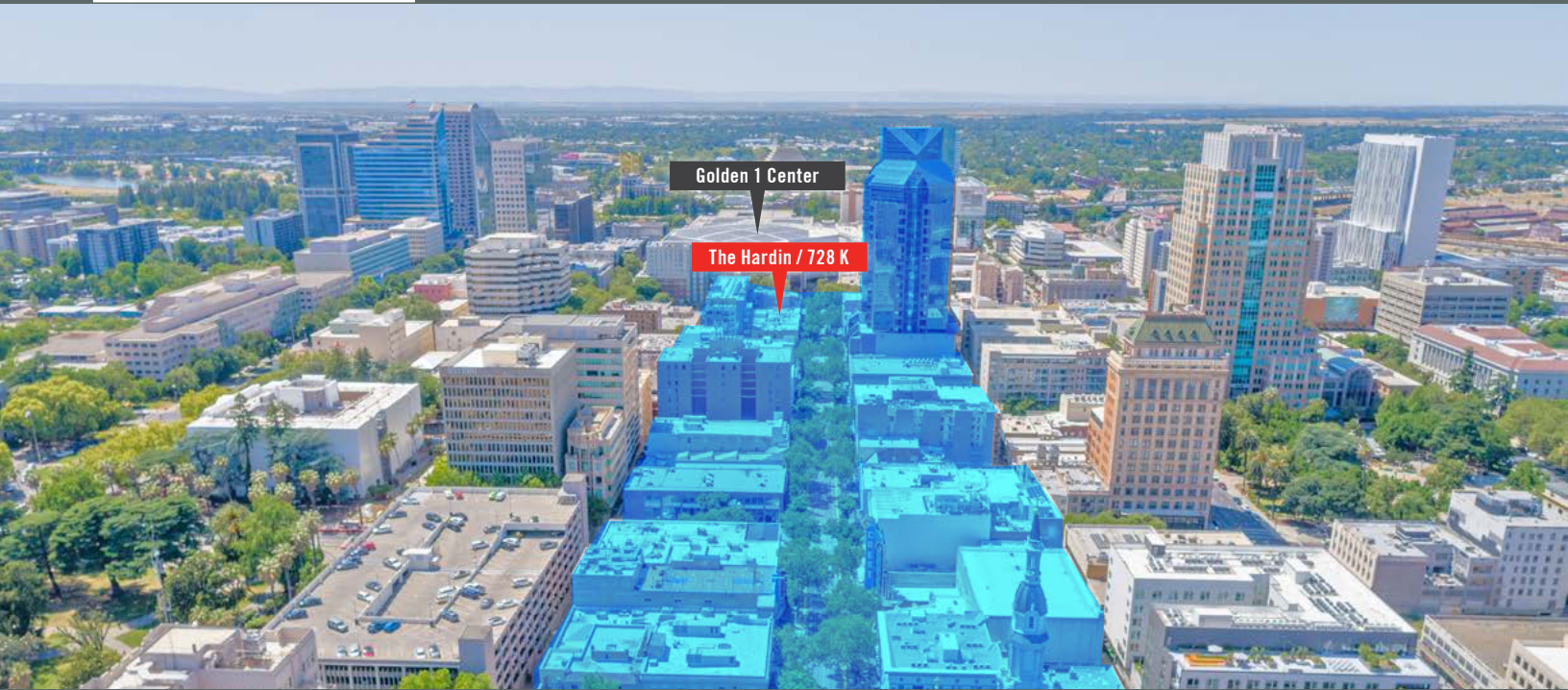
**CESAR CHAVEZ PLAZA**  
HOME TO CONCERTS IN THE PARK



**3.4M**  
YEARLY VISITS

**OLD SACRAMENTO WATERFRONT**  
SUBMARKET





# THE KAY DISTRICT

PLACER AI MAY 2023 - MAY 2024

 <b>13</b> BLOCKS	 <b>4.7M</b> YEARLY VISITS	 <b>27</b> BARS & RESTAURANTS	 <b>\$100,994</b> HOUSEHOLD INCOME
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**TOP VISITORS: SINGLES & STARTERS, YOUNG CITY SOLOS & GOLDEN YEAR GUARDIANS\***

Welcome to the Kay District, the crossroads of J and L Streets, stretching from 7th to 13th. It's the perfect blend of day-to-night energy. Start your mornings with quality coffee among the city's bustling workers, and explore diverse lunch options by noon.

As evening sets, the district transforms, offering a variety of hotels, restaurants, and entertainment spots for an enjoyable night out. The Kay District is where convenience meets culture, making every visit an engaging city adventure.

**Notable Events Held in District:**  
Downtown Sacramento Ice Rink, 916 Day, Nightingale Block Party

\*Experian-Mosaic Psychographic Profiles 2024









**2 THE LOCATION**  
728 K STREET @ THE HARDIN



# THE ENTERTAINMENT DISTRICT

PLACER AI MAY 2023 - MAY 2024

 <b>8</b> BLOCKS	 <b>7M</b> YEARLY VISITS	 <b>43</b> STORES & RESTAURANTS	 <b>\$107,257</b> HOUSEHOLD INCOME
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**TOP VISITORS: SINGLES & STARTERS, YOUNG CITY SOLOS & FLOURISHING FAMILIES\***

Explore the Entertainment District, stretching from J St. to L St., between 3rd and 7th Streets. It's anchored by the Downtown Commons (DOCOCO), reborn in 2016 as a vibrant gathering place. At its heart, the Golden 1 Center (G1C) stands as

an award-winning arena, hosting over 130 events annually, including concerts and home games for the Sacramento Kings. This district is a lively blend of entertainment, culture, and sports, making every visit a unique experience.

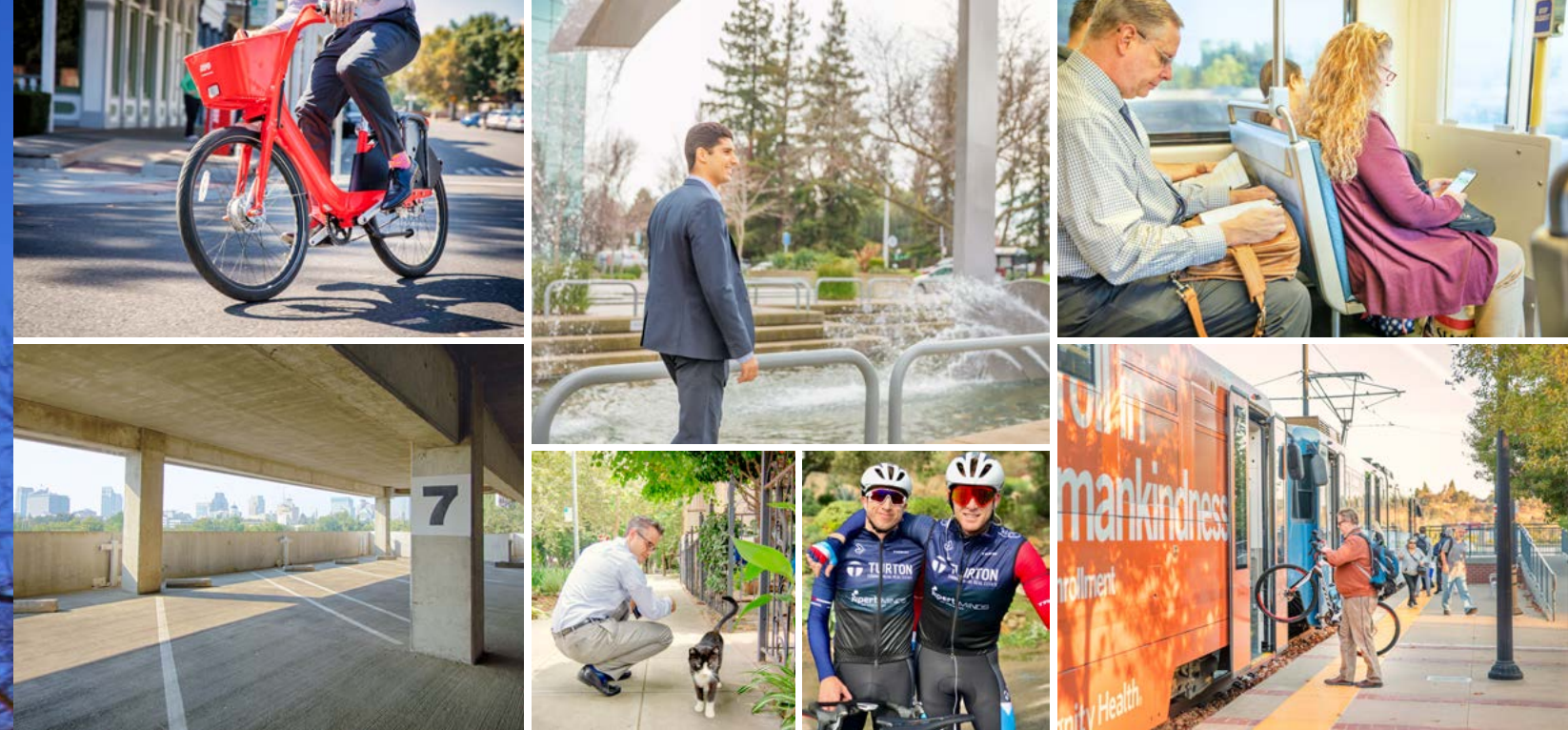
**Notable Events Held in District:**  
Sacramento Kings NBA Games, Concerts at Golden 1 Center

\*Experian-Mosaic Psychographic Profiles 2024



# WALK RIDE BIKE DRIVE

The Hardin is easily accessed by all modes of transportation including walking, biking, driving, or riding Light Rail.

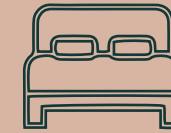




# THE HOTEL SCENE



**34**  
HOTELS



**4,396**  
HOTEL ROOMS



**67.9%**  
12 MO OCCUPANCY



**179**  
12 MO DELIVERED

## HYATT REGENCY

Upscale hotel with 505 rooms across from the State Capitol. Dining options include a steakhouse, a Starbucks and a cocktail bar. There's also a heated outdoor pool, a whirlpool tub and a spa, plus a gym, a business center and 28,000 SF of event space.

## SHERATON GRAND HOTEL

Located at 1230 J Street, offers 503 modern rooms and suites with top-of-the-line amenities. Adjacent to the Convention Center and near the State Capitol, it features 23,000 SF of conference and event space with natural lighting, audio-visual services, and a Sheraton Club Lounge. Ideal for both executive and leisure travelers.

## RESIDENCE INN BY MARRIOTT

The renovated, modern, tech-savvy extended stay hotel in Downtown, features 235 rooms and an energized lobby. Located in vibrant Midtown, it's across from the Safe Credit Union Convention Center and State Capitol Park, and within walking distance to the Community Center Theater, dining, and shopping options.

## THE CITIZEN HOTEL

The Citizen Hotel is a luxury, boutique hotel in the heart of the city, blending the best of two eras, combining the formality and magnificence of Sacramento's history with today's modern expectations. The Citizen Hotel welcomes weddings.

## EMBASSY SUITES

Located on the Sacramento River across from historic Old Sacramento, the Embassy Suites is

the only "all suite" full service hotel on the river. A complimentary full cooked-to-order breakfast and nightly Manager's Reception are included benefits with every spacious suite. The hotel also features meeting facilities, restaurant, pool, spa, fitness and business center.

## HYATT CENTRIC NEW

The newly completed 165 room Hyatt Centric is nestled beside Golden 1 Center and DOCO. Standing in the site of the historic Clayton Hotel, later named Marshall Hotel, guests are whisked away into the glamour of yesteryear while enjoying modern creature comforts.

## KIMPTON SAWYER HOTEL NEW

Located in Downtown Commons (DOCO), Kimpton Sawyer Hotel offers 250 guestrooms inspired by Northern California's natural beauty. Overlooking the Golden1 Center, it is surrounded by shopping, art galleries, restaurants, and farmer's markets.

## EXCHANGE SACRAMENTO NEW

After more than a century as an office building — and Sacramento's first skyscraper — the California Fruit Building's transformation into a boutique hotel is complete. Just blocks from 1000 K Street and Golden 1 Center, this newly renovated 62,000 square foot historic 10-story hotel is in the heart of Downtown Sacramento.

## AC HOTEL BY MARRIOTT NEW

New hotel home to 179-rooms and ground-floor retail. The hotel is situated just West of an office building being redeveloped by the same developer and is within walking distance of Golden 1 Center.

## CONVENTION CENTER HOTEL PROPOSED

A new 28-story hotel is planning to occupy the corner of 15th and K Street, adjacent from the SAFE Credit Union Convention Center. It will rival nearby Sheraton Grand as the tallest hotel in the city.

## 10K PROPOSED

Mohanna Development Co. plans a 15-story building with 186 small residential units and a 205-room hotel. The project includes 7,400 sq. ft. of ground-floor retail space, aiming to attract younger capitol staffers and students with communal areas and group apartments for a dorm-like experience.

## CANOPY BY HILTON PROPOSED

The proposed development is a 14-story Canopy by Hilton hotel, covering 243,431 square feet, and will feature 275 hotel rooms along with 50 apartments situated above the hotel accommodations. This project marks the introduction of the first Canopy by Hilton, a boutique luxury brand, to the Sacramento area. The hotel's amenities will include a ground floor restaurant and bar, a rooftop lounge, and the upper floors will be dedicated to residential apartments.

## 141 PROPOSED

Unconventional Airbnb-style hotel where guests arrange accommodation via direct contact with room owners or the Airbnb service. The project will include 19 rooms.





# THIS IS SACRAMENTO

GSEC 2024  
GIS Planning 2024

 **1,343,590**  
LABOR FORCE

 **91,637**  
TOTAL ESTABLISHMENTS

 **\$92,424**  
MEDIAN HOUSEHOLD EXPENDITURE

## GREATER SACRAMENTO'S 2.6 MILLION RESIDENTS ARE DIVERSE & HIGHLY EDUCATED

Sacramento, California's vibrant capital, is rapidly becoming a top destination for new residents and businesses. According to data from the U.S. Census Bureau, the city's population grew by approximately 1.5% annually over the past decade, driven by its unique blend of urban appeal and natural beauty.

Central to Sacramento's urban renaissance is the Golden 1 Center, a cutting-edge arena revitalizing downtown and serving as a hub for entertainment. Since its opening in 2016, the area has seen a 38% increase in

new businesses, according to a report by the Sacramento Business Journal, symbolizing the city's dynamic growth and commitment to community engagement. New urban developments, particularly in multifamily housing and hotel sectors, are reshaping Sacramento's skyline. With a 25% increase in multifamily housing projects over the last five years, as reported by the Sacramento Bee, and a surge in hotel construction, Sacramento is meeting the demands of its growing population and tourism industry.

Known as the "City of Trees" and the "Farm-to-Fork Capital," Sacramento offers an exceptional quality of life with over 200 parks and a thriving culinary scene. As the capital of California, the world's fifth-largest economy, Sacramento provides residents with numerous opportunities and resources. Sacramento's growth reflects its cultural richness, economic opportunities, and natural beauty, making it one of California's most desirable places to live and work.



Downtown



Old Sacramento Waterfront



Capitol Mall



Downtown



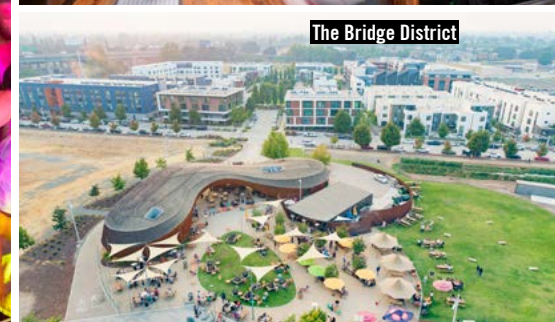
The Railyards



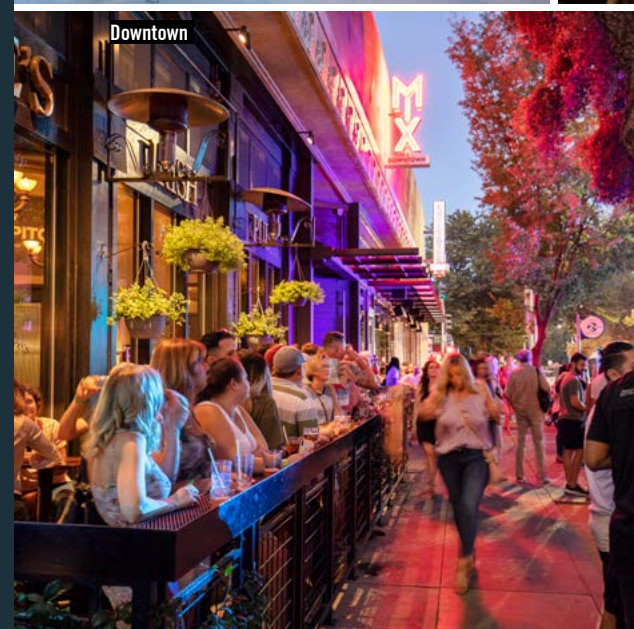
Downtown Commons



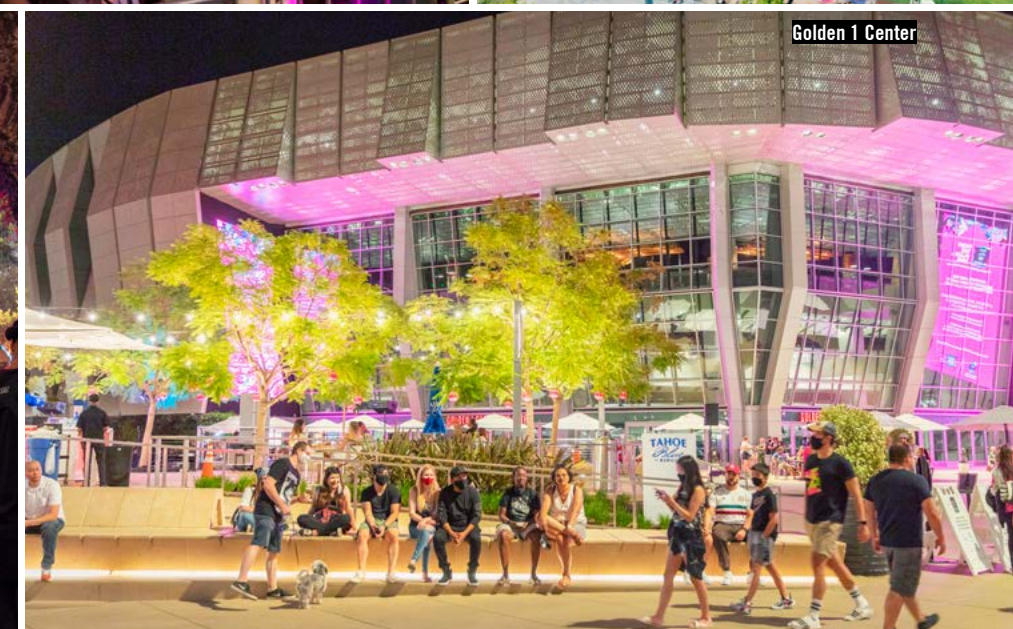
Old Sacramento Waterfront



The Bridge District



Downtown



Golden 1 Center



# SACRAMENTO DATA BITES

Urban Sacramento is the perfect blend of carefully curated local and national retail embedded in a landscape of unique older buildings, mature trees, and a burgeoning mural scene. Business owners, residents, and investors near and far have flocked to the center of Sacramento's art, music, and cultural scene to cash in on this fruitful submarket. In July 2020, Sacramento was the most popular migration destination in the U.S, with more than half of home searches coming from buyers outside of the area (Redfin). In 2023 Forbes named Sacramento the best place to live in California. Attracted by the affordability of real estate, lower cost of living and booming Downtown, many have found that Sacramento is an ideal location to achieve a turnkey live-work-play lifestyle.

## 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

**2,623,204**

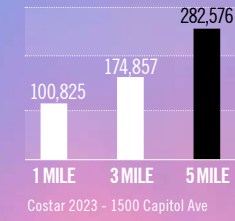
GSEC 2023  
Applied Geographic Solutions & GIS Planning 2022

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

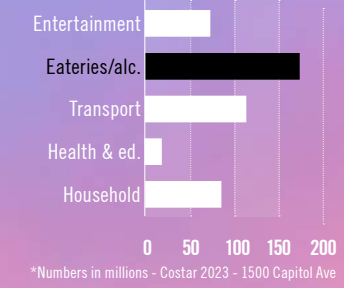
**68%**

GSEC 2023  
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## 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:	18.68% less
Housing will cost:	52.93% less
Utilities will cost:	17.94% less
Transportation will cost:	9.30% less
Healthcare will cost:	12.58% less

GSEC 2023  
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## SACRAMENTO LARGEST JOB COUNTS BY OCCUPATION:

Office & Administrative Support	14.20%	115,931
Sales	10.91%	89,063
Executive, Managers & Admin	10.58%	86,391
Food Preparation, Serving	6.12%	49,978
Business and Financial Operations	5.94%	48,500

GSEC 2023  
Applied Geographic Solutions & GIS Planning 2022

## SACRAMENTO OWNERS VS. RENTERS



GSEC 2023  
Applied Geographic Solutions & GIS Planning 2022

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

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

**TRANSIT  
SCORE:**  
**96**  
Good  
Transit

walkscore.com  
1500 Capitol





The Hardin / 728 K



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