

# HOTEL BERRY

DOWNTOWN | RETAIL OR OFFICE FOR LEASE | 729 L ST

**REDUCED RENT!**





HOTEL BERRY



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# THE OPPORTUNITY

1,000

SF RETAIL OR OFFICE

34,881

SF MIXED-USE BUILDING

105

RESIDENTIAL UNITS

4,500

PEDESTRIANS PER DAY

*THE EPICENTER OF SAC'S ENTERTAINMENT & GOVERNMENTAL AFFAIRS DISTRICTS!*

Located in Downtown Sacramento just two blocks from Golden1 Center, DOCO, K Street Entertainment District, and the State Capitol, The Studios at Hotel Berry is a historic, mixed-use building of 105 affordable studios. Available immediately, Hotel Berry is offering 1,000 SF of commercial space for lease on the ground floor corner of 8th Street and L Street.

Hotel Berry underwent a total renovation and mod-

ernization of this vintage landmark structure and has served as a catalyst to help revitalize Downtown. Restored its former historic character, the project included a seismic retrofit, retention of all historic marquees, signage and roof details on a historically significant building.

The commercial space can be utilized for many uses, highlighted by retail shop or storefront office. Your business can take full advantage of Hotel

Berry's location at the intersection of the Entertainment and Government Affairs Districts! Hotel Berry is a vibrant destination of activity. Walkable to Sacramento's finest restaurants and amenities, a retailer at Hotel Berry will benefit greatly from thousands of hundreds of residents, daytime office employees, the State Capitol, nighttime entertainment, and transient traffic from major hotels within a few blocks.





## PROPERTY DETAILS

|                    |                             |
|--------------------|-----------------------------|
| Address:           | 729 L Street, Sacramento CA |
| Building Size:     | 34,881 SF                   |
| Available Space:   | ± 1,000 SF                  |
| Uses:              | Retail or Office            |
| Residential Units: | 105                         |
| Parking:           | Available                   |
| Signage:           | Available                   |
| Lease Rate:        | \$1.74/SF per month         |
| Lease Type:        | Modified Gross (MG)         |





# BUILDING LOCATION

## ONE BLOCK FROM GOLDEN 1 CENTER

729 L Street is situated at the intersection of Sacramento's thriving entertainment district, governmental affairs district and Capitol Mall, located just one block from Downtown Commons and Golden 1 Center, with the best amenities immediately accessible in the entire urban core.

In addition, the property is located near the K Street Redevelopment Zone which was implemented to create a mixed-use live/work entertainment zone along K Street. Patterned (somewhat loosely) in similar fashion to the Pearl District in Portland, the City of Sacramento saw the vacant, blighted buildings

along K Street as an opportunity to create a dynamic entertainment grid that would encourage residents to live in the area, retailers and restaurateurs to invest into their businesses, and form a vibrant, energized urban core that allowed for an 18 hour daily economic cycle.





# HOTEL BERRY

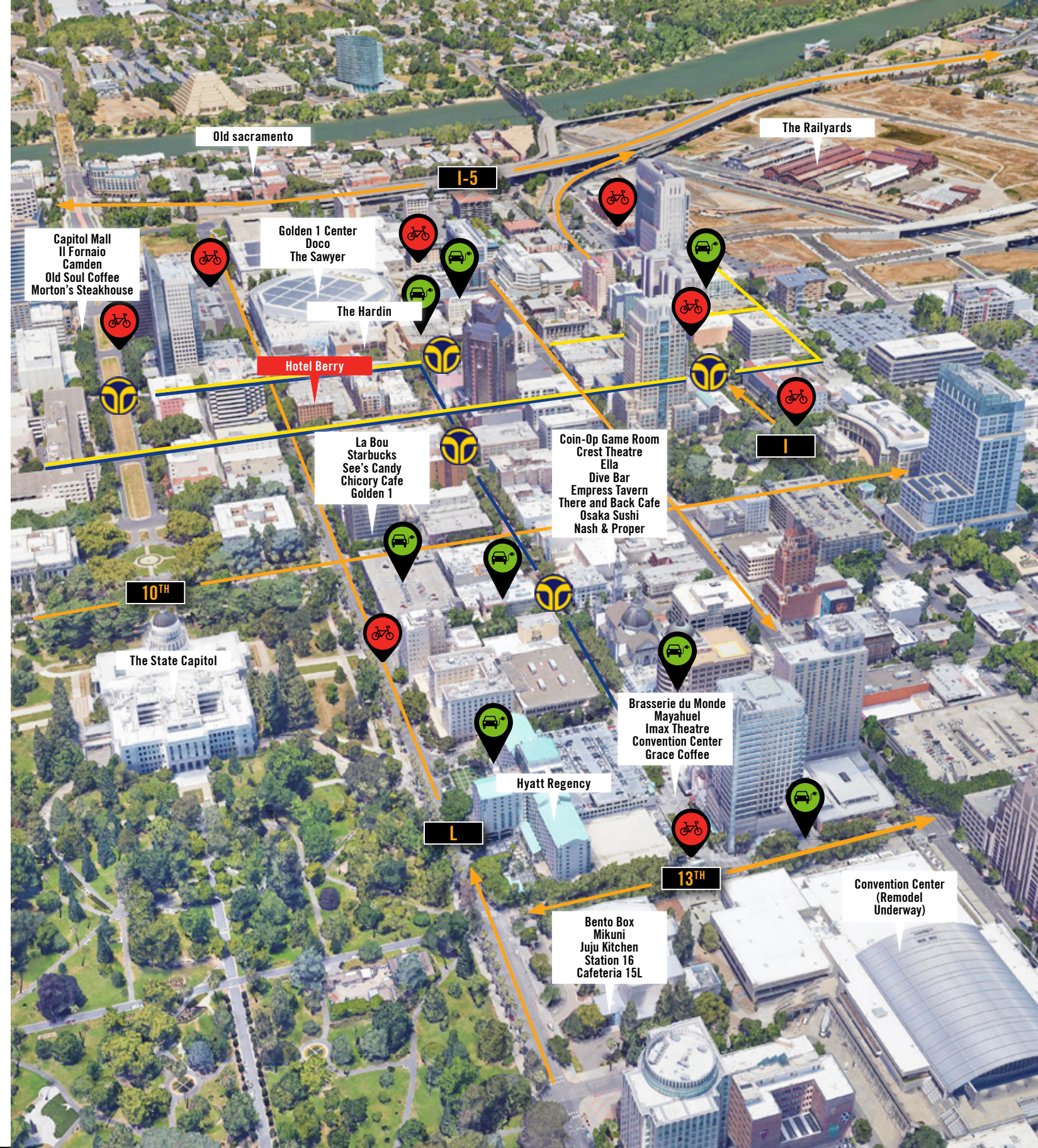


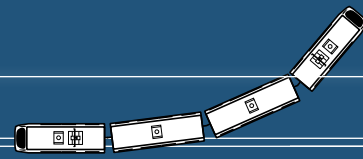
## NEARBY AMENITIES

The Property benefits from a central location on the J, K, L corridor and provides tenants and employees easy access to every corner of the city.

**POPULAR RESTAURANTS NEAR HOTEL BERRY** (not all are mentioned here):

|                            |                             |                          |                       |                        |
|----------------------------|-----------------------------|--------------------------|-----------------------|------------------------|
| 58 Degrees & Holding Co.   | Der Biergarten              | Karma Brew               | Paragary's            | Solomon's Delicatessen |
| Ace of Spades              | Eatuscany Cafe              | Kin Thai                 | Pivot Coffee          | Squeeze Inn            |
| Aioli Bodega Espanola      | Echo & Rig                  | Kodaiko Ramen & Bar      | Plant Power Fast Food | Sun & Soil Juice       |
| Amaro Italian Bistro & Bar | Ella                        | Koja Kitchen             | Polanco               | Tank House BBQ         |
| Azul Mexican               | Estelle Bakery & Patisserie | Kru Japanese             | Prelude Kitchen & Bar | Tapa the World         |
| Badlands                   | Faces                       | Bombay Bar & Grill       | Pronto Pizza          | Tea Cup Cafe           |
| Bar West                   | Federalist Public House     | Kupros Craft House       | Q Street Bar & Grill  | Temple Coffee          |
| Beach Hut Deli             | Fieldwork Brewing Co.       | Lowbrau                  | R15                   | Thai Basil             |
| Beast + Bounty             | FishFace Poke Bar           | Mango's/Burgertown       | Rare Tea              | Thai Canteen           |
| Bento Box                  | Fit Eats                    | Maydoon                  | Red Rabbit            | The Bank               |
| Bottle & Barlow            | Fizz                        | Metro Kitchen & Drinkery | Rick's Dessert Diner  | The Golden Bear        |
| Burger Patch               | Flatstick Pub               | MidiCi Neapolitan Pizza  | Roots Coffee          | The Mill Coffee House  |
| Burgers and Brew           | Fox & Goose Public House    | Mikuni Sushi             | Ruhstaller BSMT       | The Porch              |
| Cafe Bernardo              | Ginger Elizabeth Chocolates | Morton's                 | Saigon Alley          | The Rind               |
| Camden Spit & Larder       | Grange                      | Mulvaney's B&L           | Sakamoto              | The Waterboy           |
| Cantina Alley              | House                       | N Street Cafe            | Sauced                | Tres Hermanas          |
| Centro Cocina Mexicana     | I Love Teriyaki             | Nekter                   | See's Candies         | Uncle Vito's Pizza     |
| Chipotle                   | Il Fornaio                  | Nido                     | Scorpio Coffee        | University of Beer     |
| Cornerstone                | Insomnia Cookies            | Old Soul Coffee          | Shady Lady            | Yogurt a GoGo          |
| Crepeville                 | Iron Horse Tavern           | Pachamama Coffee Coop    | Shoki Ramen House     | Zelda's Pizza          |
| Darling Aviary             | Jack's Urban Eats           | Paesano's                | Sibling by Pushkin's  | Zocalo                 |





# HOTEL BERRY

# WALK BIKE DRIVE RIDE

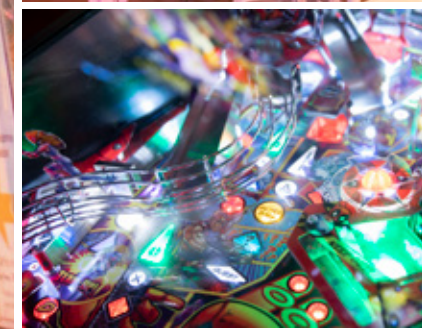
Hotel Berry is easily accessed by all modes of transportation.







**THIS LOCATION IS A SACRAMENTO  
HOTSPOT. PERFECT FOR LUNCHES,  
HAPPY HOURS & AFTERWORK FUN.**



# DOWNTOWN SAC DEVELOPMENT PROJECTS

## Sacramento Commons (5<sup>th</sup> & Q)



Project Type: Multi-family/Mixed-Use  
 Size: 436 units over 6,010 sf of retail  
 Status: Nearing Completion

## Lot X (3rd and Capitol Mall)



Project Type: Multi-family and office  
 Size: 587,000 sf  
 Status: Entitlements

## The Frederic (601 Capitol Mall)



Project Type: Multi-family/Mixed-Use  
 Size: 436 units over 6,010 sf of retail  
 Status: Complete

## AC Hotel (7th and I Streets)



Project Type: Multi-Family/Mixed-Use  
 Size: 179 rooms  
 Status: Under Construction

## Envoy (11th and J Streets)



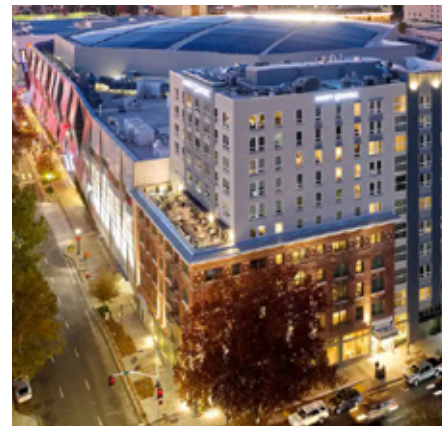
Project Type: Multi-family/Mixed-Use  
 Size: 153 units over 10,250 sf of retail  
 Status: Under Construction

## Maker (15th and S Streets)



Project Type: Multi-family/Mixed-Use  
 Size: 137 units over 9,175 sf of retail  
 Status: Under Construction

## Hyatt Centric (1122 7th Street)



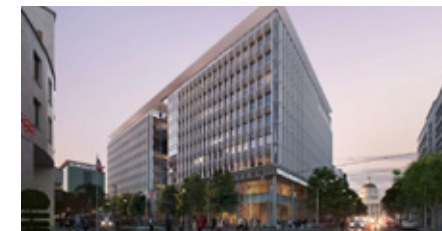
Project Type: Hotel  
 Size: 165 rooms  
 Status: Complete

## The Mansion



Project Type: Multi-family/Mixed-Use  
 Size: 186 units over 3,023 sf of retail  
 Status: Complete

## Capitol Annex Swing Space

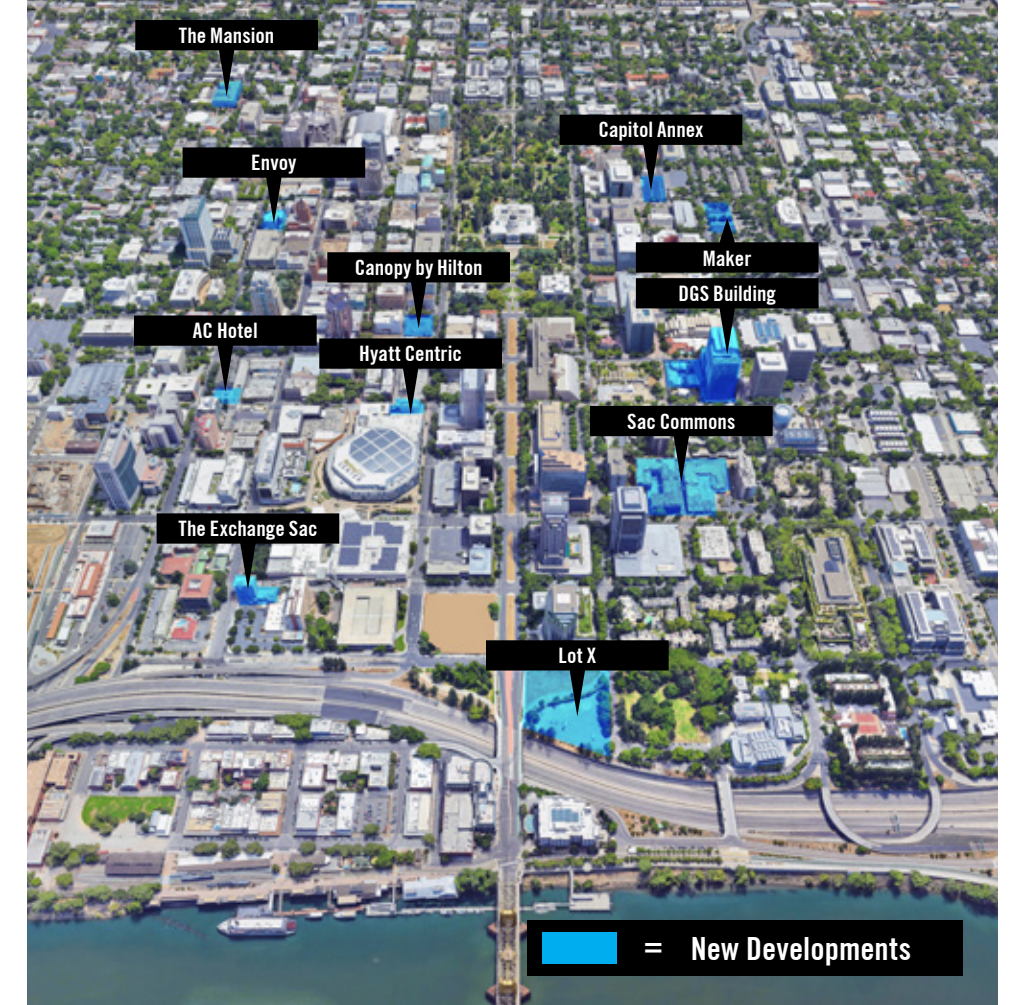


Project Type: Office  
 Size: 472,000 sf  
 Completion Date: 2021

## Canopy by Hilton (831 L Street)



Project Type: Hotel and Multi-family  
 Size: 275 rooms and 50 units  
 Status: Entitlements



## Natural Resources Building



Project Type: Office  
 Size: 838,000 sf  
 Status: Complete

## The Exchange Sacramento



Project Type: Hotel  
 Size: 62,000 sf  
 Status: Complete

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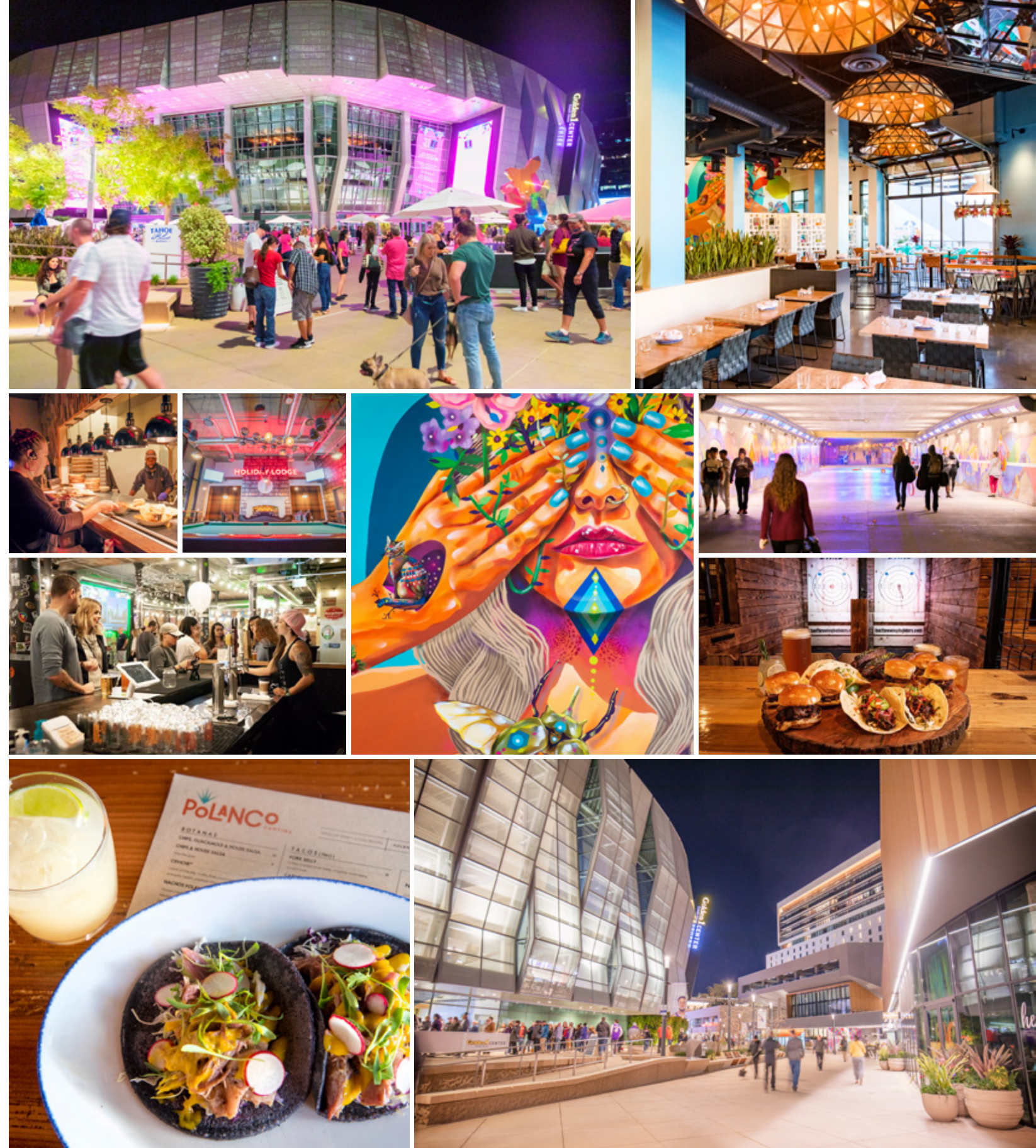
## DOCO & GOLDEN 1 CENTER

Golden 1 Center is booming with people on game and event nights and Doco is a year-around destination for shopping, dining, hospitality and entertainment

Golden 1 Center has dramatically changed the landscape of downtown Sacramento, creating a vibrant community center unlike any other. Centered around the Golden 1 Center, Downtown Commons (DOCO), the surrounding apron of development, includes The Sawyer, a 16-story Kimpton Hotel, with 250 luxury hotel rooms and

45 high-end residences, and 630,000 sq. ft. of retail shopping, dining and entertainment space. It has won a myriad of awards for its sustainability practices, cutting edge technology, flexible design and innovative farm-to-fork food program. DOCO also features a robust collection of public art, sculptures and murals by prominent artists

including Jeff Koons Coloring Book #4, located at the main entrance Golden 1 Center. Since the opening of Golden 1 Center in 2016, nearby property sales, investment activity and new development has accelerated, and Downtown's residential population has notably increased.





# SACRAMENTO

1,317,600  
LABOR FORCE

91,637  
TOTAL ESTABLISHMENTS

\$83,493  
MEDIAN HOUSEHOLD EXPENDITURE

GSEC 2023  
GIS Planning 2022

## CALIFORNIA'S FASTEST-GROWING METROPOLITAN AREA

While the Golden 1 Center has expedited urban development, the renaissance of Sacramento's urban core has been underway for several years now. Residential migration to Sacramento has also been increasing with over 150,000 people relocating from the Bay Area or Silicon Valley between 2014 and 2018 according to census data, and upwards of 70,000 people migrating to Sacramento since 2019. Attracted by the affordability of real estate, lower cost of living, easy access to outdoors and great proximity to destinations such as

Lake Tahoe, Napa Valley, and the San Francisco Bay Area, many have found that Sacramento is an ideal location to live and improve their quality of life. Downtown and Midtown, the two submarkets that make up the Central Business District and urban grid are the most desirable, amenity-rich locations for business in the Sacramento region and easily boast the lowest vacancy rates. As of Q3 2020, the Class A Office vacancy rate in Downtown was 6% while Midtown was 1.4%, and when combined with Class

B Office vacancy, 11.7% and 7.5% respectively. These figures are impressive when factoring in many Class B buildings on the market are functionally obsolete. The urban core is the perfect fusion of multi-generational locally owned business, organic youth infused retail and services, carefully selected national and regional retailers, Michelin guide rated restaurants, an eclectic mix of high-end demographic occupations all embedded in a landscape known as the City of Trees and Farm-to-Fork capital of the world.



# 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
- #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
- #10 Best Cities for Coffee Snobs

## POPULATION GREATER SACRAMENTO REGION

**2,623,204**

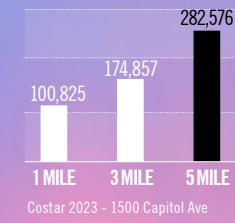
GSEC 2023  
Applied Geographic Solutions & GIS Planning 2022

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

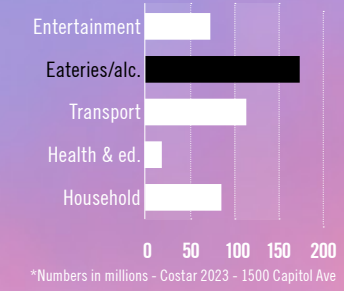
**68%**

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  
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## SACRAMENTO OWNERS VS. RENTERS



GSEC 2023  
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WALK SCORE:  
**98**  
Walker's Paradise

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

TRANSIT SCORE:  
**96**  
Good Transit

walkscore.com  
1500 Capitol

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