

# Thriving Downtown

Ideally situated along the Sacramento River and mere steps from California's State Capitol, major commuting corridors and transit connections, downtown Sacramento is Northern California's hub for culture, entertainment, employment and innovation. The epicenter of Sacramento's growing list of accolades, there's no better place to turn dreams into reality than downtown Sacramento.

## Downtown Demographics

Sacramento is renowned for having a great quality of life, low cost of living, and diversity.

	1-mile	3-mile	10-mile
Current population	24,166	153,749	905,252
2024 Population Projection	25,945	163,635	953,162
Average Age	40	38	37
Average Household Income	62,696	81,308	74,066
Average Household Size	2	2	3
Bachelor's Degree or Higher	6,953	39,832	160,219
Households	13,937	69,192	337,052

Source: CoStar

## Downtown Rising

Bringing together the dynamism of the business world with the excitement of a growing urban neighborhood, downtown Sacramento is quickly becoming the city's most desirable place to live.



The demand for downtown living is on the rise—**1 in 3 people** say they would be interested in living downtown.



Interest is growing since the Golden 1 Center opened its doors—**1 in 2 millennials** say they would be interested in living downtown.

Source: Office Market Study, MeringCarson, 2014

## Downtown Housing Initiative

The Downtown Housing Initiative aims to increase downtown housing by 10,000 units by 2025.



## Working Downtown

Downtown Sacramento is home to an urban campus where energy and work collide.



Source: CoStar

## Downtown Office Market

Home to more than one-third of the region's Class A office space, downtown is the region's premier urban corporate campus.

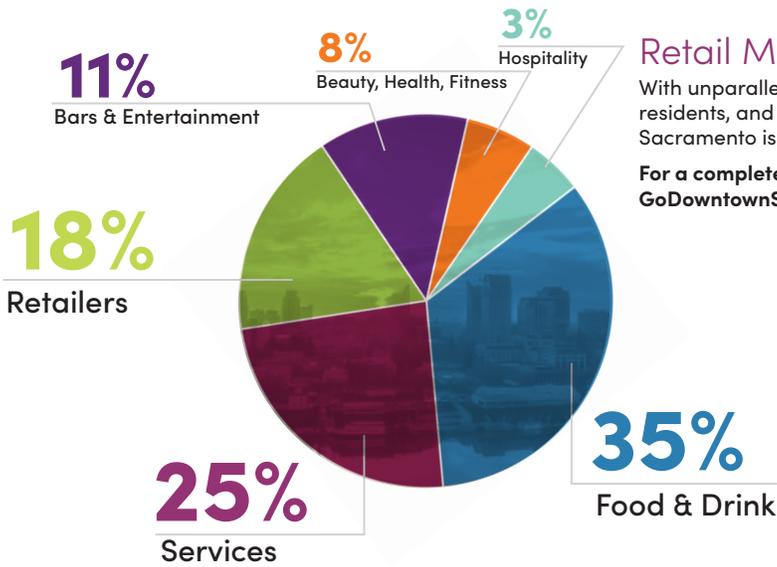
	Total Office Space	Class A	Class B	Class C
Office Inventory (sq. ft.)	20,929,663	9,226,570	5,883,796	5,819,297
Vacancy Rate	6.6%	3.0%	13.1%	5.7%
Rental Rate per (sq. ft.)	\$2.78	\$3.40	\$2.76	\$2.03

Source: CoStar

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DowntownSac.org/DoBusiness  
916-442-8575  
DSP@downtownsac.org

Updated April 2020



### Retail Market

With unparalleled access to employees, residents, and visitors, downtown Sacramento is the ideal location for retail.

For a complete listing, visit [GoDowntownSac.com/explore](http://GoDowntownSac.com/explore)

We're here for you.

- Our team has the know-how to get things done. We monitor the pulse of downtown to help you understand the market.
- We're on-call to help you make it easier to open your doors downtown.
- Our marketing and promotional partnerships help your business thrive.

### Top 5 #SacColades



#13 U.S. City with the Top Tech Salaries  
*Business.org*



#11 Best Area in the Country for Start Ups  
*CommercialCafe*



#3 Best U.S. City for Working Women  
*MagnifyMoney*



#10 Lowest Downtown Office Vacancy Rate in the U.S.  
*CBRE*



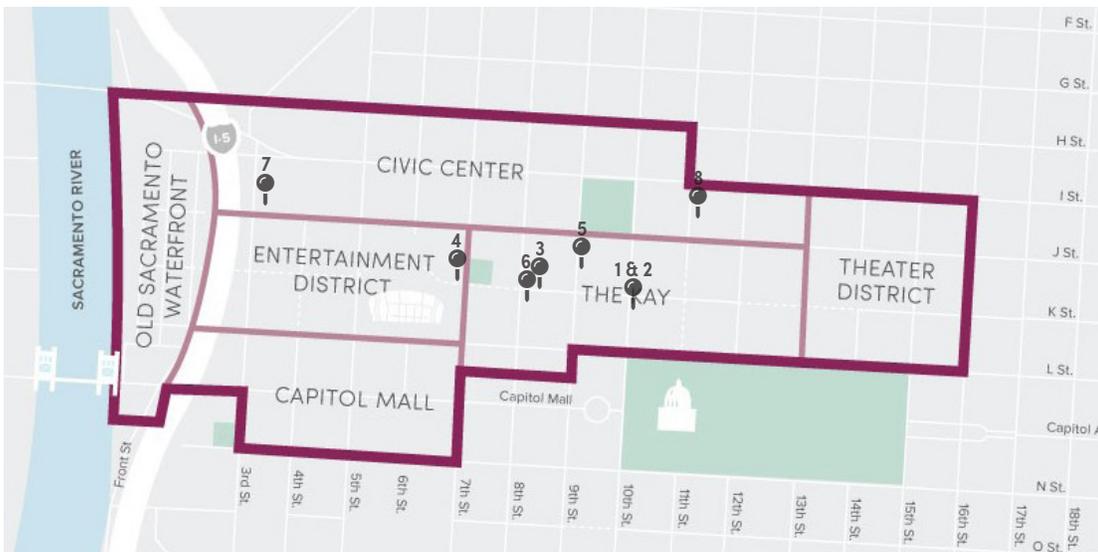
#8 Greenest City in America  
*Wallethub*

### New Businesses Created

Every year, new businesses are laying down roots in downtown Sacramento.



### New Businesses in Q1



1) El Santo Cantina & Ultra Lounge, 2) Opono Brazilian Steakhouse, 3) Skip's Fish & Chicken, 4) Plucked Chicken, 5) Odd Cookie Bakery & Cafe', 6) Taco Bell Cantina, 7) Chasing Caroline Restaurant & Coffee, 8) Locked Barrel

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# Building Downtown

## Recent Property Sales

Building	Sold	Amount	Sq. Ft.	Owner
2417 J Street	Q1 2022	\$8,375,000	11,031	Westview Partners LLC
Lot X (Capitol Mall & 3rd Street)	Q4 2021	\$16,075,000	108,900	Southern Land Co.
1008 2nd Street	Q4 2021	\$1,100,000	15,128	Red Sky Properties LLC
700 L Street	Q4 2021	\$4,350,000	27,632	Schwager Development LLC
1001 K Street (Floors 1 & 2)	Q3 2021	\$5,100,000	16,000	California Labor Federation
1300 U Street	Q1 2021	\$9,865,000	47,514	Clippinger Investment Properties
419 J Street	Q4 2020	TBA	12,375	Gcc Group Inc.
The Press (1714 21st Street)	Q3 2020	\$118,000,000	440,510	Oakmont Properties
660 J Street	Q3 2020	\$20,200,000	127,000	RevOZ Capital
630 K Street	Q1 2020	\$28,100,000	87,140	New York Life
980 9th Street	Q1 2020	\$165,500,000	489,171	Prime U.S. - Park Tower LLC
400 Capitol Mall	Q4 2019	\$198,000,000	502,365	Manulife US REIT
1130 K Street	Q3 2019	\$19,500,000	140,908	Fox Creek Fund
1201 J Street	Q3 2019	\$7,740,000	50,000	CENTRL J Street LLC
926 J Street (The Citizen Hotel)	Q3 2019	\$53,200,000	173,469	Cambridge Landmark
913 K Street	Q3 2019	\$1,400,000	7,200	Sam Abukhdair

## Completed Projects

Project Name	Address	Project Sq. Ft.	Housing Units	Year Completed
Hyatt Centric	1122 7th Street	103,979	--	2021
SMUD Museum of Science & Curiosity (MOSAC)	400 Jiboom Street	50,000	--	2021
CENTRL Office Renovation	1201 J Street	54,000	--	2021
The Eleanor	501 16th Street	76,144	95	2021
SAFE Credit Union Performing Arts Center	1301 L Street	115,000	--	2021
SAFE Credit Union Convention Center	1400 J Street	338,000	--	2021
Clifford L. Allenby Building	1215 O Street	374,000	--	2021
The Southsider	2030 10th Street	19,120	21	2021
The Exchange Hotel	1006 4th Street	62,000	--	2021
14E	1414 E Street	74,640	12	2021
The Block	965 Bridge Street	112,176	52	2021
Edge	490 Mill Street	56,356	64	2021
Fort Sutter Hotel, A Tapestry Collection by Hilton	1308 28th Street	68,445	--	2021
Rō Homes	985 Central Street	TBA	19	2020
The Carlaw	1024 R Street	41,215	26	2020
The Press	21st & Q Streets	440,510	277	2020
H16	16th & H Streets	76,144	95	2020
1430Q	1430 Q Street	158,355	75	2020
731 K Street Renovation	731 K Street	22,000	--	2020



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## Under Construction\*

Project Name	Address	Project Sq. Ft.	Housing Units	Projected Year of Completion
Maven on Broadway	2570 3rd Street	TBA	444	2022
9B	Broadway & 9th Streets	25,902	17	2022
17 Central	1631 K Street	94,889	111	2022
The Frederic	601 Capitol Mall	600,000	162	2021
Sacramento Commons Phase 1	1501 5th Street	329,900	436	2021
Icon @ 14C	1330 C Street	TBA	21	2021
Anthem Cathedral Square	1030 J Street	195,500	153	2022
1717 S Street	1717 S Street	236,400	159	2022
Lavender Courtyard	16th & F Streets	32,200	53	2022
The Mansion	700 16th Street	180,000	186	2022
The A.J.	703 N. 7th Street	TBA	345	2023
West	805 S. Riverfront Street	240,000	286	2023
Maven on Broadway	2570 3rd Sreet	TBD	444	2023
The Mill at Broadway	3rd Street to 5th Street & Broadway	TBA	1,000	TBA
Icon @ 14th & C	1330 C Street	TBA	21	TBA
Hyatt House Hotel	2719 K Street	31,000	--	2022
7+1 AC Marriott Hotel	7th & I Streets	TBA	--	2023
CalSTRS Building Expansion	100 Waterfront Place	510,000	--	2022
State Natural Resources Building	1416 9th Street	838,000	--	2021
830 K Street	830 K Street	62,991	--	2021
1130 K Street	1130 K Street	140,908	--	2021
660 J Renovation	660 J Street	125,000	--	2021
Sacramento County Courthouse	6th & H Streets	543,437	--	2023
Richards Boulevard Office Complex	651 Bannon Street	1,250,000	--	2024

## Proposed Projects\*

Project Name	Address	Project Sq. Ft.	Housing Units	Projected Year of Completion
2701 Broadway	2701 Broadway	37,350	32	2022
The Grace	620/628 15th Street	TBA	26	2022
Holiday Inn Express Redevelopment	728 16th Street	81,834	129	2022
The Jaquelyn	1114 22nd Ave	12,346	1	2022
1900 3rd Street	1900 3rd Street	141,271	190	2022
River One	W. Sacramento between Ziggurat & Tower Bridge	TBA	57	2022
925 16th Street	925 16th Street	68,918	73	2023
Ice Box	1701 R Street	TBA	65	
1500 S	1500 S Street	80,000	76	TBA
800 Block of K Street	8th & K Streets	279,250	148	TBA
Yamane	2500 J Street	177,032	134w	TBA
QArt Lofts	1208-1220 Q Street	TBA	51	TBA
918 J Lofts	918 J Street	6,400	10	TBA
1220 H Street Apartments	1220 H Street	10,500	109	TBA
10K	930 K Street	TBA	186	TBA
Cascade	1701 I Street	190,000	206	TBA
Tower 301	301 Capitol Mall	TBA	100	TBA
Canopy by Hilton	831 L Street	243,431	--	2023
Lot X	201 N Street	TBA	232	2025
The Foundry at The Railyards	Railyards - East of the Central Shops	313,350	--	2023
Kaiser Permanente Medical Center (Railyards)	N.W. corner of the Railyards site	1,200,000	--	2024
Sac Republic Soccer Stadium	Railyards - East of 7th Street	450,000	--	TBA

\*Incomplete list. For more information, visit [GoDowntownSac.org](http://GoDowntownSac.org)

# Managing Downtown

The Field & Maintenance Services team works seven days a week to make the region's downtown neighborhoods some of the cleanest and safest in the area.

## Downtown Q1 2022



**1,364**  
CITIZEN ASSISTS



**2,037**  
MERCHANT CONTACTS



**2,437**  
DIRECTIONS GIVEN



**11,589**  
BLOCKS POWERWASHED



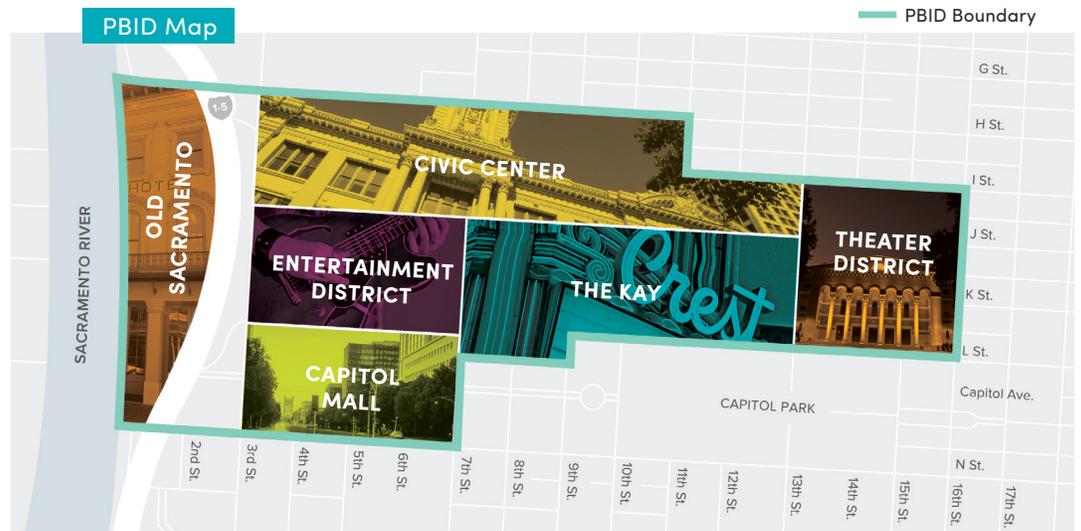
**1,494**  
PIECES OF GRAFFITI  
REMOVED



**306** NUISANCE &  
ABATEMENT  
CALLS



**190,452** POUNDS OF DEBRIS REMOVED



Information based on calls for service or activity for Q1 2022

  
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# Managing Downtown

The Field & Maintenance Services team works seven days a week to make the region's downtown neighborhoods some of the cleanest and safest in the area.

## Old Sacramento Waterfront Q1 2022



**242**

CITIZEN ASSISTS



**389**

MERCHANT CONTACTS



**245**

DIRECTIONS GIVEN



**15**

BLOCKS  
POWERWASHED



**228** PIECES OF  
GRAFFITI  
REMOVED



**55** NUISANCE &  
ABATEMENT  
CALLS

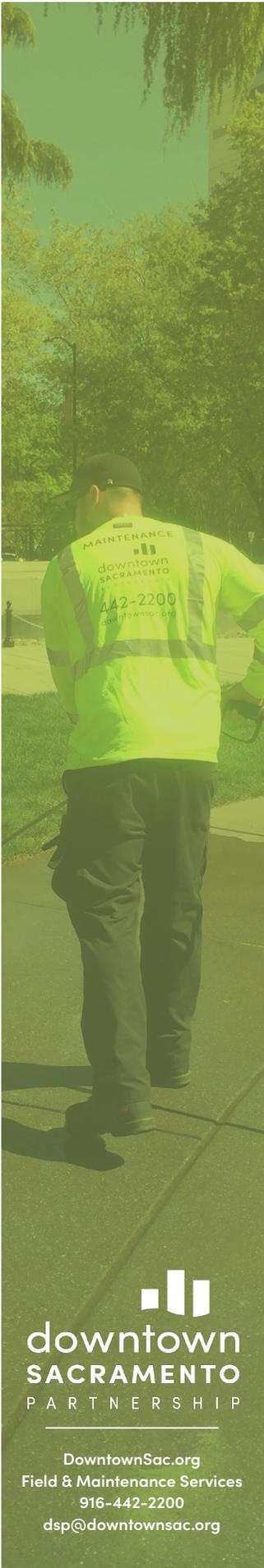


**151,536**

POUNDS OF DEBRIS REMOVED



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