

Marcus & Millichap



350 E STREET

SANTA ROSA, CA 95404

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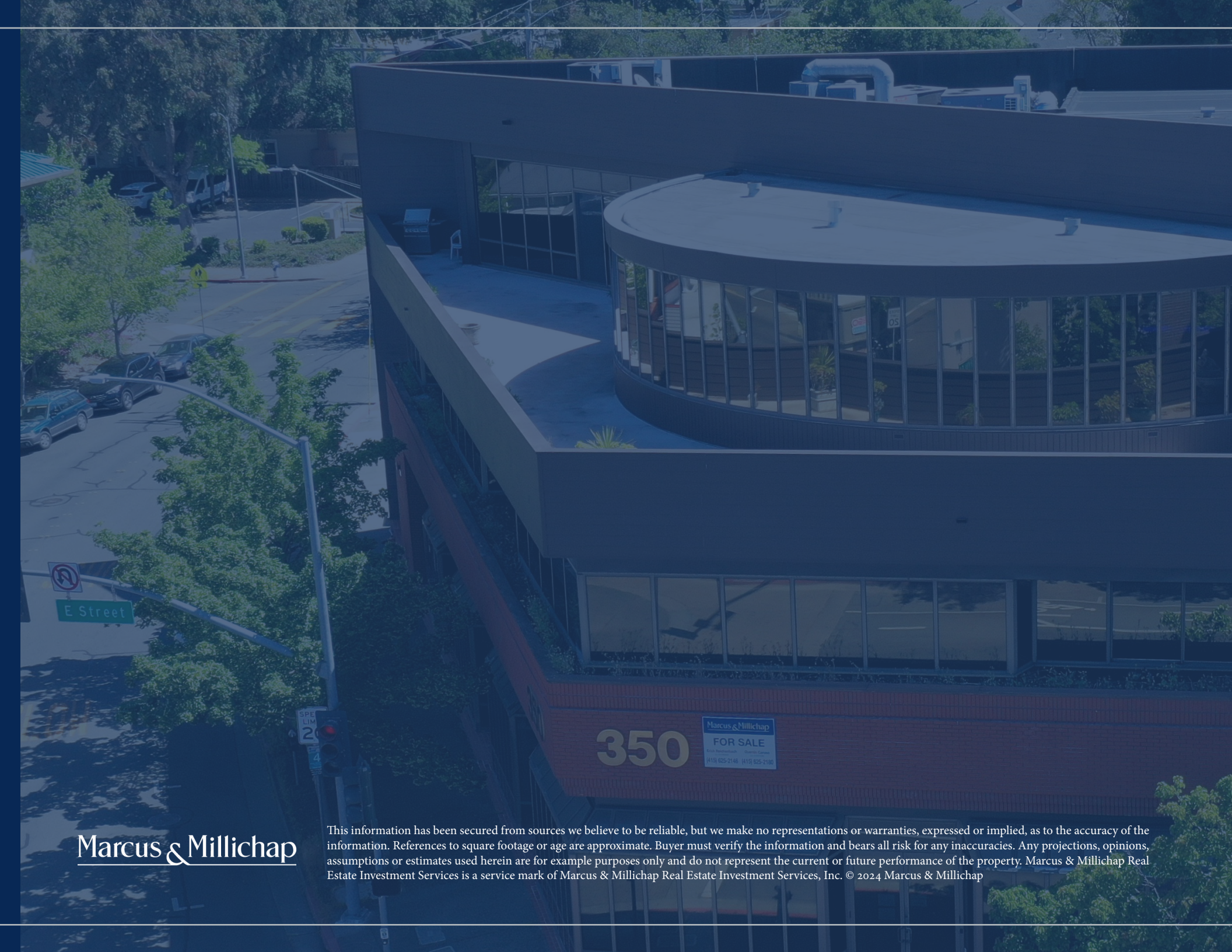
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section 1
Property Description



property overview



aerial map



local & regional map



property photos

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PROPERTY SUMMARY // 350 E Street

Property Address	350 E St, Santa Rosa, CA
Price	\$3,500,000
Price/SF	\$180.92
Assessor's Parcel Number	009-054-033
Year Built/Renovated	1982
Rentable Square Feet	19,346
Ownership	Fee Simple
Lot Size	0.2 acre(s)

INVESTMENT OVERVIEW // 350 E Street

Marcus & Millichap is pleased to present the opportunity to acquire the fee simple ownership of 350 E Street, Santa Rosa, CA. The subject property is a 19,346 square foot, three-story office building located in downtown Santa Rosa at the high identity intersection of E Street and 5th Street. The affluent neighborhood location offers quick access to the lively 4th Street restaurants and shops, while also providing easy access to the Sonoma-Marín Rail Transit (SMART) system, as well as to Highway 101 and Highway 102.

The current building configuration, along with attractive SBA financing, presents an excellent owner-user option and/or investment value-add opportunity. The high ceilings, open floor layout, and kitchen allow for great functional versatility on the first floor; and both the second and third floors feature executive office suites around community workspace. The property can be delivered 100% vacant or with the third floor fully leased, depending on a buyers needs.

This elevator-served modern office building provides a professional office setting in a premier downtown Santa Rosa Neighborhood.

INVESTMENT HIGHLIGHTS // 350 E Street

- 19,346 SF 3-Story Professional Office Building
- Excellent Downtown Santa Rosa Location
- Owner/User or Value Add Opportunity
- Significant Upside Opportunities





TRADER JOE'S

HARBOR FREIGHT
Quality Tools at Individually Low Prices

KAISER PERMANENTE

Mendocino Marketplace
SAFEWAY
AT&T 7-11
THE UPS STORE
Great Clips
FIVE GUYS
jamba

Walgreens

Piner High School

Raley's
ACE IHOP
Hardware

Coddington Shopping Center
JCPenney
target macy's
ULTA BEAUTY NORDSTROM rack
DICK'S SPORTING GOODS BJs

Santa Rosa Junior College

Santa Rosa High School

Santa Rosa Middle School

FLAMINGO
RESORT & SPA

SAFEWAY

Herbert Slater Middle School

A Place to Play Park

350 E STREET

Village Elementary School

DOWNTOWN SANTA ROSA

Montgomery High School

Sonoma County Event Center

Fairgrounds Golf Course

FOOD MAX
DOLLAR TREE
ROSS
cricket TACO BELL

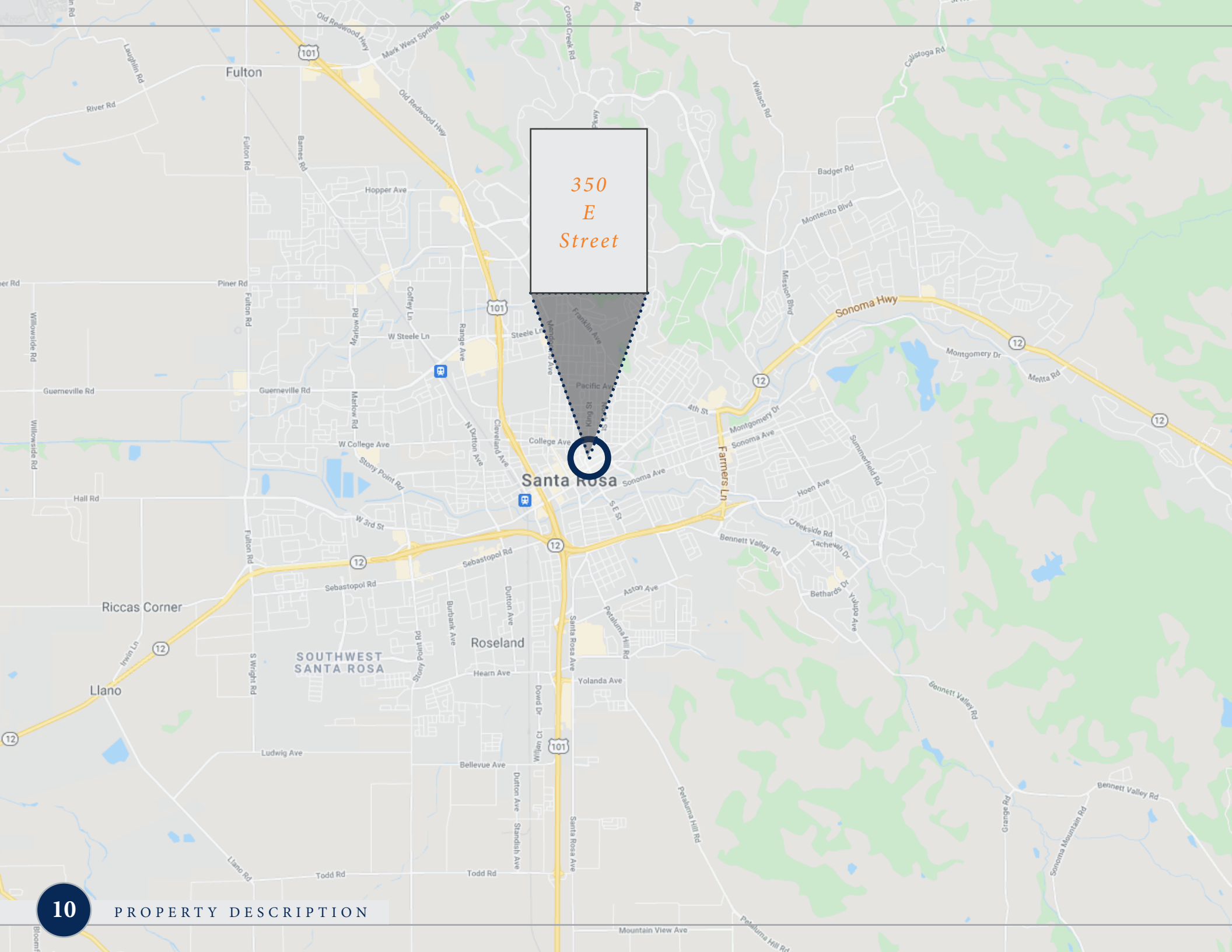
Durlington COSTCO WHOLESALE
OLD NAVY Sports Basement
Marshalls
target BEST BUY TRADER JOE'S

VIAVI

LINCOLN Mercedes-Benz
ACURA TOYOTA
Volkswagen
SUBARU HYUNDAI
CARMAX
VOLVO LEXUS HONDA



350
E
Street



350
E
Street

Santa Rosa

SOUTHWEST
SANTA ROSA

Roseland

Riccas Corner

Llano









350

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FOR SALE
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section 2
Market Overview



location overview

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SONOMA COUNTY

POPULATION	1 Mile	3 Miles	5 Miles
2025 Projection			
Total Population	19,853	147,280	202,177
2020 Estimate			
Total Population	19,159	141,503	193,219
2010 Census			
Total Population	18,725	137,783	190,255
2000 Census			
Total Population	19,050	123,562	170,948
Daytime Population			
2020 Estimate	28,470	144,808	200,753
HOUSEHOLDS			
	1 Mile	3 Miles	5 Miles
2025 Projection			
Total Households	8,469	54,073	74,854
2020 Estimate			
Total Households	8,080	51,498	70,953
Average (Mean) Household Size	2.2	2.7	2.7
2010 Census			
Total Households	7,929	50,177	69,764
2000 Census			
Total Households	7,808	45,260	62,651
HOUSEHOLDS BY INCOME			
	1 Mile	3 Miles	5 Miles
2020 Estimate			
\$200,000 or More	4.5%	6.4%	7.7%
\$150,000-\$199,999	6.1%	8.1%	9.4%
\$100,000-\$149,999	17.0%	19.9%	21.0%
\$75,000-\$99,999	16.2%	16.1%	15.8%
\$50,000-\$74,999	16.5%	16.4%	15.5%
\$35,000-\$49,999	12.7%	11.1%	10.5%
\$25,000-\$34,999	6.8%	6.8%	6.4%
\$15,000-\$24,999	8.2%	6.7%	6.0%
Under \$15,000	12.0%	8.4%	7.7%
Average Household Income	\$82,645	\$96,186	\$103,659
Median Household Income	\$63,925	\$75,970	\$81,347
Per Capita Income	\$35,793	\$35,446	\$38,431

POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population By Age			
2020 Estimate Total Population	19,159	141,503	193,219
Under 20	20.4%	24.4%	23.9%
20 to 34 Years	25.1%	22.5%	21.1%
35 to 49 Years	20.6%	20.2%	19.9%
50 to 59 Years	12.5%	12.0%	12.6%
60 to 64 Years	6.4%	5.8%	6.2%
65 to 69 Years	5.0%	5.0%	5.5%
70 to 74 Years	3.6%	3.8%	4.2%
Age 75+	6.3%	6.3%	6.6%
Median Age	37.7	36.9	38.3
Population by Gender			
2020 Estimate Total Population	19,159	141,503	193,219
Male Population	48.8%	48.8%	48.8%
Female Population	51.2%	51.2%	51.2%
Travel Time to Work			
Average Travel Time to Work in Minutes	22.0	25.0	25.0



POPULATION

In 2020, the population in your selected geography is 193,219. The population has changed by 13.0 percent since 2000. It is estimated that the population in your area will be 202,177 five years from now, which represents a change of 4.6 percent from the current year. The current population is 48.8 percent male and 51.2 percent female. The median age of the population in your area is 38.3, compared with the U.S. average, which is 38.2. The population density in your area is 2,457 people per square mile.



EMPLOYMENT

In 2020, 108,711 people in your selected area were employed. The 2000 Census revealed that 62.4 percent of employees are in white-collar occupations in this geography, and 37.6 percent are in blue-collar occupations. In 2020, unemployment in this area was 3.0 percent. In 2000, the average time traveled to work was 18.2 minutes.



HOUSEHOLDS

There are currently 70,953 households in your selected geography. The number of households has changed by 13.3 percent since 2000. It is estimated that the number of households in your area will be 74,854 five years from now, which represents a change of 5.5 percent from the current year. The average household size in your area is 2.6 people.



HOUSING

The median housing value in your area was \$489,882 in 2020, compared with the U.S. median of \$221,068. In 2000, there were 36,490 owner-occupied housing units and 26,160 renter-occupied housing units in your area. The median rent at the time was \$778.



INCOME

In 2020, the median household income for your selected geography is \$81,347, compared with the U.S. average, which is currently \$62,990. The median household income for your area has changed by 59.0 percent since 2000. It is estimated that the median household income in your area will be \$93,430 five years from now, which represents a change of 14.9 percent from the current year.

The current year per capita income in your area is \$38,431, compared with the U.S. average, which is \$34,935. The current year's average household income in your area is \$103,659, compared with the U.S. average, which is \$90,941.

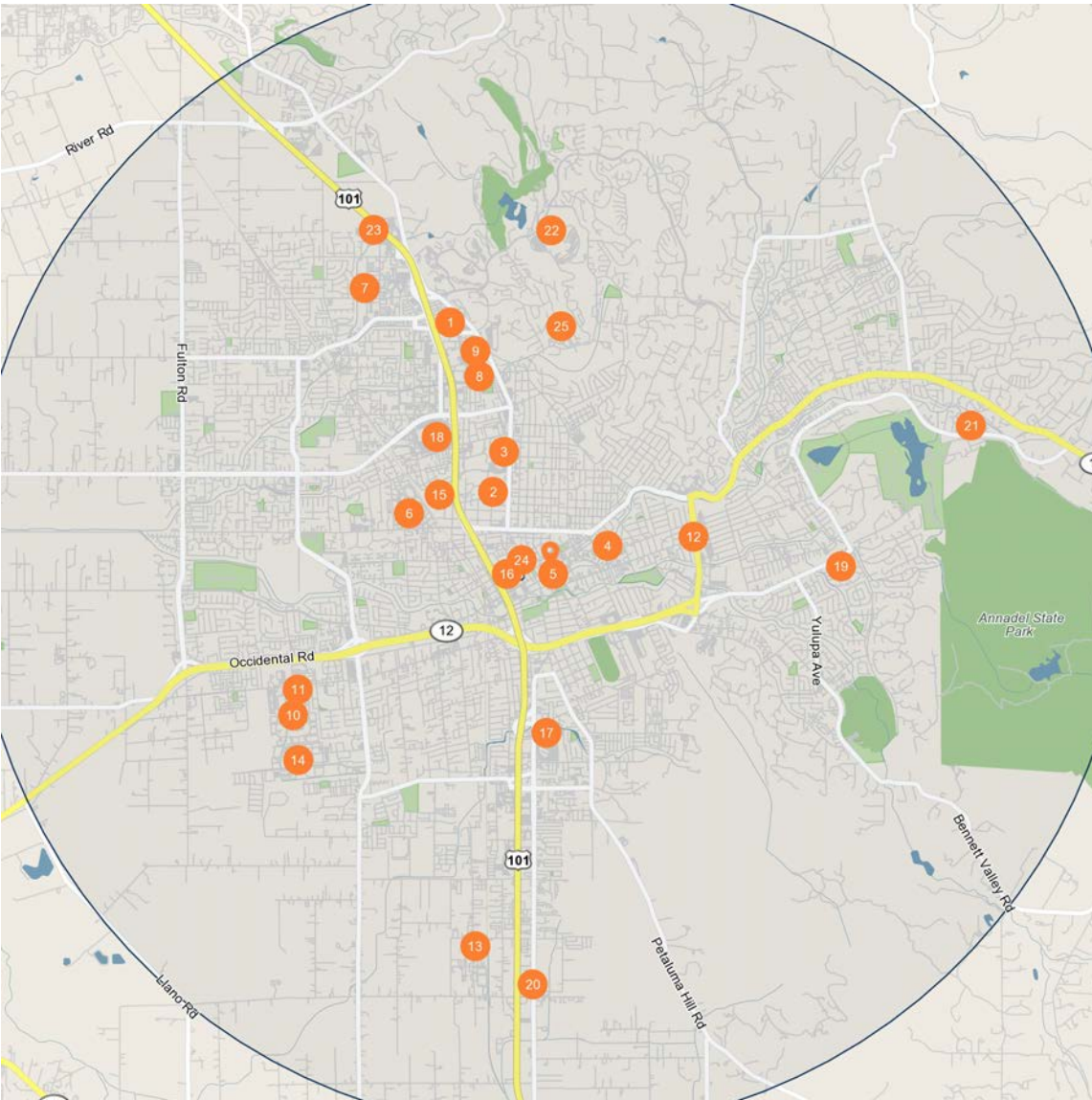


EDUCATION

The selected area in 2020 had a lower level of educational attainment when compared with the U.S. averages. Only 11.2 percent of the selected area's residents had earned a graduate degree compared with the national average of 11.8 percent, and 19.3 percent completed a bachelor's degree, compared with the national average of 19.2 percent.

The number of area residents with an associate degree was higher than the nation's at 9.3 percent vs. 8.3 percent, respectively.

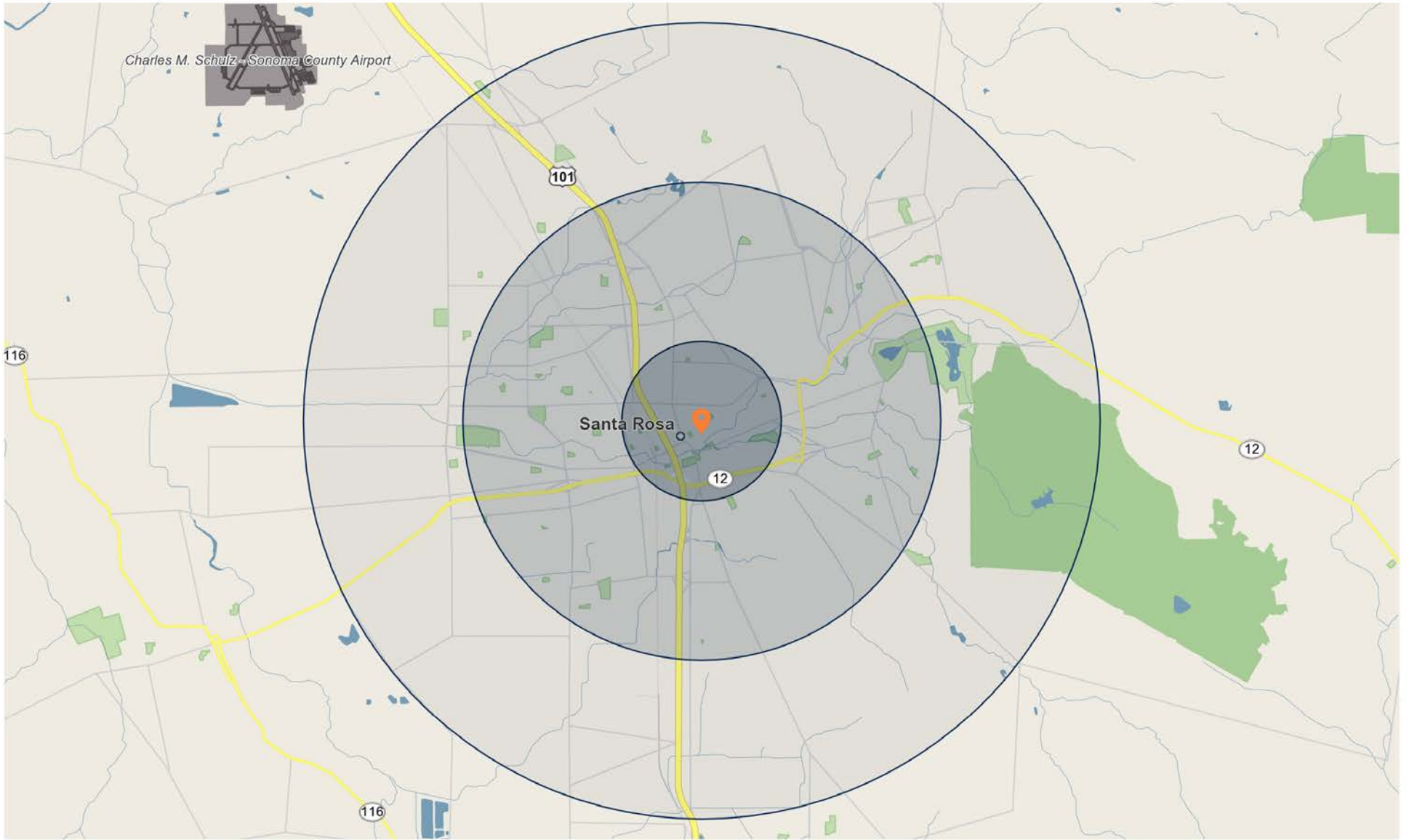
The area had fewer high-school graduates, 19.8 percent vs. 27.4 percent for the nation, but the percentage of residents who completed some college is higher than the average for the nation, at 25.3 percent in the selected area compared with the 20.7 percent in the U.S.



Major Employers

Employees

1	Kaiser Foundation Hospitals-Kaiser Permanente Santa	2,000
2	Santa Rosa City School Dist-Santa Rosa City Schools	1,700
3	Sonoma Cnty Junior College Dst-SANTA ROSA JUNIOR COLLEGE	1,500
4	Santa Rosa Memorial Hospital-Sjhs Sonoma County	1,500
5	United States Postal Service-US Post Office	1,313
6	Federted Indans Grton Rncheria	822
7	United Parcel Service Inc-UPS	635
8	County of Sonoma-Sonoma County Human Svc Dept	600
9	County of Sonoma-Sonoma County Sheriff Coroner	600
10	Alorica Customer Care Inc	563
11	County of Sonoma-Department of Health Services	500
12	Realogy Holdings Corp-Artisan Sothebys Intl Realty	485
13	Recology Sonoma Marin	450
14	Optical Coating Laboratory LLC-Ocli	400
15	First Alarm SEC & Patrol Inc	396
16	Macys West Stores Inc-Macys	390
17	Costco Wholesale Corporation-Costco	350
18	JC Penney Corporation Inc-JC Penney	325
19	Sutter Health-Sutter Pacific Med Foundation	321
20	Inoxpa Usa Inc	300
21	Covia Communities-Spring Lake Village	300
22	Keysight Technologies Inc-Keysight	277
23	Woodmont Real Estate Svcs LP	272
24	Santa Rosa Press Democrat Inc-Press Democrat The	270
25	Veterans Health Administration-Santa Rosa Clinic	264



SONOMA COUNTY

Sonoma County is situated along the Pacific Coast less than an hour north of San Francisco and west of Sacramento. Miles of Pacific Ocean shoreline, more than 400 wineries, craft breweries, beautiful scenery and numerous restaurants draw thousands of tourists to the area each year. Many visitors arrive via Highway 101, which traverses the county or land at Charles M. Schulz-Sonoma County Airport just northwest of Santa Rosa. Santa Rosa is the county seat and the commercial and economic hub of the North Bay area.



METRO HIGHLIGHTS



WEALTHY HOUSEHOLDS

The median household income in the metro is significantly higher than the national average, supporting discretionary spending at retailers.



HEALTHCARE

Kaiser Permanente, St. Joseph Health and Sutter Santa Rosa Hospital are among the largest employers in the county.



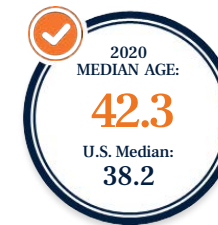
HIGHER EDUCATION

Sonoma County is home to Santa Rosa Junior College and Sonoma State University. Together these institutions have an enrollment of roughly 35,000 students.

ECONOMY

- Tourism, agriculture and wine, high-tech manufacturing, craft beverages and retail trade are major economic drivers of the county's economy.
- Significant companies in the tourism sector include Graton Resort and Casino, Jackson Family Wines and River Rock Casino.
- Sonoma County is well known for growing wine grapes. Other agricultural commodities produced include milk, poultry, livestock, nursery products and vegetables.
- Major employers in the technology and manufacturing segment include Keysight Technology, Amy's Kitchen, Medtronic and AT&T.

DEMOGRAPHICS



* Forecast

Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau



400
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