

OFFERING MEMORANDUM

657 HOWARD STREET,
SAN FRANCISCO,
CA 94105





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Sequoia Commercial Group affiliates have an ownership interest in the subject property.



OVERVIEW

PROPERTY DESCRIPTION

Located in the heart of San Francisco's dynamic South Financial District, the second floor of 657 Howard Street offers approximately 13,800 SF of adaptable office or creative space within a distinguished two-story Class C historic masonry building. Built in 1922 and rich with character, this floor boasts soaring slab-to-slab heights of 8 feet and is serviced by two elevators, offering both charm and functionality.

This offering presents a rare chance to secure space in a historic asset that blends artistic culture, culinary excellence, and business functionality in one of San Francisco's most iconic neighborhoods.

OFFERING SUMMARY

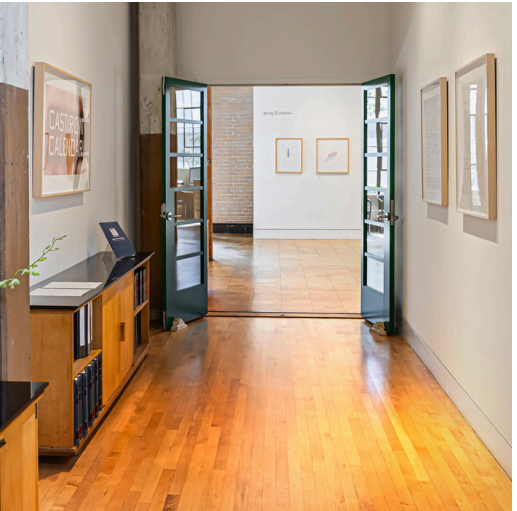
Asking Rent:	\$42/SF/Mo.
Building Size:	27,600 SF
Lot Size:	0.43 AC
Space Size:	13,800 SF
Year Built:	1922
Zoning:	C-35
Block Lot:	3735-041
Walk Score:	97
Transit Score:	100



LOCATION DESCRIPTION

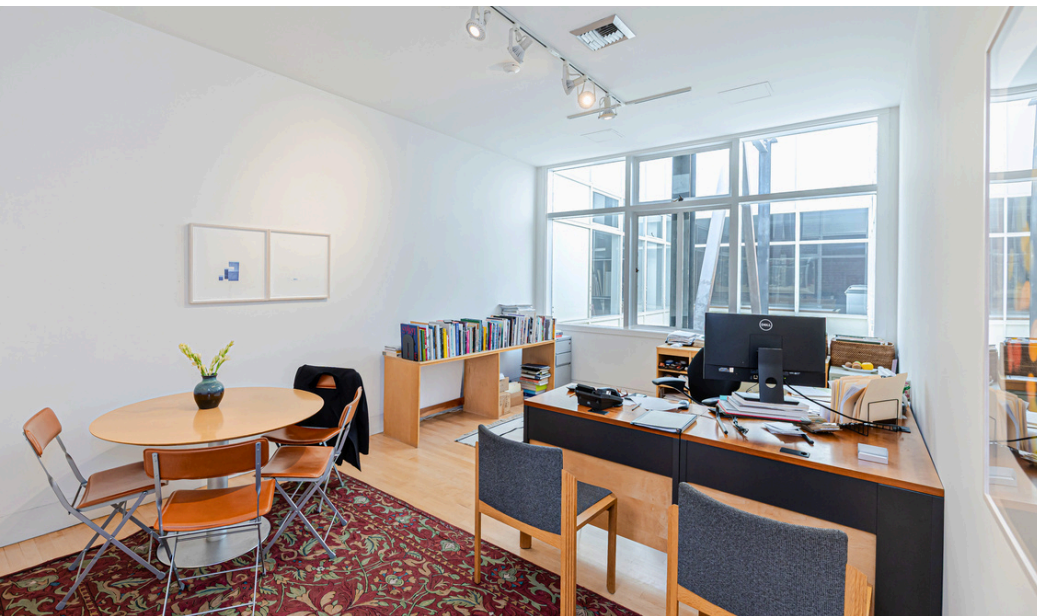
657 Howard Street enjoys a prime location between New Montgomery and 3rd Street, in San Francisco's highly sought-after SoMa (South of Market) district. This area is home to tech giants like Salesforce, LinkedIn, and Google, as well as cultural landmarks including the San Francisco Museum of Modern Art (SFMOMA), the Contemporary Jewish Museum, and Yerba Buena Gardens.

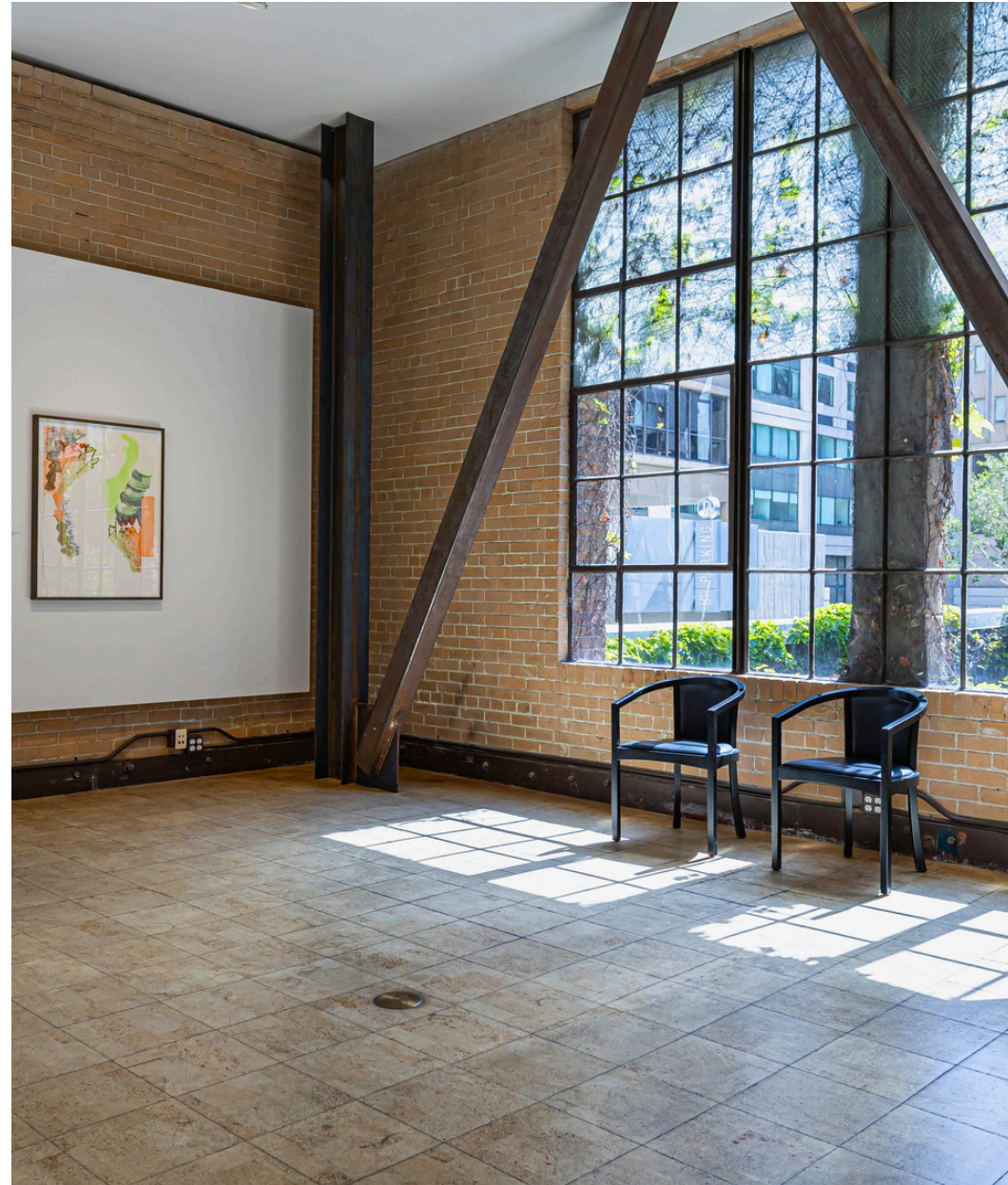
The building is less than a 5-minute walk to Montgomery BART Station, Caltrain, and several Muni lines, earning a Walk Score of 97 (Walker's Paradise) and Transit Score of 100 (Rider's Paradise). Proximity to the Financial District, convention centers, and major highways makes this location ideal for companies seeking top-tier connectivity and prestige.



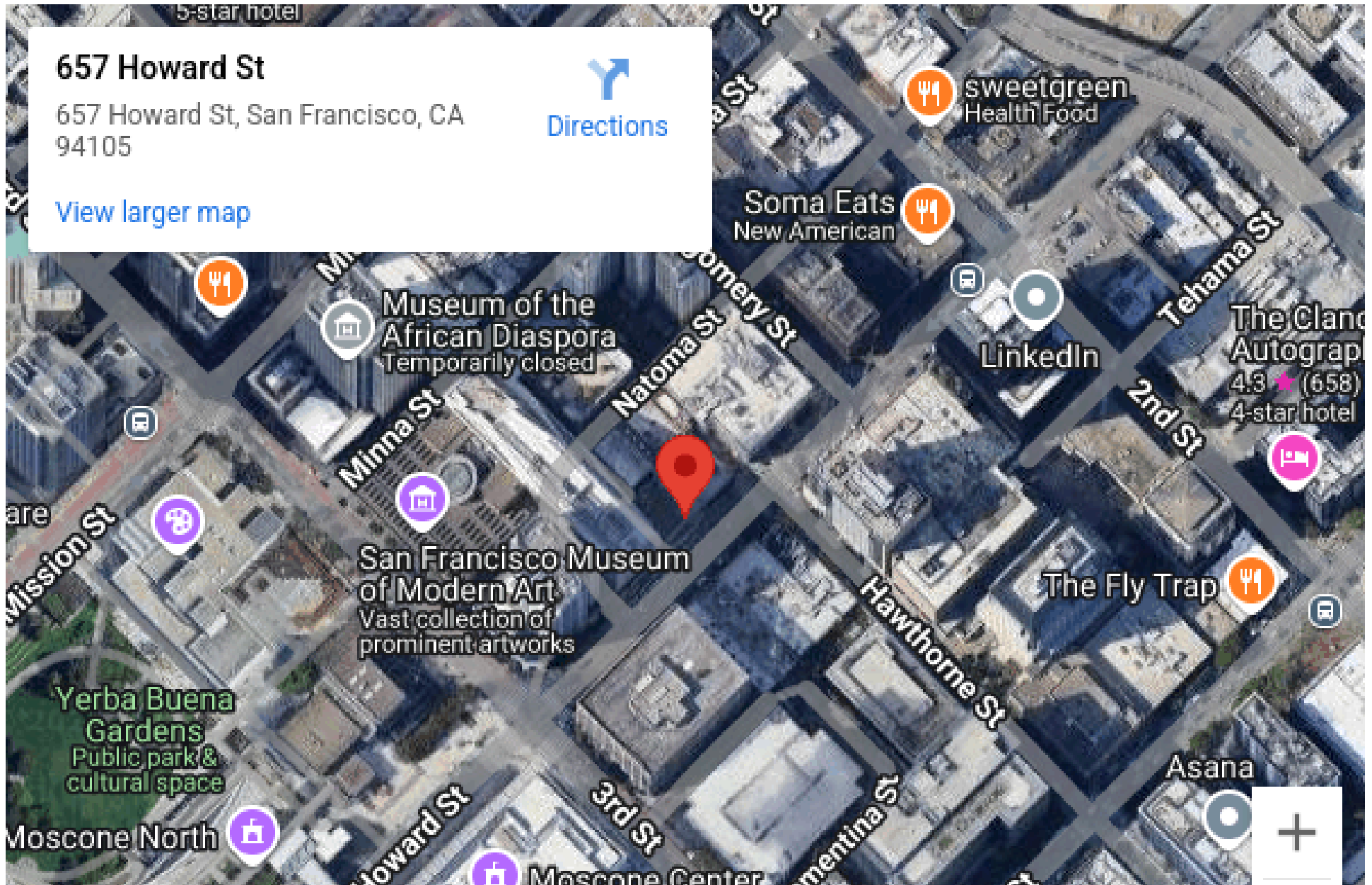






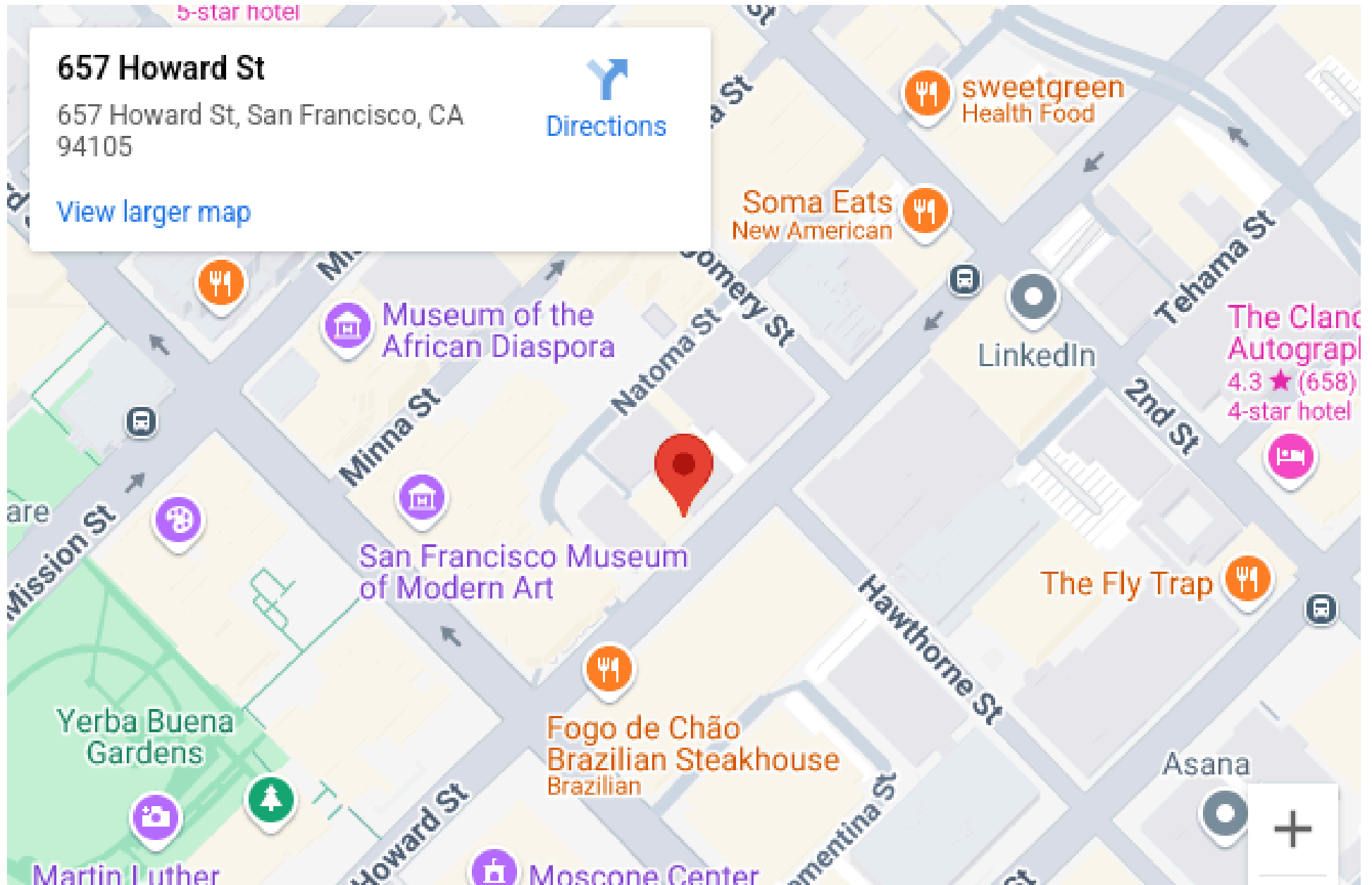








STREET MAP





1st Floor Plan Details:

- SHOWROOM:** 19'5" x 23'9" (6.05 m x 6.63 m)
- SHOWROOM:** 65'9" x 45' (13.82 m x 11.11 m)
- STORAGE:** 25'4" x 16' (6.25 m x 5.07 m)
- HALLWAY:** 21'7" x 9' (6.58 m x 2.44 m)
- HALLWAY:** 12'8" x 15' (3.88 m x 4.68 m)
- CARGO ELEVATOR**
- WORKSHOP ROOM:** 27'7" x 27'4" (7.95 m x 8.23 m)
- OFFICE:** 17'1" x 18'9" (5.46 m x 5.66 m)
- HALLWAY:** 7'10" x 12'10" (2.38 m x 5.24 m)
- OFFICE:** 12'10" x 18'0" (4.52 m x 5.52 m)
- INFORMATION DESK:** 12'2" x 14'7" (3.76 m x 4.48 m)
- LOUNGE:** 9'10" x 9'10" (5.72 m x 5.23 m)
- OFFICE:** 9'10" x 9'10" (5.61 m x 3.79 m)
- SKYLIGHT**
- HALLWAY:** 13'1" x 11'1" (3.98 m x 3.55 m)
- OFFICE:** 19'9" x 14'2" (6.52 m x 4.15 m)
- RESTROOM:** 4'11" x 11'11" (1.31 m x 3.50 m)
- HALLWAY:** 7'8" x 9'11" (2.38 m x 2.85 m)
- ATTENDANCE:** 14'0" x 5'11" (4.27 m x 1.80 m)
- WORKSHOP ROOM:** 14'0" x 14'0" (4.30 m x 5.52 m)
- WORKSHOP ROOM:** 17'8" x 21' (5.23 m x 6.40 m)
- HALLWAY:** 2' 8" x 14' (2.48 m x 4.30 m)
- PRINT ROOM:** 15'6" x 41'9" (15.21 m x 12.69 m)
- SKYLIGHT**
- WORKSHOP ROOM:** 13'1" x 12'1" (7.54 m x 3.56 m)
- WORKSHOP ROOM:** 42'10" x 30'7" (12.97 m x 9.35 m)
- WORKSHOP ROOM:** 18'4" x 16'1" (4.57 m x 4.95 m)
- HALLWAY:** 9'2" x 18'8" (2.80 m x 5.83 m)
- WORKSHOP ROOM:** 10'5" x 22'5" (6.12 m x 6.93 m)
- WORKSHOP / LECTURE ROOM:** 34'2" x 48'11" (10.41 m x 11.47 m)



MARKET SUMMARY

In Q2 2025, San Francisco office leasing hit its strongest pace since early 2022—fueled by AI expansions and fewer downsizes—despite net absorption remaining -990,000 SF. Vacancy ticked up to 22.8% (+90 bps) even as sublet supply edged down, suggesting stabilization. Rents, about 30% below 2019 peaks, have flattened near 2014 levels, and market metrics point toward an imminent growth phase.

SUBMARKET SUMMARY

Q1 2025 delivered 260 K SF of positive net absorption in the South Financial District, ending four years of net losses. Leasing climbed steadily through 2024 into early 2025—led by tech/AI firms—and sublet space demand rose. Vacancy sits at a record-high 28.5% (~300 bps above last year), while rents have dipped only 1.2% year-over-year. With no new deliveries and a dormant development pipeline, the market appears to be stabilizing ahead of a potential recovery.

DEMOGRAPHICS

INDEX	1 MILE	3 MILES	5 MILES
2024 Population	108,924	397,153	637,445
2024 Households	56,314	195,085	284,465
Median HH Income	\$89,778	\$127,597	\$129,946
Median Age	40.5	39.7	40.7



COMPANY SUMMARY

WHO WE ARE

Sequoia Commercial Group is a San Francisco-based leader in commercial real estate, founded in 2020 with a mission to redefine excellence through client-centric service and industry expertise. Specializing in sales, leasing, and advisory services, we cater to businesses of all sizes, offering tailored solutions for retail spaces, corporate offices, and investment portfolios. Our commitment to integrity, transparency, and proactive strategies ensures seamless transactions, supported by deep local market knowledge and innovative tools. Whether navigating complex acquisitions, optimizing lease terms, or providing strategic advisory, we prioritize your goals with responsiveness and a forward-thinking vision.

With a proven track record spanning the San Francisco Bay Area, Sequoia Commercial Group stands out for its blend of local insight and global perspective. Our team delivers end-to-end support—from initial consultations to post-transaction follow-ups—ensuring every client benefits from personalized attention and results-driven strategies. We combine ethical practices with cutting-edge market analysis to empower informed decisions, whether you're expanding a portfolio, securing prime retail space, or streamlining property management.

Discover how we can elevate your commercial real estate experience. Visit us at www.sq-commercial.com or connect directly at 3595 Balboa Street, San Francisco, CA 94121. Reach our team at (415) 702-9184 or info@sq-commercial.com to start a conversation—where your vision meets our commitment to excellence.



ASHLEY DU

CoFounder / Partner

DRE Lic. #01914909



(415) 572-6376



ashley@sq-commercial.com



CARLOS SERRANO-QUAN

Managing Partner

DRE Lic. #01707584



(415) 608-8409



carlos@sq-commercial.com

