### OFFERING MEMORANDUM



A Residential Development Investment Opportunity



Cotati, CA 94931

## EXCLUSIVELY LISTED BY:

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The Reichenbach Group of Marcus & Millichap is pleased to present Cotati Station at Santero Way, a 2.42-acre vacant lot located in Cotati, California. The land at the corner of E Cotati Blvd and Santero Way is a fully entitled and permit ready mixed-use transit-oriented development site situated next to the Cotati SMART train depot. The site is prepared to construct a new mixed-use development involving 98 residential units and an additional 5,587 square feet of ground floor commercial space. The property will be delivered with entitlements, plans, renderings, geotechnical surveys, and environmental reports. This property is a great opportunity for a developer looking for a fully entitled permit ready development in Sonoma County.

This rare site located at the Cotati SMART train depot, allows tenants easy access to transportation throughout Sonoma and Marin County. This transit-oriented development site provides future tenants with easy walkability to shopping, schools and public transportation. In addition, the site is located less than 1 mile from Sonoma State University.

The project, as currently approved, includes well-designed plans for a three-story residential community comprised of three residential buildings, a retail/commercial component, an award winning designed neighborhood park and extensive off-street parking. As designed, the project will include a total 98 units, including 58 one-bedroom, 33 two-bedroom and 7 three-bedroom units. On average the one-bedroom, two-bedroom and three-bedroom units will be 575 sqft, 1,018 sqft, and 1,147 sqft, respectively. The building will also include a lobby, gymnasium, bicycle room, and a recycling room. Residents will also benefit from the city's award-winning school system, and proximity to Downtown Cotati's retail and restaurant district.

Cotati is an incorporated city in Sonoma County, located 45 minutes north of San Francisco on the 101 corridor, between Rohnert Park and Petaluma, CA. Cotati is the smallest incorporated town in Sonoma, but is often considered the hub of Sonoma County due to its central location. A charming city of 7,000 residents' benefits from its proximity to Sonoma State University and nearby urban centers. Cotati is focused on continuing economic development while keeping its small-town allure. Sonoma County has a mild weather climate and miles of rugged Pacific coastline, towering redwood forests, more than 400 wineries, and 50 pristine nature parks that offer miles of hiking and cycling trails.



# INVESTMENT HIGHLIGHTS

### THE OPPORTUNITY

- » Cotati Station is a fully entitled and permit ready mixed-use development situated next to the Cotati SMART train depot.
- » Highly desirable rental location in Cotati, long been considered the "Hub" of Sonoma County, by virtue of its central location.
- » Surrounded by vineyards and woodlands, Cotati offers all the benefits of living in a small city, with the cultural advantages of being located near major urban centers.
- » Cotati has a beautiful, small downtown area that is easily walkable.
- » Attractive amenity package including a fully equipped gym, in-suite washer & dryer, electric car charging stations, bike room, mail room, pet spa and solar panels.
- » Market dynamics are favorable for developers of well-located multi-family development sites.

### **OFFERING SNAPSHOT**

 OFFERING PRICE
 UNITS

 \$5,250,000
 98

INVESTMENT TYPE
Approved Development Site

### **OFFERING PRICE**

98 Unit Mixed Use Transit-Oriented Development

M NU 9249



**COTATI** APARTMENT FUNDAMENTALS

2022

10.6% Rent Growth

2022

2.6% Vacancy Rate

2022-2027

5.3% Average Yearly Projected Rent Growth (Forecast)

2022

4.25%-4.5% Average Cotati Cap Rate

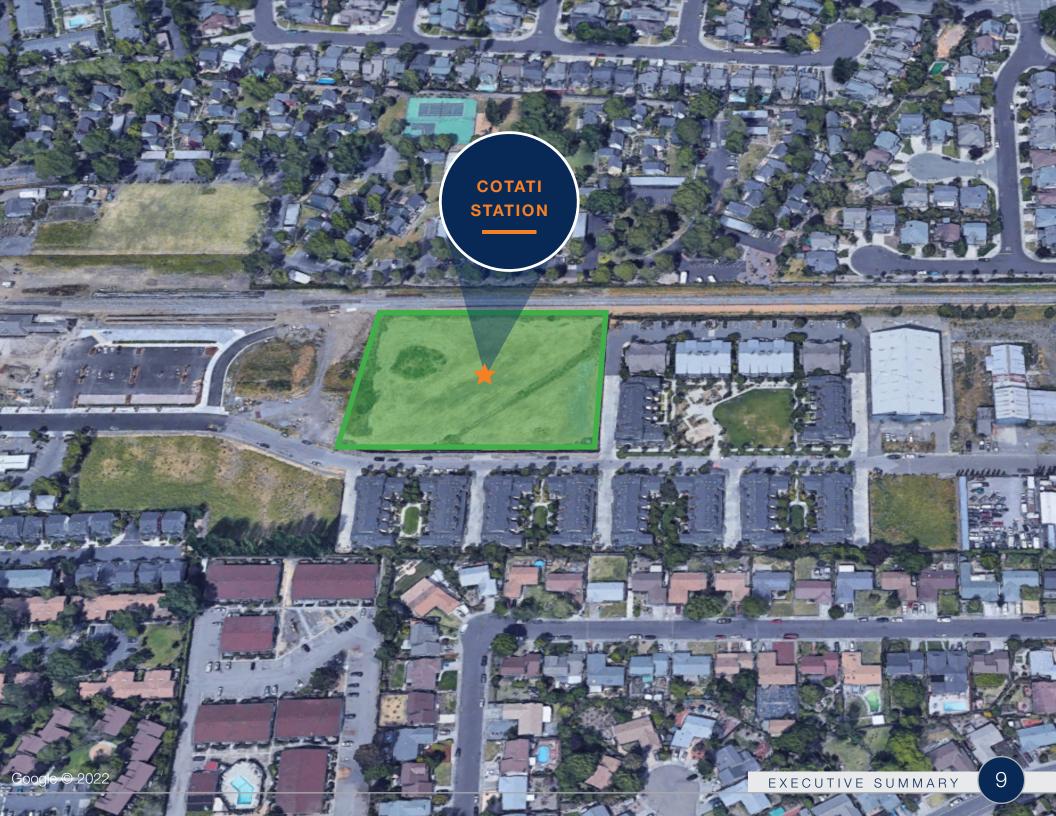
# **INVESTMENT HIGHLIGHTS**

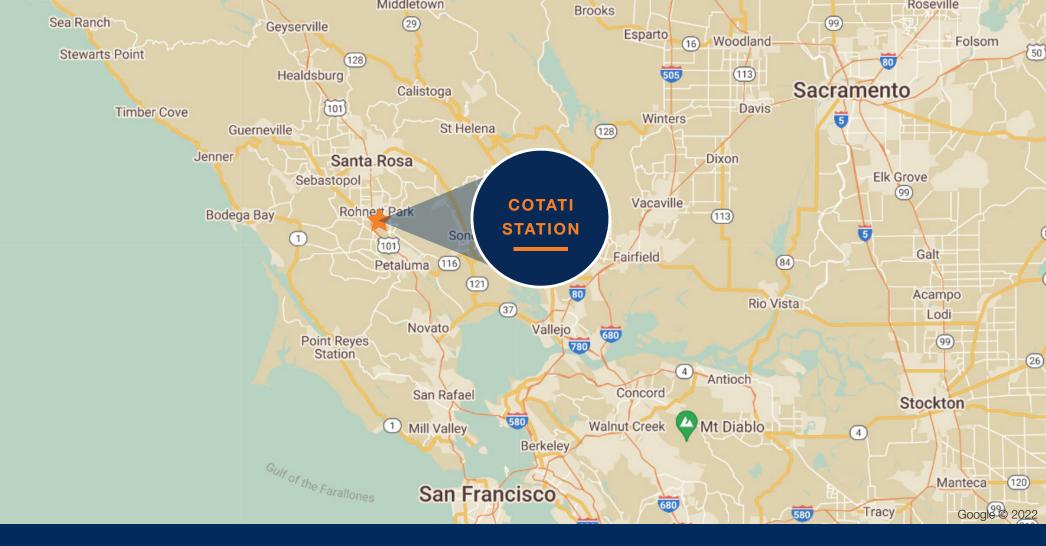
### THE LOCATION

» The City of Cotati has long been considered the "Hub" of Sonoma County, by virtue of its central location. Surrounded by vineyards and woodlands, Cotati offers all the benefits of living in a small city, with the cultural advantages of being located near major urban centers and a highly acclaimed university.

- 1 1

- » The property has an excellent Cotati location with direct access to the Sonoma-Marin Area Rail Transit (SMART) and close proximity to Downtown.
- » The property is located 45 minutes north of San Francisco on the 101 corridor, situated between Rohnert Park and Petaluma, CA.
- » Sonoma State University's 9,400 student, 220-acre campus is located less than 1-mile to the East of the property.
- » The average household income for the area of \$103,834 ranks among the highest in the Sonoma County, the median home sale \$769,000, as a result, many local employees are forced to rent and must compete for rentals with high earning San Francisco based employees
- » Sonoma County has a mild weather climate and miles of rugged Pacific coastline, towering redwood forests, more than 400 wineries, and 50 pristine nature parks that offer miles of hiking and cycling trails.
- » With limited addition of any form of housing stock expected in southern Sonoma County in the coming years, rents and values should continue to appreciate over time as the supply remains extremely constrained and the demand continues to surge.





#### **COTATI QUICK FACTS**

- » Future job growth over the next ten years is predicted to be 35.2%.
- » Graton Casino contributes \$11.5 million per year investment in the community, Graton also provides \$1.1 million to projects and programs and another \$1.1 million per year to local organizations and non-profits.
- The median home cost in Cotati is \$769,000. Home appreciation the last 10 years has been 114.1%. Home Appreciation in Cotati is up 20.1% in 2022.

- » Sonoma County has a mild weather climate and miles of rugged Pacific coastline, towering redwood forests, more than 400 wineries, and 50 pristine nature parks that offer miles of hiking and cycling trails.
- » Sonoma-Marin Area Rail Transit (SMART) is the Bay Area's newest passenger rail service serving Marin and Sonoma counties. The current 45-mile system includes stations in the Sonoma County Airport area, Santa Rosa, Rohnert Park, Cotati, Petaluma, Novato, San Rafael, and the Larkspur Ferry Terminal.

# COTATI OVERVIEW

The City of Cotati has long been considered the "Hub" of Sonoma County, by virtue of its central location. Surrounded by vineyards and woodlands, Cotati offers all the benefits of living in a small city, with the cultural advantages of being located near major urban centers and a highly acclaimed university. Cotati's citizens are proud of the diverse and charming community that has been shaped by over 100 years of history. Cotati is home to a very clean industrial area and is proud of its mixed-use development and "green" building programs. The City has an energetic and involved business community and a variety of retail experiences.

#### **ECONOMIC PROFILE**

Sonoma Valley solidified itself as a tourist magnet in the past decade, helping the area's economy outperform the national average. The market's concentration of employment in the leisure and hospitality industry is about 15% higher than the national average, which has made it vulnerable to pandemic restrictions. Santa Rosa's economy is also closely tied to the Bay Area, which provides regular demand for local wine and tourism industries.





The top employers in the metro include Graton Resort & Casino, Korbel Champagne, and Jackson Family Wines. Among professional and business services providers, Keysight Technologies established its headquarters here several years ago and now employs approximately 1,300 workers. The majority of the top 10 employers in the metro are tied to the health and educations sectors. Agilent Technologies and Medtronic are among the top health industry employers, as are Kaiser Permanente, St. Joseph Health System, and the Sutter Medical Center. After completing construction on its new facilities, Kaiser Permanente now employs over 3,500 full-time employees.

In addition, Southern Sonoma, which has the area's highest median household income, is home to some of the region's most prominent companies. Calix, CamelBak, Clover Stornetta Farms, and Lagunitas Brewing Company are all headquartered in Petaluma. As such, the local economy is not as vulnerable to the whims of travel costs, currency markets, and disposable incomes as are tourism-centric markets.

# SONOMA COUNTY OVERVIEW



Located in the North Bay across the Golden Gate Bridge from San Francisco, Sonoma County is renowned for its open land, coastal beaches, vast vineyards, and ranch land, is also a growing hub for high value-added industries. With a population of 500,000 and employment of 246,000, it is the least densely populated county of the Bay Area with over 1,131,520 total acres. It continues to be a well sought-after destination for visitors and residents alike, whether it be a day spent at one of the many spas or wine tasting rooms, mountain biking the varied trails and country roads, or kayaking along the majestic rivers. Due to varied terrain and coastal environment of Sonoma County, much of its recreational opportunities lie within the county's eleven California state parks, encompassing a total of 36,000 acres. In addition, the county has over thirty regional parks.

Sonoma County's major assets include Santa Rosa Junior College with over 36,000 enrolled, Sonoma State University with enrollment of 9,400, and the famous Green Music Center affiliated with the University. Sonoma State also has an engineering and graduate engineering curriculum. Wine, breweries, specialty agriculture and food are all here, growing industries evolving out of the Agricultural history of Sonoma County. They represent over \$2 Billion in sales a year. The tech industry including manufacturing is a higher proportion of employment than other California counties. The tech companies have a high multiplier effect on the economy as compared to retail or hospitality. They provide the economic base while retail, hospitality, health care, agriculture, and wine make the biggest absolute contribution to county GMP.



Sonoma County is home to over 20 major business parks, covering 3,500 acres and 40 million square feet of buildings. With plenty of available space for growth and competitive pricing below most of the Bay Area, the region remains an attractive location for businesses to relocate. Some of Sonoma County's largest advantages are its access to major highways, domestic and international airports, skilled workforce, and proximity to San Francisco. Over the years, companies including service businesses, software companies and high-tech manufacturers have strategically headquartered their businesses in the region.

#### **SUMMARY**

Buyers have shown steady interest in Cotati multifamily properties and have been busily acquiring assets over the years. But while investors have historically been active here, deal flow has pulled back over the past 12 months. Annual sales volume has averaged \$36.0 million over the past five years, and the 12-month high in investment volume hit \$102 million over that stretch.

Rents grew at an impressive rate of 10.6% over the past 12 months. This growth rate was close to the highest annualized rate in the past three years.

Cotati has enjoyed an exceptional stretch of rent growth over a longer time frame. Apartment rents today are 69.3% higher than they were 10 years ago. That beats the already impressive trend in the metro, where rents have cumulatively increased by 59.9% over the past decade.

#### RENTS

Apartment rents are slightly more expensive in the Cotati Submarket than they are in the metro as a whole.

Rents grew by a remarkable 10.6% over the past year, which brought the three-year average rent growth up to 4.3%.

Cotati has enjoyed an exceptional stretch of rent growth over a longer time frame. Apartment rents today are 68.2% higher than they were 10 years ago. That beats the already impressive trend in the metro, where rents have cumulatively increased by 59.6% over the past decade.

#### VACANCY

The vacancy rate in the Cotati Submarket has dropped over the past four quarters, and at 2.1%, is slightly below the long-term average.



## **COTATI DEMOGRAPHICS**



## SONOMA COUNTY DEMOGRAPHICS

<b>485,887</b> Total Population	Median Household	<b>4′.</b> 4 Median Age	<b>188K</b> Total Households
\$113K	; WLUUN	ΨΟΟ/Ι	\$829K

Average Household Income

Number of Employees

Affordability Gap

Median Property Value







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# **PROPERTY DETAILS**

#### SITE DESCRIPTION

Property Address	Santero Way
Troporty Address	
	Cotati, CA 94931
Assessor's Parcel #:	144-480-022; 144-320-034; 144-320-035; 144-320-036
Units:	00
Units.	98
Buildings:	3
Stories:	3
	-
Net Rentable SF:	80,560
Net heritable SI.	80,500
	0.40
Lot Size (Acres):	2.42

PROPERTY DETAIL	
Utilities - Water:	City of Cotati (Owner Pays)
Utilities - Sewer:	(Owner Pays)
Utilities - Gas/Electric:	PG&E (Tenant Pays)
Garbage Removal:	Recology (Owner Pays)
HVAC:	Individual Controls
Plumbing:	Copper
Electrical:	Circuit Breakers
Roof:	Bitumen
Foundation:	Concrete
Framing/Siding:	Wood





















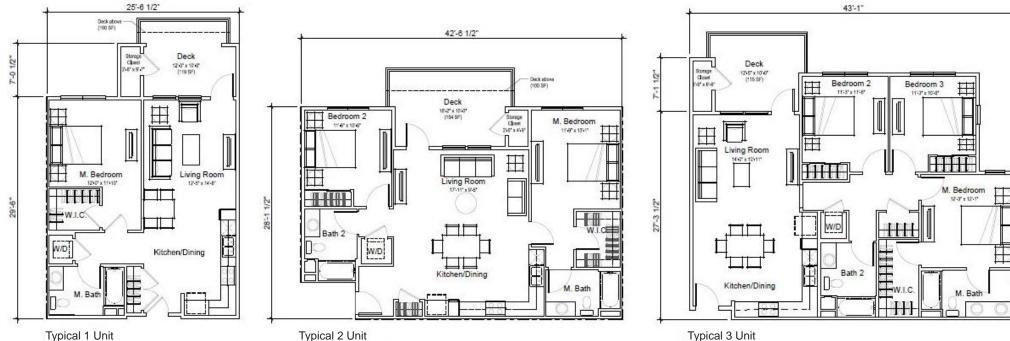




# SITE PLAN: COTATI STATION



## UNIT PLAN: TYPICAL UNIT



1 Bedroom / 1 Bathroom Net: 703 SQ. FT. Gross: 750 SQ. FT. Count: 58

2 Bedrooms / 2 Bathrooms Net: 1008 SQ. FT. Gross: 1070 SQ. FT. Count: 33 3 Bedrooms / 2 Bathrooms Net: 1183 SQ. FT. Gross: 1254 SQ. FT. Count: 7

NOTES: <u>NET AREA</u>: INSIDE FACE OF STUD <u>GROSS AREA</u>: OUTSIDE FACE OF STUD <u>AREAS DO NOT INCLUDE STORAGE CLOSET</u>

### COTATI STATION



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#### OFFERING SUMMARY

Price	\$5,250,000
Current Cap Rate (Pro Forma)	5.00%
Current GRM (Pro Forma)	14.59
NOI (Pro Forma)	\$2,339,600

#### MARKET DRIVERS

- » Fully Entitled Site for 98 Apartment Units, with commercial component
- » Permits Ready to be Issued
- » Less than 1 Mile from Highway 101 and less than 1 Mile from Sonoma State University
- » Adjacent to the Cotati SMART (Sonoma-Marin Area Rail Transit SMART) station, the Bay Area's newest passenger rail service serving Marin and Sonoma counties
- » 5,587 square feet of commercial space
- » Exodus from major urban centers

#### AREA AMENITIES

- » Close to Sonoma State & Graton Resort and Casino
- » Short Walk to Downtown Dinning, Shopping, Transportation and Entertainment
- » Cotati Jazz Festival each June
- » World Class Green Music Center and Concert Hall
- » Cotati Community Farmers' Market
- » More than 400 wineries close by

# PRICING DETAIL\*

# COTATI STATION

SUMMARY	
Price	\$5,250,000
Down Payment	\$5,250,000 (100%)
Number of Units	98
Price Per Unit	\$53,571
Price Per SqFt	\$75.56
Rentable SqFt	80,560
Lot Size	2.42 Acres
Approx. Year Built	2023/2024

RETURNS	PRO FORMA	YEAR 1
CAP Rate	5.0%	5.0%
GRM	14.59	14.59
Cash-on-Cash	6.00%	6.00%

#### **OPERATING DATA**

INCOME		PRO FORMA		YEAR 1
Gross Scheduled Rent		\$3,178,572		\$3,178,572
Less: Vacancy/Deductions	5.0%	\$158,929	5.0%	\$158,929
Total Effective Rental Income		\$3,019,643		\$3,019,643
Other Income		\$114,600		\$114,600
Effective Gross Income		\$3,134,243		\$3,134,243
Less: Expenses	25.0%	\$782,373	25.0%	\$782,373
Estimated Net Income		\$2,339,600		\$2,339,600

EXPENSES	PRO FORMA	YEAR 1
Misc. Expenses (Est. @ 25% EGI)	\$782,373	\$782,373
Total Expenses	\$782,373	\$782,373
Expenses/Unit	\$7,983	\$7,983

UNITS	UNIT TYPE	SQFT/UNIT	SCHEDULED RENT	MARKET RENTS
58	1 Bedroom 1 Bath	575	\$2,580	\$2,580
33	2 Bedroom 1 Bath	1.018	\$2,980	\$2,980
7	3 Bedroom 2 Bath	1,147	\$3,480	\$3,480

\* - Pro Forma

## UNIT MIX & PRICES

## COTATI STATION

UNIT MIX & PRICES								
UNIT TYPE	QTY	%	GROSS AREA	TOTAL AREA	PROJECTED RENT	RENT/SF	MONTHLY RENT	ANNUAL RENT
Residential - 1 BDR / 1 BA	47	47%	575	27,025	\$2,580	\$4.48	\$121,260	\$1,455,120
Residential - 2 BDR / 1 BA	27	27%	1,018	27,486	\$2,980	\$2.92	\$80,460	\$965,520
Residential - 3 BDR / 1 BA	4	4%	1,147	4,588	\$3,480	\$3.03	\$13,920	\$167,040
Moderate - 1 BDR / 1 BA	3	3%	575	1,725	\$2,580	\$4.48	\$7,740	\$92,880
Low Income- 1 BDR / 1BA	3	3%	575	1,725	\$1,397	\$2.43	\$4,191	\$50,292
Ver Low Inc- 1 BDR / 1 BA	5	5%	575	2,875	\$1,164	\$2.02	\$5,820	\$69,840
Moderate - 2 BDR / 1 BA	4	4%	1,018	4,072	\$2,980	\$2.92	\$11,920	\$143,040
Low Income- 2 BDR / 1BA	1	1%	1,018	1,018	\$1,571	\$1.54	\$1,571	\$18,852
Ver Low Inc- 2 BDR / 1 BA	1	1%	1,018	1,018	\$1,309	\$1.29	\$1,309	\$15,708
Moderate - 3 BDR / 1 BA	3	3%	1,147	3,441	\$3,580	\$3.03	\$10,740	\$128,880
Office Space	1	1%	5,587	5,587	\$6,250	\$2.32	\$6,250	\$75,000
Total	99	100%	890	80,560	\$29,771	\$2.77	\$264,881	\$3,178,572



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## **DEMOGRAPHICS**

POPULATION	1 Mile	3 Miles	5 Miles
2026 Projection			
Total Population	22,200	56,679	75,840
2021 Estimate			
Total Population	21,920	56,035	74,897
2010 Census			
Total Population	21,193	54,299	72,534
2000 Census			
Total Population	20,297	52,865	70,799
Daytime Population			
2021 Estimate	16,620	53,599	76,723
HOUSEHOLDS	1 Mile	3 Miles	5 Miles
2026 Projection			
Total Households	8,045	21,665	28,853
2021 Estimate			
Total Households	7,882	21,243	28,274
Average (Mean) Household Size	2.6	2.5	2.5
2010 Census			
Total Households	7,567	20,417	27,155
2000 Census			
Total Households	7,200	19,613	26,079

HOUSEHOLDS BY INCOME	1 Mile	3 Miles	5 Miles
2021 Estimate			
\$250,000 or More	3.6%	4.1%	5.2%
\$200,000-\$249,999	2.4%	2.7%	3.6%
\$150,000-\$199,999	8.8%	8.8%	9.7%
\$125,000-\$149,999	9.7%	8.0%	8.3%
\$100,000-\$124,999	12.3%	10.2%	10.7%
\$75,000-\$99,999	18.0%	17.3%	16.7%
\$50,000-\$74,999	16.6%	17.1%	16.2%
\$35,000-\$49,999	8.3%	9.7%	9.3%
\$25,000-\$34,999	7.4%	8.2%	7.6%
\$15,000-\$24,999	5.4%	6.7%	6.1%
Under \$15,000	7.5%	7.2%	6.7%
Average Household Income	\$100,378	\$100,005	\$108,691
Median Household Income	\$81,602	\$76,657	\$80,977
Per Capita Income	\$38,248	\$38,837	\$41,793

## **DEMOGRAPHICS**

POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population By Age			
2021 Estimate	21,920	56,035	74,897
0 to 4 Years	4.5%	4.6%	4.6%
5 to 14 Years	10.7%	10.2%	10.7%
15 to 17 Years	3.6%	3.3%	3.5%
18 to 19 Years	6.2%	5.2%	4.5%
20 to 24 Years	10.3%	8.5%	7.8%
25 to 29 Years	9.2%	8.7%	7.9%
30 to 34 Years	7.3%	7.4%	7.0%
35 to 39 Years	6.9%	6.8%	6.7%
40 to 49 Years	13.0%	12.0%	12.4%
50 to 59 Years	12.9%	12.7%	13.3%
60 to 64 Years	5.2%	5.8%	6.1%
65 to 69 Years	4.0%	5.1%	5.3%
70 to 74 Years	3.1%	4.1%	4.4%
75 to 79 Years	1.6%	2.4%	2.6%
80 to 84 Years	0.9%	1.4%	1.5%
Age 85+	0.6%	1.5%	1.6%
Median Age	33.7	36.4	38.0

POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population 25+ by Education Level			
2021 Estimate Population Age 25+	14,186	38,172	51,621
Elementary (0-8)	4.5%	3.8%	4.5%
Some High School (9-11)	4.9%	5.2%	5.3%
High School Graduate (12)	22.6%	22.0%	21.7%
Some College (13-15)	26.8%	27.9%	27.1%
Associate Degree Only	11.6%	10.5%	10.1%
Bachelor's Degree Only	20.2%	21.1%	21.5%
Graduate Degree	9.4%	9.4%	9.9%
HOUSING UNITS	1 Mile	3 Miles	5 Miles
Occupied Units			
2026 Projection	8,405	22,844	30,526
2021 Estimate	8,214	22,337	29,829
Owner Occupied	4,418	11,666	16,283
Renter Occupied	3,464	9,576	11,991
Vacant	332	1,094	1,556
Persons in Units			
2021 Estimate Total Occupied Units	7,882	21,243	28,274
1 Person Units	23.6%	27.9%	26.8%
2 Person Units	31.7%	32.7%	32.6%
3 Person Units	18.7%	16.9%	16.7%
4 Person Units	16.0%	13.3%	13.8%
5 Person Units	6.4%	5.5%	5.9%
6+ Person Units	3.7%	3.7%	4.1%

## Marcus & Millichap

# DEMOGRAPHICS



#### POPULATION

In 2021, the population in your selected geography is 74,897. The population has changed by 5.8 percent since 2000. It is estimated that the population in your area will be 75,840 five years from now, which represents a change of 1.3 percent from the current year. The current population is 48.2 percent male and 51.8 percent female. The median age of the population in your area is 38.0, compared with the U.S. average, which is 38.4. The population density in your area is 953 people per square mile.



#### HOUSEHOLDS

There are currently 28,274 households in your selected geography. The number of households has changed by 8.4 percent since 2000. It is estimated that the number of households in your area will be 28,853 five years from now, which represents a change of 2.0 percent from the current year. The average household size in your area is 2.5 people.

	JC	DBS	

#### EMPLOYMENT

In 2021, 40,618 people in your selected area were employed. The 2000 Census revealed that 64.4 percent of employees are in white-collar occupations in this geography, and 35.6 percent are in blue-collar occupations. In 2021, unemployment in this area was 6.0 percent. In 2000, the average time traveled to work was 21.7 minutes.



#### HOUSING

The median housing value in your area was \$493,745 in 2021, compared with the U.S. median of \$227,827. In 2000, there were 16,273 owner-occupied housing units and 9,805 renter-occupied housing units in your area. The median rent at the time was \$826.



#### INCOME

In 2021, the median household income for your selected geography is \$80,977, compared with the U.S. average, which is currently \$65,694.The median household income for your area has changed by 50.5 percent since 2000. It is estimated that the median household income in your area will be \$84,089 five years from now, which represents a change of 3.8 percent from the current year.

The current year per capita income in your area is \$41,793, compared with the U.S. average, which is \$36,445. The current year's average household income in your area is \$108,691, compared with the U.S. average, which is \$94,822.



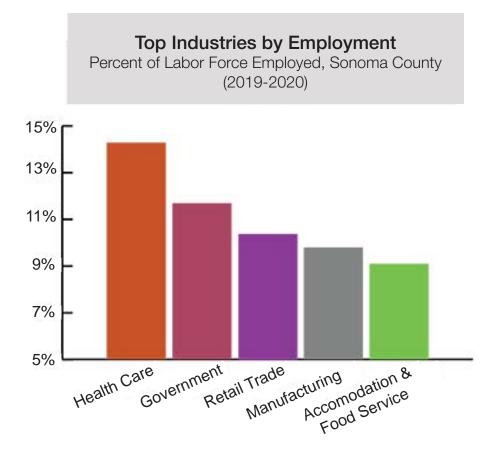
#### EDUCATION

The selected area in 2021 had a higher level of educational attainment when compared with the U.S averages. Only 9.9 percent of the selected area's residents had earned a graduate degree compared with the national average of 12.0 percent, and 21.5 percent completed a bachelor's degree, compared with the national average of 19.5 percent.

The number of area residents with an associate degree was higher than the nation's at 10.1 percent vs. 8.3 percent, respectively.

The area had fewer high-school graduates, 21.7 percent vs. 27.2 percent for the nation, but the percentage of residents who completed some college is higher than the average for the nation, at 27.1 percent in the selected area compared with the 20.5 percent in the U.S.

# MAJOR EMPLOYERS



	LEADING EMPLOYERS	EMPLOYEES
1	Kaiser Permanente	3,508
2	Associated Indemnity Corp	2,496
3	St. Joseph Health, Sonoma County	2,500
4	Santa Rosa Junior College	2,034
5	Graton Resort & Casino	2,000
6	Keysight Technologies	1,300
7	Jackson Family Wines	1,152
8	Sutter Santa Rosa Regional Hospital	1,050
9	Sonoma State University	1,000
10	Medtronic	1,000
11	Amy's Kitchen	988
12	Agilent Technologies	800
13	Oliver's Market	760
14	Hansel Auto Group	675
15	AT&T	600
16	River Rock Casino	500
17	Korbel Champagne	500
18	State Farm Fire and Cslty Co.	500
19	Exchange Bank	392
20	Calix	400
21	Redwood Credit Union	382
22	Korbel	311
23	Ghilotti Construction Co.	300
24	Mary's Pizza Shack	300
25	Sonoma Media Investments	297



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