

# **FAIRGROUNDS PLAZA**

*Retail or Office Space for Lease in Med Center  
25,000+ Cars per Day*



**TURTON**  
COMMERCIAL REAL ESTATE



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# THE PROPERTY

**1,050**  
SF FOR LEASE

**60,718**  
ADT

**25,000+**  
CARS PER DAY

**UNLIMITED**  
POSSIBILITIES

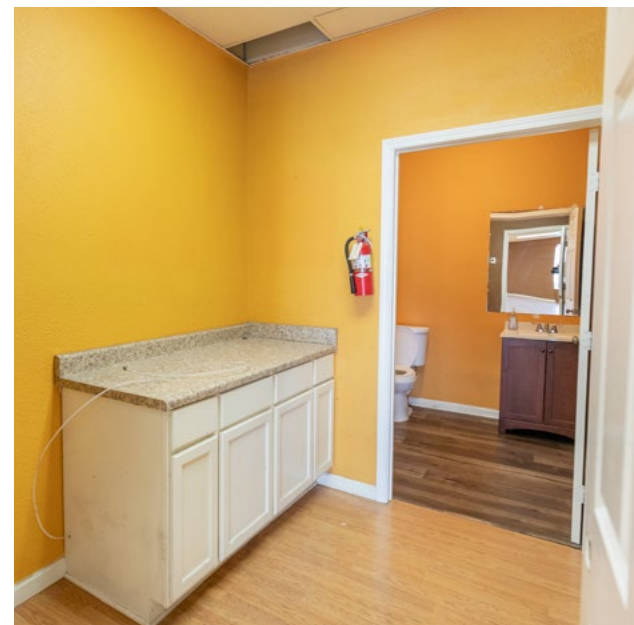
Prominently located on the northeast corner of Broadway and Stockton Boulevard, Fairgrounds Plaza is the most highly visible shopping center in Med Center. Two million square feet of medical lab buildings are rising next door at UC Davis Aggie Square - the largest development project under construction in Sacramento. Aggie Square will feature state-of-the-art research facilities, modern office and mixed-use space and world-class amenities.

Fairgrounds Plaza is a 10,000 square foot retail center with one remaining vacant space

available. Suite 4603-C is approximately 1,050 square feet in-line in the center that can be occupied for retail or office space. The space features an existing restroom and additional plumbing, which provides flexibility for many different types of businesses, including coffee shop, hair salon, sandwich restaurant, insurance, real estate brokerage, or any number of food & beverage, beauty services, or professional office uses that desire retail visibility.

Fairground Plaza features a large monument sign with signage space available. With over

26,890 average daily traffic (ADT) on Broadway and 33,828 ADT on Stockton Blvd, businesses at Fairground Plaza can get the recognition they seek at this well-known location. There is a large common area parking lot for the patrons of Fairground Plaza to utilize. Med Center is between the popular neighborhoods of Oak Park, Tahoe Park and Elmhurst. This area is one of Sacramento's hottest real estate markets with excellent amenities nearby and easy access to Midtown, Downtown, and East Sacramento.





## PROPERTY DETAILS

Address:	4605 Broadway, Sacramento, CA 95820
Suite:	4603-C
Suite Size:	1,050 RSF
Lease Rate:	Negotiable
Use:	Retail or Office
Parking:	Free
Monument Signage:	Available
Zoning:	C-2-SPD



photo: gatherights.com

# BUILDING LOCATION

The Building provides immediate access to Oak Park, Alhambra Boulevard, The Broadway Corridor, East Sacramento, and Midtown

4605 Broadway provides immediate access to Oak Park, Alhambra Boulevard, The Broadway Corridor, East Sacramento, and Midtown. Reminiscent of Midtown a few years ago, Oak Park is becoming one of Sacramento's trendiest neighborhoods attracting many young professionals. The Property sits just one block away from

the newly formed Oak Park Triangle. In the Oak Park Triangle, several cool new restaurants, boutique shops, and a very popular local brewery occupy recently upgraded historic brick buildings with murals and container buildings sprinkled in-between. Companies are recognizing that working in Oak Park offers a high quality of life for their employees.

A half mile to the east of The Property, Aggie Square groundbreaking is planned for June 2022. A planned innovation hub on UC Davis' Sacramento campus bringing together university, industry and community. When complete, Aggie Square will bring 5,200 jobs to the community.

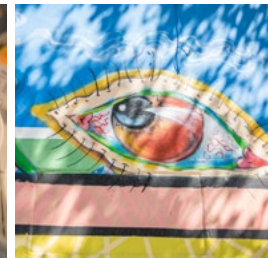


photo: gatherights.com

# NEARBY DEVELOPMENT PROJECTS

Below are some of the exciting developments and amenities advancing the greater Broadway region and the entire urban core.

### Aggie Square

Located on the UC Davis Sacramento Campus, Aggie Square will house business partners and community-based programs together with UC Davis innovation and research to create a stronger and healthier shared community. [Learn more here.](#)

### The Mill at Broadway

The Mill is bringing an array of assets to Broadway that can't be found anywhere else in the city, such as 1,000 new urban homes, a beautiful four-acre park, new bike paths connecting to the American River Bike Trail, an on-site public market, street art, and muraling.

### Great Food

Broadway is home to an eclectic and multicultural culinary scene with some of the most-loved restaurants in Downtown Sacramento, some with a long and unique local history. These include Tower Café, Willie's Burgers, Iron Steakhouse, Jamie's Broadway Grille, and other Ethiopian, Thai, Indian, Japanese, Vegetarian, and Mexican restaurants. Just off Broadway down Riverside Avenue, you will find old favorites like the Riverside Clubhouse and Vic's Ice Cream, as well as new up-and-coming places like Massulo Pizza.

### Broadway Bridge

The Broadway Bridge is a government-led improvement that will connect Broadway to West Sacramento over the Sacramento River. This will allow convenient walkable access to the various amenities available in West Sacramento.

### Selland's Market Cafe

Selland's Market Cafe – a Sacramento favorite – opened their Broadway location in late 2017. This provides an additional place to eat and enjoy along Broadway, just a short walk or ride from the subject property. Whether dining in or bringing food back home, Selland's is sure to impress.

### Weekly Farmers Market

Sacramento's largest weekly farmers market is held right off of X Street in the Broadway Corridor. A unique selection of items are available, including: the finest fruits, vegetables, baked goods, flowers, herbs, juices and cheeses.

### Pedestrian Improvements

The city has plans to narrow the busy thoroughfare from two lanes in each direction to one with center turn lanes in order to slow traffic and encourage a main-street feel where people can ride bikes and restaurants can use the sidewalks to create patio seating. The early reaction among business, property owners and nearby residents has been largely positive.

### Broadway Redux Phase I & II

Local infill builder Indie Capital is nearing completion of Phase II of their Broadway Redux project, a 9-home urban infill project. They are completing the remaining 5 units and have sold out prior to completion. Designed by Johnsen Schmalming Architects., the award-winning designs are helping to bolster the Broadway corridor as an exciting place to be.

### Affordable Housing Renovation

A few blocks east of 401 Broadway, redevelopment officials and private developers will reimagine the affordable housing communities along Broadway known as Marina Vista and Alder Grove by replacing them with a revitalized mixed-income community.

### The Tower Theatre

The Tower Theatre is one of Sacramento's most iconic landmarks that opened its doors in 1938. More than 75 years later, it is still the premier place to catch some of the best independent and foreign films within 100 miles.





# AGGIE SQUARE

[CLICK HERE TO LEARN MORE!](#)

Construction started in June 2022 and is proceeding on schedule for completion in 2025-2026. At Aggie Square, leading-edge UC Davis research, innovative companies and startups, and talent from across our community come together to create a thriving new Sacramento innovation district. Aggie Square is designed to host whole “ecosystems” in emerging areas of technology and life sciences, with inclusive teaching and training programs from entry level jobs to doctoral degrees.

Aggie Square is where university, industry, and community meet to create opportunities for everyone.

Located on the UC Davis Sacramento Campus, Aggie Square will house business partners and community-based programs together with UC Davis innovation and research to create a stronger and healthier shared community.

Aggie Square will feature state-of-the-

art research facilities, modern office and mixed-use space and world-class amenities. It will create new public space with welcoming, accessible entry points that connect the university with its neighboring communities. The result will be a unique live/learn/work/play environment that values inclusion and creates chance encounters among creative people.

The entrepreneurial partnerships we forge at Aggie Square will advance human health, enrich lifelong learning, enhance emerging technologies, and set the stage for future collaborations.

**Life-long Learning:**

- Office and classroom tower with front door on Aggie Square
- 250,000 SF +
- Anchored by Continuing & Professional Education
- Corporate partnerships on next genera-

tion IT workforce

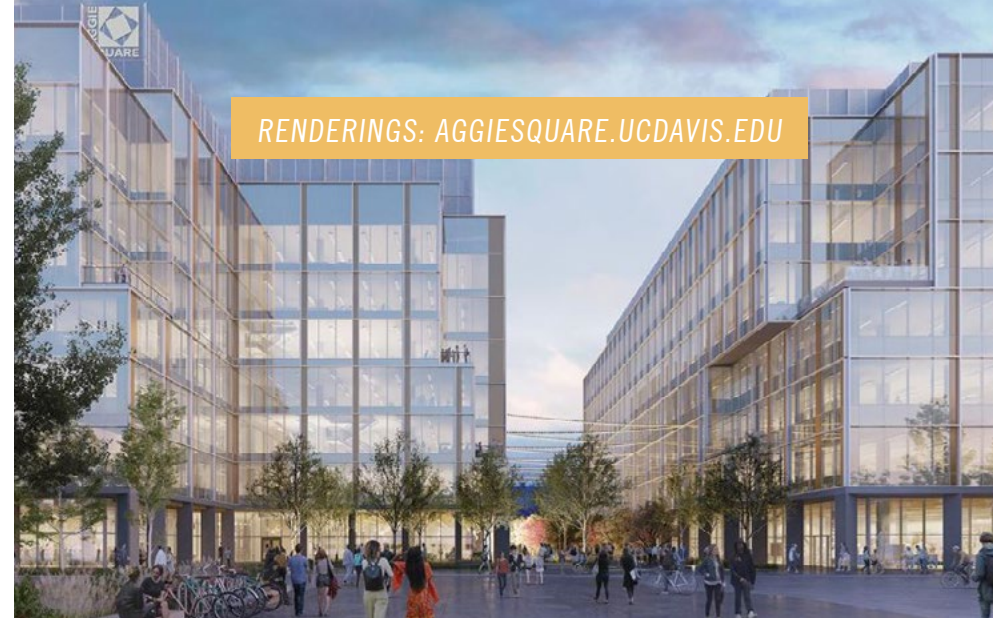
- Career development with education partners

**Life Sciences:**

- ±500,000 SF
- Emerging cell and gene therapies
- Medical device development
- Digital health innovations
- Biomedical engineering
- STEM career development
- Technology incubators and accelerators

**Housing and Market Plaza:**

- Undergraduate and graduate students
- University affiliates
- Farmers' Market Pavilion
- Food literacy and education
- Healthy food offerings
- Storefront community-facing programs





# 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

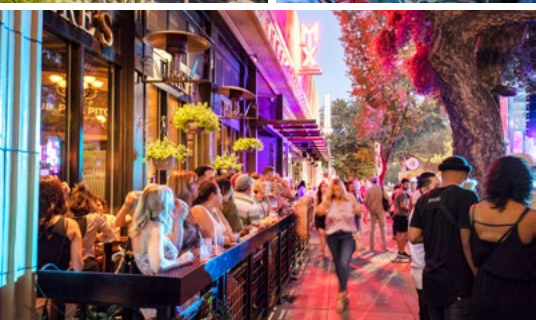
Sacramento is the Capitol of California, the fifth largest economy in the world. While perhaps not considered as prolific as many of the tourism-based cities in California such as San Francisco, Los Angeles and San Diego, being the hub of California's governmental structure provides an incredible amount of economic stability throughout the region. In addition, Sacramento is being increasingly recognized as an outdoor enthusiast's dream city with its remarkably

central location to Lake Tahoe, the Sierra's, Yosemite and the Coast. In a recent study completed by WalletHub for National Nutrition Month, Sacramento was ranked the 5th healthiest city in the United States among 100 large cities (ranking higher than the likes of Denver, Colorado Springs, San Francisco, Portland, Austin, San Antonio and Seattle). Forbes magazine ranked Sacramento as the 10th healthiest city in the United States versus all cities. A

big part of this recognition stems from the cities' proximity to the American River. Hiking trails and white-water rafting abound along the American River as well as one of Sacramento's crown jewels - the 32-mile American River Bike Trail which runs entirely along the river from Beal's State Park to Discovery Park where it conjoins with the Sacramento River to Old Sacramento on the riverfront (only 20 blocks from the Subject Property).







# INFLUX OF COOL

# 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
- #3 Best Foodie City in America
- #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

## POPULATION GREATER SACRAMENTO REGION

**2,623,204**

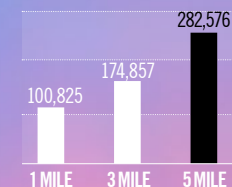
GSEC 2023  
Applied Geographic Solutions & GIS Planning 2022

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

**68%**

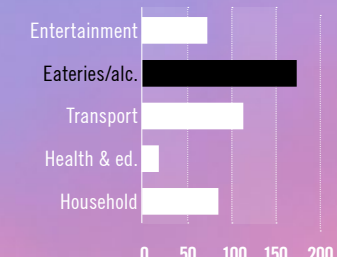
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## NUMBER OF EMPLOYEES WITHIN VARYING RADIUS OF THE STATE CAPITOL:



Costar 2023 - 1500 Capitol Ave

## ANNUAL CONSUMER SPENDING WITHIN ONE MILE OF THE STATE CAPITOL:



\*Numbers in millions - Costar 2023 - 1500 Capitol Ave

## 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  
Applied Geographic Solutions & GIS Planning 2022

## 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  
Applied Geographic Solutions & GIS Planning 2022

## SACRAMENTO OWNERS VS. RENTERS



GSEC 2023  
Applied Geographic Solutions & GIS Planning 2022

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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