



102 W. Main Street

Iconic Flagship Retail Building in the Heart of Downtown Grass Valley

ASKING PRICE

\$839,000

PRICE/SF

\$219.63/SF

BUILDING SIZE

±3,820 SF

PROPERTY TYPE

Retail / Mixed-Use

102 W. Main Street

Downtown Grass Valley, CA

Tucker Commercial is pleased to present 102 W. Main Street — a rare opportunity to acquire one of Downtown Grass Valley's most recognized and enduring commercial addresses. Positioned on the corner of West Main and South Auburn Streets at the absolute center of the city's primary retail corridor, this ±3,820 SF two-story building offers the kind of visibility, character, and location that simply does not come available often.

Originally constructed in 1881, the building retains its original hardwood floors, ornate pressed-tin ceilings with antique gold patina, full-height exposed brick walls, and a dramatic open staircase — architectural bones that define the property's identity and cannot be replicated. Three street-level entrances deliver maximum retail accessibility across a highly flexible ground-floor layout.

The ±1,675 SF ground floor anchors the offering with prime corner retail exposure and exceptional pedestrian traffic. Upstairs, ±1,245 SF of open commercial space — currently used as a gallery and event floor — plus a ±400 SF private outdoor patio creates strong optionality for creative office, professional services, studio, or event-driven uses, with residential conversion possible subject to zoning and building code. A finished ±900 SF basement rounds out the building as ideal inventory, storage, or back-of-house support space.

Foothill Flowers has occupied this corner since 1966 — a 58-year run that speaks directly to the building's retail staying power and its place in the fabric of the community. The business is available separately for \$79,000, or the property can be delivered vacant at closing, offering flexibility for an owner-user, investor, or creative operator ready to put their mark on one of the most iconic storefronts in the Northern Sierra.

Downtown Grass Valley is in motion. Mill Street Plaza — a recently completed pedestrian-only street half a block away — has materially elevated foot traffic and downtown energy. The ~\$5 million renovation of The Center for the Arts, the extensive remodel of the historic Holbrooke Hotel, and the City's marquee events — Cornish Christmas and Thursday Night Markets — collectively drive thousands of visitors to this block each year. At \$839,000 (\$219.63/SF), 102 W. Main Street represents a compelling cost basis for an irreplaceable corner location with the character, history, and long-term value prospects that define the best of downtown Grass Valley.



The information contained herein has been obtained from sources deemed reliable but has not been verified and no guarantee, warranty or representation is made.

PROPERTY DETAILS

Asking Price	\$839,000
Price/SF	\$219.63/SF
Building Size	±3,820 SF
Lot Size	±3,211 SF Lot
Property Type	Retail / Mixed-Use
Zoning	Town Core
Ground Floor	±1,675 SF Retail
Second Floor	±1,245 SF + ±400 SF Patio
Basement	±900 SF Finished
Year Built	Originally Constructed 1881
Comprehensive Remodel	1984/85 — Plumbing, Electrical & Infrastructure
Roof	Replaced ~5 Years Ago
Tenancy	Foothill Flowers (since 1966)
Business Sale	\$79,000 Separately
Delivery	Vacant or with Business
APN	008-342-008-000
County	Nevada County, CA

INVESTMENT HIGHLIGHTS

- **Flagship Corner Location**
Prominent positioning at W. Main & S. Auburn — the defining intersection of downtown Grass Valley's core retail corridor
- **Compelling Cost Basis**
Offered at \$839,000 (\$219.63/SF) — an attractive entry point for an iconic, well-maintained downtown building
- **Rare Architectural Character**
Originally constructed in 1881 — original hardwood floors, ornate pressed-tin ceilings, exposed brick walls, and open staircase throughout
- **Three-Level Flexible Layout**
±1,675 SF ground retail · ±1,245 SF second floor · ±400 SF patio · ±900 SF finished basement
- **Second-Floor Outdoor Patio**
±400 SF private patio with large windows framing elevated views over the South Auburn Street intersection — suited for creative office, studio, events, or potential residential conversion
- **Proven Retail Viability**
Home to Foothill Flowers since 1966 — a beloved community institution demonstrating over five decades of retail success
- **Mill Street Plaza Adjacency**
Half a block from the pedestrian-only plaza featuring open seating, outdoor dining, and flexible event programming
- **Strong Event-Driven Traffic**
Immediate proximity to Cornish Christmas and Thursday Night Markets, drawing thousands of visitors to this block annually
- **Recent Downtown Investment**
Benefits from ~\$5M renovation of The Center for the Arts, the Holbrooke Hotel remodel, and the new Mill Street Plaza
- **Owner-User or Investment Opportunity**
Business available separately (\$79,000) or property delivered vacant — maximum flexibility at closing
- **Infrastructure Updated**
Plumbing & electrical replaced 1984/85 · Roof replaced approximately five years ago
- **Town Core Zoning**
Broad range of retail, commercial, and mixed-use applications permitted in California's most storied Gold Rush corridor

