



2ND GEN  
RESTAURANT & BAR  
FOR LEASE

1 BLOCK FROM GOLDEN 1 CENTER,  
DOWNTOWN SACRAMENTO



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THE OPPORTUNITY • CALIFORNIA FRUIT BUILDING

# THE OPPORTUNITY

± 3,389  
RESTAURANT SF

2ND  
GENERATION

FF&E  
AVAILABLE

1 BLOCK  
FROM DOWNTOWN COMMONS

@ THE  
EXCHANGE  
HOTEL

## 2ND GEN RESTAURANT IN DOWNTOWN SACRAMENTO'S MOST REFINED HOSPITALITY SETTING

Located in the beautifully restored 100-room Exchange Hotel, Curio Collection by Hilton, this 3,389 SF 2nd gen restaurant space is one of Downtown Sacramento's premier dining opportunities. Formerly home to Willow, it features a fully built-out layout with high-end finishes, designer lighting, an upgraded kitchen, a striking bar and dining area, and a private dining room, all while showcasing its historic features. Located at 1006 4th Street, The Exchange Hotel anchors Sacramento's Central Business District and Entertainment District,

steps from Golden 1 Center, DOCO, the Convention Center, and the State Capitol. The property's corner prominence and direct hotel connection ensure continuous exposure to hotel guests, office professionals, and urban residents, creating a steady base of built-in demand.

In addition, the restaurant space features floor-to-ceiling windows and access to outdoor seating potential, offering an elegant stage for a high-caliber food and beverage operator to establish a flagship presence in the heart of the city. The space includes all

furniture, fixtures, and equipment, offering a true plug-and-play opportunity. Surrounded by Sacramento's premier hotels, restaurants, and entertainment venues, The Exchange offers unmatched synergy with the city's top hospitality and tourism generators. This is a turn-key, luxury restaurant opportunity, ideal for operators seeking a Downtown address with instant credibility and architectural character that can't be replicated in new construction.





## PROPERTY DETAILS

<b>Address:</b>	1006 4th Street Sacramento, CA 95814
<b>Zoning:</b>	C-3
<b>Year Built:</b>	1914
<b>Year Remodeled:</b>	2021
<b>Available Space:</b>	$\pm$ 3,389 SF
<b>Furniture, Fixtures &amp; Equipment:</b>	Included
<b>Patio:</b>	Available on J and 4th Streets

### PRICING DETAILS

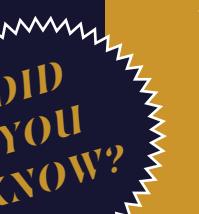
<b>Asking Rate:</b>	\$4.00/SF/Month NNN
<b>Monthly NNNs:</b>	\$1.00/SF/Month

### UTILITY DETAILS

<b>Electricity:</b>	SMUD
<b>Gas:</b>	PG&E
<b>Water/Sewer/Trash:</b>	City of Sacramento
<b>Storm Drain:</b>	City of Sacramento

### DOWNSTAIRS PRIVATE DINING ROOM / BANQUET ROOM

Hotel represented events will produce banquet revenue



### DID YOU KNOW?

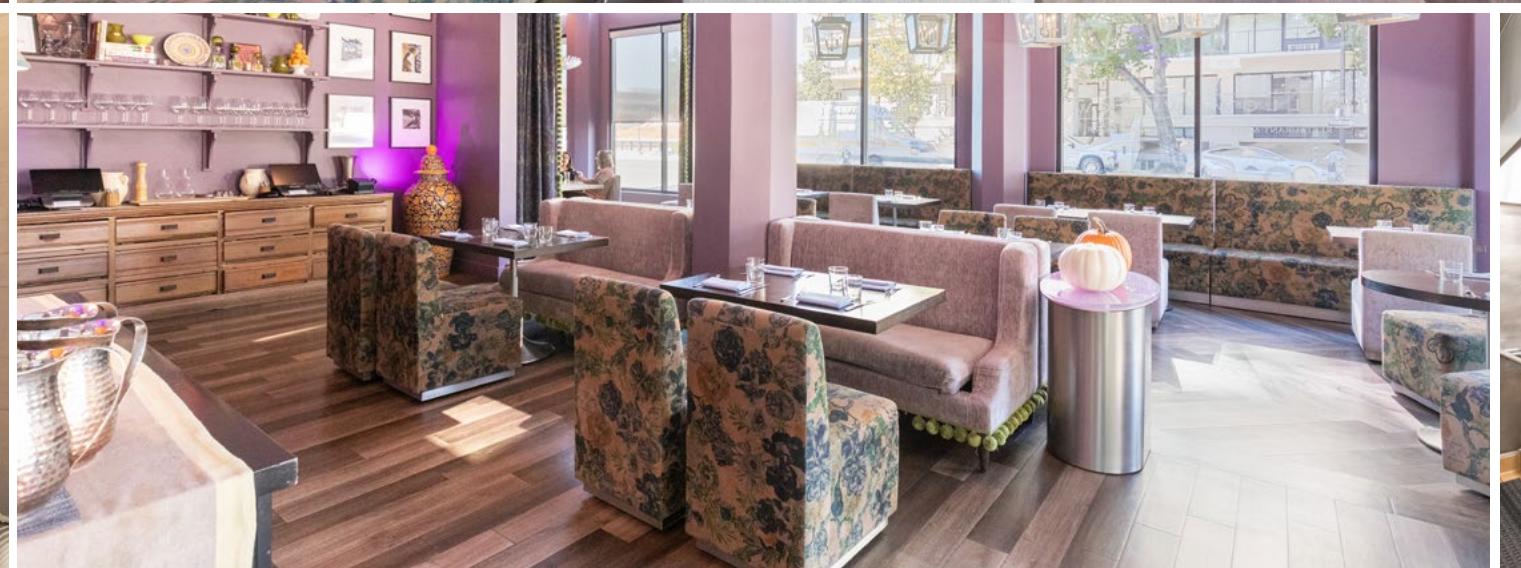
The building first welcomed guests in 1914 as the legendary California Fruit Building, a century-old landmark that once held the title of the tallest skyscraper on the West Coast. For generations, it stood as a proud symbol of Sacramento's thriving produce industry and served as a hub for the city's most influential figures. Today, The Exchange Hotel carries that legacy forward, blending preserved architectural details with contemporary design and a story behind every corner.

(Source: The Exchange Hotel Instagram)  
(Photo Source: Comstock's Magazine)





PRIVATE DINING ROOM / BANQUET ROOM



# FLOOR PLAN

**E** THE FLOOR PLAN



**3,389 2ND GEN RESTAURANT SF**

J STREET:  
98.4K CARS/DAY

# THE LOCATION

## BENEFITS FROM THE ENTERTAINMENT DISTRICT'S HIGH FOOT TRAFFIC AND EVENTS

Downtown Sacramento is a vibrant civic, cultural, and entertainment center—where innovation, history, and hospitality meet. As the world's fourth-largest economy, Downtown Sacramento is home to the State Capitol, major corporate offices, and an expanding roster of nationally recognized restaurants, hotels, and retailers. It is home to more than 100,000 daytime workers, with a growing residential population and a steady influx of regional visitors, tourists, and event goers year-round.

Anchoring the Entertainment District in Downtown is the Golden 1 Center (G1C) which has gained recognition as one of Northern California's most iconic entertainment venues. Home to the Sacramento Kings, G1C draws more than 1.5 million an-

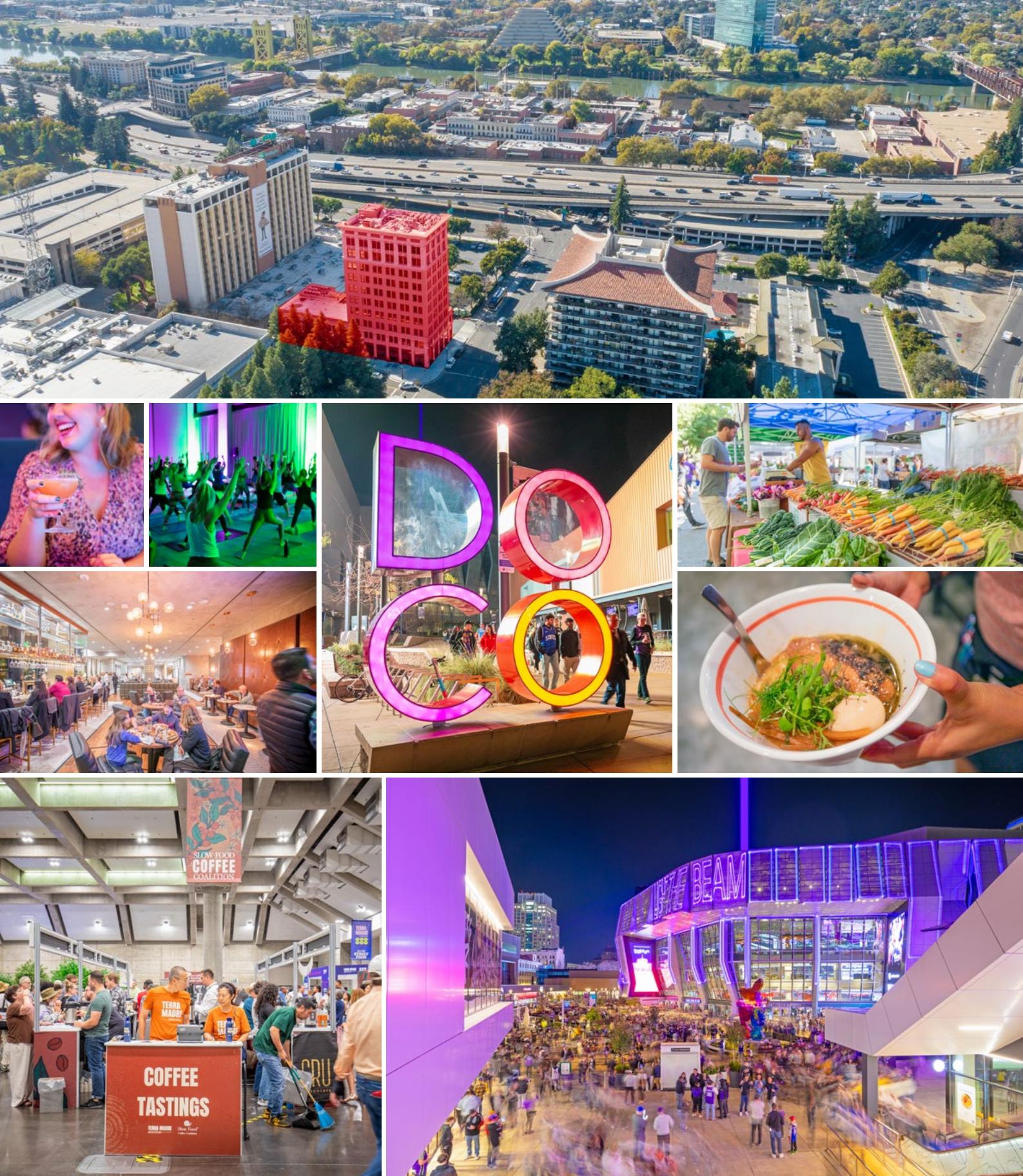
nual visitors. Just steps from G1C is DOCO (Downtown Commons), a dynamic open-air lifestyle district featuring upscale retail, chef-driven dining, luxury hospitality, and immersive event programming—all designed to create a 24/7 destination in the urban core.

The Exchange Hotel sits at the epicenter of this energy, offering unmatched access to DOCO and G1C, while benefiting from built-in hotel guest traffic, daily foot traffic from neighboring office towers, and proximity to regional light rail and transit hubs. The surrounding blocks are packed with a rich variety of arts and nightlife destinations—including the Crest Theatre, SAFE Credit Union Convention Center, the Memorial Auditorium and a growing num-

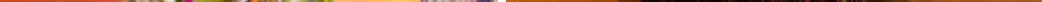
ber of tech-forward co-working spaces and creative firms.

Downtown Sacramento is also experiencing a generational wave of investment. Billions of dollars in public and private development have transformed the area into a modern urban hub, including redevelopments like the R Street Corridor, the Broadway revitalization, and the upcoming Sacramento Valley Station innovation district.

Whether serving the midweek business crowd, game-day fans, or weekend destination diners, operators at the Exchange Hotel enjoy an unparalleled opportunity to tap into the momentum of Sacramento's most exciting and high-traffic neighborhood in Sacramento's Entertainment District.







## THE ENTERTAINMENT DISTRICT



8  
BLOCKS



7.2M  
YEARLY VISITS



43  
STORES & RESTAURANTS



\$89,740  
HOUSEHOLD INCOME

### HOME TO THE GOLDEN 1 CENTER AND DOWNTOWN COMMONS SHOPPING

Explore the Entertainment District, stretching from J St. to L St., between 3rd and 7th Streets. It's anchored by the Downtown Commons (DOCO), reborn in 2016 as a vibrant gathering place. At its heart, the Golden 1 Center (G1C) stands

as an award-winning arena, hosting about 127 events annually, including concerts and home games for the Sacramento Kings. This district is a lively blend of entertainment, culture, and sports, making every visit a unique experience.

**Notable Events Held in District:**  
Sacramento Kings NBA Games, Concerts at Golden 1 Center

\*Experian-Mosaic Psychographic Profiles 2025



# SACRAMENTO


 1,343,590  
LABOR FORCE


 91,637  
TOTAL ESTABLISHMENTS


 \$92,424  
MEDIAN HOUSEHOLD EXPENDITURE

## GREATER SACRAMENTO'S 2.6 MILLION RESIDENTS ARE DIVERSE & HIGHLY EDUCATED

Sacramento is increasingly recognized as one of California's most promising markets for growth, combining the advantages of a capital city with the energy of a region on the rise. Its central location—within easy reach of the Bay Area, Lake Tahoe, and Napa Valley—makes it more than a midpoint; it's a destination with strong fundamentals and long-term investment potential.

While other major metros have seen population declines, Sacramento continues to grow. From 2014–2018 to 2019–2023, Sacramento County's population rose by 4.9%, even as San Francisco and Los Angeles saw losses (Axios, 2024). In 2025,

the region hit 2.62 million residents (Greater Sacramento). This growth reflects a wave of professionals and families drawn to space, affordability, and access to culture and opportunity.

That momentum is driving demand for new development across multifamily, retail, and hospitality. Sacramento is now a year-round event destination, with Golden 1 Center concerts, Kings games, conventions, and Capitol Mall festivals consistently filling hotel rooms and energizing the core.

Major draws like Aftershock, Ironman, the Farm-to-Fork Festival, and the California International Marathon bring hundreds

of thousands of visitors each year. The city's food and creative scenes continue to add to its appeal. As the Farm-to-Fork Capital, Sacramento has built a national reputation for its access to fresh ingredients, strong restaurant scene, and community pride—all of which contribute to a vibrant, experience-driven urban environment.

For restaurateurs, Willow offers a rare opportunity: a high-profile site in a metro with growth, foot traffic, and a clear need for new places to dine in the city.

GSEC 2024  
GIS Planning 2024


# 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 Midsized 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:

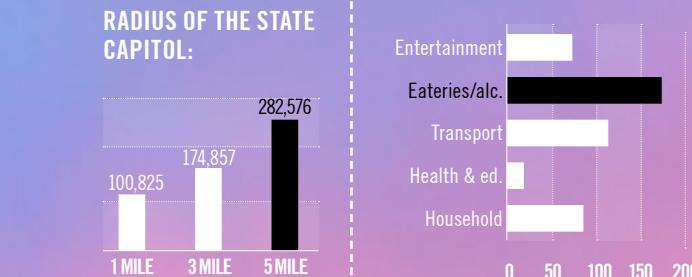
# 68%

GSEC 2023  
Applied Geographic Solutions & GIS Planning 2022

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



## 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

## MIDTOWN FARMERS MARKET

- #1 California's top farmers market
- #3 Best farmers market in the country

America's Farmer's Market Celebration by American Farmland Trust  
2024

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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