

# MISSION PLAZA

52-56 Mission Circle, Santa Rosa, CA 95409

**LOCKHOUSE**  
INVESTMENT SALES TEAM



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The **Lockehouse Investment Sales Team** is pleased to exclusively offer for sale Mission Plaza located in Santa Rosa, California. Mission Plaza is a **value-add, mixed-use property** situated at the high profile intersection of Highway 12 and Mission Blvd, with an average of **65,000 vehicles per day**. The property is **anchored by Burger King and shadow-anchored by McDonald's**, both of which have drive-thrus. Mission Plaza's mix of **internet-resistant, regional and local retail tenants** caters to the community's daily needs. This prominent plaza offers abundant parking, easy ingress and egress, multiple monument signs and approximately 48,000 square feet of land on a corner parcel.

Mission Plaza is directly on Highway 12, the east-west state highway that crosses the **Sonoma-Napa wine country region**, and connects Santa Rosa to the Central Valley to the east, and Sebastopol to the west. The property is less than 3 miles from downtown Santa Rosa and Highway 101. Notable neighboring businesses include Starbucks, Mission Car Wash, Union Hotel Restaurant, Valero, Walgreens and multiple professional offices. The property resides within a dense, well-established residential neighborhood, with nearby parks, schools, and local services along a major highway. Moreover, Santa Rosa continues to be an expanding community in the Bay Area with steady economic growth, a low unemployment rate of 2.6%, and a robust tourism industry.

Mission Plaza provides investors with a pride of ownership opportunity that is currently **82% occupied**. The new owner will benefit from further **value-add potential** by increasing the plaza's occupancy, and pushing the average rent, which is currently at a reasonable \$1.85/SF (Building 52).



MISSION PLAZA

**PAMPOSH**  
Indian  
Restaurant

**Cleaners**

**Winding Rose**  
Florist  
**Finest Nails**

**MISSION**  
**KITCHEN**  
**+ BAR**

**Kenwood**  
Hearing Solutions  
**State Farm**



**H.A.L.O** salon

**One-to-One**  
Learning Center

**THE**  
**DAILEY**  
**METHOD**

**GOOD DAY**  
**MASSAGE**

**Muffin**  
**Street**  
**Cafe**

## MISSION PLAZA

52-56 Mission Circle, Santa Rosa, CA 95409

### PROPERTY SUMMARY

<b>TOTAL BUILDING SF</b>	29,249 SF
	23,500 SF - Building 52
	5,749 SF - Building 56
<b>LAND AREA</b>	47,916 SF
<b>PARKING STALLS *</b>	171 / 5.1 per 1,000 SF
<b>OCCUPANCY **</b>	82% occupied
<b>VACANT SF</b>	5,197 SF
<b>PARCEL NUMBERS</b>	032-010-048; 032-010-049
<b>TRAFFIC COUNT</b>	65,000 VPD

### OFFERING SUMMARY

<b>PRICE</b>	\$9,700,000
<b>CAP RATE</b>	5.0%
<b>NOI</b>	\$485,347
<b>PRICE / SF</b>	\$332
<b>FINANCING</b>	Free and Clear
<b>OWNERSHIP TYPE</b>	Fee Simple

\* INCLUDES McDONALD'S

\*\* INCLUDES PENDING LEASE

## PROPERTY HIGHLIGHTS

- High profile, mixed-use property in the heart of Sonoma County
- National tenants including Burger King, Verizon Wireless, The Dailey Method and McDonald's (NAP)
- Located at the signalized intersection of Highway 12 and Mission Blvd
- High traffic counts: 65,000 vehicles per day
- Value-add opportunity: Currently 82% occupied (inclusive of pending lease)
- E-Commerce resistant tenants
- Easy access: Ingress / egress from Highway 12 and Mission Blvd
- Abundant parking: 171 stalls (including McDonald's)
- Immediate neighbors around intersection include Starbucks, Walgreens and Valero
- 47% tenants have been at location for 5+ years



# PROPERTY OVERVIEW

MISSION PLAZA

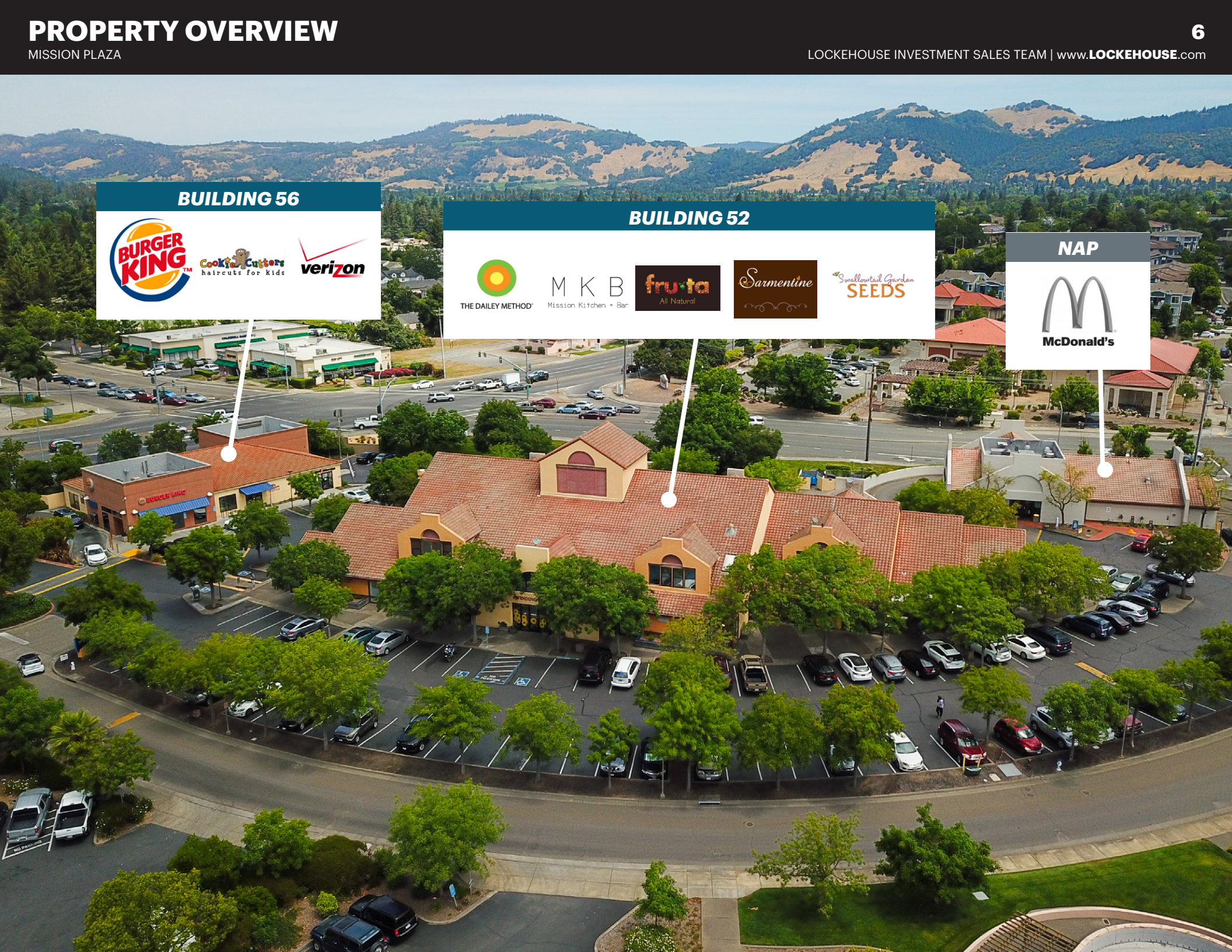
## BUILDING 56



## BUILDING 52

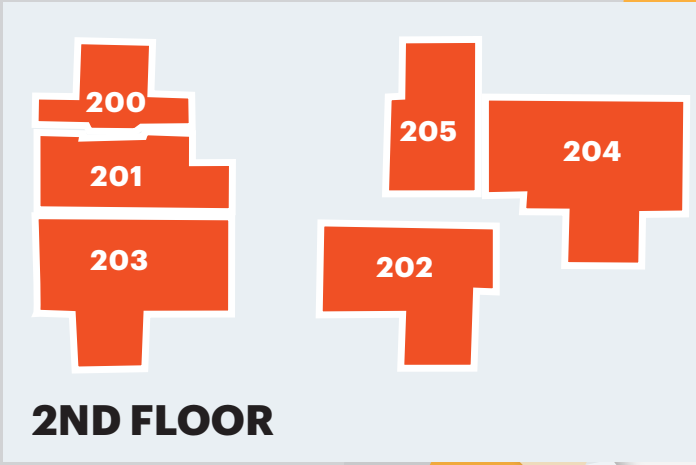


## NAP



# SITE MAP

MISSION PLAZA



**MISSION BOULEVARD 24,000 VPD**

**SONOMA HIGHWAY 12 41,000 VPD**



SUITE #	TENANT
<b>110</b>	<b>DARK / PAMPOSH RESTAURANT</b>
111 / 122	MISSION KITCHEN + BAR
112 / 113	SARMENTINE BAKERY *
<b>114</b>	<b>VACANT</b>
115	HALO SALON
116	FRU-TA
117	FINEST NAILS
<b>118 / 119</b>	<b>VACANT</b>
120	FAMILY CLEANERS
<b>121</b>	<b>VACANT</b>
124 / 125	THE DAILEY METHOD
<b>126</b>	<b>VACANT</b>
200	FUSION HEALING
201	OPERANT SOLAR
202	SWALLOWTAIL GARDEN SEEDS
203	KENWOOD HEARING
204	ONE-TO-ONE LEARNING
205	McMINN CONSTRUCTION
A	BURGER KING
B	COOKIE CUTTERS
C	VERIZON - CELL DEPOT
MDS	MCDONALDS (NAP)

\*LEASE PENDING



**SUITE 110**

**PAMPOSH RESTAURANT (DARK)**

High-end Indian cuisine, with a small wine list, takeout & outdoor seating.



**SUITE 202**

**SWALLOWTAIL GARDEN SEEDS**

Seed company that offers over 1,700 varieties of flower, vegetable and herb seeds.



**SUITE 111 / 122**

**MISSION KITCHEN + BAR**

Local sports bar recently rebranded and remodeled, offering beers on tap and food at great prices.



**SUITE 203**

**KENWOOD HEARING CENTER**

Licensed audiologists with over 30 years of experience providing customers with the best possible hearing solutions.



**SUITE 112 / 113**

**SARMENTINE BAKERY\***

A slice of France in Sonoma County – goods made from scratch daily using organic ingredients.



**SUITE 204**

**ONE-TO-ONE LEARNING**

Educational center focused on helping children of all ages & learning types to develop the skills to succeed academically.



**SUITE 115**

**HALO SALON**

A premium, fashion forward boutique salon providing excellent service to clients.



**SUITE 205**

**McMINN CONSTRUCTION**

A trusted partner for owners, development companies and investment groups for unique residential and commercial construction management.



**SUITE 116**

**FRU-TA**

All American artisan ice cream shop that offers 36 original flavors of preservative-free & additive-free ice cream, yogurts and sorbets.



**SUITE A**

**BURGER KING**

The 2nd largest fast food hamburger chain in the world committed to premium ingredients, signature recipes, and family-friendly dining experiences.



**SUITE 120**

**FAMILY CLEANERS**

Dry cleaning and laundry services.



**SUITE B**

**COOKIE CUTTERS**

Children's hair salon that provides families with an amazing haircut experience in a caring environment.



**SUITE 124 / 125**

**THE DAILEY METHOD**

Fitness studio that combines ballet barre work, core conditioning, and muscle strengthening through yoga, Pilates and orthopedic exercise. Dailey method has over 60 studios in 4 countries.



**SUITE C**

**VERIZON WIRELESS**

One of the largest communication technology companies in the world offering wireless products and services.



**SUITE 200**

**FUSION HEALING**

Holistic healing practice that blends different therapeutic techniques to attain optimum bodily function and quality of life.



**NOT APART**

**McDONALD'S**

Classic, long-running fast-food chain known for its burgers, fries & shakes.



**SUITE 201**

**OPERANT SOLAR**

Technology company that offers a practical approach to lowering the cost & increasing the efficiency of residential solar.





**FINEST NAILS**

**NAILS**

HALO

OPEN

FINISH

NO

CP

## SONOMA COUNTY

- 425+ wineries comprising over 60,000 acres of vineyards
- In addition to vineyards and wine tasting, Sonoma County offers many attractions, including the Russian River, Bodega Bay, Graton Resort & Casino, 60 regional and state parks, acclaimed golf courses, spas, ecotourism, festival and events all year long
- Nearly 500,000 people reside in Sonoma County, one third of which live in Santa Rosa
- Population increased by 7.6% between 2000 and 2010
- Annual tourism spending is \$1.93 billion, bringing in \$158 million a year in tax revenue
- Millions of visitors come every year, 90% are domestic and 10% international
- Housing market has experienced a strong recovery and prices are just below pre-recession peaks

## SANTA ROSA

- Largest city in California's North Coast, Wine Country and the North Bay
- 5th most populous city in the Bay Area after San Jose, San Francisco, Oakland and Fremont
- Close proximity to the heart of the Bay Area – located just one hour north of San Francisco
- Early hub of the farm-to-table movement – local produce, livestock, beer and wine draws tourists from around the world
- Offers the most metropolitan of the wine country lifestyle experiences, with gourmet restaurants and high-end shops



### AVERAGE HOUSEHOLD INCOME

	1 MILE	3 MILES	5 MILES
	\$96,350	\$99,809	\$90,457



### POPULATION DENSITY

	1 MILE	3 MILES	5 MILES
	14,640	84,938	183,250

## Leading Employers

Company	Full-Time Employees
Kaiser Permanente	3,508
St. Joseph Health, Sonoma County	2,500
Graton Resort & Casino	2,000*
Keysight Technologies	1,300
Jackson Family Wines	1,152
Sutter Santa Rosa Regional Hospital	1,050
Medtronic	1,000*
Amy's Kitchen	988
Oliver's Market	760
Hansel Auto Group	675
AT&T	600*
River Rock Casino	500*
Exchange Bank	392
Redwood Credit Union	382*
Korbel	311
Ghilotti Construction Co.	300
Mary's Pizza Shack	300*
Sonoma Media Investments	297
La Tortilla Factory	250
Bear Republic Brewing Co.	214
Epicenter Sports and Entertainment	200
Hyatt Vineyard Creek Hotel & Spa	108*
Empire College	70

\*Information provided by the North Bay Business Journal 2018 Book of Lists with 2017 inclusions  
Source: <https://www.santarosametochamber.com/workmetro/leading-employers/>

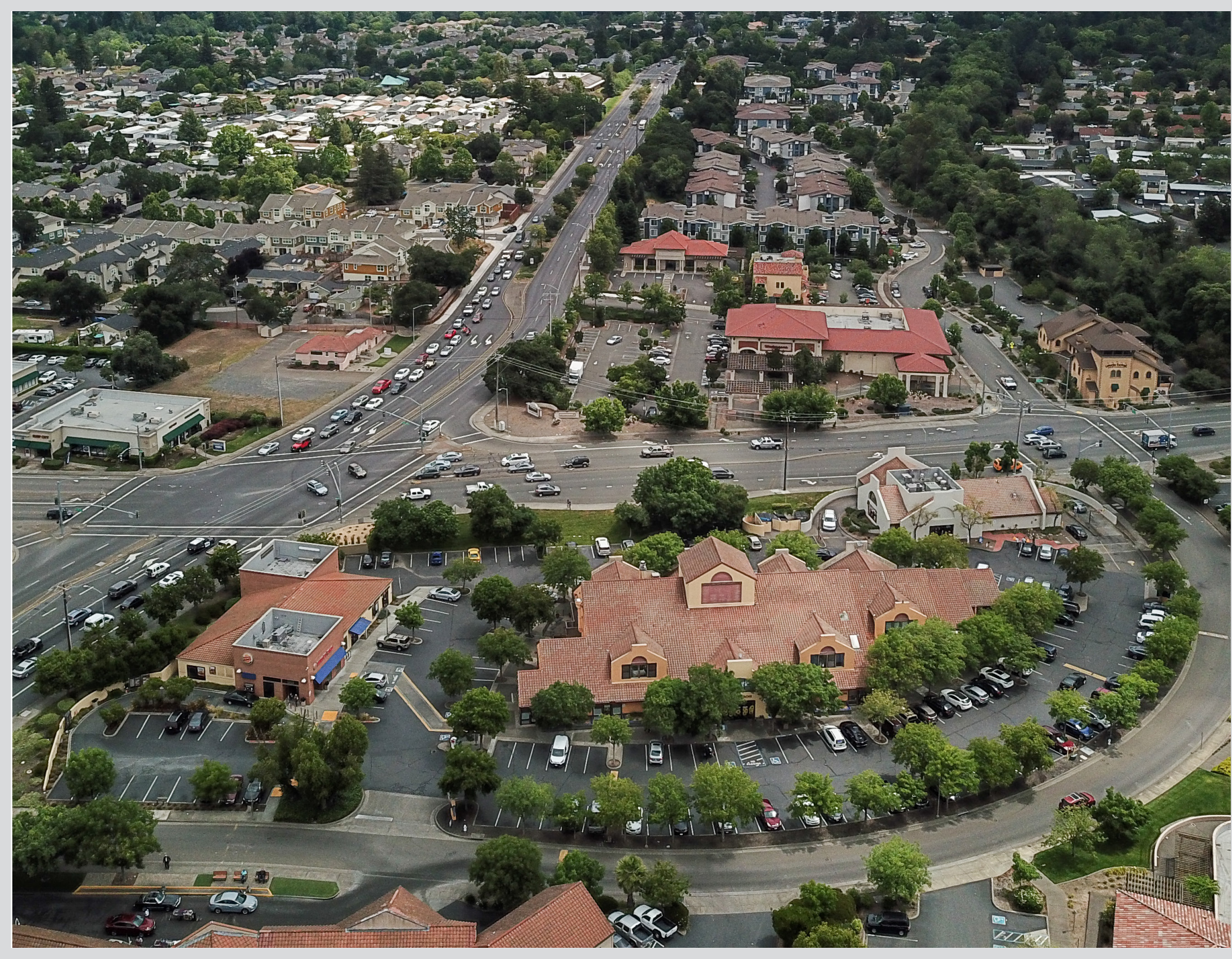


THE DAILEY METHOD  
exercise studio

FedEx  
FedEx  
Express

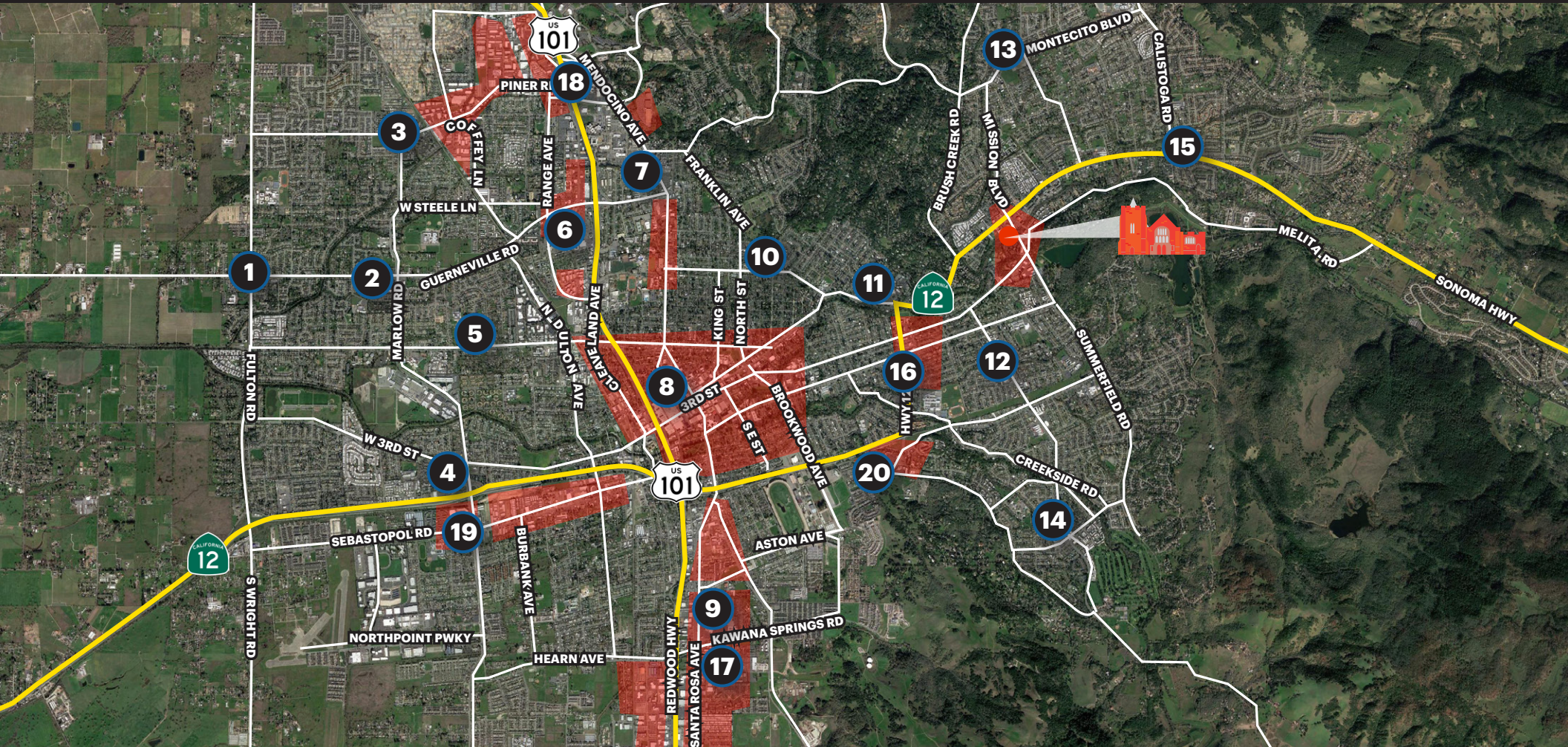
Handicapped  
Parking  
Permit  
Required  
at All Times

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Parking  
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Required  
at All Times



# NEARBY SHOPPING CENTERS

MISSION PLAZA



<p>1. FULTON MARKETPLACE</p>	<p>2. MARLOW CENTER</p>	<p>3. ROSEWOOD SHOPPING CENTER</p>	<p>4. STONY POINT CENTER</p>	<p>5. G&amp;C CENTER</p>
<p>6. CODDINGTOWN MALL</p>	<p>7. MENDOCINO MARKETPLACE</p>	<p>8. SANTA ROSA PLAZA</p>	<p>9. SANTA ROSA MARKETPLACE</p>	<p>10. TOWN COUNTRY SHOPPING CNTR</p>
<p>11. FLAMINGO CENTER</p>	<p>12. MAYETTE SHOPPING CENTER</p>	<p>13. MONTECITO</p>	<p>14. BENNETT VALLEY SHOPPING CNTR</p>	<p>15. ST. FRANCIS SHOPPING CENTER</p>
<p>16. MONTGOMERY VILLAGE</p>	<p>17. SANTA ROSA SOUTHSIDE CENTER</p>	<p>18. HOME DEPOT AND LUCKY</p>	<p>19. STONY POINT PLAZA</p>	<p>20. FARMERS LANE PLAZA</p>

# NEARBY LOCATIONS

MISSION PLAZA



**CHINA LEGEND**  
M D LIQUOR & FOOD

**COLDWELL BANKER**

**SLEEP CITY**  
MATTRESS CENTER  
Bank of America  
Starbucks

**SUBWAY**

**VALERO**

**usbank**

**PLASTIC SURGERY ASSOCIATES**

**Walgreens**

**WASH POST**

**7 ELEVEN**

**MOUNTAIN MIKES**

Hair & Nail Aesthetics  
Beauty, Barbering &  
iBrow Lounge

**Latin Dance Academy**  
Bachata Salsa Zouk One On One

- 1 **DONUT CITY**
- 2 **True Value**
- 3 **the Competitor**
- 4 **Breakaway Bikes**
- 5 **COLIBRI GRILL CAFE**
- 6 **Beverly Floral**
- 7 **VILLAGE PET SUPPLY**

**41,000 VPD**

**24,000 VPD**

**MISSION BLVD**

**MISSION CIRCLE**

**MISSION HAND  
CAR WASH & LUBE**

**ESSENTIAL  
DENTAL CARE**

**SANTA ROSA CREEK**

**MONTGOMERY DRIVE**

**QUIGG DRIVE**

**LEPE'S  
TAQUERIA**

**Lakside  
pet hospital**

**Tires LES SCHWAB**

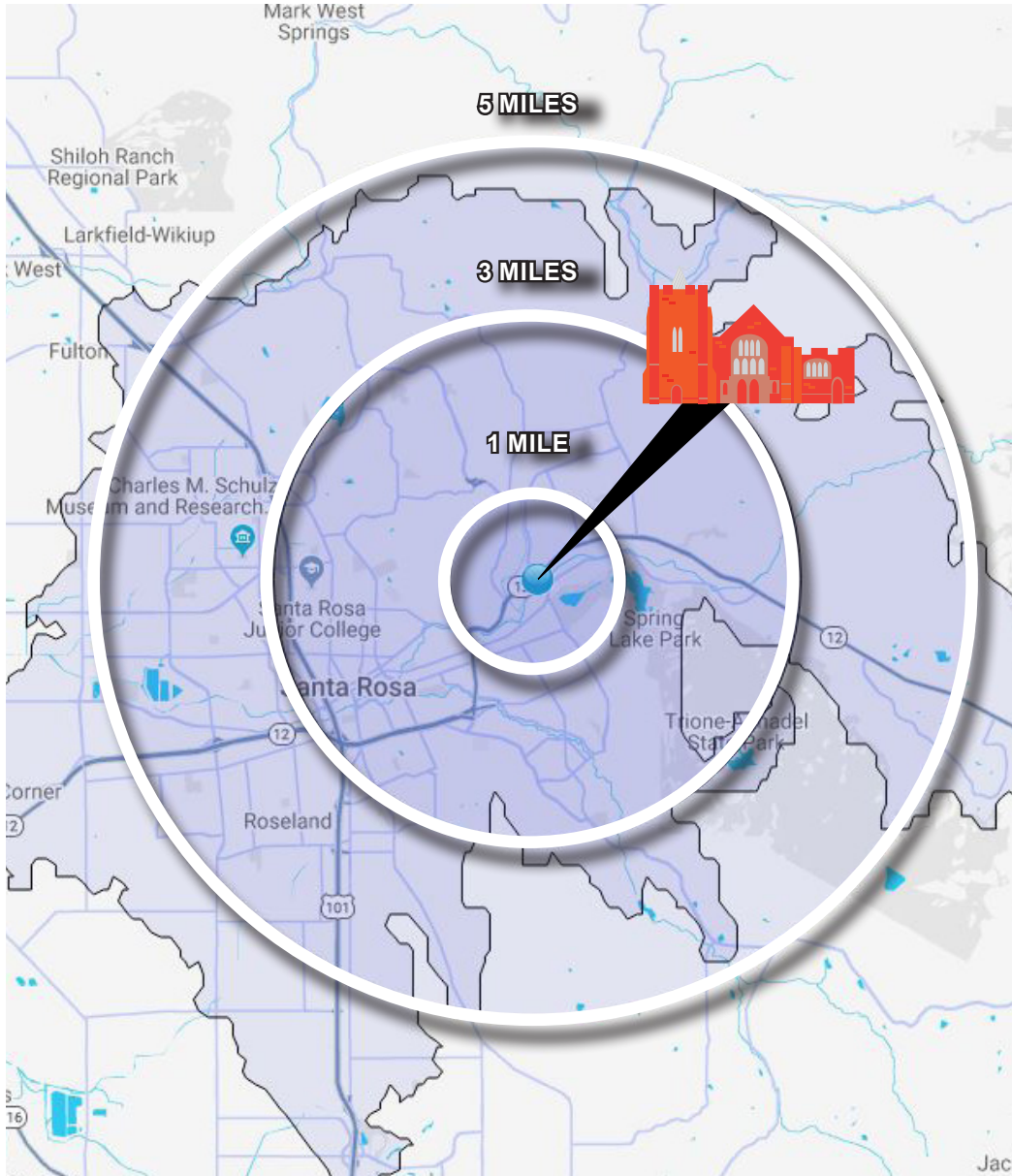
**(HAMMOND AUTOWERKS)**

**SP  
STYLING**

**Annadel**

- 1
- 2
- 3
- 4
- 5
- 6
- 7





### POPULATION DENSITY

1 MILE	3 MILES	5 MILES
14,640	84,938	183,250



### DAYTIME EMPLOYEES

1 MILE	3 MILES	5 MILES
3,341	38,463	77,684



### AVERAGE HOUSEHOLD INCOME

1 MILE	3 MILES	5 MILES
\$96,350	\$99,809	\$90,457



### BACHELOR'S DEGREE OR HIGHER

1 MILE	3 MILES	5 MILES
41.5%	43.2%	33.4%



### HOUSEHOLD RETAIL EXPENDITURE

1 MILE	3 MILES	5 MILES
\$206M	\$1.28B	\$2.32B



### HOUSEHOLD DENSITY

1 MILE	3 MILES	5 MILES
1,961	1,251	869



### HOUSEHOLDS WITH CHILDREN

1 MILE	3 MILES	5 MILES
1,653	9,226	20,871



### HOMES VALUES OVER 1 MILLION

1 MILE	3 MILES	5 MILES
311	2,069	3,536



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