

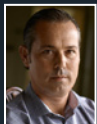
# THE DIGGS



**BIG VISION. LOW BARRIERS. WE'LL GET YOU OPEN.**

THE DIGGS DELIVERS THE INFRASTRUCTURE  
SO YOU CAN DELIVER THE EXPERIENCE.

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 **Heller Pacific**

## A FORWARD-THINKING RETAIL OPPORTUNITY



Welcome to The DIGGS — a neighborhood-defining project rooted in purpose, design, and long-term vision. This transformative development is breathing new life into a historic building along Sacramento’s R Street Corridor. Much like the Ice Blocks reshaped Midtown, The DIGGS is poised to reenergize the community—anchored by beautifully crafted apartments and activated by exceptional local retail.

We’re not just offering square footage—we’re offering a true partnership. The DIGGS team is committed to supporting qualified tenants from the ground up, creating a foundation for long-term success.

**BUILDING NOW UNDER CONSTRUCTION –  
COMPLETION ESTIMATED OCTOBER 2026**

**APARTMENTS LEASING OCTOBER 2026**

### THE OFFERING

VENUE	SQ. FT.	BASE RENT	TI ALLOWANCE
Cafe	4,068	\$3.00 PSF +NNN’s	\$125 PSF
Bar	2,265	\$2.75 PSF	\$125 PSF
Coffee	2,201	\$2.50 PSF	\$100 PSF

\*RENTS AND TI PACKAGES SUBJECT TO CHANGE.

### INFRASTRUCTURE PROVIDED:

Hood shaft, HVAC, grease trap, ample power (panels in place), bathrooms

#### Flexible TI Package:

Landlord to provide \$125 per square foot for tenant allowance package.

#### Permit Support for Early Tenants:

Get a head start—early tenants may receive hands-on help navigating the permitting process, saving time and reducing red tape.

## BE PART OF THE FOUNDATION

Getting in on the ground floor at The DIGGS means more than signing a lease—it means gaining a collaborative partner in your buildout. With a development team committed to your success, The DIGGS helps you save time, reduce costs, and open with confidence.

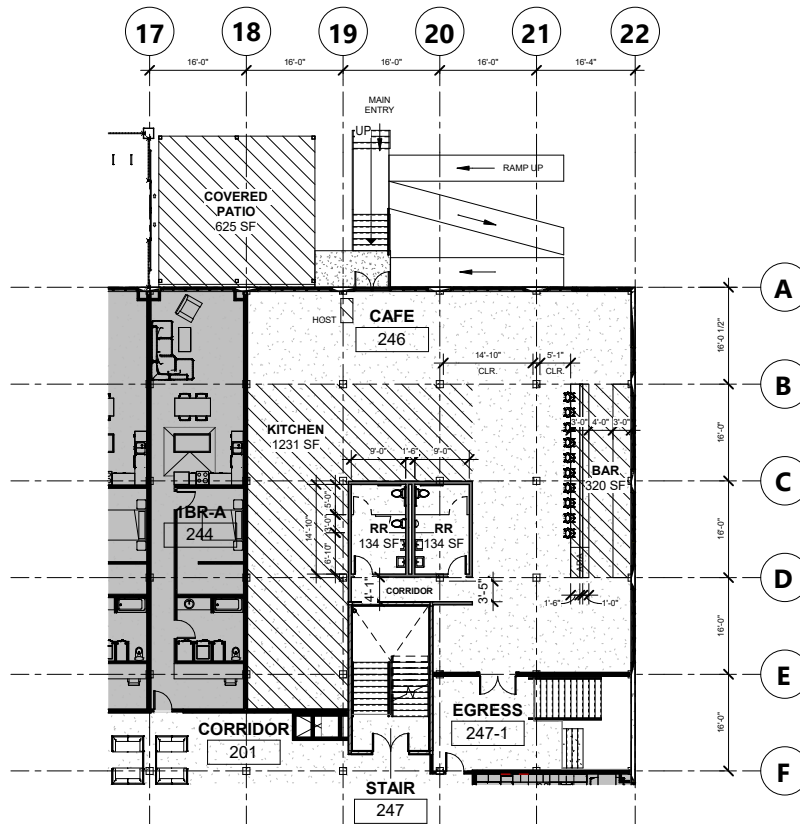
**LET'S REIMAGINE WHAT'S POSSIBLE—TOGETHER.**



## ENVISION THE POSSIBILITIES

To help spark your imagination, we've included two conceptual floor plans for retail spaces at The DIGGS. These layouts are designed to showcase just a few of the ways these spaces could be transformed to meet your vision.

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# 196

1715 R STREET, SUITE 200  
SACRAMENTO, CA 95811  
TEL (916) 786-8178

### CAFE AREA CALCS

KITCHEN	1,231 SF
CAFE (SEATING)	1,980 SF
BAR	320 SF
RESTROOMS + CORRIDOR	268 SF 81 SF
<b>INTERIOR SF</b>	<b>3,878 SF</b>
CAFE (PATIO)	625 SF
<b>TOTAL SF</b>	<b>4,504 SF</b>

### CAFE PLUMB. CALCS

KITCHEN	1,231 SF / 200 OCC.	= ~ 6 OCC.
CAFE (SEATING)	1,980 SF / 30 OCC.	= ~66 OCC.
BAR	320 SF / 200 OCC.	= ~2 OCC
<b>INTERIOR OCC.</b>	<b>74 OCC.</b>	
CAFE (PATIO)	625 SF / 30 OCC.	= ~21 OCC.
<b>TOTAL OCC.</b>	<b>95 OCC.</b>	

## DEAL POINTS

### BASE RENT:

**Years 1-2:**

Percentage Rent + NNNs

**Year 3:**

\$3.00 SF + NNNs

### Flexible TI Package & Support:

- Major Infrastructure in place
- TI \$125 psf
- Permit Assistance

## SECOND FLOOR - PROPOSED CAFE PLAN

THE DIGGS



MAY 20, 2025

19six Architects | A-02

## DEAL SUMMARY RECAP:

±8,500 SF OF  
POSSIBLE RETAIL

STARTUP-FRIENDLY  
TERMS

PROVIDED  
INFRASTRUCTURE

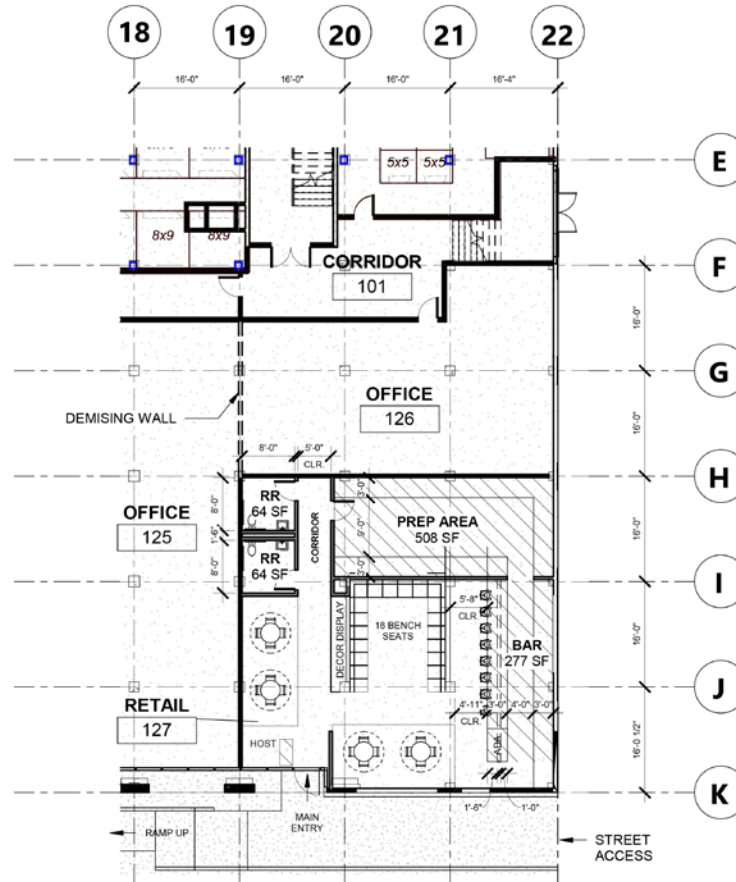
PERMITTING SUPPORT  
AVAILABLE

ADJACENT RESIDENTIAL  
& STORAGE

# 196

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### TIKI BAR AREA CALCS

SEATING AREA	1,098 SF
PREP AREA	508 SF
BAR	277 SF
RESTROOMS + CORRIDOR	128 SF 90 SF
<b>TOTAL SF</b>	<b>2141 SF</b>

### TIKI BAR OCCUPANT / SEATING CALCS.




SEATING AREA	18 BENCH SEATS + 16 TABLE SEATS = 34 OCC.
BAR SEATING	8 SEATS + 2 ACC. = 10 OCC.
PREP / BAR AREA	785 SF / 200 = ~ 4 OCC.
<b>TOTAL OCC.</b>	<b>48 OCC.</b>

## FIRST FLOOR - PROPOSED BAR PLAN

THE DIGGS



Located in the heart of an established neighborhood, this property offers exceptional accessibility with abundant street parking, nearby public lots, and direct access to transit.

 WALK SCORE <b>73</b> VERY WALKABLE: MOST ERRANDS CAN BE ACCOMPLISHED ON FOOT	 BIKE SCORE <b>99</b> BIKERS PARADISE: DAILY ERRANDS CAN BE ACCOMPLISHED ON A BIKE.	 TRANSIT SCORE <b>60</b> EXCELLENT TRANSIT: TRANSIT IS CONVENIENT FOR MOST TRIPS
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## THE DIGGS – NEARBY PARKING

## THE DIGGS

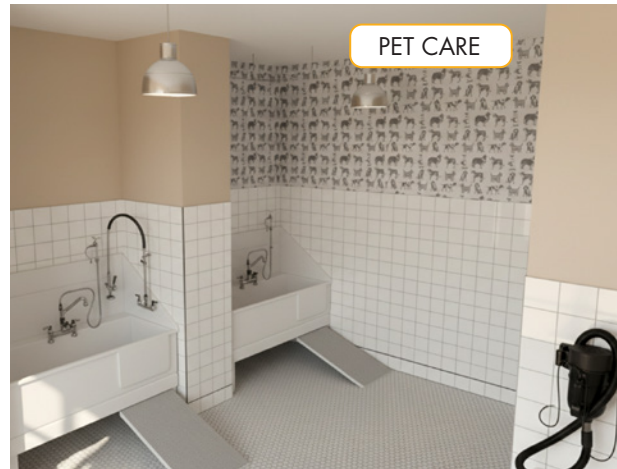


# Where Creativity, Community & Collaboration Find Their Home

To create a successful and healthy community at The DIGGS, we envision an entire living ecosystem that is self-sustaining and revitalizing to the R Street Corridor. Upon completion, **The DIGGS will host approximately 132 apartment “loft” units**—similar to new development projects being constructed in New York’s historic Meatpacking District. These units will include communal amenity spaces catering to the creative class:

- **Urban Gym Space / Yoga Studio**
- **Bike Storage and Repair Space**
- **Dog Washing Station**
- **“The Garage” – Maker Space / Art Studio**
- **Podcast Studios**
- **Music & Video Creation Spaces**
- **Variety of Lounges and Co-Working Areas**
- **Large Outdoor Patio Areas with Fire Pits, Adirondack Chairs, Bocce Ball, etc.**

All of these amenities will be available to residents at no additional cost. True lofts are hard to find in Sacramento, so we are hopeful that the market will respond favorably and enthusiastically.



# Area Overview



## IMMEDIATE VICINITY DEMOGRAPHICS 2024

Traffic Counts		Daytime Employment		Traffic Counts 2025	
Street Traffic	14,405 – 11,519	Total Businesses	3,821	Q & 3rd Street: 14,384	I-5 & P Street: 178,245
Freeway traffic	193,605	Total Employees	80,961	I-5 & R Street: 190,014	P & 5th Street: 11,351

# Anchoring The R Street Retail Corridor

Welcome to The Diggs, a transformative new housing development situated in the heart of Sacramento's historic R Street Corridor. The Diggs promises to inspire further growth and development in one of Sacramento's most dynamic and visited neighborhoods. This project will serve as the catalyst for the final phase of development that will solidify R Street as the ultimate destination in Sacramento.

R Street is the epitome of variety, offering an array of experiences for every taste. It's a culinary mecca, boasting diverse dining options from nationally recognized cocktail bars and delicious poke bowls to hidden speakeasies and amazing craft beer. This corridor is alive with entertainment and culture, featuring venues like Ace of Spades for electrifying concerts, coffee shops like Camellia Coffee Roasters, and a wealth of art museums and public murals. R Street is the nexus of retail, arts, entertainment, and dining in Sacramento, including top-notch retail options at the Ice Blocks with stores like West Elm and Anthropologie.

The Diggs represents a historic milestone, extending the R Street corridor from the Ice Blocks to the freeway, creating an inviting live-work-play pathway. As Sacramento builds bridges to West Sacramento, this area is becoming a hub of energy and creativity. Join us at The Diggs and be part of a community where history meets innovation, and where the future of Sacramento shines bright.





# THOMSON DIGGS CO.

## A STORY OF LOCAL INDUSTRIAL HERITAGE

Thomson-Diggs Company Hardware has an amazing history dating back to 1900 as a wholesale hardware operation. With the establishment of its headquarters in 1912 on the southwest corner of Third and R Streets, Thomson Diggs set its roots in the heart of Sacramento, hosting an impressive geographic reach across the Western United States. Product distribution – conveniently shipped via rail, wagon and river boat – provided overnight service to Southern Oregon, Nevada, Central and Northern California.

Standing four stories tall, consisting of 200,000 SF of turn of the century cast-in-place concrete with expansive floor to ceiling heights up to 17 feet tall – The Thomson Diggs Building really has the perfect bones for an adaptive reuse project.

Once you step foot in the building and let your imagination soar, its really quite easy to get the “vision” for this project....

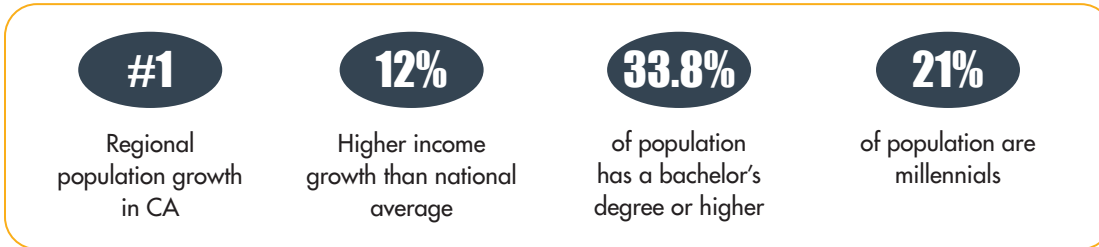
*“THE HISTORY AND CONNECTION TO THIS TIME IN SACRAMENTO’S INDUSTRIAL HERITAGE IS WHAT GIVES THE BUILDING AND SURROUNDING R STREET CORRIDOR ITS SOUL.”*



# Greater Sacramento Data Points

## GENERAL STATISTICS

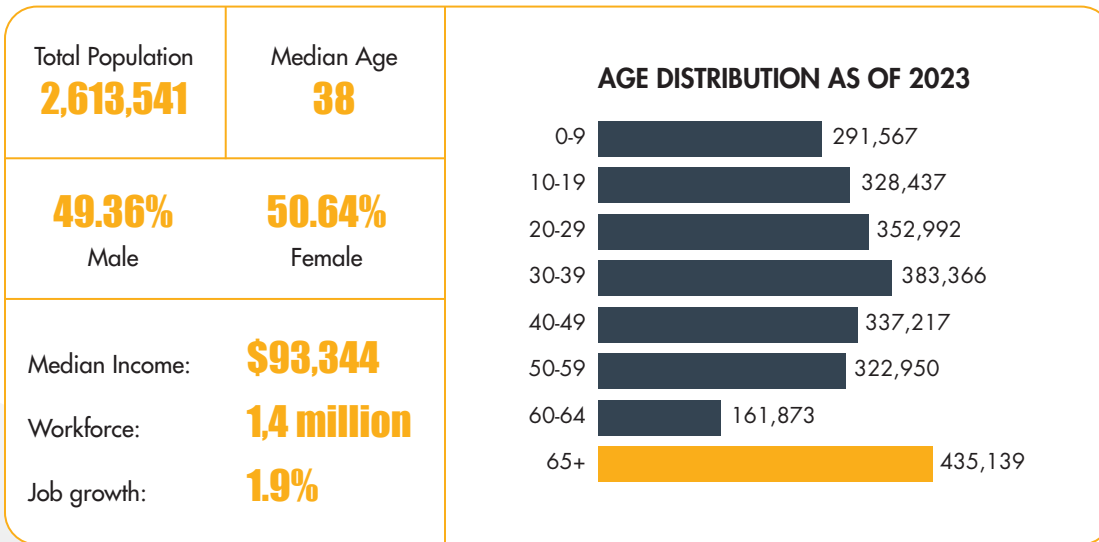
Greater Sacramento's 2.6 million residents are diverse and highly educated



Sources: Brookings 2020, Emsi 2021

## TOTAL POPULATION BREAKDOWN

The total population covered by Greater Sacramento is 2,613,541. The median age is 37.738






Welcome to Sacramento, where the heart of California beats with vibrant energy and endless possibilities. Centrally located, this city boasts a diverse population and a dynamic landscape that caters to every lifestyle. From the bustling nightlife and renowned restaurant scene to Michelin-starred dining experiences and award-winning bars recognized by the Tales of the Cocktail awards, Sacramento offers an unparalleled culinary and entertainment experience.

But Sacramento isn't just about the nightlife; it's a city thriving with culture and creativity. With a bustling art scene and ongoing development, including the expansion of R Street and numerous new housing projects, Sacramento is a city on the rise. Whether you're looking to buy a home or open a business, this city offers endless opportunities for growth and success.

Beyond the city limits, Sacramento's central location provides easy access to some of California's most breathtaking destinations. From the majestic Sierra Nevada Mountain range to the historic Gold Country, and the world-renowned wine regions of Napa Valley and Sonoma County, Sacramento puts you within reach of it all. And let's not forget the stunning coastal views of the Bay Area, just a short drive away.

Yet, amidst all these incredible attractions, the true gem of Sacramento lies in its people, its businesses, and the spirit of the city itself. Friendly neighbors, innovative entrepreneurs, and a strong sense of community make Sacramento not just a place to live, but a place to thrive. Whether you're looking to settle down, start a family, or pursue your entrepreneurial dreams, Sacramento welcomes you with open arms and endless opportunities. Welcome home.

## Demographics 2024

POPULATION	HOUSEHOLDS 	AVG HOUSEHOLD INCOME 
2 mile: <b>80,825</b>	2 mile: <b>36,933</b>	2 mile: <b>\$93,479</b>
5 mile: <b>327,472</b> 	5 mile: <b>130,064</b>	5 mile: <b>\$99,077</b>
10 mile: <b>875,155</b>	10 mile: <b>319,945</b>	10 mile: <b>\$96,144</b>

**FOR LEASE**

**THE DIGGS – 1800 3RD ST., SACRAMENTO, CA 95814**

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