OFFERING MEMORANDUM

# Sonoma Valley Plaza

Rohnert Park, CA (Sonoma County)

KEYSTONE REAL ESTATE ADVISORS

Fisher James Capital

www.fisherjamescapital.com

Fisher James Capital

KEYSTONE REAL ESTATE ADVISORS


**PUTNAM DAILY**
Managing Partner
(510) 289-1166
putnam@fisherjamescapital.com
CA RE License #01750064

**LINDSEY SNIDER**
Senior Partner
(831) 566-6270
lindsey@fisherjamescapital.com
CA RE License #01443387

**JOHN SCHAEFER**
Principal
(415) 235-8115
john@keystonerea.com
CA RE License #01251740



01 Property Highlights

02 Overview & Pricing

03 Financial Analysis & Rent Roll

05 Tenant Information

07 Site Plan

08 Aerials

11 About the Area

13 Demographics



Fisher James Corp. & Keystone Real Estate Advisors, Inc. ("Broker") have been retained on an exclusive basis to market the property described herein ("Property"). Broker has been authorized by the Seller of the Property ("Seller") to prepare and distribute the enclosed information ("Material") for the purpose of soliciting offers to purchase from interested parties. More detailed financial, title and tenant lease information may be made available upon request following the mutual execution of a letter of intent or contract to purchase between the Seller and a prospective purchaser. You are invited to review this opportunity and make an offer to purchase based upon your analysis. If your offer results in the Seller choosing to open negotiations with you, you will be asked to provide financial references. The eventual purchaser will be chosen based upon an assessment of price, terms, ability to close the transaction and such other matters as the Seller deems appropriate.

The Material is intended solely for the purpose of soliciting expressions of interest from qualified investors for the acquisition of the Property. The Material is not to be copied and/or used for any other purpose or made available to any other person without the express written consent of Broker or Seller. The Material does not purport to be all-inclusive or to contain all of the information that a prospective buyer may require. The information contained in the Material has been obtained from the Seller and other sources and has not been verified by the Seller or its affiliates. The pro forma is delivered only as an accommodation and neither the Seller, Broker, nor any of their respective affiliates, agents, representatives, employees, parents, subsidiaries, members, managers, partners, shareholders, directors, or officers, makes any representation or warranty regarding such pro forma. Purchaser must make its own investigation of the Property and any existing or available financing, and must independently confirm the accuracy of the projections contained in the pro forma.

Seller reserves the right, for any reason, to withdraw the Property from the market. Seller has no obligation, express or implied, to accept any offer. Further, Seller has no obligation to sell the Property unless and until the Seller executes and delivers a signed agreement of purchase and sale on terms acceptable to the Seller, in its sole discretion. By submitting an offer, a purchaser will be deemed to have acknowledged the foregoing and agreed to release Seller and Broker from any liability with respect thereto. Property walk-throughs are to be conducted by appointment only. Contact Broker for additional information.

**Adjacent to US-101 in Sonoma County**
108,500 ADT

**Outparcel to Future Hobby Lobby**
Across from Target-Anchored Center

**$127,859 Average Household Income**
within a 3-Mile Radius

- Established Regional Strip Center with a Diverse, Complementary Tenant Mix in the Heart of Rohnert Park
  - → Scheduled Rent Increases in Majority of Leases
  - → Additional Upside from Percentage Rent from Paradise Sushi & Grill and Great Clips
  - → Longstanding Tenancies – All Have Operated at the Site for 13+ Years
- Opportunity Priced on Year 1 Rent – Additional Upside through Lease-Up of Vacant Suite
- In-Place Rents Below Market with Significant Rental Growth Potential
- Priced Below Replacement Cost
- Adjacent to Highly Trafficked to US-101 (108,500 ADT) in Sonoma County
  - → Excellent Visibility Along Rohnert Park Expy (27,010 ADT)
  - → Prominent Monument Signage & Strong Ingress/Egress
- Convenient Location within a Dense Retail Corridor Outparcel to Future Hobby Lobby and Across from Target
  - → Directly Across from Target, Dollar Tree, & Granite Expo
  - → Surrounding Retailers include Costco, FoodMaxx, PetSmart, Starbucks, Panda Express, Office Depot, & More
- Brand New Health Club with Largest Pickleball Facility in the North Bay Recently Opened Across the Street
  - → CenterLine 33 includes 33 Courts, Fitness Center, Wellness Spa & Lounge, Pro Shop, & More
- Built-In Customer Base Surrounded by Schools, Commercial Space, Attractions, & Residential Neighborhoods
  - → 3 Miles from Sonoma State University (10,486 Students + Staff)
  - → 2.5 Miles from Rancho Cotate High School (1,674 Students)
  - → 1.2 Miles from Graton Resort & Casino – 2.9M Annual Visits (per Placer.ai)

- Robust Demographics in Highly Desirable Rohnert Park
- Part of the Santa Rosa-Petaluma MSA
  - → Population of Over 485,000
- 6.5 Miles from the City of Santa Rosa & 45 Miles North of San Francisco

| | |
|---|---|
| **LOCATION** | 364 Rohnert Park Expy W, Rohnert Park, CA 94928 |
| **LOT SIZE** | ±1.07 acres or ±46,609 square feet |
| **IMPROVEMENTS** | 10,686 square foot retail building divided into six suites<br>**Enterprise Rent-A-Car** \| 1,200 square feet<br>**Great Clips** \| 1,134 square feet<br>**My Lovely Nails** \| 1,200 square feet<br>**Paradise Sushi & Grill** \| 2,400 square feet<br>**Sonoma Valley Bagel Co.** \| 3,600 square feet<br>**Vacant** \| 1,152 square feet |
| **YEAR BUILT** | 1994 |
| **PARKING** | ±44 parking spaces |
| **FINANCING** | The property will be delivered free and clear of permanent financing |

# $4,331,000

6.50% CAP RATE

View on Map ↗

| Projected Gross Revenue | Year 1 (In-Place) | Year 2 (Pro Forma) |
|---|---|---|
| Scheduled Base Rental Revenue | $289,798 | $338,544 |
| Other Tenant Revenue | $149,656 | $175,917 |
| **Effective Gross Revenue** | $439,454 | $514,462 |
| **Annual Expenses** | **Year 1** | **Year 3** |
| Common Area Maintenance | $47,917 | $49,355 |
| Insurance | $6,165 | $6,350 |
| Taxes | $51,971 | $53,530 |
| Management | $13,184 | $15,434 |
| Utilities | $38,708 | $39,869 |
| **Total Operating Expenses** | $157,945 | $164,538 |
| **Net Operating Income**<br>**Return** | **$281,509**<br>**6.50%** | **$349,924**<br>**8.08%** |

**NOTE:**

The net income is an estimate and does not provide for all potential costs and expenses (i.e. maintenance, repair, etc.) that may be required of the owner. Any reserves set forth herein are merely estimates and not based on any experience, physical inspection, or prior knowledge. All prospective purchasers are strongly advised to make an independent investigation to determine their estimate of costs and expenses prior to entering into an agreement to purchase.

| For the Years Ending | Year 1 Dec-2027 | Year 2 Dec-2028 | Year 3 Dec-2029 | Year 4 Dec-2030 | Year 5 Dec-2031 | Year 6 Dec-2032 | Year 7 Dec-2033 | Year 8 Dec-2034 | Year 9 Dec-2035 | Year 10 Dec-2036 |
|---|---|---|---|---|---|---|---|---|---|---|
| **Rental Revenue** | | | | | | | | | | |
| Potential Base Rent | $327,814 | $338,544 | $350,324 | $366,422 | $377,541 | $401,815 | $416,369 | $428,860 | $441,726 | $454,978 |
| Turnover Vacancy | -$38,016 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Total Rental Revenue | **$289,798** | **$338,544** | **$350,324** | **$366,422** | **$377,541** | **$401,815** | **$416,369** | **$428,860** | **$441,726** | **$454,978** |
| **Other Tenant Revenue** | | | | | | | | | | |
| Percentage Rent | $27,626 | $13,845 | $9,245 | $794 | $0 | $0 | $0 | $0 | $0 | $0 |
| Total Expense Recoveries | $122,030 | $162,072 | $171,475 | $174,482 | $179,646 | $185,436 | $191,076 | $196,808 | $202,712 | $208,794 |
| Effective Gross Revenue | **$439,454** | **$514,462** | **$531,044** | **$541,697** | **$557,187** | **$587,251** | **$607,445** | **$625,668** | **$644,438** | **$663,771** |
| **Expenses** | | | | | | | | | | |
| CAM | $47,917 | $49,355 | $50,836 | $52,361 | $53,931 | $55,549 | $57,216 | $58,932 | $60,700 | $62,521 |
| Insurance | $6,165 | $6,350 | $6,540 | $6,737 | $6,939 | $7,147 | $7,361 | $7,582 | $7,810 | $8,044 |
| Taxes | $51,971 | $53,530 | $55,136 | $56,790 | $58,494 | $60,249 | $62,056 | $63,918 | $65,835 | $67,810 |
| Management | $13,184 | $15,434 | $15,931 | $16,251 | $16,716 | $17,617 | $18,223 | $18,770 | $19,333 | $19,913 |
| Utilities | $38,708 | $39,869 | $41,065 | $42,297 | $43,566 | $44,873 | $46,219 | $47,606 | $49,034 | $50,505 |
| Total Operating Expenses | **$157,945** | **$164,538** | **$169,509** | **$174,436** | **$179,646** | **$185,436** | **$191,076** | **$196,808** | **$202,712** | **$208,794** |
| **Net Operating Income** | **$281,509** | **$349,924** | **$361,536** | **$367,262** | **$377,541** | **$401,815** | **$416,369** | **$428,860** | **$441,726** | **$454,978** |
| **Leasing & Capital Costs** | | | | | | | | | | |
| Tenant Improvements | $7,500 | $26,970 | $23,870 | $7,745 | $0 | $17,389 | $26,508 | $27,672 | $8,978 | $0 |
| Leasing Commissions | $7,884 | $28,351 | $25,093 | $8,141 | $0 | $18,280 | $27,865 | $29,089 | $9,438 | $0 |
| **Available Cash Flow** | **$266,125** | **$294,603** | **$312,573** | **$351,376** | **$377,541** | **$366,147** | **$361,996** | **$372,099** | **$423,310** | **$454,978** |

## GENERAL ASSUMPTIONS

**Analysis Date**
1/1/2027

**General Expense Growth per Annum**
3.00%

**Real Estate Tax Growth per Annum**
3.00%

**Total Rentable Area**
10,686

**General Inflation per Annum**
3.00%

**Management Fee**
3% of EGR

## MARKET LEASING ASSUMPTIONS

**Rent/SF**
$2.75/SF NNN

**Rent Increases**
3%

**Leasing Commissions**
6%/3%

**Lease Term**
5 years

**Tenant Improvement Allowance**
$10/SF

| Tenant | Sq Ft | Monthly Rent PSF | Annual Rent PSF | Current Annual Rent | Term (yrs.) | Rent Commence. Date | Lease Expiration Date | Rental Increase Date(s) | Rental Increase Amount(s) | Options | Lease Structure | End-of-Term Assumption |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Enterprise Rent-A-Car** | 1,200 | $1.85 | $22.18 | $26,617 | 30 | 2/1/2002 | 1/31/2032 | 2/1/2027<br>2/1/2028<br>2/1/2029<br>2/1/2030<br>2/1/2031 | $27,420<br>$28,236<br>$29,088<br>$29,964<br>$30,852 | None | NNN with tenant responsible for proportionate share of taxes, insurance, and common area maintenance. Increases in controllable CAM costs are capped at 6% annually on a noncumulative basis. | MLA |
| **Great Clips**[1] | 1,134 | $2.65 | $31.76 | $36,020 | 20 | 2/1/2010 | 1/31/2030 | 2/1/2027<br>2/1/2028<br>2/1/2029 | $36,742<br>$37,479<br>$38,227 | None | NNN with tenant responsible for proportionate share of taxes, insurance, and common area maintenance, including management fee. Tenant is responsible for an admin fee equal to 10% of CAM costs. | MLA |
| **My Lovely Nails** | 1,200 | $3.05 | $36.61 | $43,928 | 25 | 4/1/2002 | 3/31/2027 | N/A | N/A | None | Tenant reimburses for utilities. | MLA |
| **Paradise Sushi & Grill**[2] | 2,400 | $2.47 | $29.65 | $71,165 | 15 | 4/1/2013 | 3/31/2028 | 4/1/2027 | $74,724 | None | Tenant reimburses for taxes and utilities and provides a fixed reimbursement of $17,810 annually, which increases 3% annually. | MLA |
| **Sonoma Valley Bagel** | 3,600 | $2.56 | $30.75 | $110,700 | 22 | 11/1/2007 | 10/31/2029 | 11/1/2027<br>11/1/2028 | $114,024<br>$117,444 | None | NNN with tenant responsible for proportionate share of taxes, insurance, and common area maintenance, including management fee. Tenant is responsible for an admin fee equal to 10% of CAM costs. | MLA |
| **Vacant (Pro Forma)**[3] | 1,152 | $2.75 | $33.00 | $38,016 | 5 | 1/1/2028 | 12/31/2032 | Annual | 3% | None | NNN with tenant responsible for proportionate share of taxes, insurance, and common area maintenance, including management fee. | MLA |
| Leased | 9,534 | 89.22% | | | | | | | | | | |
| Vacant | 1,152 | 10.78% | | | | | | | | | | |
| **TOTAL** | **10,686** | **100%** | | | | | | | | | | |

*[1]Tenant pays Percentage Rent equal to six percent (6%) of all gross sales and receipts and business transacted on the premises during each lease year in excesss of $350,000.*

*[2]Tenant pays Percentage Rent equal to five percent (5%) of all gross sales and receipts and business transacted on and from the premises during each lease year in excesss of the Annual Break Point, which is the Minimum Annual Rent divided by 5%.*

*[3]Assuming lease up as of 1/1/2028 at the terms stated above.*

# Enterprise Rent-A-Car

**LESSEE**
Enterprise Rent-A-Car Co of San Francisco, LLC

**NO. OF LOCATIONS**
9,500+

**WEBSITE**
enterprise.com

**Enterprise Rent-A-Car** is a global leader in the car rental industry, founded in 1957 and operating more than 9,500 locations across over 100 countries with a fleet exceeding 2 million vehicles. The company provides a wide range of flexible rental and leasing solutions for both personal and business use and operates under Enterprise Mobility, which also includes Alamo Rent A Car and National Car Rental.

Enterprise Rent-A-Car Co of San Francisco, LLC operates under the Enterprise brand, part of Enterprise Mobility (formerly Enterprise Holdings).

# Great Clips

**LESSEE**
Kesson Company, Inc.

**GUARANTOR(S)**
John K. Withers II

**NO. OF LOCATIONS**
4,400+

**WEBSITE**
greatclips.com

**Great Clips**, founded in 1982, is the world's largest salon brand and a 100% franchised company with more than 4,400 locations across the U.S. and Canada, serving approximately 1.7 million customers weekly. The brand is built on convenience, offering value-priced haircare for men, women, and children. Great Clips enhances the customer experience through its ReadyNext online check-in system and Clip Notes technology, which stores haircut preferences for consistency across locations. The brand has earned industry recognition, ranking #33 overall and #1 in the Personal Care category on Entrepreneur's 2025 Franchise 500.

# Paradise Sushi & Grill

**LESSEE**
MTZ Paradise Sushi, LLC

**NO. OF LOCATIONS**
5

**WEBSITE**
paradisesushi.net

**Paradise Sushi & Grill** is a popular eatery with 5 locations across the North Bay. They offer an expansive menu of appetizers, lunch and dinner plates with a variety of protein options, bento boxes, full sushi menu, soups, sides, and desserts, as well as a full bar, catering, and party options. They offer customers exclusive loyalty perks with their Paradise Rewards Program.

# Sonoma Valley Bagel Co.

SONOMA VALLEY BAGEL CO

**LESSEE**
Anthony Tiv and
Cindy Lou

**NO. OF LOCATIONS**
10

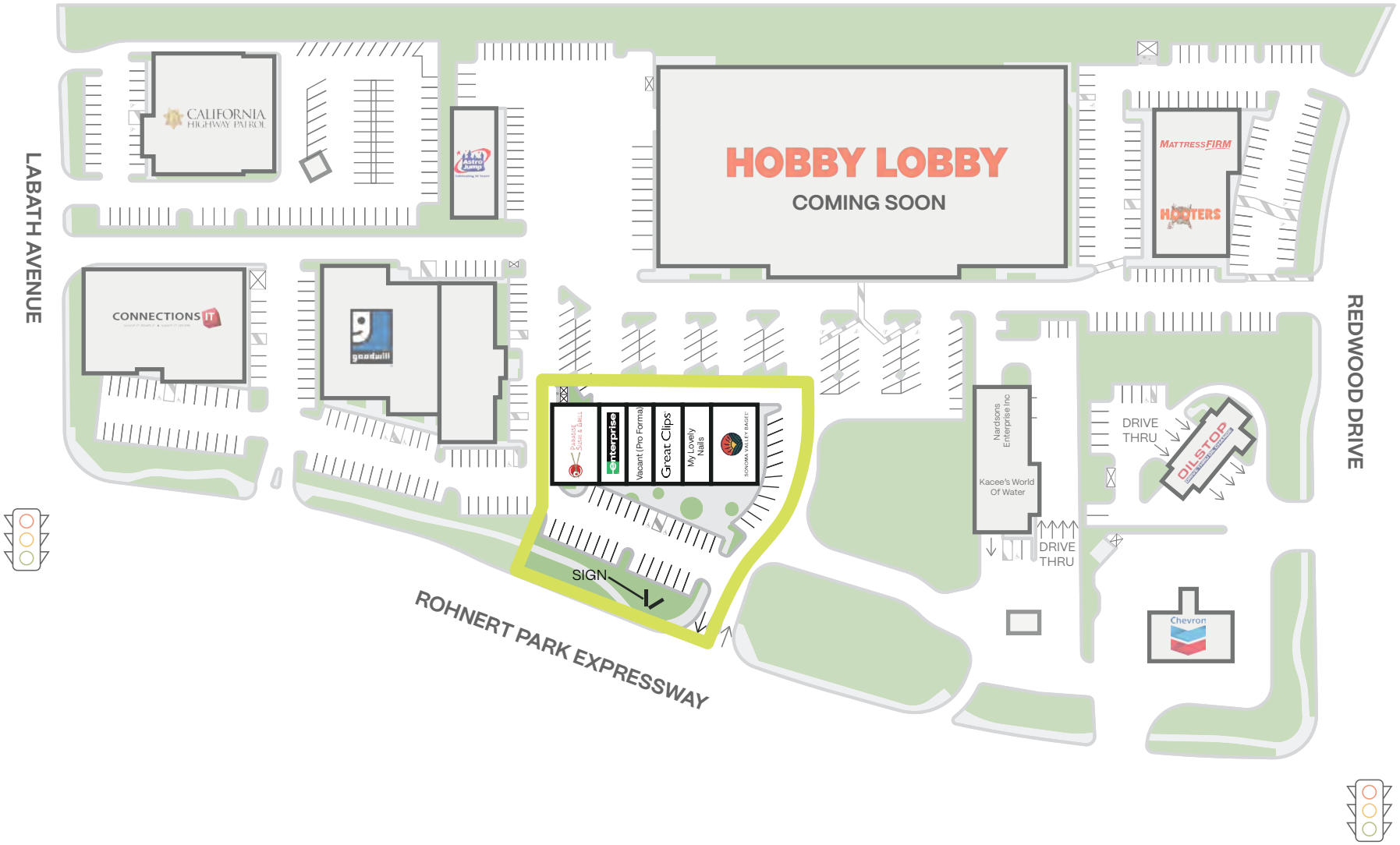
**WEBSITE**
sonomavalleybagels.com

**Sonoma Valley Bagel Co.** opened its first shop in 1992, and now has 10 shops in the North Bay operating under the Sonoma Valley Bagel Co. and East Coast Bagel banners. The East Coast-inspired shops offer traditional kettle boiled-then-baked, never steamed, bagels across a menu of fresh traditional and specialty bagels, spreads, breakfast bagel sandwiches, deli-style sandwiches, pastries, coffee, tea, smoothies, and sides.

# My Lovely Nails

**LESSEE**
Khanh Q. Pham and
Utlien T. Nguyen

**My Lovely Nails** is a full service nail salon offering manicures, pedicures, acrylics, and more.


LABATH AVENUE
REDWOOD DRIVE
ROHNERT PARK EXPRESSWAY
CALIFORNIA HIGHWAY PATROL
HOBBY LOBBY
COMING SOON
MATTRESS FIRM
HOOTERS
CONNECTIONS IT
goodwill
Vacant (Pro Forma)
Great Clips
My Lovely Nails
Nardsons Enterprise inc
Kacee's World Of Water
DRIVE THRU
DRIVE THRU
DILSTOP
Chevron
SIGN

SONOMA VALLEY PLAZA
Paradise Sushi & Grill
SONOMA VALLEY BAGEL
Great Clips
IT'S GONNA BE GREAT
My Lovely Nails
enterprise
GRATON
RESORT & CASINO
Fairfield
BY MARRIOTT
TAPESTRY
COLLECTION
by Hilton
COSTCO
WHOLESALE
2.6M Annual Visits
ASHLEY
HOOTERS
HOBBY LOBBY
COMING SOON
US
101
(108,500 ADT)
Adega
Apartments
goodwill
CONNECTIONS
Bell Rohnert Park
Apartments
Labath Ave
Chevron
Redwood Dr (17,549 ADT)
Rohnert Park Expy (27,010 ADT)
PANDA EXPRESS
CHINESE KITCHEN
306,500
Annual Visits
COLD STONE
CREAMERY
FedEx
AT&T
H&R
BLOCK
Office DEPOT
OfficeMax

SONOMA VALLEY PLAZA
Paradise Sushi & Grill
SONOMA VALLEY BAGEL
Great Clips
IT'S GONNA BE GREAT
My Lovely Nails
enterprise
HOBBY LOBBY
COMING SOON
TARGET
1.4M Annual Visits
Office DEPOT
OfficeMax
DOLLAR TREE
COLD STONE
306,500 Annual Visits
GRANITE EXPO
AT&T
H&R BLOCK
EXPRESSWAY MARKETPLACE
1.3M Annual Visits
foodmaxx
PETSMART
CHUCK E. CHEESE
3|3
CenterLine
REBOUNDERZ
INDOOR TRAMPOLINE ARENA
EXTREME FUN CENTER
US 101
(108,500 ADT)
Redwood Dr (17,549 ADT)
Chevron
HOOTERS
Rohnert Park Expy (27,010 ADT)
goodwill
Labath Ave
CONNECTIONS IT

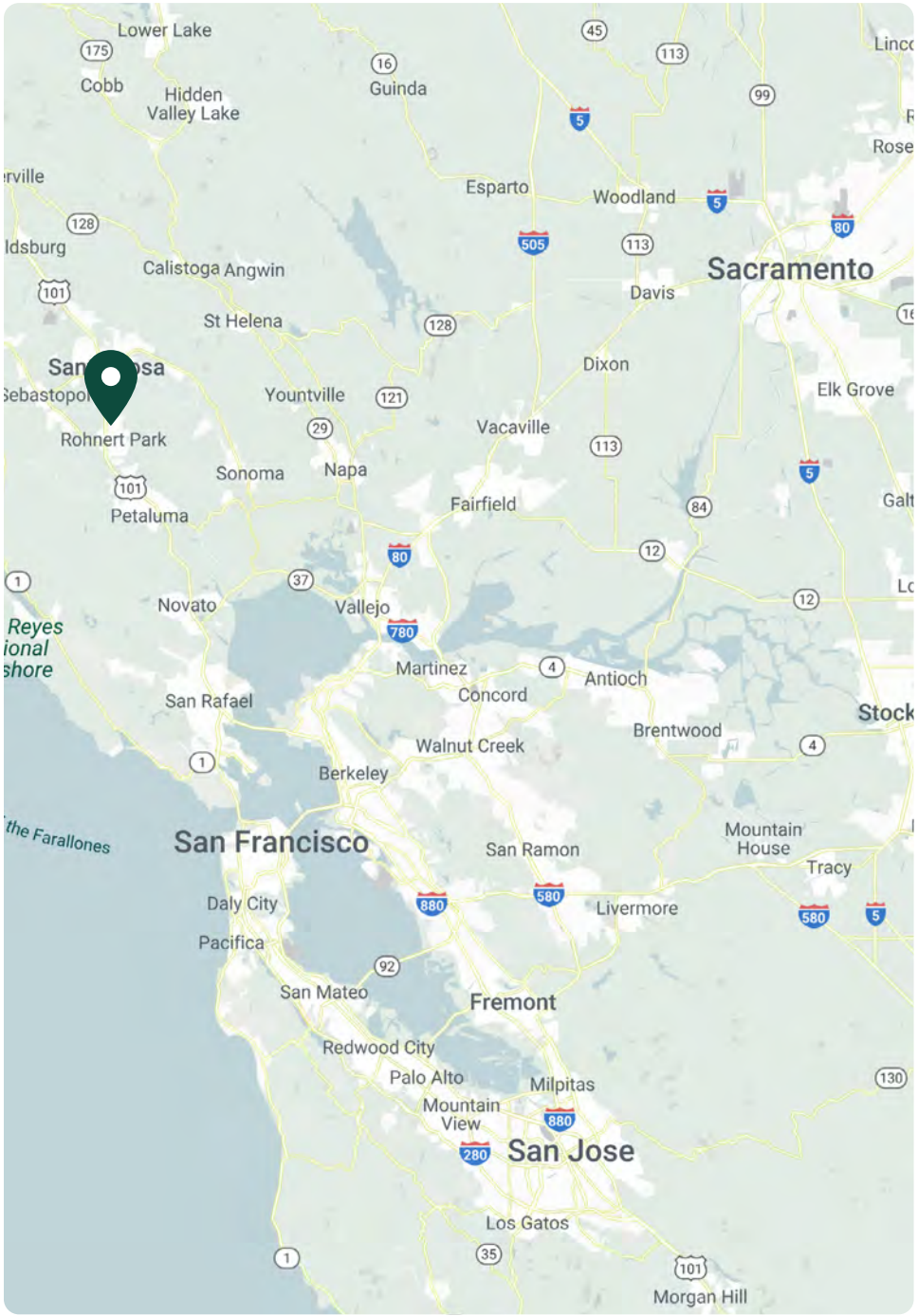
SONOMA VALLEY PLAZA
Paradise Sushi & Grill
SONOMA VALLEY BAGEL
Great Clips
IT'S GONNA BE GREAT
My Lovely Nails
enterprise
Galleher
GRAINGER
Sutter Health
SPIDEX PEST CONTROL
vca animal hospitals
COSTCO WHOLESALE
Evergreen Elementary School
Hampton
US 101
HOOTERS
Fairfield BY MARRIOTT
ASHLEY
VF Valley FURNITURE
Astro Jump
Celebrating 30 Years!
306,500 Annual Visits
DOLLAR TREE
Black Bear Diner
Jack in the box
BURGER KING
274,100 Annual Visits, Top 20% Nationwide
(108,500 ADT)
RODEWAY INN
Chevron
SONOMA STATE UNIVERSITY
PARK PLAZA CENTER
2.2M Annual Visits
SAFEWAY
1.4M Annual Visits, Top 7% Nationwide
CVS pharmacy
planet fitness
HOME2 SUITES BY HILTON
vca animal hospitals
Olive Garden
302,800 Annual Visits
Carl's Jr.
Office DEPOT
OfficeMax
RALEY'S TOWN CENTER
1.5M Annual Visits
Raley's
ROUND TABLE PIZZA
orangetheory FITNESS
ROSS DRESS FOR LESS
O'Reilly AUTO PARTS
COLD STONE CREAMERY
AT&T
FedEx
PANDA EXPRESS CHINESE KITCHEN
H&R BLOCK
Cafe Mimosa
NORTH BAY CENTER
1.8M Annual Visits
24 HOUR FITNESS
CHIPOTLE MEXICAN GRILL
GROCERY OUTLET
281,600 Annual Visits, Top 9% Nationwide
Panera BREAD
SUBWAY
BASKIN ROBBINS
Rohnert Park Expy (27,010 ADT)
Labath Ave
CONNECTIONS IT
goodwill

# Strategic Growth Hub in Sonoma County

The City of Rohnert Park (population 45,107) is located in central Sonoma County, approximately 45 miles north of San Francisco on US Highway 101, with sweeping views of Sonoma and Taylor Mountains in the heart of Wine Country. Nicknamed "The Friendly City," it is one of the first planned communities in the U.S. with each neighborhood designed around a park and elementary school. Popular tourism venues, including hundreds of local wineries, the Pacific Ocean, and giant redwoods, are just minutes away. Top industries in the City by employment include Accommodation and Food, comprising 17.7%, Retail Trade with 17.1%, Manufacturing 8.8%, Healthcare 7.2%, and Construction 6.9%. It is part of the Santa Rosa–Petaluma MSA (population 485,887), which is comprised of Sonoma County, part of the San Jose–San Francisco–Oakland combined statistical area (population 9,545,921), the second largest in California after Greater Los Angeles, the fifth-largest CSA in the U.S., and the 42nd largest urban area in the world.

The City's economic development plans include Sonoma County Tourism to attract visitors to Sonoma County including key attractions such as Green Music Center, the Graton Resort and Casino, and numerous family-friendly entertainment options; supporting additional hotels, with two opening in the last couple of years and others in the planning stages; a highly responsive permitting system to expedite appropriate development and new business formation and attraction; recruiting retail businesses, providing infrastructure to support future downtown development, and adding single and multi-family housing, including a 218-unit affordable apartment complex, to address the regional shortage. Production of single-family homes continues at SOMO Village, the University District and in the Southeast Specific Plan.

The city itself is surrounded by farms and grazing land where nationally sought-after organic and boutique vegetables, fruits and cheeses are grown and produced. Sonoma County's agriculture is a leading sector with a total production value of $1.1 billion. Almost 71% of the gross value of agricultural commodities is attributed to wine grapes, while other prominent crops include milk, poultry, cattle, nursery products and vegetables.



| Nearby Shopping Centers & Retailers | Visit Data (per Placer.ai) |
|---|---|
| Graton Resort & Casino | 2.9M Annual Visits |
| Costco | 2.6M Annual Visits |
| Target | 1.4M Annual Visits |
| Safeway | 1.4M Annual Visits, Top 7% Nationwide |
| Chick-fil-A | 984,500 Annual Visits, Top 17% in CA |
| In-N-Out | 734,000 Annual Visits |
| McDonald's | 526,600 Annual Visits |
| Starbucks | 306,500 Annual Visits |
| Chipotle | 281,600 Annual Visits, Top 9% Nationwide |
| Jack in the Box | 274,100 Annual Visits, Top 20% Nationwide |

# High-Traffic Retail Corridor Anchored by National Brands

The subject property is prominently positioned with excellent visibility and access along Rohnert Park Expressway (27,010 ADT), just off of highly trafficked US-101 (108,500 ADT), outparcel to a future new Hobby Lobby location. The property is situated within a dense and highly active retail corridor, neighbored by prominent national retailers including Target, Starbucks, Dollar Tree, Office Depot, Olive Garden, AT&T, Cold Stone Creamery, Panda Express, and FedEx Office. Nearby shopping centers further enhance the area's retail draw, including FoodMaxx, PetSmart, Costco, Ashley Furniture, and Planet Fitness. Additional centers in close proximity include North Bay Center (with Grocery Outlet, 24 Hour Fitness, Chipotle, and Panera Bread), Park Plaza Center (anchored by Safeway, CVS, Verizon, and Wingstop), and Raley's Town Center (featuring Raley's, Round Table Pizza, and Chase Bank).

The property benefits from a strong built-in customer base and steady daily traffic from nearby schools, commercial developments, and hotels. Sonoma State University, with 9,300 students and 1,186 staff, is located less than three miles away. Rancho Cotate High School, with 1,674 students, lies 2.5 miles from the site. Additional demand drivers include Graton Resort & Casino (1.2 miles), Scandia Family Fun Center (1 mile), Rebounderz Trampoline Park, Home2 Suites by Hilton, Hampton Inn & Suites, Rodeway Inn, Fairfield Inn & Suites, and several nearby industrial and business parks, as well as the Rohnert Park Park & Ride.

A major development shaping the area is SOMO Village, a sustainable, mixed-use community that blends modern living with the natural beauty of Sonoma County. The 200-acre master-planned development emphasizes wellness, sustainability, and community, featuring a 25-acre organic farm, thoughtfully designed neighborhoods totaling 1,750 homes, public art installations, the Old Caz Brew Pub, a high school, a coworking hub, and a solar-powered outdoor concert venue. This development further enhances Rohnert Park's appeal as a thriving, forward-looking community within Sonoma County.

**96,362**
2025 Total Population

**$805,774**
Average Home Value

**$127,859**
Average Household Income

## 364 Rohnert Park Expy W, Rohnert Park, CA

| Population Summary | 1 Mile | 3 Miles | 5 Miles |
|---|---|---|---|
| 2020 Total Population | 12,288 | 60,795 | 91,628 |
| 2025 Total Population | 13,062 | 63,024 | 96,362 |
| 2030 Total Population | 13,068 | 62,657 | 95,959 |
| **Average Household Income** | | | |
| 2025 | $100,426 | $127,859 | $126,149 |
| 2030 | $110,372 | $141,398 | $139,828 |
| **Average Home Value** | | | |
| 2025 | $647,917 | $781,387 | $805,774 |
| 2030 | $765,387 | $906,004 | $932,779 |

| Major Employers in Rohnert Park | # of Employees |
|---|---|
| Sonoma State University | 1,186 |
| Cotati-Rohnert Park USD | 638 |
| City of Rohnert Park | 415 |
| Home Depot | 252 |
| Costco Wholesale | 218 |
| Comcast | 210 |
| Walmart | 201 |
| Idex Health | 176 |
| Target | 150 |
| Morton Bassett | 130 |

Fisher James Capital

KEYSTONE REAL ESTATE ADVISORS

**PUTNAM DAILY**
Managing Partner
(510) 289-1166
putnam@fisherjamescapital.com
CA RE License #01750064

**LINDSEY SNIDER**
Senior Partner
(831) 566-6270
lindsey@fisherjamescapital.com
CA RE License #01443387

**JOHN SCHAEFER**
Principal
(415) 235-8115
john@keystonerea.com
CA RE License #01251740

www.fisherjamescapital.com