



#### MARKET REPORT NORTHERN CALIFORNIA | FALL/WINTER 2018

## RETAIL MARKET REPORT

11-1

COLLIERS INTERNATIONAL NORTHERN CALIFORNIA FALL/WINTER 2018



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#### NORTHERN CALIFORNIA

## **Retail Overview**

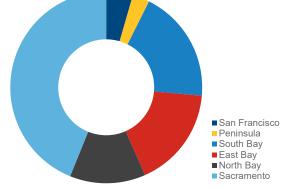
Nationally, consumer confidence remains at historically elevated levels, and it is no mystery why: unemployment is down, jobs are plentiful, wages and income are rising, and reduced income taxes are augmenting consumers' purchasing power. This combination of factors translates to strong retail sales overall and expectations for strong gains in holiday sales this year. But perhaps the bigger – and somewhat surprising – news for retailers nationally: the pickup in both in-store and online sales. With the economic outlook looking to soften in 2019, retailers will want to capitalize on current consumer strength and continue innovating to bring shoppers back through the doors.

Nationwide one challenge that both landlords and retailers have been facing is the continued rise in construction costs. A shortage of skilled labor combined with rising material costs has driven construction costs up since shortly after the end of the recession. The Turner Building Cost Index, which tracks nonresidential construction costs in the U.S., reflects a 5.63 percent yearly increase in costs from the second quarter 2017.

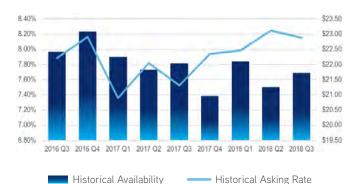
While the Northern California region experienced total availability increasing by 19 basis points to 7.69 percent during the third quarter, vacancy fell and translated into nearly 322,000 square feet of positive net absorption. The South Bay accounted for over 66 percent of this positive net absorption posting more than 213,000 square feet of positive net absorption. The Sacramento region carried the most available retail space, with nearly 5.6 million square feet. Meanwhile, overall asking rents slightly softened during the third quarter to \$22.89 per square foot. Northern California has shown very limited new construction underway, currently reporting 982,443 square feet of product under construction, with 79 percent in the South Bay and East Bay regions. "Although we have seen slight growth in retail spend, 2019 may see another small increase and may flatten out towards the end of the year based on macroeconomics. However, an area of continued growth will be in the food, fitness/wellness, and entertainment space."

-Anjee Solanki, National Director Retail Services, USA





Historical Availability vs. Asking Rate





Q2-Q3 2018 Indicators



## Leasing Activity Remains Steady

**FUNDAMENTALS SOUND.** The overall vacancy rate inched up during the third quarter of the year and translated into negative net absorption of nearly 31,000 square feet. Overall availability grew by 30 basis points to 9.65 percent. Additionally, San Francisco and especially Union Square has seen an increase in requests for holiday space. Johnny Was has already claimed a spot at 222 Grant Avenue, and temporary tenant Sennheiser has extended their lease at 278 Post Street.

**CLICK AND COLLECT.** The share of consumers who regularly use in-store pickup for their online orders has nearly doubled over the past five years. This trend started about ten years ago with various retailers, but the share of consumers who say they regularly use click and collect for their online orders has nearly doubled over the past five years. A contributing factor could be that many retailers offer discounts to encourage in-store pickup instead of delivery.

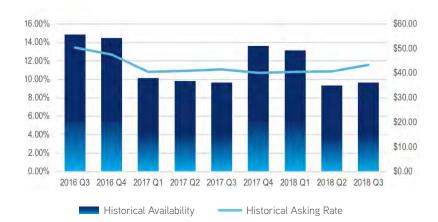
**POP UPS.** Short term pop-up stores remain popular not only in Union Square, but across the San Francisco market. Online brands continue to leverage pop-up stores as this allows them to test out a brick-and-mortar presence without risking a long-term lease. A recent example is Parachute Home opening a pop-up in Hayes Valley at 445 Hayes Street.

**STOCKTON STREET.** The excavation and construction for the Central Subway has seriously undermined retail activity throughout Union Square over the past several years. Adjacent retailers attribute lower sales to the dust and noise. Customers would rather shop online or in the neighborhoods than navigate a construction zone. The good news is that the construction on the first block of Stockton Street is almost complete and the street will be back to normal by February 2019.

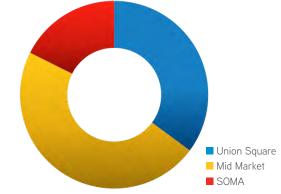
**MORE TO COME.** Cosmetics, boutique fitness, accessories, and specialized wellness tenants continue to be very active in the market. Watch for more strong interest from food tenants in the Financial District. While the market was in a state of flux for the majority of 2017 and first half of 2018, we have seen an uptick in touring activity since the end of summer. Several online retailers, including Rent the Runway, Morphe, and The RealReal, are seeking traditional brick-and-mortar stores, while companies with historically smaller stores are now seeking flagships, such as Tory Burch and Kiehl's. Tenants remain cautious but have used the last few years to re-evaluate their business models and re-focus their store strategies.

#### **Recent Transactions**

ZARA	Tenant: Zara Address: 250 Post Street Size: 26,323 SF Lease: Renewal	Anne Fontaine   Address: 118 Grant Avenue   Size: 1,190 SF   Lease: Direct
ZADIG&VOLTAIRE	Tenant: Zadig & Voltaire Address: 49 Geary Street Size: 2,026 SF Lease: Direct	PARACHUTE Tenant: Parachute Home Address: 445 Hayes Street Size: 1,000 SF Lease: Direct
theory	Tenant: Theory Address: 55 Geary Street Size: 4,529 SF Lease: Direct	Tenant: Amazon 300 California Street Size: 2,300 SF Lease: Direct



### Availability by Submarket



#### Historical Market Statistics - San Francisco

Shopping Center Type	Total Inventory	Available SF Direct	Available SF Sublease	Available SF Total	Total Availability (%)	Gross Absorption	Net Absorption	Total Under Const.	Asking Rates (\$NNN/Year)
San Francisco									
Strip Mall	8,600	1,164	0	1,164	13.53%	0	0	0	\$0.00
Neighborhood & Community	0	0	0	0	0	0	0	0	\$0.00
Power & Regional	0	0	0	0	0	0	0	0	\$0.00
Other	5,922,591	541,649	29,321	570,970	9.64%	22,210	(30,616)	0	\$43.26
San Francisco Total	5,931,191	542,813	29,321	572,134	9.65%	22,210	(30,616)	0	\$43.26

Historical Availability									
San Francisco	2016 3Q	2016 4Q	2017 1Q	2017 2Q	2017 3Q	2017 4Q	2018 1Q	2018 2Q	2018 3Q
Union Square	14.24%	14.11%	6.12%	6.33%	6.66%	14.48%	14.10%	6.70%	6.37%
Mid Market	81.33%	79.11%	77.41%	45.58%	42.05%	41.45%	41.45	41.97%	44.46%
SOMA	4.76%	4.34%	4.90%	4.91%	4.92%	4.62%%	3.76%	4.07%	4.64%
San Francisco Total	14.84%	14.47%	10.14%	9.84%	9.66%	13.64%	13.12%	9.35%	9.65%

Historical Asking Rate									
San Francisco	2016 3Q	2016 4Q	2017 1Q	2017 2Q	2017 3Q	2017 4Q	2018 1Q	2018 2Q	2018 3Q
Union Square	\$58.35	\$59.64	\$59.21	\$56.31	\$56.26	\$46.39	\$45.40	\$48.52	\$48.52
Mid Market	\$39.90	\$29.22	\$27.87	\$27.87	\$29.88	\$28.98	\$32.83	\$37.05	\$39.81
SOMA	\$44.96	\$42.09	\$40.08	\$38.15	\$38.48	\$39.86	\$39.56	\$40.14	\$42.03
San Francisco Total	\$50.34	\$47.50	\$40.62	\$40.99	\$41.43	\$40.15	\$40.55	\$40.80	\$43.26



#### Q2-Q3 2018 Indicators



## Limited Space Drives Prices Sky High

**ECONOMIC SUCCESS.** The San Francisco Peninsula remains sound with the lowest unemployment rate in the state at 2.1 percent. This sustained success is fueled in large part by the booming biotech and life science industry as biomedical and chemical engineers are predicted to have the fastest job growth in the region by the year 2024, according to the California Employment Development Department.

**STABLE INVENTORY.** The retail market on the Peninsula remains tight as availability rates drop to 3.98 percent from this year's high of 5.14 percent at the end of the second quarter. This drop is consistent with the low overall rates that have persisted in the market as availability rates have remained close to 3 percent over the past three years.

**CLIMBING RENTS.** Indicating soaring demand, the average rates on the Peninsula are \$40.16 per year, a 29 percent increase from the end of 2016. These high rents are in line with the rest of the commercial real estate market as rents along the San Francisco Peninsula continue to increase past their all-time highs.

**QUIET MARKET.** The transactions have remained low for the past three years, with only 49 leases at this point in 2018 compared to a total of 64 deals by the end of 2017.

**NO CONSTRUCTION.** Construction in the retail market remains slow as there have been no completed buildings this year and there are no current retail construction projects. This is characteristic of the region as construction has dropped from 253,683 square feet completed in 2009 to the completion of 11,661 square feet during the year 2017.

**MORE TO COME.** Available space for retail product will increase in demand as space becomes limited and the thriving job market encourages consumer spending. The retail market in 2019 will see similarly low availability rates while the average asking rates will continue to increase.

#### **Recent Transactions**



Hunter Properties, Inc. 1540 El Camino Real, Menlo Park, CA 23,537 SF \$16,250,000



Landmark Generations LP 1375 Burlingame Avenue, Burlingame, CA 20,983 SF Undisclosed



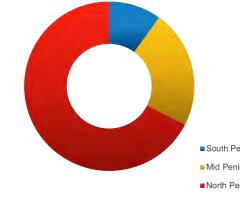
Sports Basement 200-242 Walnut Street, Redwood City, CA 88,000 SF



Cinepolis 60 31st Avenue, San Mateo, CA 43,946 SF



#### Availability by Submarket



South Peninsula Mid Peninsula North Peninsula

#### Historical Market Statistics - Peninsula

Shopping Center Type	Total Inventory	Available SF Direct	Available SF Sublease	Available SF Total	Total Availability (%)	Gross Absorption	Net Absorption	Total Under Const.	Asking Rates (\$NNN/Year)
Peninsula									
Strip Mall	928,476	18,355	0	18,355	1.98%	500	(6,100)	0	\$35.88
Neighborhood & Community	5,382,381	162,271	5,570	167,841	3.12%	39,222	1,469	0	\$37.75
Power & Regional	2,810,633	177,531	0	177,531	6.32%	34,271	(14,441)	0	\$54.00
Other	0	0	0	0	0.00%	0	0	0	\$0.00
Peninsula Total	9,121,490	358,157	5,570	363,727	3.99%	73,993	(19,072)	0	\$37.55

Historical Availability									
Peninsula	2016 3Q	2016 4Q	2017 1Q	2017 2Q	2017 3Q	2017 4Q	2018 1Q	2018 2Q	2018 3Q
North Peninsula	2.50%	2.95%	5.55%	3.35%	3.13%	4.79%	7.05%	7.65%	6.74%
Mid Peninsula	2.80%	2.50%	2.50%	1.38%	3.56%	3.46%	3.80%	3.08%	3.11%
South Peninsula	6.30%	6.43%	1.82%	2.05%	1.15%	1.10%	1.72%	4.70%	1.28%
Peninsula Total	3.80%	3.90%	3.51%	2.38%	2.64%	3.26%	4.45%	5.41%	3.99%

Historical Asking Rate									
Peninsula	2016 3Q	2016 4Q	2017 1Q	2017 2Q	2017 3Q	2017 4Q	2018 1Q	2018 2Q	2018 3Q
North Peninsula	\$34.16	\$33.78	\$31.45	\$31.37	\$32.89	\$31.43	\$34.51	\$34.50	\$35.31
Mid Peninsula	\$32.99	\$29.30	\$40.03	\$40.20	\$40.60	\$37.02	\$45.35	\$51.32	\$49.47
South Peninsula	\$27.76	\$31.32	\$30.16	\$31.35	\$29.11	\$30.18	\$36.66	\$33.66	\$33.99
Peninsula Total	\$33.40	\$31.13	\$32.55	\$33.23	\$33.82	\$32.84	\$38.66	\$37.81	\$37.55

"Given the surging population growth in the region and densification, walkability and convenience will be major drivers for future retail developments."

- Lena Tutko Research Manager, Silicon Valley



### Volume Remains Stable

**ECONOMICALLY SOUND.** According to the State of California Employment Development Department, the unemployment rate in Santa Clara County stands at a vibrant 2.6 percent, 70 basis points below the national average of 3.7 percent. Due to the South Bay's abundant tech population, it boasts one of the nation's highest median household salary levels, measuring \$122,600, translating to high disposable income for retail spending.

**AVAILABILITY.** The South Bay's retail availability rate measured 5.95 percent in the third quarter of 2018, unchanged from the previous quarter. Not surprisingly, San Jose being the largest submarket in the South Bay, has the most available space measuring 890,000 square feet.

**ESCALATING RENTS.** Average rents in the South Bay are \$33.36, reflecting a 10 percent increase from the previous quarter. The most in-demand submarkets are Mountain View and Palo Alto. The submarkets boast annual asking rents averaging \$45.48 NNN, the third highest in the Bay Area, behind San Francisco's Union Square and Mid Market.

**CONSTRUCTION.** There are currently two significant retail projects under construction in the South Bay; the 415,000 square foot Valley Fair Mall expansion in San Jose and the 275,000 square foot lifestyle center at 225 S Taaffe Street in Sunnyvale. Given the surging population and densification in the region, walkability and convenience will be major drivers for future retail developments.

**MORE TO COME.** The shift toward enjoying experiences more than purchasing items will continue to move retail stores toward selling experiences rather than selling goods. Retailers will need to be creative in reinventing the shopping experience to remain competitive in the post-Amazon world of convenience and scale. While online shopping continues to grow, brick-and-mortar locations will be an important retail component to any omni-channel strategy. In the short-term, there may be a rise in vacancy due to recent Chapter 11 filings from large retailers such as Orchard Supply Hardware, Toys-R-Us, and David's Bridal, all of whom have a strong South Bay presence.

#### **Recent Transactions**



Argonaut Investments Almarida Place, Campbell, CA 149,517 SF \$20,200,000



Imperial Hornet Developers 4800 El Camino Real, Los Altos, CA 54,125 SF \$55,000,000

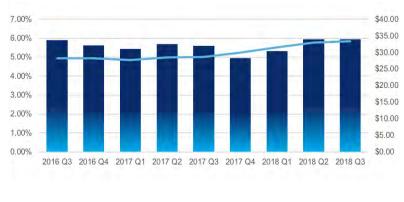


1761 E Bayshore Road, East Palo Alto, CA 30,978 SF Renewal

Office Depot



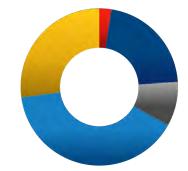
The Market 2170 W Bayshore Road, Palo Alto, CA 17,233 SF Sublease



Historical Availability

- Historical Asking Rate

#### Availability by Submarket



- Palo Alto/Mt. View/Los Altos
- Sunnyvale/Santa Clara
- West Valley
- San Jose
- Fremont/Milpitas/Newark

#### Historical Market Statistics - South Bay

Shopping Center Type	Total Inventory	Available SF Direct	Available SF Sublease	Available SF Total	Total Availability (%)	Gross Absorption	Net Absorption	Total Under Const.	Asking Rates (\$NNN/Year)
South Bay									
Strip Mall	6,135,139	211,652	23,152	234,804	3.83%	65,294	7,725	28,329	\$32.28
Neighborhood & Community	27,896,484	1,460,879	96,715	1,557,594	5.58%	378,919	175,230	52,926	\$34.32
Power & Regional	5,689,199	328,406	2,908	331,314	5.82%	27,590	1,683	63,831	\$42.12
Other	970,250	298,043	0	298,043	30.72%	30,490	28,560	276,500	\$51.84
South Bay Total	40,691,072	2,298,980	122,775	2,421,755	5.95%	502,293	213,198	421,586	\$33.40

Historical Availability									
South Bay	2016 3Q	2016 4Q	2017 1Q	2017 2Q	2017 3Q	2017 4Q	2018 1Q	2018 2Q	2018 3Q
Palo Alto/Mt. View/Los Altos	4.02%	3.41%	3.61%	4.17%	4.48%	3.88%	4.13%	3.31%	2.17%
Sunnyvale/Santa Clara	3.89%	4.36%	3.59%	4.17%	4.36%	2.29%	6.87%	9.11%	9.31%
West Valley	4.64%	4.74%	4.57%	5.91%	5.46%	4.30%	4.63%	5.53%	5.21%
San Jose	6.28%	5.74%	5.22%	5.15%	4.94%	4.66%	4.51%	5.19%	5.08%
Fremont/Milpitas/Newark	7.44%	7.26%	7.94%	8.05%	8.09%	7.77%	6.72%	6.53%	7.19%
South Bay Total	5.90%	5.64%	5.44%	5.69%	5.60%	4.95%	5.32%	5.95%	5.95%

Historical Asking Rate									
South Bay	2016 3Q	2016 4Q	2017 1Q	2017 2Q	2017 3Q	2017 4Q	2018 1Q	2018 2Q	2018 3Q
Palo Alto/Mt. View/Los Altos	\$39.36	\$46.20	\$49.44	\$51.48	\$44.76	\$46.92	\$47.88	\$47.88	\$45.48
Sunnyvale/Santa Clara	\$29.40	\$28.44	\$26.28	\$26.04	\$27.36	\$30.60	\$33.00	\$32.88	\$33.00
West Valley	\$36.00	\$39.36	\$39.96	\$40.44	\$41.64	\$45.72	\$44.52	\$44.76	\$43.92
San Jose	\$27.36	\$27.12	\$26.16	\$26.52	\$26.88	\$29.40	\$31.08	\$31.92	\$33.00
Fremont/Milpitas/Newark	\$25.56	\$24.24	\$24.00	\$24.60	\$24.60	\$24.12	\$24.48	\$28.20	\$29.64
South Bay Total	\$28.27	\$28.25	\$27.68	\$28.56	\$28.62	\$29.98	\$31.61	\$33.02	\$33.40

"East Bay retail remains strong and Oakland has attracted the eye of both regional and national retail players."

- Nadine Whisnant Senior Vice President

#### Q2-Q3 2018 Indicators



#### Leasing Volume Remains Strong

**ECONOMICALLY SOUND.** The retail market fundamentals for the East Bay continue to show signs of strengthening. Residential developments that are slated to be delivered in the coming months foster the critical mass of local consumers needed to support a flourishing retail environment. This is most prevalent around the metropolitan cores where food, fitness, entertainment, and finance are attracting a new audience eager to participate in the urban experience.

**VARYING RENTS.** The variance between retail asking rents is influenced by a broad breadth of factors, compounded by a diverse juxtaposition of urban centers to suburban retail centers. On average, rents have continued to climb slightly due to new inventory becoming available with steady development. The largest notable change was in Q2 to Q3 of 2018 in Oakland; where asking rents rose from \$19.32 to \$21.24.

**CONSTRUCTION & INVENTORY.** Urban retail inventory in the East Bay has been increasingly tied to mixed-use projects that require a residential component to support a growing housing demand; which helps to draw traffic toward newer developments, highlighting the revitalization of community investment. Suburban retail centers such as the newly opened Bishop Ranch shopping mall have been encompassing the experiential aspect of the retail outing.

**UPCOMING TRENDS.** Highly successful "public market" type developments, encompassing micro-retail locations, are gathering community support due to the feasibility for new market participants to offer goods and services to an enthusiastic audience.

**RETAIL HORIZONS.** Many of the retail markets within urban cores seem to be withstanding the so-called "Amazon effect" that has knowingly loomed over retail for some time now. Local focus has shifted away from the challenges of e-commerce toward the positivity of community brands that utilize omni-channels and who maximize community outreach. The launch of Bishop Ranch shopping mall has created a favorable buzz around the suburban retail centers, due to how they mimic urban traits for future success.

#### **Recent Transactions**



99 Ranch 2200 Hilltop Mall Road, Richmond, CA 35,000 SF New Lease



Whole Foods 5110 Telegraph Avenue, Oakland, CA 28,800 SF New Lease



Target 2630 Broadway, Oakland, CA 33,100 SF New Lease

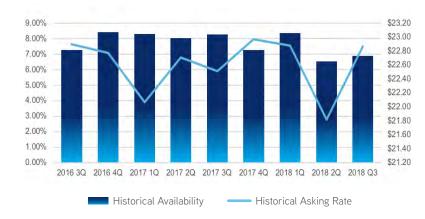


Grocery Outlet 31045-31049 Mission Boulevard, Hayward, CA 23,688 SF New Lease

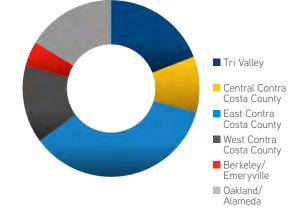
Ashley Furniture HomeStore 7885 Dublin Boulevard, Dublin, CA 45,500 SF New Lease



Touchstone Climbing 1861-1877 Solano Avenue, Berkeley, CA 21,578 SF New Lease







#### Historical Market Statistics - East Bay

Shopping Center Type	Total Inventory	Available Sq.Ft Direct	Available Sq.Ft Sublease	Available Sq.Ft Total	Total Availability (%)	Gross Absorption	Net Absorption	Total Under Const.	Asking Rates (\$NNN/Year)
East Bay									
Strip Mall	1,851,431	77,297	1,200	78,497	4.24%	40,902	25,929	0	\$24.12
Neighborhood & Community	20,672,955	1,341,352	100,599	1,441,951	6.98%	344,273	207,394	0	\$19.20
Power & Regional	5,972,274	505,558	10,408	515,966	8.64%	53,391	(83,628)	0	\$28.08
Other	2,906,486	98,810	25,993	124,803	4.29%	6,596	6,596	350,000	\$22.44
East Bay Total	31,403,146	2,023,017	138,200	2,161,217	6.88%	445,162	156,291	350,000	\$22.87

Historical Availability									
East Bay	2016 3Q	2016 4Q	2017 1Q	2017 2Q	2017 3Q	2017 4Q	2018 1Q	2018 2Q	2018 3Q
Oakland/Alameda	12.38%	12.58%	11.77%	11.51%	11.55%	10.85%	10.77%	10.48%	11.20%
Berkeley/Emeryville	3.09%	4.24%	2.68%	2.27%	4.34%	4.11%	2.89%	5.86%	7.00%
Tri Valley	4.81%	8.66%	9.18%	9.02%	9.53%	8.91%	8.90%	5.58%	4.56%
West Contra Costa County	7.04%	6.55%	4.68%	4.94%	5.12%	5.27%	9.20%	7.67%	12.37%
Central Contra Costa County	6.30%	6.12%	5.25%	5.54%	6.24%	5.71%	5.68%	5.13%	4.07%
East Contra Costa County	9.06%	9.23%	9.78%	8.99%	8.51%	8.70%	9.10%	8.91%	7.78%
East Bay Total	7.27%	8.90%	8.29%	8.02%	7.91%	7.25%	8.34%	6.52%	6.88%

Historical Asking Rate									
East Bay	2016 3Q	2016 4Q	2017 1Q	2017 2Q	2017 3Q	2017 4Q	2018 1Q	2018 2Q	2018 3Q
Oakland/Alameda	\$25.56	\$24.24	\$24.72	\$24.84	\$24.96	\$30.12	\$30.36	\$19.32	\$21.24
Berkeley/Emeryville	\$33.00	\$31.80	\$33.84	\$33.84	\$33.84	\$36.00	\$36.00	\$36.00	\$30.00
Tri Valley	\$22.68	\$23.28	\$22.92	\$23.76	\$23.04	\$23.64	\$21.72	\$23.04	\$21.62
West Contra Costa County	\$24.84	\$24.84	\$25.56	\$25.68	\$26.16	\$27.72	\$27.72	\$28.68	\$21.98
Central Contra Costa County	\$32.16	\$31.68	\$29.52	\$30.36	\$28.80	\$25.08	\$29.04	\$27.96	\$28.96
East Contra Costa County	\$17.40	\$17.40	\$17.16	\$17.40	\$16.92	\$17.16	\$17.16	\$17.28	\$15.97
East Bay Total	\$22.89	\$22.77	\$22.07	\$22.71	\$22.51	\$22.97	\$22.88	\$21.82	\$22.87

\*Please note these asking rents do not incorporate new retail development projects.



Q2-Q3 2018 Indicators



### Vacancy and Rental Rates Trending Upward

**VACANCY INCREASING.** The North Bay's retail market remained generally healthy in the third quarter of 2018 despite vacancy increasing slightly from 5.49 percent to 6.37 percent this quarter. This is well below the past decade's peak level of 9.4 percent experienced in 2010.

**RENTAL RATES TRENDING UPWARD.** Average asking rental rates are trending upward as the Q3 2018 rate was \$20.88 per square foot, up from \$20.52 a year ago and \$18.60 two years ago.

**CLOUDS ON HORIZON.** However, there are clouds on the horizon as the economy's transition to the ever increasing e-commerce is leading to closures of some larger big box retailers' stores, most notably Sears, Toys R Us and Orchard Supply Hardware recently. While the economy is currently healthy, the Dow Jones Industrial has declined by more than 10 percent in the past two months, which can portend a future decline in the health of the overall economy.

**LONG TERM OUTLOOK.** Despite the shifting economy, the long-term outlook for the North Bay remains strong given its two relative strengths of an affluent population and the tourism draw of the world famous wine country.

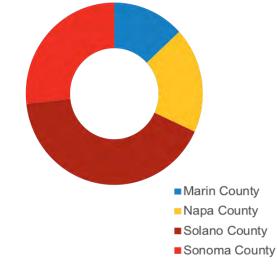
#### **Recent Transactions**



#### 7.00% \$21.50 \$21.00 6.00% \$20.50 5.00% \$20.00 \$19.50 4.00% \$19.00 3.00% \$18.50 \$18.00 2.00% \$17.50 1.00% \$17.00 0.00% \$16.50 2016 Q3 2016 Q4 2017 Q1 2017 Q2 2017 Q3 2017 Q4 2018 Q1 2018 Q2 2018 Q3

Historical Availability vs. Asking Rate

## Availability by Submarket



#### Historical Market Statistics - North Bay

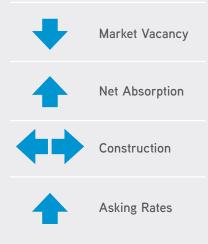
Shopping Center Type	Total Inventory	Available SF Direct	Available SF Sublease	Available SF Total	Total Availability (%)	Gross Absorption	Net Absorption	Total Under Const.	Asking Rates (\$NNN/Year)
North Bay									
Strip Mall	2,140,159	75,785	6,089	81,874	3.83%	16,671	988	0	\$18.12
Neighborhood & Community	15,257,594	1,015,177	12,118	1,027,295	6.73%	77,241	(51,964)	0	\$19.80
Power & Regional	6,234,809	202,243	194,905	397,148	6.37%	5,341	(39,434)	0	\$27.72
Other	1,864,091	95,501	21,428	116,929	6.27%	4,500	(8,153)	0	\$23.04
North Bay Total	25,496,653	1,388,706	234,540	1,623,246	6.37%	103,753	(98,563)	0	\$20.88
Historical Availability									
North Bay	2016 3Q	2016 4Q	2017 1Q	2017 2Q	2017 3Q	2017 4Q	2018 1Q	2018 2Q	2018 3Q
Marin County	4.71%	4.97%	5.55%	3.61%	3.77%	3.79%	3.43%	2.79%	3.00%
Napa County	2.38%	2.09%	2.72%	2.07%	3.15%	3.28%	2.46%	2.46%	4.28%
Solano County	8.07%	9.10%	8.14%	7.91%	7.65%	7.40%	8.80%	9.36%	9.48%
Sonoma County	5.36%	5.16%	5.41%	5.77%	5.54%	4.58%	4.60%	4.50%	6.12%
North Bay Total	5.82%	6.10%	6.06%	5.66%	5.62%	5.20%	5.50%	5.49%	6.37%

Historical Asking Rate									
North Bay	2016 3Q	2016 4Q	2017 1Q	2017 2Q	2017 3Q	2017 4Q	2018 1Q	2018 2Q	2018 3Q
Marin County	\$23.76	\$25.56	\$27.96	\$27.36	\$27.72	\$26.88	\$33.48	\$31.44	\$31.32
Napa County	\$33.84	\$34.44	\$33.72	\$37.68	\$38.04	\$29.88	\$28.44	\$33.96	\$33.96
Solano County	\$15.48	\$15.12	\$17.28	\$15.36	\$15.00	\$15.72	\$15.72	\$16.20	\$15.96
Sonoma County	\$18.00	\$17.76	\$17.40	\$21.24	\$21.24	\$21.72	\$22.44	\$23.04	\$22.32
North Bay Total	\$18.60	\$18.12	\$19.68	\$20.52	\$20.52	\$20.40	\$20.40	\$20.64	\$20.88

"Bars and restaurants have been replacing retail tenants in shopping centers for a variety of reasons. Currently it is still difficult to purchase food on the internet, restaurants are experiential and because of this, still attract on-site customers, people are social and restaurants provide a gathering place."

- Mark Engemann Senior Vice President

#### Q2-Q3 2018 Indicators



#### Demand Driven by Experiential Retail

**SOUND FUNDAMENTALS.** Sacramento's total retail vacancy and availability rates dropped to their lowest points since the start of 2008. An expanding population of relocating Bay Area households and Millennials has helped Sacramento's retail market experience sustained growth. Third quarter net absorption recorded more than double the previous quarter as year-to-date absorption surpassed 253,000 square feet and rents continue to rise.

**BARGAIN GROCERY'S EXPANSION.** Grocery Outlet opened two new Sacramento locations in the third quarter, one in North Sacramento and another in Orangevale. It also has two more stores scheduled to open by the end of the year, bringing its new store total to 66,978 square feet this year and expanding its Sacramento regional footprint to approximately 320,000 square feet across 20 stores.

FITNESS AND HEALTH CLUBS IN GROWTH MODE. Planet Fitness leased 18,400 square feet and Orangetheory Fitness is opening a new location in the fourth quarter. More than 108,000 square feet of new fitness center and health club leases have been signed or locations opened in 2018. VillaSport Athletic Club & Spa is building a 130,000 square foot location in Roseville. LA Fitness is planning a 37,000 square foot gym in Elk Grove and another in South Sacramento; and 24 Hour Fitness is working on opening two more locations in the coming years.

**BARS AND RESTAURANTS GALORE.** There are now 68 bars and 139 restaurants in Downtown Sacramento alone. An estimated 49 new retail businesses have opened or are in the works since the Sacramento Kings' Golden 1 Center completed in 2016. In the city of Sacramento, approximately 57 new bars and restaurants totaling more than 207,000 square feet of space have opened or are scheduled to open in 2018. Regional restaurant employment is expanding, increasing 2.6 percent year-over-year, adding 800 jobs in the last twelve months.

**SOLID SALES ACTIVITY.** Third quarter sales volume totaled \$131.1 million from 65 transactions at an average price of \$149.52 per square foot. Year-to-date sales volume of \$461.4 million puts Sacramento on track to notch the fifth year in a row above \$500 million as out-of-town buyers remain attracted to the Sacramento retail market.

**FUTURE OUTLOOK ENCOURAGING.** With an expanding population and much of the new construction lined up with signed tenants, expect upward pressure on rental rates and declining availability to continue over the next few quarters. One trouble spot remains the 58,700 square feet of available space at the under construction Downtown Commons. Sacramento has finally put itself on the map and its retail market is now enjoying a positive run of elevated demand from tenants in a number of growing industries, which should continue into 2019.

#### **Recent Transactions**



Acadia Realty Trust 9600 -9696 Bruceville Road, Elk Grove, CA 241,926 SF \$59,300,000



KC Holding Corporation 1588 E. Main Street, Woodland, CA 116,288 SF



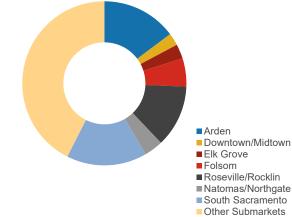
Grocery Outlet 1600 W El Camino Avenue, Sacramento, CA 15,019 SF



Planet Fitness 4854 San Juan Avenue, Fair Oaks, CA 18,400 SF



#### Availability by Submarket



### Historical Market Statistics - Sacramento

Shopping Center Type Sacramento	Total Inventory	Available SF Direct	Available SF Sublease	Available SF Total	Total Availability (%)	Gross Absorption	Net Absorption	Total Under Const.	Asking Rates (\$NNN/Year)
Strip Mall	6,026,174	738,213	11,695	749,908	12.44%	144,569	41,250	10,072	\$15.08
Neighborhood & Community	32,950,546	3,170,005	279,950	3,432,313	10.42%	264,386	41,538	113,145	\$16.21
Power & Regional	11,172,876	1,032,722	43,604	1,052,713	9.42%	12,871	10,908	0	\$16.37
Other	2,713,710	345,577	0	345,577	12.73%	8,727	6,977	87,640	\$18.12
Sacramento Total	52,863,306	5,286,517	335,249	5,580,511	10.56%	430,553	100,673	210,857	\$15.87

Historical Availability									
Sacramento Area	2016 Q3	2016 Q4	2017 Q1	2017 Q2	2017 Q3	2017 Q4	2018 Q1	2018 Q2	2018 3Q
Arden	16.30%	18.00%	16.60%	16.80%	16.70%	14.10%	16.50%	16.40%	15.40%
Downtown/Midtown	3.50%	3.10%	2.70%	2.60%	3.80%	3.10%	2.90%	3.50%	2.90%
Elk Grove	5.80%	4.20%	4.40%	4.30%	4.10%	3.90%	3.70%	3.40%	3.40%
Folsom	7.30%	6.90%	6.60%	6.80%	6.80%	7.30%	7.20%	7.40%	7.10%
Roseville/Rocklin	8.80%	8.80%	7.70%	7.90%	7.20%	6.30%	6.40%	6.70%	6.60%
Natomas/Northgate	8.10%	8.90%	8.60%	8.10%	7.30%	7.30%	8.10%	8.70%	8.40%
South Sacramento	11.90%	11.60%	11.50%	10.60%	10.90%	10.50%	9.80%	9.70%	9.60%
Other Submarkets	10.20%	10.40%	9.30%	9.10%	8.70%	8.50%	8.80%	8.50%	8.60%
Sacramento Area Total	11.02%	11.26%	11.01%	10.87%	11.03%	10.40%	10.59%	10.39%	10.56%

Historical Asking Rate									
Sacramento Area	2016 Q3	2016 Q4	2017 Q1	2017 Q2	2017 Q3	2017 Q4	2018 Q1	2018 Q2	2018 3Q
Arden	\$15.51	\$15.78	\$16.10	\$15.49	\$15.18	\$15.29	\$15.52	\$15.26	\$14.69
Downtown/Midtown	\$20.61	\$20.64	\$20.65	\$20.60	\$23.62	\$21.71	\$17.27	\$17.96	\$17.96
Elk Grove	\$19.24	\$19.34	\$19.02	\$22.07	\$22.01	\$21.74	\$22.12	\$22.25	\$22.36
Folsom	\$21.00	\$21.46	\$21.15	\$21.15	\$21.46	\$21.29	\$20.23	\$20.70	\$19.21
Roseville/Rocklin	\$16.66	\$16.42	\$16.12	\$15.82	\$16.50	\$16.14	\$16.18	\$18.03	\$17.51
Natomas/Northgate	\$17.71	\$17.30	\$17.32	\$17.29	\$17.10	\$16.73	\$15.46	\$15.38	\$15.46
South Sacramento	\$14.50	\$14.85	\$14.44	\$15.74	\$16.47	\$16.21	\$15.87	\$15.78	\$16.06
Other Submarkets	\$13.69	\$15.69	\$13.51	\$13.76	\$13.58	\$13.89	\$14.09	\$14.37	\$14.78
Sacramento Area Total	\$15.51	\$16.48	\$15.43	\$15.50	\$15.59	\$15.63	\$15.55	\$16.00	\$15.87

## RETAIL MARKET REPORT

# Market Summary

	Orders relation	Total	Available SF	Available SF	Available SF	Total Availability	Gross	Net	Total Under	Asking Rates
	Submarket San Francisco	Inventory	Direct	Sublease	Total	(%)	Absorption	Absorption	Const.	(\$NNN/Year)
	Union Square	3,154,216	187,678	13,389	201,067	6.37%	10,977	(10,977)	0	\$48.52
	Mid Market	608,018	264,325	6,000	207,325	44.46%	6,138	6,138	0	\$39.81
	SOMA	2,168,957	90,810	9,932	100,742	4.64%	5,095	5,095	0	\$42.03
	San Francisco Total	5,931,191	542,813	29,321	235,427	4.08%	22,210	(30,616)	0	\$43.26
	Peninsula									
	South Peninsula	2,838,927	36,214	0	36,214	1.28%	42,551	(16,404)	0	\$33.99
1 -	Mid Peninsula	2,636,142	79,316	2,584	81,900	3.11%	2,100	(15,712)	0	\$49.47
	North Peninsula	3,646,421	242,627	2,986	245,613	6.74%	29,342	13,044	0	\$35.31
	Peninsula Total	9,121,490	358,157	5,570	363,727	3.99%	73,993	(19,072)	0	\$37.55
	South Bay									
	Palo Alto/Mt. View/Los Altos	2,741,629	59,626	0	59,626	2.17%	175,379	155,849	49,751	\$45.48
	Sunnyvale/Santa Clara	5,586,798	517,270	2,608	519,878	9.31%	72,154	(4,661)	275,000	\$33.00
2	West Valley	4,254,792	197,796	23,887	221,683	5.21%	72,959	22,908	1,500	\$43.92
	San Jose	18,989,412	890,062	74,482	964,544	5.08%	150,606	54,183	88,655	\$33.00
	Fremont/Milpitas/Newark	9,118,441	634,226	21,798	656,024	7.19%	31,195	(15,081)	6,680	\$29.64
	South Bay Total	40,691,072	2,298,980	122,775	2,421,755	5.95%	502,293	213,198	421,586	\$33.40
	East Bay									
	Oakland/Alameda	3,130,031	350,694	0	350,694	11.20%	13,224	(14,399)	0	\$21.24
_	Berkeley/Emeryville	1,412,884	62,835	36,104	98,939	7.00%	11,962	(2,872)	0	\$36.00
	Tri Valley	9,044,827	389,693	23,172	412,865	4.56%	204,684	116,371	350,000	\$24.24
3	West Contra Costa County	2,492,391	299,207	9,128	308,335	12.37%	35,281	(16,784)	0	\$28.68
	Central Contra Costa County	5,436,449	215,606	5,796	221,402	4.07%	70,313	39,961	0	\$28.32
L	East Contra Costa County	9,886,564	704,982	64,000	768,982	7.78%	109,698	34,014	0	\$17.28
	East Bay Total	31,403,146	2,023,017	138,200	2,161,217	6.88%	445,162	156,291	350,000	\$22.87
	North Bay									
	Marin County	5,247,744	150,551	7,101	157,652	2.90%	3,100	(21,626)	0	\$29.88
	Napa County	2,597,293	111,215	0	111,215	4.30%	25,988	877	0	\$33.24
	Solano County	8,157,192	639,557	133,583	773,140	9.50%	40,578	(31,547)	0	\$15.84
	Sonoma County	9,494,424	487,383	93,856	581,239	6.10%	34,087	(46,267)	0	\$23.28
	North Bay Total	25,496,653	1,388,706	234,540	1,623,246	6.37%	103,753	(98,563)	0	\$21.06

Submarket	Total Inventory	Available SF Direct	Available SF Sublease	Available SF Total	Total Availability (%)	Gross Absorption	Net Absorption	Total Under Const.	Asking Rates (\$NNN/Year)
Sacramento									
Arden	5,184,844	774,160	49,652	823,812	15.89%	90,866	53,211	0	\$14.69
Downtown/Midtown	1,249,704	136,750	0	136,750	10.94%	6,552	6,552	87,640	\$17.96
Elk Grove	3,761,498	158,594	0	158,594	4.22%	15,337	(1,048)	0	\$22.36
Folsom	4,164,476	311,974	0	311,974	7.49%	52,550	11,398	10,072	\$19.21
Roseville/Rocklin	8,657,480	681,651	25,982	684,020	7.90%	61,520	11,281	0	\$17.51
Natomas/Northgate	2,542,037	187,830	19,991	207,821	8.18%	6,600	6,250	0	\$15.46
South Sacramento	7,235,078	859,303	23,399	882,702	12.20%	37,849	6,386	102,145	\$16.06
Other Submarkets	20,068,189	2,176,255	216,225	2,374,838	11.83%	159,279	6,643	11,000	\$14.78
Sacramento Total	52,863,306	5,286,517	335,249	5,580,511	10.56%	430,553	100,673	210,857	\$15.87

Northern California Total 165,506,858 11,898,190 865,655 12,722,590 7.69% 1,577,964 321,911 982,443 \$22.89

Shopping Center Type Northern California	Total Inventory	Available SF Direct	Available SF Sublease	Available SF Total	Total Availability (%)	Gross Absorption	Net Absorption	Total Under Const.	Asking Rates (\$NNN/Year)
Strip Mall	17,089,979	1,122,466	42,136	1,164,602	6.81%	267,936	69,792	38,401	\$13.72
Neighborhood & Community	102,159,960	7,149,684	494,952	7,626,994	7.47%	1,104,041	373,667	166,071	\$15.01
Power & Regional	31,879,791	2,246,460	251,825	2,474,672	7.76%	133,464	(124,912)	63,831	\$21.61
Other	14,377,128	1,379,580	76,742	1,456,322	10.13%	72,523	3,364	714,140	\$25.92
Northern California Total	165,506,858	11,898,190	865,655	12,722,590	7.69%	1,577,964	321,911	982,433	\$22.89

#### Submarket Clarification

1	South Peninsula: Redwood City, Menlo Park, San Carlos & Belmont Mid Peninsula: Burlingame, Foster City, Millbrae, Redwood Shores & San Mateo North Peninsula: Brisbane, South San Francisco, Daly City & San Bruno
2	West Valley: Campbell, Cupertino, Los Gatos & Saratoga
3	Central Contra Costa County: Danville/Alamo, Lafayette, Moraga, Orinda, Pleasant Hill & Walnut Creek BART/DT East Contra Costa County: Antioch, Brentwood, Concord & Pittsburg West Contra Costa County: Hercules, Martinez, Pacheco, Pinole & San Pablo Tri Valley: San Ramon, Dublin, Pleasanton & Livermore
4	Other Submarkets: Auburn/Loomis, Carmichael, Davis, El Dorado, Highway 50 Corridor, Lincoln, Natomas, Orangeville/Citrus Heights, Rio Linda/North Highlands, West Sacramento, Woodland

#### Statistical Notes

\*Northern California retail statistics do not include mixed-use projects.

\*Total Availability = Includes existing and under construction inventory square feet.

Sources: Colliers International Research, CoStar, GlobalData & Turner Building Cost Index

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