

# SONOMA VALLEY RETAIL SPACE AVAILABLE

## FIESTA PLAZA

18615 SONOMA HIGHWAY, SONOMA, CA

## SHOPPING CENTER WITH THE ONLY MULTI SCREEN THEATER IN THE SONOMA VALLEY



**Dollar Tree in 2008**

- **24,700 Average Daily Traffic Count**
- **Recently remodeled**
- **Located on Hwy 12**
- **201 Parking spaces on site**

### Contact:

**Jodi Azevedo**  
CFO/REA

Parkway Properties Investment Corporation  
24 Professional Center Parkway, Suite 130  
San Rafael, CA 94903

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**Parkway  
Properties**  
Investment Corporation

# SONOMA VALLEY RETAIL SPACE AVAILABLE

## FIESTA PLAZA

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### Available spaces:

- ◆ Suite 102: 2,820 Sqft
- ◆ Suite 220: 2,695 Sqft

Suite 220 is above suite 102—can be combined

### Lease rates:

- ◆ Suite 102: \$1.50 psf + NNN
- ◆ Suite 220: \$1.10 psf + NNN
- ◆ NNN are 0.42 psf

Lease Term: Minimum 3-5 years.



### Availability:

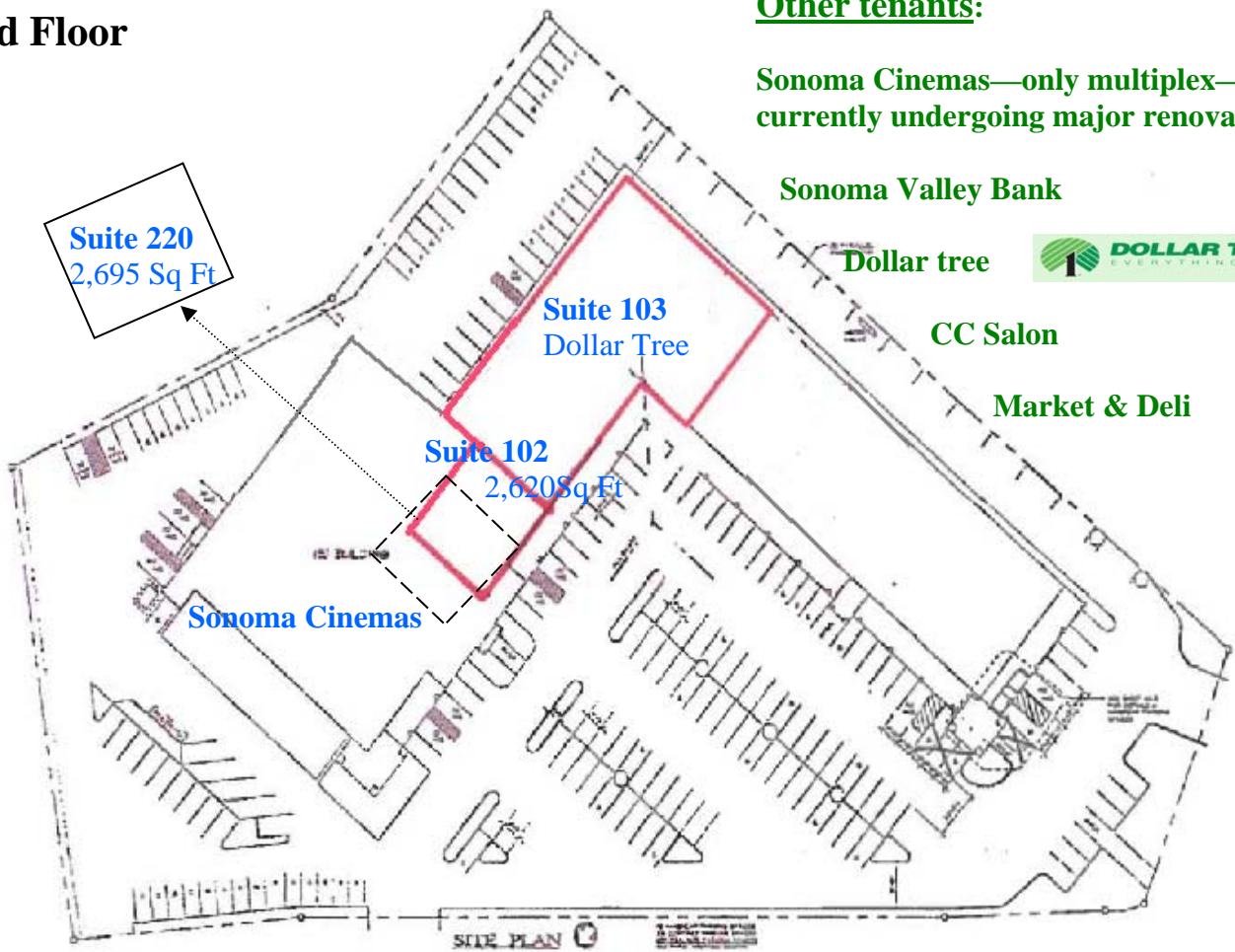
Available now: Suite 102

Available in January 31, 2007  
Suite: 220

# SONOMA VALLEY RETAIL SPACE AVAILABLE

**FIESTA PLAZA**  
**18615 SONOMA HIGHWAY, SONOMA, CA**

**2nd Floor**



Suite 220  
2,695 Sq Ft

Suite 103  
Dollar Tree

Suite 102  
2,620 Sq Ft

Sonoma Cinemas

**Other tenants:**

**Sonoma Cinemas—only multiplex—  
currently undergoing major renovations**

**Sonoma Valley Bank**

**Dollar tree**



**CC Salon**

**Market & Deli**

**Contact:**

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# Demographic and Income Profile

18615 Sonoma Hwy  
Sonoma, CA 95476

Site Type: Radius

Latitude: 38.308361  
Longitude: -122.478391  
Radius: 1.0 miles

Summary	2000	2006	2011
Population	13,754	14,242	14,504
Households	5,077	5,200	5,275
Families	3,219	3,283	3,321
Average Household Size	2.69	2.72	2.73
Owner Occupied HUs	2,905	3,055	3,064
Renter Occupied HUs	2,172	2,145	2,211
Median Age	35.0	35.7	35.9

Trends: 2006-2011 Annual Rate	Area	State	National
Population	0.37%	1.55%	1.30%
Households	0.29%	1.41%	1.33%
Families	0.23%	1.45%	1.08%
Owner HHs	0.06%	1.47%	1.41%
Median Household Income	3.04%	3.18%	3.32%

Households by Income	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	638	12.6%	498	9.6%	400	7.6%
\$15,000 - \$24,999	648	12.8%	456	8.8%	418	7.9%
\$25,000 - \$34,999	579	11.4%	563	10.8%	466	8.8%
\$35,000 - \$49,999	851	16.8%	780	15.0%	723	13.7%
\$50,000 - \$74,999	1,139	22.5%	1,120	21.6%	1,046	19.8%
\$75,000 - \$99,999	599	11.8%	742	14.3%	716	13.6%
\$100,000 - \$149,999	396	7.8%	700	13.5%	955	18.1%
\$150,000 - \$199,000	100	2.0%	155	3.0%	278	5.3%
\$200,000+	110	2.2%	183	3.5%	270	5.1%
Median Household Income	\$46,455		\$55,451		\$64,393	
Average Household Income	\$58,126		\$71,839		\$85,245	
Per Capita Income	\$21,928		\$26,275		\$31,042	

Population by Age	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	967	7.0%	985	6.9%	1,012	7.0%
5 - 9	1,050	7.6%	910	6.4%	897	6.2%
10 - 14	1,000	7.3%	1,036	7.3%	906	6.2%
15 - 19	1,001	7.3%	974	6.8%	963	6.6%
20 - 24	922	6.7%	1,055	7.4%	1,049	7.2%
25 - 34	1,928	14.0%	2,028	14.2%	2,262	15.6%
35 - 44	2,322	16.9%	2,004	14.1%	1,768	12.2%
45 - 54	2,043	14.9%	2,174	15.3%	2,111	14.6%
55 - 64	1,075	7.8%	1,584	11.1%	1,879	13.0%
65 - 74	679	4.9%	674	4.7%	868	6.0%
75 - 84	598	4.3%	568	4.0%	480	3.3%
85+	171	1.2%	250	1.8%	308	2.1%

Race and Ethnicity	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,959	79.7%	10,842	76.1%	10,612	73.2%
Black Alone	70	0.5%	72	0.5%	73	0.5%
American Indian Alone	104	0.8%	105	0.7%	105	0.7%
Asian Alone	163	1.2%	190	1.3%	212	1.5%
Pacific Islander Alone	18	0.1%	19	0.1%	20	0.1%
Some Other Race Alone	1,810	13.2%	2,216	15.6%	2,539	17.5%
Two or More Races	632	4.6%	799	5.6%	943	6.5%
Hispanic Origin (Any Race)	4,355	31.7%	5,325	37.4%	6,090	42.0%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



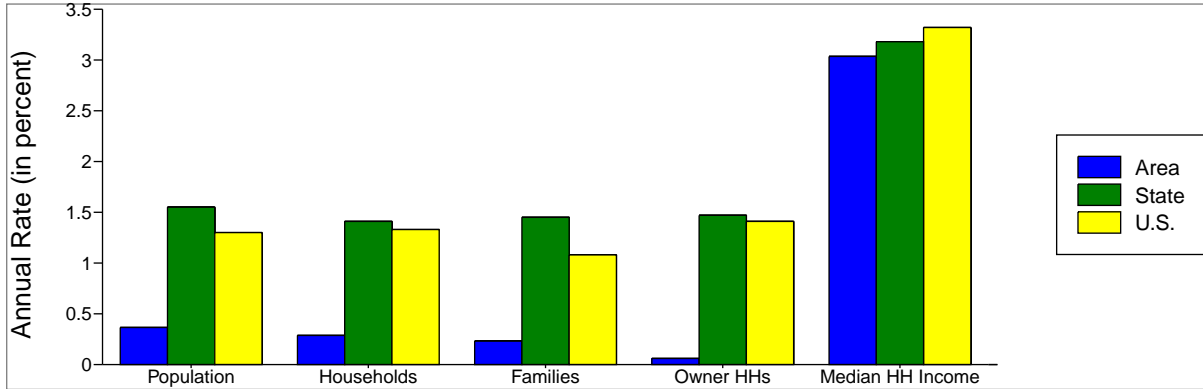
# Demographic and Income Profile

18615 Sonoma Hwy  
Sonoma, CA 95476

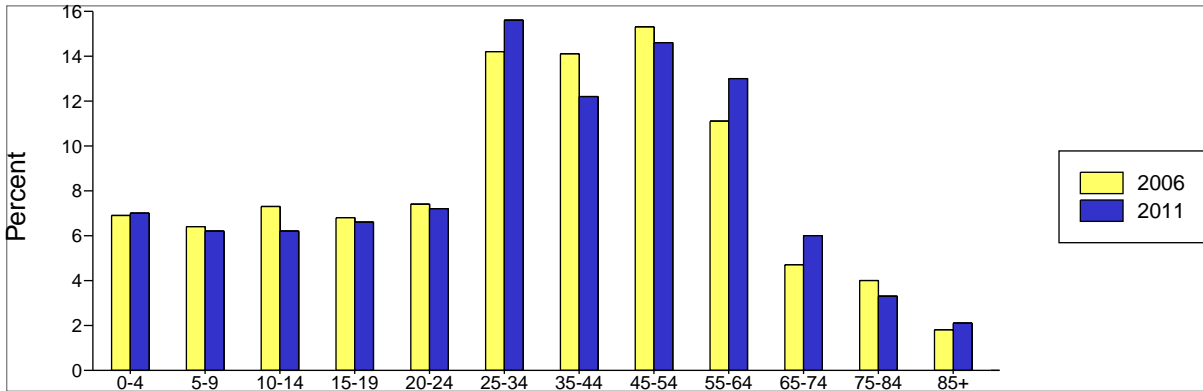
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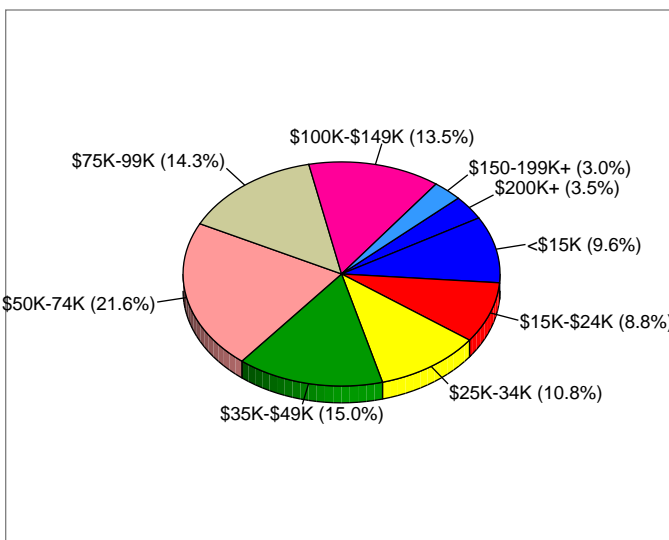
Trends 2006-2011



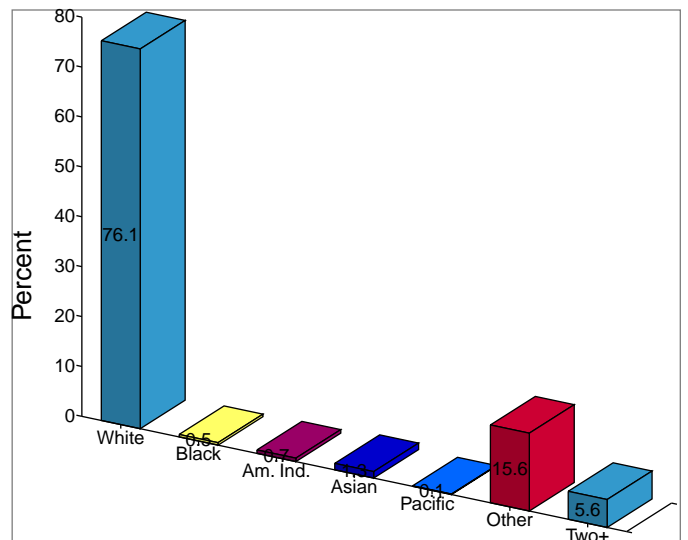
Population by Age



2006 Household Income



2006 Population by Race



2006 Percent Hispanic Origin: 37.4%



# Demographic and Income Profile

18615 Sonoma Hwy  
Sonoma, CA 95476

Site Type: Radius

Latitude: 38.308361  
Longitude: -122.478391  
Radius: 3.0 miles

Summary	2000	2006	2011
Population	29,530	30,625	31,225
Households	11,882	12,251	12,470
Families	7,284	7,481	7,592
Average Household Size	2.45	2.46	2.47
Owner Occupied HUs	7,369	7,787	7,875
Renter Occupied HUs	4,513	4,464	4,595
Median Age	40.1	41.7	42.3

Trends: 2006-2011 Annual Rate	Area	State	National
Population	0.39%	1.55%	1.30%
Households	0.35%	1.41%	1.33%
Families	0.3%	1.45%	1.08%
Owner HHs	0.23%	1.47%	1.41%
Median Household Income	3.18%	3.18%	3.32%

Households by Income	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,363	11.4%	1,095	8.9%	907	7.3%
\$15,000 - \$24,999	1,227	10.3%	836	6.8%	773	6.2%
\$25,000 - \$34,999	1,378	11.6%	1,219	9.9%	861	6.9%
\$35,000 - \$49,999	1,913	16.0%	1,775	14.5%	1,663	13.3%
\$50,000 - \$74,999	2,552	21.4%	2,494	20.4%	2,332	18.7%
\$75,000 - \$99,999	1,506	12.6%	1,690	13.8%	1,622	13.0%
\$100,000 - \$149,999	1,179	9.9%	1,900	15.5%	2,443	19.6%
\$150,000 - \$199,000	329	2.8%	497	4.1%	805	6.5%
\$200,000+	478	4.0%	746	6.1%	1,063	8.5%
Median Household Income	\$50,626		\$60,830		\$71,141	
Average Household Income	\$67,064		\$83,721		\$101,258	
Per Capita Income	\$27,675		\$33,853		\$40,826	

Population by Age	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,789	6.1%	1,781	5.8%	1,855	5.9%
5 - 9	1,914	6.5%	1,783	5.8%	1,640	5.3%
10 - 14	1,966	6.7%	1,937	6.3%	1,833	5.9%
15 - 19	1,848	6.3%	1,927	6.3%	1,795	5.7%
20 - 24	1,524	5.2%	1,973	6.4%	2,015	6.5%
25 - 34	3,479	11.8%	3,425	11.2%	4,004	12.8%
35 - 44	4,584	15.5%	3,908	12.8%	3,499	11.2%
45 - 54	4,769	16.2%	4,791	15.6%	4,469	14.3%
55 - 64	2,975	10.1%	4,140	13.5%	4,706	15.1%
65 - 74	2,062	7.0%	2,068	6.8%	2,602	8.3%
75 - 84	1,895	6.4%	1,904	6.2%	1,648	5.3%
85+	724	2.5%	989	3.2%	1,158	3.7%

Race and Ethnicity	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
White Alone	25,349	85.8%	25,465	83.2%	25,226	80.8%
Black Alone	132	0.4%	139	0.5%	142	0.5%
American Indian Alone	185	0.6%	189	0.6%	190	0.6%
Asian Alone	416	1.4%	504	1.6%	579	1.9%
Pacific Islander Alone	30	0.1%	31	0.1%	36	0.1%
Some Other Race Alone	2,350	8.0%	2,912	9.5%	3,380	10.8%
Two or More Races	1,067	3.6%	1,385	4.5%	1,671	5.4%
Hispanic Origin (Any Race)	6,294	21.3%	7,822	25.5%	9,081	29.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



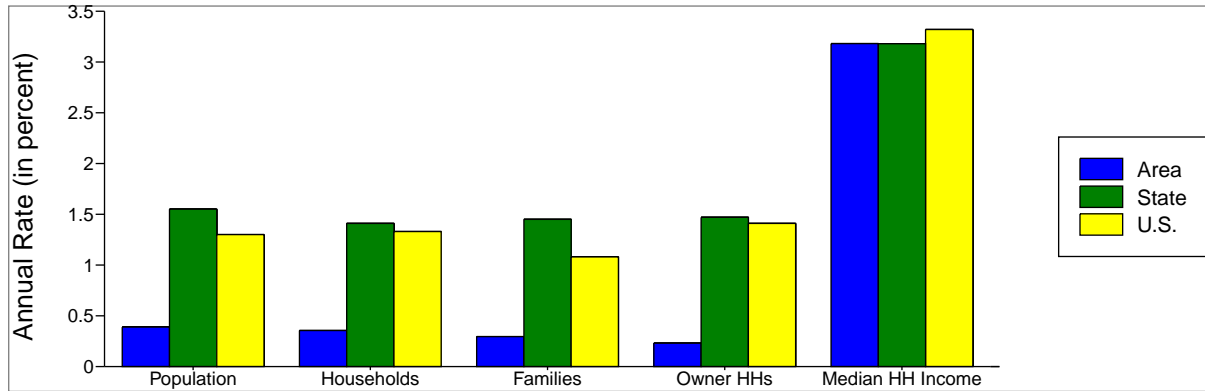
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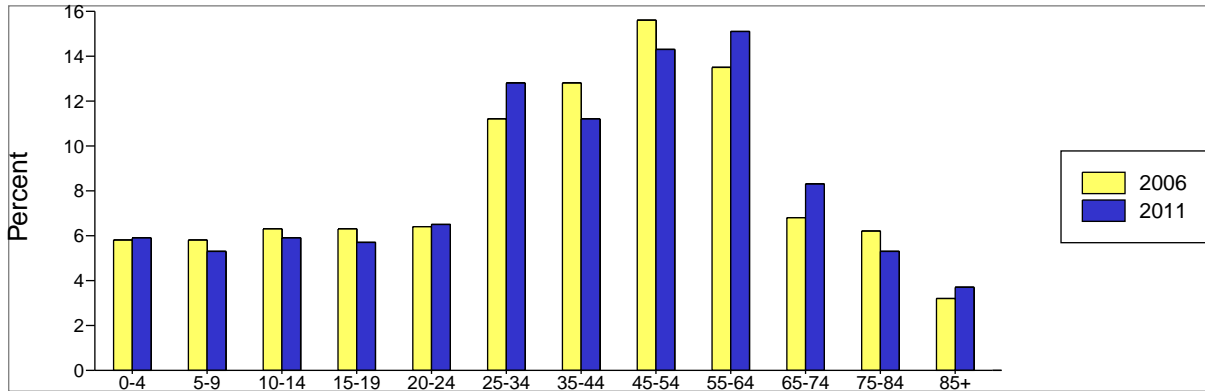
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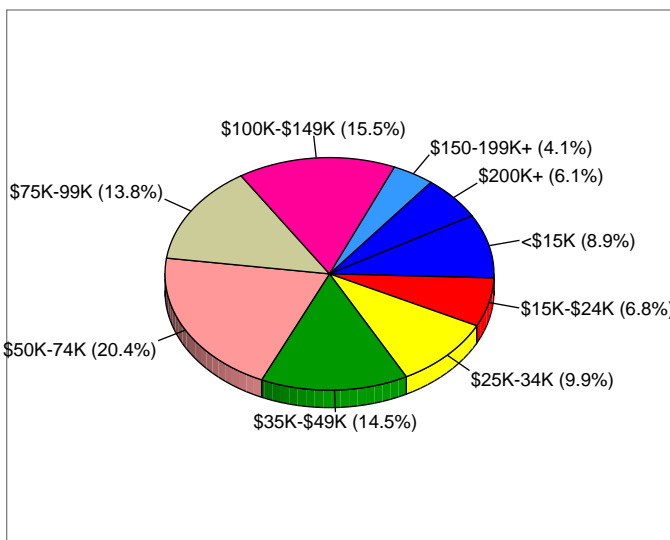
Trends 2006-2011



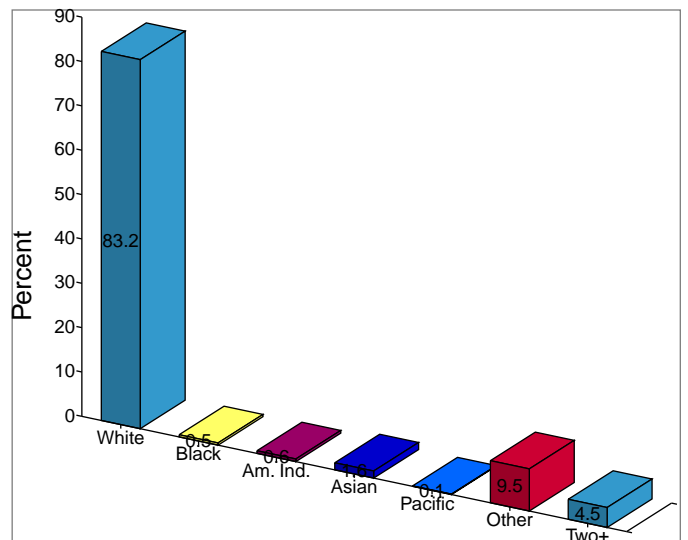
Population by Age



2006 Household Income



2006 Population by Race



2006 Percent Hispanic Origin: 25.5%



# Demographic and Income Profile

18615 Sonoma Hwy  
Sonoma, CA 95476

Site Type: Radius

Latitude: 38.308361  
Longitude: -122.478391  
Radius: 5.0 miles

Summary	2000	2006	2011
Population	37,105	38,300	38,987
Households	14,932	15,316	15,582
Families	9,167	9,369	9,504
Average Household Size	2.39	2.40	2.40
Owner Occupied HUs	9,688	10,148	10,259
Renter Occupied HUs	5,244	5,168	5,323
Median Age	41.9	43.8	44.6

Trends: 2006-2011 Annual Rate	Area	State	National
Population	0.36%	1.55%	1.30%
Households	0.34%	1.41%	1.33%
Families	0.29%	1.45%	1.08%
Owner HHs	0.22%	1.47%	1.41%
Median Household Income	3.26%	3.18%	3.32%

Households by Income	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,645	11.0%	1,331	8.7%	1,109	7.1%
\$15,000 - \$24,999	1,620	10.8%	1,063	6.9%	928	6.0%
\$25,000 - \$34,999	1,701	11.4%	1,544	10.1%	1,128	7.2%
\$35,000 - \$49,999	2,382	15.9%	2,168	14.2%	2,040	13.1%
\$50,000 - \$74,999	3,146	21.0%	3,089	20.2%	2,886	18.5%
\$75,000 - \$99,999	1,856	12.4%	2,076	13.6%	1,990	12.8%
\$100,000 - \$149,999	1,483	9.9%	2,339	15.3%	3,008	19.3%
\$150,000 - \$199,000	480	3.2%	655	4.3%	1,017	6.5%
\$200,000+	671	4.5%	1,052	6.9%	1,473	9.5%
Median Household Income	\$50,886		\$61,224		\$71,862	
Average Household Income	\$69,264		\$86,508		\$105,400	
Per Capita Income	\$28,680		\$35,295		\$42,861	

Population by Age	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,051	5.5%	2,007	5.2%	2,097	5.4%
5 - 9	2,237	6.0%	2,050	5.4%	1,864	4.8%
10 - 14	2,393	6.4%	2,300	6.0%	2,169	5.6%
15 - 19	2,231	6.0%	2,343	6.1%	2,149	5.5%
20 - 24	1,755	4.7%	2,313	6.0%	2,385	6.1%
25 - 34	4,058	10.9%	3,943	10.3%	4,678	12.0%
35 - 44	5,665	15.3%	4,849	12.7%	4,369	11.2%
45 - 54	6,274	16.9%	6,021	15.7%	5,543	14.2%
55 - 64	3,978	10.7%	5,597	14.6%	6,188	15.9%
65 - 74	2,993	8.1%	2,940	7.7%	3,686	9.5%
75 - 84	2,557	6.9%	2,695	7.0%	2,383	6.1%
85+	913	2.5%	1,241	3.2%	1,479	3.8%

Race and Ethnicity	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
White Alone	32,244	86.9%	32,299	84.3%	31,994	82.1%
Black Alone	216	0.6%	232	0.6%	239	0.6%
American Indian Alone	238	0.6%	244	0.6%	248	0.6%
Asian Alone	567	1.5%	689	1.8%	794	2.0%
Pacific Islander Alone	42	0.1%	43	0.1%	48	0.1%
Some Other Race Alone	2,572	6.9%	3,197	8.3%	3,729	9.6%
Two or More Races	1,225	3.3%	1,595	4.2%	1,935	5.0%
Hispanic Origin (Any Race)	6,975	18.8%	8,693	22.7%	10,143	26.0%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



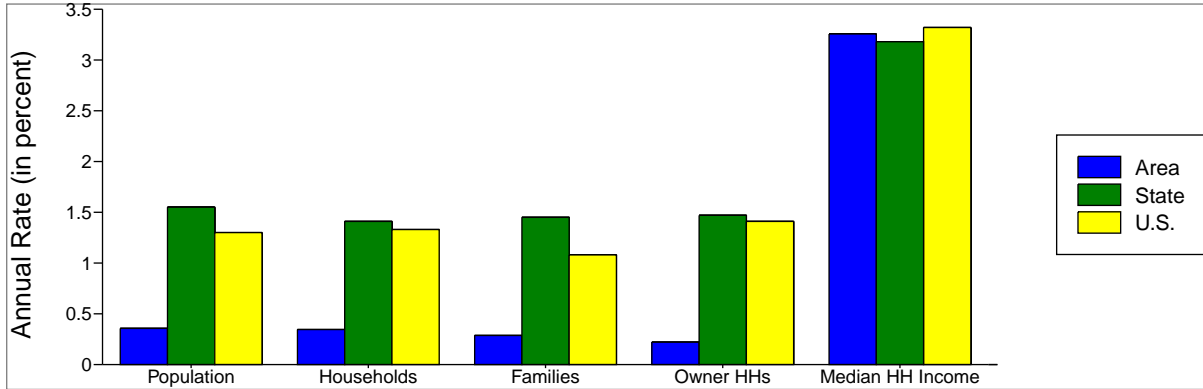
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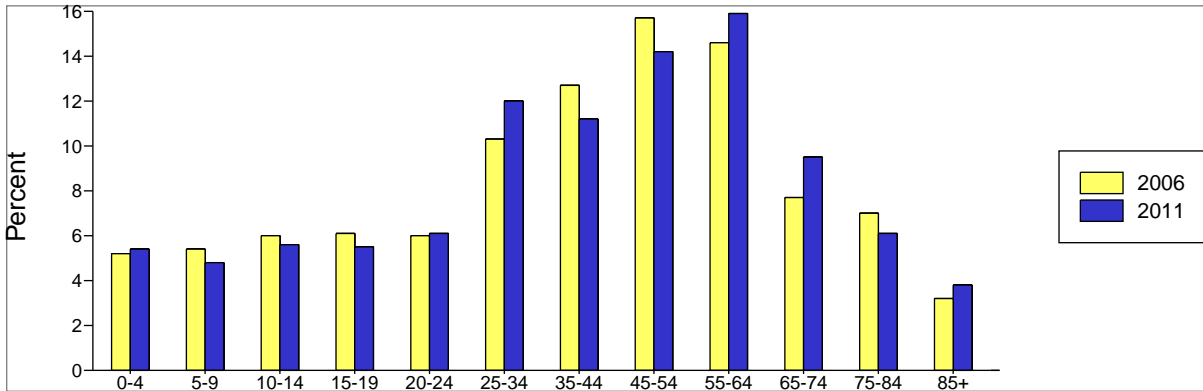
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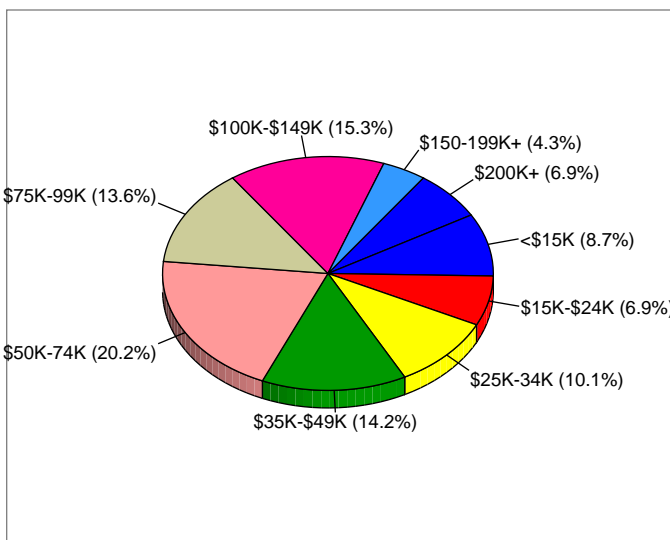
Trends 2006-2011



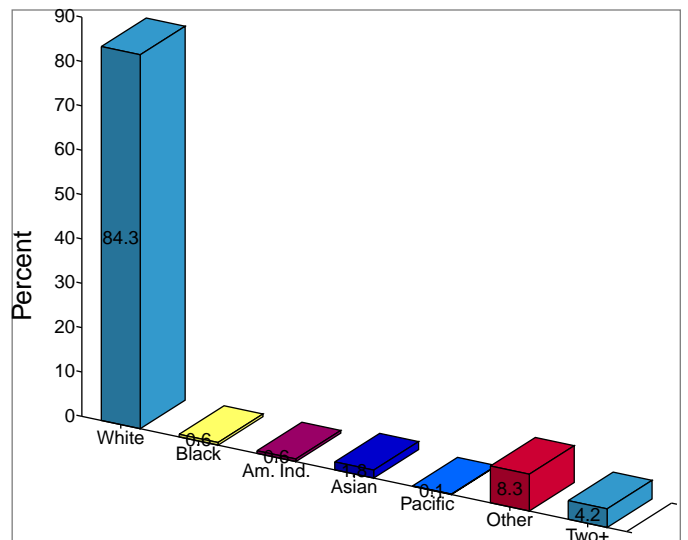
Population by Age



2006 Household Income



2006 Population by Race



2006 Percent Hispanic Origin: 22.7%