



# FREESTANDING RETAIL BUILDING ±5,000-10,500 SF AVAILABLE AT SIGNALIZED INTERSECTION WITH LOADING DOCK

2716 SANTA ROSA AVE | SANTA ROSA, CA 95407

FOR LEASE

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**ALPHA**  
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# EXECUTIVE SUMMARY

2716 Santa Rosa Ave  
Santa Rosa, CA 95407



SF RANGE

5,000 SF -  
10,500 SF



LOT SIZE

1.12 AC

## PROPERTY

- **Prominent Location**  
Strategically positioned along Santa Rosa Avenue, one of Santa Rosa's busiest retail corridors with strong traffic counts and excellent visibility.
- **Freestanding Building with Flexible Demising** (±5,000–10,500 SF) with adaptable footprint to accommodate diverse retail, service, or showroom tenants.
- **Major Retail Synergy**  
Surrounded by national retailers including Costco, Home Depot, Best Buy, and Target, driving consistent consumer activity.
- **Excellent Access & Frontage**  
Easy ingress/egress from Santa Rosa Avenue with dedicated parking and prominent signage opportunity.
- **Growing Market**  
Located in the heart of Sonoma County, Santa Rosa is a dynamic hub for commerce, tourism, and regional retail
- **Zoning Flexibility**  
Allows for a wide range of commercial uses—ideal for owner-user or value-add investor.



- **Efficient Loading & Access**  
Features a dedicated rear loading zone with excellent truck access—ideal for retailers, showrooms, or service-oriented businesses requiring regular deliveries or operational logistics.
- **Signalized Corner Positioning**  
Located at a high-visibility, signalized intersection with dual frontage along Santa Rosa Avenue (27,299 VPD) and Redwood Highway (146,913 VPD). The site offers full-turn access and unbeatable exposure to both local and regional traffic flows.

MAJOR EMPLOYERS	CATEGORY	EMPLOYMENT
County of Sonoma	Government	4,834
Santa Rosa Junior College	Education	3,625
Kaiser Permanente	Health Care	2,640
Santa Rosa City Schools	Education	1,691
St. Joseph Health System	Health Care	1,578
Keysight Technologies	Electronics	1,275



PROPERTY PHOTOS



# AERIAL



# RETAIL MAP



# RETAIL MAP



## MARKET OVERVIEW

# Santa Rosa, CA

Strategically positioned along Santa Rosa Avenue—one of the region’s most trafficked commercial corridors—2716 Santa Rosa Avenue offers an exceptional opportunity for retailers, service providers, or medical users to establish a presence in Sonoma County’s primary retail destination. The ±10,500 SF freestanding building sits on a generous ±1.12-acre parcel with excellent frontage along Highway 101’s main frontage road, delivering high visibility, ease of access, and powerful consumer exposure.

With ±43,000 vehicles per day on Santa Rosa Avenue, the site is surrounded by a dense cluster of top national anchors including Costco, Target, Trader Joe’s, Best Buy, Walmart, PetSmart, Home Depot, and Lowe’s, along with a robust mix of auto dealerships, QSRs, and essential service tenants. This concentration of regional draws establishes the corridor as Santa Rosa’s dominant power retail hub, attracting consistent local and regional traffic throughout the week.

As Sonoma County’s largest city and its economic and cultural center, Santa Rosa is home to over 180,000 residents and serves a broader trade area that includes Rohnert Park, Windsor, Sebastopol, and Petaluma. The city’s economic stability is anchored by key industries such as healthcare, education, wine production, and agriculture, and it continues to see steady growth in both population and median household income.

In addition to its strong resident base, Santa Rosa benefits from year-round tourism, with millions of visitors drawn to Northern California’s wine country, redwood forests, and scenic coastline. This consistent visitor traffic supports a thriving retail economy and enhances the long-term viability of well-located retail properties.

2716 Santa Rosa Avenue stands out as a rare, move-in-ready opportunity for regional or national users seeking flexible space in a high-visibility, high-performance corridor. Whether for retail, showroom, fitness, or medical use, this site offers the accessibility, co-tenancy, and traffic necessary to support long-term success.



**15 MILES**

TO ROHNERT PARK

**39 MILES**

TO NAPA VALLEY

**54 MILES**

TO SAN FRANCISCO

**98 MILES**

TO SACRAMENTO

**99 MILES**

TO SAN JOSE



# DISCLAIMERS & AGREEMENT

Alpha Real Estate Advisors LLC ("AREA") has been retained as the exclusive listing broker to arrange the sale or lease of the property identified herein above (the "Property").

**Purpose and Intent.** This Offering Memorandum ("Memorandum") has been prepared by the undersigned real estate professional, is provided in the normal course of his/her business, and is intended to express only his/her recommended listing, selling, or purchase price or a rental or lease consideration for the Property. This Memorandum does not constitute an offer to sell, lease, or a solicitation of an offer to buy or rent, the Property, and has not been made for the purpose of submission as evidence of value to a court or administrative body. The disclosures herein are intended to supersede all prior written and oral communications and understandings regarding the Memorandum. You are advised to carefully read this Memorandum and review it with your legal and tax advisors.

**Information Provided As An Opinion:** The information in this Memorandum has been obtained from sources believed to be reliable, but has not been verified for accuracy, completeness, or fitness for any particular purpose. This Memorandum does not contain all the information that you may need or desire to evaluate the Property. All information in this Memorandum and any other written or oral communication transmitted to you in the course of your evaluation of the Property is presented "as is" without representation or warranty, express or implied, of any kind by AREA, Owner/Seller, or either's respective subsidiaries, agents, affiliates, members, officers, and/or employees. AREA assumes no responsibility for this Memorandum, and hereby disclaims any and all liability for representations, expressed or implied, contained in, or for omissions from, this Memorandum. This Memorandum is subject to prior placement, errors, omissions, changes, or withdrawal without notice and does not constitute a recommendation, suitability determination, or endorsement as to the Property's value by AREA or Owner/Seller. This Memorandum contains certain documents, which are described in summary form and do not purport to be complete or accurate descriptions of, nor do they constitute a legal analysis of, the full documents involved. All such summaries are qualified in their entirety by reference to such documents. All references to acreage(s), square footage(s), and other measurements are approximations. Neither AREA nor Owner/ Seller undertakes any responsibility or compulsion to update any of the information discussed herein. Any information and expressions of opinion herein contained are subject to change without notice. Neither the delivery of this Memorandum nor the purchase or lease of the Property shall, under any circumstance(s), create an implication that there has been no change in the affairs of the Property since the date this Memorandum was created or provided to you.

By accepting this Memorandum, you agree that in determining the advisability of purchasing or leasing the Property, you shall not rely on this Memorandum or upon any other materials or information provided AREA or its brokers, but rather that you shall rely solely upon your own examination (including engineering and environmental inspections) and investigation of the Property at your own cost prior to purchasing or leasing the Property. An opportunity to inspect the Property will be made available to you upon written request. You acknowledge AREA is not acting as an attorney, tax advisor, surveyor, appraiser, structural engineer, and that you should consult such professionals.

This Memorandum is not to be used in connection with an offer to sell, lease, or the solicitation of an offer to buy or lease in any jurisdiction in which such offer or solicitation is not authorized or in which the person making such offer or solicitation is not qualified to do so or to any person to whom it is unlawful to make sure offer or solicitation. ALL INFORMATION CONTAINED HEREIN IS A STATEMENT OF OPINION. ANY RELIANCE ON THIS MEMORANDUM IS SOLELY AT YOUR OWN RISK.

**Forward-Looking Statements and Financial Projections.** All statements herein, other than statements of historical fact, are statements that could be deemed "forward-looking" statements with respect to the anticipated future performance of the Property, including any financial projections, statements regarding future economic conditions or performance, and statements of belief and of assumptions underlying any of the foregoing. These projections and statements are provided for general reference purposes only and may involve known and unknown risks and various assumptions subject to significant business, economic, and competitive uncertainties and contingencies beyond the control of AREA and/or Owner/ Seller, and which therefore are subject to material change and/or variation. Accordingly, there can be no assurance that such projections or forward-looking statements will be realized.

Potential purchasers or tenants of the Property are cautioned that the actual results, performance, and/or achievements may vary materially from anticipated results, performance, and/or achievements. No representations or warranties are made as to the accuracy or reasonableness of such assumptions or the projections of forward-looking statements based thereon. **YOU MAY NOT RELY UPON THE FINANCIAL PROJECTIONS, AS THEY ARE ILLUSTRATIVE ONLY.**

**Owner's/Seller's Reserved Rights.** Owner/Seller expressly reserves the right, at its sole discretion, to reject any or all expressions of interest and/or to terminate discussions with any party at any time with or without notice and for any reason. Owner/Seller shall have no legal commitment or obligation to any recipient of this Memorandum unless a written agreement for the purchase of the Property has been executed, delivered, and approved by the Owner/Seller and any conditions to the purchaser's obligations therein have been satisfied or affirmatively waived. The Owner/Seller reserves the right to move forward with an acceptable offer on the Property prior to the call for offers deadline.

**Confidentiality:** The Property is privately offered, and your receipt of this Memorandum serves to evidence your agreement that: (i) this Memorandum is subject to the Confidentiality and Non-Circumvention Agreement you previously executed with AREA, (ii) this Memorandum is furnished to you for the sole purpose of evaluating your interest in the Property, (iii) you will return the Memorandum if requested to do so by AREA, (iv) you will not use any part of this Memorandum in a manner detrimental to Owner/Seller or AREA, and (v) you will not reproduce or disclose any portion of this Memorandum to anyone without the prior written authorization of AREA. These terms and conditions apply to this Memorandum and all documents and other information provided in connection herewith.



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