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Former Fry's in Natomas to become industrial park

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A new-to-market development company has filed plans to convert the former Fry's Electronics store in Natomas into a red-hot sector of commercial real estate.

Under the plans for Northgate Industrial Park filed Thursday with the city of Sacramento, the store building itself at 4100 Northgate Blvd. would be turned into a 155,000-square-foot industrial building. Another industrial building of about 110,000 square feet would be built on what was parking for Fry's, which closed about a year ago.

"It's our first project in Sacramento of many," said Chris Tourtellotte, managing director at Los Angeles-based LaTerra Development LLC. "Sacramento is a market we're very bullish on and want to do more in."

Tourtellotte said the industrial route for 4100 Northgate makes sense because there are a lot of other industrial properties nearby. And the zoning wouldn't allow converting the 17-acre property into housing, he said.



RMW ARCHITECTURE & INTERIORS

A former Fry's retail store in Natomas would become an industrial building, and another building would be built in the store's parking lot, under plans filed with the city of Sacramento Thursday.

"There's great visibility and freeway access," he said, noting in the Natomas area, industrial vacancy is about 2%. That's a low figure in an industrial market locally that's already seeing more demand than supply, and little of the latter coming in Natomas.

Construction could get underway as soon as by year's end, Tourtellotte said, with buildings ready for occupancy by the end of 2023. He estimated the project cost at about \$25 million.

RMW Architecture & Interiors is the project architect.

The buildings could either house a single tenant or several tenants in each, Tourtellotte said, and could also be outfitted with some small office space if that's what's needed.

Originally built in the mid-1990s as Incredible Universe, a big-box RadioShack concept, 4100 Northgate became a location for San Jose-based Fry's in the late '90s.

In February 2021, Fry's announced it was closing both the Northgate store and its other local outlet in Roseville as part of the chain's overall shuttering. Automotive retailer EchoPark is planning to establish a sales site at the former Roseville store, at 180 N. Sunrise Ave.

According to property records on real estate data service Reonomy, 4100 Northgate is owned by LTFS Investors LLC, which has the same San Jose address as the flagship Fry's store.

Though new to Sacramento, LaTerra appears to have developed several previous projects, all in Southern California. The firm's website shows more than a dozen projects, largely high-density residential or residential/retail.

Ben van der Meer

Staff Writer

Sacramento Business Journal



