



FEBRUARY 2026

EXCLUSIVE OFFERING MEMORANDUM

960 South Virginia Street

— Reno, Nevada 89502 · Midtown District

A premier 18,920 SF mixed-use investment opportunity anchored by a curated mix of dining, retail, wellness and office tenants — 100% leased in Reno's highest-demand corridor.

ASSET TYPE

Multi-Tenant Retail &
Office

OFFERING PRICE

\$8,500,000

CAP RATE

6.35%

PARCEL ID (APN)

014-066-01

HISTORY & HERITAGE

A Century of Legacy

1903

Diamond Springs Water

George Pettigrew markets "Diamond Pure" water from a well on this site.

1927

Original Brick Plant

Construction of the primary brick facility that defines the building today.

1972

Operations Relocated

Coca-Cola moves to Vassar St; building becomes Resco Restaurant Supply.

1915

Daudel Bottling Works

Site acquired for soda water and ginger ale manufacturing operations.

1929

Coca-Cola Franchise

Shoshone Soda Works secures Western Nevada Coca-Cola bottling rights.

2008

Adaptive Reuse Era

Junkee Clothing Exchange establishes the building as a Midtown destination.

1924

Leslie O. Farr Acquisition

Consolidation of beverage distribution, service station, and grocery.

1939–41

Major Expansions

Addition of dedicated bottling, warehousing, and shipping wings.

2026

Modernization

Comprehensive systems upgrades blend historic charm with modern function.

From the Diamond Springs water source in 1903 to its era as the Shoshone Coca-Cola Bottling Company plant, 960 S Virginia is a landmark of Reno's industrial history — its 1927 brick construction now adapted for modern commercial use.



Shoshone Coca-Cola Bottling Co. — Reno's "Brightest Corner," c. 1930s

EXECUTIVE SUMMARY

A Stabilized Midtown Asset

18,920 SF mixed-use building ·
authentic 1927 brick · AJBQ /
Midtown District

OFFERING PRICE

\$8,500,000

\$449 PSF

CAP RATE

6.35%

On \$539,750 NOI

BUILDING SIZE

18,920 SF

0.608 Acre Site

OCCUPANCY

100%

Fully Leased

Investment Thesis

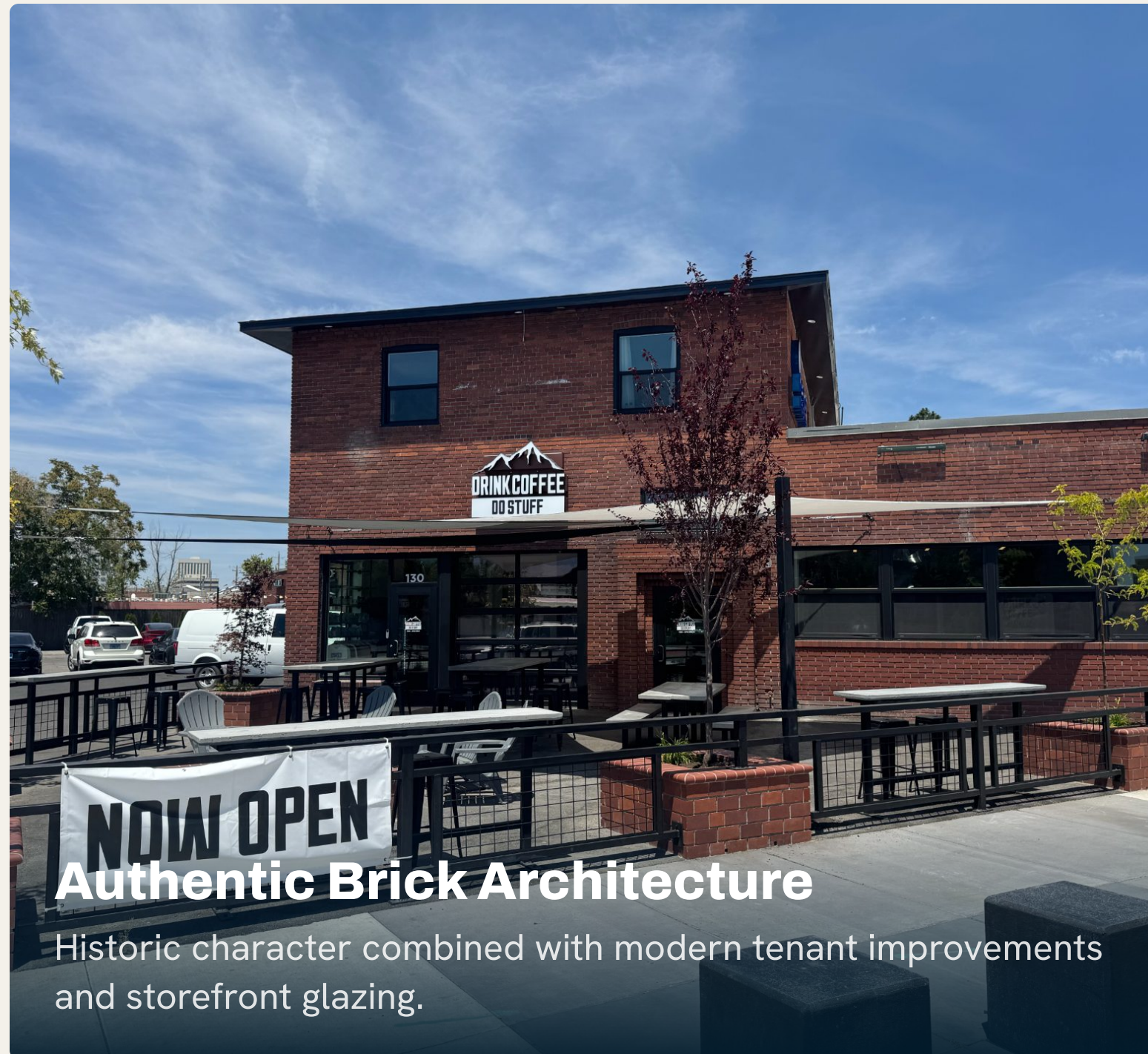
Acquire a stabilized, cash-flowing asset in the high-barrier Midtown corridor. The property delivers a 6.35% cap rate backed by a diversified mix of lifestyle tenants — dining, retail, wellness, office users and Proof Wholesale high-quality liquor retail.

PROPERTY HIGHLIGHTS

- ✓ Prime S Virginia St frontage
- ✓ Historic landmark asset
- ✓ 100% occupancy
- ✓ Proof Wholesale tenant
- ✓ Historic brick, modern updates
- ✓ Opportunity Zone benefits



A Prime Midtown Opportunity



Authentic Brick Architecture

Historic character combined with modern tenant improvements and storefront glazing.

01 Premier Location

Strategic corner positioning on the South Virginia St corridor in the vibrant AJBQ/Midtown district, with high visibility and strong daily traffic.

02 Historic Landmark Asset

Former Shoshone Coca-Cola Bottling Company with authentic 1927 brick construction, adapted for modern commercial use.

03 Diverse & Stable Tenancy

Curated mix of daily-needs and destination tenants: dining, coffee, bar, wellness, and professional services.

04 Quality Asset

Authentic brick with modern storefront glazing, upgraded site work, and flexible floor plates suitable for creative reuse.

05 Flexible Zoning

MU-MC (Mixed Use – Midtown Corridor) zoning supports a broad range of future commercial and mixed-use adaptations.

Building & Site Detail

18,920

SQUARE FEET

0.61

ACRES

MU-MC

ZONING

LOCATION & IDENTITY

Address

960 S Virginia St, Reno, NV
89502

Parcel ID (APN)

014-066-01

Neighborhood

AJBQ (Midtown District)

Subdivision

Ryland's Addition

BUILDING INFORMATION

Building Size (GLA)

18,920 SF

Year Built

1927 (Original Brick Plant)

Construction

Brick w/ Block Back-up

Stories / Basement

1 + Partial 2nd · ~540 SF

SITE & ZONING

Site Area

0.608 Acres (26,484 SF)

Zoning Code

MU-MC (Midtown Corridor)

Land Use Code

400 (Commercial)

Parking

12 Spaces · Surface Lot

Opportunity Zone

Yes · Tax-Advantaged

UTILITIES & SYSTEMS

Heating

Space Heater + Package Units

Water / Sewer

Municipal

Street Info

Paved, Curb & Gutter

Quality

C10 Commercial 1.0

Level 1 & Level 2 Layout

100%
OCCUPIED



LEASABLE AREA SUMMARY

Level 1 — 6 ground units **17,110**

Level 2 — Marmot office **1,810**

Total Leasable GLA 18,920 SF

+ Existing storage (L2, ancillary) **870 SF**

Level 1 holds the six retail, restaurant and wellness tenants. The partial second story above the corner is the Marmot Properties office (owner-user). T.I. floor plans · 3/32" = 1'-0".

Institutional Proximity

Education Hub

1.5 miles from the University of Nevada, Reno — steady student and faculty traffic.

Medical Corridor

Within one mile of both Renown Regional and Saint Mary's medical centers.

Downtown Core

Direct connectivity to downtown Reno's business, entertainment and hospitality districts.

Airport Access

A convenient 3-mile drive to Reno-Tahoe International Airport via efficient arterials.

DRIVE TIMES FROM 960 S VIRGINIA

Saint Mary's Medical Ctr 0.5 mi

Renown Regional Med Ctr 1.0 mi

Downtown Reno 1.0 mi

UNR (University) 1.5 mi

Reno-Tahoe Int'l Airport 3.0 mi

Midtown Dynamics

Lifestyle & Experience Drivers

Midtown is Reno's primary cultural hub, drawing high-disposable-income demographics to boutique retail, craft food & beverage, and fitness concepts.

Limited Supply Constraints

High barriers to new construction and limited infill parcels drive adaptive-reuse demand and uphold values for existing brick stock.

Rental Rate Resilience

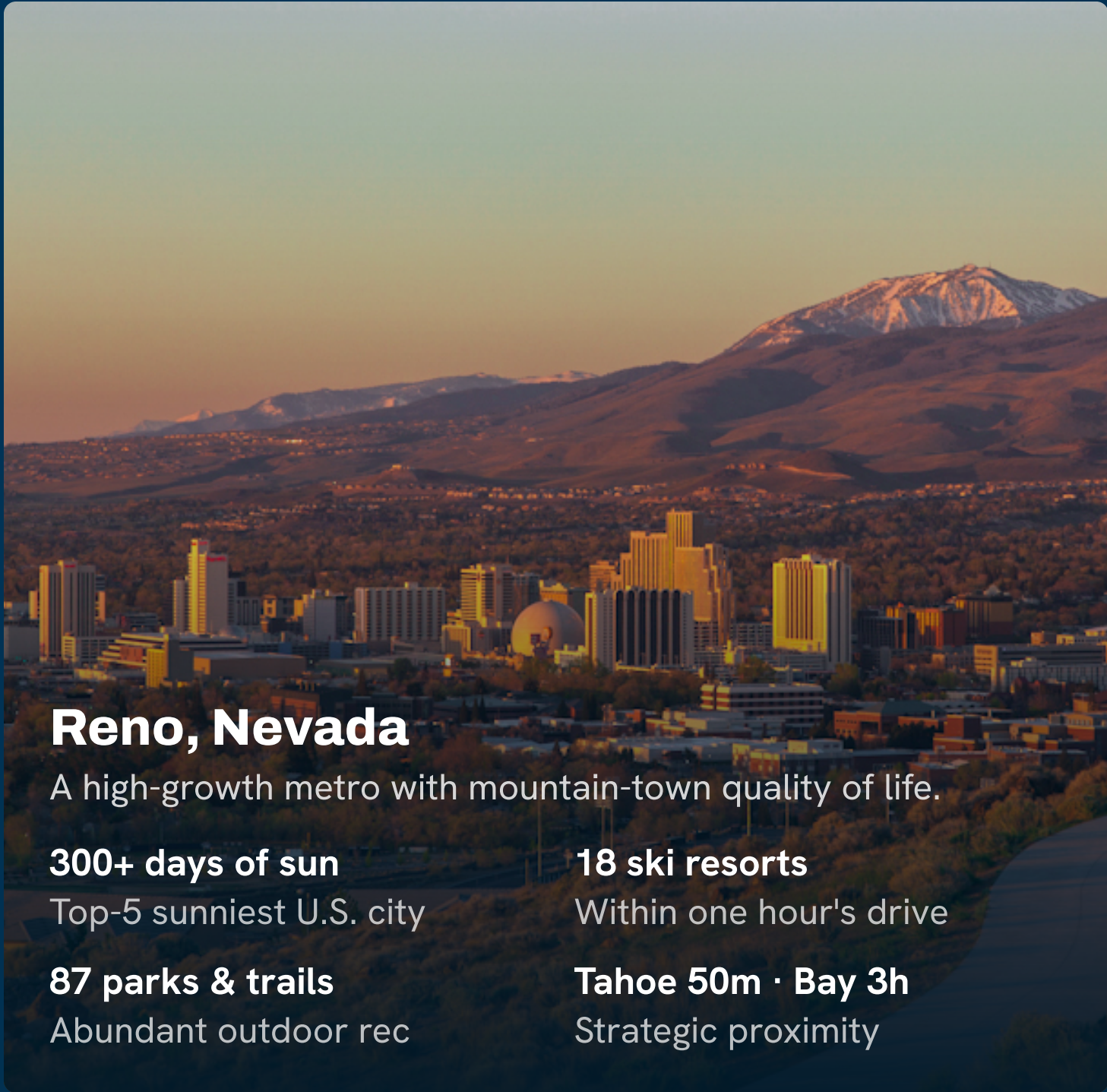
In-place rates of \$2.50 PSF NNN are competitive in a submarket where prime renovated retail frequently commands \$2.75–\$3.25 PSF.

2025 DEMOGRAPHIC SUMMARY

METRIC	1 MILE	3 MILE	5 MILE
Total Population	13,492	89,454	193,252
Median HH Income	\$58,437	\$59,727	\$67,901
Median Home Value	\$572,277	\$547,607	\$529,277

Trade-area scale across 1, 3 and 5-mile radii — income and population deepen with reach.

Why Northern Nevada



Reno, Nevada

A high-growth metro with mountain-town quality of life.

300+ days of sun
Top-5 sunniest U.S. city

87 parks & trails
Abundant outdoor rec

18 ski resorts
Within one hour's drive

Tahoe 50m · Bay 3h
Strategic proximity

BUSINESS-FRIENDLY TAX CLIMATE

- ✓ No Corporate Income Tax
- ✓ No Franchise Tax
- ✓ No Inheritance Tax
- ✓ No Personal Income Tax
- ✓ No Inventory Tax
- ✓ No Estate Tax

ECONOMIC MOMENTUM

\$5.3B
Tesla annual impact (\$17.1B since 2014)

3,000
New Tesla jobs by 2030 (\$209M wages)

+61,500
Pop. growth projection by 2033

\$4.5B
Nevada manufacturing GDP, 2024

MAJOR CORPORATE PRESENCE

- Google
- Apple
- Tesla
- Amazon
- Microsoft
- Switch
- Panasonic
- Patagonia

RENT ROLL SUMMARY

Verified Rent Roll

100% occupied · NNN leases · blended \$2.50 PSF

TENANT	SUITE	SIZE SF	RENT/SF	MONTHLY RENT	CAM	TOTAL MONTHLY	STATUS
Bora Restaurant Full-Service Dining	120	3,350	\$2.50	\$8,375	\$1,053	\$9,428	OCCUPIED
Drink Coffee Do Stuff Specialty Coffee	130	3,265	\$2.50	\$8,163	\$1,026	\$9,189	OCCUPIED
Haumbody Sanctuary Yoga / Wellness	105	3,000	\$2.50	\$7,500	\$943	\$8,443	OCCUPIED
The Selden Bar / Lounge	100	2,455	\$2.50	\$6,138	\$772	\$6,910	OCCUPIED
Marmot Properties Office / Developer	1	1,810	\$2.50	\$4,525	\$0	\$4,525	OCCUPIED
Members Only Barber / Personal Care	115	1,800	\$2.50	\$4,500	\$566	\$5,066	OCCUPIED
Proof Wholesale High-Quality Liquor Retail	110	3,240	\$2.50	\$8,100	\$1,018	\$9,118	OCCUPIED
TOTALS		18,920	\$2.50	\$47,301	\$5,378	\$52,679	100%

CURRENT OCCUPANCY100%	IN-PLACE ANNUAL REVENUE\$632,154	STABILIZED ANNUAL REVENUE\$632,154
----------------------------------	---	---

Pro Forma at 100% Occupancy

2026 · fully-leased

ANNUALIZED OPERATING DATA

Total Annual Rent	\$567,612
Total CAM Reimbursements	\$64,542
Gross Operating Income	\$632,154
Less: Operating Expenses	(\$92,404)

NET OPERATING INCOME

\$539,750

LIST PRICE

\$8,500,000

PRICE / SF

\$449.26

NOI / SF

\$28.53

OPERATING EXPENSE BREAKDOWN

\$4.88 / SF



Real Estate Taxes	\$25,000	27%
Management Fees	\$22,704	25%
Utilities	\$13,500	15%
Insurance	\$12,000	13%
Repairs & Maintenance	\$12,000	13%
Trash Removal	\$7,200	7%

Total Operating Expenses	\$92,404	100%
--------------------------	----------	------

Projected Value Trajectory

Based on 3% rent growth & cap-rate compression

CURRENT 2026

\$8.50M

100% occupied · 6.35% cap

YEAR 3

\$9.83M

▲ +\$1.33M equity

YEAR 5

\$10.88M

▲ +\$2.38M equity

YEAR 10

\$13.19M

▲ +\$4.69M equity

PERIOD	NOI	CAP RATE	VALUATION
Year 0	\$539,750	6.35%	\$8,500,000
Year 3	\$589,801	6.00%	\$9,830,000
Year 5	\$625,721	5.75%	\$10,881,000
Year 10	\$725,318	5.50%	\$13,188,000

KEY VALUE DRIVERS

- ✓ Midtown hub status — premier cultural & dining district.
- ✓ Limited supply — high barriers to entry for new builds.
- ✓ Minimal CapEx — newly renovated, turnkey condition.

Target 10-Year ROI

55%

Curated Lifestyle Destination

A synergistic mix of food, beverage, wellness and service creating a vibrant 18-hour environment.

RESTAURANT · 3,350 SF

Bora

Full-service dining concept anchoring evening traffic as a primary destination driver.

COFFEE · 3,265 SF

Drink Coffee Do Stuff

Popular specialty roaster driving consistent daily foot traffic and morning trade.

BAR / LOUNGE · 2,455 SF

The Selden

Sophisticated bar that extends dwell times and complements the restaurant mix.

WELLNESS · 3,000 SF

Haumbody Sanctuary

Established yoga & fitness studio creating loyal, recurring weekly visitation.

SERVICE · 1,800 SF

Members Only

Premium barber and grooming providing steady daytime utilization.

OFFICE · 1,810 SF

Marmot Properties

Owner-user real estate development and management firm, on-site.

RETAIL · 3,240 SF

Proof Wholesale

High-quality liquor store capturing evening and weekend traffic from nearby venues.

7

Complementary tenants

Food, beverage, wellness, service & retail in one stabilized asset.

Street Presence & Character

Authentic brick masonry, modern storefronts and high-visibility signage in the heart of Midtown.



Storefronts & Setting

Tenant storefronts, signature murals and active patios within the Midtown corridor.



Tenant Interiors

Finished interiors across bar, café,
lounge and studio spaces — turnkey
tenant improvements.



Site Context & Access



SITE FEATURES

Land Area0.61 Acres

Parking12 Spaces

ZoningMU-MC

FrontageS Virginia St

NeighborsRetail / Mixed-Use

Strategic positioning within the dense urban fabric of the AJBQ / Midtown District.

Building Features & Specifications

PROPERTY SPECIFICATIONS

Authentic Construction

1927 brick masonry with block back-up, modern storefront glazing and roll-up doors.

Building Size

18,920 SF of gross leasable area on a 0.608-acre site in a high-barrier district.

Site & Access

Dedicated surface parking, recently improved paving and upgraded sidewalk interfaces.

Mechanical Systems

Individual package units and space heaters enable tenant-controlled, pass-through environments.

ASSET QUALITY & STABILITY

Income Stability

A diverse mix of long-term restaurant, coffee, wellness and service tenants creates a resilient income stream.

Functional Layout

Flexible floor plates accommodate varied uses; the partial second story offers distinctive office space.

Strategic Visibility

Prominent S Virginia frontage maximizes exposure and supports tenant signage and customer acquisition.

Team & Broker Information

Contact us for a tour or questions
(775) 313-1544 · www.marmotproperties.com



Batuhan Zadeh
BROKER · GC · PROPERTY MANAGER

Email batuhan@marmotproperties.com

Phone (775) 313-1544

NV License B.0145130

GC License Commercial B · #0090389 · \$3M Bid Limit



Tristen Houston
COMMERCIAL ADVISOR & DEVELOPER

Email tristen@marmotproperties.com

Phone (775) 771-0371

NV License S.0202884

GC License Commercial B · #0090389 · \$3M Bid Limit

Disclaimer & Confidentiality

Confidentiality Agreement

This Marketing Brochure is proprietary and strictly confidential. It is intended only for the party receiving it from Marmot Properties and/or Bang Realty and should not be shared without the written consent of the listing team. It is prepared to provide summary, unverified information and to establish a preliminary level of interest — it is not a substitute for thorough due diligence.

Non-Endorsement Notice

Marmot Properties is not affiliated with, sponsored by, or endorsed by any commercial tenant or lessee identified in this package. The presence of any corporation's logo or name is not intended to imply affiliation, sponsorship or endorsement by that corporation of the listing agent or its affiliates.

Disclaimer of Warranty

Marmot Properties and its agents make no warranty or representation regarding the income or expenses, projected performance, square footage, presence of contaminants, regulatory compliance, or physical condition of the property. Information has been obtained from sources believed reliable but has not been, and will not be, verified by the listing agent.

Professional Advice

All potential buyers must take appropriate measures to verify the information set forth herein and are responsible for their own due diligence. This document does not constitute legal, tax, financial or investment advice; prospective purchasers should consult their own attorneys, CPAs and advisors regarding the consequences of a potential acquisition.