

**FOR THE EXCLUSIVE USE OF
MJHELLER@HELLERPACIFIC.COM**

From the Sacramento Business Journal:

<https://www.bizjournals.com/sacramento/news/2021/11/01/heller-pacific-new-ice-blocks-phase.html>

New phase of Ice Blocks would add more housing, retail space

Nov 1, 2021, 7:50am PDT

Years after the Ice Blocks project on the R Street Corridor in Sacramento appeared to be completed, the developer has filed plans for a new phase.

Heller Pacific Inc. filed plans for a new six-story structure called Ice Box on what's now a parking lot at 1701 R St., with 65 units, ground-floor retail and other features.

"A surface parking lot is not the highest and best use for such a prime location," Heller Pacific CEO Mike Heller said in an email. "Just seems to make sense to maintain the public parking lot but add more apartments on top of a new concrete podium above. The more housing density the better in my view."

According to the plans, the building would be immediately east of Ice Blocks' first phase, an existing adaptive reuse building housing Philz Coffee and other retailers. HRGA is the architect. Heller said he'd always planned to eventually build on the parking lot and increase the project's housing stock.

Plans show the residential units would range from 440-square-foot studios to 1,165-square-foot units of two-bedrooms. By size, units with one bedroom and a den of 755 square feet would constitute a plurality, with 30.

The project's first floor would be 18,420 square feet with no residential units and two retail spaces of 715 and 350 square feet on the southwest side of the building. Ice Box's renderings show the retail space fronting along R Street, with the entrance to the parking from R Street about mid-block.

Renderings also show a community deck atop that retail space, with the residential units set back farther from the street in that portion of the project. Heller said he'd describe Ice Box as a "little brother" to the larger, similar building across R Street, another phase of Ice Blocks. Residents in the two buildings will be able to share amenities, he said.

A mural would be painted on the southeast corner of Ice Box, around mechanical systems for the building.

Heller said he's hopeful of being permit-ready in spring 2022, though construction costs will determine exactly when Ice Box moves forward. He estimated the project cost at \$25 million.

Overall, Heller said, he's proud of Ice Blocks as a project and how it's gone through a long and tough journey.

"I couldn't be happier with the 'new-to-market' roster of tenants we have brought to the city and there's more coming!" he said. "Plus as a design geek I really do love the architecture. The future is very bright for The Ice Blocks."



HRGA ARCHITECTURE

A new phase of the Ice Blocks project called Ice Box at 1701 R St. calls for a six-story project of 65 residential units and ground-floor retail on what's now a parking lot between an earlier phase of Ice Blocks and a Safeway-anchored shopping center.

Ben van der Meer
Staff Writer
Sacramento Business Journal

