



MAHONEY  
& ASSOCIATES  
COMMERCIAL REAL ESTATE

60 Unit Motel in Prime Soledad Location

1013 Front St. | Soledad, CA 93960



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## INVESTMENT OVERVIEW

The Soledad Motel 8 is ideally positioned at 1013 Front Street, directly at the corner of the Highway 101 southbound offramp, giving it exceptional visibility to travelers entering Soledad's rapidly developing southern corridor. The property benefits from steady exposure, supported by an average daily traffic count of 19,282 vehicles along Highway 101.

The motel is also within close reach of Pinnacles National Park, which attracted 354,000 visitors in 2024, many of whom seek convenient lodging options in nearby communities like Soledad. The region's expanding wine industry—including the increasingly recognized Santa Lucia Highlands—continues to draw tourists for tasting rooms, vineyard tours, and events, further reinforcing long-term hospitality demand.

### **Significant Upside and Redevelopment Opportunity**

Although the motel is currently closed, its 60-room layout and existing infrastructure offer a strong platform for investors looking to relaunch operations, renovate, or reposition. The closure provides an opportunity to update or rebrand without the complexities of disrupting ongoing business.

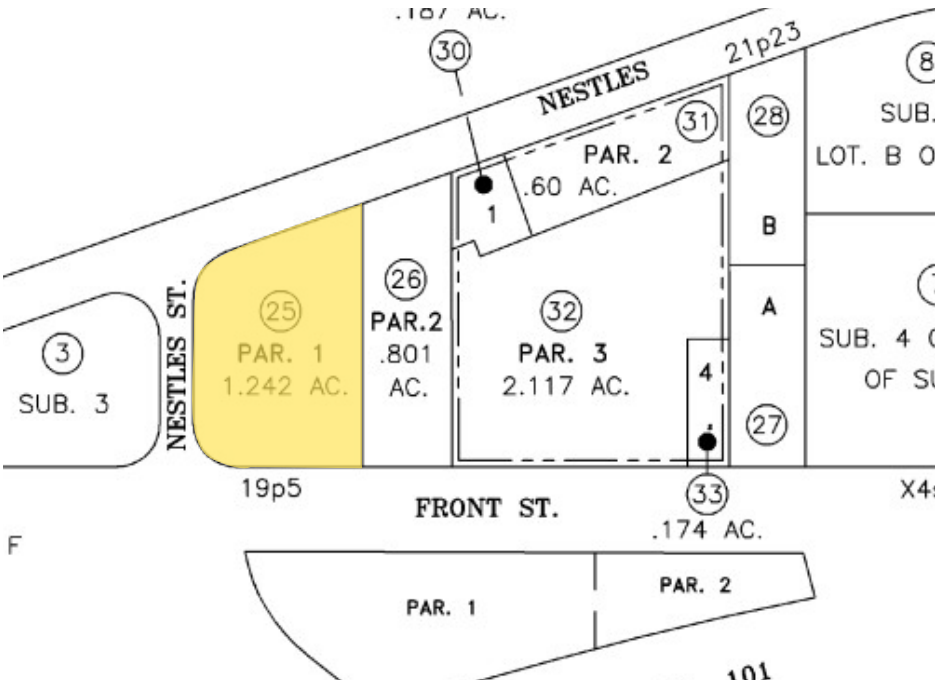
The property also includes a 3-bedroom, 2-bath manager's house that adds meaningful flexibility. It can remain as on-site housing, be converted into a modern lobby or administrative space, or be redeployed for other uses such as a café, small restaurant, or guest amenity—creating additional value and enhancing the overall guest experience.



EXECUTIVE SUMMARY

ASKING PRICE

\$6,190,000



PROPERTY OVERVIEW

Address	1013 Front St., Soledad, CA 93960
APN	022-223-025
Year Built	1991
Lot Size	± 54,014 SF
Building Size	± 14,886 SF
Manager's Unit	3 Bedroom, 2 Bath
Zoning	Commercial-Highway
Number of Rooms	60
Stories	2
Parking Stalls	64 Spaces

\*As of 10/16/25, the Motel has closed for business. Historical income information should be discussed with Broker.

## LOCATION HIGHLIGHTS

- **Exceptional Visibility & Access**

Located directly at the Highway 101 southbound offramp, offering unmatched visibility and effortless access for travelers entering Soledad's fast-growing southern district.

- **Proximity to Pinnacles National Park**

Only a 20-25 minute drive to Pinnacles National Park, which saw 354,000 visitors in 2024, supporting consistent year-round lodging demand.

- **Adjacent to Major New Development**

Near the planned Soledad Container Village—a mixed-use project designed to boost local economic activity, create jobs, and attract new visitors.

- **Growing Retail & Commercial Corridor**

Positioned within Soledad's expanding commercial zone, highlighted by recent additions like Tractor Supply Co., Panda Express, and Dutch Bros. Coffee, increasing traffic and consumer draw to the area.

- **Strong Highway Exposure**

Highway 101 delivers 19,282 average daily vehicles, providing meaningful exposure to both local and regional travelers.

- **Central to Wine Country**

Surrounded by the growing Santa Lucia Highlands and nearby tasting rooms, attracting wine tourists and reinforcing long-term hospitality potential.













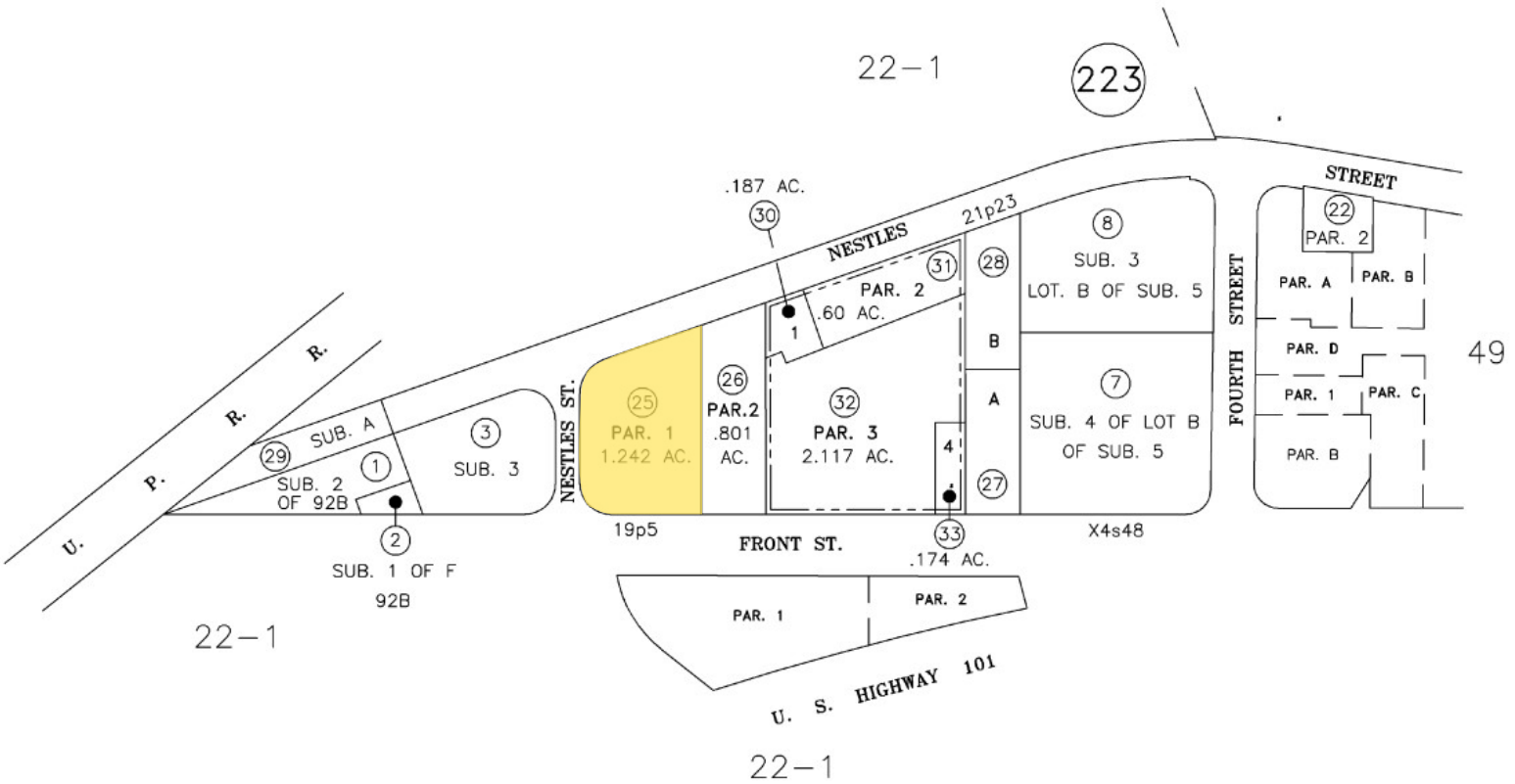




## PARCEL MAP



SCALE: 1 IN.=200 FT.





## LOCATION OVERVIEW



SUBJECT PROPERTY

TO DOWNTOWN SOLEDAD &  
PINNACLES NATIONAL PARK



# ABOUT SOLEDAD

Nestled in the heart of the Salinas Valley, Soledad is a growing city known for its rich agricultural heritage, scenic landscapes, and welcoming community. As the gateway to the world-renowned Pinnacles National Park, Soledad attracts visitors from across the region seeking outdoor recreation, wine tasting, and small-town charm.

With a population of approximately 26,000 residents, Soledad offers a balanced blend of rural tranquility and steady growth. The city is surrounded by thriving vineyards, family-owned farms, and major produce operations that play a key role in Monterey County’s robust agricultural economy.

Soledad’s revitalized downtown, expanding residential neighborhoods, and convenient access to Highway 101 make it a strategic location for businesses and families alike. The community enjoys a variety of local amenities, including parks, schools, and cultural events that celebrate the area’s diverse heritage.

Whether as a place to live, work, or invest, Soledad continues to position itself as one of the Salinas Valley’s most promising and vibrant communities.



Founded in 1791 with the establishment of Mission Nuestra Señora de la Soledad, the City of Soledad has deep roots in California’s early mission and agricultural eras. Originally a small settlement supporting the mission, Soledad grew steadily as farming and ranching flourished throughout the Salinas Valley. By the late 19th and early 20th centuries, the arrival of the Southern Pacific Railroad transformed Soledad into a vital agricultural shipping point. Over time, the community expanded alongside the region’s booming produce industry, evolving into a vibrant city known for its hardworking families, fertile farmland, and rich cultural heritage. Today, Soledad blends its historic past with modern growth, serving as both a gateway to Pinnacles National Park and a key community within Monterey County.

## 2025 Demographics

Population	± 26,438
Median Household Income	\$93,204/year
Median Home Value	\$687,500
Per Capita Income	\$21,221/year
Median Age	37.1

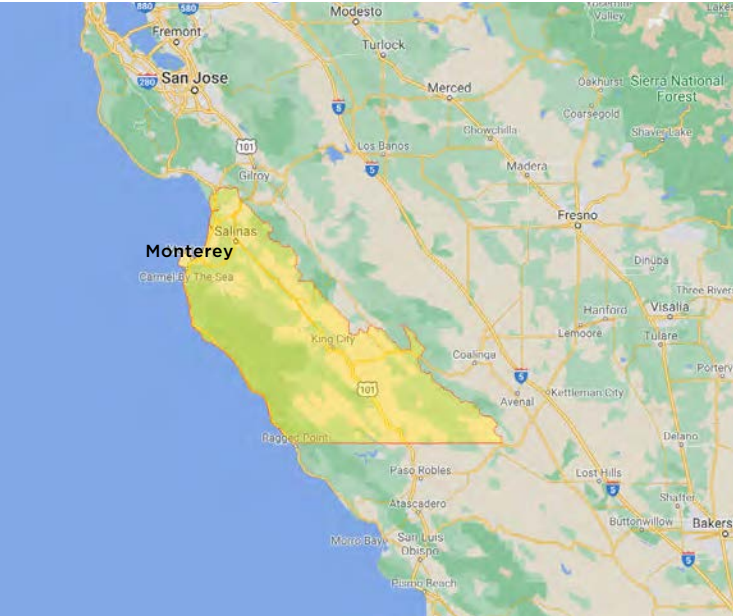




# MONTEREY COUNTY OVERVIEW

## ABOUT MONTEREY COUNTY

Monterey County is located on the central coast of California. It borders the Monterey Bay, Big Sur, State Route 1, and the 17 Mile Drive. The area attracts an estimated 4.6 million visitors a year. The city of Monterey is approximately 100 miles south of San Francisco and 300 miles north of Los Angeles. Monterey County boasts both beautiful coastlines as well as a booming agricultural industry. The city of Salinas is the center of the county's growing Ag industry and also the county's most populous city.



## REGIONAL HIGHLIGHTS



Major US  
Agricultural  
Hub



Large  
Tourism  
Sector



Military  
Presence



## ECONOMY

- Salinas agriculture brings  $\pm$ \$8 billion into the local economy.
- Tourism in the area makes up a large part of the local economy with sites such as Big Sur, the 17 Mile Drive, Pebble Beach Golf Links, numerous state and national parks and wineries.
- There are three regional airports in the county: Monterey, Salinas, and Marina Municipal.



## 2024 DEMOGRAPHICS

436,251

Population

132,170

Households

35.3

Median Age

\$88,035

Median Household  
Income



## MAHONEY & ASSOCIATES

**UNEQUALED COMMITMENT TO OUR CLIENTS' NEEDS AND SATISFACTION...  
MAHONEY & ASSOCIATES WORKS TIRELESSLY ON MAXIMIZING REAL ESTATE  
VALUES.**

With our Collaborative Team of Real Estate Professionals and Consultants, Mahoney & Associates works to maximize your property's potential, whether for selling, leasing or trading. In everything we do, there is just one driving principle: client satisfaction.

For over 40 years, Mahoney & Associates has been known as a local and regional trusted industry leader, founded by John Mahoney. Our clients span every industry, so we serve them with broad, creative and diverse expertise and a market knowledge that touches every facet of commercial real estate, from raw land development to sophisticated 1031 Single-and Multi-Tenant Net Leased exchanges in other states. In every transaction we enter, beyond the beams and masonry or ROI, one mission alone drives us all and that is representing your interests as if they were our own.

We would be honored to sit down with you—listen to your story, understand your goals, learn about your property, and explore the challenges and opportunities you face. Every property has its own unique potential, and we've found that no single solution fits all. That's why we're committed to creating customized strategies that reflect your vision and respect the interests of all stakeholders involved.

There's nothing more rewarding to us than driving past a property where we've partnered with an owner and seeing the transformation—a thriving new business, a revitalized income stream, a heartfelt tribute to a loved one, or a once-forgotten landmark brought back to life. These outcomes remind us that our work is about more than just real estate—it's about legacy, impact, and community.

We look forward to working with you to bring that vision to life.

## SOLD PROPERTY HIGHLIGHTS

40+ Years of Commercial Real Estate Represented

**\$4 BILLION**  
IN TRANSACTION VOLUME

**2,000+**

ASSETS SOLD

**6,000,000**

SQUARE FEET LEASED

**1,750+**

LEASE TRANSACTIONS



## DISCLAIMER

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