



**DEL RIO
MARKETPLACE**

El Camino Real

Del Rio Road

101

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MULTI-USE ENTITLED SITE

Del Rio Ranch

2115 El Camino Real, Atascadero, California

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PROPERTY OVERVIEW

| | |
|----------------|---|
| Address | 2115 El Camino Real Atascadero, CA 93422 |
| Land Area | 25.94± Acres (1,129,946± SF) |
| Zoning | MF20 |
| Parcel Numbers | 049-151-005, 036, 037, 040, 041 0491-12-002, 018, 019, 022, 036, 039 (11 parcels) San Luis Obispo County |
| Asking Price | \$8,950,000 (\$345,027 per acre) |

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Property Description

Del Rio Ranch is one of the last large-scale, fully entitled development opportunities on California's Central Coast—offering unmatched flexibility, visibility, and growth potential. Located on nearly 26 acres in Atascadero, this 11-parcel, multi-zoned site sits just one block off Highway 101 with prime frontage along El Camino Real. Positioned between Paso Robles wine country and the Pacific Ocean, the property benefits from strong tourism, a booming housing market, and increasing demand for retail and hospitality.

Fully approved by the City and supported by the community, Del Rio Ranch is entitled for a dynamic mix of uses including commercial retail, residential potential, and an RV/ lodging resort. Local demand continues to grow for dining, entertainment, and visitor accommodations—creating a rare opportunity to deliver a high-impact, mixed-use destination.

Surrounded by new complementary developments, including grocery and office projects currently under construction, the site is ideally positioned for long-term success. Its strategic Central Coast location—midway between San Francisco and Los Angeles—draws consistent visitor traffic fueled by over 250 nearby wineries, outdoor recreation, and year-round tourism.

Opportunities of this scale, entitlement status, and location are exceptionally rare. Del Rio Ranch offers developers the chance to bring a transformative vision to one of California's most sought-after regions.



Highlights

FULLY-ENTITLED PROJECT

HIGHWAY 101 & AIRPORTS

Direct freeway access, El Camino Real frontage. Regional airport (SBP) with eight destinations, and two nearby GA airports.

CENTRAL LOCATION

Between Paso Robles wine country & Pacific beaches. Equidistant between Los Angeles and San Francisco.

ADJACENT GROWTH

New and existing grocery stores (Grocery Outlet, Valley Fresh Market). More retail under construction.

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Zoning & Entitlements

The site has received City approvals and community support for the following uses.

1

COMMERCIAL RETAIL

Community is actively seeking expansion of dining and entertainment options. Site provides high-traffic frontage on El Camino Real with easy freeway access.

RV & LODGING RESORT

Region's thriving tourism drives lodging. Flexible design possibilities accommodate alternative hospitality. Third largest wine regions in the nation.

2

3

RESIDENTIAL POTENTIAL

Portions of the site may accommodate residential development, phased flexibility.

Investment Highlights

Site Advantages

- City-approved proposed projects and community-encouraged.
- Development flexibility
- High-visibility from El Camino Real
- Easy access to Highways 101, 46
- Complementary nearby retail developed and underway

- \$91,429 median household income
- Strong and growing \$2.4 billion county tourism
- 250+ wineries driving year-round visitor traffic
- 95.8% local employment rate

Market Strengths

Location & Regional Context

STRATEGIC POSITION

- Equidistant between San Francisco and Los Angeles on US-101
- High visibility El Camino Real frontage
- Adjacent hotel, grocery (2), restaurants, retail with more under construction (restaurants, daycare, brewery, distillery, coffee roastery, etc.)
- 23 minute average commute time — strong residential demand
- Five military bases within 30–60 min.

REGIONAL ATTRACTIONS

- 280+ wineries — Paso Robles & San Luis Obispo AVAs within 30 minutes
- Big Sur, nearby Lakes — water sports, boating, camping
- Beaches, boating, Morro Bay, Pismo Beach
- World-class entertainment venues and outdoor recreation
- Cal Poly State University (ranked nationally)



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Demographics

ATASCADERO CITY

| |
|---|
| Population: 29,741 |
| Median HH Income: \$91,429 (County's highest) |
| Per Capita Income: \$60,783 |
| Median Age: 40.4 years |
| Households: 11,510 |
| Employment Rate: 95.8% |
| Bachelor's Degree or Higher: 31.6% |
| Owner-Occupied Homes: ±70% |

SAN LUIS OBISPO COUNTY

| |
|------------------------------------|
| County Population: 283,000± |
| County Median HH Income: \$97,446 |
| County Per Capita Income: \$51,592 |
| Median Age: 40.4 years |
| Avg. Household Size: 2.54 |
| Workforce: 15,020 residents |
| High School Grad or Higher: 93.4% |
| Median Home Value: \$735,000± |

Source: U.S. Census Bureau, American Community Survey 2024 5-Year Estimates.
County data from Census Reporter and WorldPopulationReview.com.

Regional Tourism

Tourism is the second-largest industry in the county, trailing only agriculture & wine. The tourism brand "SLO CAL" has gained national attention, drawing visitors to wine country, beaches, and outdoor recreation year-round with an enviable climate.

| METRIC | VALUE | NOTES |
|--------------------------------|-----------------|-----------------------------|
| Direct Travel Spending (2024) | \$2.4 Billion | +2.6% year-over-year |
| Tourism Jobs Supported (2024) | 23,820 | +3.7% year-over-year |
| Local Tax Revenue from Tourism | \$105.6 Million | In 2024 |
| Tourism Industry Earnings | \$953.1 Million | After-tax wages & salaries |
| Tourism Share of County GDP | 10.39% | Second-largest econ. driver |
| Wineries within 30 min of site | 250+ | Paso Robles & SLO regions |
| County Coastline | 100+ miles | Beaches, coves & surf |

Source: Visit SLO CAL Annual Industry Report 2024 (released May 2025). Data compiled by Visit California.

Atascadero, California

The City of Atascadero is nestled right off Highway 101 and is centrally located in San Luis Obispo County. This ideal location is only a twenty-minute drive from the beaches of Morro Bay, Paso Robles wine country, and the popular City of San Luis Obispo. The City is beautiful and authentic offering a variety of outdoor recreation, culinary adventures, and welcoming hospitality. It is a place where the arts and history thrive and the diversity of experience, generosity of spirit, and small-town ambiance is here to be enjoyed by all visitors and residents alike.

The Downtown offers a variety of things to do from our boutique shops to great restaurants to drinking establishments plus a family atmosphere with miniature golf, arcade games, and Colony Cinemas, all within walking distance. If you're a history buff, we've got your back! Atascadero is brimming with historic landmarks and buildings, including Historic City Hall, which is available for a docent led tour from the Atascadero Historical Society. If you're an outdoor enthusiast, check out the stunning parks, Atascadero Lake, and many hiking trails where you can soak up some fresh air and sunshine.

Atascadero is home to the only Zoo in San Luis Obispo County, the Charles Paddock Zoo, which is located on 5-park-like acres within the beautiful Atascadero Lake Park. Our Zoo features several unique species not often seen in facilities of our size, including the fossa, red pandas, Malayan tiger, lemurs, and meerkats, as well as many other exciting and interesting mammals, birds, reptiles, and insects.

Source: Visit Atascadero, City of Atascadero

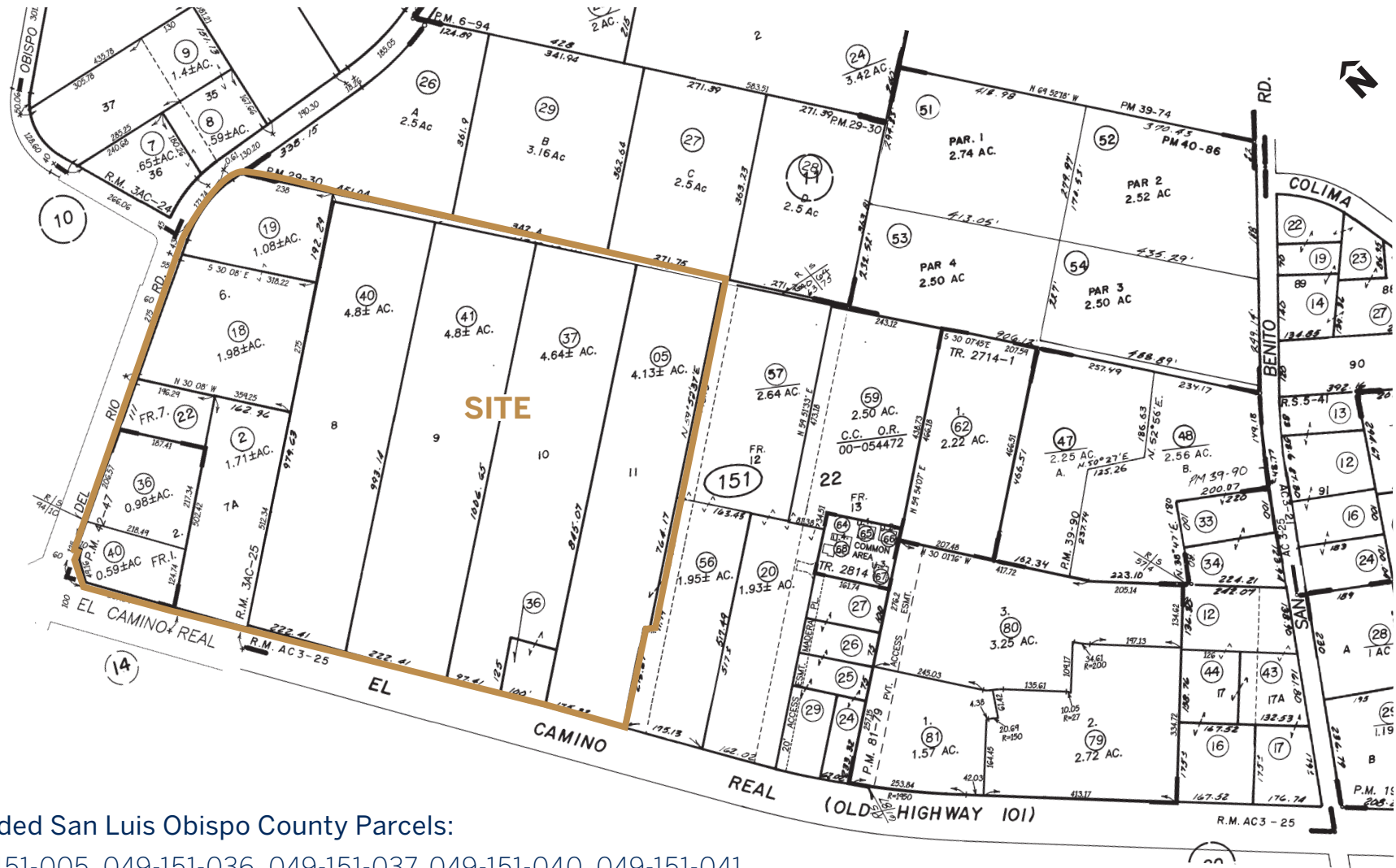


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Assessor's Parcel Map



Included San Luis Obispo County Parcels:

049-151-005, 049-151-036, 049-151-037, 049-151-040, 049-151-041,
 049-112-002, 049-112-018, 049-112-019, 049-112-022, 049-112-036, 049-112-039

Zoning: MF20

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Del Rio Ranch

2115 EL CAMINO REAL, ATASCADERO, CALIFORNIA



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(partially completed)**

SITE

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