

SANTA CRUZ INVESTMENT PROPERTY



270 Soquel Ave
Santa Cruz, CA 95062

Price: \$1,200,000
Building: +/- 2,300sf restaurant shell; interior is down to the studs
Two Parcels: 3,790sf + 6,490sf = 10,237sf
Parking: 20+ spaces



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For More Information Please Contact:

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PROPERTY DETAILS



Purchase Price:	\$1,200,000
Building Size:	+ - 2,300sf
Land Size:	10,237sf
Year Built:	1963
Zoning:	C-C
Parking:	20+ spaces
APN #1:	005-291-30
APN #2:	005-291-34



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INVESTMENT SUMMARY

Ow Commercial is pleased to present 270 Soquel Avenue in Santa Cruz for sale. This property features a +/- 2,300 square foot commercial building) on a +/- 10,237 square foot land parcel located on Soquel Avenue, a highly trafficked thoroughfare, and within close proximity to downtown Santa Cruz and Ocean Street, one of the busiest streets in the region. There are numerous mixed use projects with hundreds of residential units slated for development within close proximity. The single story commercial building has been used as a restaurant for the past 40+ years. There was a fire at the building and the interior was professionally taken down to the studs. The interior can be rebuilt to the new owners specifications. This property offers a rare opportunity for owner-users or developers to acquire a well located commercial building in a prime Santa Cruz location; it is ideal for an owner-user to remodel to their own specifications or for a developer looking for a prime location in Santa Cruz for a new project.

INVESTMENT HIGHLIGHTS

Location, Location, Location - Excellent Santa Cruz location with great visibility on highly trafficked Soquel Avenue (15,328 ADT) with close proximity to Ocean Street (19,099 ADT) and Highways 1, 9, and 17. The property is also within very close proximity and walking distance to all of the amenities and hundreds of new residential units recently built and in the process of being built in Downtown Santa Cruz.

First Time on the Market in 50 Years - The same family has owned this property for 50+ years and it is the first time hitting the market in many decades.

Long Term History of Successful Restaurants – Many successful restaurants have operated in this building over the past 50 years and a large in-ground grease trap remains in place.

Demographics – Santa Cruz is a densely populated, affluent, and well-educated coastal community. Within a 5 mile radius of the property the population is approximately 120,324 and the median household income is \$99,013.

Future Development Potential - The property is zoned Community Commercial (C-C) and has the potential to be redeveloped into a taller and denser mixed use project in the future.



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Building Photos



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PROPERTY PHOTOS



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PROXIMITY TO DOWNTOWN SC



Despite ongoing construction and a dip in international tourism, foot traffic in Downtown Santa Cruz has continued to rise modestly in 2025, reaching 6.9 million visits year-to-date, up from 6.8 million at this time last year (*source: [Placer.ai](#)*). This growth reflects strong local and regional interest in a Downtown that is actively transforming with new housing, new businesses, and new energy.

The Downtown skyline has visibly changed with the recent completion and full lease-up of Anton Pacific, a luxury 205 unit apartment community on Pacific Avenue and Laurel Street. Downtown has welcomed 135 new families in affordable apartments, with residents now moved into Pacific Station South and the striking blue apartment building on Cedar Street near Calvary Church. A Dientes Community Dental Care office and Santa Cruz Community Health Center will also be opening in Pacific Station South soon.

252 more affordable homes are currently under construction—about half of them at Pacific Station North, and the other half will be on top of the modern future Downtown Library. Nearby, the River Row development on Front Street and Cathcart is completing 155 market-rate condos and 20 affordable units, along with a unique restaurant, retail, recreational space, and giant wall mural.



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Demographics and Traffic Counts



DEMOGRAPHICS SUMMARY

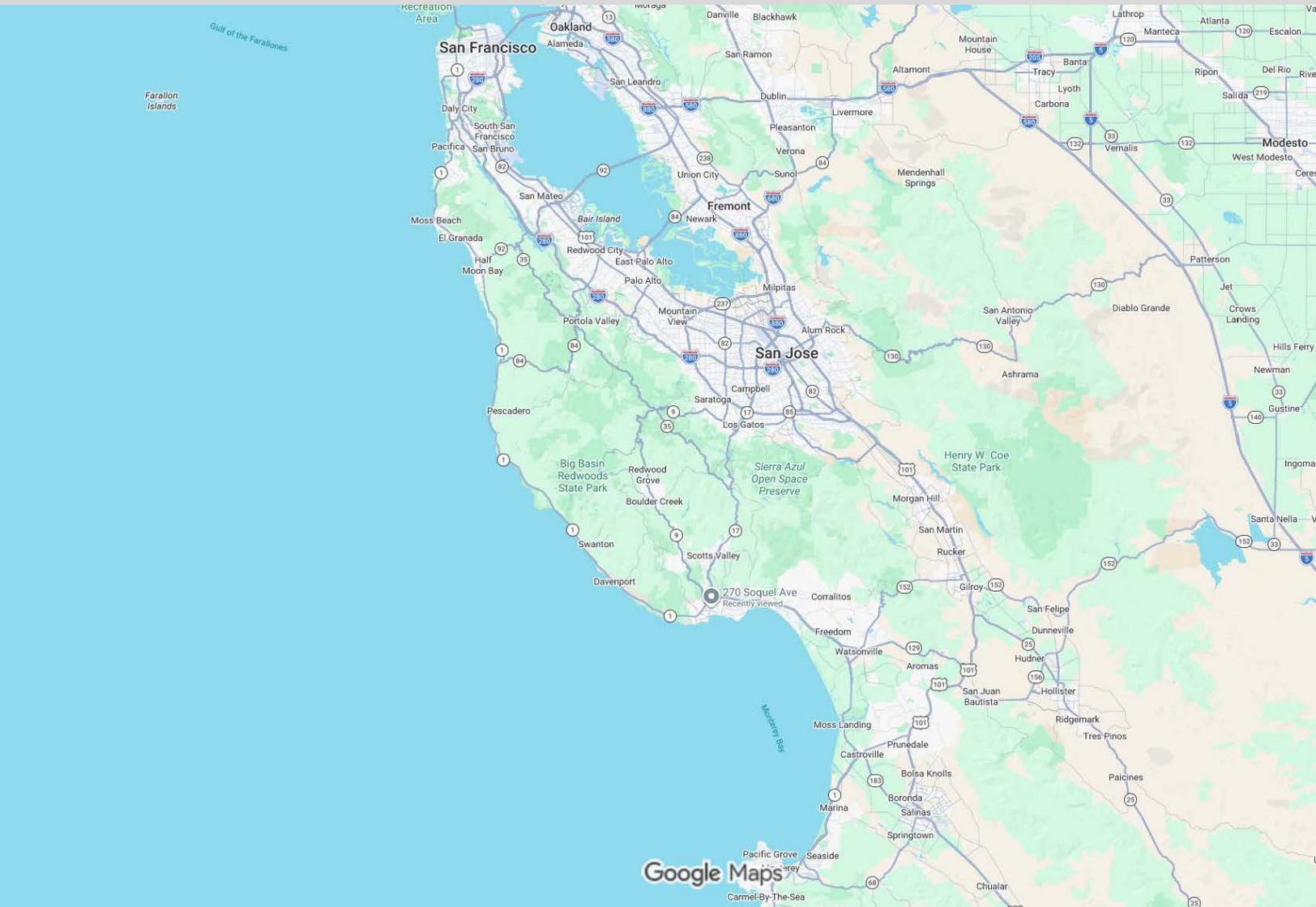
Radius	1-Miles	3-Miles	5-Miles
Population	28,476	90,423	120,324
Households	11,666	34,673	47,088
Median Household Income	\$86,270	\$97,033	\$99,013

TRAFFIC COUNTS

Soquel Ave from Pacific Ave to Water Street	15,328 ADT
Ocean Street from Water Street to Soquel Ave	19,099 ADT



REGIONAL MAP



The property enjoys a prime location on Soquel Avenue which is adjacent to downtown Santa Cruz. A development boom is underway in downtown Santa Cruz with many hundreds of new housing units recently developed and in the process of being built. Santa Cruz is a dynamic and innovative city that is a mere 32 miles away from San Jose, 47 miles away from Carmel, and 59 miles away from San Francisco; Santa Cruz benefits from positive economic growth associated with numerous industry leading companies, Cabrillo College, UCSC, and the nearby Silicon Valley and Bay Area.



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SANTA CRUZ MARKET PROFILE



CITY OF SANTA CRUZ

Santa Cruz is an iconic beachside city located 59 miles south of San Francisco and 32 miles southwest of San Jose and Silicon Valley. Located at the northernmost end of the Monterey Bay, Santa Cruz is known for its recreational amenities, renowned university of California, Santa Cruz, and world famous wharf, beach, and Boardwalk, which attract over 3,500,000 visitors a year. The town is bordered by the ocean to the south and mountains to the north. The city occupies 12 square miles and has an estimated population of approximately 62,581. However, during the school year that population increases by almost 10,500 because of University's student population.

POPULATION, INCOME, AND EDUCATION

Santa Cruz is the home to the University of California, Santa Cruz (UCSC) which has a current enrollment of over 20,000 undergraduate and graduate students, local alumni of over 13,000, and is the City's largest employer, with over 7,600 employees. The principal industries of Santa Cruz are agriculture, tourism, education, and technology. The City's largest employers are the University, followed by the County of Santa Cruz, the city government, and Plantronics. The unemployment rate in Santa Cruz is +/- 6.0%, with job growth over the next 10 years predicted to be over 3%. Santa Cruz is home to a very strong and affluent housing market. Santa Cruz County has a median home price of \$1,290,000. Located within close proximity to Silicon Valley, the city is projected to continue to grow and attract a diverse and wealth population.



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REGIONAL TRANSPORTATION

Highways 1 and 17 are the main roads into and out of Santa Cruz. The Santa Cruz Metropolitan transit District provides bus service throughout Santa Cruz County. Metro also operates bus service between Santa Cruz (city) and San Jose by way of a partnership with the Santa Clara Valley transportation authority and Amtrak California. Connections are possible in San Jose. Greyhound Lines bus service is another option for visiting Santa Cruz. The nearest airports served by major commercial airlines are San Jose International airport, Monterey Peninsula airport, San Francisco International airport, and Oakland International Airport. The nearest public airport of any kind is Watsonville Municipal airport, about 15 miles to the southeast, which serves general aviation users.

SANTA CRUZ BEACH BOARDWALK AND SANTA CRUZ TOURISM

Santa Cruz offers a multitude of amenities and attractions, making it one of California's most popular tourism destinations. In fact, tourism ranks, alongside agriculture, as one of the top employers and revenue-producing industries in Santa Cruz County, generating over \$1.4 billion in direct travel expenditures annually. Santa Cruz is well-known for water sports such as sailing, diving, swimming, paddling, and is regarded as one of the best spots in the world for surfing. The largest tourist attraction in Santa Cruz is its world famous wharf, beach, and Boardwalk, which attract over 3,000,000 visitors a year and is a short distance away from the subject property. Visitor dollars help to support Santa Cruz County by providing business and tax revenues which contribute to local employment, vast expanses of open space, beaches and parks, and small businesses which are largely locally owned. Tourism generates over \$120 million in state and local tax revenue, which helps to pay for police and fire protection, road repairs, park maintenance and social services, social and health service programs, City and County resident/municipal services, and an array of cultural and performing arts.



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