

10275 MERRITT ST.

CASTROVILLE, CALIFORNIA

PRIME COMMERCIAL LOT OPPORTUNITY ON MAIN CORRIDOR

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PROPERTY HIGHLIGHTS

YOUR AGENT

DRE# 01812100



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📍 JUNIPERO 2 SW OF 5TH ST CARMEL BY THE SEA, CA

10275 MERRITT STREET

CASTROVILLE, CALIFORNIA 95012

PROPERTY TYPE:

Vacant Lot

ZONING:

Redevelopment Zone
Castroville Community Plan
Mixed-Use

ASKING PRICE:

\$600,000

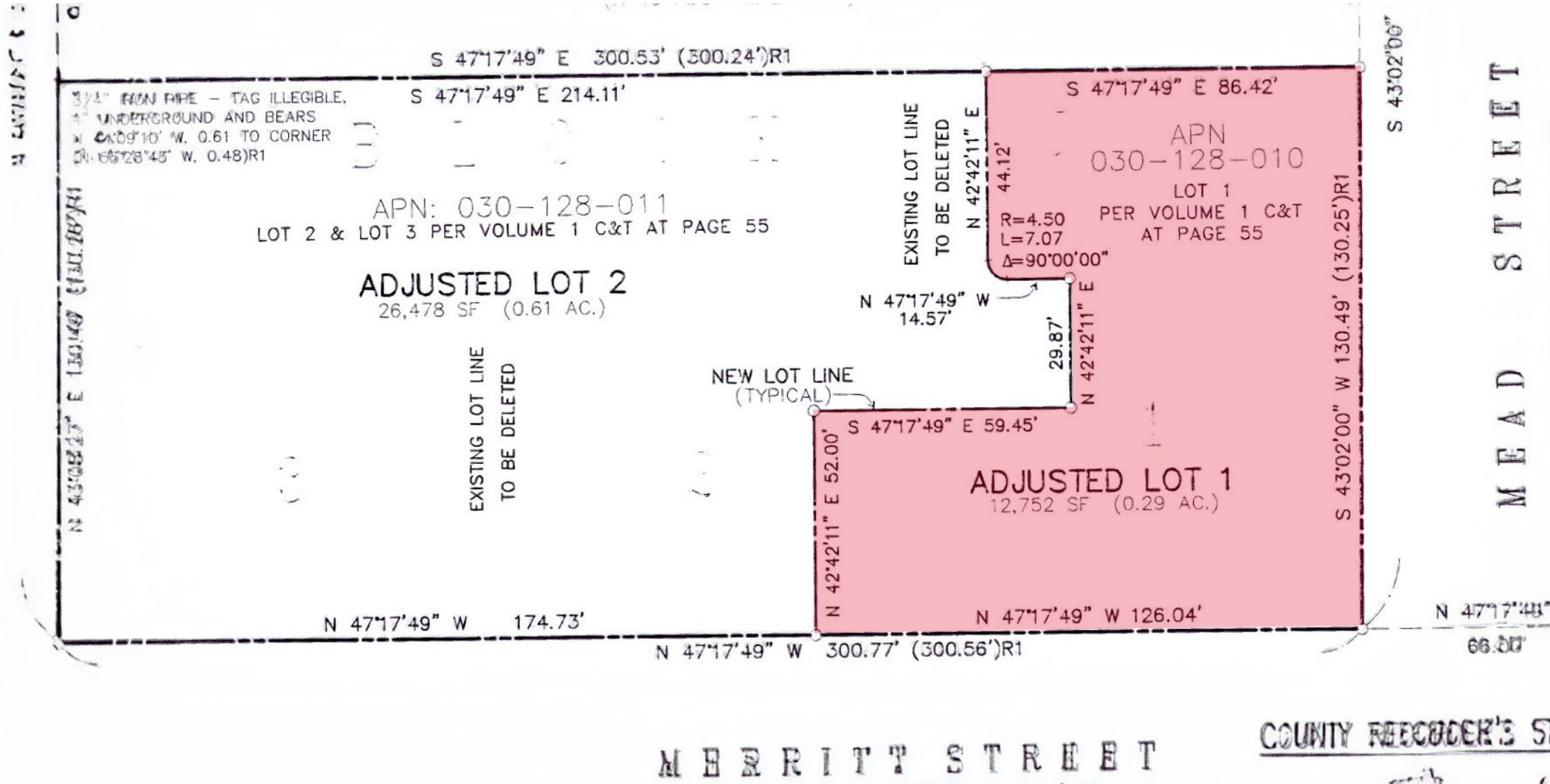
APN

030-128-014-000

LOT SIZE

0.290 acres / 12,752 sqft

PARCEL MAP



MERRITT STREET

COUNTY RECORDER'S STAMP

MERRITT ST / STATE ROUTE 183

10275 MERRITT ST, CASTROVILLE, CA 95012

LOT SIZE
ACRES - 0.290
SQFT - 12,752

MERRITT STREET

MEAD STREET



GROWTH METRICS

EXISTING INCOME • \$17,138 annually

CASTROVILLE POPULATION • 6,620 residents

MONTEREY COUNTY POPULATION • 430,723 residents

AVERAGE ON-SITE TRAFFIC DATA • 27,000 to 44,500 daily vehicles

ONGOING INFRASTRUCTURE • Castroville Station
Part of the Monterey County Rail Extension

ECONOMIC HIGHLIGHTS

CASTROVILLE

MEDIAN HOUSEHOLD INCOME • \$74,592

MEDIAN HOME VALUE • \$655,600

MONTEREY COUNTY

MEDIAN HOUSEHOLD INCOME • \$88,035

MEDIAN HOME VALUE • \$759,100

AVERAGE VISITOR • 4.6 Million annually

SUMMARY

LOCATION FEATURES

- Central to Growth Corridors
- **Mixed-Use-** Residential & Commercial Zone
- Steps away from **Hartnell College Annex**
- **First** commercial spot at entrance to Merrit St corridor connecting highway 1 to highway 156 and to future rail station
- **UTILITIES AVAILABLE:** Water, sewer, gas, & electricity connections at the lot line.

REVENUE-BOOSTING ROUTE HIGHLIGHTS

ON-SITE ACCESS (AVERAGE DAILY TRAFFIC)

- 27,000 VEHICLES • Highway 1 Junction Route 183
- 44,500 VEHICLES • Merritt St, Junction Route 156 WEST

NEARBY TRAFFIC HUBS (AVERAGE DAILY TRAFFIC)

- 39,500 VEHICLES • Marina @ Reservation Rd
- 63,000 VEHICLES • Seaside @ Highway 1

WELCOME TO CASTROVILLE;

WHERE HERITAGE MEETS OPPORTUNITY



Nestled along California's scenic coastline, Castroville is a town rich in history and brimming with potential. Known as the "Artichoke Center of the World," this charming community has evolved from its agricultural roots into a vibrant hub of growth and development. Our featured lot stands proudly at the gateway of the main corridor, serving as a welcoming beacon to all who enter. It's not just a piece of land; it's a piece of Castroville's unfolding story—a story that blends tradition with progress.



MAP DATA ©2024

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Located in the Merritt St Corridor Opportunity Area, this corner lot's mixed-use zoning and three-sided driveway access offer exceptional potential for retail, food service, or mixed-use residential projects. With high visibility and traffic, it is primed for drive-through concepts or other versatile uses. Unlike comparable properties with environmental remediation challenges, this lot is development-ready, ensuring lower costs and faster project timelines.



The vision

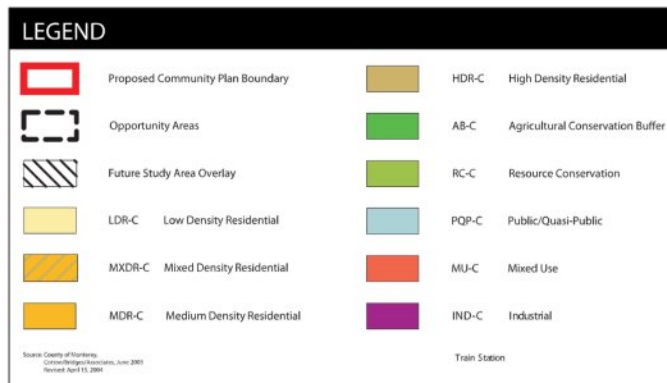
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Here, you have the rare opportunity to establish a cornerstone business at the gateway to Castroville's future. With utilities like water, electricity, gas, and sewer connections already in place, this site offers a clean slate to create something visionary—positioned perfectly to capture the flow of commuters, visitors, and locals traveling to the upcoming Castroville Multimodal Station and connecting to Highway 156. It's a chance to craft a landmark that defines the area's growth and connectivity.

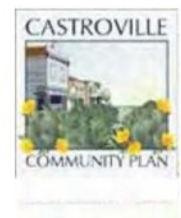


SPECIFICATIONS

- Water available
- Electricity
- Gas
- Sewer Connections at Lot Line



Merritt St Opportunity area Proposed Land Uses



Census Data

CASTROVILLE



Population
6,620



Median value of owner-occupied housing units
\$655,600



Median household income
\$74,592



Median age
30

MONTEREY COUNTY



Population
430,723



Median value of owner-occupied housing units
\$759,100



Median household income
\$88,035



Median age
35.9



SOURCE

Opportunities

Imagine a fast-casual dining spot or a trendy beverage hub right here. With Hartnell College annex across the street, a steady flow of students seeks convenient food options daily.



With thousands of vehicles passing through this area daily—44,500 near the junction of Route 156 West and 27,000 near Highway one, according to a 2022 California Department of Transportation study—this location offers unmatched visibility and exposure. It's a prime opportunity to capture the attention of commuters and travelers alike.



TRAFFIC DATA TO PROPERTY LOCATION



Average Daily Traffic

HWY 1, JCT. RTE. 183 (Merritt St)

27,000 vehicles

Merritt St, JCT. RTE. 156 WEST

44,500 vehicles



Peak Hour Traffic

HWY 1, JCT. RTE. 183 (Merritt St)

3,500 vehicles

Merritt St, JCT. RTE. 156 WEST

5,700 vehicles

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This property is perfectly situated for mixed-use commercial development. Ideal for a convenience store, restaurant, boutique retail, or apartments, it offers flexible options to attract both businesses and residents.

Excellent frontage visibility with exciting potential for increased traffic flow. See the proven success of locations at Marina and Seaside highway junctions.

Images below are just an imagined sample development



Average
Daily traffic

Marina @ Reservation Rd,
near Del Monte Blvd

39,500 vehicles

Seaside @ Highway 1 &
Canyon Del Rey Blvd RTE. 218

63,000 vehicles



Peak Hour
Traffic

Marina @ Reservation Rd,
near Del Monte Blvd

5,100 vehicles

Seaside @ Highway 1 &
Canyon Del Rey Blvd RTE. 218

6,700 vehicles

TRAFFIC DATA

TWO NEIGHBORING TOWN LOCATIONS

These numbers aren't just statistics; they represent potential customers eager for new dining and retail experiences.

Highly profitable convenience, beverage, and food chains thrive at these prime intersections. Leverage their proven traffic flow analysis to support your success.



The landscape

The landscape of Castroville is transforming, marked by exciting new developments that signal a bright future. Directly across the street, the newly constructed Hartnell College annex buzzes with energy, drawing students and educators from near and far. This lot isn't just centrally located; it's perfectly positioned at the intersection of key transportation corridors.

Whether you're heading to the stunning Monterey Peninsula, the eclectic streets of Santa Cruz, the innovation hubs of San Jose, or the fertile fields of the Salinas Valley, all roads lead here. Imagine the possibilities of a location that connects so many vibrant communities.



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Location is everything, and this lot excels on that front. It's a central hub connecting major cities and attractions—just a short drive to the cultural delights of Monterey, the beaches of Santa Cruz, the tech corridors of Silicon Valley, and even the iconic cityscape of San Francisco.



San Francisco

The location

Beyond the highways and byways lies the economic strength of the surrounding region. Silicon Valley, a global powerhouse with a GDP of approximately \$840 billion—comparable to the 18th largest economy in the world—positions this property within reach of one of the most dynamic markets, offering unmatched opportunities for business growth and investment success.



Santa Cruz



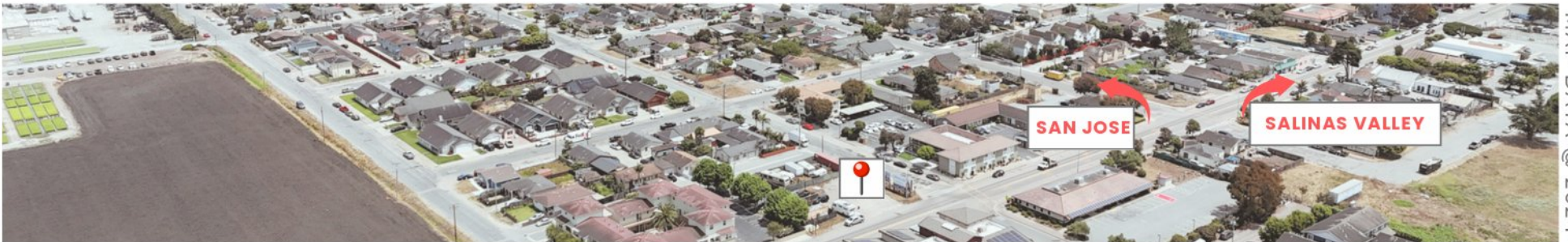
Tech Corridors Silicon Valley



The Area

This lot is more than just a piece of land; it's part of a redevelopment zone dedicated to fostering a walkable and vibrant downtown. The goal is to encourage businesses that not only serve local residents but also attract visitors, enhancing the overall appeal of Castroville. By developing here, you're not just investing in property; you're contributing to a collective vision of progress and community enrichment.





AN INVESTMENT THAT PAYS FOR ITSELF



Existing income

Adding to its appeal, this property already generates steady income through on-site billboards and a popular food truck lease, contributing \$17,402 annually. This isn't just a blank canvas— it's a strategic investment that begins working for you from day one. While you shape your vision for the site, these existing income streams provide a financial foundation, offsetting costs and ensuring a seamless transition from potential to progress.

THE GATEWAY TO CASTROVILLE'S FUTURE

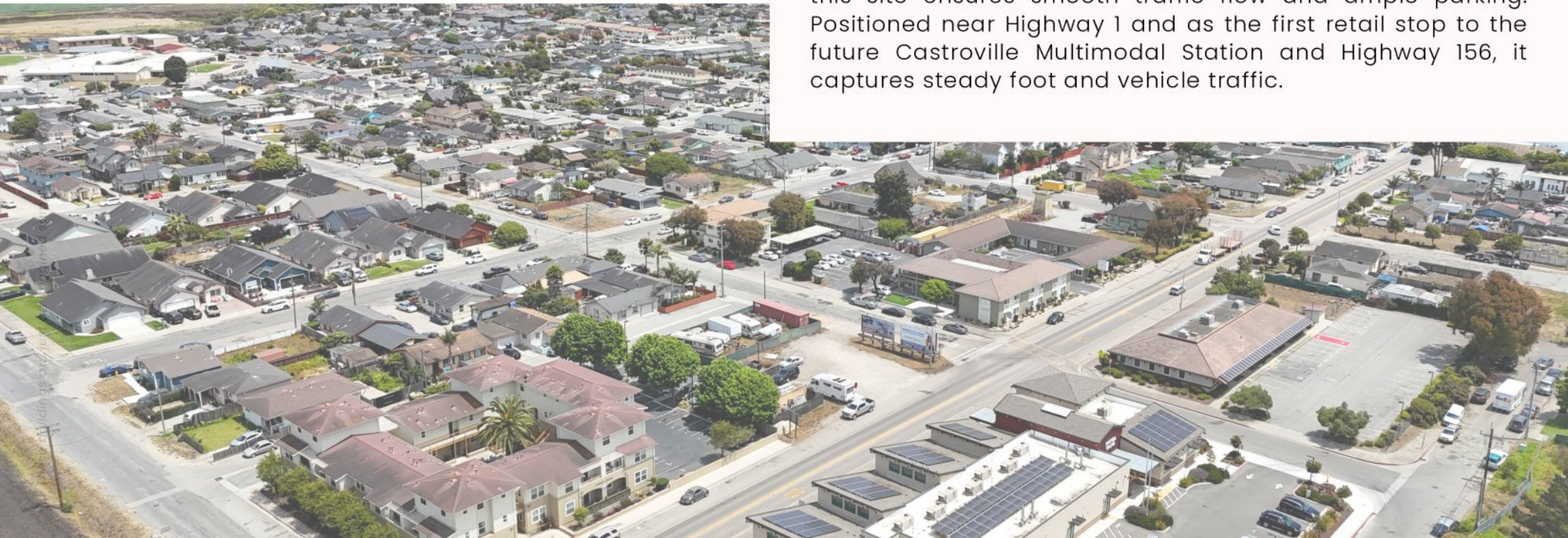


- lot boundary
- Building
- Parking
- Exit/ Entrance



Realized vision

With strategic access points on Merritt and Mead Streets, this site ensures smooth traffic flow and ample parking. Positioned near Highway 1 and as the first retail stop to the future Castroville Multimodal Station and Highway 156, it captures steady foot and vehicle traffic.



THE MONTEREY COUNTY RAIL EXTENSION



The Castroville Station will serve as a connection point for passengers coming from the Monterey Peninsula to board new passenger rail service on the Coast mainline tracks between Salinas and the San Francisco Bay Area.

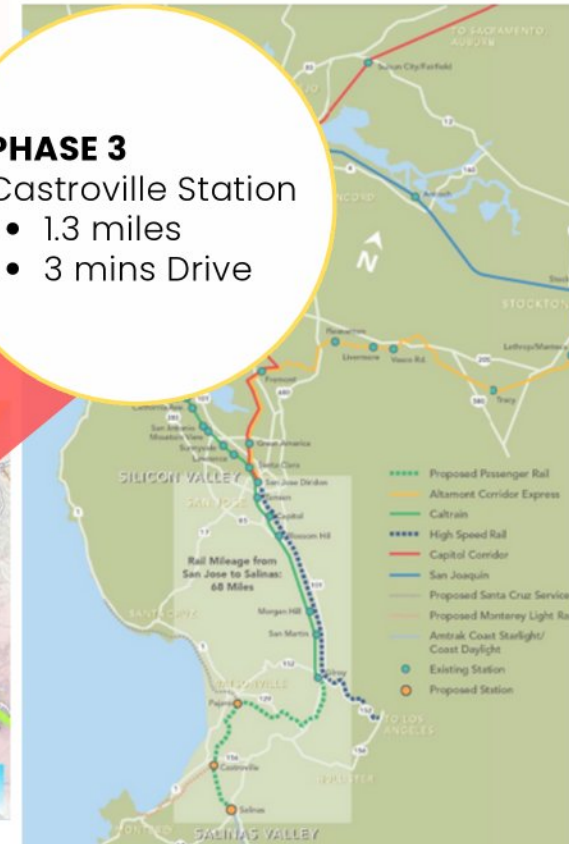
THE DISTANCE

- PHASE 1**
 Salinas Station
 • 9.1 miles
 • 15 mins Drive
- PHASE 2**
 Pajaro Station
 • 11 miles
 • 14 mins Drive

- PHASE 3**
 Castroville Station
 • 1.3 miles
 • 3 mins Drive



■ STATIONS



Castroville's Project

The upcoming Castroville Multimodal Station, part of the Monterey County Rail Extension, will transform the area into a vital transit hub. With 60% of the design complete and construction expected to finish three years after funding, the station will provide seamless access to the Monterey Peninsula, Bay Area, and beyond, driving regional connectivity and growth.



SOURCE



HIGHWAY 1

MERRITT ST ROUTE 183

As the first retail destination along the route to the future Castroville Multimodal Station and to existing Highway 156, this lot offers unmatched visibility. Its advantageous location makes it ideal for flagship businesses or community-focused retail spaces, ensuring consistent exposure and growth opportunities.

- First retail destination en route to:
 - Future train station
 - Highway 156
 - Connection to Interstate 101

PRACTICAL ADVANTAGES THAT SET YOU AHEAD


When it comes to development, fewer obstacles mean a smoother journey.

Significant practical advantages:

- Less likely to require environmental remediation than former gas station sites
- Prior geologic and development studies demonstrate viability.
- Existing annual income of \$17,138

The groundwork is already laid, you can focus on maximizing the property's potential

“Castroville is blossoming into a hub of opportunity —now is the time to be a part of its transformation.”





The new chapter

Now is your chance to be part of Castroville's exciting new chapter.

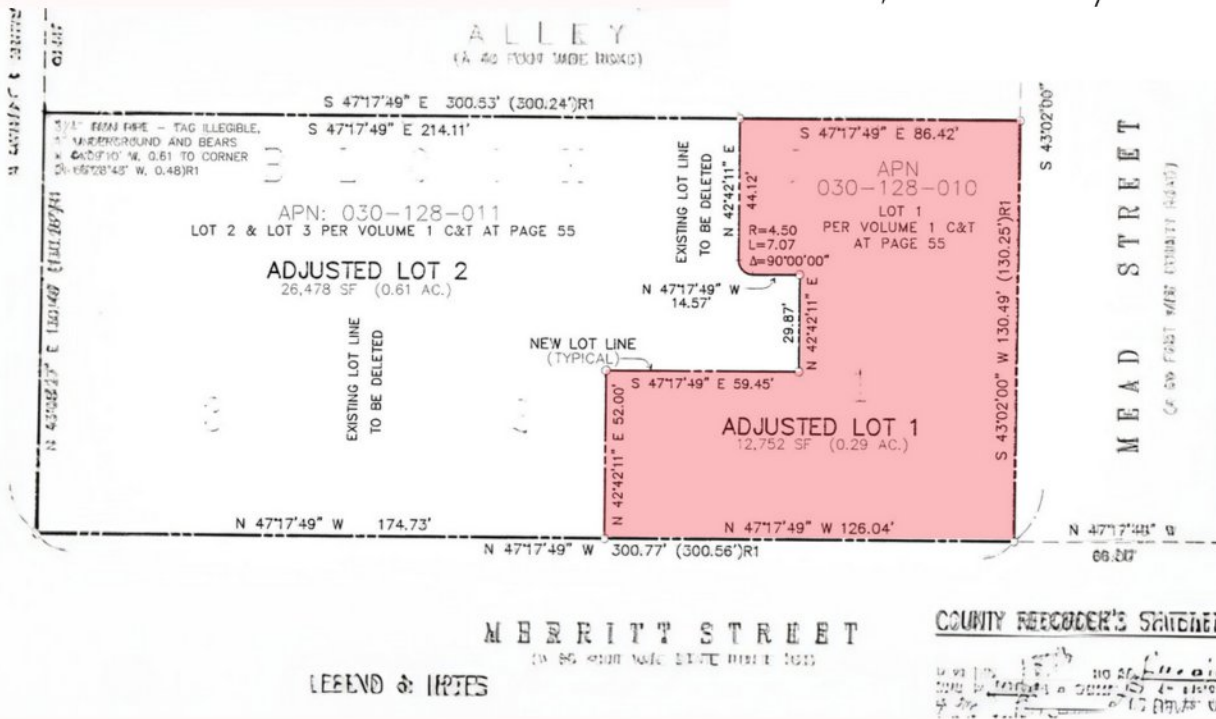
Whether you're an investor, a developer, or a business owner with a dream, this is your moment to contribute to the community's narrative while achieving your own success.

Build something remarkable that stands as a testament to innovation and community spirit.





Opportunities like this are rare, and the time to act is now. To learn more about this exceptional property, schedule a site visit, or discuss your development ideas



About Us!

OUR COMPANY

Since 1906, Coldwell Banker® has been synonymous with integrity, professionalism, and exceptional service in real estate. Located in the heart of Carmel's business district, our Carmel by the Sea office is home to the top agents in the nation. We serve the full range of property types, commercial and residential, in Monterey County and beyond. With offices in Carmel by the Sea, Pebble Beach, Pacific Grove, and Monterey, our local offices proudly facilitate over \$346 million in sales, reflecting our commitment to community and excellence.

Discover why we're Northern California's top real estate brokerage!


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ABOUT ROBIN

Robin Stelle, a Global Luxury Specialist with Coldwell Banker Realty in Carmel, California, is a trusted partner for clients navigating the sale or purchase of real estate in Monterey County. Known for her integrity, market expertise, and consultative approach, Robin specializes in luxury, vacation, and investment properties. Her solution-oriented mindset and personalized service ensure clients feel confident and informed throughout the process. Recognized as a top-producing agent and a member of the International President's Circle, Robin combines analytical skills with a relational approach to deliver exceptional results and help clients achieve their financial and lifestyle goals.

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OF THE WORLD



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