



HIGH-VISIBILITY LAND OPPORTUNITY IN PASO ROBLES GROWTH CORRIDOR

SOUTHEAST CORNER OF HWY 46 AND THEATRE DR | PASO ROBLES, CA 93446

FOR SALE



ALPHA
REAL ESTATE ADVISORS

CONTENTS

- 3 EXECUTIVE SUMMARY
- 4 SITE ACCESS & CONNECTIVITY
- 5 NEW OFF-RAMP & ROADWAY ENHANCEMENTS
- 6 AERIAL
- 7 MARKET OVERVIEW
- 8 DISCLAIMERS

EXCLUSIVELY LISTED BY

SAM TALLMAN

ASSOCIATE VICE PRESIDENT
O 628.203.8580 C 408.314.5808
SAM@ALPHARE.COM
LIC #01935917

STEVE KALYK

DIRECTOR
O 628.203.8489 C 415.813.0019
STEVE@ALPHARE.COM
LIC #02018743

- BROKER -

BRADEN CROCKETT

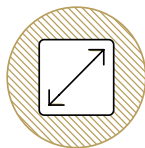
LIC # 1946071(CA)



ALPHA
REAL ESTATE ADVISORS

ALPHARE.COM

EXECUTIVE SUMMARY



GLA

121,096 SF



LOT SIZE

2.78 AC

PROPERTY HIGHLIGHTS

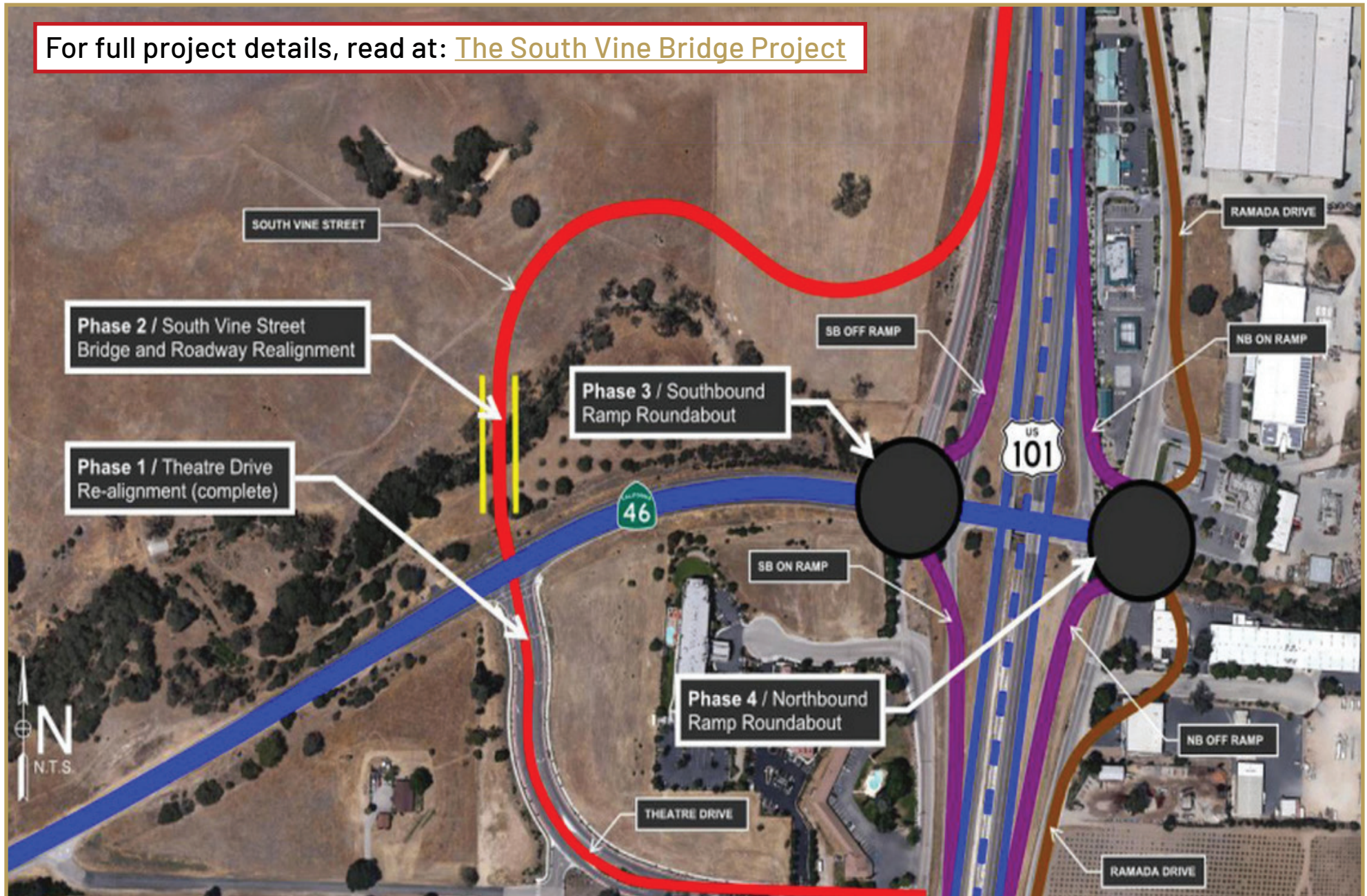
- **Signalized Corner Location with High Visibility**
Located at the signalized intersection of Hwy 46 and Theatre Drive, this 2.78-acre parcel offers prime visibility and access along one of Paso Robles' busiest corridors.
- **Zoned for Commercial Highway (C2) Use**
C2 zoning allows for a wide range of retail, hospitality, and service uses—ideal for developers or owner/users in a high-demand trade area.
- **Exceptional Traffic Counts at Major Arterials**
Fronting Hwy 46 (32,000+ VPD) and just off Hwy 101 (55,000+ VPD), the site captures significant traffic from regional commuters and wine country tourism.
- **Surrounded by Leading Hotel Brands & Amenities**
Nearby hospitality operators include Allegretto Vineyard Resort, La Quinta Inn, Hampton Inn, Oxford Suites, and Best Western—offering strong co-tenancy and tourism synergy..
- **Multiple Points of Ingress & Egress**
Access from both Theatre Drive and Hwy 46 supports flexible site planning for retail, QSR, or multi-tenant development.
- **High-Growth Paso Robles Trade Area**
Paso Robles is a dynamic hub for wine tourism, regional commerce, and hospitality, positioned at the crossroads of the Central Coast and California Wine Country.





NEW OFF-RAMP & ROADWAY ENHANCEMENTS

For full project details, read at: [The South Vine Bridge Project](#)





0.1 MILES

TO U.S. HWY 101

2 MILES

TO DOWNTOWN PASO ROBLES

3 MILES

TO PASO ROBLES WINE COUNTRY

6 MILES

TO PASO ROBLES AIRPORT

30 MILES

TO SAN LUIS OBISPO

Paso Robles, CA

Strategically positioned at the junction of Highway 46 and Highway 101, Paso Robles is emerging as a premier destination for commercial investment, development, and long-term value creation. This vibrant Central Coast city blends small-town charm with strong economic fundamentals, serving as both a regional hub and a high-demand tourism market.

Paso Robles is best known for its world-class wine industry, boasting more than 200 wineries and tasting rooms that draw 1.5 to 2 million visitors annually. The city's thriving agritourism economy fuels robust demand for hospitality, retail, dining, and service-based businesses—creating a steady flow of both local and tourist foot traffic throughout the year. In addition, the surrounding region continues to see residential growth, driven by its desirable lifestyle, expanding amenities, and strong regional access. The California Mid-State Fair, held just minutes from the subject property, brings in over 400,000 attendees each year, fueling a major seasonal spike in retail, food, lodging, and service demand

The city's commercial momentum is supported by its strategic location along two of California's most important arterials—Hwy 101, the state's central north-south route, and Hwy 46, a key connector to the Central Valley and Interstate 5. Together, these corridors carry tens of thousands of vehicles per day, making Paso Robles an essential stop for logistics, travel, and consumer services. The site at Hwy 46 & Theatre Drive benefits directly from this exposure, positioned at a signalized intersection with multiple access points, just seconds from national anchors and hotel traffic.

Adding to its appeal, Paso Robles offers a development-friendly environment with city-backed reimbursements and incentives for infrastructure improvements, making it financially attractive for investors seeking reduced upfront costs and increased project ROI. The city has actively supported new commercial projects, hospitality expansions, and revitalization efforts across the trade area.

The surrounding area includes well-established hotel brands such as Allegretto Vineyard Resort (171 rooms), La Quinta Inn & Suites, Hampton Inn & Suites, Courtyard by Marriott, and Oxford Suites, which further drives traffic and creates opportunity for retail, QSR, convenience, or medical users.



PASO ROBLES BY THE NUMBERS

\$800M

TOURISM-DRIVEN
ECONOMIC IMPACT

2M+

ANNUAL
VISITORS

200+

WINERIES
IN THE REGION

400K+

CALIFORNIA MID-STATE
FAIR VISITORS



DISCLAIMERS & AGREEMENT

Alpha Real Estate Advisors LLC ("AREA") has been retained as the exclusive listing broker to arrange the sale or lease of the property identified herein above (the "Property").

Purpose and Intent. This Offering Memorandum ("Memorandum") has been prepared by the undersigned real estate professional, is provided in the normal course of his/her business, and is intended to express only his/her recommended listing, selling, or purchase price or a rental or lease consideration for the Property. This Memorandum does not constitute an offer to sell, lease, or a solicitation of an offer to buy or rent, the Property, and has not been made for the purpose of submission as evidence of value to a court or administrative body. The disclosures herein are intended to supersede all prior written and oral communications and understandings regarding the Memorandum. You are advised to carefully read this Memorandum and review it with your legal and tax advisors.

Information Provided As An Opinion: The information in this Memorandum has been obtained from sources believed to be reliable, but has not been verified for accuracy, completeness, or fitness for any particular purpose. This Memorandum does not contain all the information that you may need or desire to evaluate the Property. All information in this Memorandum and any other written or oral communication transmitted to you in the course of your evaluation of the Property is presented "as is" without representation or warranty, express or implied, of any kind by AREA, Owner/Seller, or either's respective subsidiaries, agents, affiliates, members, officers, and/or employees. AREA assumes no responsibility for this Memorandum, and hereby disclaims any and all liability for representations, expressed or implied, contained in, or for omissions from, this Memorandum. This Memorandum is subject to prior placement, errors, omissions, changes, or withdrawal without notice and does not constitute a recommendation, suitability determination, or endorsement as to the Property's value by AREA or Owner/Seller. This Memorandum contains certain documents, which are described in summary form and do not purport to be complete or accurate descriptions of, nor do they constitute a legal analysis of, the full documents involved. All such summaries are qualified in their entirety by reference to such documents. All references to acreage(s), square footage(s), and other measurements are approximations. Neither AREA nor Owner/ Seller undertakes any responsibility or compulsion to update any of the information discussed herein. Any information and expressions of opinion herein contained are subject to change without notice. Neither the delivery of this Memorandum nor the purchase or lease of the Property shall, under any circumstance(s), create an implication that there has been no change in the affairs of the Property since the date this Memorandum was created or provided to you.

By accepting this Memorandum, you agree that in determining the advisability of purchasing or leasing the Property, you shall not rely on this Memorandum or upon any other materials or information provided AREA or its brokers, but rather that you shall rely solely upon your own examination (including engineering and environmental inspections) and investigation of the Property at your own cost prior to purchasing or leasing the Property. An opportunity to inspect the Property will be made available to you upon written request. You acknowledge AREA is not acting as an attorney, tax advisor, surveyor, appraiser, structural engineer, and that you should consult such professionals.

This Memorandum is not to be used in connection with an offer to sell, lease, or the solicitation of an offer to buy or lease in any jurisdiction in which such offer or solicitation is not authorized or in which the person making such offer or solicitation is not qualified to do so or to any person to whom it is unlawful to make sure offer or solicitation. ALL INFORMATION CONTAINED HEREIN IS A STATEMENT OF OPINION. ANY RELIANCE ON THIS MEMORANDUM IS SOLELY AT YOUR OWN RISK.

Forward-Looking Statements and Financial Projections. All statements herein, other than statements of historical fact, are statements that could be deemed "forward-looking" statements with respect to the anticipated future performance of the Property, including any financial projections, statements regarding future economic conditions or performance, and statements of belief and of assumptions underlying any of the foregoing. These projections and statements are provided for general reference purposes only and may involve known and unknown risks and various assumptions subject to significant business, economic, and competitive uncertainties and contingencies beyond the control of AREA and/or Owner/ Seller, and which therefore are subject to material change and/or variation. Accordingly, there can be no assurance that such projections or forward-looking statements will be realized.

Potential purchasers or tenants of the Property are cautioned that the actual results, performance, and/or achievements may vary materially from anticipated results, performance, and/or achievements. No representations or warranties are made as to the accuracy or reasonableness of such assumptions or the projections of forward-looking statements based thereon. **YOU MAY NOT RELY UPON THE FINANCIAL PROJECTIONS, AS THEY ARE ILLUSTRATIVE ONLY.**

Owner's/Seller's Reserved Rights. Owner/Seller expressly reserves the right, at its sole discretion, to reject any or all expressions of interest and/or to terminate discussions with any party at any time with or without notice and for any reason. Owner/Seller shall have no legal commitment or obligation to any recipient of this Memorandum unless a written agreement for the purchase of the Property has been executed, delivered, and approved by the Owner/Seller and any conditions to the purchaser's obligations therein have been satisfied or affirmatively waived. The Owner/Seller reserves the right to move forward with an acceptable offer on the Property prior to the call for offers deadline.

Confidentiality: The Property is privately offered, and your receipt of this Memorandum serves to evidence your agreement that: (i) this Memorandum is subject to the Confidentiality and Non-Circumvention Agreement you previously executed with AREA, (ii) this Memorandum is furnished to you for the sole purpose of evaluating your interest in the Property, (iii) you will return the Memorandum if requested to do so by AREA, (iv) you will not use any part of this Memorandum in a manner detrimental to Owner/Seller or AREA, and (v) you will not reproduce or disclose any portion of this Memorandum to anyone without the prior written authorization of AREA. These terms and conditions apply to this Memorandum and all documents and other information provided in connection herewith.



EXCLUSIVELY LISTED BY

SAM TALLMAN

ASSOCIATE VICE PRESIDENT

📞 628.203.8580 📞 408.314.5808

SAM@ALPHARE.COM

LIC #01935917

STEVE KALYK

DIRECTOR

📞 628.203.8489 📞 415.813.0019

STEVE@ALPHARE.COM

LIC #02018743

- BROKER -

BRADEN CROCKETT

LIC # 1946071(CA)