

# Full Service Car Wash + Real Estate High Performing Car Wash

**Prime Location for**  
**FLEX Car Wash Combo possible**  
**Express Car Wash + Full Service**



**Bashir Tariq 951-269-3000**

**BashirTariq@msn.com DRE# 01851484**

**21 COMMERCIAL**

# OFFERING SUMMARY

## Location

### Mendocino Car Wash

2700 Mendocino Ave  
Santa Rosa CA 95403

## Offering Summary

<b>Price</b>	<b>\$6,690,000</b>
Building Size	4,944 SF
Lot Size	42,253 SF
Year Built	1987 upgraded over the years
Tunnel	140 ft approximately

## High Performing Car Wash

Annual revenue well over \$1.8 million in 2024  
2025 slightly lower due to ICE worksite enforcements

## Flex Car Wash or Express Car Wash possible

Check with your advisor and the city for requirements



# INVESTMENT HIGHLIGHTS

## Executive Summary

The opportunity to acquire **Mendocino Avenue Car Wash**, a well-established full-service car wash located in the thriving city of **Santa Rosa**, the largest city in Sonoma County and a major economic center in Northern California's Wine Country.

The property benefits from a prime high-traffic location along Mendocino Avenue, one of the city's primary commercial corridors. The business has demonstrated strong operating history, making it a high-performing asset with significant upside potential.

The property also presents strong repositioning potential, including the possibility of converting the facility into Flex Car Wash a combination of a Full Service and an Express Car Wash or an Express Tunnel Car Wash, subject to buyer verification and city approvals.

## Investment Highlights

- High Performing Full-Service Car Wash Operation
- Located on Major Commercial Corridor
- Household Income: Over \$115,000 within 5-mile radius
- Prime Candidate for Flex or Express Car Wash Conversion
- Semi-Absentee Ownership. Great potential with hands on operator and experienced staff
- Annual Revenue well Over \$1.8 Million in 2024
- Traffic Count: Over 28,000 Vehicles Per Day
- Population: Over 200,000 within 5 miles
- Located in Northern California's Wine Country Region

## Business Overview

The business has served the local community for over 20 years, offering a comprehensive range of car wash and detailing services.

Room to add high-end detailing and additional services

## Location Overview

Santa Rosa is the largest city in Sonoma County and the economic hub of California's wine country.

It is the 5th largest city in the San Francisco Bay Area region, providing strong demographics and a diverse economic base.

## Area Highlights

- Regional hub of Sonoma County
- Major retail and service corridors
- Strong tourism driven by wine country
- Growing residential population
- Strong traffic exposure on Mendocino Avenue

## Market Opportunity

The car wash industry continues to experience strong demand due to:

- Growth in vehicle ownership
- Water conservation regulations favoring professional car washes
- Ability to upgrade facilities to express tunnel models

This property provides an investor the opportunity to maintain the existing profitable operation or reposition the site into a modern express car wash model.

# AREA DEVELOPMENTS

## 1. Mendocino District Downtown Development

- 📍 Downtown Santa Rosa (~2 miles)
  - Proposed two 24-story residential towers • Approximately 862 housing units
  - 10,000 SF retail including grocery and childcare • Located in the Downtown Station Area Priority Development Zone
  - This would be one of the tallest and largest developments in Santa Rosa history, dramatically increasing downtown residential density.

## 2. Humboldt Street Apartment Development

- 📍 Downtown Santa Rosa (~2 miles)
  - 7-story residential project • Approximately 309 apartment units Includes amenities and mixed-use elements • Designed to support downtown urban density goals
  - The project is part of the city's strategy to revitalize the downtown core and add housing near transit and jobs.

## 3. The Felix Apartment Project

- 📍 420 Mendocino Ave (~2 miles)
  - 8-story luxury apartment building • Rooftop amenities, coworking space, fitness center 168 residential units • Currently one of the tallest residential buildings in downtown Santa Rosa
  - Currently one of the tallest residential buildings in downtown Santa Rosa. This project signals strong demand for urban housing in Santa Rosa.

## 4. Sonoma County Government Campus Expansion

- 📍 Administration Drive (~3 miles)
  - \$308 million new county headquarters • 5-story administrative building. Mixed-use residential and commercial components planned
  - This project will consolidate county government operations and bring significant employment to the area.

## 5. Sonoma County Courthouse Development

- 📍 Downtown Government Campus (~3 miles)
  - \$204 million courthouse project • Six-story justice facility • Construction expected completion around 2025. This is one of the largest public infrastructure investments in Santa Rosa.

## 6. Mark West Springs Medical Expansion

- 📍 Near Mark West Springs Rd (~6 miles)
  - Medical campus improvements by Sutter Health • \$10 million renovation
  - Expanded specialty clinics and outpatient capacity. Expands regional healthcare services for Sonoma County residents.

## 7. Casa Roseland / Tierra de Rosas Development

- 📍 Roseland District (~5 miles)
  - 75-unit affordable housing development • Part of larger Tierra de Rosas mixed-use project, Includes civic space and 10,000 SF marketplace. Expected completion 2026.

## 8. Hearn Community Hub Project

- 📍 Southwest Santa Rosa (~6 miles)
  - \$33 million civic development • New library, fire station, and community center. Phase 1 construction beginning around 2025, Designed to serve the rapidly growing Roseland area.

## Major Regional Growth Drivers (within ~10 miles)

- 📍 Additional growth factors supporting development demand:
  - Santa Rosa Junior College campus expansion projects. Downtown Station Area Plan targeting ~7,000 new housing units by 2040
  - Airport corridor housing proposals near the Sonoma County Airport, Continued wine tourism and hospitality investment in Sonoma County

## ☑ Total Housing Pipeline Nearby (major projects):

Approximately 1,400 – 2,000+ residential units planned or under construction within the Santa Rosa core and surrounding neighborhoods.

*Information has been secured from several sources. All viewers are advised they must verify with their own advisors, experts, consultants and resources for accuracy and up to date information. We make no representations or warranties, express or implied as to the accuracy of the information. Viewers bear all risk for any inaccuracies*

# EXTERIOR VIEWS



# INTERIOR - EXTERIOR VIEWS



# EXTERIOR VIEWS



# INTERIOR VIEWS



# AERIAL OVERVIEW



Mendocino Ave

28,322 VPD

Mendocino Car Wash

# AERIAL OVERVIEW



**Mendocino Ave**

# AERIAL OVERVIEWS



# DEMOGRAPHICS

		3 miles	5 miles	10 miles
<b>POPULATION</b>				
	2024 Population	117,244	200,554	317,654
	Median Age	41.4	41.3	42.5
	Bachelors' Degree Higher Education	31%	31%	32%
<b>INCOME</b>				
	Average House Income	\$112,021	\$115,038	\$118,865
<b>HOUSING</b>				
	Median Home Value	\$727,217	\$726,956	\$742,014
	Median Home Year Built	1979	1980	1980
<b>HOUSEHOLDS</b>				
	2025 Households	44,970	73,995	119,726
	Average Household Size	2.5	2.6	2.6
	Average Household Vehicles	2	2	2
<b>HOUSING OCCUPANCY</b>				
	Owner Occupied Households	54%		
	Renter Occupied Households	46%		
<b>DAYTIME EMPLOYMENT</b>				
	Employees	62,263	86,717	135,822
	Businesses	9,745	12,975	19,873
<b>TRAFFIC</b>				
	Collection Street	Cross Street	Traffic	Year
	Mendocino Ave	Russel Ave NW	28,322	2025
	Mendocino Ave	Schurman Dr SE	24,526	2025
	Bicentennial Way	Ventura Ave W	22,584	2025
	Redwood Hey	Steele Ln S	123,000	2025

## SNAPSHOT



200,554

POPULATION 5 mile



\$115,038

INCOME 5 mile



\$726,956

HOME VALUE 5 mile



28,322

TRAFFIC Vehicles Per Day

Information has been secured from several sources. All viewers are advised they must verify with their own advisors, experts, consultants and resources for the accuracy and up to date information. We make no representations or warranties, express or implied as to the accuracy of the information. Viewers bear all risk for any inaccuracies

# AREA OVERVIEW

## Santa Rosa and surrounding areas

**Santa Rosa** (Spanish for "Saint Rose") is a city in and the county seat of Sonoma County, in the North Bay region of the Bay Area in California. It is the largest city in California's Wine Country and Redwood Coast. It is the fifth most populous city in the Bay Area after San Jose, San Francisco, Oakland, and Fremont; and the 25th-most populous city in California. Santa Rosa, the heart of Sonoma County, California, is a vibrant hub offering urban amenities alongside easy access to wine country, redwoods, and scenic parks.

### Regional Overview

- Located in the heart of Wine Country, about 55 miles north of San Francisco.
- Largest city in Sonoma County with a population of approximately 175,000+ residents.
- Serves as the economic and commercial hub for Sonoma County and surrounding North Bay communities.
- Strong regional accessibility via U.S. Route 101, connecting the city to the Bay Area and Northern California.

### Economic Drivers

Major industries supporting the local economy include:

- Wine & Tourism Industry – proximity to Napa Valley and Sonoma Valley draws millions of visitors annually.
- Healthcare – major employers include Kaiser Permanente, Providence Health & Services, and Sutter Health.
- Education – anchored by Sonoma State University.
- Agriculture & Food Production – vineyards, dairy farms, and specialty food producers.
- Technology & Advanced Manufacturing growing in the North Bay region.

### Tourism & Attractions

Santa Rosa is a gateway to some of Northern California's most popular destinations:

- Charles M. Schulz Museum and Research Center
- Russian River
- Spring Lake Park
- Annadel State Park
- Numerous wineries throughout Healdsburg, Sonoma, and Napa
- Luther Burbank Center for the Arts
- Safari West
- Tourism generates billions in annual economic activity for the region.

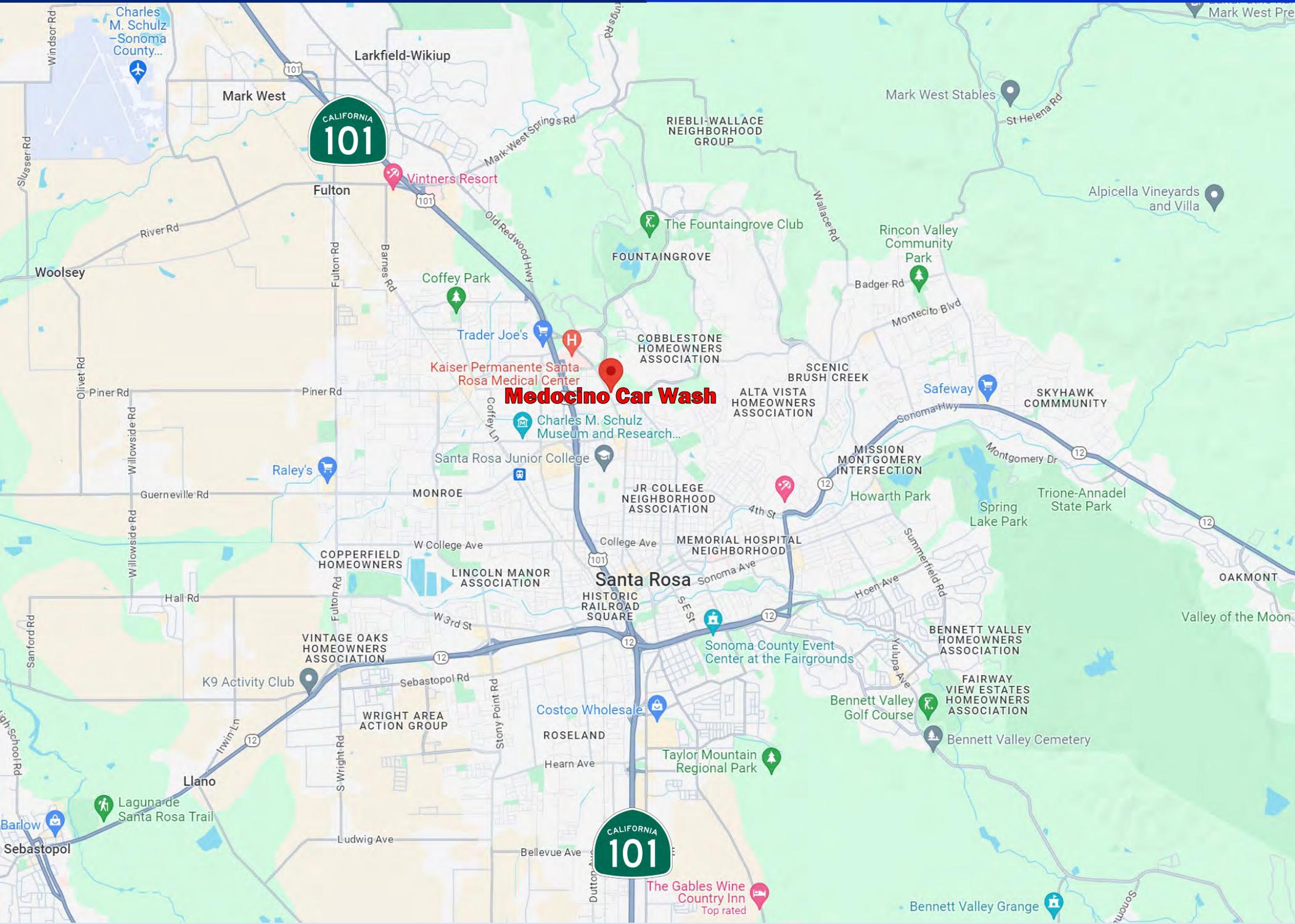
### Nearby Cities & Economic Corridors

- Important nearby communities within the regional market:
  - Rohnert Park • Petaluma • Windsor • Healdsburg • Sebastopol • Napa
- These cities form a large North Bay economic corridor with strong retail, tourism, and residential growth.

## THINGS TO SEE & DO IN THE CITY AND VICINITY



# REGINAL MAP



# Confidentiality & Disclaimer

## Presented By:



## Bashir Tariq

DRE# 01851484 | C21 Corp DRE# 01849354

### C21 Commercial Director:

**Business Sales and Commercial Real Estate**

15335 Fairfield Ranch Rd, Suite 100, Chino Hills CA 91709

Direct: 951-269-3000 | [BashirTariq@msn.com](mailto:BashirTariq@msn.com)



Each party is advised to consult their own advisors, consultants, experts to conduct its own independent investigation and due diligence

This Offering Memorandum has been provided to you as a short overview of the business and/or property details. It does not provide a complete and thorough description of the business and/or property and does not include all the information and details that a buyer may require to make an informed decision regarding the purchase of such business and/or property. The buyer must do his or her own due diligence and must take appropriate steps to verify all necessary details. Such steps must include using buyer's own sources to inspect and investigate all the details; to verify and analyze any and all information by consulting with all appropriate professionals; and obtaining, reading, and understanding all relevant reports, documents, and materials regarding rules, regulations, financial statements, environmental assessments, and whatever else may be available. C21 Commercial does not serve as a financial advisor to any party regarding any proposed transaction. Each party is advised to check with authority's all license, permits, DLSE, bond, insurance requirement before the purchase and after close of escrow requirements. Some businesses may require special license and permits.

C21 Professional and any and all persons and entities associated and affiliated with C21 Professional make no warranties, express or implied, regarding the accuracy and completeness of the information provided, whether written or verbal. No warranties, express or implied, are made regarding the current or future performance of the business and/or property in terms of income, expenses, sales, value, and overall current or future physical and financial health. No warranties are made regarding compliance to any and all Federal, State, and local regulations, requirements, and permits. No warranties are made regarding the physical condition of the premises. No warranties are made regarding any tenants, if present, or continued occupancy of the premises. Under no circumstances will C21 Professional and any and all of its affiliates be liable for anything or have any legal obligation or commitment of any kind whatsoever by reason of this Offering Memorandum or any other communication related to this Offering Memorandum, written or verbal.

This Offering Memorandum does not indicate any changes that may have transpired since it was prepared. All information contained herein are subject to change without notice. Additional information will be made available to qualified buyers, along with arrangements to inspect the business and/or property. Photo were taken by a third party and edited by marketing team. As a result, they may appear slightly different upon visual inspection. All communication must be kept limited to the assigned agent representing C21 Professional, and only to the agent. Buyer must not communicate with the owner, staff, employees, or the management in reference to the sale of the business and/or property, while visiting or prior to purchasing.

All data and assumptions regarding financial performance, including that used for financial modeling purposes, may differ from actual data or performance. Any estimates of market rents and/or projected rents that may be provided to a party do not necessarily mean that rents can be established at or increased to that level. Parties must evaluate any applicable contractual and governmental limitations as well as market conditions, vacancy factors and other issues in order to determine rents from or for the property. Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants, and governmental agencies. All properties and services are marketed by C21 Commercial in compliance with all applicable fair housing and equal opportunity laws

C21 Professional and its affiliates, along with the Owner, expressly reserve the right at their sole discretion, and with or without notice, to terminate all discussions and communications regarding the sale and purchase of the business and/or to reject any or all expressions of interest or offers to purchase the business and/or property. C21 Professional, its affiliates, and the Owner have no legal commitment or obligations to any entity reviewing this Offering Memorandum or making an offer to purchase the business and/or property.



# BASHIR TARIQ

## 951-269-3000

BashirTariq@msn.com

### DIRECTOR

#### Business Sales and Commercial Real Estate

#### C 21 Commercial | Masters

CA-DRE# 01851484

15335 Fairfield Ranch Rd, Suite 100, Chino Hills, CA 91709



**Business Owner, Operator, Innovator,  
Investor, Developer, Consultant,  
Built Car Washes with Gas Stations**

*Developed and Turned Closed, NON performing  
Car Washes into the Highest and Best Operating  
Car Washes in the Car Wash industry*

**Member of: ICA, WCA, ICSC NAR, C.A.R, RIAOC, RCAOC**

## BUY - SELL - LEASE - INVEST

### Call now for Consultation and Professional Representation

#### All types of Business Sales, Purchases, Commercial Properties, Investments and Leases

- Car Washes - Gas Stations
- Restaurants - Fast Foods
- Retail Shopping Centers
- Apartments-Hotels-Motels
- Truck Wash and Stops
- Franchise Businesses
- Auto Service Centers
- Investment Properties
- Car Lots - Land - Vacant Lots - Warehouses
- Liquor Stores and Convenience Markets
- Service - Technical based Businesses
- Retail Stores, or Any Business that you own



**I can help you Sell any Business that you own or help you Purchase the dream business you been waiting for**

**C 21 GRAND CENTURIAN AWARD Winner ● KW: THE MILLION DOLLAR CLUB, Southern CA Regional, Top Market and Multiple other Awards Winner ● RE/MAX Platinum Club Award Winner**

