

# 2600 El Camino Real

ATASCADERO, CA

63,100 CPD  
Source: esri

Del Rio Ranch Development

7,171 CPD  
Source: esri

**PRICED TO SELL**  
**CUP APPROVAL GRANTED**



**For Sale** | Land Entitled for 11,000 SF Equipment Rental & Dealership | **1.65 acres**

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*Since 1993*

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# INVESTMENT HIGHLIGHTS

## Prime Freeway Visibility and Frontage

- The development boasts an exceptional 272 feet of 101 highway frontage, providing unparalleled visibility to passing traffic.
- With great traffic counts, the property's location ensures a high level of exposure, maximizing the potential for attracting customers and clients.
- Highway 101, a major artery, witnesses approximately 63,000 vehicles per day, further emphasizing the substantial traffic and exposure the location offers.

## Conditional Use Permit (CUP) for Diverse Uses

- Securing a Conditional Use Permit (CUP) is a key highlight, allowing for the sale, rental, and service of small construction equipment.
- The CUP provides a unique advantage by granting the flexibility to engage in various commercial activities, including tractors and mini excavators, enhancing revenue-generating potential.

## Proximity to Del Rio Ranch Mixed-Use Development

[calcoastalcommunities.com/del-rio-ranch](http://calcoastalcommunities.com/del-rio-ranch)

- The property benefits significantly from its proximity to the nearby 25-acre Del Rio Ranch mixed-use development project.
- Del Rio Ranch is an expansive mixed-use development consisting of over 145,000 square feet of commercial retail space, presenting a dynamic hub for diverse business activities.
- Additionally, the project includes a 100-room hotel, 10 acres allocated for cabins, bungalows, and an RV recreation park, providing a wide range of amenities and potential customer base.
- The presence of 80 single-family homes within the Del Rio Ranch development adds to the potential customer pool, creating opportunities for synergies between residential and commercial services.



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## PROPERTY SUMMARY

Opportunity to purchase and develop 1.65 acres of entitled Commercial/light industrial land consisting of a CUP and 272 ft of Hwy 101 Frontage near shopping centers, hotels, and the new 25 acre Del Rio Ranch development. Great site for a variety of industrial/outdoor storage uses. Under the approved conditional-use permit, the parcel's existing 1,723 SF building would be used as storage while a 9,368 SF equipment rental and dealership would be constructed, comprised of office, showroom, and service area. See next page for potential site plan.

## PROPERTY DETAILS

**Price:** \$1,595,000 (\$22 psf)  
**Land Size:** 1.68 acres (73,181 SF)  
**Existing Bldg:** 1,723 SF  
**APN:** 049-201-014  
**Frontage:** 272 SF facing Hwy 101  
**Zoning:** CPK (Commercial Park)  
**Use:** Auto and vehicle dealership, auto repair and service area

## APPROVED DEVELOPMENT

**New Building:**

Office	1,181 SF
Showroom	1,194 SF
Parts	2,310 SF
Service	4,683 SF
<b>Total</b>	<b>9,368 SF</b>

**Roll-ups:** 1 roll-up (4 service bays)  
**New parking:** 20 spaces



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# APPROVED SITE PLAN

Under the approved plans, 2600 Camino Real is set to undergo a transformative development, becoming a 9,368 SF equipment rental and dealership facility. Tailored for commercial use, the site is strategically designed for the sale, rental, and service of small construction equipment, including tractors and mini excavators. The plan includes 4 service bays, a substantial 25,096 SF outdoor use area, offering versatile space for equipment storage and various industrial and storage needs. Furthermore, the existing 1,723 SF building on the site will be repurposed to provide additional storage capacity, seamlessly integrating with the proposed business operations.

To enhance accessibility & visibility, the development benefits from 272 feet of frontage on Hwy 101, the installation of twenty new parking spaces, and two points of ingress/egress to El Camino Real. This comprehensive approach not only aligns with the commercial objectives but also optimizes the site for efficient and modern equipment-related services.

*Plans Provided Upon Request.*



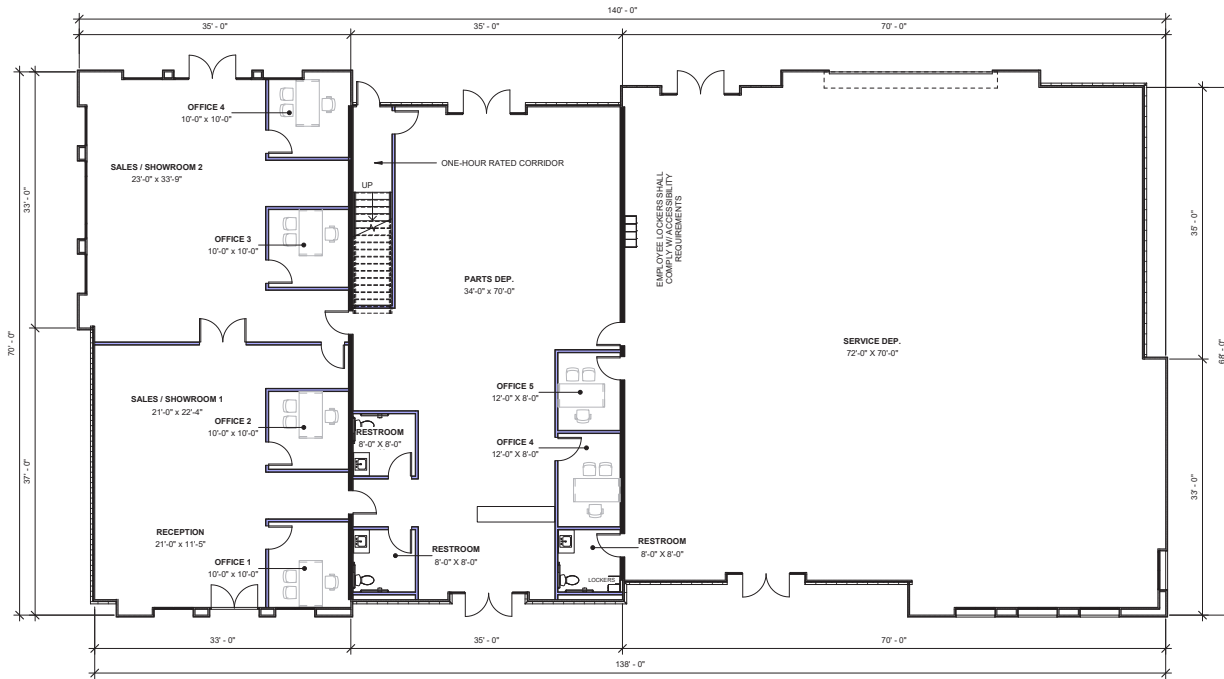
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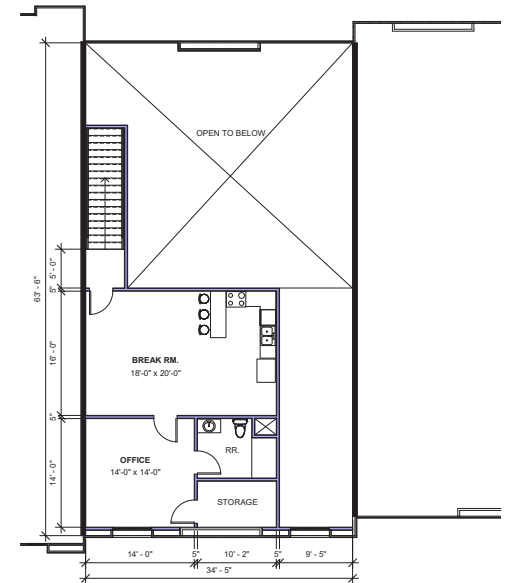


# FLOOR PLAN OF NEW APPROVED BUILDING



**PROPOSED FLOOR PLAN**

SCALE: 1/8" = 1'-0"



**PROPOSED MEZZANINE PLAN**

SCALE: 1/8" = 1'-0"



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Artist's renderings of newly constructed industrial building with new parking



View from El Camino Real



View from Hwy 101

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## Atascadero Overview

Known for its proximity to beaches and wine country, Atascadero is surrounded by rolling hills, oak trees and stunning architecture. Atascadero is approximately equidistant from Los Angeles and San Francisco on the 101 Freeway. The town is part of the greater San Luis Obispo-Atascadero-Paso Robles metropolitan area. It is farther inland than most other cities in the county, and as a result, usually experiences warmer, drier summers, and cooler winters than other nearby cities such as San Luis Obispo and Pismo Beach. The main freeway through town is the 101 Freeway. The nearby State Routes 41 and 46 provide access to the Pacific Coast and California's Central Valley. Annually, thousands flock to the Central Coast to experience the beaches, sightseeing, wine tasting, art and much more.



## Outdoor Sales Lot Conditions

The Commercial Park (CPK) zone is the appropriate location for moderately intensive uses such as an outdoor sales lot. However, such land uses can be detrimental to the City if not properly designed and adequately maintained. If approved, the use permit to allow a sales lot will run with the land, regardless of the business owner/operator.

Conditions of approval are very important to ensure the property continues use as it is proposed with this project. Staff has added a series of conditions about site operation to ensure that the sales lot does not deteriorate or be substantially altered over time. The conditions include:

1. All vehicular parking must occur in parking areas designated on the site plan.
2. All equipment parking must occur in parking areas designated on the site plan.
3. Equipment stored onsite shall be limited to small construction equipment. This does not include cranes, bulldozers, dump trucks, and similar sized equipment.
4. All construction equipment stored onsite shall remain in good condition, assembled and in functional condition.
5. Any outdoor storage of construction materials such as pipe or bulk materials shall be prohibited from being stored onsite. If future storage of construction materials is proposed onsite, the applicant will be required to amend this conditional use permit before the Planning Commission.



## Other Allowed Uses

Including but not limited to:

- Building Materials and Hardware w/ outdoor sales or storage area less than 10,000 sf
- Eating & Drinking Places
- Farm Equipment and Supplies w/ outdoor storage or sales area less than 10,000 sf
- Health Care Services
- Horticultural Specialties w/ outdoor sales or storage area less than 10,000 sf
- Manufacturing & Processing - Low Intensity

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