

PRIME DEVELOPMENT OPPORTUNITY

850 Fifth Street, Gonzales, CA 93926



The City of Gonzales, located approximately 17 miles south of Salinas along the Highway 101 corridor, seeks the development of a retail commercial use on 1.98± acres and a fast food restaurant on .62± acres in a prime setting.

The site has easy off- and on-access to Highway 101. The middle property is the proposed location of a newly constructed 6,400 square foot medical center serving the City of Gonzales and the surrounding area.

The site is positioned across the street from a 55,000± square foot Neighborhood Shopping Center. The shopping center includes McDonald's and Subway. A Chevron Service Station is located west of the project site.

The City of Gonzales is home to several nationally and regionally recognized businesses, including: Constellation Wines U.S., Inc.; Dole; Taylor Farms; Pure Pacific Organics; Misionero Vegetables; Ramsey Highlander and Green Valley Farm Supply.

PROPERTY INFORMATION

Jurisdiction: City of Gonzales Assessor Parcel Number: 020-281-073 (por.) Property Size (acres): 2.41± Property Size (sqft): 105,107± Property Status: Vacant General Plan Designation: Highway Commercial Zoning: Highway Commercial ('HC')	Site Character: Flat 100-year Flood Zone: No Infrastructure & Services Waste water: City Water: City Storm Drainage: City Telephone: AT&T Electric/Gas: PG&E Cable: None	Pass-by-traffic – Fifth Street 10,160 ADT (2010) 33,924 ADT (2035) Pass-by traffic Hwy 101: 46,200 Peak Monthly 38,200 ADT North Subdivision (DUE) – 472 South Subdivision (DUE) - 317 TOTAL - 789
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HOUSEHOLD COUNT BY INCOME RANGE, GONZALES, CALIFORNIA				
Income Range	Households	Total Income	Average Income	Percent of Total
Under \$20,000	214	\$2,554,820	\$11,938	10.8%
\$20,000 to \$29,999	164	\$3,889,279	\$23,715	8.2%
\$30,000 to \$39,999	210	\$7,446,184	\$35,458	10.6%
\$40,000 to \$49,999	345	\$15,509,989	\$44,956	17.3%
\$50,000 to \$69,999	336	\$19,553,881	\$58,254	16.9%
\$70,000 to \$99,999	309	\$25,926,875	\$83,815	15.6%
\$100,000 to \$119,999	157	\$17,112,829	\$109,138	7.9%
\$120,000 to \$149,999	147	\$19,497,989	\$132,459	7.4%
\$150,000 and Over	107	\$18,578,254	\$173,629	5.4%
TOTAL	1,989	\$130,070,100	\$65,395	

According to retail demand estimates provide to the City in June 2013 by Applied Development Economics, Drug & Proprietary Stores account for approximately \$1.8 million in Household Retail Demand. Total retail sales are approximately \$1.5 million. General Merchandise accounts for approximately \$2.3 in Household Retail Demand. Total retail sales are approximately \$500,000.

Source: Applied Development Economics 2013

Source: American Community Survey, 5-Year Estimate 2007-2011