



BETTER HOMES AND GARDENS REAL ESTATE
EVERYTHING REAL ESTATE DRE #02092689

OFFERING MEMORANDUM



Prime Frontage With Commercial Zoning

Three Contiguous Parcels

030-101-012-000

030-101-010-000

030-101-011-000

2510 M Street

Merced CA 95340

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County & City Overview

Growth!



Population Soaring

Merced's population is estimated at **98,224 in 2025**, marking a **13.04% increase since the 2020 census**, with an annual growth rate of approximately **2.36%**

Real Estate Snapshot

Rocket Homes: Reported a **median sold price of \$407,340 in July 2025**, up **4.4% from the previous year**

Merced County: Rent climbed steadily from **\$974 in January 2015** to **\$1,932 in January 2024**.

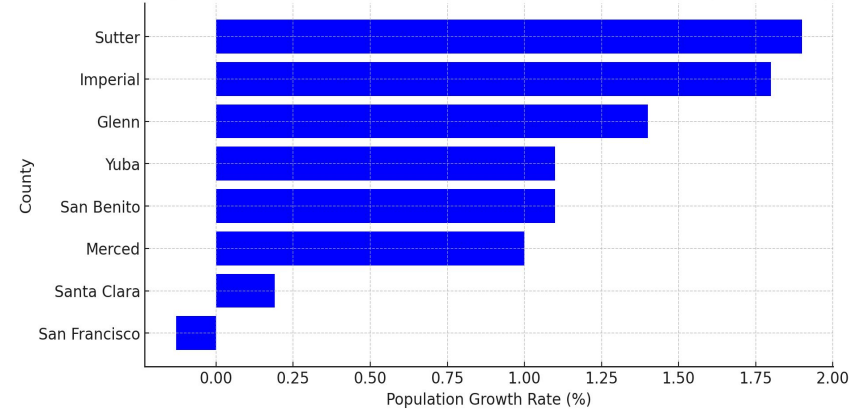
Zillow (July 2025) Zillow Observed Rent Index (ZORI): **\$2,119**, up **4.7% year-over-year**

University Momentum

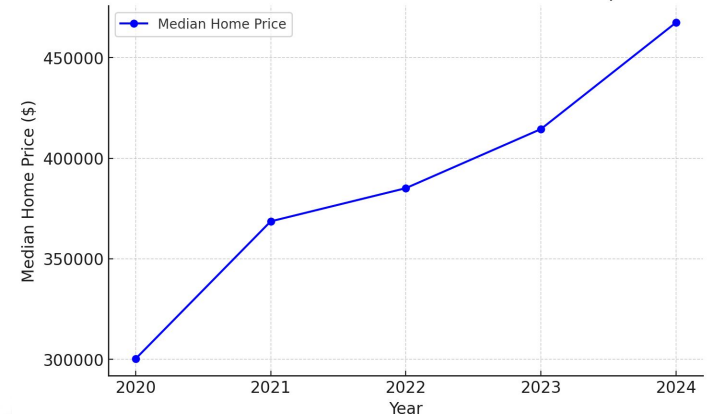
Applications to UC Merced surged: nearly **33,000 prospective first-year and transfer students applied for fall 2024**, up **12% year-over-year**

UC Merced positioned itself as the only system campus to **admit 41,785 California students for 2025**, highlighting its accelerated growth trajectory

Population Growth Rates of Selected California Counties (2023-2024)



Median Residential Home Price Growth in Merced (2020-2024)



County & City Overview

Scheduled Development



Merced's Ambitious Growth Projects (Next 10 Years)

- **Merced Vision 2030 General Plan**
A long-term blueprint guiding the city's growth, focusing on land use, housing, transportation, and community development. The plan aims to transform Merced into a more sustainable and economically vibrant urban center.
- **University Community Plan**
A large-scale development near UC Merced that includes 3,800 new homes and apartments. This project will create a college-town atmosphere with expanded housing, retail, and community spaces.
- **California High-Speed Rail Project**
Merced will host a key high-speed rail station, improving connectivity across California. The project is expected to drive economic growth, increase tourism, and boost real estate demand.
- **Merced Mall Redevelopment**
The Merced Mall, recently acquired by Ethan Conrad Properties for \$22.5 million, is being rebranded as The Marketplace at Merced, with plans for a modernized, service-driven shopping experience. Additionally, the former Sears building is being redeveloped to house Burlington, Ulta, Five Below, Petco, and Mattress Firm, revitalizing the retail hub.



Downtown Revival



- **Bob Hart Square Expansion:** This downtown revitalization project introduces a new outdoor plaza with a stage and distinctive arch. Construction is ongoing, with completion expected soon.
- **El Capitan Hotel Restoration:** A historic 33-room hotel transformed into a modern 100-room boutique featuring a courtyard, meeting rooms, a restaurant, and retail spaces, blending historic charm with contemporary amenities.
- **Tioga Hotel Renovation:** Originally a luxury hotel built in 1928, it has been converted into residential units, including studios and two-bedroom apartments, preserving its historic significance while providing modern housing.
- **Mainzer Theater Revitalization:** Built in 1937, the theater has been renovated to include a performance space, showroom and restaurant, enhancing downtown Merced's cultural and entertainment scene.
- **The Regal Hollywood Cinema,** located at 403 W. Main Street in Merced, introduced an IMAX theater on July 4, 2024, enhancing the city's entertainment offerings.



Listing Info



Own Half The Block!

2510 M Street, 557 W 25th Street & 543 W 25th Street – Merced, CA
Three Contiguous Parcels – Offered Together at \$899,000

First time on the market in over half a century. Seize a rare opportunity to own **half a downtown block** along one of Merced's most important arteries — **M Street**. This location offers unmatched visibility and accessibility with direct access to Downtown Merced, the Merced Police Department, Merced County Courthouse, and other key civic and business destinations. **The property is located within a designated Opportunity Zone, offering significant tax incentives for qualifying investors.**



Listing Info cont.

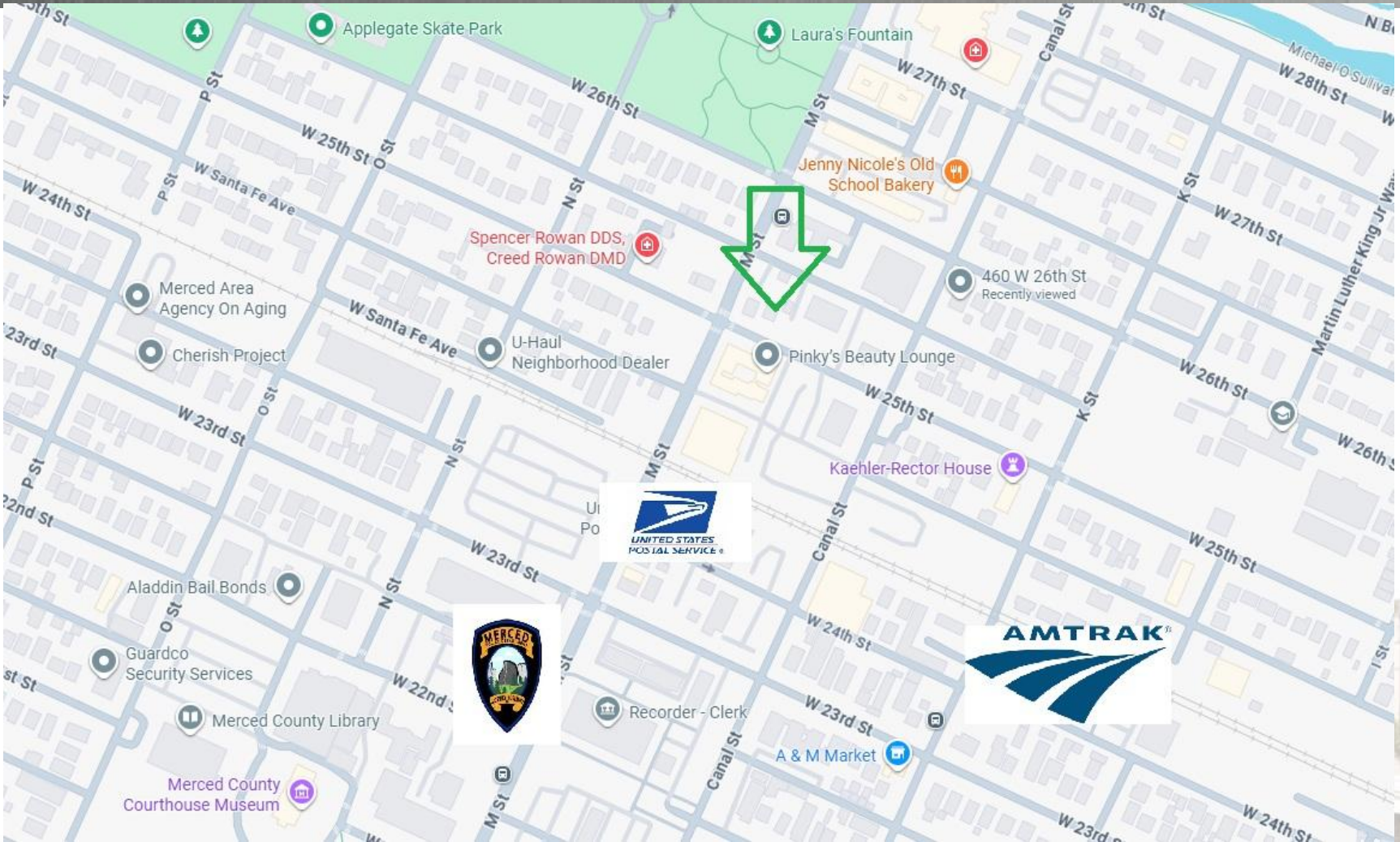


The Assemblage Includes:

- **2510 M Street** – APN **030-101-012-000** – 900± SF **Commercial Office** building (built 1957) on a 7,500 SF lot. Zoned **C-O (Commercial Office)**.
- **543 W 25th Street** – APN **030-101-010-000** – 7,500 SF **Commercial – (COM-NEC)** vacant lot. Zoned **C-O**, perfect for expansion, parking, or future development.
- **557 W 25th Street** – APN **030-101-011-000** – **Multi-Family Dwelling** (built 1935) on a 7,500 SF lot, also zoned **C-O**, offering adaptive reuse or continued rental income.



Location



2510 M Street Floor Plan



 Matterport Property Report:

2510 M Street

Gross Floor Area - Full Property 871 sq. ft. | Floor 1 871 sq. ft.

Sizes and dimensions are approximate, actual may vary

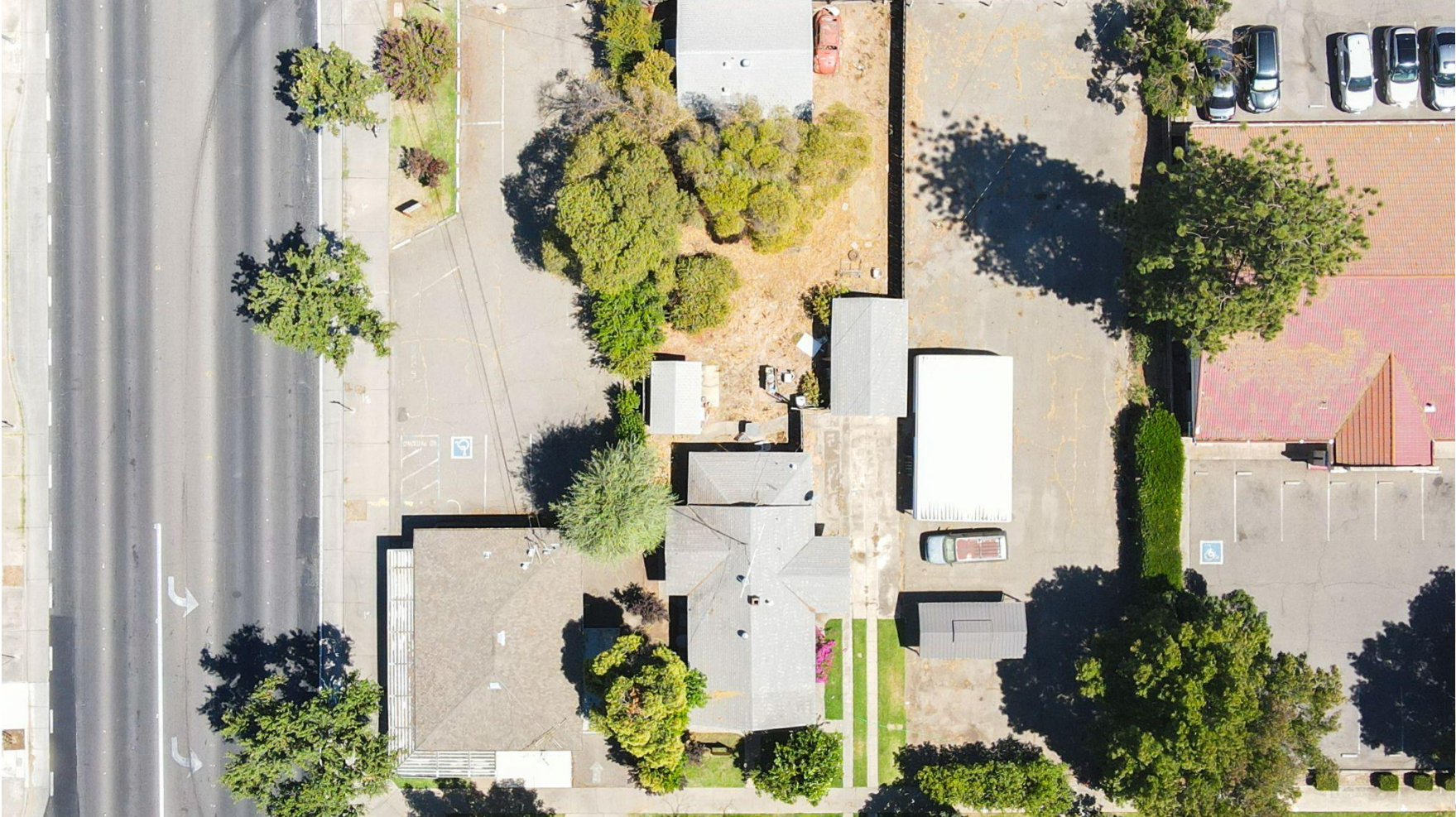
Visit 3D space on
 Matterport



Property Exterior



Bird's Eye



Bird's Eye cont.



Dollhouse

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