



**AVAILABLE
+2.50 AC Pad Site**

**GROCERY
OUTLET**
bargain Market

DUTCH BROS
Coffee

PARCEL 3

2.135 ACRES

MEDICAL
COMMERCIAL

BROADWAY ST 51,248 VPD

US 101 31,513 VPD

RARE HIGHWAY 101 OPPORTUNITY

LAST REMAINING FREEWAY PAD IN KING CITY'S PRIMARY RETAIL CORRIDOR

1023 BROADWAY ST. KING CITY, CA

FOR SALE OR LEASE



ALPHA
REAL ESTATE ADVISORS

EXECUTIVE SUMMARY

1023 Broadway Street offers a rare ±2.50-acre freeway-oriented development opportunity located directly along Highway 101 in King City, CA. Positioned within the city's primary retail corridor and adjacent to Grocery Outlet and Dutch Bros, the property benefits from exceptional freeway visibility, regional accessibility, and validated high-performing QSR sales within the immediate trade area. As one of the last remaining large pad sites along the Highway 101 corridor in King City, this offering presents a strategic opportunity for drive-thru, fuel, retail, or service-oriented development.

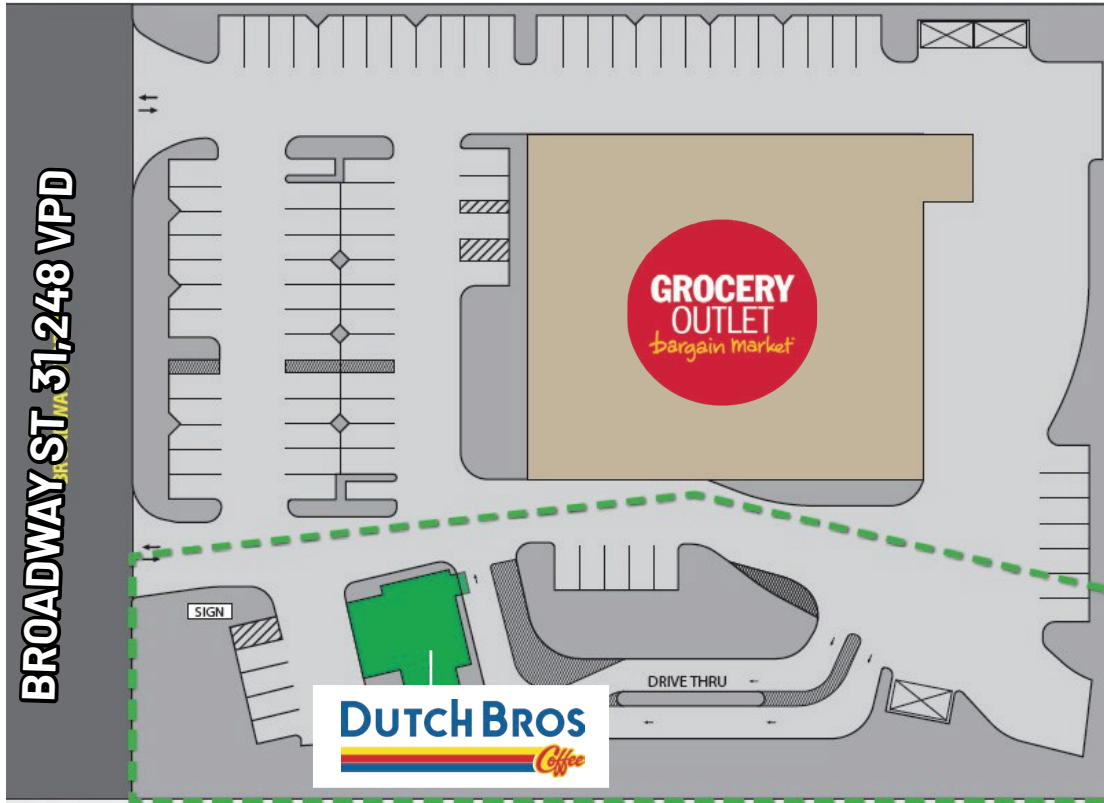


INVESTMENT HIGHLIGHTS

- **Highway 101 Frontage & Regional Access**
Direct visibility from Highway 101 with exposure to approximately 31,000+ vehicles per day.
- **Monument Signage Opportunity**
Ability to capture freeway and corridor traffic with large-scale signage.
- **Proven Retail Corridor Performance**
Adjacent national operators are performing at 80th–98th national sales percentiles, validating strong consumer demand.
- **Strategic Co-Tenancy**
Permits a wide range of commercial uses including drive-thru QSR, fuel, retail, medical, hospitality, and more.
- **Flexible Transaction Structure**
Available for Fee Simple Sale, Ground Lease, or Build-to-Suit.



VALIDATED HIGH-PERFORMING TRADE AREA



COLLECTION STREET	CROSS STREET	VEHICLES PER DAY
El Camino Real S	Broadway St W	20,936
El Camino Real	Broadway St W	21,203
El Camino Real	Broadway Creek S	31,100
US 101	Broadway Creek S	31,513
US 101	Broadway St W	31,248
El Camino Real S	Canal St E	19,534
US 101	Canal St E	19,704

QSR SALES VALIDATION

SAFEWAY	~\$28.1M annual sales
MCDONALD'S	~\$6.10M (88th percentile)
STARBUCKS	~\$5.46M (98th percentile)
O'REILLY AUTO PARTS	~\$3.57M (80th percentile)
BURGER KING	~\$3.22M (96th percentile)
DOLLAR TREE	~\$3.19M (83rd percentile)

WHY THIS MATTERS

The concentration of national retailers along Broadway Street and El Camino Real has established this corridor as King City's primary commercial hub. Anchored by Grocery Outlet, Safeway, and multiple high-performing QSR operators, the area captures both daily local demand and Highway 101 pass-through traffic. With operators performing in the 80th–98th national sales percentiles and approximately 31,000+ vehicles per day along Highway 101, the corridor reflects sustained demand and limited competitive saturation.



AERIAL



PROVEN FREEWAY RETAIL DEMAND WITH LIMITED COMPETITIVE SUPPLY

HIGHWAY EXPOSURE > NATIONAL TENANCY > SALES VALIDATION > LIMITED SUPPLY > DEVELOPMENT OPPORTUNITY

RETAIL CORRIDOR DYNAMIC

- Primary commercial corridor in King City
- Concentration of national credit tenants
- Serves local, agricultural & Highway 101 traffic
- Regional gateway to Southern Monterey County

PROVEN QSR PERFORMANCE

- McDonald's: ~\$6.1M (88th percentile nationally)
- Starbucks: ~\$5.46M (98th percentile nationally)
- Burger King: 96th percentile
- Multiple operators above 80th percentile

EXISTING OPERATORS ARE PERFORMING AT TOP NATIONAL BENCHMARKS.

HIGHWAY TRAFFIC ADVANTAGE

- ~31,000+ vehicles per day on Highway 101
- Direct frontage and strong northbound visibility
- Signalized access via Broadway Street
- Last major service stop along extended rural stretch

DEVELOPMENT FLEXIBILITY

- ±2.50-acre configuration supports multi-pad or single-user
- Highway Service (H-S) zoning allows broad commercial uses
- Suitable for drive-thru QSR, fuel, retail, medical, hospitality
- Monument signage opportunity

SUPPLY CONSTRAINT

- Minimal remaining freeway-oriented commercial land
- Limited new retail development in trade area
- Established tenant cluster reduces lease-up risk
- Immediate adjacency to Grocery Outlet & Dutch Bros



KING CITY, CALIFORNIA



King City serves as the primary commercial and service hub for Southern Monterey County, positioned directly along U.S. Highway 101 between Salinas and Paso Robles. As the southern gateway to Monterey County, the city captures both local consumer demand and regional pass-through traffic traveling the Central Coast corridor.

The Broadway Street and El Camino Real intersection represents the city's dominant retail concentration, anchored by national brands including Grocery Outlet, Safeway, McDonald's, Starbucks, and other established operators. This corridor functions as the primary shopping and service destination for residents, surrounding agricultural communities, healthcare visitors, and Highway 101 travelers.

King City's economy is supported by agriculture, healthcare, education, and nearby military activity at Fort Hunter Liggett. The city's role as a regional employment and service center creates stable year-round consumer demand despite its modest population size.

31,000+ VEHICLES PER DAY (HIGHWAY 101)

FREEWAY RETAIL CORRIDOR

Highway 101 serves as California's primary north-south artery, connecting the Bay Area to Southern California. The subject property benefits from direct freeway visibility and exposure to approximately 31,000+ vehicles per day.

REGIONAL AGRICULTURAL EMPLOYMENT BASE

SALINAS VALLEY ECONOMY

King City anchors the southern portion of the Salinas Valley – one of the nation's most productive agricultural regions. Agricultural production, processing, and distribution support consistent workforce-driven spending throughout the year.

REGIONAL HEALTHCARE HUB

MEE MEMORIAL HEALTHCARE

Mee Memorial Healthcare serves Southern Monterey County, generating steady daily visitation and reinforcing Broadway Street as the city's primary service corridor.

Sources: City of King City; Monterey County Economic Development; California Department of Transportation (Caltrans); California State Tourism Reports.



DISCLAIMERS & AGREEMENT

Alpha Real Estate Advisors LLC ("AREA") has been retained as the exclusive listing broker to arrange the sale 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, or a solicitation of an offer to buy, 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 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 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 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 or the solicitation of an offer to buy 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 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.**

COVID-19 Pandemic. The World Health Organization has characterized the outbreak of COVID-19 that is currently affecting many parts of the world, including the United States and NC, as a pandemic (the "Pandemic"). The Pandemic has negatively affected travel, commerce, and financial markets globally. While the potential future impact of the Pandemic cannot be quantified at this time, it is expected that the continued outbreak of COVID-19 could have an adverse impact on property values, including the value of the Property.

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

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