

OFFERING MEMORANDUM

# Mixed-Use Development Opportunity

## THE EDGE



 **INVEST SLO**  
REAL ESTATE ADVISORS

2450 & 2470 EL CAMINO REAL, ATASCADERO, CA 93422

## EXECUTIVE SUMMARY

# EXTRAORDINARY DEVELOPMENT OPPORTUNITY

Introducing “The Edge,” a 2.43-acre commercial lot located at 2450 & 2470 El Camino Real, ideally positioned between Atascadero and Templeton along the highly visible Highway 101 corridor. Situated within the Atascadero Colony Subdivision, this property offers outstanding exposure and accessibility in a corridor experiencing steady growth and strong development interest.

Zoned CR (Commercial/Residential), “The Edge” accommodates a wide range of commercial and mixed-use possibilities, including a proposed plan for 40–60 apartments plus retail, office, or service uses. Its prime location provides easy access to both downtown Atascadero and Templeton, regional shopping, dining, and the Paso Robles wine region—making it a standout site for high visibility.

With strong traffic counts, nearby established businesses, and proximity to key Central Coast destinations, “The Edge” offers a rare opportunity to invest and develop in a desirable and strategically positioned location.

ADDRESS	<b>2450 &amp; 2470 El Camino Real, Atascadero</b>
SALE PRICE	<b>\$2,200,000</b>
LOT SIZE	<b>2.43 Acres</b>
ZONING	<b>CR (Commercial/Residential)</b>



AERIAL VIEW - LOOKING NORTH



# PROJECT STRENGTHS

- The City of Atascadero has championed this project since its inception.
- The City's new General Plan Map will go into effect in 2026, guaranteeing the zoning change to allow for residential units. High-density units. 40 - 60 units, depending on 3 or 4-story construction. Versatility for **both** build-to-rent investors and Condo Developers. The project is near shovel-ready.
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# PROJECT DESCRIPTION

THIS PROJECT PROPOSES THE CONSTRUCTION OF 2 NEW MIXED-USE (COMMERCIAL/RESIDENTIAL) BUILDINGS ON A LOT LOCATED AT 2450 & 2470 EL CAMINO REAL IN ATASCADERO, CA.

THE GROUND FLOOR OF EACH BUILDING WILL CONSIST OF COMMERCIAL USES, UTILITY SPACES, AND RESIDENTIAL LOBBY.

THE UPPER FLOORS WILL CONSIST OF **(40 to 60)** 1 & 2 BEDROOM RESIDENTIAL RENTAL UNITS. THE PROJECT IS PRIVATELY FUNDED.

THE PROJECT IS DESIGNED TO COMPLY WITH THE CALIFORNIA GREEN BUILDING CODE AND WILL INCORPORATE SEVERAL GREEN BUILDING MEASURES. THESE MEASURES INCLUDE LOW FLOW PLUMBING FIXTURES, LED LIGHT FIXTURES, AMPLE INSULATION, ENERGY EFFICIENT WINDOWS AND DOORS, PROVISION FOR FUTURE SOLAR PANELS AND DROUGHT TOLERANT LANDSCAPING.



## PROPERTY HIGHLIGHTS



### THE LOTS

- Prime lot with flexible development potential in a high-traffic corridor.
- Combined total of 2.43 Acres provides ample space for commercial, mixed-use, or other future projects.
- Will be rezoned to CR (Commercial/Residential) in 2026.
- Ideal for investors or developers seeking a strategic site in a growing area.



### THE LOCATION

- Affordable Atascadero submarket with prime visibility and convenient access to wine country, employment centers, and just a 20-minute commute to San Luis Obispo.
- Growing area with steady population increase in Atascadero saw nearly 5% growth over the past decade (2020 Census).
- Supply-constrained market with strong demand, offering long-term development and appreciation potential in the North San Luis Obispo submarket.



### THE OPPORTUNITY

- Maximize future returns by developing the lots for commercial, mixed-use, or other high-demand uses.
- Capitalize on strong projected growth in Atascadero and the broader North San Luis Obispo County, driven by limited available land and rising demand.
- Leverage a rare opportunity in a supply-constrained market to create a high-value, income-generating asset.
- Project is designed to meet the California Green Building Code and includes several sustainability measures, such as pervious concrete paving to support a zero-runoff site.

# EXECUTIVE SUMMARY

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## INVESTMENT HIGHLIGHTS

Vacant Lot Totaling 2.43 Acres

High-Visibility Location on El Camino Real

Easy Access to Highway 101 and Regional Destinations

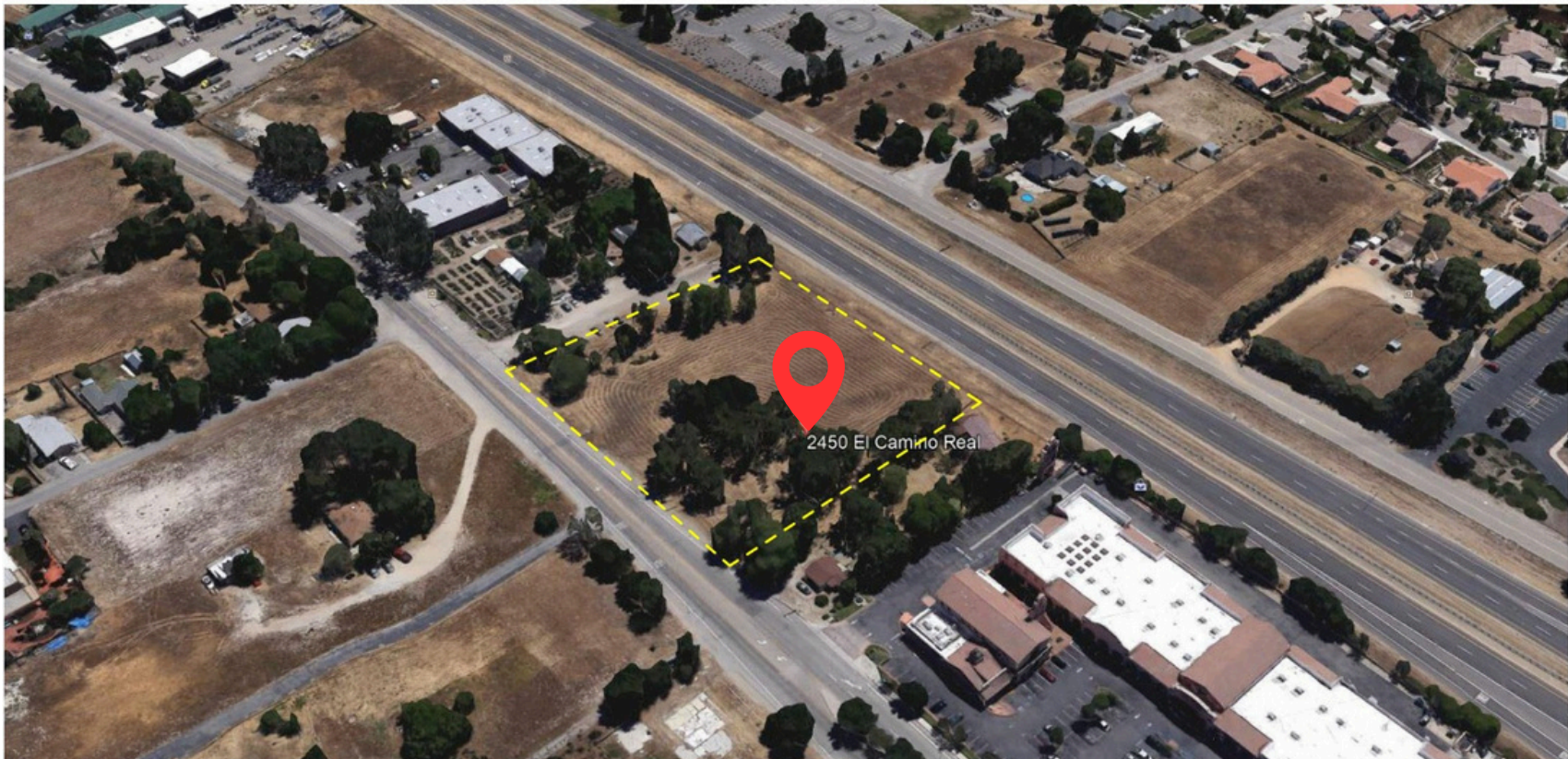
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Growing Atascadero Submarket

Rare Supply-Constrained Opportunity in a Limited Land Ideal for Commercial, Mixed-Use, or Custom Development Projects

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**AERIAL VIEW - LOOKING NORTH**



# PROPERTY LOCATION



# DRIVE TIME MAP

15 MIN DRIVE



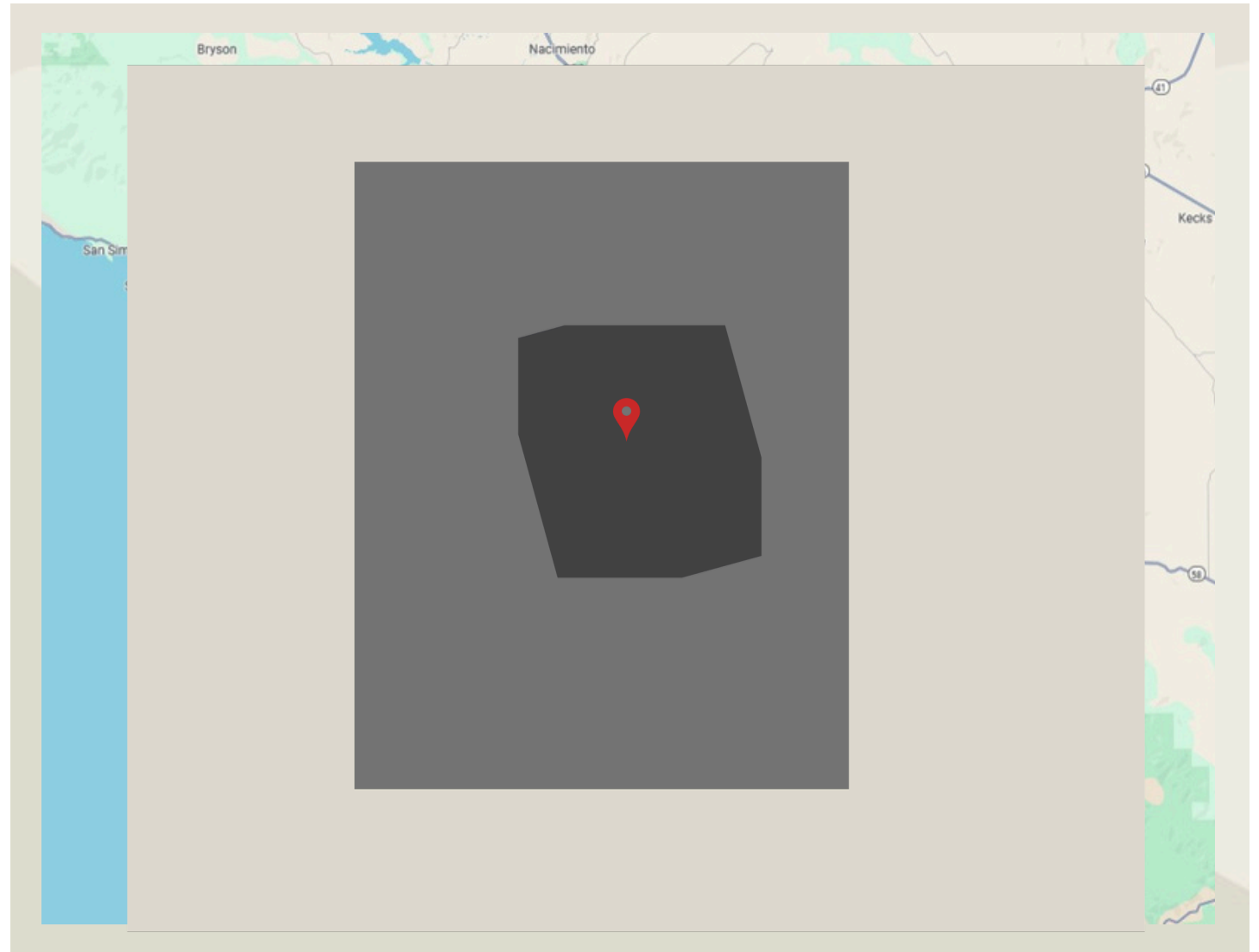
30 MIN DRIVE



60 MIN DRIVE



ACCESS TO POPULATION	
15 Min	161,737
30 Min	506,677
60 Min	883,855



# PROPERTY OVERVIEW

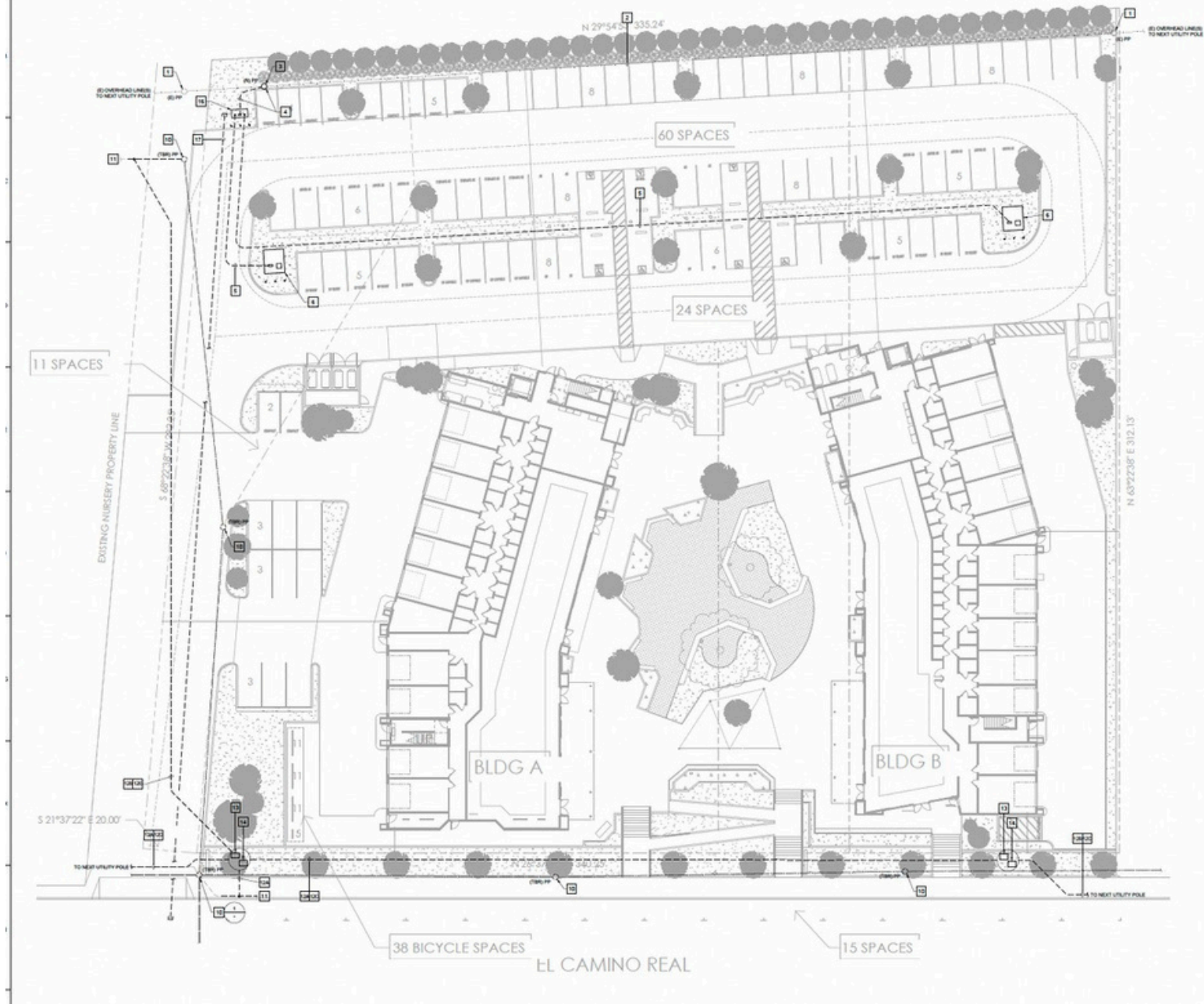
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# PROPERTY OVERVIEW



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