

CONFIDENTIAL OFFERING MEMORANDUM

# 5025 WIBLE RD. BAKERSFIELD, CA 93313

BAKERSFIELD  
KOA JOURNEY

**±15 ACRE RV PARK FOR SALE FOR REDEVELOPMENT IN CORE BAKERSFIELD COMMERCIAL HUB**

Flexible PCD Zoning Across from Bakersfield Auto Mall | Seeking Flagship Auto Dealerships / Medical Campuses / Institutional Retail and Mixed-Use Developers

Lead Broker for Development  
and Alternative Use Inquiries:

**NAI CAPITAL**  
MARCOS VILLAGOMEZ | SENIOR ASSOCIATE

Lead Contact for all RV Park  
Related Inquiries:

**NAI OUTDOOR HOSPITALITY**  
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## OFFERING SUMMARY

### Executive Summary

The Bakersfield KOA Journey is a ±15.48-acre RV park with in-place income and significant redevelopment potential directly across from the Bakersfield Auto Mall. Owned and operated by Kampgrounds of America (KOA), the site improvements include 187 RV spaces and a 3,700 SF restaurant building. Following a decline in occupancy and economic conditions, KOA is offering the property for sale to both investment offers and land value-based offers. The seller is open to considering longer escrow periods for re-development offers seeking entitlement and city approvals.

**Contact Marcos Villagomez (NAI Capital)** for all re-development and alternative use inquiries.

**Contact Bob Kaplan (NAI Outdoor Hospitality)** for RV park investment and outdoor hospitality inquiries.

Foreseeable Potential End uses:

- Medical campuses and hospitals,
- Flagship auto dealerships, travel center / truck stop with fuel, destination retail, and modern shopping center concepts.
- The site's scale, ±1,050' of Wible Road frontage, PCD zoning, immediate access to 99 Freeway and current operation make it a unique covered-land play in a highly supply-constrained infill location.

### Highlights

- ±15.48 acres / ±659,934 SF
- 187 full-service RV sites (municipal utilities)
- Attractive 2007 construction; stucco & masonry buildings; asphalt drives, concrete curbs
- Amenities: pool, pavilion, hot tub/sauna, dog park, upgraded Wi-Fi, snack bar, camp store, gym, laundry, clubhouse, playground
- On-site ±3,800 SF restaurant (potential NNN lease opportunity)
- **PCD – Planned Commercial Development** zoning framework
- ±1,050' of direct Wible Road frontage across from Bakersfield Auto Mall



### Details



#### Address

5025 Wible Rd,  
Bakersfield, CA 93313



#### APN

371-010-25-00-1



#### Lot Size

±15.48 Acres (±659,934 SF)



#### Year Built

2007



#### Total RV Sites

187



#### Buildings

3 Permanent Structures:  
Restaurant, Office, Manager's Apartment



#### Zoning

PCD – Planned Commercial  
Development



#### Frontage

±1,050' along Wible Rd



#### Utilities

Municipal Water and Sewer



## LOCATION INFORMATION

# Bakersfield, California

Bakersfield represents one of the fastest-growing and most economically resilient metropolitan areas in California. With a population exceeding 400,000 residents, Bakersfield's growth is driven by affordability, infrastructure connectivity, and expanding industry diversity. Strategically positioned along Highway 99 and Interstate 5, the city serves as the logistics and energy hub of the Central Valley, providing direct access to both Northern and Southern California markets.

Bakersfield's business climate benefits from low land and operating costs, a strong labor base, and a municipal commitment to pro-development zoning and reinvestment. As the region transitions beyond traditional oil and agriculture, new capital inflows are targeting industrial, healthcare, education, and renewable energy sectors—creating long-term employment stability and commercial demand. This balance of affordability and growth positions Bakersfield as one of California's most investable inland metros.

## Economic & Demographic Highlights

- **Population:** ±408,000 (2023, City of Bakersfield) – steady annual growth over 1%.
- **Median Household Income:** ±\$77,000 (DataUSA, 2023), up nearly 5% year-over-year.
- **Major Employers:** Kern Medical, Dignity Health, Amazon, State Farm, Chevron, Grimmway Farms, and California State University, Bakersfield.
- **Top Industries:** Healthcare & social services, logistics & warehousing, agriculture & food processing, renewable energy, and manufacturing.
- **Transportation Network:** Direct access to Highway 99, Interstate 5, and proximity to the Tejon Industrial Complex and expanding rail intermodal corridors.
- **Industrial Market:** Sub-4% vacancy with ±1.4M SF under construction and annual rent growth over 6% (Colliers, 2024).
- **Retail Market:** Resilient fundamentals with ±2.9% rent growth and active new deliveries (Colliers, 2023).
- **Education & Workforce Development:** Anchored by California State University, Bakersfield (CSUB) and Bakersfield College, fostering skilled labor in STEM and logistics.

## Strategic Advantages

- **Cost Advantage:** One of the lowest land and construction cost bases in California, offering superior yield compared to coastal metros.
- **Proximity Advantage:** Centralized access to Los Angeles, Fresno, and San Francisco Bay Area distribution networks.
- **Diversification:** Accelerated growth in healthcare, education, logistics, and clean energy supports long-term stability and population retention.
- **Investment Climate:** City-led initiatives such as corridor beautification, Auto District reinvestment, and flexible PCD zoning reinforce commercial growth corridors.

### Sources:

City of Bakersfield Economic & Community Development (2023–2024);  
U.S. Bureau of Labor Statistics – Bakersfield-Delano MSA (May 2024);  
Colliers International Market Reports – Industrial & Retail (2023–2024);  
DataUSA – Bakersfield, CA Profile (2023–2024);  
California State University, Bakersfield;  
CREXi Market Insights (2023–2024).

## AUTO DISTRICT & MUNICIPAL INVESTMENT

### Overview & Market Signal

The Subject sits immediately opposite Bakersfield's Auto Mall, positioned within one of the region's most aggressively capitalized commercial corridors. In recent years, dealer groups and the City have deployed infrastructure and brand identity investments that materially re-rate land values, tenant demand, and corridor rent structures — transforming this parcel into a premier covered-land play.

### Gateway Branding & Corridor Identity

- **2024–2025:** City approved and built an illuminated **LED gateway arch** spanning Wible Road to announce arrival into the Auto District.
- Coordinated **banner and streetscape upgrades** along Wible Road and Gasoline Alley are underway, creating a cohesive “auto destination” identity.
- These investments function as **public positioning infrastructure**, converting frontage into a premium marketing asset for any future user.

### Dealership Momentum & Capital Commitments

- *Yahoo Finance* reports “**monster**” capital investments by multiple dealer groups within the Auto Mall, including multi-phase expansions and facility refreshes.
- **Tesla** has advanced signage and entitlements for a new facility within the Auto Mall, underscoring the district's draw for marquee OEMs.
- **Bill Wright Toyota**, BMW, Mercedes, and Ford have launched showroom/service campus upgrades, façade modernizations, and new display formats — intensifying traffic and cross-shop synergy

### Traffic, Access & Spillover Leverage

- The **Wible Road / Auto Mall corridor sees tens of thousands of daily trips**; the LED arch creates a visual “pause moment” increasing driver attention.
- Enhanced corridor identity amplifies branding for build-to-suit users (auto, travel center, medical campus) and drives spillover demand for adjacent parcels.



### Land Revaluation & Redevelopment Tailwinds

- **Municipal investment signals higher density and long-term value creation**; comparable capitalized auto corridors have seen **15–30% land appreciation** after identity/street upgrades.
- ±1,050' of Wible Road frontage and ±15 AC contiguous infill land make this site one of the few remaining **large redevelopment-ready parcels** in the district.
- Developer & Occupier Leverage
- Build-to-suit tenants gain **instant corridor branding** via City infrastructure, reducing upfront identity costs.
- **Lease and rent premiums** trend higher in fully branded, high-traffic corridors; occupiers benefit from immediate visibility and prestige.

### Public & Press References (Selected)

- *Yahoo Finance* — “Monster investments coming to Bakersfield Automall”
- *Autos / Yahoo* — “Tesla one step closer to new prime-location in Auto Mall”
- *City of Bakersfield* — LED arch & corridor branding program documentation

## ZONING OVERVIEW

The subject parcel lies within the **Planned Commercial Development (PCD)** zoning district—one of Bakersfield’s most flexible commercial designations. The PCD district supports coordinated large-scale projects, allowing multiple compatible uses within unified site plans. The Wible Road / Auto Mall sub-area, where the property is located, is a designated high-visibility commercial corridor targeted for continued reinvestment and gateway beautification.

### Zoning Classification

**Designation:** PCD – Planned Commercial Development Zone

**Conformance:** Legal Conforming Use & Structure (approved site plan)

**Historical Landmark Status:** Not designated

The **Planned Commercial Development (PCD)** district is intended to allow integrated commercial projects with flexibility in use and layout. It supports large-scale and mixed-use development consistent with the City’s General Plan and encourages coordinated, high-quality design along major corridors.

#### Permitted and Compatible Uses (subject to City approval):

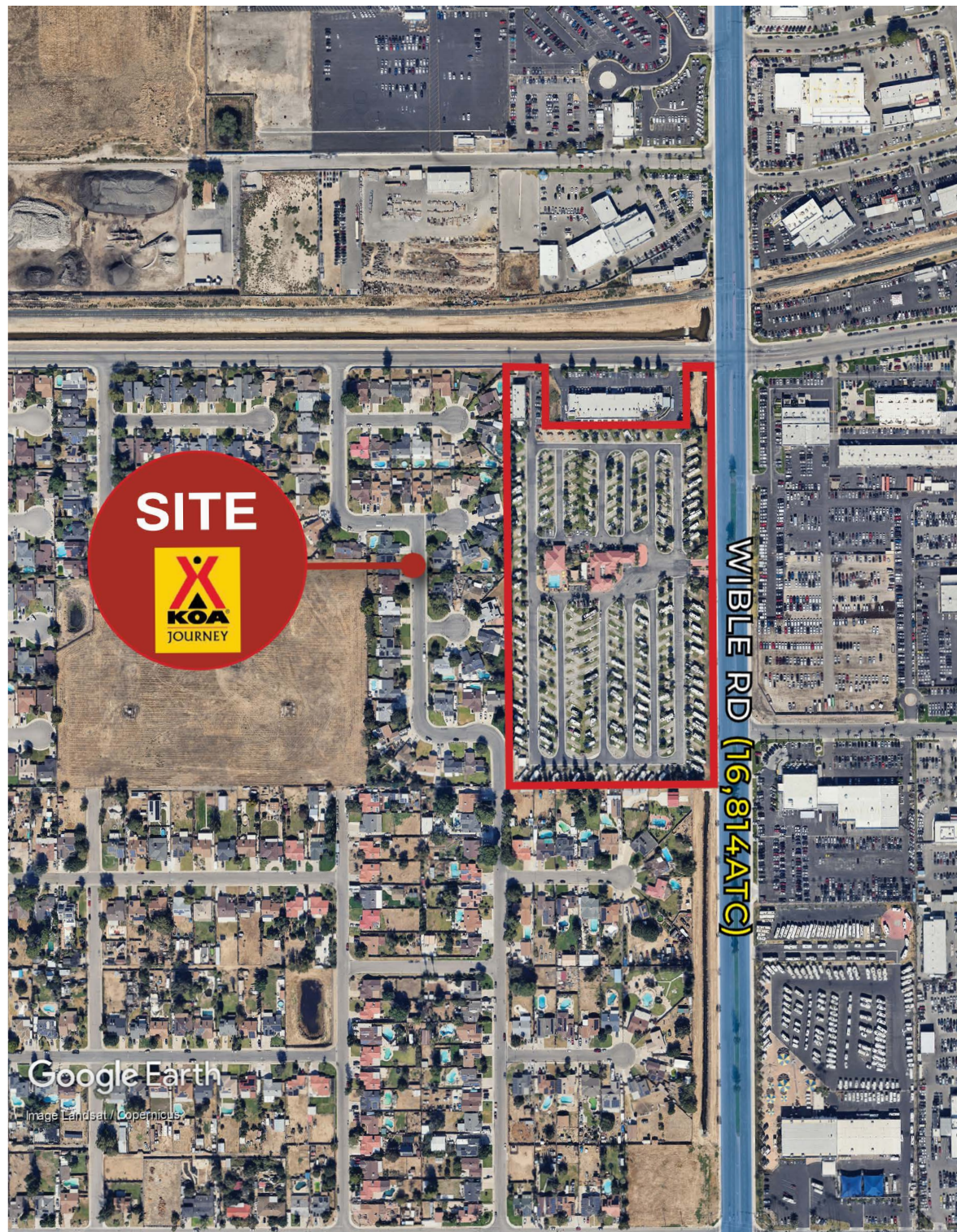
- Retail centers, shopping plazas, and auto dealerships
- Hospitality operations such as RV resorts, hotels, or travel centers
- Restaurants, cafés, and food-service facilities
- Medical and professional offices
- Other commercial uses consistent with approved development plans

### City Of Bakersfield PCD Intent

The **PCD zone** promotes coordinated, master-planned development within high-visibility corridors. It provides flexibility to combine retail, hospitality, automotive, and professional uses within a unified site design. This zoning district ensures design quality, access management, and consistent landscaping standards that support investment in corridors such as the **Wible Road / Auto Mall sub-area**.

### Summary Statement

According to a Third-Party Zoning Verification Report (June 2022), the property at 5025 Wible Road is zoned PCD – Planned Commercial Development and is a legal, conforming RV resort use under the City of Bakersfield Municipal Code. The designation provides broad flexibility for future commercial redevelopment, including auto dealerships, medical campuses, travel centers, and retail projects (subject to City approval).



## FINANCIAL ANALYSIS

### Overview & Market Signal

Parties can refer to the link below for RV park financials.

→ <https://www.crexi.com/properties/2212399/california-bakersfield-koa-journey>

Click Here [↗](#)



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