



# OFFERING MEMORANDUM

[www.2904FREEDOMBLVD.com](http://www.2904FREEDOMBLVD.com)

## 2904 FREEDOM BLVD

Watsonville, CA 95076

### LISTED BY

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1.92 Acres

4 Existing Buildings

Undeveloped Acreage

Over 400 Feet Of Frontage

C-1 Commercial / Mixed Use Zoning

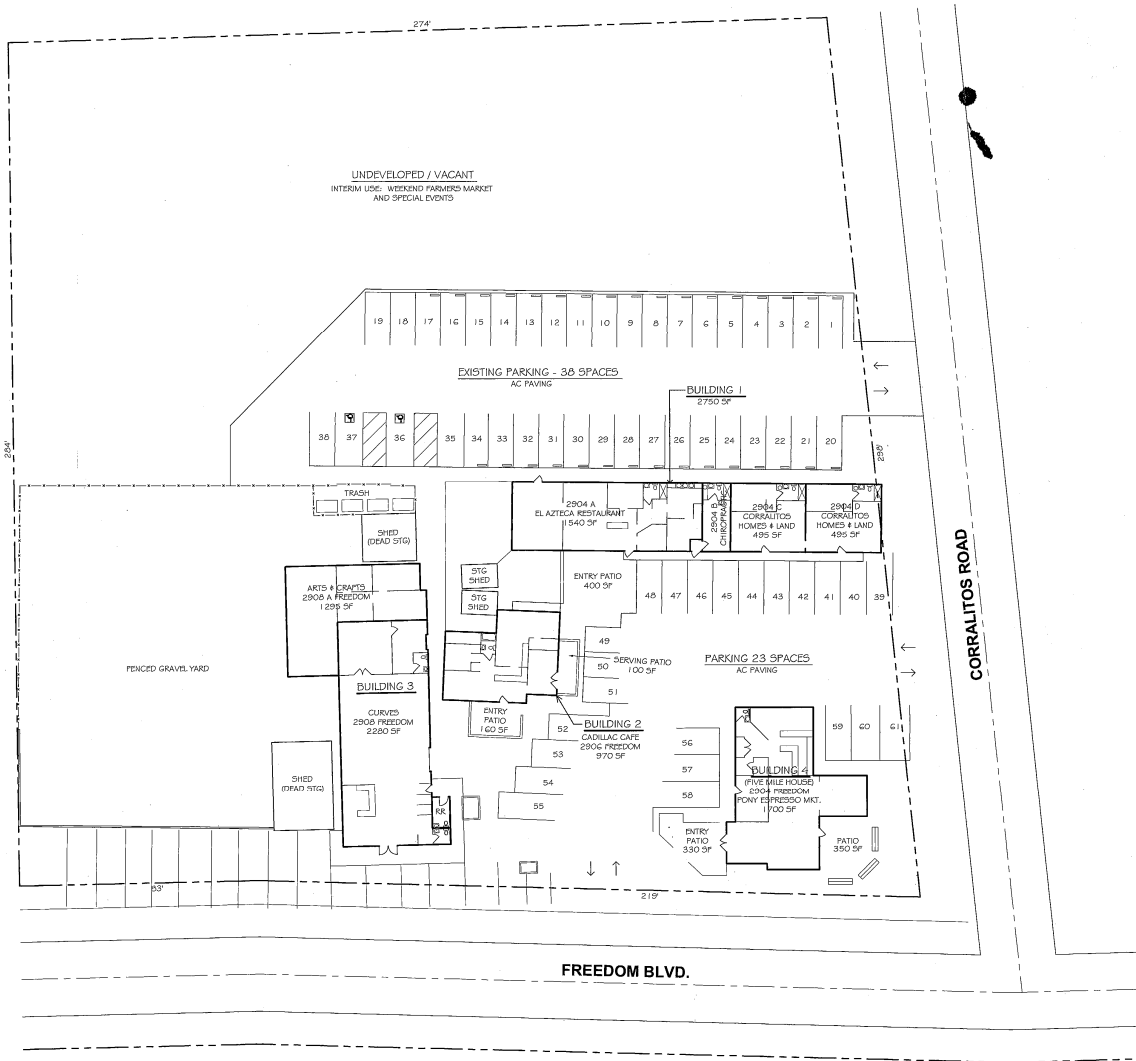
Prime Commercial / Residential Potential

THE TOPICS  
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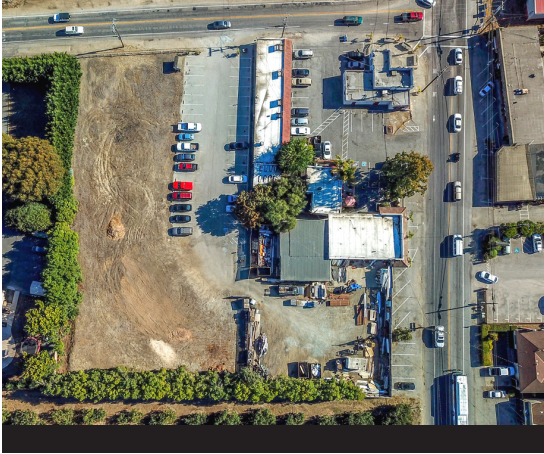
S I T E M A P	4
O V E R V I E W	5
M A P S	6
S E G M E N T A T I O N	7
E C O N O M I C S	9
C O M M U T E	1 2
H O M E V A L U E S	1 3
T R A D E A R E A	1 4
T R A F F I C C O U N T	1 5
P I C T U R E S	1 6

# Existing Site Layout

8,995 Total Leasable Building Square Feet







**Aerial View  
Site Located Inside Of Tree Line**

*There are four existing structures.*

*Two of the existing structures are subdivided into multiple businesses and service providers.*

*The two remaining structures are standalone buildings currently utilized as a restaurant and cafe.*

*Candi Wood of David Lyng Real Estate and George Lyon of Bradley Commercial present the opportunity to acquire a 1.92 acre parcel for Redevelopment of a Neighborhood Commercial Community Corner located in Santa Cruz County.*

*Santa Cruz County has little, if any, available land for new or redevelopment resulting in scarcity for new retail, commercial or multi-family residential developments.*

*The parcel zoned C-1 allows for a Mixed-Use Commercial/Residential neighborhood development. One of the allowed uses under the C-1 Zoning is for a Multi-family Residential as a mixed use up to 50% of the floor area.*

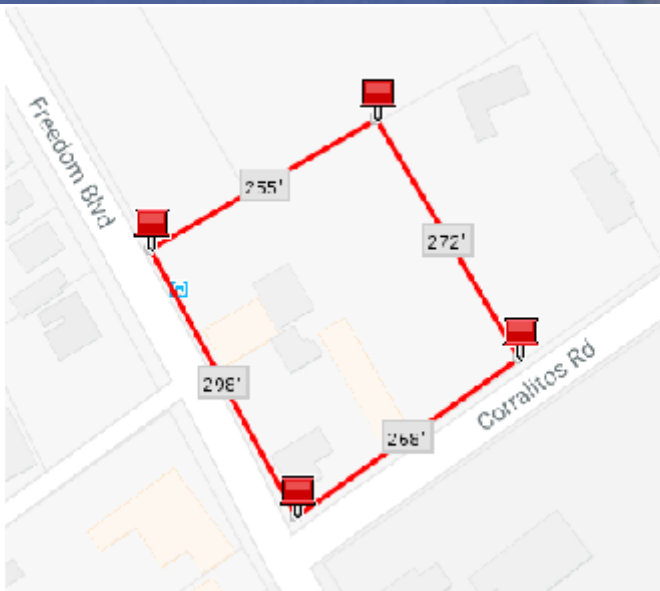
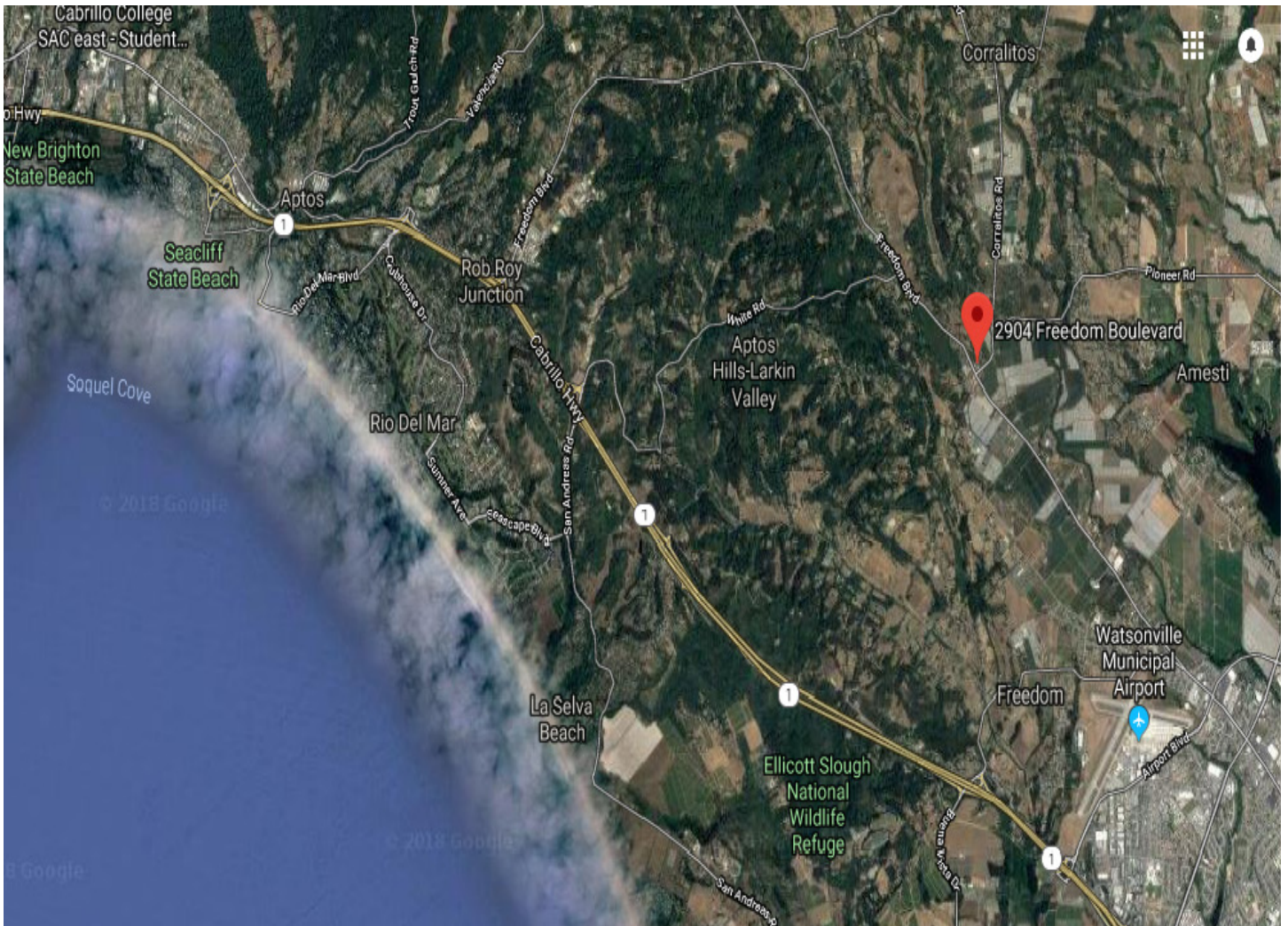
*The parcel is located on the corner of Freedom Blvd. and Corralitos Road with 400 feet of frontage. It is a busy corridor that provides great access to Aptos, Corralitos and Watsonville. Located just 5 minutes from Highway 1.*

*Currently there is 8900 ± square foot of lease space with multiple existing tenants. There is ample parking and signage space. There is approximately 1 acre of the 1.92 acres undeveloped.*

*This area is under-served in both commercial retail/services and residential housing.*

*The demographics support the need for this growth and the ability to sustain the growth.*







# Consumer Segmentation

## Criteria Used for Analysis

Income:  
**Median Household Income**  
**\$79,917**

Age:  
**Median Age**  
**43.6**

Population Stats:  
**Total Population**  
**4,124**

Segmentation:  
**1st Dominant Segment**  
**Exurbanites**

## Consumer Segmentation

Life Mode

What are the people like that live in this area?

**Affluent Estates**

Established wealth—educated, well-travelled married couples

Urbanization

Where do people like this usually live?

**Suburban Periphery**

Affluence in the suburbs, married couple-families, longer commutes

## Top Tapestry Segments

	Exurbanites	Urban Villages	Pleasantville
% of Households	607 (44.2%)	404 (29.4%)	363 (26.4%)
% of Santa Cruz-Watsonville, CA	10,024 (10.1%)	7,495 (7.6%)	3,545 (3.6%)
Lifestyle Group	Affluent Estates	Ethnic Enclaves	Upscale Avenues
Urbanization Group	Suburban Periphery	Urban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples
Average Household Size	2.48	3.75	2.86
Median Age	49.6	33.3	41.9
Diversity Index	32.6	85.6	58.1
Median Household Income	\$98,000	\$58,000	\$85,000
Median Net Worth	\$451,000	\$99,000	\$285,000
Median Home Value	\$346,000	\$228,000	\$31,200
Homeownership	85.4 %	70.2 %	83.6 %
Employment	Professional or Management	Services or Administration	Professional or Management
Education	College Degree	No High School Diploma	Some College or College Degree
Preferred Activities	Contract for home care services. Prefer natural, organic products	Buy new clothes; go clubbing; visit water parks. Shop at Costco, Whole Foods, Target, Nordstrom.	Enjoy outdoor gardening. Go to the beach, theme parks, museums.
Financial	Invest actively; use financial planners	Carry credit cards	Invest conservatively
Media	Support public TV/radio	Own smartphones	Have bundled services (TV/Internet/phone)
Vehicle	Choose late-model luxury cars, SUVs	Own late-model compact car, SUV	Own/Lease imported SUV





## Custom Radius Area: Age Comparison

### Median Age

This chart shows the median age in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

2017

2022 (Projected)



### Population by Age

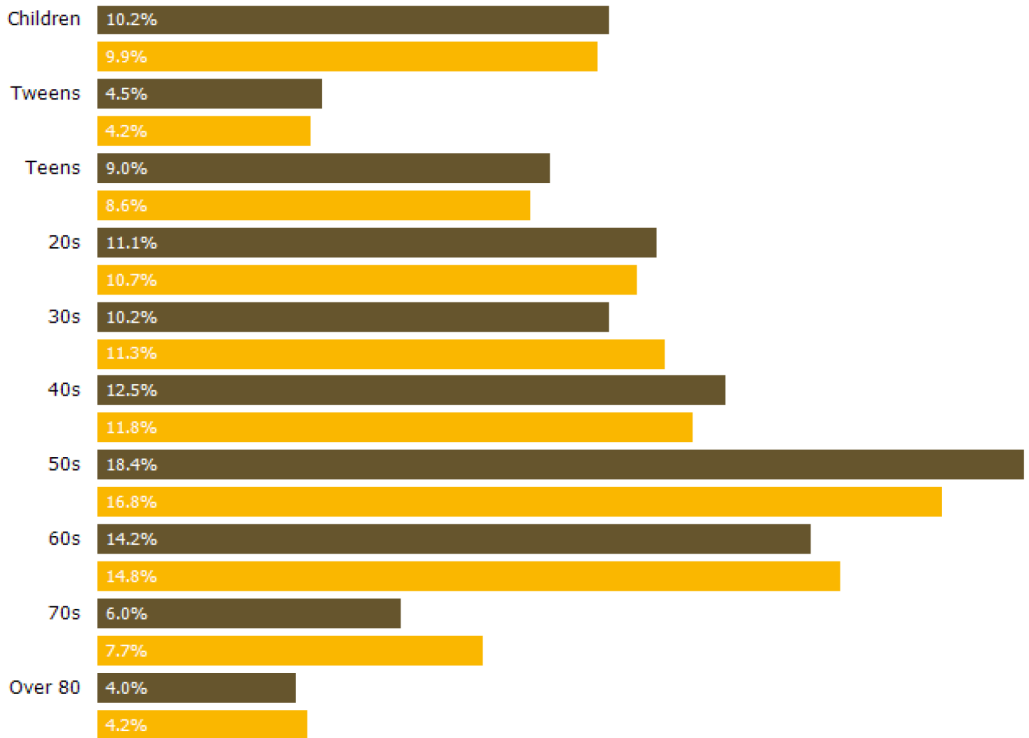
This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

2017

2022 (Projected)





## Custom Radius Area: Economic Comparison

### Average Household Income

This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ 2017  
■ 2022 (Projected)



### Median Household Income

This chart shows the median household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ 2017  
■ 2022 (Projected)



### Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ 2017  
■ 2022 (Projected)



### Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually





# Trade Area Report

Custom Radius

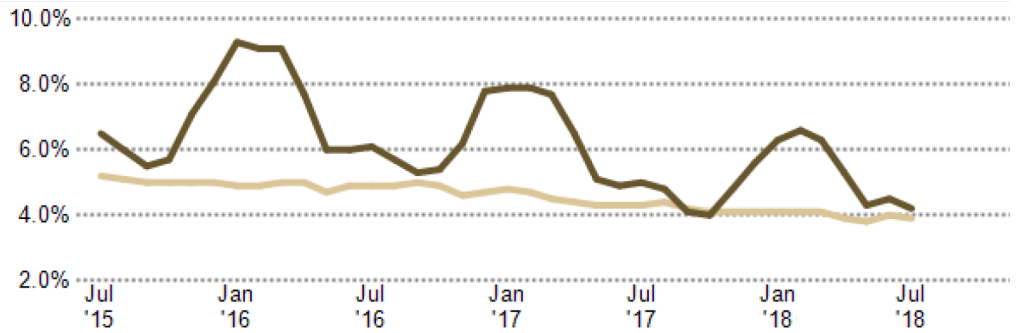
## Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Santa Cruz-Watsonville, CA
- USA

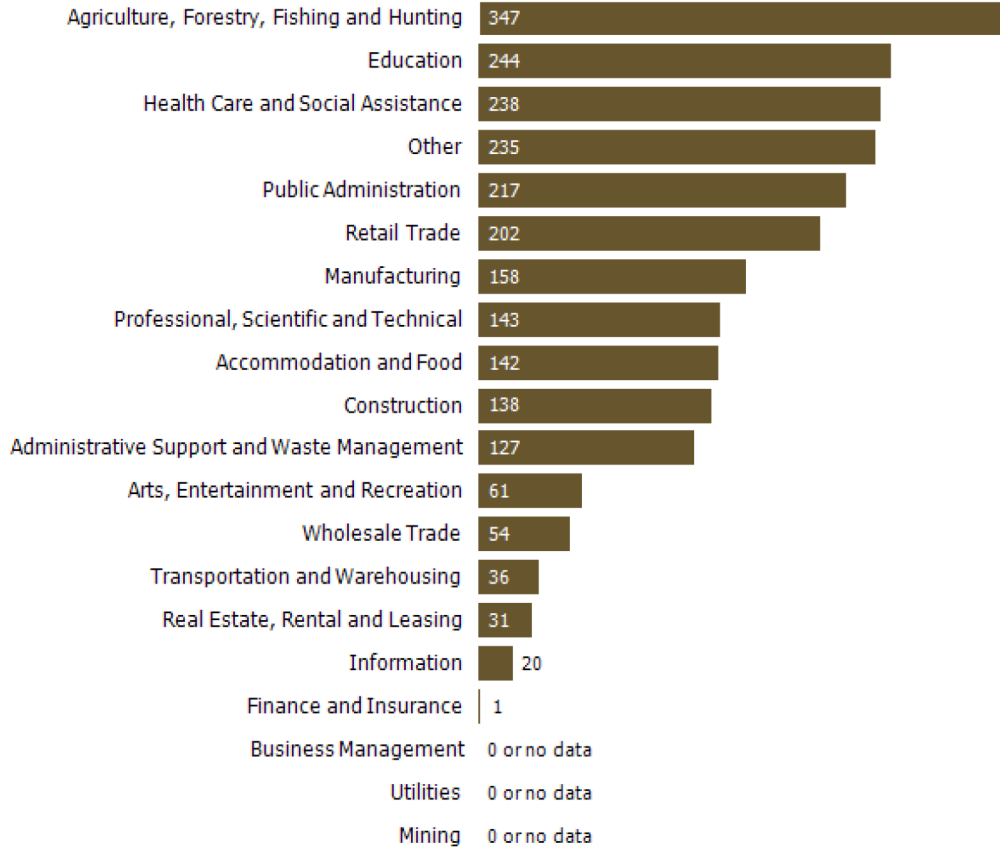


## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2017

Update Frequency: Annually







## Trade Area Report

Custom Radius

### Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually



### Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually



### Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually





### Custom Radius Area: Commute Comparison

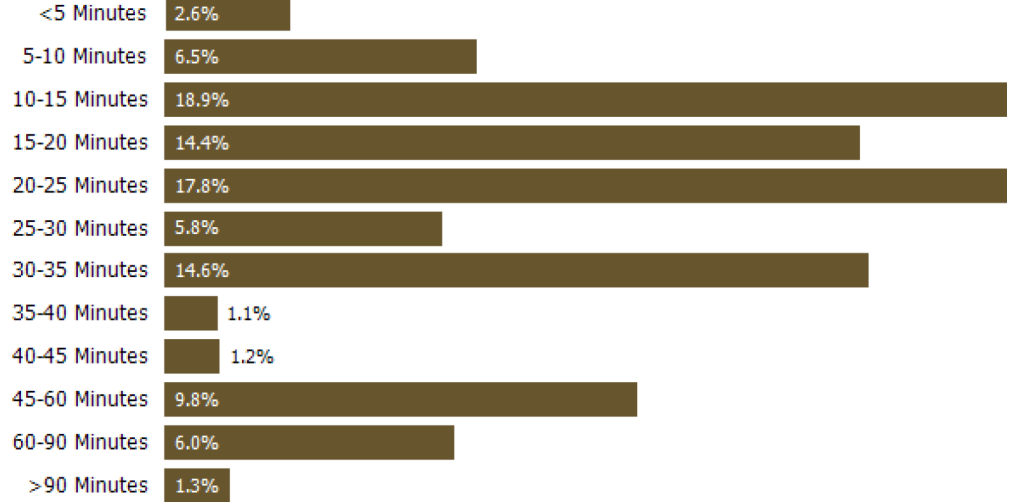
#### Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ Custom Radius Area



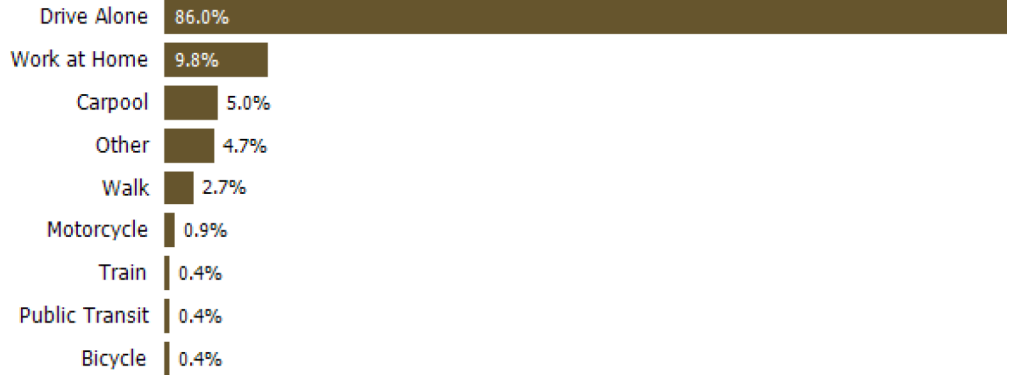
#### How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ Custom Radius Area







## Custom Radius Area: Home Value Comparison

### Median Estimated Home Value

Santa Cruz-Watsonville, CA	\$840,400
USA	\$234,700

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

### 12-Month Change in Median Estimated Home Value

Santa Cruz-Watsonville, CA	+6.4%
USA	+3.0%

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

### Median Listing Price

Santa Cruz-Watsonville, CA	\$879,000
USA	\$115,000

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

### 12-Month Change in Median Listing Price

Santa Cruz-Watsonville, CA	+8.0%
USA	+9.5%

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

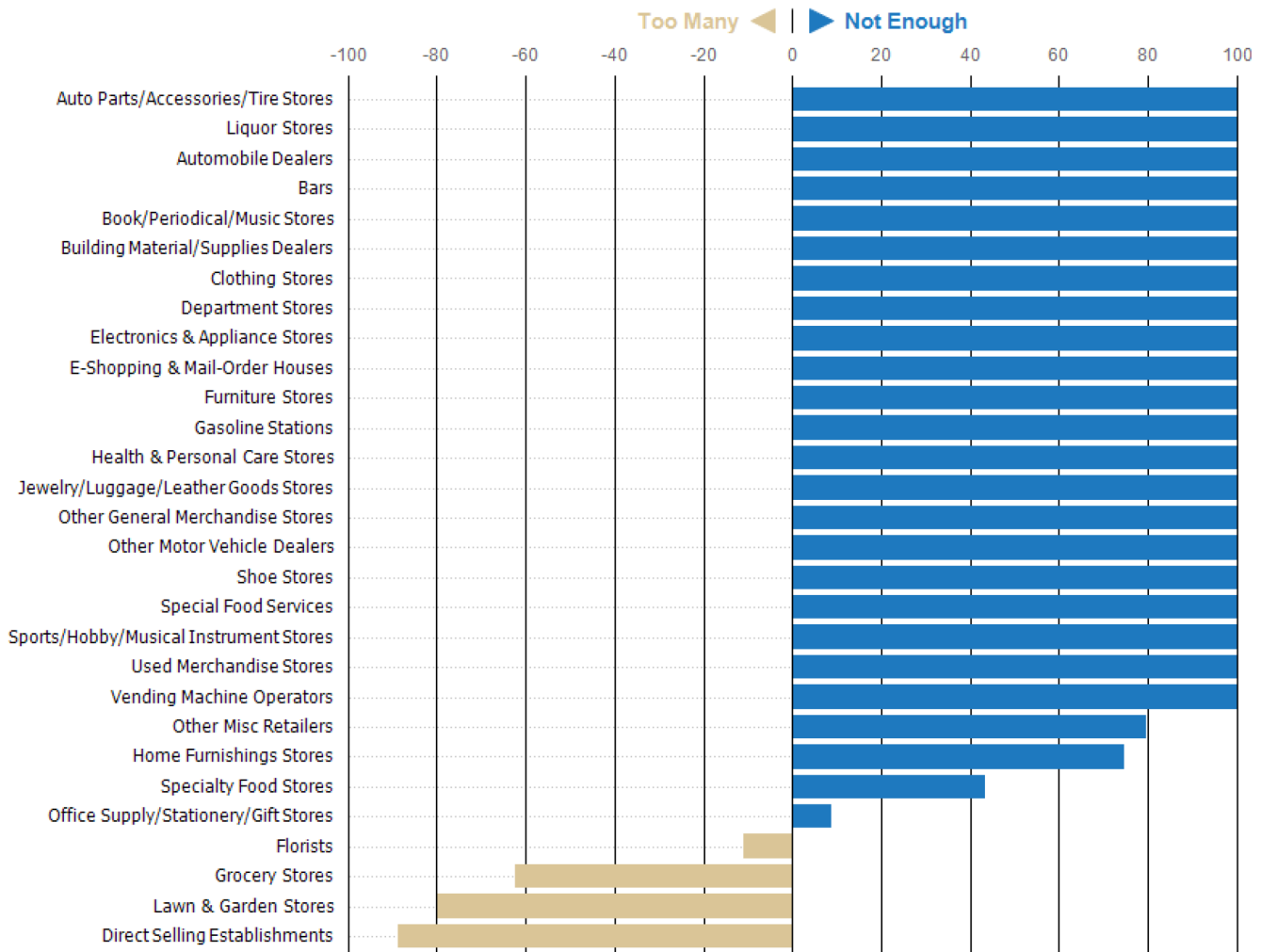


Best Retail Businesses: Custom Radius Area

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

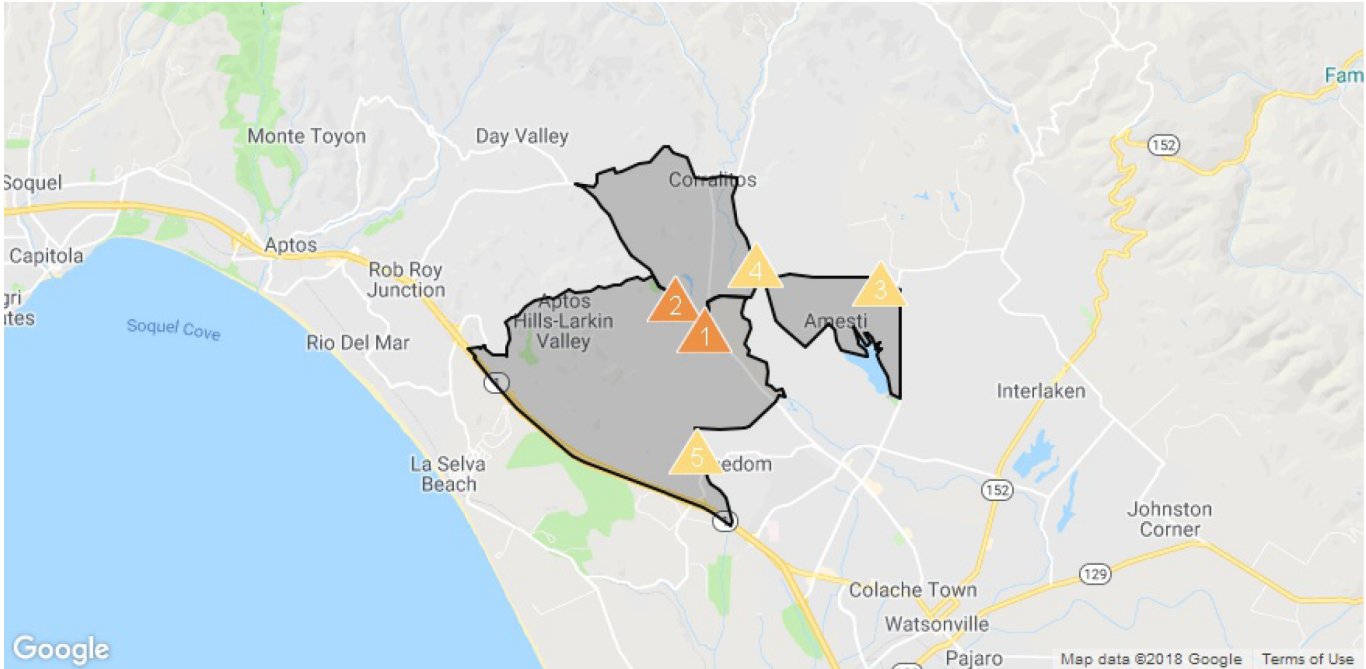
Data Source: Retail Marketplace via Esri, 2017

Update Frequency: Annually





# Traffic Counts



Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

**1**

**11,493**

2016 Est. daily traffic counts

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Street: Freedom Blvd  
 Cross: Johnsen Ln  
 Cross Dir: NW  
 Dist: 0.11 miles

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Historical counts

Year	Count	Type
2008	▲ 11,493	ADT
2004	▲ 9,301	ADT
1997	▲ 8,066	ADT

**2**

**7,562**

2016 Est. daily traffic counts

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Street: Freedom Blvd  
 Cross: Sunflower Ln  
 Cross Dir: NW  
 Dist: 0.2 miles

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Historical counts

Year	Count	Type
2009	▲ 7,562	ADT
2005	▲ 8,358	ADT
2004	▲ 8,834	ADT

**3**

**4,544**

2016 Est. daily traffic counts

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Street: Green Valley Rd  
 Cross: Kliewer Ln  
 Cross Dir: NW  
 Dist: 0.08 miles

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Historical counts

Year	Count	Type
2007	▲ 4,544	ADT
2004	▲ 3,617	ADT

**4**

**3,271**

2016 Est. daily traffic counts

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Street: Amesti Rd  
 Cross: Crow Ave  
 Cross Dir: NW  
 Dist: 0.02 miles

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Historical counts

Year	Count	Type
2007	▲ 3,271	ADT
1998	▲ 3,000	MPSI Est.

**5**

**1,046**

2016 Est. daily traffic counts

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Street: Larkin Valley Rd  
 Cross: Carson Ln  
 Cross Dir: NW  
 Dist: 0.05 miles

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Historical counts

Year	Count	Type
2010	▲ 1,046	ADT
2007	▲ 1,008	ADT
2004	▲ 1,209	ADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (\*)











**HAVE QUESTIONS?  
NEED ADDITIONAL INFO?**

**CONTACT US**

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