

Full Service Car Wash + Real Estate High Performing Car Wash

Prime Location for
FLEX Car Wash Combo possible
Express Car Wash + Full Service

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21 COMMERCIAL

OFFERING SUMMARY

Location

Mendocino Car Wash

2700 Mendocino Ave
Santa Rosa CA 95403

Offering Summary

Price	\$6,690,000
Building Size	4,944 SF
Lot Size	42,253 SF
Year Built	1987 upgraded over the years
Tunnel	140 ft approximately

High Performing Car Wash

Annual revenue well over \$1.8 million in 2024
2025 slightly lower due to ICE worksite enforcements

Flex Car Wash or Express Car Wash possible

Check with your advisor and the city for requirements



INVESTMENT HIGHLIGHTS

Executive Summary

The opportunity to acquire **Mendocino Avenue Car Wash**, a well-established full-service car wash located in the thriving city of **Santa Rosa**, the largest city in Sonoma County and a major economic center in Northern California's Wine Country.

The property benefits from a prime high-traffic location along Mendocino Avenue, one of the city's primary commercial corridors. The business has demonstrated strong operating history, making it a high-performing asset with significant upside potential.

The property also presents strong repositioning potential, including the possibility of converting the facility into Flex Car Wash a combination of a Full Service and an Express Car Wash or an Express Tunnel Car Wash, subject to buyer verification and city approvals.

Investment Highlights

- High Performing Full-Service Car Wash Operation
- Located on Major Commercial Corridor
- Household Income: Over \$115,000 within 5-mile radius
- Prime Candidate for Flex or Express Car Wash Conversion
- Semi-Absentee Ownership. Great potential with hands on operator and experienced staff
- Annual Revenue well Over \$1.8 Million in 2024
- Traffic Count: Over 28,000 Vehicles Per Day
- Population: Over 200,000 within 5 miles
- Located in Northern California's Wine Country Region

Business Overview

The business has served the local community for over 20 years, offering a comprehensive range of car wash and detailing services.

Room to add high-end detailing and additional services

Location Overview

Santa Rosa is the largest city in Sonoma County and the economic hub of California's wine country.

It is the 5th largest city in the San Francisco Bay Area region, providing strong demographics and a diverse economic base.

Area Highlights

- Regional hub of Sonoma County
- Major retail and service corridors
- Strong tourism driven by wine country
- Growing residential population
- Strong traffic exposure on Mendocino Avenue

Market Opportunity

The car wash industry continues to experience strong demand due to:

- Growth in vehicle ownership
- Water conservation regulations favoring professional car washes
- Ability to upgrade facilities to express tunnel models

This property provides an investor the opportunity to maintain the existing profitable operation or reposition the site into a modern express car wash model.

AREA DEVELOPMENTS

1. Mendocino District Downtown Development

- 📍 Downtown Santa Rosa (~2 miles)
 - Proposed two 24-story residential towers • Approximately 862 housing units
 - 10,000 SF retail including grocery and childcare • Located in the Downtown Station Area Priority Development Zone
 - This would be one of the tallest and largest developments in Santa Rosa history, dramatically increasing downtown residential density.

2. Humboldt Street Apartment Development

- 📍 Downtown Santa Rosa (~2 miles)
 - 7-story residential project • Approximately 309 apartment units Includes amenities and mixed-use elements • Designed to support downtown urban density goals
 - The project is part of the city's strategy to revitalize the downtown core and add housing near transit and jobs.

3. The Felix Apartment Project

- 📍 420 Mendocino Ave (~2 miles)
 - 8-story luxury apartment building • Rooftop amenities, coworking space, fitness center 168 residential units • Currently one of the tallest residential buildings in downtown Santa Rosa
 - Currently one of the tallest residential buildings in downtown Santa Rosa. This project signals strong demand for urban housing in Santa Rosa.

4. Sonoma County Government Campus Expansion

- 📍 Administration Drive (~3 miles)
 - \$308 million new county headquarters • 5-story administrative building. Mixed-use residential and commercial components planned
 - This project will consolidate county government operations and bring significant employment to the area.

5. Sonoma County Courthouse Development

- 📍 Downtown Government Campus (~3 miles)
 - \$204 million courthouse project • Six-story justice facility • Construction expected completion around 2025. This is one of the largest public infrastructure investments in Santa Rosa.

6. Mark West Springs Medical Expansion

- 📍 Near Mark West Springs Rd (~6 miles)
 - Medical campus improvements by Sutter Health • \$10 million renovation
 - Expanded specialty clinics and outpatient capacity. Expands regional healthcare services for Sonoma County residents.

7. Casa Roseland / Tierra de Rosas Development

- 📍 Roseland District (~5 miles)
 - 75-unit affordable housing development • Part of larger Tierra de Rosas mixed-use project, Includes civic space and 10,000 SF marketplace. Expected completion 2026.

8. Hearn Community Hub Project

- 📍 Southwest Santa Rosa (~6 miles)
 - \$33 million civic development • New library, fire station, and community center. Phase 1 construction beginning around 2025, Designed to serve the rapidly growing Roseland area.

Major Regional Growth Drivers (within ~10 miles)

- 📍 Additional growth factors supporting development demand:
 - Santa Rosa Junior College campus expansion projects. Downtown Station Area Plan targeting ~7,000 new housing units by 2040
 - Airport corridor housing proposals near the Sonoma County Airport, Continued wine tourism and hospitality investment in Sonoma County

☑ Total Housing Pipeline Nearby (major projects):

Approximately 1,400 – 2,000+ residential units planned or under construction within the Santa Rosa core and surrounding neighborhoods.

Information has been secured from several sources. All viewers are advised they must verify with their own advisors, experts, consultants and resources for accuracy and up to date information. We make no representations or warranties, express or implied as to the accuracy of the information. Viewers bear all risk for any inaccuracies

EXTERIOR VIEWS



INTERIOR - EXTERIOR VIEWS



EXTERIOR VIEWS



INTERIOR VIEWS



AERIAL OVERVIEW



Mendocino Ave
28,322 VPD

Mendocino
Car Wash

AERIAL OVERVIEW



AERIAL OVERVIEWS



DEMOGRAPHICS

		3 miles	5 miles	10 miles
POPULATION				
	2024 Population	117,244	200,554	317,654
	Median Age	41.4	41.3	42.5
	Bachelors' Degree Higher Education	31%	31%	32%
INCOME				
	Average House Income	\$112,021	\$115,038	\$118,865
HOUSING				
	Median Home Value	\$727,217	\$726,956	\$742,014
	Median Home Year Built	1979	1980	1980
HOUSEHOLDS				
	2025 Households	44,970	73,995	119,726
	Average Household Size	2.5	2.6	2.6
	Average Household Vehicles	2	2	2
HOUSING OCCUPANCY				
	Owner Occupied Households	54%		
	Renter Occupied Households	46%		
DAYTIME EMPLOYMENT				
	Employees	62,263	86,717	135,822
	Businesses	9,745	12,975	19,873
TRAFFIC				
	Collection Street	Cross Street	Traffic	Year
	Mendocino Ave	Russel Ave NW	28,322	2025
	Mendocino Ave	Schurman Dr SE	24,526	2025
	Bicentennial Way	Ventura Ave W	22,584	2025
	Redwood Hey	Steele Ln S	123,000	2025

SNAPSHOT



200,554

POPULATION 5 mile



\$115,038

INCOME 5 mile



\$726,956

HOME VALUE 5 mile



28,322

TRAFFIC Vehicles Per Day

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AREA OVERVIEW

Santa Rosa and surrounding areas

Santa Rosa (Spanish for "Saint Rose") is a city in and the county seat of Sonoma County, in the North Bay region of the Bay Area in California. It is the largest city in California's Wine Country and Redwood Coast. It is the fifth most populous city in the Bay Area after San Jose, San Francisco, Oakland, and Fremont; and the 25th-most populous city in California. Santa Rosa, the heart of Sonoma County, California, is a vibrant hub offering urban amenities alongside easy access to wine country, redwoods, and scenic parks.

Regional Overview

- Located in the heart of Wine Country, about 55 miles north of San Francisco.
- Largest city in Sonoma County with a population of approximately 175,000+ residents.
- Serves as the economic and commercial hub for Sonoma County and surrounding North Bay communities.
- Strong regional accessibility via U.S. Route 101, connecting the city to the Bay Area and Northern California.

Economic Drivers

Major industries supporting the local economy include:

- Wine & Tourism Industry – proximity to Napa Valley and Sonoma Valley draws millions of visitors annually.
- Healthcare – major employers include Kaiser Permanente, Providence Health & Services, and Sutter Health.
- Education – anchored by Sonoma State University.
- Agriculture & Food Production – vineyards, dairy farms, and specialty food producers.
- Technology & Advanced Manufacturing growing in the North Bay region.

Tourism & Attractions

Santa Rosa is a gateway to some of Northern California's most popular destinations:

- Charles M. Schulz Museum and Research Center
- Russian River
- Spring Lake Park
- Annadel State Park
- Numerous wineries throughout Healdsburg, Sonoma, and Napa
- Luther Burbank Center for the Arts
- Safari West
- Tourism generates billions in annual economic activity for the region.

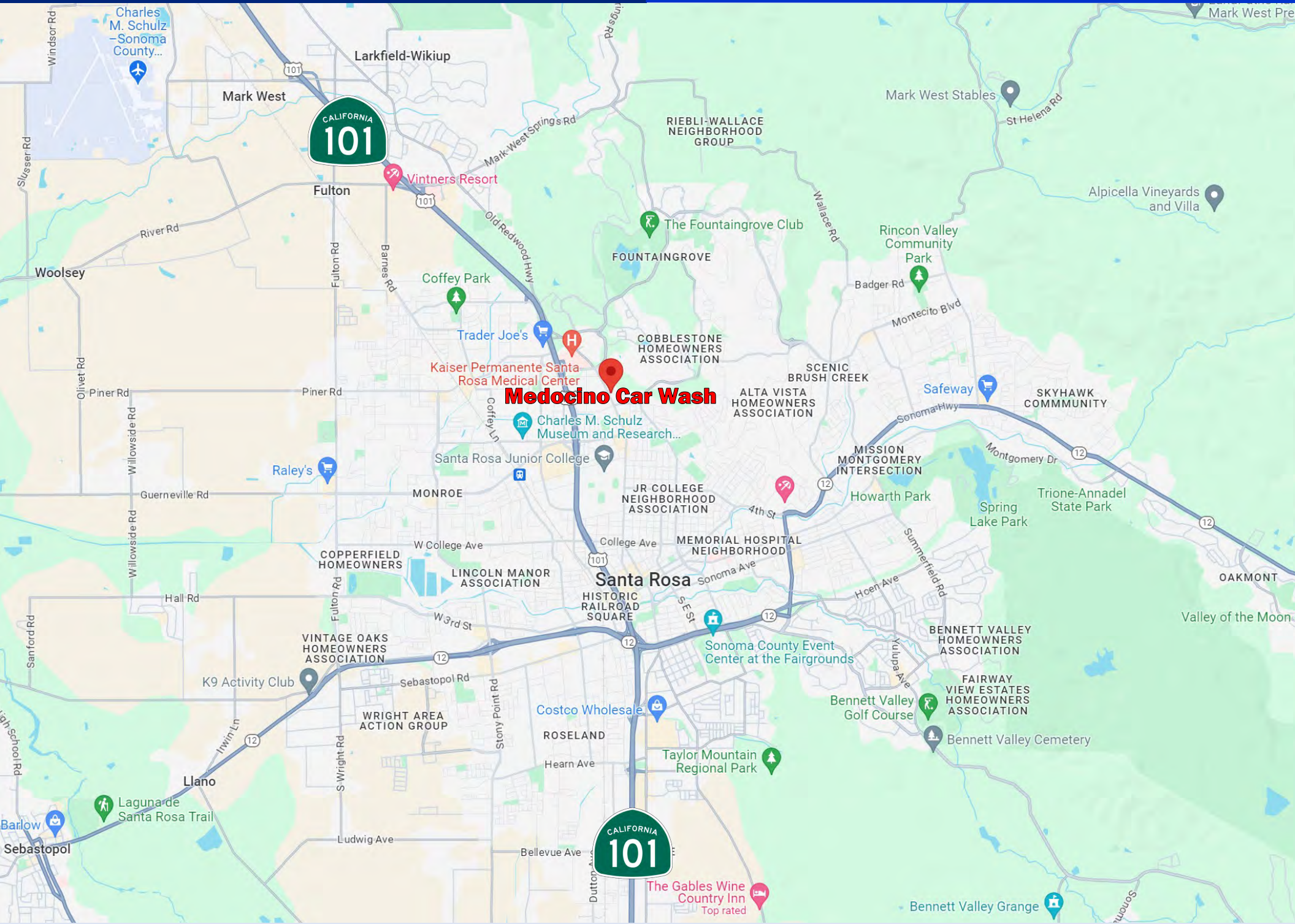
Nearby Cities & Economic Corridors

- Important nearby communities within the regional market:
 - Rohnert Park • Petaluma • Windsor • Healdsburg • Sebastopol • Napa
- These cities form a large North Bay economic corridor with strong retail, tourism, and residential growth.

THINGS TO SEE & DO IN THE CITY AND VICINITY



REGINAL MAP



Presented By:



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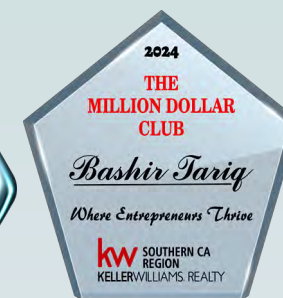
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**Business Owner, Operator, Innovator,
Investor, Developer, Consultant,
Built Car Washes with Gas Stations**

*Developed and Turned Closed, NON performing
Car Washes into the Highest and Best Operating
Car Washes in the Car Wash industry*

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