



60 ACRES | HIGHWAY 1 & LIGHTFIGHTER DRIVE | SEASIDE | CALIFORNIA  
RETAIL | STUDENT HOUSING | HOTEL | FOOD INCUBATOR | ENTERTAINMENT | DINING & BREWERY | AUTO SHOWCASE & AUTION

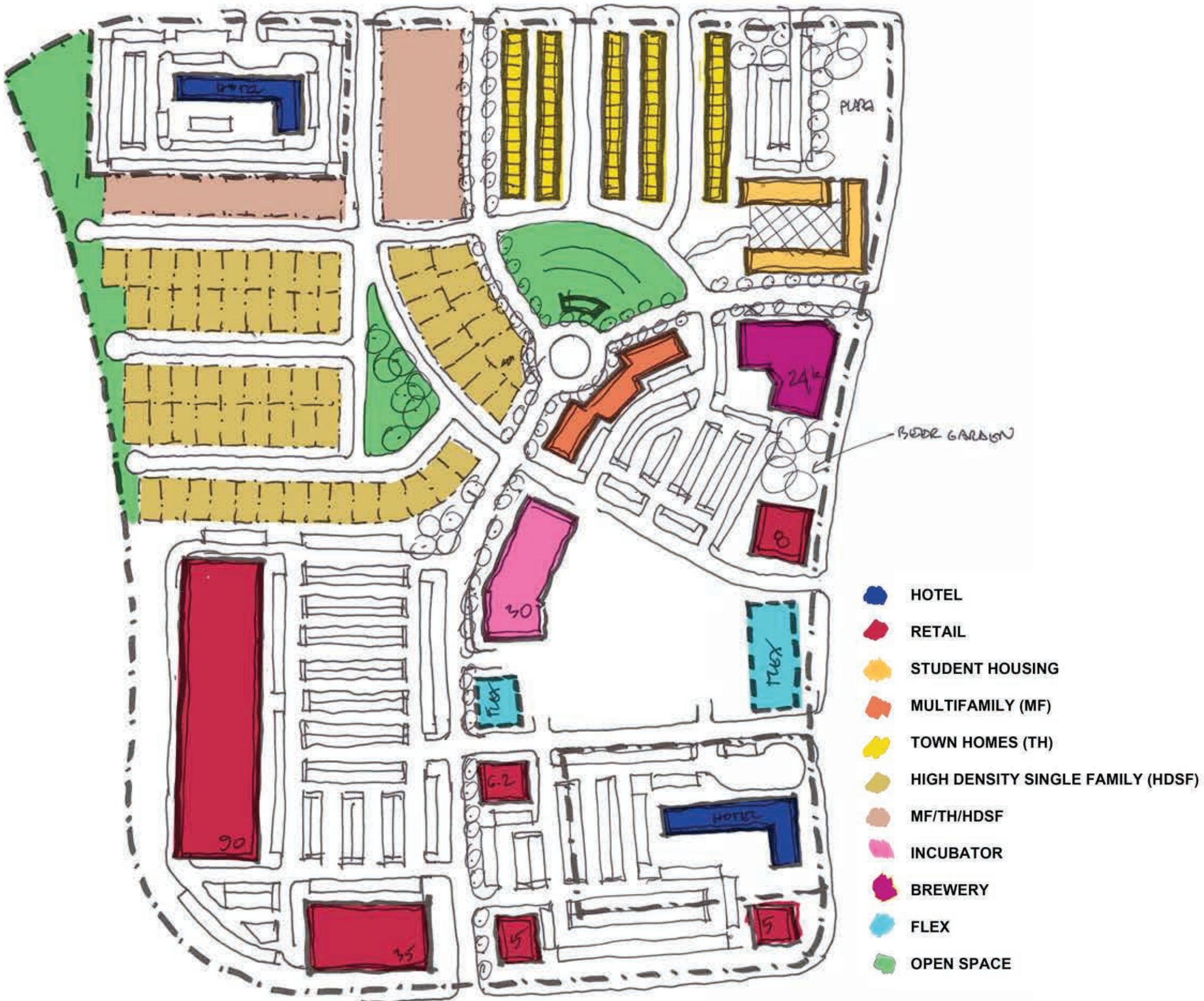
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retailwest





## CONCEPTUAL LAND USE PLAN



288 UNITS  
MULTI-FAMILY HOUSING



507 UNITS  
STUDENT HOUSING



203 GUESTROOMS  
3-LEVEL HOTEL



197,500 SF  
RETAIL



914 STALLS  
DEDICATED RETAIL

### 2017 DEMOGRAPHICS

	1 MI	3 MI	5 MI
EST. POPULATION	4,685	40,593	67,577
EST. HOUSEHOLDS	972	12,995	22,718
AVG. HH INCOME	\$78,260	\$71,748	\$72,765
MED. HH INCOME	\$70,547	\$60,523	\$61,167
EST. TOTAL BUSINESSES	58	914	2,547
EST. TOTAL EMPLOYEES	2,717	9,557	25,300



# CONCEPTUAL RETAIL PLAN











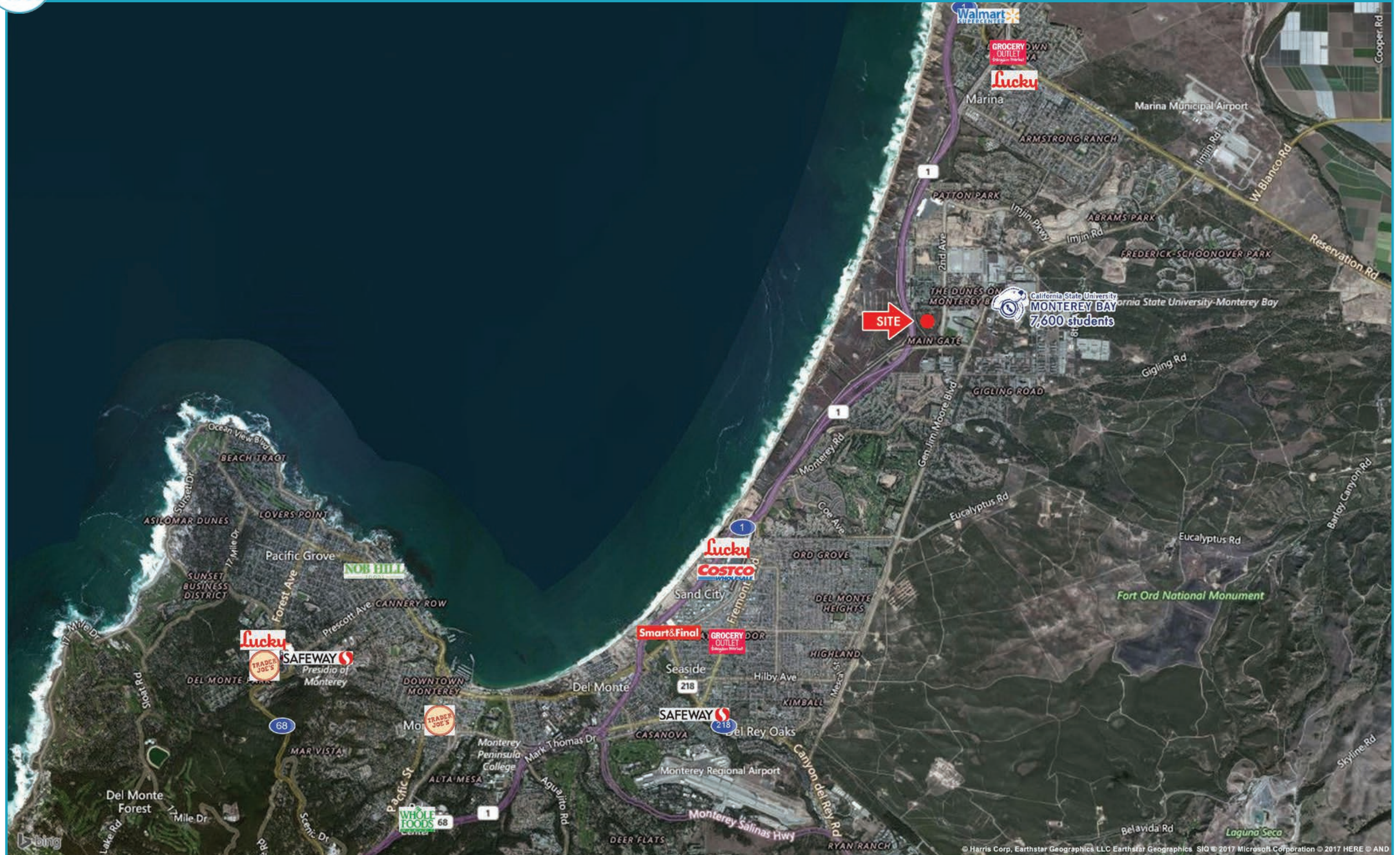








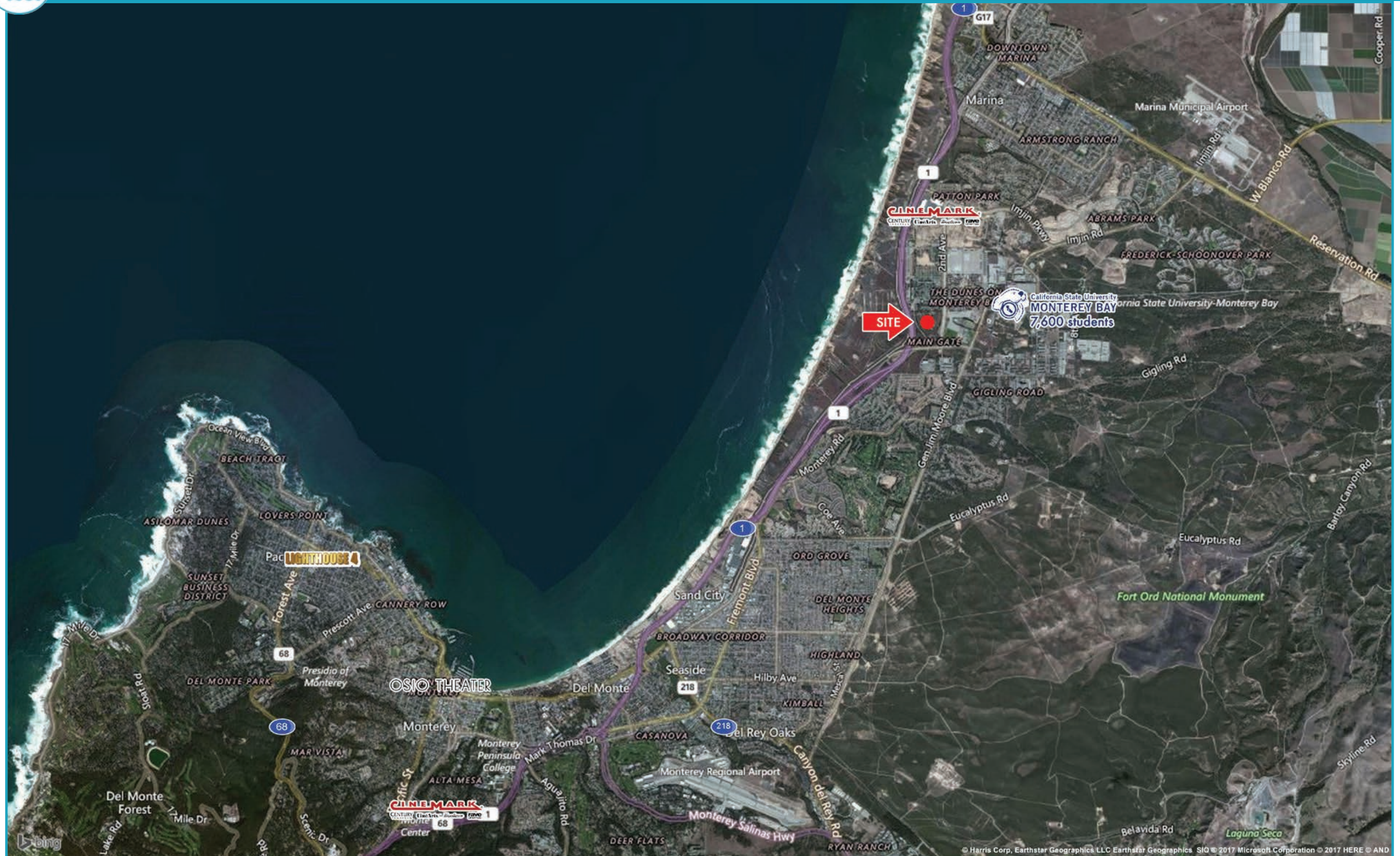
## SURROUNDING GROCERY







## SURROUNDING MOVIE THEATERS







## SURROUNDING RETAIL







## FOOD INCUBATOR

You say “a Food Incubator in Seaside, you must be crazy.” No, not at all, as you examine the facts:

The viability and need for a Food Incubator can be assessed by looking at underlying factors in the surrounding area that point to the potential success of an incubator at the Seaside Maingate Project.

We analyzed the vibrancy and year round nature of the surrounding Agricultural Area, the size and strength of the Wine Region, the robust Farmers Market environment throughout the county, and the proximity to the Monterey Bay National Marine Sanctuary (MBNMS) robust commercial fishing base of operations, and feel this is actually a nexus point for something like this to occur.

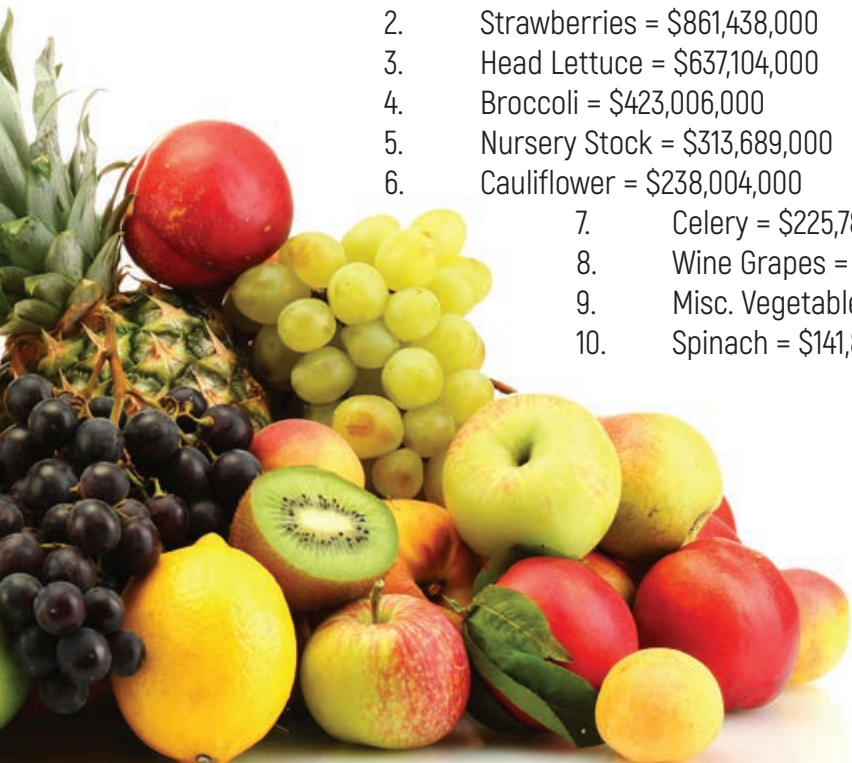
If Monterey County were to be considered as a state, total production surpasses over half of the other states. Production of 26 commodities exceeds the \$13 million value mark, with 10 commodities exceeding \$100 million. Monterey County is again the fourth highest Ag producing County in California, following Tulare, Kern, and Fresno Counties.

Monterey County Ag production has exceeded \$4 billion every year since 2012 (\$4.84B in 2015).

Wine grape production decreased this year, posting a total production value of \$185.9 million in largely a corrective year. Organic production in Monterey County increased to over 66,000 acres with a gross value of \$335 million.

### Monterey County's Top 10 Crops in 2015:

1. Leaf Lettuce = \$869,447,000
2. Strawberries = \$861,438,000
3. Head Lettuce = \$637,104,000
4. Broccoli = \$423,006,000
5. Nursery Stock = \$313,689,000
6. Cauliflower = \$238,004,000
7. Celery = \$225,789,000
8. Wine Grapes = 185,925,000
9. Misc. Vegetables = \$150,389,000
10. Spinach = \$141,856,000



Monterey County is the 'Salad Bowl of the World' and offers a large number of Farmers Markets of varying sizes and specialties ... there is a market every day of the week! They carry a wide variety of fresh produce, food booths, and some offer local crafts and gift items. Farmers Markets are often the breeding grounds for innovative food products, and artisan / fast casual food restaurants.

### MONDAY

#### **Monterey Fairgrounds Certified Farmers Market**

2004 Fairgrounds Road, Gate 8, Monterey  
Hours: 9am - 5pm

#### **Alisal Certified Farmers Market**

632 E. Alisal St., Salinas (Gabby Plaza)  
Hours: 11am - 4pm (June - September)

#### **Pacific Grove Certified Farmers Market**

On Central Ave. between Forest and Fountain, Pacific Grove  
Hours: 3 - 7pm

### TUESDAY

#### **Carmel Certified Farmers Market**

3690 The Barnyard, Carmel  
Hours: 9am - 1pm (May - September)

#### **Old Monterey Marketplace**

Alvarado Street between Del Monte Ave. & Pearl St., Monterey  
Hours: 4pm - 8pm  
<http://www.oldmonterey.org/farmers.html>

### WEDNESDAY

#### **Natividad Certified Farmers Market**

1441 Constitution Blvd., Salinas  
Hours: 11am - 3:30pm (May - October)

#### **King City Farmers Market**

Broadway Street, King City  
Hours: 4pm - 7pm (May - October)

### THURSDAY

#### **Carmel-by-the-Sea Certified Farmers Market**

6th Ave., Carmel-by-the-Sea  
Hours: 10am - 2pm

### THURSDAY (cont.)

#### **North County Farmers Market**

11261 Crane St., Castroville  
Hours: 2pm - Dusk

#### **Soledad Farmers Market**

Front St. and Soledad St., Soledad  
Hours: 4pm - 8pm (May - September)

### FRIDAY

#### **Monterey Certified Farmers Market**

980 Fremont St., Monterey  
Hours: 10am - 2pm

#### **Salinas Valley Memorial Hospital Farmers Market**

Corner of E. Romie Lane and Wilgart Way, Salinas  
Hours: 1:30pm - 5:30pm (May - October)

### SATURDAY

#### **Old Town Salinas Certified Farmers Market**

Gabilan Street between Main and Salinas Streets, Old Town Salinas  
Hours: 9am - 2pm

### SUNDAY

#### **Del Monte Farmers Market**

1410 Del Monte Center (Shopping Center), Monterey  
Hours: 8am - noon (May - October)

#### **Marina Certified Farmers Market**

215 Reservation Road, Marina  
Hours: 10am - 2pm

#### **Carmel Valley Certified Farmers Market**

77 W. Carmel Valley Road, Carmel Valley  
Hours: 10am - 3pm



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