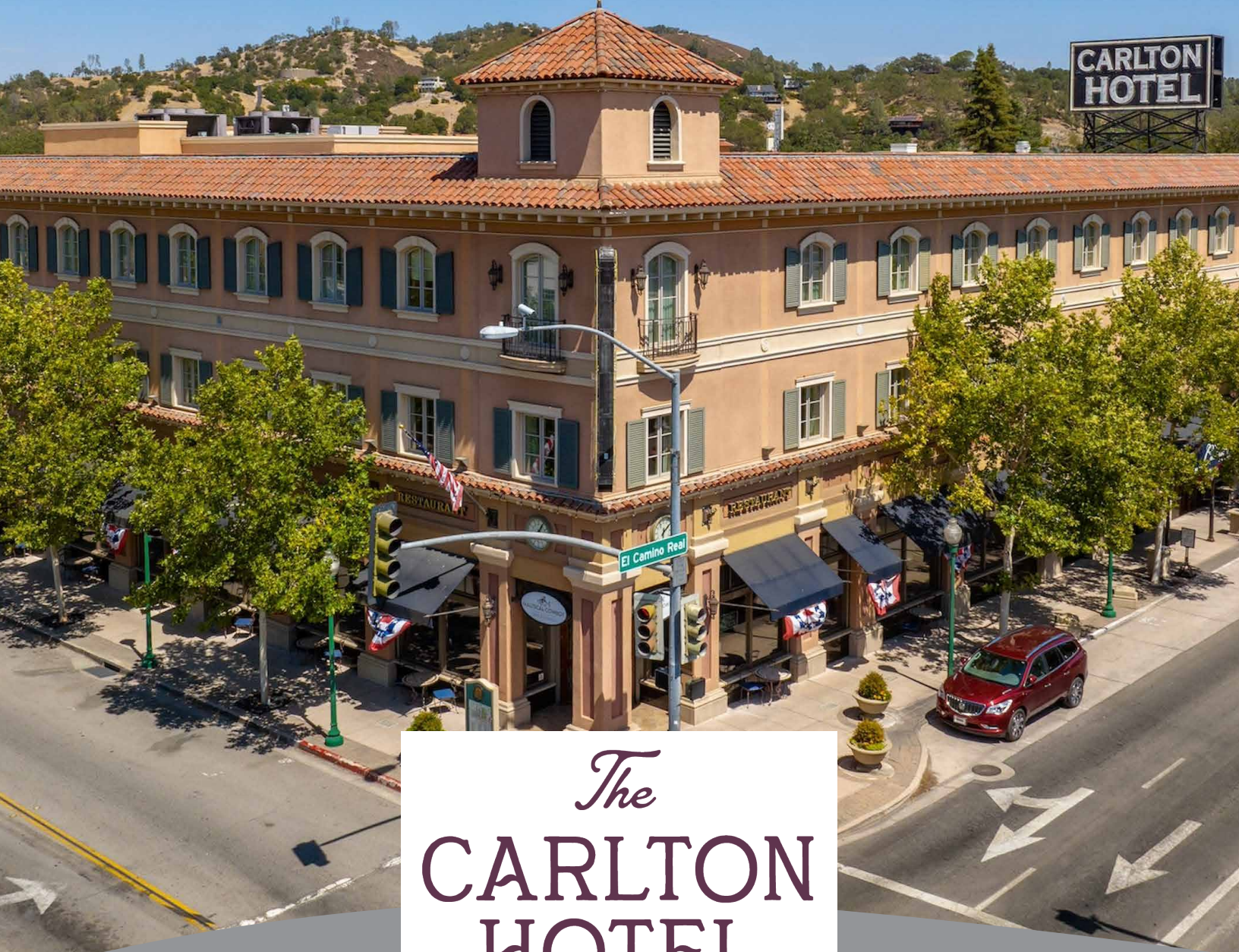




EVERLYGROVE



*The*  
**CARLTON  
HOTEL**

OFFERING AT: 5% OF GROSS MONTHLY REVENUE YEARS 1 AND 2

**The Carlton Hotel - Restaurant Space**





# EVERLYGROVE

HOTEL BROKERS

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# *The* CARLTON HOTEL

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## THE OFFERING



**EVERLYGROVE HOTELS** is pleased to present a rare opportunity to lease the +/- **4,123 square foot** restaurant space at the iconic Carlton Hotel. Located in the heart of downtown Atascadero, one of the fastest-growing and revitalized corridors on California's Central Coast.

This historic hotel is currently undergoing a full renovation and will soon join the **Marriott Tribute Portfolio**, a collection of independent, upscale hotels recognized for their character and appeal to discerning travelers. As part of the Marriott Bonvoy® network, the hotel will draw a consistent flow of both global travelers and loyal Bonvoy members, offering a built-in, high-quality customer base.

**The restaurant space is currently available for lease and will be delivered with flexible tenant improvement (TI) options, allowing the right operator to bring their vision to life.** The lease terms are highly competitive, structured to support the success of the tenant. The space also offers potential for additional revenue through catering for the on-site conference room.

- Rent is 5% of gross monthly revenue for years one and two
- Plus tenant's share of utilities.

Downtown Atascadero has undergone a major revitalization in recent years, with the city investing heavily in infrastructure, beautification, and public spaces. New sidewalks, lighting, landscaping, and a thriving calendar of community events have transformed the area into a lively, walkable destination. The neighborhood now boasts boutique shops, craft breweries, wine bars, and entertainment venues, attracting both locals and tourists. The Carlton Hotel sits at the center of this renewed energy, making the restaurant space a prime location to capture foot traffic from hotel guests and the steadily growing downtown crowd.

This is a rare opportunity to launch a standout dining concept in a landmark building at the heart of a downtown Atascadero.





PROPERTY  
INFORMATION

Location Information

Building Name	The Carlton
Street Address	6005 El Camino Real
City, State, Zip	Atascadero, CA 93422
County	San Luis Obispo
Property Type	Hotel
Property Subtype	Restaurant

Lease Information

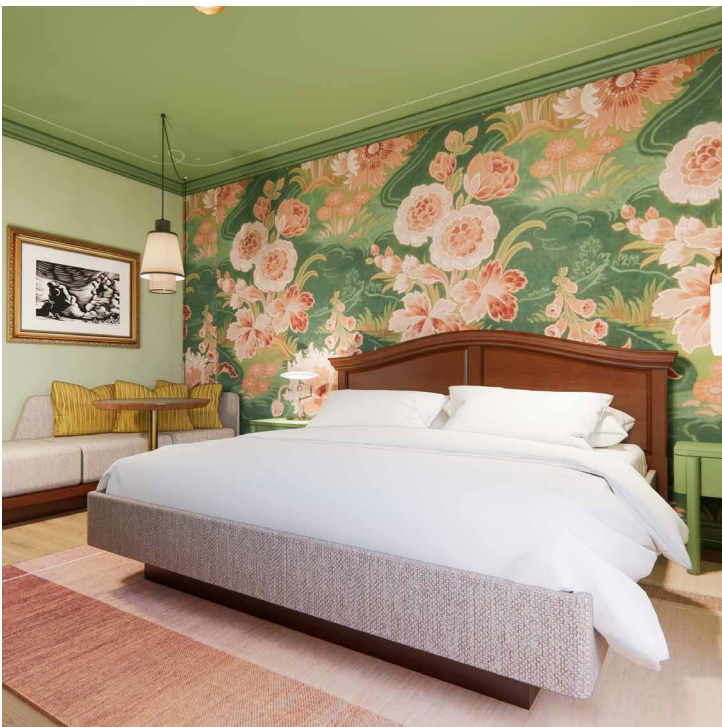
Lease Rate	5% of gross monthly revenue years 1&2
Total Size	+/- 4,123 Total Square Feet
Restaurant Size	2,435 Square Feet
Breezway Size	925 Square Feet
Kitchen Size	1,146 Square Feet
Build Out	Flexible Tenant Improvement Options



# RESTAURANT RE-BRAND RENDERINGS



# HOTEL RE-BRAND RENDERINGS





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## MARRIOTT TRIBUTE AFFILIATION



# TRIBUTE PORTFOLIO

### Marriott Tribute Affiliation

The Carlton's anticipated inclusion in the Tribute Portfolio by Marriott™ creates a unique opportunity for any restaurant leasing on-site. Tribute Portfolio is Marriott International's global collection of distinctive, independently branded hotels, combining local character with the power of Marriott's worldwide network.

For a restaurant tenant, this affiliation delivers:

**Built-In Customer Base:** Access to 200+ million Marriott Bonvoy™ members who frequently choose Marriott properties and spend on-site during their stays.

**High-Value Guests:** A steady flow of business travelers, leisure guests, and event attendees who value convenience and are likely to dine at the hotel.

**Year-Round Traffic:** Consistent occupancy driven by Marriott's booking channels, Marriott.com, the Marriott Bonvoy app, and global distribution networks—ensuring daily exposure to new diners.

**Brand Credibility:** Alignment with a respected global brand that enhances the restaurant's image and consumer trust.

**Shared Marketing Power:** Inclusion in coordinated hotel promotions, event programming, and regional marketing efforts that drive customers to on-site dining.

With The Carlton's charm and Marriott's global reach working together, an on-site restaurant is positioned for high visibility, repeat business, and strong revenue potential.



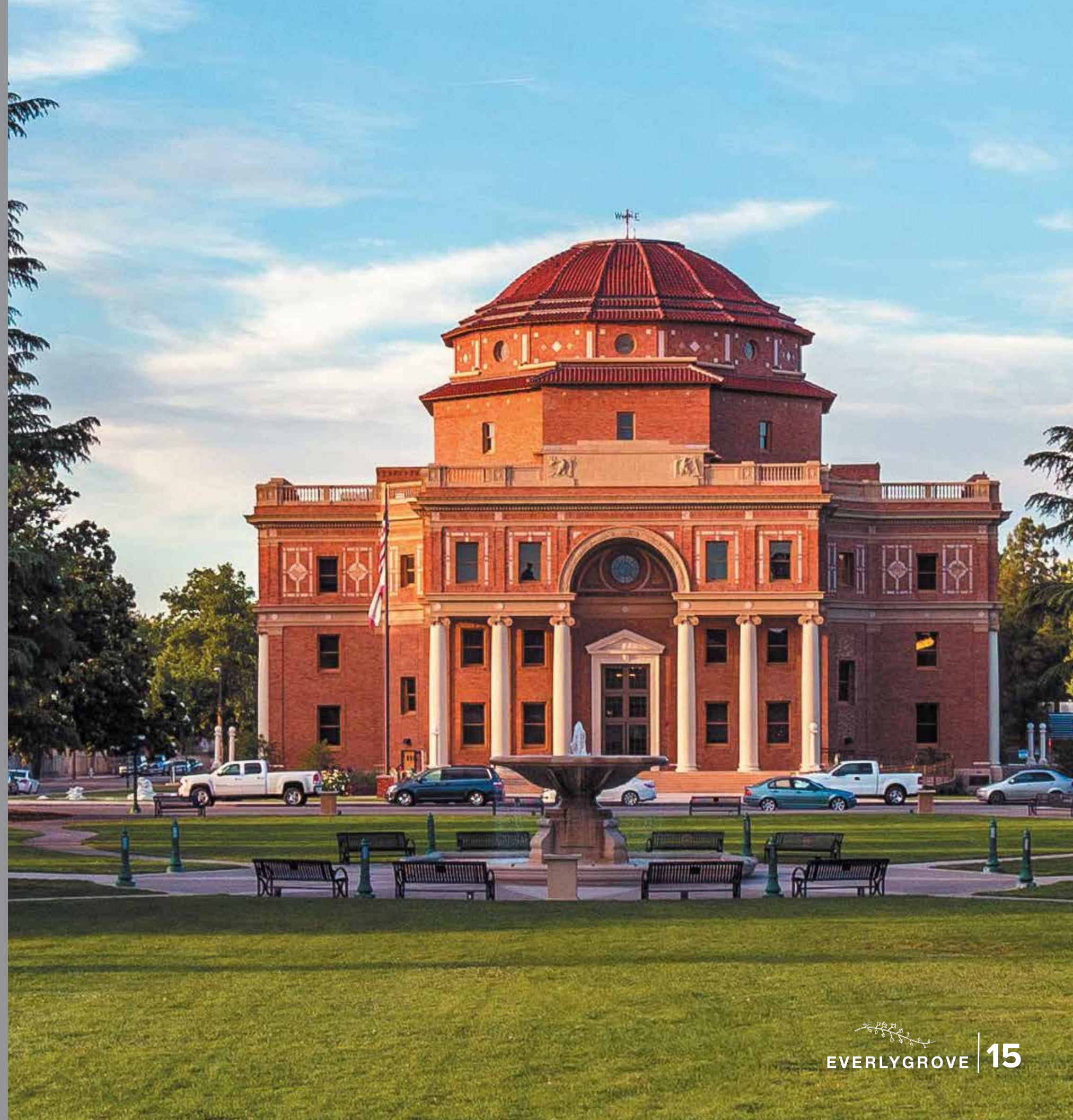




# DEMAND DRIVERS

## ATASCADERO, CALIFORNIA

A charming city in California's Central Coast region, Atascadero is celebrated for its scenic beauty, rich history, and welcoming small-town atmosphere. Conveniently located along US-101 between Paso Robles and San Luis Obispo, Atascadero serves as a gateway to world-class wineries, outdoor recreation, and a vibrant local culture. Visitors can explore unique attractions such as the Tamale Festival, Sunken Gardens, and Atascadero Lake Park, while outdoor enthusiasts enjoy hiking trails at Stadium Park or the serene beauty of nearby Santa Margarita Lake. Annual events like the Atascadero Central Coast Wine Festival, Cruisin' Weekend, and the renowned California Mid-State Fair bring energy and excitement to the region, drawing both locals and tourists alike. The Mid-State Fair, held in nearby Paso Robles, is one of the area's largest events, featuring live entertainment, livestock exhibitions, carnival rides, and a showcase of California's agricultural heritage. Wineries, olive farms, and ranches play a crucial role in Atascadero's economy, driving both tourism and local employment. The region's rich agricultural and viticulture industries attract visitors eager to explore tasting rooms, embark on wine tours, and participate in seasonal events. This thriving sector not only boosts demand for accommodations, dining, and local businesses but also provides a strong economic foundation, creating jobs in farming, production, and hospitality. Together, these industries and events sustain a dynamic and growing community, making Atascadero an increasingly attractive destination for travelers and investors alike.





# Events and Tourism

Atascadero's proximity to Paso Robles Wine Country makes it an attractive, more affordable lodging alternative for wine tourists visiting the region. With its location along Highway 101, the city provides easy access to the renowned wineries and tasting rooms of Paso Robles, drawing visitors seeking a budget-friendly stay. In addition to wine tourism, local events and festivals such as the Tamale Festival, Central Coast Craft Beer Festival, and various car shows bring a steady stream of visitors year-round, further boosting demand for accommodations in the area. Held every summer, the Mid-State Fair is one of the largest events in the region, featuring top-tier concerts, rodeos, carnival rides, and agricultural showcases, attracting thousands of attendees from across California.







## Location & Outdoor Attraction

Atascadero benefits from its strategic location along Highway 101, serving as a convenient midpoint between San Francisco and Los Angeles, making it a popular stop for travelers in need of lodging, dining, and fuel. This highway traffic boosts demand for accommodations and services, especially from those on long road trips. Additionally, the city attracts outdoor enthusiasts with its natural attractions, including Atascadero Lake Park, Stadium Park, and nearby Santa Margarita Lake, which offer opportunities for hiking, fishing, and outdoor recreation. Atascadero is also home to the Charles Paddock Zoo, the only accredited zoo on the Central Coast, featuring a diverse collection of animals from around the world, including red pandas, Malayan tigers, and exotic birds. With its conservation efforts and family-friendly exhibits, the zoo adds to the city's tourism appeal, drawing visitors seeking both adventure and education.







**Retail & Dining**

The growth of downtown Atascadero has significantly contributed to increasing demand in the area, transforming it into a vibrant hub for both locals and visitors. In recent years, the downtown area has seen an influx of new retail shops, trendy restaurants, and innovative breweries, creating a lively atmosphere that attracts a diverse crowd. This transformation has not only made Atascadero a go-to destination for dining and shopping but also fostered a strong sense of community. The addition of unique eateries and craft breweries has helped the city gain a reputation for great food and drink, drawing both tourists and residents. As more businesses continue to open, the demand for accommodations, dining, and shopping experiences in downtown Atascadero continues to rise, further boosting the local economy.

**Agriculture & Viticulture**

Wineries, olive farms, and ranches in Atascadero play a significant role in driving both tourism and local employment. The region’s rich agricultural and viticulture industries not only attract visitors seeking to explore the local wineries and tasting rooms but also provide a strong foundation for the local economy. Tourists are drawn to the area for wine tours, tastings, and events, helping to boost demand for accommodations, dining, and other services. Beyond tourism, these industries create a wide range of jobs in farming, production, and hospitality, supporting both seasonal and year-round employment opportunities. The growth of these sectors also encourages investment in the area, contributing to the city’s overall economic development and helping to sustain a thriving community.



# Short Drives

Located in the heart of California’s Central Coast, Holiday Inn Express & Suites Atascadero offers easy access to some of the region’s most breathtaking destinations all just a short drive away. In less than 30 minutes, guests can explore the beach towns of Morro Bay, Cayucos, and Cambria, where scenic coastlines, fresh seafood, and charming shops await. History lovers can venture to the iconic Hearst Castle, while wine enthusiasts can indulge in tastings at the world-renowned Paso Robles wineries or explore the craft beverage scene at Tin City. Just 20 minutes south, San Luis Obispo boasts a vibrant downtown, historic Mission San Luis Obispo de Tolosa, and the lively Thursday Night Farmers’ Market. Families will love a stop at Avila Valley Barn for farm-fresh treats and friendly animals. For those craving adventure, Montaña de Oro State Park and Margarita Adventures offer hiking, ziplining, and unforgettable outdoor experiences. Whether you’re looking for coastal relaxation, cultural landmarks, or outdoor fun, the best of the Central Coast is just a short drive away.



Morro Bay ~ 20 min



Cambria ~ 35 min



Cayucos ~ 25 min



Pismo Beach ~ 40 min



Montana de Oro ~ 35 min



Hearst Castle ~ 40 min



Margarita Adventures ~ 25 min



Avila Valley Barn ~ 30 min



Mission San Luis Obispo de Tolosa ~ 20 min



San Luis Obispo Farmers Market ~ 20 min



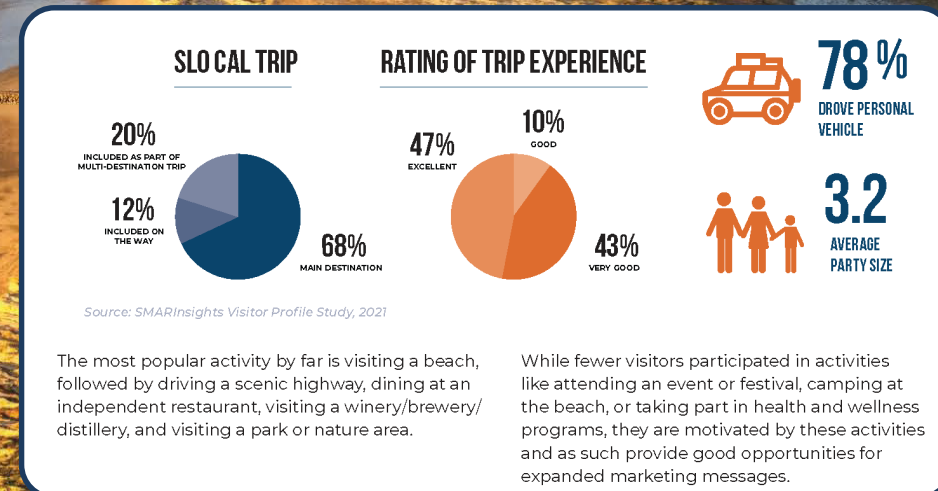
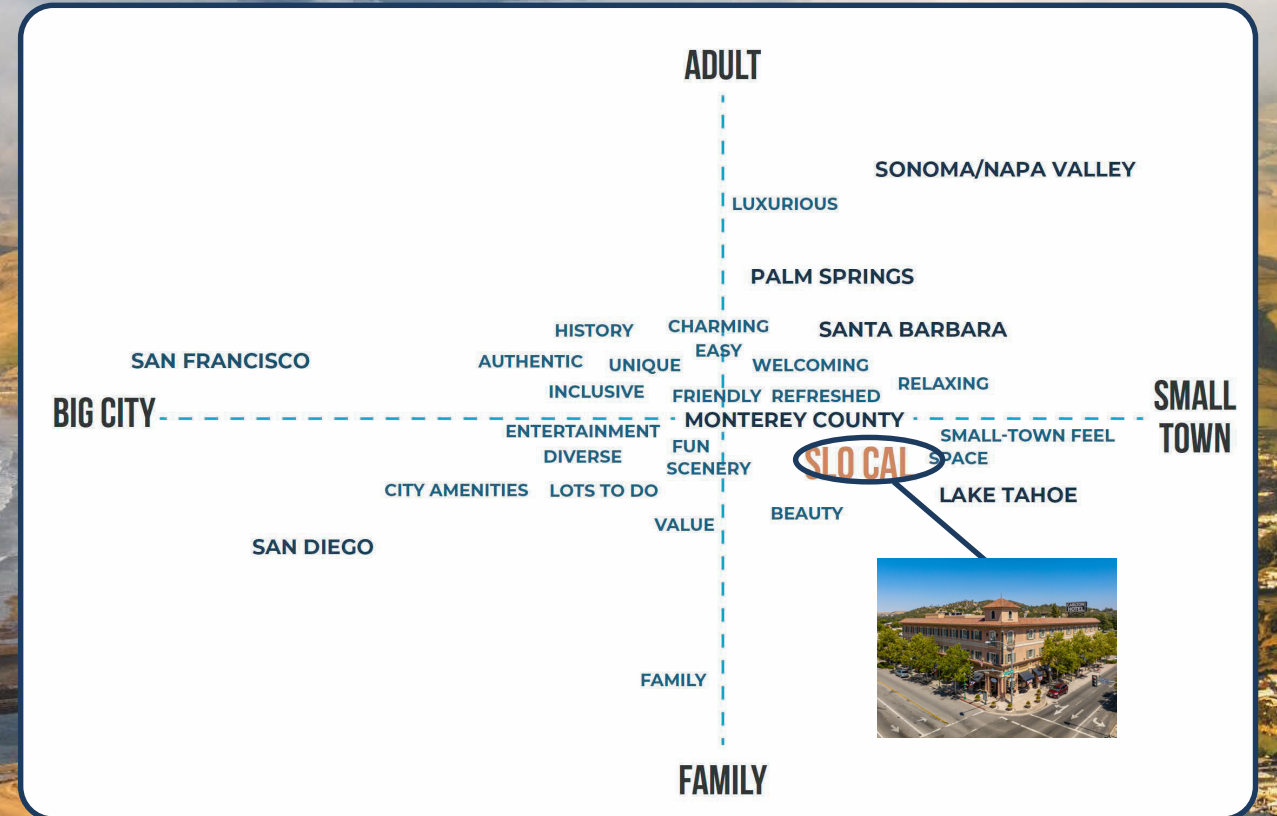
Tin City ~ 15 min



# TOURISM DATA



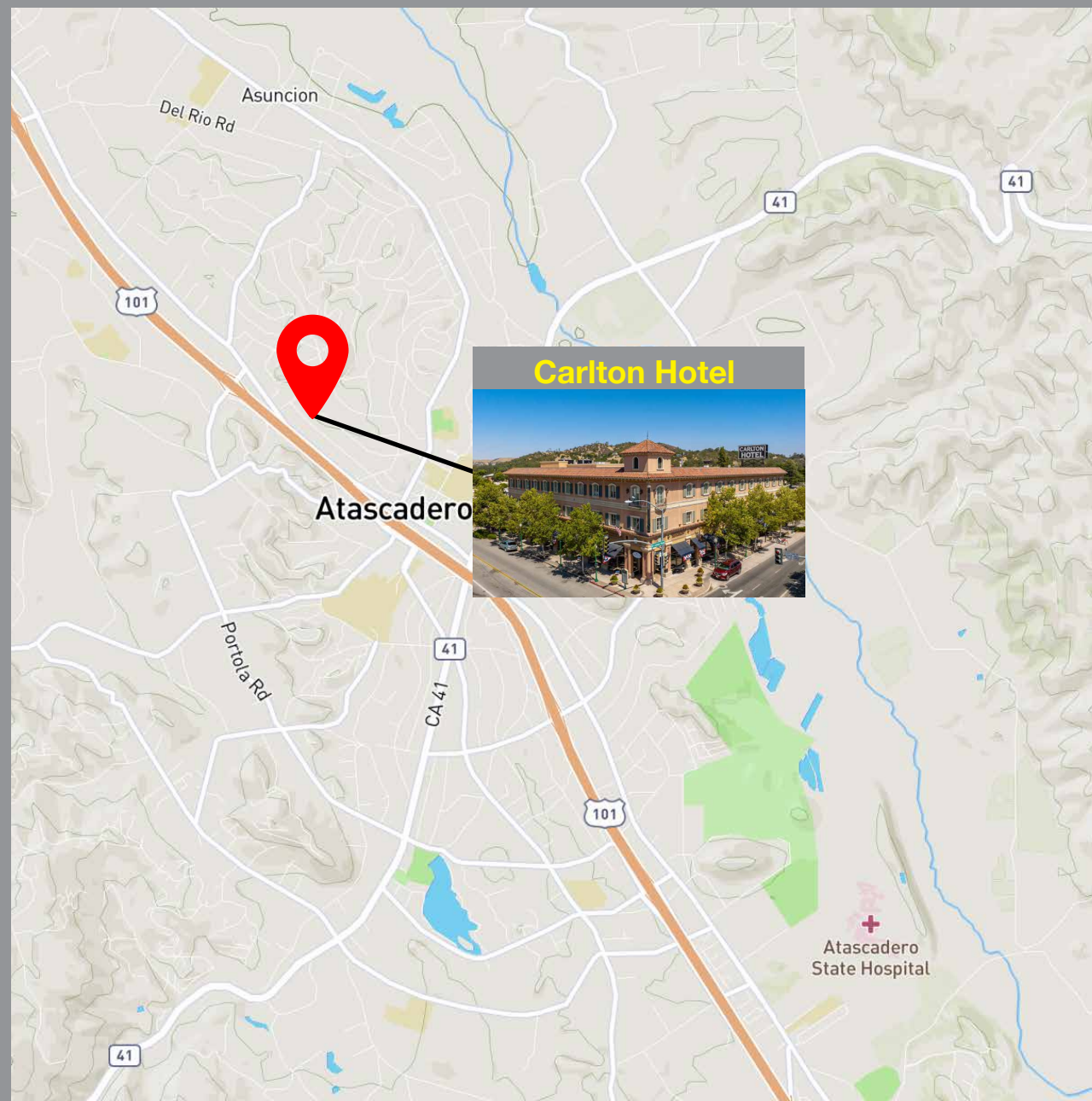
VISIT SLO CAL IS THE PREMIERE TOURISM AGENCY in San Luis Obispo County and is an active community partner in marketing the SLO CAL region. SLO CAL aims to build relationships with hospitality industry businesses, increasing the viability of hotel development and investments.







# DIRECTIONS



**FROM NORTH OR SOUTH (US-101):** Take Exit 281, follow El Camino Real into downtown, and you'll find The Carlton on Traffic Way

## BY REVIEWING THIS DOCUMENT, YOU VOLUNTARILY AGREE TO THE FOLLOWING:

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For more information on these and other exclusive listings, please visit our company website at [www.everlygrove.com](http://www.everlygrove.com)

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