

- **Opportunity Zone**
- In-place Development Agreement
- **50% Reduction in City Impact Fees with Favorable Financing Perks**
- Project can be delivered Building Permit Ready

Town Center Hotel

SANTA MARIA, CA

**Hotel Development
in “Main and Main” location**

For Sale | 150-Key Infill Hotel Project in Downtown Santa Maria

Experience. Integrity. Trust.
Since 1993

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EXECUTIVE SUMMARY

Hayes Commercial Group is pleased to offer participation in the largest redevelopment in the history of Santa Barbara County. Located at Broadway & Main Street is Santa Maria's "Town Center," a master-planned redevelopment of the city's historic downtown. Approximately 1,050 new residential units, 150 new hotel rooms, 35,000 square feet of commercial and 1,280 parking spaces are slated to be completed over the next 6-7 years, bringing much-needed housing, activated commercial experiences, modern amenities, and an interactive community.

The Master Developer is seeking a development partner for an up to 150-key hotel located on Lot 1. This project will provide a developer with the benefits of the Development Agreement which include:

- Significantly Below-Market Land Basis
- Opportunity Zone Tax Benefits
- 50% Reduction of Impact fees + the ability to finance applicable Impact Fees at 1% over 10 years
- Reduced Parking Requirements
- Property can be delivered Building Permit Ready

With 43,000 CPD traffic counts and proximity to parks and US 101, this is a very rare chance to be part of a transformative project in the heart of the Central Coast's most populous city.



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PROPERTY HIGHLIGHTS

The buyer will own the land and partner with the Master Developer to build the entitled hotel.

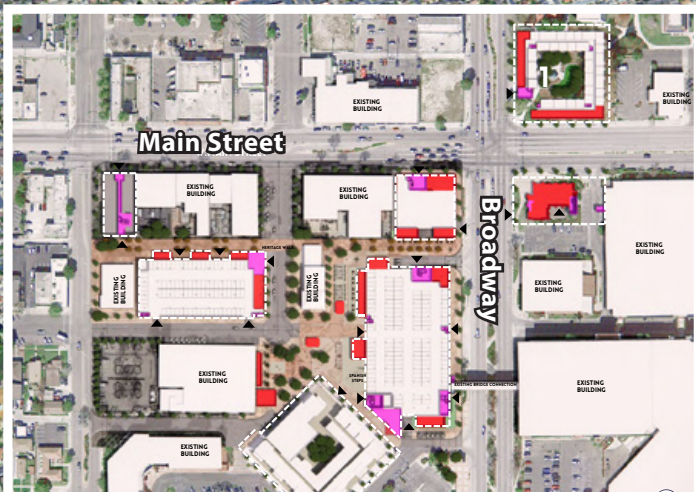
Land Area	Portion of Lot 1, which is approx. 2.0 Acres
Price	To be negotiated
Building Height	Up to 7 stories
Proposed Units	Up to 150 hotel rooms
Parking Spaces	295 spaces (260 in proposed on-site podium structure and 35 in adjacent parking structure)

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Areas marked in red are new commercial spaces.



TOWN CENTER SUMMARY

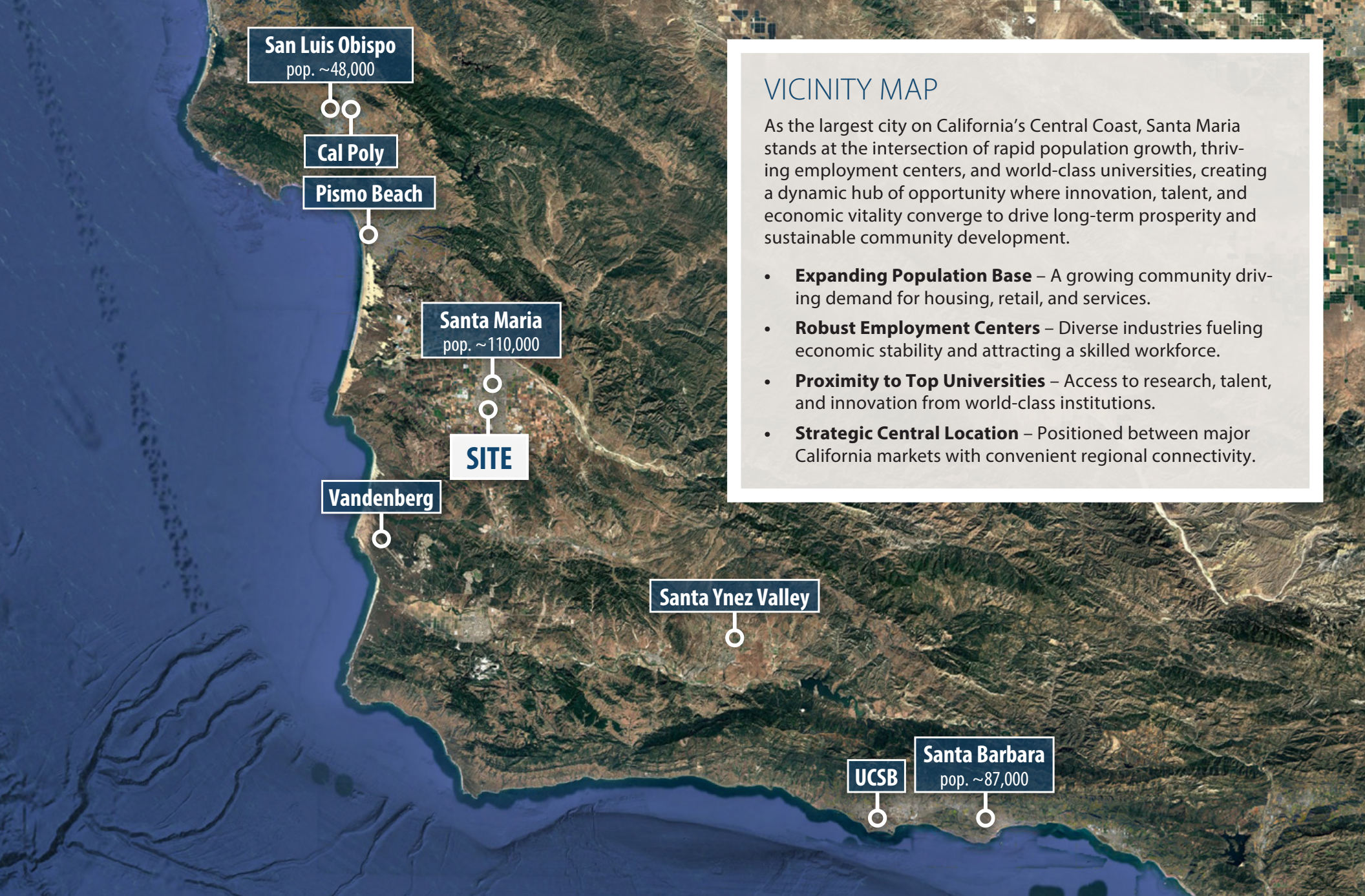
- 1,200 units proposed
- 35,000 SF commercial space proposed
- 1,280 parking spaces

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VICINITY MAP

As the largest city on California's Central Coast, Santa Maria stands at the intersection of rapid population growth, thriving employment centers, and world-class universities, creating a dynamic hub of opportunity where innovation, talent, and economic vitality converge to drive long-term prosperity and sustainable community development.

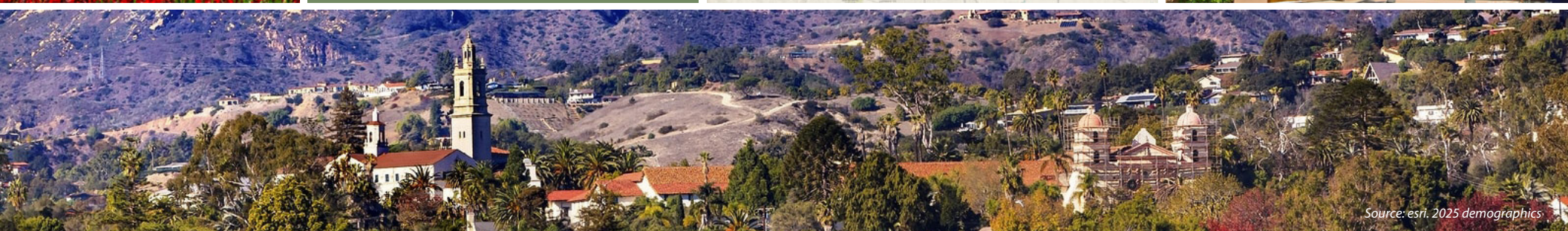
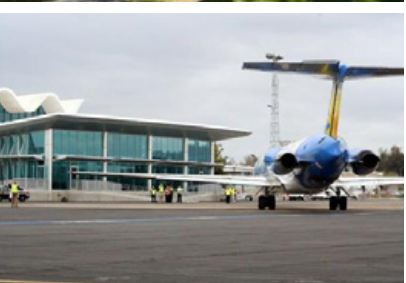
- **Expanding Population Base** – A growing community driving demand for housing, retail, and services.
- **Robust Employment Centers** – Diverse industries fueling economic stability and attracting a skilled workforce.
- **Proximity to Top Universities** – Access to research, talent, and innovation from world-class institutions.
- **Strategic Central Location** – Positioned between major California markets with convenient regional connectivity.

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Santa Maria is located on the famed Highway 101 at the mid-point of California's Central Coast. Santa Maria is the industrial, commercial, agriculture and retail hub for a region that includes approximately 212,500 residents located within a 20-mile radius.

Agriculture, tourism, personal services, and government/military activity form the economic base of the Santa Maria Valley. At the same time, the local economy continues to expand far beyond this traditional base to include regional trading, manufacturing and service industries, health care, transportation, oil, and commercial space launch at nearby Vandenberg Air Force Base.

SANTA MARIA



Source: esri. 2025 demographics

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 **Hayes**
COMMERCIAL GROUP

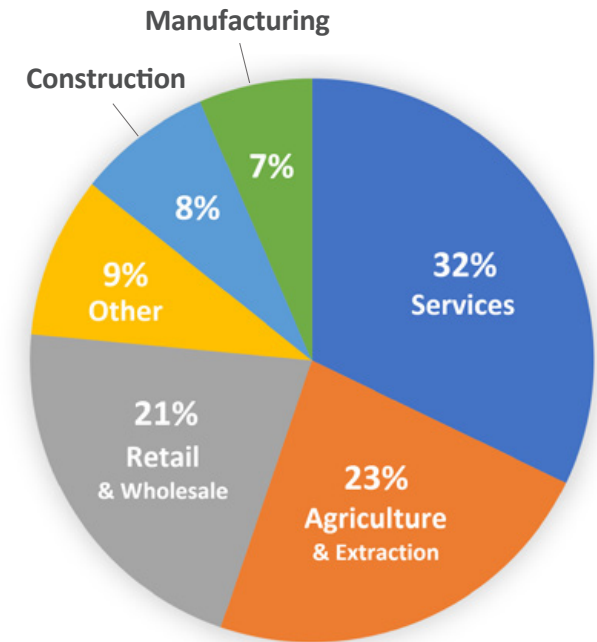
A DYNAMIC AND RESILIENT ECONOMY

Santa Maria Valley thrives on a diverse economic base that empowers resilience and opportunity across multiple development sectors.

Anchored by Vandenberg Space Force Base and a robust public education network, the city benefits from stable and high-wage employment. The region's agricultural heritage remains vital, while strong representation in healthcare, aerospace, manufacturing, and retail ensures a balanced, multi-industry economy.

This economic diversity supports promising opportunities for multifamily and commercial real estate development. A steady workforce drawn by schools, colleges, hospitals, and defense-centered activities drives demand for housing and commercial amenities. Contemporary growth in technology, renewable energy, and professional services adds further momentum, underscoring the region's readiness for smart, sustainable real estate investment.

Santa Maria by Industry (workforce)



Top Employers



- Vandenberg Space Force Base (~6,700)
- Santa Maria Bonita School District (~2,100)
- Marian Regional Medical Center (~1,920)
- Allan Hancock College (~1,480)
- Safran Aerospace (~915)
- Santa Maria Joint Union School District (~805)
- Windset Farms (~750)
- City of Santa Maria (~586)
- Walmart (~440)
- Agro Jal Farms (~420)

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