



DOUBLETREE

by Hilton

Sonoma Wine Country













JLL's Hotels & Hospitality Group, as sole and exclusive representative of the Seller, is pleased to offer for sale the fee simple interest in the 245-room DoubleTree Hotel Sonoma Wine Country (the "Property" or "Hotel") on 12.53 acres of land located in Rohnert Park, California.



Jones Lang LaSalle Americas, Inc.



Summary of Facilities & Amenities

	Address	One Doubletree, Rohnert Park, CA 94928
	Opened	1987
	APN	160-010-023
	Site Size	12.53 acres (545,806 square feet)
	Zoning	C-R (Regional Commercial)
	Guestrooms	245
	Meeting Space	Approximately 43,000 SF of meeting space across 16 venues
	Food & Beverage	<ul style="list-style-type: none"> • Gather Bar & Patio • Gather Restaurant
	Brand / Management	DoubleTree / Managed by Hilton (Offer Unencumbered by Brand & Management)
	Tenure / Labor	Fee Simple / Non-union
	Amenities	<ul style="list-style-type: none"> • Fitness center • Outdoor pool • Pickleball • Golf (not part of Hotel, separately owned) • Meeting rooms • Business center • Pet-friendly rooms
	Parking	Self-parking (\$22.00 per day)



Investment Highlights



Fee Simple, Full Service Hotel Property

The DoubleTree Sonoma Wine Country presents a rare opportunity to acquire a 245-room, fee-simple, full-service hotel in one of Northern California's most celebrated destinations. Located in Rohnert Park at the gateway to Sonoma Wine Country, this amenitized Property offers investors strategic access to a market welcoming over 10.3 million annual visitors who contribute approximately \$2.1 billion in tourism spending.



Comprehensive Meeting and Event Infrastructure

The Property features group and events capabilities with over 43,000 square feet of flexible meeting space across three dedicated ballrooms and multiple breakout areas, positioning it as a venue for large-scale corporate meetings, social events, and destination weddings. The Hotel's specialized cultural wedding expertise, dedicated catering team with full-service capabilities, A/V infrastructure, and 24-hour business center create a unique opportunity in the market that can be enhanced and capitalized upon post-renovation.



Investment Highlights, *continued*

Amenities Supporting Ancillary Revenue

The Hotel's numerous amenities create opportunities for ancillary revenue beyond room rates. Recreational facilities include an outdoor pool, 24-hour fitness center, hot tub, and pickleball courts. The Property benefits from its adjacency to the 36-hole championship Foxtail Golf Club, a separately owned facility not included in this offering. Food and beverage operations encompass the Gather Bar & Patio and Gather restaurant, featuring fresh Californian cuisine prepared with local Sonoma ingredients and an extensive wine selection, served in an inviting setting with fireplaces and an outdoor patio, complemented by a lobby bar for evening cocktails.

Unmatched Location Value

The Property occupies a strategic location in Rohnert Park, the geographic center of Sonoma County, providing unparalleled access to the region's primary attractions and demand generators. Sonoma County welcomes over 10.3 million visitors annually who contribute approximately \$2.1 billion in tourism spending, with wine tourism representing the cornerstone of the local economy. The Hotel sits within a 30-minute drive of over 425 wineries spanning diverse appellations including Russian River Valley, Sonoma Coast, and Bennett Valley, positioning it as an ideal base for wine enthusiasts exploring the region. Beyond wine tourism, the Property benefits from proximity to Charles M. Schulz-Sonoma County Airport (5 miles), downtown Santa Rosa's business district (6 miles), and the Sonoma Coast's pristine beaches (25 miles). This central location captures multiple demand segments including leisure travelers, corporate groups utilizing Sonoma County's growing conference facilities, and business travelers serving the North Bay's technology, healthcare, and manufacturing sectors.

Investment Highlights, *continued*

Favorable Cost Basis Advantage

The Property offers investors compelling value relative to current construction economics in California's high-barrier coastal markets, trading at a substantial discount to replacement cost in today's challenging development environment. Sonoma County's stringent land use regulations, limited available development sites, environmental requirements, and elevated construction costs create formidable barriers to new hotel supply.



Value Enhancement Opportunities



Unencumbered by Brand and Management

The Hotel is currently managed by Hilton but is offered free and clear of existing brand and management agreements. This provides incoming ownership with complete operational flexibility to negotiate a new franchise agreement with Hilton (Doubletree), or explore alternative branding and management strategies tailored to specific investment objectives and market positioning goals.



Strategic Capital Enhancement

A strategic capital improvement program will position the Hotel as the premier asset in the local market, establishing it as the preferred choice for discerning travelers while capturing increased market share and commanding higher average daily rates. A well-executed renovation will accelerate the timeline to Property's institutional quality throughout the investment hold period, ensuring optimal positioning for a successful exit strategy.



Meeting Space Modernization

A targeted renovation of the Property's 43,000 square feet of meeting and event space will enhance competitive positioning in Sonoma County's lucrative group segment. Strategic upgrades to ballrooms, breakout areas, and A/V infrastructure will drive increased group penetration and higher-margin catering revenue.





Value Enhancement Opportunities, *continued*



Golf Package Development

Leveraging adjacency to the 36-hole Foxtail Golf Club, a separately owned facility not included in this offering, presents immediate opportunities to develop packaged golf experiences that command rate premiums and extend length of stay. Curated packages combining accommodations, green fees, and dining create compelling value propositions while strengthening competitive differentiation.



Wine Country Experience Partnerships

Strategic partnerships with Sonoma County's 425+ wineries will unlock significant revenue potential through packaged wine country experiences. Collaborations featuring exclusive tastings, winery tours, and sommelier-curated experiences will drive higher average daily rates and position the Hotel as the definitive base for wine tourism exploration.



Redevelopment & Densification Opportunity

Substantial Development Upside

Significantly under-built 12-acre site with only 19% lot coverage and 0.19 FAR vs. 1.5 FAR permitted—potential to nearly double existing 387,756 SF building area.

Flexible Zoning with Multiple Value-Add Paths

C-R Regional Commercial zoning permits hotel, retail, restaurant, office, and medical uses by right; mixed-use residential allowed by conditional use permit creating adaptive reuse and redevelopment opportunities.

Competitive for Affordable Housing Tax Credits

Site competes favorably for Low Income Housing Tax Credits (LIHTC) thanks to its location in a Small Difficult Development Area (DDA) and a Moderate Resource Area.

Rare Large Site of Scale

At 12 + acres, the Site presents the opportunity to add new development or be redeveloped in its entirety.

New State Housing Laws Simplify Entitlements

Powerful new State Housing Laws – such as the State Density Bonus which offers concessions and waivers and AB 130 for CEQA streamlining – allow for housing through more simplified approval processes.

Prime Sonoma County Location

Strategic position in Rohnert Park between San Francisco Bay Area and wine country tourist destinations; adjacent to City-owned golf course with strong visibility along commercial corridor.



Downtown Santa Rosa

- Sonoma County's largest city and commercial center
- 180,000+ population metro area

Ledson Winery & Vineyards

- 20 acres of vineyards
- Largest ultra-premium wine portfolio in the U.S.

Charles M. Schulz-Sonoma County Airport (STS)

- 780,000+ passengers in 2025
- Projected 30% surge in Spring 2026

Chateau St. Jean Winery

- 6,000 SF visitor center
- 30+ annual events

Sonoma County Fairgrounds

- 200+ annual events
- 300,000+ annual visitors

Foxtail Golf Club

- 36-hole facility
- Top choice for Sonoma and Marin County tournaments
- Certified Audubon Cooperative Sanctuary

Sonoma

- 7M+ annual visitors
- \$2.4B visitor spending (2025)

Highway 101

- 22,000+ daily vehicles

Graton Resort & Casino

- Largest casino in Sonoma County
- 20,000+ SF event space
- \$1B expansion (2026-2027)
- \$305M annual revenue



Green Music Center

- 1,400-seat concert venue
- 300-seat recital hall

Napa

- 3.7M+ annual visitors
- \$2.5B in revenue

Rohnert Park SMART Station

- 80,000+ annual passengers
- +40% riders above pre-pandemic levels

Sonoma State University

- 5,000+ students and 1,100+ faculty/staff
- Top College Choice (Forbes)



DOUBLETREE by Hilton

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