

# OUTSTANDING HEALDSBURG DEVELOPMENT OPPORTUNITY

HEALDSBURG, SONOMA COUNTY, CA

RUSSIAN RIVER FRONTAGE | DIRECT DOWNTOWN ACCESS  
±88.14 ACRES

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101

Healdsburg Ave

101

Healdsburg Ave



Jones Lang LaSalle Brokerage, Inc.  
Real Estate License #: 01856260



# THE OPPORTUNITY

## IRREPLACEABLE ASSET

Jones Lang LaSalle Brokerage, Inc. (“JLL”), as exclusive advisor, is pleased to present the very rare opportunity to acquire an outstanding development site located at 13666 Healdsburg Avenue; APNs: 002-331-001; 088-160-032; 088-170-036; 088-170-037; (the “Property”). The Property consists of ±88.14-acres of land located in the City of Healdsburg, California, immediately adjacent to the pristine Russian River, US 101 and just a short distance from Downtown Healdsburg. Strategically located at the entrance to the heart of Healdsburg and the world-famous Sonoma Wine Country, the site offers purchasers the opportunity to create a one-of-a-kind, mixed-use development that could potentially include a luxury destination hotel, townhomes, single family residences and a mixture of retail & related commercial uses. The property features panoramic views of the Sonoma County rolling hills, approximately 8/10’s of a mile of extensive Russian River frontage, along with immediate access to public transportation, and local amenities.

## STRATEGIC LOCATION

The site is located in the “South Entry Area” of

Healdsburg, which is in the beginning phase of the Southern Entry Area Specific Plan. The Specific Plan update will include an Infrastructure plan for extending sewer and water to the site, completion of an EIR and a rezoning of the property. The property is just 15 minutes (9 miles) away from the Sonoma County Airport, which flew over 600,000 passengers in 2022 and includes direct flights to Los Angeles, San Diego, Dallas, Bend/Redmond, Palm Springs, Las Vegas, Seattle, and Phoenix.

## HOSPITALITY & LIFE-STYLE MECCA

Healdsburg has become a well-known hospitality and life-style mecca. The immediate area includes several high-end, destination resort and boutique hotels (The Montage, Hotel Healdsburg and Hotel les Mars, Madrona Manor), famous restaurants (8 Michelin rated including SingleThread, The Matheson, The Madrona, Troubadour, Chalkboard, Vallete, Dry Creek Kitchen, Barndiva) and the world famous wine country.

## “BLANK SLATE” DEVELOPMENT OPPORTUNITY

This property represents a rare development site of mass (88.14 acres), allowing for the potential development of a one of kind, mixed-use development. With the scarcity of developable land and a location in the most

desirable area of Sonoma County, this site represents a once in a generation opportunity for the creation of a truly outstanding, high quality mixed-use development, located at the “Gateway” to Healdsburg in Sonoma County’s prestigious wine country. Healdsburg has a rich history of community engagement in development projects, and it will form an important part of any planning process.

## OPPORTUNITY TO LEAD

The City of Healdsburg has expressed a focused desire to see the subject property developed for a higher and better use, which will be a key and critical component of the beginning phase of the Southern Entry Area Specific Plan. That plan is expected to be fully under way in 2024. Given the extreme importance of the site to the core area of the Southern Entry Area Specific Plan, this timing creates an opportunity for the new owner to take a leadership role in the process, while also potentially accelerating the schedule for any new development. The city continues to express a strong interest in considering a high quality, mixed-use development, which may include a luxury destination hotel, townhomes, single family residences, and a mixture of retail & related commercial uses.

# PROPERTY OVERVIEW

**ADDRESS:** 13666 Healdsburg Ave, Healdsburg, CA

**COUNTY:** Sonoma County

**SIZE:** Four parcels totaling approximately  
±88.14 acres of land

**ASSESSOR'S PARCEL  
NUMBERS:** 002-331-001  
088-160-032  
088-170-036  
008-170-037

**CURRENT ZONING:** Industrial

**KEY SITE FEATURES:** "Gateway Entrance" to downtown Healdsburg and has substantial frontage and beachfront on the Russian River. Property encompasses 50% of the total acreage in the City's planned "South Entry" Specific Plan, to begin in 2024.

**PREVIOUS USE:** For over 75 years portions of the property have been used for Sand and Gravel mining operations. The business was recently sold and effective December 31, 2023 all further operations will cease in preparation for the sale of the asset.

**CITY OF HEALDSBURG  
PLANNING PROCESS-  
POTENTIAL  
DEVELOPMENT PLAN:** Through meetings and discussions with the City of Healdsburg planning officials, it is clear they would entertain and may be supportive of a complete rezoning of the property. This might include a high quality mixed-use development, potentially a destination luxury hotel, townhomes, single family residences, and a mixture of retail & related commercial uses. Community engagement will be critical to a successful outcome.





# OFFERING GUIDELINES

Healdsburg Gateway is being offered without a list price. There will be a formal bid date, which will be communicated to approved and registered developers and investors. Purchasers should rely on their own assumptions and base their offer and pricing on the “As-Is, Where-Is” condition of the Property. JLL will be available to assist prospective investors with their review of the Offering and answer any questions.

In addition, on-site inspections of the Property and tours of the market can be arranged with JLL upon request. Once marketing has commenced, JLL and the City of Healdsburg Departments request that all initial required meetings or conference calls be arranged and coordinated through JLL with the City of Healdsburg for speed, organization and efficiency. JLL will notify all prospective purchasers of the definitive date for offers to be submitted.

## Such offers should, at a minimum, include the following:

- The purchase price
- The source of capital, both equity and debt, for the transaction
- The amount of earnest money deposit
- Required purchaser due diligence period & internal approval process
- Scheduled closing date
- Detail on the closing expenses to be borne by either buyer or seller
- A description of assumptions utilized for the offer including assumptions regarding physical or environmental capital incorporated therein.

# CONTACT

## PROPERTY

### JORDAN LAZOR

Vice President  
RE License #02011117  
M +1 415 595 5102  
Jordan.Lazor@jll.com

### GLEN DOWLING

Senior Managing Director  
RE License #00890450  
M +1 707 227 7800  
Glen.Dowling@jll.com

### LAURA DUFFY

Senior Associate  
RE License #01922792  
M +1 415 686 0255  
Laura.Duffy@jll.com

## LAND SALES

### TATIANA HODAPP

Vice President  
RE License #02016779  
M +1 415 562 4268  
Tatiana.Hodapp@jll.com

## HOSPITALITY EXPERTISE

### MELVIN CHU

Executive Vice President  
RE License #01905569  
M +1 415 395 7263  
Melvin.Chu@jll.com

## CONFIDENTIALITY & DISCLAIMER

This Offering Memorandum is confidential and is furnished to prospective purchasers of the Property described herein subject to the terms of the Confidentiality Agreement previously provided to and executed by such prospective purchasers.

This Memorandum is intended solely to assist prospective purchasers in their evaluation of the Property and their consideration of whether to purchase the Property. It is not to be used for any other purpose or made available to any other person without the prior written consent of the Seller of the Property.

This Memorandum was prepared on the basis of information available to the Seller and to JLL, the Seller's exclusive agent in connection with the sale of the Property. It contains pertinent information about the Property and the surrounding area but it does not contain all the information necessary for a complete evaluation of the Property. The projected cash flow and other financial information contained herein are for reference only.

Although the information contained in this Memorandum is believed to be accurate and reliable, neither the Seller nor its exclusive agent guarantees its accuracy or completeness. Because of the foregoing and because the Property will be sold on an "as is" basis, prospective purchasers should make their own independent assessments, investigations, and projections regarding the Property. Although additional material, which may include engineering, environmental, or other reports, may be provided to certain prospective purchasers as appropriate, such parties should confer with their own engineering and environmental experts, counsel, accountants and other advisors.

The Seller expressly reserves the right, in its sole discretion, to reject any offer to purchase the Property or to terminate any negotiations with any party at any time, with or without notice. The Seller shall have no legal commitment or obligation to any prospective purchaser unless and until a written Purchase and Sale Agreement has been fully executed and delivered and any and all conditions to the Seller's obligations thereunder have been fully satisfied or waived.

The Owner is responsible for any commission due its agent in connection with a sale of the Property. The Seller shall not be responsible for any commission claimed by any other agent or broker in connection with a sale of the Property. No other party, including the Seller's exclusive agent, is authorized to make any representation agreement on behalf of the Seller. This Memorandum remains the property of the Seller and its exclusive agent and may be used only by parties approved by the Seller and its exclusive agent. No portion of this Memorandum may be copied or otherwise reproduced or disclosed to anyone except as provided herein and as permitted by the express terms of the Confidentiality Agreement.

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