

SONOMA
VALLEY HIGH
SCHOOL

CALIFORNIA
12

DUTCH BROS
COFFEE

CALIFORNIA
12

Peet's Coffee
WILLIAMS-SONOMA
UNITED STATES
POSTAL SERVICE

SEBASTIANI
THEATER

SONOMA
VALLEY
HOSPITAL

BANK OF AMERICA

usbank

CVS
ROUND TABLE
PIZZA ROYALTY

WHOLE
FOODS
MARKET
Black Bear Diner
BMO

SAFEWAY

TROVE
SUNFLOWER
EL DORADO
EST. HOTEL & KITCHEN 1861

SWISS HOTEL

SONOMA PLAZA

Sonoma Plaza Development

155-175 E SPAIN STREET, SONOMA, CA



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Sonoma Plaza Development

PRICING: \$3,750,000

Owner will consider a quick sale or entitlement sale

155-165, 175 E SPAIN ST, SONOMA, CA 95476 

1.09 AC

155-165 E Spain
(APN: 018-221-005)

0.16 AC

175 E Spain
(APN: 018-221-006)

TOTAL LAND AREA

1.25 AC

NO. OF PARCELS

2

ZONING

Mixed Use (MX)

DENSITY

20 Units Per Acre

ASSET TYPE

Land



A rare opportunity to acquire and develop a mixed-use project in Sonoma's Downtown District/Northeast Planning Area

The offering is a 1.25 acre commercial lot that **spans two parcels**, and is located in Sonoma's historic downtown area. The subject property is in an **extremely high barriers to entry market** within the renowned Sonoma Valley winemaking region.

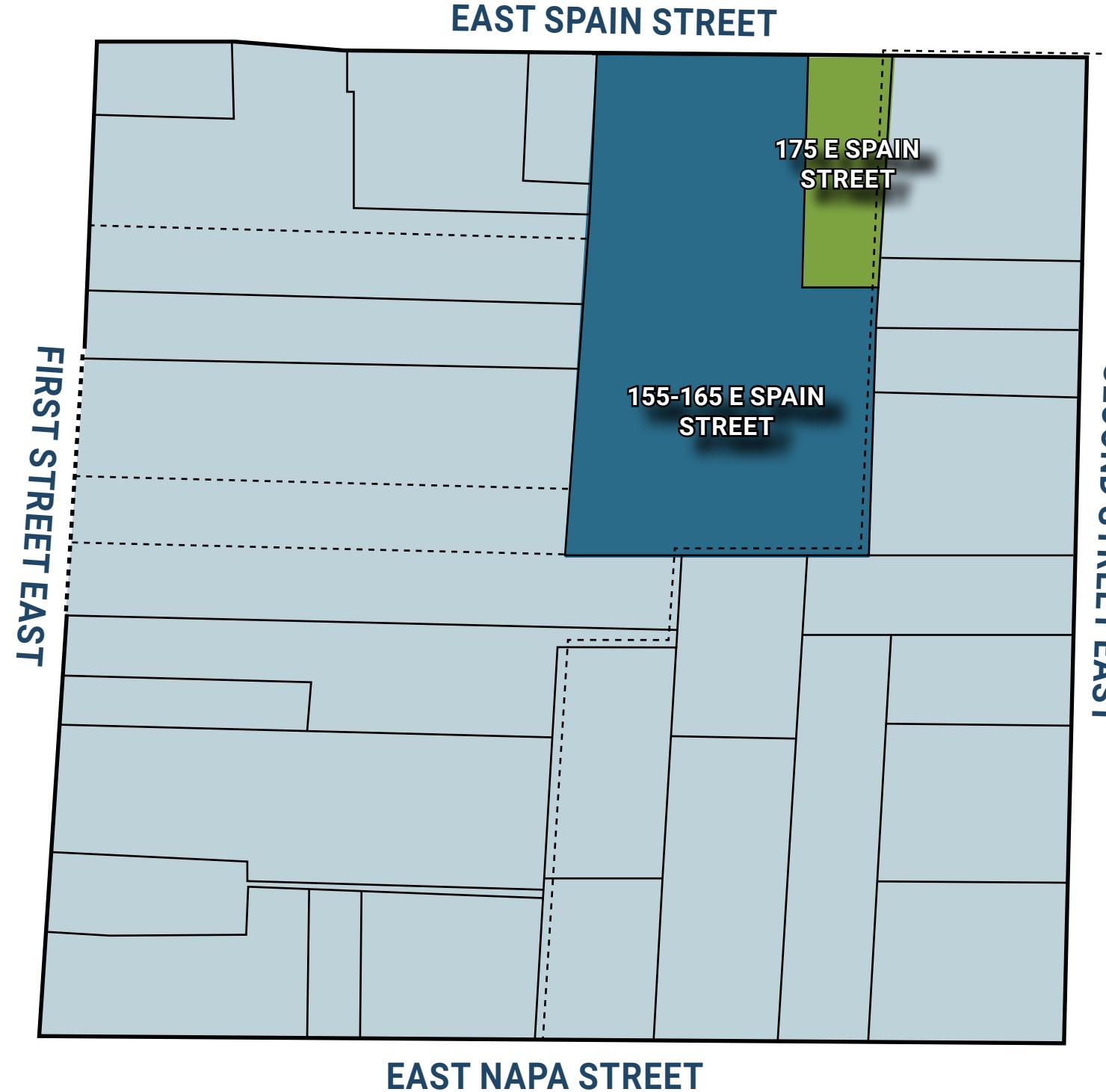
Rare Downtown Sonoma Development Opportunity

- A premier location less than one block from the Sonoma Plaza, which is a tourism epicenter that attracts visitors year-round.
- 155-175 E Spain Street is currently zoned Mixed Use (MX), which allows for a combination of commercial and residential uses.
- 175 E Spain Street consists of a single-family dwelling that is currently leased on a month-to-month basis. A developer could potentially renovate and expand the existing structure, or demolish and redevelop into a multi-family building with 3+ units.
- 155-165 E Spain Street contains a 1,080 SF historic structure that is currently vacant, with adjacent land to the south and to the west. The historic structure would be an ideal location for a commercial user, such as a professional office or wine tasting room.
- The owner will consider offers to redevelop the property and allow time for entitlements, as well as a quick close offer at a reasonable discount with shorter due diligence periods and closing time frames.

Affluent Community | High Barriers to Entry

- The City of Sonoma is located ~45 miles north of San Francisco, and ~10 miles west of Napa, and its local economy is dominated by wine, agriculture, tourism, and hospitality.
- Average household incomes exceed \$150,000 within a 5-mile radius of the subject property.
- The downtown core is mostly built out, with very minimal developable land available; historically, there is also a low turnover rate of existing properties.
- Strict zoning and development standards limits new competition.





ZONING

MX

MIXED USE

Mixed use zoning is intended to allow for multifamily dwellings, both separately and in conjunction with commercial and office development. New single-family dwellings and duplexes are prohibited, but units in existence can continue as a legal conforming use. [Read more here.](#)

ZONING OVERLAYS

155-165 E Spain Street — [Downtown District Overlay](#)

175 E Spain Street — [Northeast Planning Overlay](#)

Address	155-165 E Spain St	175 E Spain St
APN	018-221-005	018-221-006
Lot Size (SF)	47,601	6,823
Lot Size (AC)	1.09	0.16
Project Design	Downtown District	Northeast Planning Area
Zoning Class	Mixed Use (MX)	Mixed Use (MX)
Dwelling Units/Acre	20	20
Setback (Front/Street)	10 ft.	None Required
Setback (Side)	None required	None Required
Setback (Rear)	None required	None Required
F.A.R.	1.2	0.6
Buildable SF	57,121	4,094
Site Coverage	70%	60%
Open Space (Commercial)	25% of site	7%-11% of site
Open Space (Residential Common & Private)	400 SF per unit, any combination of shared or private	300 SF per unit (Common); 75-225 SF per unit (Private)
Height	30 ft.	30 ft.

ADDITIONAL CONSIDERATIONS

- **Inclusionary Housing Requirement:** At least 25% of the units shall be affordable (5% low income, 10% moderate, 10% middle income).
- **Historic Building:** Constructed in 1922, the Pinelli Bungalow is in the National Register District as a Code of 3. It was the home of August Pinelli, known by many as "Mr. Sonoma," who served on the Sonoma City Council and also as mayor from 1946-1948. The mature pecan tree behind the bungalow should be retained, and if feasible, the Sycamore on the street.
- **Cultural Resources:** The property is situated in an area of high archaeological sensitivity, so grading should be monitored by an archaeologist. A Tribal Treatment Plan shall be developed in consultation with the Federal Indians of Graton Rancheria (FIGR).
- **Condition of the Home:** Built in 1944, the 520 SF existing 1x1 home at 175 E Spain is in great condition and currently used a rental unit with a garage, updated kitchen, dishwasher, gas stove, and a washer and dryer.
- **Plaza Retail Overlay District:** On March 18, 2019 the City Council approved an ordinance that would limit the number of wine tasting facilities to 25. This property is just outside the boundary of the Plaza Retail Overlay District.
- **Approval Process for Entitlements:** Any development will need to go through the full public hearing and City Council approval process.

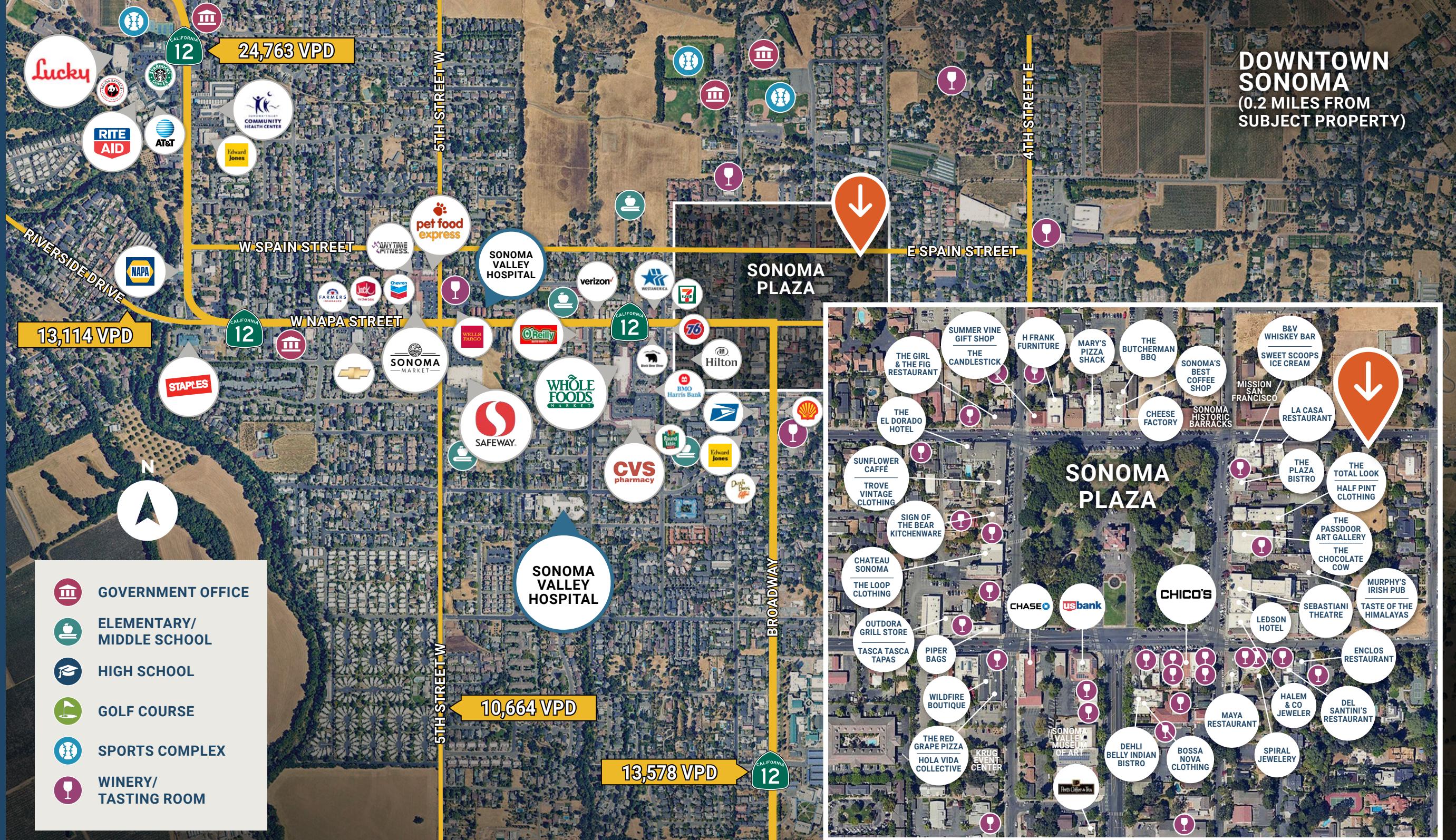


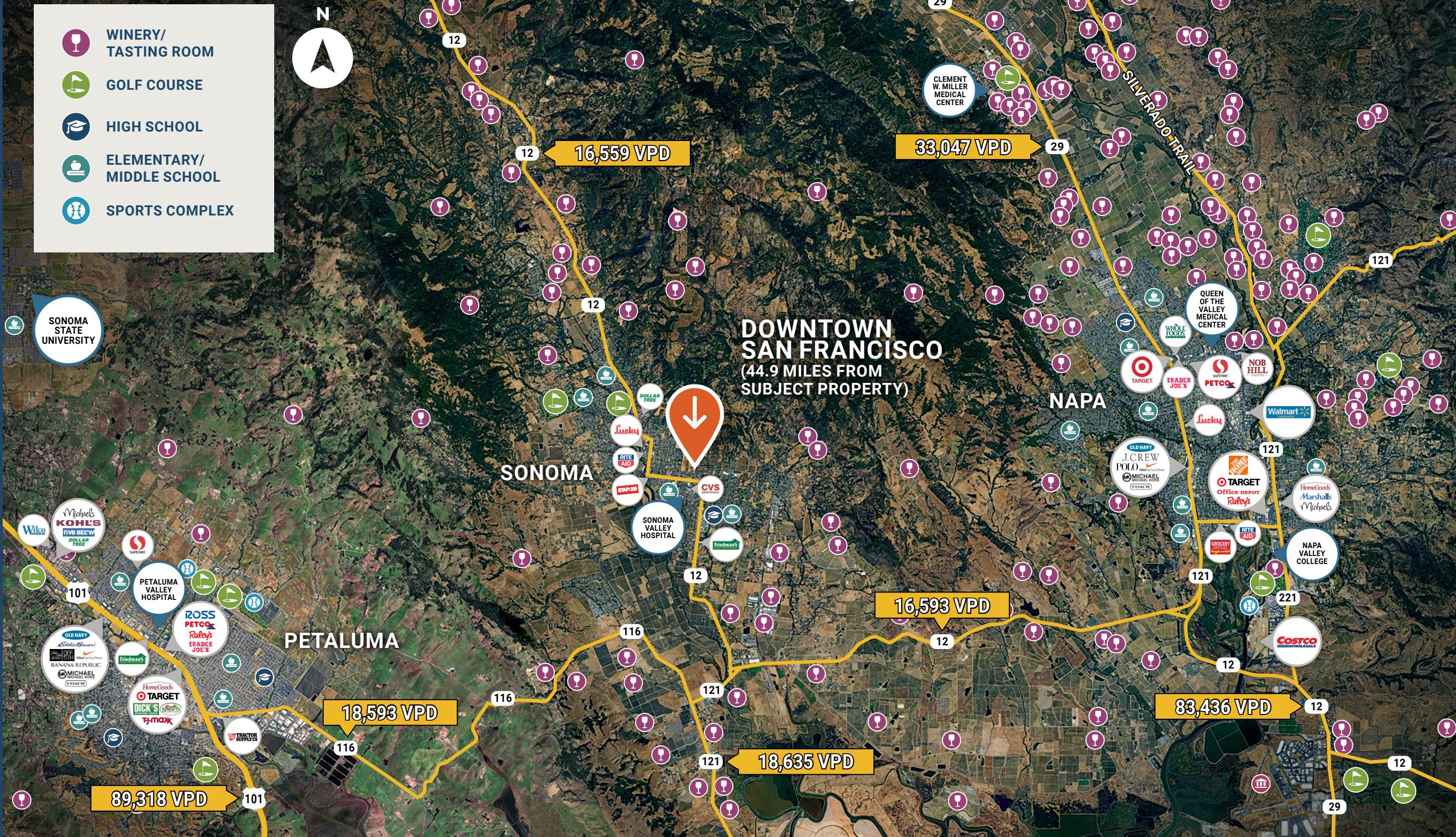
Immediate Trade Area



SANTA ROSA
21.5 MILE







Ring Radius Population Data

	1-MILE	3-MILES	5-MILES
2023	10,133	31,535	36,958

Ring Radius Income Data

	1-MILE	3-MILES	5-MILES
Average	\$153,196	\$148,980	\$152,311
Median	\$107,508	\$105,523	\$108,115

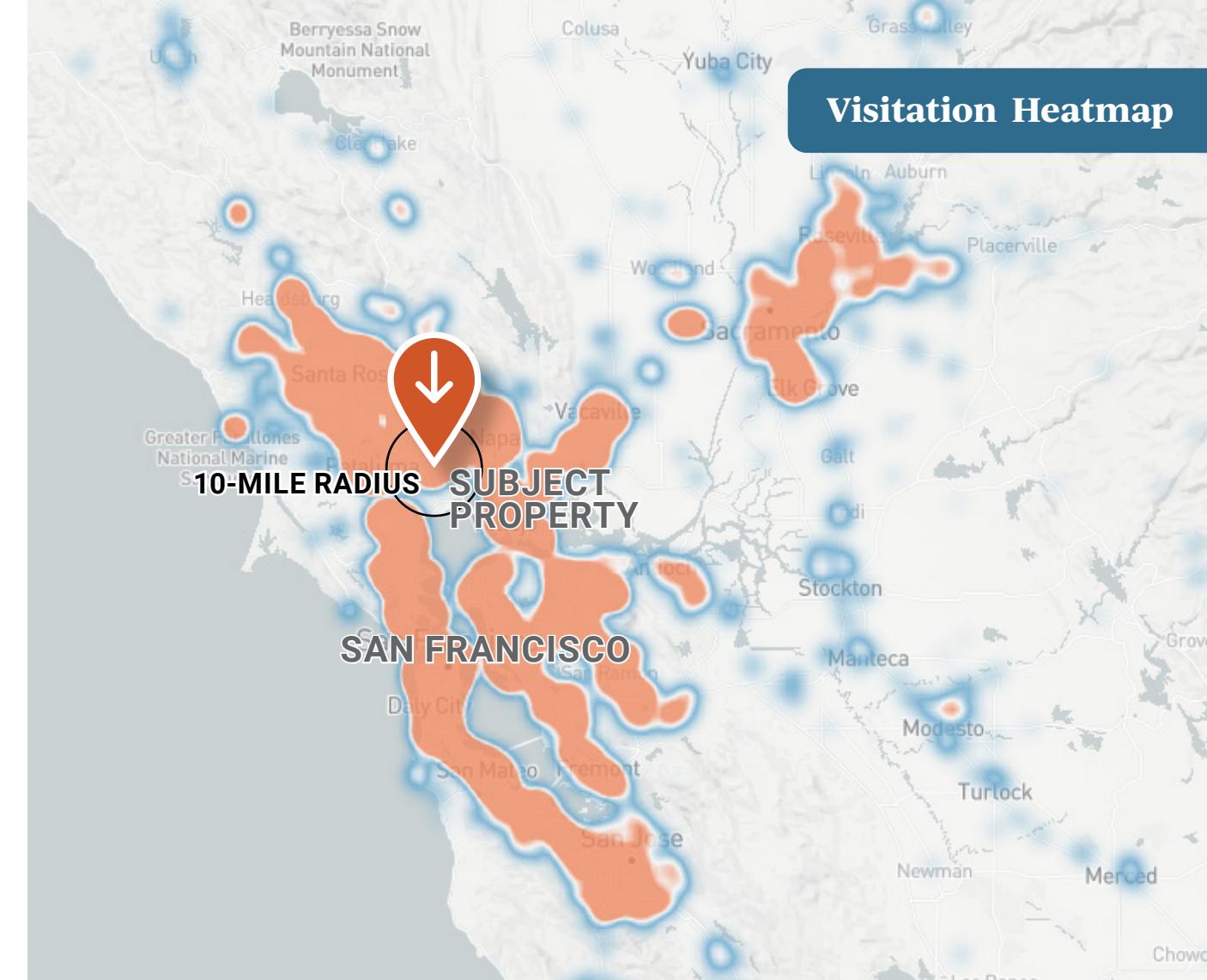
The typical visitor persona for individuals who visited the nearby Sonoma Plaza in the last 12 months are individuals with **annual incomes greater than \$150K**.

1.4 Million

OUT OF MARKET VISITORS TO
THE CITY OF SONOMA (2024)

7 Million

TOTAL VISITS TO THE CITY
OF SONOMA (2024)



The shading on the map above shows the **home location of people who visited the subject property over the past 12 months**. Orange shading represents the highest concentration of visits.

*Map and data on this page provided by Placer.ai. Placer.ai uses location data collected from mobile devices of consumers nationwide to model visitation and demographic trends at any physical location.

Sonoma, CA

THE HEART OF CALIFORNIA WINE COUNTRY

Nestled in Sonoma Valley

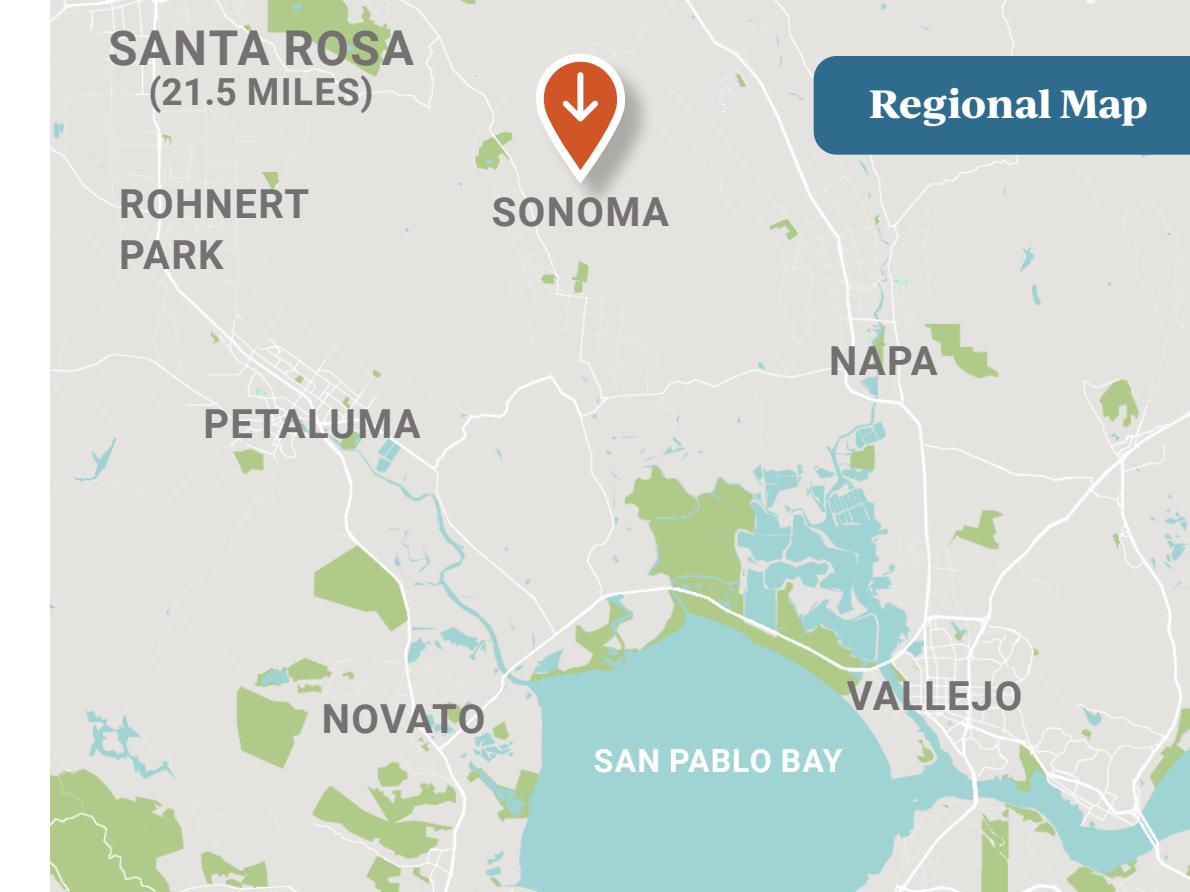
- A historic city in the heart of the renowned Sonoma Valley wine-making region (Santa Rosa MSA)
- Offers prime access to regional tourism and affluent consumer traffic
- Proximity to higher education institutions like Sonoma State University

Economy & Tourism

- Dominated by wine, agriculture, tourism, and hospitality; more than 400 wineries in the broader county fuel economic activity and job growth
- Strong small business environment, with a focus on local artisans, food and beverage operators, boutique accommodations, and wellness services
- Over 7 million visitors annually to Sonoma County; Sonoma itself is a top destination for wine country experiences
- Sonoma Plaza, a 19th century town square, is a tourism epicenter with restaurants, wine tasting rooms, boutique hotels, and shops

Transportation & Logistics

- Located approximately 45 miles north of San Francisco and 10 miles west of Napa; a strategic hub between key Northern California markets
- Primary access via Highways 12 and 121; strong regional drive-in traffic from the Bay Area, Sacramento, and Central Coast
- Nearest airports include Sonoma County Airport, Napa County Airport, and San Francisco International Airport





Wine Production & History

- Sonoma County has the state's oldest premium winery (Buena Vista) and the longest continually operating family winery (Gundlach-Bundschu)
- In 2019, Sonoma was named Wine Region of the Year by *Wine Enthusiast* magazine
- Divided from Napa Valley by the Mayacamas mountain range, Sonoma County is one of the most varied wine regions in the world
- Its complex topography includes towering peaks, 50-plus miles of Pacific coastline, oak-studded hills, and sun-kissed valleys, lending the region's 19 American Viticultural Areas the wide array of micro-climates and soil types that enable 60+ grape varieties to grow successfully
- The county produces 6% of all wine in California



Winery Tourism

- Sonoma County is one of the top wine tourism destinations in the U.S., drawing visitors from around the world to its 400+ wineries
- Sonoma County welcomes ~7.5 million visitors annually, with wine tasting being the leading attraction
- Tourism generated over \$2 billion in direct travel spending, while the wine industry as a whole generated over \$8 billion for the local economy
- Key wine regions in Sonoma include:
 - Russian River Valley
 - Sonoma Valley
 - Dry Creek Valley & Alexander Valley
 - Carneros

The birthplace of California's modern wine industry

7 Million

ANNUAL VISITORS TO SONOMA COUNTY

\$8 Billion

SONOMA WINE INDUSTRY'S ECONOMIC IMPACT

62,000

ACRES OF GRAPES

[Learn More](#)



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