



5750 STAGE GULCH ROAD SONOMA, CA 95476

Commercial development opportunity
in charming Sonoma wine country

57.2 Acres – Rare K Zoning

BEACON
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A scenic view of a vineyard in Sonoma, California. The foreground is filled with rows of green grapevines. In the middle ground, a large white building with a dark roof and a small tower is situated on a hillside. The background shows rolling hills with patches of green trees and golden-brown grass. A wind turbine is visible on the right side of the image.

Executive Summary

CONCEPTUAL IMAGE

Executive Overview

5750 Stage Gulch Road is an exquisite property nestled within a picturesque landscape of sprawling vineyards, gently rolling hills adorned with majestic oak trees, and expansive meadows showcasing breathtaking panoramic views of the tranquil Sonoma Valley. Just moments away from the charming historic square of Sonoma, this remarkable site stands out as one of the rare properties in the region, boasting the coveted K Zoning designation.

Encompassing two prime parcels totaling 57 acres, 5750 Stage Gulch Road presents an extraordinary development opportunity with 22.5 acres of rare K commercial zoning and 34.7 acres of agriculture and residential zoning. The site is ideally suited for various commercial and residential uses based on its unique zoning.

This breathtaking blank canvas invites visionary developers to craft a world-class wine country hotel and event center tailored to offer unforgettable experiences amidst the natural beauty of Sonoma.

[Click here to play an aerial flythrough:](#)



Offering Highlights

Unique Opportunity with K Zoning Rare K Zoning allows for mixed-use development, including a 50-key hotel, in addition to both commercial and residential uses. Offering a rarefied combination of location, zoning, and topography, the property is a high potential gem in California's world-renowned Wine Country. The property's size, contemplated landscaping, and re-established riparian corridors will provide a sense of privacy surrounded by nature.

Ideally Located in Sonoma Valley with Highway Access

The property is centrally located in Sonoma Valley near two major regional thoroughfares, the Sonoma Highway (Hwy 121) and Lakeville Highway (Hwy 116). Additionally, the site is only 23 miles from Santa Rosa Airport, offering some of the quickest tourist access to Sonoma Wine Country.

Hydrology

Major drainage and creek restoration improvements have enhanced water flow management and reduced flood risk. The project included regrading, advanced engineered drainage systems, and creek restorations that added sinuosity to improve natural water movement. These improvements help prevent erosion, stabilize the site, and support future development.

Additionally, in 2021, a new well was added to the site with a 50' deep annular seal. This preferred type of waterproof sealant is no longer available in Sonoma County beyond a 30' depth.



Offering Terms

FOR SALE AT: \$4,900,000

SELLER ENTITY: Opal Moon Vineyards, LLC

LETTERS OF INTENT:

All letters of intent should identify the purchase price, acquisition structure, feasibility period, and source of capital which will be used to purchase the property. The feasibility period shall commence upon acceptance of the Letter of Intent.

PURCHASE AND SALE AGREEMENT:

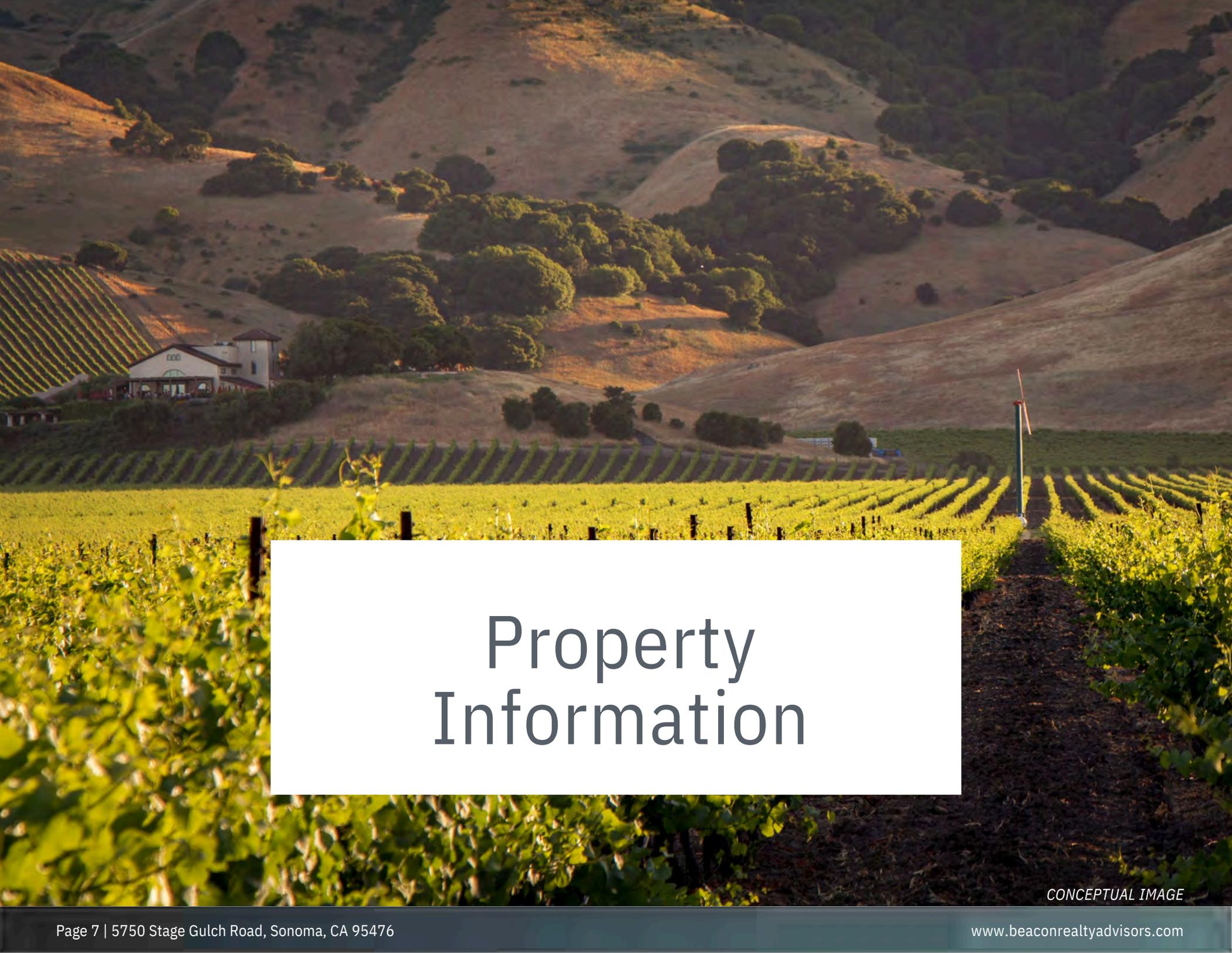
Upon the Seller's acceptance of a letter of intent, the Seller shall provide the Purchase & Sale Agreement

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DUE DILIGENCE LINKS





Property Information

CONCEPTUAL IMAGE

Property Details

LOCATION:	5750 Stage Gulch Road, Sonoma, CA 95476
MUNICIPALITY:	Sonoma
OWNERSHIP:	Opal Moon Vineyards, LLC
LOT SIZE:	57.2 total combined acres
PARCELS:	<ul style="list-style-type: none">• 142-042-021 (9.18 AC) – Rural Residential (AR5 Zoned)• 142-042-024 (48.0 AC) – 22.2 AC Recreation/Visitor Serving Commercial (K Zoned); 25.8 AC Rural Residential (AR5 Zoned)
EXISTING INFRASTRUCTURE:	<ul style="list-style-type: none">• 3 meandering seasonal creeks• Planned wastewater / septic system - county-approved• Percolation of 6720 Gallons per day with the ability to increase if needed• Relatively flat site• Abundant well water supply• VESCO permit approval for 21 Acres - potential plantable area of 40 acres (previously issued and will need to be renewed).• Telecommunications/cell tower
ACCESS:	<ul style="list-style-type: none">• Highway access along Stage Gulch Road and secondary access on Watmaugh Road• Near two major regional thoroughfares, the Sonoma Highway (SR-121) and Lakeville Highway (SR-116)
EXISTING TENANT:	Cell Tower – T-Mobile (expires July 2027)

PROPERTY INFORMATION



CONCEPTUAL IMAGES

Zoning

OVERVIEW:

- Rural Residential (AR5 Zoned) minimum lot size is 1.5 AC with coverage limited to 20% and a 35-foot height limit
- Recreation/Visitor Serving Commercial (K Zoned) minimum lot size is 8,000 sq. ft. with coverage limited to 50% and a 35-foot height limit
- Previously improved as a 9-hole, par 3 golf course

K ZONE

PERMITTED USES:

- Restaurants
- Professional, administrative, and general business offices
- Growing and harvesting
- Occasional cultural events
- Telecommunications facilities

PERMITTED USES - WITH USE PERMIT:

- Noncommercial clubs and lodges, country clubs, and golf courses, including miniature golf
- Commercial recreation facilities (indoor/outdoor facilities and athletic clubs)
- **Hotels, motels, and similar facilities (<100 rooms with public sewer/ <50 rooms without public sewer)**
- Visitor-oriented retail businesses intended primarily for travelers
- Gyms, health clubs, spas and similar uses
- Amplified live music
- Weddings, lawn parties, or similar activities to be held at bed and breakfast inn
- Restaurants serving alcohol, bars, and cocktail lounges

AR5 ZONE

PERMITTED USES:

- Residential dwellings
- Agriculture / vineyard

PERMITTED USES - WITH USE PERMIT:

- Expanded agriculture capabilities
- Live/work uses
- Community/care facilities

PROPERTY INFORMATION



Telecommunications Profile

T Mobile

T-Mobile is an American wireless network operator headquartered in Bellevue, Washington. Its majority shareholder and namesake is the German telecommunications company Deutsche Telekom. T-Mobile is the second-largest wireless carrier in the United States, with 130 million subscribers as of December 31, 2024.

ORIGINAL LEASE
COMMENCEMENT:

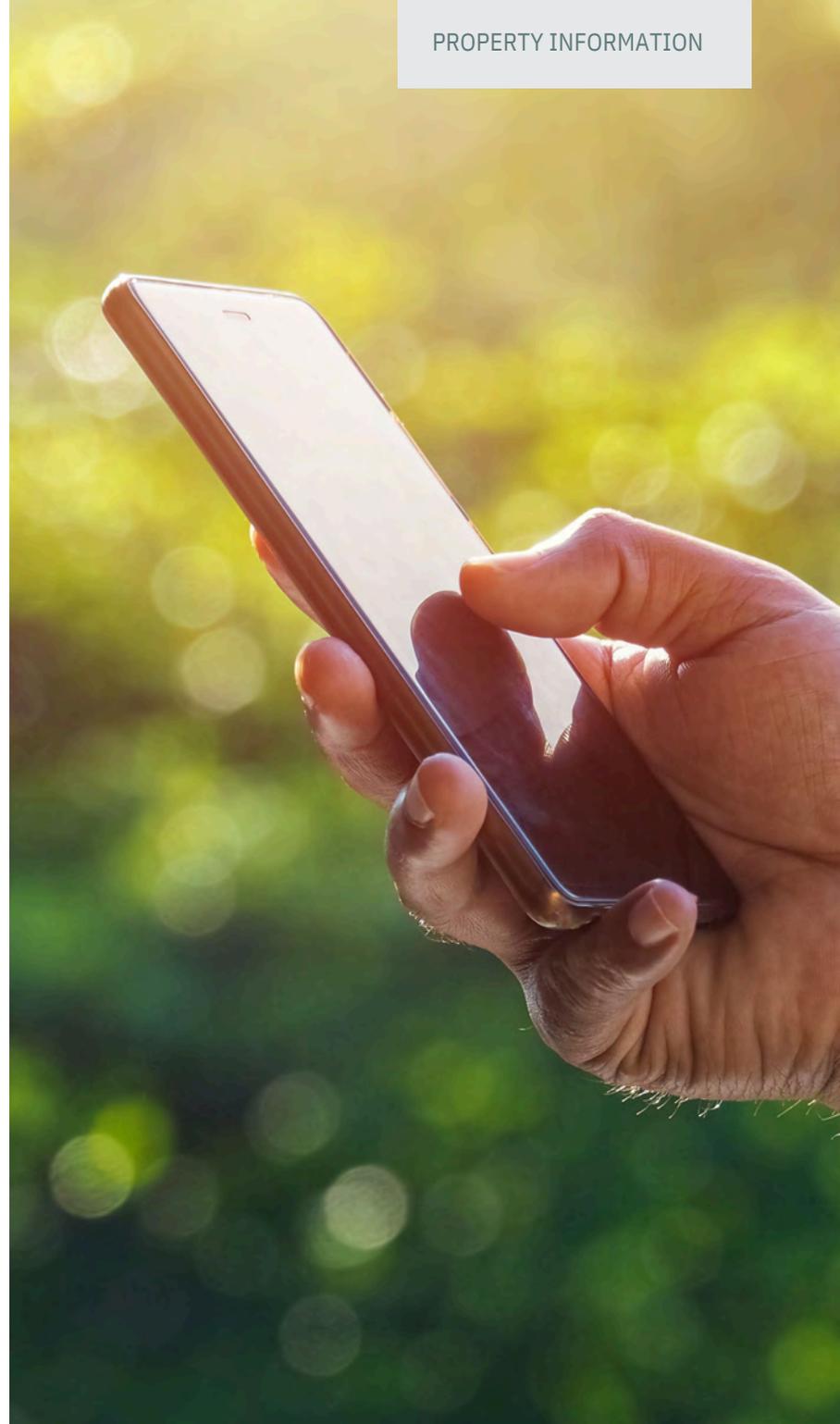
July 5, 1996

CURRENT LEASE
EXPIRATION:

July 25, 2027

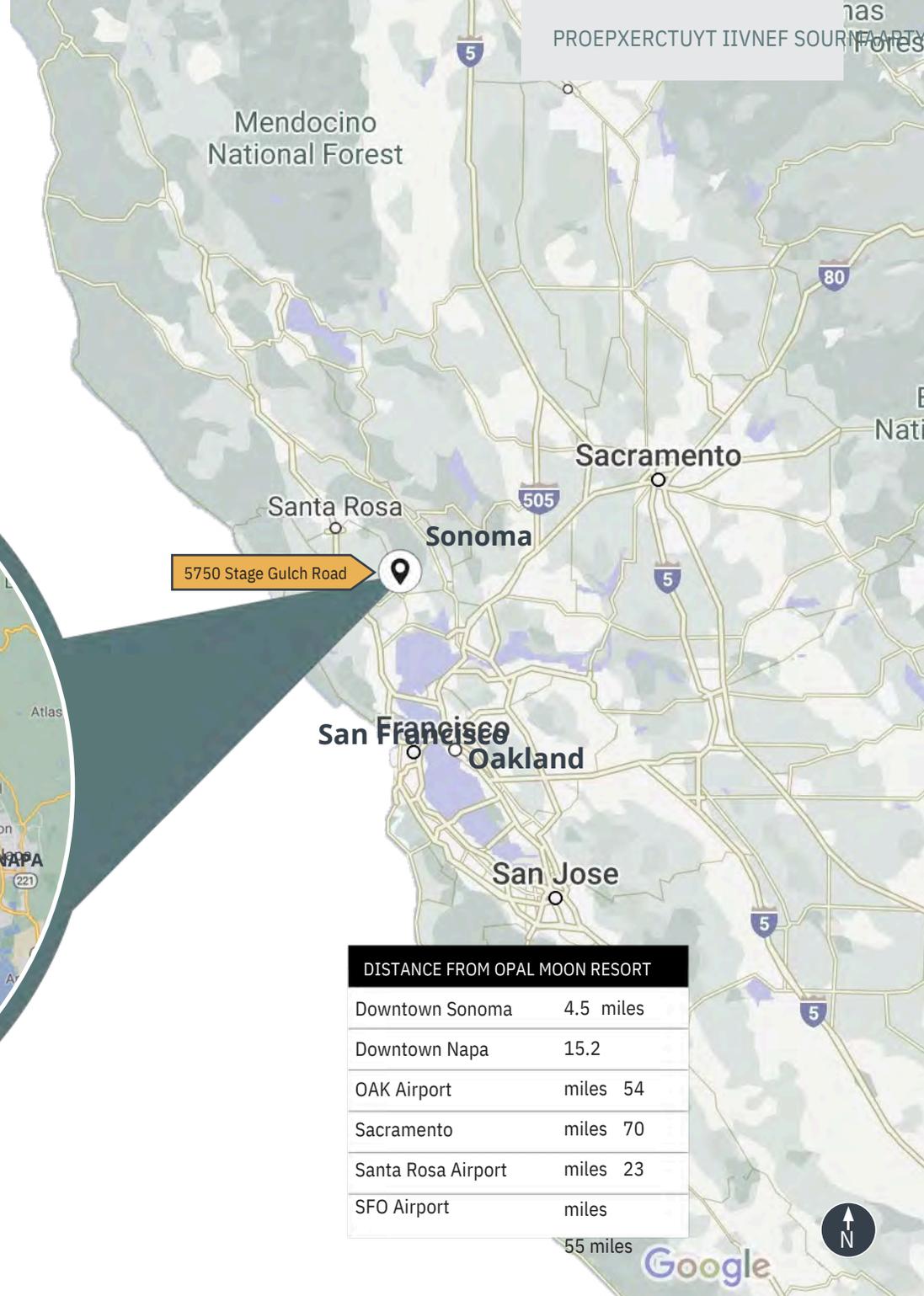
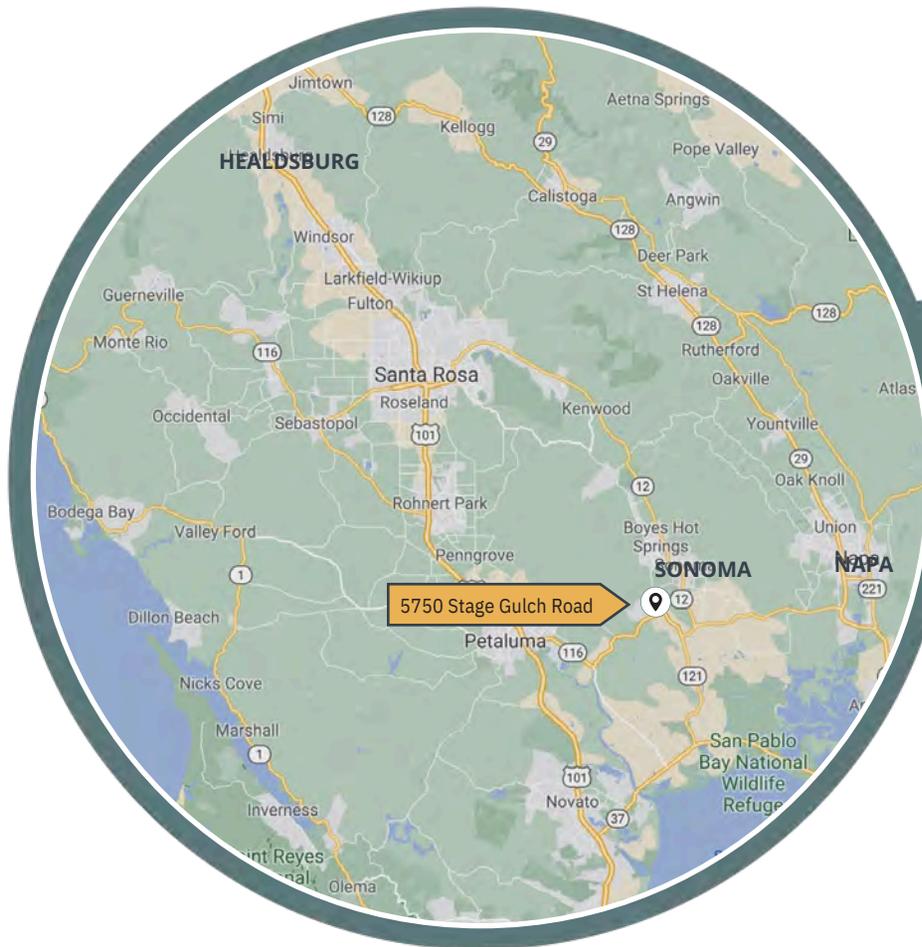
RENEWAL OPTIONS:

- Eleven (11) 5-year options
- Option rent increases to \$1,854/month;
3% annual escalations (every June) thereafter



Location Map

Sonoma County is home to more than 500 wineries and grows more Pinot Noir than any other county in California. Sonoma's "Wine Road" is a group of wineries that dates back to 1976 and is comprised of nearly 200 estates.



DISTANCE FROM OPAL MOON RESORT	
Downtown Sonoma	4.5 miles
Downtown Napa	15.2
OAK Airport	miles 54
Sacramento	miles 70
Santa Rosa Airport	miles 23
SFO Airport	miles

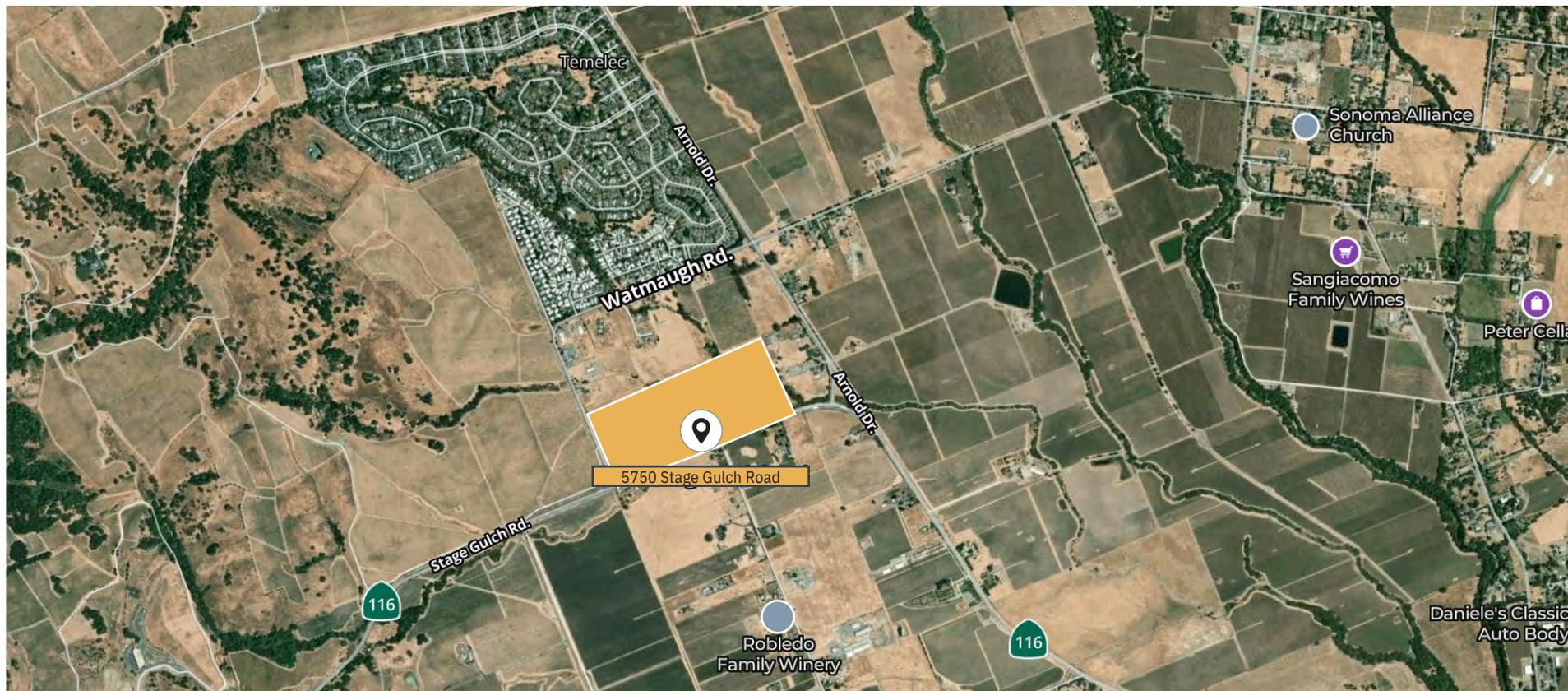
Aerial

LOCATION: 5750 Stage Gulch Road
Sonoma, CA 95476

MUNICIPALITY: Sonoma

TOTAL LOT SIZE: 57.2 Acres –
Total Combined Area
34.7 Acres – Ag/Residential –
22.5 Acres – K Zoning
Two (2)

TOTAL PARCELS:



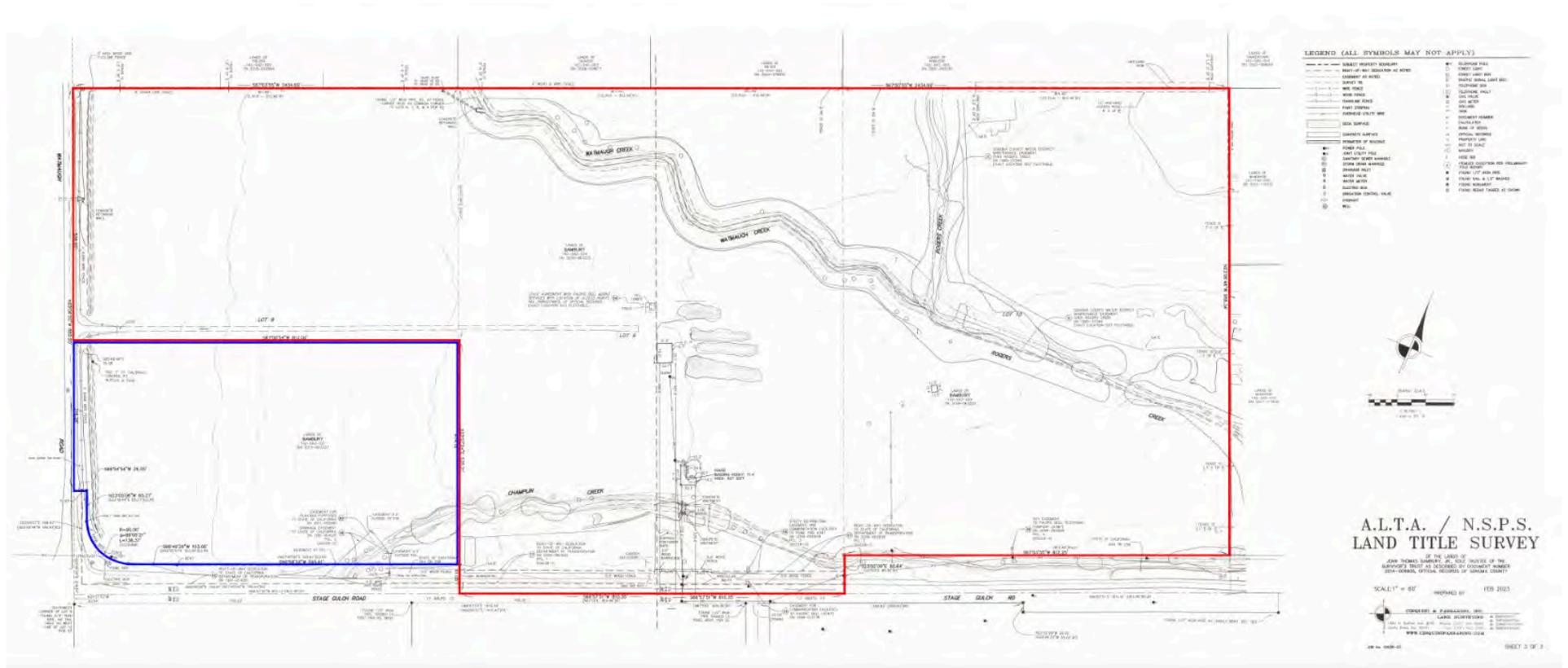
Aerial



Parcel Map



ALTA Land Title Survey



A scenic view of a vineyard in Sonoma, California. The foreground is filled with rows of green grapevines. In the middle ground, a large white building with a dark roof and a small tower is situated on a hillside. The background shows rolling hills with sparse vegetation and a wind turbine on the right side.

Market Overview

CONCEPTUAL IMAGE



Sonoma County Overview

Nestled in the heart of Northern California, Sonoma County features nine vibrant incorporated cities and many charming unincorporated communities. Renowned as the birthplace of California's wine country, Sonoma Valley is a premier destination for those who appreciate exquisite wine, delectable food, rich arts, and a vibrant cultural lifestyle.

The City of Sonoma stands as the cornerstone of one of the world's premier grape-growing regions, offering an unforgettable experience for residents and visitors alike. With its deep cultural heritage and significant role in California's history, this charismatic city, home to nearly 11,000 residents, acts as the economic center for the rural Sonoma Valley, which boasts a total population of around 40,000.

Located just an hour from San Francisco, Sonoma effortlessly combines a warm, small-town atmosphere with the innovative spirit of the Bay Area. Its thriving community is characterized by small, locally owned businesses and a profound sense of community. Sonoma inspires all who seek to immerse themselves in its rich history, breathtaking landscapes, and delicious food and wine.

To learn more:

<https://www.sonomacounty.com/>



Demographics – City of Sonoma (2024)



Population

10,531

College Educated



80.7 %



Median Age

54.5

Median Home Value



\$964,011



Median HH Income

\$103,470



Unemployment Rate

4.8%

Hospitality Market Overview

TOURISM

10.3M
Annual Visitors (2022)

\$11.6M
TOT Revenue (Q1 2024)

\$2.3B
Direct Visitor Spending (2022)

↑ 18.7%
over previous year (2021)

↑ 2.7%
over pre-pandemic (2019)

Sonoma County Visitor Spending Profile

Year	2022
Party/Day (\$)	\$743
Party/Trip (\$)	\$2,026
Person/Day (\$)	\$297
Person/Trip (\$)	\$805
Length of Stay (nights)	2.7
Average Party Size	2.5

Season of Trip

22%	Jan-Mar
26%	Apr-Jun
28%	Jul-Sep
24%	Oct-Dec

TOP 10 ACTIVITIES & EXPERIENCES

 **26%**
Shopping

 **25%**
Winery/Brewery
Distillery Tour

 **25%**
Sightseeing

 **23%**
Attending
Celebration

 **22%**

 **18%**
Museum

 **17%**
Hiking/Backpacking

 **16%**
Civil Rights/Black
Heritage Experiences

 **16%**
Beach/ Waterfront

 **16%**
Bar/Nightclub

COMPETITION

- Primarily located in Napa with some properties in Sonoma, the competitive set achieved a TTM RevPAR of \$424 as of October 2023.
- The average occupancy for the competitive set since 2010 has been 68.6%.
- Seasonality peak performance months are between May and October, with ADRs exceeding \$825 in September and October 2023.
- Lower KPIs occur between November and February, though still strong, with a RevPAR of nearly \$200 in January 2023.

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