

OFFERING MEMORANDUM

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Entitled Land in Santa Barbara Wine Country *Destination Retail/Mixed Use*

610 McMurray Rd
Buellton, CA 93427

Click to watch
video tour of
The COMMONS



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610 McMurray Rd, Buellton, CA

An aerial architectural rendering of a commercial development. The scene shows a large, modern building with a flat roof and large windows, surrounded by parking lots filled with cars. To the left, there's a building with a red roof and a covered outdoor seating area with yellow umbrellas. In the background, there are green hills and trees. A bridge with a metal truss structure is visible in the lower right corner. The overall atmosphere is bright and clear.

EXECUTIVE SUMMARY

Offered at

\$3,095,000

190,542 SF of Land | \$16/SF

INTEREST OFFERED

100% fee-simple interest for sale in 610 McMurray Rd, Buellton, CA.

SELLER RIGHTS

Seller reserves the right to modify this offering, to extend or reschedule the review of offers, or remove this asset from the market. Furthermore, seller has the right, in its sole discretion, to reject any offer for purchase or to terminate negotiations with any party at any time.

Contact Listing Agent for more details.

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The COMMONS



PROPERTY SUMMARY

Fantastic development opportunity in the growing Central Coast community of Buellton, California. The COMMONS is a destination retail/entertainment complex unique within the Central Coast and is fully entitled with the City of Buellton. This project is a 54,000 square foot development with a tenant mix that is focused on the craft beverage industry, local and regional restaurants, unique food vendors, and artisan retailers.

Entitled Vacant Land

Lot Size: 4.37 Acres (190,542 SF)
Lot \$/SF: \$16/SF
Zoning: CS & CR
APN: 137-170-068 & 069

Entitlements for The COMMONS

Permitted Development Size	54,286 SF
Retail/Restaurant	41,520 SF
Storage/Warehouse	11,661 SF
Residential	1,105 SF
Parking	167 Spaces
Parking Ratio (Retail/Restaurant)	4:1
Developed Site	61%
Landscaped/Open Space	39%
Approved Building Size	54,000 SF
Number of Buildings	5

610 McMurray Rd, Buellton, CA

An aerial architectural rendering of a commercial development. The scene features a large building with a prominent red roof on the left, a central building with a dark facade and large windows, and a long, low building on the right. A parking lot with several cars is situated in front of the buildings. A bridge with a metal truss structure spans a small body of water or a dry creek bed in the foreground. The background shows rolling green hills and scattered trees. The text "AREA DESCRIPTION" is overlaid in the center of the image.

AREA DESCRIPTION

Buellton

Visitors come from across the country to savor Buellton's year-round sunshine and temperate climate. In fact, its unique weather is the secret behind the world-class Pinot Noir and Chardonnay for which the Santa Rita Hills are known. The combination of warm days and cool nights is just the right balance for bringing out the full potential of visitors searching for adventure. Buellton is also home to two local distilleries which offer up samples of whiskey, vodka, limoncello, and moonshine. They beckon you to savor their award-winning brews.



TOURISM IN SANTA BARBARA WINE COUNTRY

Solvang

With a rich Northern European culture and some of California's finest wine country, Orbitz has named Solvang as one of the "Top 5 US Domestic Destinations with International Flair." Over 1.5 million people visit the city each year to experience the culture, cuisine, and unique boutique shopping. The pedestrian-friendly village hosts inns, hotels, restaurants, retail shops, and countless bakeries.



Santa Ynez and Los Olivos

The old western town of Santa Ynez offers fine dining and line dancing, Los Olivos offers even more wine tasting with a small town atmosphere. With so many different specialties to choose from, the Santa Ynez Valley is a charmed area with much beauty and friendly locals.

LOCATION AND AREA DESCRIPTION

Chumash Casino Resort

The Chumash Casino Resort, located on the Santa Ynez Reservation, is about 4 miles from Buellton. With over 3 million visitors annually, the casino is equipped with over 150,000 SF of gaming area, 320 hotel rooms, a grandstand arena with top talent visitors, 5 restaurants, spa, and heated rooftop pool. The casino received AAA's Four Diamond Award.

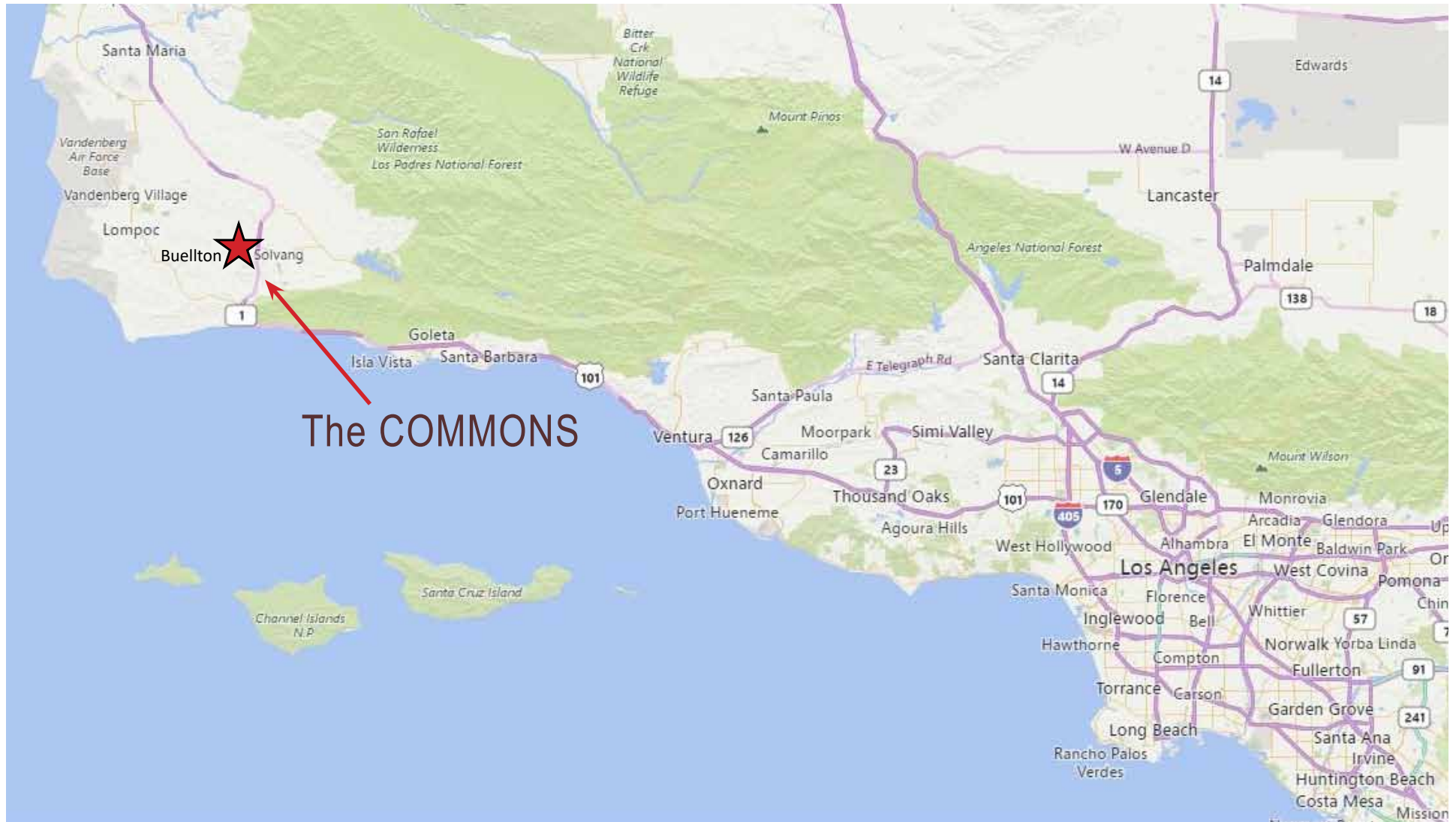


GREATER SANTA BARBARA COUNTY TOURISM

Along with the gorgeous beaches, Santa Barbara County boasts an annual film festival, 5-star hotels and restaurants, high-end shopping and a rich history. Visit the Channel Islands for some whale watching or plan your wedding in one of the fairytale gardens. Finally, with over 200 wineries and tasting rooms in Santa Barbara County, there is an abundance of options for wine tasting, too.



REGIONAL MAP



The COMMONS

610 McMurray Rd, Buellton, CA

LOCAL MAP



To San Francisco



101

Buellton

The COMMONS

246

To Los Angeles



Solvang

Santa Ynez

Mission Dr

Santa Ynez I.R.

Santa Ynez Airport

610 McMurray Rd, Buellton, CA

An aerial architectural rendering of a commercial development. The scene features a large, modern building with a white roof and dark facade, surrounded by parking lots filled with cars. To the left, there's a building with a red roof and a covered outdoor seating area with yellow umbrellas. In the foreground, a road with a metal truss bridge crosses a small stream. The background shows rolling green hills and more trees. The text "PROJECT DESCRIPTION" is overlaid in the center.

PROJECT DESCRIPTION

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This is a unique opportunity to acquire and complete the development of the premier destination retail development of Santa Barbara Wine Country. The COMMONS is designed as an upscale master-planned development, with each building showcasing unique architectural character. Designed with open, airy and expansive interior spaces, each tenant unit is flooded with natural light because of high ceilings and the extensive use of windows, skylights, and large roll-up garage-style glass doors.

The COMMONS is designed with several interactive outdoor spaces, including common visitor areas as well as private tenant patios. Many of these outside areas allow for community events, festivals, and other activities that drive guest visitation.



The thoughtful placement of each building within the development is designed to mitigate external sound and unwanted sight-line, creating an enveloping, immersive, and controlled guest experience.



All plans, studies, reports, and permits are included in the sale. This project is ready for an investor/developer to break ground and complete the project, modify it to suit their needs, or add in a residential component to make a 24/7 mixed use experience. Up through this phase of the project, The COMMONS has received over 45 Letters of Intent from local and regional tenants wanting to be part of the project.

The possibilities are endless.

SITE PLAN



HOTEL MAP

The COMMONS is located within a 10-minute walk of nearly 750 existing hotel rooms (including a 160-unit full-service Marriott property) and 214 hotel rooms planned across the street from the Marriott Hotel. It is also a 10-minute drive from more than 1,600 hotel rooms within the Santa Ynez Valley.



AERIAL VIEW



KEY PROJECT METRICS / RISK MITIGATIONS

The COMMONS is expected to generate sizable economics with substantial buyer risk mitigation.

- The total project investment for The COMMONS is estimated at just under \$19.6 million
- Stabilized total revenue (Year 3) is forecast at \$2.7million, with respective NOI at more than \$1.8 million per year
- Development yield-to-cost at stabilization is estimated at 9.3%
- Substantial risk mitigation factors supporting Development Buyer:
 - Project entitled by City of Buellton for development in April 2017
 - As-complete development value expected to be more than \$23.8M, which is \$4.2M greater than development cost
 - Stabilized development value (Year 3) estimated at \$31.7M, significantly above development cost and as-complete value
 - Project offered for sale at current market non-entitled land values
 - Commercial development is impacted in the Santa Ynez Valley market area, limiting future retail competition
 - Development's target tenant (wine industry) is highly recession resistant, given its 20+ years of consecutive revenue/volume growth
 - Early and significant tenant leasing interest
 - Wine and hospitality are major economic drivers of Santa Barbara County and its wine industry

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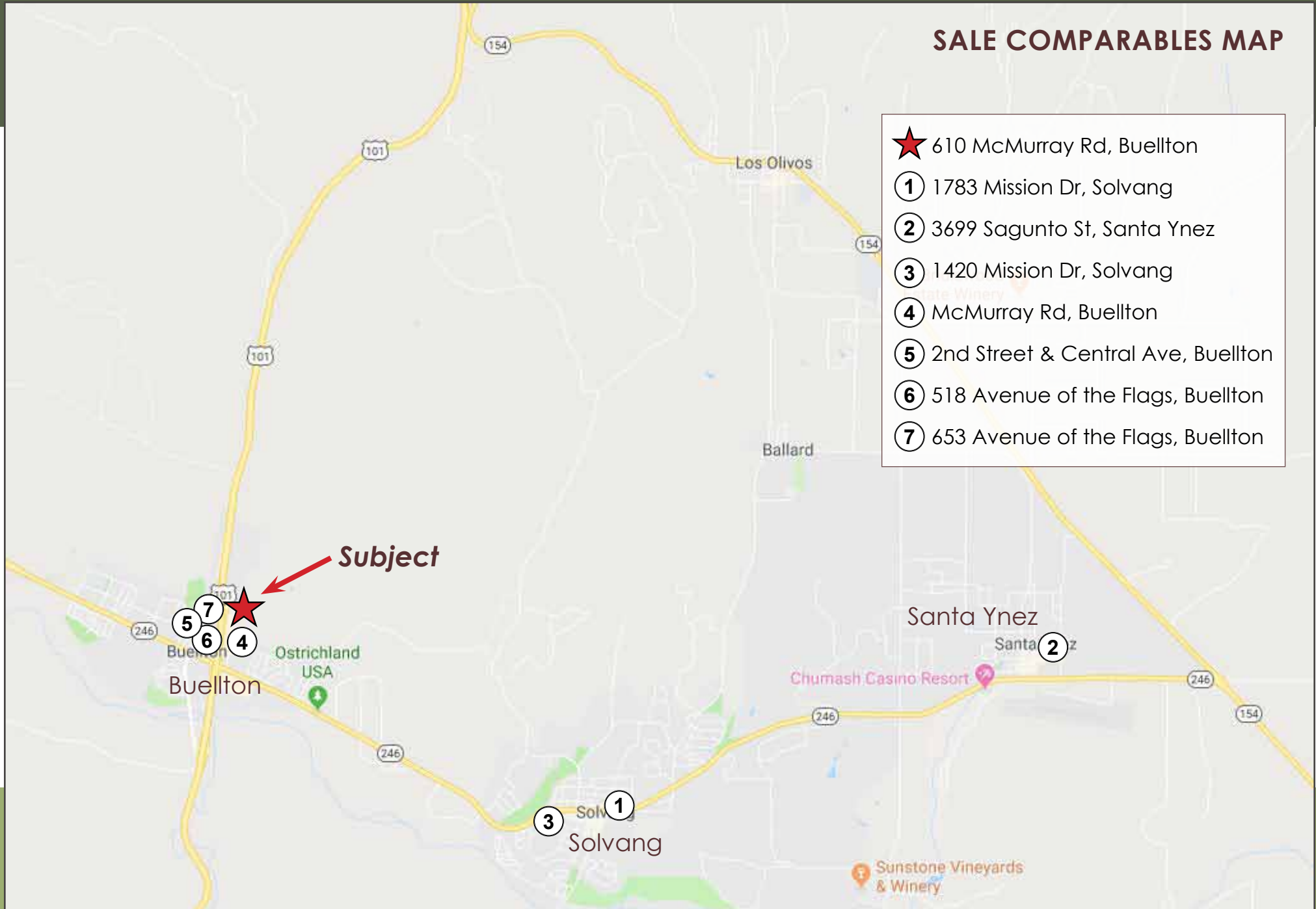
SALES COMPARABLES

SALE COMPARABLES

Comp #	Transaction Date	Address	City	Zoning	Lot Size (SF)	Sales Price	Price/ SF	Comments
Subject	Available	610 McMurray Rd	Buellton	CS (Commercial Service) & CR (Gen Commercial)	190,542 SF	\$3,095,000	\$16/SF	Approx 3.1 acres usable above bank. 50' setback from river bank. Lots of opportunity of various uses.
①	3/24/2020	1783 & 1793 Mission Dr	Solvang	TRC (Tourist Related Commercial)	95,396 SF	\$3,200,000	\$34/SF	Prime retail location in downtown Solvang. High visibility and traffic count.
②	12/28/2018	3699 Sagunto St	Santa Ynez	C2	20,473 SF	\$690,000	\$34/SF	Previously entitled project in Santa Ynez.
③	12/1/2017	1420 Mission Dr	Solvang	TRC (Tourist Related Commercial)	16,553 SF	\$400,000	\$24/SF	Corner lot, relatively flat, at the western entrance to Solvang. No entitlements.
④	10/5/2017	McMurray Rd	Buellton	CR (Gen Commercial)	175,547 SF	\$4,850,000	\$28/SF	Planned, vacant hotel site across from Marriott on McMurray Rd.
⑤	3/20/2017	2nd St & Central Ave	Buellton	RMS-16	11,326 SF	\$290,000	\$26/SF	Vacant lot one parcel from Ave of the Flags.
⑥	1/19/2017	518 Avenue of the Flags	Buellton	CR (Gen Commercial)	53,143 SF	\$1,200,000	\$23/SF	Old gas station site but has "closure" letter from county on environmental cleanup. No entitlements.
⑦	12/1/2016	653 Avenue of the Flags	Buellton	CR (Gen Commercial)	30,928 SF	\$825,000	\$27/SF	Former gas station sold for land. Being redeveloped for new gas station.

SALE COMPARABLES MAP

- ★ 610 McMurray Rd, Buellton
- ① 1783 Mission Dr, Solvang
- ② 3699 Sagunto St, Santa Ynez
- ③ 1420 Mission Dr, Solvang
- ④ McMurray Rd, Buellton
- ⑤ 2nd Street & Central Ave, Buellton
- ⑥ 518 Avenue of the Flags, Buellton
- ⑦ 653 Avenue of the Flags, Buellton



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Exclusively Listed by

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