

Neighborhood Boundaries

The larger neighborhood boundaries encompass a substantial region including all of coastal Mendocino County, as well as coastal Sonoma County, to the south and Humboldt County to the north, and is commonly referred to as the Redwood Empire.

Major Thoroughfares

The main highway through the area is State Highway One, which runs north-south along the California coast. To the northeast, the main highway is Hwy 128, which runs from the Mendocino Coast between the communities of Albion and Elk (in Mendocino County) southeasterly to Cloverdale (in Sonoma County) and beyond through Napa County into Yolo County, where it intersects with Hwy 505 at Winters. Hwy 128 runs through Mendocino County's Anderson Valley, which has experienced significant vineyard and winery development over the past several decades. The community of Booneville is at the center of the Anderson Valley wine region, and is becoming a popular tourist stop on the route to the Mendocino Coast.

To the east, Hwy 101 is the major north-south corridor through Mendocino County, as well as Sonoma County to the south. The "Freeway" connects Ukiah (the Mendocino County seat) and Santa Rosa (the county seat of Sonoma County) to the greater San Francisco Bay Area. The principal development in both Mendocino and Sonoma County has taken place along this freeway, which passes through the main Mendocino County cities of Ukiah, Willits and Hopland and the main Sonoma County cities of Cloverdale, Healdsburg, Windsor, Santa Rosa, Rohnert Park, and Petaluma. Under normal driving conditions approximately two hours are required to reach San Francisco, from Ukiah located 115 miles to the north.

The area's immediate area's main east-west thoroughfares are Mountain View Road and Fish Rock Road (north of Gualala), both of which connect Highway One through the coastal hills with State Highway 128.

Market Activity & Trends

The general neighborhood is rural in nature and includes land parcels ranging from a few acres to several hundred acres in size. Both the commercial property market and the residential homesite market throughout the Redwood Empire area had been increasing steadily since the general recession of the early 1990's. Prices for rural properties rose by as much as 10% per year (or more) in some areas through the first half of 2007.

There have been numerous sales in the subject's area of coastal ranch and timber properties for development to rural residential homesites. The general trend in the area is that of buyers purchasing properties to escape the fast paced life, and building either primary homes or second homes on acreage parcels.

The number of coastal commercial land sales, especially with Ocean-frontage is limited. The scarcity of available ocean-fronting properties, along with the various permits and requirements for development drive property value toward the upper end of the typical value range. There were no vacant land sales of commercial properties with Ocean frontage in the past five years.

Point Arena is experiencing somewhat of a revitalization over the past several years, with the Wild- flower Hotel recently being renovated, as well as several other “downtown” buildings being upgraded - at least partly linked to the 2013/2014 addition and designation of the 1,600-acre Point Arena - Stornetta Lands Unit National Monument. The future appears to be on the upswing for the incorporated city of Point Arena.

The subject’s Mendocino Coastal neighborhood is concluded to be a desirable area, and includes both full-time residents as well as a consistent “population” of second-/vacation-home owners and is a long-standing tourism producing area. Property values had been increasing through 2006 but were affected by the economic downturn in mid-2007. Recently values have climbed back to above the pre-2007 “bubble” and show signs of stabilization and slow but steady improvement. The subject neighborhood is concluded to benefit as a good, rural neighborhood location within a unique neighborhood area.