

# FAQ



## Where is the city of Healdsburg?

Healdsburg is located approximately 65 miles north of San Francisco, in the heart of Sonoma County. It is known as one of the premier Wine Country destinations for the Bay Area. The Alexander Valley, Dry Creek Valley, Chalk Hill, and Russian River Valley wine regions all converge in Healdsburg. The city boasts more than 300 wineries to visit, as well as world-class restaurants, one-of-a-kind shopping, and ample options for outdoor adventure. Voted one of the best small towns in the United States by *Smithsonian* magazine, Healdsburg is one of the most celebrated wine and culinary destinations in North America.

## Where is Mill District located?

Mill District is a residential neighborhood in the heart of Healdsburg. The neighborhood presents the opportunity to experience the beauty of nature and the intimacy of small-town life at its finest.

Developed on a 10-acre parcel one block from Healdsburg's historic plaza, Mill District is just a 5-minute walk to Sonoma County's most vibrant restaurants, galleries, bars and tasting rooms. The Mill District neighborhood comprises a community park, a garden, a boutique hotel, pool and fitness facilities, and luxury residences with private outdoor living spaces.

## What is the history of the Mill District site?

Healdsburg has a rich logging history that began in the 1850s and lasted until just a few years ago. In the 1920s, however, when the railroad was built, logging took a back seat to the fruit canning and packing industries. In the 1940s, there was a great need for housing in the area, and the City of Healdsburg experienced a boom in lumber production. Three prominent operations were established. One of these three was Nu Forest, the lumber mill that formerly occupied the Mill District site. Nu Forest operated for nearly 80 years milling quality wood products.

Over the years the entire south end of Healdsburg has been referred to by locals as "the mill end of town." As such, the name Mill District honors the site's hardworking history and industrial materials—timber and steel—that form the literal foundation of the new community's architecture. Before moving to its new location in Cloverdale, Nu Forest milled some timbers that will be showcased alongside mill artifacts throughout the new neighborhood.

## What is there to do in Sonoma County?

Sonoma County offers the ideal setting for a life of balance. Throughout the region, quaint wineries, destination restaurants, and artisanal bakeries provide spots to stop, refresh, and bask in a lifestyle of rustic sophistication. Opportunities for outdoor adventure abound. Hikers can follow cliffside oceanfront trails to where dramatic breakers crash on the shores below. Mountain bikers can climb forested terrain and pedal through rolling hills and vineyards. Whether you love to cycle, kayak, run, hike, or laze by the river, Sonoma County has you covered.

### **What architect is leading the conceptual design for Mill District?**

Olson Kundig, whose distinctive, modern residences can be found in the pages of *Wallpaper* and *Architectural Digest*, led the conceptual design of the flats, lofts, and penthouses at Mill District. Influenced by several characteristics of the Healdsburg community, Olson Kundig sought to merge old and new, with restrained aesthetic and raw luxury.

Specifically, the design concept draws inspiration from the surroundings, using the site's heritage redwoods as a main aesthetic theme. Weathered metals, earth-toned concretes, and warm accents of wood highlight the strong connections to the landscape that surrounds Mill District. Olson Kundig is known for head-turning fusions of indoors and outdoors, nature and public art. The firm was an honored member of *Architectural Digest's* AD100 list for the seventh consecutive year in 2020, and was named one of the Top 10 Most Innovative Companies in Architecture by *Fast Company* this year, as well.

### **What is the interior design character?**

The interior design vision is being led by Olson Kundig to ensure seamlessness, inside and out. Interiors will feature earthy materials, neutral colors, and contemporary design - wood, stone, and expansive glass features add texture and character to each residence. Open-concept living areas feature gourmet kitchens that blend beauty and functionality.

### **Who is guiding the landscape design?**

Mill District is what we like to call “a 10-acre garden” with fruit trees, edible landscaping, living walls, and herb gardens throughout the neighborhood. These natural features also are integrated into the design of each residential building.

VITA Planning & Landscape Architecture will connect the old-growth redwoods with eight planting zones and public art, weaving character through every corner of the Mill District site. Cobblestone pathways will connect the park with pocket orchards, citrus groves, and fruit trees. Much like Olson Kundig, VITA is known for respectfully merging the built environment with its natural setting, while prioritizing local and regional culture and history.

### **What amenities and services will be available for homeowners?**

Mill District is a natural extension of downtown Healdsburg. This means the boutiques and restaurants that line the city's historic plaza are just a short walk away. If you want to drive through wine country or grab provisions from a local market, jump in one of Mill District's electric vehicles or on a shared bike available right outside your front door. If you want to pedal through some of the most picturesque pockets of all of Northern California, pick up your tuned up bike from Mill District's Velo Club and set off on what many consider to be the best cycling roads in the world.

A pool and fitness center will be located adjacent to the boutique hotel, offering residents and hotel guests an intimate gathering place for wellness, socializing, and relaxation. And at the heart of Mill District, 15 heritage redwood trees shade a one-acre park.

## Who is the developer?

Mill District is a master-planned community developed by Replay Destinations, a company renowned for creating luxury destinations and communities that provide a rich array of playful, social and active experiences. Their portfolio includes properties in some of the world's most sought-after locations, from Half Moon Bay, Antigua, to Park City, Utah. Whether it's the raw beauty of Hawaii's Kohala Coast or the idyllic heritage towns of California wine country, each destination is authentically of its place.

## When are the residences available for sale and what are the prices?

The initial 39 residences are being offered to a select group of early purchasers by invitation only. Priority reservations are being accepted via a formal reservation agreement, along with a \$25,000 refundable deposit.

Reservation holder benefits will include early selection and preferred pricing of a new Mill District residence, curated lifestyle experiences, and more. Residences will range from the \$800's to \$5+ million, with more detailed pricing available in October.

## When will the project start and complete construction?

Mill District anticipates construction will begin in spring 2021 with completion by early 2023.

## What is the initial release of residences at Mill District?

A limited collection of 39 modern residences overlooking the majestic redwoods at Mill District will be offered in the initial release. The residences will offer spacious indoor living, transitioning to generous private outdoor living spaces. They all are conceptually designed by Olson Kundig.

## Available residences and approximate square footage are as follows:

Quantity	Residence Type	Interior Living
5	Penthouse Collection	3,200-3,700 SF
8	3 Bedroom Lofts	2,900-3,400 SF
4	3 Bedroom Flats	2,400-2,500 SF
13	2 Bedroom Flats	1,800-2,000 SF
4	1 Bedroom Flats	800-1,000 SF
5	Studios	500-600 SF

\*Square foot ranges above are approximate and subject to change. Outdoor patios and decks not included in square footage calculation.