

1731 Williams Hwy Assemblage

PRIME COMMERCIAL REDEVELOPMENT OPPORTUNITY · OR-238 CORRIDOR

±1.36 AC
ASSEMBLED SITE

±150 FT
HWY FRONTAGE

15,900 + ADT
TRAFFIC COUNT

\$995K
ASKING PRICE

Chris Pfau · Andrea Adams
Coldwell Banker Pro West · John L. Scott

Contents.

A navigable index of the offering — organized from executive summary through transaction terms, with supporting market data, zoning detail, and a full visual record of the property along the way.

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A Rare Unified **Redevelopment Canvas**

Along Southern Oregon's most enduring commercial arteries, opportunities of genuine scale have become increasingly rare — parcels of consequence trade quietly between operators who already understand their worth, and seldom appear again. **1731 Williams Hwy is a notable exception.** A contiguous ±1.36-acre assemblage held under common ownership, offered as a single unified basis, and positioned directly on the corridor that every investor in the South Grants Pass trade area already watches.

The offering brings together everything a thoughtful developer looks for in a corridor site: highway-frontage commercial zoning, meaningful rear depth for the operational program, and independent residential entitlement that broadens the path to value. It arrives ready to underwrite, ready to permit, and positioned for the next chapter of the Williams Hwy corridor.

The 0.96-acre GC frontage parcel supports retail, medical, office, food and beverage, and service commercial uses, while the adjoining 0.40-acre R-3 rear parcel absorbs the parking and stormwater that routinely constrain shallower sites and carries independent residential optionality across disposition strategies. Unified ownership, dual-street access, and the existing ±1,817 SF structure — offering interim income during permitting — combine to produce a development canvas that is genuinely uncommon along this corridor.

±1.36_{AC}

COMBINED
SITE

±150_{FT}

HWY
FRONTAGE

15.9K_{ADT}

TRAFFIC COUNT

2

STREET
ACCESS

OFFERING SNAPSHOT

\$995,000

±\$16.80 PSF blended land basis

GC + R-3 · fee simple · sold together · ±1,817 SF structure with interim income

The Case for 1731 Williams Hwy

Four structural forces converge on this site to produce an opportunity that is difficult to replicate along the Williams Hwy corridor — and arguably anywhere in the South Grants Pass trade area. Read together, they define both the defensive floor and the upside ceiling for a well-capitalized buyer.

01 SCARCITY Corridor Sites Over One Acre Are Vanishing

The Williams Hwy corridor has matured. The readily available, unencumbered parcels have largely traded, leaving behind either shallow sub-half-acre pad sites or fragmented ownership that requires multi-party assemblage. A unified, contiguous 1.36 acres under common ownership is, quite simply, no longer a common sight on OR-238.

03 OPTIONALITY The R-3 Rear Parcel Pays Back Twice

Most buyers will underwrite the rear depth as functional utility — parking, circulation, stormwater. But R-3 zoning carries independent residential entitlement as-of-right, enabling a secondary disposition strategy, a mixed-use overlay, or a workforce housing component behind a commercial anchor. One land basis. Multiple exit paths.

02 TRAFFIC & ANCHOR PROXIMITY Co-Tenancy Demand Already Established

15,900+ daily vehicle trips and immediate adjacency to Safeway, Fred Meyer, Dollar General, and Grocery Outlet mean a developer does not need to underwrite demand creation. The corridor's consumer pattern is already present and documented — this site simply captures a share of it.

04 CARRY ECONOMICS A Tangible Interim-Income Bridge

Permitting, design, and financing take time. The existing ±1,817 SF structure — formerly an antique and thrift retail operation — offers a tangible mechanism to generate interim rental income while redevelopment is advanced. Carrying costs partially offset by the existing improvement, not compounded by it.

Eight Reasons to Underwrite This Site

The investment case at a glance — a consolidated view of the attributes that combine to produce the assemblage's unusually clean risk-reward profile.

01 Strategic 1.36-Acre Assemblage

Two contiguous parcels under common ownership, sold together — one of the last available sites of meaningful scale along the Williams Hwy corridor.

03 Dual-Street Access

Primary ingress/egress on Williams Hwy with secondary access via SE Grandview Ave — a street-to-street configuration that resolves circulation challenges common to corridor sites.

05 R-3 Rear Parcel — More Than Parking

The 0.40-acre rear parcel supports parking, circulation, and stormwater — and carries independent residential or mixed-use entitlement potential.

07 Land-Driven Valuation

Offered at \$995,000 reflecting unified assemblage value — priced on the land, not on the existing improvements.

02 High-Visibility, High-Traffic Corridor

±150' of direct frontage on OR-238 with 15,900+ ADT and immediate proximity to Safeway, Fred Meyer, Dollar General, and Grocery Outlet.

04 Versatile Commercial Zoning

GC zoning supports medical and health services, professional office, retail trade, food and beverage, and service commercial uses.

06 Interim Income Potential

The existing ±1,817 SF structure offers the opportunity to generate rental income and offset carrying costs while development plans are advanced.

08 Ideal Buyer Profile

Medical and retail developers, owner-users, mixed-use visionaries, and 1031 exchange buyers seeking a ready-to-permit site in a growing Southern Oregon market.

Property Specifications

A unified commercial assemblage with intentional zoning mix, dual frontage, and fee-simple ownership — ready for immediate permitting and site planning.

SITE INFORMATION

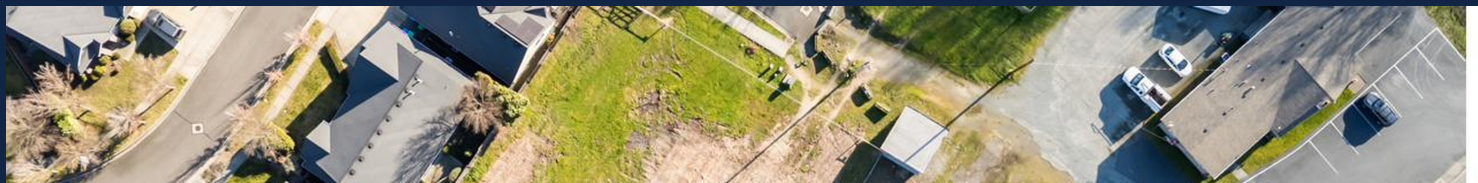
PRIMARY ADDRESS	1731 Williams Hwy
REAR PARCEL	118 SE Grandview Ave
CITY / STATE	Grants Pass, OR 97527
COUNTY	Josephine
TOTAL SITE AREA	±1.36 AC · ±59,242 SF
GC FRONTAGE	0.96 AC · APN R316679
R-3 REAR PARCEL	0.40 AC · APN R344819

ZONING & ENTITLEMENT

FRONTAGE ZONING	General Commercial (GC)
REAR ZONING	High-Density Residential (R-3)
JURISDICTION	City of Grants Pass
OPPORTUNITY ZONE	No
TAX MAP #	36-05-30-AB-000200-00
FLOOD ZONE	Zone X — minimal hazard
TOPOGRAPHY	Level

EXISTING IMPROVEMENTS

BUILDING AREA	±1,817 SF
YEAR BUILT	1958
STATUS	Vacant · Interim Income
PRIMARY ACCESS	Williams Hwy (OR-238)
SECONDARY ACCESS	SE Grandview Ave
UTILITIES	Water · Sewer · Electric
OWNERSHIP	Fee Simple · Sold Together



PLANIMETRIC · DUAL-PARCEL ASSEMBLAGE

0.96 AC GC frontage + 0.40 AC R-3 rear · ±59,242 SF combined canvas

Strategic 1.36-Acre Assemblage with **Dual-Street Access**

A street-to-street configuration — primary highway ingress on Williams Hwy with secondary access via SE Grandview Ave — resolves the circulation challenges that routinely constrain corridor redevelopment.

GC FRONTAGE PARCEL · 0.96 AC

Approximately 150 linear feet of direct commercial exposure on OR-238. Supports retail, medical, office, food & beverage, and service commercial uses under City of Grants Pass GC zoning.

R-3 REAR PARCEL · 0.40 AC

Provides critical depth for drive aisles, parking, and stormwater — while carrying independent residential or mixed-use entitlement optionality that most corridor sites lack.

COMBINED CANVAS

The result is a contiguous **±59,242 SF canvas** that can be underwritten as a single development basis — an unusually clean entry point on a corridor where buyers more typically piece together fragmented ownership to reach comparable scale.



AERIAL · SITE BOUNDARIES

1731 Williams Hwy · ±1.36 acres · outlined from OR-238

The Rear Parcel Is More Than Parking

The 0.40-acre R-3 rear parcel separates this offering from a typical highway commercial site. Where most buyers will underwrite the rear depth as parking, circulation, and stormwater utility, a developer with broader vision may find meaningful value in the residential entitlement itself — creating optionality that pays back across multiple buyer profiles and holding horizons.

PATH 01

Commercial Utility

The straightforward application — the rear depth absorbs drive aisles, parking ratios, service circulation, and stormwater management that constrain shallower corridor sites.

PATH 02

Independent Residential

R-3 designation supports high-density residential as-of-right. A developer could hold or sell the rear parcel as a small multifamily or townhome pad — creating a secondary disposition strategy or income stream entirely separate from the commercial frontage.

PATH 03

Integrated Mixed-Use

The most ambitious execution — a complementary residential or live/work component behind a commercial anchor. Workforce housing, a small multifamily pad, or professional live/work, all from a single well-located land basis.

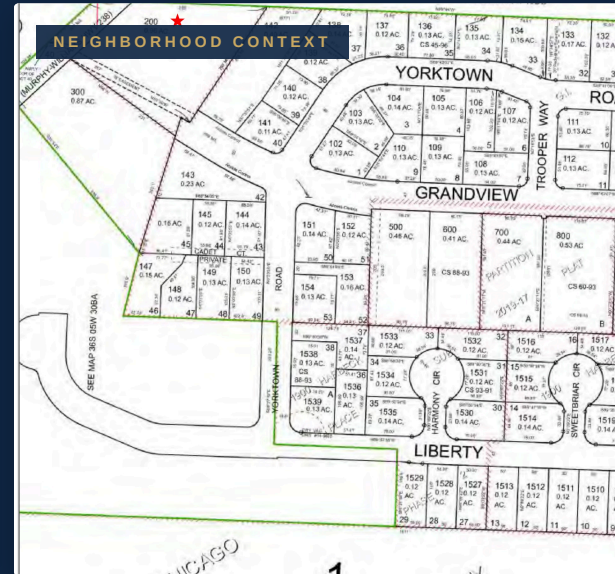


R-3 REAR PARCEL · MOUNTAIN BACKDROP

Mountain backdrop · 0.40 AC depth behind GC frontage

Versatile Commercial Zoning

General Commercial (GC) zoning under the City of Grants Pass supports a broad spectrum of corridor-appropriate uses — medical and health services, professional and business offices, retail trade, food and beverage, service commercial, and mixed-use formats. The site sits within the Urban Growth Boundary with all public utilities connected or available.



PERMITTED USES — GC

Medical & professional office, retail and service commercial, food & beverage operators, and mixed-use commercial formats suited to the Williams Hwy submarket.

SITE UTILITIES

- Water: Public
- Sewer: Public
- Electric: Connected
- Cable: Available

ACCESS & CONDITIONS

- Williams Hwy · paved
- SE Grandview · paved
- Flood Zone X
- Level · sandy loam

Positioned on Grants Pass's Primary Commercial Artery

Williams Hwy (OR-238) is the principal corridor connecting South Grants Pass to the downtown core. Beyond the immediate trade area, the site benefits from proximity to a diverse mix of healthcare, education, government, and retail demand generators that anchor the broader Grants Pass MSA.

37,252

ZIP 97527 POPULATION

±33,010

DAYTIME POPULATION

7,741

TOTAL EMPLOYEES

4.6 /sq mi

BUSINESS DENSITY · +31.4%
VS COUNTY

15,900+

WILLIAMS HWY ADT

REGIONAL EMPLOYMENT & DEMAND DRIVERS

The site is strategically positioned within the primary commercial and employment corridor serving South Grants Pass — proximate to the demand generators that drive consistent daytime population, service demand, and consumer spending across the trade area.

Healthcare & Medical

Asante Three Rivers Medical Center — regional hospital anchor

Grants Pass Clinic & affiliated medical offices

Siskiyou Community Health Center

One of the largest employment bases in the Grants Pass MSA.

Education & Workforce

Rogue Community College — Redwood Campus

Major regional institution with significant regional economic impact — a primary workforce pipeline for Southern Oregon.

Major Employers

Josephine County Government

Grants Pass School District 7

Fire Mountain Gems — national e-commerce

MasterBrand Cabinets — regional manufacturing

Retail & Consumer Anchors

Safeway · Fred Meyer

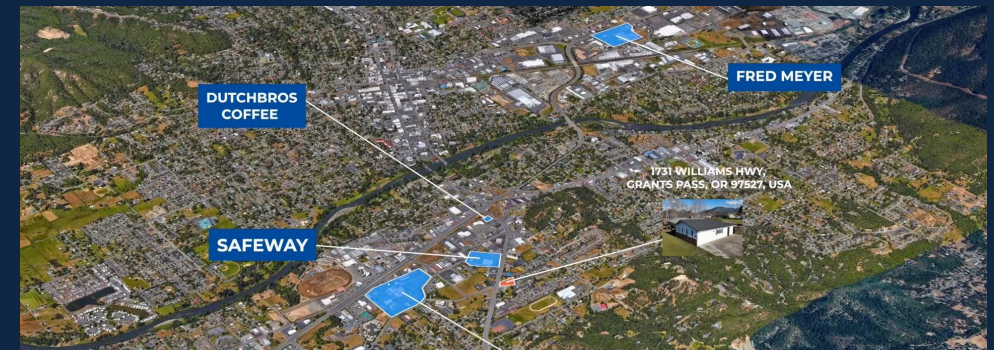
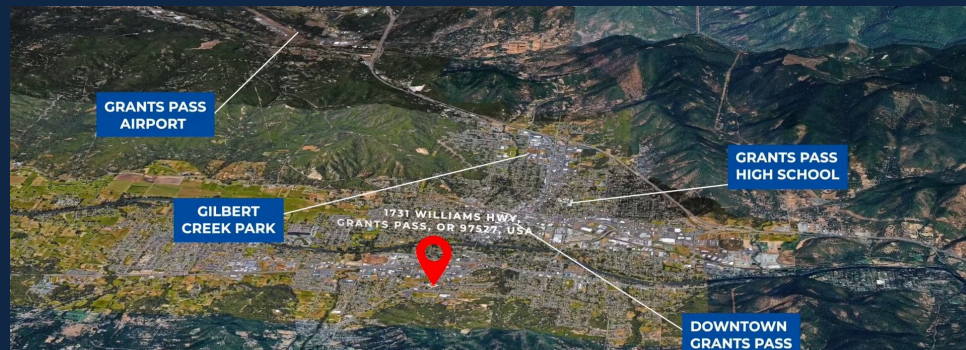
Grocery Outlet · Dollar General

Dutch Bros Coffee · founded in Grants Pass

National-anchor proximity reinforces corridor co-tenancy and captures an already-documented consumer pattern.

The Site at Three Scales

From the I-5 regional frame down to the immediate corridor, 1731 Williams Hwy sits at the intersection of Southern Oregon's primary north-south trade axis and South Grants Pass's most active commercial retail cluster. The visuals below place the site in regional, citywide, and corridor-level context.



A Corridor Anchored by Demand

South Grants Pass is experiencing a documented shortage of 1+ acre redevelopment sites. The fundamentals beneath the corridor — healthcare anchor employment, trade-area spending power, and residential appreciation — reinforce Williams Hwy as the region's most investable commercial submarket.

01

Healthcare Anchor & Employer Base

Asante Three Rivers Medical Center anchors the 97527 healthcare sub-economy as the ZIP's largest single employer with approximately 828 employees, reinforcing sustained daytime demand and supporting the medical and health-services developer buyer profile.

02

Trade-Area Consumer Spending

Esri trade-area data points to approximately \$107M in annual Health Care spending (SPI 92), \$74M in Food & Beverage demand, and \$57M in Food Services expenditures — consumer demand that supports medical, dining, and service commercial uses.

03

Residential Appreciation Signal

Trade-area median home values sit at approximately \$481K in 2025 and are projected to reach \$605K by 2030 — roughly 26% appreciation that reinforces submarket strength and validates the R-3 entitlement optionality on the rear parcel.

\$107M

HEALTHCARE SPENDING

\$74M

FOOD & BEVERAGE

\$57M

FOOD SERVICES

828

ASANTE EMPLOYEES

+26%

HOME VALUE 2025-2030

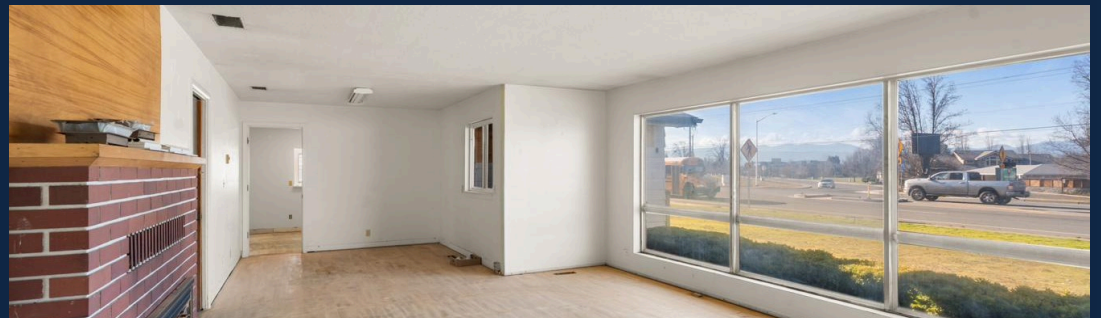
Employment, spending, and home-value projections sourced from Esri Business Analyst demographic and market-potential reports for ZIP 97527.

A Tangible Carry Strategy

The existing ±1,817 SF structure was formerly a residence most recently operating commercially as an antique and thrift retailer. It is not the long-term highest and best use — but it need not sit idle during permitting and design. For a buyer working through permitting or financing timelines, the structure offers a tangible opportunity to generate interim rental income and offset carrying costs while redevelopment is advanced. Some renovation will likely be required — buyers should conduct their own inspection to assess condition and scope.

STRUCTURE SUMMARY

BUILDING AREA	±1,817 SF
YEAR BUILT	1958
LEVELS	One
CONSTRUCTION	Frame · Slab
ROOF	Asphalt
HVAC	Central · Forced Air
PRIOR USE	Commercial Retail
STATUS	Vacant



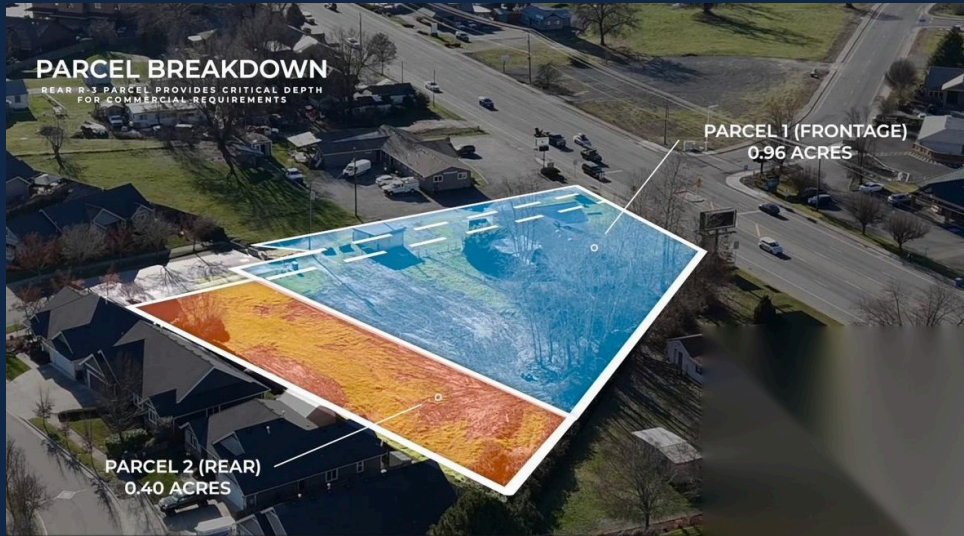
Aerial Context on the Williams Hwy Corridor

A regional view of the site's position on OR-238 — the principal commercial artery linking South Grants Pass to the downtown core — paired with a located view marking the property within its trade area.



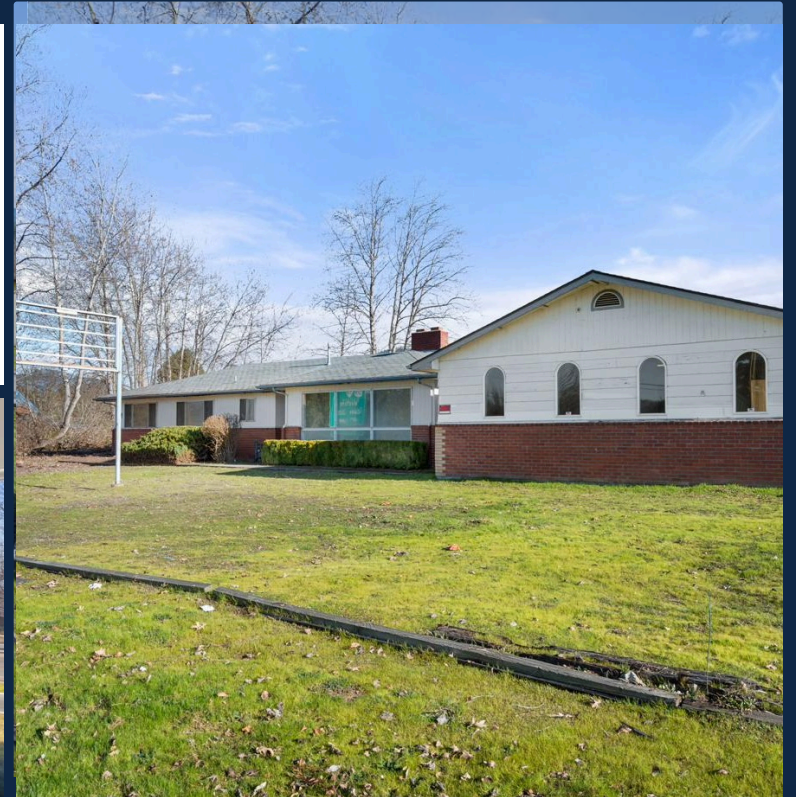
The Assemblage Up Close

A closer look at the two-parcel composition — the GC highway frontage, the R-3 rear depth, and the secondary access that together define the site's development canvas.



The Existing $\pm 1,817$ SF Structure

A visual record of the existing improvement — offered as a tangible interim-income bridge, not the long-term highest and best use. Buyers are encouraged to conduct their own inspection to assess renovation scope.



A Commercial Prototype That Fits the Site

The illustration below — drawn from preliminary concept planning — demonstrates how the site's dual-parcel configuration supports a modern commercial, medical, or professional office prototype. Building footprint on the GC frontage, parking and circulation carried by the R-3 rear depth, with street-to-street access resolving the site's operational requirements in a single plan.



CONCEPT PLAN
BUILD OUT VISUALIZATION

CONCEPT PLAN · BUILD-OUT VISUALIZATION

±1.36 AC canvas · commercial / medical / professional office prototype

CONCEPTUAL PROGRAM

BUILDING ZONE	GC Frontage · 0.96 AC
PARKING / CIRC.	R-3 Rear · 0.40 AC
PRIMARY ACCESS	Williams Hwy (OR-238)
SECONDARY ACCESS	SE Grandview Ave
TARGET PROTOTYPES	Commercial · Medical · Office

PLANNING NOTE

Dual-street configuration resolves the operational challenge that constrains most shallower OR-238 sites — separating customer ingress from service circulation.

Concept illustrations are preliminary and for marketing purposes only. They do not represent a permitted, approved, or engineered site plan. Any development is subject to City of Grants Pass planning review, site-specific engineering, and applicable regulatory approvals.

Priced on Land, Not Improvements

The offering is underwritten as a redevelopment site. Pricing is calibrated against recent corridor land sales and recognizes both the defensive floor established by the neighboring transaction and the premium that small pad-site parcels have achieved along Williams Hwy.

ASKING PRICE

\$995,000

±\$16.80 PSF · Blended Land Basis

PRIMARY MARKET VALUE

\$935K · ±\$15.78 PSF

COMBINED SITE AREA

59,242 SF · ±1.36 AC

Comparable data sourced from Josephine County recorded deeds. Subject pricing reconciles the corridor floor established by Comp 1 against the pad-site premium signaled by Comp 2, positioning the assemblage competitively among larger site transactions.

#	ADDRESS / TYPE	SALE DATE	PRICE	LAND SF	\$/SF
—	Subject · 1731 Williams Hwy	Asking	\$995,000	59,242	\$16.80
1	1777 Williams Hwy — Neighboring	01/13/2026	\$600,000	37,897	\$15.83
2	Williams Hwy — Small Pad Site (0.49 AC)	02/07/2025	\$495,000	21,344	\$23.19
3	1341 Rogue River Hwy	09/16/2020	\$305,000	8,276	\$36.85
4	300 South Side Rd — Industrial Anchor	12/27/2018	\$3,675,000	218,671	\$16.81

Multiple Execution Paths

The assemblage supports a range of buyer profiles and development strategies — from ground-up redevelopment to phased utilization of the existing structure while entitlements are advanced. The combination of GC frontage, R-3 rear depth, and interim income potential creates optionality across multiple investor types.



Medical & Retail Developers

Ground-up development requiring high parking-to-building ratios and lot depth for modern drive-thru stacking or medical office prototypes.



Owner-Users

Professional, medical, or service-commercial operators seeking long-term corridor visibility and a durable real estate position.



Mixed-Use Visionaries

Developers leveraging the R-3 rear parcel for an integrated residential or live/work component — multiple income streams from a single land basis.



1031 Exchange Buyers

Safe-harbor land asset on a high-visibility corridor with optional interim income from the existing structure during the hold period.

EXECUTION SCENARIOS

Immediate Redevelopment. Demolish the existing structure and permit a single-tenant or multi-tenant commercial prototype using the full 1.36-acre footprint — leveraging GC frontage for building placement and R-3 depth for parking, circulation, and stormwater.

Phased Development. Generate interim income from the existing ±1,817 SF structure while permitting the rear for expanded parking, a residential pad, or a complementary mixed-use component.

Integrated Mixed-Use. A commercial anchor fronting the highway with a complementary R-3 residential component behind — multiple income streams from a single, well-located land basis.

Asking Price **\$995,000**

Offered for sale as a unified 1.36-acre assemblage. Parcels sold together only — no split transactions.

TRANSACTION TERMS

SALE TYPE Fee Simple

ACREAGE ±1.36 AC · 59,242 SF

LISTING TERMS Cash · Conventional

SELLER FINANCING Not Offered

APNS R316679 · R344819

PREFERRED ESCROW Tigor Title — Kim Ayers

DIRECT INQUIRIES TO

Chris Pfau · (458) 220-8881

Andrea Adams · (541) 324-2935

SHOWING INSTRUCTIONS

Property is vacant. Supra lockbox on site. No advanced notice required — a courtesy call or text to the listing broker prior to access is appreciated. Please secure the property after showing.

NEXT STEPS

- 01 Review OM and request property photos & supplemental diligence materials
- 02 Schedule a site walk with the listing team
- 03 Coordinate with City of Grants Pass planning on permitted uses
- 04 Submit LOI or offer through the listing brokers

Disclaimer & Confidentiality

CONFIDENTIALITY

This Offering Memorandum is confidential. The information contained in this Offering Memorandum ("OM") is proprietary and strictly confidential. It is intended to be reviewed only by the party receiving it from John L. Scott Real Estate and Coldwell Banker Pro West Real Estate (collectively the "Listing Brokers") and shall not be made available to any other person or entity without the express written consent of the Listing Brokers.

DISCLAIMER OF WARRANTY

While the information provided is believed to be from reliable sources, neither the Seller nor the Listing Brokers make any representation or warranty, express or implied, as to the accuracy, completeness, or suitability of the information for any purpose. This includes, but is not limited to, the stated acreage, zoning designations, permitted use representations, and physical condition of existing improvements.

BUYER'S SOLE RESPONSIBILITY

Recipient acknowledges that the Listing Brokers are not experts in legal, tax, environmental, or engineering matters. All potential buyers are strongly advised to conduct their own independent investigation, verify all APNs, and consult with professional advisors. The Listing Brokers represent the Seller in this transaction.

ACCEPTANCE OF TERMS

By accepting this Memorandum, you agree not to reproduce or distribute it without prior written consent except as permitted under the Confidentiality Agreement. All inquiries must be directed to Andrea Faith Adams or Christopher Pfau.

FOR MORE INFORMATION · CONTACT LISTING TEAM

1731 Williams Hwy · **Assemblage**



COLDWELL BANKER

**PRO WEST
REAL ESTATE**

John L. Scott[®]
REAL ESTATE

Andrea Faith Adams:

John L. Scott Medford | (541) 324-2935 | andreaadams@johnlscott.com.

Christopher Pfau:

Coldwell Banker Professional Group | (458) 220-8881 | chrisrealtorpro@gmail.com