

# Business park offered for sale

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The yet-to-be-built Landmark Business Park in Watsonville has been advertised for sale in the Wall Street Journal.

Owner Scott Johnson said he and his partner, Chuck Allen, are interested in selling all or part of the 106-acre project.

A two-column ad, two inches deep, ran in the Aug. 7 Journal and again several days later. It puts a \$3 million price tag on the planned industrial park near Main Street and Green Valley Road.

"It's the right time to either sell or have a joint venture" with other investors, Johnson said.

Johnson emphasized that the project is not in financial difficulty. "We're not in default on anything. There's no reason we have to sell," he said.

It's much more likely, Johnson said, that investors will be interested in part of the project than in all of it at once.

Bringing in new people would spread the financial risk and allow current investors to take some profits now, he said.

The project has always been for sale for the right price, Johnson noted. "Conversations have gone on since the day the project started."

Johnson and Allen of Landmark Real Estate Co., in Watsonville, are the general partners. They have about 12 other local investors.

Johnson and Allen had hoped to begin the project this year,

but are now shooting to develop the first 20 acres next spring. The City Council has approved a final map for the project.

"We have letters of intent from four companies" to take about four acres, Johnson said, "and we're negotiating with two other companies for the remaining 16 acres."

All six are manufacturing companies; only one is high-tech.

The Wall Street Journal ad, Johnson said, was designed to attract not only potential investors but possibly companies interested in building.

Johnson said the biggest stumbling block to developing Landmark has been an oversupply of vacant industrial space in the Santa Clara Valley in the past few years.

That vacancy rate is dwindling, though, and Johnson expects interest in the local space to increase.

Landmark ran a second ad in the Journal for a 195-acre parcel off Harkins Slough Road, near Lee Road. Landmark is the listing agent for the property, owned by Lee-Harkins Farms.

The property, which is used for apple growing and cattle grazing, is outside the city limits. It's next to a 165-acre parcel where Landmark is planning a golf course and residential and commercial development, called Heritage Ranch. Johnson said development of that parcel is five to 10 years away.