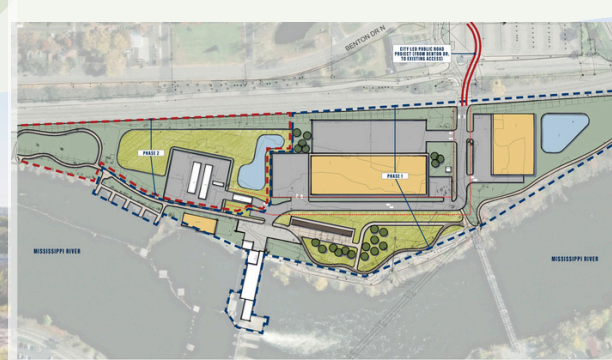




# MILL DISTRICT REDEVELOPMENT City of Sartell



**FOR SALE**

100 Sartell St. W  
Sartell, MN 56377



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## PROPERTY OVERVIEW

The Mill District site offers a rare opportunity to transform an underutilized riverfront into a vibrant, mixed-use destination. Envisioned as a walkable waterfront district, the development will blend economic growth with public amenities—bringing together businesses, dining, entertainment, recreation, and year-round gathering spaces.

Positioned as a signature destination, the Mill District will attract residents, visitors, and businesses alike, creating energy along the riverfront while reflecting the community's character. Early partners and tenants will have a unique opportunity to help shape the district's identity and benefit from its long-term growth. Ultimately, the project will create a dynamic riverfront environment where economic opportunity, community life, and memorable experiences come together.

## PROPERTY FEATURES

- Some infrastructure in place
- Strategically located on the riverfront, connecting to trail access
- City support for economic development

Address: 100 Sartell St. W  
Sartell, MN 56377

Total Acreage: 25.90 acres  
Parcel can be subdivided

List Price: \$1.17/PSF

Zoning: Heavy Industrial,  
Guided for Office  
Warehouse/Industrial

County: Benton

PID: 180058300

## IDEAL USERS

- Light Industrial/Flex
- Medical Manufacturing and Technology Users
- Recreational/Destination Operators
- Event Center/Entertainment Concepts
- Hospitality/Restaurant



# BENEFITS OF SARTELL

Positioned along the Sartell corridor and anchored by a strong legacy of industry and forward-thinking leadership, Sartell offers developers a rare combination of history, infrastructure, and momentum.

For over a century, the Verso Paper Mill was the backbone of Sartell's economy, serving as a major regional employer and supporting the city's tax base, utilities, and high-paying timber industry jobs. It also played a central role in shaping Sartell's identity, influencing generations through shared history, culture, and livelihoods.

After broader industry decline and the 2012 explosion that led to the mill's closure, the City of Sartell took a proactive approach, planning for the site's future as a major redevelopment opportunity. Today, that vision is beginning to take shape.

## **Why Sartell Stands Out for Developers:**

- Proven Economic Foundation – A historically strong industrial base with infrastructure and utilities designed to support large-scale operations.
- Strategic Redevelopment Opportunity – A highly visible, legacy site now primed for repositioning, backed by City planning and support.
- Proactive Municipal Leadership – Sartell has demonstrated a clear commitment to long-term growth and job creation, working collaboratively with developers to unlock value.
- Growing Regional Market – Located in Central Minnesota, Sartell benefits from proximity to St. Cloud and access to a skilled workforce. Sartell's population has grown more than 22% since 2010 and is expected to continue growing through 2030, reinforcing its position as a leading growth market in Central Minnesota.
- Community Identity & Demand – A city with deep roots and pride, creating demand for thoughtfully designed residential, commercial, and mixed-use environments.
- Infrastructure-Ready Environment – Existing utility capacity and transportation access reduce barriers to entry and accelerate timelines.

Sartell represents more than a redevelopment site—it is a community in transition, ready to write its next chapter. For developers seeking a project with scale, story, and strong municipal partnership, Sartell offers a compelling opportunity to shape a new economic and cultural hub while building on a legacy that already resonates.

### **Established Infrastructure Capacity**

Built to support a major industrial user, Sartell's utilities and infrastructure are robust and scalable—reducing upfront costs and timelines for new development.

### **Regional Medical Hub**

Sartell has established itself as a regional healthcare hub, supported by major providers, specialty clinics, and continued medical investment.

### **Strong Economic Fundamentals**

Historically anchored by a major employer, the City has a stable tax base and continues to attract businesses and residents, supporting long-term demand for new projects.

### **Growing Population & Housing Demand**

Sartell and the surrounding region continue to see residential growth, creating opportunities for housing, retail, and service-based developments.

### **Quality of Life Advantage**

With access to the Mississippi River, parks, trails, and highly rated schools, Sartell is an attractive place to live—making it easier for developers to market residential and mixed-use projects.

### **Lower Barriers to Entry**

Compared to major metro areas, Sartell offers more accessible land pricing, fewer entitlement hurdles, and a business-friendly environment.

### **Strong Community Identity**

The city has a deep-rooted sense of community and pride, which supports successful placemaking and long-term project sustainability.

# ADVANTAGES OF MILL DISTRICT SITE

## Light Industrial / Flex

- Existing utility capacity designed for heavy industrial use
- Flexible building footprints and scalable site layouts
- Strong regional access for distribution and workforce Lower occupancy costs compared to larger metro areas
- Opportunity to integrate showroom, office, and warehouse in one location

## Medical Manufacturing & Technology Users

- Reliable power, water, and infrastructure critical for specialized operations
- Access to a skilled and growing workforce in the St. Cloud region
- Proximity to regional healthcare systems and research institutions
- Business-friendly environment supportive of innovation and expansion
- Ability to develop modern, purpose-built facilities

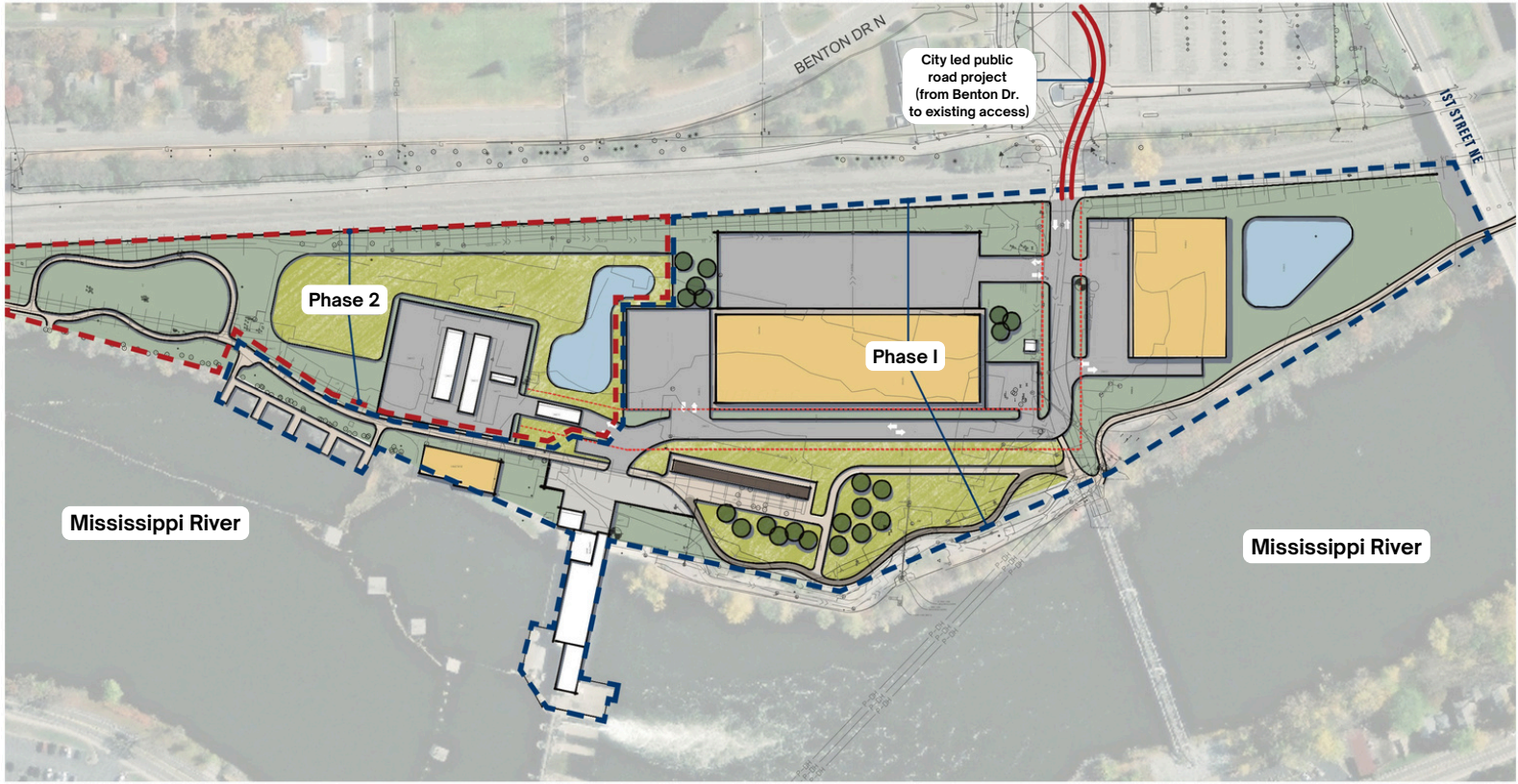
## Recreational / Destination Operators

- Prime riverfront setting along the Mississippi River
- Opportunity to create unique, experience-driven attractions
- Built-in community draw with trails, parks, and waterfront access
- Strong potential for regional tourism and repeat visitors Ability to anchor a broader mixed-use destination

## Event Center / Entertainment Concepts / Hospitality & Dining

- Waterfront location ideal for destination dining and entertainment
- Opportunity for indoor/outdoor events, concerts, and community gatherings
- Scenic setting enhances visitor appeal and marketability
- Built-in customer base from local businesses, residents, and visitors
- Synergy with hotels, restaurants, recreation, and adjacent commercial uses
- Potential for flagship or first-to-market concepts in a growing district





City led public road project (from Benton Dr. to existing access)

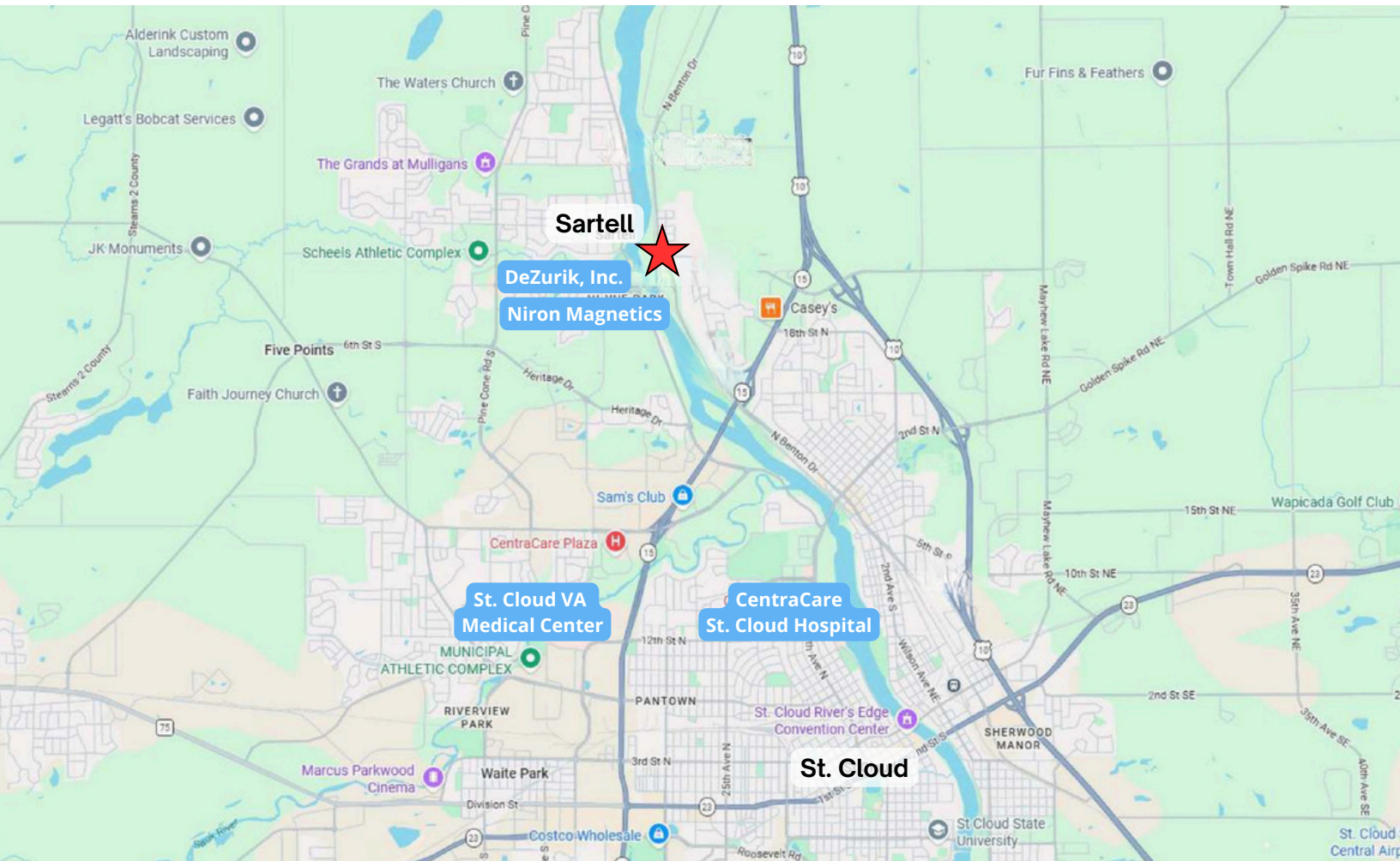
Phase 2

Phase I

Mississippi River

Mississippi River

REVISED CONCEPT PLAN



Sartell

DeZurik, Inc.  
Niron Magnetics

St. Cloud VA Medical Center

CentraCare St. Cloud Hospital

St. Cloud

St. Cloud Central Air

# POSSIBLE DEVELOPMENT CONCEPTS

Sheet Num

