Industrial land in a city that no longer creates industrial land

Four contiguous parcels totalling 17.6649 hectares in Gramado, Rio Grande do Sul. Around six hectares of industrial-zoned land inside the urban perimeter; twelve in the rural zone. Single ownership, recorded access, zoning certified by the municipality.

THE IDEA IN BRIEF

Core and belt

What is being offered

17.6649 hectares across four contiguous registered titles in Carahá, rural Gramado, held by a single Brazilian company.

The municipal urban perimeter **runs through the property**. Around 6 ha fall in zone 7.1 industrial; around 12 ha in zone 9.4 rural.

Development potential concentrates in the industrial core. The rural belt, with a legal site coverage ratio of 2% to 3%, functions as a protected setting for the project itself.

Gramado received 7.9 million visitors in 2025 and has built roughly 90% of its economy on tourism. To protect that product, the city maintains one of the most restrictive planning regimes in the country: a dedicated architectural-style statute, strict signage control and a master plan that severely limits expansion.

The consequence is seldom discussed but decisive for an investor. The municipal stock of land with permitted industrial use is a remnant of an earlier vocation — Gramado was a furniture-manufacturing hub before it became a tourism destination — and it is not being expanded. Each revision of the master plan tends to reduce it.

This is not a projection of appreciation. It is a finite stock of an input the city no longer produces.

> “No one can build densely next door, because next door is also yours.”

PLANNING REGIME

Two zones, two markets

All four titles are classified simultaneously in zones 7.1 — Industrial and 9.4 — Rural, per Municipal Declarations 100 to 103 of 2026, issued by the Municipal Secretariat of Planning under Complementary Law 17/2022. The difference between the two regimes is not one of degree: one hectare in 7.1 permits roughly twenty-five times more built area than one hectare in 9.4.

Parameter	7.1 — Industrial	9.4 — Rural
Minimum plot	5,000 m²	30,000 m²
Site coverage ratio	50%	2% to 3%
Floor area ratio	1.0	0.02 to 0.04
Storeys	3	2
Front setback	10 m	20 m
Side setbacks	10 m	10 m
Rear setback	10 m	25 m
Hotel coefficient	not provided	5,000 (max. 35 units)

Table 1 · Planning parameters of the two zones. Source: Annex XI of CL 17/2022.

What changes in practice

The urban portion falls under Law 6,766, with a minimum plot of 5,000 m^2. The rural portion falls under the INCRA minimum subdivision fraction, between 2 and 3 hectares. The same surface yields six to ten times more plots on the urban side — potential for up to twelve industrial plots, a figure the georeferenced survey now under way will refine.

There is also an asymmetry of permitted uses that creates two distinct exits. Zone 7.1 permits manufacturing, large-scale warehousing, freight operations, wholesale and retail trade, but expressly prohibits subdivision for residential development. Zone 9.4 permits short-stay accommodation with a hotel coefficient of up to 35 guest units — which the industrial zone does not.

> **Where the leverage is**
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> Today each title is a single property subject to two regimes. Subdivision along the perimeter line would create separate titles for the urban portion.
>
> The effect is twofold: the urban portion would follow Law 6,766 instead of the INCRA minimum fraction, and would no longer raise the Law 5,709/1971 question on acquisition by foreign buyers.
>
> This is surveyor and registry work — it does not depend on negotiation with the authorities.

THE PROPERTY

Four titles, one owner

The chain of title is short and traceable. The first three titles originate from a single subdivision recorded in 2014. Rights of way recorded at the registry connect the inner parcels to the public road.

Title	Area	Position
30,219	4.2683 ha	201.70 m frontage on the Carahá municipal road
30,221	4.2683 ha	Adjoining 30,219 to the north
30,220	4.2683 ha	Adjoining 30,221 to the north
33,231	4.8600 ha	To the southeast, bordering the Travessão

Table 2 · Composition of the property. Total area: 17.6649 ha.

Access

Title 30,219 has its own frontage of 201.70 metres on the Carahá municipal road and is the entry point to the property. Because the rights of way are recorded, access does not depend on a private agreement to be renegotiated: it is a real right enforceable against third parties.

Environmental constraints

The municipal declarations record an Area of Environmental and Landscape Interest and a Permanent Preservation Area. The preservation area does not cover the parcels in full: it corresponds to the statutory protection strips around a small number of springs. It calls for consideration in project design; it does not prevent development.

Equally relevant is what the declarations record as **absent**. There is no right of first refusal over the parcels — the municipality holds no pre-emption and negotiation is free between the parties. Nor is there any non-buildable area, risk area, social interest area or cultural preservation designation.

FOREIGN CAPITAL

The question an investor asks first

Acquisition of *rural* property by foreign nationals in Brazil is governed by Law 5,709/1971 and Decree 74,965/1974, which impose limits and requirements. In April 2026 the Federal Supreme Court reaffirmed the constitutionality of treating Brazilian companies under foreign control as foreign companies for this purpose.

> **Two paths to examine**
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> **Urban classification.** Around six hectares lie inside Gramado's urban perimeter. Classification as urban or rural is decisive for the application of that legislation.
>
> **Corporate structure.** The titles are held by a Brazilian company, which allows minority foreign participation while preserving the national control the law requires.

This document is informational and does not constitute legal advice. The final structure should be reviewed by a Brazilian lawyer specialising in real estate and agrarian law.

EXITS

Four possible structures

Structure	How it works	Note
Single sale	The whole property to one buyer	The buyer absorbs the rural portion along with the industrial
Segmented sale	Urban and rural portions sold separately	Requires prior subdivision along the perimeter line; widens the market
Subdivision	Industrial plots from 5,000 m² in the urban core	Up to twelve gross plots, less roads and preservation strips
Equity participation	Investor enters the capital of the holding company	Enables minority foreign capital without Law 5,709 applying

Table 3 · Exit structures. Plot capacity is gross and depends on the subdivision design.

What is ready

Current certified extracts of title · Municipal zoning declarations 100 to 103/2026 · Urban perimeter certificate · Annex XI of CL 17/2022 · Rural property registration certificates · Recorded rural environmental registry · Georeferenced survey and plans · Clearance certificates.

The documentation is organised in a data room. Faster and cheaper due diligence is a pricing argument.

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