

- » NEW GENERAL PLAN INCREASED TO HIGH-DENSITY RESIDENTIAL 20-24DU/ACRE -OR- POTENTIAL FOR CANNABIS
- » PRO-DEVELOPMENT CITY ADJACENT TO BOOMING PALM SPRINGS | NEAR PALM SPRINGS INTERNATIONAL AIRPORT
- » 44,117 AVERAGE DAILY TRAFFIC ON MAJOR ARTERIAL RAMON ROAD – CONNECTS TO I-10 & PALM SPRINGS
- » RARE FEE-LAND OPPORTUNITY OF THIS SIZE & CENTRAL LOCATION IN WEST COACHELLA VALLEY | PROVIDE AFFORDABILITY



QUALIFIED OPPORTUNITY ZONE - SIGNIFICANT TAX BENEFITS

CIMARRON RIDGE

29.41 ACRES FEE-LAND | HIGH-DENSITY RESIDENTIAL: MULTI-FAMILY (MARKET-RATE OR AFFORDABLE), OR SENIOR
 294 PREVIOUSLY-APPROVED UNITS | NEW GENERAL PLAN ALLOWS UP TO 588 TO 705 POTENTIAL UNITS
 WEST CATHEDRAL CITY, CA | COACHELLA VALLEY | RIVERSIDE COUNTY

PROPERTY DETAILS

LOCATION	Cathedral City, California (Near Palm Springs)
REGION	Coachella Valley, Riverside County
INTERSECTION	Crossley Road & Sarah Street (North of Ramon Rd.)
AREA LANDMARKS	Cimarron Golf Course, Palm Springs Int. Airport, Escena Golf Club
UNIT COUNT	294 Previous Units Approved New General Plan Allows for 588 to 705 Potential Units
ZONING	Current: Medium Density Residential (11 – 20 du/acre), 323 to 588 Units
GENERAL PLAN	New GP High Density Residential Allows (20 – 24 du/acre), 588 to 705 Units
ENTITLEMENTS	Currently Un-Entitled. Previous Tentative Tract Map #33934 & PUD #05-002
SITE CONDITION	Unimproved. Utilities Adjacent & Nearby.
OFFER DUE DATE	Offers to Be Considered as Submitted

*Buyer to verify with city. May require zone change.

BROKER CONTACT

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Cathedral City

COACHELLA VALLEY TOURISM & HOSPITALITY QUICK FACTS

2017 Visitors	13.6 Million Spent \$5.5 Billion
Economic Impact	\$7 Billion (9% Increase Over Year 2015)
Industry Jobs	51,866 (1,200 Increase Since 2010)
2017 Y-O-Y Hotel Occupancy	2.7% ↑
2017 Y-O-Y Avg. Daily Rate:	3.1% ↑

COACHELLA VALLEY MULTI-FAMILY QUICK FACTS

Vacancy Rate	Vacancy Y-O-Y
2.6%	-100 Basis
(lowest vacancy rate of any submarket in IE)	Point Change
	(largest decrease of any submarket in IE)
RENTS Y-O-Y:	
3.7% ↑ Avg. Increase	

INLAND EMPIRE EAST RETAIL QUICK FACTS

Vacancy Rate	Vacancy Y-O-Y
8.9%	-10 Basis
	Point Change
RENTS Y-O-Y:	
3.3% ↑ Avg. Increase	

Sources: Bureau of Labor Statistics; CoStar Group, Inc.; Experian; Moody's Analytics; Real Capital Analytics; TWR/Dodge Pipeline; U.S. Census Bureau, Economic Tourism, Greater Palm Springs Convention & Visitors Bureau, CVB, Desert Sun, Matador Network