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Two parcels for sale on the corner of  
Cook & Gerald Ford  
APN: 694-180-005, 694-180-006

  
**Windermere**  
COMMERCIAL



# PROPERTY OVERVIEW

Corner of Cook & Gerald Ford  
APN: 694-180-005, 694-180-006

## PRIME COMMERCIAL DEVELOPMENT OPPORTUNITY TWO PARCELS NEAR COOK STREET & GERALD FORD DRIVE

Two strategically located commercial development parcels are now available for sale in Palm Desert, California.

### Exceptional Location

The properties are located in **Palm Desert near the intersection of Cook Street and Gerald Ford Drive**, providing convenient access to major regional transportation routes and the surrounding Palm Desert, Rancho Mirage, Indian Wells, La Quinta, and Coachella Valley markets. The Cook Street/Gerald Ford corridor offers an established commercial environment with office, retail, hospitality, medical, and service-oriented development in the surrounding area.

### Flexible Development Potential

The properties appear to be located within the **PC-2 Planned Commercial zoning district with FreeWay overlay zone**, subject to final confirmation of the zoning and permitted uses for each individual APN. Palm Desert's PC-2 district provides flexibility for commercial and mixed-use development. Current City zoning regulations identify a broad range of potential uses, including professional office, retail, restaurants, personal services, recreation, hospitality-related uses, and residential/mixed-use development subject to applicable approvals.

Potential development concepts include:

- Medical and professional office
- Medical clinics and healthcare services
- Urgent care and outpatient healthcare
- Diagnostic, rehabilitation and wellness facilities
- Spa and wellness uses
- Retail and pharmacy
- Restaurants and cafés
- Hotel and hospitality development
- Commercial services
- Mixed-use development
- Multifamily residential development, subject to CUP and applicable development standards
- Other compatible commercial uses subject to City approval

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## Ideal for Multiple Development Strategies

The parcels may be particularly attractive to:

### Healthcare Developers

Medical office, urgent care, outpatient clinics, specialty healthcare, rehabilitation and wellness facilities.

### Commercial Developers

Professional office, retail, restaurant and service-oriented commercial projects.

### Hospitality Developers

Hotel or hospitality concepts serving the Palm Desert/Coachella Valley market.

### Mixed-Use Developers

Potential integration of commercial and residential uses, subject to Conditional Use Permit and applicable City requirements.

### Investors / Land Bankers

Strategically located commercial land with multiple potential future development strategies.

**Ownership may consider potentially partnering with a developer.**

## Development Disclaimer

*Zoning, permitted uses, density, building height, setbacks, parking, access, development standards, utility availability and other development requirements are subject to confirmation by the City of Palm Desert and applicable agencies. Prospective purchasers should independently verify all zoning and development information for each APN.*

# PARCEL MAP

Corner of Cook & Gerald Ford  
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## BASIS OF BEARINGS

THE BASIS OF BEARINGS FOR THIS SURVEY IS THE  
NORTHEAST LINE OF PARCELS 1, 5, 6 & 7, AS SHOWN  
ON P.M.W. NO. 00-15, REC. 11/30/2000, AS INST. NO.  
475387, O.R. COUNTY OF RIVERSIDE, IN THE WEST HALF  
(W1/2) OF SECTION 34, T.4S., R.6E., S.B.M., CITY OF PALM  
DESERT, COUNTY OF RIVERSIDE, STATE OF CALIFORNIA.  
BEING: S54°32'22"E

IN THE CITY OF PALM DESERT, COUNTY OF RIVERSIDE, STATE OF CALIFORNIA

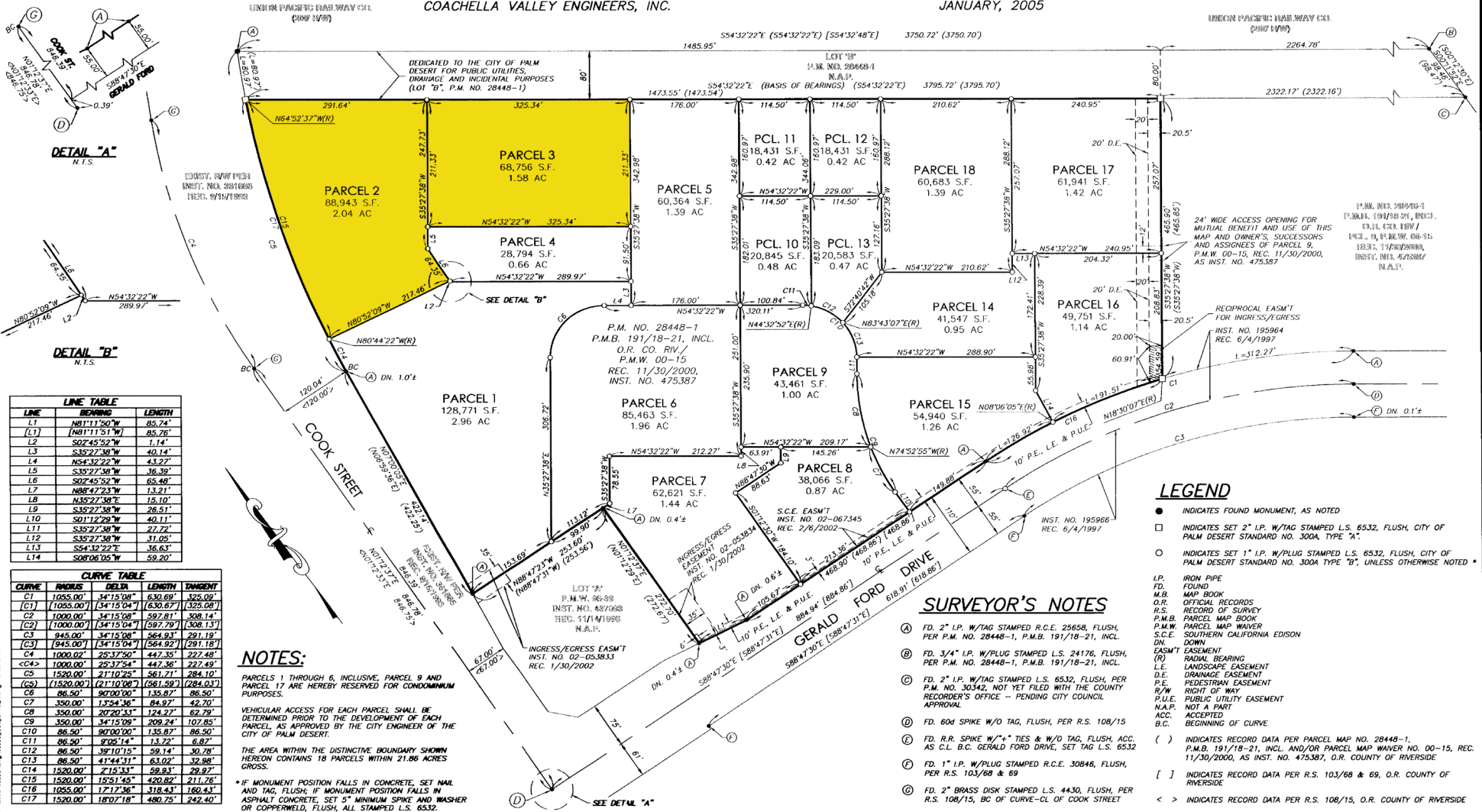
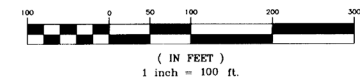
## PARCEL MAP NO. 31563

A SUBDIVISION OF PARCELS 1-8 OF PARCEL MAP WAIVER NO. 00-15, RECORDED NOVEMBER 30, 2000,  
AS INSTRUMENT NO. 475387, BEING A PORTION OF PARCEL MAP NO. 28448-1, P.M.B. 191/18-21, INCL.,  
OFFICIAL RECORDS COUNTY OF RIVERSIDE, IN THE NORTHWEST QUARTER (NW1/4) OF SECTION 34,  
TOWNSHIP 4 SOUTH, RANGE 6 EAST OF THE SAN BERNARDINO MERIDIAN,  
CITY OF PALM DESERT, COUNTY OF RIVERSIDE, STATE OF CALIFORNIA

COACHELLA VALLEY ENGINEERS, INC.

JANUARY, 2005

## GRAPHIC SCALE





# PARCEL MAP

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# LOCATION & AREA

Corner of Cook & Gerald Ford  
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## Major Annual Events

- **BNP Paribas Open:** ~527,000+ total attendees across the two-week tournament.
- **Coachella Valley Music & Arts Festival:** ~245,000+ total attendees across both weekends
- **Palm Springs International Film Festival:** ~135,000+ total attendees over its 11-day run.
- **Modernism Week:** ~125,000+ total attendees across the 11-day celebration.
- **Indio International Tamale Festival:** ~100,000+ total attendees
- **Stagecoach Country Music Festival:** ~85,000+ attendees during the three-day weekend.
- **Greater Palm Springs Pride:** ~60,000+ attendees across the free weekend festival
- **Tour de Palm Springs:** ~8,000+ registered cyclists (up to 10,000 including spectators)

## Daily Activities

- **Natural Mineral Water Spas:** Soaking in natural geothermal hot springs and pools across Desert Hot Springs and local day spas.
- **Championship Desert Golf:** Playing public resort courses with desert mountain backdrops in Indian Wells and La Quinta.
- **Architecture & Celebrity Tours:** Exploring midcentury modern neighborhoods and historic Hollywood estates by van or walking tours.
- **Off-Road Jeep Excursions:** Riding open-top 4WD vehicles through slot canyons and the San Andreas Fault zone.
- **Mountain Aerial Tramway:** Riding rotating tramcars from the desert floor to alpine hiking trails on Mt. San Jacinto.
- **Date Farm Visits:** Touring local desert orchards to sample regional date varieties and signature milkshakes.
- **Canyon Hiking:** Trekking through natural palm oases and scenic trails in the Santa Rosa Mountains.

## Area Demographics Snapshot

*Cook Street & Gerald Ford Drive • Palm Desert, CA 92211*

| Metric                   | 1-Mile Radius | 3-Mile Radius | 5-Mile Radius |
|--------------------------|---------------|---------------|---------------|
| Estimated Population     | 4,500         | 28,000        | 68,000        |
| Estimated Households     | 1,650         | 11,200        | 29,500        |
| Avg. Household Size      | 2.6           | 2.4           | 2.2           |
| Avg. Household Income    | \$68,000      | \$85,000      | \$98,000      |
| Avg. Household Net Worth | \$310,000     | \$560,000     | \$720,000     |
| Total Businesses         | 180           | 1,450         | 3,800         |

**Total Coachella Valley Population: approximately 475,000–500,000 permanent, year-round residents — swelling to 600,000+ during peak winter season (Nov–Apr)**

### About the Area

Located directly off Interstate 10 in north Palm Desert, the Cook Street & Gerald Ford Drive corridor sits within one of the Coachella Valley's fastest-growing submarkets. The immediate 1-mile ring reflects newer workforce and multifamily housing near University Park, while the broader 3- and 5-mile rings capture more established Palm Desert neighborhoods, retail corridors, and higher-income residential communities — giving the site a strong blended trade area for healthcare, retail, and mixed-use development.

*Estimates derived from U.S. Census Bureau / American Community Survey data for Palm Desert, CA and the wider Coachella Valley, combined with general knowledge of the Cook St & Gerald Ford Dr trade area; figures are directional planning estimates, not a licensed geodemographic report. For final underwriting or marketing materials, verify with a current ESRI Business Analyst, CoStar, or equivalent radius-ring demographic report centered on the exact site address.*