



±22.36 ACRES HOUSING DEVELOPMENT OPPORTUNITY
PRIME LOCATION WITH HWY 111 FRONTAGE | CALEXICO, CA

THE OFFERING

Cushman & Wakefield is pleased to present Robinson & HWY 111 (the “Property”), a ±22.36-acre medium-density multifamily development opportunity located in the growing border city of Calexico, California.

Strategically positioned along HWY 111., the site is designated in the City of Calexico’s 6th Cycle Housing Element for rezoning to R2 (Medium Density Residential). This proposed zoning would allow medium-density residential uses with a potential yield of up to ±268 multifamily units, offering an attractive opportunity for developers focused on market-rate or affordable housing.

The property is in close proximity to retail, schools, and employment centers, including both the Calexico East and West Ports of Entry, which connect directly to Mexicali’s thriving industrial corridor. As cross-border commerce and regional logistics continue to expand, demand for quality housing near the ports and major highways is projected to rise significantly.

With immediate access to HWY 111 and HWY 98, the site offers exceptional regional connectivity. Significant infrastructure investments — including ongoing improvements at the Calexico East Port of Entry and key transportation corridors — further strengthen the long-term value of this development opportunity.

The City of Calexico continues to position itself as a key gateway for binational trade and workforce housing. Pro-housing leadership and a streamlined entitlement process for Housing Element sites make this location highly attractive to both institutional and private multifamily developers.



±268 UNITS (Per Housing Element)
POTENTIAL UNIT COUNT



6TH CYCLE HOUSING ELEMENT - DESIGNATED SITE
ENTITLEMENT STATUS



MEDIUM-DENSITY RESIDENTIAL
GENERAL PLAN DESIGNATION



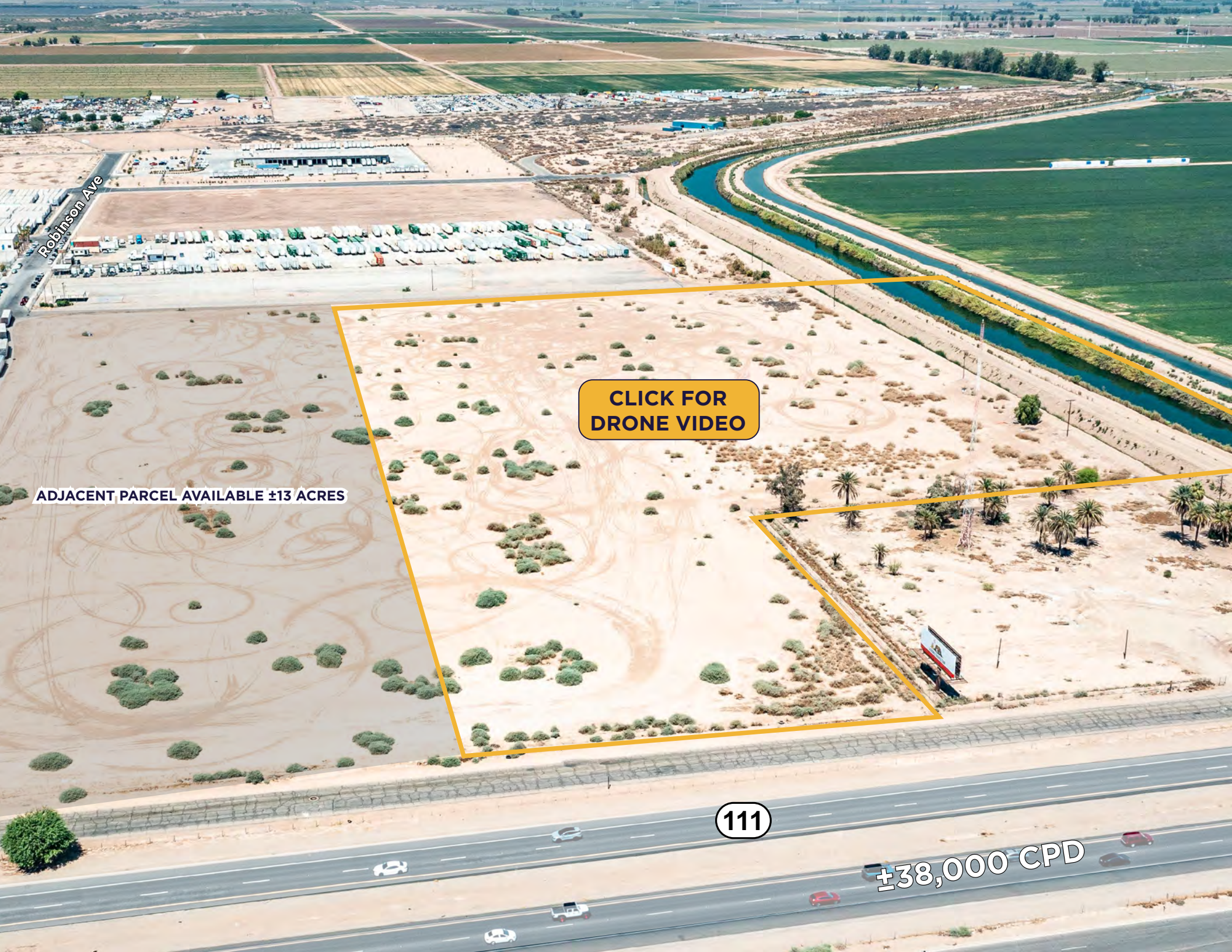
FULLY IMPROVED WITH ALL UTILITES IN PLACE
ACCESS



INFILL SITE - 38,500 CPD (HWY 111)
LOCATION



±22.36 ACRE
LOT SIZE



INVESTMENT HIGHLIGHTS/



MEDIUM-DENSITY MULTIFAMILY
±22.36-acre site designated R2 in Calexico's 6th Cycle Housing Element; up to 268 units plus density bonus potential.



STRATEGIC CROSS-BORDER CONNECTIVITY
3 miles to Calexico West Port and 9 miles to Calexico East Port, providing direct access to Mexicali and over 8 million annual vehicle and pedestrian crossings.



HOUSING ELEMENT-DESIGNATED & PRO-HOUSING CITY
Listed in the city's Housing Element inventory with a proven record of expedited approvals, enabling streamlined entitlements and eligibility for state housing incentives and grants.



WORKFORCE DEMAND
Large binational labor pool driven by Mexicali's 180+ global manufacturers, creating steady demand for workforce and market-rate housing in Calexico.



TAX INCENTIVE ADVANTAGES
Located in both an Opportunity Zone and a Foreign Trade Zone.



3RD BUSIEST LAND PORT OF ENTRY IN CALIFORNIA
Calexico's ports process over 8 million annual pedestrian and vehicle crossings — West Port is 3 miles from the site; East Port is 9 miles away.



REGIONAL CORRIDOR
Direct access to HWY 98 & SR-111, linking to El Centro, Brawley, and Imperial Valley



EXPANDING TRADE & LOGISTICS HUB
Mexicali's industrial vacancy is under 2%, and continued maquiladora growth is fueling housing demand for cross-border employees.



STRONG DEMOGRAPHIC TAILWINDS
Growing binational population anchored by blue-collar and mid-income workers, with limited new housing supply supporting strong rental fundamentals.



JASPER CROSSING
Approximately 3 miles from the site, this planned mixed-use project will bring new retail, dining, and residential amenities to the area.



NEARBY DEVELOPMENTS

JASPER CROSSING

A NEW RETAIL AND LIFESTYLE DESTINATION FUELING GROWTH IN CALEXICO

Planned less than a mile from the Property, **Jasper Crossing** is a transformative, master-planned retail development that will bring new shopping, dining, and services to the rapidly growing Calexico-Mexicali region. Anchored by national brands, Jasper Crossing delivers a modern, open-air retail environment designed to serve both the local community and the significant cross-border customer base.

For multifamily developers, the synergy between the Property and Jasper Crossing is clear: residents of a new high-density community will benefit from immediate access to shopping, dining, and daily conveniences, all within minutes of their doorstep. The combination of housing, retail, and cross-border employment makes this submarket a compelling opportunity for sustainable, long-term investment.



MIXED-USE DEVELOPMENT

RETAIL

LIGHT INDUSTRIAL
MULTIFAMILY RESIDENTIAL

OFFICE (MEDICAL)



3.3 MILES
West Port of Entry

9.2 MILES
East Port of Entry

JASPER
CROSSING

SEC HWY 111 & JASPER
CALEXICO, CA

SITE

*Mixed Use - Permissible Uses:
- Light Industrial
- Commercial
- Medical
- Office
- Residential
- Multi-Family

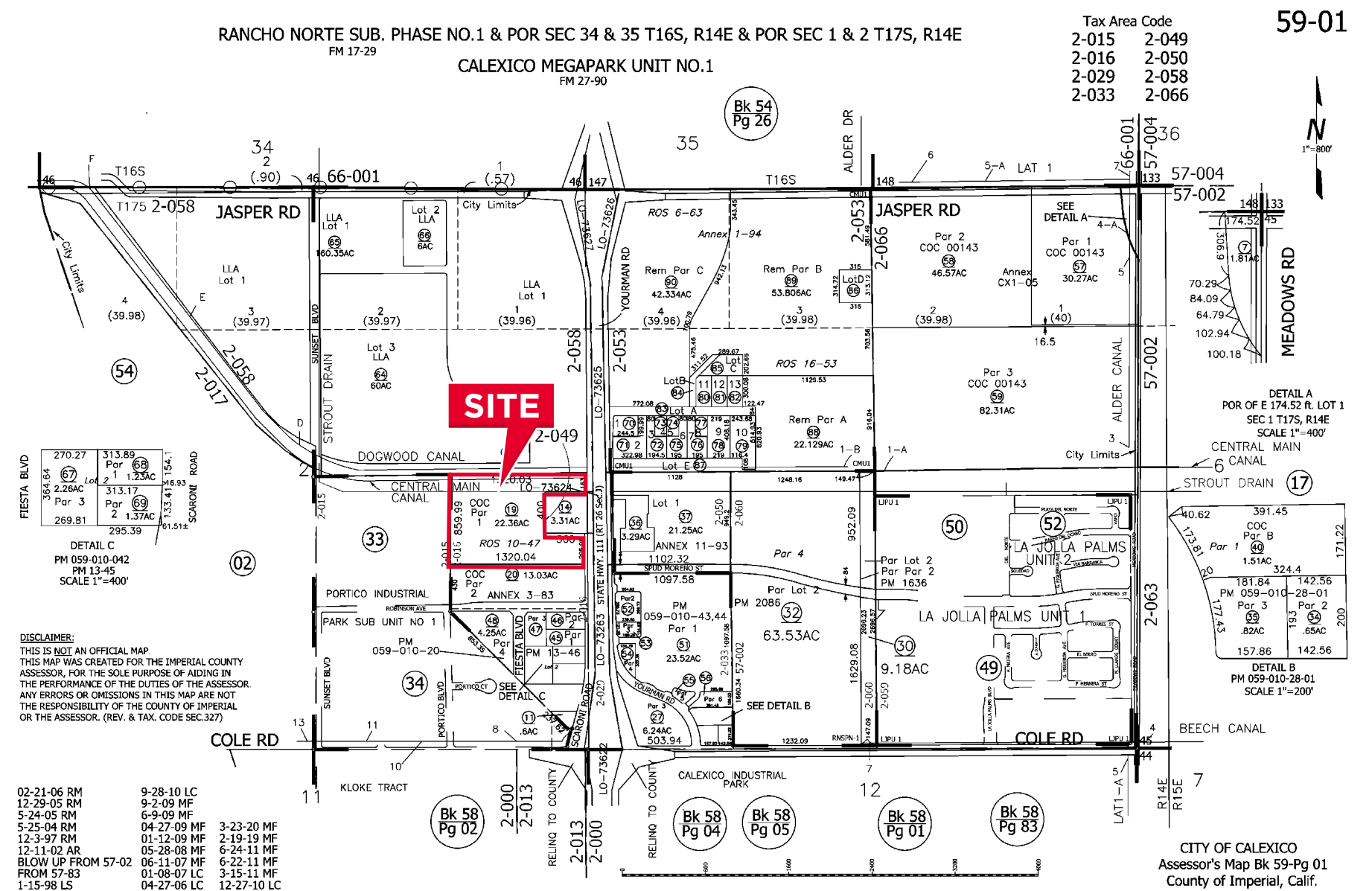
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PROPERTY DETAILS

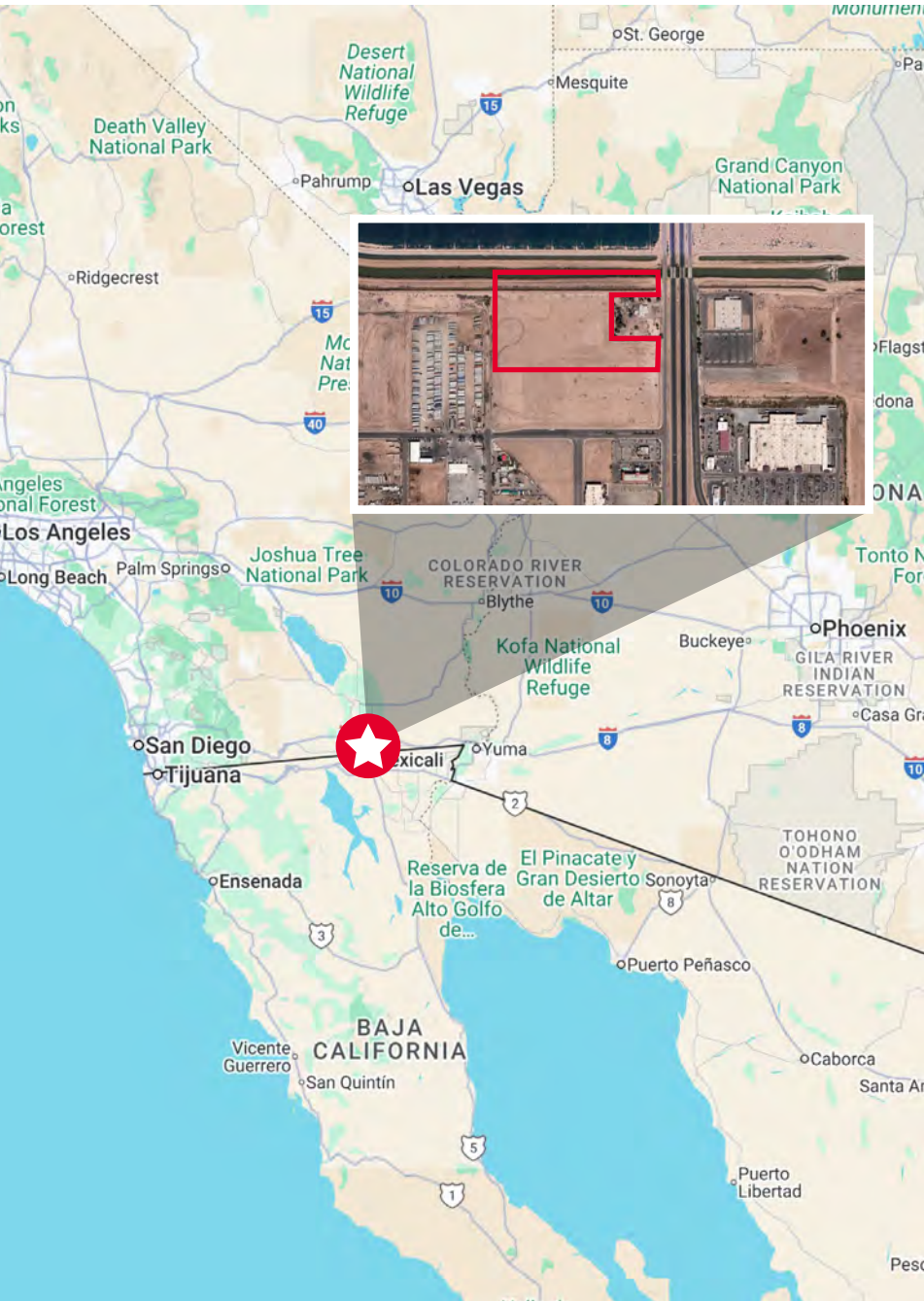
ADDRESS	Robinson Ave & HWY 111
APN	059-010-019
SIZE	±22.36
JURISDICTION	City of Calexico
ZONING	DESIGNATED High-Density Residential (RA - Residential Apartments)
ENTITLEMENTS	6th - Cycle Housing Element Designated Site
UTILITIES	All believed to be at the site
OFF-SITES	Streets, Curbs, Gutters & Street Lights
PERMITTED USES	Single-family dwellings, duplexes, multiple dwellings (apartments, condominiums, townhomes), accessory living quarters, transitional/supportive housing, employee housing & public facilities.



TAX MAP



CORPORATE NEIGHBORS



MARKET OVERVIEW



DEMOGRAPHICS

	3 MILES	5 MILES	10 MILES
POPULATION	690	898	51,936
AVG. HOUSEHOLD INCOME	\$105,831	\$111,182	\$84,503
HOUSEHOLDS	53	108	14,452
EMPLOYED POPULATION BLUE COLLAR	32%	31.3%	27.8%
DAYTIME POPULATION	853	1,027	45,978
BUSINESSES	115	112	1,267
EMPLOYEES	600	647	11,649

DRIVE TIMES	
US/MEXICAN BORDER	2 MINUTES
I-8	8 MINUTES
HWY 111	14 MINUTES
CALEXICO INT'L AIRPORT	19 MINUTES
SAN DIEGO INT'L AIRPORT	2 HOURS



\$9B+

Gross Domestic Product



33M+

Consumer Population



2M+

Regional Workforce

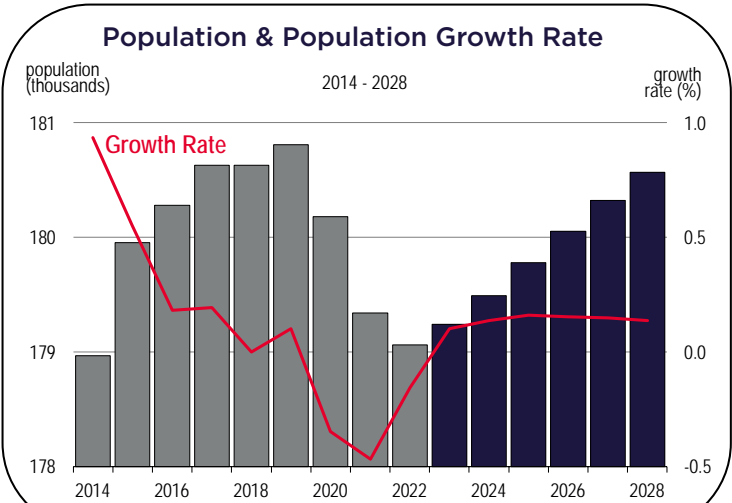


8.0M+

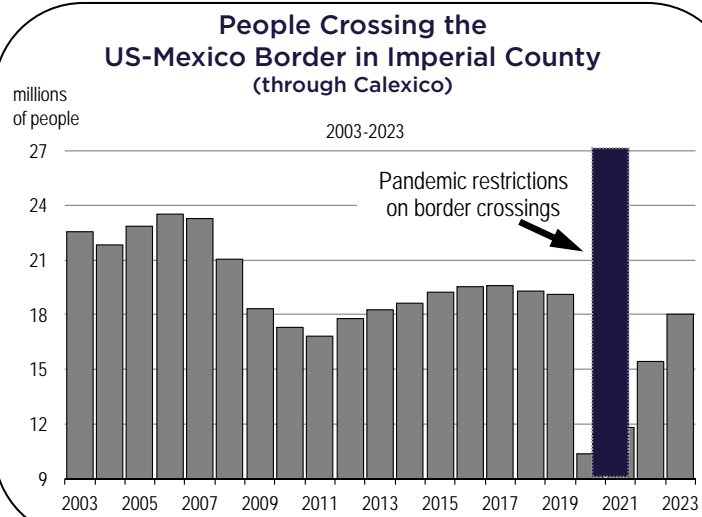
Annual Border Crossings

*Source: Imperial Valley Economic Development Corporation

ECONOMIC FORECAST

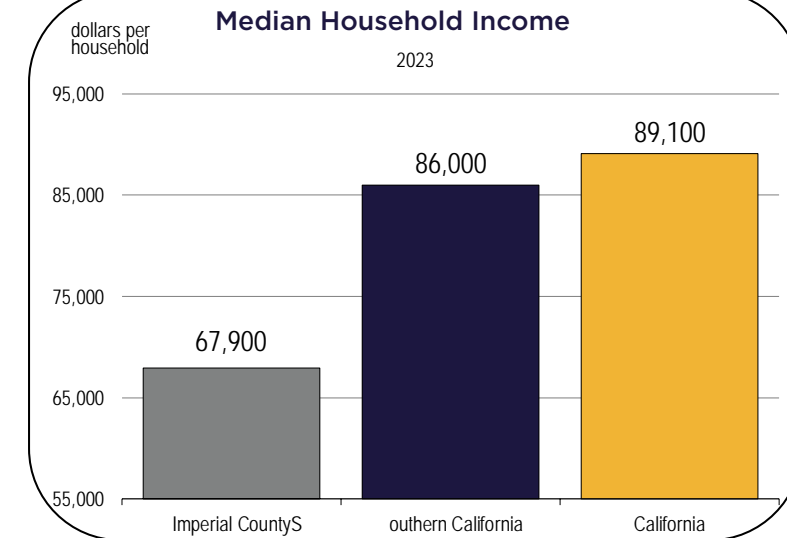
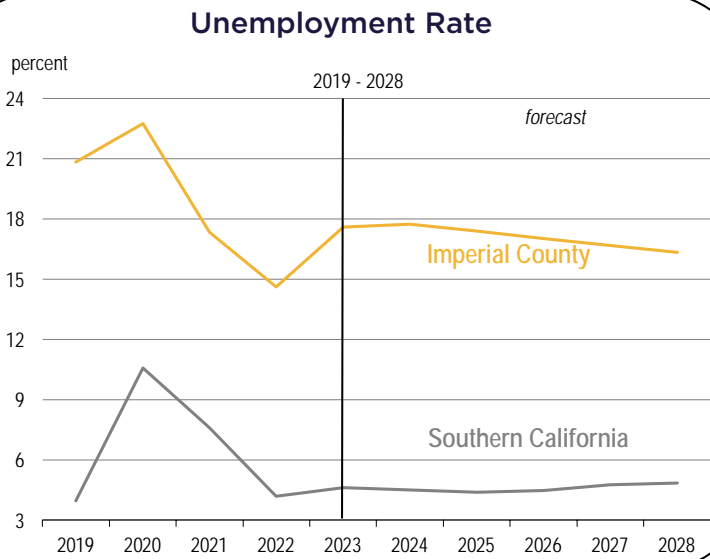


Consistent population growth in Calexico and Imperial County fuels sustained demand for quality multifamily housing



High-volume cross-border traffic at the Calexico ports of entry drives economic growth and demand for nearby housing

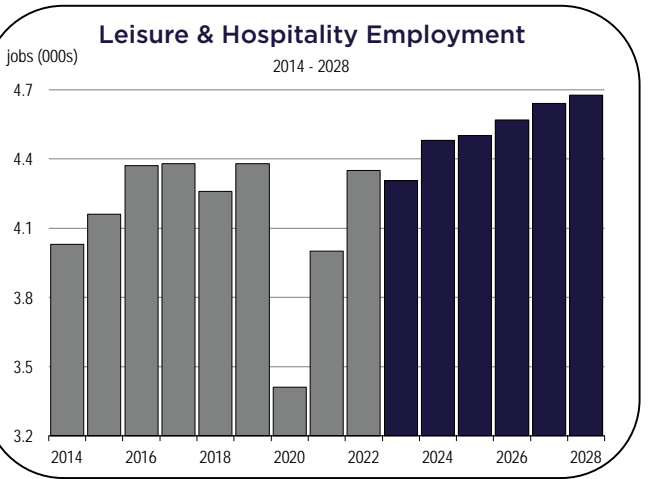
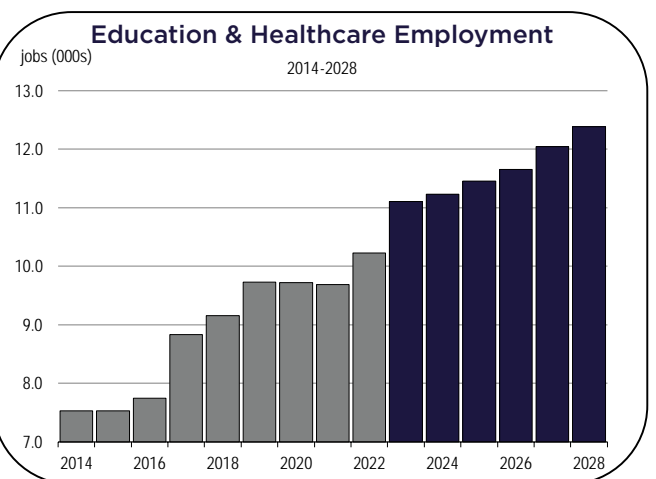
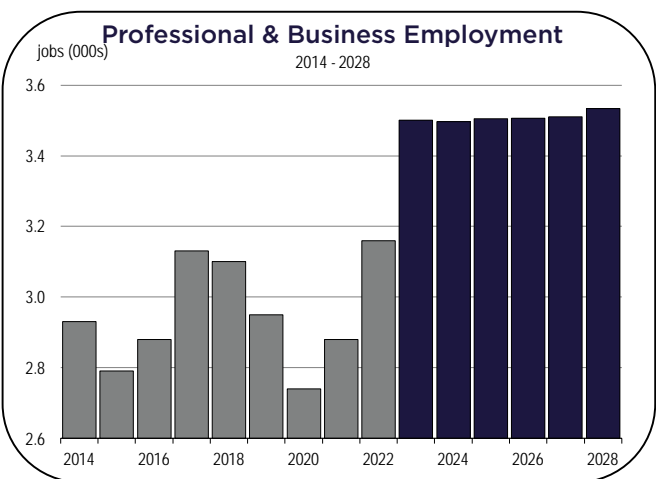
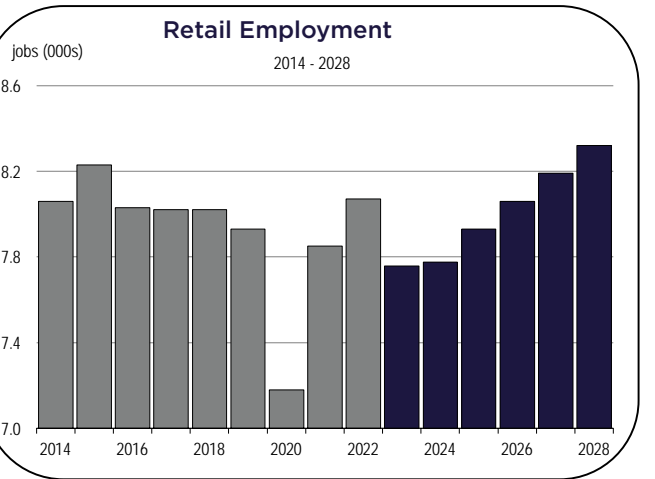
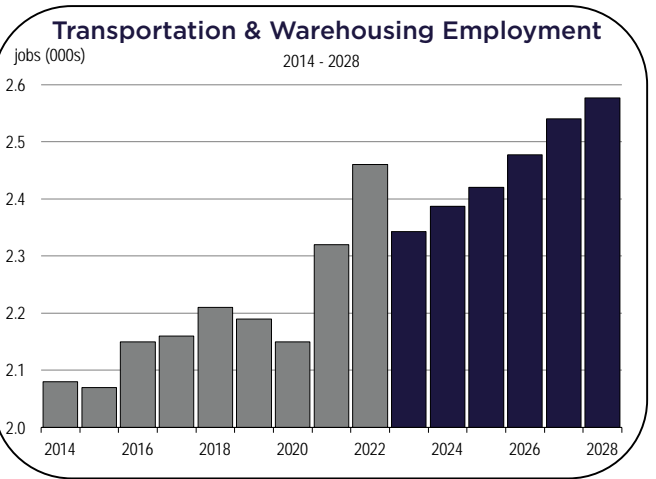
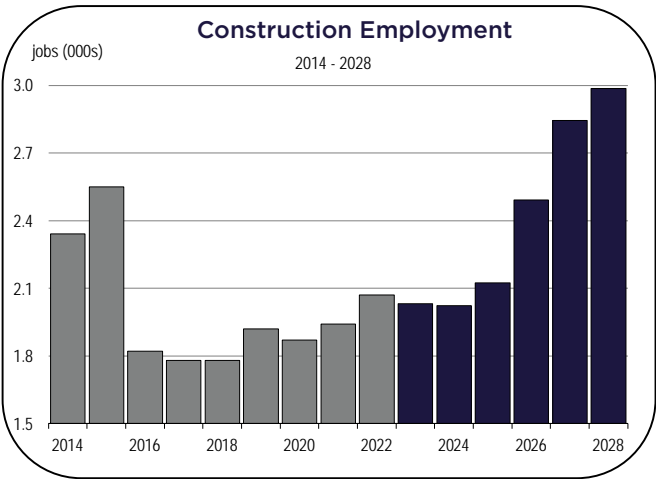
*Source: Imperial Valley Economic Development Corporation



Rising household incomes in Imperial County strengthen rent growth potential and reduce vacancy risk

EMPLOYMENT BY SECTOR

Expanding employment base in trade, logistics, and manufacturing creates a stable renter pool and supports workforce housing demand.



*Source: Imperial Valley Economic Development Corporation



111



CONTACT INFORMATION



MORROW BOTROS
Mobile: +1 760 208 8679
morrow.botros@cushwake.com
CA License #02196220



REGAN TULLY
Mobile: +1 619 661 0656
regan.tully@cushwake.com
CA License #00712457

**12830 EL CAMINO REAL
SUITE 100
SAN DIEGO, CA 92130**
+1 858 452 6500
cushmanwakefield.com