

# 35 Acre Mixed-Use/Multi-Family Site

Canyon Lake, CA 92587





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**SITE**





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SECTION 1

# Executive Summary

OFFERING SUMMARY

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**SITE**



# OFFERING SUMMARY



**Listing Price**  
**\$3,500,000**



**Lot Size**  
**35 Acres**



**Allowable Density**  
**20-24 du/Acre**

## FINANCIAL

|                   |   |
|-------------------|---|
| Listing Price     | \$3,500,000   |
| Financing         | Seller Financing May be Available for a Qualified Buyer |
| Lot Size          | 35 Acres (1,524,600 SF)                                 |
| Price/Square Foot | \$2.30 per SF   |
| Price/Acre        | \$100,000 per Acre                                      |

## OPERATIONAL

|                        |                                     |
|------------------------|-------------------------------------|
| Zoning                 | Mixed-Use/Village Overlay Zone      |
| General Plan Land Use  | Mixed-Use                           |
| Allowable Density/Acre | 20-24 du/acre                       |
| Development Type       | Land                                |
| Lot Size               | 35 Acres (1,524,600 SF)             |
| Topography             | Sloping                             |
| Utilities              | All On-Site or at the Property Line |







**SITE**







SECTION 2

# Property Information

INVESTMENT HIGHLIGHTS

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PROPERTY DETAILS

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PROPERTY PHOTOS

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ZONING MAP

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PARCEL MAP

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LANDVISION MAP

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PRELIMINARY SITE PLAN #1

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PRELIMINARY SITE PLAN #2

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CITY OF CANYON LAKE

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LOCAL MAP

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# 35 ACRE MIXED-USE/MULTI-FAMILY SITE

## Cottonwood Canyon Road, Canyon Lake, CA 92587

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### INVESTMENT OVERVIEW

Marcus & Millichap is pleased to offer for sale a ± 35-acre mixed-use/multi-family residential development opportunity located in the extremely desirable city of Canyon Lake. Canyon Lake is a gated community in Riverside County that was incorporated in 1990 and built around the beautiful Canyon Lake Reservoir.

The subject property is located in the southwestern portion of the City of Canyon Lake between the Canyon Lake Golf Club and the Railroad Canyon Dam. The property is bounded by single-family residences on three sides (north, east and west) and vacant land to the south. Topography for the site is sloping from north to south with some change in elevation meaning that future development of this site will require cut and fill grading.

Zoning on this property is Mixed-Use/Village Overlay (VO) and the General Plan Land Use designation is Mixed-Use. The Village Overlay Zone allows for up to 10 acres of this site to be developed at a residential density of 20-24 dwelling units per acre (the remainder of the site could have other uses). This property is very unique in that it is the only site in Canyon Lake with this advantageous zoning and it is the only site that will allow for the development of multi-family housing in all of Canyon Lake.

Primary access to the site will be on the southern boundary where a road will need to be put in to provide access to Railroad Canyon Road which is the major east/west arterial running between the I-15 and I-215 freeways in this area. Secondary access to the property will be on the north end of the site from Sparkle Drive to the future Pearl Point Court roadway. There is a 60-foot easement for road purposes from the end of Sparkle Drive to Pearl Point Court.

In regard to utilities there is an 8" ACP water line located immediately adjacent to the eastern boundary of the site and there is also an 8" water line at the end of Sparkle Drive. Immediately adjacent to the southern boundary of the property is a PVC sewer line that transitions from 10" to 16" along Cottonwood Canyon Road. Additionally, a Southern California Edison electric line runs directly across the property.

The Habitat Conservation Summary Map as of October 2017 shows that the property is not located within a target conservation area indicated by the Western Riverside County Regional Housing Authority. The site is also located in FEMA Zone X which is an "area of minimal flooding hazard". The subject site is not impacted by environmental constraints such as flood zones, wetlands and Williamson Act land or easements.

Canyon Lake is known for its wide range of amazing amenities including boating, beaches, tennis, golf, equestrian trails and parks. With that being said, it is important to note that this site is located outside the gated portion of Canyon Lake and is not subject to the CC&Rs of the Canyon Lake Property Owners Association (CLPOA), nor is it part of the CLPOA. This means that this site does not currently have any access to the privately owned CLPOA amenities and any possible future access will need to be negotiated with the CLPOA.

One of the primary benefits of this property is that this is the only mixed-use/multi-family development site remaining in Canyon Lake. The city is nearly completely built-out and there is no additional land on which to build multi-family residential units.

### INVESTMENT HIGHLIGHTS

± 35-acre Mixed-Use/Multi-family Development Site in the Desirable City of Canyon Lake

Village Overlay Zone allows for Density of 20-24 Dwelling Units/Acre

All Utilities Available On-Site or at the Property Line

Property is Located Outside the Gates of the City of Canyon Lake and is Not Part of the Property Owners Association (POA)

Seller May Carry Financing for a Qualified Buyer

Extremely Rare Opportunity - Only Mixed-Use/Multi-Family Development Site in the Entire City of Canyon Lake



## PROPERTY DETAILS // 35 Acre Mixed-Use/Multi-Family Site

### PROPERTY SUMMARY

|                       |  |
|-----------------------|--|
| Property              | 35 Acre Mixed-Use/Multi-Family Site          |
| Street Address        | Cottonwood Canyon Road                       |
| City, State, Zip      | Canyon Lake, CA 92587                        |
| County                | Riverside                                    |
| APN                   | 354-030-024, 354-030-026 & 354-030-037 (Por) |
| Zoning                | Mixed-Use/VO - Village Overlay               |
| General Plan Land Use | Mixed-Use                                    |
| Opportunity Zone      | No   |
| Lot Size Dimensions   | Irregular                                    |
| Type of Ownership     | Fee Simple                                   |

### SITE DESCRIPTION

|                |   |
|----------------|---|
| Lot Size SF    | 1,524,600   |
| Price/SF       | \$2.30  |
| Lot Size Acres | 35 Acres  |
| Price/Acre     | \$100,000   |
| Density        | 20-24 du/acre   |
| Topography     | Sloping Hillside  |
| Access         | Cottonwood Canyon Road (South)<br>Sparkle Drive (North) |

### PUBLIC UTILITIES

|                          |  |
|--------------------------|--|
| Electricity (On Site)    | Southern California Edison               |
| Gas                      | Southern California Gas Company          |
| Sewer (At Property Line) | Elsinore Valley Municipal Water District |
| Water (At Property Line) | Elsinore Valley Municipal Water District |
| Trash                    | CR&R Services                            |

### LAKE ELSINORE UNIFIED SCHOOL DISTRICT

|                   |                                     |
|-------------------|-------------------------------------|
| Elementary School | Cottonwood Canyon Elementary School |
| Middle School     | Canyon Lake Middle School           |
| High School       | Temescal Canyon High School         |



35 Acre Mixed-Use/Multi-Family Site // PROPERTY PHOTOS



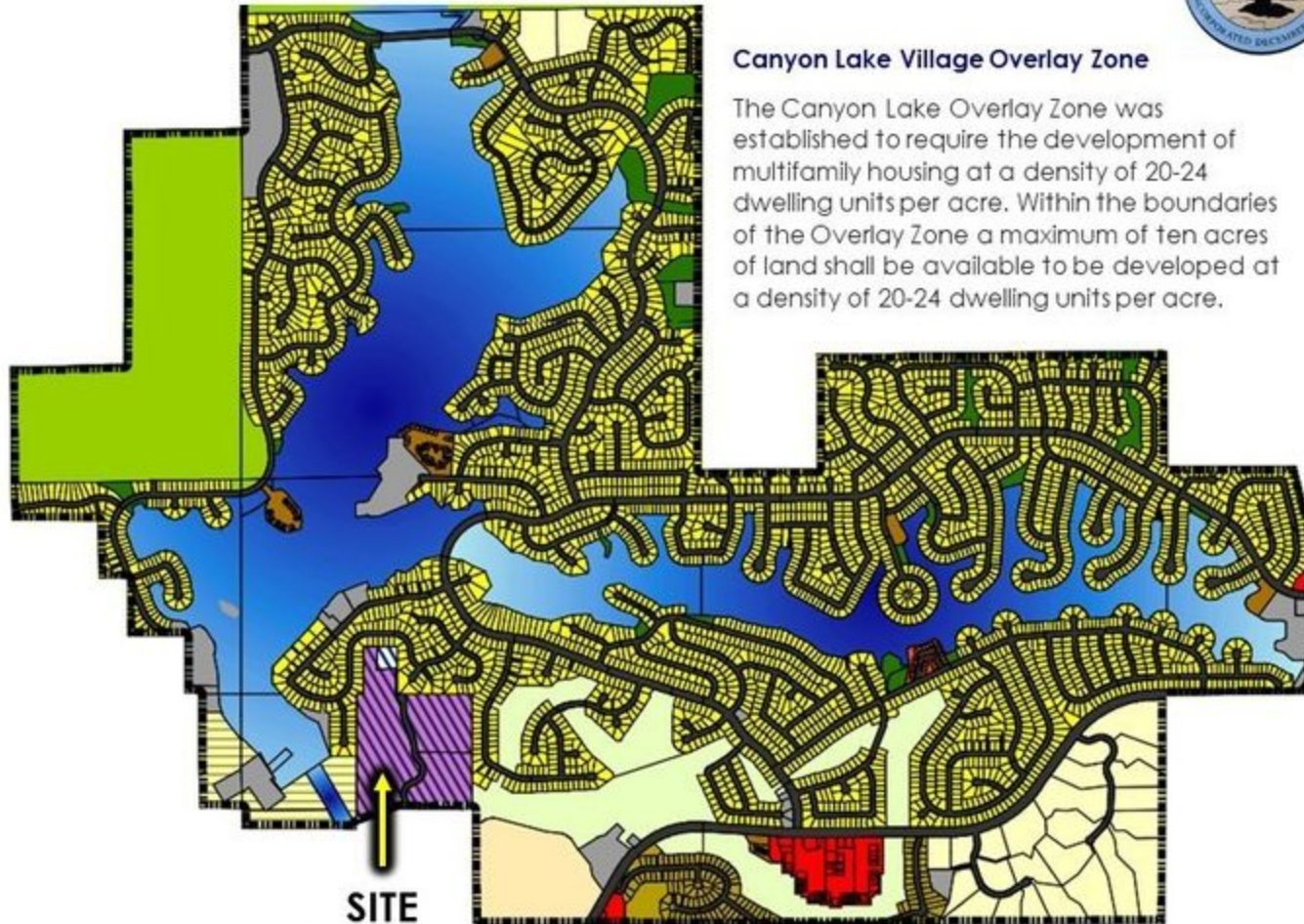


### CITY OF CANYON LAKE ZONING MAP



#### Canyon Lake Village Overlay Zone

The Canyon Lake Overlay Zone was established to require the development of multifamily housing at a density of 20-24 dwelling units per acre. Within the boundaries of the Overlay Zone a maximum of ten acres of land shall be available to be developed at a density of 20-24 dwelling units per acre.



VO - Village Overlay Zone







LANDVISION MAP // 35 Acre Mixed-Use/Multi-Family Site





# 35 Acre Mixed-Use/Multi-Family Site // PRELIMINARY SITE PLAN #1





# PRELIMINARY SITE PLAN#2 // 35 Acre Mixed-Use/Multi-Family Site





## 35 Acre Mixed-Use/Multi-Family Site // CITY OF CANYON LAKE



### LOCATION DESCRIPTION

Canyon Lake is a gated community in Riverside County, California. One of only five gated cities in California, Canyon Lake began as a master-planned community developed by Corona Land Company in 1968. The “City of Canyon Lake” was incorporated on December 1, 1990. According to the United States Census Bureau, the city has a total area of 4.7 square miles of which 4.0 square miles is land and 0.7 square miles is water. The community is named for Canyon Lake, also known as the Railroad Canyon Reservoir, which it surrounds.

All of the homes within the City are located within the Canyon Lake Property Owners Association (POA) and all but a few roads within the city are privately held and maintained, with the exception of two main roads (Railroad Canyon and Goetz Roads).

There are 4,801 lots within the community. 1,035 of the homes within Canyon Lake have waterfront access with private boat docks and slips and about one-quarter are adjacent to the golf course. There are 175 condominiums and 125 manufactured homes in Canyon Lake.

There are 13 parks in the community many with sandy beaches as well as docks at which boats can be tie up for short periods. There are 6 lighted tennis courts adjacent to the Canyon Lake Lodge.

The Canyon Lake Golf Course is an SCGA-rated 18-hole, par-71 regulation course with a driving range, putting green, and pro shop, as well as rental carts available. The Clubhouse has dining service at the Country Club Restaurant and bar.

There is an Equestrian Center with stables. The facility includes a show riding arena, a jump arena, turn out arena, a hot walker and double wash rack. There is a barn with 17 stalls, outside pipe corrals with covered breezeways, and community room where horse owners can gather. There are miles of bridal trails winding throughout the surrounding hills.



LOCAL MAP // 35 Acre Mixed-Use/Multi-Family Site







**SITE**







SECTION 3

# Financial Analysis

PRICING ANALYSIS

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## PRICING ANALYSIS



Listing Price  
**\$3,500,000**



Lot Size  
**35 Acres**



Price per Acre  
**\$100,000**

### FINANCIAL

|                        |  |
|------------------------|--|
| Listing Price          | \$3,500,000                                      |
| Financing              | Seller May Carry Financing for a Qualified Buyer |
| Lot Size               | 35 Acres (1,524,600 SF)                          |
| Allowable Density/Acre | 20-24 du/acre                                    |
| Price per Acre         | \$100,000 per acre                               |
| Price per Square Foot  | \$2.30 per Square Foot                           |
| Development Type       | Land   |













SECTION 4

# Sale Comparables

SALE COMPS MAP

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SALE COMPS SUMMARY

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SALE COMPS

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# SALE COMPS MAP

-  35 Acre Mixed-Use/Multi-Family Site
-  1 Berea Road At Normandy Road
-  2 29528 Kittridge Circle
-  3 24605 Los Flores
-  4 15551 Via Del Lago
-  5 32665 Mission Trail
-  6 14400 Lasselle St





## 35 Acre Mixed-Use/Multi-Family Site // SALE COMPS SUMMARY

|   | SUBJECT PROPERTY  | PRICE       | LOT SIZE | \$/ACRE   | # OF LOTS | CLOSE     |
|---|---|-------------|----------|-----------|-----------|-----------|
|    | <b>35 Acre Mixed-Use/Multi-Family Site</b><br>Cottonwood Canyon Road<br>Canyon Lake, CA 92587 | \$3,500,000 | 35.0 AC  | \$100,000 | -         | On Market |
|   |   |             |          |           |           |           |
|   | SALE COMPARABLES  | PRICE       | LOT SIZE | \$/ACRE   | # OF LOTS | CLOSE     |
|    | <b>1 Berea Road At Normandy Road</b><br>Menifee, CA 92584                                     | \$2,320,000 | 9.92 AC  | \$233,870 | 236       | On Market |
|    | <b>2 29528 Kittridge Circle</b><br>Quail Valley, CA 92587                                     | \$6,367,500 | 43.96 AC | \$144,847 | -         | On Market |
|    | <b>3 24605 Los Flores</b><br>Canyon Lake, CA 92587  | \$7,347,000 | 60.53 AC | \$121,377 | -         | On Market |
|  | <b>4 15551 Via Del Lago</b><br>Moreno Valley, CA 92555  | \$3,000,000 | 10.42 AC | \$287,907 | 135       | On Market |
|  | <b>5 32665 Mission Trail</b><br>Lake Elsinore, CA 92530                                       | \$3,234,000 | 5.48 AC  | \$590,145 | -         | On Market |
|  | <b>6 14400 Lasselle St</b><br>Moreno Valley, CA 92555   | \$5,150,000 | 10.83 AC | \$475,530 | 216       | On Market |



## SALE COMPS SUMMARY // 35 Acre Mixed-Use/Multi-Family Site

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| SUBJECT PROPERTY | PRICE       | LOT SIZE | \$/ACRE   | # OF LOTS | CLOSE |
|------------------|-------------|----------|-----------|-----------|-------|
| AVERAGES         | \$4,569,750 | 23.52 AC | \$308,946 | -         | -     |



## 35 Acre Mixed-Use/Multi-Family Site // SALE COMPS



**★ 35 Acre Mixed-Use/Multi-Family Site**  
Cottonwood Canyon Road , Canyon Lake, CA 92587

|                 |                      |               |                    |
|-----------------|----------------------|---------------|--------------------|
| Listing Price:  | \$3,500,000          | Down Payment: | 100% / \$3,500,000 |
| Density:        | 24                   | COE:          | On Market          |
| Lot Dimensions: | Irregular            | Entitled:     | No                 |
| Lot Size:       | 35 Acres             | Permit Ready: | No                 |
| Price/Acre:     | \$100,000            |               |                    |
| Zoning:         | VO - Village Overlay |               |                    |



**1 Berea Road At Normandy Road**  
Menifee, CA 92584

|                 |             |               |                    |
|-----------------|-------------|---------------|--------------------|
| Listing Price:  | \$2,320,000 | Down Payment: | 100% / \$2,320,000 |
| Density:        | 24          | COE:          | On Market          |
| Lot Dimensions: | 670' x 675' | Entitled:     | No                 |
| Lot Size:       | 9.92 Acres  | Permit Ready: | No                 |
| Price/Acre:     | \$233,870   |               |                    |
| Zoning:         | EDC         |               |                    |

This property is located 3 miles to the east of the subject property in the city of Menifee. Zoning on the site was EDC which allowed for residential densities up to 24 du/acre. This site had some sloping in the southeast corner and some clusters of larger rocks. The buyer closed this transaction prior to entitlements being completed.



## SALE COMPS // 35 Acre Mixed-Use/Multi-Family Site



**2 29528 Kittridge Circle**  
Quail Valley, CA 92587

|                 |             |               |                    |
|-----------------|-------------|---------------|--------------------|
| Listing Price:  | \$6,367,500 | Down Payment: | 100% / \$6,367,500 |
| Density:        | -           | COE:          | On Market          |
| Lot Dimensions: | Irregular   | Entitled:     | No                 |
| Lot Size:       | 43.96 Acres | Permit Ready: | No                 |
| Price/Acre:     | \$144,847   |               |                    |
| Zoning:         | W-2         |               |                    |

This is a residential development site that sold just to the east of the city boundary of Canyon Lake.



**3 24605 Los Flores**  
Canyon Lake, CA 92587

|                 |             |               |                    |
|-----------------|-------------|---------------|--------------------|
| Listing Price:  | \$7,347,000 | Down Payment: | 100% / \$7,347,000 |
| Density:        | -           | COE:          | On Market          |
| Lot Dimensions: | Irregular   | Entitled:     | No                 |
| Lot Size:       | 60.53 Acres | Permit Ready: | No                 |
| Price/Acre:     | \$121,377   |               |                    |
| Zoning:         | -           |               |                    |

This is a residential development site that sold just to the east of the city boundary of Canyon Lake.



## 35 Acre Mixed-Use/Multi-Family Site // SALE COMPS



**4 15551 Via Del Lago**  
Moreno Valley, CA 92555

|                 |             |               |                    |
|-----------------|-------------|---------------|--------------------|
| Listing Price:  | \$3,000,000 | Down Payment: | 100% / \$3,000,000 |
| Density:        | 12          | COE:          | On Market          |
| Lot Dimensions: | Irregular   | Entitled:     | No                 |
| Lot Size:       | 10.42 Acres | Permit Ready: | No                 |
| Price/Acre:     | \$287,907   |               |                    |
| Zoning:         | SPC         |               |                    |

This property had approvals for the construction of 135 condominiums or for-rent apartment units.



**5 32665 Mission Trail**  
Lake Elsinore, CA 92530

|                 |             |               |                    |
|-----------------|-------------|---------------|--------------------|
| Listing Price:  | \$3,234,000 | Down Payment: | 100% / \$3,234,000 |
| Density:        | -           | COE:          | On Market          |
| Lot Dimensions: | -           | Entitled:     | No                 |
| Lot Size:       | 5.48 Acres  | Permit Ready: | No                 |
| Price/Acre:     | \$590,145   |               |                    |
| Zoning:         | R1          |               |                    |

This property is located approximately 5 miles to the southwest of the subject property and is located in the city of Lake Elsinore. This property is to be part of the Mission Cottages affordable housing project.



## SALE COMPS // 35 Acre Mixed-Use/Multi-Family Site

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**6** 14400 Lasselle St  
Moreno Valley, CA 92555

|                 |             |               |                    |
|-----------------|-------------|---------------|--------------------|
| Listing Price:  | \$5,150,000 | Down Payment: | 100% / \$5,150,000 |
| Density:        | 20          | COE:          | On Market          |
| Lot Dimensions: | -           | Entitled:     | No                 |
| Lot Size:       | 10.83 Acres | Permit Ready: | No                 |
| Price/Acre:     | \$475,530   |               |                    |
| Zoning:         | SP 218H     |               |                    |

This property was part of the Acqua Bella Specific Plan and was zoned for multifamily units at a density of 20 du/acre. This zoning would allow for multifamily construction of approximately 216 units on the site.







SECTION 5

# Market Overview

MARKET OVERVIEW

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MARKET OVERVIEW

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## RIVERSIDE-SAN BERNARDINO

Known as the Inland Empire, the Riverside-San Bernardino metro is a 28,000-square-mile region in Southern California composed of San Bernardino and Riverside counties. The metro contains a population of 4.6 million. The largest city is Riverside with more than 324,100 residents, followed by San Bernardino with 218,800 people. Valleys in the southwestern portion of the region that are adjacent to Los Angeles, Orange County and San Diego County are the most populous in the metro. These areas abut the San Bernardino and San Jacinto mountains, behind which lies the high desert area of Victorville/Barstow to the north and the low-desert Coachella Valley, home of Palm Springs, to the east.

### METRO HIGHLIGHTS



#### STRATEGIC LOCATION

Interstate access and proximity to LAX and Ontario International airports as well as ports in Long Beach and Los Angeles contribute to the metro's vast air, rail and interstate transit network.



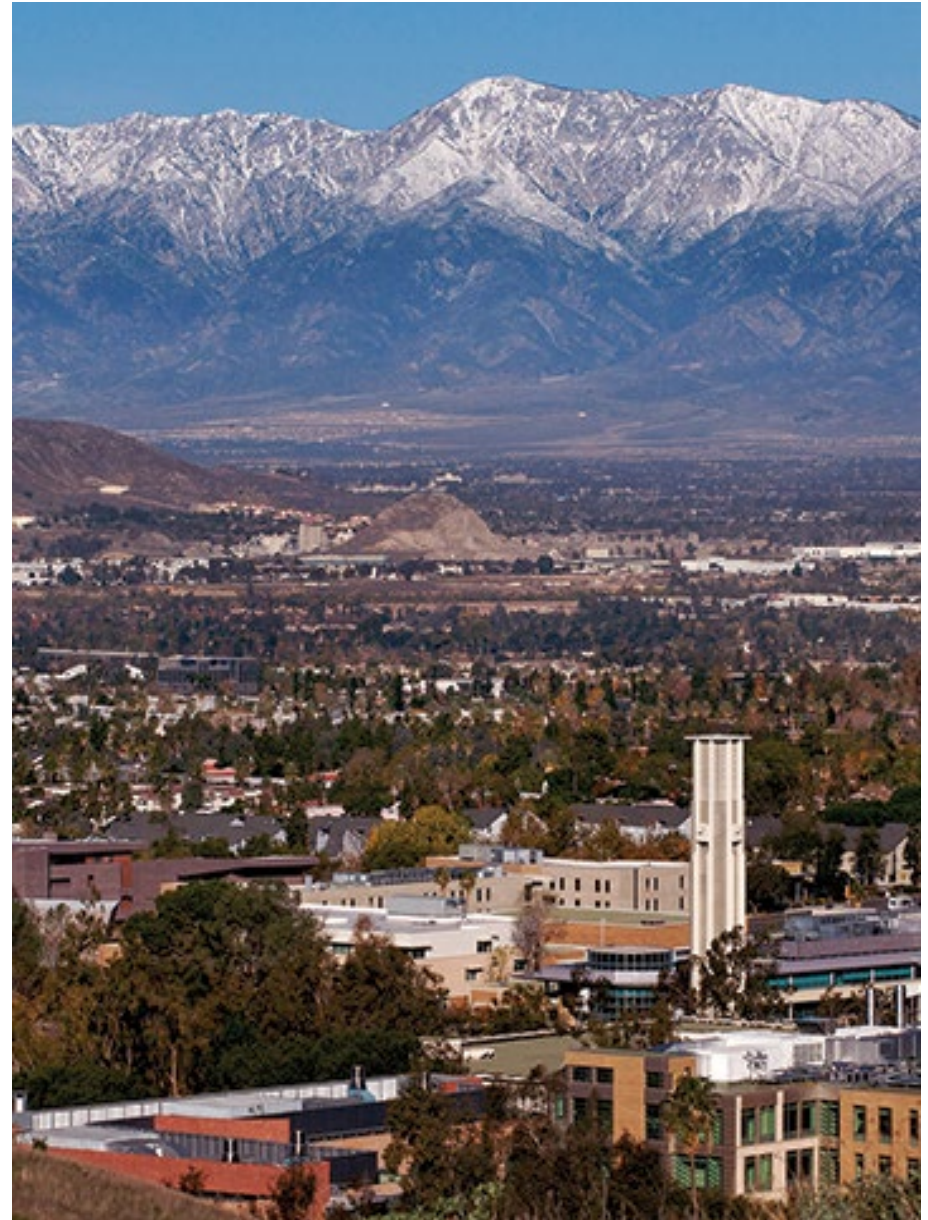
#### DOMINANT INDUSTRIAL MARKET

Riverside-San Bernardino is one of the nation's leading industrial markets in terms of sales, construction and absorption.



#### STRONG DEMOGRAPHIC TRENDS

Jobs, colleges, new-home construction and more affordable housing options draw thousands of new residents to the Inland Empire each year.

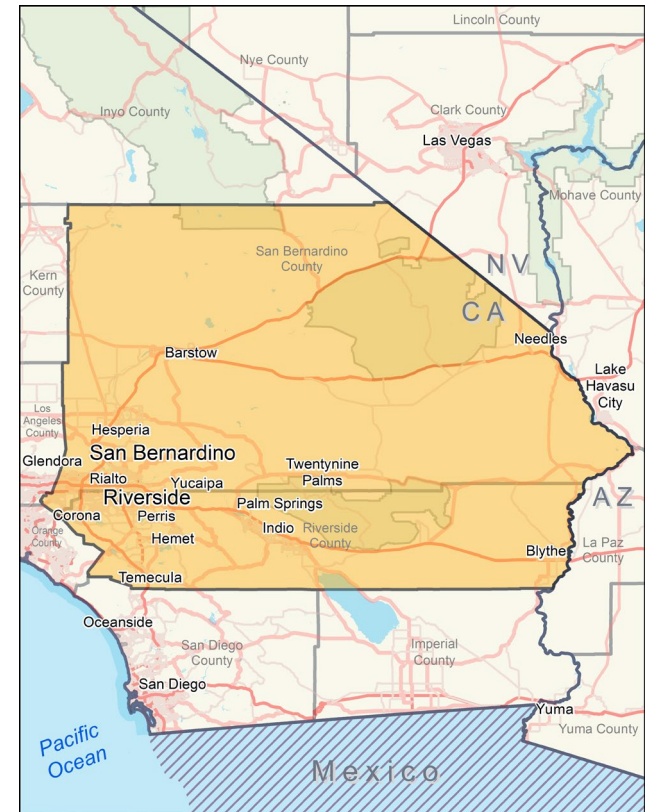
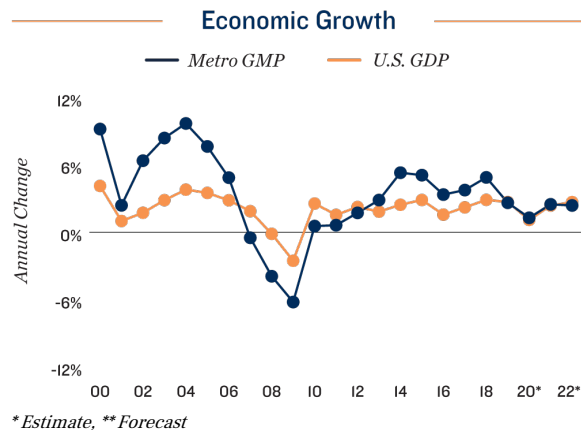




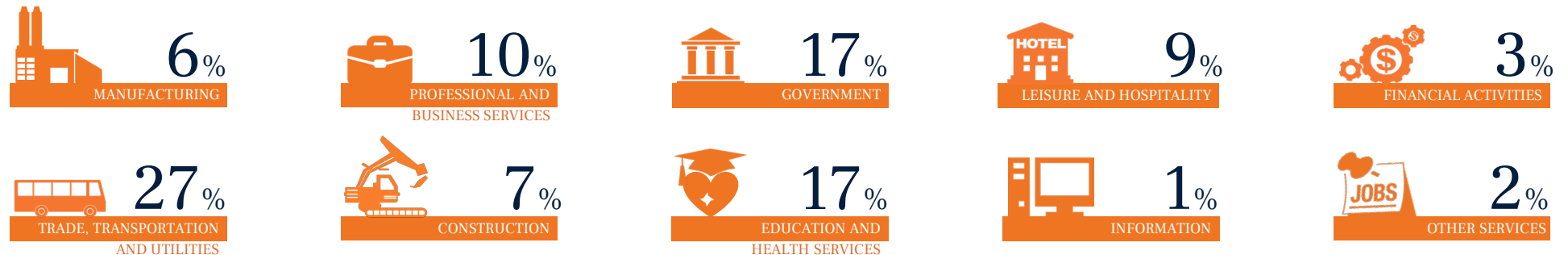
## ECONOMY

- Intermodal infrastructure supports the warehousing and distribution industry. Ontario International and the Southern California Logistics Airport in Victorville are cargo airports that supplement the distribution system.
- Growth in the distribution industry impacts all others. Many Fortune 500 companies have massive distribution centers in the area, such as Amazon and Deckers. Available land allows further development.
- Relatively affordable housing compared with nearby counties supports local population growth. These gains heighten the need for housing, retail goods, and personal and government services.

| MAJOR AREA EMPLOYERS                 |
|--------------------------------------|
| Kaiser Permanente                    |
| Riverside Community Hospital         |
| AT&T                                 |
| Loma Linda University Medical Center |
| Flexsteel Industries                 |
| Walmart                              |
| University of California, Riverside  |
| Amazon                               |
| Inland Cold Storage                  |
| Toro                                 |



## SHARE OF 2020 TOTAL EMPLOYMENT



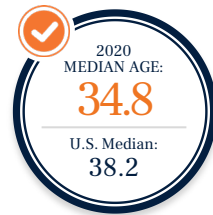
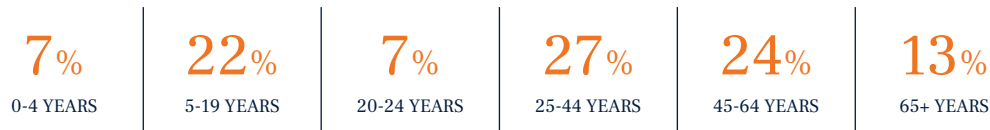


# MARKET OVERVIEW // 35 Acre Mixed-Use/Multi-Family Site

## DEMOGRAPHICS

- The metro is expected to add nearly 180,000 people through 2025, and during this time, more than 60,700 households will be formed, generating demand for housing.
- The homeownership rate of 63 percent is higher than other large metros in the state.
- The median home price of \$464,000 is more affordable than larger Southern California metros.

### 2020 Population by Age



## QUALITY OF LIFE

Relatively affordable housing is a large draw of the metro. The median home price in Riverside-San Bernardino is lower than in Los Angeles and Orange counties. The Inland Empire provides cultural opportunities, including the Riverside Metropolitan Museum and the Museum of History and Art in Ontario. The Riverside County Philharmonic performs classical music concerts throughout the area. The region features an impressive offering of college campuses, including nine community colleges, California State University, San Bernardino and the University of California, Riverside.

Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau

## SPORTS



## EDUCATION



## ARTS & ENTERTAINMENT



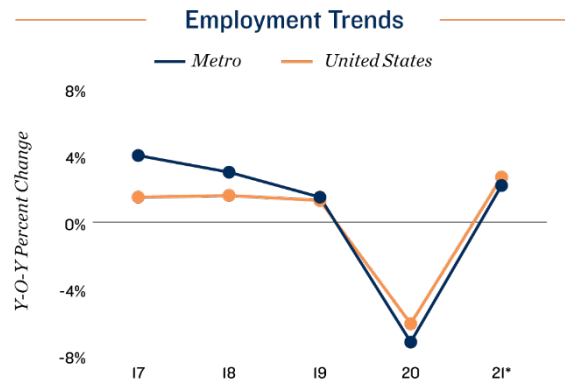


## RIVERSIDE-SAN BERNARDINO METRO AREA

### Rental Sector Excels During Health Crisis; Near-Term Supply Additions Unable to Match Demand

**Migration trends preserve sparse vacant stock.** The Inland Empire entered 2021 as the nation’s tightest apartment market. Population growth during the health crisis is largely to credit. Since the second half of last year, the region has been a top relocation destination for higher-earning renters and lower-earning families seeking larger living spaces and reduced housing costs. The arrival of these various income households supported record absorption that slashed vacancy across all asset classes and elevated average rent by nearly 10 percent. Tight vacancy and household growth indicate a need for inventory expansion, yet the metro will record a four-year low delivery total in 2021. Riverside will be the only city to add multiple properties. Limited supply additions and recent double-digit rent growth should generate project proposals as the year progresses.

**Population growth slated to continue.** The region is expected to add 23,100 households this year, generating demand for newer units and older available apartments. While homeownership will be attainable for some new residents, the 20 percent surge in median home price recorded last year should prompt more households to rent. The strength of the retail trade, transportation, and utilities industry, sectors historically composed of renters, represents an additional positive moving forward. Growth of this segment and population gains should keep vacancy limited despite the expiration of eviction moratoriums.



\* Forecast  
Sources: BLS; RealPage, Inc.; CoStar Group, Inc.

## Multifamily 2021 Outlook

**31,900**  
JOBS  
*will be created*



### EMPLOYMENT:

The metro recovers roughly 30 percent of the 110,800 jobs lost last year. While this job creation represents a step toward recovery, the 2.2 percent rate of employment growth expected in 2021 will trail the national increase.

**1,150**  
UNITS  
*will be completed*



### CONSTRUCTION:

For a fourth consecutive year the Inland Empire’s apartment inventory expands by more than 1,000 rentals. Alta Upland in San Bernardino County represents the largest project slated for delivery at 203 units.

**30**  
BASIS POINT  
*decrease in vacancy*



### VACANCY:

Demand outpaces new supply for a sixth straight year, reducing the metro’s inventory of available rentals below 3,000 units. At 1.5 percent, Riverside-San Bernardino’s year-end vacancy rate will again rank lowest among major U.S. metros.

**7.7%**  
INCREASE  
*in effective rent*



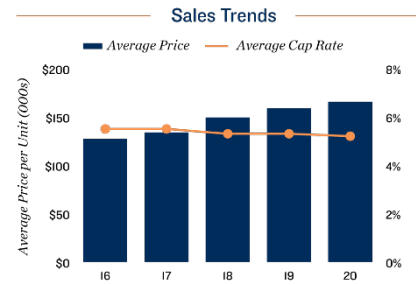
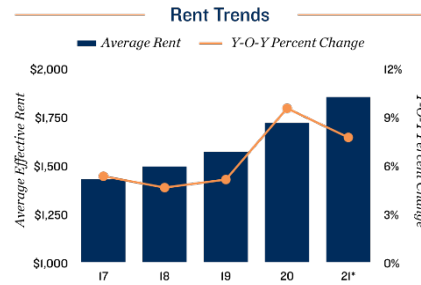
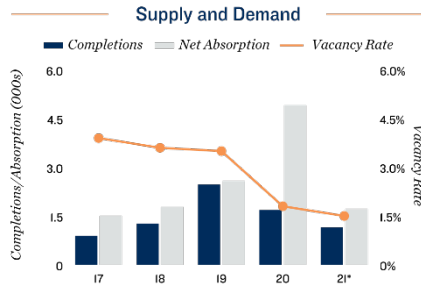
### RENTS:

After climbing 9.5 percent last year, the metro’s average effective rent will continue to rise at a brisk pace, reaching \$1,850 per month. Still, the Inland Empire will remain Southern California’s most affordable rental market by roughly \$300 per month.



# MARKET OVERVIEW // 35 Acre Mixed-Use/Multi-Family Site

## RIVERSIDE-SAN BERNARDINO METRO AREA



\* Forecast

Sources: RealPage, Inc.; CoStar Group, Inc.; Real Capital Analytics

## 2020

### Construction



**1,687** units completed

- Delivery volume in 2020 expanded the metro's apartment inventory by 0.9 percent. While this total trailed the 2,470 units completed in 2019 it exceeded the prior five-year average of 1,600 units.
- Ontario-Chino and Redlands each added more than 375 rentals during the past year, with 330 units finalized in Hemet-Perris-Lake Elsinore.

### Vacancy



**170** basis point decrease in vacancy Y-O-Y

- Renters absorbed 4,910 apartments last year, lowering unit availability to 1.8 percent. Ten of the Inland Empire's 12 submarkets recorded triple-digit declines in vacancy, led by Corona's 300-basis-point drop.
- Increased demand for higher-quality rentals slashed Class A vacancy 200 basis points to 2.2 percent.

### Rents



**9.5%** increase in the average effective rent Y-O-Y

- The largest annual rent gain in the nation lifted the metro's average effective rate to \$1,717 per month. Ontario-Chino and Rancho Cucamonga-Upland both notched 11 percent-plus increases.
- Strong leasing activity at Class A properties raised the segment's average effective rent to \$2,043 per month, an annual gain of 12 percent.

## Investment Highlights

- Sales activity fell by 37 percent on an annual basis in 2020 as improving apartment fundamentals motivated many owners to hold onto properties. Assets that did become available were pursued by a mix of Southern California investors motivated by relocation trends and the region's sparse vacancy and robust rent growth. Buyer competition and strong fundamentals lifted the average price per unit 4 percent to \$165,700, lowering the average cap rate 10 basis points to 5.2 percent.
- Outlying areas and the Coachella Valley have accounted for nearly 40 percent of total deal flow since the onset of the health crisis. In high desert cities off Interstate 15, returns in the 6 percent range and pricing below \$100,000 per unit remain commonplace. Along State Route 111, the average cap rate sits in the high-5 percent band.
- Investors seeking lower-cost apartments in more centralized locales are targeting San Bernardino where pricing above \$200,000 per unit is rare and minimum yields fall in the high-4 to low-5 percent range. Riverside, the region's largest city, also continues to elicit investment despite pricing that often exceeds the metro average.



SECTION 6

# Demographics

DEMOGRAPHICS

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Marcus & Millichap



## DEMOGRAPHICS // 35 Acre Mixed-Use/Multi-Family Site

| POPULATION                    | 1 Mile | 3 Miles | 5 Miles |
|-------------------------------|--------|---------|---------|
| <b>2025 Projection</b>        |        |         |         |
| Total Population              | 11,962 | 57,446  | 144,140 |
| <b>2020 Estimate</b>          |        |         |         |
| Total Population              | 11,522 | 51,480  | 130,868 |
| <b>2010 Census</b>            |        |         |         |
| Total Population              | 10,298 | 40,597  | 105,779 |
| <b>2000 Census</b>            |        |         |         |
| Total Population              | 8,200  | 24,541  | 63,534  |
| <b>Daytime Population</b>     |        |         |         |
| 2020 Estimate                 | 4,136  | 25,958  | 91,344  |
| HOUSEHOLDS                    | 1 Mile | 3 Miles | 5 Miles |
| <b>2025 Projection</b>        |        |         |         |
| Total Households              | 4,186  | 19,212  | 49,695  |
| <b>2020 Estimate</b>          |        |         |         |
| Total Households              | 4,014  | 17,285  | 45,329  |
| Average (Mean) Household Size | 2.9    | 3.0     | 2.9     |
| <b>2010 Census</b>            |        |         |         |
| Total Households              | 3,540  | 13,600  | 36,584  |
| <b>2000 Census</b>            |        |         |         |
| Total Households              | 2,876  | 8,959   | 24,252  |

| HOUSEHOLDS BY INCOME     | 1 Mile    | 3 Miles  | 5 Miles  |
|--------------------------|-----------|----------|----------|
| <b>2020 Estimate</b>     |           |          |          |
| \$250,000 or More        | 5.2%      | 3.0%     | 2.5%     |
| \$200,000-\$249,999      | 3.4%      | 2.3%     | 1.6%     |
| \$150,000-\$199,999      | 12.9%     | 10.2%    | 7.5%     |
| \$125,000-\$149,999      | 9.1%      | 8.1%     | 6.3%     |
| \$100,000-\$124,999      | 13.3%     | 13.2%    | 11.6%    |
| \$75,000-\$99,999        | 15.8%     | 15.7%    | 14.9%    |
| \$50,000-\$74,999        | 15.9%     | 18.1%    | 18.3%    |
| \$35,000-\$49,999        | 9.7%      | 10.6%    | 12.0%    |
| \$25,000-\$34,999        | 4.9%      | 7.1%     | 8.8%     |
| \$15,000-\$24,999        | 4.9%      | 6.2%     | 8.7%     |
| Under \$15,000           | 5.0%      | 5.7%     | 7.8%     |
| Average Household Income | \$115,834 | \$98,416 | \$85,722 |
| Median Household Income  | \$89,782  | \$78,562 | \$67,811 |
| Per Capita Income        | \$40,363  | \$33,067 | \$29,757 |



## 35 Acre Mixed-Use/Multi-Family Site // DEMOGRAPHICS

| POPULATION PROFILE       | 1 Mile | 3 Miles | 5 Miles |
|--------------------------|--------|---------|---------|
| <b>Population By Age</b> |        |         |         |
| 2020 Estimate            | 11,522 | 51,480  | 130,868 |
| 0 to 4 Years             | 6.1%   | 6.4%    | 6.2%    |
| 5 to 14 Years            | 13.2%  | 14.1%   | 13.6%   |
| 15 to 17 Years           | 4.2%   | 4.2%    | 4.0%    |
| 18 to 19 Years           | 2.4%   | 2.4%    | 2.3%    |
| 20 to 24 Years           | 6.0%   | 5.9%    | 6.0%    |
| 25 to 29 Years           | 6.1%   | 6.1%    | 6.6%    |
| 30 to 34 Years           | 5.9%   | 6.3%    | 6.4%    |
| 35 to 39 Years           | 6.1%   | 6.8%    | 6.5%    |
| 40 to 49 Years           | 12.5%  | 13.0%   | 12.1%   |
| 50 to 59 Years           | 15.1%  | 13.4%   | 12.6%   |
| 60 to 64 Years           | 6.6%   | 5.9%    | 5.8%    |
| 65 to 69 Years           | 5.0%   | 4.7%    | 5.1%    |
| 70 to 74 Years           | 4.3%   | 3.8%    | 4.3%    |
| 75 to 79 Years           | 2.8%   | 2.7%    | 3.4%    |
| 80 to 84 Years           | 1.8%   | 2.0%    | 2.5%    |
| Age 85+                  | 1.9%   | 2.1%    | 2.5%    |
| Median Age               | 39.9   | 38.3    | 38.7    |

| POPULATION PROFILE                       | 1 Mile | 3 Miles | 5 Miles |
|--|--------|---------|---------|
| <b>Population 25+ by Education Level</b> |        |         |         |
| 2020 Estimate Population Age 25+         | 7,839  | 34,456  | 88,834  |
| Elementary (0-8)                         | 4.2%   | 5.5%    | 7.3%    |
| Some High School (9-11)                  | 7.4%   | 7.6%    | 8.4%    |
| High School Graduate (12)                | 27.9%  | 27.2%   | 28.8%   |
| Some College (13-15)                     | 27.6%  | 29.3%   | 28.5%   |
| Associate Degree Only                    | 10.4%  | 9.6%    | 8.8%    |
| Bachelor's Degree Only                   | 14.9%  | 13.7%   | 12.2%   |
| Graduate Degree                          | 7.6%   | 7.1%    | 6.0%    |
| <b>HOUSING UNITS</b>                     |        |         |         |
| <b>Occupied Units</b>                    |        |         |         |
| 2025 Projection                          | 4,499  | 20,061  | 51,322  |
| 2020 Estimate                            | 4,324  | 18,123  | 47,021  |
| Owner Occupied                           | 3,119  | 13,292  | 32,625  |
| Renter Occupied                          | 895    | 3,993   | 12,704  |
| Vacant                                   | 310    | 837     | 1,693   |
| <b>Persons in Units</b>                  |        |         |         |
| 2020 Estimate Total Occupied Units       | 4,014  | 17,285  | 45,329  |
| 1 Person Units                           | 17.7%  | 18.7%   | 23.3%   |
| 2 Person Units                           | 33.6%  | 29.7%   | 29.5%   |
| 3 Person Units                           | 16.8%  | 16.6%   | 14.8%   |
| 4 Person Units                           | 17.5%  | 17.3%   | 14.8%   |
| 5 Person Units                           | 8.3%   | 9.7%    | 9.1%    |
| 6+ Person Units                          | 6.1%   | 8.1%    | 8.4%    |



## DEMOGRAPHICS // 35 Acre Mixed-Use/Multi-Family Site



### POPULATION

In 2020, the population in your selected geography is 130,868. The population has changed by 106.0 percent since 2000. It is estimated that the population in your area will be 144,140 five years from now, which represents a change of 10.1 percent from the current year. The current population is 48.9 percent male and 51.1 percent female. The median age of the population in your area is 38.7, compared with the U.S. average, which is 38.2. The population density in your area is 1,666 people per square mile.



### HOUSEHOLDS

There are currently 45,329 households in your selected geography. The number of households has changed by 86.9 percent since 2000. It is estimated that the number of households in your area will be 49,695 five years from now, which represents a change of 9.6 percent from the current year. The average household size in your area is 2.9 people.



### INCOME

In 2020, the median household income for your selected geography is \$67,811, compared with the U.S. average, which is currently \$62,990. The median household income for your area has changed by 73.8 percent since 2000. It is estimated that the median household income in your area will be \$77,026 five years from now, which represents a change of 13.6 percent from the current year.

The current year per capita income in your area is \$29,757, compared with the U.S. average, which is \$34,935. The current year's average household income in your area is \$85,722, compared with the U.S. average, which is \$90,941.



### EMPLOYMENT

In 2020, 57,131 people in your selected area were employed. The 2000 Census revealed that 57.6 percent of employees are in white-collar occupations in this geography, and 42.4 percent are in blue-collar occupations. In 2020, unemployment in this area was 5.0 percent. In 2000, the average time traveled to work was 31.4 minutes.



### HOUSING

The median housing value in your area was \$312,823 in 2020, compared with the U.S. median of \$221,068. In 2000, there were 19,231 owner-occupied housing units and 5,021 renter-occupied housing units in your area. The median rent at the time was \$574.



### EDUCATION

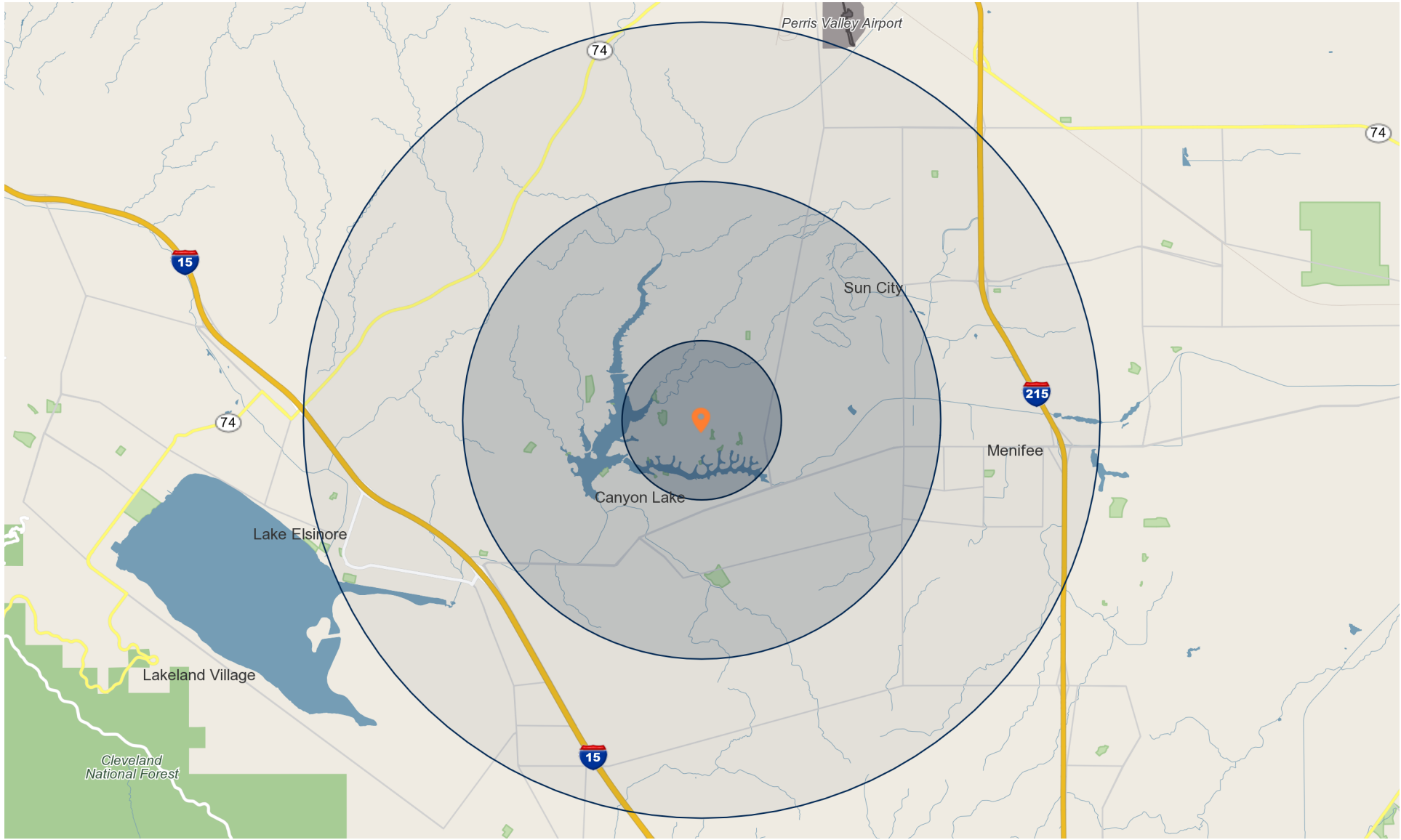
The selected area in 2020 had a lower level of educational attainment when compared with the U.S. averages. Only 6.0 percent of the selected area's residents had earned a graduate degree compared with the national average of 11.8 percent, and 12.2 percent completed a bachelor's degree, compared with the national average of 19.2 percent.

The number of area residents with an associate degree was higher than the nation's at 8.8 percent vs. 8.3 percent, respectively.

The area had more high-school graduates, 28.8 percent vs. 27.4 percent for the nation. The percentage of residents who completed some college is also higher than the average for the nation, at 28.5 percent in the selected area compared with the 20.7 percent in the U.S.



# 35 Acre Mixed-Use/Multi-Family Site // DEMOGRAPHICS







**SITE**





EXCLUSIVELY LISTED BY

---

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**SITE**

Marcus & Millichap