



# DEVELOPER OPPORTUNITY

SOUTHEAST CORNER OF LANDAU BLVD & VISTA CHINO  
CATHEDRAL CITY, CA

**CENTURY 21**  
**COMMERCIAL**  
Real Estate Alliance



# EXECUTIVE SUMMARY

5 lots in a prime location with great possible development opportunities.

Land Use Planning, regarding possible development opportunities for this acreage.

## Conceptual Site Plan E

- 20 Townhouses
- Approx 1,600 sq feet each
- 3 stories tall
- Attached 2 car garage.

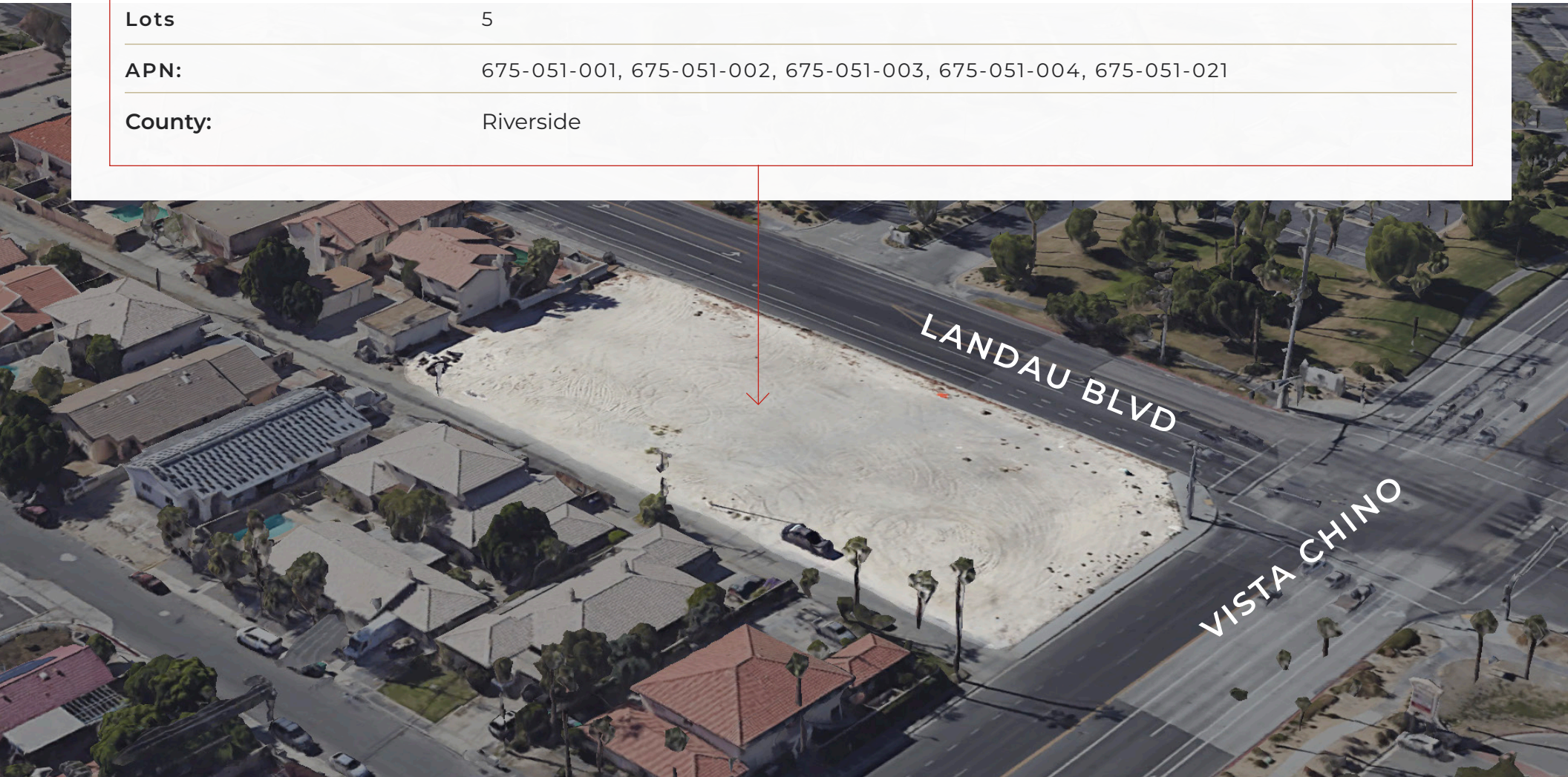
## Conceptual Site Plan F

- 28 Unit Apt Complex or Condo's utilizing Low Income credits/State Of California Bonus Density Credits.



# PROPERTY OVERVIEW

Asking Price:	\$1,250,000
Price Per SF:	\$29.58
Lot Size:	.97 Acres (42,253 Sq Ft)
Property Type:	Land
Zoning:	Cathedral City General Plan property is designated High Residential (20-24 du/ac)
Lots	5
APN:	675-051-001, 675-051-002, 675-051-003, 675-051-004, 675-051-021
County:	Riverside





# POTENTIAL USES & DEVELOPMENT

In late 2020, MSA prepared various site plans proposing commercial retail uses for the property located at the southeast corner of Landau Blvd and Vista Chino consisting of five parcels (APNS: 67 5-051-00 1, -002, -003, -004, -021) and totaling approximately one acre within the jurisdiction of Cathedral City. These site plans along with a proposed Change of Zone / General Plan Map amendment request from R2 (Multiple Family Residential) to PCC (Planned Community Commercial) were submitted to the Cathedral City Planning Department for a pre-application review. As part of this review, the City (then Planning Director Robert Rodriguez) informed the applicant that City Staff would not support a commercial use for this site as the City had been actively pursuing to redesignate the site for higher density residential uses for this area as part of the City Wide General Plan Update. The City initiated General Plan update would redesignate the site to High Residential (20-24 du/ac).

In early 2022, the City informed MSA that the property had been amended from R2 (Multiple Family Residential) to High Residential (20-24 du/ac).

In the summer of 2023, MSA reengaged with City Staff and presented additional site plans proposing a variety of potential high-density residential projects for the site. Robert Rodriguez provided feedback and encouraged the applicant to continue discussions with the City as the site plans continued to be refined.

On November 2, 2023 MSA discussed the attached site plans with Cathedral City Director of Development Service, Andrew Finstine and Planning Director Sandra Molina. The meeting was positive and City Staff indicated at this time that they are generally supportive of the attached two conceptual residential drawings and encouraged the applicant to process through the City's pre-application review once a more refined site plan, architect, and residential product have been determined. The City indicated that the project would likely be processed under a Planned Unit Development Permit which would allow for builder concessions for unique projects and those that provide affordable housing units.

Please note that the conceptual site plans are conceptual only and detailed technical site plans will need to be developed and vetted through the City's pre-application process to determine further City support and entitlement process. Note that California State Housing Density Bonus Concessions will be needed for open space compliance for both conceptual drawings.

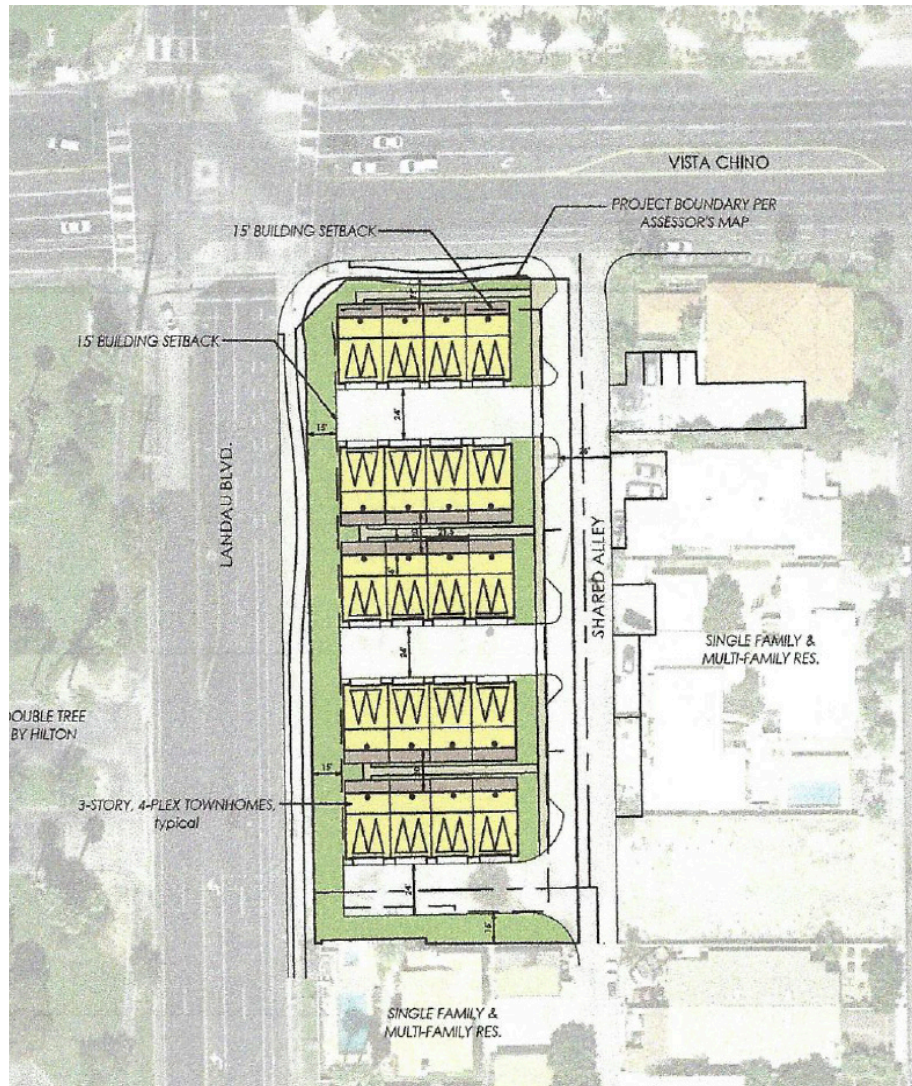




# CONCEPTUAL DRAWINGS

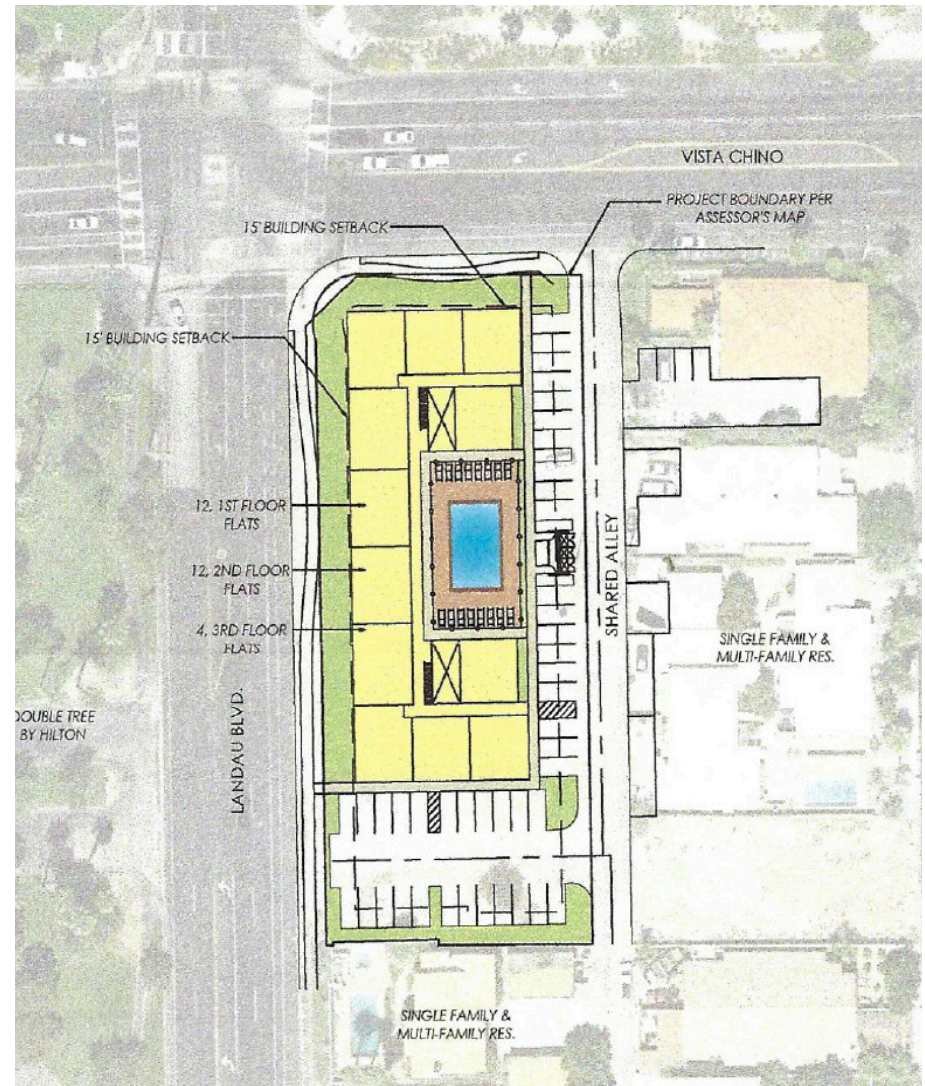
## CONCEPTUAL SITE PLAN E

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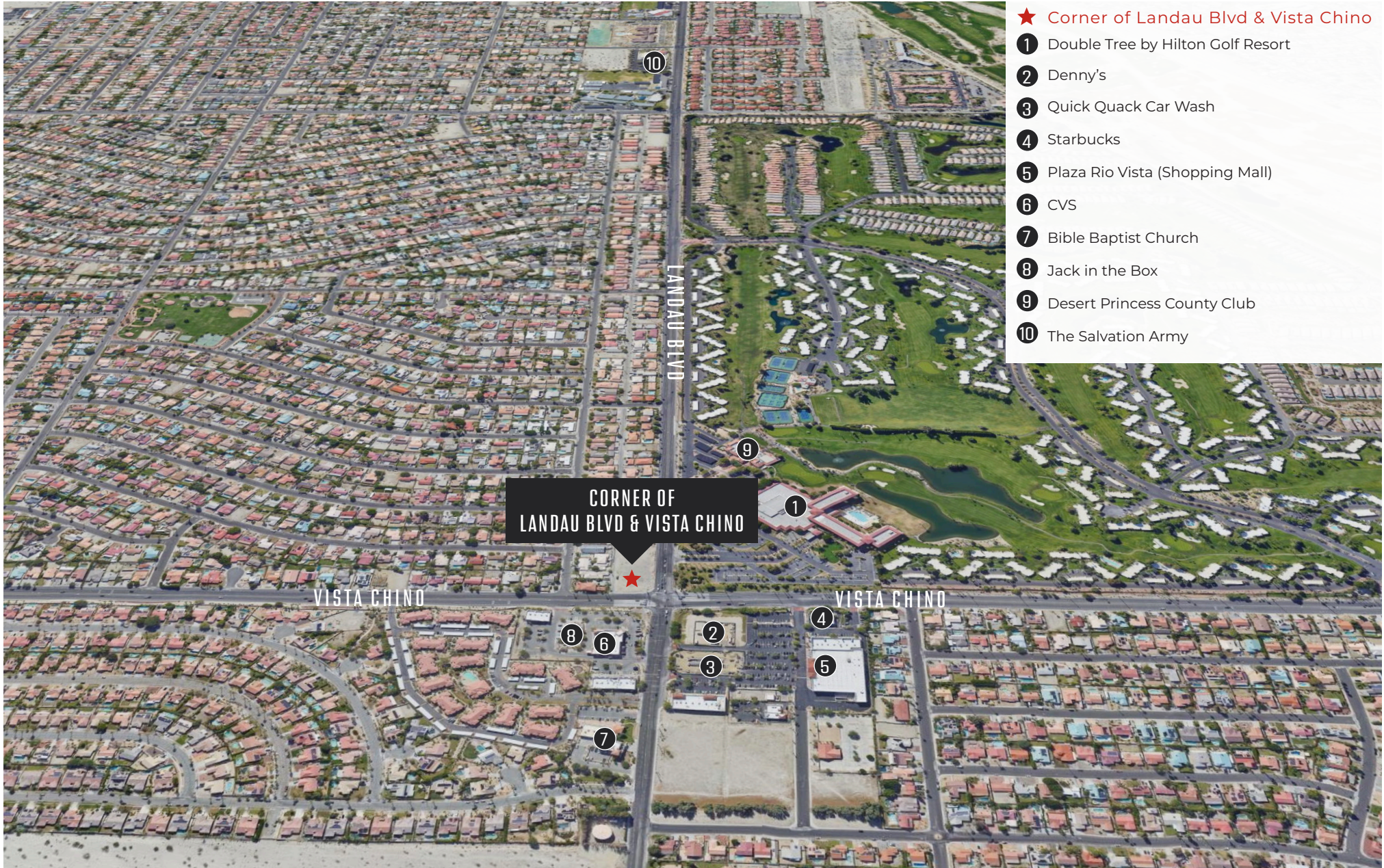








# PROXIMITY MAP





# PROPERTY PHOTOS





# CATHEDRAL CITY

Cathedral City is located in Riverside County, California, in the United States of America, between Rancho Mirage and Palm Springs in the Coachella Valley. It is one of the Palm Desert Cities and the Coachella Valley's second most populated city after Indio. It covers an area of 56 square km.

## **History Of Cathedral City**

Cathedral City's history is linked to the Cahuilla people, one of the original people of Southern California who settled in Coachella Valley nearly 5,000 years ago. The Spanish claimed the Coachella Valley in 1768, while the Mexicans took over in 1821 via the Treaty of Cordoba. After the Mexican-American War, the United States finally acquired the land, and the Coachella Valley officially became part of California in 1850.

U.S. Army Colonel Henry Washington, a descendant of George Washington, was contracted to survey Southern California, and in 1855, he reached the Coachella Valley. He discovered interesting rock formations in the foothills of Santa Rosa and the San Jacinto Mountains. It inspired him to name it Cathedral Canyon, for it reminded him of a cathedral's interior in Europe.

In 1876, the Agua Caliente Band of Cahuilla Indians established their reservation which took approximately 28% of Cathedral City. Today, they own every other square mile of land in neighboring Palm Springs. By 1925, four developers worked on developing the area and created the area's first housing subdivision north of the Cathedral Canyon area and called it Cathedral City, and the city was incorporated in 1981.

## **Tourist Attractions In Cathedral City**

Cathedral City, also known as Cat City, is one of the United States' "Most Livable" cities. It is a desert resort famous for its cultural attractions, shopping venues, posh resorts, art galleries, and family-centered recreational activities. Due to its excellent year-round weather, Cathedral City is also a popular destination for snowbirds escaping the cold due to its ideal year-round climate.

People usually visit Panorama Park, the biggest park in the city. It features enough open space for different activities and picnics and has many amenities across its seven acres. Tourists visit the Museum of Ancient Wonders when passing by Cathedral City. It is a family-centered destination where people can see artifacts representing ancient civilizations and prehistoric life from around the world. Although some are replicas, many of the items on display are original. The museum has five exhibits, including Faces of Africa, Enlightening the Coachella Valley, and Vessels of Gods.

<https://www.worldatlas.com/cities/cathedral-city-california.html>





# EXCLUSIVELY PRESENTED BY:



## BB WONG

Broker Associate

831.818.2300

wongrealtor@gmail.com

License #00624161

Century 21 Real Estate Alliance

828 Bay Ave

Capitola, CA 95010

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## Bernice Brubeck Wong, Broker Associate

Santa Cruz, Ca., USA. BB (Bernice) Brubeck Wong, Broker in California, USA, has been selected as the Foreign Director of Bilateral Global Investment for TradePort.org, California's gateway to global trade and investment. TradePort is managed by the Monterey Bay International Trade Association (MBITA), a leading global trade promotion service organization in California for over 25 years. ([www.globalmbita.com](http://www.globalmbita.com)).

Over the years Ms. Wong has organized and participated in various international inbound and outbound investment missions working closely with leading business and government officials in California and abroad providing specific match-making services for foreign investors in the agricultural and IT sectors in the Monterey Bay and Silicon Valley regions of California.

Ms. Wong's experience spans a career in residential and commercial real estate for over 35 years and was designated as the first Certified Overseas Realtor for Century 21-China, and also as the Realtor of Choice for Century 21's global Commercial Network bringing with her an expansive global network of foreign investors located in California and abroad.