

# GATED COMPLEX & STORAGE YARD | DEVELOPMENT OPPORTUNITY

36630 Sunair Plaza + 36601 Cathedral Canyon Drive | Cathedral City, CA

Highway 111 - 29,800 VPD

City Civic Center,  
Amphitheater,  
Festival Lawn and  
Reperatory Theater

Cathedral Canyon Drive - 13,700 VPD

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# INVESTMENT OVERVIEW

## Investment Summary

Graystone Capital Advisors is pleased to offer a rare opportunity for purchase or lease at 36630 Sunair Plaza, located in the heart of Cathedral City, CA. This offering includes a former recycling facility featuring a  $\pm 3,300$ -square-foot main building and a  $\pm 2,650$ -square-foot storage building with grade-level doors. With three access points to Sunair Plaza and potential access along Cathedral Canyon Drive, this  $\pm 2.15$ -acre gated complex (across two parcels) provides ample space for outdoor storage or future redevelopment. The two parcels can be purchased or leased individually or as a portfolio.

Zoned CBP-2 (Commercial Business Park), the property is well-suited for a variety of commercial and industrial uses. This zoning classification permits uses including automobile repair shops, parcel delivery services, wholesale businesses, storage buildings, light manufacturing and assembly. Additionally, it allows for many more attractive uses with a CUP including any use involving outdoor activity or storage, automobile body and collision shops, automobile service stations, self-service and full-service car washes, recycling centers and collection facilities, mini-warehouses, manufacturing sites, cocktail lounges or bars, vehicle rental and used vehicle sales, and fast-food restaurants with drive-thrus.

The property enjoys a strategic location near the signalized intersection of East Palm Canyon Road and Cathedral Canyon Road, with exposure to  $\pm 46,490$  vehicles per day (VPD). Nearby points of interest include the Coachella Valley Repertory, Cathedral City Community Amphitheater, Agua Caliente Casino, and Welk Resorts Palm Springs - Desert Oasis. Additionally, the site benefits from proximity to major national and regional tenants such as Enterprise Rent-A-Car, Mike Thompson's RV Super Store, Quick Quack Car Wash, Taco Bell, Circle K, NAPA Auto Parts, and Crystal Chrysler Dodge Jeep Ram.

With its versatile zoning, prime location, and strong market fundamentals, this property presents significant upside potential for owner-users and developers looking to leverage Cathedral City's continued growth and redevelopment momentum.





# INVESTMENT OVERVIEW

## Market Overview

Coachella Valley, strategically positioned along the vital I-10 corridor—a major logistics route to the East Coast—is an ideal location for industrial operations. The region boasts 18.1 million square feet of industrial space, with 9.9 million square feet dedicated to logistics, underscoring its role as a key hub for distribution and warehousing. Additionally, 6.2 million square feet of specialized industrial space, primarily focused on manufacturing, highlights the valley’s versatility and appeal for a broad range of industrial users. The area’s industrial properties are centered around the renowned resort cities of Palm Springs and Palm Desert, offering a unique blend of business opportunities and lifestyle appeal.

While asking rents for industrial space in the broader Inland Empire have slightly decreased from peak levels, the Coachella Valley remains competitive, with long-term rent growth projected to continue. The region’s high demand, limited supply, and significant barriers to new development make it an attractive location for industrial tenants, particularly as the market stabilizes and expands.

Located between Palm Springs and Rancho Mirage, Cathedral City—fondly known as “Cat City”—is a thriving desert resort community and one of the largest cities in the Coachella Valley with a population of 55,000. Cathedral City’s central location, combined with its appeal as a year-round destination for visitors and residents alike, makes it a prime location for businesses seeking a vibrant and growing market. The city offers excellent access to major thoroughfares and freeways, allowing for efficient transportation and connectivity.

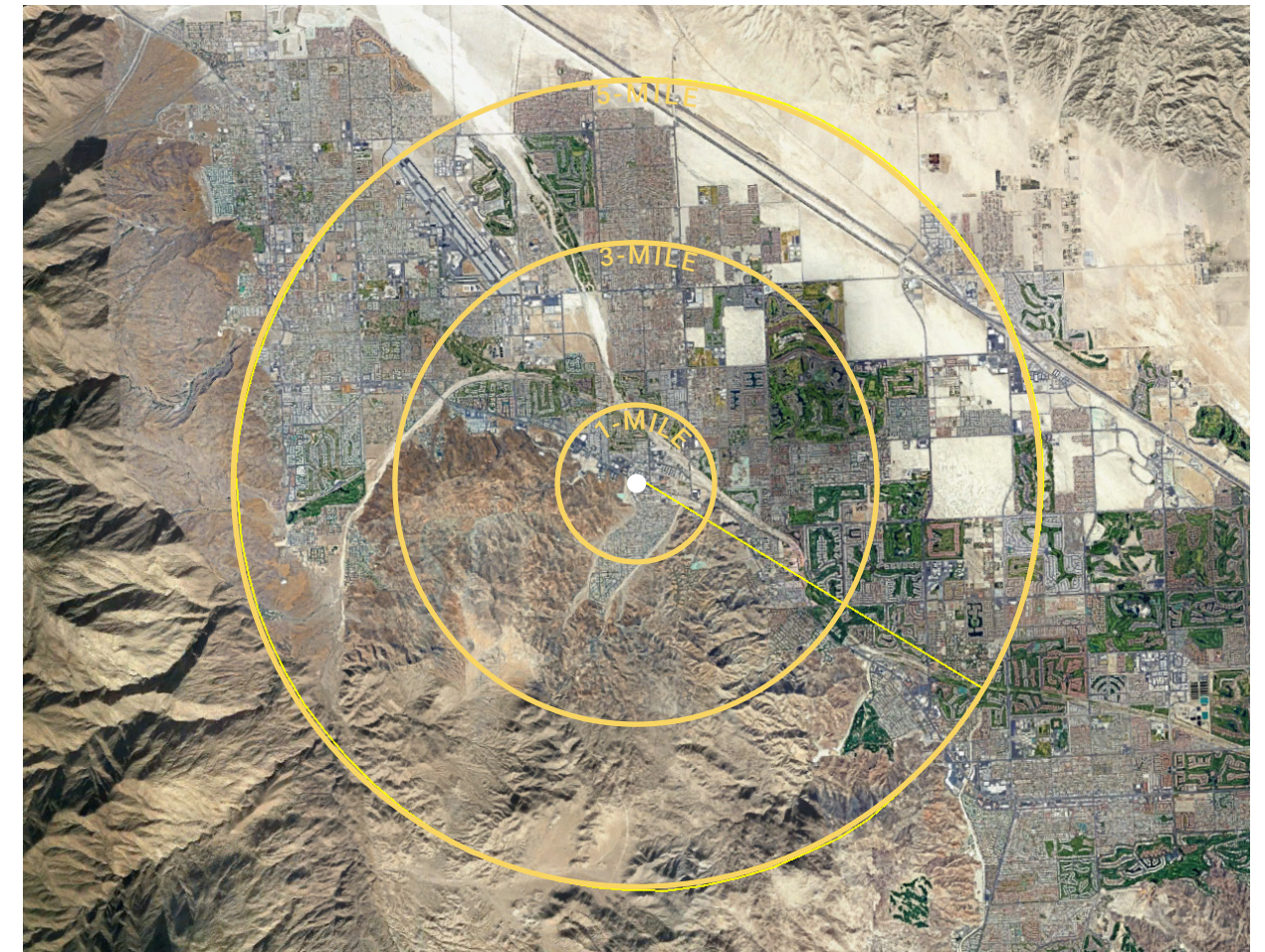




# INVESTMENT OVERVIEW

## Demographics

DEMOGRAPHICS	1 MILE	3 MILE	5 MILE
<b>POPULATION:</b>			
2020 Population	6,047	46,674	98,788
2024 Population	8,308	59,064	128,216
2029 Population Projection	9,171	64,505	140,505
<b>2019 Population by Race:</b>			
2020 White Alone	4,872	28,436	69,889
2020 Black Alone	240	1,453	3,394
2020 American Indian/Alaska Native Alone	92	681	1,318
2020 Asian Alone	192	2,755	6,964
2020 Pacific Islander Alone	7	67	203
2020 Hispanic	2,976	27,185	48,391
<b>Households:</b>			
2020 Households	3,149	19,471	43,626
2024 Households	4,249	25,765	58,567
2029 Household Projection	4,678	28,306	64,461
Growth 2020-2024	3.8%	3.1%	2.7%
Growth 2024-2029	2.0%	2.0%	2.0%
2024 Avg Household Income	\$75,228	\$90,215	\$100,360





# INVESTMENT OVERVIEW

## Property Photos





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Property Photos





# INVESTMENT OVERVIEW

## Property Highlights

- Downtown Cathedral City Redevelopment or Outdoor Storage Opportunity
- Two Parcels Available for Sale and Lease Together or Individually
- Flexible BMP-2 Zoning Allowing Various Retail and Industrial Uses Including Outdoor Storage, Vehicle Service & Sales, Manufacturing/Storage, Car Washes, Fast-Food, and Bars/ Lounges
- Large Gated Complex with Secure Parking/Storage and Room for Additional Development
- Three Points of Ingress / Egress on Sunair Plz and Potential Access to Cathedral Canyon Dr
- Adjacent to the Signalized Intersection of East Palm Canyon Road and Cathedral Canyon Road with ±46,490 VPD
- Ideal Zoning with Wide Variety of Allowable Uses Including Various "Vice" Industries
- Surrounded by New Development Including Entertainment Venues, Community Gathering Places, and Tourist Destinations
- Located in an Opportunity Zone with Potential Tax Incentives for Redevelopment





# PROPERTY PRICING

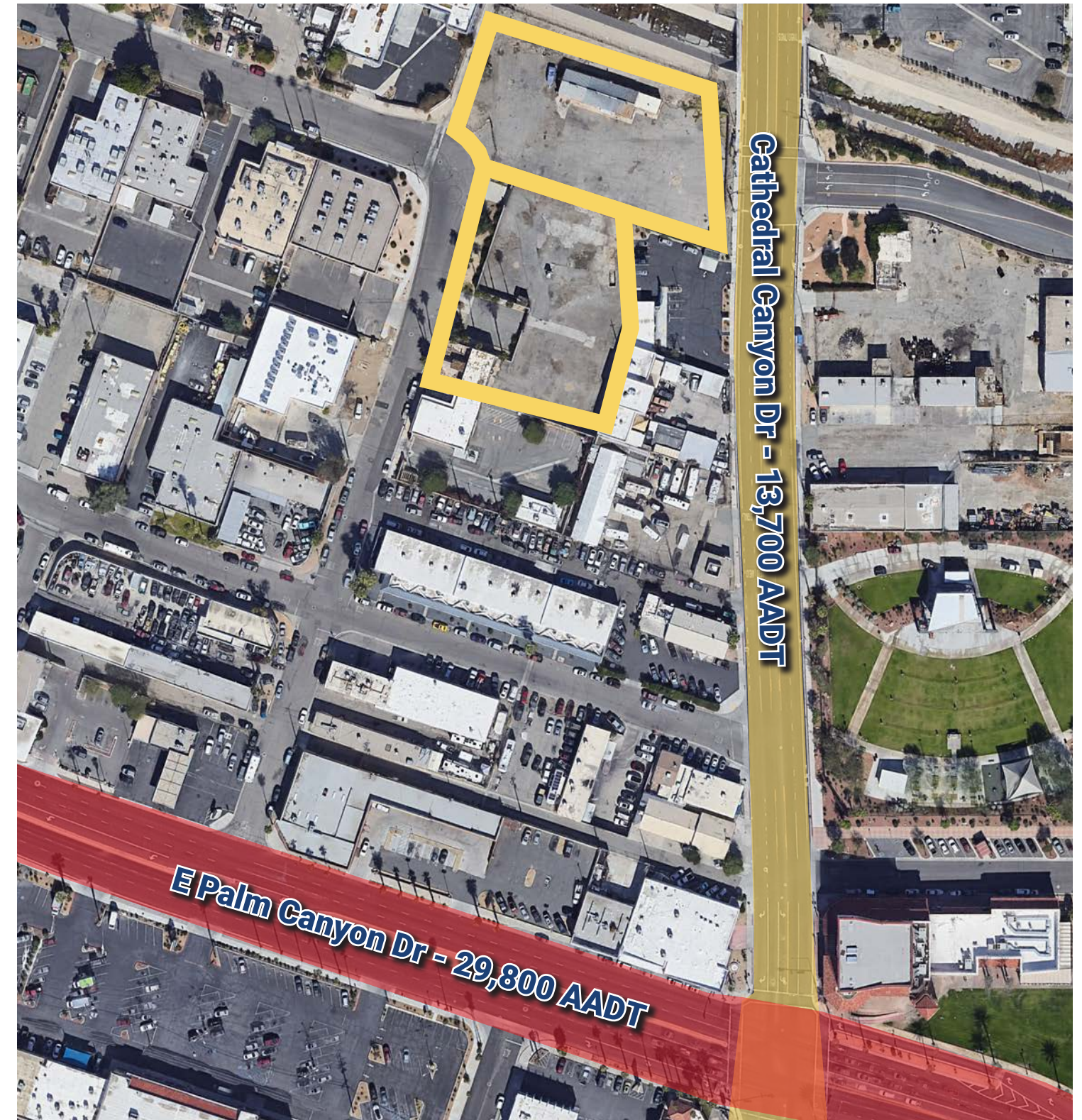
## Financial Analysis

### PROPERTY SUMMARY

Property Name	Gated Complex & Industrial Storage Yard
Property Address	36630 North Sunair Plaza & 36601 Cathedral Canyon Drive Cathedral City, CA 92234
APN	687-311-014 (0.91 AC) & 687-311-020 (1.24 AC)
GLA	3,300 SF (Main Building) 2,650 SF (Storage)
Lot Size	2.15 AC / 93,653 SF
Year Built	1960

### LEASE/SALE PRICING

Sale Price	Market
Lease Rate (Ground Lease)	Market







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*With nearly 45 years of experience in the industry, Graystone Capital Advisors has a unique advantage in providing our clients with extensive experience combined with a culture of utilizing the latest technologies that are available in Commercial Real Estate. The combination of experience and the utilization of technologies gives us the ability to provide efficiency, transparency, and accountability for our clients in a real-time environment.*

*The information contained herein has been obtained from sources we deem reliable. We cannot assume responsibility for its accuracy.*

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