

Mixed-Use | Residential | Resort | Fee-Land | Section 19 Specific Plan | Rancho Mirage California

Kyle Buccino
862.345.4015 | Kbuccino@cbclyle.net
CalDRE#02141355

©2025 Coldwell Banker Real Estate LLC, Lyle & Associates, LP Coldwell Banker Commercial Affiliates. All Rights Reserved. Coldwell Banker Real Estate LLC, Lyle & Associates, LP Coldwell Banker Commercial Affiliates fully supports the principles of the Equal Opportunity Act. Each Office is Independently Owned and Operated. Coldwell Banker Commercial and the Coldwell Banker Commercial Logo are registered service marks owned by Coldwell Banker Real Estate LLC, Lyle & Associates, LP Coldwell Banker Commercial Affiliates. Each sales representative and broker is responsible for complying with any consumer disclosure laws or regulations.

COLDWELL BANKER COMMERCIAL
COMMERCIAL LYLE & ASSOCIATES
78000 FRED WARING DR | SUITE 200
PALM DESERT, CA 92211
760-772-6400

RANCHO MIRAGE, CA 92270

DESERT ROSE



RANCHO MIRAGE

Rancho Mirage, is a vibrant and dynamic city situated in the heart of the Coachella Valley, offering a unique blend of luxury, natural beauty, and economic opportunity. As one of the most desirable cities in the region, Rancho Mirage presents an ideal setting for commercial development, with a growing demand for retail, dining, hospitality, and entertainment options. The city's affluent population, coupled with a steady influx of seasonal residents and tourists, creates a robust market for high quality commercial spaces.

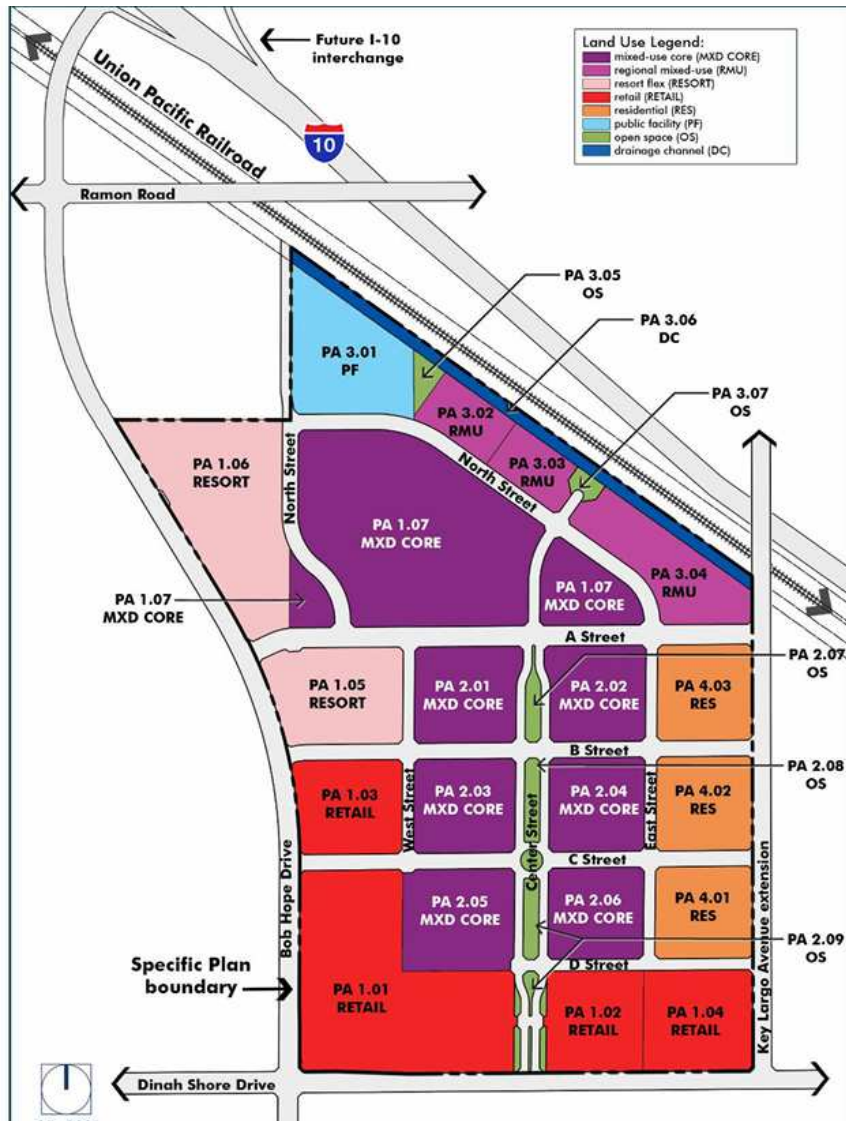
PRIME LOCATION AND ACCESSIBILITY

Rancho Mirage benefits from its central location along key corridors, including Interstate 10 and State Route 111, providing excellent connectivity to surrounding cities like Palm Springs, La Quinta, and Indio. The city's proximity to Palm Springs International Airport (PSP) enhances its accessibility, making it an attractive destination for business travelers, tourists, and residents alike. This strategic location offers developers easy access to both local and regional markets.

The city is known for its affluent residents, many of whom are seasonal homeowners, retirees, and high-net-worth individuals seeking a serene desert lifestyle. The median household income in Rancho Mirage is well above the national average, with a significant portion of the population comprising older adults with discretionary spending power. In addition, Rancho Mirage attracts visitors year-round, including travelers seeking world-class resorts, luxury shopping, and outdoor recreation. This diverse and affluent demographic provides a prime market for high-end retail, boutique shopping, upscale dining, and entertainment venues. Furthermore, the city draws thousands of visitors for major events, cultural activities, and golf tournaments, further expanding the commercial opportunities available for development.

RANCHO MIRAGE, CA 92270

SECTION 19 SPECIFIC PLAN



SECTION 19 - VISION

Situated at the northern edge of the City of Rancho Mirage, adjacent to the Agua Caliente Casino Resort/Spa and interstate 10, an undeveloped 268.60-acre represents an opportunity for the city of Rancho Mirage to bring a different style of living, working, and shopping to the desert. The city plans to depart from low-scale resort oriented development, instead opting to explore a high density mix of commercial, office, entertainment, hotel, and residential uses. The specific plan named section 19 was created and adopted on February 18, 2010, by the city of Rancho Mirage to foster the creation of this new mixed-use destination.

SECTION 19 - ADDITIONAL INFORMATION

The Section 19 Specific Plan provides for a potential mix of approximately 3,096,500 square feet of commercial, retail, office, restaurant, and entertainment uses, as well as up to 1,899 residential units and 580 hotel rooms. The Development Plan is designed to accommodate these uses through the creation of 26 planning areas and 8 land use categories that cover approximately 226 acres. These planning areas, in addition to 43 acres for rights-of-way, comprise a total of 268.6 acres for the Specific Plan area.

RANCHO MIRAGE, CA 92270

LAND USE SUMMARY - SECTION 19

Table 1
Land Use Summary

Planning Area	Land Use Category	Typical Permitted Uses												Net Land Area (Acres)	Non-Residential Square Footage	Dwelling Units	Hotel Rooms
		Community Retail	Restaurants	Office/Service	Resort Hotel	Furniture / Business Campus	Single-Family Attached Residential	Multifamily Residential	Live/Work	Mixed-Use	Open Space/ Recreation	Public Facility	Drainage Channel				
1.01	Retail													26.3	415,600	50	150
1.02	Retail													8.0	110,400	—	—
1.03	Retail													8.1	112,200	—	—
1.04	Retail													9.0	119,100	—	—
1.05	Resort Flex													10.2	329,000	—	280
1.06	Resort Flex													18.5	489,200	—	100
1.07	Mixed-Use Core													37.7	542,400	750	—
2.01	Mixed-Use Core													8.2	115,800	107	—
2.02	Mixed-Use Core													7.7	108,400	100	—
2.03	Mixed-Use Core													7.8	86,500	87	—
2.04	Mixed-Use Core													7.4	81,500	82	—
2.05	Mixed-Use Core													9.3	70,900	71	—
2.06	Mixed-Use Core													7.1	63,500	64	—
2.07	Open Space													0.9	2,700	—	—
2.08	Open Space													1.1	2,300	—	—
2.09	Open Space													2.0	2,200	—	—
3.01	Public Facility													10.9	—	—	—
3.02	Regional Mixed-Use													3.7	98,200	—	—
3.03	Regional Mixed-Use													3.5	90,400	—	—
3.04	Regional Mixed-Use													9.0	256,200	—	50
3.05	Open Space													0.9	—	—	—
3.06	Drainage Channel													5.7	—	—	—
3.07	Open Space													0.6	—	—	—
4.01	Residential													7.3	—	183	—
4.02	Residential													7.4	—	205	—
4.03	Residential													7.4	—	200	—
—	Right-of-Way													43.0	—	—	—
TOTAL														268.6	3,096,500	1,899	580

RANCHO MIRAGE, CA 92270

DENSITY AND INTENSITY STANDARDS - SECTION 19

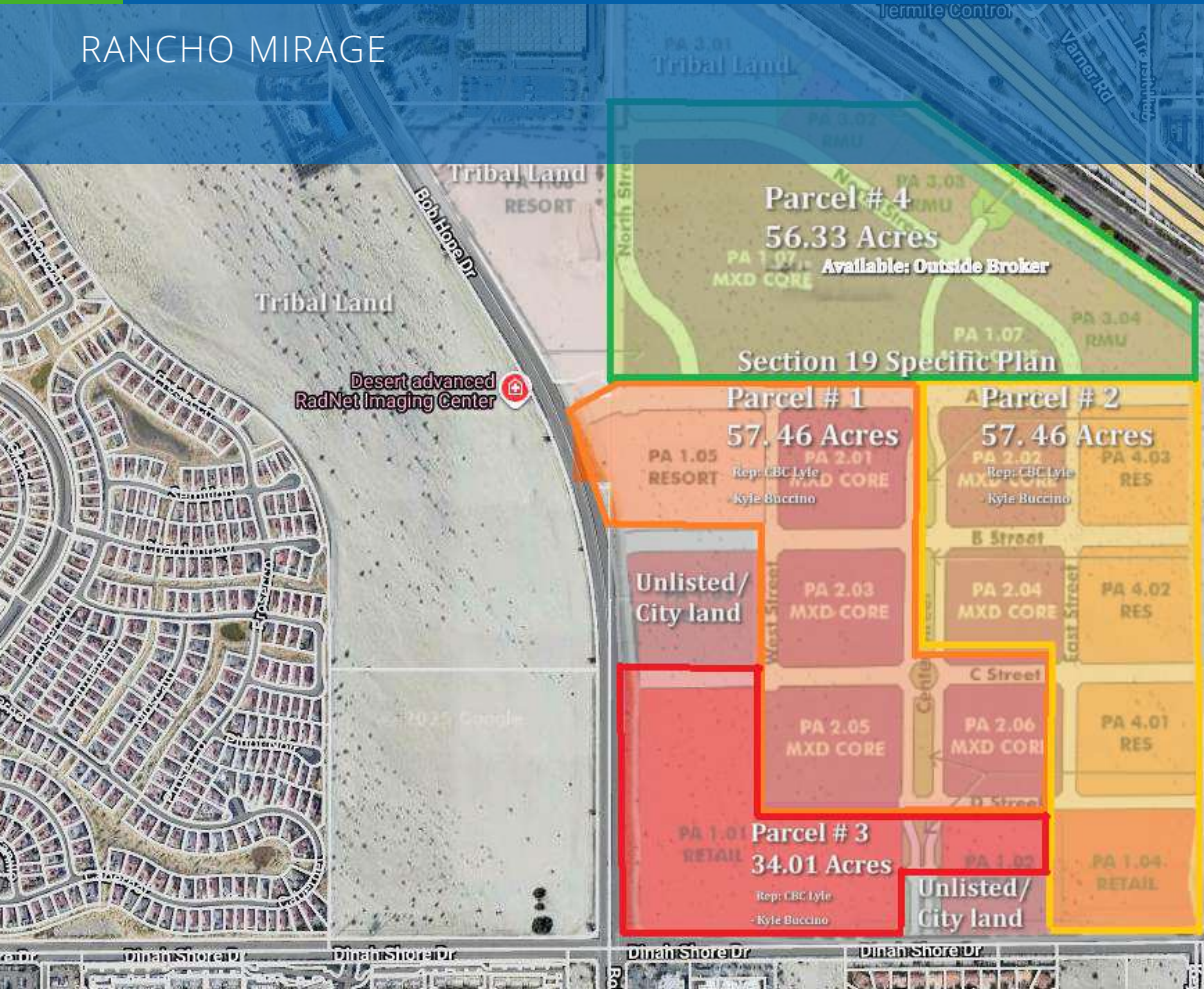
Table 6
Density and Intensity Standards

Planning Area	Net Land Area (Acres)	Maximum					Minimum		
		DU/AC (1)	Dwelling Units (2)	Hotel Rooms	FAR (3)	Lot Coverage	Project Size (4)	Unit Size (5)	Unit Width (6)
Retail									
Planning Area 1.01	26.2	—	50	150	0.40	40%	1 acre	600 SF	10' min. 15' avg.
Planning Area 1.02	8.0	—	—	—	0.40	40%		—	—
Planning Area 1.03	8.1	—	—	—	0.35	35%		—	—
Planning Area 1.04	9.0	—	—	—	0.35	35%		—	—
Resort Flex									
Planning Area 1.05	10.2	—	—	280	0.80	35%	2 acres	—	—
Planning Area 1.06	18.5	—	—	100	0.80	35%		—	—
Mixed-Use Core (7) (8)									
Planning Area 1.07	37.7	—	750	—	1.00	50%	2 acres	600 SF	10' min. 15' avg.
Planning Area 2.01	8.2	—	107	—	1.00	50%			
Planning Area 2.02	7.7	—	100	—	1.00	50%			
Planning Area 2.03	7.8	—	87	—	0.90	50%			
Planning Area 2.04	7.4	—	82	—	0.90	50%			
Planning Area 2.05	9.3	—	71	—	0.70	50%			
Planning Area 2.06	7.1	—	64	—	0.80	50%			
Open Space (9)									
Planning Area 2.07	0.9	—	—	—	0.05	5%	None	—	—
Planning Area 2.08	1.1	—	—	—				—	—
Planning Area 2.09	2.0	—	—	—				—	—
Regional Mixed-Use									
Planning Area 3.02	3.7	—	—	—	0.70	40%	1 acre	—	—
Planning Area 3.03	3.5	—	—	—	0.70	40%		—	—
Planning Area 3.04	9.0	—	—	50	0.70	40%		—	—
Medium Density Residential									
Planning Area 4.01	7.3	28	183	—	—	50%	2 acres	850 SF	10' min. 15' avg.
Planning Area 4.02	7.4	28	205	—	—	50%			
Planning Area 4.03	7.4	28	200	—	—	50%			
3.01, 3.05, 3.06, 3.07 — N/A									

ASSEMBLAGE SALE - DESERT ROSE

PARCEL BREAKDOWN

RANCHO MIRAGE



Assemblage Sale

Desert Rose consists of three separate parcels offered together in an assemblage sale. The parcels are as follows, parcel #1 (57.46 acres), parcel #2 (57.46 acres), and parcel #3 (34.01 acres). Total acreage within the Desert Rose assemblage sale: 148.93 acres.

Note, Parcel #4 (56.33 acres) is not included in the Desert Rose Assemblage sale but is available to purchase. (Outside Broker)
Total Acreage (Parcel #4 included): 205.26 acres.

Desert Rose Assemblage (148.93 acres):
1,149-1317 Residential units (total)
430 Hotel Rooms Permitted (280 (PA 1.05) & 150 (PA 1.01))
Non-residential square footage: 1,489,400 sq.ft

Utilities

- Imperial Irrigation District (Electricity) - to site - capacity unknown
- Coachella Valley Water District (Water and Sewer) 15" sewer line (Ramon Rd) 36" water line (Bob Hope dr), and a 18" water line (Dinah shore dr).
- Southern California Gas Company (Gas)

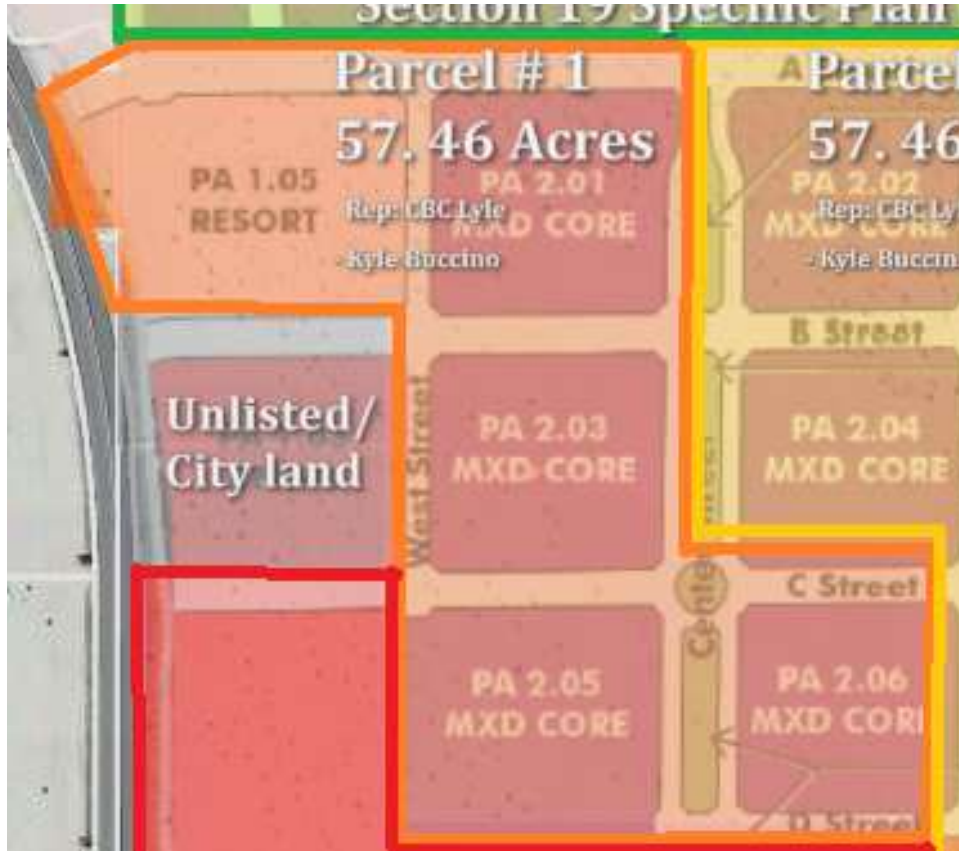
Kyle Buccino
862.345.4015
CalDRE #02141355
kbuccino@cbclyle.net

www.cbclyle.com

COLDWELL BANKER COMMERCIAL
COMMERCIAL LYLE & ASSOCIATES
78000 FRED WARING DR | SUITE 200
PALM DESERT, CA 92211
760-772-6400

RANCHO MIRAGE, CA 92270

PARCEL #1



PARCEL #1

Subject property is an approximately 57.46-acre parcel consisting of five(5) planning areas.

1. Planning areas 2.01, 2.03, 2.05, and 2.06 are targeted for mixed-uses. Buildings in the mixed-use section are desired to have a combination of residential and non-residential uses with up to 329 residential units in total within the four stated planning areas.

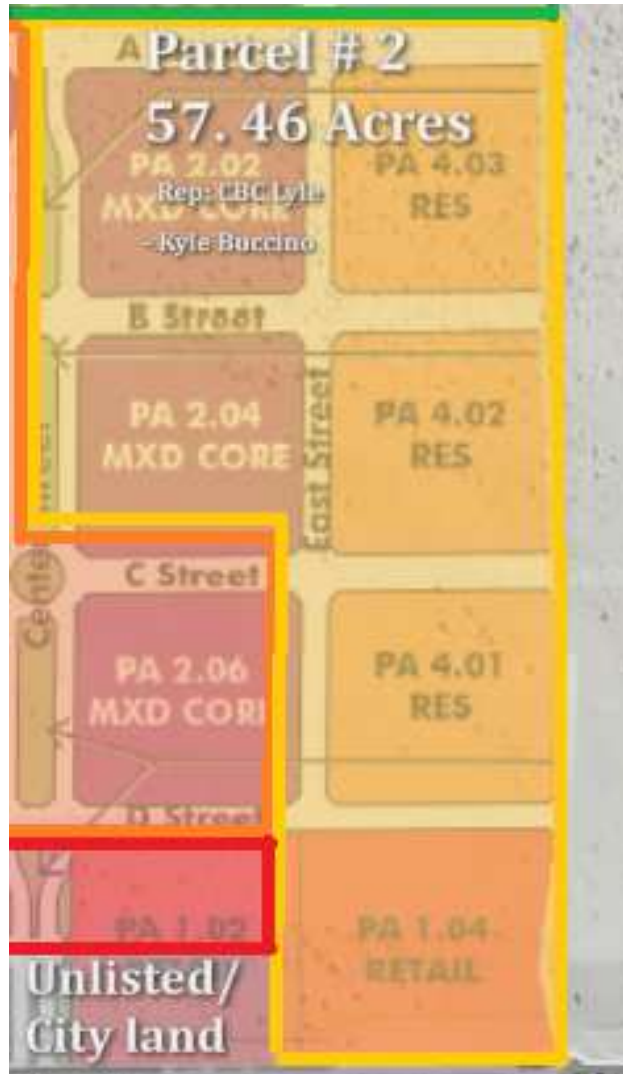
2. Planning area (PA) 1.05 has frontage to Bob Hope Drive. The city specifically envisions this parcel to be developed into a resort hotel with up to 280 rooms being already permitted.

ZONING & APN NUMBERS

- Mixed Use Core (SP 19)
- Resort Flex (SP 19)
- APN's 685-010-024 & 685-010-015

RANCHO MIRAGE, CA 92270

PARCEL #2



PROPERTY DESCRIPTION

Subject property is an approximately 57.46-acre parcel consisting of Six(6) planning areas.

1. Planning area (PA) 1.04 has frontage to Dinah Shore Drive. This planning area will become a corner lot on a signalized intersection once the proposed Key Largo Avenue expansion is completed. The city specifically envisions this planning area to be developed into community retail with a maximum floor-area ratio (FAR) of 0.35.

2. Planning areas 2.02, and 2.04 are targeted for mixed-uses. Buildings in the mixed-use section are desired to have a combination of residential and non-residential uses with up to 182 residential units in total within the two stated planning areas.

3. Planning areas 4.01, 4.02, and 4.03 are targeted for high density residential. A maximum of 588 units could be constructed at densities reaching 28 units per acre in buildings ranging from three to four stories in height. The inclusion of affordable housing is highly encouraged and could increase allowable density to approximately 36 units per acre.

ZONING & APN NUMBERS

- Mixed-Use Core (SP 19)
- Residential (SP 19)
- Retail (SP 19)
- APN 685-010-025

RANCHO MIRAGE, CA 92270

PARCEL #3



PARCEL #3

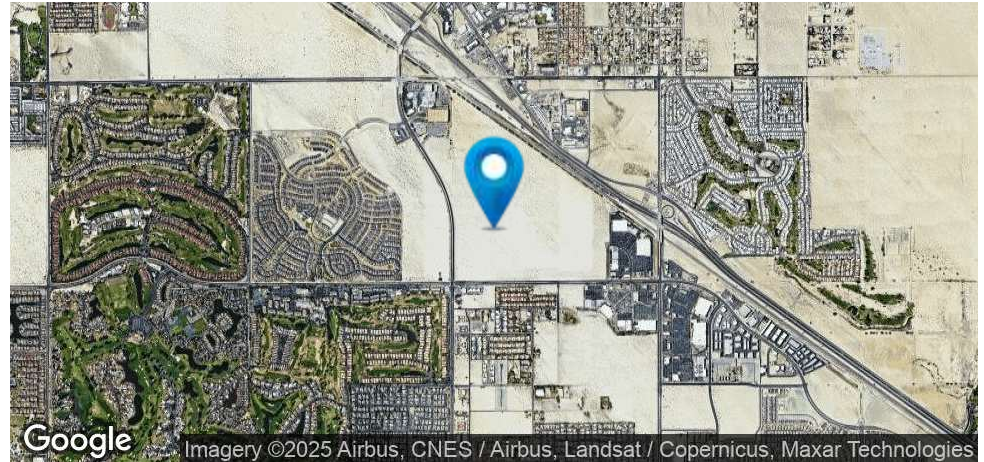
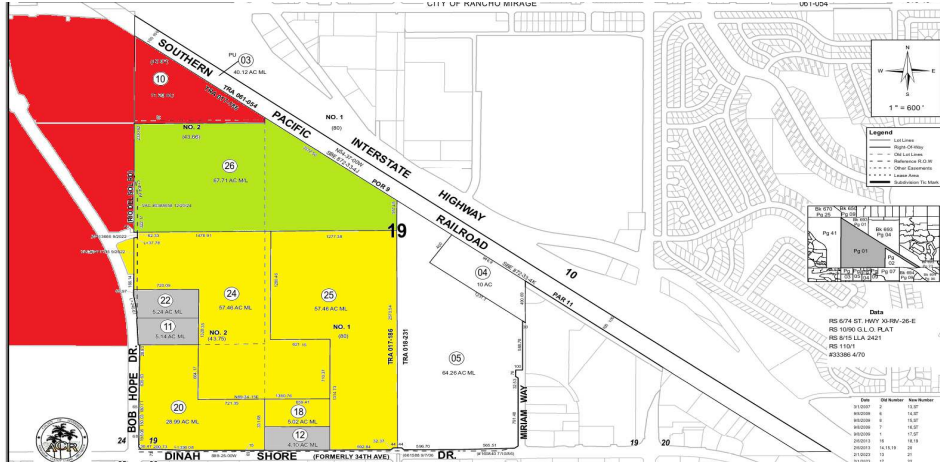
Parcel # 3 is located in the southwestern corner of Rancho Mirage's Section 19 Planning area, the property spans Planning Areas 1.01 and 1.02, which are the least intense areas in the section. These areas feature elevated topography and a maximum floor-area ratio (FAR) of 0.35-0.40. The property allows for low-density residential (Planning Area 1.01), medium to high-density residential (50 residential units) and mixed-use (Planning Area 1.02). Additionally, a boutique hotel with up to 150 rooms is planned as part of the lifestyle center (Planning Area 1.01). The site is situated at the intersection of Dinah Shore Drive and Bob Hope Drive, both of which are key corridors with high traffic volumes. Dinah Shore Drive sees approximately 16,709 vehicles per day, and Bob Hope Drive experiences 15,465 vehicles per day, providing excellent visibility and accessibility.

ZONING & APN NUMBERS

- Retail (SP 19)
- APNs 685-010-025 & 685-010-018

RANCHO MIRAGE, CA 92270

DESERT ROSE



OFFERING SUMMARY

SALE PRICE BREAK DOWN:

\$13,295,000 (Par#1)
(\$5.31/PSF)

(Comps
Avg:\$6.71/PSF)

\$13,295,000 (Par#2)
(\$5.31/PSF)

(Comps
Avg:\$6.71/PSF)

\$14,500,000 (Par#3)
(\$9.79/PSF) (Comps
Avg:\$11.62/PSF)

TOTAL SALE PRICE: \$41,090,000

TOTAL SIZE:

148.93 Acres

CUMULATIVE COST PSF:

\$6.33

PROPERTY OVERVIEW

148.93 Acres of raw mixed-use land encompassing the majority of Rancho Mirage's section 19 specific plan.

Comp Report available upon request.

ZONINGS & PARCEL LEDGER

- Retail\Resort Flex\Mixed-Use Core\Regional Mixed-Use\Residential (Specific Plan 19)
- Yellow - Dessert Rose Assemblage Sale
- Gray - City owned/unlisted land
- Green - Available (Outside brokerage)
- Red - Tribal land

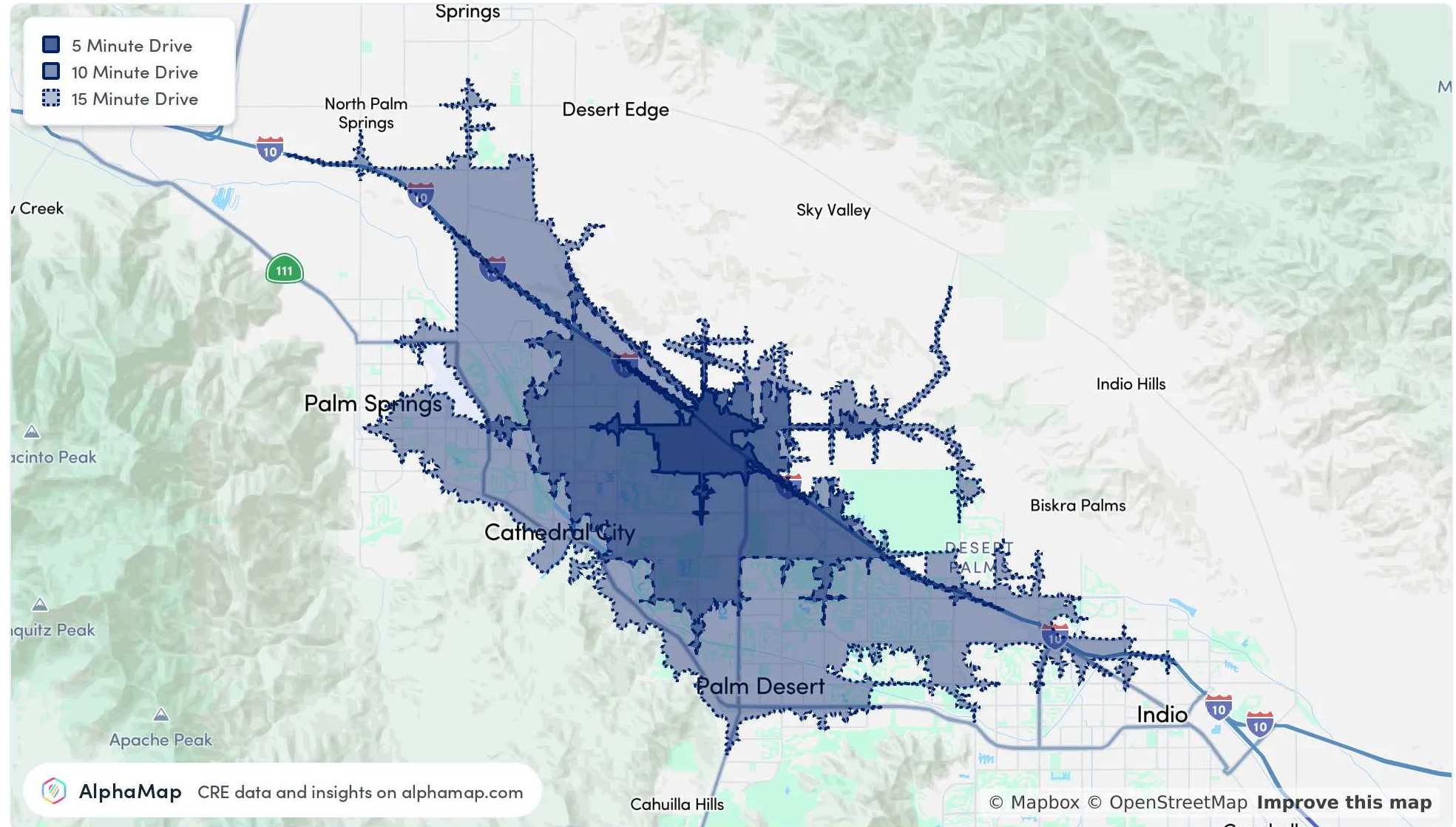
RANCHO MIRAGE, CA 92270

DESERT ROSE



RANCHO MIRAGE, CA 92270

DESERT ROSE



Kyle Buccino
862.345.4015
CalDRE #02141355
kbuccino@cbclyle.net

COLDWELL BANKER COMMERCIAL
78000 FRED WARING DR | SUITE 200
PALM DESERT, CA 92211
760.772.6400 | CBCLYLE.COM

RANCHO MIRAGE, CA 92270

DESERT ROSE

POPULATION	5 MINUTES	10 MINUTES	15 MINUTES
Total Population	3,248	66,450	143,799
Average Age	48	48	49
Average Age (Male)	48	47	48
Average Age (Female)	49	48	49
HOUSEHOLD & INCOME	5 MINUTES	10 MINUTES	15 MINUTES
Total Households	1,255	26,208	61,247
Persons per HH	2.6	2.5	2.3
Average HH Income	\$110,921	\$101,582	\$106,159
Average House Value	\$597,951	\$602,392	\$647,591
Per Capita Income	\$42,661	\$40,632	\$46,156

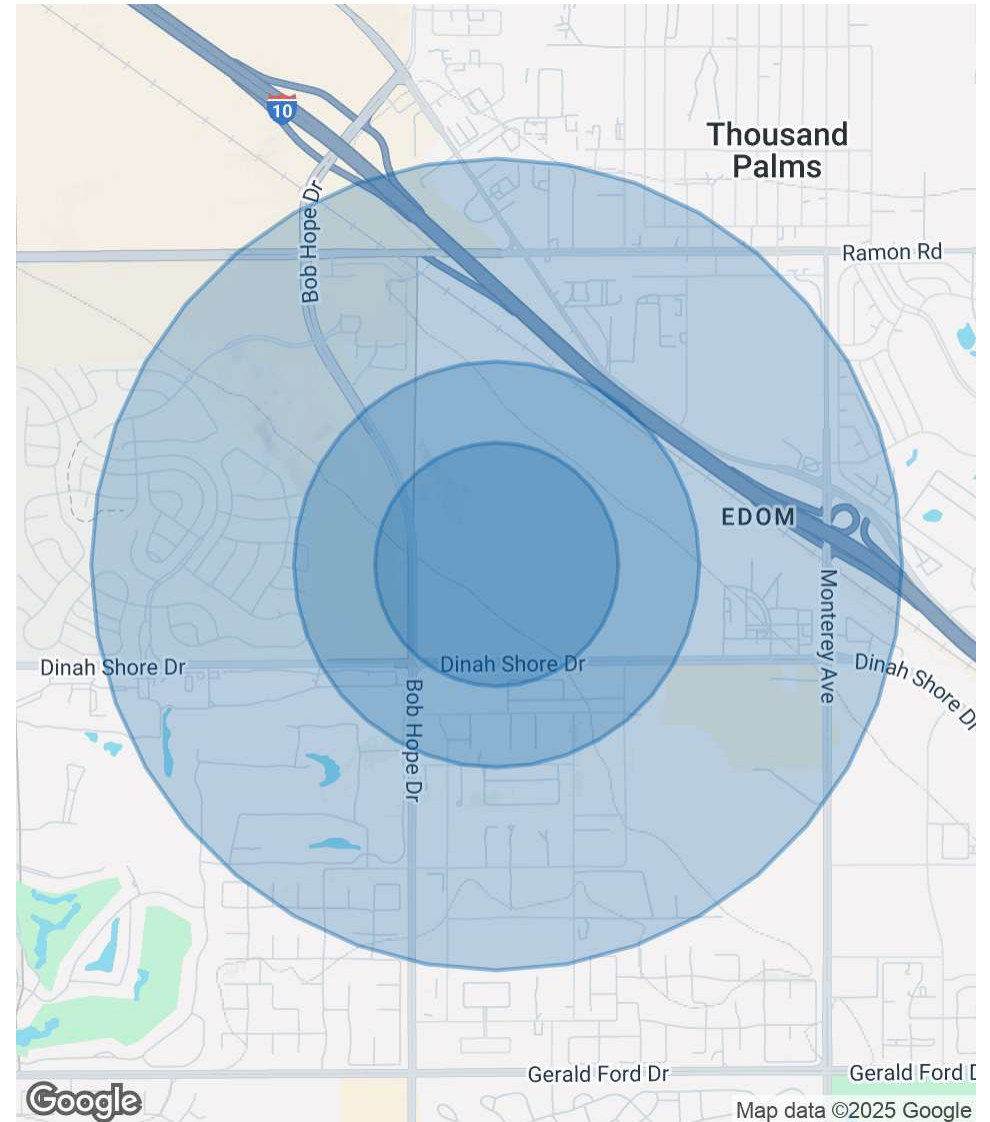
Map and demographics data derived from AlphaMap

RANCHO MIRAGE, CA 92270

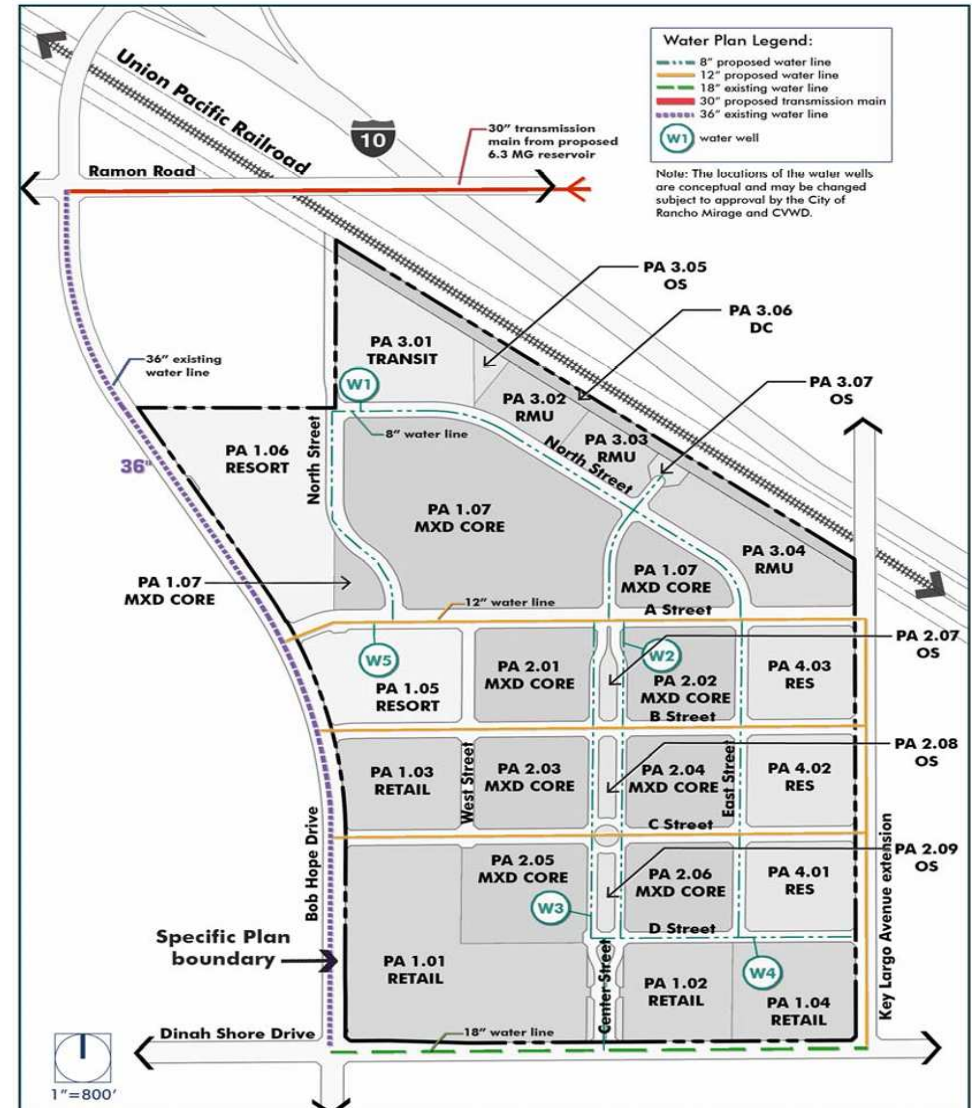
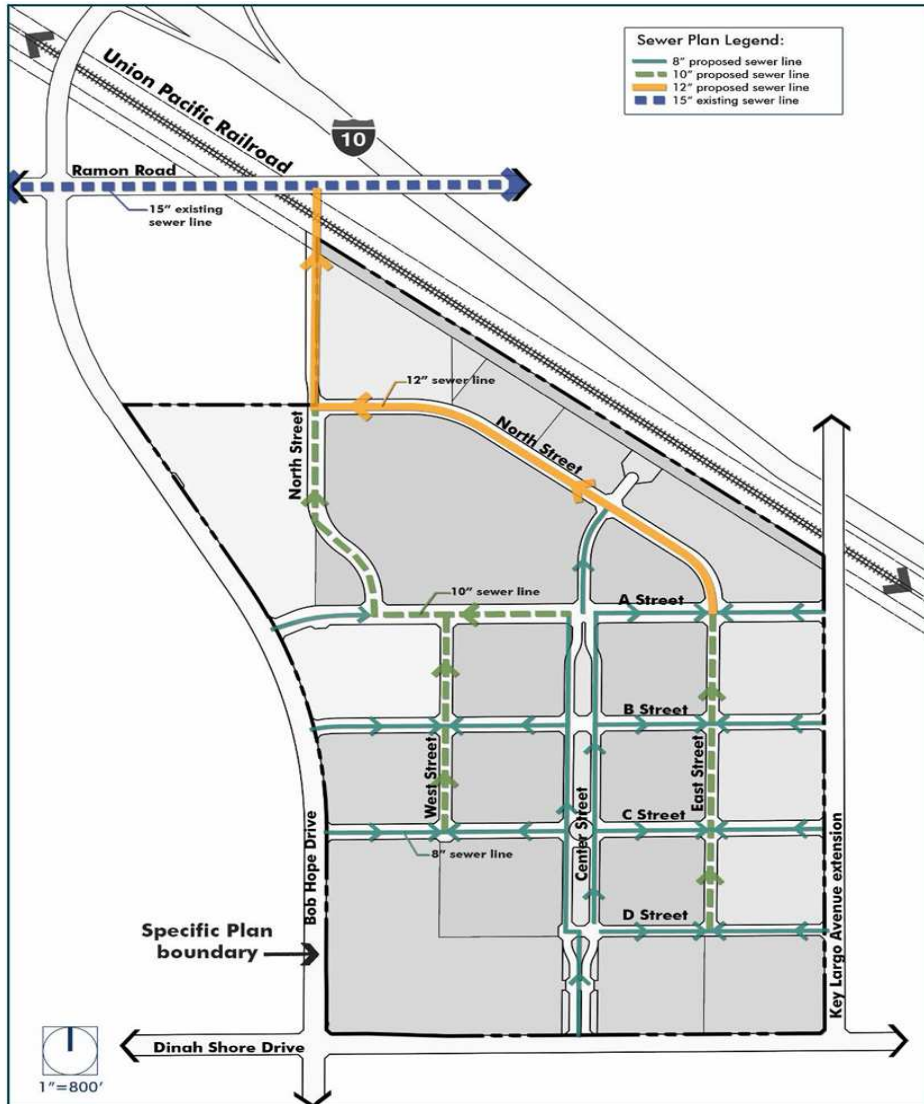
DESERT ROSE

POPULATION	0.3 MILES	0.5 MILES	1 MILE
Total Population	337	1,033	2,726
Average Age	59	59	60
Average Age (Male)	58	57	59
Average Age (Female)	59	60	61
HOUSEHOLDS & INCOME	0.3 MILES	0.5 MILES	1 MILE
Total Households	209	633	1,539
# of Persons per HH	1.6	1.6	1.8
Average HH Income	\$129,482	\$135,093	\$138,028
Average House Value	\$993,162	\$926,304	\$895,018

Demographics data derived from AlphaMap

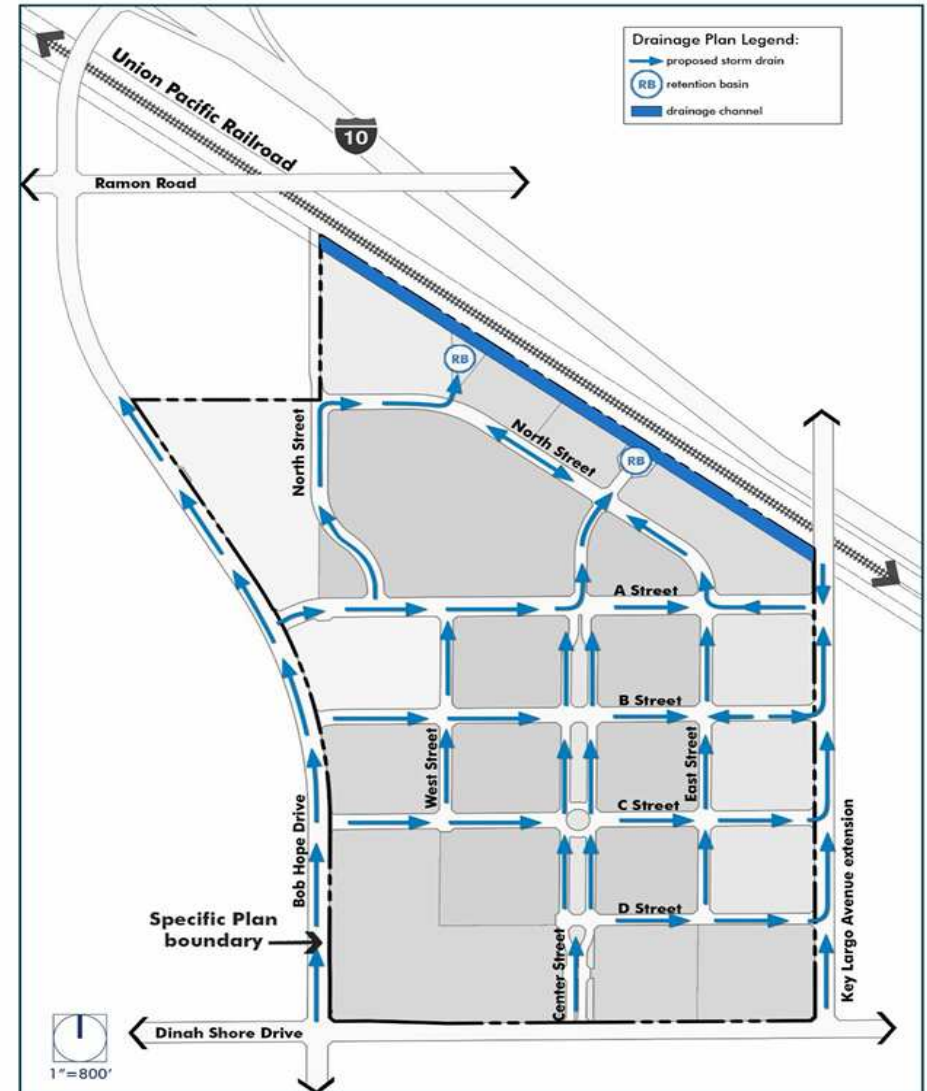
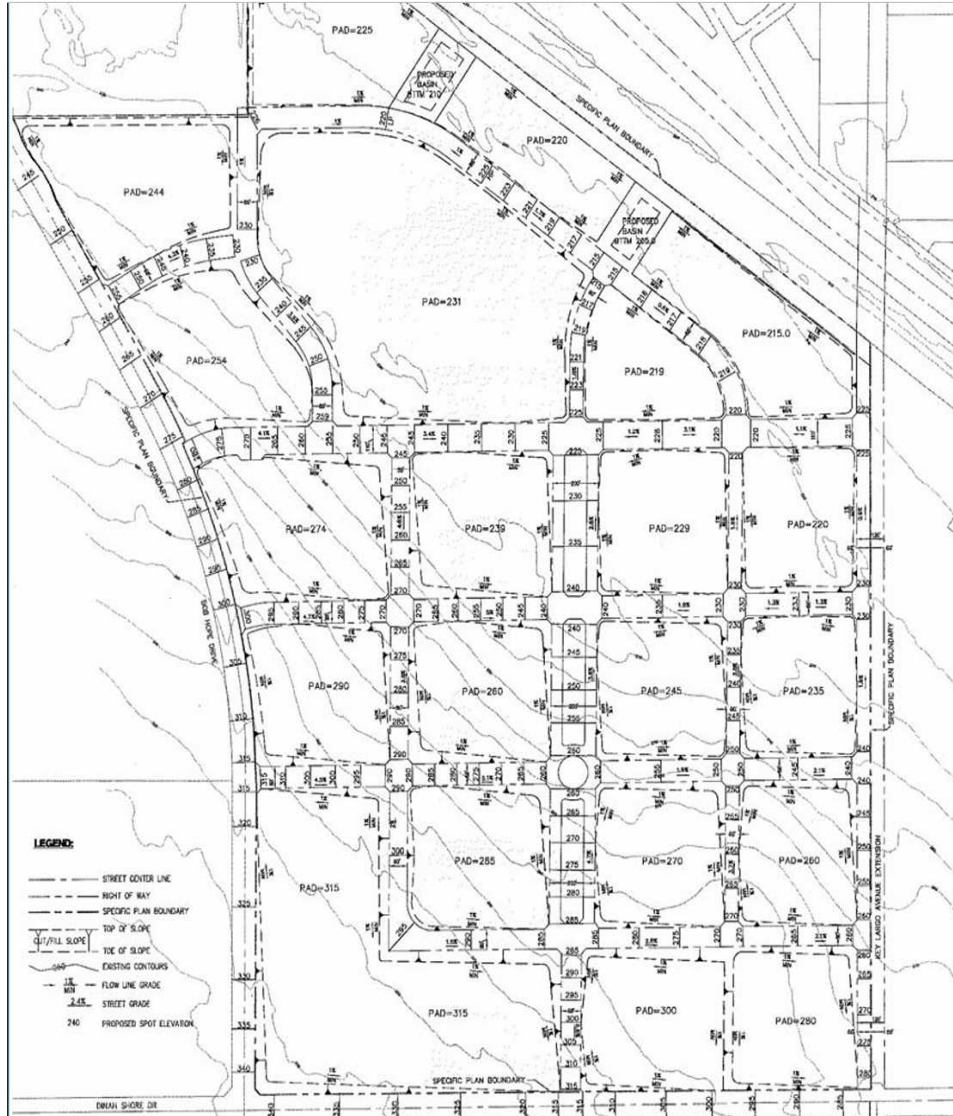


SECTION 19 SPECIFIC PLAN



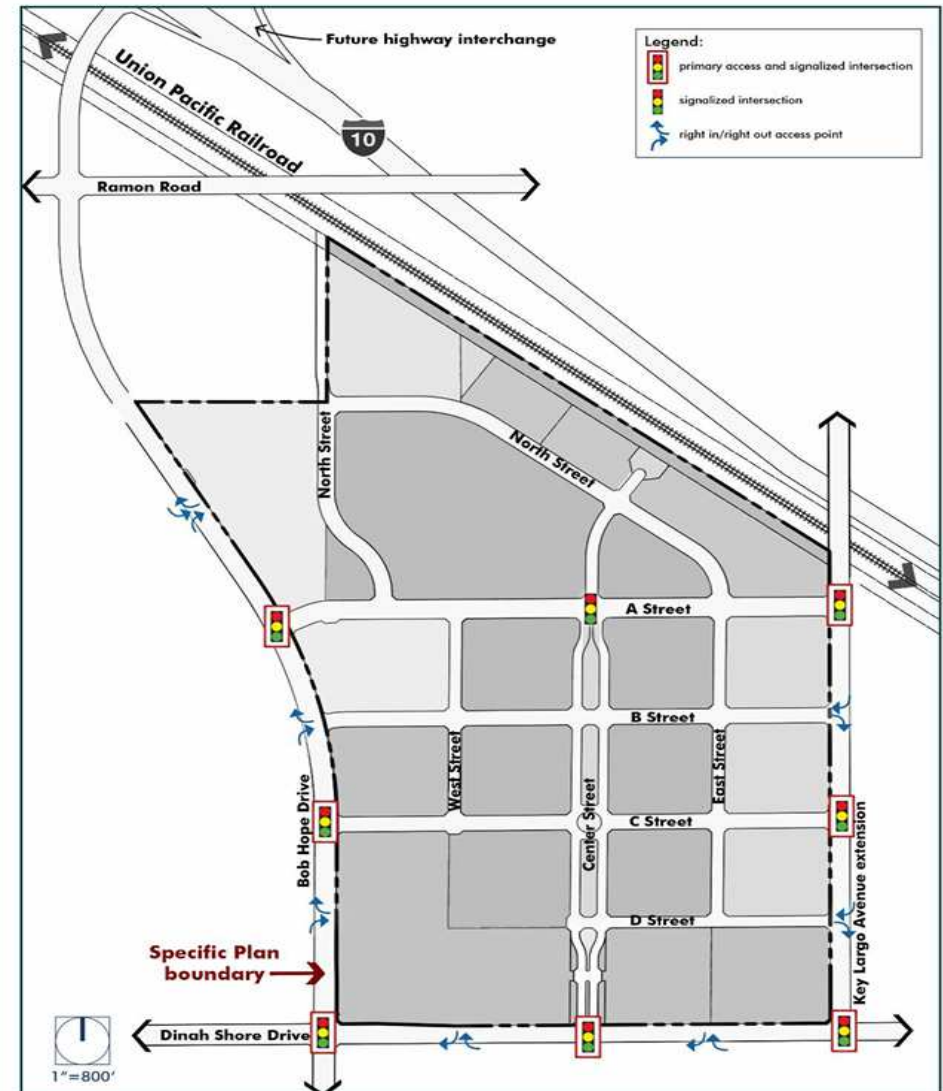
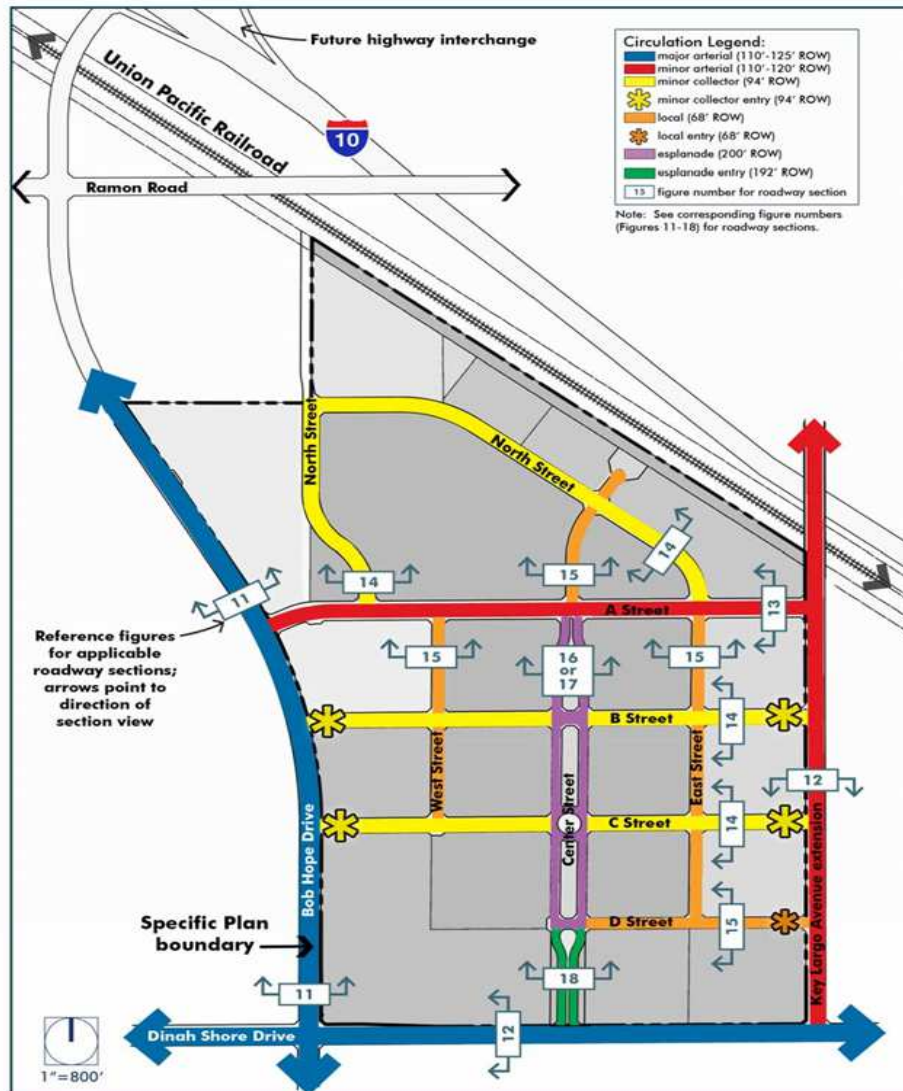
RANCHO MIRAGE, CA 92270

RANCHO MIRAGE



RANCHO MIRAGE, CA 92270

SECTION 19 SPECIFIC PLAN



RANCHO MIRAGE, CA 92270

SECTION 19 SPECIFIC PLAN

Table 7
Building Height Standards

Land Use	Maximum Base Building Height (1)		Additional Height above Max for Projections (3)
	General Standards	With Additional Features (2)	
Single-Use Buildings			
Retail or office/service	18 feet	36 feet	5 feet
Residential	36 feet	60 feet	5 feet
Hotel	42 feet	80 feet	5 feet
Parking structures	30 feet	50 feet	5 feet
All other uses	18 feet	36 feet	5 feet
Mixed-Use Buildings			
Retail and office/service	32 feet	60 feet	5 feet
Retail and residential	42 feet	66 feet	5 feet
Office/service and residential	38 feet	62 feet	5 feet
Live/work	30 feet	45 feet	5 feet
Other Structures			
Tower elements (4)	50 feet	N/A	N/A

RANCHO MIRAGE, CA 92270

SECTION 19 SPECIFIC PLAN

Table 8
Features to Obtain Increased Building Height

Features provided in addition to those already required (1)	Maximum Points (2)	
	per Feature	per Building
Semi-subterranean or below grade parking	75	75
Mixed-use building with residential above retail	75	75
Affordable housing: 10 percent low income (3)	75	75
LEED Certification: "Silver" or higher	75	75
Affordable housing: 5 percent very low income (3)	50	50
LEED Certification: "Certified"	50	50
Green roof feature (4)	50	50
Common open space or public plaza area along Center Street (minimum 20 x 20 feet)	50	50
Common open space or public plaza area (minimum 20 x 20 feet)	25	50
Organic garden (minimum 20 x 20 feet)	25	50
Cool roof building method (4)	25	25
Enhanced paving treatment for at least 50 percent of publicly accessible walkways and plazas	25	25
Public art equal to one-half of 1 percent (0.50%) of total building costs (5)	20	20
Formal garden space (minimum 20 feet x 20 feet) (e.g., rock garden, Japanese garden)	15	30
Landscape terraces visible from the public realm	15	15
Public art equal to one-quarter of 1 percent (0.25%) of total building costs (5)	10	20
Large water feature (6)	10	20
Small water feature (6)	5	15
Other amenities as approved by the Director of Community Development	As determined by the Director of Community Development	