

LAND

FOR SALE - 34.01 ACRES

\$14,500,000

MIXED USE -LAND

**COLDWELL
BANKER
COMMERCIAL**
LYLE & ASSOCIATES
CALDRE 01460212

Ramon Rd



Bob Hope Dr

Dinah Shore Dr

SITE

SITE

SECTION 19 SPECIFIC PLAN

APNs: 685-010-020 & 685-010-018

Mixed-Use | Fee-Land | Corner Parcel | High Traffic Count | Signalized Intersection | Rancho Mirage California

Kyle Buccino

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CalDRE#02141355

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**COLDWELL BANKER COMMERCIAL
COMMERCIAL LYLE & ASSOCIATES**

**78000 FRED WARING DR | SUITE 200
PALM DESERT, CA 92211**

760-772-6400

DESERT ROSE - AS#3

CITY SUMMARY

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.

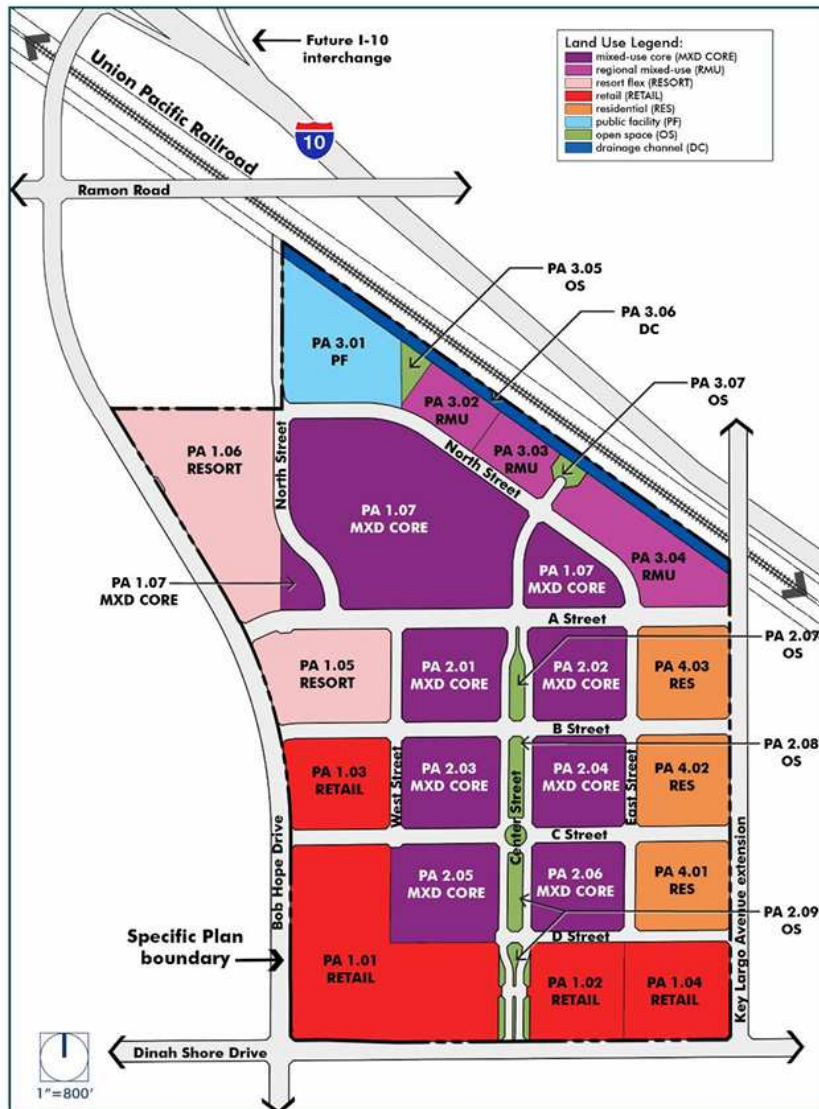
Target Market and demographic

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.



DESERT ROSE - AS#3

SECTION 19 SPECIFIC PLAN OVERVIEW

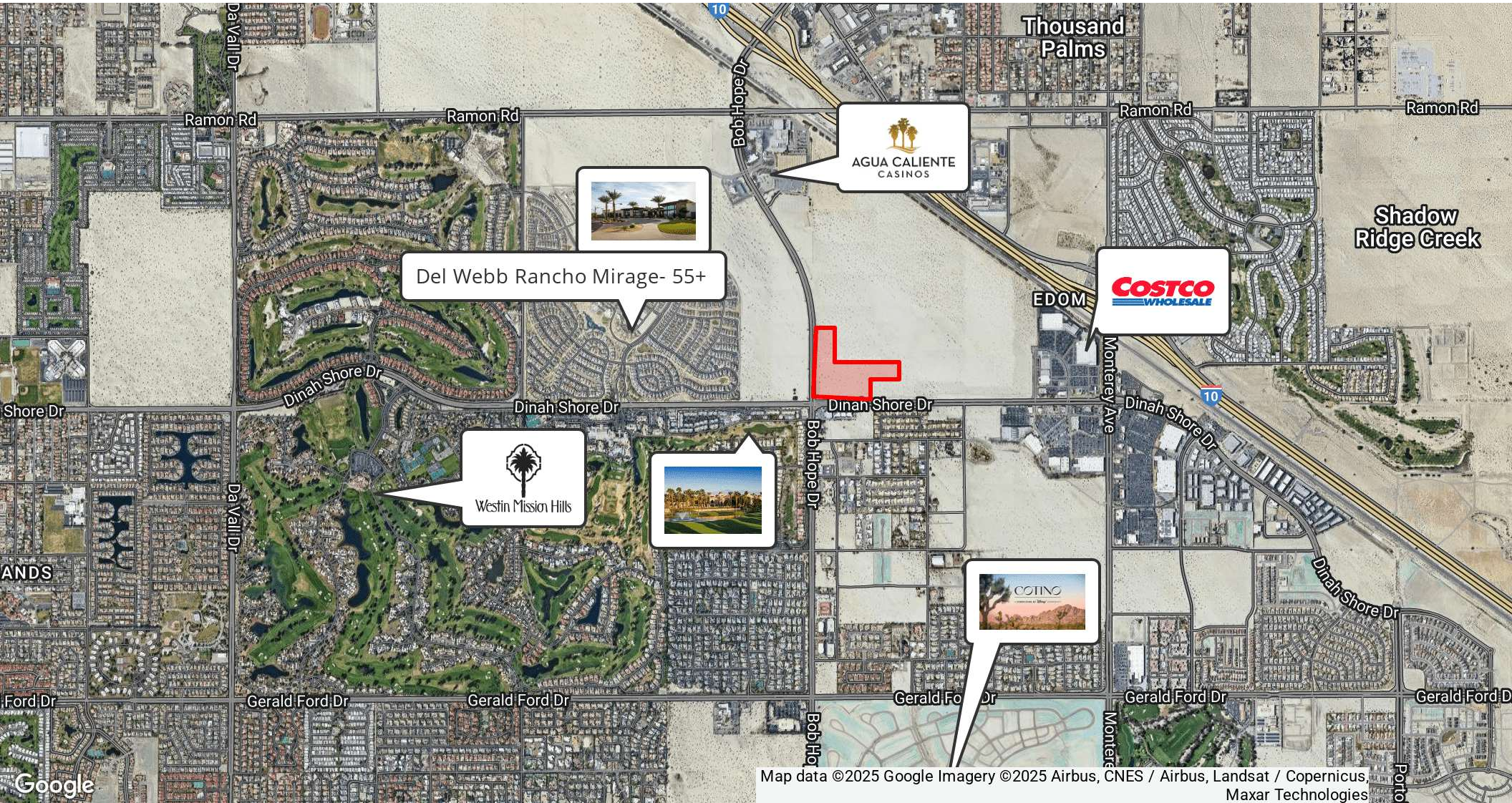


THE VISION

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.

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. The planning areas and land use categories allow for a greater variety of land uses and customized development standards. Figure 8 illustrates the land use plan and planning areas for the Section 19 Specific Plan.

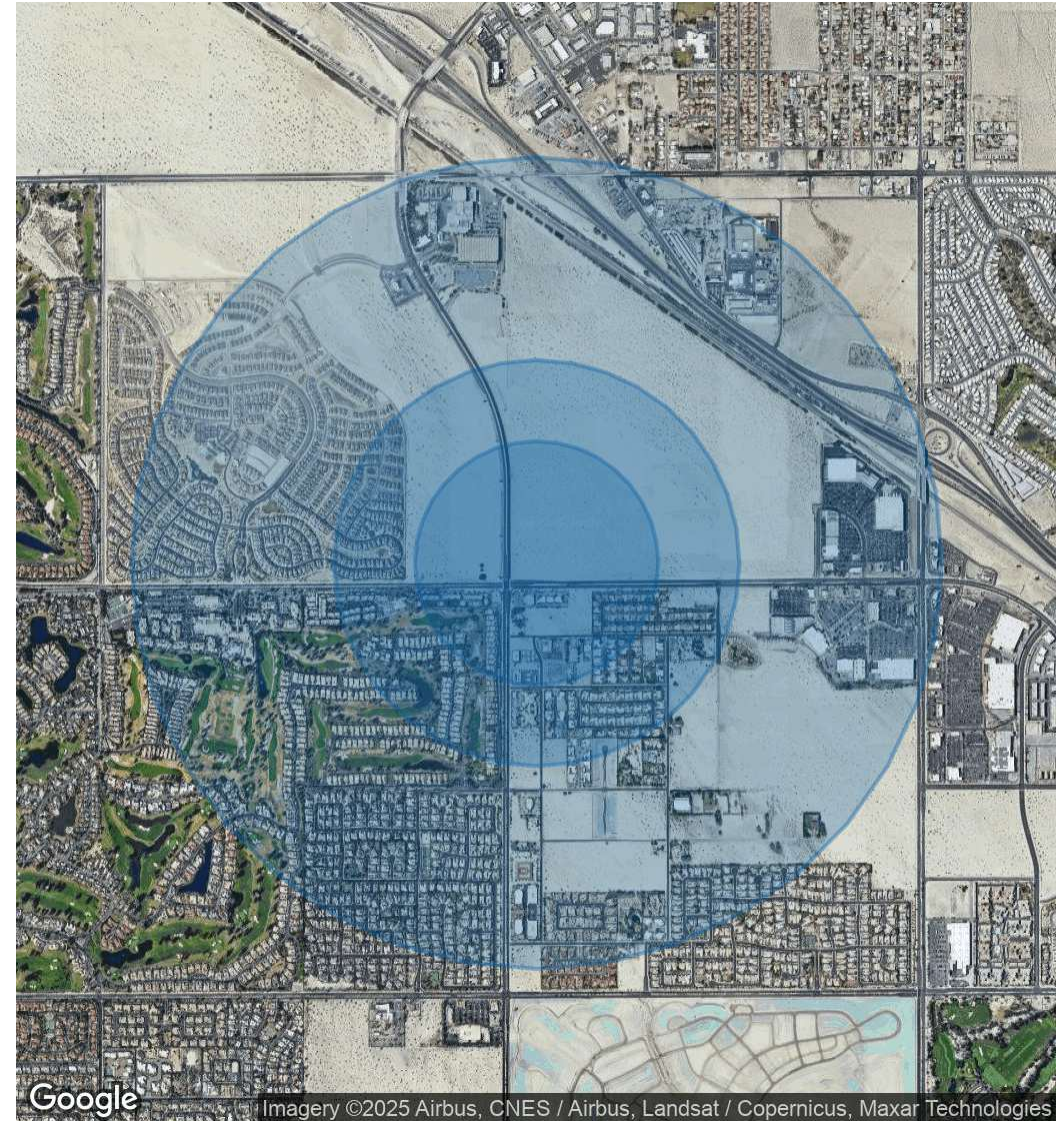


Map data ©2025 Google Imagery ©2025 Airbus, CNES / Airbus, Landsat / Copernicus
Maxar Technologies

DESERT ROSE - AS#3

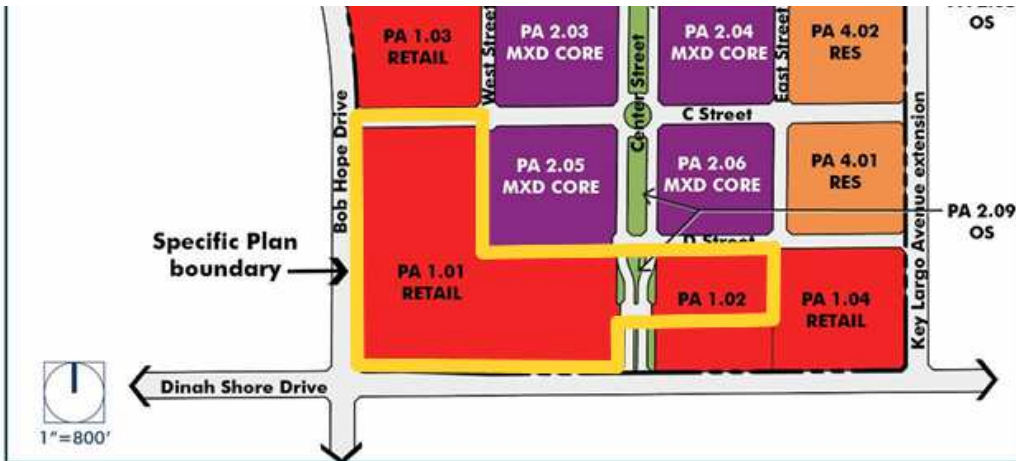
DEMOGRAPHICS

HOUSEHOLDS & INCOME	0.3 MILES	0.5 MILES	1 MILE
Total Households	26	240	1,093
# of Persons per HH	2.4	2.3	2.2
Average HH Income	\$152,267	\$150,564	\$159,700
Average House Value	\$1,015,050	\$1,013,299	\$996,368



DESERT ROSE - AS#3

EXECUTIVE SUMMARY



OFFERING SUMMARY

SALE PRICE: \$14,500,000

LOT SIZE: 34.01 Acres

ZONING: Mixed Use (Section 19
Specific Plan - Rancho
Mirage)

PRICE / SF: \$9.79

PROPERTY OVERVIEW

Desert Rose AS#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 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.

Utilities: IID Power (Electricity). Committed to the first phase of development; Coachella Valley Water District (Water and Sewer); Southern California Gas Company (Gas).

PROPERTY HIGHLIGHTS

- Permitted Residential Units - 50 Units
- Permitted Hotel Rooms - 150
- Permitted +/- 514,700 Square Feet | Mixed-Use | Commercial / Office

LAND USE SUMMARY

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				
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

DENSITY AND INTENSITY STANDARDS

Table 6
Density and Intensity Standards

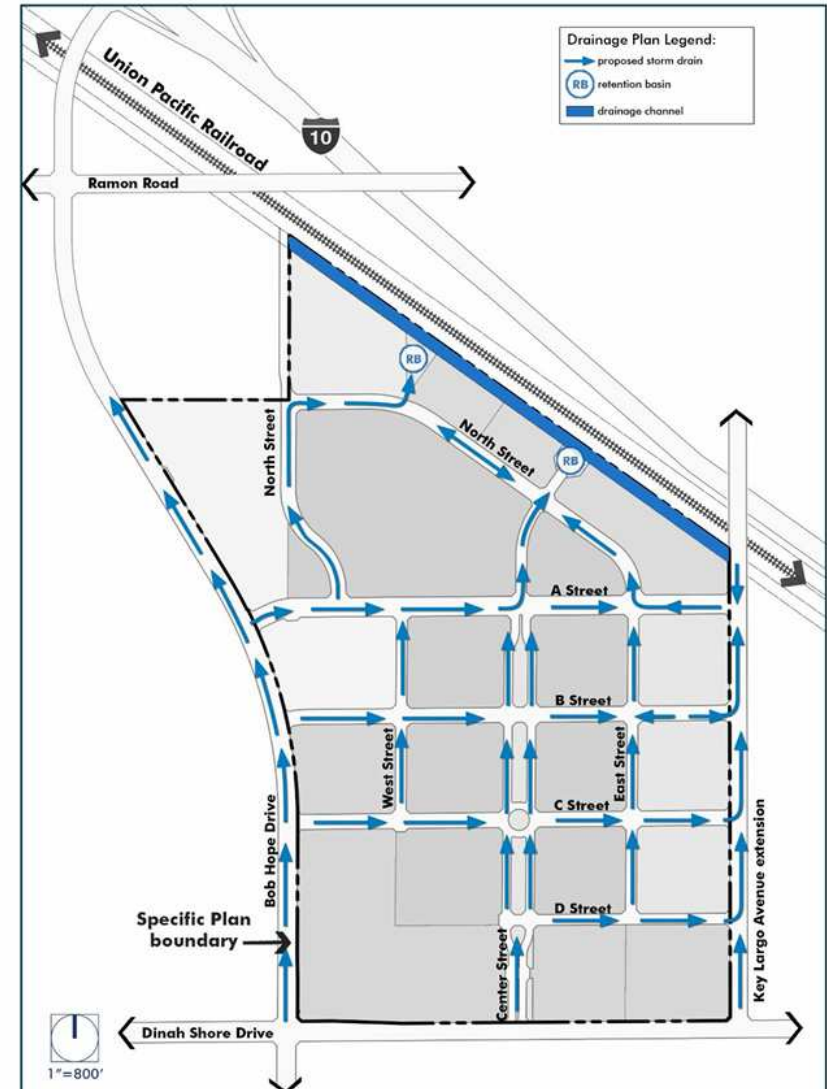
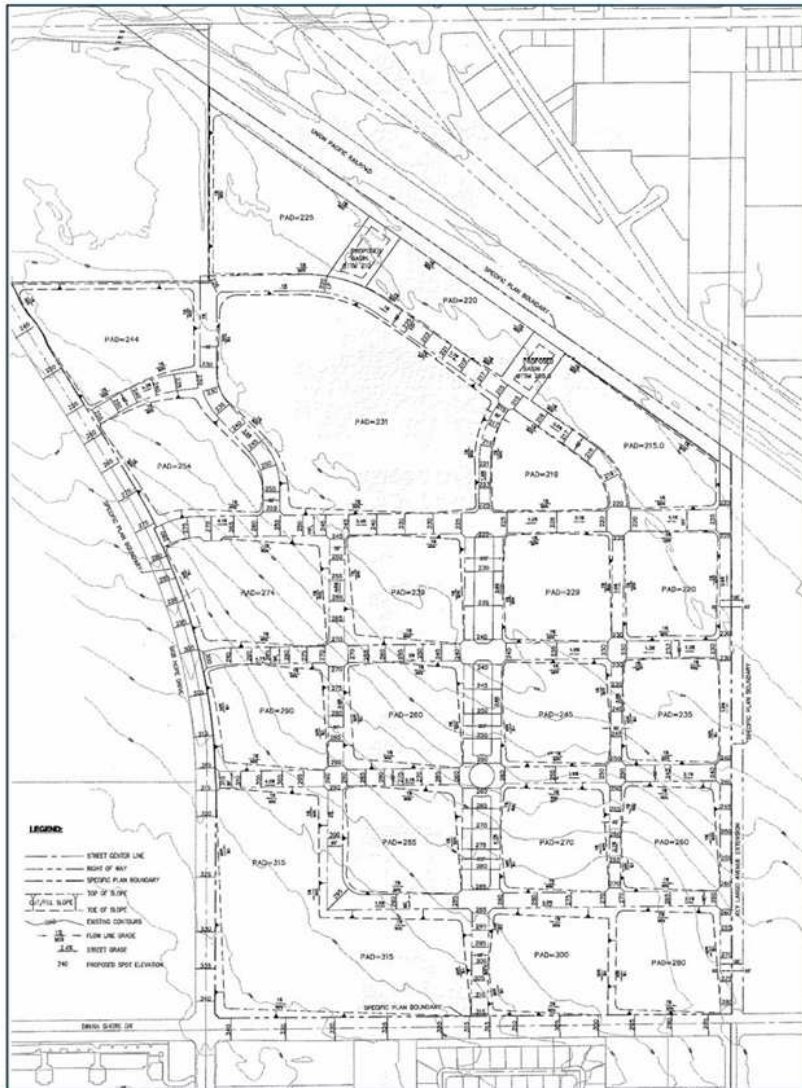
Planning Area	Net Land Area (Acres)	Maximum					Minimum		
		DU/AC (1)	Dwelling Units (2)	Hotel Rooms	FAR (3)	Lot Coverage	Project Size (4)	Unit Size (5)	Unit Width (6)
Retail									
Planning Area 1.01	26.2	—	50	150	0.40	40%	1 acre	600 SF	10' min. 15' avg.
Planning Area 1.02	8.0	—	—	—	0.40	40%		—	—
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									

BUILDING HEIGHT STANDARDS

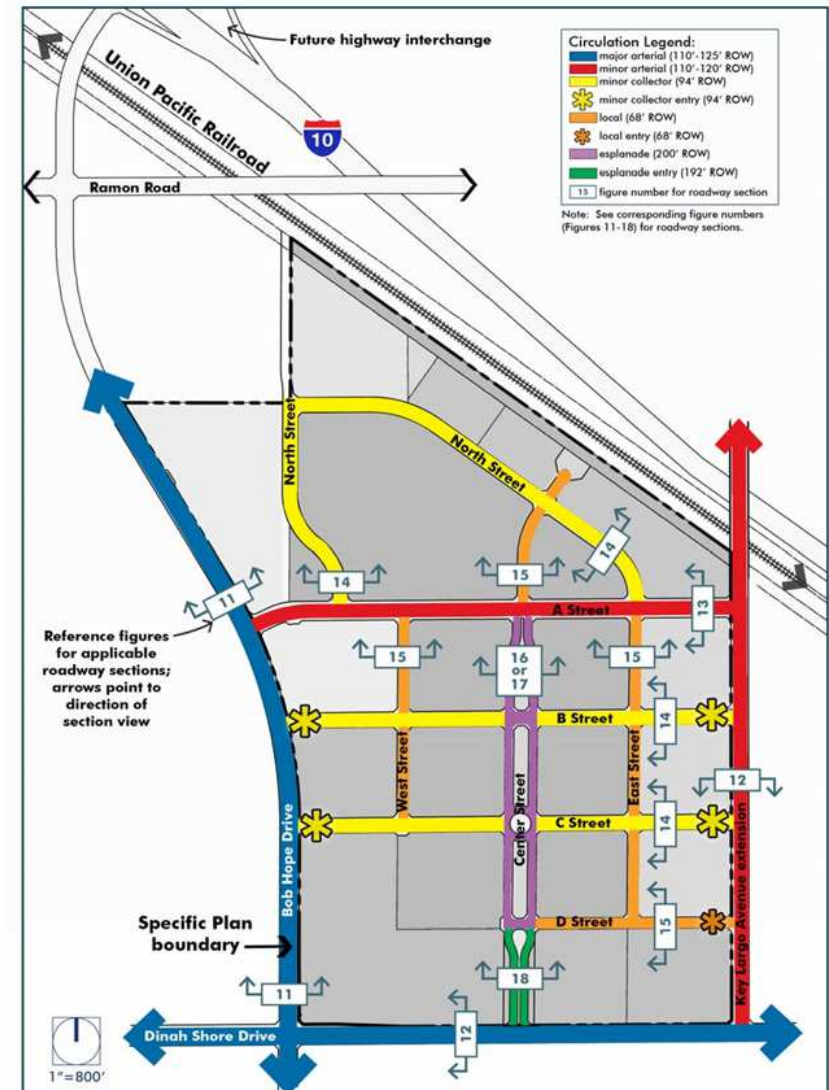
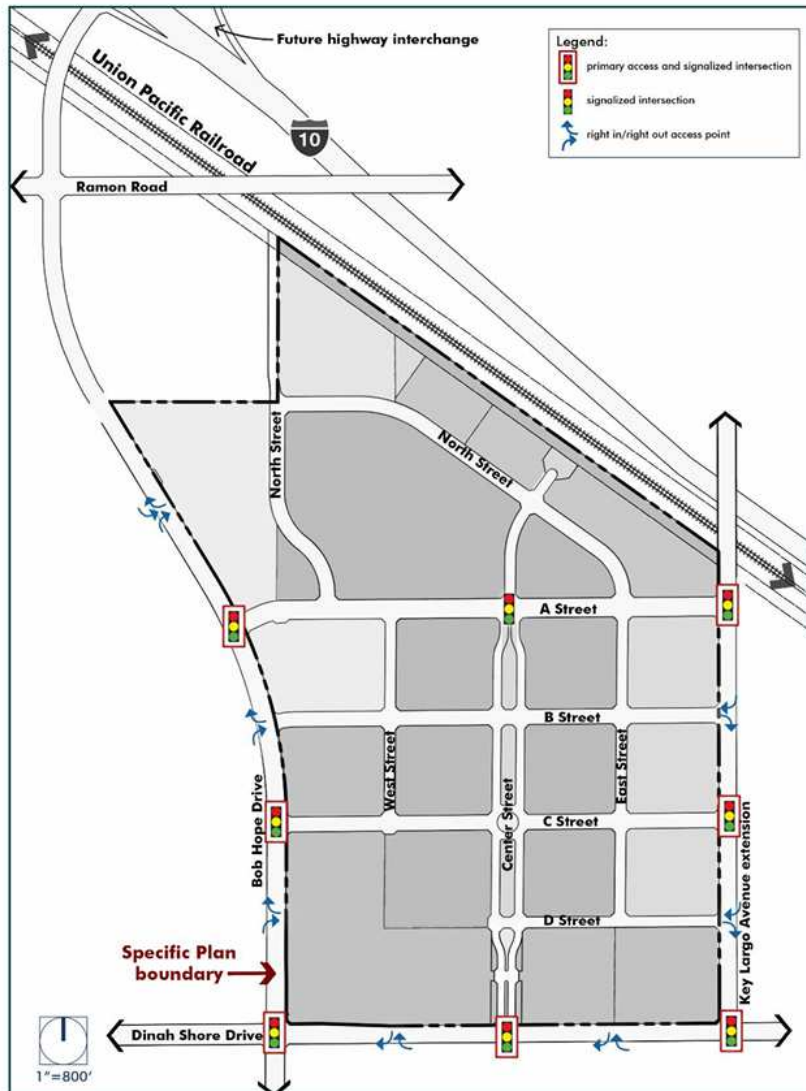
Table 7
Building Height Standards

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

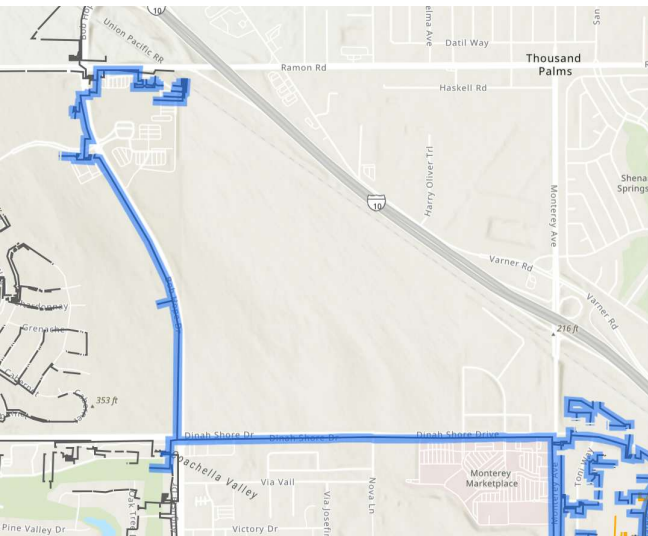
CONCEPTUAL GRADING & DRAINAGE PLAN



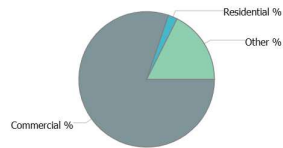
ACCESS AND INTERSECTION CONTROL & CIRCULATION PLAN



ACTIVE ELECTRICAL LINE - EDISON | TOPOGRAPHY MAP



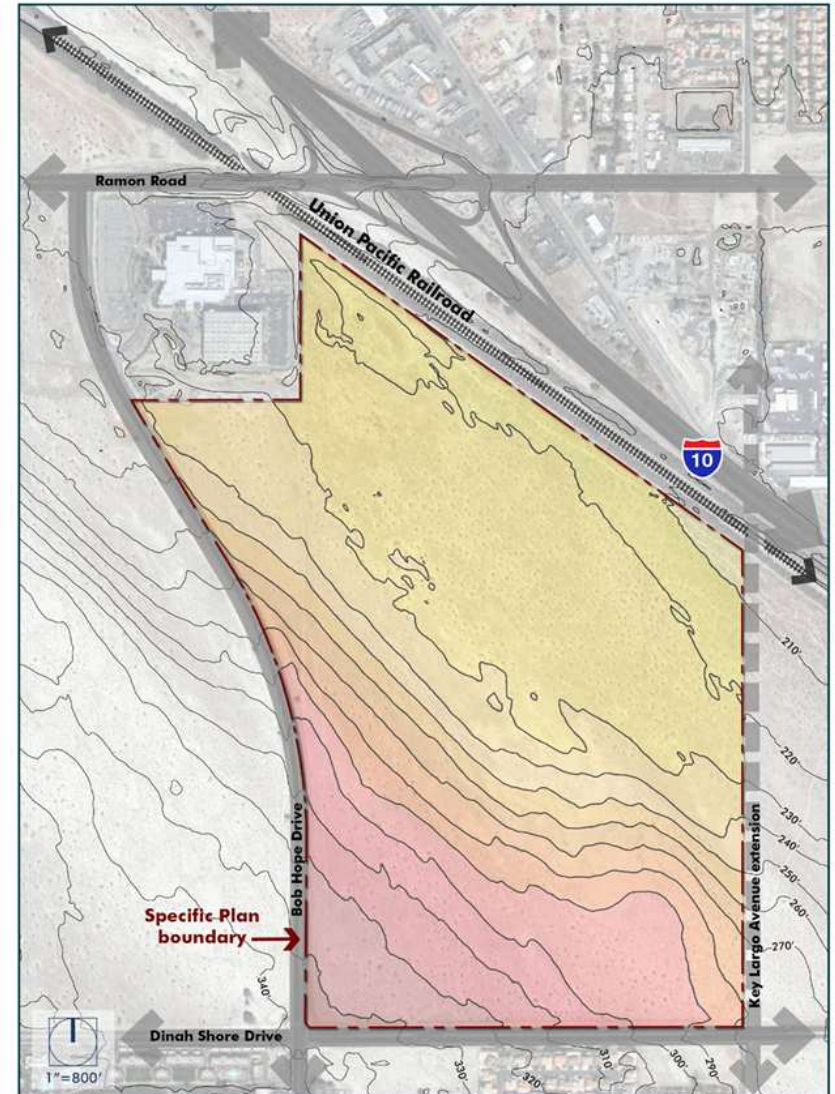
Customer Type Breakdown



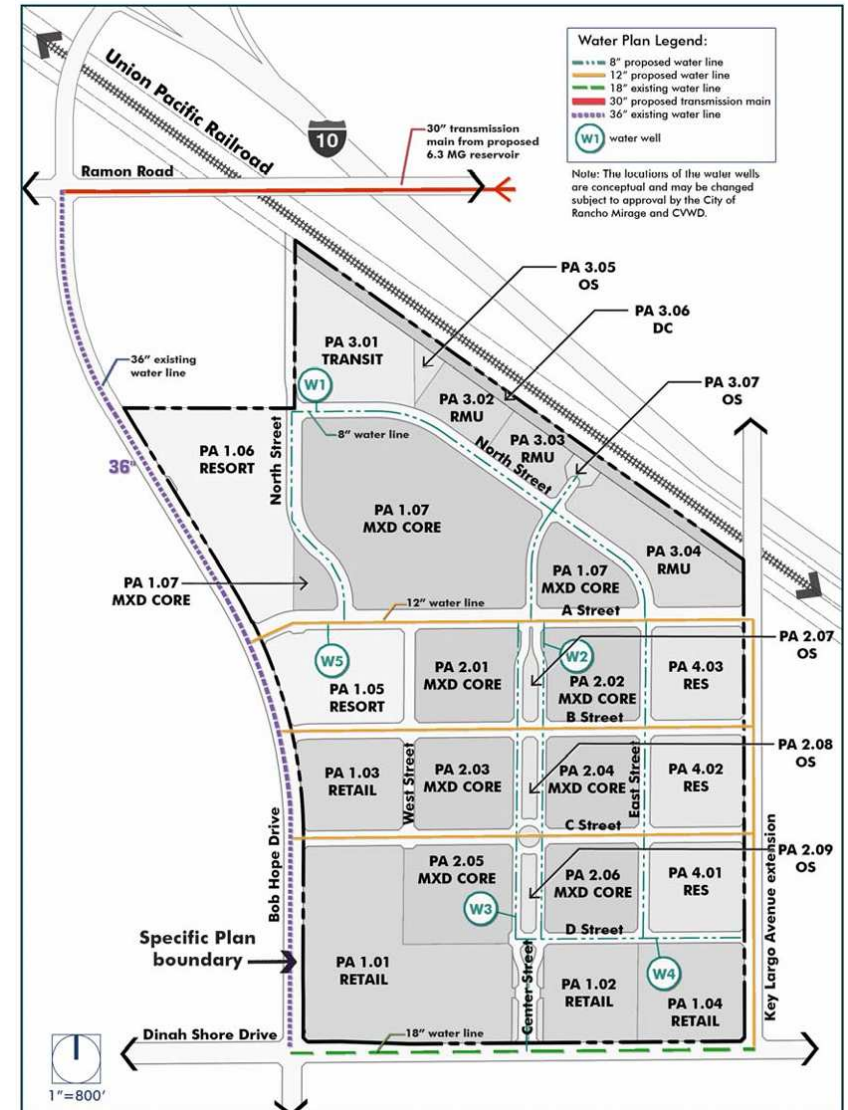
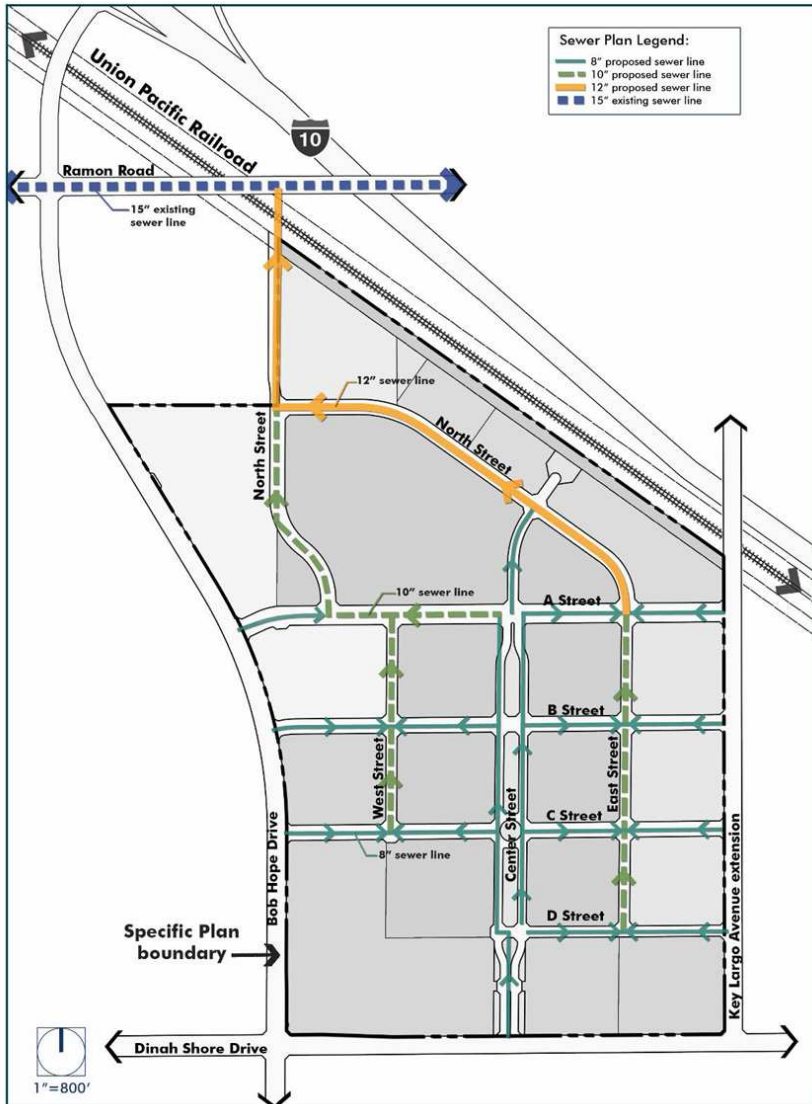
Note: Please refer to the [DRPEP User Guide](#) for further details.

Substation Level

Substation Name	Santa Rosa
Substation ID	1797
System Name	Mirage 220/115 System
Existing Generation (MW)	28.47
Queued Generation (MW)	1.26
Total Generation (MW)	29.73



CONCEPTUAL SEWER & WATER PLAN



LAND USE LEGEND & CONCEPTUAL ILLUSTRATIVE SITE PLAN

