

- RARE APPROVED RESIDENTIAL PROJECT IN DESIRABLE CITY OF PALM SPRINGS ON FEE-SIMPLE LAND | INCREDIBLE MOUNTAIN VIEWS
- HIGH VISIBILITY OFF PALM CANYON (MAIN ARTERIAL ROAD) LEADING INTO CORE DOWNTOWN AREA
- ACROSS FROM RIVIERA RESORT, NEAR DESERT REGIONAL MEDICAL CENTER & SHOPPING/DINING

# THE SIENA

PALM SPRINGS



60 ENTITLED UNITS (ATTACHED) | 4.37 PRIME INFILL ACRES | MODERN LUXURY (PRIVATE BACK YARD FOR EACH UNIT)

APPROVED TENTATIVE TRACT MAP | MAJOR DEVELOPMENT PERMIT (APPROVAL JAN. 2025)

2-STORY | 1,533, 1,732, & 2,032 SF | ALL 3 BEDROOM, + LOFT & OFFICE ON PLAN 3

1875 N. PALM CANYON DRIVE | DESIRABLE LITTLE TUSCANY NEIGHBORHOOD

CITY OF PALM SPRINGS, CA | COACHELLA VALLEY | RIVERSIDE COUNTY



FRONT ELEVATION

SIENA PRODUCT ELEVATIONS



FLOOR PLANS & BACKYARD



COMPARABLE SOLD OUT PROJECT (CODY PLACE BY TOLL BROTHERS \$1M+)



COMPARABLE ACTIVE PROJECT (ELAN TOWNHOMES BY FAR WEST START \$800K'S)

## PROPERTY & CITY OVERVIEW

The City of Palm Springs has been experiencing a multi-sector development boom, and has become one of the strongest performing sub-markets in the Inland Empire with regards to home buyer, renter, and hospitality demand, along with new home price appreciation, and record setting price per square foot numbers. Palm Springs has historically been known for its alternative lifestyle locals, coastal 2nd-home weekenders, seniors, international based snowbirds, however has recently captured an increasing number of year-round residents. Since the pandemic, Palm Springs has been considered one of the top locations to move to in Southern California, and has also been targeted more than ever before as the new trendsetting place for home buyers to purchase new home product with modern architecture. \$140-million in new funding for Palm Springs was backed by voter approved Measure J several years ago which funded the recent massive revitalization of downtown. These improvements most notably include a new destination mixed-used project (now substantially completed & open) called Downtown PS with a new hotel by Kimpton Hotels & Restaurants. Additionally the new shops and restaurants include Tommy Bahamas, West Elm, Sephora, H&M, Starbucks, Kiehl's & Blaze Pizza as well as a new Thompson Hotel near completion.

## PALM SPRINGS QUICK FACTS

Average Household Income **\$121,312**

Average Home Price **\$1,145,736**

Population **46,301**

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