

# HOPE PARK

## OFFERING MEMORANDUM

PULTE SENIOR  
HOUSING PROJECT  
(UNDER CONSTRUCTION)

RAMON RD  
AGUA CALIENTE CASINO  
AND HOTEL EXPANSION  
AND ADDITION

BOB HOPE DRIVE

DINAH SHORE DR

PARCEL 1

PARCEL 2



### EXCLUSIVELY OFFERED BY:

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**CUSHMAN &  
WAKEFIELD**





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## OFFERING STATEMENT/DISCLAIMER

Cushman & Wakefield (hereinafter “CW”) has been retained as exclusive advisor by Hope Park 85, the “Owner” for the sale of approximately 180.83 acres, real property located along Bob Hope Drive, Rancho Mirage, CA.

This Offering has been prepared by CW for use by a limited number of parties and does not purport to provide a necessarily complete summary of the Property or any of the documents related thereto, nor does it purport to be all-inclusive or to contain all of the information which prospective investors may need or desire. All projections have been developed by CW, and designated sources and are based upon assumptions relating to the general economy, competition, and other factors beyond the control of the Owner and CW, therefore, are subject to variation. No representation is made by CW or Owner as to the accuracy or completeness of the information contained herein, and nothing contained herein is, or shall be relied on as, a promise or representation as to the future performance of the Property. Although the information contained herein is believed to be correct, CW or Owner and its employees disclaim any responsibility for inaccuracies and expect prospective purchasers to exercise independent due diligence in verifying all such information. Further, CW, Owner, and its employees disclaim any and all liability for representations and warranties, expressed and implied, contained in, or for omission from, this Investment Offering or any other written or oral communication transmitted or made available to

the recipient. This Offering does not constitute a representation that there has been no change in the business or affairs of the Property since the date of preparation of the package. Analysis and verification of the information contained in this package is solely the responsibility of the prospective purchaser.

Additional information and an opportunity to inspect the Property will be made available upon written request to interested and qualified prospective investors.

Owner and CW each expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers regarding the Property and/or terminate discussions with any entity at any time with or without notice. Owner shall have no legal commitment or obligation to any entity reviewing this Offering or making an offer to purchase the Property unless and until a written agreement for the purchase of the Property has been fully executed, delivered, and approved by Owner and its legal counsel, and any conditions to Owner’s obligations thereunder have been satisfied or waived. CW is not authorized to make any representations or agreements on behalf of Owner.

This Offering and the contents, except such information which is a matter of public record or is provided in sources available to the public (such contents as so limited herein are called

the “Contents”), are of a confidential nature. By accepting the package, you agree (i) to hold and treat it in the strictest confidence, (ii) not to photocopy or duplicate it, (iii) not to disclose the package or any of the contents to any other entity (except to outside advisors retained by you, if necessary, for your determination of whether or not to make a proposal and from whom you have obtained an agreement of confidentiality) without the prior written authorization of Owner or CW, (iv) not use the package or any of the contents in any fashion or manner detrimental to the interest of Owner or CW, and (v) to return it to CW immediately upon request of CW or Owner.

If you have no further interest in the Property, please return this Investment Offering forthwith.





01  
03  
06  
07  
09  
11  
17  
19  
21

Executive Summary

Market Overview

Offering Summary

Land Use Categories

Development Plans

Amenities

Demographics

Zoning

Comparables







# EXECUTIVE SUMMARY

## HOPE PARK

The property sits adjacent to the popular Agua Cliente Resort and Casino. It is one of the last undeveloped parcels within the city of Rancho Mirage. Additionally, it is also one of the most uniquely zoned parcels within the city. The zoning enables a developer to combine both residential and commercial units, integrating the small town feel of Rancho Mirage with the high energy Agua Caliente Resort and Casino.

## SECTION 19 SITE PLAN

The Section 19 Specific Plan is designed to foster the creation of a new mixed-use destination for the City of Rancho Mirage and the broader Coachella Valley. Situated at the northern edge of the City, adjacent to the Agua Caliente Casino • Resort • Spa and Interstate 10, Section 19 represents an opportunity to bring a different style of living, working, and shopping to the desert. Departing from the low-scale resort-oriented development, the Section 19 Specific Plan will introduce a high-density mix of commercial, office, entertainment, hotel, and residential uses in the context of a master planned town center.





# MARKET OVERVIEW



The four hotels in the City of Rancho Mirage noted below are considered to be first-class, destination resorts. Rancho Mirage has firmly established itself in a competitive position within the Palm Springs Valley with enhanced recognition by leisure and group resort travelers throughout the world. This position has been further strengthened by the opening of the Ritz-Carlton Hotel on May 15, 2014. The project includes a complete renovation of the existing 244-room resort and construction of 16 spa suites plus future

construction of 54 T-wing units and 25 tennis villas. This newly renovated resort along with the Omni Rancho Las Palmas Resort and Spa, the Westin Mission Hills Resort and Spa and the Agua Caliente Casino, Resort, & Spa will keep Rancho Mirage firmly established in a competitive position within the Palm Springs Valley for recognition by leisure and group resort travelers throughout the world. The Highway 111 corridor through Rancho Mirage is a 4½-mile-long major thoroughfare, with daily traffic exceeding 65,000 vehicles. It is

recognized as the circulation and commercial axis of the Palm Springs Valley. The focus of the eastern-most portion of Highway 111 within Rancho Mirage is largely retail, restaurants and professional offices. In this area is The River at Rancho Mirage, the cornerstone of the City's revitalization of Highway 111. The 30-acre waterfront development offers an upscale shopping and entertainment experience in an environment that features a river, fountains and waterfalls. People from all corners of the Palm Springs Valley, Southern California and

beyond enjoy the many amenities offered at The River. Coupled with the pending successful redevelopment of the Rancho Las Palmas Shopping Center, the resulting ripple effect along Highway 111 has transformed this area into a unique and vibrant commercial "downtown" for the community.





# OFFERING SUMMARY

**ASKING PRICE:**  
Reduced Price  
Call For Price Expectations

**APN:**  
Parcel 1: 685-00-013, 673-120-028  
Parcel 2: 685-010-009

**POTENTIAL UPSIDE:**  
Property has a specific master plan in place, making approvals for any project a smooth process.  
(See due diligence link for Section 19 Specific Plan.)

**LOCATION:**  
Real property located between Ramon Road and Dinah Shore Drive, just east of Bob Hope Drive in the city of Rancho Mirage, CA

**APPROX LAND AREA:**  
P1: 113.69 acres  
P2: 67.14 acres

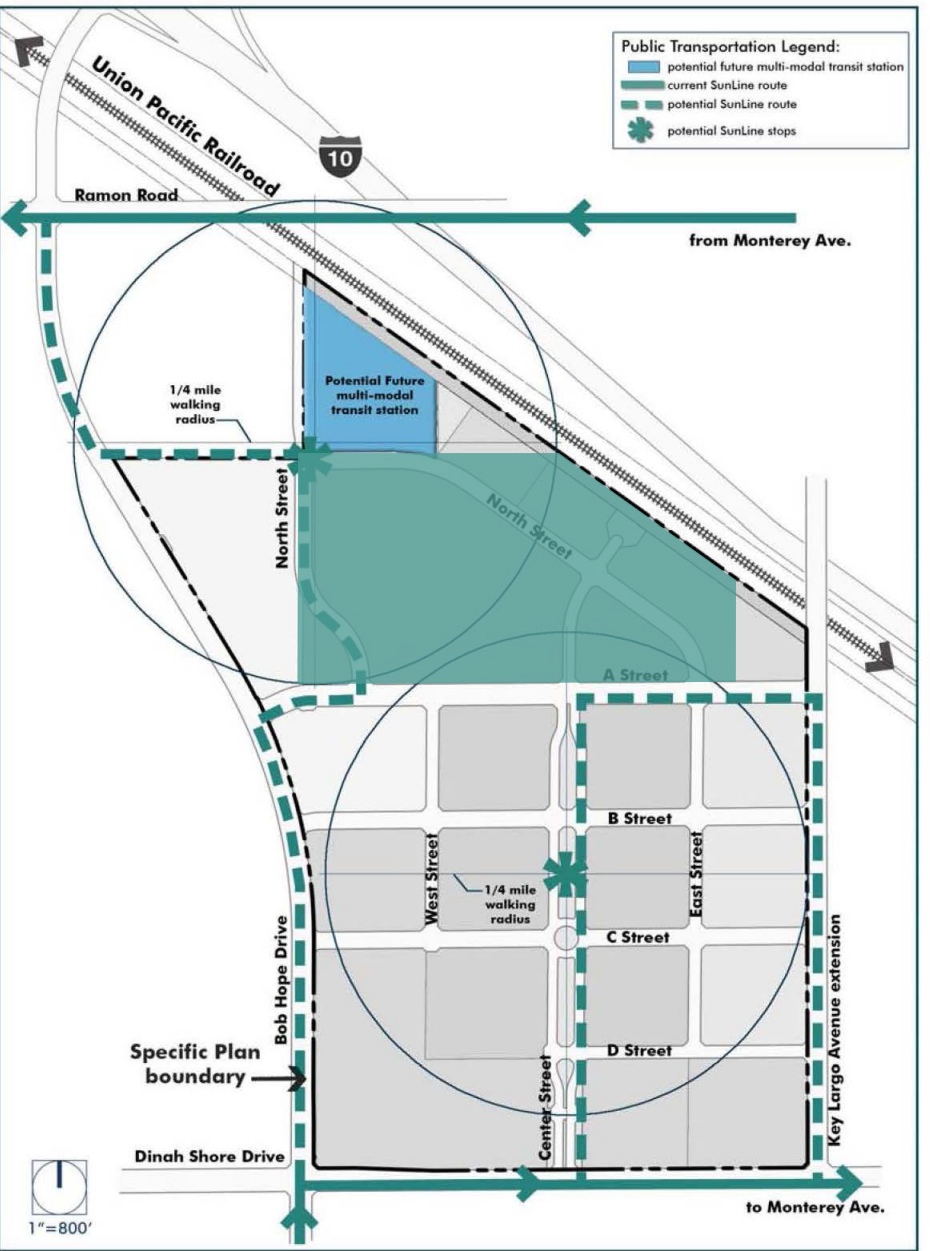
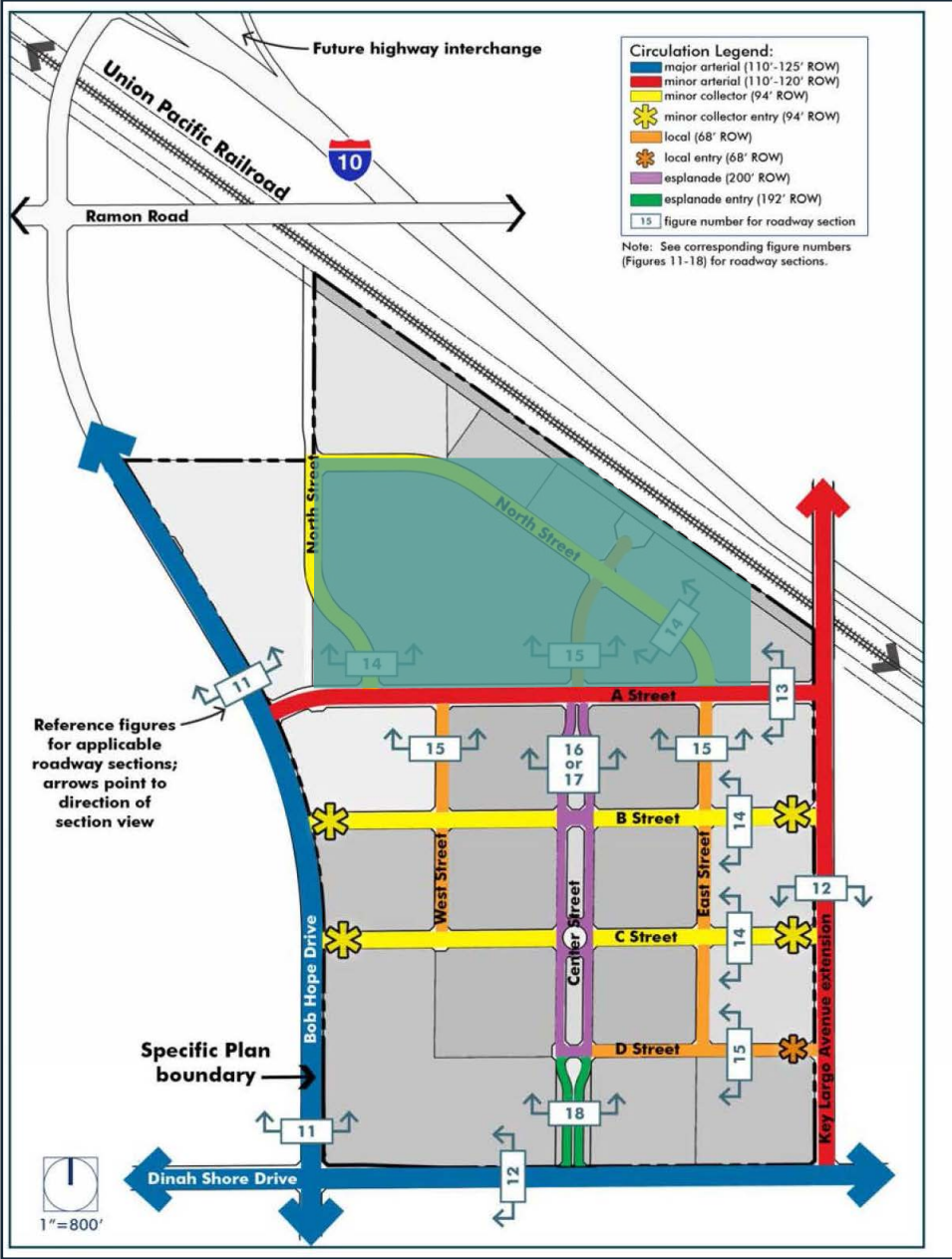
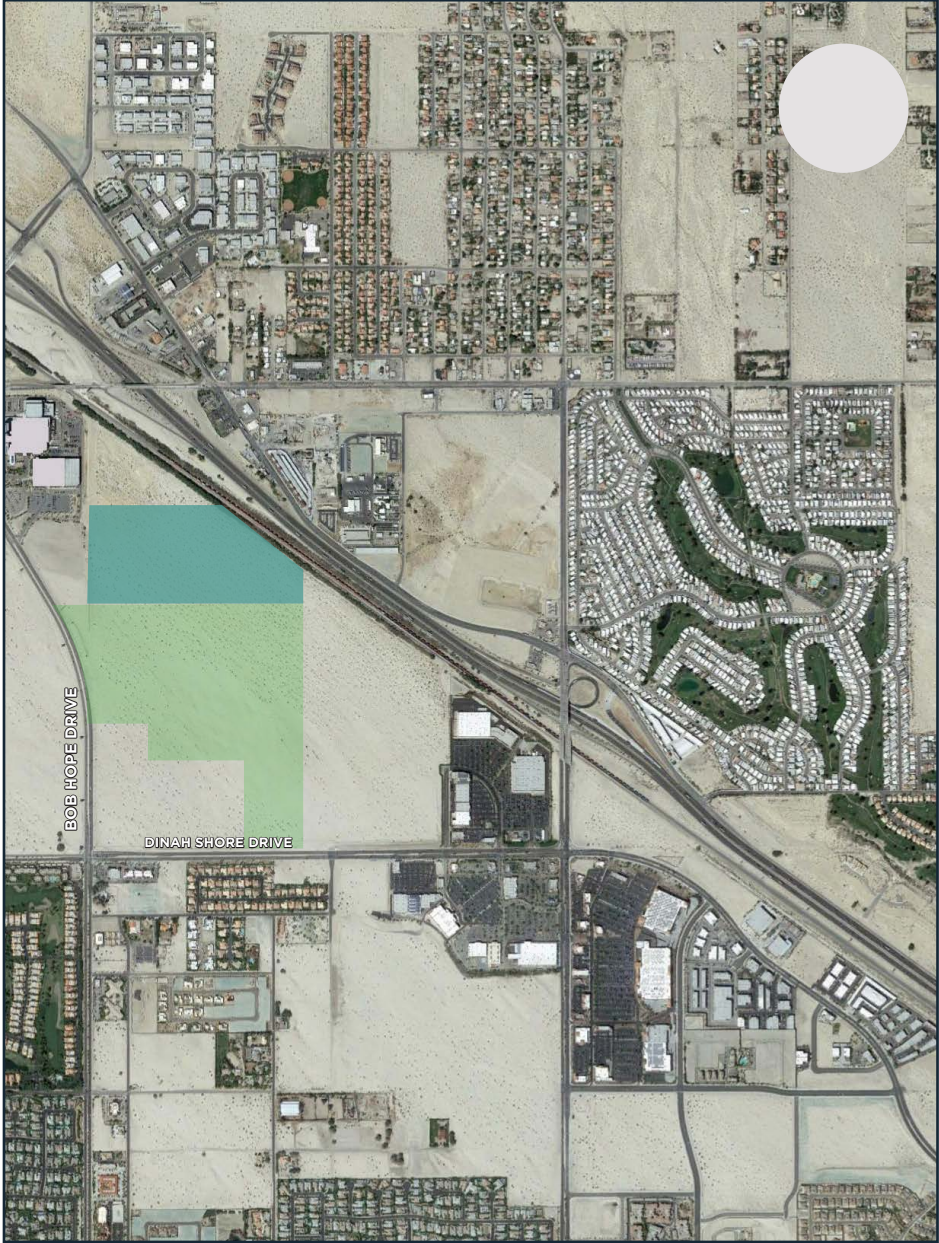
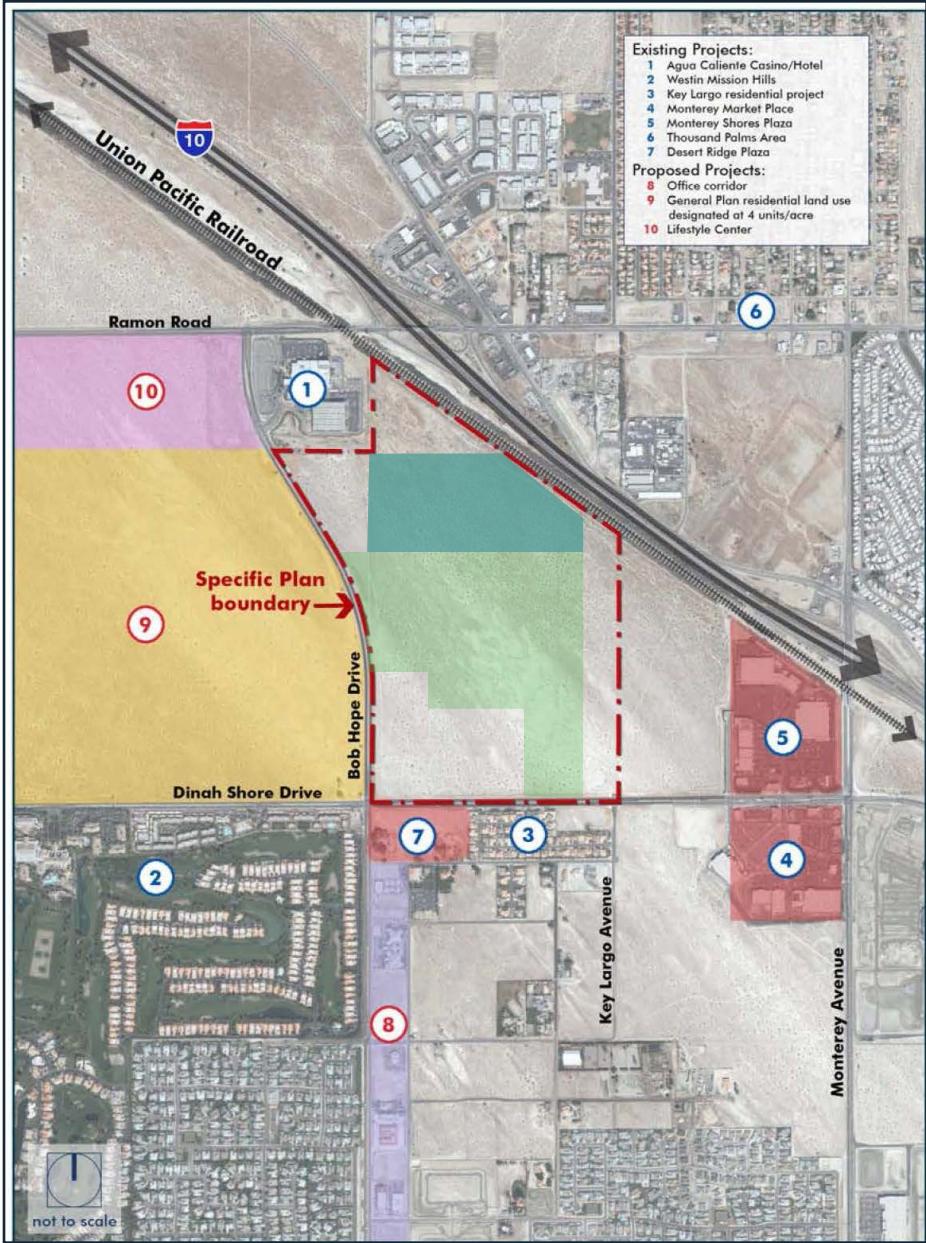
**Total: 180.83 AC**

**ZONING:**  
Multiple zoning designations (see page 11)





# SITE PLANS





# LAND USE CATEGORIES

## MIXED-USE CORE

The Mixed-Use Core land use category is the most intense and compact part of the Section 19 Specific Plan, supporting the vertical or horizontal integration of housing with smaller commercial services in the center of Section 19. Spread throughout 85 acres of the project, the mix of uses is intended to produce a unique and walkable shopping, working, and living experience that creates a sense of place within the project and the City. The greater intensity of development combines with the site's downward (northeasterly) sloping topography to support mixed-use multiple-story buildings that gain visibility from surrounding roadways and provide expansive views without dominating the remaining portions of the Specific Plan. The Mixed-Use Core category permits the widest range of uses, including community retail, restaurants, regional lifestyle mixed center, professional office, live/work, attached single-family residential, and attached multifamily residential. Although this category allows for various land uses, it does not require a specified mix of uses.

## REGIONAL MIXED-USE (RMU)

Located in the northernmost area of the specific plan, the Regional Mixed-Use land use category serves as the window to the City of Rancho Mirage from Interstate 10 (I-10). To take advantage of this freeway exposure, the RMU land use category supports a variety of commercial, office, hotel, and entertainment uses on approximately 16 acres of land. The proximity to the railway and highway, however, limit the viability of residential uses. Resort Flex

Embracing the resort lifestyle of Rancho Mirage, the Resort Flex land use category permits uses such as retail, restaurants, resort hotels, and regional entertainment to create a lively and comfortable atmosphere for business and leisure travelers. The Resort category also supports the development plans for an expansion of the Agua Caliente Casino • Resort • Spa and the creation of a lifestyle or event center in Planning Area 1.06 by the Agua Caliente Band of Cahuilla Indians (Tribe). The Resort Flex category accounts for approximately 29 acres of the project; however, a little over 18 of these acres are under the control of the Tribe.



PULTE SENIOR  
HOUSING DEV

PARCEL 1

PARCEL 2

DINAH SHORE DRIVE

BOB HOPE DRIVE



# DEVELOPMENT PLANS

## SECTION 19

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.

## BOB HOPE DRIVE

The major street tree for Bob Hope Drive should be the California fan palm, interspersed with smaller drought resistant specimens. Additional shrub and groundcover landscaping should complement the primary street tree and adhere to the Major Arterial Landscape theme. The Rancho Mirage General Plan designates Bob Hope Drive as a part of the Boulevard Streetscape plan under the Community Design Element. Bob Hope Drive is also demarcated with Gateway Landscaping. These categories highlight Bob Hope Drive as a major entry to the City and one

of the City's primary commercial corridors. The intent of these designations should be integrated within the final landscape theme for Bob Hope Drive.

## DINAH SHORE DRIVE

The Mesquite, Palo Verde, or similar tree should be the primary street tree for Dinah Shore Drive. Under the Rancho Mirage General Plan, Dinah Shore Drive is delineated with Special Arterial Landscaping. Similar to Bob Hope Drive, the landscape theme for Dinah Shore Drive should incorporate these objectives from the General Plan.

## SPECIFIC PLAN CONCEPTS

### RETAIL

The Retail land use category provides the project's primary shopping destination and offers a range of commercial, service, hotel, entertainment, and eating establishments on approximately 51 acres. These uses are best located at the perimeter of the site, exposed to the high volumes of traffic along Bob Hope Drive, Dinah Shore Drive, and Key Largo Avenue. A limited number of residential and interval ownership units may be introduced into identified planning areas to invigorate the retail environment and provide a transition to the internal Mixed-Use Core planning areas.

## RESIDENTIAL (RES)

The Residential land use category provides a more urbanized style of residential living on approximately 22 acres across the street from the project's mixed-use core. **Buildings up to four stories in height could contain dwelling units at densities reaching 28 units per acre** (greater intensity can be reached with the inclusion of affordable housing). The residential uses will also serve as a transition between the Mixed-Use Core and the future residences across Key Largo Avenue in the City of Palm Desert. **The residential uses will also offer higher density housing options for Rancho Mirage residents** who may want to move out of single family detached housing but wish to remain in the City.



## WATER: THE COACHELLA VALLEY WATER DISTRICT (CVWD)

The Coachella Valley Water District (CVWD) will provide water service for the Section 19 Specific Plan. At buildout, the Specific Plan will need about 600 acre-feet of water per year (0.54 million gallons per day or about 8,000 gallons per minute). The potable water will be provided by five onsite groundwater wells. Each well, along with an associated pump station, will be capable of producing about 1,800 to 2,000 gallons per minute. The proposed conceptual water plan, designed to accommodate the Specific Plan's domestic water demand, is depicted in Figure 27. The location of each well site is conceptual and is subject to standards and requirements imposed by the CVWD. This includes a prohibition against the location of a domestic water well site within 500 feet of existing petroleum transmission mains located at the northern edge of the project boundary.

Accordingly, well site 1 is proposed to be located on the southwest corner of Planning Area 3.01, which is beyond the minimum horizontal separation distance of 500 feet from the petroleum transmission mains. Storage capacity of 6 to 7 million gallons will be provided off-site from the proposed reservoir 4603. The 30-inch transmission

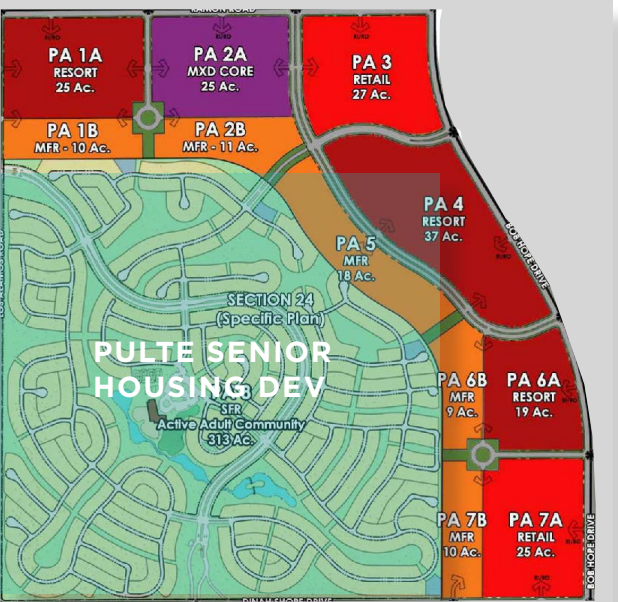
main from the proposed reservoir will be connected to an existing 36-inch water main in Bob Hope Drive at Ramon Road. The on-site water distribution system will include pipes ranging from 8 to 18 inches in diameter. A Water Supply Assessment and Water Supply Verification Report (WSA) for the Specific Plan were prepared based on a Coachella Valley Management Plan, Urban Water Management Plan, and Water System Backup Facilities charge study dated July 2006. The proposed conceptual potable water master plan is consistent with the WSA. Additional discussion is provided in Sections 4.4 and 4.7.



## SECTION 24 (PULTE-1200 UNITS)

The Section 24 Specific Plan provides for a potential mix of up to 3,138,600 square feet of commercial, retail, office, restaurant, hotel and entertainment uses, and up to 2,406 residential units. The Development Plan is designed to accommodate these uses through the creation of 8 Planning Areas and 7 Land Use Categories that cover approximately 529 acres. These Planning Areas, in addition to approximately 48 acres for public street rights-of-way comprise a total of approximately 577 acres for the Specific Plan area. The Planning Areas and land use categories allow for a greater variety and flexibility of land uses and development standards

## SECTION 24 PLAN







# AMENITIES

## COUNTRY CLUB

- |    |                               |
|----|-------------------------------|
| 1  | Indian Wells Tennis Garden    |
| 2  | Shadow Mountain & Resort Club |
| 3  | Woodhaven Country Club        |
| 4  | Toscana Country Club          |
| 5  | Eldorado Country Club         |
| 6  | The Oasis Country Club        |
| 7  | Classic Club                  |
| 8  | La Quinta                     |
| 9  | Rancho La Quinta              |
| 10 | The Vintage Club              |
| 11 | Seven Lakes Country Club      |
| 12 | Mesquite Golf & Country Club  |
| 13 | Thunderbird Country Club      |
| 14 | Tamarisk Country Club         |
| 15 | Mission Hills Country Club    |
| 16 | Rancho Mirage Country Club    |

## GROCERY

- |    |                       |
|----|-----------------------|
| 17 | Gelson's Markets      |
| 18 | Jensen's Finest Foods |
| 19 | Vons                  |
| 20 | Albertsons            |
| 20 | Trader Joe's          |
| 21 | Clark's Nutrition     |
| 22 | Ralph's               |

## HOTELS

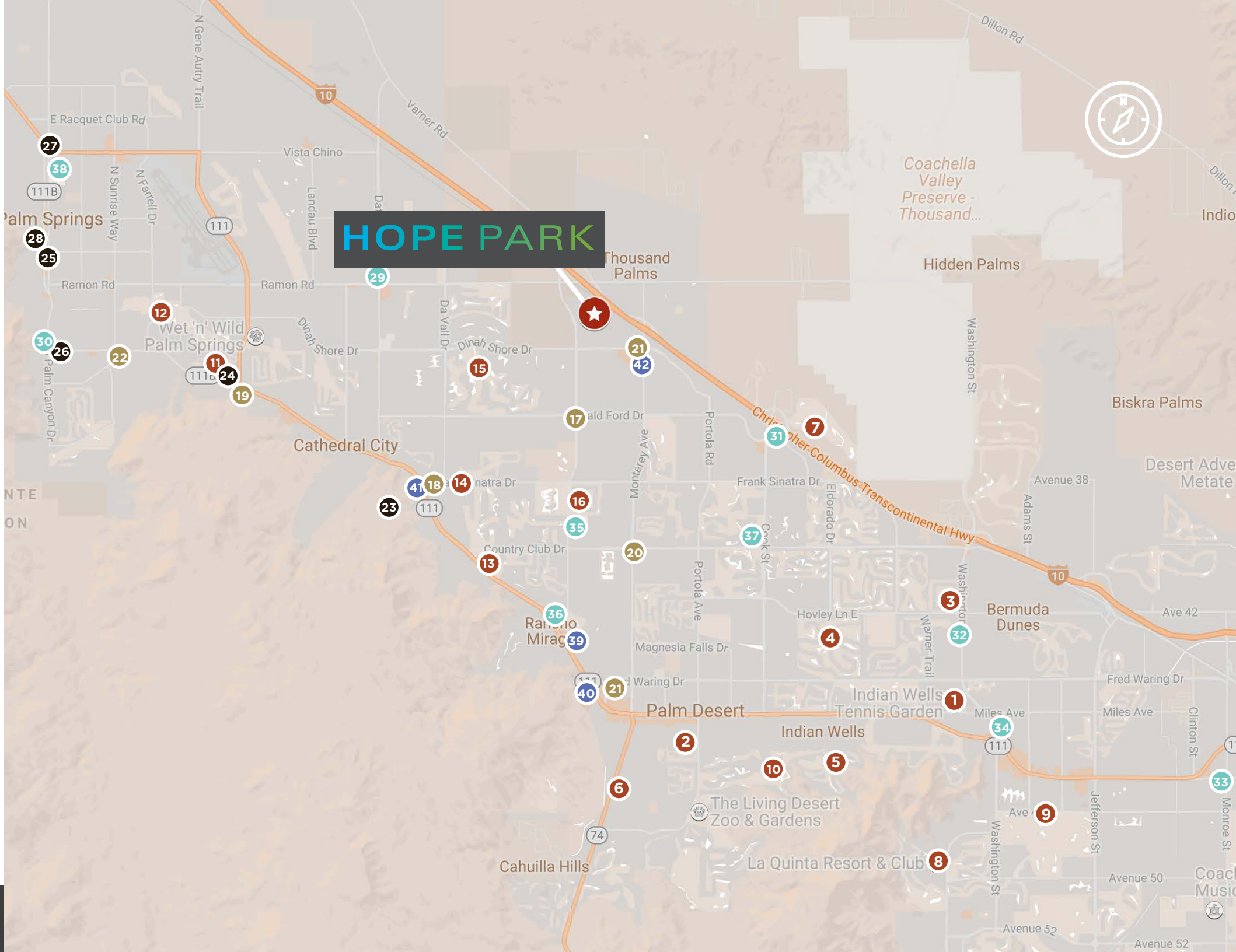
- |    |                              |
|----|------------------------------|
| 23 | Ritz Carlton Rancho Mirage   |
| 24 | Parker Palm Springs          |
| 25 | Hard Rock Hotel Palm Springs |
| 26 | Hotel California             |
| 27 | Riviera Resort & Spa         |
| 28 | Hyatt Palm Springs           |

## MEDICAL

- |    |  |
|----|--|
| 29 | Cathedral Medical Clinic                         |
| 30 | Palm Canyon Detal Office                         |
| 31 | Kaiser Permanente Palm Desert Medical Offices    |
| 32 | Kerrigan Family Medical Group: Frank Kerrigan DO |
| 33 | JFK Memorial Hospital                            |
| 34 | Desert Orthopedic Center                         |
| 35 | Eisenhower Medical Center                        |
| 36 | The Kiloby Center for Recovery                   |
| 37 | Desert Urgent Care                               |
| 38 | Desert Regional Medical Center                   |

## RETAIL

- |    |                                   |
|----|-----------------------------------|
| 39 | Rancho Las Palmas Shopping Center |
| 40 | Westfield Palm Desert             |
| 41 | The River                         |
| 42 | The Home Depot                    |





4

FIRST-CLASS  
RESORTS

5

PRIMARY RETAIL  
DISTRICTS

100,000

SEASONAL INFLUX OF  
PEOPLE

# RANCHO MIRAGE DEVELOPMENTS

## RESIDENTIAL AND NON-RESIDENTIAL

While the residential base is the single greatest asset of the community, Rancho Mirage has become a prominent community within the Palm Springs Valley, the prestigious image of Rancho Mirage has also been enhanced by major nonresidential uses, including four resort hotels. The hotels are considered to be first-class, destination resorts. Rancho Mirage has firmly established itself in a competitive position within the Palm Springs Valley with enhanced recognition by leisure and group resort travelers throughout the world. This position has been further strengthened by the opening of the Ritz-Carlton Hotel on May 15, 2014. The project includes a complete renovation of the existing 244- room resort and construction of 16 spa suites plus future construction of 54 T-wing units and 25 tennis villas. This newly renovated resort, along with the Omni Rancho Las Palmas Resort and Spa, the Westin Mission Hills Resort and Spa, and the Agua Caliente Casino Resort and Spa, will keep Rancho Mirage firmly established in a competitive position within the Palm Springs Valley for recognition by leisure and group resort travelers throughout the world.

## RETAIL — LIFESTYLE AND LUXURY

According to these studies, the Coachella Valley currently has approximately 400,000 residents, with a seasonal influx of approximately 100,000 people. The Valley's population is expected to grow in areas of the Valley **with convenient access to Section 19**. While a number of established shopping opportunities exist in the Valley, market research shows that the anticipated growth would support the development of an additional regional shopping destination within Section 19. Currently, five primary retail districts serve the bulk of residents within the Coachella Valley: the Palm Springs Downtown and Airport area, the El Paseo/Westfield Palm Desert area in Palm Desert, the Monterey Avenue/I-10 District serving Rancho Mirage and Palm Desert, the Highway 111/ Washington area in La Quinta, and Desert Hot Springs. While the El Paseo/Westfield Palm Desert shopping district will remain the dominant quality lifestyle and luxury shopping location in the Valley, it will not be able to conveniently serve the anticipated population growth. An additional regional center will be needed in a location that is convenient to a wide area. The Section 19 Specific Plan site is well situated to





take advantage of this opportunity. The new center would most likely need to be a “hybrid” mixed-use center comprised of promotional retailers, lifestyle retailers, restaurants, entertainment, hotels, office commercial, and residential. The Section 19 Specific Plan land use plan was designed to accommodate the potential uses identified above and the phasing plan developed to facilitate the desired mix of uses in the interim and at buildout. A potential CVAG multimodal transit center would provide convenient access from other areas of the Valley and beyond.

## OFFICE — GENERAL AND MEDICAL

The market for office space was analyzed in two categories: medical office space and general office space. Population growth drives the demand for medical offices, whereas general economic and employment growth drives demand for general office space. High population growth is forecast for the Coachella Valley for the next five years. This population growth suggests strong demand for medical office space. Continued high population growth beyond 2010 suggests that market demand could induce medical office development in the Section 19 Specific Plan project site. Most medical offices tend

to locate proximity to population cores and medical centers. With the nearby Eisenhower Medical Center and associated medical services, the Section 19 Specific Plan should be well positioned to attract a portion of the Valley’s long-term medical office growth. The forecast for continued economic and employment growth in the Coachella Valley suggests continued demand for new general office space. The market study found that economic growth would annually generate demand for approximately 65,000 square feet of new office space in the primary market area. The study also found that office space under construction and planned office space would meet the demand for new offices through 2012. By permitting general office development in a wide range of locations and land use categories, the Specific Plan builds in the flexibility to respond to demand for new office space for years to come.





# DEMOGRAPHICS

## 1 MILE RADIUS

Summary	Census 2010	2016	2021
Population	2,096	2,196	2,341
Households	920	948	993
Families	592	608	635
Average Household Size	2.27	2.31	2.35
Owner Occupied Housing Units	741	746	775
Renter Occupied Housing Units	179	203	219
Median Age	50.4	52.5	53.3
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	1.29%	0.87%	0.84%
Households	0.93%	0.79%	0.79%
Families	0.87%	0.79%	0.72%
Owner HHs	0.77%	0.69%	0.73%
Median Household Income	-0.49%	2.73%	1.89%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	94	9.9%	112	11.3%
\$15,000 - \$24,999	142	15.0%	134	13.5%
\$25,000 - \$34,999	121	12.8%	147	14.8%
\$35,000 - \$49,999	203	21.4%	205	20.6%
\$50,000 - \$74,999	142	15.0%	104	10.5%
\$75,000 - \$99,999	71	7.5%	78	7.9%
\$100,000 - \$149,999	102	10.8%	121	12.2%
\$150,000 - \$199,999	30	3.2%	39	3.9%
\$200,000+	43	4.5%	54	5.4%

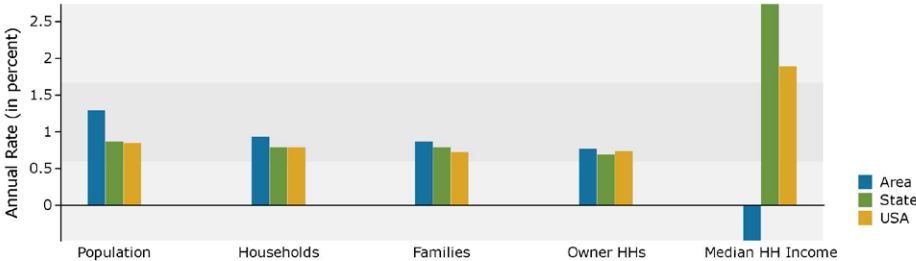
Median Household Income	\$42,196	\$41,174
Average Household Income	\$68,423	\$73,995
Per Capita Income	\$27,132	\$28,819

Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	95	4.5%	96	4.4%	102	4.4%
5 - 9	113	5.4%	98	4.5%	107	4.6%
10 - 14	131	6.3%	113	5.1%	115	4.9%
15 - 19	122	5.8%	119	5.4%	116	5.0%
20 - 24	84	4.0%	115	5.2%	106	4.5%
25 - 34	158	7.5%	190	8.7%	240	10.2%
35 - 44	211	10.1%	180	8.2%	193	8.2%
45 - 54	240	11.5%	255	11.6%	236	10.1%
55 - 64	296	14.1%	305	13.9%	334	14.3%
65 - 74	330	15.8%	379	17.3%	408	17.4%
75 - 84	233	11.1%	249	11.3%	281	12.0%
85+	82	3.9%	97	4.4%	104	4.4%

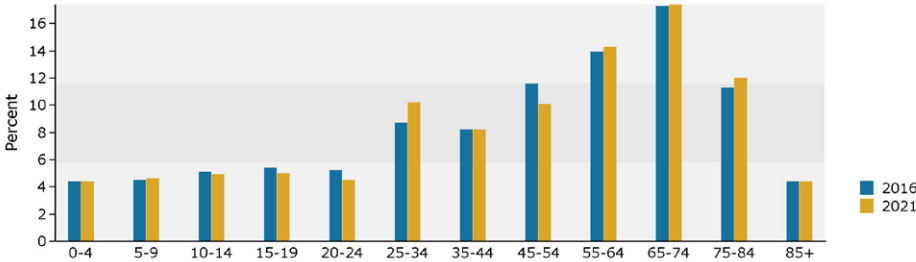
Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,671	79.8%	1,712	78.0%	1,786	76.3%
Black Alone	36	1.7%	41	1.9%	46	2.0%
American Indian Alone	20	1.0%	21	1.0%	22	0.9%
Asian Alone	65	3.1%	77	3.5%	94	4.0%
Pacific Islander Alone	2	0.1%	2	0.1%	3	0.1%
Some Other Race Alone	250	11.9%	284	12.9%	323	13.8%
Two or More Races	50	2.4%	58	2.6%	67	2.9%

Hispanic Origin (Any Race)	753	35.9%	851	38.8%	986	42.1%
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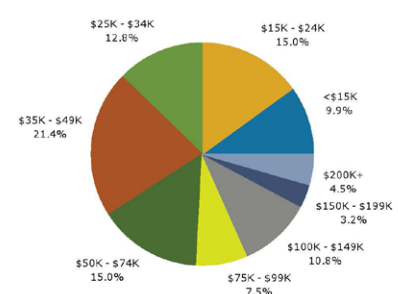
Trends 2016-2021



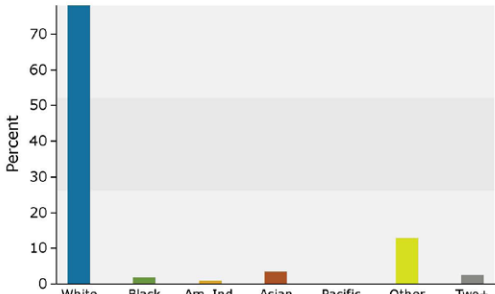
Population by Age



2016 Household Income



2016 Population by Race



2016 Percent Hispanic Origin: 38.8%

## 3 MILE RADIUS

Summary	Census 2010	2016	2021
Population	21,816	23,035	24,494
Households	9,530	9,959	10,460
Families	5,786	6,040	6,349
Average Household Size	2.28	2.30	2.33
Owner Occupied Housing Units	7,677	7,822	8,150
Renter Occupied Housing Units	1,853	2,138	2,310
Median Age	54.3	56.6	58.4
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	1.24%	0.87%	0.84%
Households	0.99%	0.79%	0.79%
Families	1.00%	0.79%	0.72%
Owner HHs	0.82%	0.69%	0.73%
Median Household Income	1.20%	2.73%	1.89%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	863	8.7%	990	9.5%
\$15,000 - \$24,999	996	10.0%	910	8.7%
\$25,000 - \$34,999	1,070	10.7%	1,196	11.4%
\$35,000 - \$49,999	1,645	16.5%	1,650	15.8%
\$50,000 - \$74,999	1,516	15.2%	1,179	11.3%
\$75,000 - \$99,999	966	9.7%	1,045	10.0%
\$100,000 - \$149,999	1,378	13.8%	1,634	15.6%
\$150,000 - \$199,999	526	5.3%	667	6.4%
\$200,000+	1,000	10.0%	1,191	11.4%

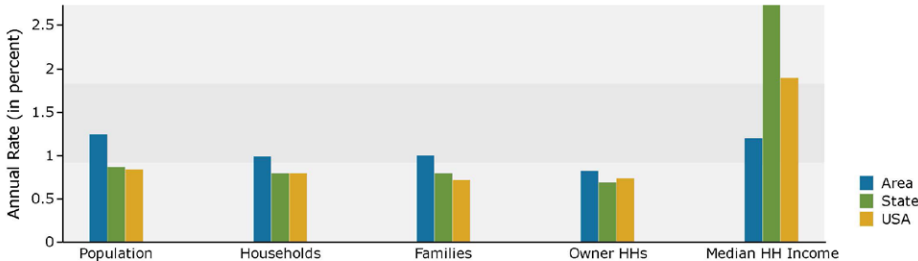
Median Household Income	\$55,045	\$58,420
Average Household Income	\$93,785	\$102,747
Per Capita Income	\$40,849	\$44,186

Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	880	4.0%	894	3.9%	937	3.8%
5 - 9	1,010	4.6%	930	4.0%	965	3.9%
10 - 14	1,111	5.1%	1,015	4.4%	1,055	4.3%
15 - 19	1,082	5.0%	1,027	4.5%	1,007	4.1%
20 - 24	802	3.7%	1,013	4.4%	917	3.7%
25 - 34	1,525	7.0%	1,814	7.9%	2,184	8.9%
35 - 44	2,047	9.4%	1,776	7.7%	1,849	7.5%
45 - 54	2,648	12.1%	2,534	11.0%	2,258	9.2%
55 - 64	3,377	15.5%	3,585	15.6%	3,678	15.0%
65 - 74	3,620	16.6%	4,297	18.7%	4,950	20.2%
75 - 84	2,702	12.4%	2,900	12.6%	3,360	13.7%
85+	1,011	4.6%	1,248	5.4%	1,335	5.5%

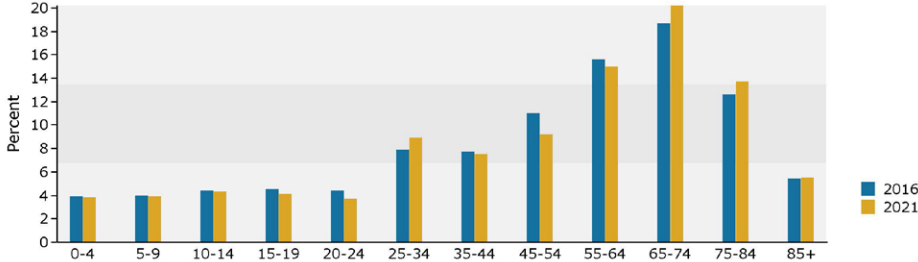
Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	17,639	80.9%	18,211	79.1%	18,957	77.4%
Black Alone	383	1.8%	431	1.9%	481	2.0%
American Indian Alone	196	0.9%	210	0.9%	224	0.9%
Asian Alone	854	3.9%	1,015	4.4%	1,224	5.0%
Pacific Islander Alone	27	0.1%	29	0.1%	32	0.1%
Some Other Race Alone	2,144	9.8%	2,463	10.7%	2,797	11.4%
Two or More Races	573	2.6%	676	2.9%	777	3.2%

Hispanic Origin (Any Race)	6,230	28.6%	7,163	31.1%	8,292	33.9%
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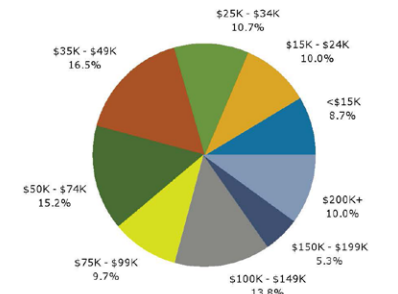
Trends 2016-2021



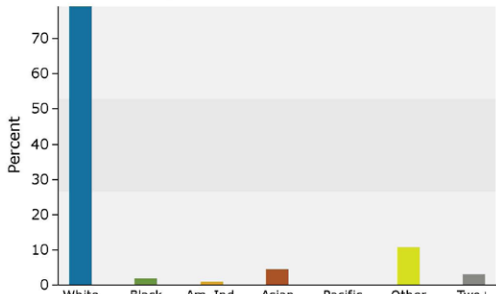
Population by Age



2016 Household Income



2016 Population by Race



2016 Percent Hispanic Origin: 31.1%



# DEMOGRAPHICS

5 MILE RADIUS

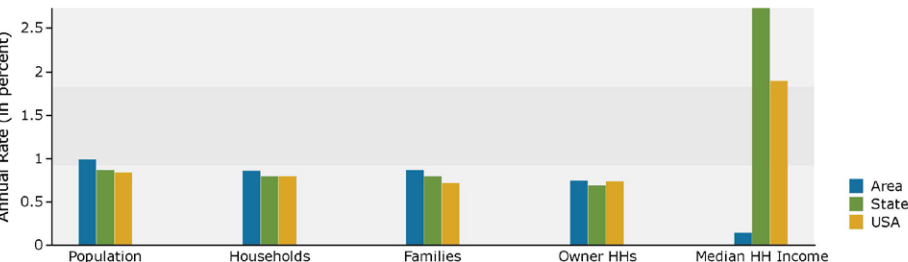
Summary	Census 2010	2016	2021
Population	84,295	88,184	92,635
Households	34,537	35,911	37,487
Families	20,729	21,524	22,474
Average Household Size	2.43	2.45	2.46
Owner Occupied Housing Units	24,141	24,359	25,272
Renter Occupied Housing Units	10,396	11,551	12,215
Median Age	46.2	48.7	50.4
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	0.99%	0.87%	0.84%
Households	0.86%	0.79%	0.79%
Families	0.87%	0.79%	0.72%
Owner HHs	0.74%	0.69%	0.73%
Median Household Income	0.14%	2.73%	1.89%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	4,236	11.8%	4,862	13.0%
\$15,000 - \$24,999	4,103	11.4%	3,718	9.9%
\$25,000 - \$34,999	4,004	11.1%	4,221	11.3%
\$35,000 - \$49,999	5,818	16.2%	6,055	16.2%
\$50,000 - \$74,999	5,896	16.4%	4,645	12.4%
\$75,000 - \$99,999	3,613	10.1%	4,046	10.8%
\$100,000 - \$149,999	3,993	11.1%	4,751	12.7%
\$150,000 - \$199,999	1,701	4.7%	2,138	5.7%
\$200,000+	2,548	7.1%	3,050	8.1%
Median Household Income	\$49,283		\$49,618	
Average Household Income	\$79,609		\$86,950	
Per Capita Income	\$32,253		\$34,974	

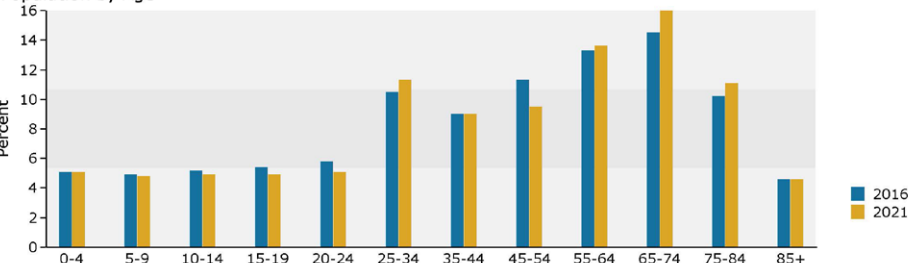
Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,517	5.4%	4,525	5.1%	4,684	5.1%
5 - 9	4,666	5.5%	4,358	4.9%	4,444	4.8%
10 - 14	5,069	6.0%	4,620	5.2%	4,540	4.9%
15 - 19	5,233	6.2%	4,797	5.4%	4,552	4.9%
20 - 24	4,380	5.2%	5,152	5.8%	4,768	5.1%
25 - 34	7,996	9.5%	9,269	10.5%	10,502	11.3%
35 - 44	8,983	10.7%	7,947	9.0%	8,355	9.0%
45 - 54	10,446	12.4%	9,935	11.3%	8,845	9.5%
55 - 64	10,599	12.6%	11,771	13.3%	12,559	13.6%
65 - 74	10,868	12.9%	12,826	14.5%	14,808	16.0%
75 - 84	8,233	9.8%	8,970	10.2%	10,311	11.1%
85+	3,305	3.9%	4,013	4.6%	4,264	4.6%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	61,886	73.4%	63,325	71.8%	65,323	70.5%
Black Alone	1,723	2.0%	1,852	2.1%	1,991	2.1%
American Indian Alone	705	0.8%	739	0.8%	768	0.8%
Asian Alone	3,503	4.2%	3,947	4.5%	4,551	4.9%
Pacific Islander Alone	92	0.1%	100	0.1%	112	0.1%
Some Other Race Alone	13,636	16.2%	15,133	17.2%	16,486	17.8%
Two or More Races	2,750	3.3%	3,087	3.5%	3,404	3.7%
Hispanic Origin (Any Race)	35,233	41.8%	39,059	44.3%	43,256	46.7%

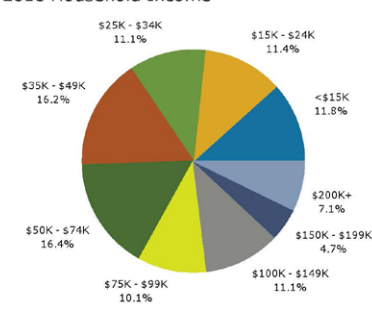
Trends 2016-2021



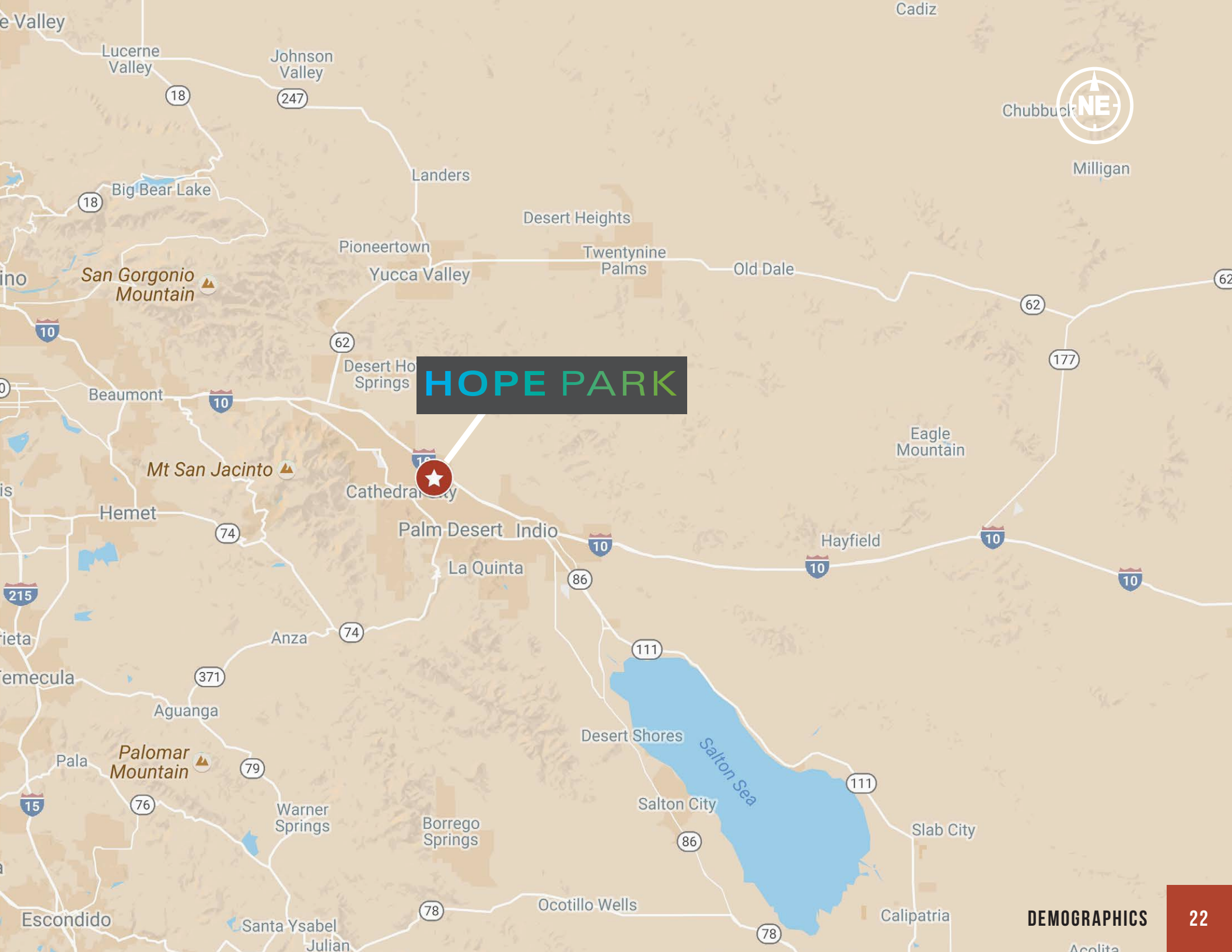
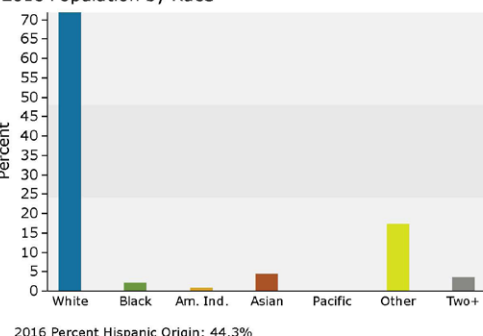
Population by Age



2016 Household Income



2016 Population by Race





# ZONING DESCRIPTION

## GENERAL PLAN & ZONING

The City of Rancho Mirage employs a “single map” system of land uses. This means that the City’s General Plan land use designations are the same as its zoning designations. Also, the density and intensity standards expressed in the General Plan are the same as those expressed in the City’s Zoning Ordinance. Existing General Plan land use designations are shown in Figure 7. Most of the 268.6-acre project site is designated for Community Commercial (C-C) use in the Land Use Element of the City’s General Plan.

## ZONING

542,000 SQFT Mixed-Use **(M-U)**  
444,800 SQFT Regional Mixed-Use **(R-M-U)**

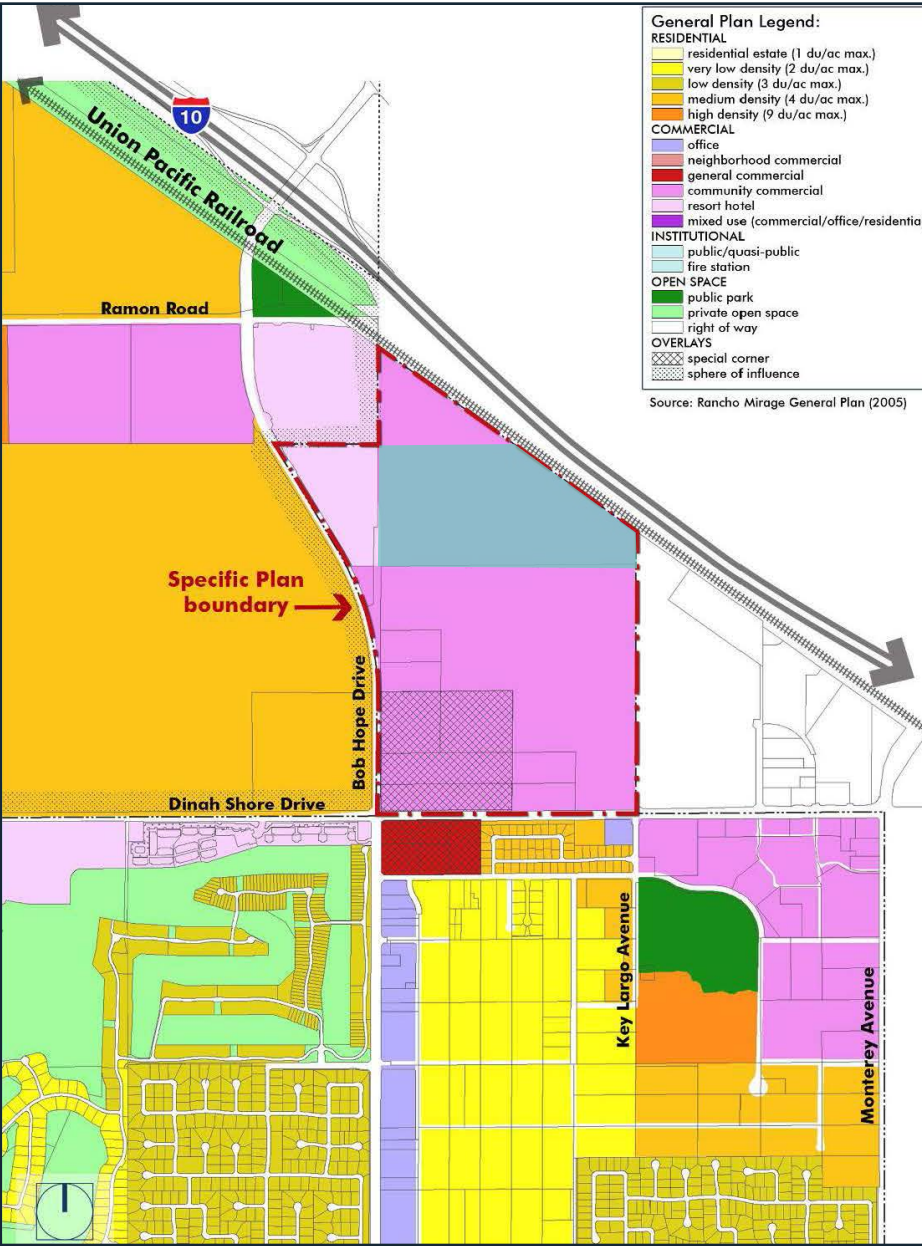
## MIXED-USE CORE

The Mixed-Use Core land use category is the most intense and compact part of the Section 19 Specific Plan, supporting the vertical or horizontal integration of housing with smaller commercial services in the center of Section 19. Spread throughout 85 acres of the project, the mix of uses is intended to produce a unique and walkable shopping, working, and living experience that creates a sense of place within the project and the City. The greater intensity of development combines with the site’s downward (northeasterly) sloping topography to support mixed-use multiple-story buildings that gain visibility from surrounding roadways and provide expansive views without dominating the remaining portions of the Specific Plan. The Mixed-Use Core category permits the widest range of uses, including community retail, restaurants, regional lifestyle mixed center, professional office, live/work, attached single-family residential, and attached multifamily residential. Although this category allows for various land uses, it does not require a specified mix of uses.

## REGIONAL MIXED-USE (RMU)

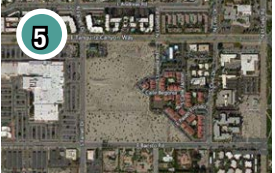
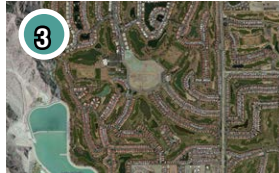
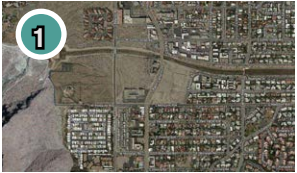
Located in the northernmost area of the specific plan, the Regional Mixed-Use land use category serves as the window to the City of Rancho Mirage from Interstate 10 (I-10). To take advantage of this freeway exposure, the RMU land use category supports a variety of commercial, office, hotel, and entertainment uses on approximately 16 acres of land. The proximity to the railway and highway, however, limit the viability of residential uses. Resort Flex

Embracing the resort lifestyle of Rancho Mirage, the Resort Flex land use category permits uses such as retail, restaurants, resort hotels, and regional entertainment to create a lively and comfortable atmosphere for business and leisure travelers. The Resort category also supports the development plans for an expansion of the Agua Caliente Casino • Resort • Spa and the creation of a lifestyle or event center in Planning Area 1.06 by the Agua Caliente Band of Cahuilla Indians (Tribe). The Resort Flex category accounts for approximately 29 acres of the project; however, a little over 18 of these acres are under the control of the Tribe.





# LAND SALES COMPS



Address	S PALM CANYON DR	RAMON RD	PGA BLVD W	JEFFERSON ST	260 FARRELL DR	HIGHWAY 111
Land AC	11.71	20	41.95	20.84	24.6	10.7
Price/AC Land	\$649,017.93	\$600,000.00	\$536,352.80	\$499,040.31	\$414,598.75	\$408,878.50
Price/SF Land	\$14.90	\$13.77	\$12.31	\$11.46	\$9.52	\$9.39
Zoning	C1	R1C	CT, R3	RMH	P	GC
Property City	Palm Springs	Palm Springs	La Quinta	La Quinta	Palm Springs	Rancho Mirage
Property County	Riverside	Riverside	Riverside	Riverside	Riverside	Riverside
Property State	CA	CA	CA	CA	CA	CA
Property Street Name	Palm Canyon Dr	Ramon Rd	PGA Blvd	Jefferson St	Farrell Dr	Highway 111
Sale Date	6/6/14	4/15/14	1/21/14	11/15/13	11/13/15	3/31/16
Sale Price	\$7,600,000	\$12,000,000	\$22,500,000	\$10,400,000	\$10,200,000	\$4,375,000
Buyer	Davidson Builders, Inc.	Woodbridge Pacific Group	California West Communities	Beazer Homes Holdings Corp	JEN Partners	HJH Construcion Inc





# HOPE PARK

## OFFERING MEMORANDUM

PULTE SENIOR  
HOUSING PROJECT  
(UNDER CONSTRUCTION)

RAMON RD  
AGUA CALIENTE CASINO  
AND HOTEL EXPANSION  
AND ADDITION

BOB HOPE DRIVE

DINAH SHORE DR

PARCEL 1

PARCEL 2



### EXCLUSIVELY OFFERED BY:

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#### TIM WINSLOW

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#### JASON KIMMEL

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**CUSHMAN &  
WAKEFIELD**