

RANCHO MIRAGE

A NEW DAY DAWNS ON THE GATEWAY TO RANCHO MIRAGE



MARK DAVIDSON



It requires little more than a glance at a Coachella Valley map to see that the City of Rancho Mirage occupies an enviable spot. If a gigantic bull's-eye were to be placed over the center of the valley, Rancho Mirage and its environs would easily rest inside most of its concentric circles. A steady stream of vehicles is delivered daily to this target zone, courtesy of Highway 111 traffic to the south and the newly completed Interstate

10/Bob Hope Interchange to the north. Developers and new business ventures stand to score highly when they invest in Rancho Mirage.

These days all eyes are on a prime piece of real estate at the northern edge of the city adjacent to the Agua Caliente Casino Resort Spa and Interstate 10. Section 19, as it's known, represents an opportunity for new development at the gateway to an otherwise largely built-out community.

City of Rancho Mirage Development Services Director Curt Watts; Tom Noya, Vice President Real Estate, Quorum Realty Funds; and Randy Bynder, Rancho Mirage City Manager, inspect the 34-acre parcel at the northeast corner of Dinah Shore and Bob Hope drives. Once developed by Quorum into a live/work/shop destination, the location will be known as Rancho Mirage Commons, the first phase of development in Section 19 Specific Plan area.



The long-term vision is to bring a different style of living, working, and shopping to the desert. The recently adopted Section 19 Specific Plan paves the way for development of more than 3 million square feet of commercial, retail, office, and restaurant space, with close to 2,000 residential units and 580 hotel rooms over 265 acres.

Once completed, the area will be a magnet for the entire Coachella Valley.

An undertaking of this magnitude comes with a set of challenges. The Specific Plan area encompasses 11 parcels owned by multiple entities, including private landowners, the Coachella Valley Association of Governments (CVAG), the Agua Caliente Band of Cahuilla Indians, and the City of Rancho Mirage. Given the scope of the potential build-out, water service also is a complicated and costly endeavor.

In a shining example of city government at its best, Rancho Mirage's thoughtful and continuous leadership has engaged in extensive long-term planning to clear these hurdles and see this project through to fruition. For example, their work with the Coachella Valley Water District has resulted in an agreement to tackle the water issue. "Many parties have joined together to make this plan a success for our future," says Mayor Richard W. Kite.

RANCHO MIRAGE STATS

MAYOR Richard W. Kite **MAYOR PRO TEM** Iris Smotrich **COUNCIL MEMBERS** Scott Hines, G. Dana Hobart, Ted Weill
YEAR INCORPORATED 1973 **POPULATION** 17,639 **AVERAGE HOUSEHOLD INCOME** \$131,718 **WEBSITE** www.RanchoMirageCA.gov



Rancho Mirage Mayor Richard Kite and Rancho Mirage High School Principal Ken Wagner marvel at the beautifully appointed interior of the Helene Galen Center for the Performing Arts at the newly opened Rancho Mirage High School.

"We're doing the upfront heavy lifting," says Curt Watts, Development Services Director for the City of Rancho Mirage, referring to how the city is skillfully handling property owner negotiations and resolution of water issues, smoothing the way for development in a dynamic location.

The sheer flexibility inherent in the Section 19 Specific Plan infuses it with vitality. Taking a cue from the grand presence of the Agua Caliente Casino Resort Spa, four-story and higher buildings will be allowed to rise on adjacent Section 19 land, allowing a high density mix of commercial, office, entertainment, hotel, and residential spaces.

The site's downward sloping topography offers the greatest potential to construct taller residential and mixed-use buildings, resulting in more open space for occupants to enjoy. The Specific Plan calls for public

plazas and pocket parks to link with pedestrian walkways through retail, office, and residential areas. The goal is to create a vibrant "live/work/play" setting, the likes of which has never been seen in the Coachella Valley.

Every day, an average of more than 100,000 vehicles travel on Interstate 10 along Rancho Mirage's northern border. Many utilize the long-awaited Bob Hope interchange leading into Rancho Mirage. No doubt this northwest gateway into the City benefits from the drawing power of the Agua Caliente Casino Resort Spa and its eye-catching, welcoming marquis. Its existence is an example of the markedly different type of signage to be permitted in proximity to the freeway — further evidence of the Specific Plan's flexibility in order to assure success for all businesses.

The owners of approximately 34 acres at the northeast corner of Dinah Shore and Bob Hope Drives are poised

to move forward with the first phase of development, known as Rancho Mirage Commons. It's expected that build out of neighboring sections will quickly follow as the overall economic picture continues to improve. "After years of meetings to plan this extension of our city and with the economy improving, it is positioned to become one of the prime locations for development in the valley," Mayor Kite says.

Another development whose time has come is the newly opened Rancho Mirage High School near the Da Vall Drive and Ramon Road intersection. A secondary school brings a fresh dimension to any community. In Rancho Mirage's case, it's a multi-faceted dimension since the scope of this educational institution is far from commonplace. The state-of-the-art facility will feature three distinct career pathway programs — performing arts, culinary arts, and a Mechanical/Transportation Academy.

The curriculum put forth by the new high school, particularly in performing arts and culinary arts, is a good match for a city whose livelihood centers on hotels, restaurants, entertainment, and the resort lifestyle. Certainly local philanthropist Helene Galen has taken note. She pledged a generous \$1.5 million in late May of this year to be paid over a six year period to support the school's performing arts center and theater and to establish an endowment fund. Moving forward, the Helene Galen Center for the Performing Arts will not only train generations of students eager to explore the performing arts but will also provide a marvelous new entertainment venue the entire community can enjoy. Welcome Rancho Mirage Rattlers!

At 40 years young and growing, Rancho Mirage has never looked more inviting. Credit an unsurpassed location and years of careful planning by its elected officials. It's a potent combination that ensures the city's prominence on the map for generations to come. 🌟

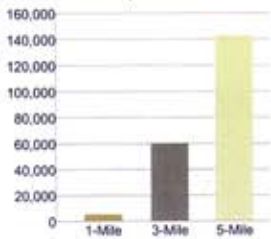
— June Allan Corrigan

Approximately 193 acres of land, located between Ramon Road and Interstate 10, was recently incorporated into Rancho Mirage's city limits. This property has been pre-zoned with a new innovative zoning category called "Regional Interstate Commercial." This zoning designation allows more flexibility in types of uses and development standards, in order to fully take advantage of the more than 100,000 vehicles that travel along this portion of Interstate 10 each day.

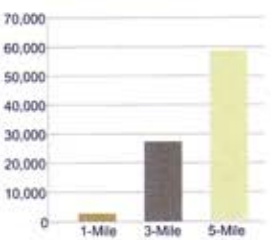
Just to the east and south sits Section 19. Adjacent to Agua Caliente Casino Resort Spa east of Bob Hope Drive, between I-10 and Dinah Shore Drive, this prime real estate is set to initiate the next wave of mixed-use development in the Coachella Valley. The recently adopted Section 19 Specific Plan provides the foundation for the development of more than 3 million square feet of commercial, retail, office, and restaurant space; and close to 2,000 residential units and 580 hotel rooms over 265 acres. The owners of the approximately 35 acres at the southwest corner of Section 19 are finalizing plans for the first phase of development, known as Rancho Mirage Commons.

RADIUS RESEARCH *

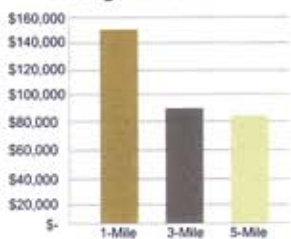
Total Population **



Total Households

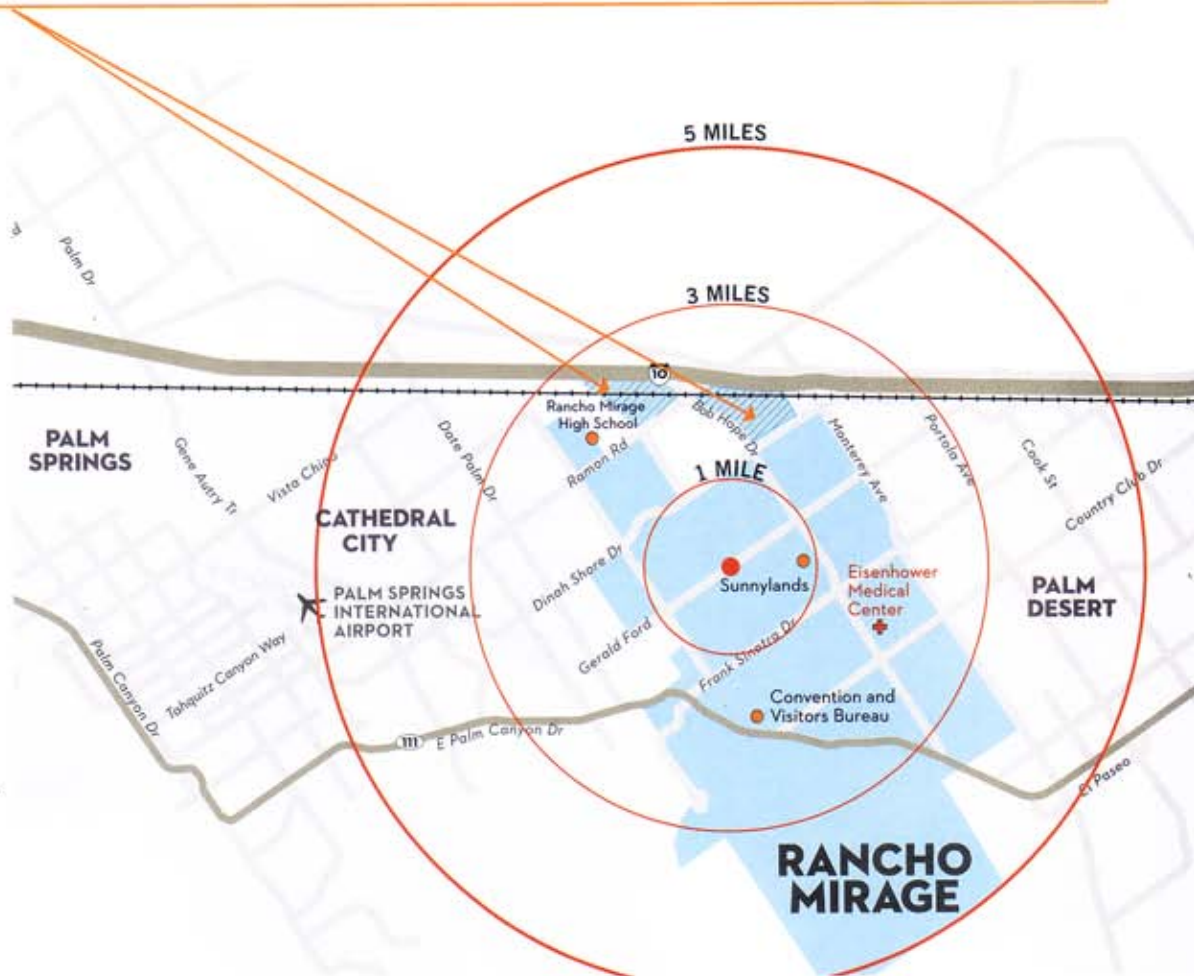


Average Household Income



* Source: Esri 2013 and City of Rancho Mirage

** Includes 2012 full time resident estimates from Esri and an additional 45.29 percent increase for seasonal residents as calculated by the city. Radius search centered at the intersection of Gerald Ford and Los Alamos Road, Rancho Mirage, CA 92270



Rancho Mirage Commons preliminary design showing a town square centered by a water feature and surrounded by retail, restaurants, condominiums, and a hotel anchor.