

## **CITY OF RANCHO MIRAGE SECTION 19 SPECIFIC PLAN** **PURPOSE AND INTENT**

The Section 19 Specific Plan provides a new vision for the northern area of Rancho Mirage known as Section 19. The City created the Specific Plan to transform this 268.6-acre area into a special place for the residents and property owners of Rancho Mirage. What is now a collection of vacant parcels can grow into an oasis of commercial, resort hotel, and mixed-use residential activity. The provisions of this Specific Plan will foster the creation of a recognizable, landmark development that appeals to the City's population, expands the City's employment opportunities and tax base, stands out from other development along Interstate 10 (I-10), and provides unique gathering spaces for the community.

The creation of a Specific Plan establishes a unified vision for the project site with the goal of applying innovative planning and design solutions to create a sense of place at all scales. The Specific Plan will create land uses, circulation design, site development standards, and design guidelines that promote the site's long-term success and enhance the character of the site and adjacent land uses.

This document will provide for a scale and mix of uses for the most efficient use of the existing parcels, taking into consideration size and shape, proximity to existing and adjacent uses, and the potential for incremental development on the site.

The Section 19 Specific Plan provides for a potential mix of 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.

### **SITE LOCATION**

#### **2.3.1 REGIONAL SETTING**

The City of Rancho Mirage is in the heart of the Coachella Valley in Riverside County, nestled at the base of the Santa Rosa Mountains and conveniently located to utilize the southern California freeway system via I-10. Incorporated in 1973, Rancho Mirage offers an abundant amount of sunshine, great climate, and resort lifestyle. Famous political leaders, corporate executives, and top entertainers all call Rancho Mirage home because of its renowned quality of life. Primarily a residential community from the beginning, later development saw the addition of world-class destination resorts and prime retail, restaurant, and office development along Highway 111. The majority of future development, including that under this Specific Plan, is expected to occur near I-10.

**SEE ATTACHED MAP FOR LOCATION**

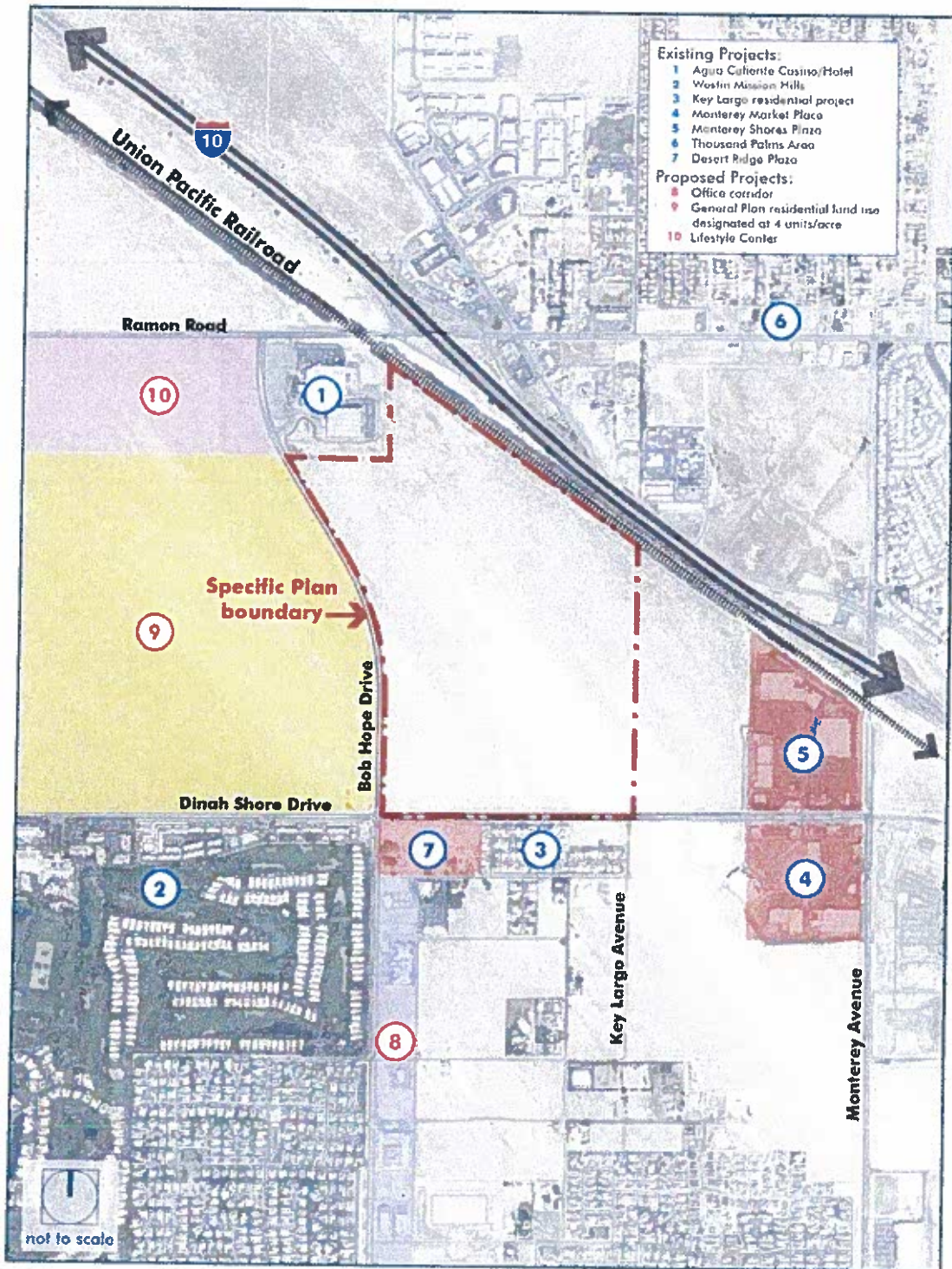


Figure 2 Aerial Photograph and Project Vicinity

## CITY OF RANCHO MIRAGE GOLF PROGRAM

Membership privileges include:

- Access to both courses, seven days per week, subject to availability.
- Tee time reservations on a space available basis up to four days in advance of the date of play.
- Golf cart and practice balls included in green fee on the day of play.

2010 SCHEDULE	MEMBER FEE PER ROUND	GUEST FEE PER ROUND
January 1 - April 30	\$63	\$95
May 1 - May 31	\$53	\$75
June 1 - September 30	\$35	\$55
October 1 - December 31	\$55	\$80

### **Mission Hills North**

The Westin Golf Shop

Telephone: (760) 770-2908

GARY PLAYER SIGNATURE COURSE

70-705 Ramon Road, Rancho Mirage

(Between Los Alamos Dr. and Da Vall Dr.)

### **Mission Hills Resort**

The Westin Golf Shop

Telephone: (760) 328-3198

PETE DYE RESORT COURSE

71-333 Dinah Shore Drive, Rancho Mirage

(Between Los Alamos Dr. and Bob Hope Dr.)

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## **Frequently Asked Questions**

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### **How Do I Join the Rancho Mirage City Golf Club?**

Visit City Hall (Administration Dept.) located at 69-825 Highway 111, Monday thru Friday from 8 a.m. to 5 p.m., during normal business hours. Qualifying Rancho Mirage residents with proof of eligibility are invited to join.

### **Who can become a member?**

Club membership is offered to Rancho Mirage permanent residents, seasonal residents that spend five or more months out of the year during the season in the City, and City employees.

What proof of eligibility is required for Rancho Mirage residents?

Any valid photo identification (i.e. driver's license or state-issued ID card), plus one of the following that must have a Rancho Mirage address: Utility bill, Property tax bill, or Rental agreement or lease (with phone bill).

### **What will it cost?**

Each membership is for an individual and the fee is \$75 per calendar year. An individual City Golf Club membership/photo ID will be issued. All membership cards are issued on a calendar year basis regardless of when issued (no prorated memberships).

### **When can I join?**

For faster processing, print out the City's Golf Club application form at [www.RanchoMirageCA.gov](http://www.RanchoMirageCA.gov) and bring it completed to City Hall with the necessary proof of eligibility requirements.

Anyone having questions should contact Rancho Mirage City Hall at (760) 324-4511.

[www.ranchoirageca.gov](http://www.ranchoirageca.gov)