

# Jack Family Farms 22-Acre Development Project Brief: Westmorland, CA

## Project Overview

This development project proposes to utilize a 22-acre triangular parcel located in the sphere of influence of Westmorland with boundaries along Hwy 86, Dean Rd & Baughman Rd's in Westmorland, California. The project aims to create two distinct operations:

1. Boat and RV Storage Facility (north-end)
2. National Fuel Operator Station (south-end)

## Land Allocation

- Total Project Area: 22 acres
- Boat and RV Storage: 10-12 acres
- National Fuel Operator: Positioned at the point along Highway 86 & Baughman Rd (acreage to be determined)

## Boat and RV Storage Facility

- Dedicated area: 10-12 acres
- Purpose: Provide secure storage for boats, recreational vehicles, trailers, desert toys & farm machinery
- Potential features: Covered and uncovered storage options, fully-gated, mechanics shop, bathroom, pump station, propane fueling station

## National Fuel Operator Station

- Location: Point position along Highway 86 & Baughman Rd
- Purpose: Establish a fueling station operated by a national fuel company
- Potential features: Multiple fuel pumps, convenience store, truck accessible lanes
- Potential Tenants → 7/11, Circle K, Maverik, Speedway

## Benefits to Westmorland

- Economic growth through new business development
- Job creation for local residents
- Increased services for residents and travelers
- Increase in local tax revenue

## Background on Ownership

Jack Family Farms has owned the property for over 10 years and has organically farmed it for those 10 years, however, with inflation of costs, the triangular piece of farm ground has become

economically not feasible to farm due to high costs and low to no margins. That said, Russell Jack & Greg Peyser, the co-owners of Jack Family Farms, have decided to the highest and best use for both the property & the City of Westmoreland is to develop the property to take advantage of the steadily increasing flow of cross-border truck traffic as well as the post pandemic boom in recreational vehicle traffic flowing from the greater LA / Orange county / Inland Empire to Glamis / Lake Havasu & the surrounding off-road destination spots.

Both Russell Jack & Greg Peyser have significant background in the real estate industry with heavy development and repositioning experience of retail, industrial, office and multi & single family housing. Russell Jack is a fourth generation farmer and native of Brawley – his father Alex Jack continues to run Jack Brothers Inc from his office just off Hwy 86 & Andre Rd. Greg Peyser married into the Jack Family and has been business partners with Russell for over a decade. Collectively they have managed to grow both Ag & Real Estate businesses with a long-term value approach in mind. Between the two of them, their desire is to build an asset for the community of Westmorland and maximize the use-case for their property located along Hwy 86.

BAU DHANAN RD  
PROPOSED DRIVEWAY

PROPOSED DRIVEWAY

EV CHARGER (FOR FUTURE INSTALLATION)

BAU DHANAN RD

SCALE 1"=100'



