

Commercial real estate broker sees potential for community hub

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David Rosenthal

Commercial real estate broker David Rosenthal is on the search for a purpose for a property on Sixth Street that he sees as an opportunity for an area seeing great growth.



1 comment



Posted on Feb 10, 2016
by [Hector Hernandez Jr.](#)

David Rosenthal, a commercial real estate broker and owner of Orange County based Rosenthal Land Advocates, Inc. (RLA), is currently looking for a purpose for a 2.83 acre property on the south side of Sixth Street west of Del Rosa Avenue.

Adjacent to the East Valley Water District (EVWD) property to be the site of new wastewater treatment plant and directly across the street from Indian Springs High School, Rosenthal sees the property as great opportunity and the potential location of community benefiting development.

It is this opportunity to benefit the community and Rosenthal Land Advocates, Inc.'s innovative model for selling commercial real estate that has Rosenthal approaching EVWD, the city of Highland, San Bernardino City Unified School District (SBCUSD) and San Bernardino International Airport (SBIA) in search of property use ideas.

According to Rosenthal, the land is owned by the Seventh Day Adventist Church, and RLA is representing the church in the sale of the property. While it is on the market it was not being marketed online at the time of the interview as he'd like to give public agencies the first opportunity.

Rosenthal believes with the development occurring at the nearby San Bernardino International Airport, the planned Sterling Natural Resource Center and at Indian Springs High School the area has the potential of becoming a central community hub.

"All these great things are going on out here – they're building and people in leadership positions are working to serve the community. Perhaps given its physical location this property can connect to that and help create a catalyst for positive change in the community and provide the community opportunity," Rosenthal said.

With its unique approach to selling commercial real estate, RLA first seeks to find a community driven purpose for the property that gives the property an added value to buyers, sellers and the community in general, Rosenthal said.

"To compete, we need to have better ideas as real estate information alone is not sufficient anymore," Rosenthal said of the model designed for a new age when information has become easy and inexpensive to obtain. "The best way to find the needs of a community and develop ideas is to cooperate with others."

In his meetings with area stake holders, several ideas have been suggested including a vocational training center, a community center, a wellness center and a preschool. According to Rosenthal, those he has spoken with have been receptive to the idea but firm proposals for the land's use or offers on the property have not been made.

Early in the process, RLA is still looking for and asking for recommendations on how the property might best fill a need of the surrounding community.

To contact Rosenthal with ideas or for more information, email david@rosenthallandadvocates.com or call (949) 9432926.

Indian Springs High School, 650 Del Rosa Dr., San Bernardino, will be hosting an informational meeting on the wastewater treatment project on Wednesday, March 2, from 5:30 p.m. to 6:30 p.m.