

# 72777 Dinah Shore Drive

± 63,909 SF • Monterey Marketplace • Rancho Mirage, CA



Offering Memorandum

AVISON  
YOUNG

# Welcome to Rancho Mirage

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# The Project

Avison Young is proud to present 72777 Dinah Shore Drive, a compelling investment opportunity to acquire a purpose-built Regal Theater (DO NOT DISTURB) in Rancho Mirage, CA. Originally constructed as a build-to-suit, the property includes a one-story layout with mezzanine and features 16 screens, including an IMAX auditorium and stadium seating. Strategically located near Highway 10 and Highway 111 in Riverside County, this high-profile asset can be maintained as a theater or repositioned for alternative uses such as medical, retail, entertainment, or hospitality—offering investors multiple paths to value creation.

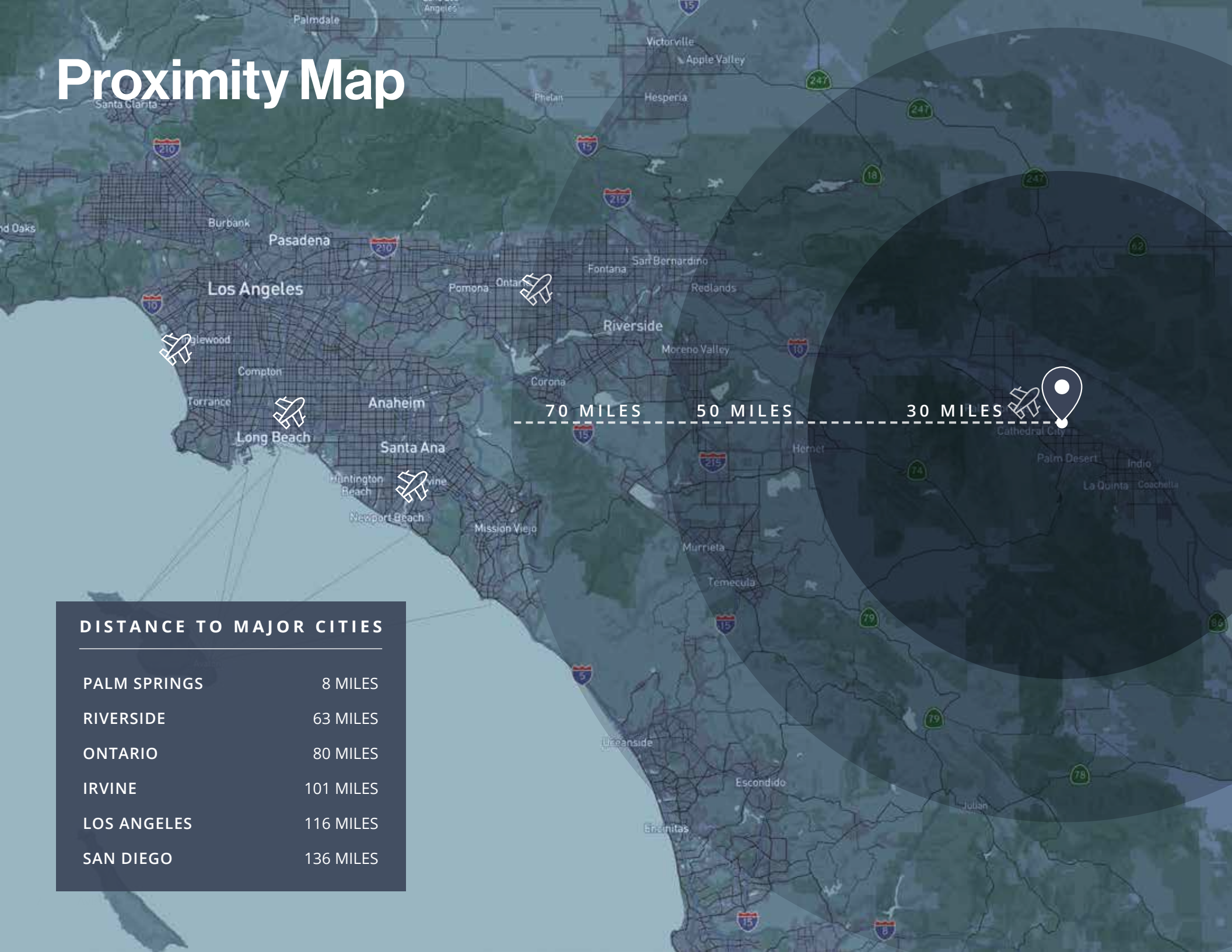
72777 Dinah Shore Drive



# Parcel Map



# Proximity Map



## DISTANCE TO MAJOR CITIES

PALM SPRINGS	8 MILES
RIVERSIDE	63 MILES
ONTARIO	80 MILES
IRVINE	101 MILES
LOS ANGELES	116 MILES
SAN DIEGO	136 MILES

# Ideal Location

Strategically located in the heart of the Coachella Valley trade area—encompassing Palm Desert and Rancho Mirage—the property benefits from excellent accessibility at the southwest corner of Dinah Shore Drive and Monterey Avenue to a multitude of premier resorts and clubs. The site is well-positioned to cater to the entire Coachella Valley community, as well as commuters traveling from outside the area.



# Property Overview

Current Tenant:	Retail Cinema
Building Type:	Commercial
Tenancy:	Single
GLA/Available Space:	63,909 SF
Stories:	1
Land:	10.18 AC
Parcel:	865-070-002
Zoning:	Community Commercial
Parking Ratio:	8.20 / 1,000 SF
Traffic & Frontage:	22,265 on Dinah Shore Dr. & Carver Pl. E (2022) 31,097 on Monterey Ave, & Market Pl. Way S (2022)
Airport:	16 min drive to Palm Springs International Airport
Price:	<b>Call for Pricing</b>



# Zoning



The parcel is zoned as Community Commercial under the Monterey Specific Plan and supports a multitude of various uses. ([Click here to view permittable use matrix from the City of Rancho Mirage](#)). Buyer to confirm their potential use subject to CC&R's.

**Community Commercial** – allows for lot coverage up to approx. 155k SF (35% of total lot SF)

**Table 2-5  
Commercial & Industrial Zoning Districts General Development Standards Requirements by Individual Zoning District**

Development Feature	C-N	C-G	C-C	O	M-U	Rs-H	I-L
Gross Lot Area (min-max)	8-10 ac.	15 ac. (1)	15 ac.	N/A	5 ac.	10 ac.	5 ac.
Lot Coverage (maximum)	30%	35%	35%	35%	35% (4)	25%	40%

Note 35% of 10.18 acres is roughly 155k SF | \* Buyer is to confirm their use independently

# Future Developments & Country Clubs



AGUA CALIENTE  
CASINOS

FUTURE COMMERCIAL

Tri Palm Country Club

RAMON ROAD

mission hills  
Country Club

Del Webb  
RANCHO MIRAGE

110,027 VPD

DINAH SHORE RD

44,927 VPD

mission hills  
Country Club

FUTURE COMMERCIAL

Jack Ivey Ranch  
GOLF & COUNTRY CLUB

INTERSTATE  
10

FUTURE RESIDENTIAL

Walmart's  
SHADOW RIDGE

COTINO  
A STORYLIVING BY Disney COMMUNITY

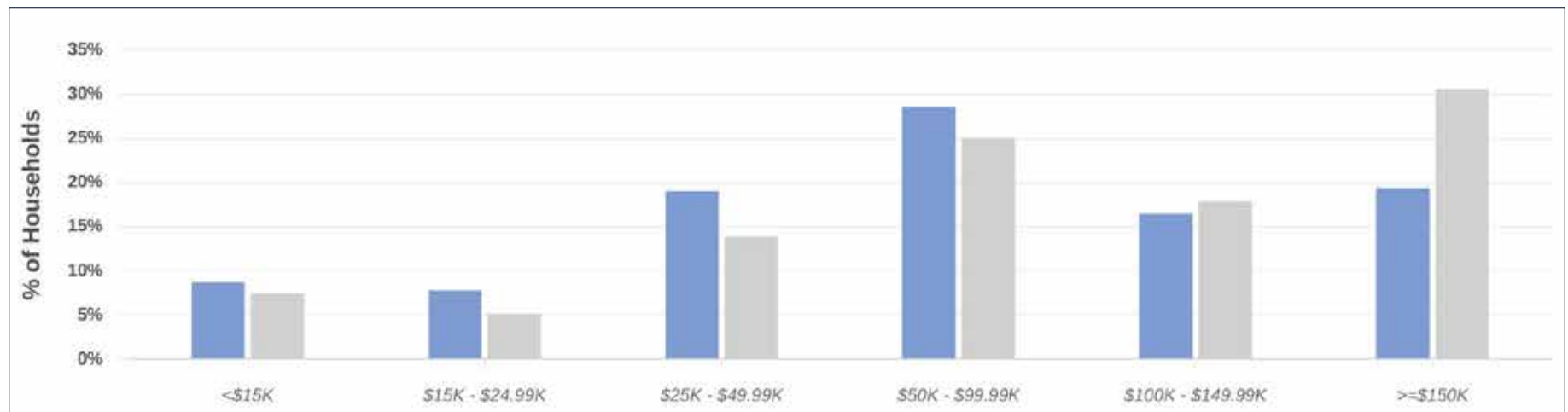
FUTURE COMMERCIAL  
AND RESIDENTIAL

# Demographic Profile | Monterey Shore Plaza

## Metrics

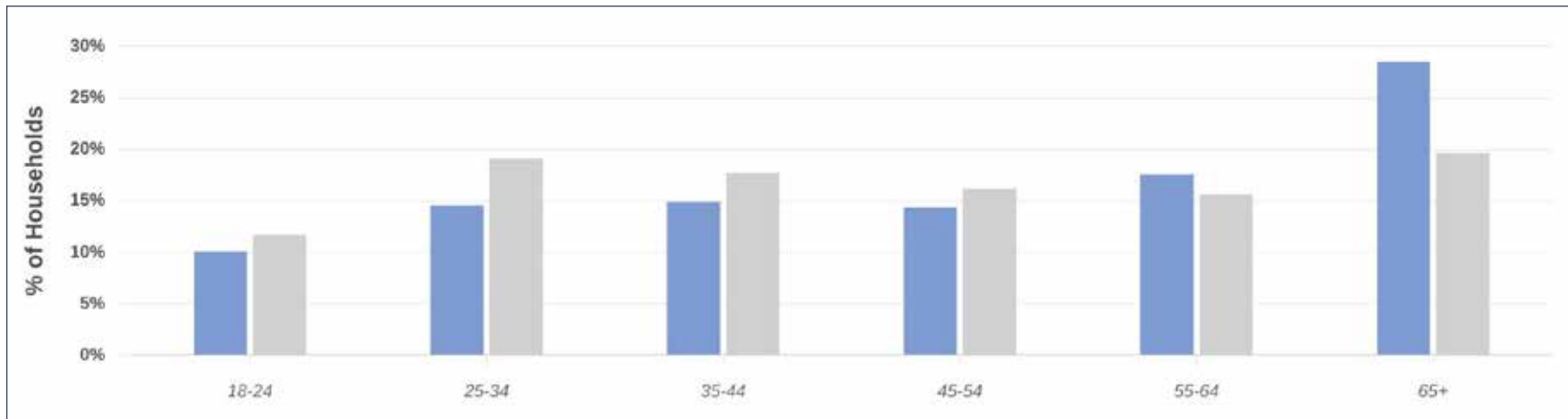
Visits	3.9M	Avg. Dwell Time	40 min
Visits / sq ft	2.54	Panel Visits	154.1K
Size - sq ft	1.5M	Visits YoY	+4.8%
Visitors	778.6K	Visits Yo2Y	+6.3%
Visit Frequency	5.07	Visits Yo3Y	+5.8%

## Household Income

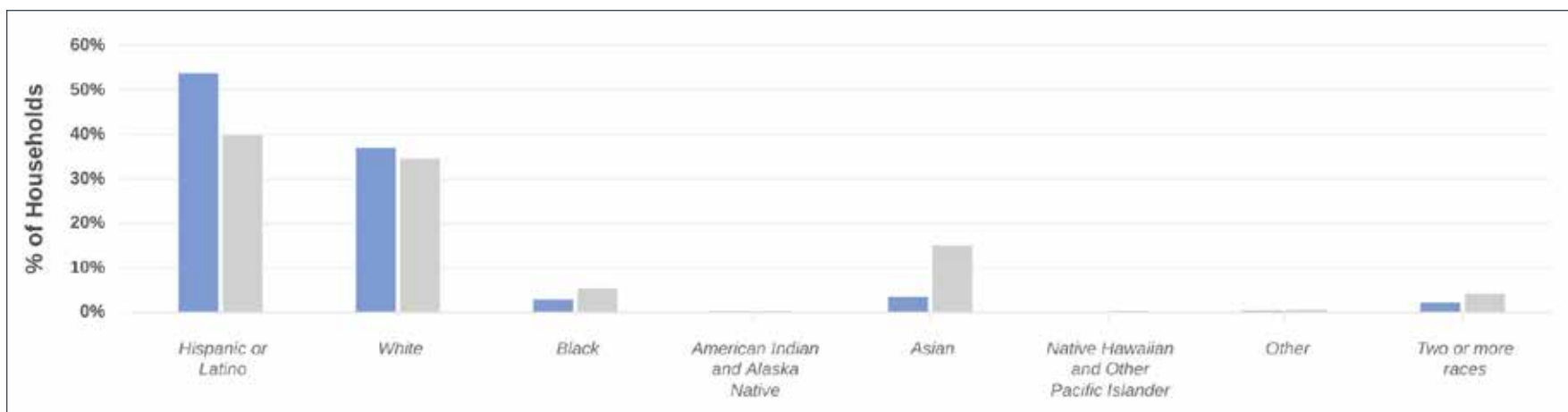


# Demographic Profile continued

## Age

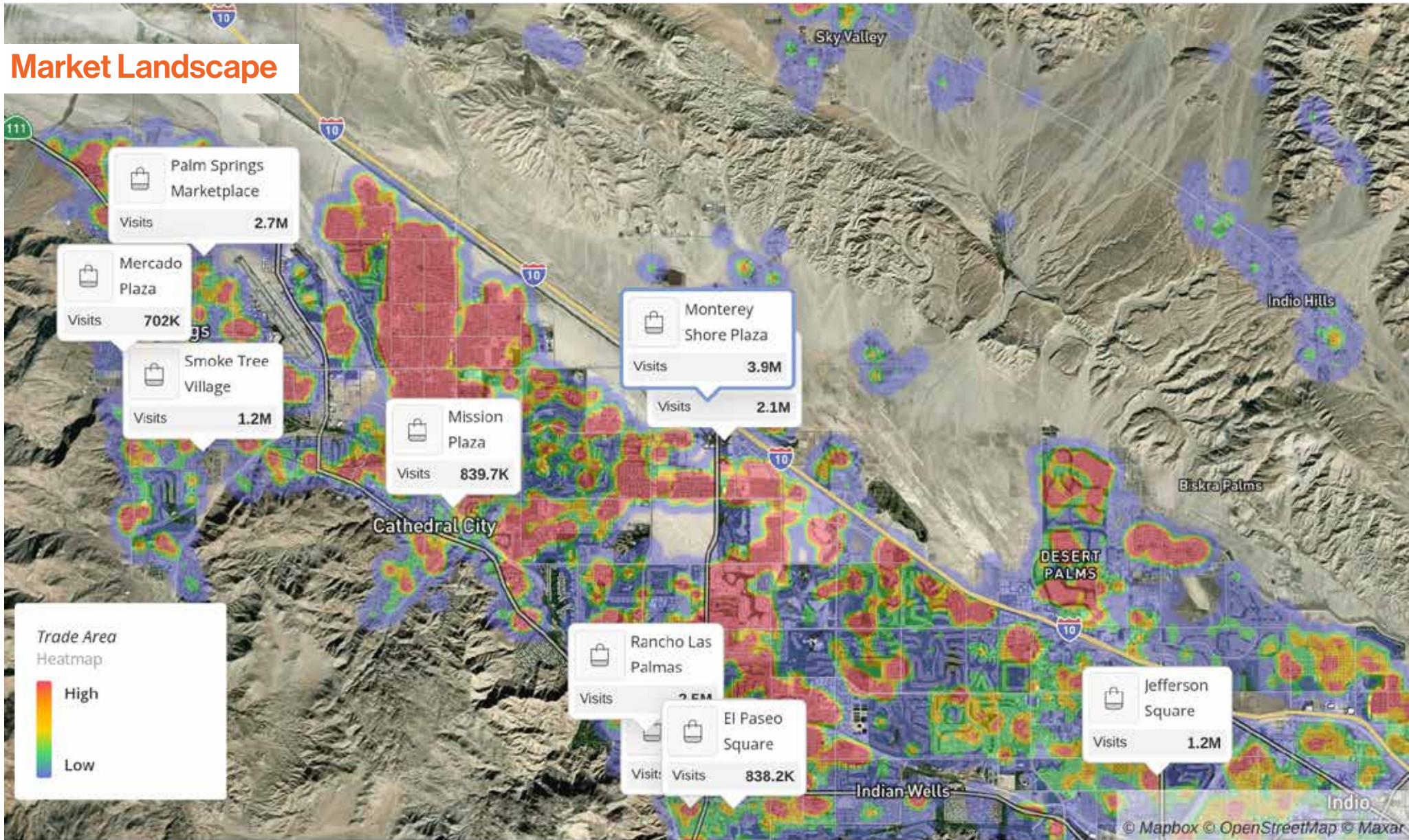


## Ethnicity



# Demographic Profile continued

## Market Landscape



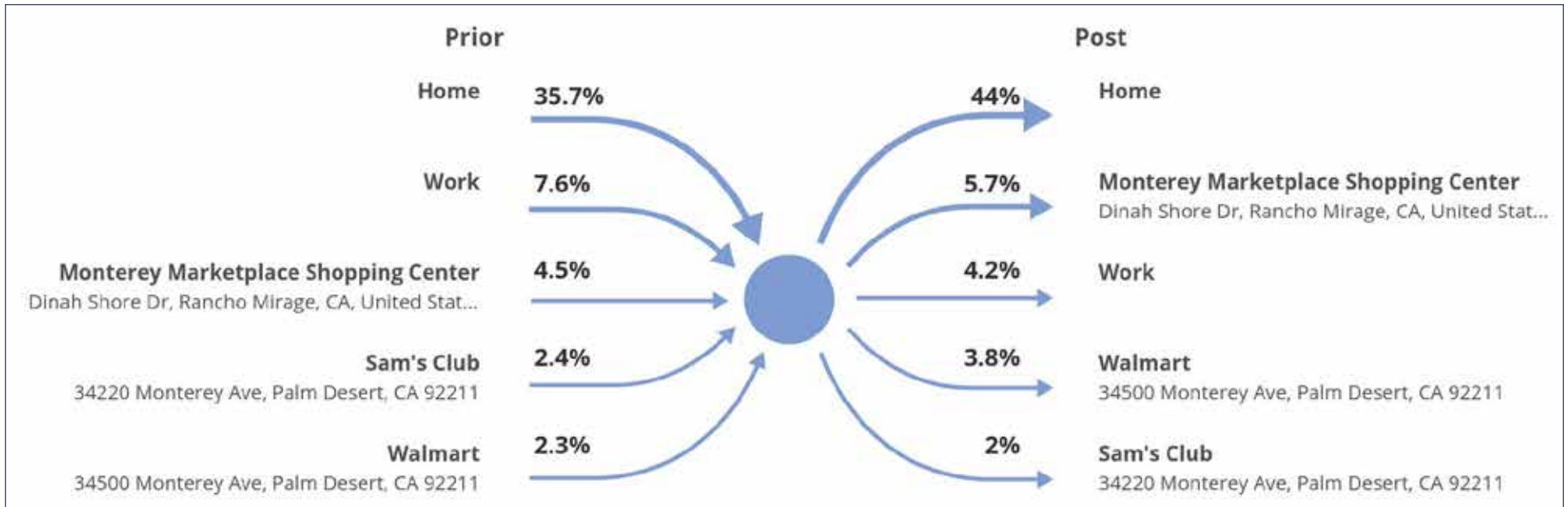
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

# Demographic Profile continued

## Ranking Overview

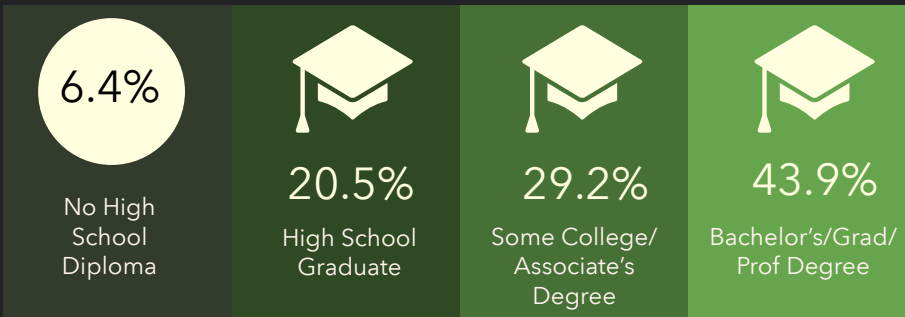


## Visitor Journey

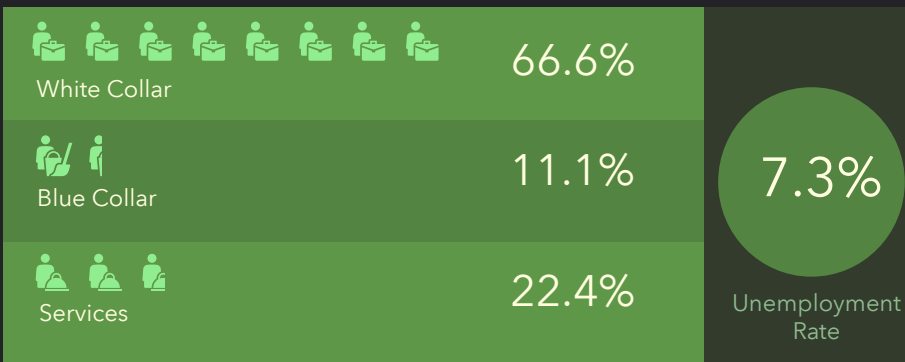


# Demographic Snapshot | 5-miles

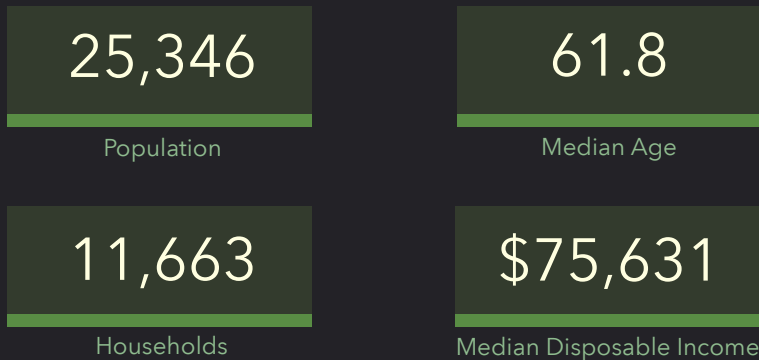
## EDUCATION



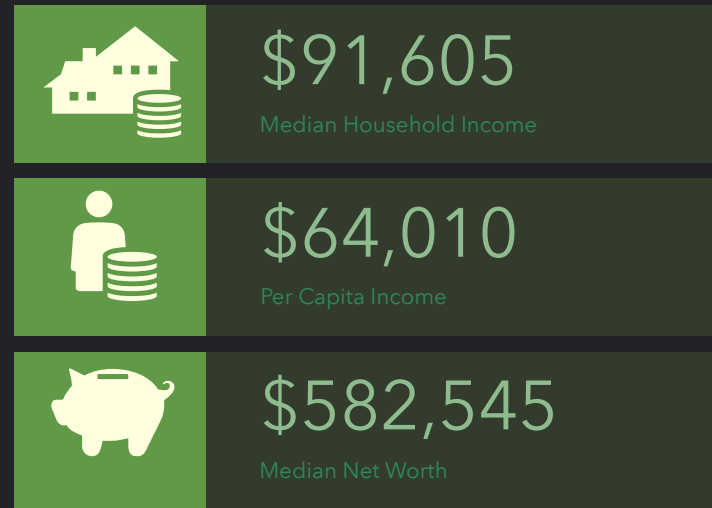
## EMPLOYMENT



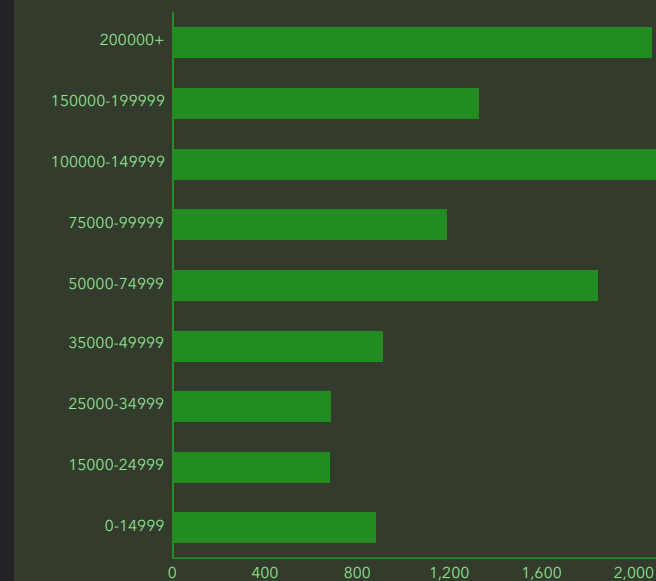
## KEY FACTS



## INCOME



## HOUSEHOLD INCOME (\$)





# Buyer Scenarios | Medical



## WHY THIS SITE WORKS FOR HEALTHCARE

**Fast Track to Operations:** Existing building envelope reduces time and cost versus ground-up construction.

**Regional Visibility:** High-traffic corridor with strong signage and easy access.

**Scalable Facility:** Ideal for single-provider operations or a multi-tenant medical center concept (total buildable area can be further capitalized).

## DELIVERING CARE WHERE IT'S NEEDED MOST

With rising demand for community-based care and outpatient services, this property represents a rare chance to secure a prominent location in one of Southern California's fastest-growing healthcare markets. Whether for specialty services, primary services, or high-throughput clinics, 72777 Dinah Shore Drive offers the location, space, and flexibility to meet today's evolving healthcare delivery needs.

## STRATEGIC LOCATIONS & DEMAND DRIVERS

**Dense Residential Population:** Surrounded by established and insured communities with a growing need for accessible healthcare services.

**Higher-Income Demographic:** Rancho Mirage and nearby cities like Palm Desert and Palm Springs attract retirees, families, and seasonal residents with strong healthcare demand.

**Tourism & Seasonal Surge:** The Coachella Valley sees millions of annual visitors, increasing short-term care needs during peak seasons.



# Buyer Scenarios | Retail



## IDEAL FOR VALUE-ADD INVESTORS, RETAIL/MEDICAL DEVELOPERS, AND EXPERIENCE-DRIVEN CONCEPTS

This location presents a strategic repositioning opportunity for those targeting:

Big Box Retail/Medical/ Anchor/Co-Anchor Tenants • Experiential Retail & Entertainment Fitness or Wellness Centers • Food Hall or Specialty Grocers • Multi-Tenant Retail Redevelopment • National Brand or Franchise Rollouts • Flex Retail-Office or Showroom Concepts

## WHY THIS SITE WORKS FOR MOST REDEVELOPMENT

**Speed to Repositioning:** Existing shell structure supports quick renovation and market delivery compared to ground-up development.

**Regional Access & Visibility:** Located on a highly trafficked corridor with strong signage potential and convenient freeway access.

**Flexibility for Single or Multi-Tenant Use:** Configurable footprint to accommodate one or multiple tenants, from anchor users to boutique retail.



- 1. Pacific Sales Kitchen & Home
- 2. Home Depot
- 3. IHOP
- 4. McDonald's
- 5. Wendy's
- 6. Los Arcos Mexican Restaurant
- 7. Burgers & Beer
- 8. Panera Bread
- 9. Pho Vu

- 10. Starbucks
- 11. Shoe City
- 12. Veriozn
- 13. El Ranchito Taco Shop
- 14. Chick-fi-A
- 15. Costco Gas Station
- 16. Blazing zKing BBQ & HOTPOT
- 17. Sam's Club Gas Station
- 18. Sam's Club

- 19. Walmart Supercenter
- 20. Ashley Store
- 21. SJVC Racho Mirage
- 22. Kohl's
- 23. PetSmart
- 24. Autozone Auto Parts
- 25. Charge Point Charging Station
- 26. Wells Fargo Bank
- 27. CarMax

- 28. Scandivanian Designs Furniture
- 29. Red Robin Gourmet Burgers and Brews
- 30. Panda Express
- 31. Maracas Cantina
- 32. The Sclice Pizzeria Ristorante
- 33. Krispy Kreme Doughnuts
- 34. Monterey Palms Liquor
- 35. Clark's Nutrition & Natural Foods Market

## Buyer Scenarios | Retail continued



A detailed look at retail spending shows that 72777 Dinah Shore is uniquely positioned among large format retailers like Costco, Super Target, EOS, Lifetime Fitness, etc. Through various factors, retail spending is well concentrated in this general area and has more than enough bandwidth to substantiate new large format retailers.



## **DELIVERING VALUE IN A TRANSFORMING SUBMARKET**

With increasing demand for local retail, medical, entertainment, and service-based offerings – especially as COTINO and other housing projects bring population growth – this property presents a rare chance to secure a strategic position in one of Southern California's most dynamic retail submarkets. Whether for single-use rebranding or a full-scale multi-tenant redevelopment, 72777 Dinah Shore Drive offers the flexibility and visibility needed to maximize long-term value.

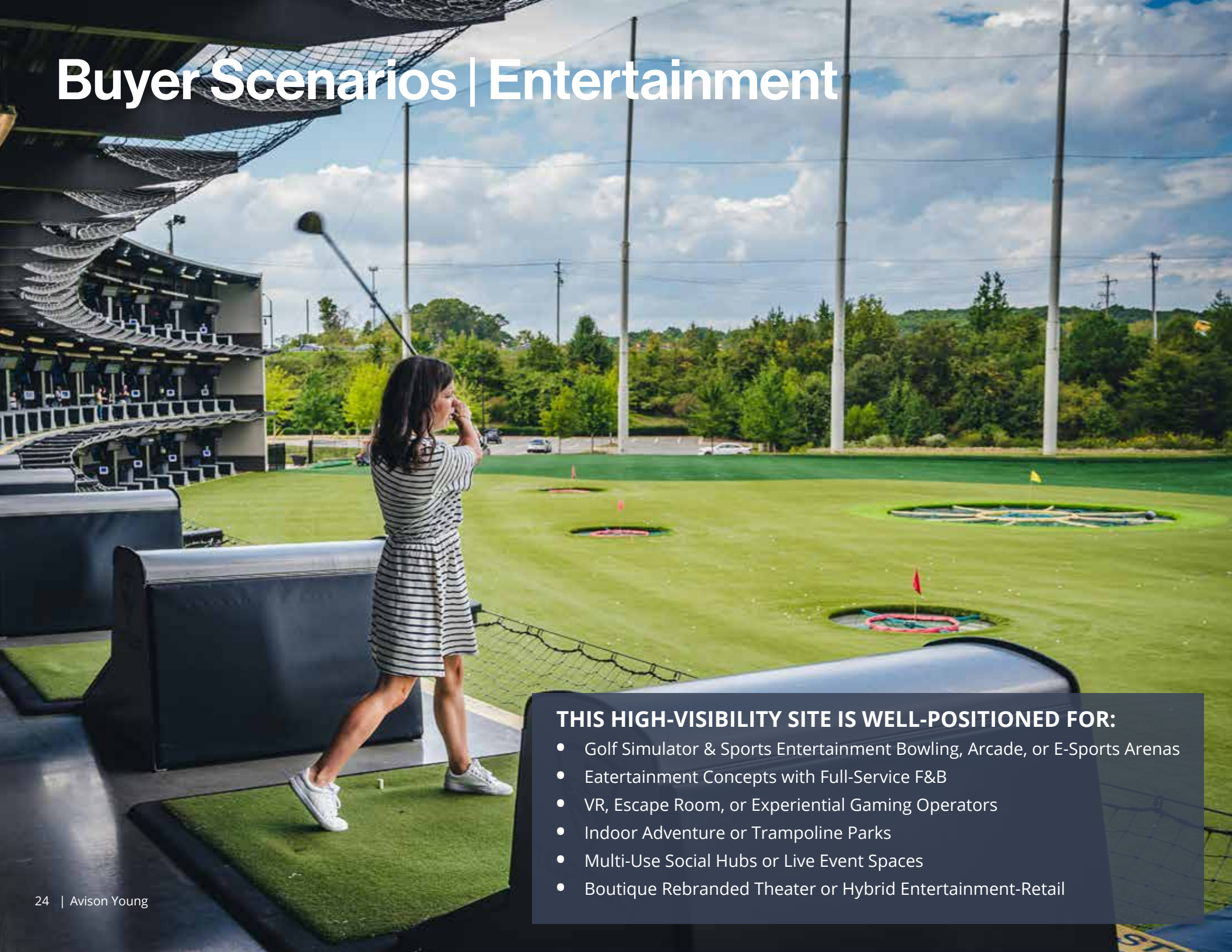
## **STRATEGIC LOCATION & DEMAND DRIVERS**

**Dense Residential Base:** Surrounded by mature neighborhoods/resorts and affluent communities with strong spending power and year-round foot traffic.

**Affluent Demographic Profile:** Rancho Mirage and neighboring cities like Palm Desert and Palm Springs draw retirees, families, and part-time residents with high disposable incomes.

**Tourism & Event-Driven Demand:** The Coachella Valley attracts millions of annual visitors for festivals, sports, and leisure, creating strong demand for experiential and service-based retail.

# Buyer Scenarios | Entertainment



## **THIS HIGH-VISIBILITY SITE IS WELL-POSITIONED FOR:**

- Golf Simulator & Sports Entertainment Bowling, Arcade, or E-Sports Arenas
- Entertainment Concepts with Full-Service F&B
- VR, Escape Room, or Experiential Gaming Operators
- Indoor Adventure or Trampoline Parks
- Multi-Use Social Hubs or Live Event Spaces
- Boutique Rebranded Theater or Hybrid Entertainment-Retail

# Buyer Scenarios | Entertainment continued



When assessing the orientation of entertainment in this area aside from the existing Regal Theater and a few other entertainment destinations, there remains significant opportunity for entertainment in this area. Our analysis shows that this general area has a high concentration of tourism and leisure activity.

## Buyer Scenarios | Entertainment continued



### **STRATEGIC LOCATION & DEMAND DRIVERS**

**Regional Growth & Year-Round Tourism:** The Coachella Valley attracts millions of annual visitors, eventgoers, and snowbirds — creating consistent demand for lifestyle entertainment.

**Seasonal residents seeking elevated leisure options.**

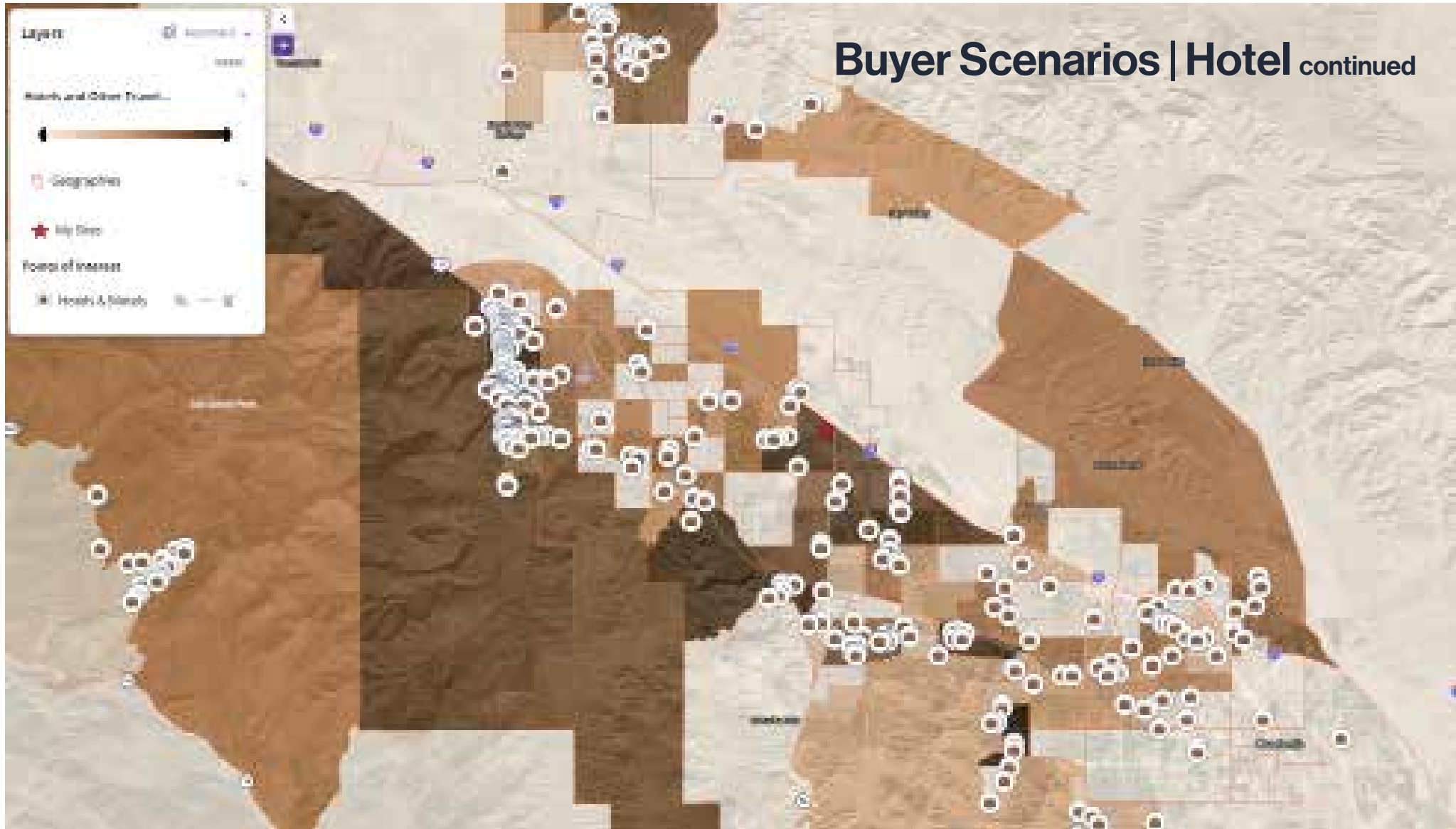
**Underserved Experiential Market:** The region currently lacks modern, large-scale, interactive entertainment venues — representing a major opportunity for first movers.

# Buyer Scenarios | Hotel

## **STRATEGIC HOSPITALITY USE CASES**

- Boutique Hotel
- Soft Brand Extended Stay or Select-Service Flag
- Lifestyle Hospitality with Rooftop
- F&B Concept
- Resort or Wellness-Oriented Property
- Hybrid Hospitality with Co-Working or Medical Adjacency

## Buyer Scenarios | Hotel continued



A closer look at the hospitality sector reveals a relatively limited number of hospitality businesses in the surrounding area. The map highlights a clear gap in services, indicating a strong opportunity for new hospitality development to meet underserved demand.

### **WHY THIS SITE WORKS FOR HOSPITALITY**

**Speed-to-Market Potential:** Existing infrastructure supports an accelerated timeline for adaptive reuse or phased redevelopment.

**Hospitality Gap:** Underserved hospitality demand in Rancho Mirage relative to tourism volume and event-driven overnight stays.

**Centralized Access:** Proximity to Highway 111, I-10, and major resorts and retail draws in Palm Desert, Cathedral City, and Palm Springs.

**Scenic Surroundings:** Located near country clubs, luxury communities, and natural attractions ideal for lifestyle-oriented branding.

# Buyer Scenarios | Hotel continued

## COACHELLA VALLEY HOSPITALITY DRIVERS

**Year-Round Tourism & Events:** The region attracts over 14 million annual visitors, including world-famous festivals (Coachella, Stagecoach), golf tournaments, and wellness retreats.

**High Barrier to Entry:** Limited new hotel development in Rancho Mirage and constrained land availability make adaptive reuse an attractive alternative.

**Surgingly Residential & Second-Home Market:** Increased demand from affluent retirees, vacation homeowners, and seasonal residents creates strong demand for guest accommodations and overflow lodging.

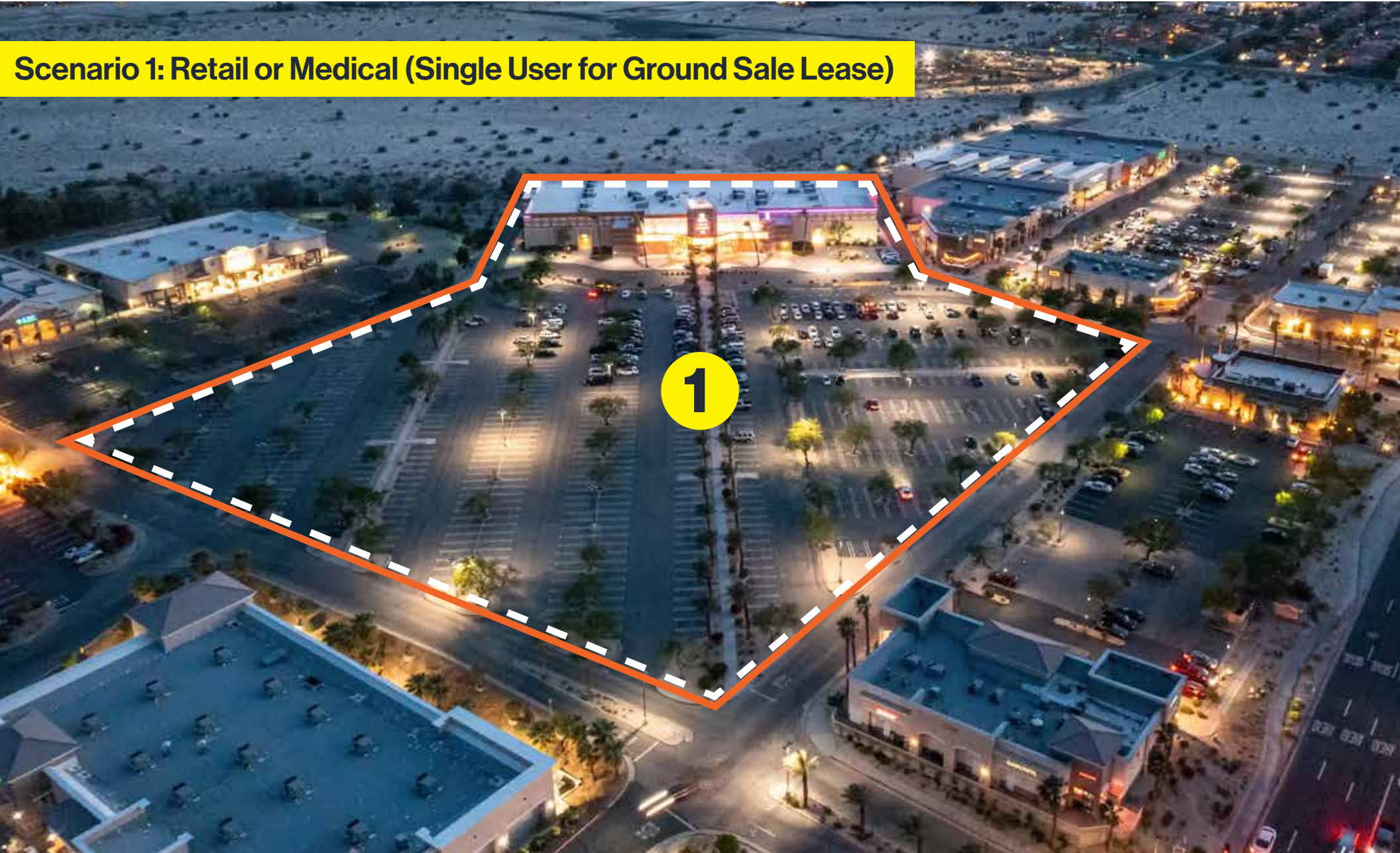
## A RARE CANVAS FOR HOSPITALITY VISIONARIES

72777 Dinah Shore Drive represents a unique opportunity to reposition a prominent site in one of Southern California's most desirable and under-supplied hotel markets. Whether through adaptive reuse, full redevelopment, or as a hybrid wellness-retreat offering, this site offers flexibility, visibility, and long-term upside in a market poised for continued growth.



# Hypothetical Demising Scenarios

## Scenario 1: Retail or Medical (Single User for Ground Sale Lease)



\* The exact sizes for each scenario are subject to discussion between the leasing team, property owner, and architect.

\*\* ([Click here to view permissible use matrix from the City of Rancho Mirage](#)). Buyer to confirm their potential use subject to CC&R's.

# Hypothetical Demising Scenarios

## Scenario 2: Retail, Medical & Hotel (for Sale Ground Lease)



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# Hypothetical Demising Scenarios

## Scenario 3: Retail, Medical & Hotel (for Sale Ground Lease)



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# Coachella Valley Market Overview



Market observers have noted that a lack of competitive available space contributed to weaker leasing and slower retail tenant occupancy expansion. Subdued leasing and negative absorption also reflect a slowdown in local economic expansion. Employment growth slowed to 1.6% in 2023 and is on pace to rise near 2% in 2024. Meanwhile, migration into the market has slowed from pandemic-era highs. New quarterly retail leasing volume averaged under 1 million SF in 2023-24, declining slightly from 2021-22 levels and falling 25% short of the market's prior decade quarterly average. Owners are pushing market rents higher, but at a slower pace than in recent years as space availability inches higher. Average market asking rent levels increased around 2% in 2024, below historical averages, following an above-average 5% increase in 2023 and a record 6% increase in 2022.

The Inland Empire leads Southern California in post-pandemic job growth and has significantly outpaced the national average, with an aggregate 8.6% gain based on an increase of over 136,000 workers. Furthermore, the Inland Empire is bucking the trend of moderating job growth seen nationally in 2024.

# THE GARDENS ON EL PASEO

# THE SHOPS ON EL PASEO



POTTERY  
BARN



ANTHROPOLOGIE



MASTRO'S  
RESTAURANTS

GUCCI



LOUIS VUITTON



JOHNNY WAS

TRINA TURK

SULLIVAN'S  
STEAKHOUSE®

Restaurants  
Mamma Gina

PIERO'S  
PIZZAVINO

il corso



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GRAYSE  
BY KELLY AND MARIE GRAY

rochebobois  
PARIS

EL PASEO DRIVE

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**Thank You.**

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