

RIMROCK PLAZA

# ±970 SF - ±2,380 SF FOR LEASE IN VONS ANCHORED CENTER

4711-4791 East Palm Canyon Drive, Palm Springs, CA 92264



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**PROGRESSIVE**  
REAL ESTATE PARTNERS

# SIGNALIZED INTERSECTION WITH ±38,964 CPD



E Palm Canyon Drive

Matthew Drive

Gene Autry Trail

±38,964 CPD

Lennar Homes Development  
±80 Single Family Homes  
First Phases Sold Out!  
Currently under construction

# PROPERTY DESCRIPTION

## PROPERTY OVERVIEW

**Rimrock Plaza** is a premier neighborhood shopping center located at the East Entrance to Palm Springs, strategically positioned along East Palm Canyon Drive and Gene Autry Trail/Matthew Drive, a high-traffic corridor that offers exceptional visibility and accessibility. Surrounded by a mix of boutique resorts, trendy restaurants, and high-end residential neighborhoods, Rimrock Plaza provides an ideal location for retail, restaurant, and medical office spaces. Located in one of the most dynamic and rapidly growing areas of Palm Springs, Rimrock Plaza offers an unmatched opportunity for businesses looking to establish a presence in a high-traffic, affluent community. With new homes being built adjacent to the center, the area is poised for further growth, increasing potential customer footfall and enhancing the overall appeal of the plaza.

## HIGHLIGHTS

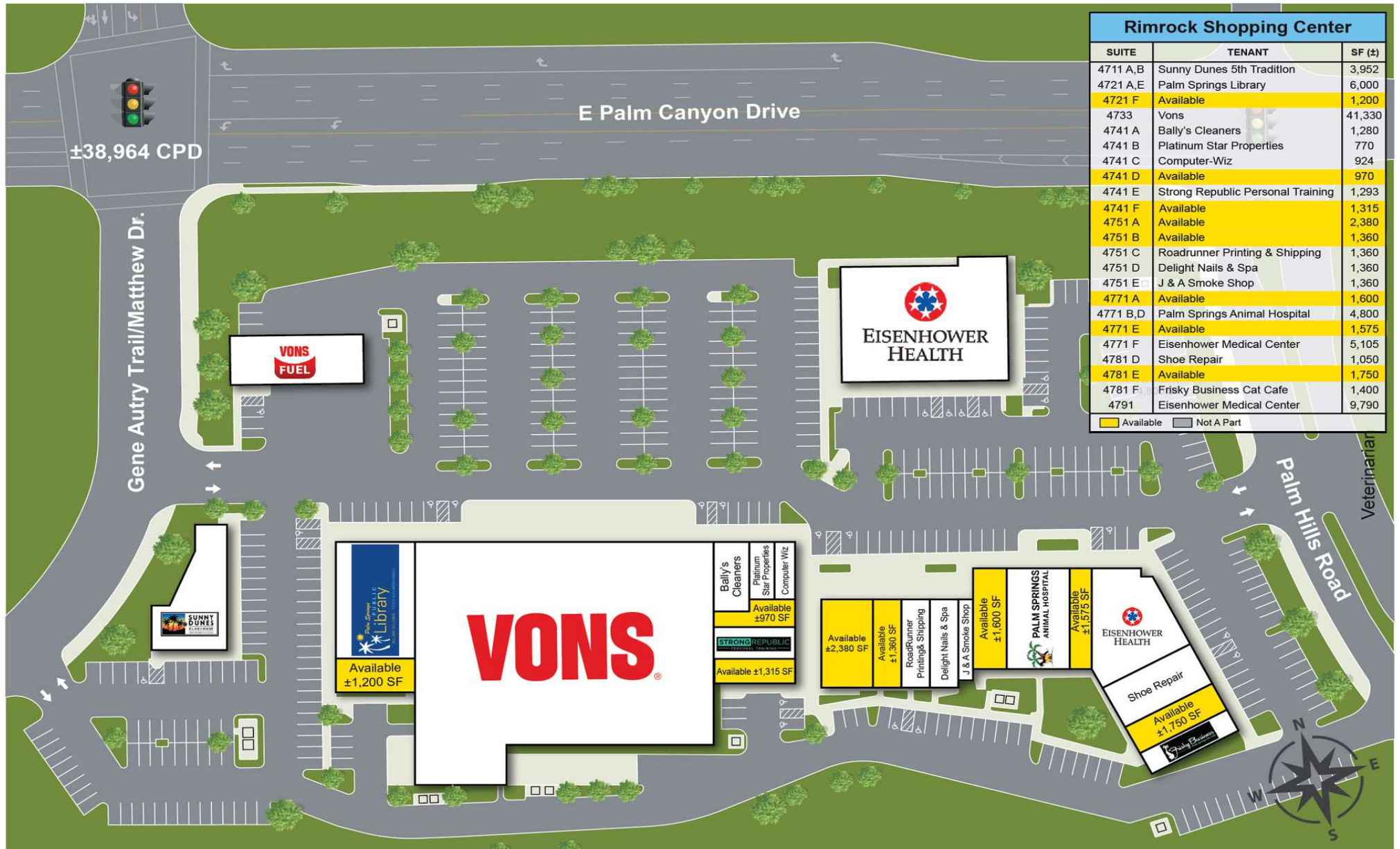
- **Rimrock Plaza is currently under renovation.** New facade, new landscaping, new lighting, and monument signage opportunities. Current available spaces range from small boutique shops to larger retail units
- **Major Tenancy Update:** The Palm Springs Public Library has leased  $\pm 6,000$  SF at Rimrock Plaza, bringing a strong civic anchor to the center and enhancing daily customer traffic.
- **Prime Location:** Situated on the south side of E. Palm Canyon Drive at the intersection of Gene Autry Trail/Matthew Drive, offering easy access to the entire Coachella Valley and unbeatable visibility to  $\pm 38,964$  cars per day.
- **Strong Co-Tenant Mix:** Anchored by major tenants such as Vons, Vons Fuel Station, and Eisenhower Health Center, creating a steady flow of foot traffic and cross-shopping opportunities.



## BULLETS HEADLINE

- **Continued Residential Growth:** In addition to the existing substantial housing base surrounding the center, 80 new homes are currently under construction by Lennar Homes on adjacent land, with prices starting at \$980,000—further expanding the already strong customer pool.
- **Population Growth:** Over 185,000 full time residents within a 15 minute drive and over a million residents seasonally.
- **Affluent Area:** Average household income in the immediate area exceeds \$112,357 increasing by double during season.
- **Consumer Spending:** High levels of consumer spending across all categories, including food and alcohol, entertainment, apparel, and healthcare.

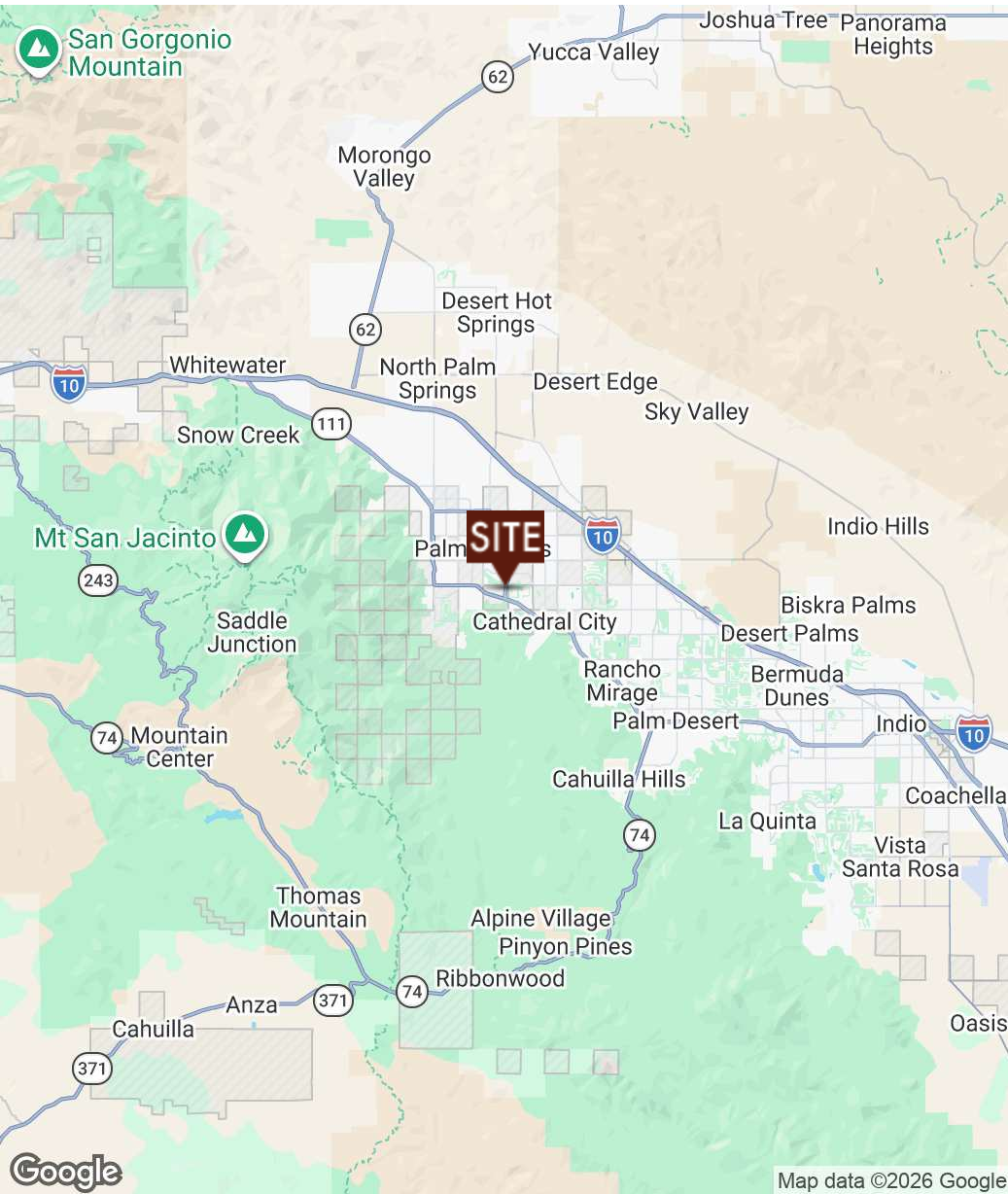
# SITE PLAN



# RETAILER MAP



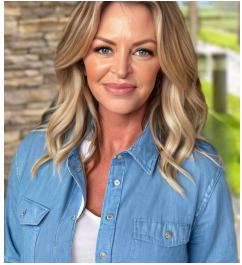
# LOCATION MAPS



# DEMOGRAPHICS

	1 mi	3 mi	5 mi
<b><u>POPULATION</u></b>			
2025 Total Population	5,024	66,196	120,929
2025 Median Age	60.2	47.9	49.6
2025 Total Households	3,101	30,466	56,595
2025 Average Household Size	1.6	2.1	2.1
<b><u>INCOME</u></b>			
2025 Average Household Income	\$140,780	\$112,357	\$129,765
2025 Median Household Income	\$71,959	\$77,448	\$86,176
2025 Per Capita Income	\$86,950	\$51,850	\$60,862
<b><u>BUSINESS SUMMARY</u></b>			
2025 Total Businesses	220	2,470	5,099
2025 Total Employees	1,586	17,128	39,777

## Presented By



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## Confidentiality & Disclaimer

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