

# PALM DESERT, CA OPPORTUNITY

## PRIME HWY 111 FOR LEASE OR REDEVELOPMENT

72-880 HWY 111

PALM DESERT, CA 92260



Shops at Palm Desert Mall



Highway 111

Monterey Ave



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# Property Highlights

72880 CA-111 | Palm Desert, CA 92260

Located at corner of Hwy 111 and Monterey Ave.

Attached to 1.0m SF Shops at Palm Desert Regional Mall

Up to ±136,000 SF For Lease or Redevelopment

## Location Highlights

Centrally located in Coachella Valley\*

Affluent Demographics

2 miles from Storyliving by Disney 618-acre Cotino development - 2,000 high-end residential units



Coachella Valley Annual Events:

**American Express**

Professional Golf Tournament

**BNP Paribas**

Professional Tennis Tournament

**Coachella**

Music & Arts Festival

**Fashion Week El Paseo**

**Palm Springs**

International Film Festival

**Stagecoach**

Country Music Festival

\*Affluent Coachella Valley communities served include:

Indian Wells

Indio

La Quinta

Palm Desert

Palm Springs

Rancho Mirage

Nearby high-end retailers include:

Apple

Arhaus

Bristol Farms

Gucci

Louis Vuitton

Ralph Lauren

RH

Tiffany & Co.

Williams-Sonoma

Whole Foods

10-Mile Demographics

Population  
**308,261**

Total Households  
**134,695**

Average HHI  
**\$136,092**

Annual visits to  
the property

**Approx. 4.5 million**



Although the Coachella Valley enjoys seasonal upticks in its population, the full-time base is rapidly growing making it one of the faster growing regions in the state of California. In the coming years, the Coachella Valley is expected to significantly outpace and grow at three times (3x) the rate of the broader Southern California region - 48% versus 16% for the same timeframe.

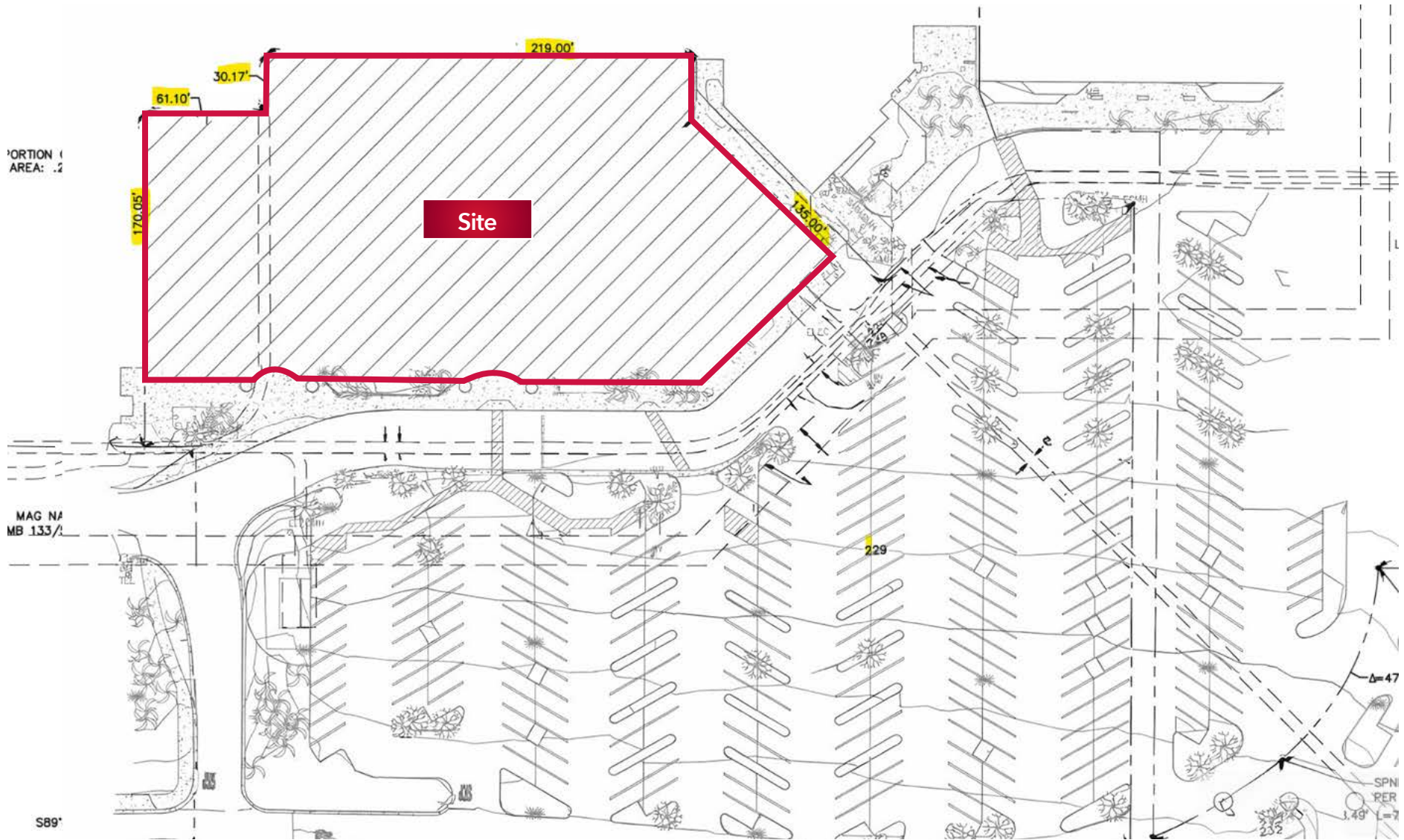


## The reasons for the transition to a full-time community includes the following:

- **Shift in Demographics**
  - ◊ Active Adults are choosing to make Palm Desert and the broader Valley their permanent residence giving up their original homes located elsewhere in the US and Canada.
  - ◊ Due to extremely high cost of living in Coastal California areas, young families with children are moving to the area where quality of life is more in balance.
- **Remote Work:**
  - ◊ Post-pandemic flexibility and technology has allowed professionals from coastal California to relocate permanently to the Valley, where housing is attainable as compared to San Francisco, Los Angeles and San Diego areas which are out of reach for most.
- **Healthcare Expansion:**
  - ◊ The growth of major healthcare service providers and employers like Eisenhower Health and the Desert Care Network has created a stable base of year-round professional jobs, particularly in the medical and service sectors while providing the level of care residents are accustomed to from other parts of the country.
- **Education & Infrastructure:**
  - ◊ The expanding presence of the Cal State Palm Desert Campus and College of the Desert supports a permanent resident base of students and faculty.
- **Palm Springs International Airport (PSP) Impact:**
  - ◊ PSP has significantly expanded its year-round and direct flight offerings recently. Continuing this year, PSF has transitioned several historically "seasonal" routes into permanent, year-round service to accommodate the Coachella Valley's growing full-time population. Major carriers making commitments with more flights and larger aircraft to this market include United Airlines and Alaska airlines who have contributed to a record 3.3 million passenger traffic level over the past twelve months.



**Palm Desert**  
is the Geographic Center of the  
**Coachella Valley**



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