

3.23 AC MIXED USE NEIGHBORHOOD

INDIO, CA



NWC FRED WARING DR & HOOVER ST, INDIO, CA

FEATURES

- Ideal for apartments 20 to 40 du/ac
- Corner parcel, adjacent to Best Western Hotel & Arabian Gardens Mobile Home Park & neighborhood commercial uses
- Two miles from Historic Downtown Indio, where the revitalization effort has attracted new projects like Skyline at Bliss, a 64-unit mixed use apartment project, several new restaurants, College of the Desert's 67,000 SF \$75M expansion, an amphitheater, new city hall and library, and more
- Indio is the largest city in the Coachella Valley
- Indio is known as the City of Festivals, home to the renowned Coachella Music Festival, Stagecoach Festival & Desert Trip
- Indio is pro-growth and welcoming to new development

ASKING PRICE: \$1,100,000 (\$7.82/SF)

COACHELLA VALLEY



VICINITY MAP



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AERIAL & SITE AMENITIES



SITE AMENITIES

- **Location:** NWC Fred Waring Dr. & Hoover St, Indio CA
- **APN:** 610-280-001
- **Parcel Size:** Approx. 3.23 acres
- **Zoning:** Mixed Use Neighborhood (MUN)
(Allows: 20 to 40 du/ac and limited neighborhood commercial uses)
- **General Plan:** Mixed Use Neighborhood
- **Current Use/Highest & Best Use:** Apartments
- **Adjacent Uses:** Best Western Date Tree Hotel, Arabian Gardens Mobile Home Park, Riverside County Workforce Development Center
- **Utilities:** Water: 12" line in Hoover St; 8" line in Fred Waring Dr. Sewer: 8" line through property; 15" line in Fred Waring Dr.
- **Flood Zone:** Yes, 500 year zone
- **Topography:** Flat
- **Traffic Count:** Fred Waring St. & Hoover St. 29,268 Avg Daily Volume
- **Comments:** The property is just 600 feet from Indio Blvd. providing easy access to all areas of the valley. The property has access on two streets with great visibility.

TRAFFIC COUNT

Fred Waring Dr, & EO Hoover St.	17,249
Hoover St, & SO Fred Waring Dr.	12,019
(2015) Indio Blvd, & EO Madison St.	19,476
(2015) Fred Waring Dr, & EO Clinton St.	17,092
(2015) Fred Waring Dr, & WO Indio Blvd.	6,261

DEMOGRAPHICS

RADIUS	1 MILE	3 MILE	5 MILE
POPULATION			
2023 Estimate	17,114	98,565	161,207
2028 Projection	17,033	99,155	162,151
HOUSEHOLDS			
2023 Estimate	4,458	30,618	53,685
2028 Projection	4,420	30,618	53,365
2023 AVG HOSEHOLD INCOME	\$56,757	\$79,057	\$89,572
2023 MED HOSEHOLD INCOME	\$44,448	\$57,587	\$62,691

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LOCATION OVERVIEW - INDIO



CITY OF INDIO



The City of Indio is Center Stage for the Coachella Valley. As the largest city in the valley with a population of over 90,000. Known as the "City of Festivals," Indio's art, cultural and music calendar brims with a dazzling array of special events and activities, drawing nearly 1.5 million visitors every year to experience Indio's world-class attractions and amenities. Most notable is the world-renowned Coachella and Stagecoach Music Festivals.

Indio is an ideal city due to its high quality of life, great schools, and affordability. The City's investment in long-range planning documents, infrastructure, and properties has sparked a renaissance of revitalization in Downtown and along the Highway 111 Corridor.

INDIO REVITALIZATION PROJECT



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LOCATION OVERVIEW - COACHELLA VALLEY



COACHELLA VALLEY / GREATER PALM SPRINGS

The ultimate Southern California destination, the Coachella Valley – also known as Greater Palm Springs – is famous for its year-round sunshine and idyllic quality of life. Powered by tourism and agriculture, this bright region is proving itself as a fertile ground for innovation in clean energy, technology, healthcare, arts, media, and entertainment.

The region offers unparalleled quality of life, a ready workforce, and affordability. It is home to world-famous events such as Coachella and Stagecoach Music Festivals, BNP Paribas Open tennis tournament, and the new Acrisure Arena entertainment venue.



TOURISM 2022

- Economic Impact of Tourism - \$8.7 billion
- Total Visitors to Greater Palm Springs - 14.1 million
- Visitor Spending - \$7.1 billion
- Airport Travelers - 2.98 million
- Events include music & film festivals, golf/tennis tournaments, & concerts

EVENT ATTENDANCE

- Coachella Valley Music & Arts Festival - 750,000 over 6 days
- Stagecoach Music Festival - 255,000 over 3 days
- BNP Paribas Open - 330,794
- Palm Springs International Film Festival - 135,000
- Acrisure Arena - 120 events per year

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