

HIGH-VISIBILITY 111 SITE FOR RETAIL, QSR & AUTOMOTIVE USES

67501 Highway 111 | Cathedral City, CA
±40,800 CPD | Planned Signalized Intersection | Central Coachella Valley Location

Canyon Plaza North
±2.2M Annual Visits*

target **TRADER JOE'S** Starbucks Pollo Loco
EISENHOWER HEALTH
PALM CANYON SMILES DENTISTRY *(Placer.ai)

AGUA CALIENTE CASINOS Chipotle Starbucks FarmerBoys
BREAKFAST, BURGERS & MORE

EISENHOWER HEALTH
ANYTIME FITNESS
CASTAÑEDA'S MEXICAN FOOD McDonald's goodwill

SOL SPRINGS INN

Boomers

MATTRESS FIRM

Lease Pending

SITE

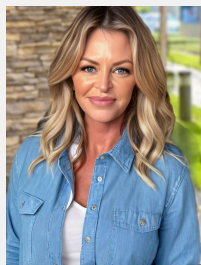
±40,800 CPD

*Site plan mockup for illustrative purposes only. Tenant to verify information.

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ACTIVE MEMBER OF:



PROUD MEMBER OF:



COMPLETED OVER

2,000+
SALES/LEASES

TOTAL SALES OVER

\$2B+

PROPERTY OVERVIEW

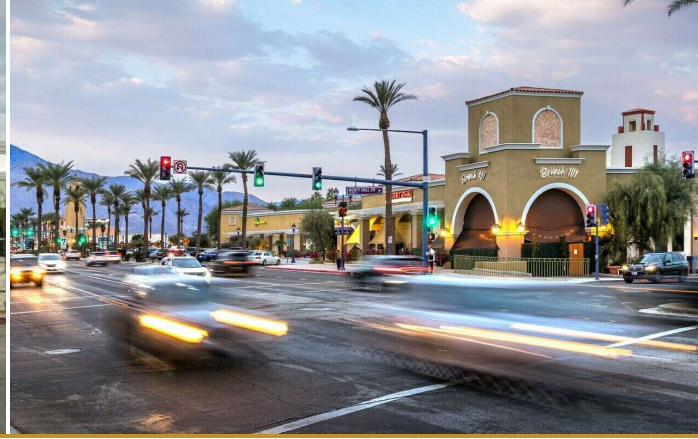


HIGHLIGHTS

- ±1.9 Acre Site on Highway 111
- Planned Signalized Intersection Improving Access & Circulation
- ±40,800 Cars Per Day Along Primary Valley Corridor
- High-Visibility Location Within Cathedral City's Main Commercial Hub
- Ideal for Retail, QSR & Automotive Uses
- Central Location Between Palm Springs & Rancho Mirage
- Year-Round Population Base (Not Seasonal)
- Strong Daytime Population & Employment Growth
- Amazon Facility Driving Additional Demand (±2,000 Jobs)
- Highway 111 Widening & Infrastructure Improvements Underway
- Excellent Visibility, Access & Frontage
- Surrounded by National Retailers, Auto Dealerships & Service Uses
- High Barriers to Entry for New Development
- Limited Availability of Comparable Highway 111 Sites

RETAILER MAP





TRADE AREA INFORMATION

CATHEDRAL CITY

Cathedral City is centrally located within the Coachella Valley, positioned between Palm Springs and Rancho Mirage along Highway 111—one of the region's primary retail corridors.

Unlike surrounding resort-driven markets, Cathedral City benefits from a dense, year-round population base, creating consistent demand for daily-needs retail, automotive services, medical users, and quick-service restaurants. This stability provides retailers with dependable performance throughout the year.

The site is located within the city's main commercial corridor, surrounded by national retailers, healthcare providers, and high-traffic generators. The broader trade area draws from Palm Springs, Rancho Mirage, and Desert Hot Springs, providing access to a diverse and established customer base.

Ongoing residential growth and infill development continue to add density to the market, while major employers—including Amazon's recently delivered last-mile facility—are strengthening the daytime population and supporting increased consumer spending.

Highway 111 widening is underway and will enhance traffic flow, accessibility, and overall corridor efficiency, further improving long-term visibility and access to the site.

Cathedral City offers a strong combination of central location, consistent population, and increasing economic activity, making it a highly attractive environment for retail, QSR, and automotive users.



#2 Largest

City in
Coachella Valley

±47,000

Daytime Population

±\$131,000

Avg. Household
Income (5-Mile)

DEMOGRAPHICS

	1 mi	3 mi	5 mi
POPULATION			
2025 Total Population	4,940	60,192	118,162
2025 Median Age	60.6	47.1	50.0
2025 Total Households	3,002	26,486	55,169
2025 Average Household Size	1.6	2.3	2.1
INCOME			
2025 Average Household Income	\$133,181	\$111,395	\$131,349
2025 Median Household Income	\$74,340	\$77,382	\$87,872
2025 Per Capita Income	\$80,981	\$49,136	\$61,465
BUSINESS SUMMARY			
2025 Total Businesses	271	2,254	5,209
2025 Total Employees	1,825	16,155	42,118