

72777 Dinah Shore Drive

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



Offering Memorandum

AVISON
YOUNG

Welcome to Rancho Mirage

Contacts

Keith Kropfl

Principal

D +1 (949) 430-0680

keith.kropfl@avisonyoung.com

CA DRE Lic. #01106628

Blake Paluck

Senior Associate

D +1 (949) 430-0681

blake.paluck@avisonyoung.com

CA DRE Lic. #02245510

Christina Saas

Marketing Coordinator

D +1 (949) 430-0682

christina.saas@avisonyoung.com

CA DRE Lic. #01895226

Richard Marshall, SIOR, SR/WA

Broker

CA DRE Lic. #00406698



Contents

The Project	4
Property Overview	6
Buyer Scenerios	18
Hypothetical Demising Scenerios	30
Market Overview	33
Disclaimer	35

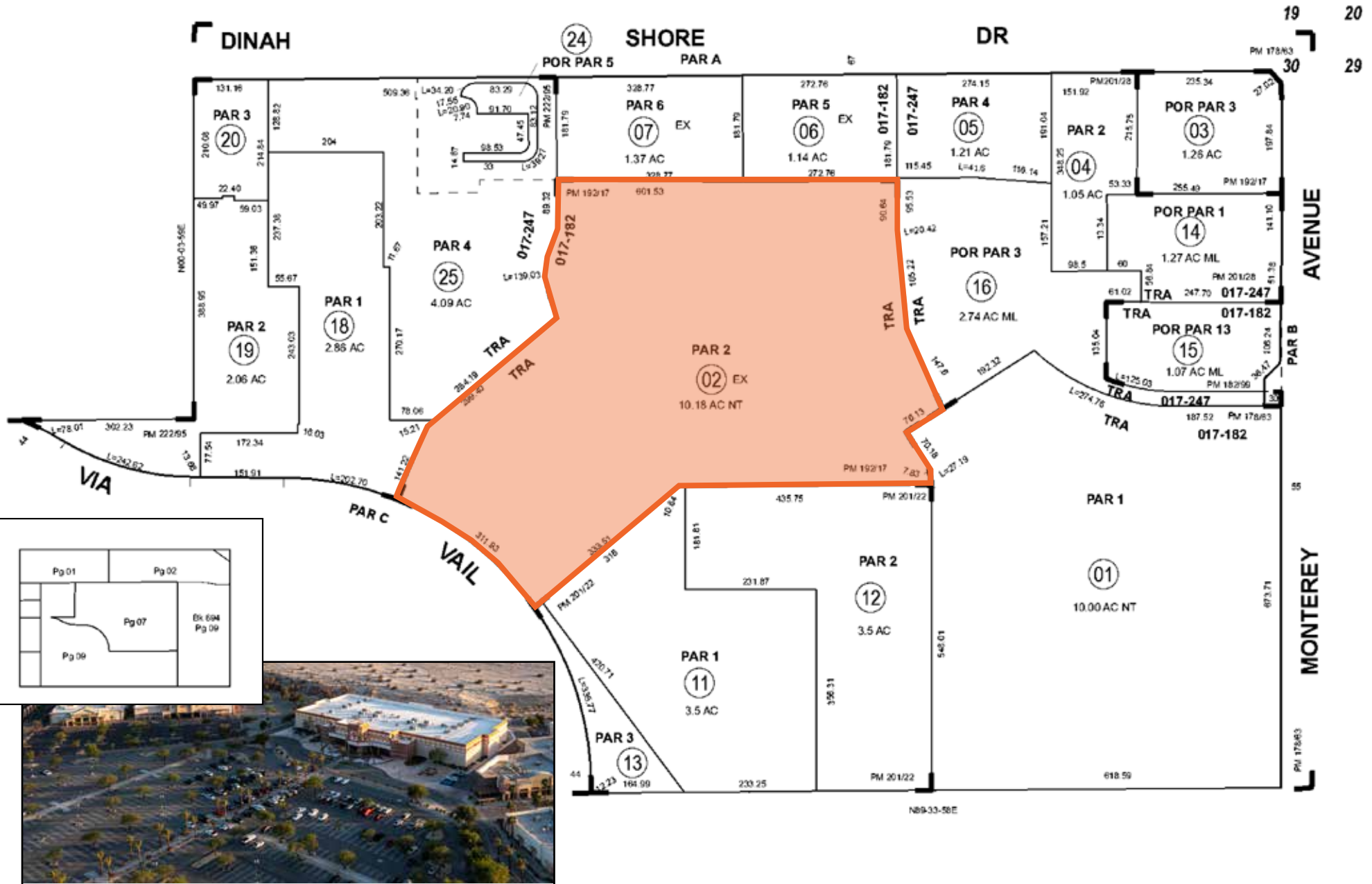


The Project

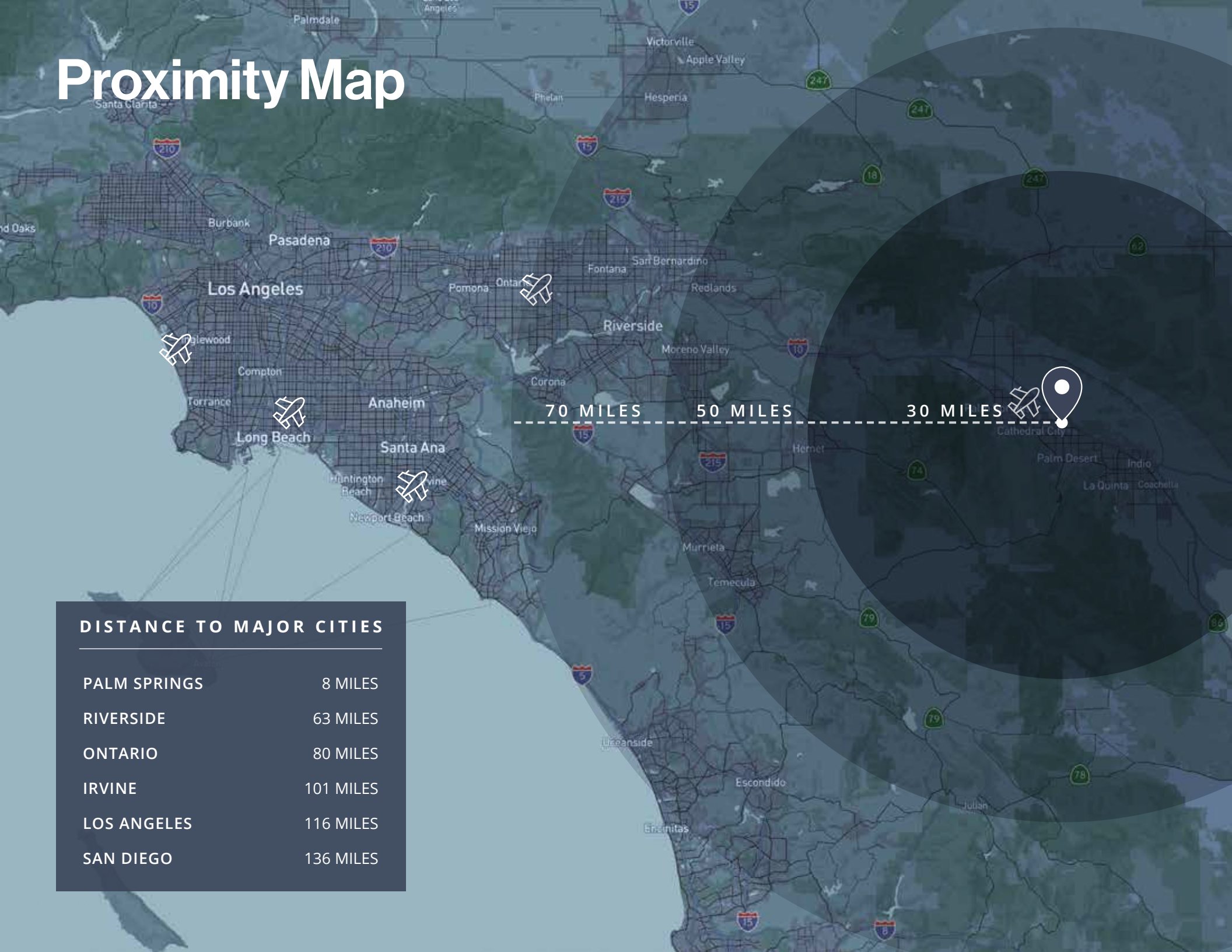
Avison Young is proud to present 72777 Dinah Shore Drive, a compelling investment opportunity to acquire a purpose-built Regal Theater (DO NOT DISTURB) in Rancho Mirage, CA. Originally constructed as a build-to-suit, the property includes a one-story layout with mezzanine and features 16 screens, including 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





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:	Call for Pricing



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



RAMON ROAD

DINAH SHORE RD

AGUA CALIENTE
CASINOS

FUTURE COMMERCIAL

Tri Palm Country Club

mission hills
Country Club

Del Webb
RANCHO MIRAGE

44,927 VPD

mission hills
Country Club

FUTURE
COMMERCIAL

FUTURE RESIDENTIAL

Jack Ivey Ranch
GOLF & COUNTRY CLUB

COTINO
A STORYLIVING BY Disney COMMUNITY

WORTHINGTON'S
SHADOW RIDGE
A DISNEY COMMUNITY

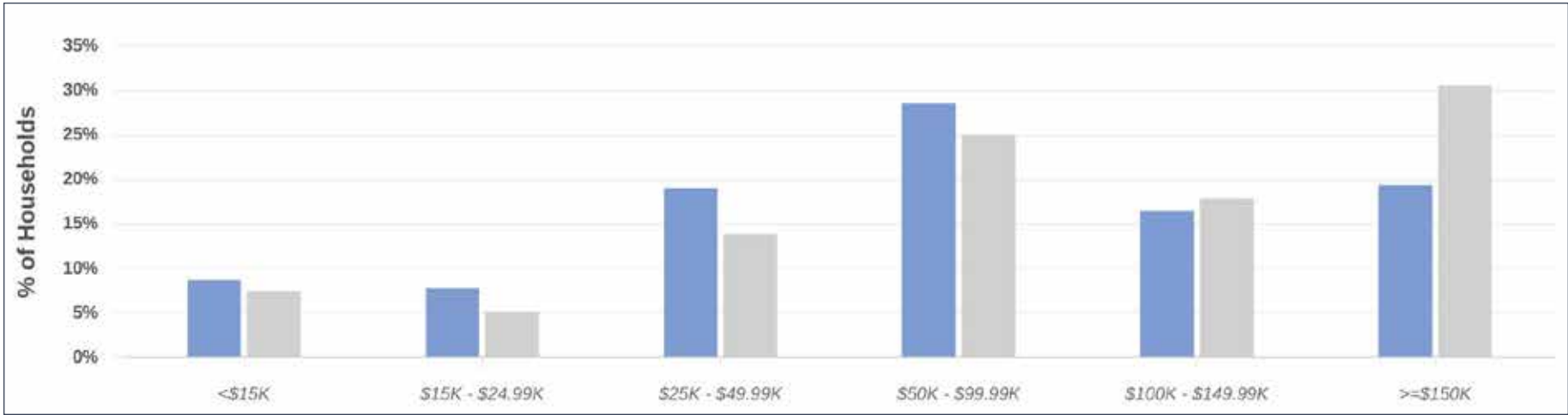
FUTURE COMMERCIAL
AND RESIDENTIAL

Demographic Profile | Monterey Shore Plaza

Metrics

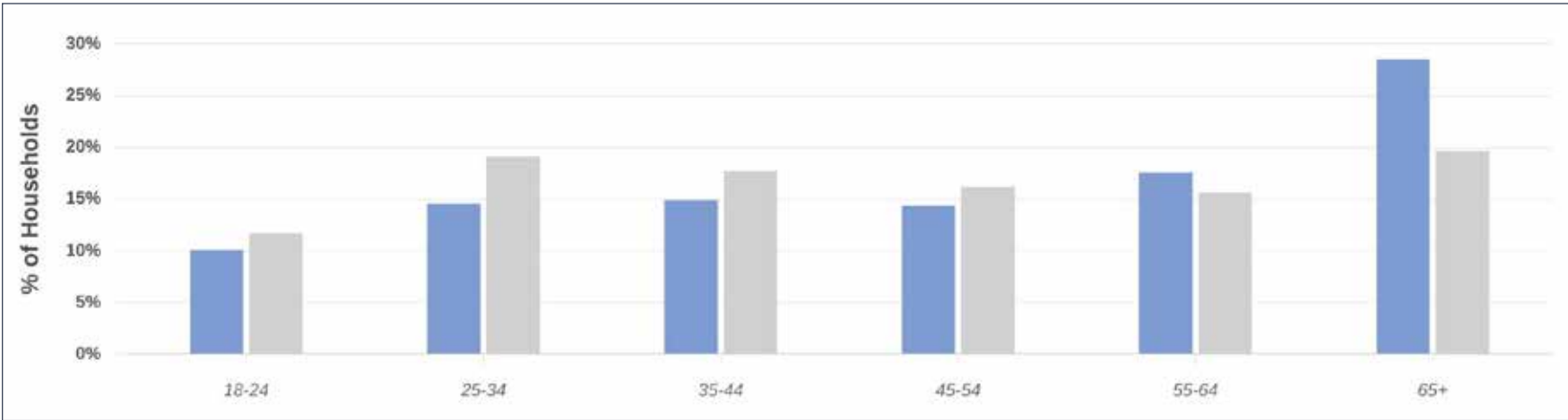
Visits	3.9M	Avg. Dwell Time	40 min
Visits / sq ft	2.54	Panel Visits	154.1K
Size - sq ft	1.5M	Visits YoY	+4.8%
Visitors	778.6K	Visits Yo2Y	+6.3%
Visit Frequency	5.07	Visits Yo3Y	+5.8%

Household Income

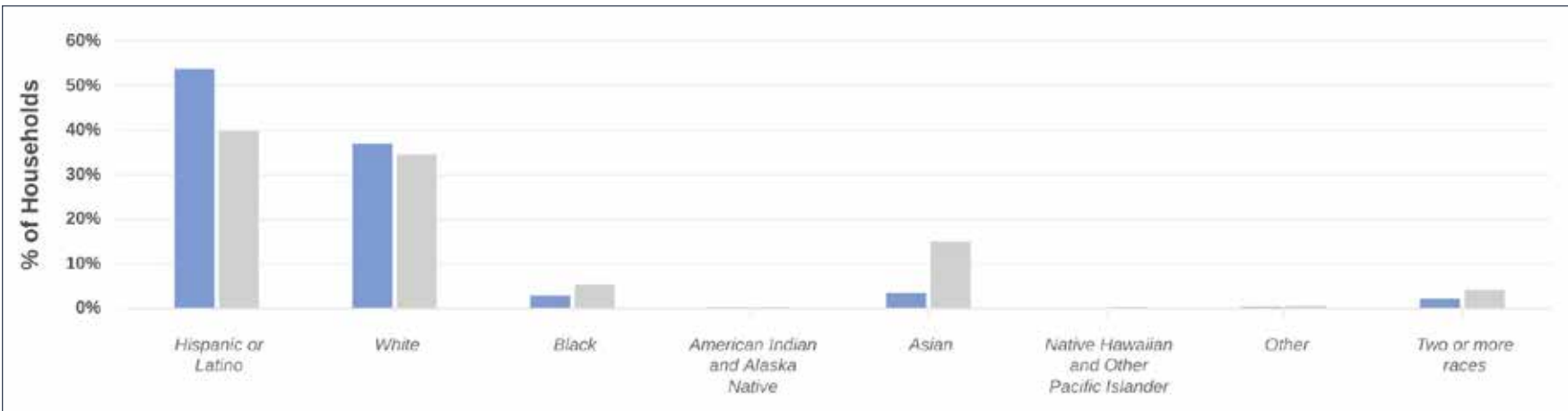


Demographic Profile continued

Age

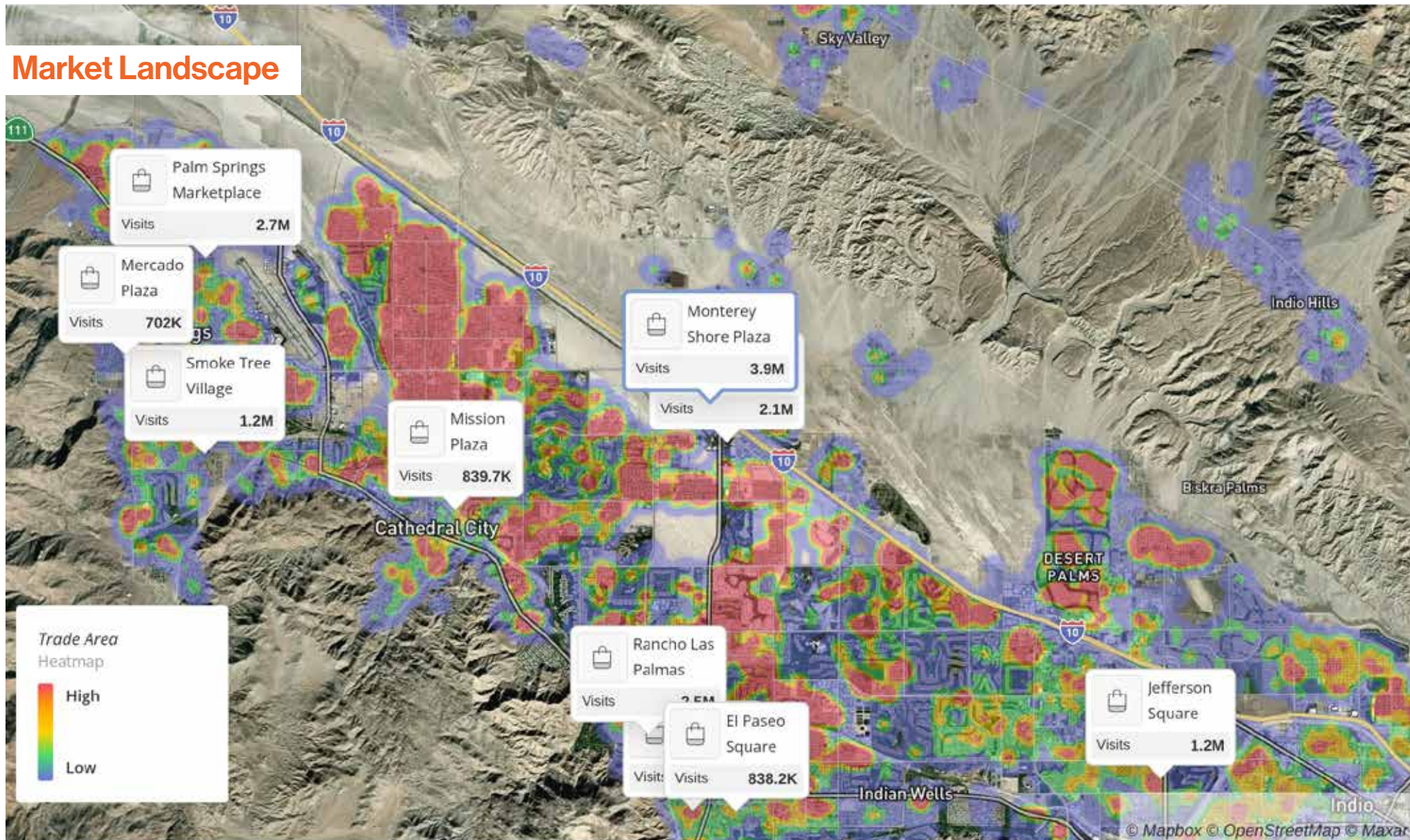


Ethnicity



Demographic Profile continued

Market Landscape



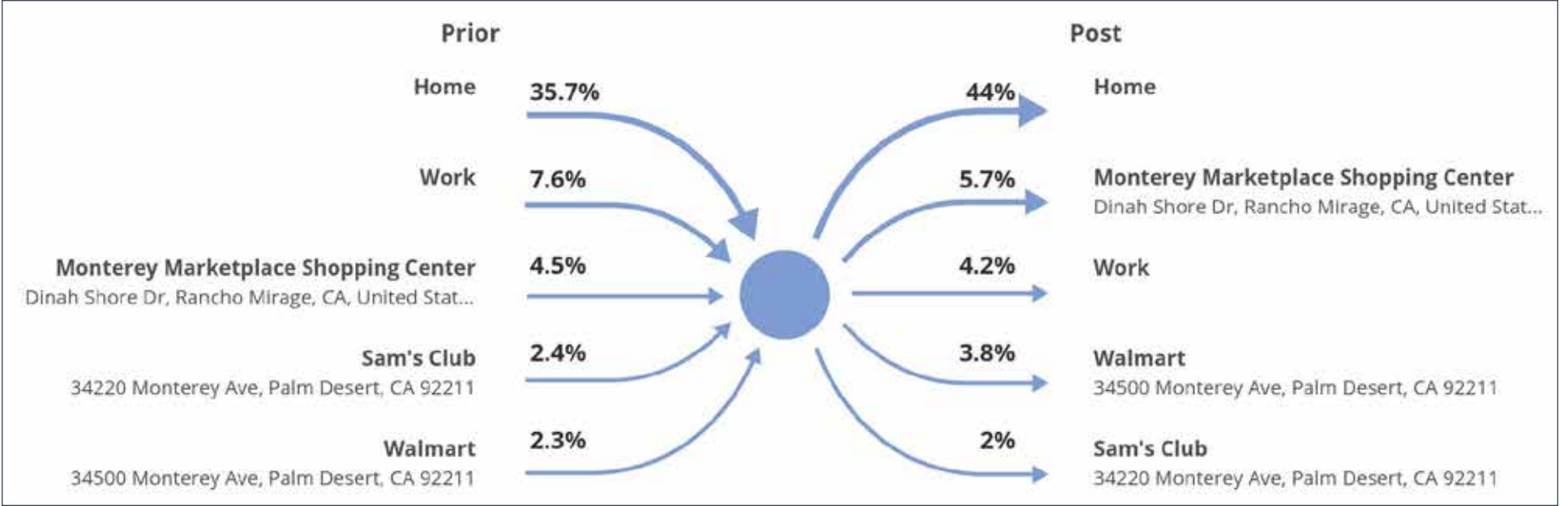
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Demographic Profile continued

Ranking Overview

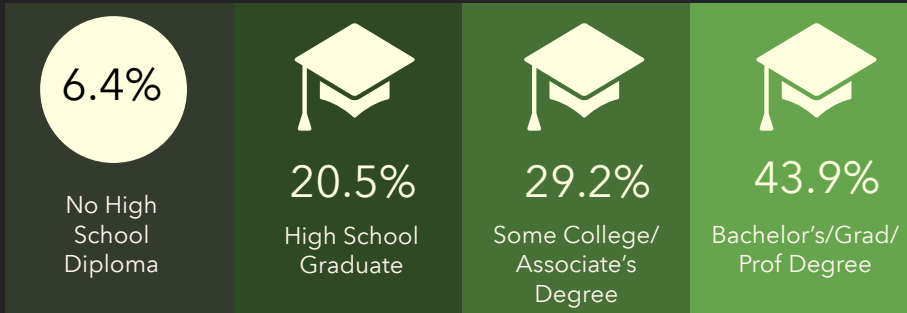


Visitor Journey

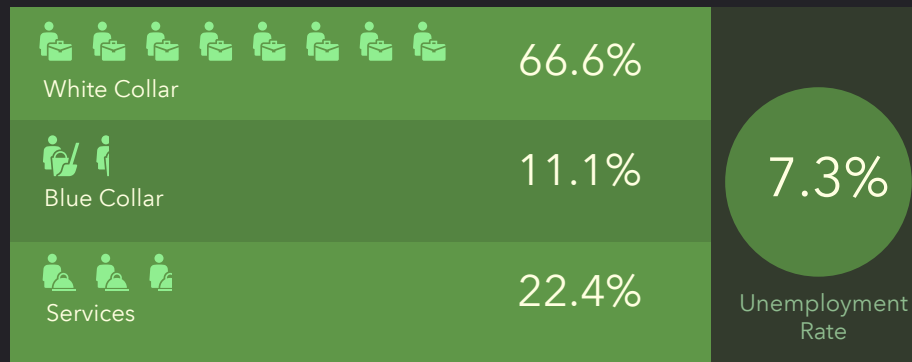


Demographic Snapshot | 5-miles

EDUCATION



EMPLOYMENT



KEY FACTS

25,346

Population

61.8

Median Age

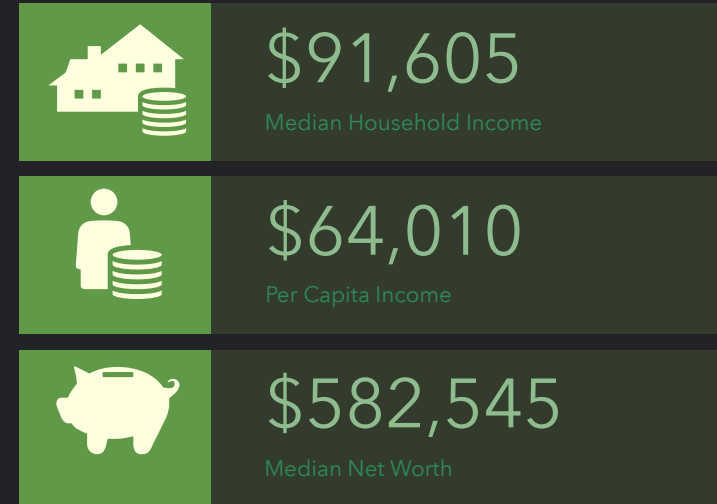
11,663

Households

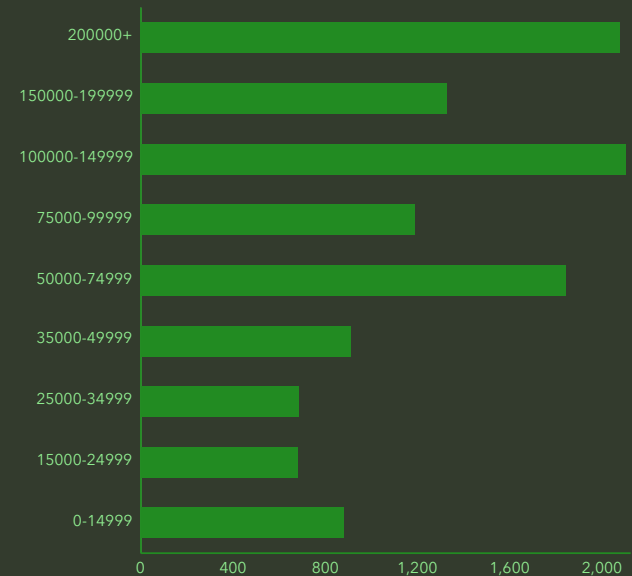
\$75,631

Median Disposable Income

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.

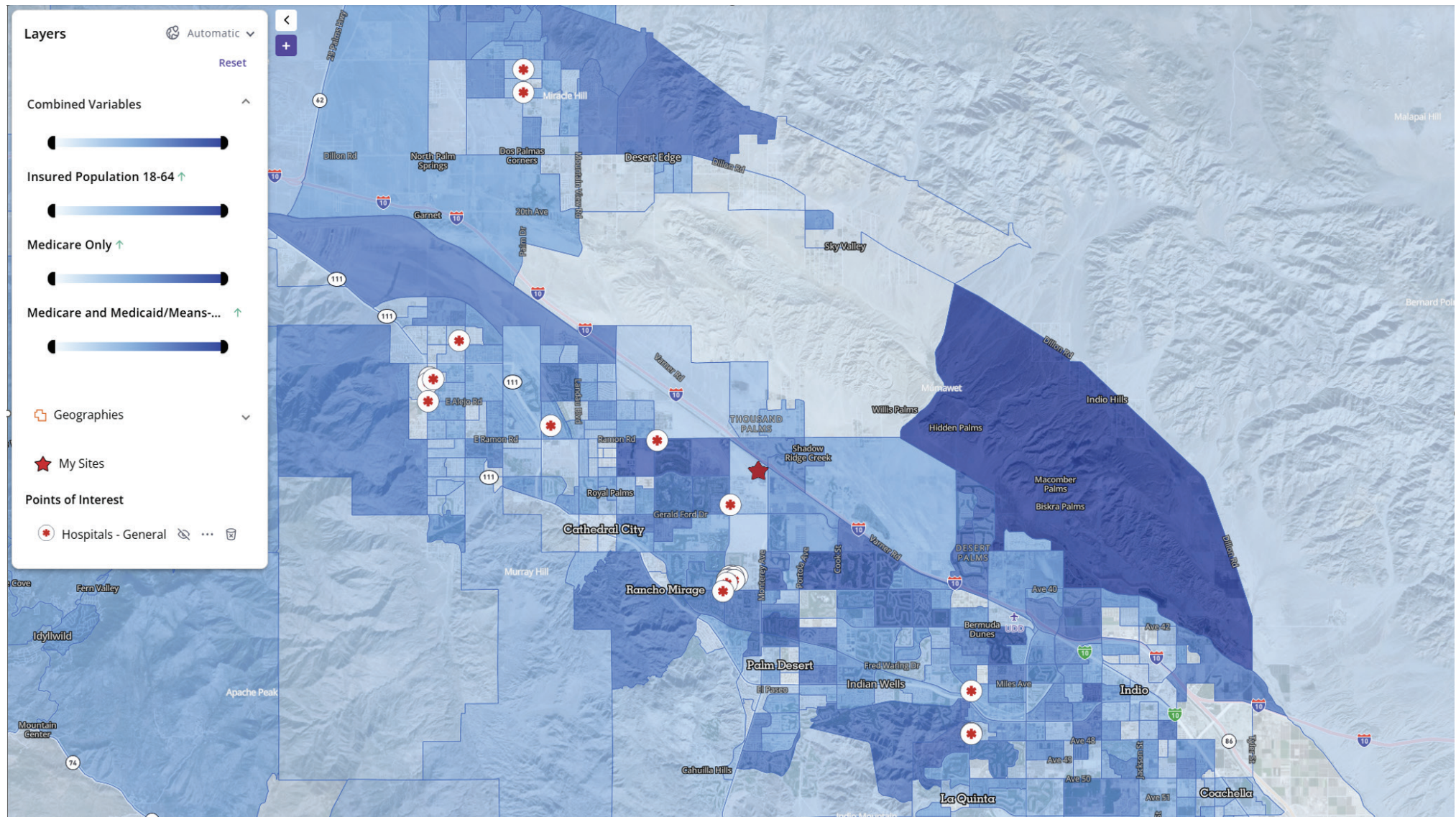
STRATEGIC LOCATIONS & DEMAND DRIVERS

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 | Medical continued



The map highlights the distribution of general hospitals across the market. An overlay of the insured population shows a strong concentration of insured residents surrounding the potential site, indicating solid demand drivers and favorable market conditions for healthcare services.

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.



72777 Dinah Shore Drive

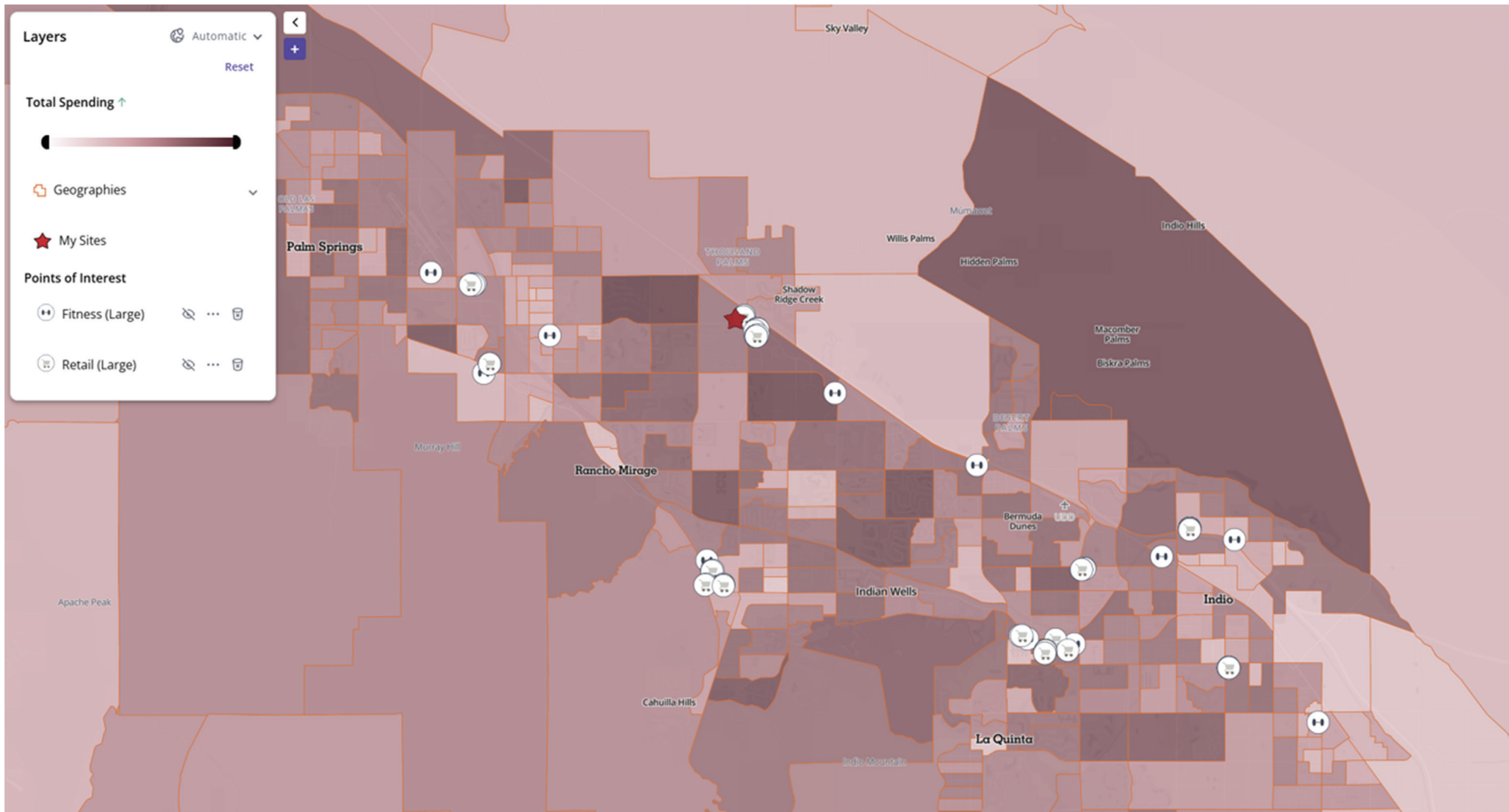
1. Pacific Sales Kitchen & Home
 2. Home Depot
 3. iHOP
 4. McDonald's
 5. Wendy's
 6. Los Arcos Mexican Restaurant
 7. Burgers & Beer
 8. Panera Bread
 9. Pho Vu

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.

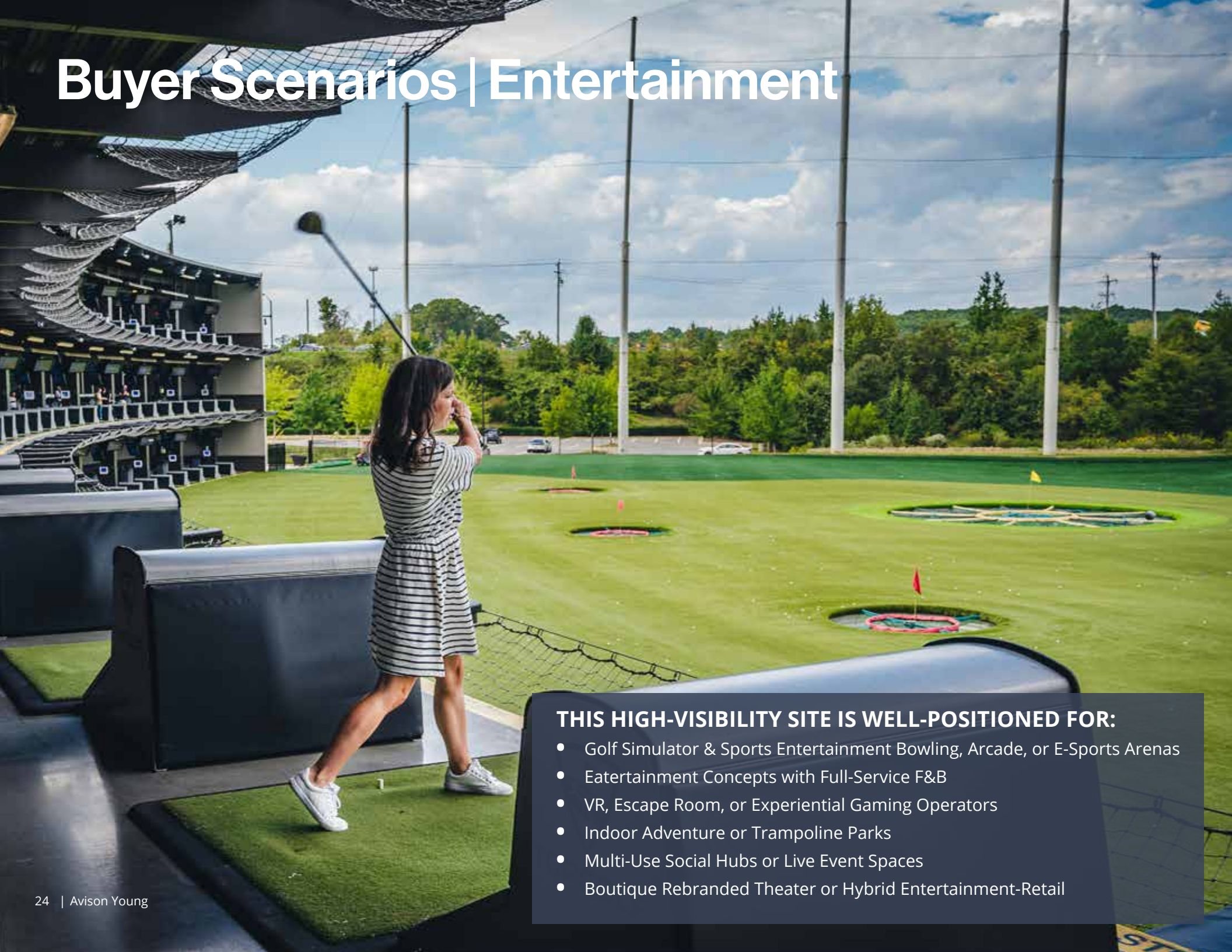
STRATEGIC LOCATION & DEMAND DRIVERS

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.

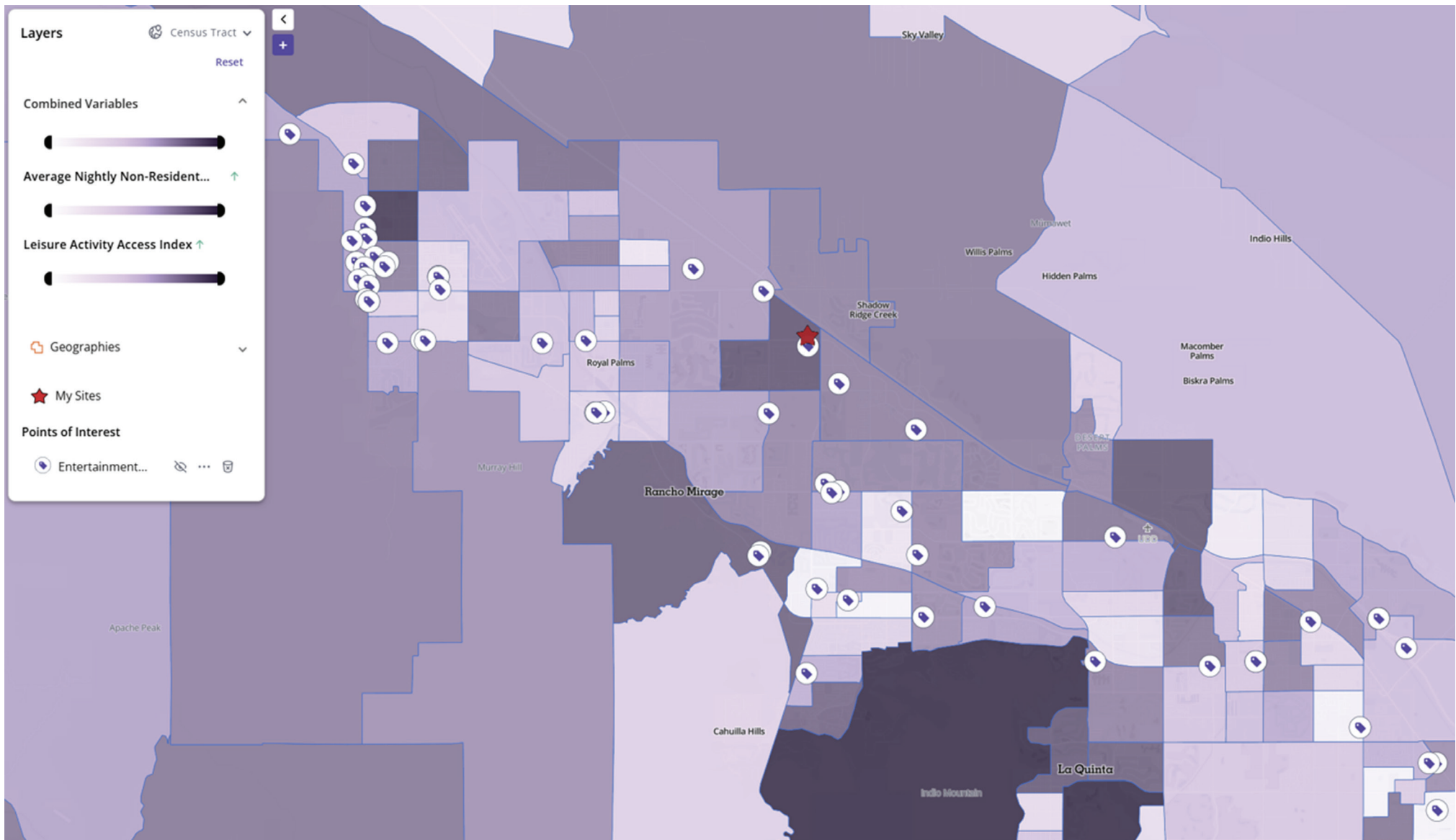
Buyer Scenarios | Entertainment



THIS HIGH-VISIBILITY SITE IS WELL-POSITIONED FOR:

- Golf Simulator & Sports Entertainment Bowling, Arcade, or E-Sports Arenas
- Eatertainment 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.

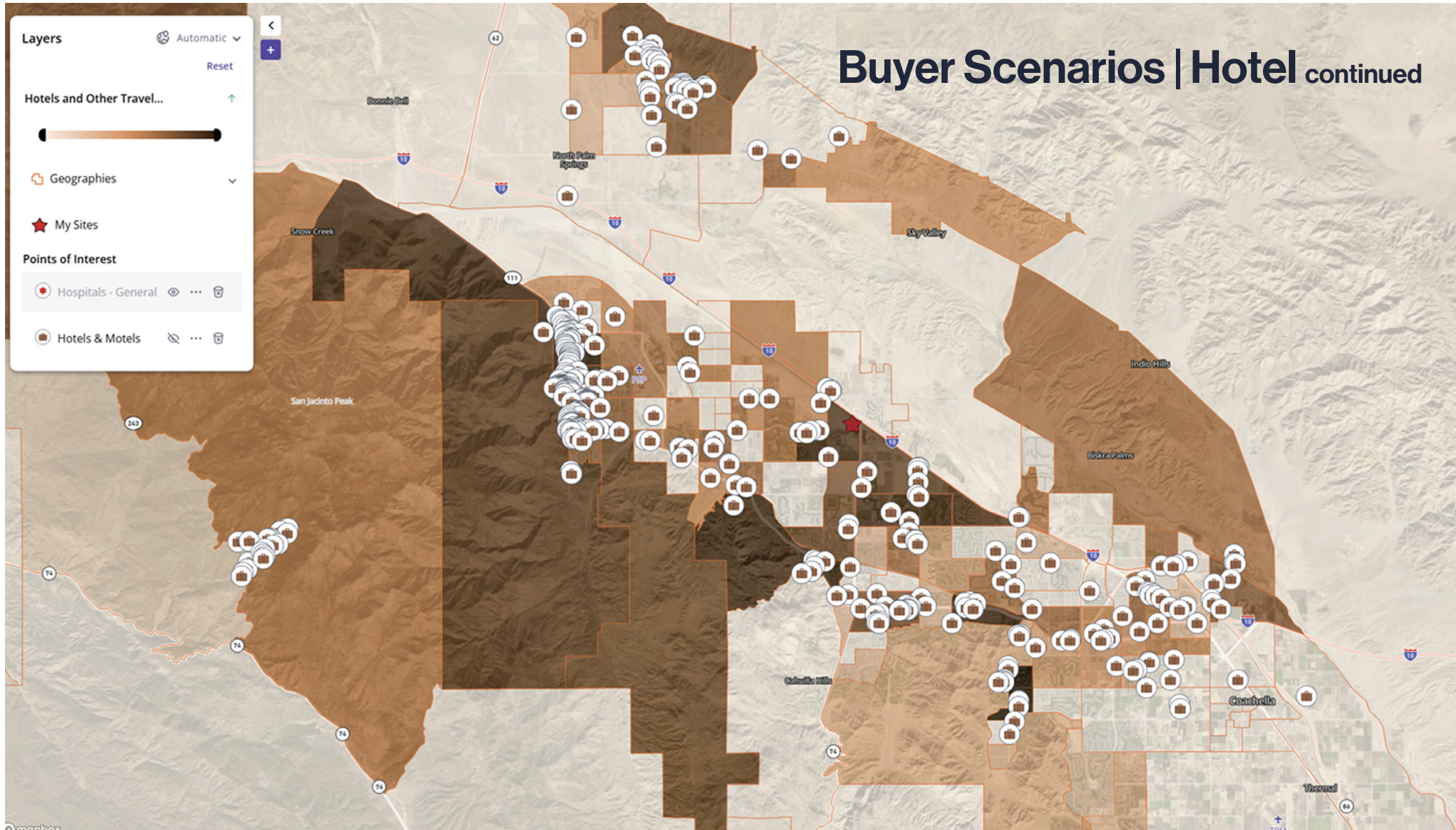
Seasonal residents seeking elevated leisure options.

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



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.

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

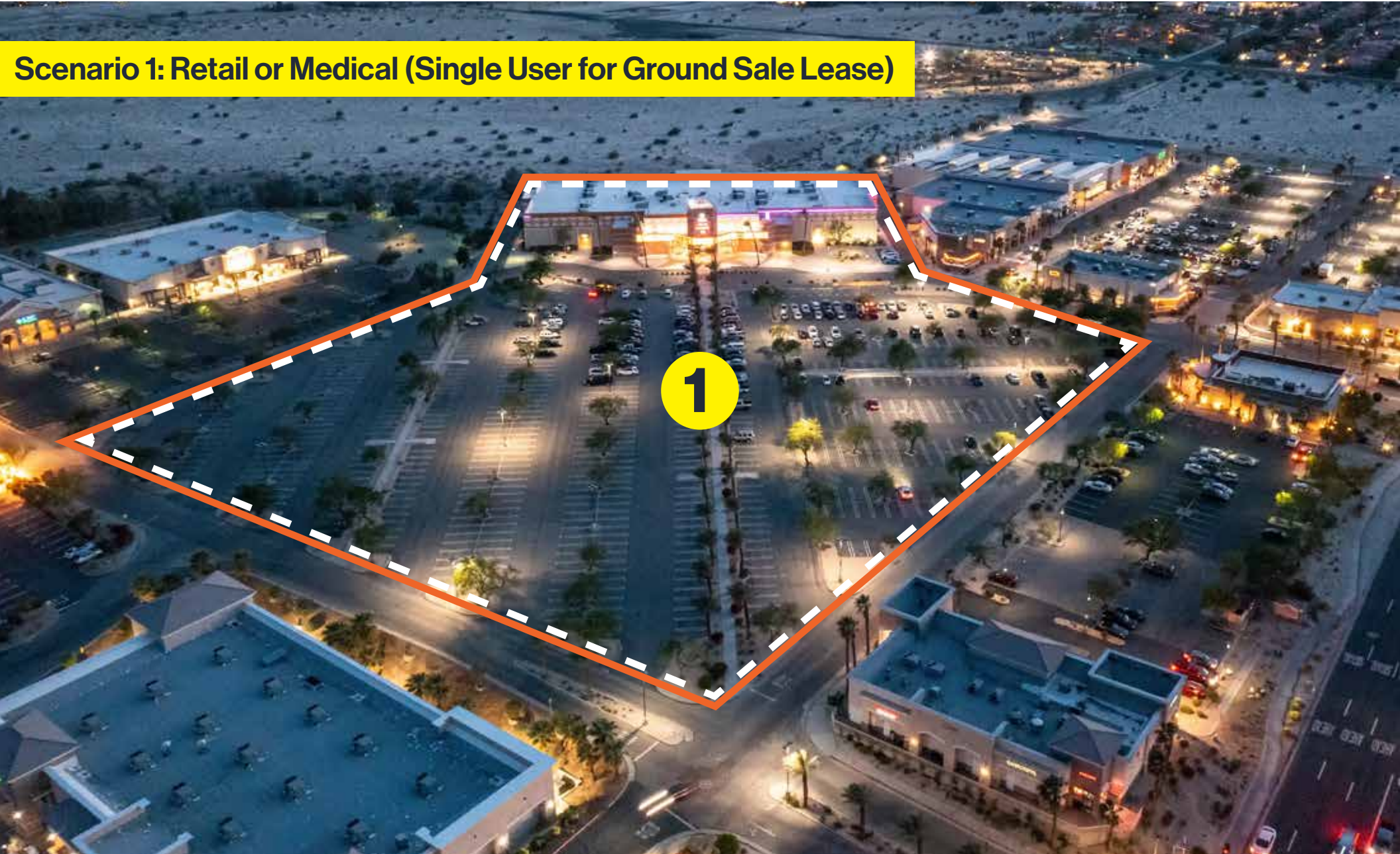
A RARE CANVAS FOR HOSPITALITY VISIONARIES

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 permittable 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)



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

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

Hypothetical Demising Scenarios

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



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

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

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

Saks Fifth Avenue

GUCCI



POTTERY
BARN



LOUIS VUITTON



ANTHROPOLOGIE

SEPHORA

JOHNNY WAS



TRINA TURK



MASTRO'S
RESTAURANTS



SULLIVAN'S
STEAKHOUSE®

THE SHOPS ON EL PASEO

Restaurant
Mamma Gina
Italian Cuisine • Family Style

**PIERO'S
PIZZA VINO**

il corso



chico's
Porta Via



GRAYSE
BY KELLY AND MARIE GRAY

rochebobo
PARIS

EL PASEO DRIVE

Disclaimer

The material contained in this Offering Memorandum is confidential and for the purpose of considering the purchase of the Real Estate described herein. This Offering Memorandum was prepared May 2025, by Broker solely for the use of prospective purchasers of 72777 Dinah Shore Drive (the "Real Estate"). Neither Broker, or seller (the "Seller") nor any of their respective affiliates or their respective officers, directors, employees or agents, make any representation or warranty, express or implied, as to the completeness or the accuracy of the material contained in the Offering Memorandum or any of its contents, and no legal commitments or obligations shall arise by reason of this package or any of its contents. Seller reserves the right to eliminate any portion or all the Real Estate from any offer for sale at any time prior to the completion of a binding contract of sale executed by both Seller and a prospective purchaser. Prospective purchasers of the Real Estate are advised (i) that changes may have occurred in the condition of the Real Estate since the time of this Offering Memorandum or the financial statements therein were prepared and (ii) that all financial projections (and any other projections and/or estimates included herein) are provided for general reference purposes only in that they are based on assumptions (which may or may not prove to be correct) relating to the general economy, competition, and other factors beyond the control of Broker and the Seller and, therefore, are subject to material variation and no assurance can be made that any such projected results will be attained. Nothing contained herein is, or should be relied on as, a promise or representation as to the future performance of the Real Estate or any portion thereof.

Prospective purchasers of the Real Estate are advised and encouraged to conduct their own comprehensive review and analysis of the Real Estate. The Offering Memorandum is a solicitation of interest only and is not an offer to sell the Real Estate. To the extent that the proposed sale of the Real Estate is structured in a way that involves the sale of a security, this Offering Memorandum also does not constitute the offer or invitation for the sale or purchase of any securities of any person or entity (and the offer of securities, if any, will only be made pursuant to other appropriate documentation and agreements provided by the Seller). The Seller and Broker expressly reserve the right, at their sole discretion, to reject any or all expressions of interest or offers to purchase the Real Estate (or any direct or indirect interest therein), and expressly reserve the right, at their sole discretion, to terminate discussions with any entity at any time with or without notice. The Seller shall have no legal commitment or obligations to any entity reviewing the Offering Memorandum or making an offer to purchase the Real Estate unless and until a written agreement satisfactory to the Seller has been fully executed, delivered, and approved by the Seller and any conditions to closing in favor of the Seller thereunder have been satisfied or waived in writing by the Seller.

This Offering Memorandum is confidential. By accepting the Offering Memorandum, you agree (i) that you will hold and treat the Offering Memorandum and its contents in the strictest confidence, (ii) that you will not disclose the Offering Memorandum or any of its contents to any other entity without the prior written authorization of Broker, and (iii) that you will not use the Offering Memorandum in any fashion or manner detrimental to the interest of the Seller or Broker. The terms and conditions stated in this section will relate to all the sections of the package as if stated independently therein. If, after reviewing this package, you have no further interest in purchasing the Real Estate at this time, kindly return this brochure to Broker at your earliest possible convenience.



**AVISON
YOUNG**

To obtain additional information, please contact:

Keith Kropfl

Principal

D +1 (949) 430-0680

keith.kropfl@avisonyoung.com

CA DRE Lic. #01106628

Blake Paluck

Senior Associate

D +1 (949) 430-0681

blake.paluck@avisonyoung.com

CA DRE Lic. #02245510

Christina Saas

Marketing Coordinator

D +1 (949) 430-0682

christina.saas@avisonyoung.com

CA DRE Lic. #01895226

Avison Young

1 Park Plaza, Suite 100

Irvine, CA 92614

avisonyoung.com

Thank You.

Call for Pricing