

# FREESTANDING RETAIL BUILDING

INDIO | CALIFORNIA  
OFFERING MEMORANDUM



**\$95K+**

Average HHI 5-Mile



**For Sale**  
or Lease



**191K**

5-Mile Population



**35K+**

Combined VPD



# PROPERTY OUTLINE

Marcus & Millichap

**0.89-ACRE**  
PARCEL ALSO  
AVAILABLE FOR  
SALE/LEASE

**17,397 SF**  
GLA

**±69 SPACES**  
PARKING

**1.69 AC**  
LOT SIZE

AVENUE 48

MONROE STREET



# AERIAL MAP



## DENSE & GROWING DEMOGRAPHICS

### REGIONAL GROWTH & DEMOGRAPHIC MOMENTUM

Within a 5-mile radius, there are 63,728 households and 190,000+ residents and growing, with projected household and income growth through 2029 indicating robust regional expansion.

### CENTRAL ACCESS TO EXPANDING RESIDENTIAL HUBS

The site is well located central to new residential developments in La Quinta and Indio. The immediate area has a variety of housing options, with 848 apartments listed nearby, catering to different budgets and lifestyles.

### STRATEGIC LOCATION IN HEALTH & PROFESSIONAL SERVICES CORRIDOR

The subject property is situated within a growing medical and professional corridor anchored by JFK Hospital and Kaiser Permanente, indicating strong consumer base for both essential services and destination retail.

**SUBJECT PROPERTY**



# AREA HIGHLIGHTS

Marcus & Millichap



Indian Palms Country Club & Resort is a gated golf destination featuring a 27-hole championship course with three distinct nine-hole layouts, an island green, and recently renovated practice facilities. The property also offers a 59-room boutique hotel with scenic views and access to a pool, spa, tennis and pickleball courts, a fitness center, and a full-service restaurant. Catering to both casual guests and avid golfers, the resort provides event space, concierge services, and a relaxed, mid-range experience



Empire Polo Club, a nearly 1,000-acre venue in the Coachella Valley, was established in 1987 as one of the West Coast's premier polo facilities. Since 1993, it has gained global recognition as the home of the Coachella and Stagecoach music festivals, hosted under a long-term lease by Goldenvoice. In recent years, AEG Presents has expanded its use to include the Coachella Valley Invitational, a professional soccer tournament launched in 2022. These flagship events generate **over \$700 million annually** for the regional economy, with local hotels, restaurants, and retailers seeing significant boosts. The festivals not only attract global audiences but also play a critical role in sustaining local businesses during off-peak seasons, making the venue a key economic anchor for the area.

MONROE ST | 20,579 VPD

AVE 48 | 15,573 VPD

## UPCOMING DEVELOPMENT

As of June 2025, the owner of Empire Polo Club announced plans to develop a **218-acre mixed-use project** near the venue, aiming to expand Indio's long-term economic potential. The proposed development includes residential units, retail, restaurants, and possibly a sports venue, creating a vibrant hub for community life, commerce, and year-round tourism. With a key land use change already approved by county officials, the project is positioned to boost local job creation and real estate investment. Located adjacent to the Empire Polo Club, home to Coachella and Stagecoach, the development is expected to diversify the regional economy and support a more sustainable, self-contained community beyond seasonal tourism.

ADJACENT VACANT  
PARCEL ALSO  
AVAILABLE FOR  
SALE OR LEASE

SUBJECT PROPERTY



# INVESTMENT OVERVIEW

**\$3,500,000**  
Purchase Price

**\$18.00 PSF**  
Lease Rate

## OFFERING DETAILS

ADDRESS	47985 Monroe St
CITY, STATE	Indio, CA
TOTAL GLA	17,397 SF
LOT SIZE	1.69 AC
PARKING	±69 Spaces
YEAR BUILT	2008

 [Click to View  
Google Map](#)

 [Click to View  
Street View](#)

**ADJACENT 0.89-ACRE PARCEL  
ALSO AVAILABLE FOR SALE/LEASE**



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## INVESTMENT HIGHLIGHTS

### Proven Retail Viability (Former Rite Aid)

Previously occupied by Rite Aid, a national pharmacy chain, the building is purpose-built for high-traffic retail and has existing infrastructure for immediate repurposing. Its layout, loading zone, and utilities already support retail, medical, or essential services.

### Prime Last-Stop Retail Location on Route to Coachella

Strategically positioned as one of the final convenient retail stops before reaching the world-famous Coachella and Stagecoach festival grounds, this site offers exceptional visibility and access for future tenants. With millions of annual visitors traveling through Indio en route to surrounding desert resorts, mountain getaways, and major events, the location presents a compelling opportunity for value-add or repositioning.

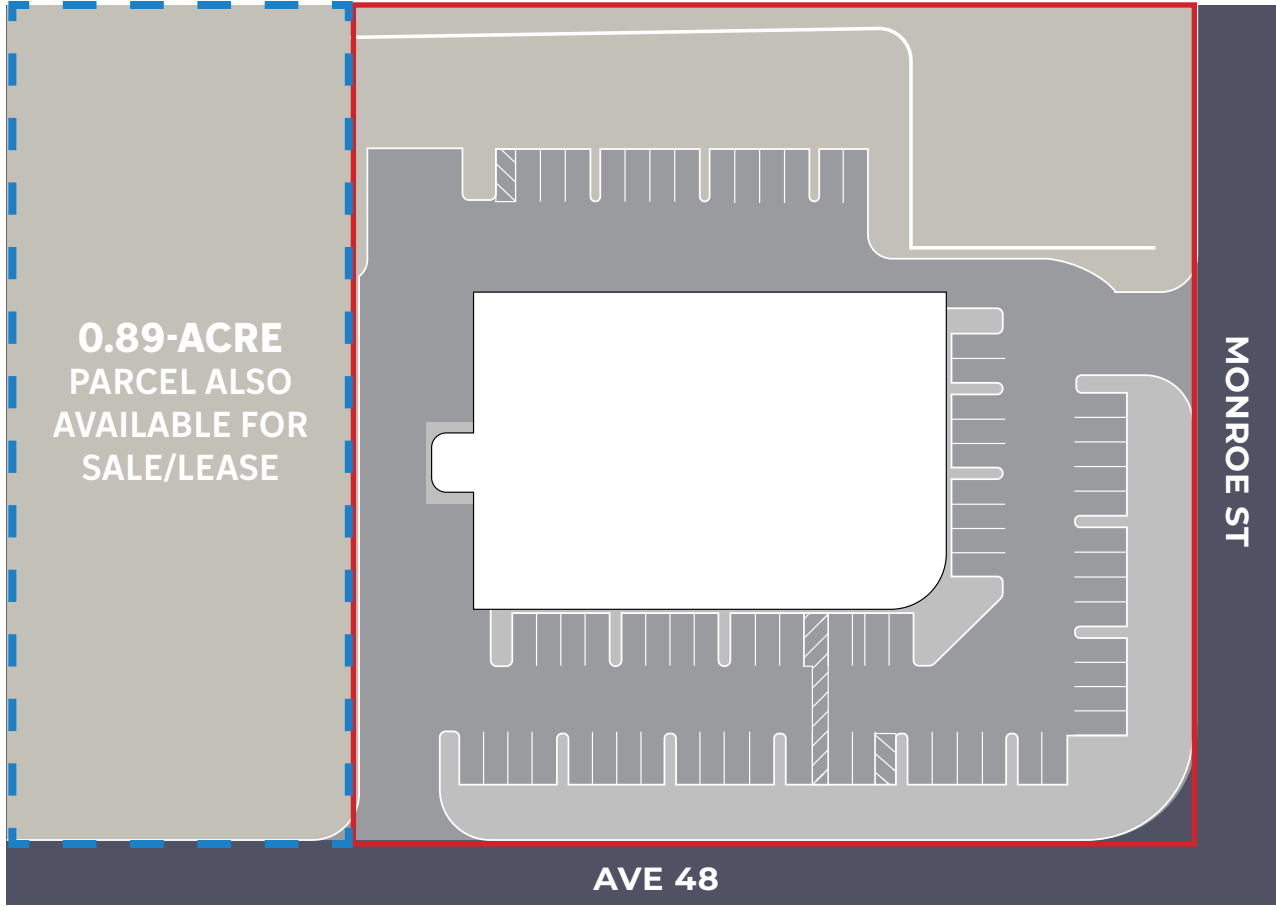
### Fastest-Growing City in Coachella Valley

With a 2025 population of over 191,000 within a 5-mile radius, the city population has increased 6.97% since 2020. Indio is the largest and fastest-growing city in the Coachella Valley, with a long list of new developments and expansions in the retail, healthcare, housing, and education sectors.

### Adjacent Parcel Available from Same Seller/Lessor

Immediately to the west of the former Rite Aid is a parcel of land, .89 acres, zoned “neighborhood center” (NC). The NC zoning permits a great deal of development options for a tenant of the Subject Property in creating a complementary retail/service/storage area. This is an additional element to the Subject Property and is negotiable.

# SITE MAP



## PERMITTED & CONDITIONAL USES

- Supermarket and Grocery Store
- Alcoholic Beverage Sales
- Furniture and Home Furnishings Store
- Electronics/Appliance Retailer
- Clothing, Shoes, and Jewelry Store
- Sporting Goods, Hobby, Book, and Musical Instrument Store
- Pharmacy/Drug Store and Convenience Store
- Office Supplies, Stationary, and Gift Store
- Cosmetics, Beauty Supplies
- Automotive Parts and Accessories
- Pet and Pet Supplies Store

## CONSUMER SPENDING

The nearby population (within a ten-minute drive time) spends **\$3,081,000,000** annually

- Retail Trade: \$678,051,000
- Health Care: \$230,327,000
- Dining Outside The Home: \$125,754,000
- Apparel: \$75,755,000
- Pets: \$31,600,000

17,397 SF GLA

1.69 AC LOT SIZE

2008 YEAR BUILT



# PROPERTY PHOTOS

Marcus & Millichap





# INTERIOR PHOTOS

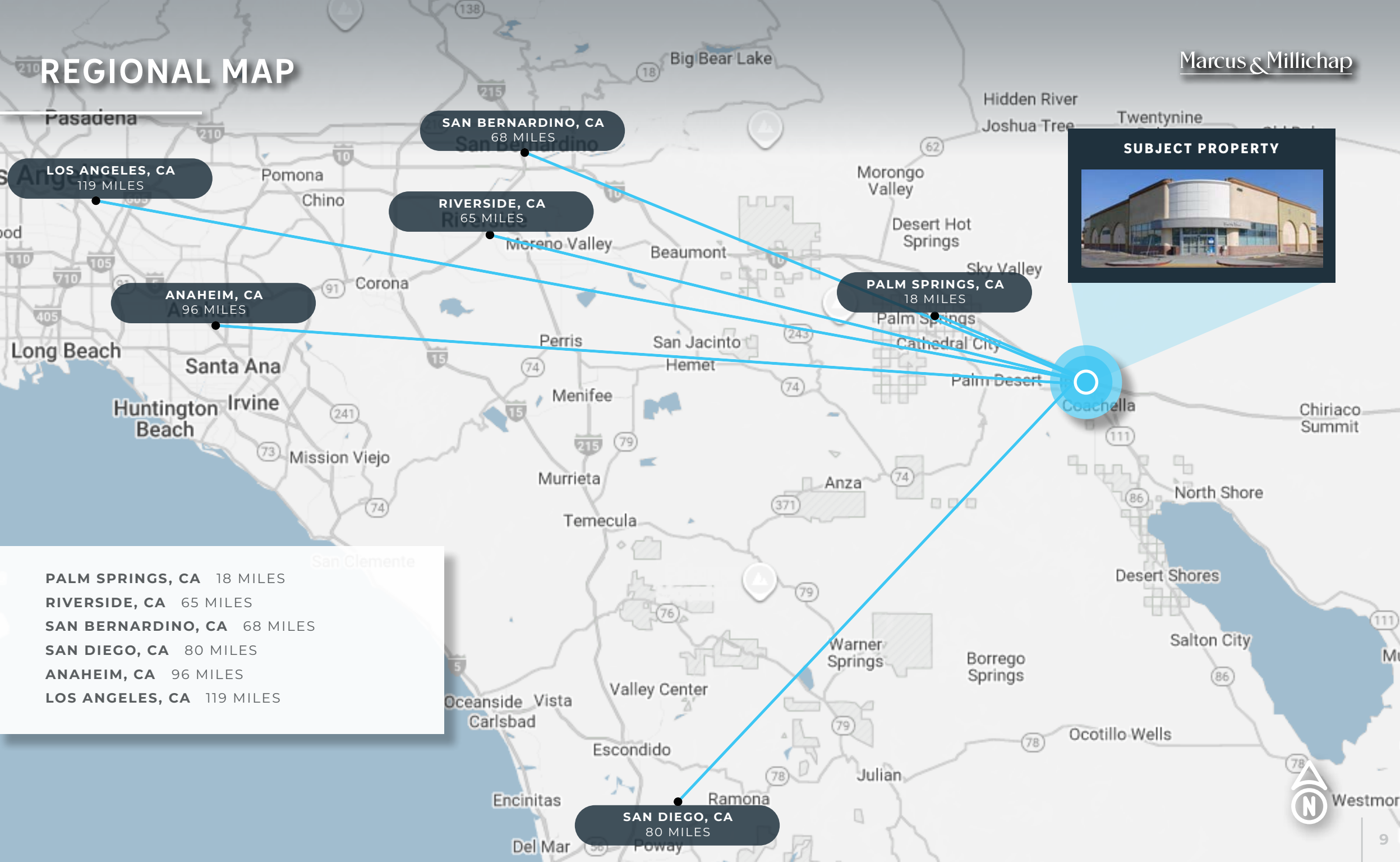


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# REGIONAL MAP



**PALM SPRINGS, CA** 18 MILES  
**RIVERSIDE, CA** 65 MILES  
**SAN BERNARDINO, CA** 68 MILES  
**SAN DIEGO, CA** 80 MILES  
**ANAHEIM, CA** 96 MILES  
**LOS ANGELES, CA** 119 MILES





### ONE OF THE FASTEST-GROWING CITIES IN THE COACHELLA VALLEY

Indio has experienced significant residential and commercial growth in recent years, fueled by new housing developments, a growing population of over 95,000, and strong regional migration trends.

### YEAR-ROUND TOURISM & EVENT ECONOMY

Known as the “City of Festivals,” Indio draws over 1 million annual visitors with major events like Coachella, Stagecoach, and the Riverside County Fair—supporting strong retail, hospitality, and service-sector demand.

### STRATEGIC LOCATION WITH REGIONAL ACCESS

Located along I-10 and Highway 111, Indio provides excellent connectivity to Palm Springs, the Inland Empire, and Arizona, with strong visibility and access ideal for destination retail and high-traffic tenants.



## DEMOGRAPHICS



POPULATION	1 MILE	3 MILES	5 MILES
2024 Population	17,203	98,528	191,854
2029 Projection	18,352	104,818	206,205



HOUSEHOLDS			
2024 Households	5,859	30,444	63,728
2029 Projection	6,257	32,473	68,819



HOUSEHOLD INCOME			
Avg. Household Income	\$65,938	\$83,905	\$95,632
Median Household Income	\$54,212	\$60,776	\$67,307



EDUCATION			
Some College, No Degree	3,165	16,135	34,515
Associate Degree	1,419	7,151	12,852
Bachelor's Degree	1,423	7,171	18,573
Advanced Degree	766	4,168	11,617



EMPLOYMENT			
Civilian Employed	7,633	43,982	84,779
Civilian Unemployed	352	3,054	5,981
U.S. Armed Forces	38	68	87







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# **FREESTANDING RETAIL BUILDING INDIO | CALIFORNIA OFFERING MEMORANDUM**

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