

# 20.43 AC JEFFERSON ST & I-10 OFF RAMP INDIO, CA



## SEC JEFFERSON ST & I-10, INDIO, CA

### FEATURES

- Potential for 10 to 12 acres to be entitled for Multi-Family up to 20 units/acre
- Located at the I-10 and Jefferson off-ramp with three signalized entrances to the project
- Approved site plan for retail
- This is the main freeway exit for the Coachella and Stagecoach Music Festivals
- 3 Miles to the new Coachella Valley Stadium/Arena
- Within 1 mile from Shadow Hills High School and Desert Ridge Middle School and a new elementary school coming soon
- Indio is one of the fastest-growing cities in the Coachella Valley. Known as the City of Festivals, it welcomes more than 1 million visitors each year
- Drive Thru pads available
- This area is experiencing explosive new growth

**PRICE: \$7,119,440 (\$8/SF)**

### COACHELLA VALLEY



### VICINITY MAP



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# JEFFERSON PLAZA AT I-10 OFF RAMP

## INDIO, CA



**Directions:** Head east on I-10 for 123 miles. Keep left to continue San Bernardino Fwy and follow the signs for I-10 E/San Bernardino. Take exit 139 for Jefferson St. Use the left 2 lanes to turn left onto Jefferson St. In less than a quarter mile, turn right onto Varner Rd. The property will be on your right.

### SITE AMENITIES

- **Location:** Property is located at southeast corner of Jefferson St and fronting I-10 in Indio, CA
- **APN:** 691-180-019, 691-190-040
- **Parcel Size (According to County Assessor's Information):** 20.43 AC (889,930 SF)
- **General Plan/Zoning:** Mixed Use - Specific Plan
- **Utilities:**
  - Water: 18" line in Jefferson St.  
24" line in Varner Rd.
  - Sewer: 15" line in Jefferson St.
- **Current Use:** Vacant Land
- **Average Daily Traffic Counts:**
  - I-10 Freeway: 80,000
  - Jefferson St & Varner Rd: 35,000
  - Varner Rd & Avenue 42: 13,000
- **Comments:** [New 1,500 home Del Webb Desert Retreat planned at Avenue 40 just west of Madison - Click for details](#)

### COACHELLA VALLEY TOURISM INDUSTRY

- 13.6M Visitors spent more than \$5.5B in 2017
- \$7B economic impact (9% increase over 2015)
- 51,866 Industry Jobs (1,200 Increase since 2010)
- 2017 Y-U-Y: Hotel occupancy: 2.7% increase
- Average Daily Rate: 3.1% increase

### DEMOGRAPHICS

	1 MI	3 MI	5 MI
<b>Population</b>	4,486	66,325	127,732
<b>Avg. HH Income</b>	\$90,536	\$88,180	\$93,176
<b># of Households</b>	2,017	27,715	53,769



Indio is known as "The City of Festivals" home to the world renowned Coachella Music Festival & Stagecoach Country Music Festival attracting almost \$1 Million visitors each year!

760.360.8200 | [DesertPacificProperties.com](http://DesertPacificProperties.com) | 77-933 Las Montanas Rd. Suite 101 Palm Desert CA 92211

Disclaimer: The information provided has been obtained from sources believed reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warrant or representation about it. Buyer is strongly encouraged to independently confirm its accuracy and completeness. Any projections, opinions assumptions or estimates used are for example only, and may not accurately represent the current or future performance of the property.

# JEFFERSON PLAZA AT I-10 OFFRAMP

## SITE AERIAL



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# JEFFERSON PLAZA AT I-10 OFFRAMP

## LOCATION OVERVIEW



### CITY OF INDIO



Indio is known as “The City of Festivals,” home to the world renowned Coachella Music Festival & Stagecoach Country Music Festival, which attract nearly 1 Million visitors each year!

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### 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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