

# COUNTRY CLUB MARKETPLACE

77-750 TO 77-780 COUNTRY CLUB DRIVE | PALM DESERT, CA



 **LEE &  
ASSOCIATES**  
COMMERCIAL REAL ESTATE SERVICES





# PROPERTY HIGHLIGHTS

Strategically located along Country Club Drive near Washington Street, Country Club Marketplace offers excellent visibility and easy access to Interstate 10—serving residents and visitors throughout Palm Desert and the greater Coachella Valley.

Home to a mix of daily-needs retailers and local service tenants, the center provides convenient parking, strong traffic counts, and steady neighborhood engagement. Positioned within a high-income trade area, Country Club Marketplace offers a centrally located, cost-effective retail destination in one of the desert's most active corridors.



## FLEX SPACE

Storefront visibility + storage/  
warehouse space



## PRIME VISIBILITY

Street frontage with  
monument signage



## DEMOS (5 mile radius)

Population: 125,092  
Households: 52,479  
Avg. HH Income: \$123k +



## CENTRAL ACCESS

Quick I-10  
connectivity



## GREAT NEIGHBORHOOD

with strong  
demographics



# DEMOGRAPHICS

Estimated 2024 | Dataset: STI Popstats via Placer AI

1 Mile 3 Mile 5 Mile

## Population

Total Population	6,994	46,800	125,092
Proj. Total Population (2029)	7,502	50,286	131,102

## Housing

Total Households	3,496	21,476	52,479
Proj. Total Households (2029)	3,745	23,042	55,082

Median House Value (Owners)	\$641,107	\$695,695	\$640,290
Average House Value (Owners)	\$648,665	\$779,927	\$713,007

Median HH Wealth	98,304	100,074	92,849
Average HH Wealth	264,822	265,389	255,782

## Income

Median HH Income	\$88,882	\$90,429	\$86,521
Average HH Income	\$115,970	\$127,951	\$123,791
Per Capita Income	\$58,047	\$59,011	\$52,202
Median Disposable Income	\$76,855	\$79,138	\$74,617
Average Disposable Income	\$84,801	\$90,760	\$88,011

## Daytime Demographics

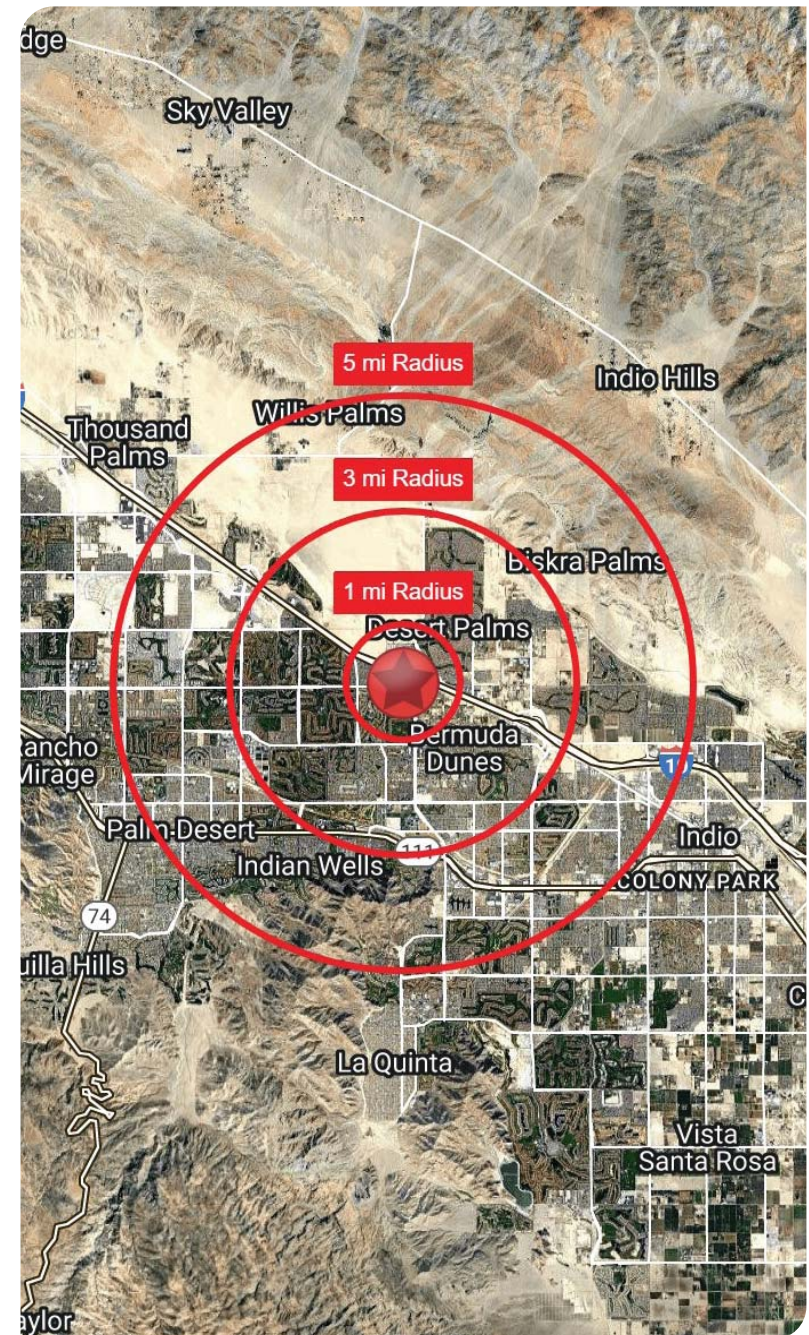
Total Daytime Population	10,505	65,618	161,759
Daytime Population Workers	5,256	28,919	58,107

## Age

Median Age	62	58	51
Average Age	54	53	51

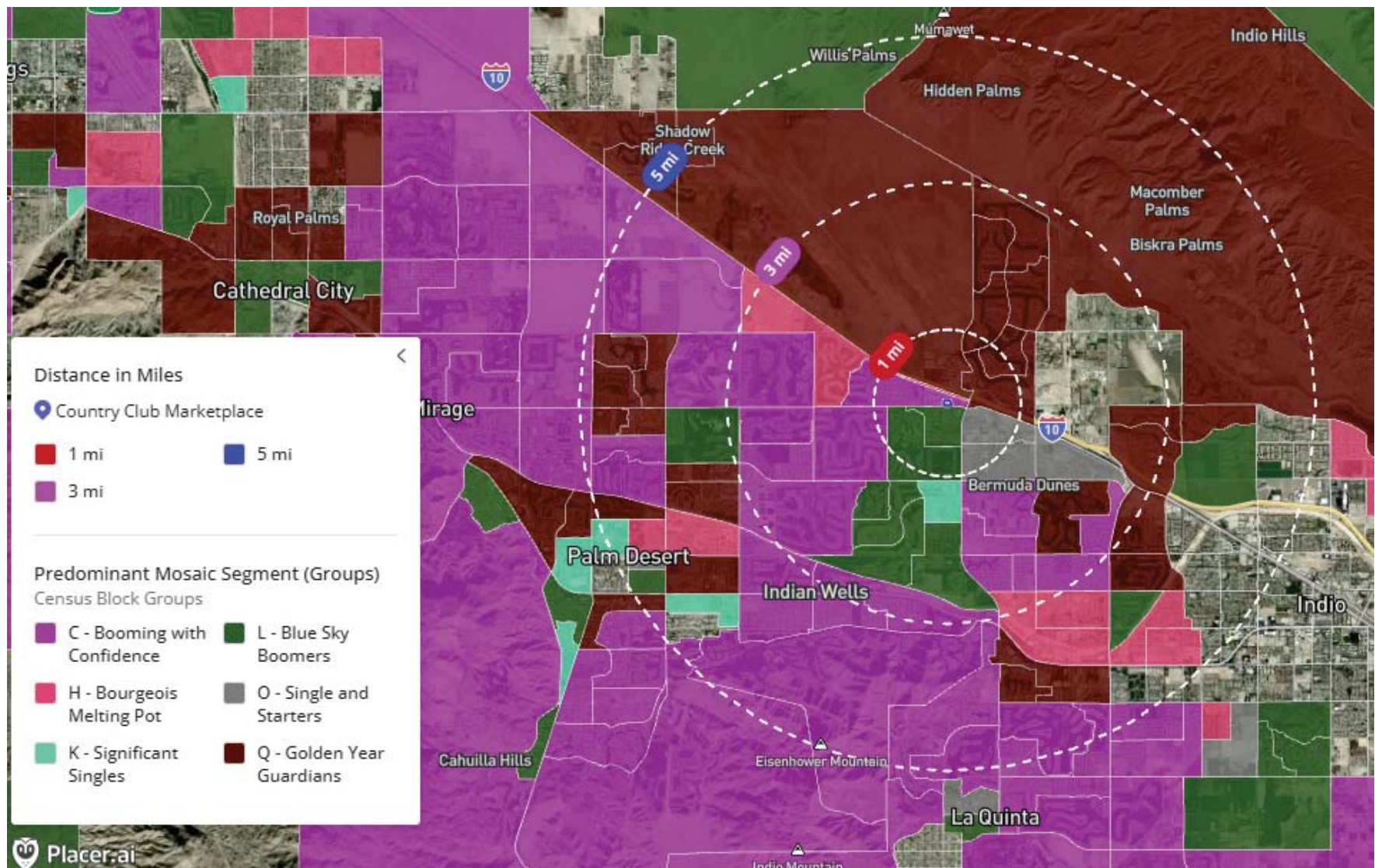
## Audience Profile

Q - Golden Year Guardians	35.2%	27.6%	24.5%
L - Blue Sky Boomers	24.5%	13.5%	11.3%
C - Booming with Confidence	11.6%	20.1%	15.9%
O - Singles & Starters	7.2%	4.8%	5.5%
K - Significant Singles	6.0%	4.3%	4.6%
H - Bourgeois Melting Pot	3.2%	7.0%	8.4%





# PREDOMINANT MOSAIC SEGMENTS



## TOP GROUPS BY HOUSEHOLD

Q - Golden Year Guardians – Retirees living in old homes, settled residences and communities

L - Blue Sky Boomers – Middle-class baby boomer-aged households living in small towns

C - Booming with Confidence – Prosperous, established couples in their peak earning years living in suburban homes

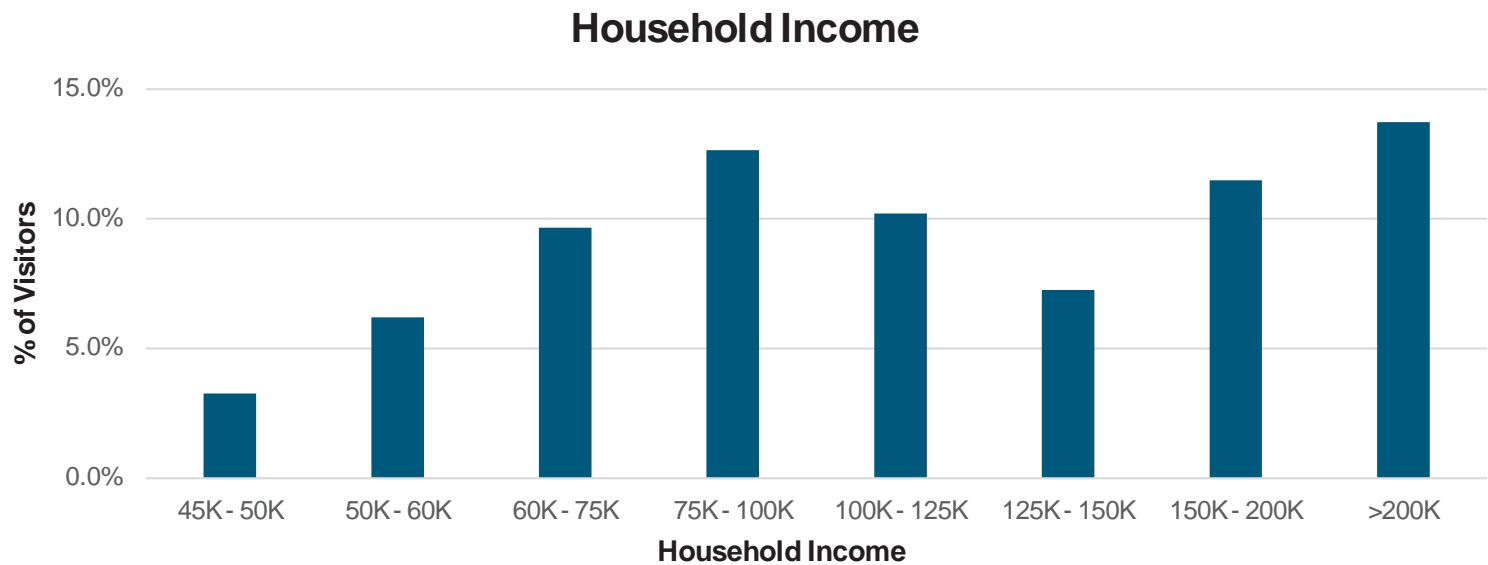
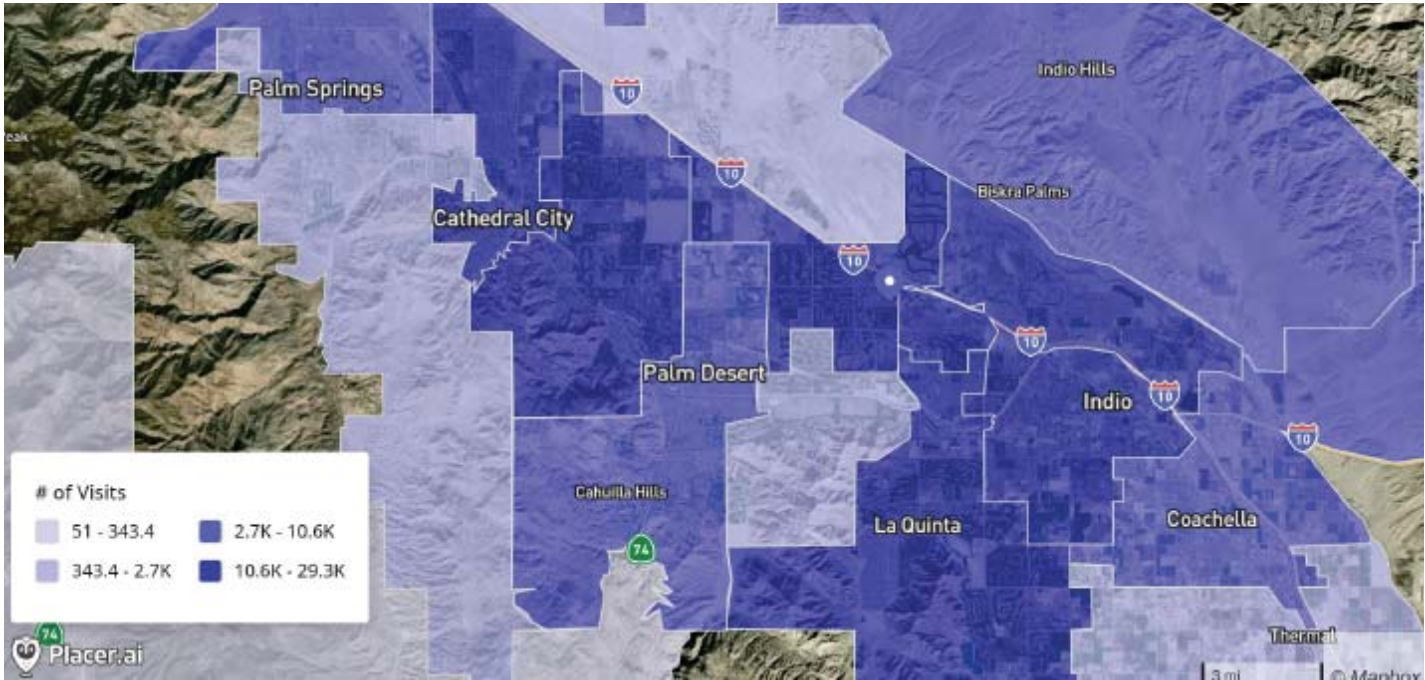
O - Singles & Starters – Young singles starting out and some starter families living a city lifestyle

K - Significant Singles – Diversely aged singles earning mid-scale incomes supporting active city styles of living

H - Bourgeois Melting Pot – Middle-aged, established couples living in suburban homes

# NUMBER OF VISITS BY ZIP CODE

ZIP CODE	VISITS (%OF TOTAL)
92203 INDIO, CA	29.1K (16.6%)
92234 CATHEDRAL CITY, CA	24K (13.7%)
92253 LA QUINTA, CA	21.8K (12.4%)
92211 PALM DESERT, CA	18.6K (10.6%)
92201 INDIO, CA	16.2K (9.2%)
92270 RANCHO MIRAGE, CA	12.1K (6.9%)
92260 PALM DESERT, CA	9.3K (5.3%)
92240 DESERT HOT SPRINGS, CA	7.6K (4.3%)



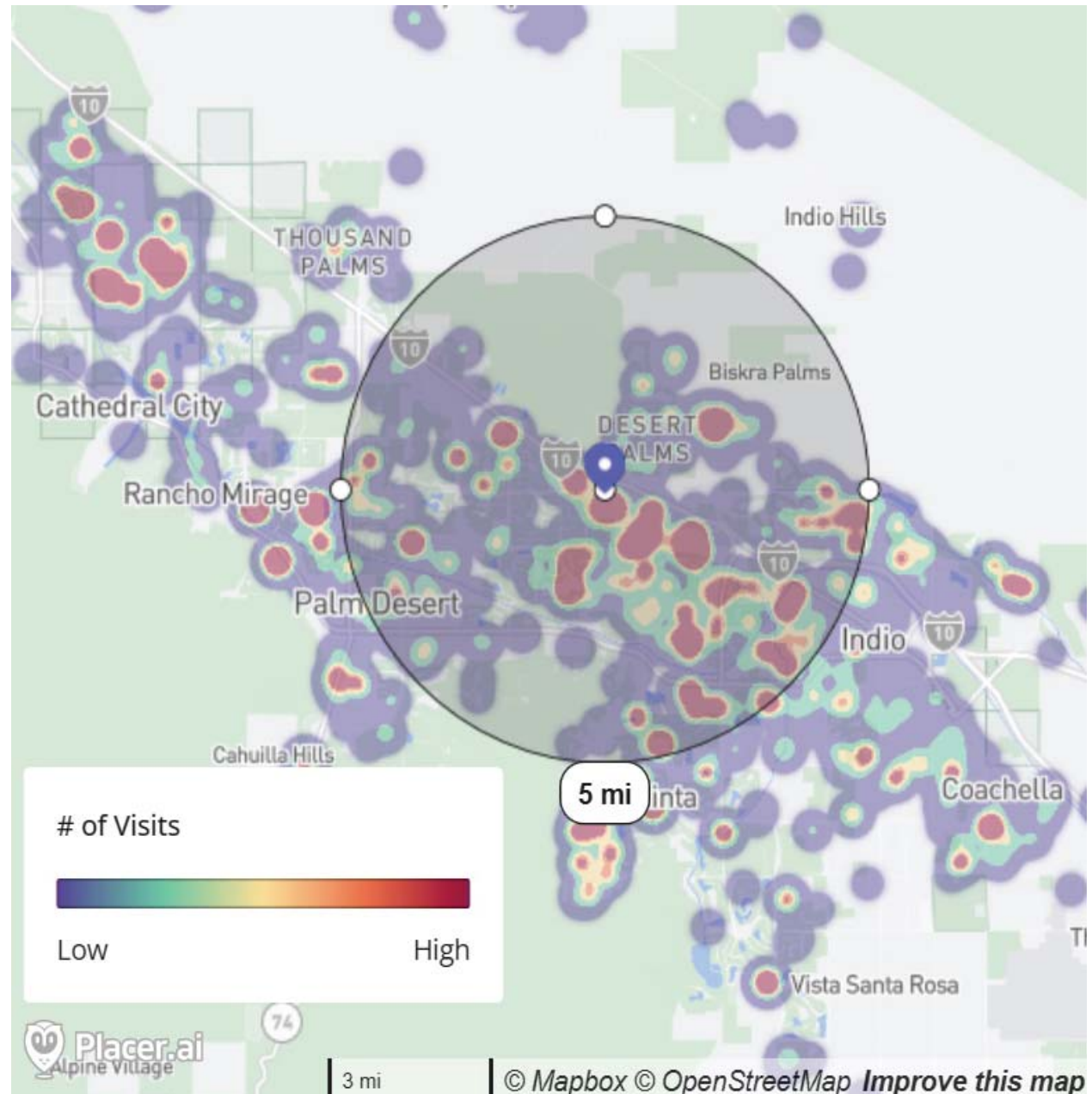
\*Demographics are based on a True Trade Area capturing 70% of visits | Data Source: Census 2023



# CUSTOMER LOCATION MAP

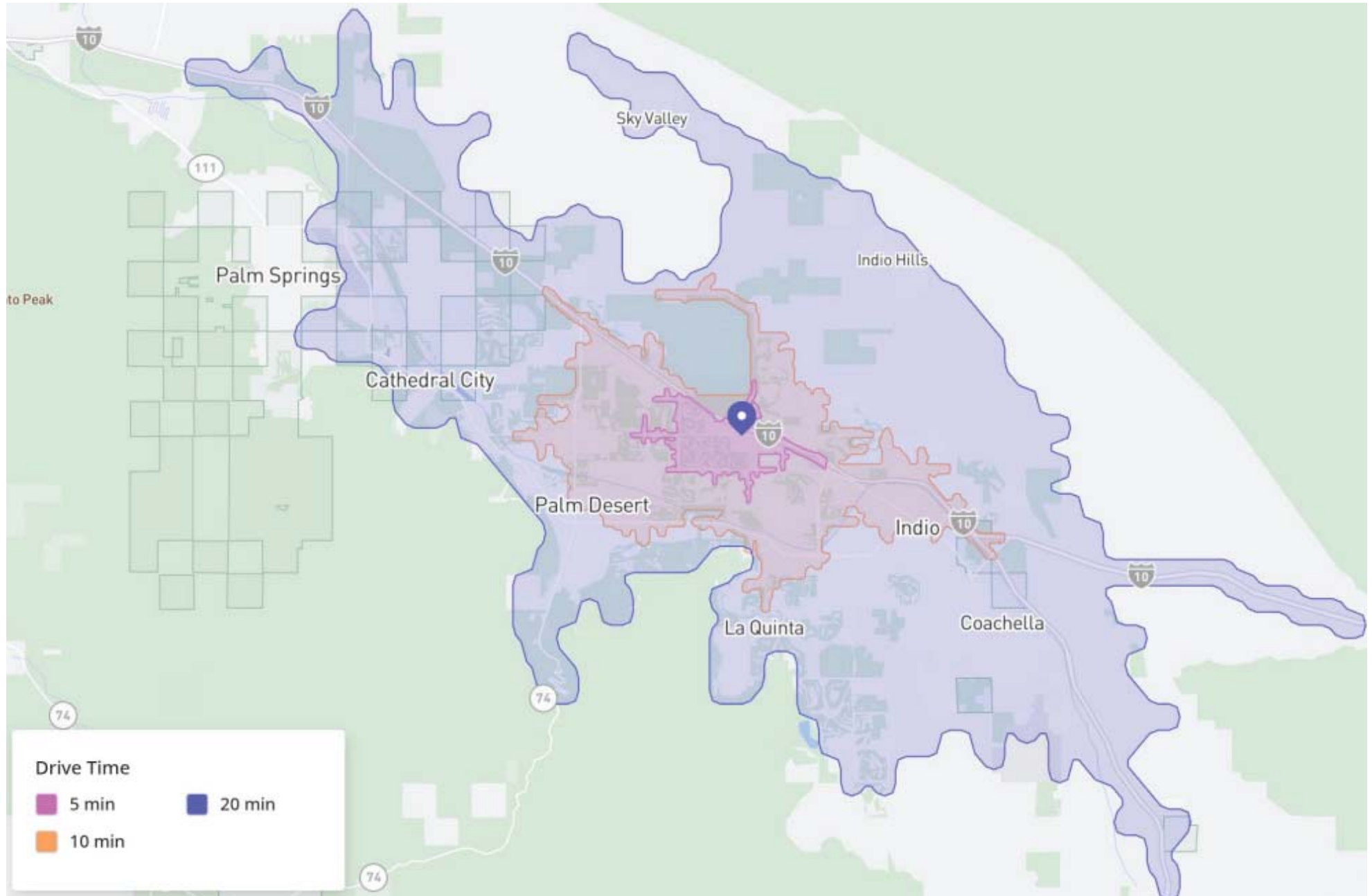
This heat map represents where people reside that have visited the property at least 1 time in the past year

- High Frequency visits
- Common visitations
- 1 or more visits



# PRIME CENTRAL LOCATION

*within a 20 minute drive to most of the Coachella Valley*



# COUNTRY CLUB MARKETPLACE IS A DESTINATION

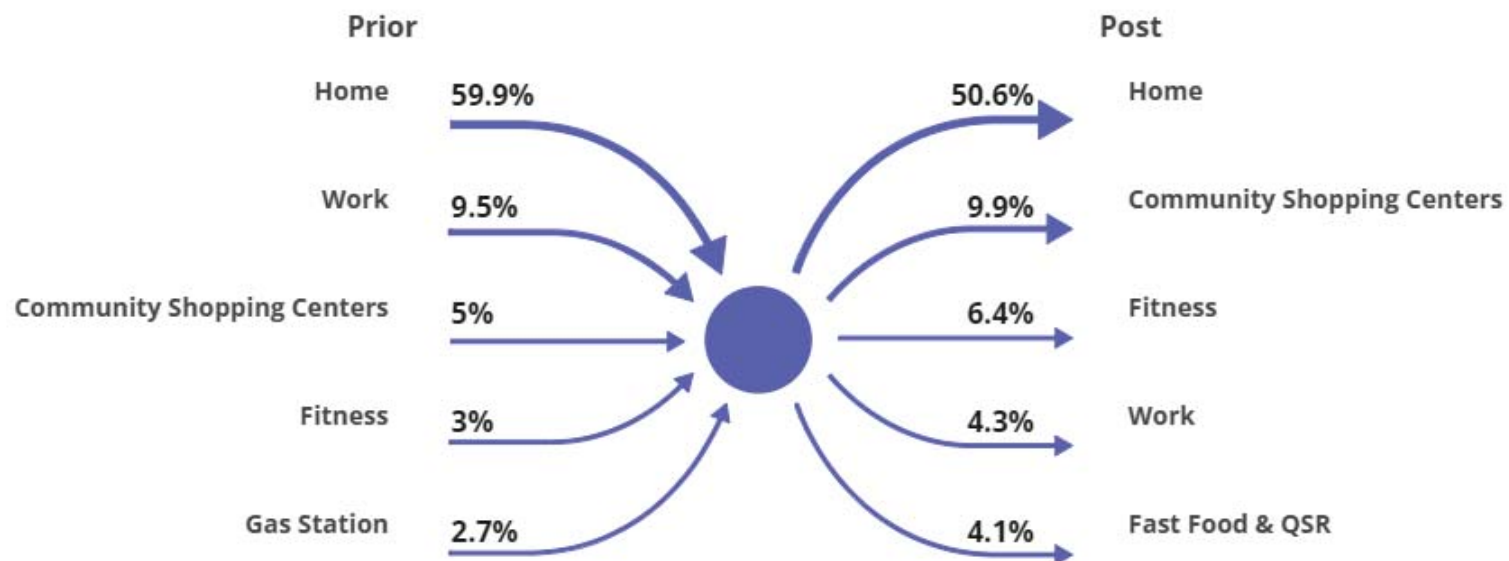
**Institutional-Quality (Class A)** retail featuring modern construction, strong curb appeal, and a durable, service-oriented tenant mix.

**Prime Palm Desert Positioning** with convenient access to the Coachella Valley's key retail corridors and surrounding neighborhoods.

**High Visibility, Easy-Access Center** with prominent street presence and efficient ingress/egress that drives everyday exposure.

**Large, Flexible Spaces** – Accommodates a wide variety of retailers with large back space for storage and production

**Balanced Trade Area** – Serves both the local neighborhoods and the broader regional base





# VEHICLE TRAFFIC VOLUME



CENTRAL. VISIBLE. CONNECTED.



# WHY PALM DESERT

## ESTABLISHED RESIDENTIAL BASE

Surrounded by long-standing neighborhoods, resorts, and country clubs that generate steady daily traffic.

## HIGH-INCOME TRADE AREA

Palm Desert's east corridor boasts strong household incomes and loyal year-round demand.

## KEY EAST-VALLEY CONNECTOR

Located along Country Club Drive near Washington Street, linking Rancho Mirage, Palm Desert and La Quinta.

## GROWING COMMUNITY NEEDS

Expansion of nearby housing and active-adult communities continues to drive demand for services and daily-needs retail.







## WHY IT WORKS

A rare flex-retail format gives tenants the best of both worlds: storefront exposure and functional workspace behind. The center sits in the path of consistent daily traffic from nearby neighborhoods, resorts, and commuters, creating reliable demand for local services and specialty operators. Easy access and strong incomes complete the formula for success.

Its adaptable suite layouts provide space for a range of uses, from showrooms and wellness concepts to production, repair, and trade services. With visibility along a highly traveled corridor and a stable surrounding customer base, the center offers the practicality and flexibility modern operators rely on to grow and stay competitive.



# WHAT MAKES IT UNIQUE

## 1. BUILT FOR EVERYDAY USE

A dependable hub for essential services and specialty operators that serve Palm Desert's daily needs.

## 2. FLEXIBLE BY DESIGN

Showroom-ready storefronts paired with efficient workspace on direct versatility in this market.

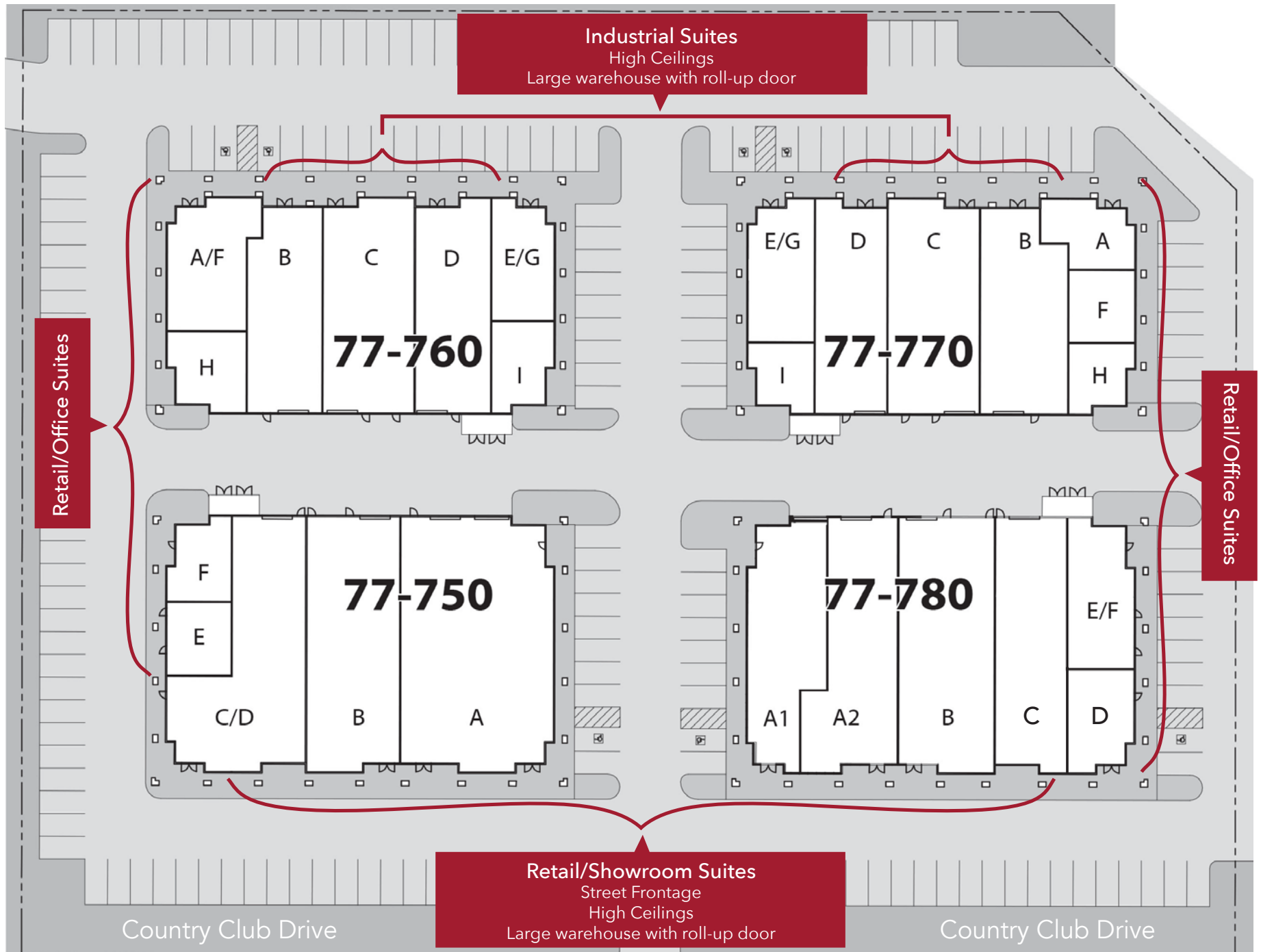
## 3. STRONG LOCAL MOMENTUM

Situated in high-income, high-demand corridor that delivers consistent, repeat visitation.





# SITE PLAN













## ABOUT CAPSTONE ADVISORS



Capstone Advisors is a vertically integrated real estate firm with nearly 30 years of **hands-on experience** across acquisitions, development, asset management, leasing, and repositioning strategies



With over \$3B in total development and 5M + sq. ft. managed across diverse asset **classes**, we bring institutional capabilities with a boutique, highly focused execution style



We specialize in shaping spaces where people want to **shop, dine, gather, and thrive**—building vibrant destinations that generate long-term value for our tenants and the communities we serve



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