



MILLENNIUM

PALM DESERT, CA

LAND FOR SALE, LEASE OR JOINT VENTURE

INTERSTATE 10

GERALD FORD DRIVE

COOK STREET

MILLENNIUM | PALM DESERT, CALIFORNIA

*W*elcome to the last major undeveloped area of Palm Desert, CA!

Sitting at the center of the burgeoning Coachella Valley, Palm Desert offers a strong and growing population with everything from multifamily homes, beautiful residential communities and esteemed country clubs.

Palm Desert is the retail hub of the Coachella Valley with over 2.6 million square feet of retail, including high end luxury on El Paseo to major power centers on Highway 111 and freeway-oriented retail anchored by Walmart, Home Depot, Kohls and much, much more.

With the residential portions of Millenium continuing to build out, Millenium is expected to bring more than 10,000 new residents adding to the existing 31,000+ people within 3 miles.

Lee & Associates - Palm Desert is proud to present the remaining retail, office and industrial land opportunities. Current ownership welcomes the opportunity to joint venture, ground lease or sell with you or your qualified clients to bring services to north Palm Desert, that can easily service the entire Coachella Valley with its freeway access.

Please review the enclosed information and feel free to call us to discuss further.



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MILLENNIUM PALM DESERT

Welcome to the retail and business hub of the Coachella Valley!

- ★ Central Coachella Valley location at I-10 & Cook Street
- ★ Palm Desert population of 64,421 full time residents and growing quickly!
- ★ Serves the Valley's more than 450,000 full time residents, 150,000 snowbirds and over 4 million tourists per year!
- ★ Palm Desert is king of retail with more than 2,600,000 square feet of retail
- ★ \$1.1 Billion in consumer spending in Palm Desert alone in 2024
- ★ Minutes from Cal State San Bernadino - Palm Desert and UC Riverside - Palm Desert, the valley's only four year colleges

Average Household Income of \$135,070 per year

Average Household Net Worth of \$1,920,000.00!



MILLENNIUM | PALM DESERT, CALIFORNIA

CURRENT STATUS

PARCEL #2 AVAILABLE
3.2 Acres Divisible
Community Commercial

PARCEL #3 AVAILABLE
21.6 Acres Divisible
Commercial Zoning

27 Acre City Park
Construction Starting Soon

PARCEL #4 AVAILABLE
10 Acres (8.1 Acres Net)
Industrial Zoning

PARCEL #6 AVAILABLE
12.3 Acres (10± Acres Net)
Commercial Zoning

Genesis Development
Completed with
166 Homes

Palm Communities
Affordable Housing
241 Homes
Pending Approval

LO Brewing
Company

California
DMV

Holiday Inn
Open

Millennium Apartments
330 Apartments
15 Buildings
Open and Leasing

Staybridge & Suites
Construction Starting Soon
Home2Suites
Pending Approvals



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All information furnished regarding property for sale, rental or financing is from sources deemed reliable, but no warranty or representation is made to the accuracy thereof and same is submitted to errors, omissions, change of price, rental or other conditions prior to sale, lease or financing or withdrawal without notice. No liability of any kind is to be imposed on the broker herein.

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PLANNED & CURRENT DEVELOPMENT



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EXISTING RETAILERS



PARCEL 2 - NEC PORTOLA & GERALD FORD

3.2 Acres

Neighborhood Commercial Zoning

- Surrounded by occupied residential tracts with more under construction
- Retention in place
- City may consider drive-thrus if supported by surrounding communities



PARCEL 3 - NEC I-10 & PORTOLA

21.6 Acres

Commercial Zoning

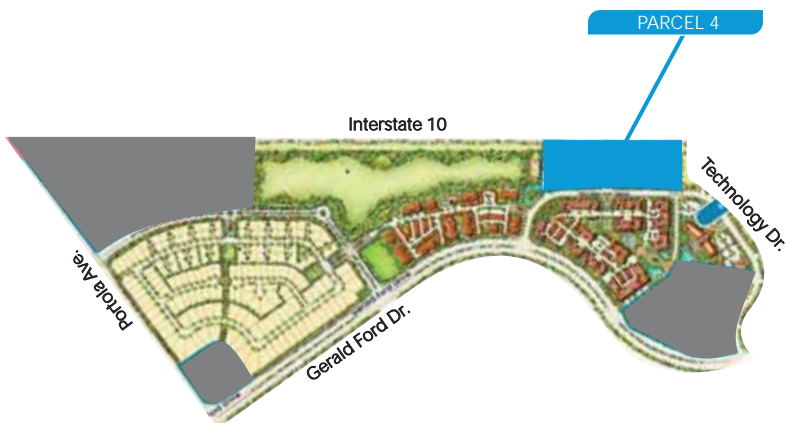
- Owner may divide
- Suitable for:
 - Retail Center
 - Medical Office
 - Senior Care Facility
- Easy access from I-10 & Monterey Ave. and I-10 and Cook Street



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PARCEL 4 - NW SIDE OF TECHNOLOGY DR., FRONTING I-10 10 Acres (8.1 Net) Industrial Zoning

- Owner may divide
- Industrial use in area with less than 8% industrial vacancy
- Possible conversion to freeway retail



PARCEL 6 - NWC GERALD FORD DR. & TECHNOLOGY WAY

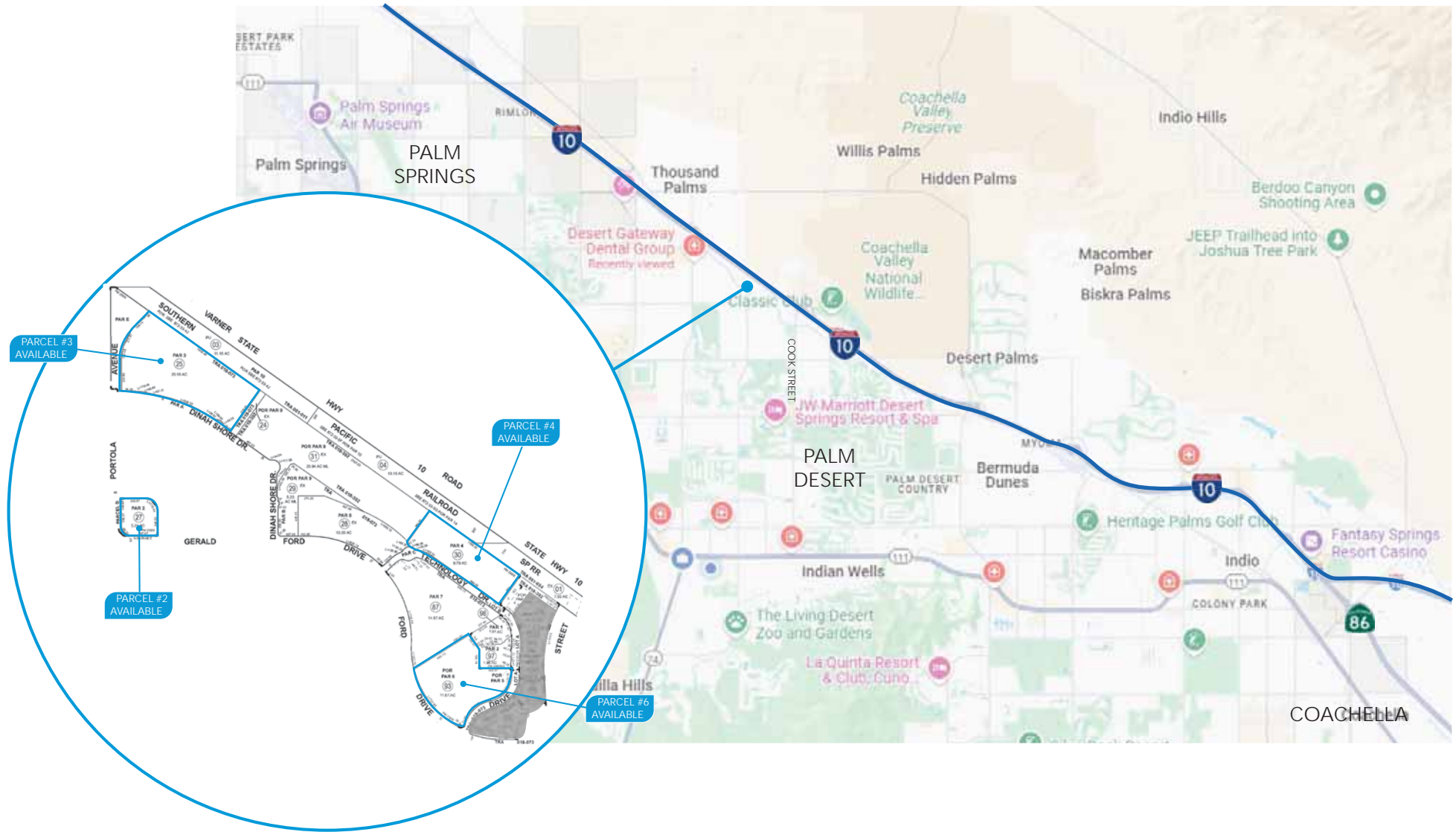
12.3 Acres Divisible
Commercial Zoning

- Easy access from I-10 and Cook Street
- Owner may divide
- Perfect for:
 - Charging station
 - Drive-thru restaurants
 - Freeway oriented restaurants
 - Gas station/C store
 - Grocery
- Adjacent to three hotels
- Two acres currently under contract



MILLENNIUM | PALM DESERT, CALIFORNIA

PARCEL MAP 694-120-



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DEMOGRAPHIC HIGHLIGHTS

Coachella Valley - 370,000 People



PEOPLE

Estimated Population

1 Mile - 2,488 | 3 Mile - 31,501 | 5 Mile - 103,379 | Palm Desert - 64,421

Daytime Population (+16 years)

1 Mile - 1,596 | 3 Mile - 26,674 | 5 Mile - 96,030 | Palm Desert - 55,272



HOUSEHOLDS

Estimated Households

1 Mile - 1,103 | 3 Mile - 15,601 | 5 Mile - 50,266 | Palm Desert - 31,766

Average Household Size

1 Mile - 2.2 | 3 Mile - 2.0 | 5 Mile - 2.0 | Palm Desert - 2.0



HOUSEHOLD INCOME

Average Household Income

1 Mile - \$158,866 | 3 Mile - \$134,479 | 5 Mile - \$142,322 | Palm Desert - \$135,070

Average Household Networth

1 Mile - \$1.98 M | 3 Mile - \$2.15 M | 5 Mile - 2.1M | Palm Desert - \$1.92 M



BUSINESSES

Total Businesses

1 Mile - 111 | 3 Mile - 1,529 | 5 Mile - 6,002 | Palm Desert - 3,812

HOSPITALITY DEMOGRAPHICS

- 14.1 million visitors in 2022
- Direct spending impact of \$7.1 Billion
- Visitor spending supports over 34,000 jobs in the Valley
- Tourism provides \$1.7 Billion in Lodging and \$1.5 Billion in Food & Beverage
- Named #2 Top Emerging Destination by Trivago
- Short term rentals contribute more than \$68 million in spending
- \$70 million global economic impact from Music Festivals

EVENTS

Signature events such as:

- Coachella Music & Arts Festival - 250,000 attendees per day for 6 days
<https://events.lyte.com/magazine/discover/top-festivals-usa/>
- Stagecoach County Music Festival - 85,000 attendees per day for 3 days
- BNP Paribas Tennis Open - 475,000 attendees over two weeks
- Riverside County Fair & National Date Festival - Over 315,000 attendees
- Tamale Festival - 60,000 attendees
- Palm Springs International Film Festival - 135,000 attendees
- Tour De Palm Springs - 10,000 cyclists
- Modernism Week - 126,000 attendees over 2 weeks

DAILY ACTIVITIES

- Acrisure Arena - home to Coachella Valley Firebirds (AHL Western Champions 2023 & 2024) & 120 major events annually
- Golf - More than 125 Golf Courses
- Hiking & Biking trails throughout the valley
- Spas - Natural Hot Springs
- Gambling - Indian Casino's offer gaming plus Entertainment
- Tours - Historical Architecture, The Palm Springs Tram, Celebrity Tours
- Tennis & Pickleball