

RIMROCK PLAZA

±970 - ±4,800 SF RETAIL & RESTAURANT FOR LEASE

4711-4791 East Palm Canyon Drive, Palm Springs, CA 92264



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AERIAL



PROPERTY DESCRIPTION

PROPERTY OVERVIEW

Rimrock Plaza is a premier neighborhood shopping center located at the East Entrance to Palm Springs, strategically positioned along East Palm Canyon Drive and Gene Autry, a high-traffic corridor that offers exceptional visibility and accessibility. Surrounded by a mix of boutique resorts, trendy restaurants, and high-end residential neighborhoods, Rimrock Plaza provides an ideal location for retail, restaurant, and medical office spaces. Located in one of the most dynamic and rapidly growing areas of Palm Springs, Rimrock Plaza offers an unmatched opportunity for businesses looking to establish a presence in a high-traffic, affluent community. With new homes being built adjacent to the center, the area is poised for further growth, increasing potential customer footfall and enhancing the overall appeal of the plaza.

HIGHLIGHTS

- **Rimrock Plaza** offers a variety of spaces to accommodate different business needs. Current available spaces range from small boutique shops to larger retail units
- **Prime Location:** Situated on the south side of E. Palm Canyon Drive at the intersection of Gene Autry Trail, offering easy access to the entire Coachella Valley and unbeatable visibility to $\pm 45,291$ cars per day.
- **Strong Co-Tenant Mix:** Anchored by major tenants such as Vons, Vons Fuel Station, and Eisenhower Health Center, creating a steady flow of foot traffic and cross-shopping opportunities.
- **High Visibility and Accessibility:** Prominent location with unobstructed visibility, abundant private parking, and a unique mountainside setting.
- **Growing Residential Area:** A new 80+ residential home development is underway on the vacant land adjacent to Rimrock Plaza by Lennar Homes, adding value to the center and providing a growing customer base for businesses.
- **Population Growth:** Over 185,000 full time residents within a 15 minute drive and over a million residents seasonally.
- **Affluent Area:** Average household income in the immediate area exceeds \$88,000 increasing by double during season.
- **Consumer Spending:** High levels of consumer spending across all categories, including food and alcohol, entertainment, apparel, and healthcare.



SITE PLAN



AVAILABLE SUITE PHOTOS



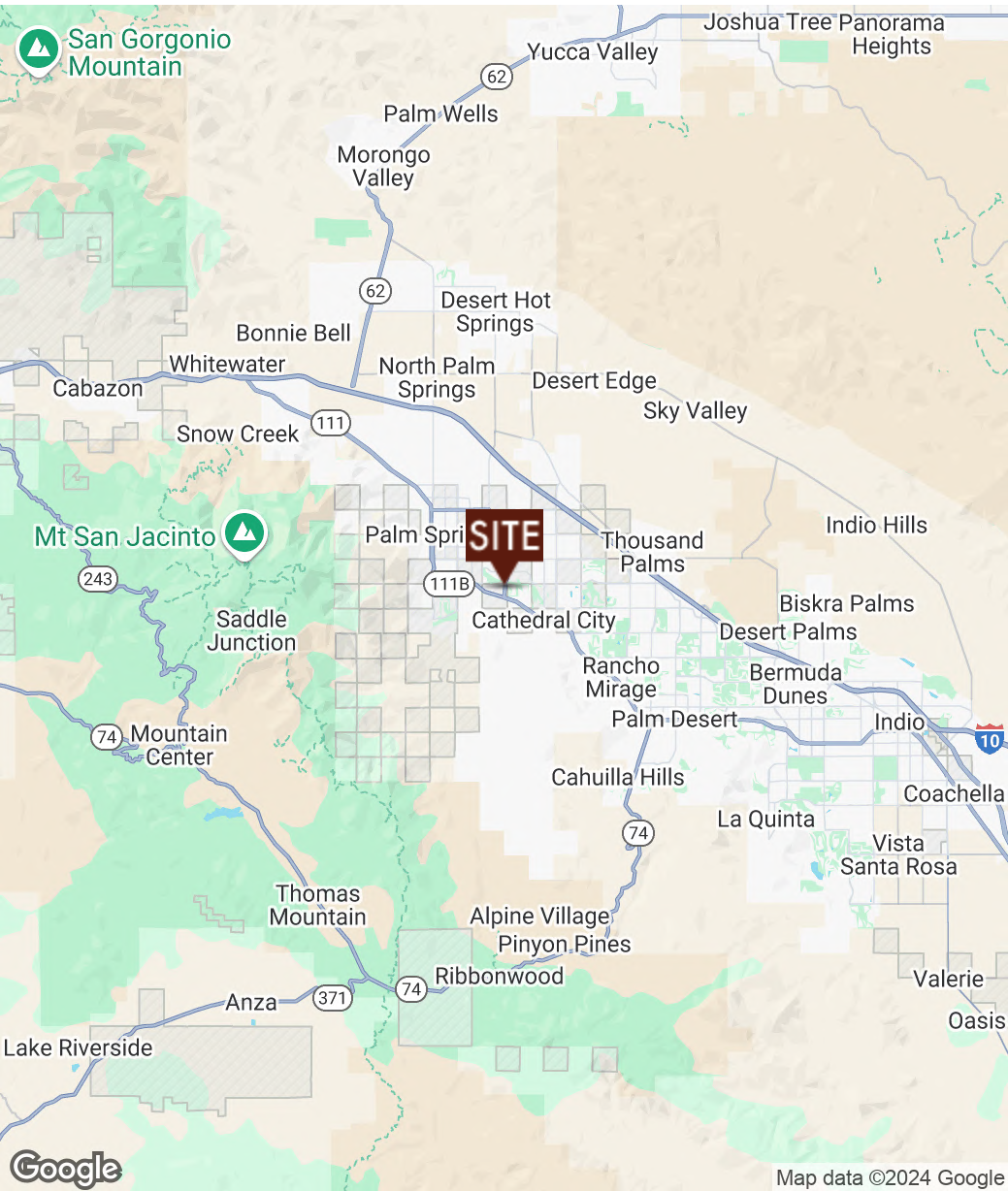
RETAILER MAP



Google

Map data ©2024 Google Imagery ©2024 Airbus, CNES / Airbus, Maxar Technologies

LOCATION MAPS



DEMOGRAPHICS

	1 mi	3 mi	5 mi
<u>POPULATION</u>			
2023 Total Population	4,986	64,857	118,476
2023 Median Age	60.2	47.5	49.2
2023 Total Households	3,121	29,767	55,227
2023 Average Household Size	2.7	3.4	3.4
<u>INCOME</u>			
2023 Average Household Income	\$139,842	\$110,350	\$129,906
2023 Median Household Income	\$68,685	\$75,107	\$85,362
2023 Per Capita Income	\$87,592	\$50,770	\$60,673
<u>BUSINESS SUMMARY</u>			
2023 Total Businesses	207	2,392	4,887
2023 Total Employees	1,509	16,989	38,258