

FOR LEASE 8,790 SF - 23,000 SF  
RETAIL, MEDICAL & ENTERTAINMENT OPPORTUNITIES



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ARIZONA TILE



Department of  
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VA Outpatient Clinic

## Monterey Shore Plaza

72630 - 72750 Dinah Shore Drive | Palm Desert, CA 92211

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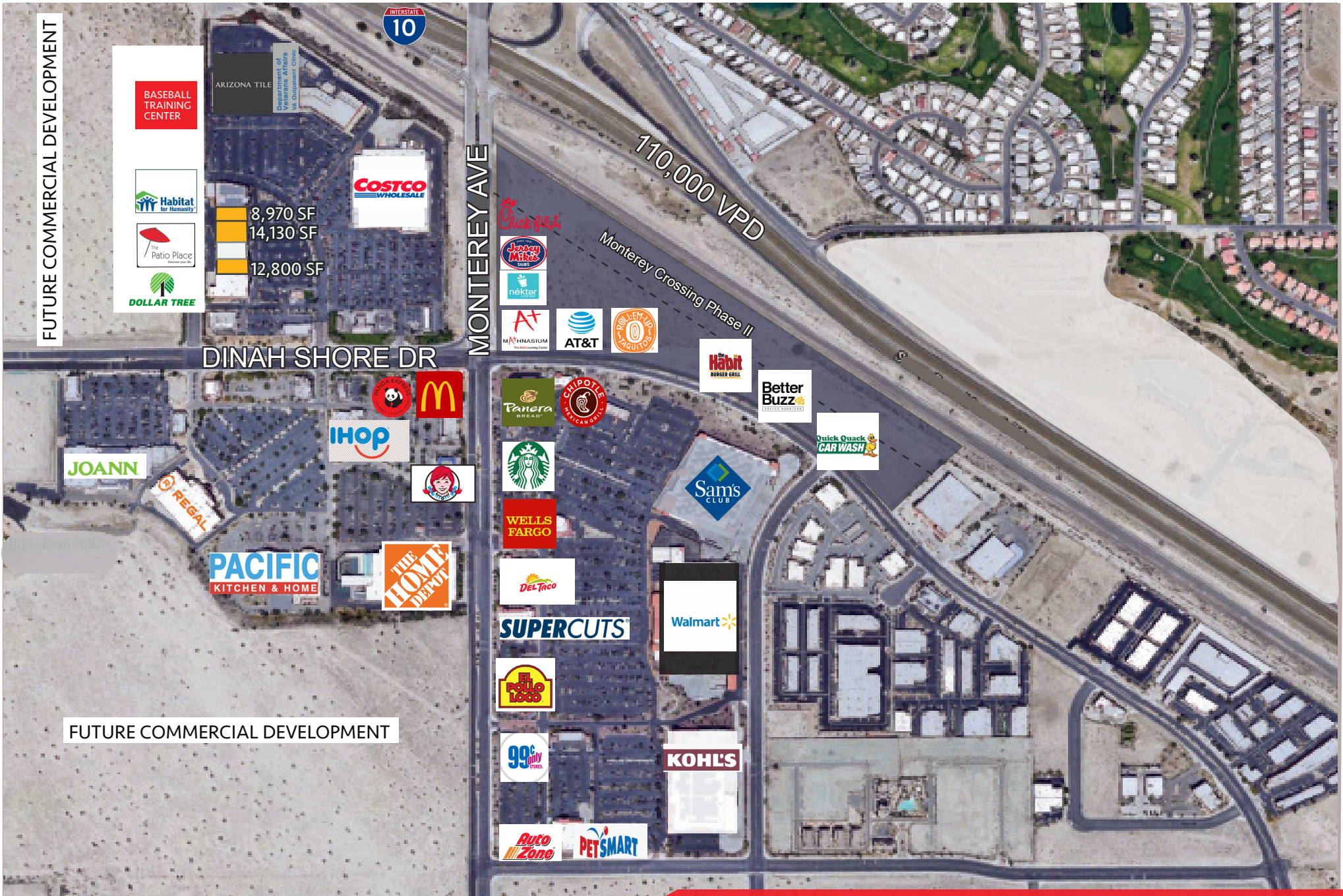
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# BEACON REALTY ADVISORS

## RETAIL LOCATION MAP



SUITE	TENANT	SF
A	Dollar Tree	12,000
B	Available for Lease	12,800
C	Patio Palace	13,000
1	Available for Lease	14,130
2	Available for Lease	8,970
4	It's Glossy	8,900
5	Habitat For Humanity	25,900
102	Arizona Tile	60,000
103	VA Health Outpatient Clinic	36,000
104	Swing Factory Batting Cages	2,500
105	Power of Fitness	13,000
106	Hobby Town	10,000
107	Palm Springs Motorsports	10,000
108	Costco	145,000
TOTAL GLA		397,000



The information above have been obtain from sources believe to be reliable. While we do not doubt the accuracy, we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, assumptions or estimates used are for example only and do not represent the current or future performance of the property.

**ADJACENT DEVELOPMENTS**



### Affluent, High Growth Demographics

- The geographic center of the Coachella Valley, Palm Desert is one of the fastest-growing regions
- The average household annual income within a 3 mile radius is \$106,000
- The projected population growth, within a 1 mile radius is 57.78% by 2025
- There are over 4,500 new residential units planned or under construction within a 2.5 mile radius of Monterey Shore Plaza
- Located in Riverside County, in the Coachella Valley, approximately 14 miles east of Palm Springs, 121 miles northeast of San Diego, and 122 miles east of Los Angeles
- A thriving, year-round community with the natural beauty and recreational amenities of a resort destination, the city offers big-city resources in a small town setting
- Voted “Best Places for Young Professionals in the Palm Springs Area” - Niche (2021)

### ECONOMY

- Top industries are hospitality, tourism, service support and retail trade
- Principal employers are JW Marriott, Universal Protection, Securitas, and Avida Caregivers
- \$33.89 million in funding for various capital improvement projects for the fiscal year of 2020-2021
- \$1.66 billion in taxable sales
- \$5.9 billion in visitor spending, including \$1.7 billion on lodging, \$1.5 billion on food and beverage, \$1.2 billion on retail, \$.8 billion on recreation, \$.6 billion on local transportation, and about \$94 million on air transportation in Greater Palm Springs area in 2019
- Home to satellite campuses for both the University of California, Riverside, and California State University, San Bernardino, the region’s only public, four-year university



DESERT WILLOW GOLF COURSE



ACRISURE ARENA

**Area cities, demographics and highlights**

- Comprised of nine cities: Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio, and Coachella
- Major winter destination, The Valley’s population fluctuates from almost 500,000 in April to around 200,000 in July and around 800,000 by January
- One of “America’s 12 Best Golf Vacations” - EscapeHere (2018); 8 of Golf Digest’s “Best Golf Courses in California 2018” are in the region

**DEVELOPMENTS**

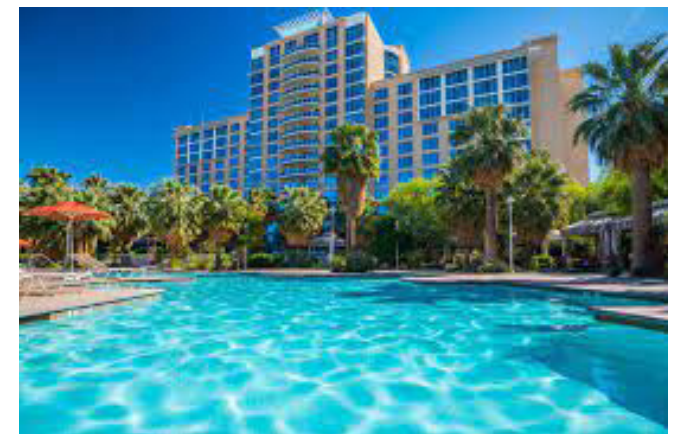
- **Del Webb at Rancho Mirage** - Active adult 55+ lifestyle gated community with 1,200 new homes when complete
- **Millennium Marketplace** - 120 acre mixed-use development featuring over 2 million square feet of commercial space and 1,100 residential units
- **Grand Oasis Crystal Lagoon and Town Center** - 618-acre, mixed-use luxury development- a 400-room hotel, retail and commercial space, and 1,932 residential units
- **Sage** - 30+ acre subdivision for 111 single-family home lots and one B+ acre lot for future multi-family development, currently under construction
- **Millennium Palm Desert** - Approximately 120-acres of vacant land with plans to provide over 2 million square feet of commercial space, 1,100 residential units, and a community park; under construction
- **Genesis @Millennium** - 166-home subdivision featuring 3 distinct model home styles and sizes; part of the Millennium Palm Desert Specific Plan” under construction
- **University Park** - 174+ acre subdivision consisting of 1,100 housing units (detached single-family, alley-loaded, duplexes, apartments), 11+ acres of parks, and 7+ acres of private open space; in planning
- **Landmark** - 74+ acre parcel to be subdivided into 8 parcels for the development of a 266,000 square foot storage facility, p to 1,500 multi-family units, and 75,000 square feet of commercial and retail space; in planning
- **Desert Surf** - 6 acre lagoon and wave machine, surf center with retail and restaurants, 2 hotels with up to 350 hotel rooms, 88 residential villas, and a subterranean parking garage, on a vacant 18-acre site located at the Desert Willow Golf Resort; approved and in planning
- **Coachella Valley Arena** - Recently opened \$250 million, 10,000-seat indoor arena on 43.4 acres  
 - \$704 million in overall economic activity with the creation of 1,400 jobs



**DEL WEBB AT RANCHO MIRAGE**



**GRAND OASIS CRYSTAL LAGOON**



**AGUA CALIENTE CASINO**

### Major Tourist and Destination Attractions

- The Coachella Valley attracts over 3 million visitors each year
- Coachella Valley Music Festival, the largest music festival in the world attracts over 250,000 visitors
- Stagecoach, the second largest music festival in the world attracts over 85,000 visitors
- Riverside County Fair & National Date Festival attracts over 315,000 visitors
- Coachella Valley is home to 4 Casinos and over 130 golf courses



### ECONOMY

- Tourism is the largest employer and the #1 contributor to the local economy employing 19,000+
  - \$4 billion generated annually; 12M+ estimated number of day and overnight visits annually
- Coachella Valley houses approximately 150+ hotels with 15,000 hotel rooms
  - 800+ rooms were under construction in 2018-19 increasing hotel supply by 10% in 2020
- Plans to increase tourism to 16.8 million by 2026; a 30% increase from 2018
- "Golf Capital of the World" with 130+ golf courses
  - \$1.1 billion generated in overall economic activity, 7.3% of total employment, and roughly \$83.3 million in state and local taxes
  - PGA West houses 6 top-rated golfing venues
  - Wells Golf Resort is ranked among the top 20 courses to play in California by Golf Magazine and ranked among the top municipal courses in the country
  - Desert Willow was awarded 4.5/5 stars by Golf Digest
  - Thunderbird Country Club has hosted the Ryder Cup (only 24 courses in America have hosted this event) and 7 American Presidents are members here
  - Golf & Country Clubs generate \$1.1 billion each year; 12.4 million golfers visit the area annually



**Home to Nearly 500,000 Permanent Residents**



**84,885**

Population  
 (5- Mile, 2022)



**7.81%**

Population Growth  
 (5-Mile, 2022 -2027)



**38,377**

Households  
 (2027 Projection)



**\$449,590**

Average Home Value  
 (5-Mile)

**Population**



	1-Mile	3- Mile	5- Mile
2022 Census	3,837	19,650	84,885
2027 Projection	4,053	20,722	87,134
Growth 2022 - 2027	5.63%	5.46%	7.81%

**Households**



	1-Mile	3- Mile	5- Mile
2022 Census	1,897	9,501	36,988
2027 Projection	2,002	10,119	38,377
Growth 2022 - 2027	5.54%	6.50%	3.76%

**Household Income**



	1-Mile	3- Mile	5- Mile
2022 Average Household Income	\$82,666	\$116,803	\$107,767

SOURCE: CoStar 2022