

# INDIO GRAND MARKETPLACE

82123-82229 HWY 111 | INDIO, CA 92201

40 ACRE REDEVELOPMENT



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# PROJECT HIGHLIGHTS

The transformation is underway—Haagen Company is redeveloping a former indoor mall into a vibrant, open-air shopping destination. Plans include a project footprint of approximately 40 acres. The planned mixed-use development includes an upscale market, value retail, residential, and hotel components.

## Key Highlights:

- Planned 40-Acre Mixed-Use Redevelopment strategically located along the Highway 111 corridor in Indio, CA
- Conversion of former indoor mall into a dynamic open-air marketplace

## Retail Opportunities:

- Pad sites for restaurants, cafes, and drive-thru concepts
- Inline retail space ideal for specialty shops and services
- Big box and mid-size anchor spaces for fitness, home goods, fashion, or entertainment
- Healthcare, wellness, and medical office space

## COACHELLA VALLEY MAP



## HIGHLIGHTS

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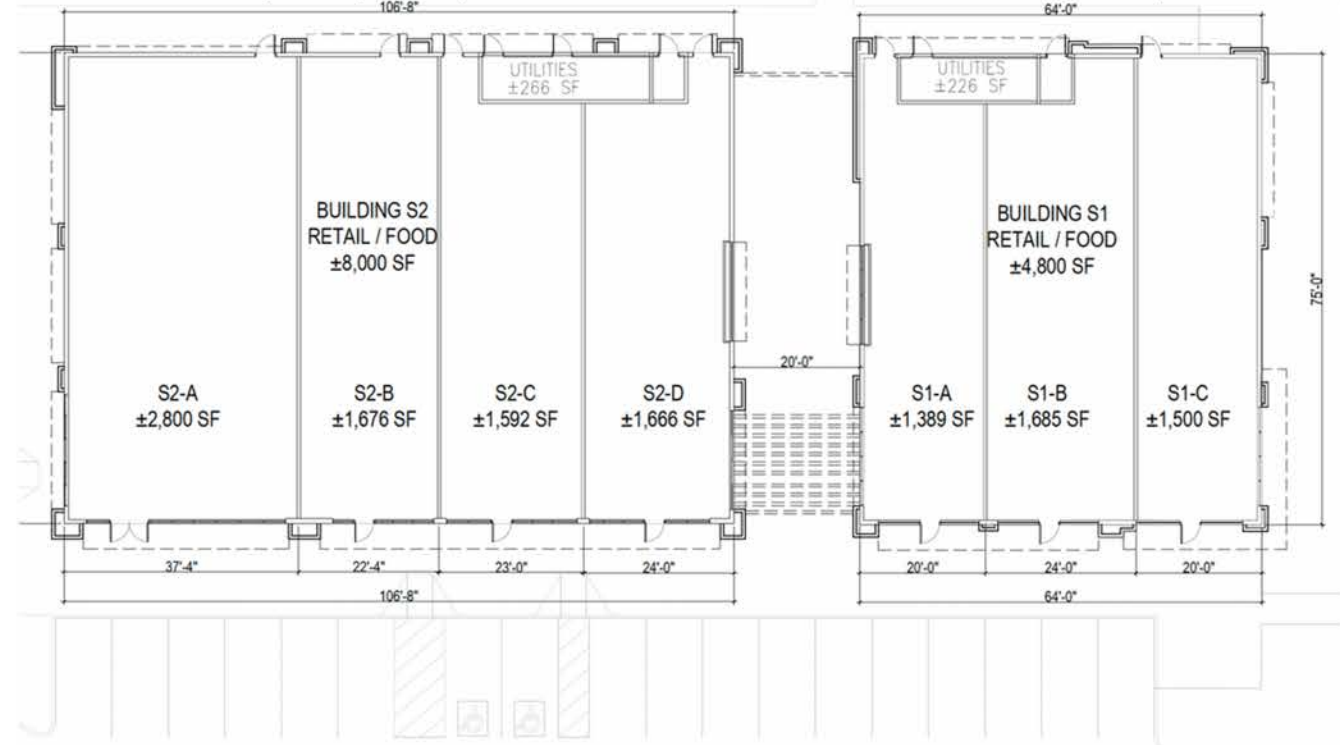
# **CONCEPTUAL SITE PLAN** INDIO GRAND MARKETPLACE

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82215 Hwy. 111  
Units 100, 102, 104, & 106



82219 Hwy. 111  
Units 100, 102, & 104

<b>Parcel 2</b>	
Parcel Size	1.2 ac
Building Area	12,800 sf
Parking Stalls	68 stalls
Parking Ratio	5.3 /1000



**PROPOSED SITE PLAN S1 AND S2 - PARCEL 2**  
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111 HWY

EXISTING  
TRAFFIC  
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**PROPOSED SITE PLAN P1 & S3 AND P2 - PARCEL 3**  
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Option 1



Option 2

### Parcel 4

Parcel Size	4.3 ac
Building Area	49,000 sf
Parking Stalls	196 stalls
Parking Ratio	4.0 /1000







### Parcel 8

Parcel Size	10.2 ac
Building Area	128,000 sf
Parking Stalls	600 stalls
Parking Ratio	4.7 /1000



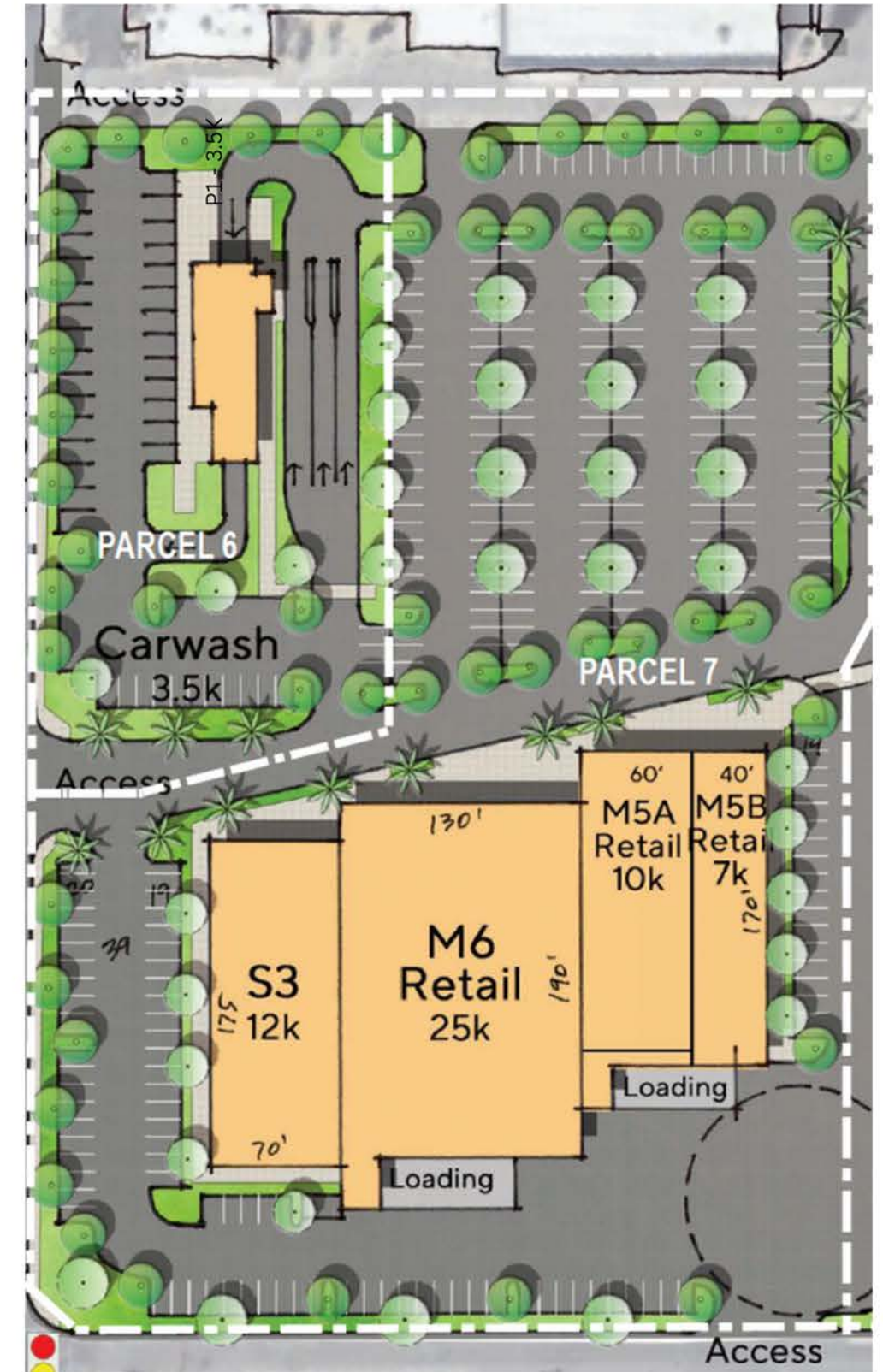


#### Parcel 6

Parcel Size	1.5 ac
Building Area	3,500 sf
Parking Stalls	24 stalls
Parking Ratio	6.9 /1000

#### Parcel 7

Parcel Size	5.1 ac
Building Area	54,000 sf
Parking Stalls	302 stalls
Parking Ratio	5.6 /1000



## SITE PLAN S3, M6, M5 DETAIL - PARCEL 6 & 7

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**CONCEPTUAL RENDERING**  
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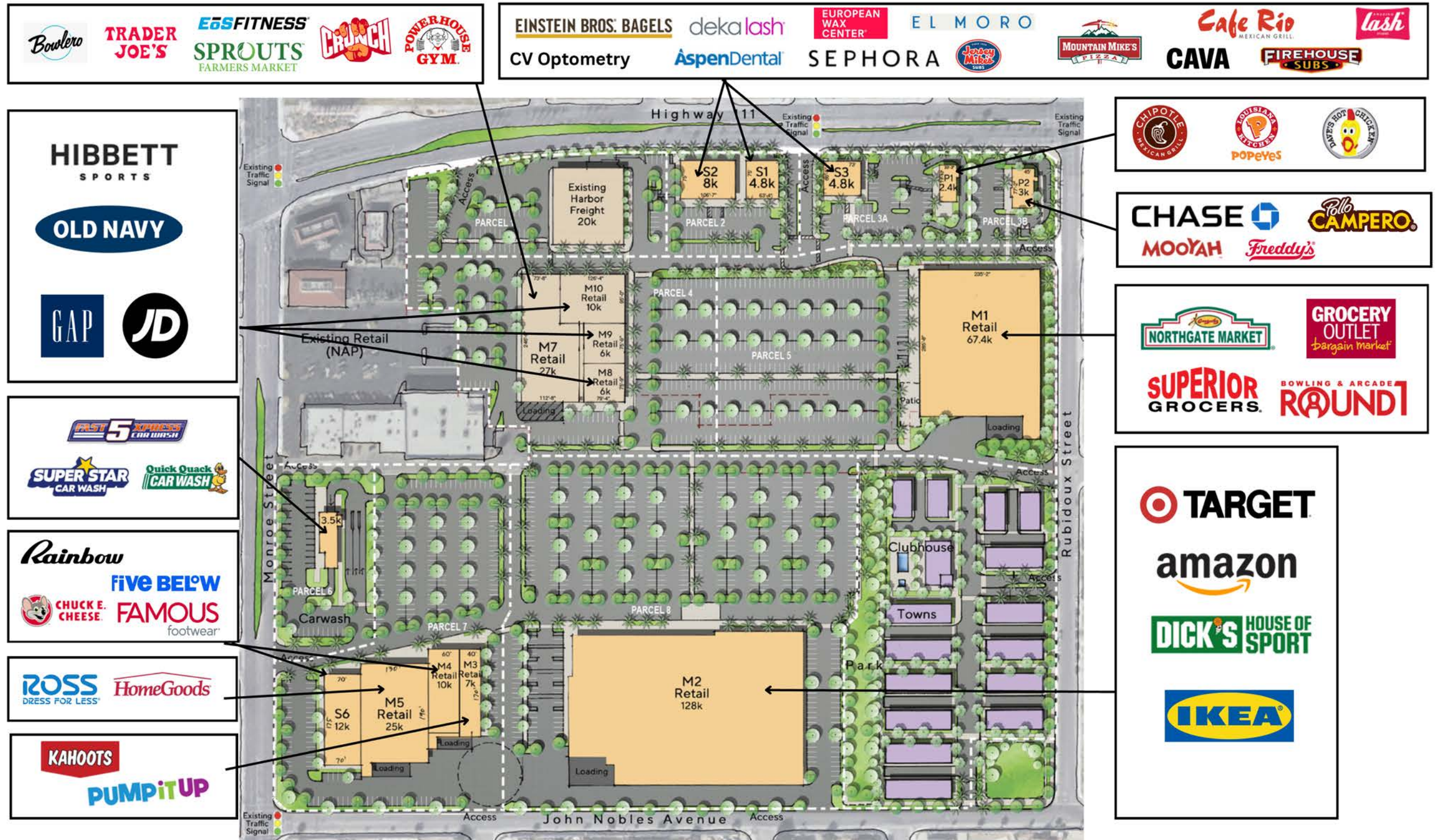
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## MERCHANDISING PLAN

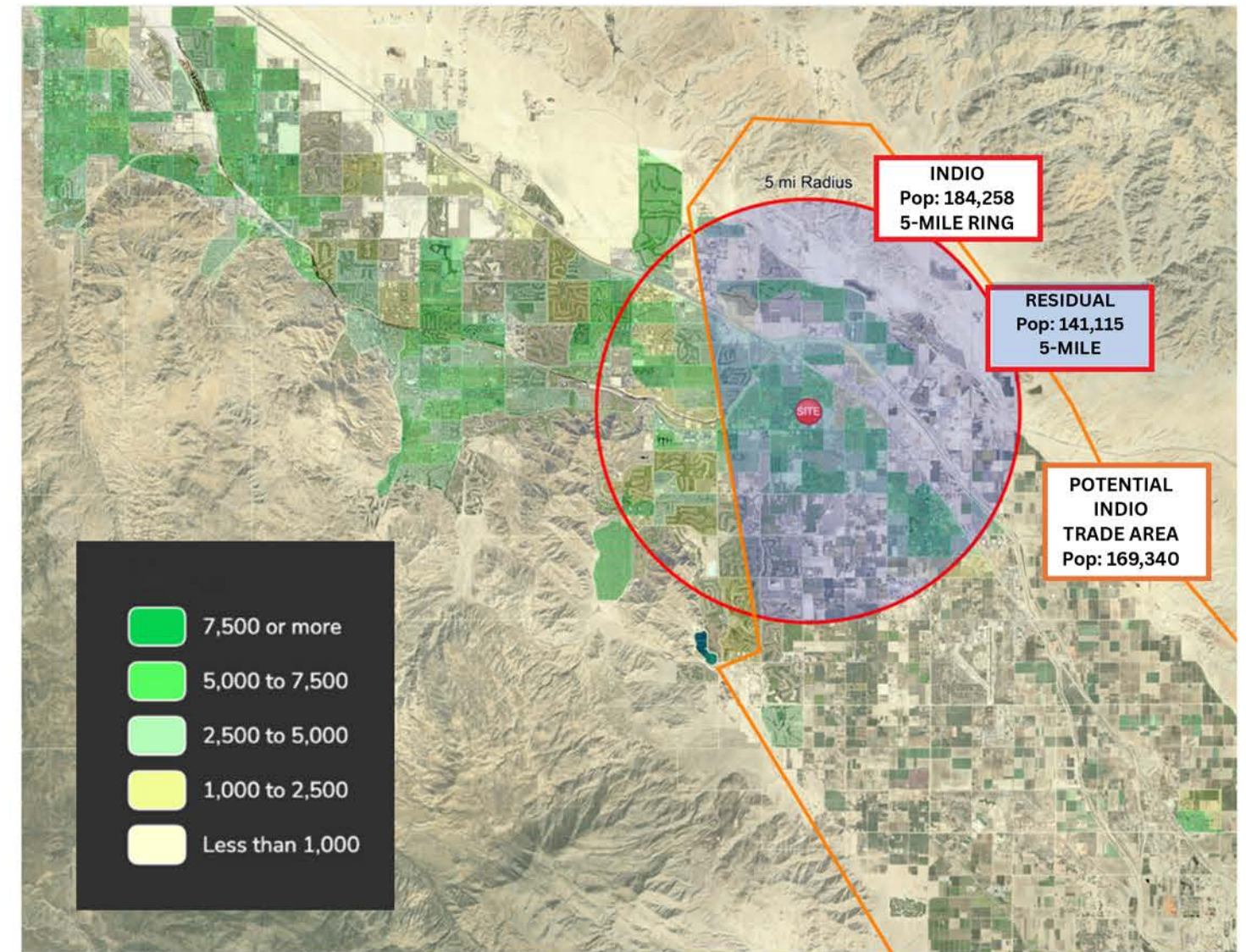
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## GO WHERE THE PEOPLE ARE: POPULATION DENSITY WINS

- **Indio Grand Marketplace (IGM)** has the most densely populated 5-mile trade area in the Coachella Valley — with **184,258 residents**.
- Nearly **84% of the potential trade area population lives south of I-10** - Right where IGM is located.
- IGM's trade area experiences a **seasonal population lift of 20-23%**.
- Average HH Income is **\$104,731** within a 3 mile radius.
- **Build where your customer already is.**

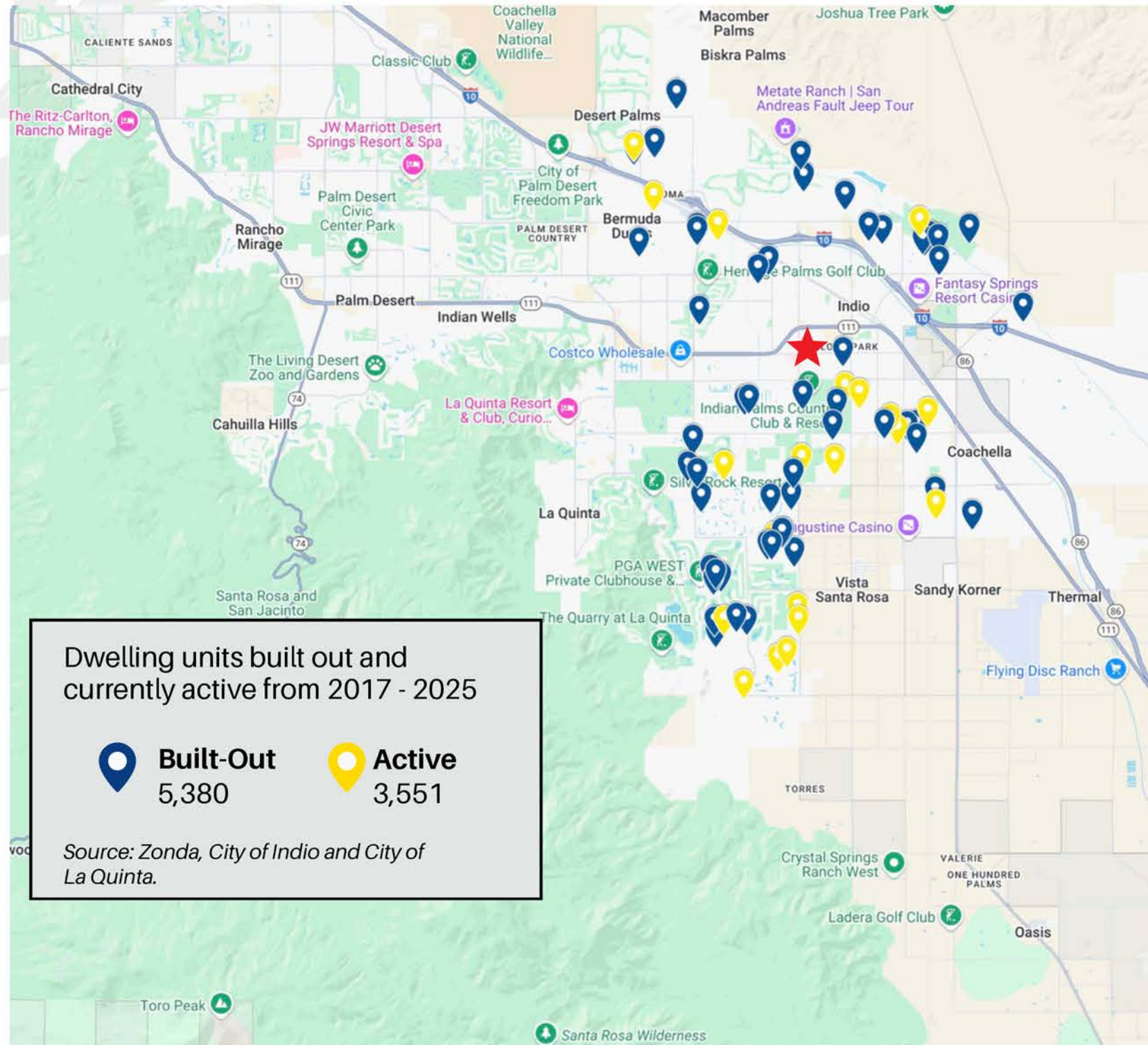


Population Density by block groups shown on aerial map in shades of green and yellow.

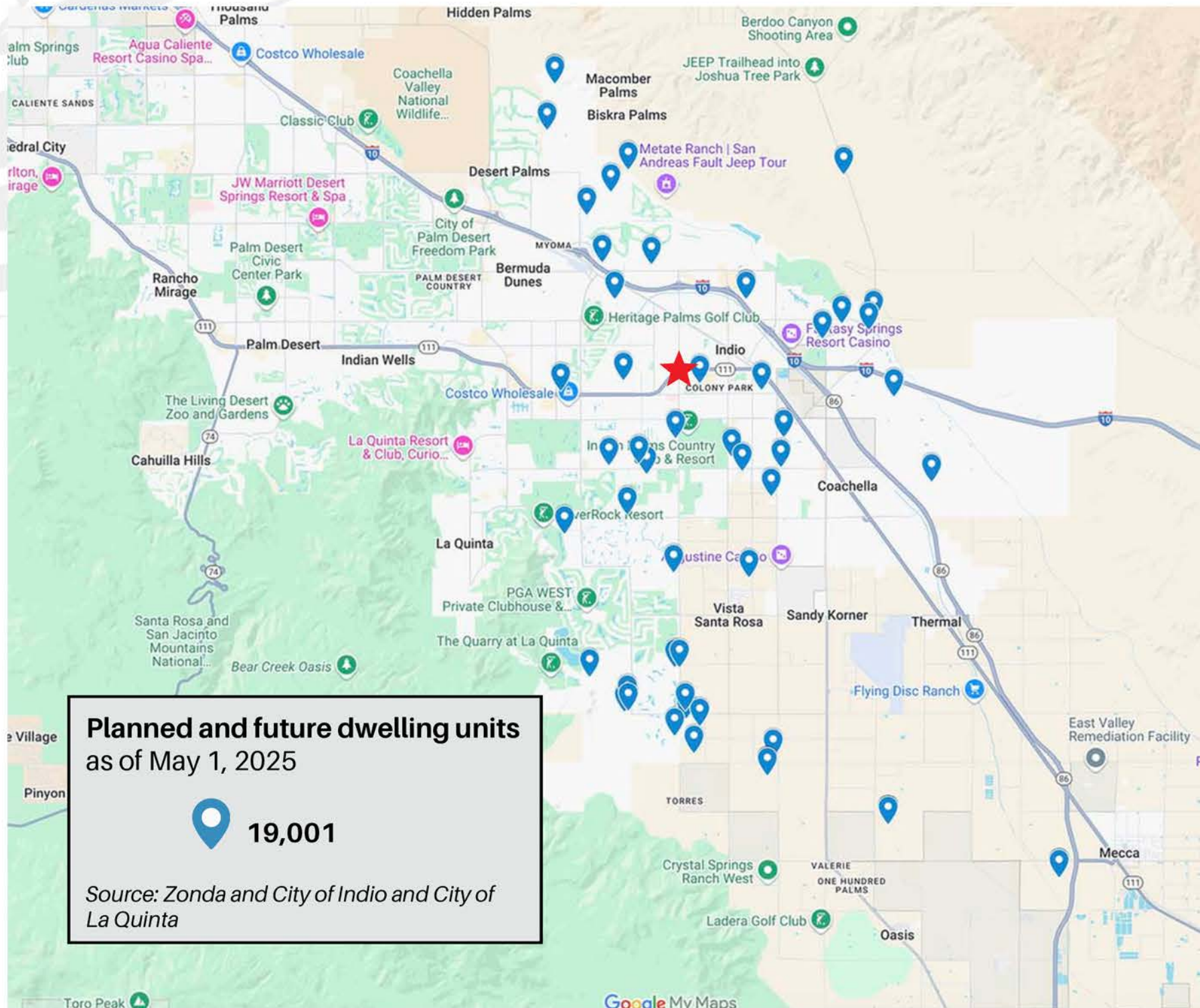


## Housing Growth and Population Trends Drive Long-Term Retail Demand

- **5,380 new dwelling units** have been built in the Indio trade area since 2017.
- **3,551 additional units** are currently under construction or in permitting.
- Combined, this activity reflects a strong, sustained demand for housing throughout the region.
- The population grew by over 10,000 residents from 2010 to 2020 (1.21% annual rate), and is projected to **increase to 96,000 by 2035**, up from 91,386 in 2024.
- New rooftops and steady population gains create a solid and growing customer base for national and regional retailers.







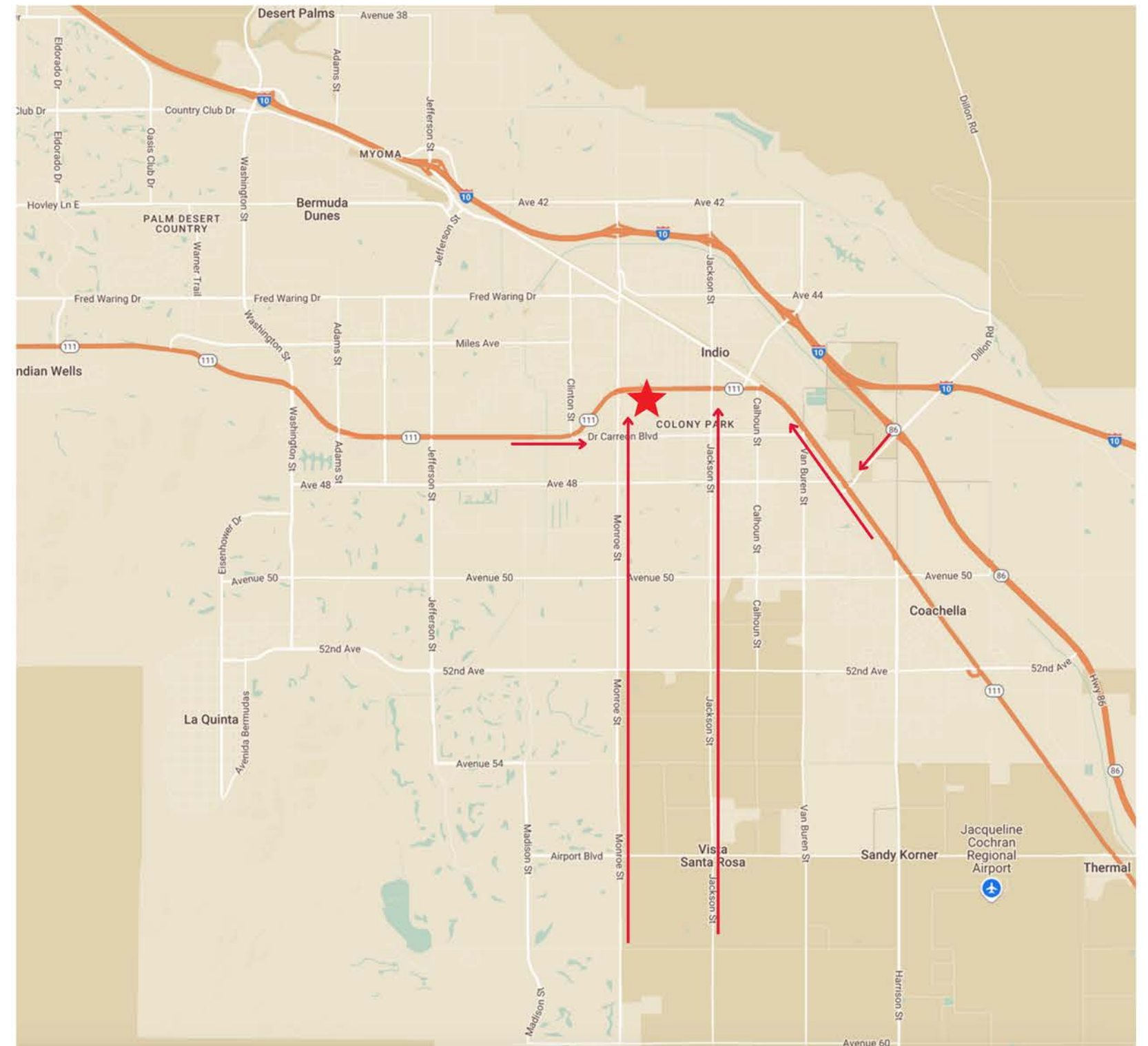
## Future Rooftops = Future Shoppers

- **19,001 future and planned dwelling units are in the pipeline across the IGM trade area**
- These new residential communities will rely on Hwy 111 for retail access, positioning IGM as their closest major commercial center
- Major north-south connectors like Jackson St. and Monroe St. provide direct access from growing residential communities to the south, linking future populations in Coachella, South La Quinta, and unincorporated Riverside County to IGM.
- The volume of planned housing ensures continued population growth and retail demand over the next 5–10 years



## PRIME REGIONAL ACCESS

- High-visibility corner with direct access from both Monroe St. and Hwy. 111.
- Monroe St. and Jackson St. are key north-south connectors linking neighborhoods from north of I-10 to South Indio, La Quinta, Coachella, and unincorporated Riverside County.
- Hwy. 111 is the Valley's primary east-west commuter and retail corridor, connecting Palm Springs to Coachella.
- California State Hwy 86 connects communities from the south and Salton Sea region to Hwy. 111.



**ACCESS TO INDIO GRAND MARKETPLACE**  
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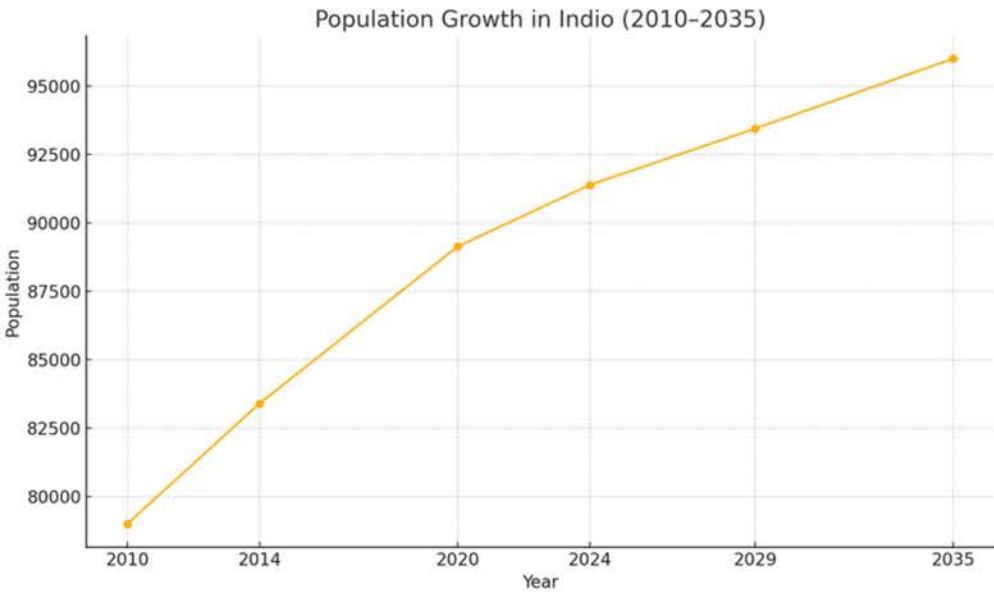
2024 ESTIMATES

Past population Growth (2010–2020): From 78,997 to 89,137 — an increase of over 10,000 residents at a 1.21% annual rate.

Recent Forecasts:

- 2024: 91,386
- 2029: 93,442
- 2035: 96,000

**Population Drivers:** Young families, new housing developments, and an increasing Latino population share. *Source: City of Indio*



INDIO GRAND MARKETPLACE 82227 HWY 111, Indio, CA 92201	1 MILE	3 MILES	5 MILES	POTENTIAL TRADE AREA
POPULATION	22,319	108,569	184,528	169,340
AVERAGE HH INCOME	\$68,681	\$104,731	\$117,150	\$97,550
HOUSEHOLDS	6,757	34,524	62,136	51,244
MEDIAN AGE	31.4	36.3	38.5	35.4



TRAFFIC COUNTS

52,149 CPD

(27,400 CPD - Hwy. 111 and 25,323 CDP on Monroe St.)



## INDIO CALIFORNIA - A PRIME RETAIL DESTINATION

A City on the Rise Indio, CA is experiencing remarkable growth, fueled by a thriving tourism economy, increasing population, and a flourishing residential market. As the largest and fastest-growing city in the Coachella Valley, Indio boasts a diverse and expanding population with increasing demand for quality retail, dining, and services. With limited modern retail offerings in the immediate area, the Indio Grand Marketplace fills a critical gap in the market, creating a high-visibility, high-traffic destination for national and regional tenants.

The city's year-round sunshine, cultural attractions, and renowned events like the Coachella and Stagecoach festivals draw millions of visitors annually, while a strong local community provides consistent foot traffic beyond peak tourist seasons. Businesses locating within the Indio Grand Marketplace will benefit from a well-established customer base, exceptional visibility on Highway 111, and the synergy of a thoughtfully curated mixed-use environment.

There is a growing need for diverse dining concepts, wellness services, and everyday conveniences in the region. The Indio Grand Marketplace presents an exceptional opportunity for retailers, restaurants, fitness concepts, and service providers to tap into a vibrant and underserved market poised for continued expansion.







## NEW AREA DEVELOPMENTS

There are several new and up and coming civic developments in the immediate area, as well as commercial parcels which the City of Indio acquired and repackaged in the downtown area to attract developers for larger-scale revitalization.

- The newly expanded College of the Desert Indio Campus was completed in August 2024, and is expected to serve 8,000 to 10,000 students at full capacity.
- California Desert Trial Academy is the only law school in Riverside County, and will be accompanied by the expansion of the College of the Desert.
- Loma Linda University Children's Health opened in Indio in 2018, providing pediatric care, urgent care, and dental services.
- John J. Benoit Detention Center (now open) and Juvenile and Family Courthouse should be completed in next few years.
- New Library and City Hall opening in 2025/2026 enhances civic capacity
- Center Stage entertainment venue attracts thousands through monthly events like Second Saturdays, Chella, and food festivals in downtown Indio.



*College of the Desert Indio Campus.*



*Loma Linda University Children's Hospital Indio, CA Location.*



## INDIO GRAND MARKETPLACE

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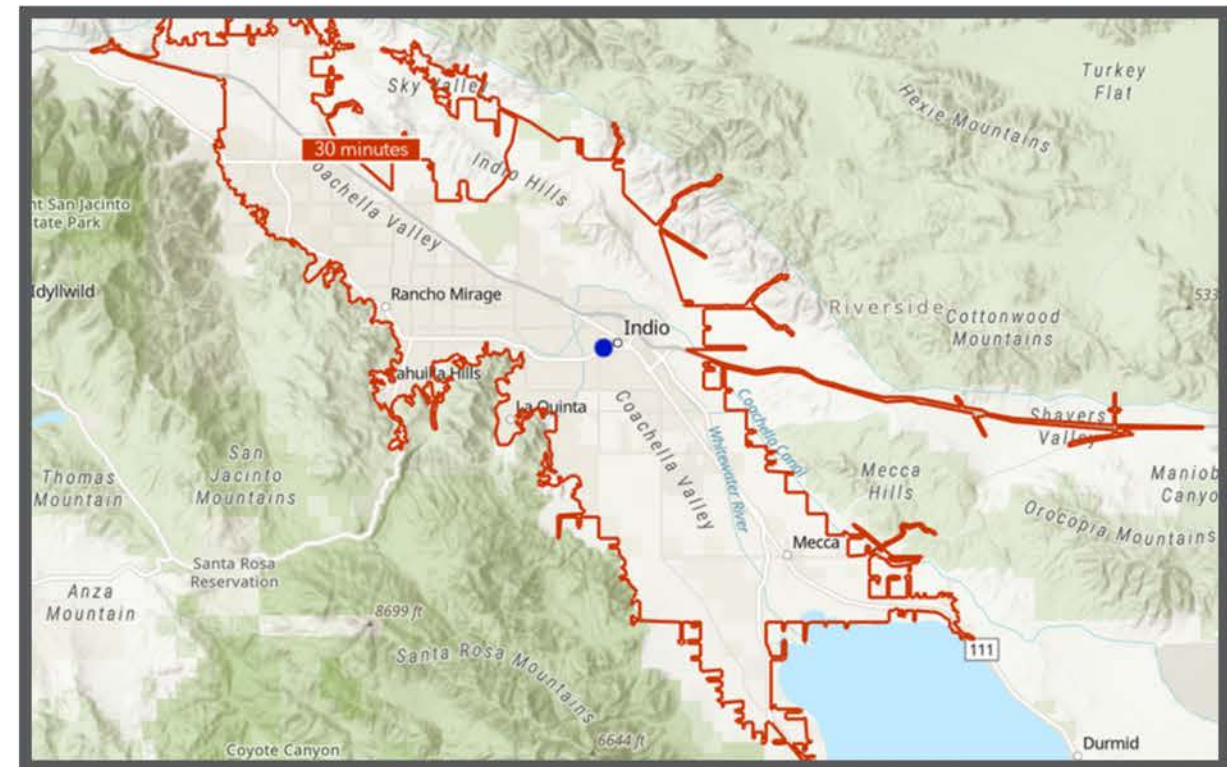
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