

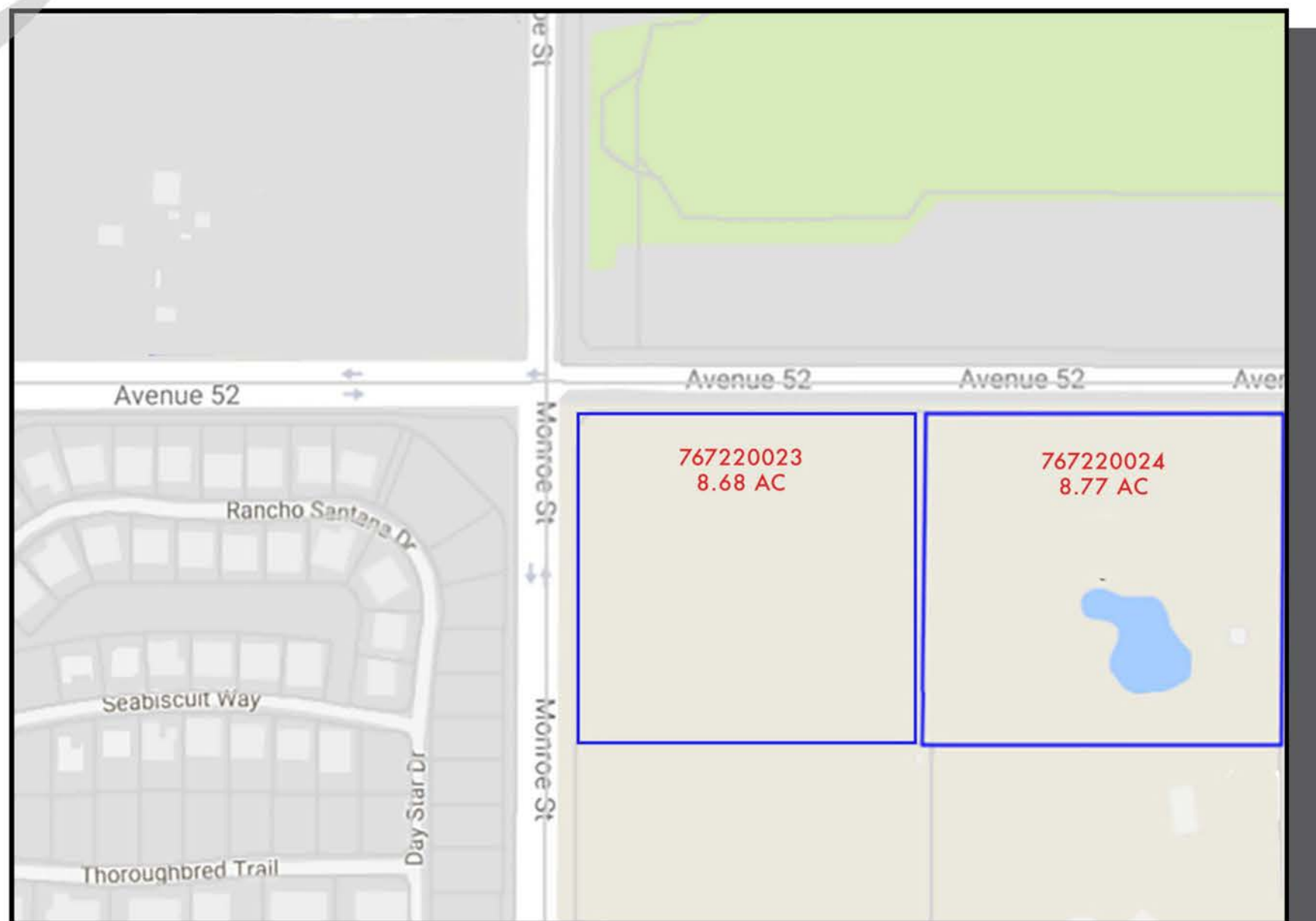
AVE 52 & MONROE

VISTA SANTA ROSA COMMUNITY
RIVERSIDE COUNTY



HAAGEN COMPANY





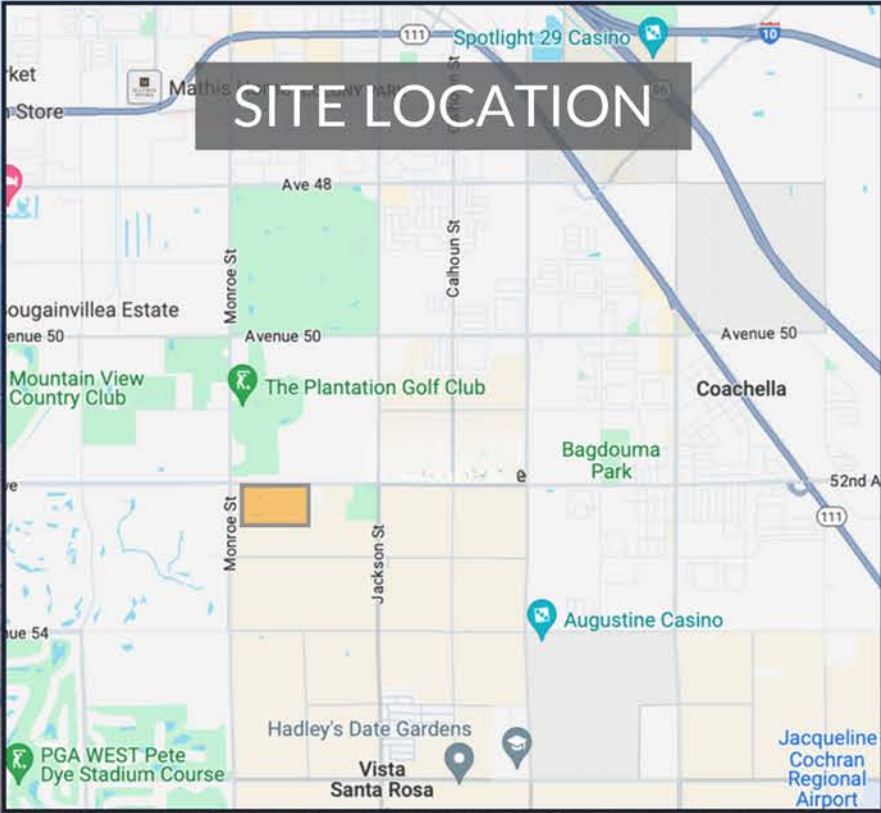
MONROE & AVE. 52

SEC Monroe Street & Ave. 52
Riverside County

SITE HIGHLIGHTS

- Two Parcels: 8.68 AC and 8.77 AC
- Proposed Use: Mixed Use
- Water is available in the street
- Adjacent to City of Indio and City of La Quinta boundaries in Riverside County

ALL LOGOS AND TRADEMARKS ARE THE PROPERTY OF THEIR RESPECTIVE OWNERS AND ARE USED FOR ILLUSTRATIVE PURPOSES ONLY. INCLUSION DOES NOT IMPLY ENDORSEMENT OR A CURRENT BUSINESS RELATIONSHIP.



NEARBY RESIDENTIAL COMMUNITIES
SEC AVE. 52 & MONROE

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AERIAL VIEW
SEC AVE. 52 & MONROE

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CONCEPTUAL RENDERINGS - SUBJECT TO CHANGE
SEC AVE. 52 & MONROE

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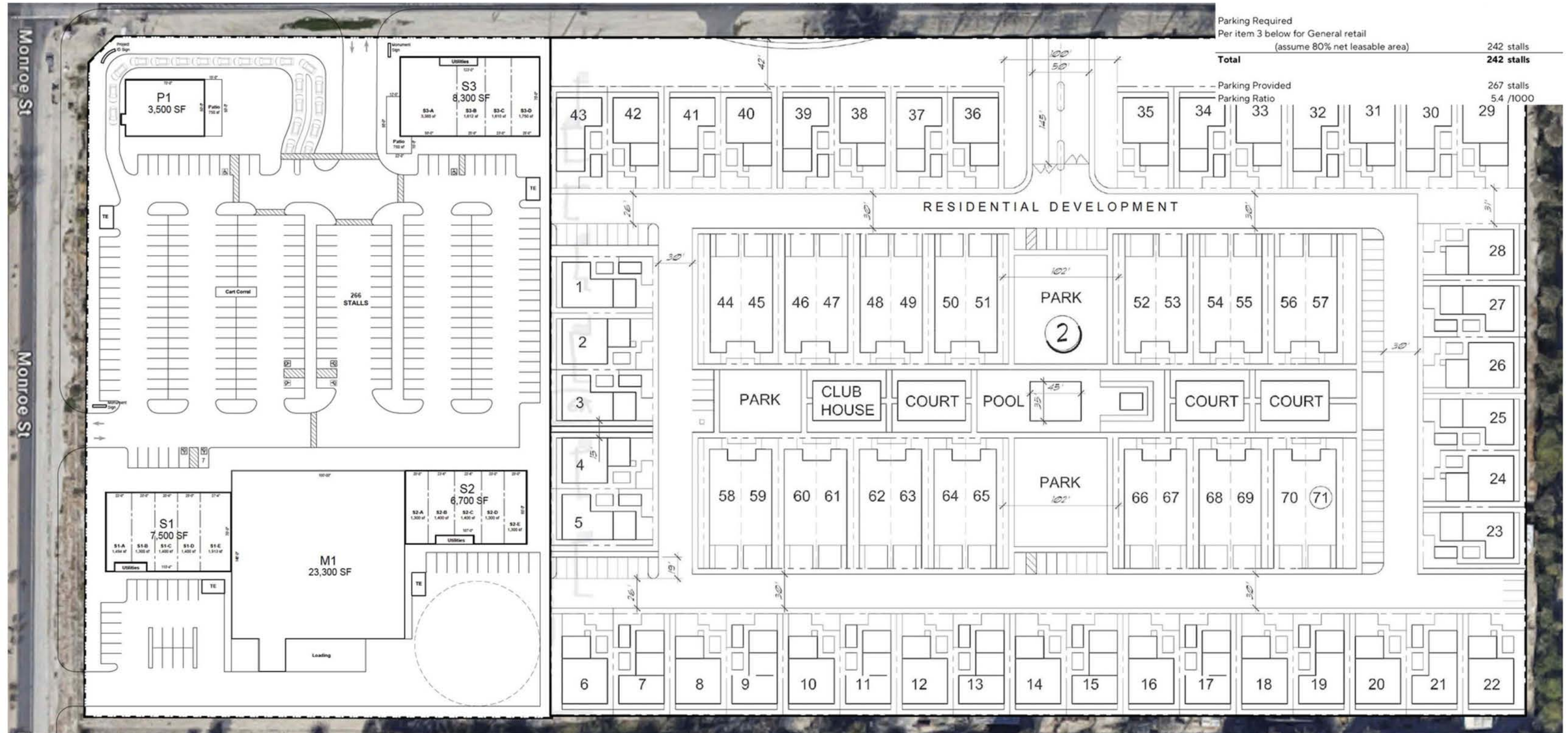
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SEC AVE. 52 & MONROE

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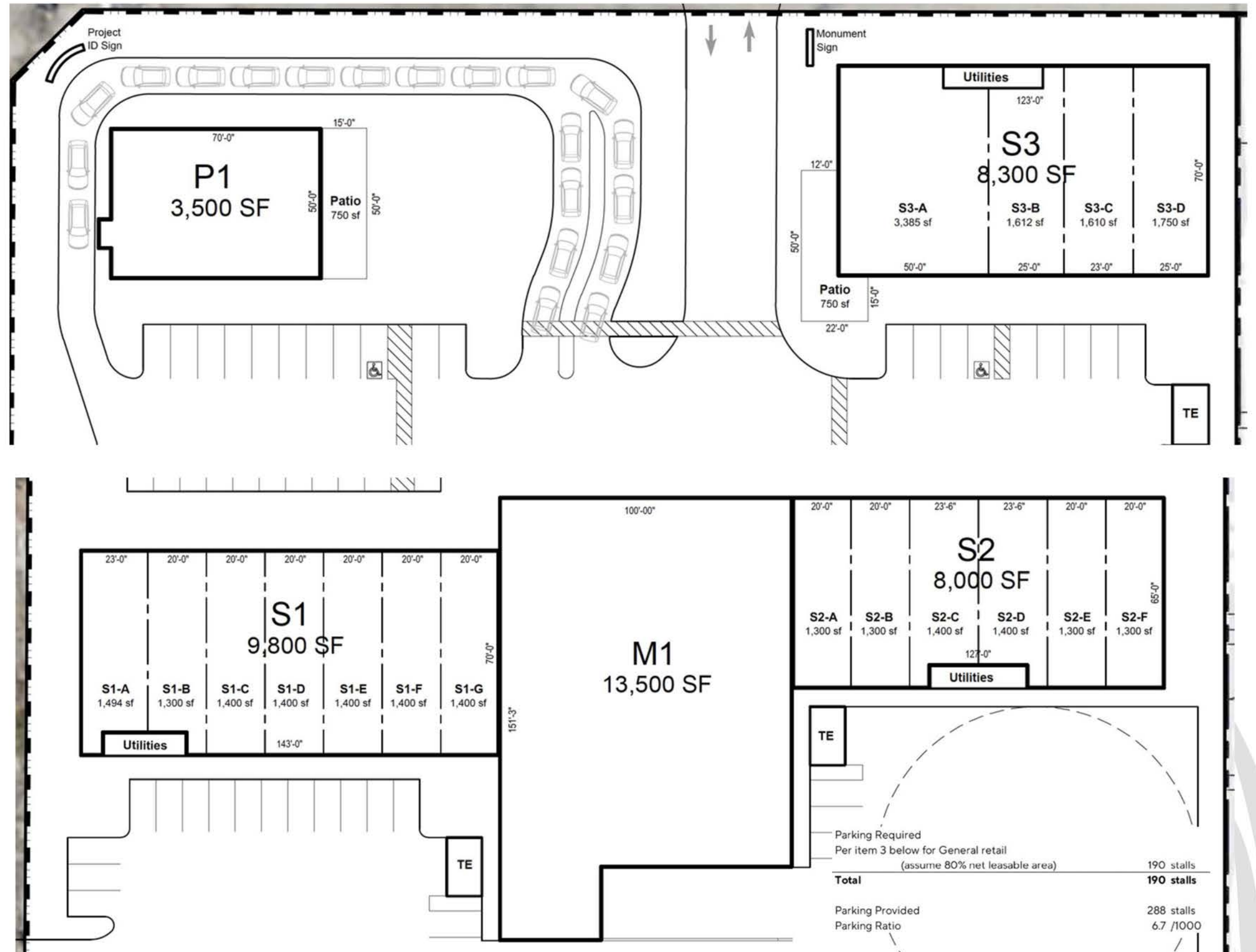
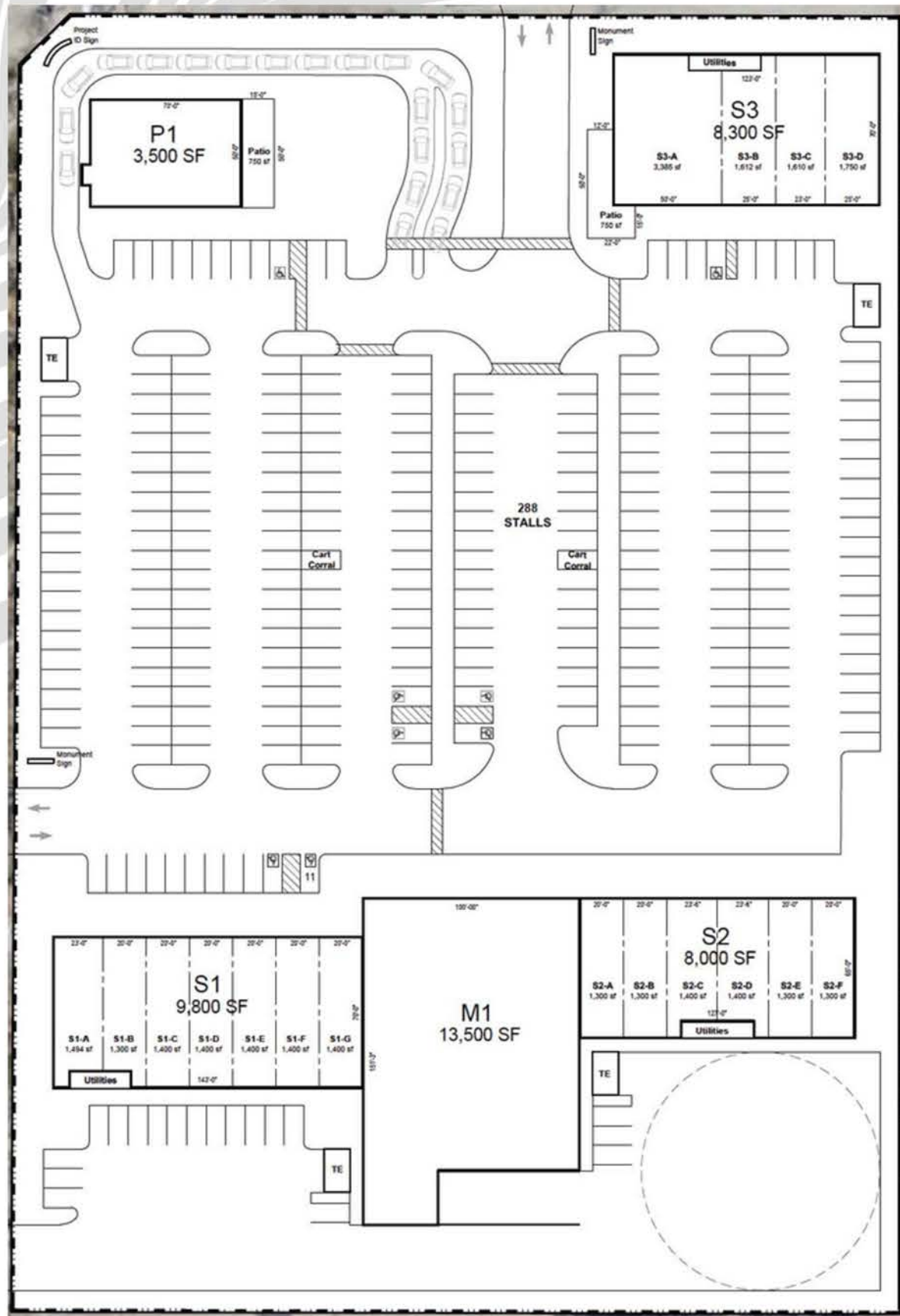
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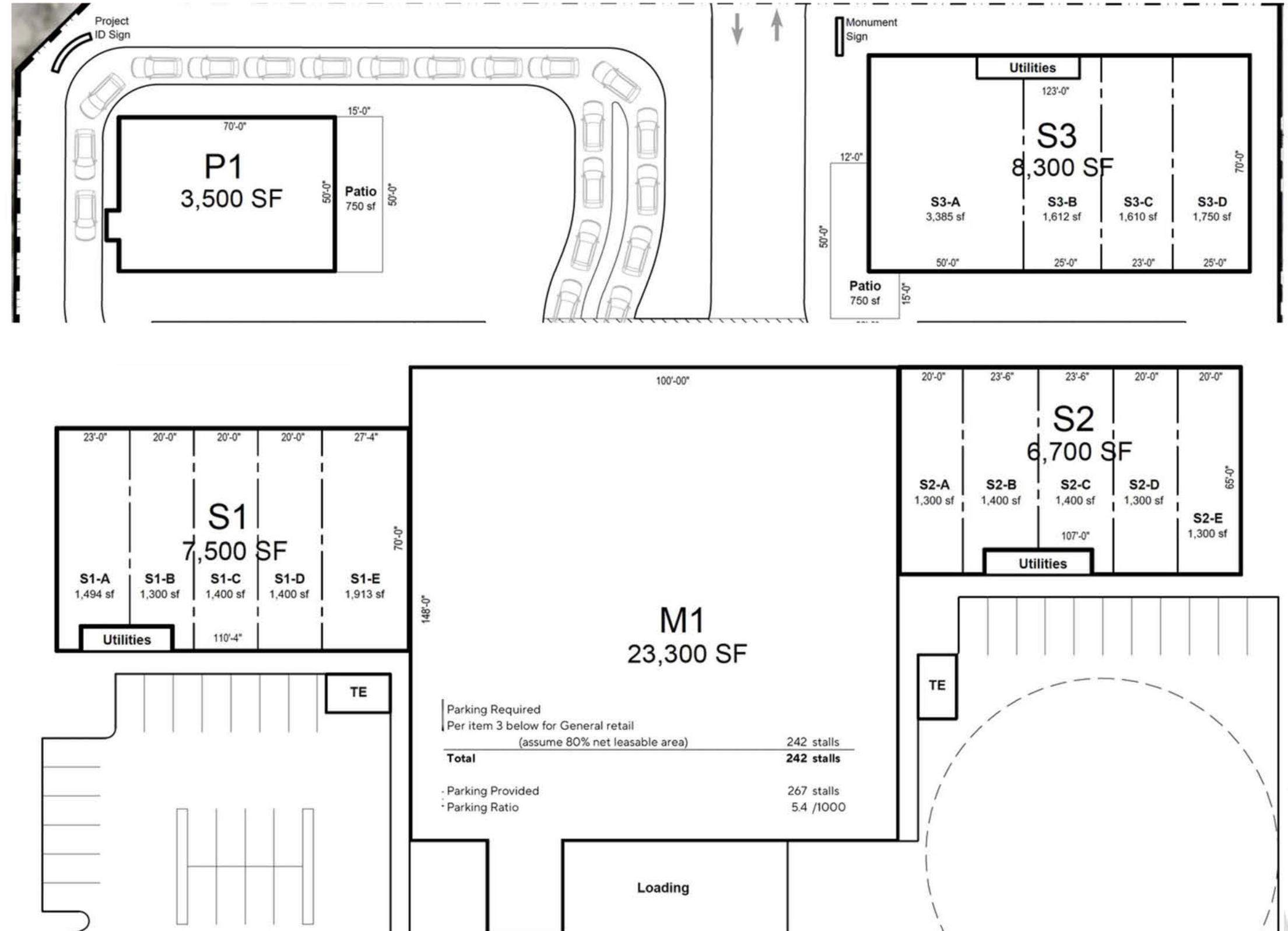
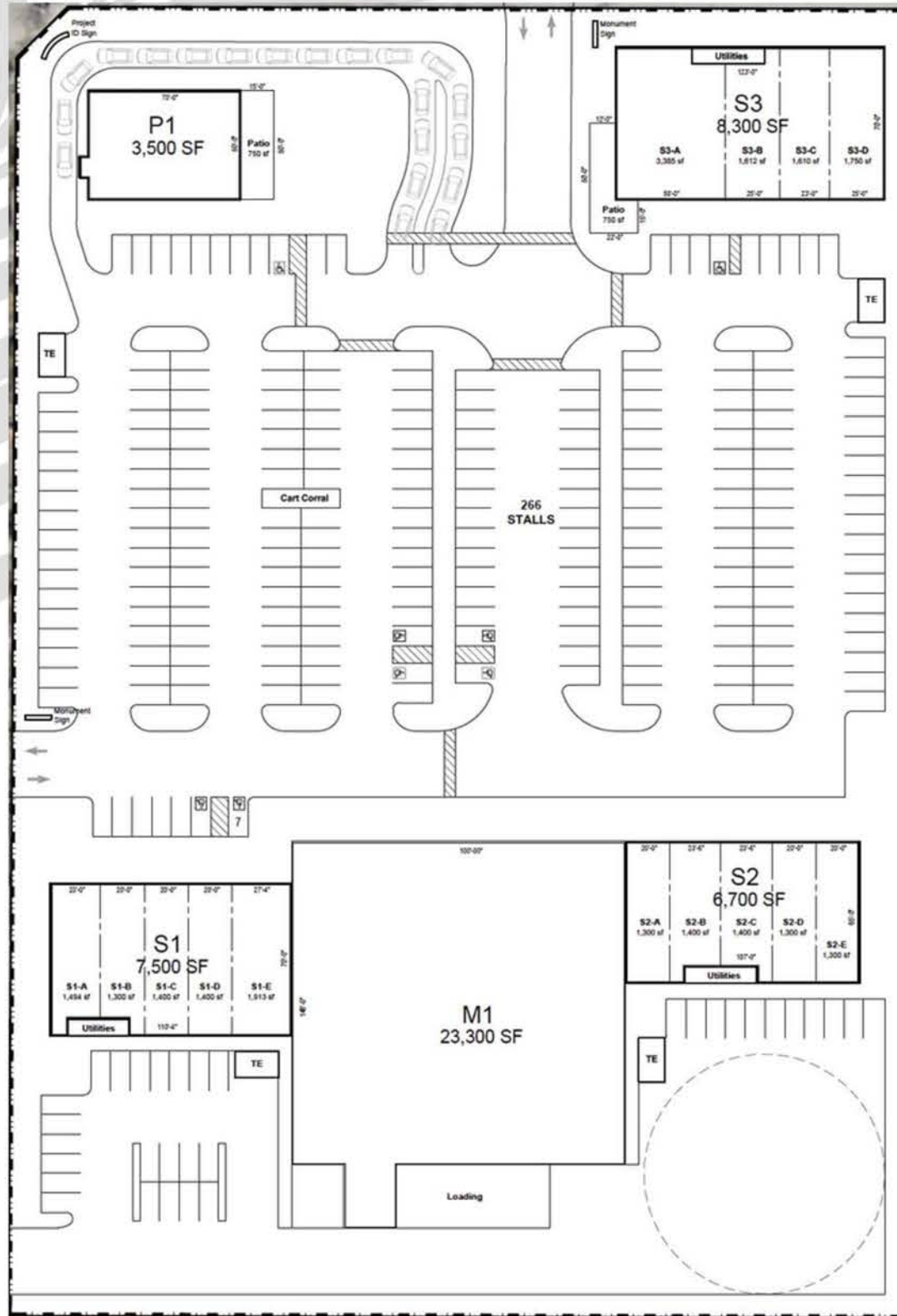
CONCEPTUAL SITE PLAN

SEC AVE. 52 & MONROE



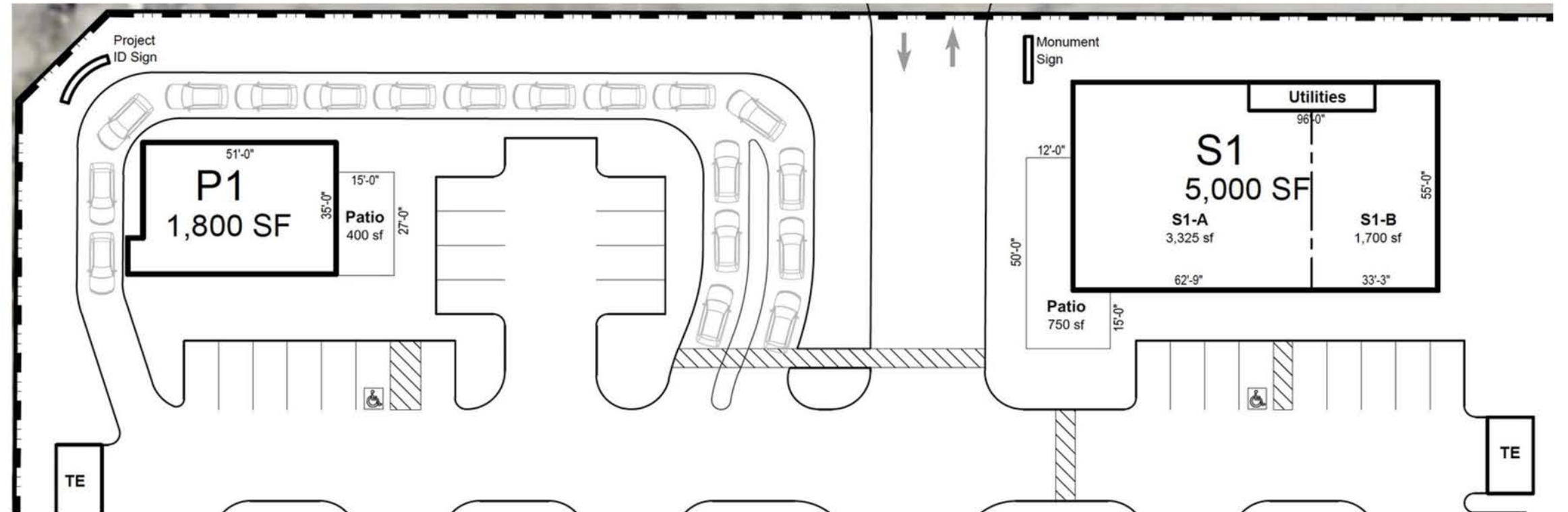
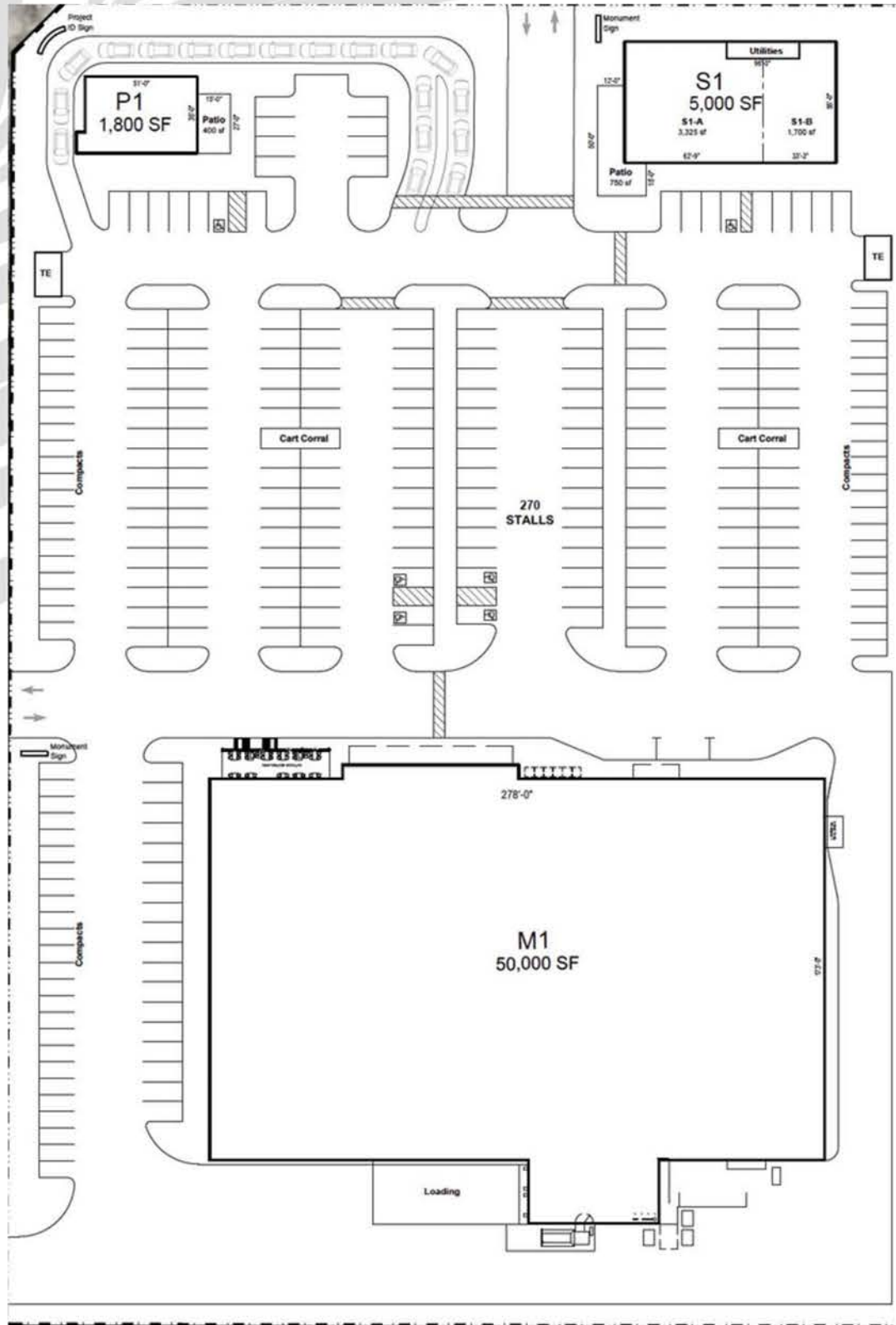
CONCEPTUAL SITE PLAN OPTION 1

SEC AVE. 52 & MONROE



CONCEPTUAL SITE PLAN OPTION 2

SEC AVE. 52 & MONROE



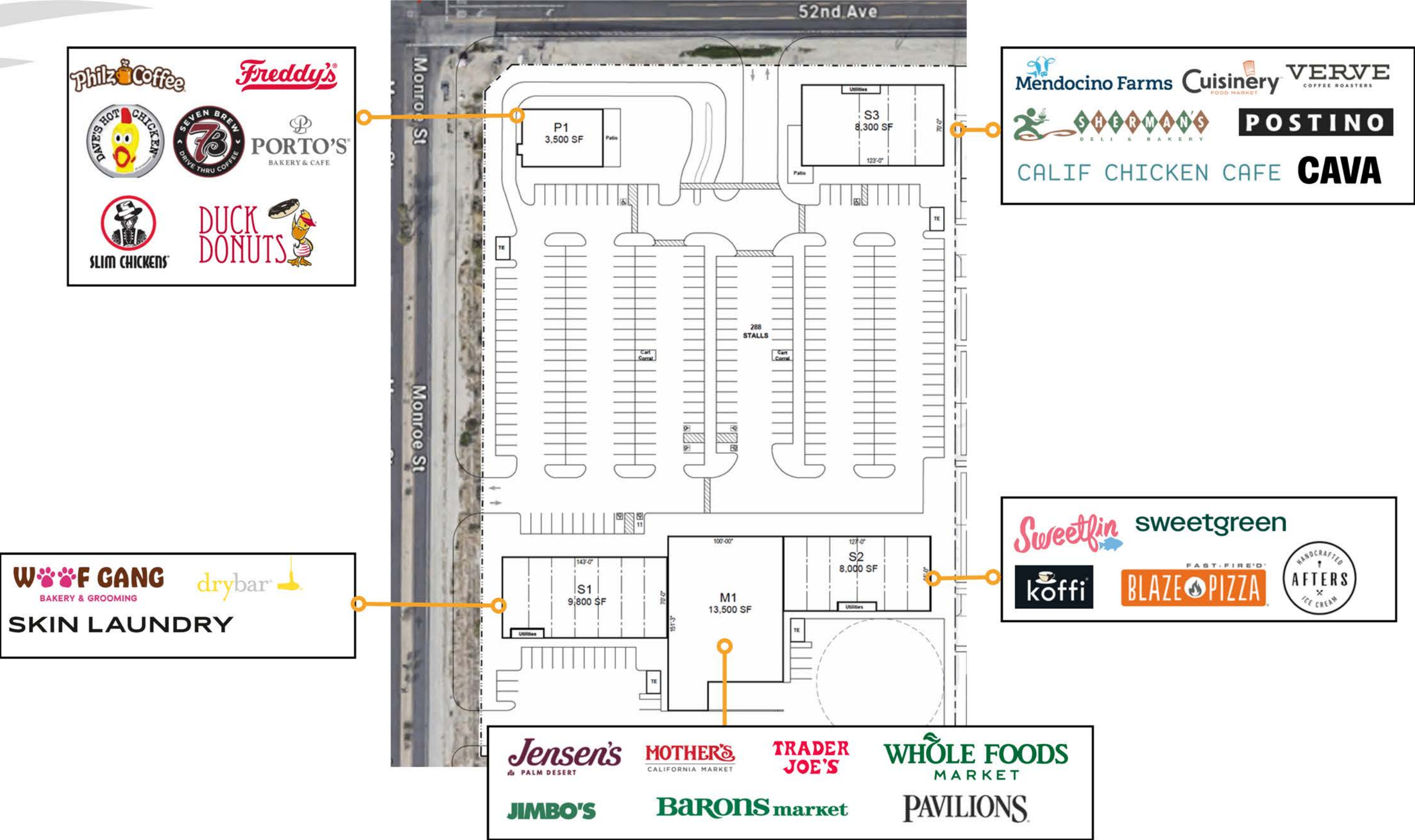
Project Summary

Total Gross Site Area	±5.58 ac
Building P1 (Restaurant)	1,800 sf
Building P2 (Retail)	1,500 sf
Building P2 (Restaurant)	3,500 sf
Grocery Store	50,000 sf
Total	56,800 sf
Parking Required	
Per item 3 below for General retail (assume 90% net leasable area)	281 stalls
Total	281 stalls
Parking Provided	270 stalls
Parking Ratio	4.8 /1000

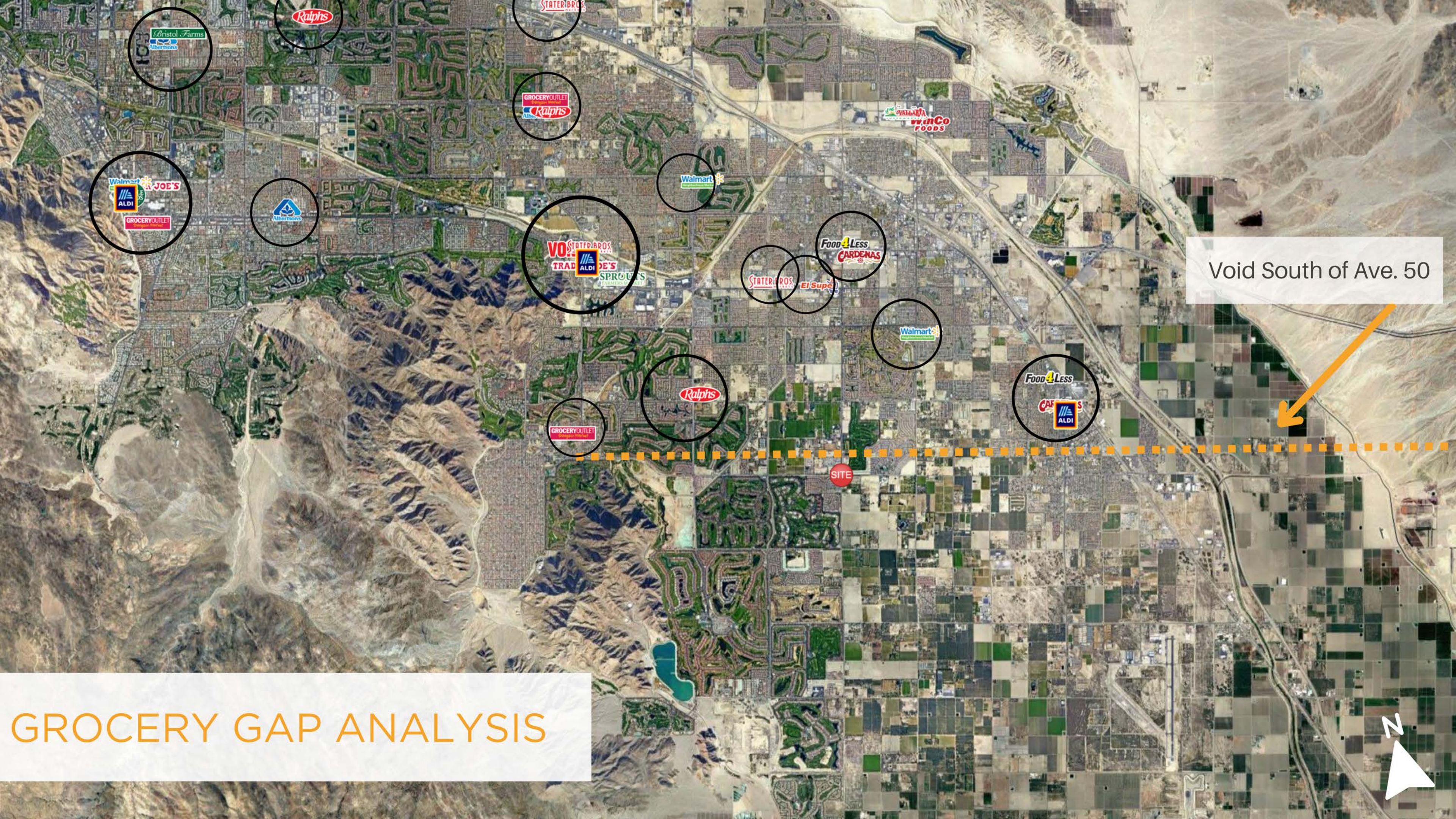
CONCEPTUAL SITE PLAN OPTION 3

SEC AVE. 52 & MONROE

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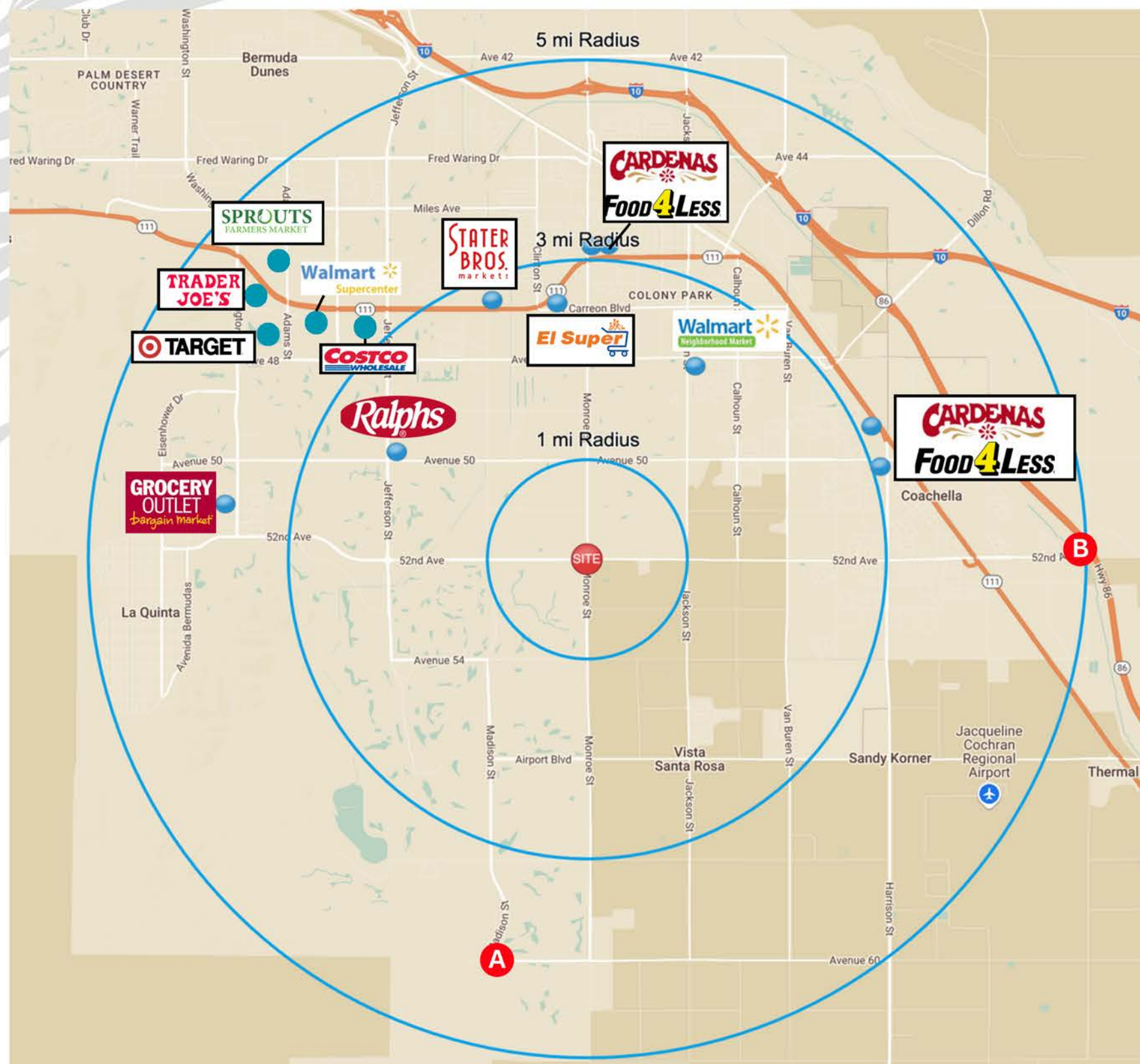


CONCEPTUAL MERCHANDISING PLAN
SEC AVE. 52 & MONROE



Void South of Ave. 50

GROCERY GAP ANALYSIS



Distances From Site:

- **Ralphs:** 3.1 Miles
- **Grocery Outlet:** 4 Miles
- **Walmart Neighborhood Market:** 3 miles
- **Sprouts:** 5.5 miles
- **Trader Joe's:** 6.2 miles
- **Whole Food's Market:** 12.7 miles (not shown on map)

Drive Times From Points A & B:

- **SITE - SEC Ave. 52 and Monroe** (A. 8 minutes & B. 10 minutes)
- **Ralphs:** (A. 11 Minutes & B. 17 Minutes)
- **Grocery Outlet:** (A. 13 minutes & B. 19 minutes
- **Walmart Neighborhood Market:** A. 14 Minutes & B. 11 Minutes)
- **Sprouts:** (A. 18 Minutes & B. 20 Minutes)
- **Trader Joe's:** (A. 16 Minutes & B. 21 Minutes)
- **Whole Food's Market:** (A. 31 Minutes & B. 29 Minutes)

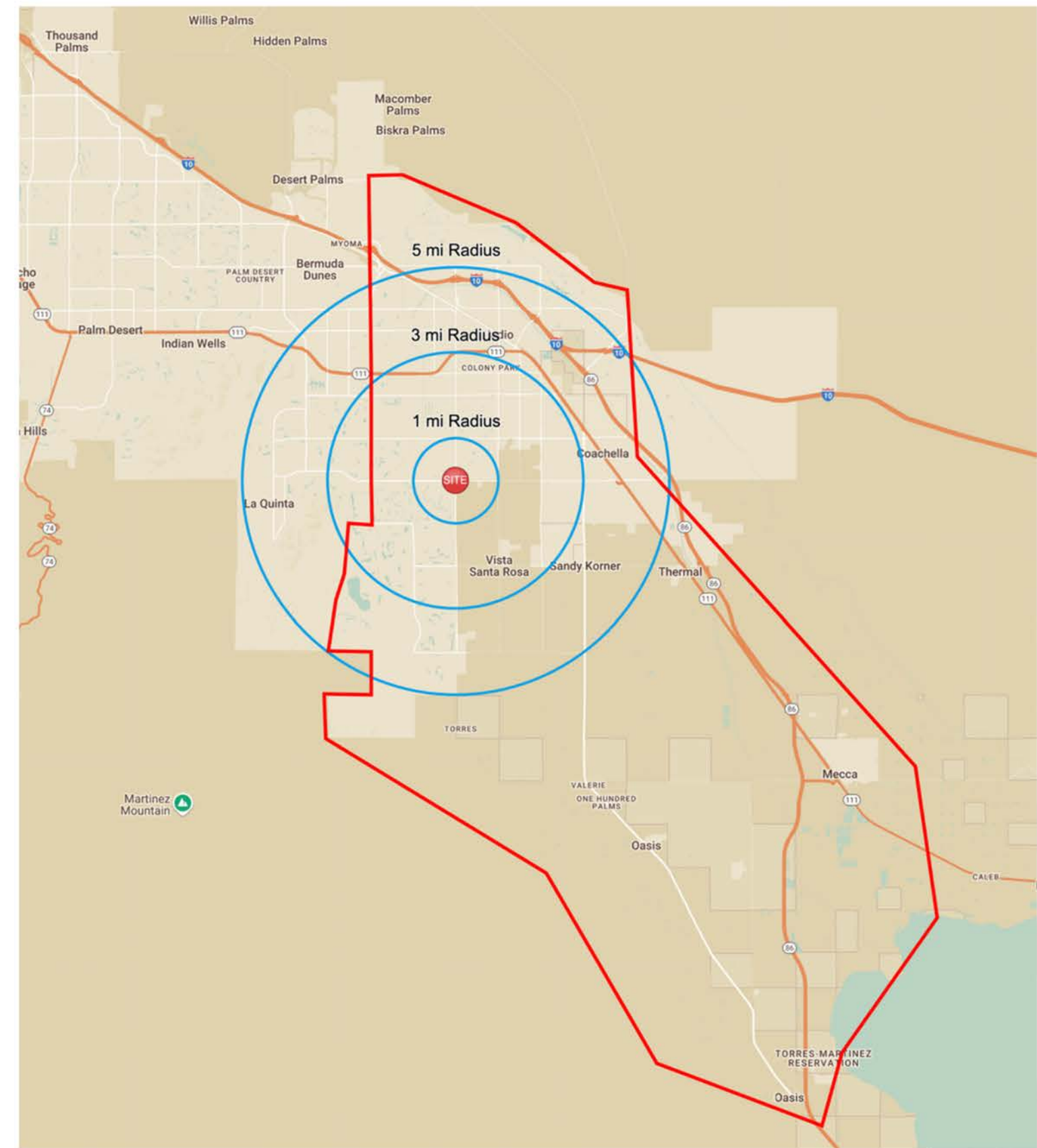
Source: Google Maps

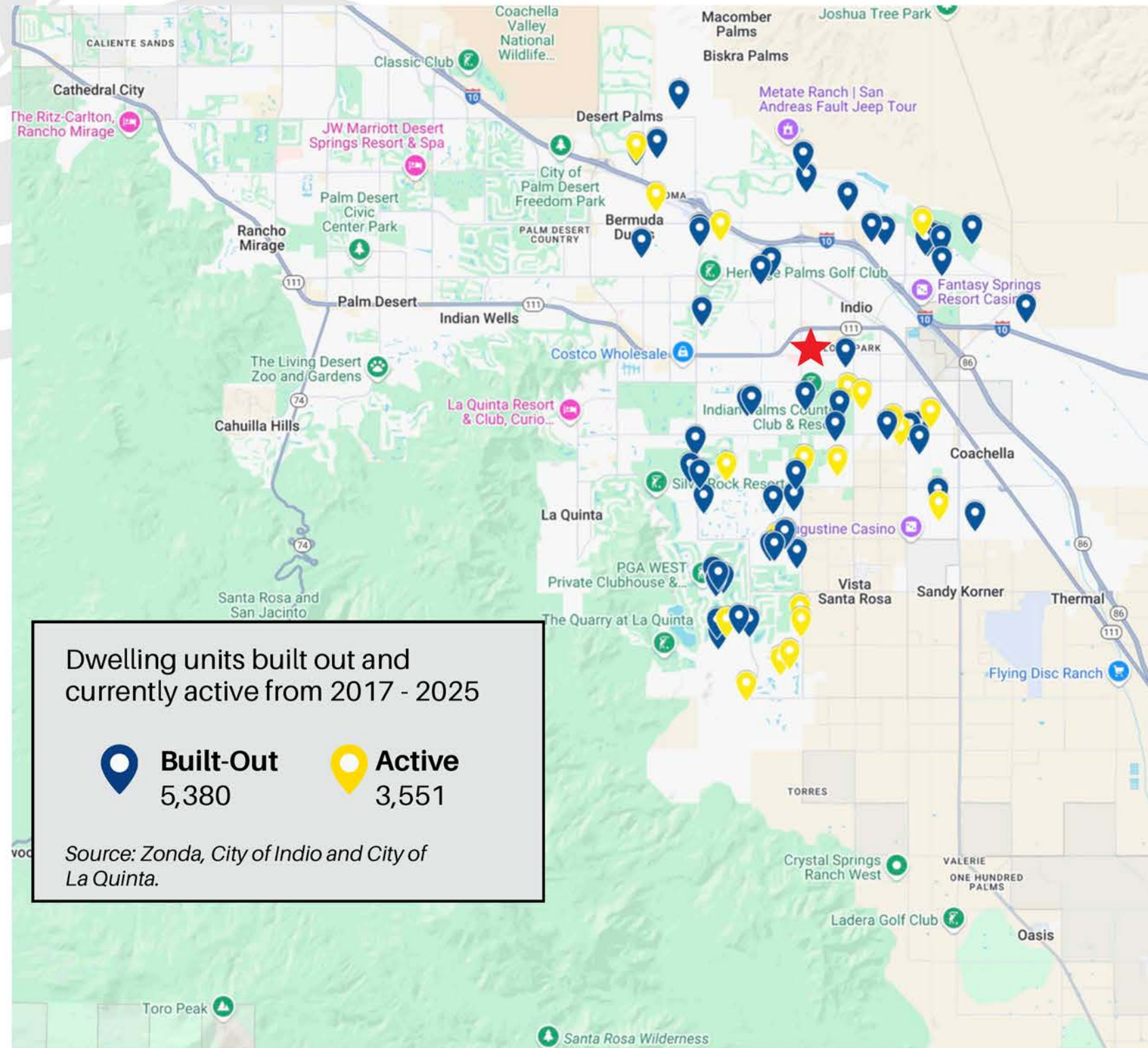
Trade Area custom trade area ave 52 and monroe		Trade Area
Population		
2025 Estimated Population		172,686
2030 Projected Population		179,680
2020 Census Population		154,971
2010 Census Population		146,822
Projected Annual Growth 2025 to 2030		0.8%
Historical Annual Growth 2010 to 2025		1.2%
Households		
2025 Estimated Households		53,284
2030 Projected Households		57,047
2020 Census Households		45,680
2010 Census Households		40,698
Projected Annual Growth 2025 to 2030		1.4%
Historical Annual Growth 2010 to 2025		2.1%

Indio, CA 92201				
	1 mi radius	3 mi radius	5 mi radius	
Population				
2025 Estimated Population	3,179	75,241	168,825	
2030 Projected Population	3,869	78,206	173,500	
2020 Census Population	1,805	65,299	149,378	
2010 Census Population	828	61,203	142,535	
Projected Annual Growth 2025 to 2030	4.3%	0.8%	0.6%	
Historical Annual Growth 2010 to 2025	18.9%	1.5%	1.2%	
Households				
2025 Estimated Households	1,524	24,365	55,490	
2030 Projected Households	1,905	26,228	58,632	
2020 Census Households	773	19,567	46,859	
2010 Census Households	328	17,249	42,433	
Projected Annual Growth 2025 to 2030	5.0%	1.5%	1.1%	
Historical Annual Growth 2010 to 2025	24.3%	2.8%	2.1%	

POTENTIAL AREA & 1-3-5- MILES

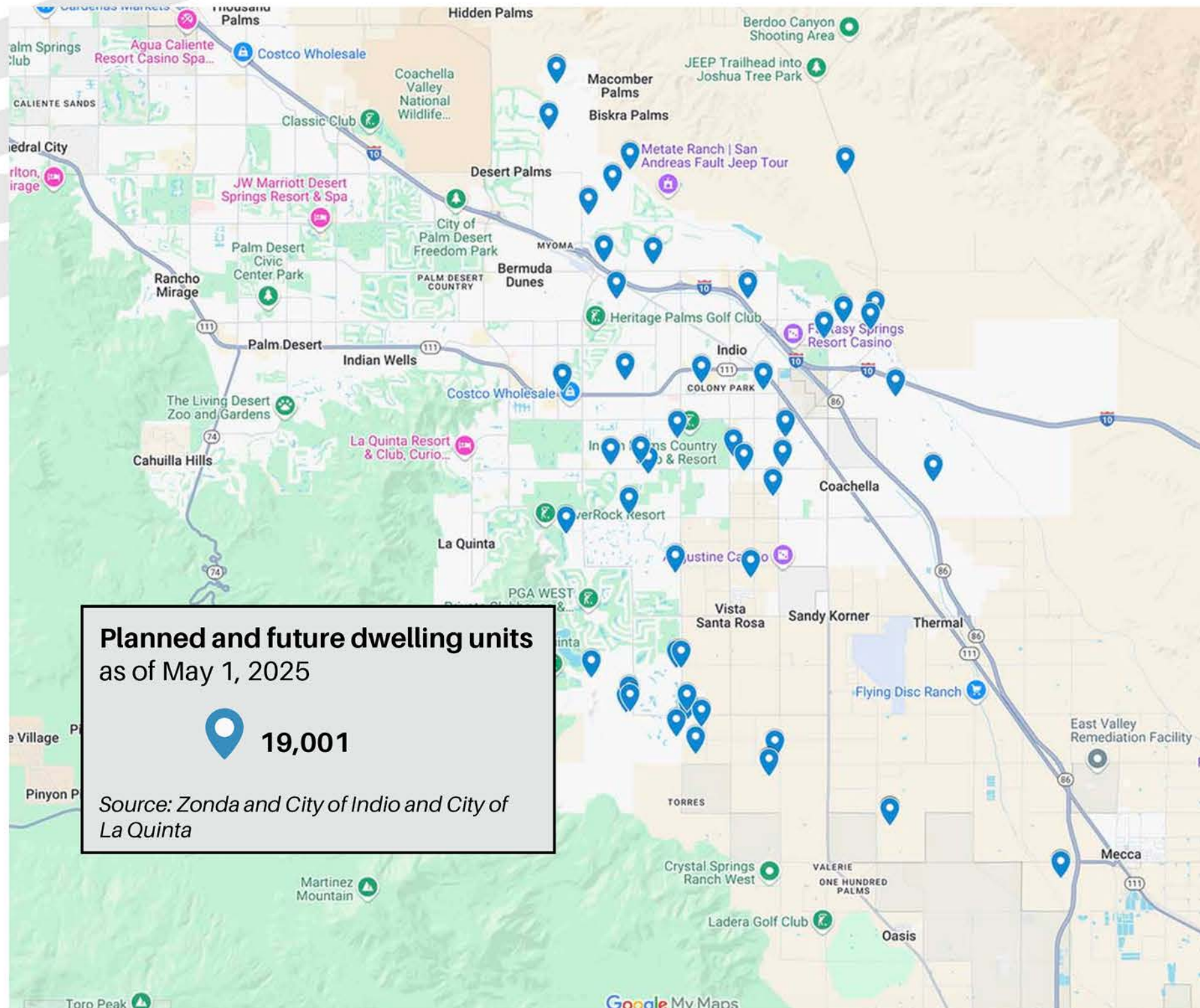
SEC AVE. 52 & MONROE





Housing Growth Drives Long-Term Retail Demand

- **5,380 new dwelling units** have been built in the 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.
- New rooftops and steady population gains create a solid and growing customer base for national and regional retailers.

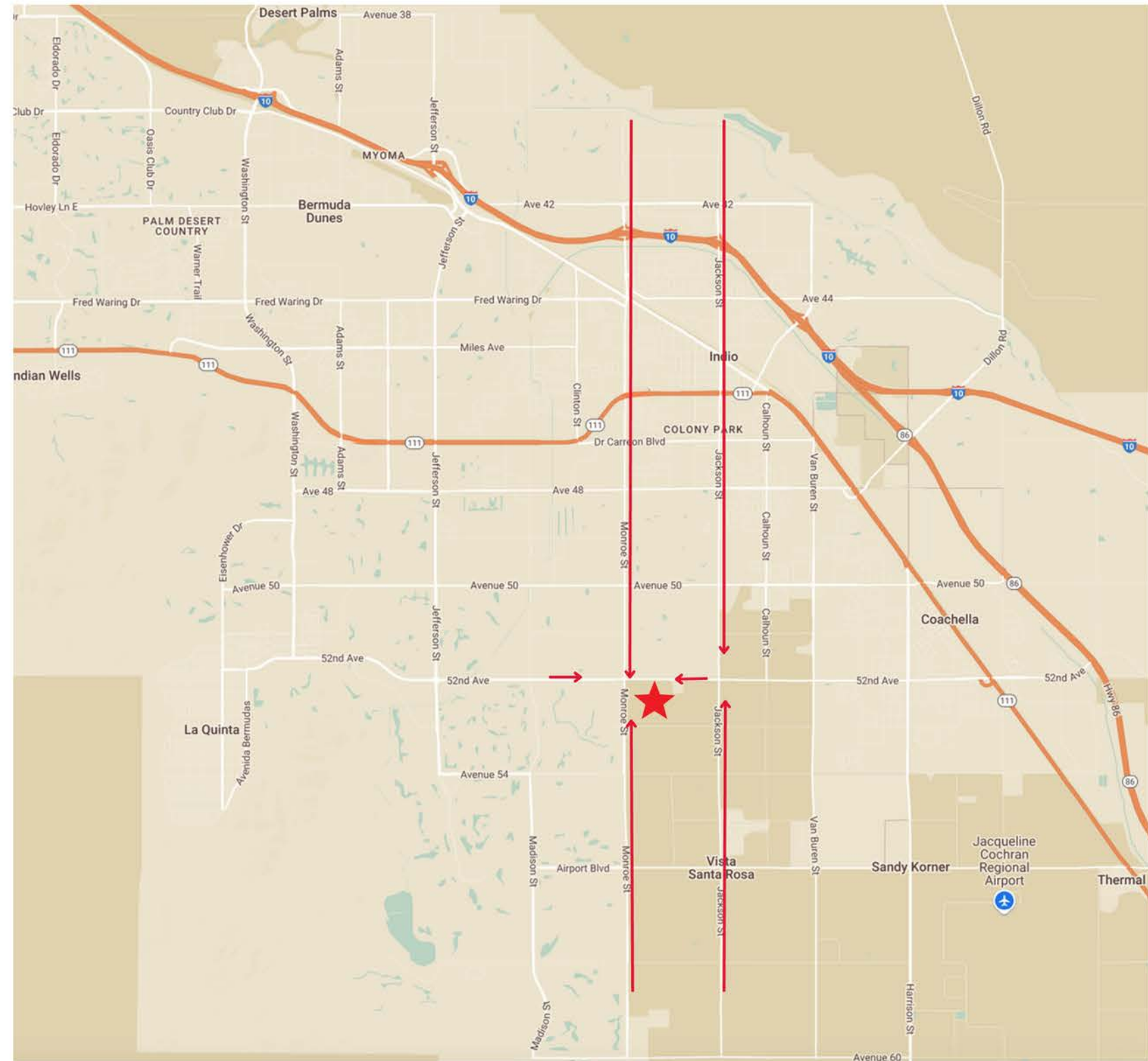


Future Rooftops = Future Shoppers

- 19,001 planned and future dwelling units are in the pipeline across the trade area
- Major north-south connectors like Jackson St. and Monroe St. provide direct access from growing residential communities in the north and to the south.
- The volume of planned housing ensures continued population growth and retail demand over the next 5- 10 years

PRIME REGIONAL ACCESS

- 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.
- With direct access from La Quinta, Coachella, and the Salton Sea area via Hwy 86, Avenue 52 is a major retail corridor linking surrounding communities.



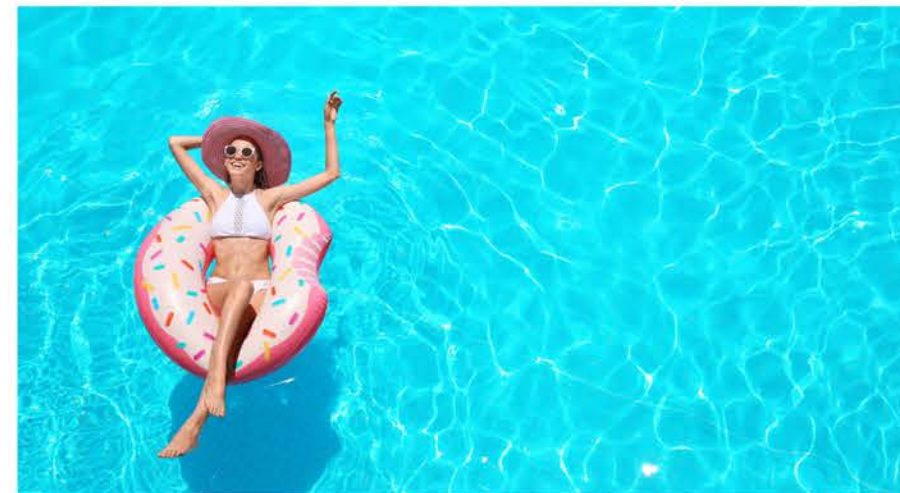
2025 ESTIMATES

SEC Monroe St. & Ave. 52	1 MILE	3 MILES	5 MILES	POTENTIAL TRADE AREA
POPULATION	3,139	75,241	168,825	172,686
AVERAGE HH INCOME	\$153,641	\$128,750	\$122,595	\$112,124
HOUSEHOLDS	1,524	24,365	55,490	53,284
MEDIAN AGE	55.5	37.6	38	36.3

VISTA SANTA ROSA RIVERSIDE COUNTY

Nestled amidst the picturesque landscapes of Southern California, Vista Santa Rosa embodies a vibrant community teeming with opportunities for commercial real estate investment. Adjacent to the thriving cities of Indio, La Quinta, Vista Santa Rosa, enjoys a strategic location amidst a nexus of economic activity.

The region boasts a plethora of undeveloped parcels, strategically situated near upscale resorts and residential projects, presenting an enticing prospect for development ventures. Renowned for its equestrian heritage, Vista Santa Rosa exudes an aura of rustic charm, with numerous ranch properties dotting its scenic countryside. Here, the allure of the Old West harmoniously coalesces with modern aspirations, making it an ideal locale for innovative commercial real estate endeavors.



VISTA SANTA ROSA
SEC AVE. 52 & MONROE



NEARBY POINTS OF INTEREST

- Empire Polo Club
- The Madison Club
- Hideaway Golf Club
- Desert International Horse Park
- PGA West Golf Courses
- Jacqueline Cochran Regional Airport
- The Thermal Club Race Track/BMW Performance Center



POINTS OF INTEREST
SEC AVE. 52 & MONROE

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Our philosophy is to design
and develop retail properties
that add value to the local
community.

Welcome To Haagen Company

Retail Centers & Commercial Properties

Haagen Company specializes in the acquisition, development and management of retail shopping centers and commercial properties. Our portfolio includes properties located in the western United States. Haagen Company is the current form of the family real estate business dating back to the late 1960's and is based in Los Angeles, CA.

