

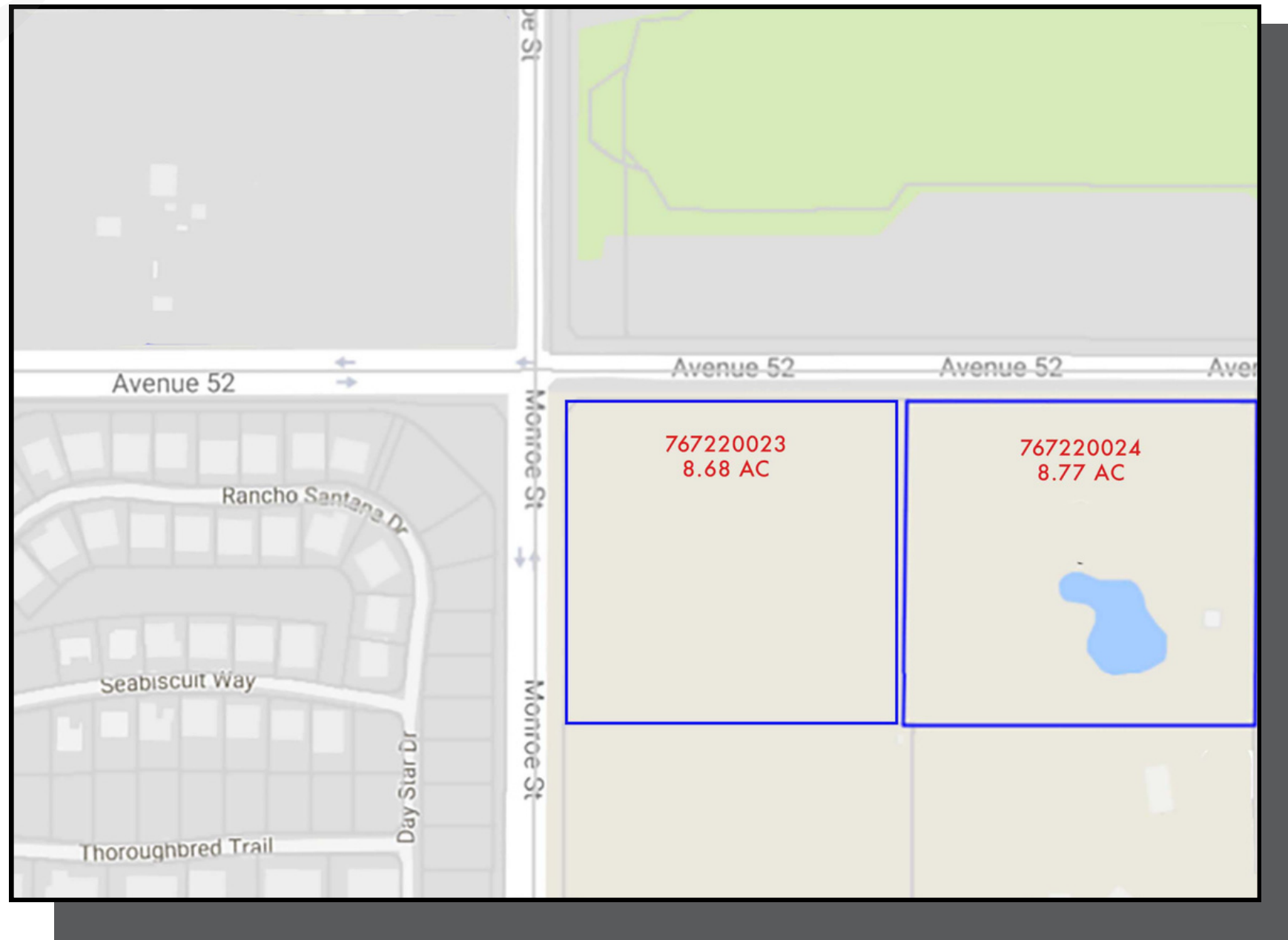
# AVE 52 & MONROE

VISTA SANTA ROSA COMMUNITY  
RIVERSIDE COUNTY



HAAGEN COMPANY





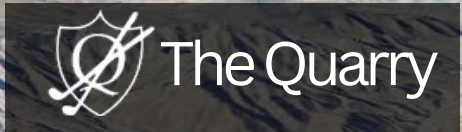
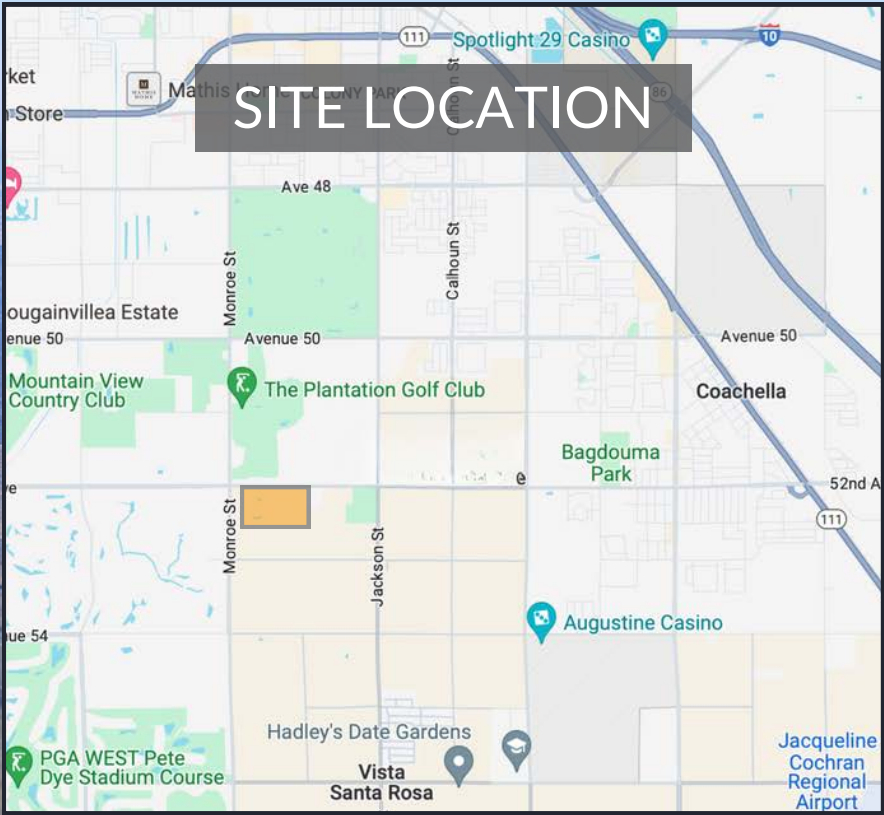
# MONROE & AVE. 52

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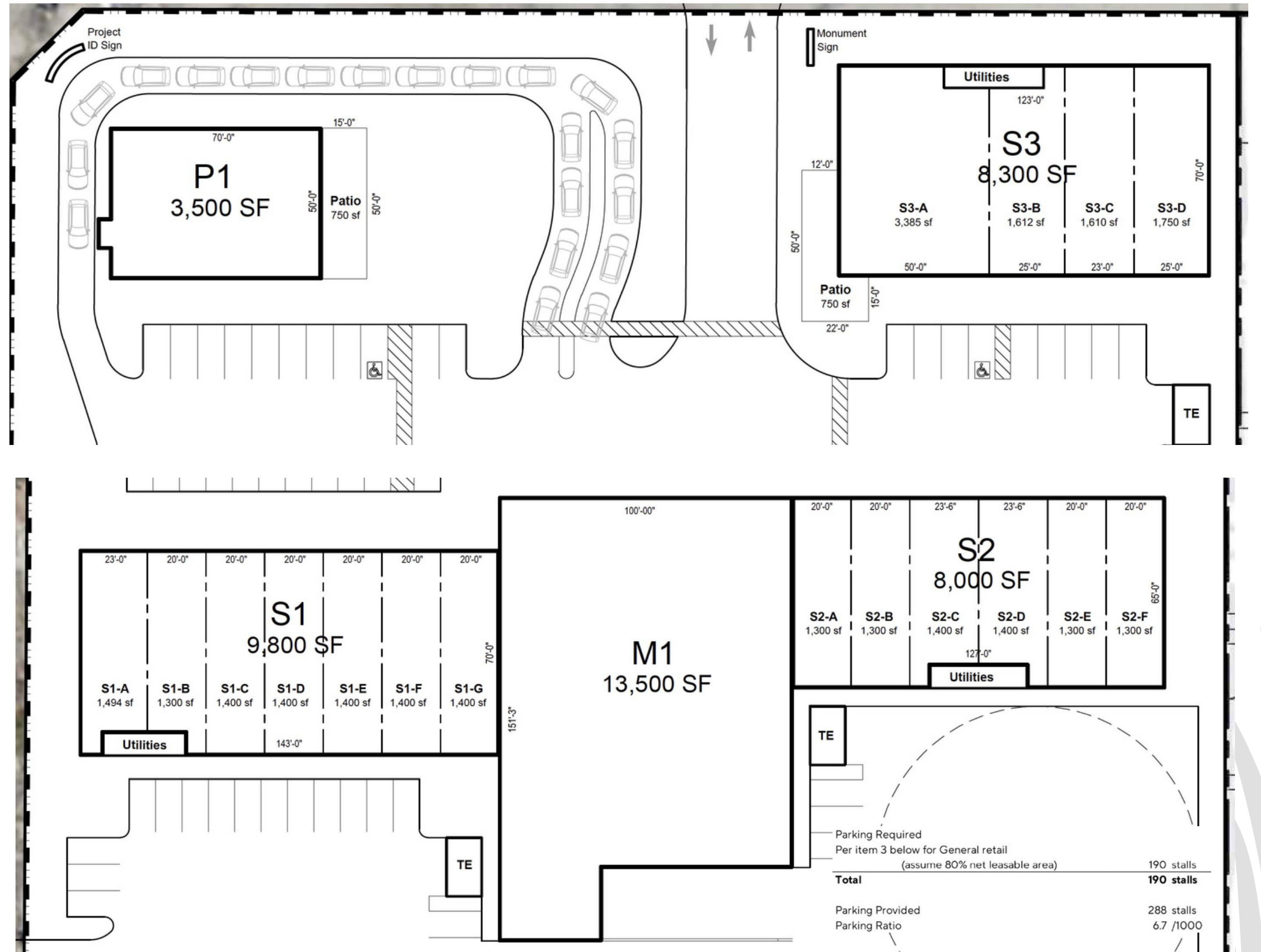
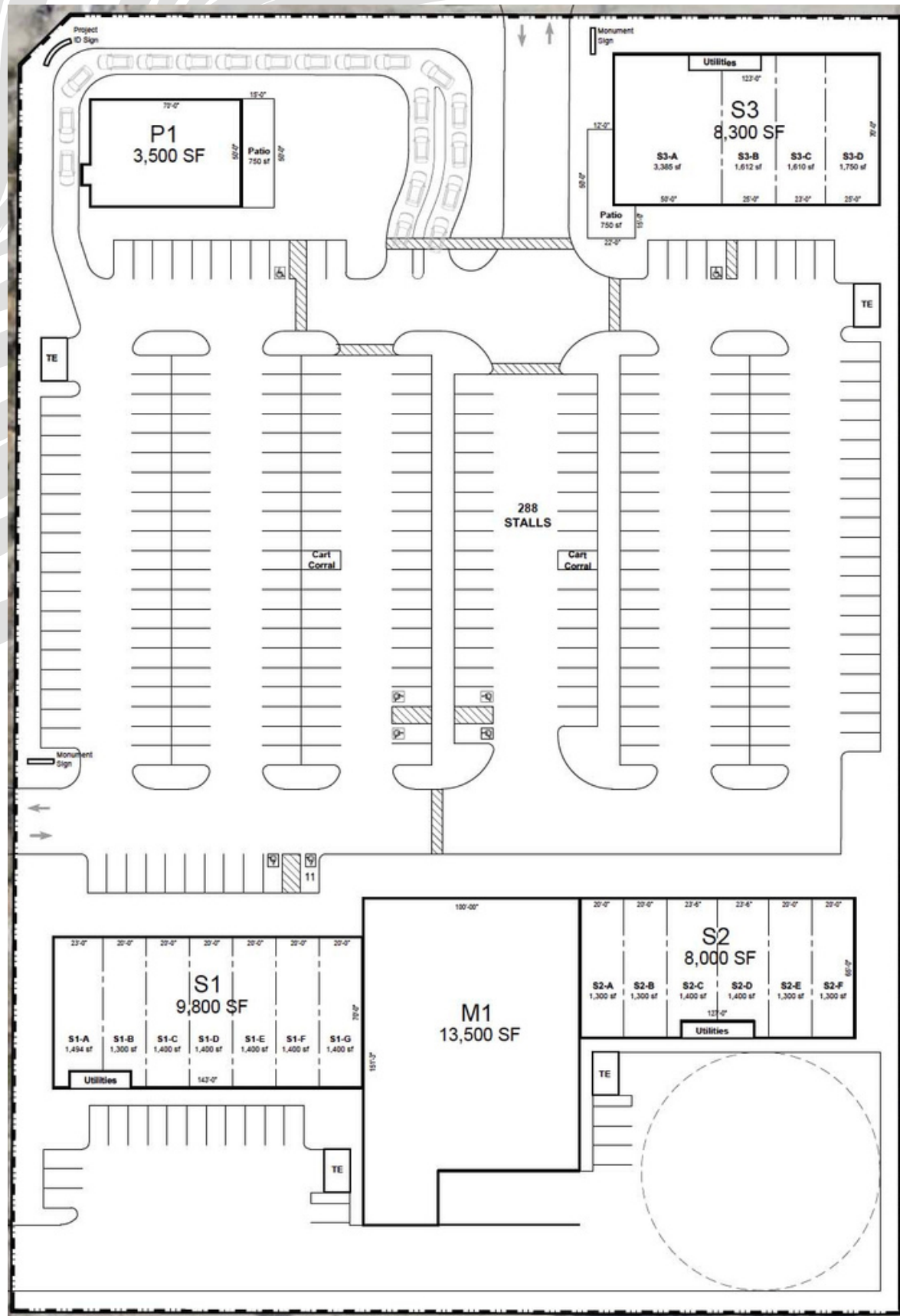
**CONCEPTUAL RENDERINGS - SUBJECT TO CHANGE**  
SEC AVE. 52 & MONROE

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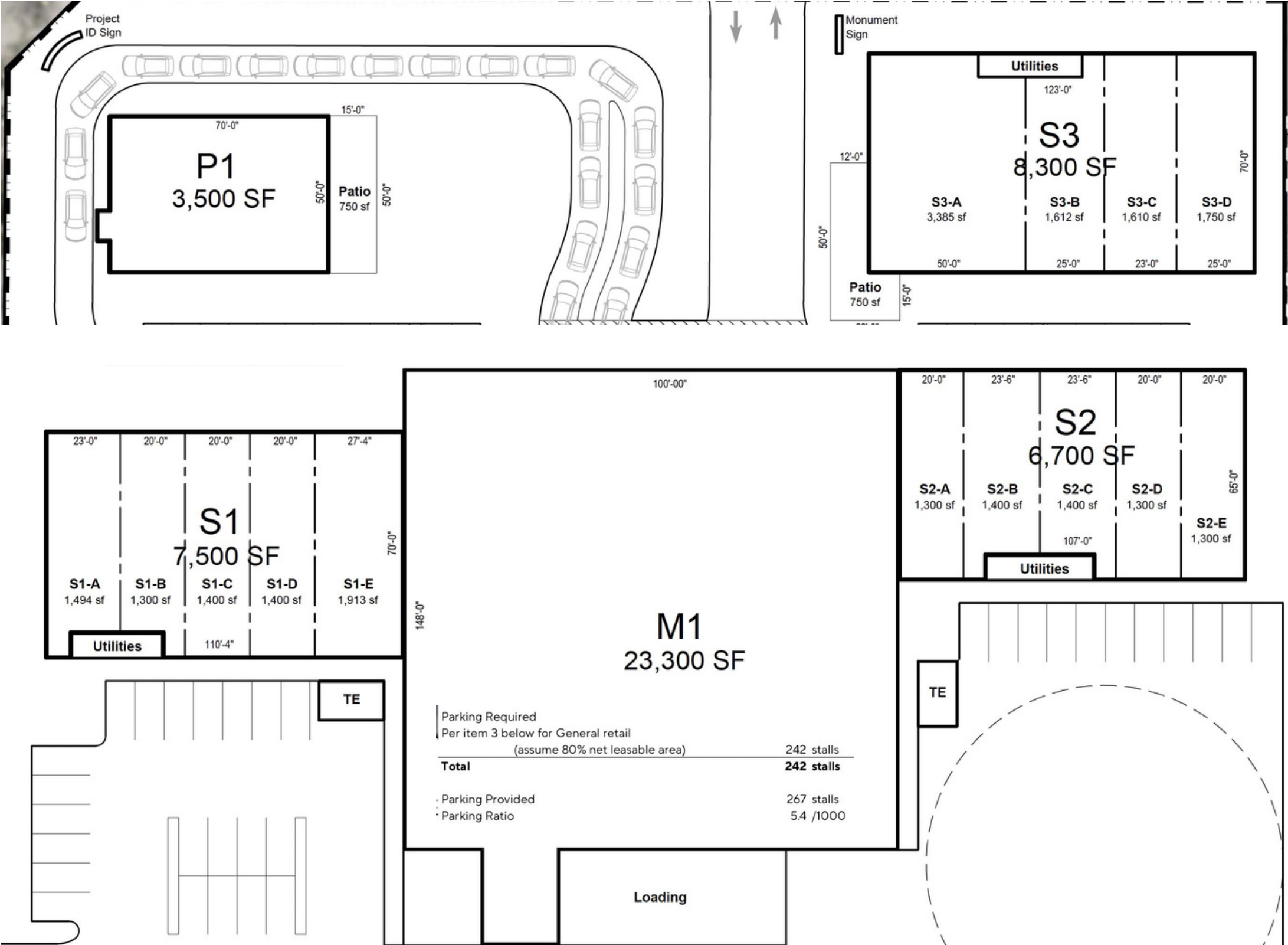
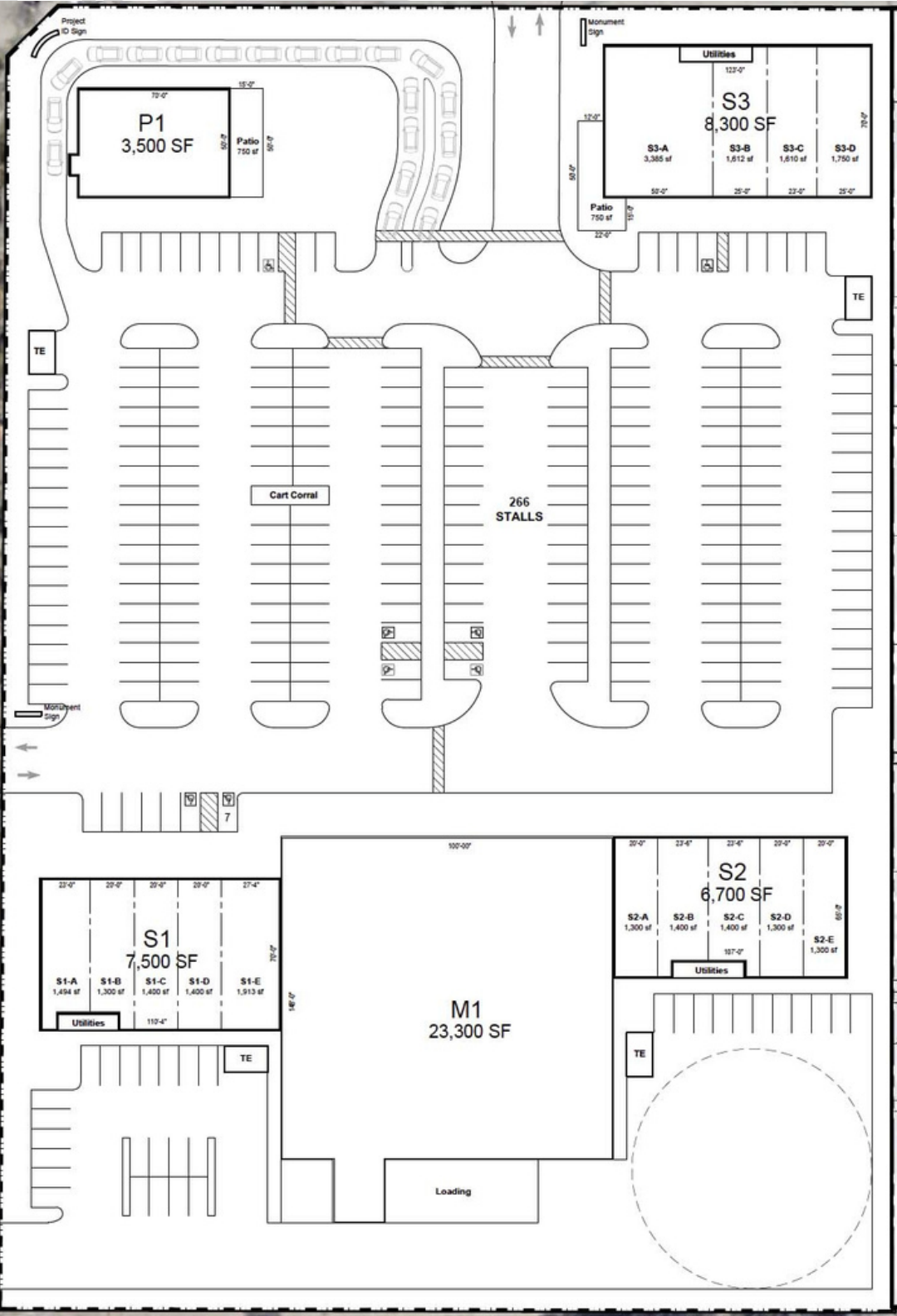
**CONCEPTUAL RENDERINGS - SUBJECT TO CHANGE**  
 SEC AVE. 52 & MONROE

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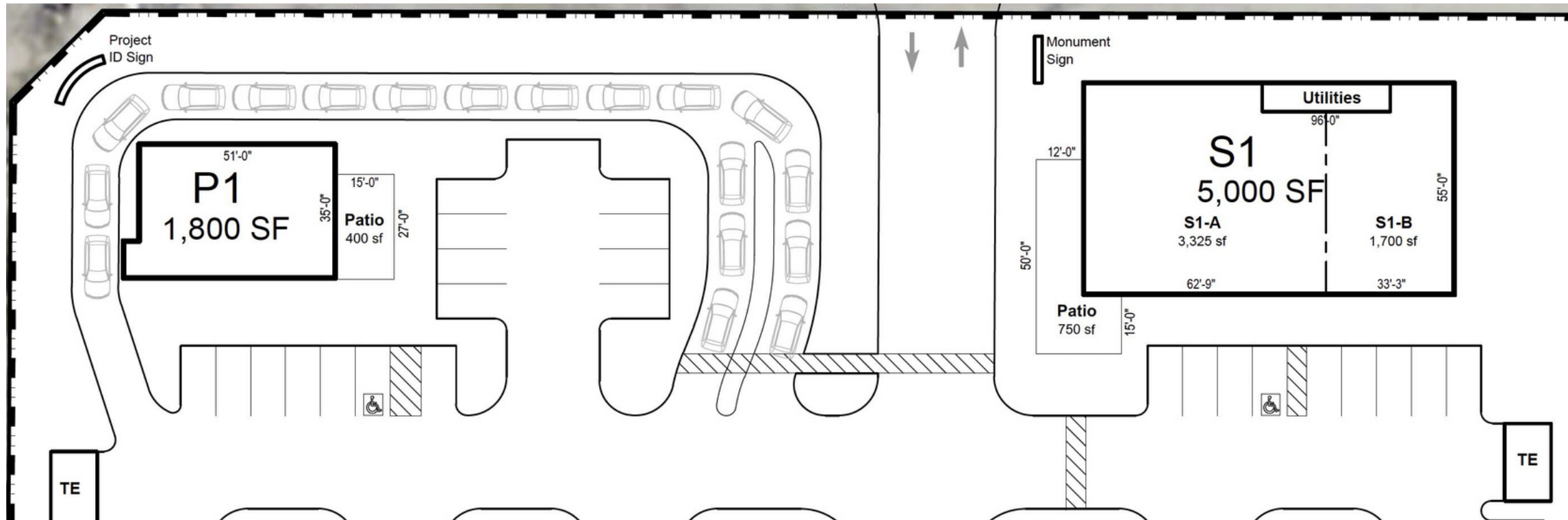
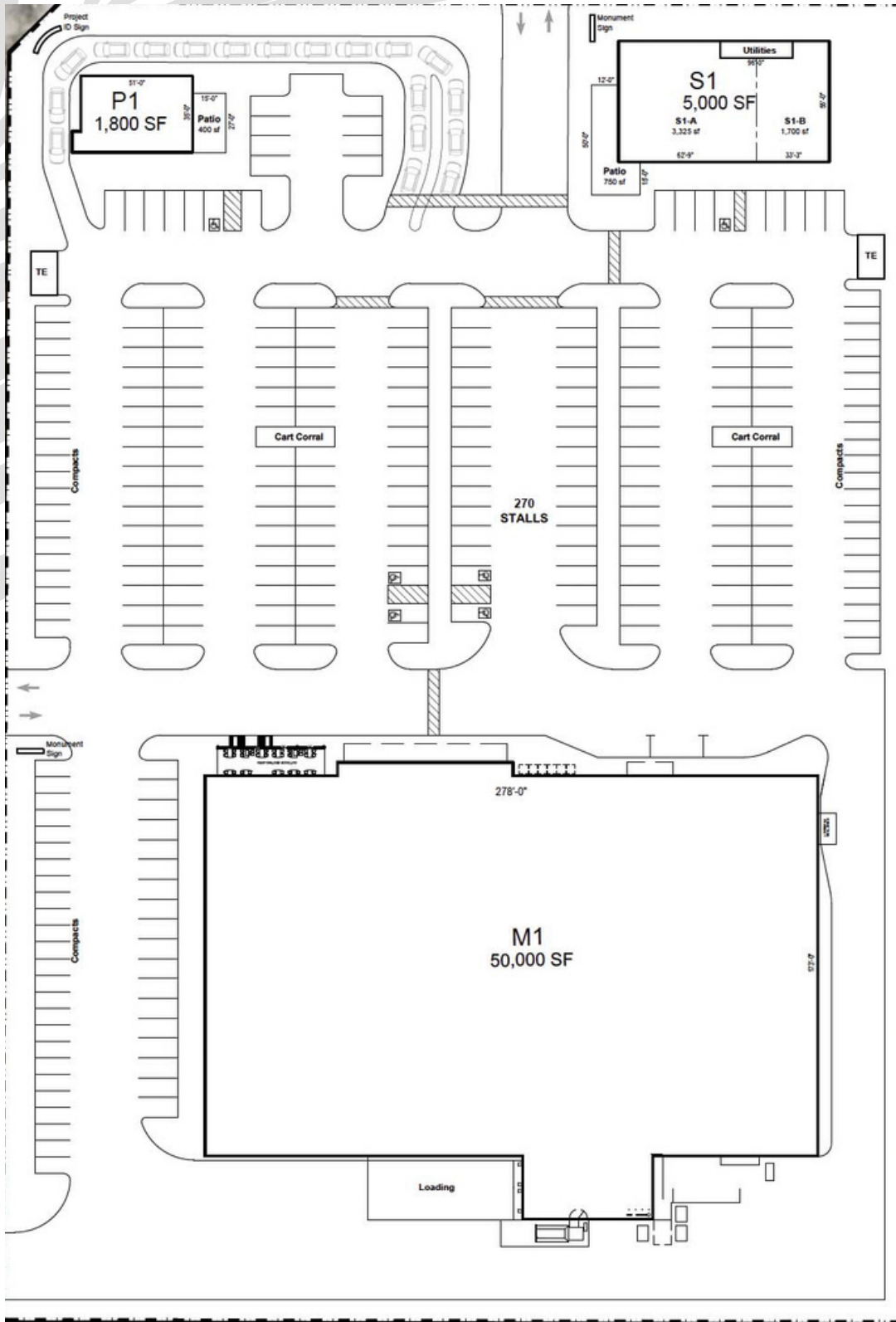
# CONCEPTUAL SITE PLAN OPTION 1

SEC AVE. 52 & MONROE



# CONCEPTUAL SITE PLAN OPTION 2

SEC AVE. 52 & MONROE



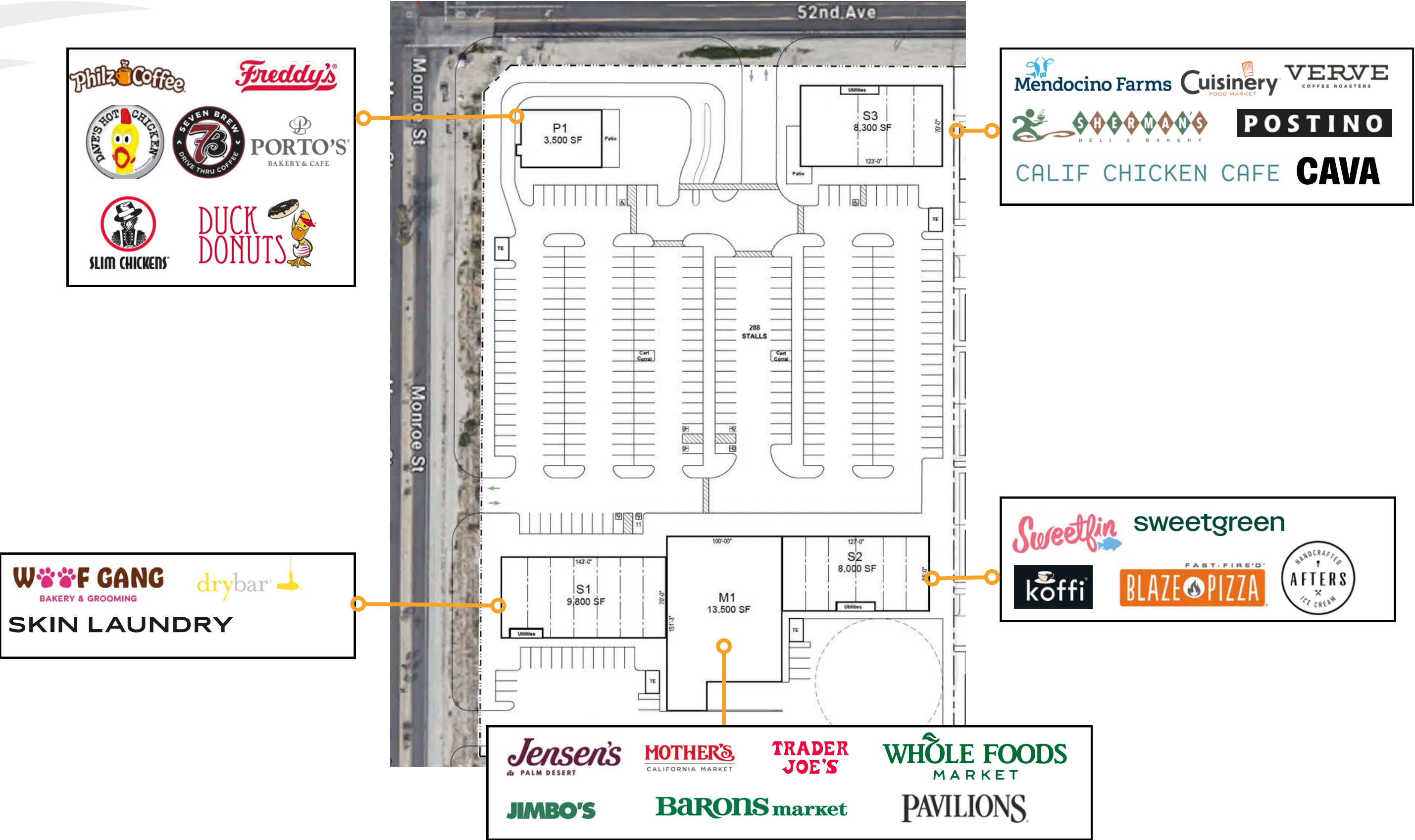
#### Project Summary

|                                                                       |                   |
|-----------------------------------------------------------------------|-------------------|
| 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         |
| <b>Total</b>                                                          | <b>56,800 sf</b>  |
| Parking Required                                                      |                   |
| Per item 3 below for General retail<br>(assume 90% net leasable area) | 281 stalls        |
| <b>Total</b>                                                          | <b>281 stalls</b> |
| Parking Provided                                                      | 270 stalls        |
| Parking Ratio                                                         | 4.8 /1000         |

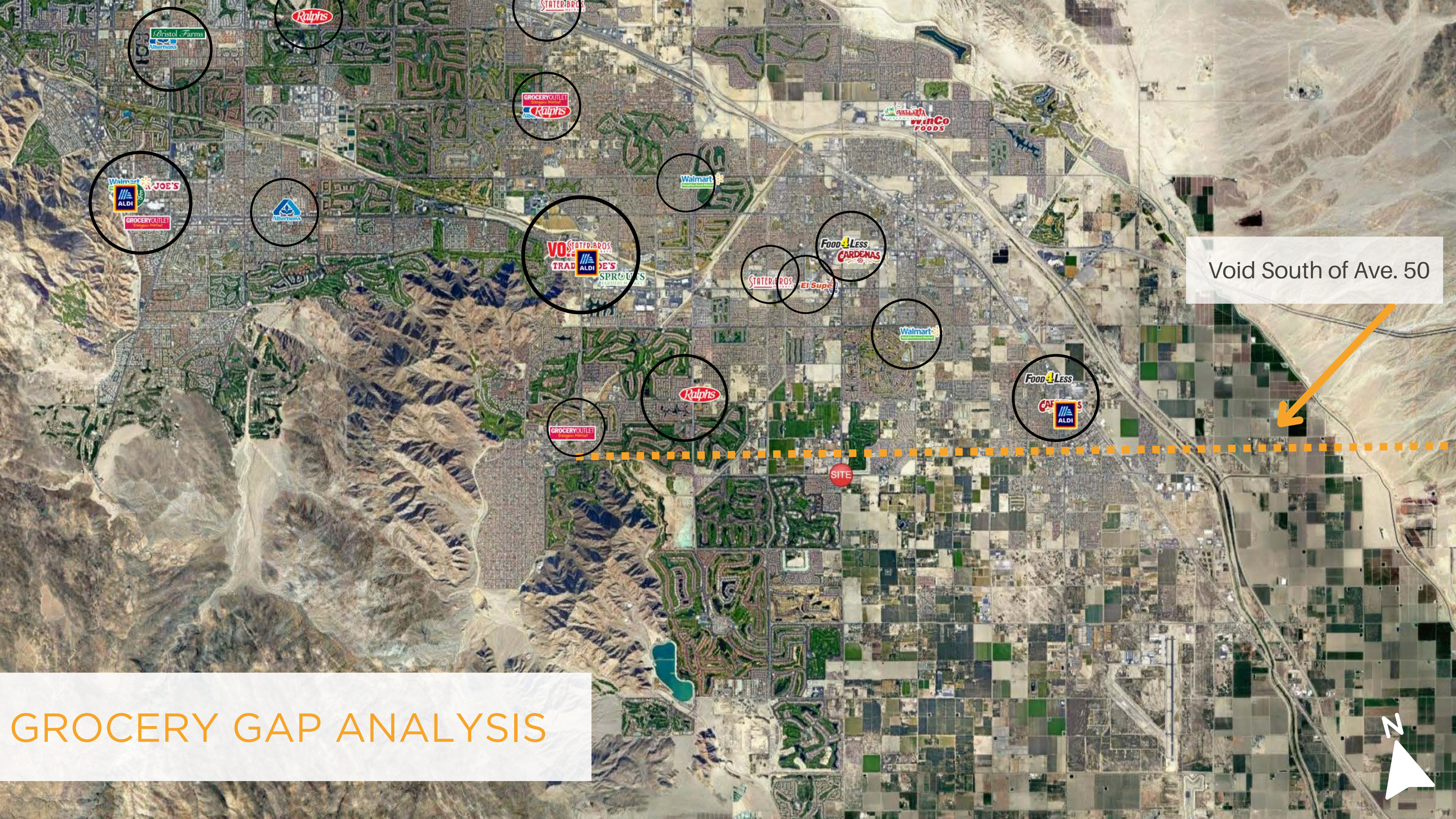
## CONCEPTUAL SITE PLAN OPTION 3

SEC AVE. 52 & MONROE

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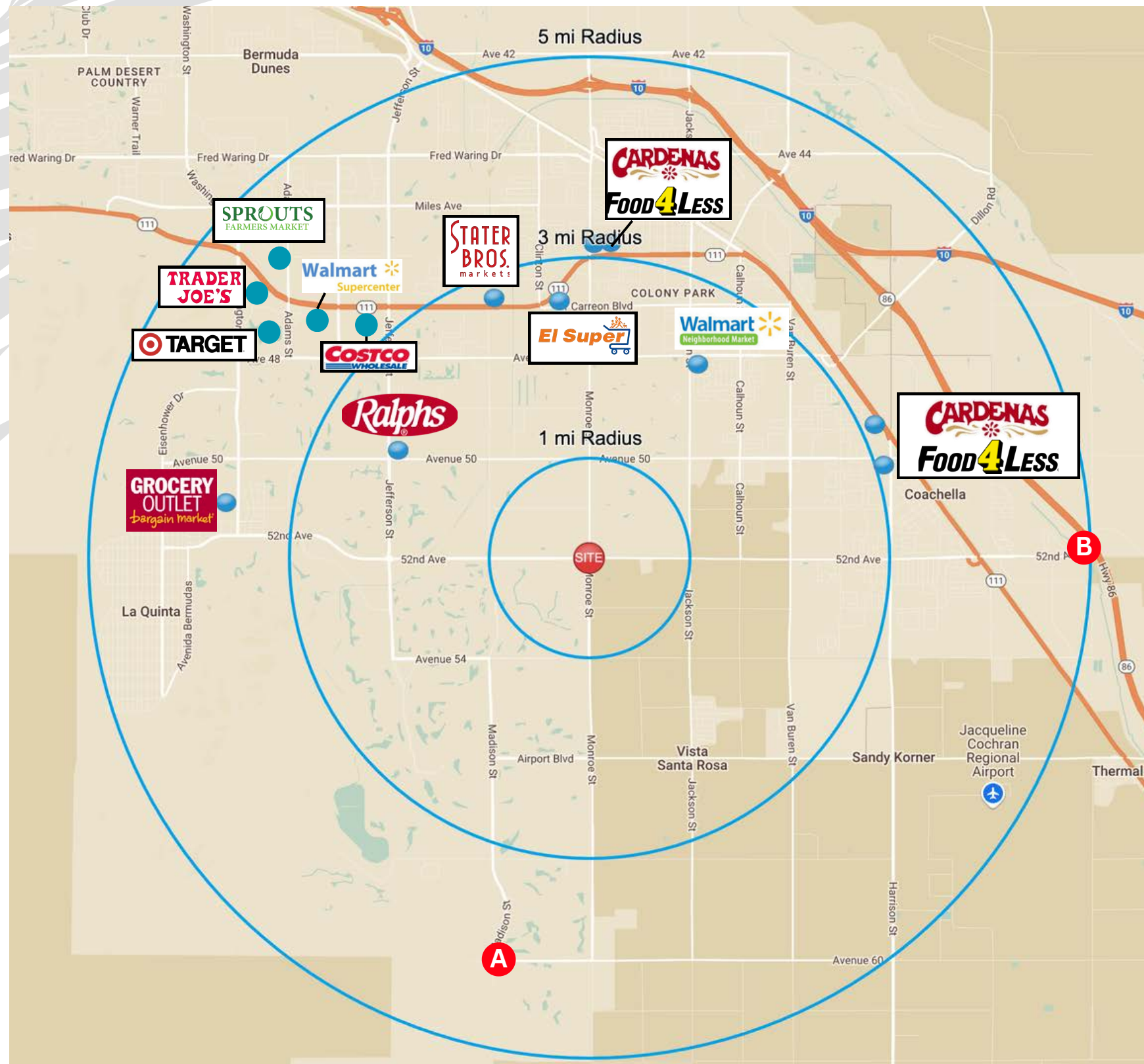


**CONCEPTUAL MERCHANDISING PLAN**  
SEC AVE. 52 & MONROE



Void South of Ave. 50

# GROCERY GAP ANALYSIS



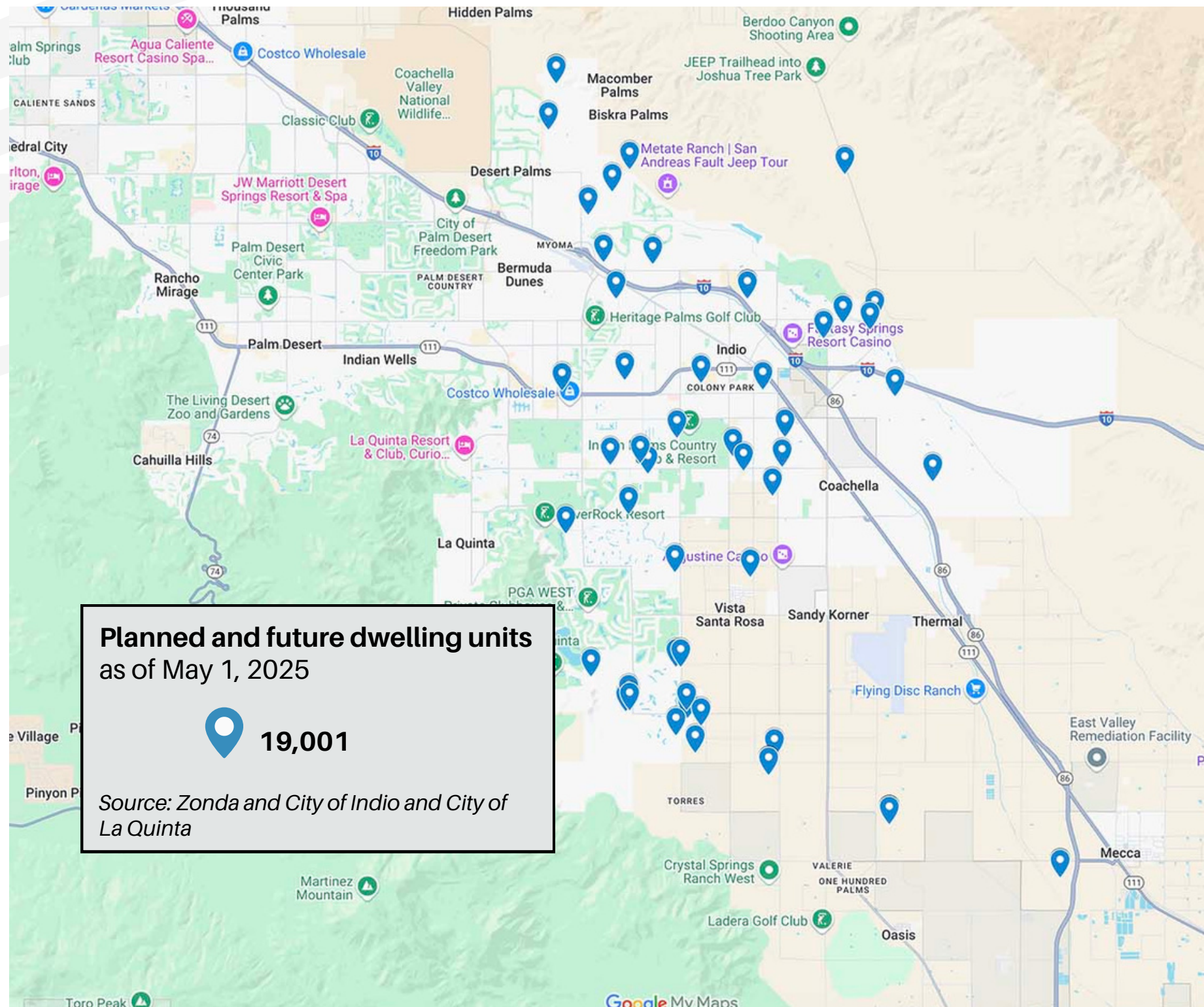
## Distances From Site:

- **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

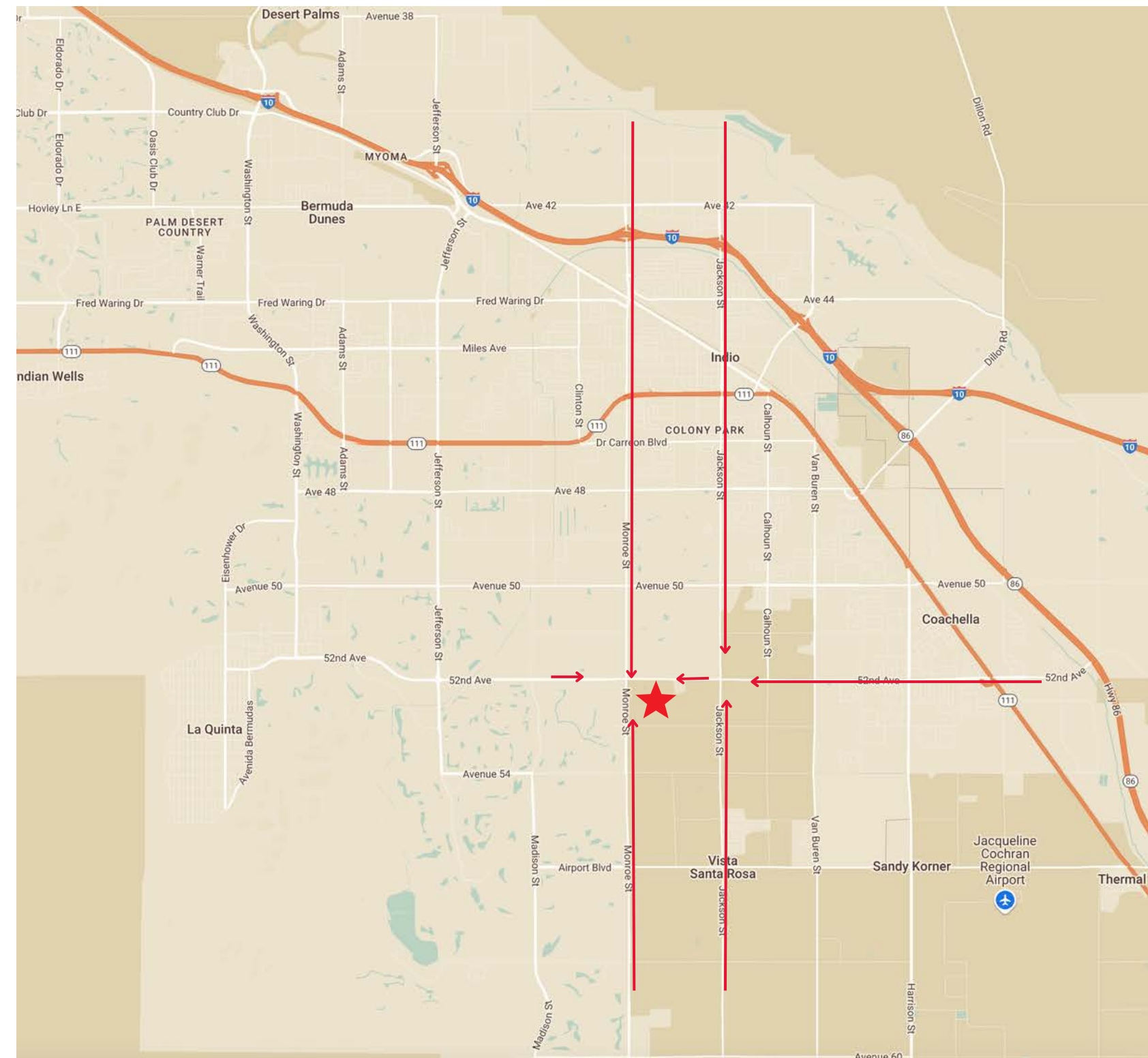


## Future Rooftops = Future Shoppers

- 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.



2026 ESTIMATES

| SEC Monroe St. & Ave. 52 | PRIMARY<br>TRADE AREA |
|--------------------------|-----------------------|
| POPULATION               | 50,706                |
| AVERAGE HH INCOME        | \$164,407             |
| HOUSEHOLDS               | 20,547                |
| MEDIAN AGE               | 46.0                  |



**PRIMARY TRADE AREA**  
SEC AVE. 52 & MONROE

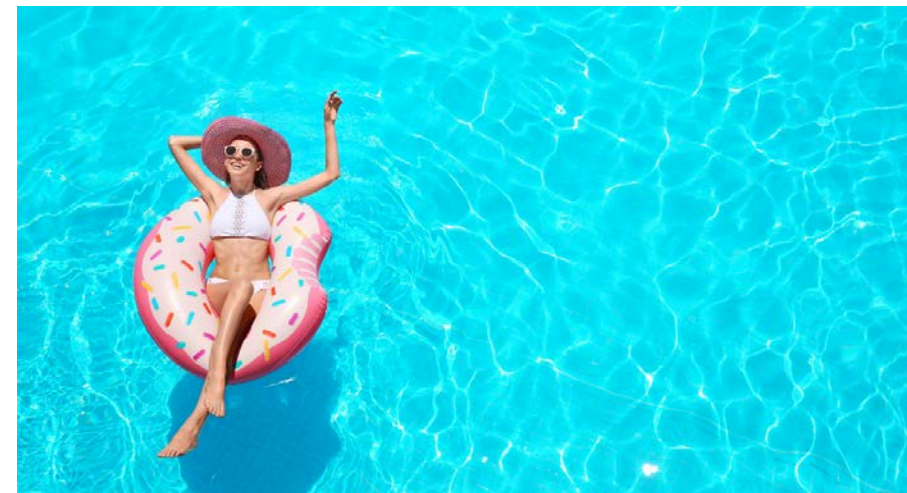
2026 ESTIMATES

| SEC Monroe St. & Ave. 52 | 1 MILE    | 3 MILES   | 5 MILES   | PRIMARY<br>TRADE AREA |
|--------------------------|-----------|-----------|-----------|-----------------------|
| POPULATION               | 3,225     | 74,442    | 167,674   | 50,706                |
| AVERAGE HH INCOME        | \$144,177 | \$131,332 | \$127,103 | \$164,407             |
| HOUSEHOLDS               | 1,539     | 24,399    | 55,991    | 20,547                |
| MEDIAN AGE               | 55.7      | 37.8      | 38.3      | 46.0                  |

# 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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# CONTACT US

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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.

