

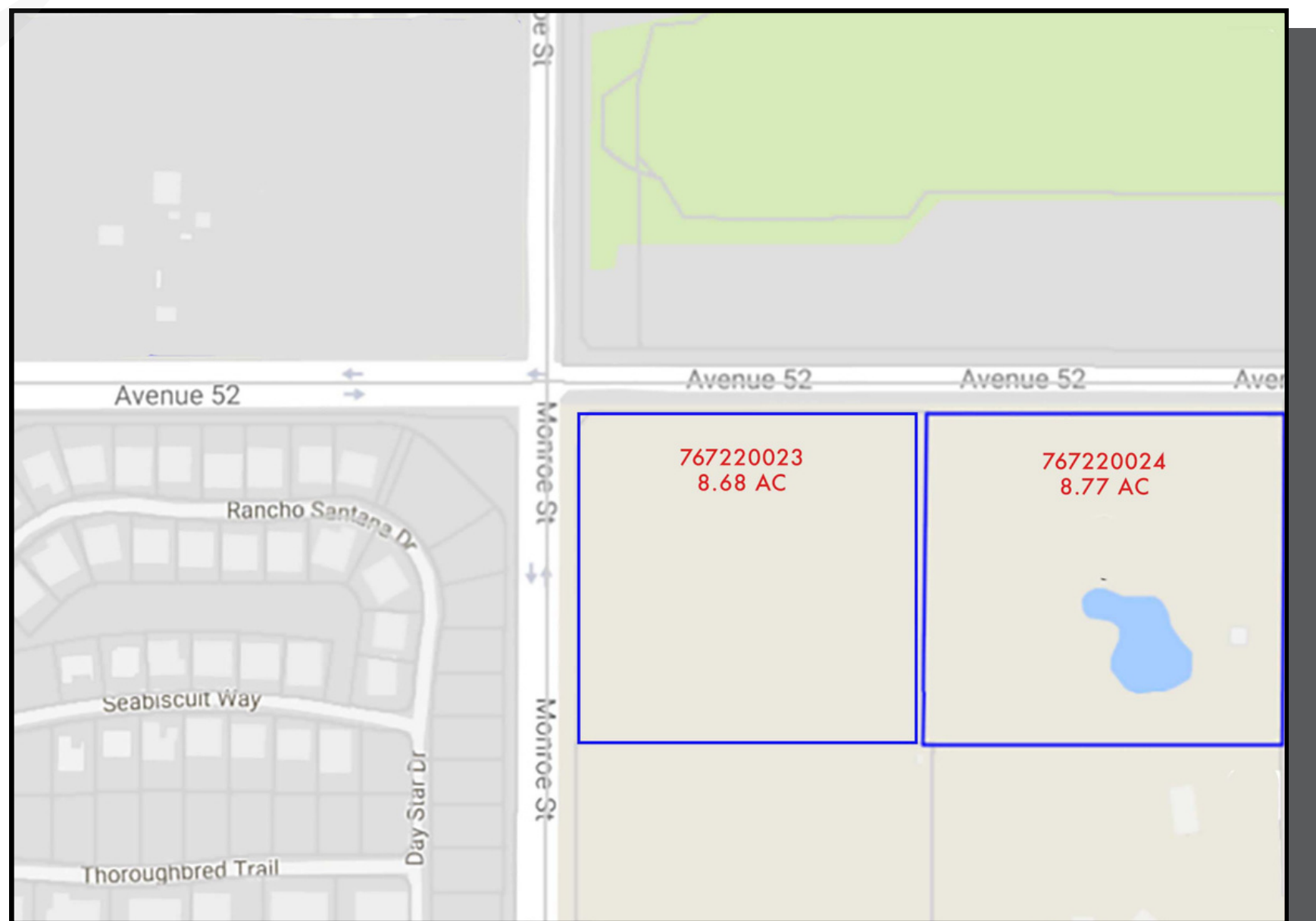
AVE 52 & MONROE

VISTA SANTA ROSA COMMUNITY
RIVERSIDE COUNTY



HAAGEN COMPANY





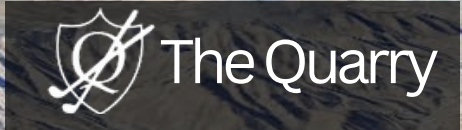
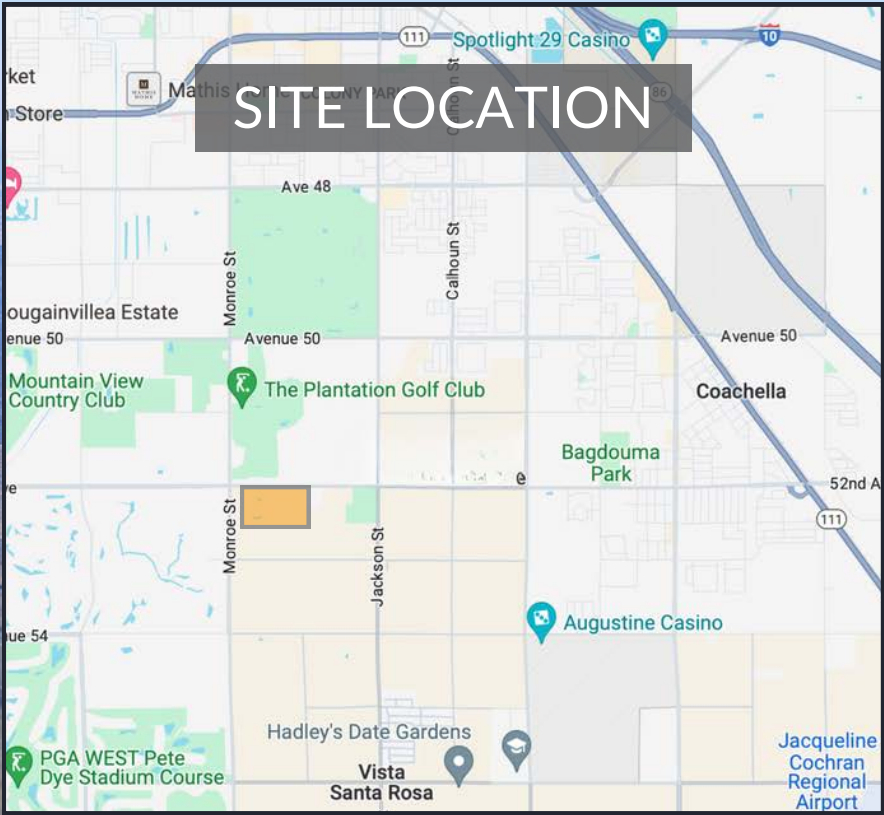
MONROE & AVE. 52

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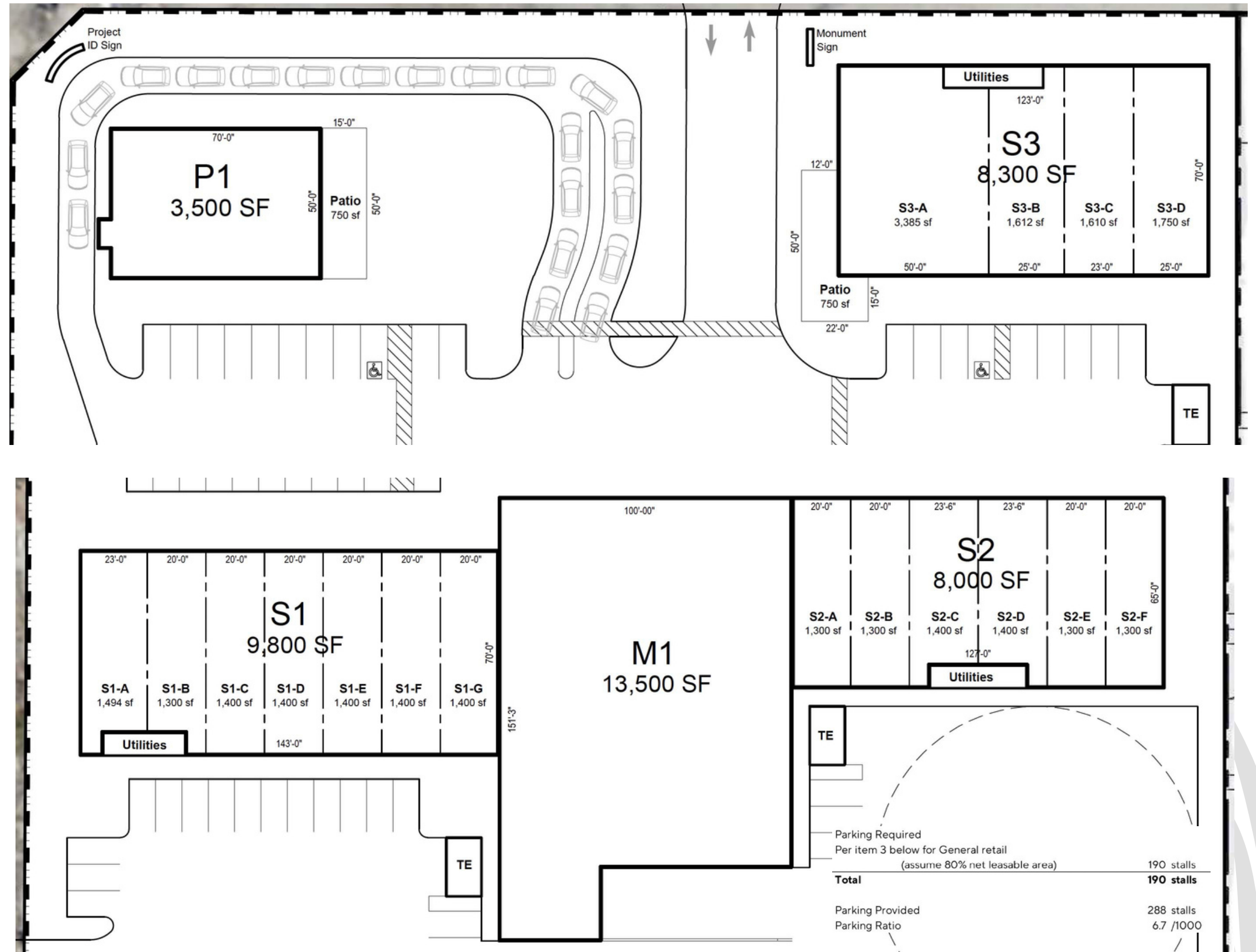
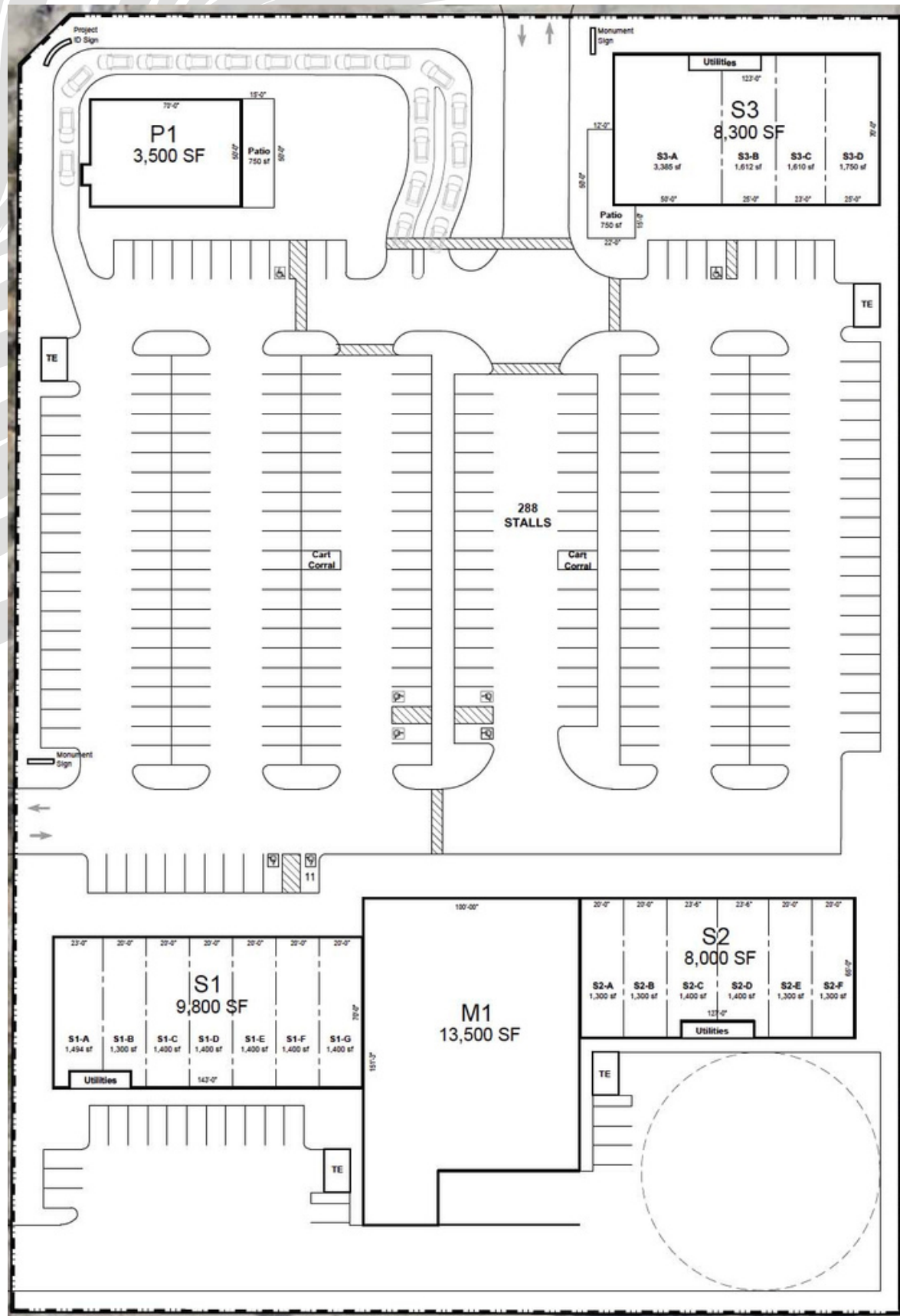
CONCEPTUAL RENDERINGS - SUBJECT TO CHANGE
SEC AVE. 52 & MONROE

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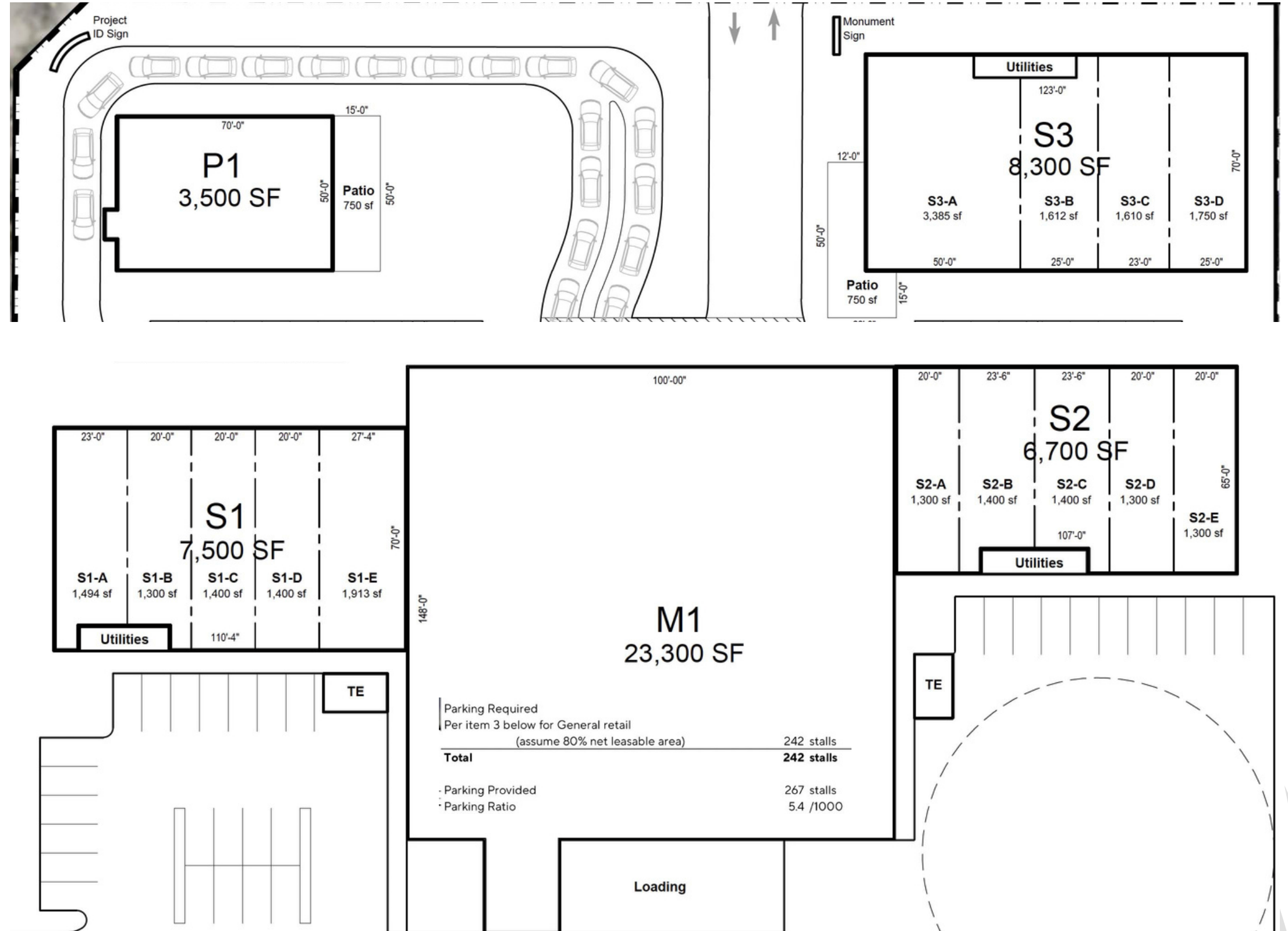
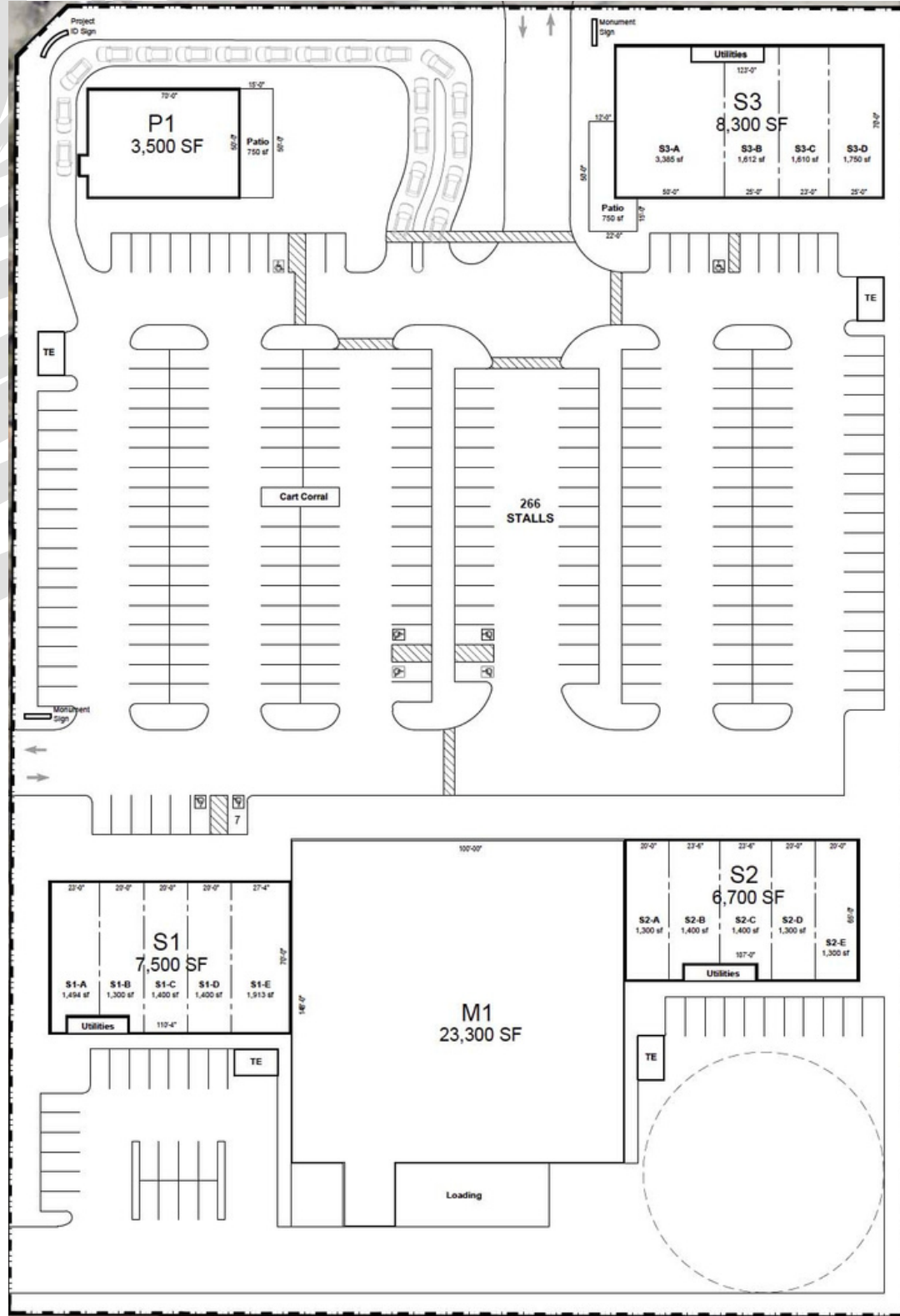
CONCEPTUAL RENDERINGS - SUBJECT TO CHANGE
 SEC AVE. 52 & MONROE

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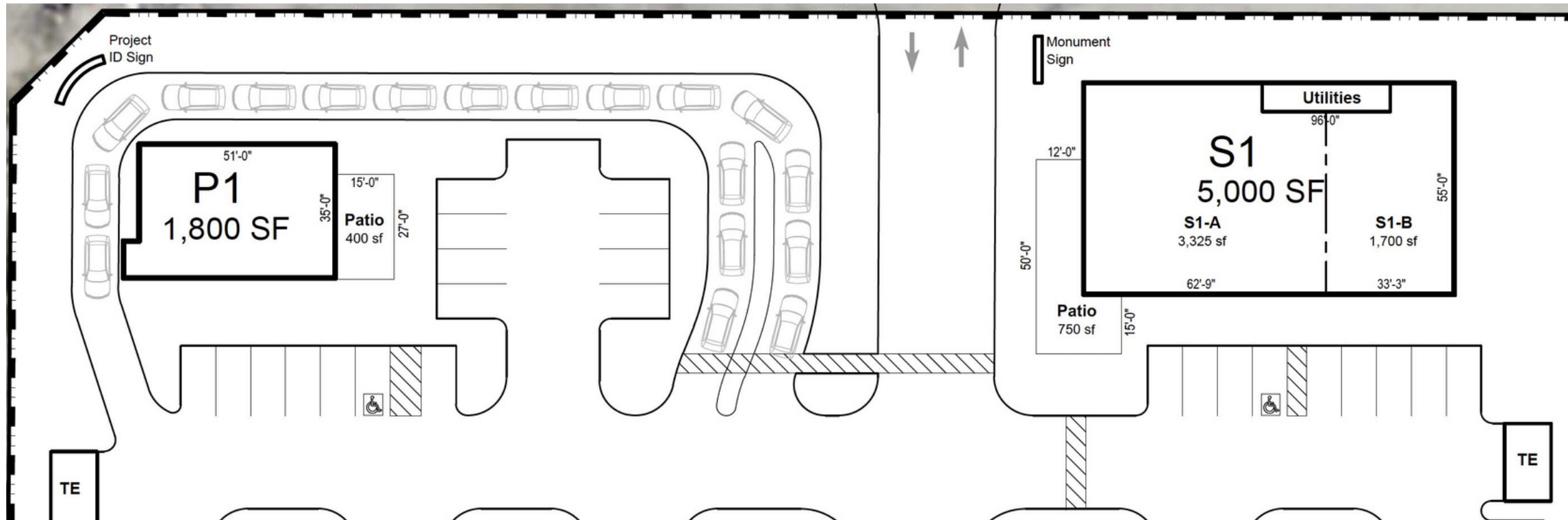
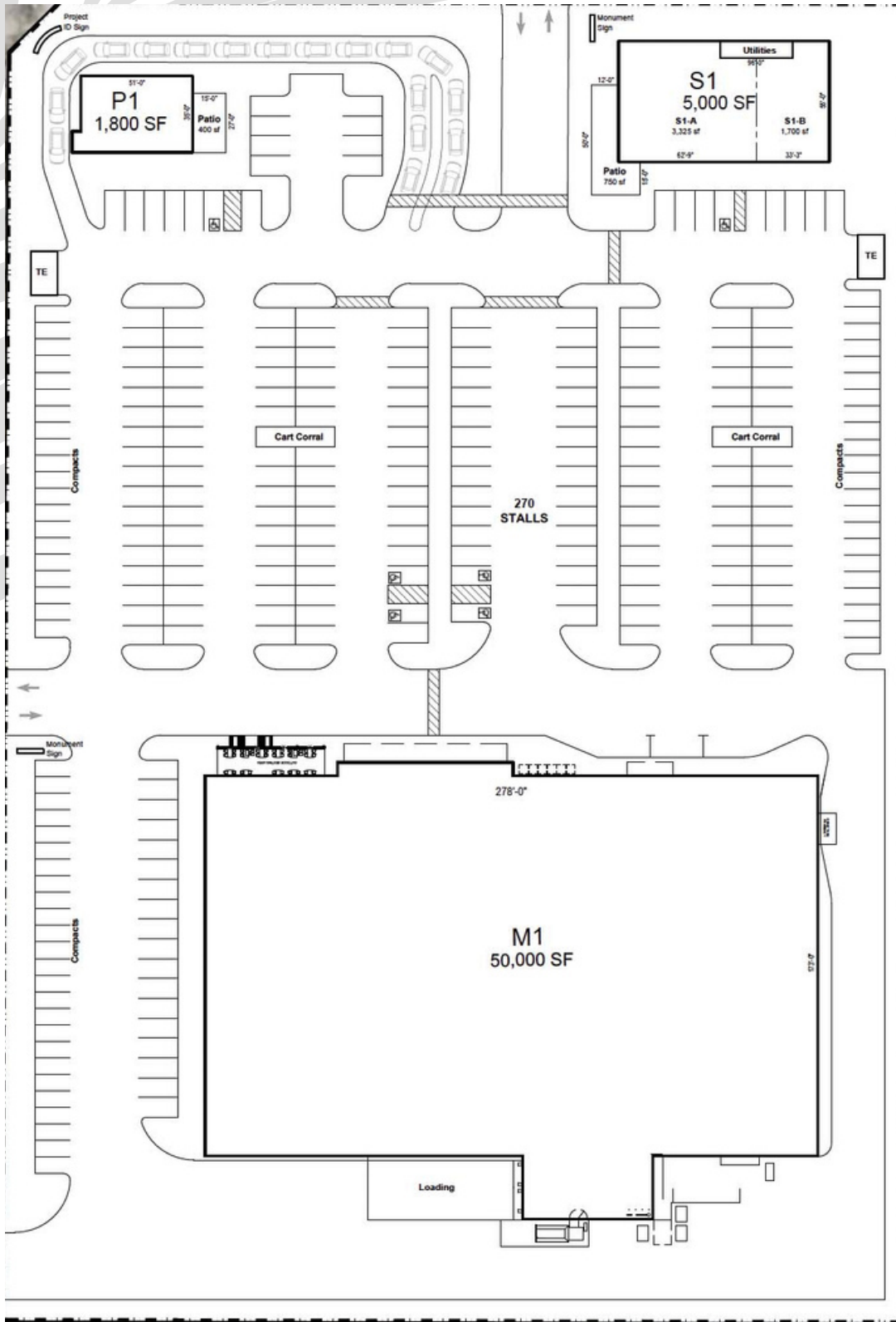
CONCEPTUAL SITE PLAN OPTION 1

SEC AVE. 52 & MONROE



CONCEPTUAL SITE PLAN OPTION 2

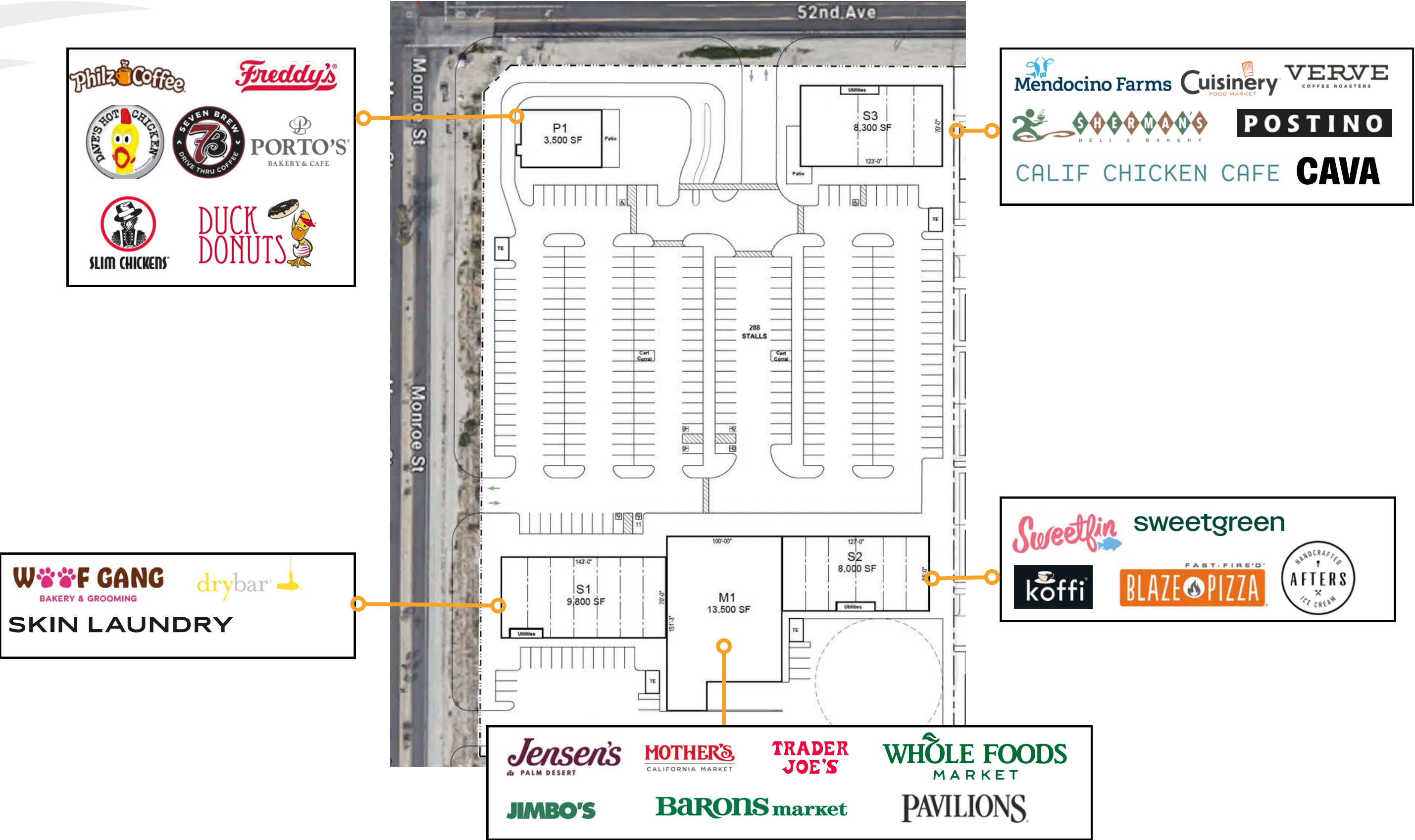
SEC AVE. 52 & MONROE



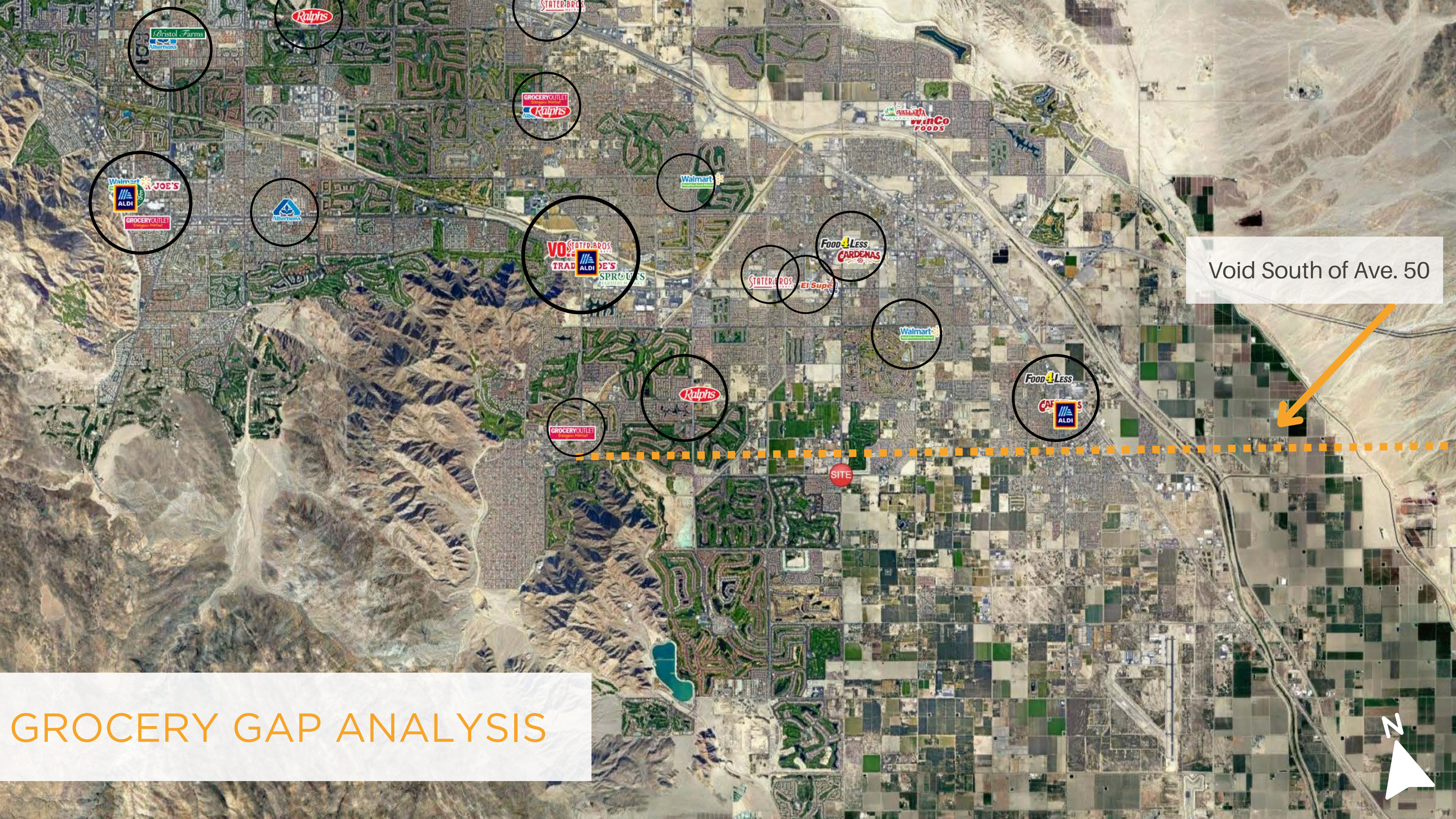
Project Summary	
Total Gross Site Area	±5.58 ac
Building P1 (Restaurant)	1,800 sf
Building P2 (Retail)	1,500 sf
Building P2 (Restaurant)	3,500 sf
Grocery Store	50,000 sf
Total	56,800 sf
Parking Required	
Per item 3 below for General retail (assume 90% net leasable area)	281 stalls
Total	281 stalls
Parking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

CONCEPTUAL SITE PLAN OPTION 3 SEC AVE. 52 & MONROE

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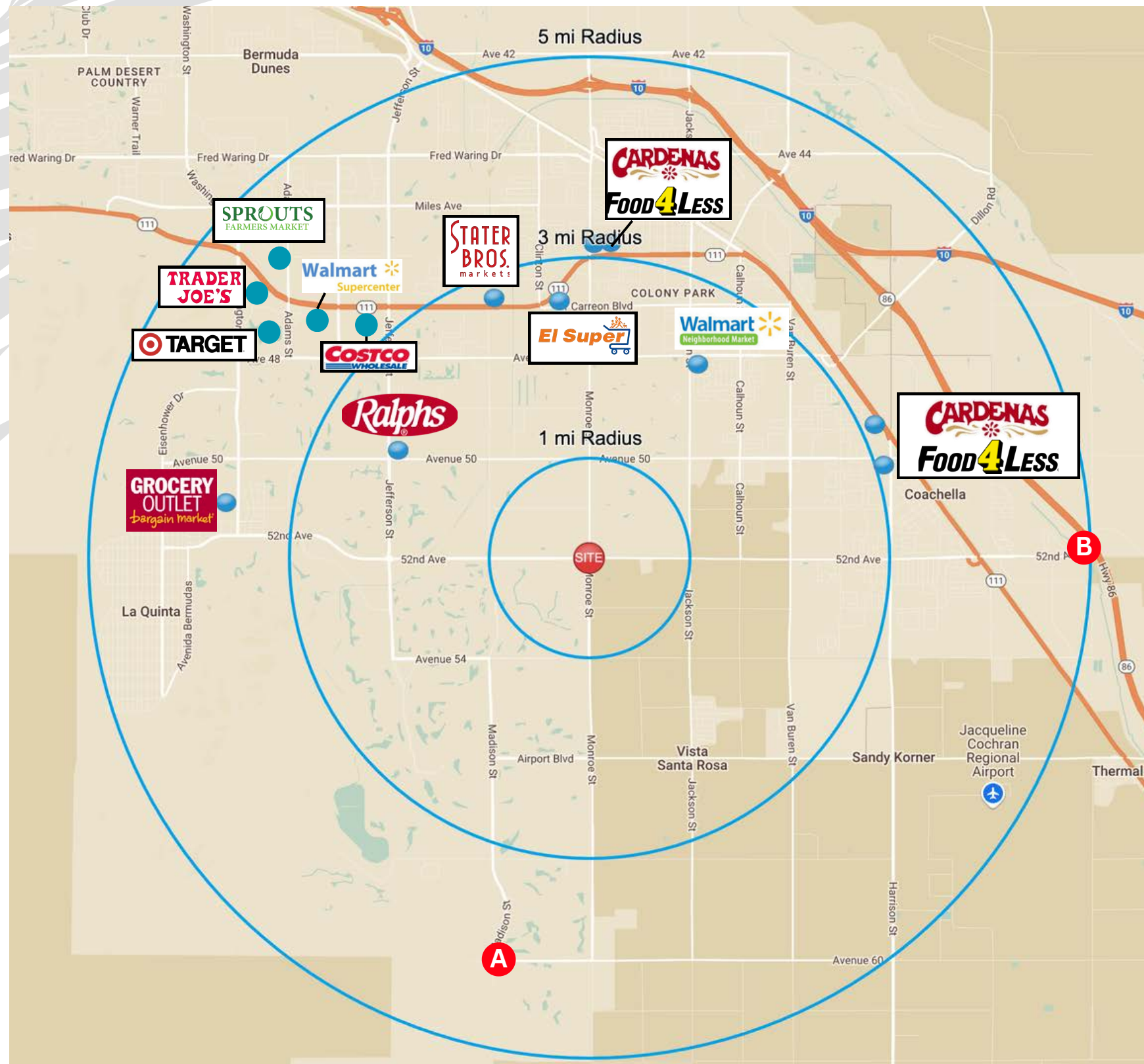


CONCEPTUAL MERCHANDISING PLAN
SEC AVE. 52 & MONROE



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

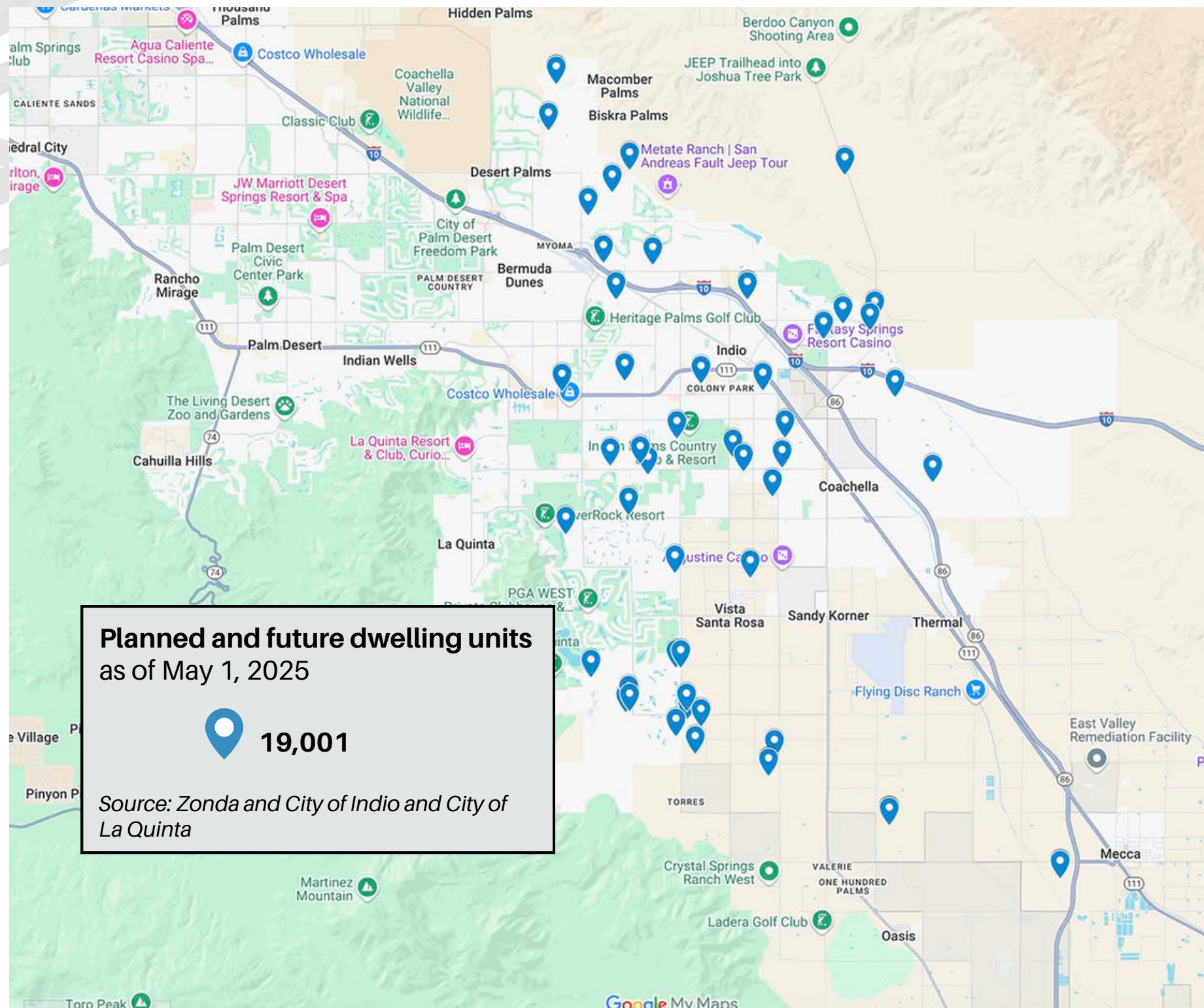
2026 ESTIMATES

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



2026 ESTIMATES

SEC Monroe St. & Ave. 52	1 MILE	3 MILES	5 MILES	PRIMARY 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



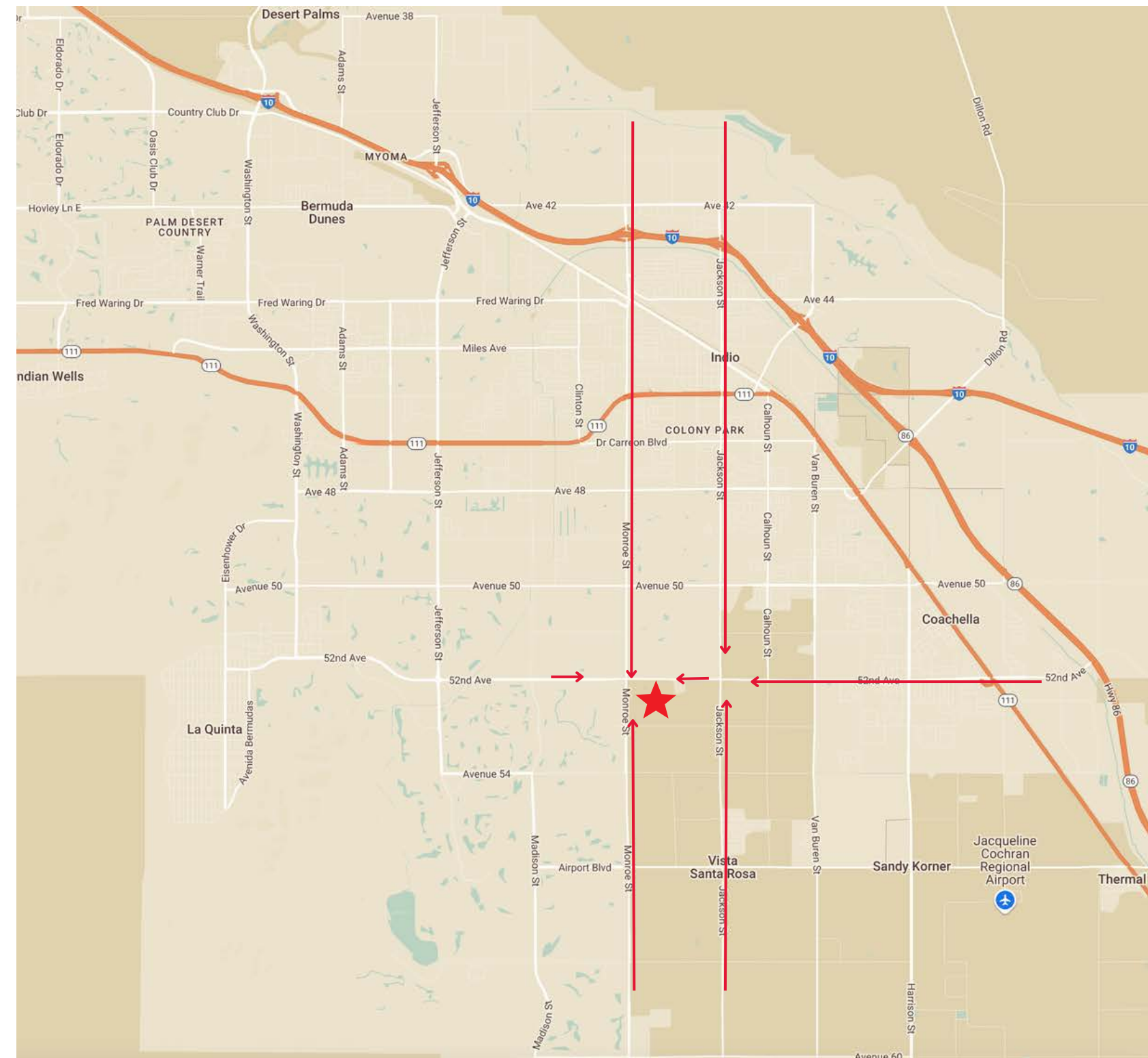
Future Rooftops = Future Shoppers

- **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

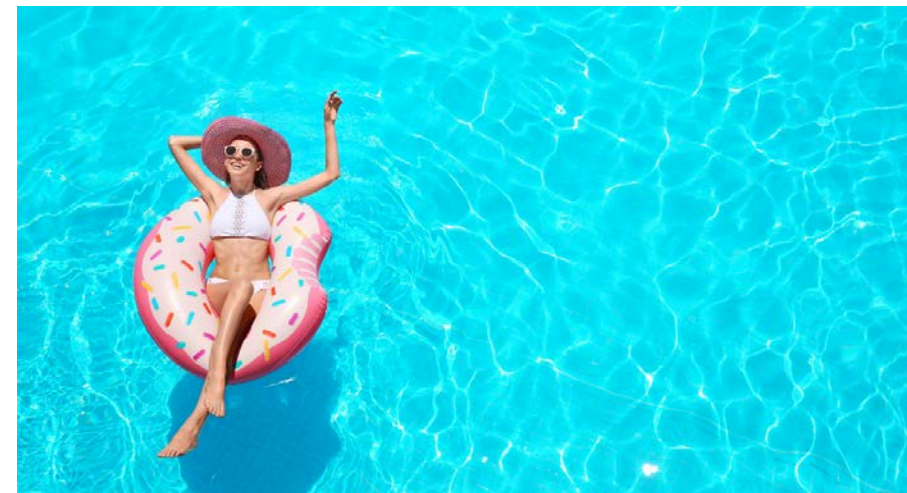
- Monroe St. and Jackson St. are key north-south connectors linking neighborhoods from north of I-10 to South Indio, La Quinta, Coachella, and unincorporated Riverside County.
- With direct access from La Quinta, Coachella, and the Salton Sea area via Hwy 86, Avenue 52 is a major retail corridor linking surrounding communities.



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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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.

