

DESERT CROSSROADS | INDIO, CALIFORNIA

**ACRES:**

±7.11

SQUARE FEET:

±15,160

ZONING:

COMMERCIAL

ADDRESS:

SWC STATE HIGHWAY 111 & JEFFERSON STREET

SUMMARY:

Desert Crossroads is a fitness anchored shopping center located on the intersection of Jefferson Street and Highway 111 with a traffic count in excess of 65,000 vehicles per day. Adjacent to Home Depot and Costco anchored shopping centers. The five mile trade area boasts an average household income of \$90,000 and a daytime population of over 160,000.



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OVERVIEW

TRAFFIC COUNTS

State Hwy 111: 38,037 VPD

Jefferson St: 27,133 VPD

Total Traffic: 65,170 VPD

DEMOGRAPHICS

Average Household Income

1 Mile	3 Miles	5 Miles
\$96,790	\$93,543	\$90,927

Total Population

1 Mile	3 Miles	5 Miles
9,370	77,196	168,466

Daytime Population

1 Mile	3 Miles	5 Miles
10,030	76,067	162,404

Total Households

1 Mile	3 Miles	5 Miles
3,260	27,652	58,908

AVAILABLE

Shops and Pads



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AERIAL MAP



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DEMOGRAPHICS (3 MILES)

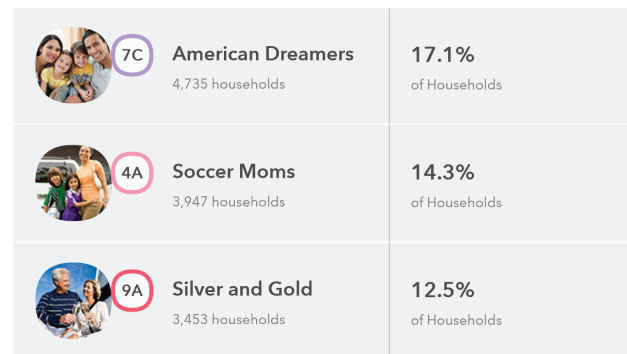
ANNUAL HOUSEHOLD SPENDING



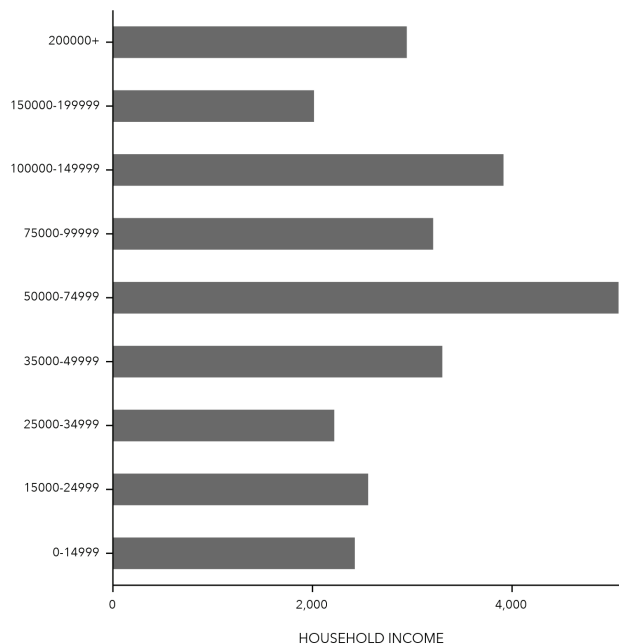
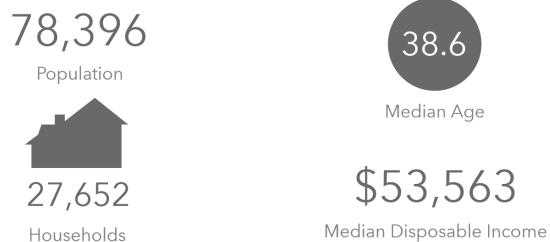
INCOME



Tapestry Segments



KEY FACTS

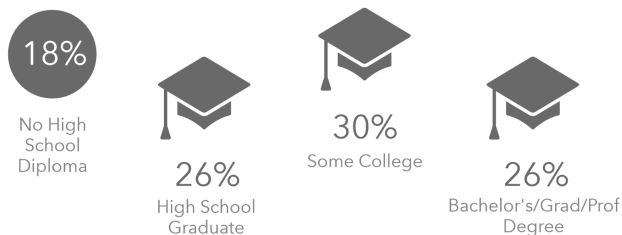


Average Household Size for this area

2.81 which is more than the average for United States

Area	Value	0.00	4.00
Riverside County	3.18		
California	2.92		
This area	2.81		
United States	2.59		

EDUCATION



EMPLOYMENT

