

INDIO GRAND MARKETPLACE

COMING SOON



NEW MIXED-USE PROJECT

The Haagen Company has acquired the former Indio Fashion Mall and is working with the City of Indio to completely redevelop and expand the site located at the corner of Highway 111 and Monroe St. Together with the adjacent 20 acre parcel currently owned by the City of Indio, Haagen will create the most exciting 40 acre living, shopping and family entertainment experience in the East Coachella Valley. This destination mixed-use project will be the hub of Indio, where locals can shop, dine gather and discover in a welcoming, exciting center. Indio Grand Marketplace will feature up to 400 new residential units and a hospitality element to complement a premier retailers and casual dining, with open-to-the-sky promenades that will play host to a diverse roster of the Desert's coolest art installations and live performances in an outdoor amphitheater. Indio Grand Marketplace will include entertainment/recreation, a gathering space, lush landscaping and spectacular fountains.

CALL US NOW TO SCHEDULE AN APPOINTMENT FOR THE SO CAL IDEA EXCHANGE!



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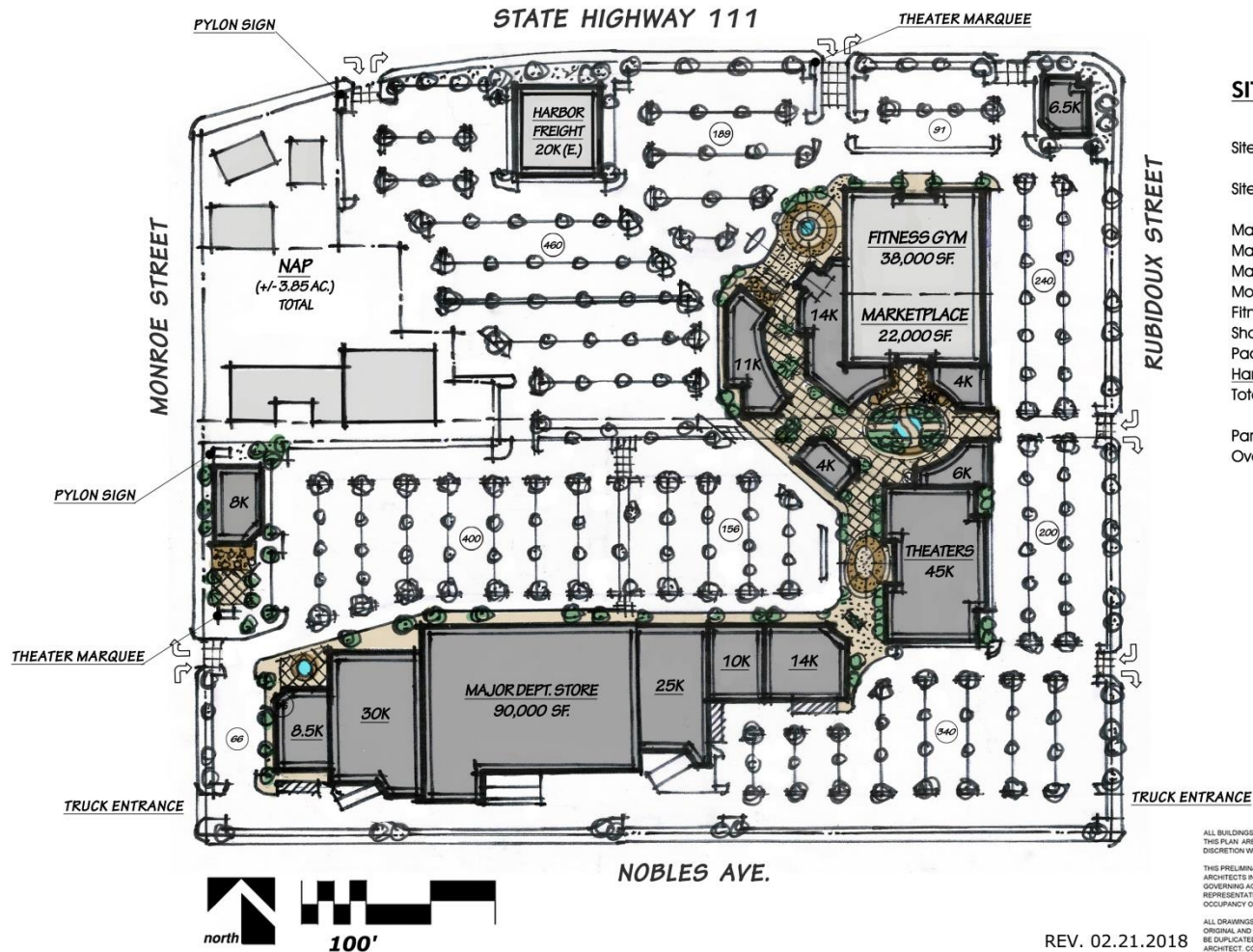
HAAGEN COMPANY

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WHY INDIO?

- ❖ Indio is one of the Top 100 Cities to start a business in the US and is the largest and fastest growing city in the Coachella Valley with a 73% increase since 2000.
- ❖ 91,000 people within a 5 minute drive time and 165,300 in a 10 minute drive time.
- ❖ Average Household Income is \$60,800 within a 5 minute drive time and \$77,000 within a 10 minute drive time.
- ❖ Hispanic population is 80,000 persons within a 5 minute drive time and 118,600 in 10 minutes.
- ❖ "In 2020, the Hispanic/Latino teen market will balloon 62% larger than today – growing six times faster than the rest of the teen market." – *Magazine Publishers of America*
- ❖ 4,000 students ½ mile away at the College of the Desert campus; expanding to 8,000.
- ❖ 50,000 cars pass the site each day.
- ❖ Proven trade area with many highly successful retailers such as Regal Cinemas, In-N-Out, Starbucks, Food 4 Less, Cardenas, CVS and Walgreens.
- ❖ Indio is host to over 20 festivals including Coachella, Stagecoach, Indio Winterfest, Indio International Tamale Festival, Rhythm, Wine and Brews, Southwest Arts Festival, The Date Festival and the Indio California BBQ State Championship and Festival.
- ❖ Highway 111 is under construction with an expansion to three lanes to include new pavement, traffic signals, sidewalks to beautify the road and allow for better pedestrian access to the site.



SITE SUMMARY

Site Area: +/- 43.0 ac. (- 3.85 ac. NAP)
 +/- 39.15 ac. (+/- 1,705,374 sf.)
 Site Density: +/- 20.9%

Major Dept. Store:	90,000 sf.
Majors:	79,000 sf.
Marketplace:	22,000 sf.
Movie Theaters:	45,000 sf.
Fitness Center:	38,000 sf.
Shops:	47,500 sf.
Pads:	14,500 sf.
Harbor Freight (existing)	20,000 sf.
Total:	356,000 sf.

Parking Provided: +/- 2142 spaces
 Overall Parking Ratio: 6.0

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