

PRIME  
PAD & JUNIOR  
ANCHOR SUITE  
AVAILABLE



## HIGHWAY 111 & FRED WARING DRIVE | PALM DESERT, CA

### RETAIL SUITES FOR LEASE

500,000+ SF  
PREMIER POWER CENTER!

- Join Target, Burlington, Marshalls, Bob's Discount Furniture, TJ Maxx, Guitar Center, DSW, Old Navy, Ulta Cosmetics, Best Buy and Total Wine & More!
- Desert Crossing at the intersection of Highway 111 & Fred Waring Dr. is the primary power center offering a central valley location and the strongest co-tenancy!
- More than 120,000 cars per day
- Desert Crossing serves the Coachella Valley's population of more than 400,000 full time residents, 150,000 snowbirds and 3 million tourists annually!
- Easy access at two lighted, full-turn intersections

 **LEE &  
ASSOCIATES**  
COMMERCIAL REAL ESTATE SERVICES

73000 Highway 111, Suite 200  
Palm Desert, CA 92260  
[www.LeePalmDesert.com](http://www.LeePalmDesert.com)  
Corp ID # 01911964

**Maggie Montez**  
[mmontez@leedesert.com](mailto:mmontez@leedesert.com)  
760.346.2520  
LIC #01070683

**Shawna Strange**  
[sstrange@leedesert.com](mailto:sstrange@leedesert.com)  
760.346.2533  
LIC #01718495

# DESERT CROSSING CENTER | HIGHWAY 111 & FRED WARING DRIVE, PALM DESERT, CA

## KEY TAKEAWAYS

- Affluent average household incomes of \$163,000 supporting premium retail and service categories.
- Mature demographic with a median age of 56.5 years, indicating a consumer base with high discretionary spending.
- Estimated household net worth within five miles exceeds \$2.24 million, suggesting exceptional wealth retention and capital for luxury expenditures.



## DEMOGRAPHICS

	3 MILES	5 MILES	10 MILES
POPULATION	48,017	84,254	299,977
AVERAGE HH INCOME	\$106,546	\$120,136	\$110,513
MEDIAN AGE	47.7	48.4	44.4



# DESERT CROSSING CENTER | HIGHWAY 111 & FRED WARING DRIVE, PALM DESERT, CA



**LEE & ASSOCIATES**  
COMMERCIAL REAL ESTATE SERVICES

73000 Highway 111, Suite 200  
Palm Desert, CA 92260  
[www.LeePalmDesert.com](http://www.LeePalmDesert.com)

Maggie Montez  
[mmontez@leedesert.com](mailto:mmontez@leedesert.com)  
760.346.2520  
LIC #01070683

Shawna Strange  
[sstrange@leedesert.com](mailto:sstrange@leedesert.com)  
760.346.2533  
LIC #01718495



DESERT CROSSING CENTER | HIGHWAY 111 & FRED WARING DRIVE, PALM DESERT, CA

## RETAIL - 1,660 SF AVAILABLE



- Hard to find small retail suite
- Strong foot traffic with Old Navy, Boot Barn & more!
- Available with 30 day notice to existing tenant.

# DESERT CROSSING CENTER | HIGHWAY 111 & FRED WARING DRIVE, PALM DESERT, CA

## RETAIL - 3,842 SF AVAILABLE SOON



- Rare opportunity on Highway 111 frontage pad with signage
- Join Chipotle, Verizon, Dave's Hot Chicken and more
- Tenants improvements available

