

693 E SUNNY DUNES

693 E Sunny Dunes Rd, Palm Springs, CA 92264

Marcus & Millichap



693 E SUNNY DUNES RD

EXCLUSIVELY
LISTED BY

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693 E SUNNY DUNES RD

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01



EXECUTIVE SUMMARY

Offering Summary
Investment Highlights

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OFFERING SUMMARY

693 E SUNNY DUNES RD



Listing Price
\$1,700,000



Cap Rate
0.00%



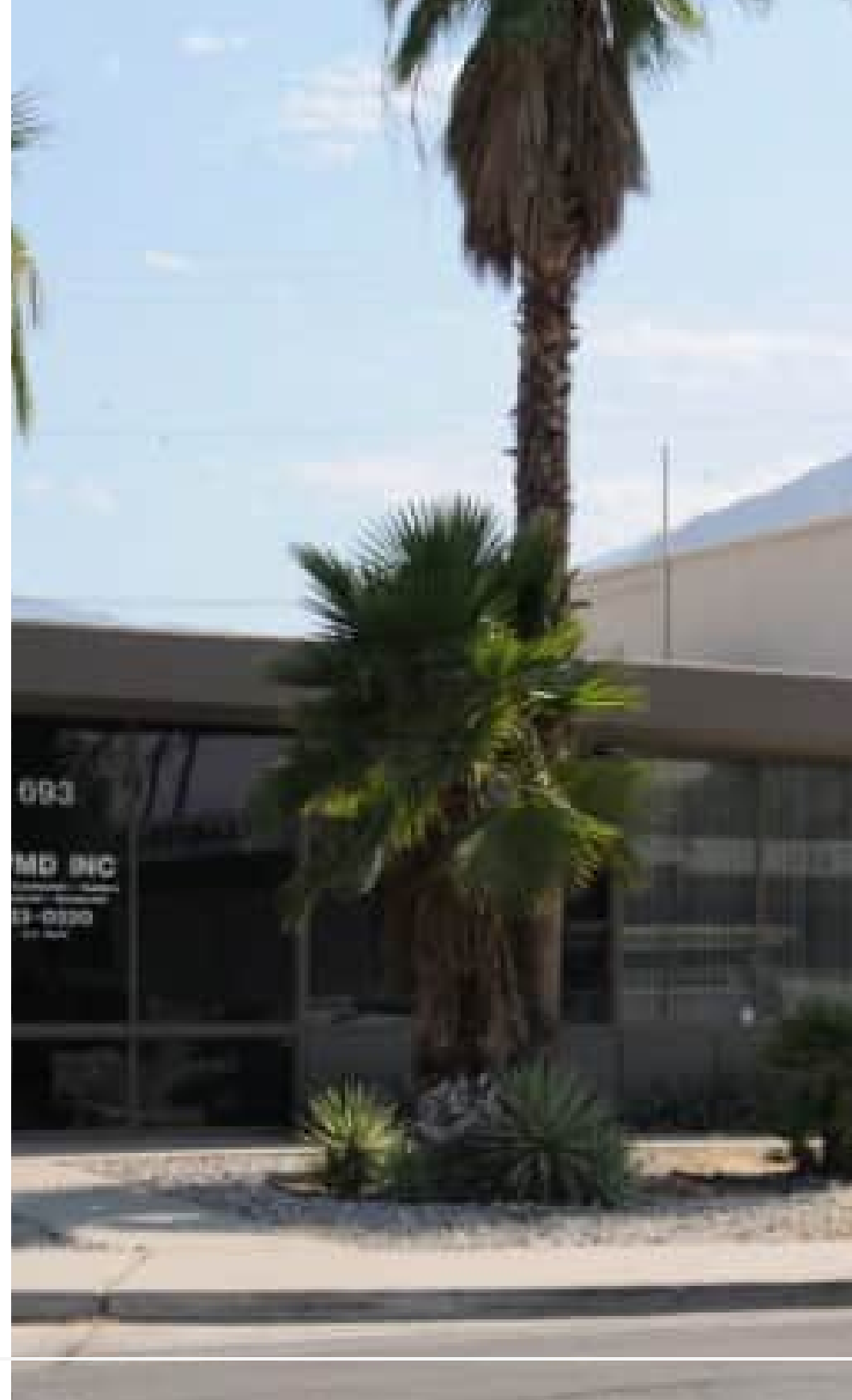
Price/SF
\$389.91

FINANCIAL

Listing Price	\$1,700,000
Down Payment	100% / \$1,700,000
NOI	-
Cap Rate	0.00%
Price/SF	\$389.91
Average Rent	-
Occupancy	-

PROPERTY

Square Feet	4,360 SF
Office Percentage	20%
Lot Size	0.23 Acres (10,018 SF)
Year Built/Renovated	1980/-



Using or developing this property, zoned "CM", offers strong potential due to the zone's flexibility (incorporating all C-1 and C-2 permitted uses like retail stores, restaurants, offices, personal services, and general commercial activities, plus additional options like cannabis dispensaries, auto sales/repair, warehousing, and light manufacturing).

- The corner location in a desirable business neighborhood enhances visibility and foot traffic, especially in a tourism-driven market.
- The structure is highly adaptable to reconfiguring.
- Retail and service-oriented uses align best here for profitability.

With a 4,360 SF in two structures, a buyer's strategy might focus on high-demand, high-margin uses that leverage Palm Springs' economy—centered on tourism, retail, hospitality-adjacent services, and wellness—while complying with development standards (e.g., max 30 ft height, min 20,000 SF lot area if expanding, required landscaping, and off-street parking/loading per city code).

Key local economic drivers include tourism (boosted by events like Coachella and Modernism Week), health/wellness trends, and cannabis growth, with the industry generating significant tax revenue (over \$4M annually citywide in recent years).

Below are profitable potential strategies (the high tourist traffic of the site yields premium rents and sales).

1. Lease or Develop as a Cannabis Dispensary or Lounge

Palm Springs has seen a cannabis boom, with dispensaries like PSA Organica and The Leaf thriving due to tourism and local demand. The industry contributes heavily to city revenue (top tax generator, exceeding real estate in some years), and corner locations command high visibility for walk-in and drive-by customers. Average dispensary revenues can exceed \$1-2M annually for established spots, with profit margins of 20-40% after costs. In 2026, despite some market saturation, premium tourist-oriented lounges (combining retail with on-site consumption) are in demand, fetching rents up to \$30-40/SF/year.

2. Convert to Tourist-Oriented Retail Boutique or Multi-Tenant Shops

Retail thrives in Palm Springs' \$9B tourism economy, with high foot traffic from visitors seeking art, fashion, souvenirs, or local goods. Boutiques in desirable neighborhoods yield strong sales (e.g., \$500-800/SF in revenue for prime spots), and corner properties benefit from dual-street exposure. Trends show steady retail demand, with average leases at \$25-35/SF/year. Multi-tenant setups (e.g., dividing into 1,000-2,000 SF units) maximize occupancy and diversify income. Target tenants like wellness brands or Coachella-themed pop-ups.

3. Develop as a Restaurant, Cafe, or Food Service with Lounge/Drive-Through

Hospitality-adjacent uses like restaurants are top performers, with Mexican eateries or upscale cafes fetching \$550K-\$7.5M in sales. Tourism drives year-round demand, especially for outdoor seating or cocktail lounges. Corner sites are ideal for drive-throughs (conditional permit required), boosting throughput. Permitted via C-1/C-2 (restaurants, bakeries) or conditional for lounges/nightclubs.

4. Lease for Health/Wellness Services or Professional Offices

Palm Springs' wellness sector (spas, medical labs, animal day care) is booming, tied to tourism and retiree demographics. Services like veterinary clinics or dental labs (permitted in CM) offer stable, recession-resistant income. Office demand is rebounding in 2026 (per J.P. Morgan outlook), with rents at \$15-25/SF/year. Corner visibility attracts walk-ins, and low turnover tenants provide consistent cash flow.

5. Light Redevelopment for Auto Sales/Service or Mixed Commercial

Auto-related uses (e.g., sales, repair garages—permitted in CM) can be lucrative in a car-dependent area, with high margins on parts/installation.



SECTION 2

02



PROPERTY INFORMATION

Property Details
Tenant Profiles
Regional Map
Local Map
Aerial Map
Site Plans

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PROPERTY DETAILS

SITE DESCRIPTION

Assessors Parcel Number	508-163-006.
Zoning	CM, Palm Springs
Year Built/Renovated	1980/-
Topography	flat
Intersection/Cross Street	S Calle Palo Fierro

CONSTRUCTION

Framing	stud
Exterior	corner position in alternative lifestyle developing neighborhood
Parking	-
Roof	flat
Floor Plate	-
Floor Support	concrete
Load Factor	-%
Clear Height	-'
Column Spacing	-'
Dock Doors	-
Dock Door Height	-'
Grade Level Doors	-
Grade Level Door Height	-'
Space Breakdown	-
Rail Access	No
Power	-

MECHANICAL

HVAC	-
Elevators	-
Fire Protection	-
Percent with AC	-%

UTILITIES

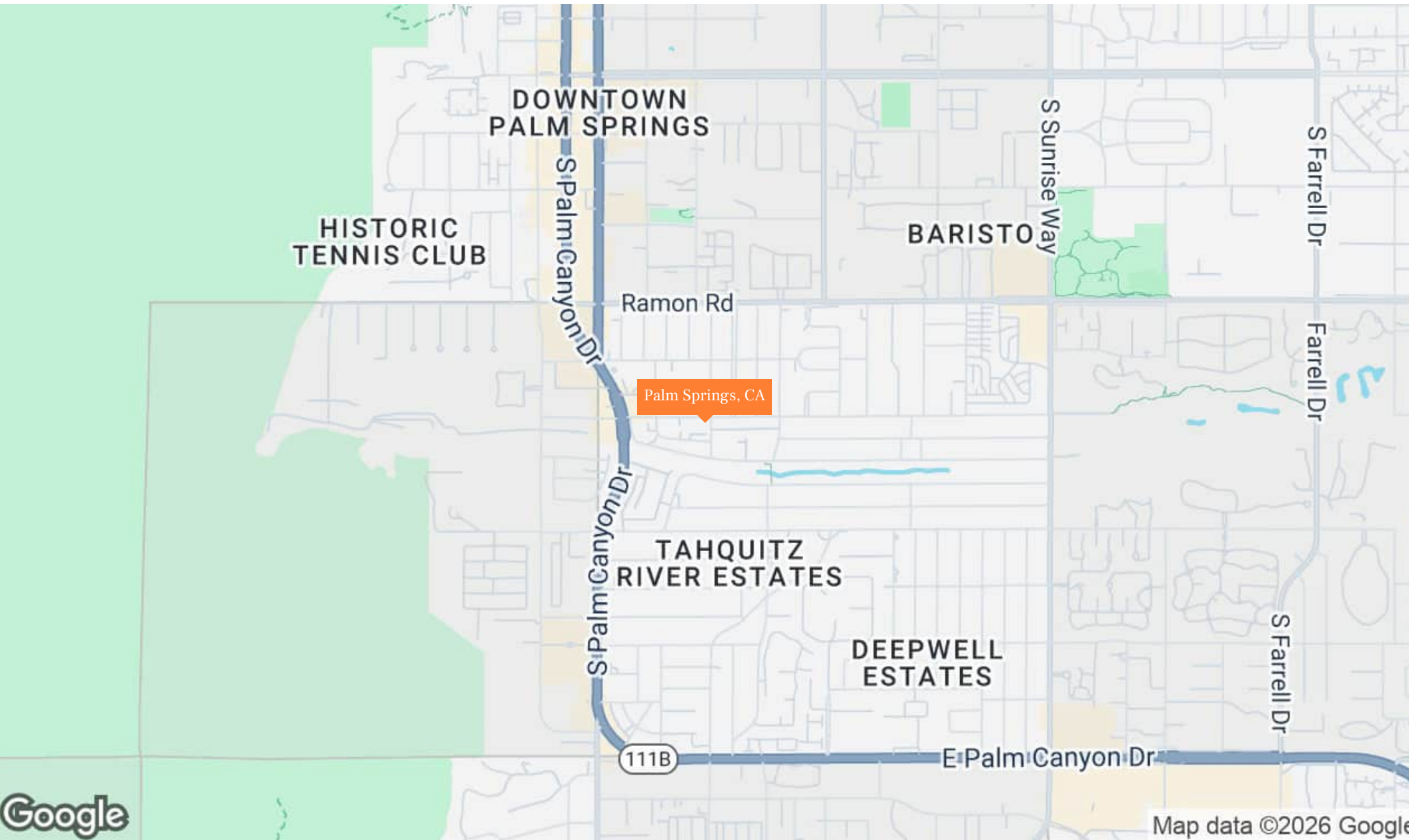
Electric	yes
Sewer	yes
Water	yes
Local Phone	yes

Highlights:

- Corner site, highly visible in hot neighborhood
- Highly adaptable to re-configuring and re-use.
- Very attractive asking price compared to other offerings
- Yard and two sliding gates - excellent security and access.

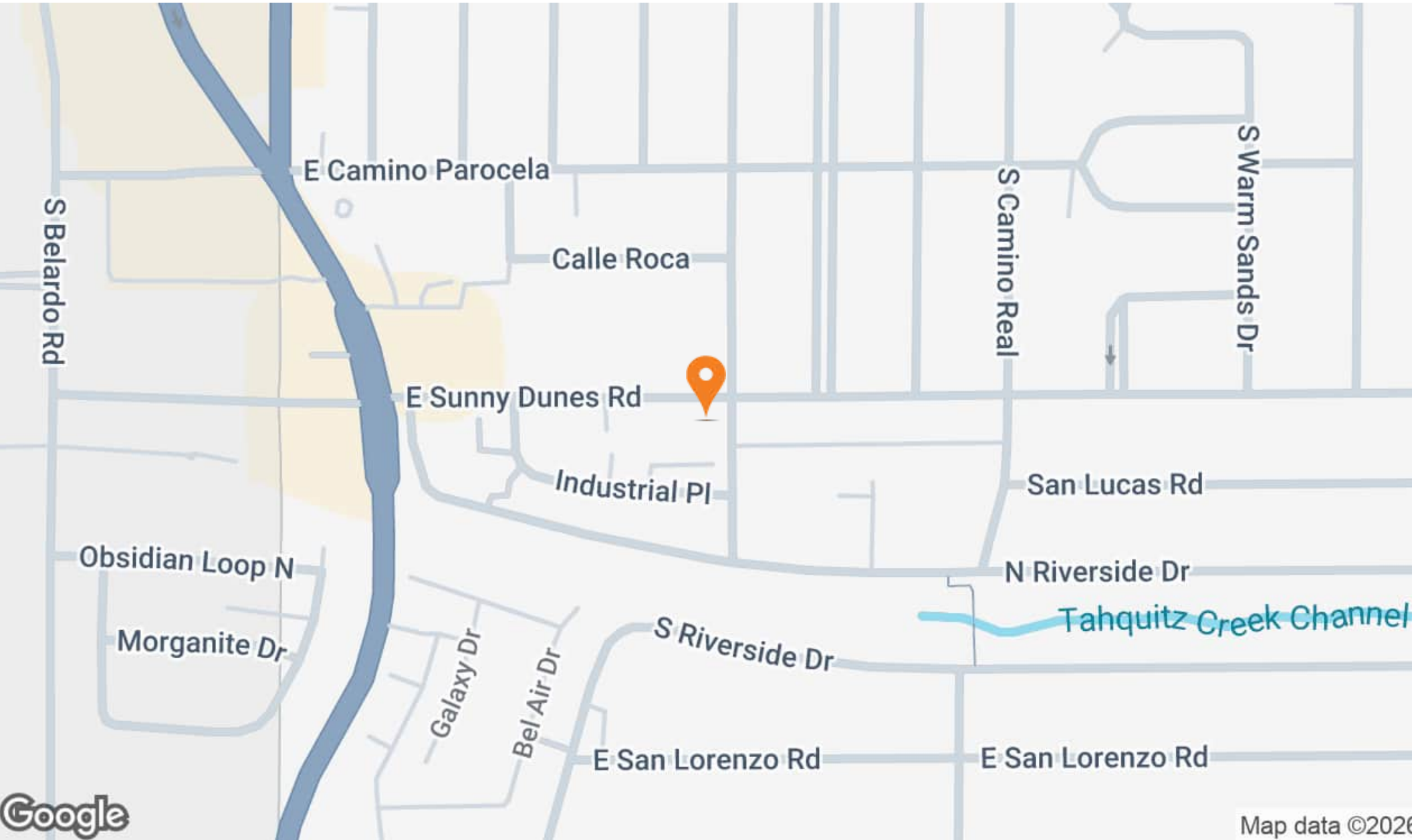
693 E SUNNY DUNES

REGIONAL MAP



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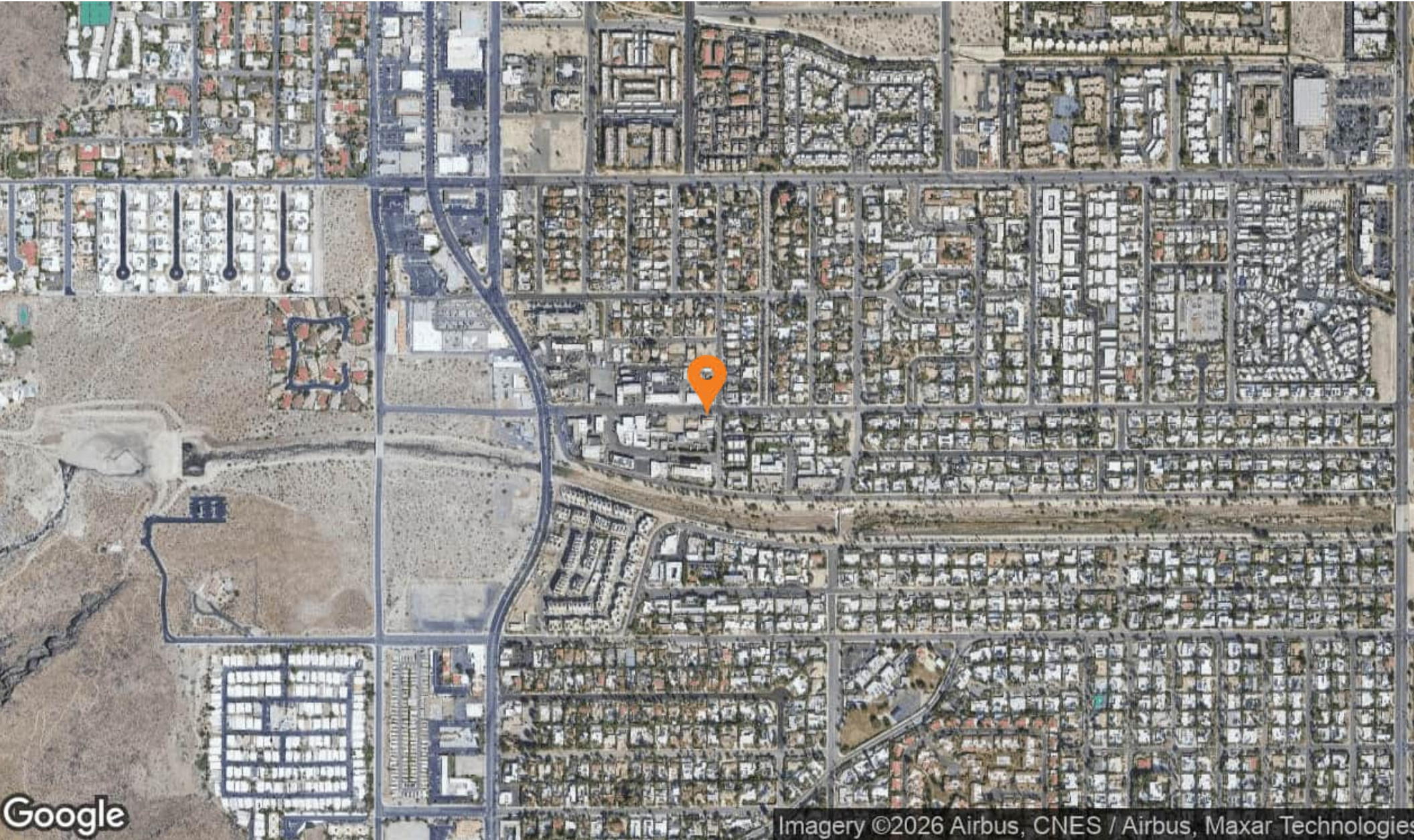
LOCAL MAP

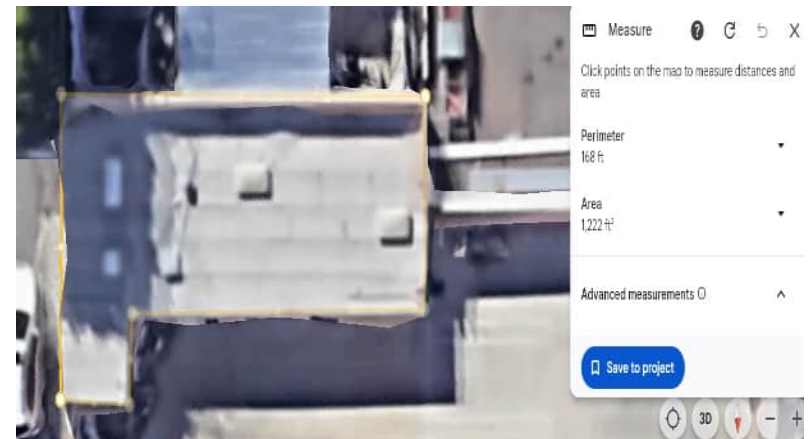
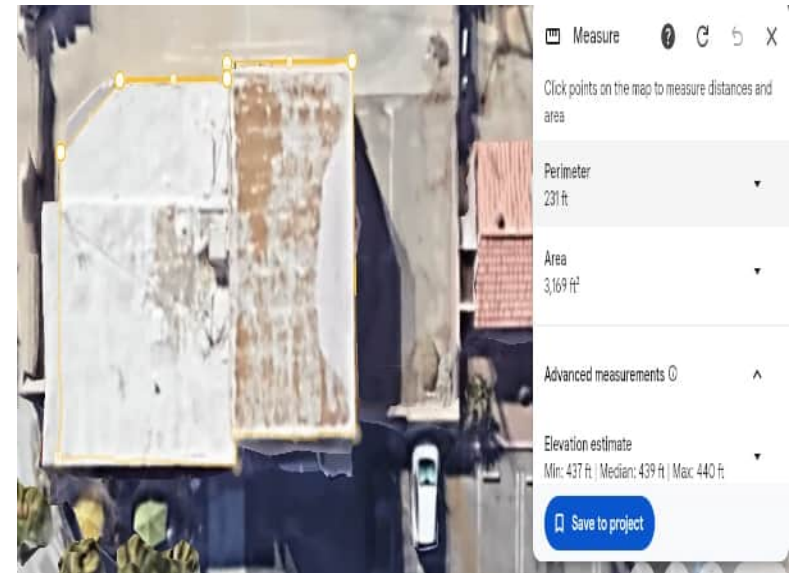


Map data ©2020

693 E SUNNY DUNES

AERIAL MAP





SECTION 4

04

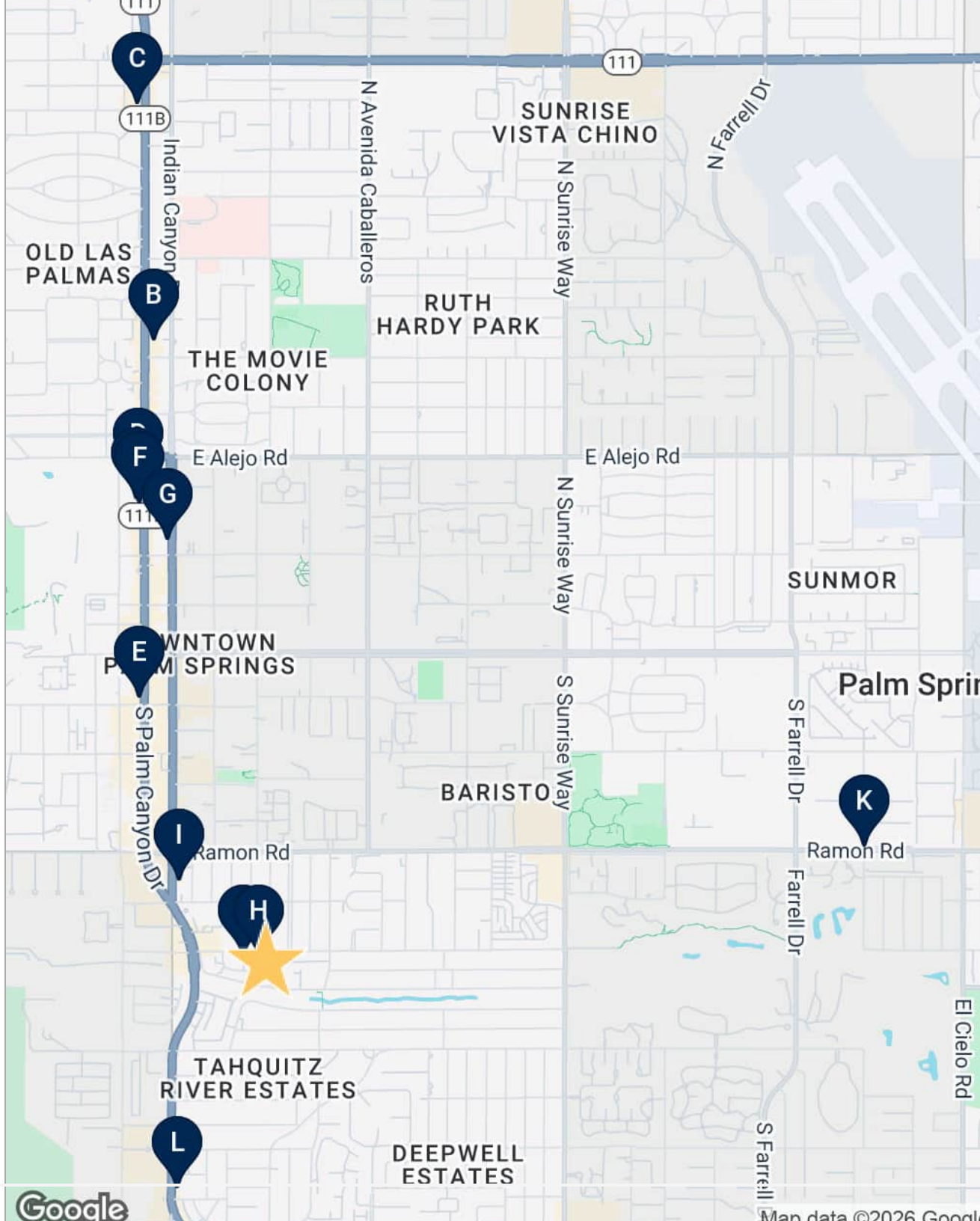
SALE COMPARABLES

Sale Comps Map
Sale Comps Summary
Cap Rate Chart
GRM Chart
Price per SF Chart
Sale Comps

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SALE COMPS MAP

-  693 E Sunny dunes
-  419 N Palm Canyon Dr
-  844 N Palm Canyon Dr
-  1501 N Palm Canyon Dr
-  Penthouse Mall
-  189 S Palm Canyon Dr
-  401-411 N Palm Canyon Dr
-  Greyhound Building
-  673 E Sunny Dunes Rd
-  560-562 S Indian Canyon Dr
-  577 E Sunny Dunes Rd
-  490 S Compadre Rd
-  1570-1590 S Palm Canyon Dr



693 E SUNNY DUNES

SALE COMPS SUMMARY

	SUBJECT PROPERTY	PRICE	CAP RATE	SQUARE FEET	PRICE/SF	LOT SIZE	CLOSE
	693 E Sunny dunes 693 E Sunny Dunes Rd Palm Springs, CA 92264	\$1,700,000	-	4,360 SF	\$389.91	0.23 AC	On Market
	SALE COMPARABLES	PRICE	CAP RATE	SQUARE FEET	PRICE/SF	LOT SIZE	CLOSE
	419 N Palm Canyon Dr Palm Springs, CA 92262-5602	\$2,525,000	-	2,691 SF	\$938.31	0.14 AC	05/09/2025
	844 N Palm Canyon Dr Palm Springs, CA 92262	\$2,995,000	-	3,500 SF	\$855.71	0.11 AC	03/07/2025
	1501 N Palm Canyon Dr Palm Springs, CA 92262	\$2,700,000	-	4,308 SF	\$626.74	0.75 AC	09/18/2024
	Penthouse Mall 457 Palm Canyon Dr Palm Springs, CA 92262	\$2,650,000	-	4,250 SF	\$623.53	0.15 AC	03/25/2025
	189 S Palm Canyon Dr Palm Springs, CA 92262-6303	\$1,125,000	-	2,000 SF	\$562.50	0.14 AC	03/04/2025
	401-411 N Palm Canyon Dr Palm Springs, CA 92262-5602	\$1,050,000	-	2,194 SF	\$478.58	0.45 AC	11/04/2025
	Greyhound Building 311 N Indian Canyon Dr Palm Springs, CA 92262-6015	\$1,100,000	-	2,494 SF	\$441.06	0.33 AC	On Market

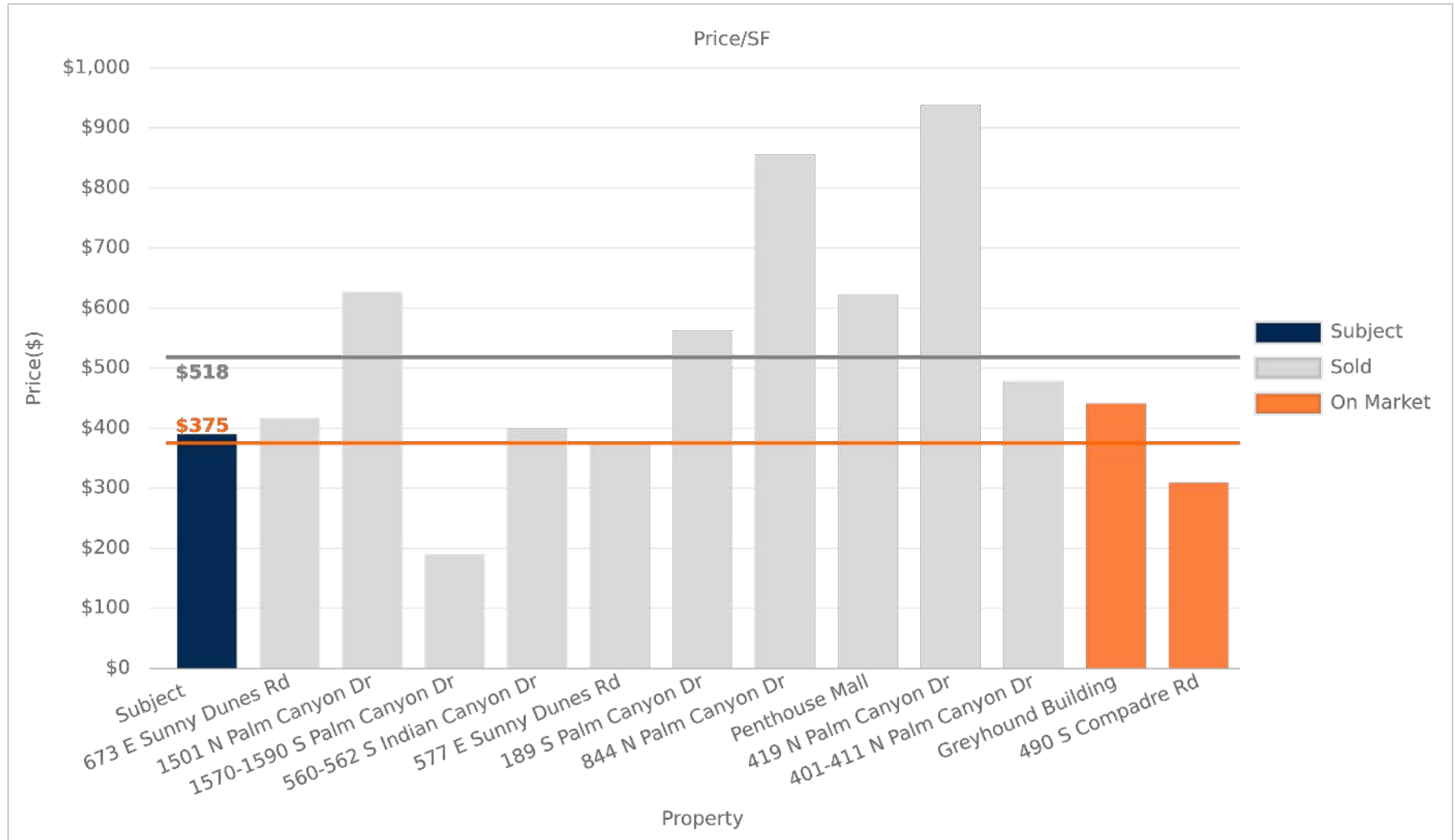
693 E SUNNY DUNES

SALE COMPS SUMMARY

	SUBJECT PROPERTY	PRICE	CAP RATE	SQUARE FEET	PRICE/SF	LOT SIZE	CLOSE
H	673 E Sunny Dunes Rd Palm Springs, CA 92264	\$500,000	-	1,200 SF	\$416.67	0.43 AC	02/22/2024
I	560-562 S Indian Canyon Dr Palm Springs, CA 92264-7402	\$1,150,000	-	2,880 SF	\$399.31	0.14 AC	02/13/2025
J	577 E Sunny Dunes Rd Palm Springs, CA 92264	\$1,500,000	-	4,000 SF	\$375.00	0.21 AC	02/13/2025
K	490 S Compadre Rd Palm Springs, CA 92262-7924	\$1,150,000	-	3,721 SF	\$309.06	0.47 AC	On Market
L	1570-1590 S Palm Canyon Dr Palm Springs, CA 92264	\$1,800,000	-	9,443 SF	\$190.62	0.8 AC	12/10/2024
	AVERAGES	\$1,687,083	-	3,557 SF	\$518.09	0.34 AC	-

693 E SUNNY DUNES

PRICE PER SF CHART



693 E SUNNY DUNES

SALE COMPS



693 E Sunny Dunes

693 E Sunny Dunes Rd, Palm Springs, CA 92264

Listing Price:	\$1,700,000	Occupancy:	-
Down Payment:	100% / \$1,700,000	Year Built/Renovated:	1980/-
Cap Rate:	-	Parking Ratio:	-
Property Type:	Industrial	Divisible:	Yes
COE:	On Market	Power:	-
Square Feet:	4,360	Clear Height:	-
Column Spacing:	-	Average Rent:	-
Lot Size:	0.23 Acres	Loading Docks:	0
% Office:	20%		



419 N Palm Canyon Dr

Palm Springs, CA 92262-5602

Sale Price:	\$2,525,000	Occupancy:	100%
Down Payment:	0% / -	Year Built/Renovated:	-/-
Cap Rate:	-	Parking Ratio:	-
Property Type:	Retail	Divisible:	No
COE:	05/09/2025	Power:	-
Square Feet:	2,691 SF	Clear Height:	-
Column Spacing:	-	Average Rent:	-
Lot Size:	0.14 Acres	Loading Docks:	-
% Office:	-	Days On Market:	-

693 E SUNNY DUNES

SALE COMPS



B 844 N Palm Canyon Dr
Palm Springs, CA 92262

Sale Price:	\$2,995,000	Occupancy:	-
Down Payment:	0% / -	Year Built/Renovated:	1956/-
Cap Rate:	-	Parking Ratio:	-
Property Type:	Retail	Divisible:	No
COE:	03/07/2025	Power:	-
Square Feet:	3,500 SF	Clear Height:	-
Column Spacing:	-	Average Rent:	-
Lot Size:	0.11 Acres	Loading Docks:	-
% Office:	-	Days On Market:	-



C 1501 N Palm Canyon Dr
Palm Springs, CA 92262

Sale Price:	\$2,700,000	Occupancy:	-
Down Payment:	0% / -	Year Built/Renovated:	1985/-
Cap Rate:	-	Parking Ratio:	-
Property Type:	Retail	Divisible:	No
COE:	09/18/2024	Power:	-
Square Feet:	4,308 SF	Clear Height:	-
Column Spacing:	-	Average Rent:	-
Lot Size:	0.75 Acres	Loading Docks:	-
% Office:	-	Days On Market:	-

693 E SUNNY DUNES

SALE COMPS



D Penthouse Mall
457 Palm Canyon Dr Palm Springs, CA 92262

Sale Price:	\$2,650,000	Occupancy:	-
Down Payment:	0% / -	Year Built/Renovated:	1936/-
Cap Rate:	-	Parking Ratio:	-
Property Type:	Retail	Divisible:	No
COE:	03/25/2025	Power:	-
Square Feet:	4,250 SF	Clear Height:	-
Column Spacing:	-	Average Rent:	-
Lot Size:	0.15 Acres	Loading Docks:	-
% Office:	-	Days On Market:	-



E 189 S Palm Canyon Dr
Palm Springs, CA 92262-6303

Sale Price:	\$1,125,000	Occupancy:	-
Down Payment:	0% / -	Year Built/Renovated:	-/-
Cap Rate:	-	Parking Ratio:	-
Property Type:	Industrial	Divisible:	No
COE:	03/04/2025	Power:	-
Square Feet:	2,000 SF	Clear Height:	-
Column Spacing:	-	Average Rent:	-
Lot Size:	0.14 Acres	Loading Docks:	-
% Office:	-	Days On Market:	-

693 E SUNNY DUNES

SALE COMPS



F 401-411 N Palm Canyon Dr
Palm Springs, CA 92262-5602

Sale Price:	\$1,050,000	Occupancy:	-
Down Payment:	0% / -	Year Built/Renovated:	1957/-
Cap Rate:	-	Parking Ratio:	-
Property Type:	Retail	Divisible:	No
COE:	11/04/2025	Power:	-
Square Feet:	2,194 SF	Clear Height:	-
Column Spacing:	-	Average Rent:	-
Lot Size:	0.45 Acres	Loading Docks:	-
% Office:	-	Days On Market:	-



G Greyhound Building
311 N Indian Canyon Dr Palm Springs, CA 92262-6015

Listing Price:	\$1,100,000	Occupancy:	-
Down Payment:	0% / -	Year Built/Renovated:	1959/-
Cap Rate:	-	Parking Ratio:	-
Property Type:	Retail	Divisible:	No
COE:	On Market	Power:	-
Square Feet:	2,494 SF	Clear Height:	-
Column Spacing:	-	Average Rent:	-
Lot Size:	0.33 Acres	Loading Docks:	-
% Office:	-	Days On Market:	-

693 E SUNNY DUNES

SALE COMPS



H 673 E Sunny Dunes Rd
Palm Springs, CA 92264

Sale Price:	\$500,000	Occupancy:	-
Down Payment:	0% / -	Year Built/Renovated:	1960/-
Cap Rate:	-	Parking Ratio:	-
Property Type:	Retail	Divisible:	No
COE:	02/22/2024	Power:	-
Square Feet:	1,200 SF	Clear Height:	-
Column Spacing:	-	Average Rent:	-
Lot Size:	0.43 Acres	Loading Docks:	-
% Office:	-	Days On Market:	-



I 560-562 S Indian Canyon Dr
Palm Springs, CA 92264-7402

Sale Price:	\$1,150,000	Occupancy:	-
Down Payment:	0% / -	Year Built/Renovated:	1958/-
Cap Rate:	-	Parking Ratio:	-
Property Type:	Retail	Divisible:	No
COE:	02/13/2025	Power:	-
Square Feet:	2,880 SF	Clear Height:	-
Column Spacing:	-	Average Rent:	-
Lot Size:	0.14 Acres	Loading Docks:	-
% Office:	-	Days On Market:	-

693 E SUNNY DUNES

SALE COMPS



J 577 E Sunny Dunes Rd
Palm Springs, CA 92264

Sale Price:	\$1,500,000	Occupancy:	-
Down Payment:	0% / -	Year Built/Renovated:	1950/-
Cap Rate:	-	Parking Ratio:	-
Property Type:	Retail	Divisible:	No
COE:	02/13/2025	Power:	-
Square Feet:	4,000 SF	Clear Height:	-
Column Spacing:	-	Average Rent:	-
Lot Size:	0.21 Acres	Loading Docks:	-
% Office:	-	Days On Market:	-



K 490 S Compadre Rd
Palm Springs, CA 92262-7924

Listing Price:	\$1,150,000	Occupancy:	-
Down Payment:	0% / -	Year Built/Renovated:	-/-
Cap Rate:	-	Parking Ratio:	-
Property Type:	Retail	Divisible:	No
COE:	On Market	Power:	-
Square Feet:	3,721 SF	Clear Height:	-
Column Spacing:	-	Average Rent:	-
Lot Size:	0.47 Acres	Loading Docks:	-
% Office:	-	Days On Market:	-

693 E SUNNY DUNES

SALE COMPS

L 1570-1590 S Palm Canyon Dr
Palm Springs, CA 92264

Sale Price:	\$1,800,000	Occupancy:	-
Down Payment:	0% / -	Year Built/Renovated:	1975/-
Cap Rate:	-	Parking Ratio:	-
Property Type:	Retail	Divisible:	No
COE:	12/10/2024	Power:	-
Square Feet:	9,443 SF	Clear Height:	-
Column Spacing:	-	Average Rent:	-
Lot Size:	0.8 Acres	Loading Docks:	-
% Office:	-	Days On Market:	-

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