

72245 EL PASEO
PALM DESERT CA 92260



A LEGACY ADDRESS ON EL PASEO

AN ORIGINAL WILLIAM KRISSEL DESIGNED MID-CENTURY MODERN BUILDING | BUILT 1970



A rare opportunity to own a piece of Palm Desert's architectural history, 72245 El Paseo is an original William Krisel-designed Mid-Century Modern property, built in 1970 & positioned along one of the desert's most iconic addresses.

Defined by its signature post-and-beam construction, clean architectural lines, floor to ceiling windows and connection between indoor and outdoor space, the property embodies the timeless design principles that helped define the Coachella Valley's celebrated Mid-Century Modern aesthetic. Fully renovated with a discerning eye, the property pairs its original architectural character with thoughtful contemporary upgrades and refined material selections.

Originally built to be the Sales Office for the Sandpiper Community, the property has most recently served as the longtime home of Lux Box Agency, designed by Lolo Interiors—connecting its architectural legacy to a family business rooted in real estate and design.

The comprehensive renovation includes a new urethane foam roof, all-new double-pane windows, Western Architectural Openings slider and pivot doors, and three HVAC systems, including two mini-splits and a heat pump. The renovated kitchen features custom white oak cabinetry, marble countertops, and a stainless steel Fisher & Paykel refrigerator, while bespoke patinated brass and alabaster lighting brings warmth and character throughout. The fully upgraded bathroom pairs a custom slab marble sink with handmade Zellige tile, balancing the clean geometry of the original architecture with tactile, timeless finishes.

Today, the property is offered to its next steward. Its architectural provenance, established El Paseo presence, and turnkey condition create a rare opportunity to own a historically significant property that is ready for its next expression.

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PROPERTY DETAILS

OFFERED AT \$1,500,000 | 1,151 SF ON EL PASEO



BUILDING SIZE	YEAR BUILT	PARKING	ZONING	APN
1,151 SF	1970	5 + 3 ON-STREET	RES. — GRANDFATHERED COMM.	640-150-054

Offered turnkey and fully renovated, 72245 El Paseo pairs its original 1970 post-and-beam architecture with a comprehensive, ground-up renovation — new roof, all-new dual-pane windows, three HVAC systems, custom white oak cabinetry, marble countertops, and bespoke patinated brass and alabaster lighting throughout.

PROPERTY FEATURES

- Only commercial building on this block of El Paseo
- Fully renovated in a desert modernism style
- Three HVAC systems, incl. two mini-splits + heat pump
- Bespoke patinated brass & alabaster lighting
- 5 on-site parking spaces + 3 on-street
- Flexible as office, retail/showroom, or residential
- Prime visibility at El Paseo & Hwy 111 intersection
- New urethane foam roof & dual-pane windows
- Custom white oak cabinetry & marble countertops
- Large outdoor space for display, patio, or expansion
- Zoned residential with grandfathered commercial use
- No lease will transfer with the sale

Originally built as the sales office for the Sandpiper community and most recently home to Lux Box Agency, 72245 El Paseo is offered turnkey to its next steward — a rare chance to own an architecturally significant address on the desert's most celebrated street.

TRADE AREA & DEMOGRAPHICS

EL PASEO — THE “RODEO DRIVE” OF THE DESERT



POPULATION		HOUSEHOLDS		AVG HH INCOME		BUSINESSES	
1 MI	8,346	1 MI	3,952	1 MI	\$103,932	1 MI	1,347
3 MI	46,540	3 MI	23,341	3 MI	\$146,396	3 MI	3,728
5 MI	82,383	5 MI	42,081	5 MI	\$163,481	5 MI	4,936

AVERAGE DAILY TRAFFIC COUNTS

El Paseo & Highway 111: ±35,523 ADT • Hwy 111 & Monterey: 64,437 ADT • El Paseo & Monterey: 32,271 ADT

El Paseo is the Coachella Valley's premier retail and dining corridor. This building is the only commercial property on its side of the street, directly surrounded by hundreds of condominiums valued between \$600,000 and \$1,200,000 — placing an affluent, walkable customer base immediately outside the door.

Per Lee & Associates' market data for the immediate Highway 111 / El Paseo trade area, the population reaches 82,383 within 5 miles and 46,540 within 3 miles, supported by average household incomes ranging from \$103,932 within 1 mile up to \$163,481 within 5 miles — among the most affluent trade areas in the Coachella Valley, serving Palm Desert, Rancho Mirage, and Indian Wells residents.

The signalized corner of El Paseo & Highway 111, one block from the building, carries an estimated ±35,523 vehicles per day, and the building's signage is highly visible to traffic turning from El Paseo onto Hwy 111 — giving any office, showroom, or retail user built-in exposure to both local residents and the valley's seasonal visitor traffic.

Few addresses on El Paseo offer this combination of exclusivity, exposure, and an immediate, affluent customer base — positioning 72245 El Paseo as a rare long-term hold in the heart of the desert's premier retail corridor.

Demographic data: Lee & Associates market report. El Paseo/Hwy 111 traffic: Palms to Pines West listing, LoopNet.

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AERIAL SITE VIEW

FULL SITE CONTEXT & LOT ORIENTATION



Unscaled drone photo — suitable for annotation and print.

INTERIOR GALLERY

