

# Town Center Plaza

ANCHORED BY TRADER JOE'S AND MICHAELS

44100 - 44250 Town Center Way, Palm Desert, CA 92260



# Town Center Plaza.

Town Center Plaza is a well-located retail shopping center along the HWY 111 corridor in Palm Desert. Anchored by a high-volume Trader Joe's, the site boasts heavy daily needs traffic and is well merchandised with service, food, grocery, and other retail uses.

Situated amidst multiple commercial arterials including HWY 111 (39,795 ADT) and Fred Waring Rd (20,000 ADT), the site benefits from a consumer pattern that includes Westfield's Palm Desert Mall (Dick's Sporting Goods, Macy's, JC Penney's, H&M), Town Center Square (Nordstrom Rack, Whole Foods, Home Goods), Desert Shopping Center (Target, TJ Maxx, Best Buy, Total Wine), and Walmart.

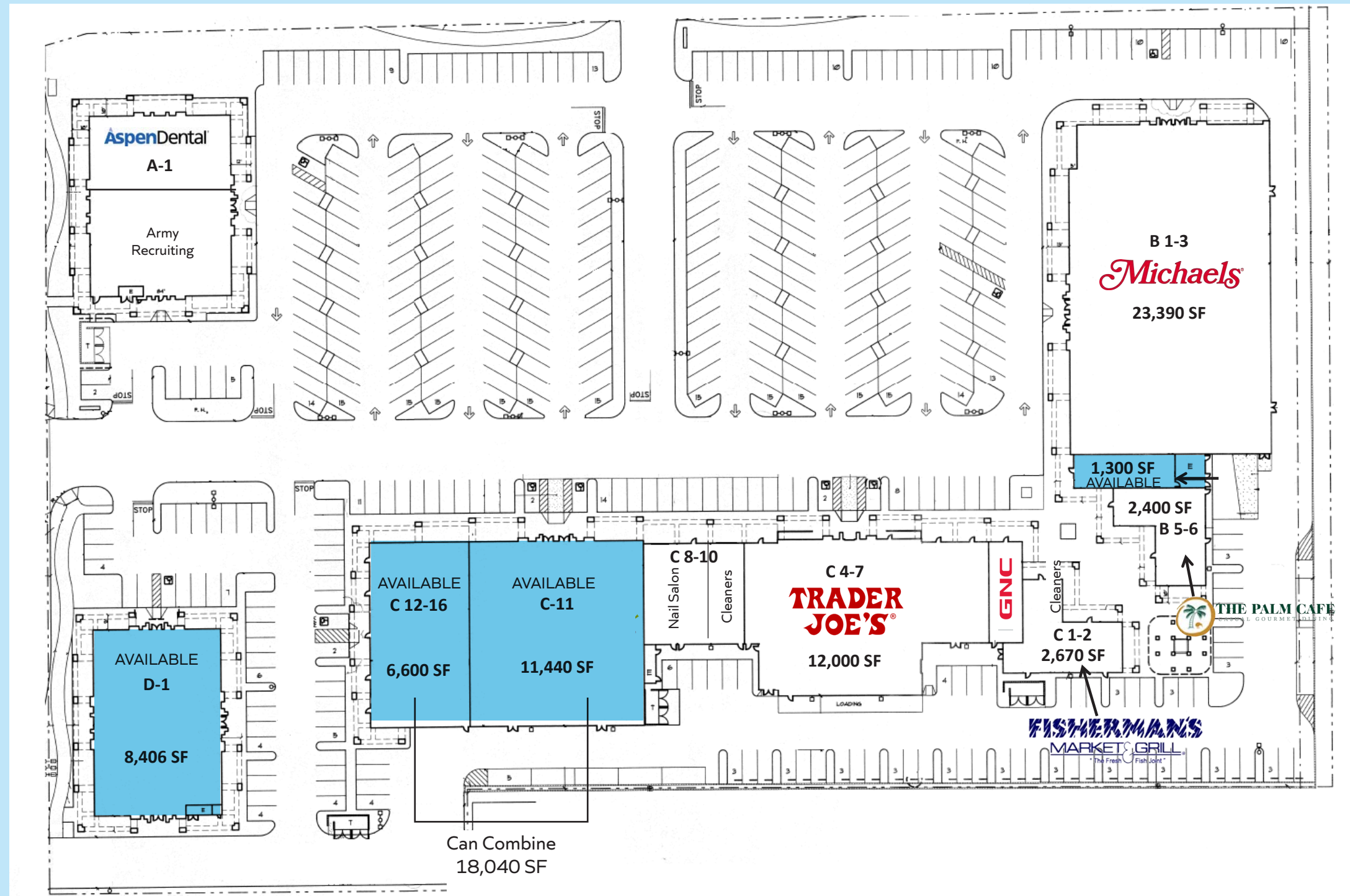


# Property Highlights.

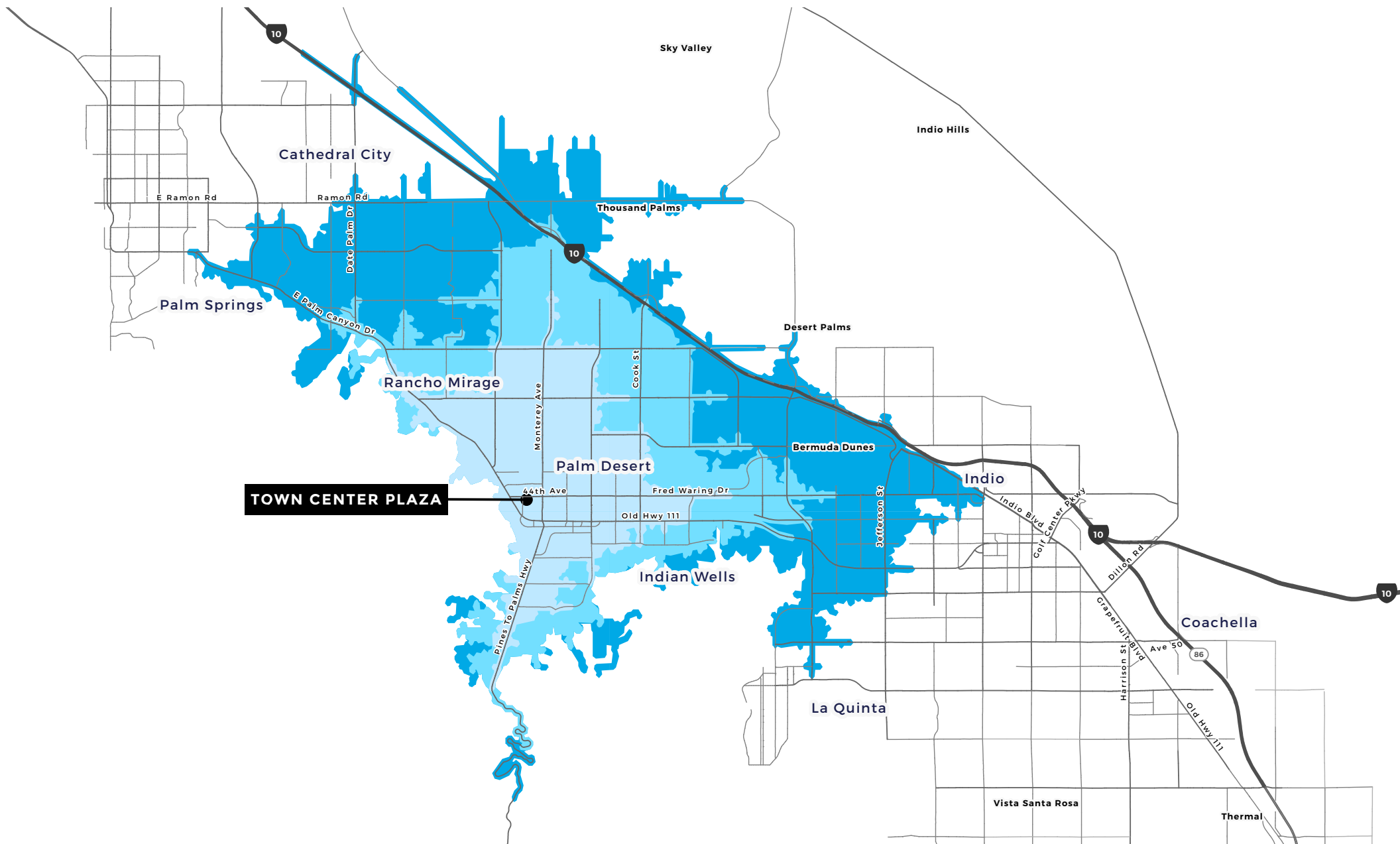
- Anchored by high volume Trader Joes
- Anchor and pad opportunities
- Affluent demographics and solid family households
- Established retail volumes throughout the Hwy III Corridor
- Hwy III: 39,795 ADT
- Fred Waring: 29.541 ADT



# Site Plan.



# Area Demographics.



Steady residential growth in surrounding submarket

Highest concentration of daily needs shoppers in immediate trade area

	7 MINUTES	10 MINUTES	15 MINUTES
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Total Population	36,680	57,546	134,391
Average Household Income	\$118,552	\$130,343	\$121,580
Total Households	17,800	27,966	60,394
Daytime Population	56,578	86,650	169,142
Median Age	59.2	61.1	55.2

**92,263**

daytime employees within fifteen minute drive time

**23.82%**

of the population in the immediate trade area has earned a bachelor's degree or higher

**Analytics**

mobile data shows consistent traffic at the center throughout the day



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