



### Traffic Counts (CVAG-2013)

Street	Average Daily Trips
Monterey Ave	31,702
Dinah Shore Dr.	24,627
<b>Total</b>	<b>56,329</b>

Street	Average Daily Trips
Monterey Ave	30,797
Gerald Ford Dr.	13,162
<b>Total</b>	<b>43,959</b>

### 2016 Demographics

Category	1 Mile
Est. Population	2,530
Households	1,145
Average Age	51.0
Median Household Income	\$55,963

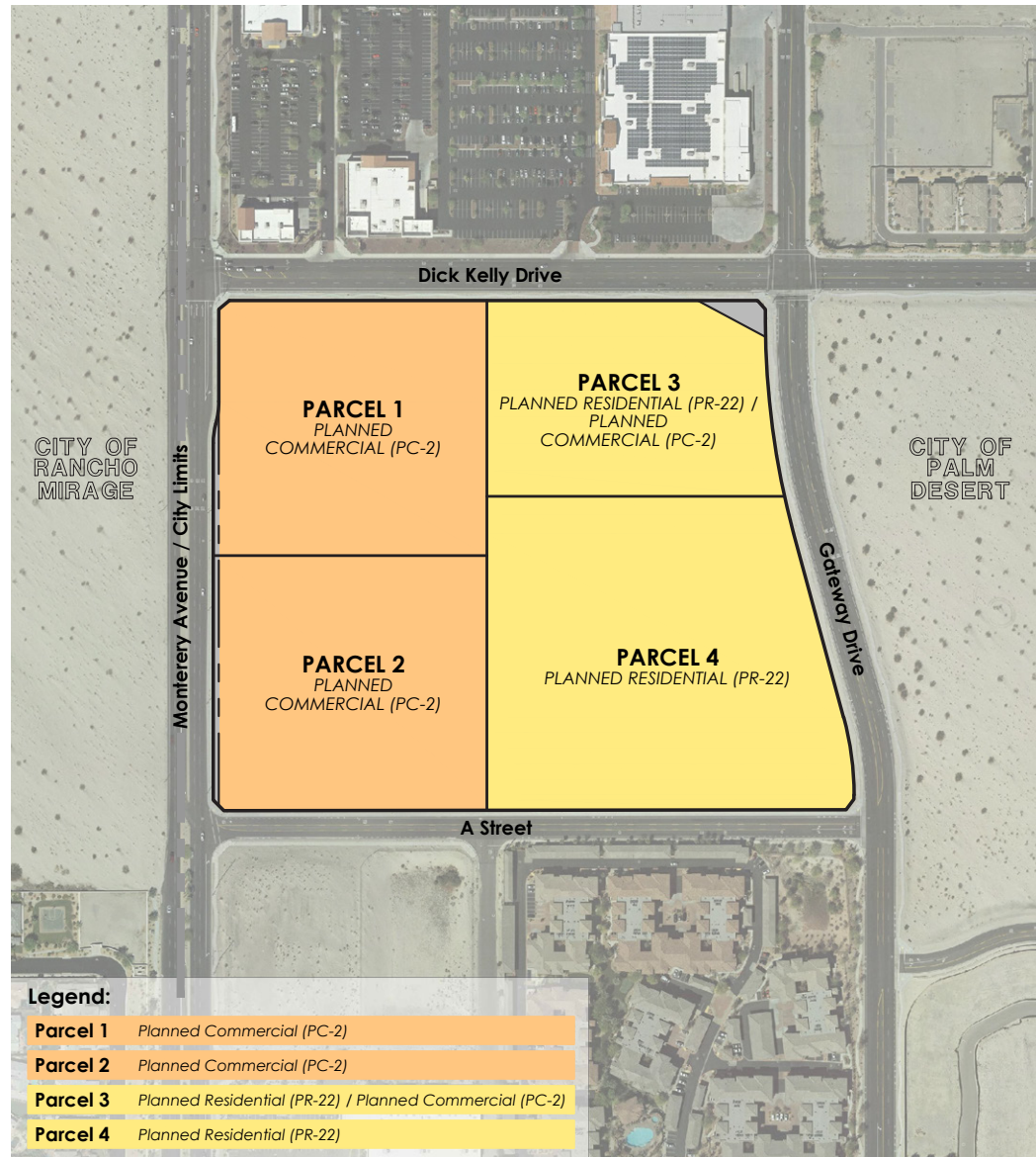
Category	3 Mile
Est. Population	27,415
Households	12,663
Average Age	53.1
Median Household Income	\$55,878

Category	5 Mile
Est. Population	85,404
Households	35,248
Average Age	47.3
Median Household Income	\$54,162

Source: CoStar Realty, Inc



# MCP PALM DESERT SPECIFIC PLAN



Source: MSA Consulting, Inc.

Exhibit Date: February 28, 2018