



SWC CLINTON KEITH RD & WINCHESTER RD
MURRIETA, CA

SHOPPING CENTER HIGHLIGHTS:

- Situated at Main & Main In the Heart of French Valley
- Now Pre-Leasing Shops & Pads
- Underserved & High Growth Trade Area
- Build to Suit & Ground Lease Options

DEMOGRAPHICS

	1 mi	3 mi	5 mi	10 mi
Average Income	\$185,560	\$164,656	\$153,133	\$143,910
Population	6,483	72,605	161,314	443,120
Daytime Population	2,790	30,308	75,513	233,317

*Source: Regis

TRAFFIC COUNTS

45,070 CPD	21,161 CPD
Winchester @ Benton	Clinton Keith Road

*Source: Caltrans & Regis

*Source: Riverside County



BRIAN BIELATOWICZ
951.445.4515
bbielatowicz@leetemecula.com
DRE #01269887



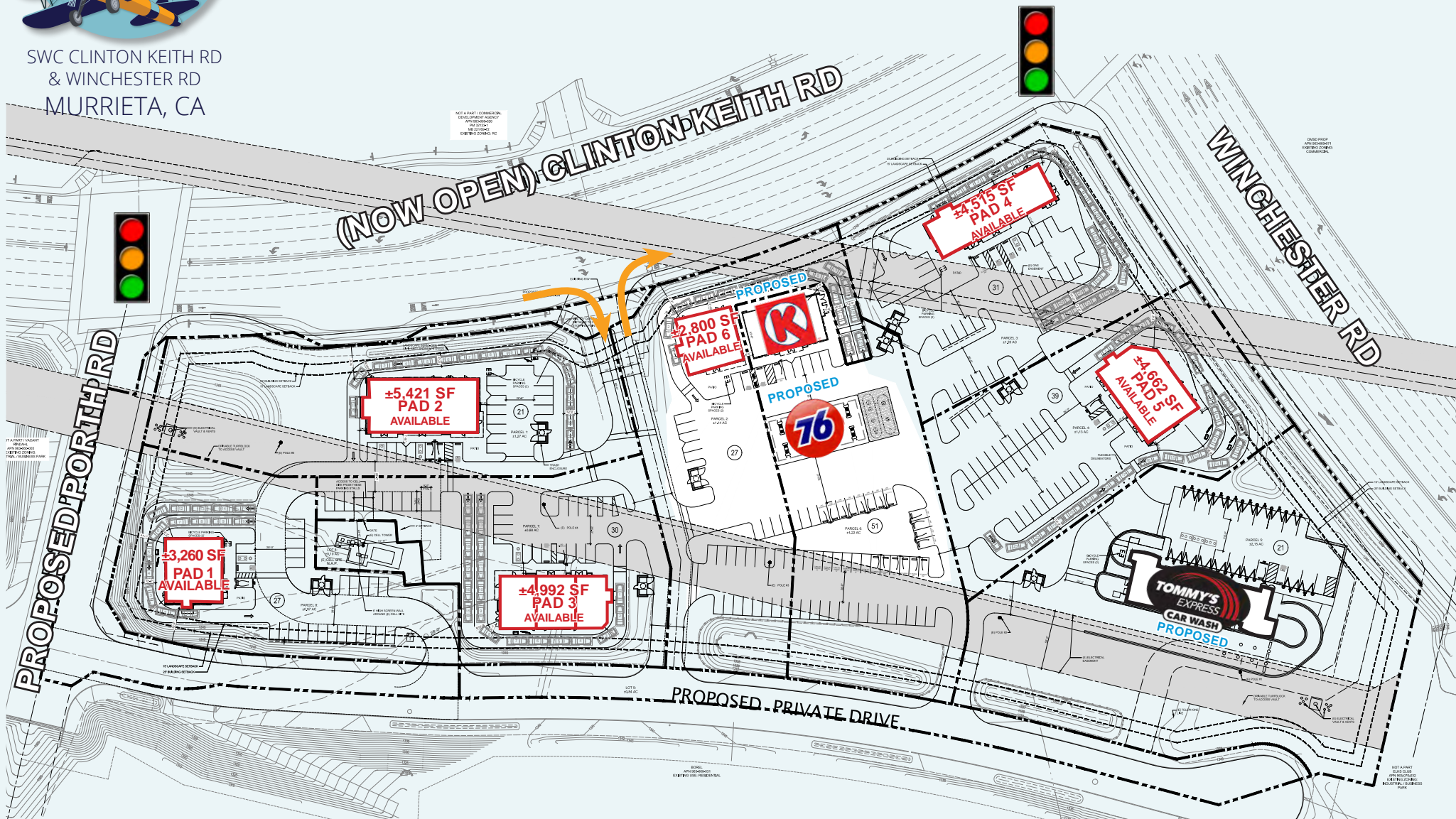
Lee & Associates is proud to present this rare leasing opportunity in the region's newest community shopping center known as French Valley Crossings which will feature roughly ±65,000 square feet of building space and is located at the SWC Winchester Road (Highway 79 North) and Clinton Keith Road in the City of Murrieta.





CONCEPTUAL SITE PLAN

SWC CLINTON KEITH RD
& WINCHESTER RD
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FRENCH VALLEY CROSSINGS



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(NOW OPEN) CLINTON KEITH RD

LEE & ASSOCIATES
COMMERCIAL REAL ESTATE SERVICES

BRIAN BIELATOWICZ
951.445.4515
bbielatowicz@leeremecula.com
DRE #01269887

Landlord and Broker make no representation regarding the accuracy and deliverability of the accuracy of the information contained herein. Terms of sale or lease and availability are subject to change or withdrawal without notice. Lee & Associates Commercial Real Estate Services, Inc. - Riverside and Murrieta Marketplace Holdings, LLC "Landlord". This site plan is not a representation, warranty or guarantee as to size, location, identity of any tenant, the suite number, address or any other physical indicator or parameter of the property and for use as approximated information only. The improvements are subject to change, additions, and deletions as the architect, landlord, or any governmental agency may direct or determine in their absolute discretion.



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CONCEPTUAL ELEVATIONS

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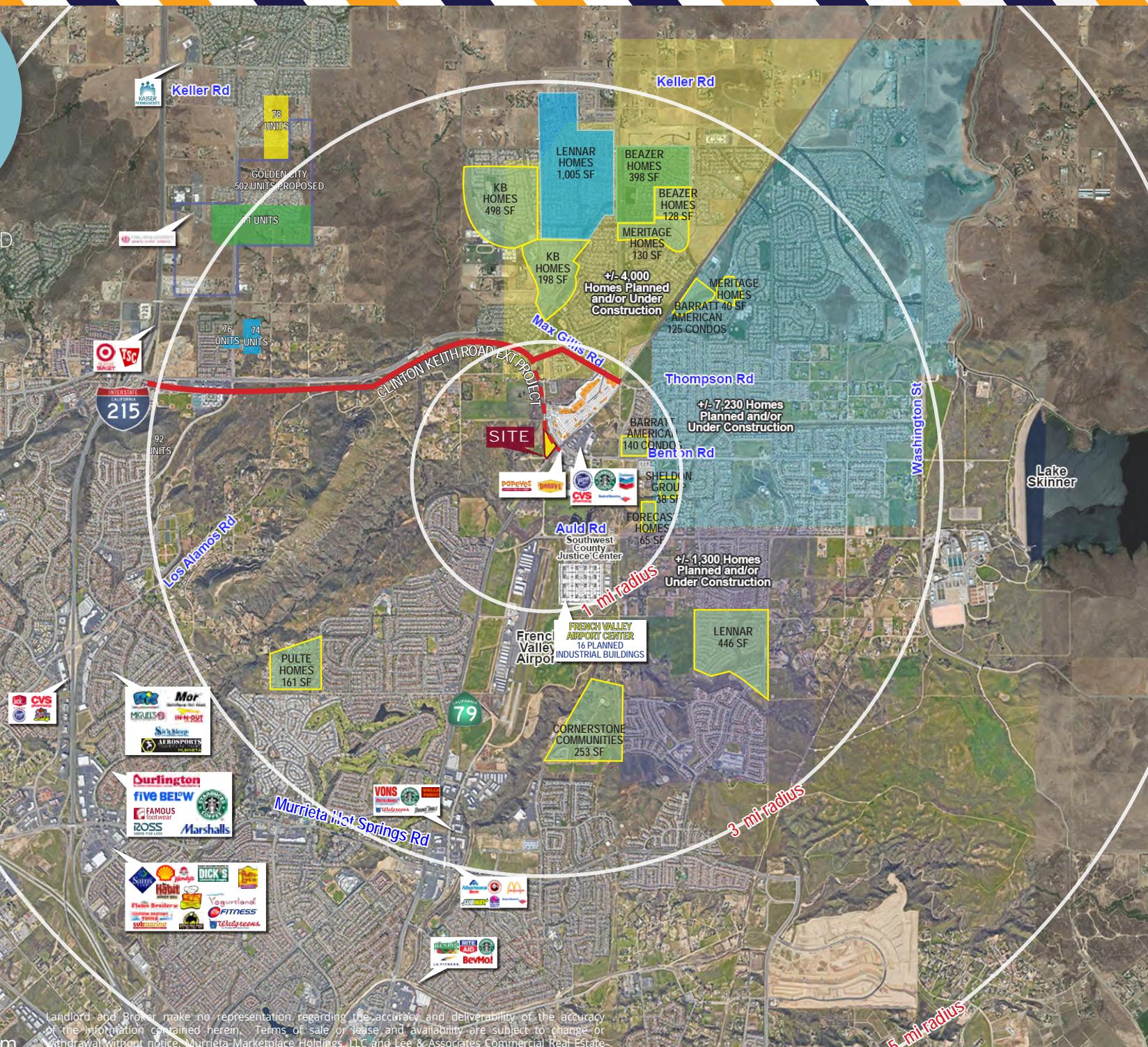
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***Source: Derrigo Housing Studies 2016**



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DRE #01269887

FRENCH VALLEY CROSSINGS



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TRADE AREA HIGHLIGHTS:

- French Valley Crossings is ideally located at the axis of two major intersections; Winchester Road at Clinton Keith Road and Winchester Road at Max Gillis Road. Winchester Road is deemed a "Super Highway" and the first phase of the connection to Clinton Keith Rd is complete connecting Clinton Keith Road between Interstate 215 to Leon Road. The final direct connection of Clinton Keith Rd to Winchester Road 79 is now open and complete which finishes the connection of Clinton Keith to Winchester Road opening direct access to the French Valley trade area.
- French Valley Crossings is at ground zero of a grossly underserved and growing trade area! The current defined trade area (based on the Derrigo Study) consists of 102,865 people currently within the defined boundaries of the centers Power Tenant Trade Area Per the recently completed Derrigo Housing Study that demonstrates the tremendous growth in the trade area. There are over 20,000 units currently active in the Power Tenant Trade Area consisting of 16 large tentative tract maps under construction and an estimated population increase of 65% (67,613 additional people) representing a total build out/future population of 170,478 people based purely on the housing that is in some stage of development/planning! This estimation just includes what residential projects are currently being planned and there remains thousands of acres of undeveloped residentially zoned parcels of land in the center's trade area yet to be touched with the potential of tens of thousands of additional residential units in the future expanding the trade area population considerably!
- The City of Murrieta is the largest city in Southwest Riverside County (within City limits only) boasting a population of nearly 114,000 people and has grown more than 400% in the past 25 years boasting an average household income of \$105,000 with 60% of the population is classified as "Boomburbs," Up and coming families," "Soccer moms," and "Bright Young Professionals" with an average age of 34 with 63% of the population having or currently attending college with 28% obtaining a BA or advanced degree!

DEMOGRAPHICS

Murrieta, CA 92596	1 mi radius	3 mi radius	5 mi radius	10 mi radius
Population				
2024 Estimated Population	6,483	72,986	161,314	443,120
2029 Projected Population	6,631	76,605	167,219	462,433
2020 Census Population	6,422	72,708	160,322	434,865
2010 Census Population	5,139	53,013	135,555	361,919
Projected Annual Growth 2024 to 2029	0.5%	1.0%	0.7%	0.9%
Historical Annual Growth 2010 to 2024	1.9%	2.7%	1.4%	1.6%
2024 Median Age	36.9	36.3	37.8	37.4
Households				
2024 Estimated Households	1,776	21,145	49,411	141,896
2029 Projected Households	1,845	22,463	51,789	149,880
2020 Census Households	1,814	21,188	49,077	138,821
2010 Census Households	1,454	15,342	41,310	115,845
Projected Annual Growth 2024 to 2029	0.8%	1.2%	1.0%	1.1%
Historical Annual Growth 2010 to 2024	1.6%	2.7%	1.4%	1.6%
Race and Ethnicity				
2024 Estimated White	47.4%	45.2%	47.4%	45.0%
2024 Estimated Black or African American	9.2%	9.2%	8.3%	8.2%
2024 Estimated Asian or Pacific Islander	8.8%	9.3%	9.5%	11.1%
2024 Estimated American Indian or Native Alaskan	0.9%	1.3%	1.3%	1.5%
2024 Estimated Other Races	33.8%	35.1%	33.6%	34.2%
2024 Estimated Hispanic	45.9%	47.6%	45.4%	47.2%
Income				
2024 Estimated Average Household Income	\$185,560	\$164,656	\$153,133	\$143,910
2024 Estimated Median Household Income	\$129,076	\$121,725	\$120,145	\$114,501
2024 Estimated Per Capita Income	\$50,824	\$47,736	\$46,931	\$46,115
Education (Age 25+)				
2024 Estimated Elementary (Grade Level 0 to 8)	1.5%	2.3%	3.3%	4.1%
2024 Estimated Some High School (Grade Level 9 to 11)	3.3%	4.2%	4.4%	4.7%
2024 Estimated High School Graduate	21.0%	20.6%	20.0%	21.6%
2024 Estimated Some College	25.2%	27.9%	27.9%	27.4%
2024 Estimated Associates Degree Only	12.2%	11.8%	11.2%	11.0%
2024 Estimated Bachelors Degree Only	27.4%	22.9%	22.2%	20.3%
2024 Estimated Graduate Degree	9.5%	10.2%	11.1%	10.8%
Business				
2024 Estimated Total Businesses	146	1,468	4,327	15,152
2024 Estimated Total Employees	808	8,021	26,653	99,893
2024 Estimated Employee Population per Business	5.5	5.5	6.2	6.6
2024 Estimated Residential Population per Business	44.4	49.7	37.3	29.2

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