



PROPERTY HIGHLIGHTS:

- 12 Rough Graded Vacant Parcels
- I-15 Freeway and Jefferson Ave. Visibility
- Adjacent to existing southbound French Valley Parkway Offramp
- Adjacent to planned future southbound on ramp to I-15 and the French Valley Parkway Overpass
- Zoned Uptown Temecula Specific Plan (SP-14) - Uptown Sports District
(CLICK HERE TO READ MORE)
- Allows for uses ranging from: Hotels to Multi-family Residential, Mixed Use Commercial, Retail and Office Developments
- Finished Ready to be developed Vacant Parcels
- Sizes range from 1.02 -1.74 Acres
- Available separately or in contiguous parcels

PLANNED RESIDENTIAL

- SINGLE FAMILY DETACHED
- MULTI - FAMILY
- SENIOR CARE
- DETACHED RENTAL HOUSING

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**CONTACT AGENT
FOR PRICING**

PRIME COMMERCIAL LAND FOR SALE

SEQ FRENCH VALLEY PKWY & JEFFERSON AVE | TEMECULA, CA



3.	1.0 Acres SALE PENDING 910-272-029	11.	1.53 Acres SOLD 910-262-010
4.	1.2 Acres SALE PENDING 910-272-017	14.	1.5 Acres SALE PENDING 910-272-025
5.	1.7 Acres SALE PENDING 910-272-014	15.	1.6 Acres SOLD 910-262-009
8.	1.20 Acres SOLD 910-272-008	21.	1.27 Acres SALE PENDING 910-272-003
9.	1.3 Acres SALE PENDING 910-272-019	22.	1.6 Acres SALE PENDING 910-272-001
10.	1.43 Acres SALE PENDING 910-272-018	23.	1.0 Acres SALE PENDING 910-272-002

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PRIME COMMERCIAL LAND FOR SALE

SEQ FRENCH VALLEY PKWY & JEFFERSON AVE | TEMECULA, CA

- | | |
|--------------------------------------|--------------------------------------|
| 3. 1.02 Acres
910-273-029 | 11. 1.53 Acres
910-262-010 |
| 4. 1.20 Acres
910-273-017 | 14. 1.54 Acres
910-272-025 |
| 5. 1.74 Acres
910-273-014 | 15. 1.64 Acres
910-262-009 |
| 8. 1.20 Acres
910-272-008 | 21. 1.37 Acres
910-262-003 |
| 9. 1.34 Acres
910-272-019 | 22. 1.68 Acres
910-272-001 |
| 10. 1.43 Acres
910-272-018 | 23. 1.74 Acres
910-272-002 |

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MURRIETA CREEK RECREATION & OPEN SPACE DISTRICT

Located on the western boarder of the Specific Plan area and includes the Flood Control detention basin

Active/passive open space and regional recreation amenity for the area

- ANTICIPATED LAND USES:
- Trail & Trailheads
 - Active/passive park facilities
 - Sports courts & ball fields
 - Picnic Areas

UPTOWN ARTS DISTRICT

Vibrant and eclectic cultural arts district with convenient access to Murrieta Creek trail

- ANTICIPATED LAND USES:
- Art galleries
 - Artist lofts/work spaces
 - Performance venues
 - Residential

- PROJECTS CAN BE:
- All residential
 - All commercial
 - Mixed-use
 - Live/Work with work unit 1st floor

BUILDING HEIGHT
• 5 stories

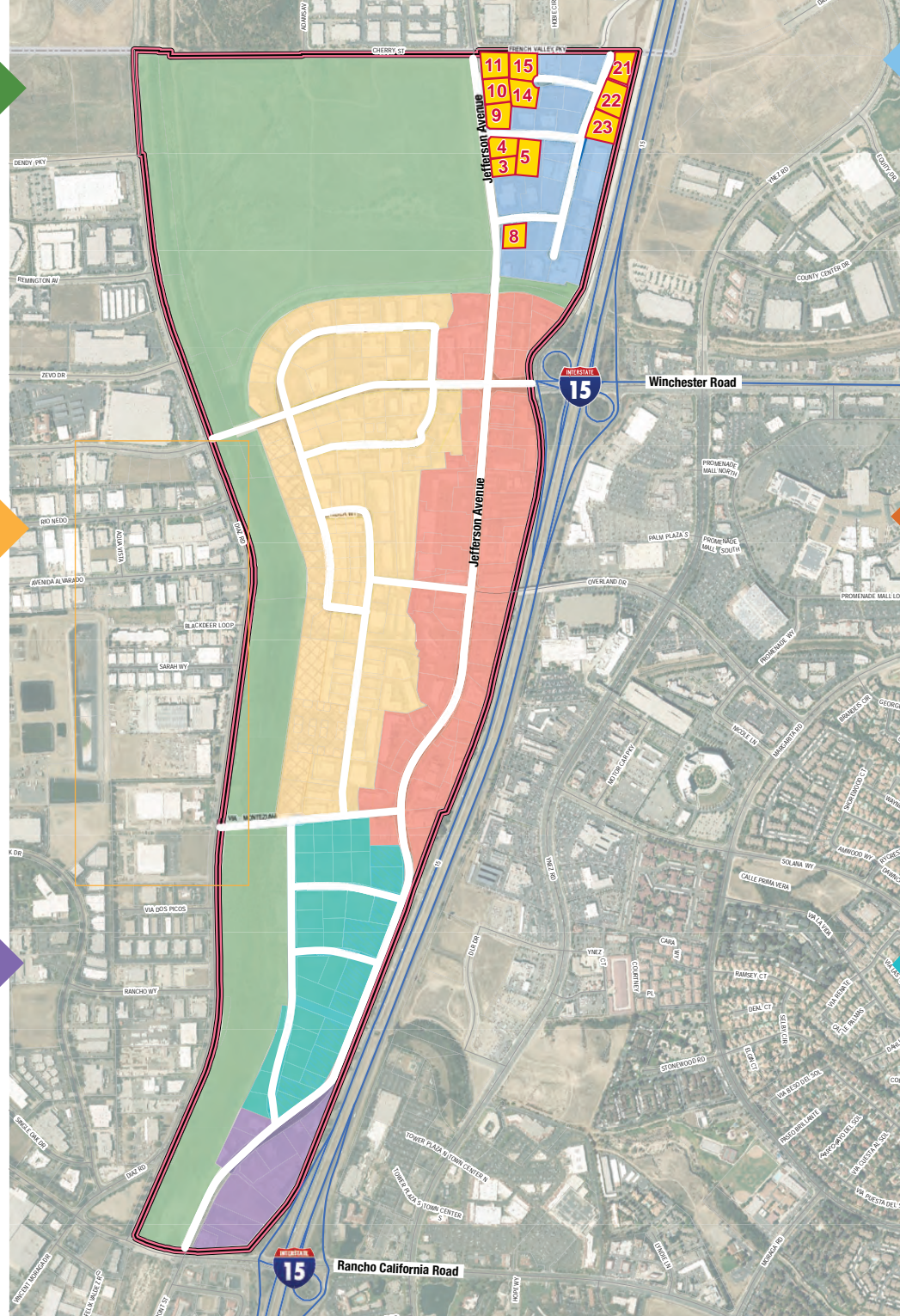
UPTOWN HOTEL & TOURISM CENTER DISTRICT

Primary visitor and tourist serving district

- ANTICIPATED LAND USES:
- Hotels
 - Convention & meeting space
 - Restaurants
 - Entertainment-oriented uses
 - Residential

- PROJECTS CAN BE:
- All commercial
 - Mixed-use
 - No ground floor residential uses

BUILDING HEIGHT
• 5 stories
• 8 stories (full service hotels)



UPTOWN SPORTS/TRANSIT DISTRICT

Mix of uses that compliment the future adjacent active/passive recreation area

- ANTICIPATED LAND USES:
- Hotels and guest serving facilities
 - Convention/retail uses
 - Office
 - Residential

- PROJECTS CAN BE:
- All residential
 - All commercial
 - Mixed-use

BUILDING HEIGHT
• 6 stories

UPTOWN CENTER DISTRICT

Urban core and employment hub of the specific plan area

- ANTICIPATED LAND USES:
- Commercial / Retail
 - Office
 - Residential

- PROJECTS CAN BE:
- All residential
 - All commercial
 - Mixed-use

BUILDING HEIGHT
• 8 stories

CREEKSIDE VILLAGE DISTRICT

Walkable, urban residential neighborhood located immediately adjacent to Murrieta Creek and trail

- ANTICIPATED LAND USES:
- Residential
 - Neighborhood Serving commercial / Retail

- PROJECTS CAN BE:
- All residential
 - All commercial
 - Mixed-use

BUILDING HEIGHT
• 5 stories

20 Minute Trade Area



107,247
Workplace
Population



\$70,728
Median
Income



415,854
Population

TEMECULA VALLEY UNIFIED SCHOOL DISTRICT RANKS IN



TOP 20%
test scores of CA

PER CAPITA SALES,
RANKED

TOP 15%
OF CALIFORNIA



TOURISM
GENERATES
\$651M
IN TRAVEL SPENDING

Market Demand By Land Use (10 years)



Office

LOW SF
478,000
HIGH SF
717,000



Hotel

LOW ROOMS
132
HIGH ROOMS
293



Retail/Restaurant

LOW SF
142,000
HIGH SF
324,000

Total New Development: (low) 2,435,000 SF (high) 4,125,000SF

Market Demand (20 years)

BUILDABLE ACRES ¹

128
ACRES

COMMERCIAL SF ²

1.9
MILLION SF

RESIDENTIAL DU ³

3,726
DU

TOTAL DEVELOPMENT
POTENTIAL

5.5
MILLION SF

Footnotes: 1 "Nets-out" Murrieta Creek Open Space. Assumes 30% of the total gross acres to be dedicated to future streets and alleys. Assumes 50% of the remaining acreage will be dedicated to surface parking or a parking garage and is not counted in the total development potential. 2 Assumes a FAR of 1.0 for Retail and Restaurant uses and a FAR of 2.0 for office and Hotel uses for all districts, except Uptown Center where a FAR of 2.5 was assumed for office and Hotel use. 3 Assumes a residential Diversity of 45 du/acre in all districts.

Temecula: The Excellence Continues

The Uptown Temecula Specific Plan Area is ready for redevelopment. Formerly known as the Jefferson Avenue Corridor, this commercial area was primarily developed in the 1970's and 1980's before the City's incorporation. After a series of community visioning workshops, the City Council adopted the Uptown Temecula Specific Plan, a form-based code that includes height and density incentives, an administrative approval process for entitlements, and adoption of a Programmatic EIR that will streamline environmental review for future projects consistent with the Plan. The project area is located just north of Old Town Temecula, the City's historic downtown, and encompasses approximately 560 acres north of Rancho California Road, west of Interstate 15, south of Cherry Street, and east of Diaz Road - with Jefferson Avenue being the primary corridor.

The future vision for Uptown Temecula is a vibrant, pedestrian friendly, urban area that allows for a mix of uses, ranging from eight-story full-service hotels to multi-level residential, mixed and commercial uses; depending on the zoning district. Street enhancements are planned as development occurs to achieve human-scaled walk ability neighborhoods that will balance the needs of pedestrians, bicycles, cars and public transit. The creation of smaller blocks will support the mobility for those that live, work and play in the Uptown Temecula area and help create a destination for those visiting the area. Additionally, Uptown Temecula's close proximity to Murrieta Creek, and its adjacent trails system, provides an added outdoor amenity.

Incentives:

- Administrative approval of planning applications (eliminating need for public hearing)
- Approved Programmatic EIR (streamlined environmental process)
- Phased Compliance (adaptive reuse)
- Increased density and height of development potential
- Expanded list of approved uses
- Expedited approval structure

Trip Generation and Street Enhancements

I-15 Freeway
(Winchester Rd. off-ramp)

108,000
vehicles per day

39.4
million vehicles per year

Jefferson Avenue Corridor
(vehicles per day)

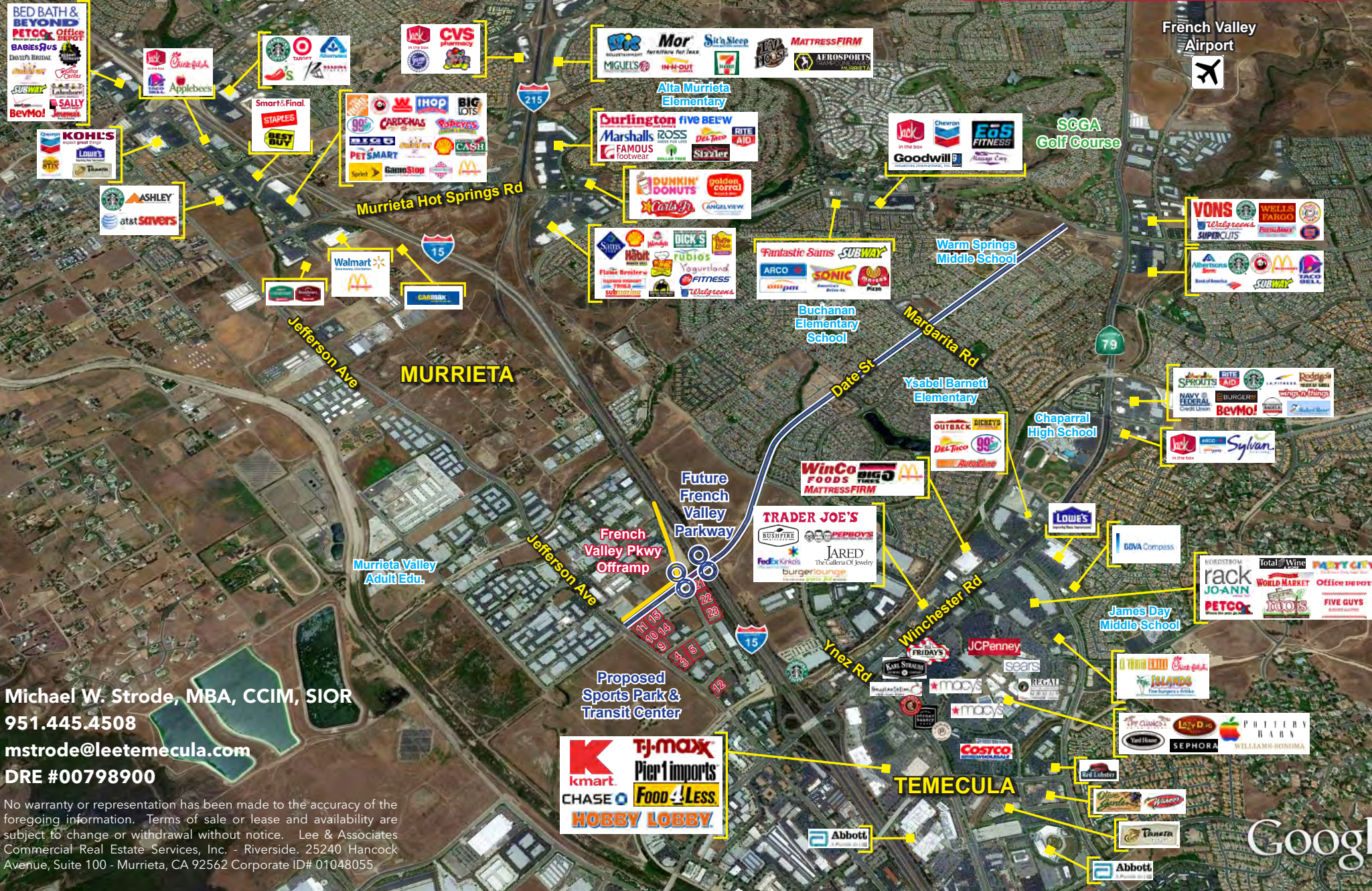
23,320
South of Winchester

20,250
South of Overland

18,300
South of Via Montezuma

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