



**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 south bound 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

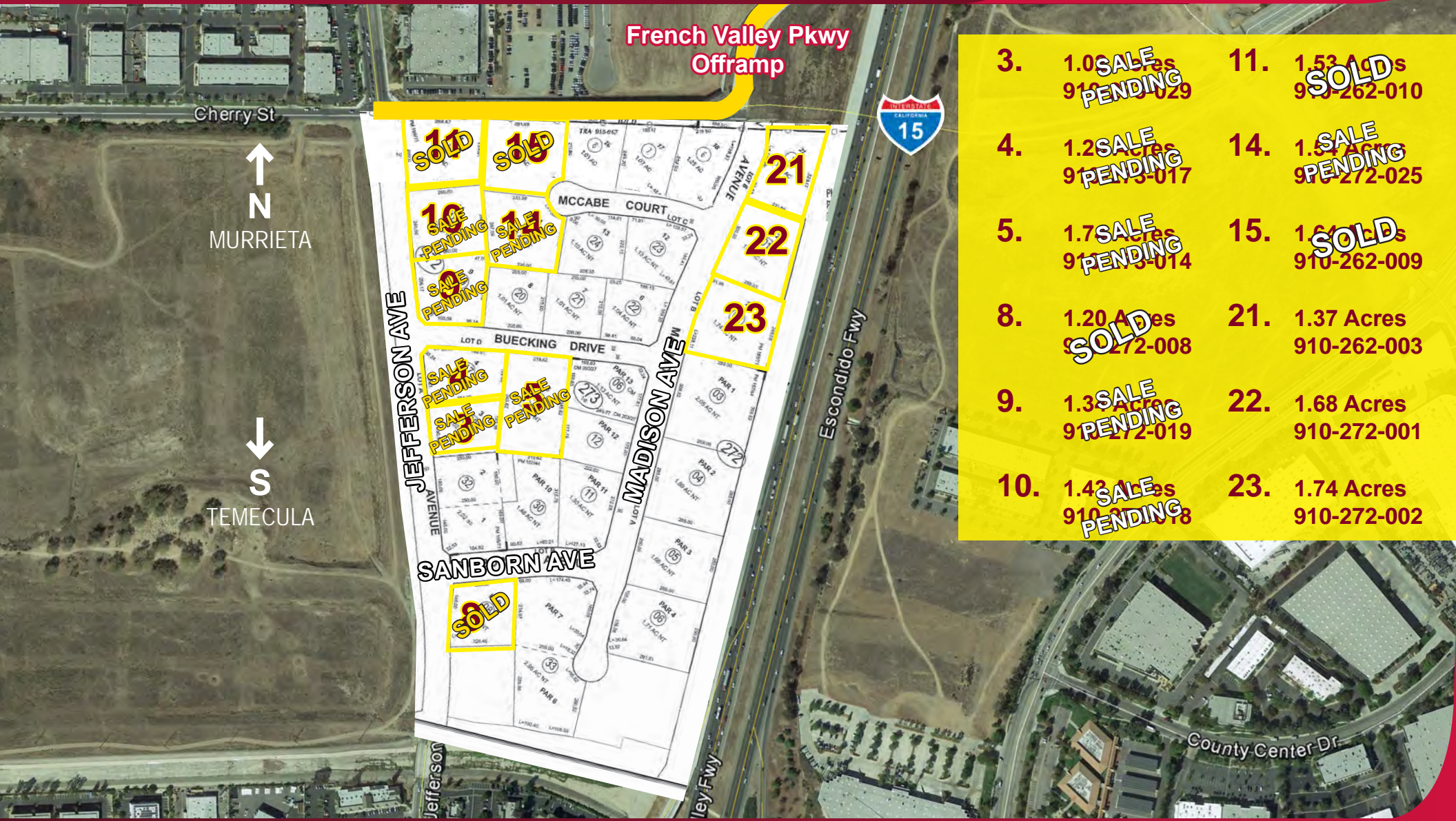
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**CONTACT AGENT  
FOR PRICING**

# PRIME COMMERCIAL LAND FOR SALE

SEQ FRENCH VALLEY PKWY & JEFFERSON AVE | TEMECULA, CA



Cherry St  
 ↑  
 N  
 MURRIETA  
 ↓  
 S  
 TEMECULA

3.	1.0 Acres 910-272-029	SALE PENDING	11.	1.53 Acres 910-262-010	SOLD
4.	1.2 Acres 910-272-017	SALE PENDING	14.	1.5 Acres 910-272-025	SALE PENDING
5.	1.7 Acres 910-272-014	SALE PENDING	15.	1.6 Acres 910-262-009	SOLD
8.	1.20 Acres 910-272-008	SOLD	21.	1.37 Acres 910-262-003	
9.	1.3 Acres 910-272-019	SALE PENDING	22.	1.68 Acres 910-272-001	
10.	1.43 Acres 910-272-018	SALE PENDING	23.	1.74 Acres 910-272-002	

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SEQ FRENCH VALLEY PKWY & JEFFERSON AVE | TEMECULA, CA

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| <b>3.</b> 1.02 Acres<br>910-273-029  | <b>11.</b> 1.53 Acres<br>910-262-010 |
| <b>4.</b> 1.20 Acres<br>910-273-017  | <b>14.</b> 1.54 Acres<br>910-272-025 |
| <b>5.</b> 1.74 Acres<br>910-273-014  | <b>15.</b> 1.64 Acres<br>910-262-009 |
| <b>8.</b> 1.20 Acres<br>910-272-008  | <b>21.</b> 1.37 Acres<br>910-262-003 |
| <b>9.</b> 1.34 Acres<br>910-272-019  | <b>22.</b> 1.68 Acres<br>910-272-001 |
| <b>10.</b> 1.43 Acres<br>910-272-018 | <b>23.</b> 1.74 Acres<br>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 1<sup>st</sup> floor

BUILDING HEIGHT  
• 5 stories

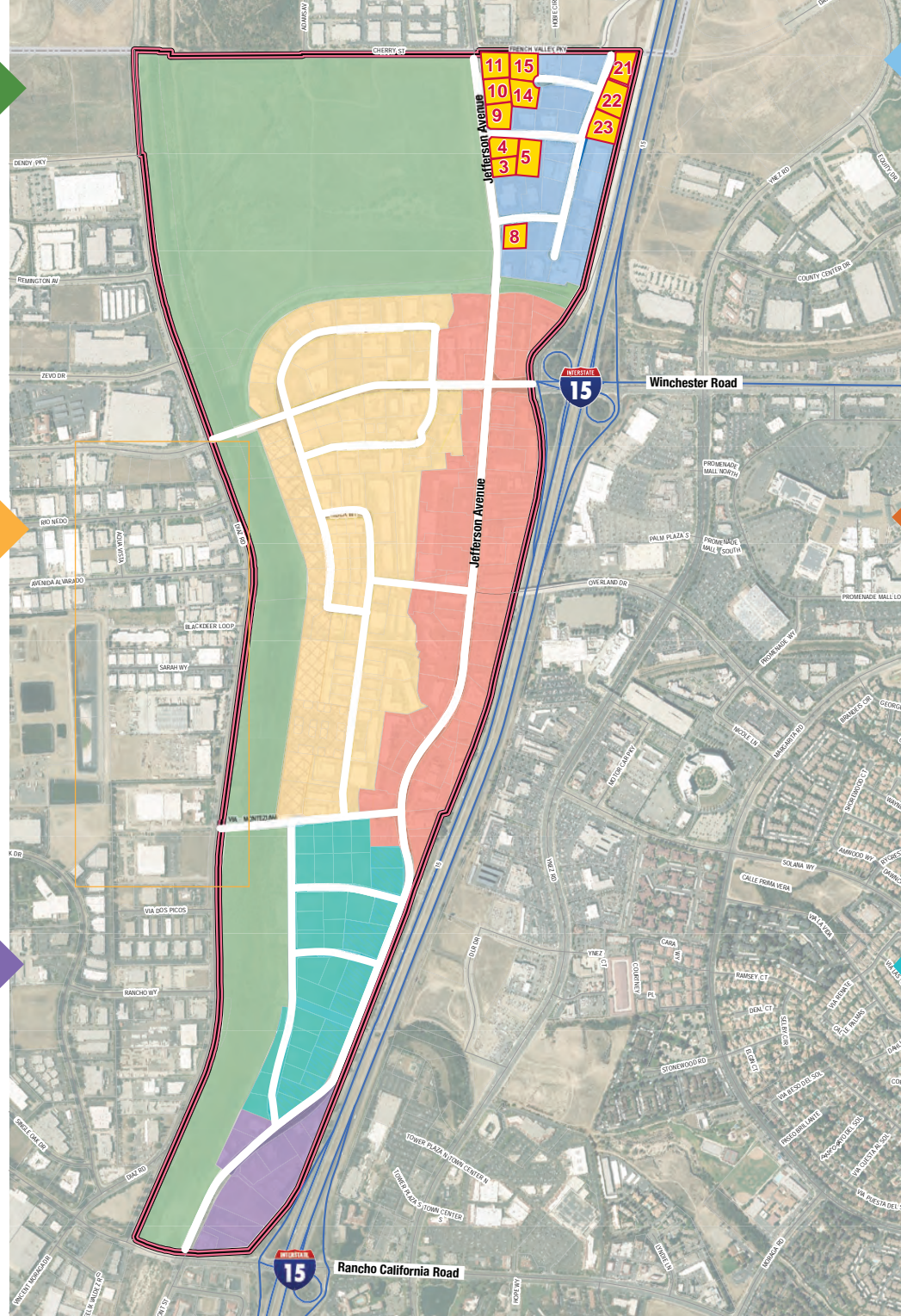
## UPTOWN HOTEL & TOURISM CENTER DISTRICT

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 <sup>1</sup>

**128**  
ACRES

COMMERCIAL SF <sup>2</sup>

**1.9**  
MILLION SF

RESIDENTIAL DU <sup>3</sup>

**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)

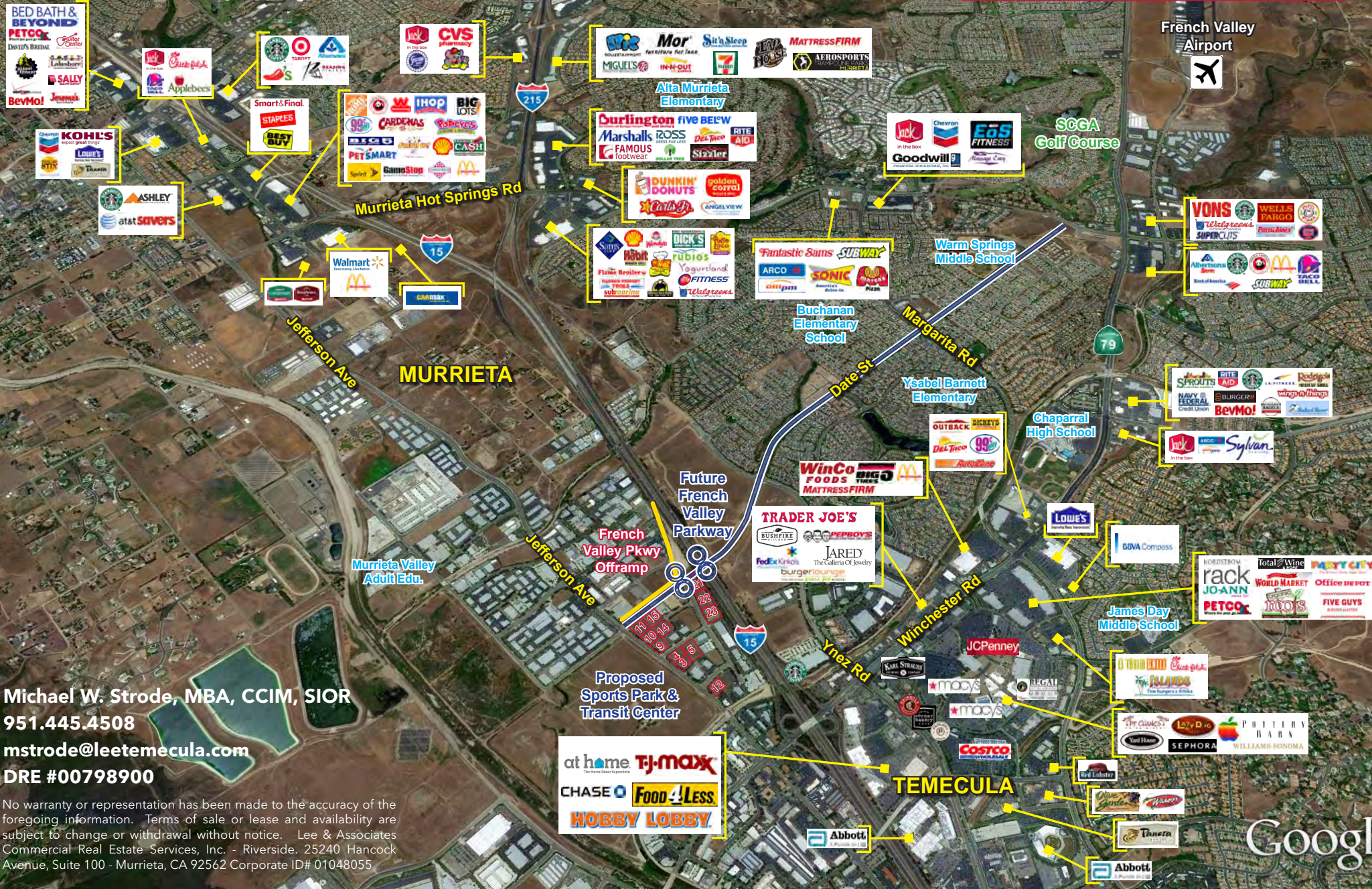
**23,320**  
South of Winchester

**20,250**  
South of Overland

**18,300**  
South of Via Montezuma

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