

# PRIME COMMERCIAL LAND FOR SALE

## SEQ FRENCH VALLEY PKWY & JEFFERSON AVE | TEMECULA, CA



### 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 1.20 -1.74 Acres
- Available separately or in contiguous parcels

**ASKING PRICE:**  
**CONTACT AGENT**

**Michael W. Strobe, MBA, CCIM, SIOR**

951.445.4508

mstrobe@leetemecula.com

DRE #00798900

No warranty or representation has been made to the accuracy of the foregoing information. Terms of sale or lease and availability are subject to change or withdrawal without notice. Lee & Associates Commercial Real Estate Services, Inc. - Riverside. 25240 Hancock Avenue, Suite 100 - Murrieta, CA 92562 Corporate ID# 01048055

**PRIME COMMERCIAL LAND FOR SALE**  
SEQ FRENCH VALLEY PKWY & JEFFERSON AVE | TEMECULA, CA



1. 1.53 Acres 910-262-010	7. 1.68 Acres 910-272-001
2. 1.64 Acres 910-262-009	8. 1.74 Acres 910-272-002
3. 1.43 Acres 910-272-018	9. 1.20 Acres 910-272-017
4. 1.54 Acres 910-272-025	10. 1.05 Acres 910-272-029
5. 1.34 Acres 910-272-019	11. 1.74 Acres 910-272-014
6. 1.37 Acres 910-262-003	12. 1.20 Acres 910-272-008

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SEQ FRENCH VALLEY PKWY &  
JEFFERSON AVE | TEMECULA, CA

- |                              |                               |
|------------------------------|-------------------------------|
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## MURRIETA CREEK RECREATION & OPEN SPACE DISTRICT

Located on the western  
border 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

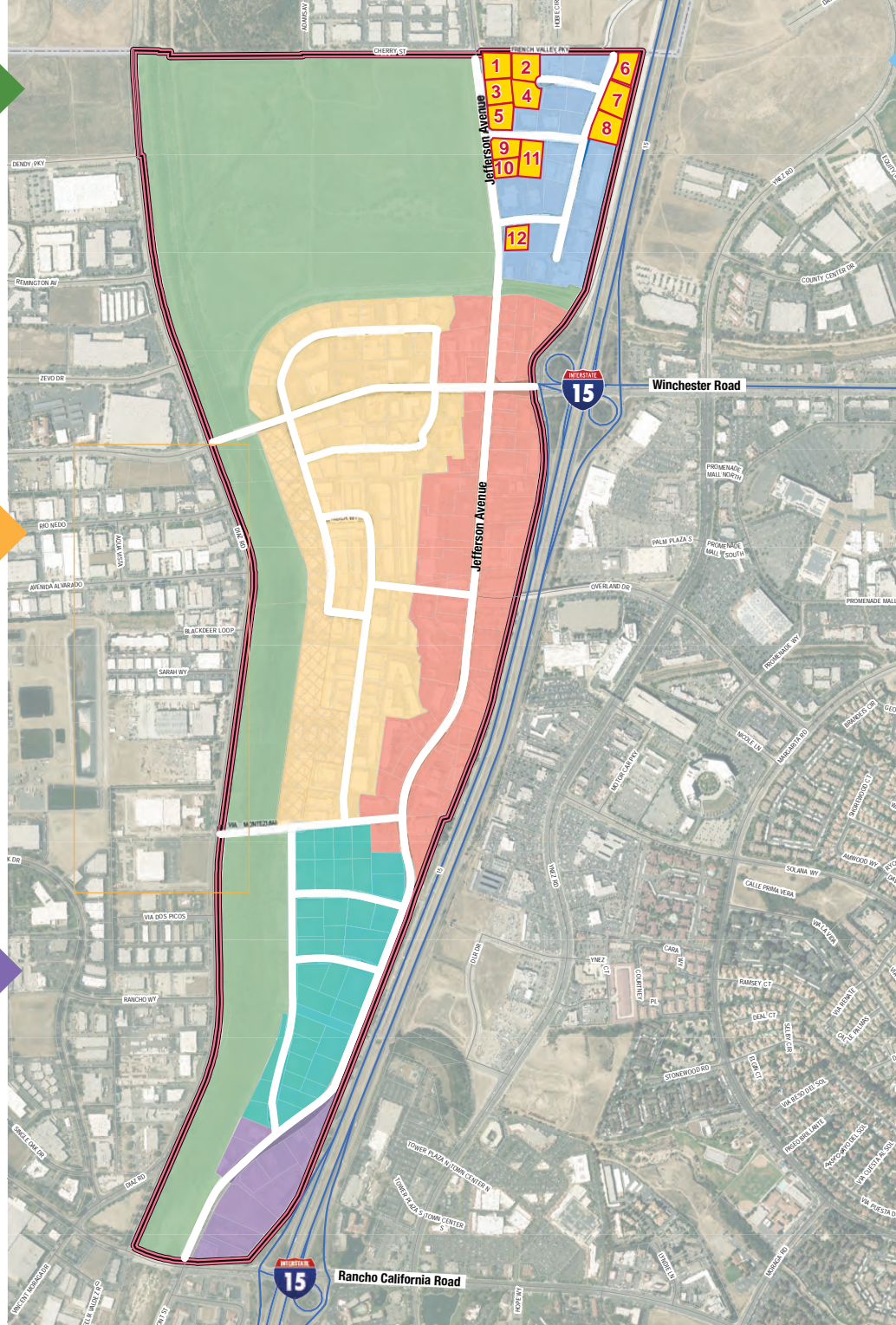
## UPTOWN HOTEL & TOURISM CENTER DISTRICT

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

 TOURISM  
GENERATES  
**\$651M**  
IN TRAVEL SPENDING

PER CAPITA SALES,  
RANKED

**TOP 15%**  
OF CALIFORNIA

## 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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