



SEQ WINCHESTER ROAD
& BENTON ROAD
MURRIETA, CA

SITE

SHOPPING CENTER HIGHLIGHTS:

- Join Area Retailers - Stater Bros., CVS, Crunch Fitness, Starbucks and many others
- ±60,000 SF Commercial Land Available For Ground Lease - Join Jack in the Box, Denny's and Popeyes
- Located in an under served high residential growth trade area
- Offers outstanding street visibility along Winchester Rd.
- Ideal for a car wash, gas station, drive-thru or sit-down restaurants, auto parts store and other retail / service uses.

DEMOGRAPHICS	2 mile	3 mile	5 mile
Average Income	\$118,525	\$108,147	\$109,035
Population	37,356	70,417	162,351
Daytime Population	2,944	6,959	29,357

*Source: Regis

TRAFFIC COUNTS	
41,148 CPD	20,203 CPD
Winchester @ Benton	Clinton Keith Road Expansion (Anticipated)

*Source: Caltrans & Regis *Source: Riverside County

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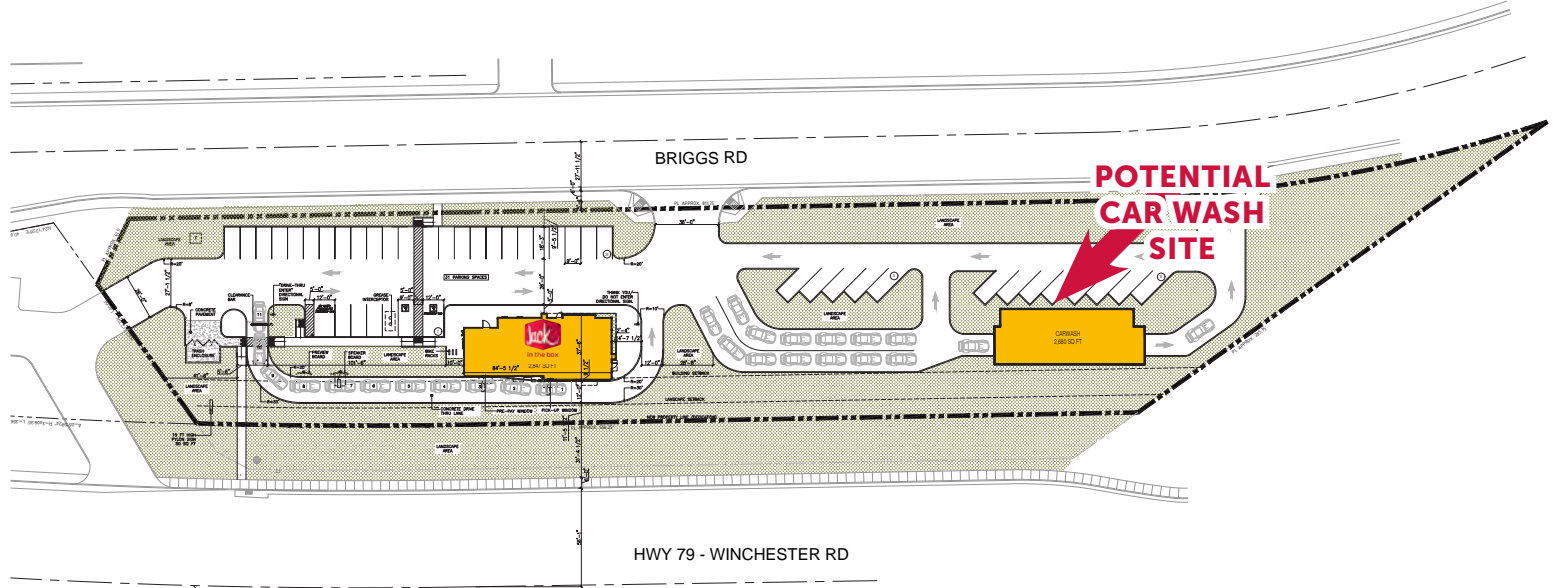
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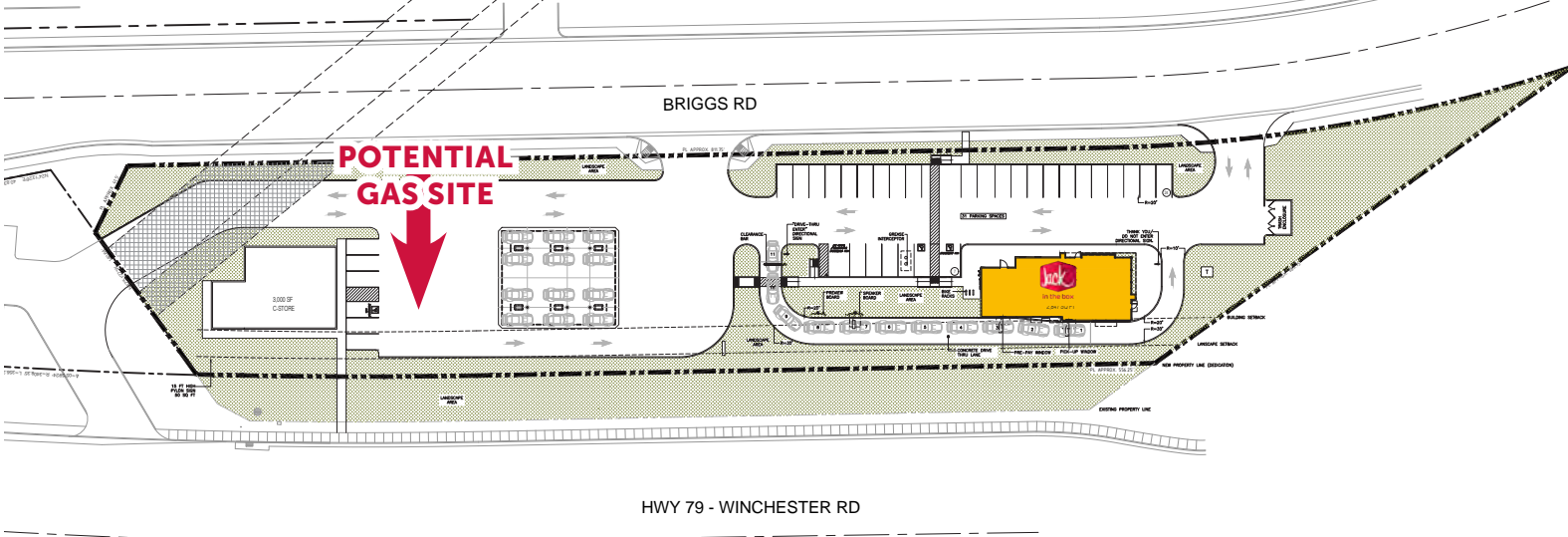
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CONCEPTUAL SITE PLANS

SITE PLAN 1



SITE PLAN 2





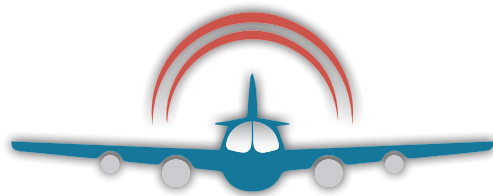
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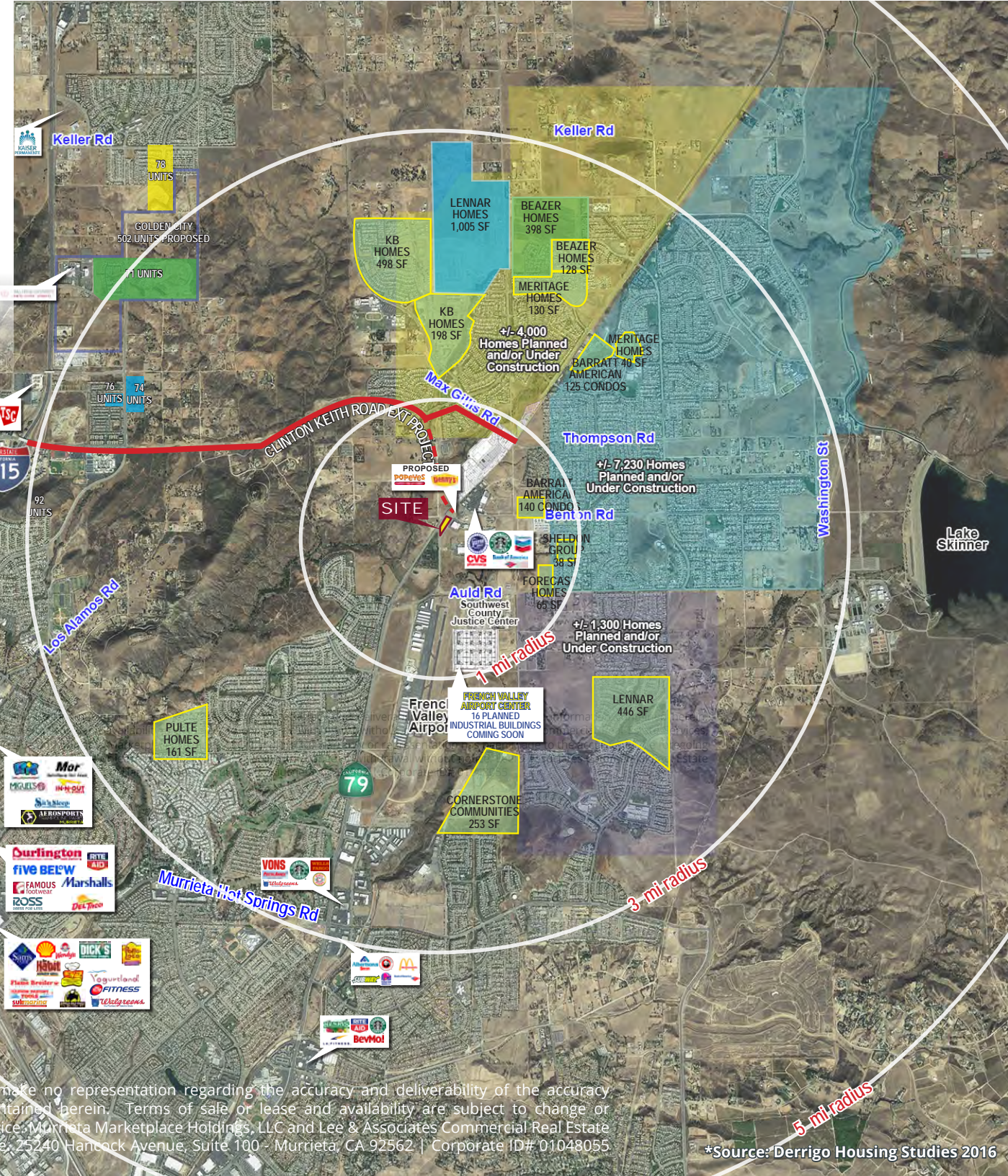
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*Source: Derrigo Housing Studies 2016



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TRADE AREA HIGHLIGHTS:

- Murrieta Marketplace 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 has an expected completion of Early 2021 completion which finishes the connection of Clinton Keith to Winchester Road opening direct access to the French Valley trade area.
- SEQ Winchester Road & Benton Road, Murrieta, CA 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

Benton Rd & Winchester Rd		2 mi radius	3 mi radius	5 mi radius
POPULATION	2018 Estimated Population	37,356	70,417	162,351
	2023 Projected Population	39,768	74,869	172,976
	2010 Census Population	26,042	52,132	135,756
	2000 Census Population	2,915	10,847	55,559
	Projected Annual Growth 2018 to 2023	1.3%	1.3%	1.3%
	Historical Annual Growth 2000 to 2018	65.6%	30.5%	10.7%
	2018 Median Age	32.1	33.5	34.8
HOUSEHOLDS	2018 Estimated Households	10,242	20,345	49,477
	2023 Projected Households	10,578	20,993	51,144
	2010 Census Households	7,123	15,010	41,373
	2000 Census Households	855	3,633	17,740
	Projected Annual Growth 2018 to 2023	0.7%	0.6%	0.7%
Historical Annual Growth 2000 to 2018	61.0%	25.6%	9.9%	
RACE AND ETHNICITY	2018 Estimated White	61.5%	62.2%	63.9%
	2018 Estimated Black or African American	7.3%	7.4%	6.8%
	2018 Estimated Asian or Pacific Islander	14.3%	13.8%	12.3%
	2018 Estimated American Indian or Native Alaskan	0.9%	0.9%	0.8%
	2018 Estimated Other Races	16.0%	15.7%	16.2%
	2018 Estimated Hispanic	30.3%	29.9%	30.4%
INCOME	2018 Estimated Average Household Income	\$118,525	\$108,147	\$109,035
	2018 Estimated Median Household Income	\$101,947	\$96,951	\$93,435
	2018 Estimated Per Capita Income	\$32,782	\$31,540	\$33,371
EDUCATION (AGE 25+)	2018 Estimated Elementary (Grade Level 0 to 8)	3.2%	2.8%	3.2%
	2018 Estimated Some High School (Grade Level 9 to 11)	4.2%	4.0%	4.3%
	2018 Estimated High School Graduate	20.4%	21.8%	22.5%
	2018 Estimated Some College	27.7%	28.5%	29.0%
	2018 Estimated Associates Degree Only	12.4%	11.9%	10.6%
	2018 Estimated Bachelors Degree Only	22.4%	21.9%	20.8%
2018 Estimated Graduate Degree	9.7%	9.1%	9.7%	
BUSINESS	2018 Estimated Total Businesses	397	935	3,535
	2018 Estimated Total Employees	2,944	6,959	29,357
	2018 Estimated Employee Population per Business	7.4	7.4	8.3
	2018 Estimated Residential Population per Business	94.2	75.3	45.9