



**NWC CLINTON KEITH ROAD (BENTON)
& WINCHESTER ROAD (HWY 79 NORTH)
MURRIETA, CA**

SHOPPING CENTER HIGHLIGHTS:

- Now leasing anchor and Jr. Anchor and Pads
- Opening date estimate 1st quarter 2019

DEMOGRAPHICS

	2 mile	3 mile	5 mile
Average Income	\$105,211	\$104,809	\$97,169
Population	36,017	57,278	154,658
Daytime Population	2,735	5,401	21,474

*Source: Regis

TRAFFIC COUNTS

26,859 CPD

Winchester Rd.

*Source: CoStar

20,203 CPD

Clinton Keith Road
Expansion (Anticipated)

*Source: Riverside County



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Lee & Associates is proud to present this rare opportunity leasing opportunity in the region's newest community shopping center known as Murrieta Marketplace which will feature roughly ±500,000 square feet of building space and is located at the NWC Winchester Road (Highway 79 North) and Clinton Keith Road in the City of Murrieta.

The northeast portion of the Murrieta trade area is severely underserved offering a prime opportunity for many retail, service and restaurant uses to capitalize on. Murrieta Marketplace will be built in Phases and Phase 1 will be comprised of +/-240,000 and anchored by Home Depot as the center's major anchor. The project is fully entitled, EIR in place, Development Agreement in place with the City of Murrieta. The developer will substantially conform and modify the site plan/elevations to not jeopardize any approvals already in place to expedite development of this shopping center



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WINCHESTER ROAD

PROJECT SUMMARY

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FRENCH VALLEY



NWC CLINTON KEITH ROAD (BENTON)
& WINCHESTER ROAD (HWY 79 NORTH)
MURRIETA, CA

Max Gillis Blvd

Benton Road

Winchester Road CA-79



MURRIETA

LEE & ASSOCIATES
COMMERCIAL REAL ESTATE SERVICES

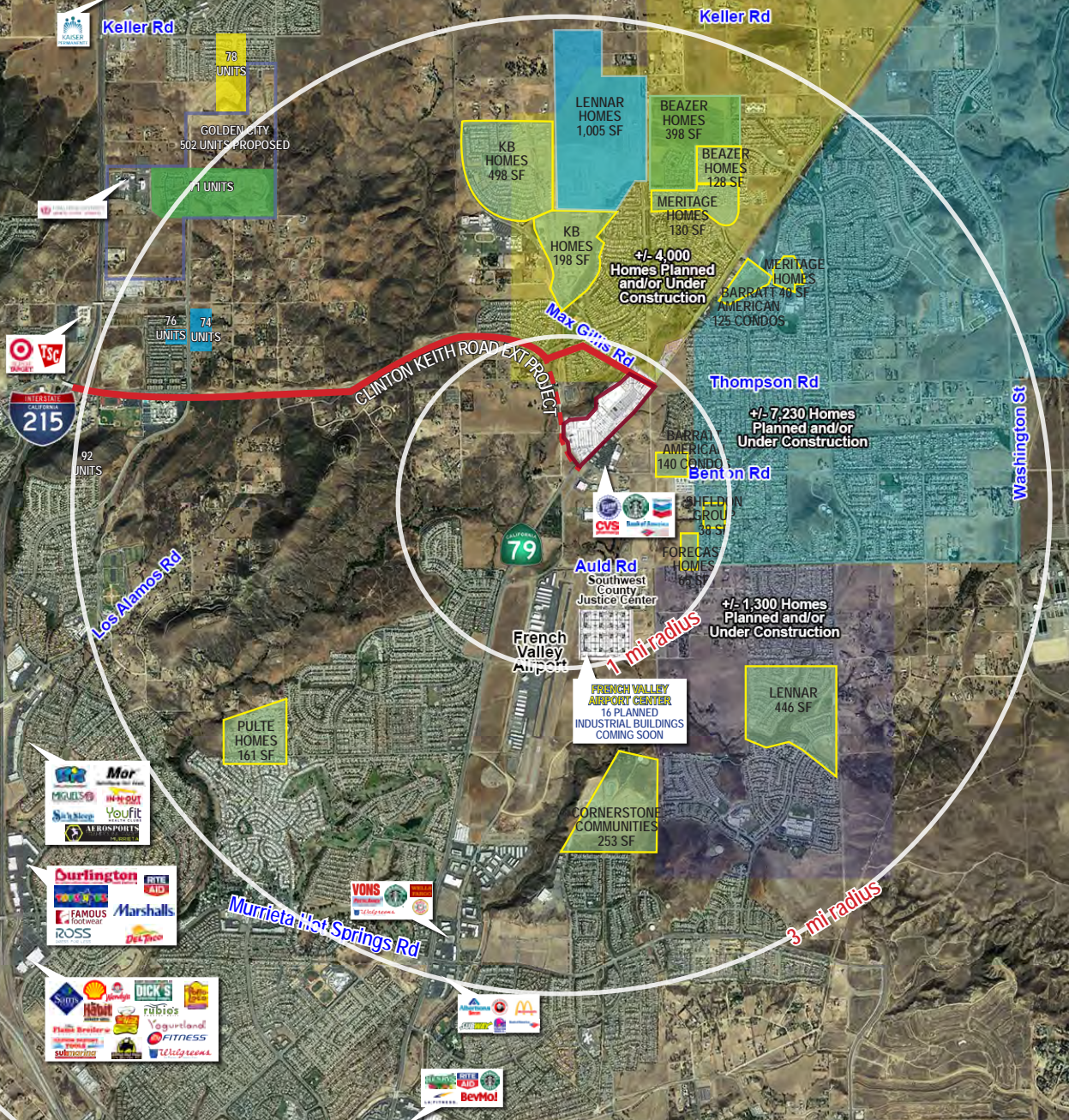
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Future Clinton Keith Road



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*Source: Derrigo Housing Studies 2016



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MURRIETA, CA

CONCEPTUAL ELEVATIONS





NWC CLINTON KEITH ROAD (BENTON)
 & WINCHESTER ROAD (HWY 79 NORTH)
 MURRIETA, CA

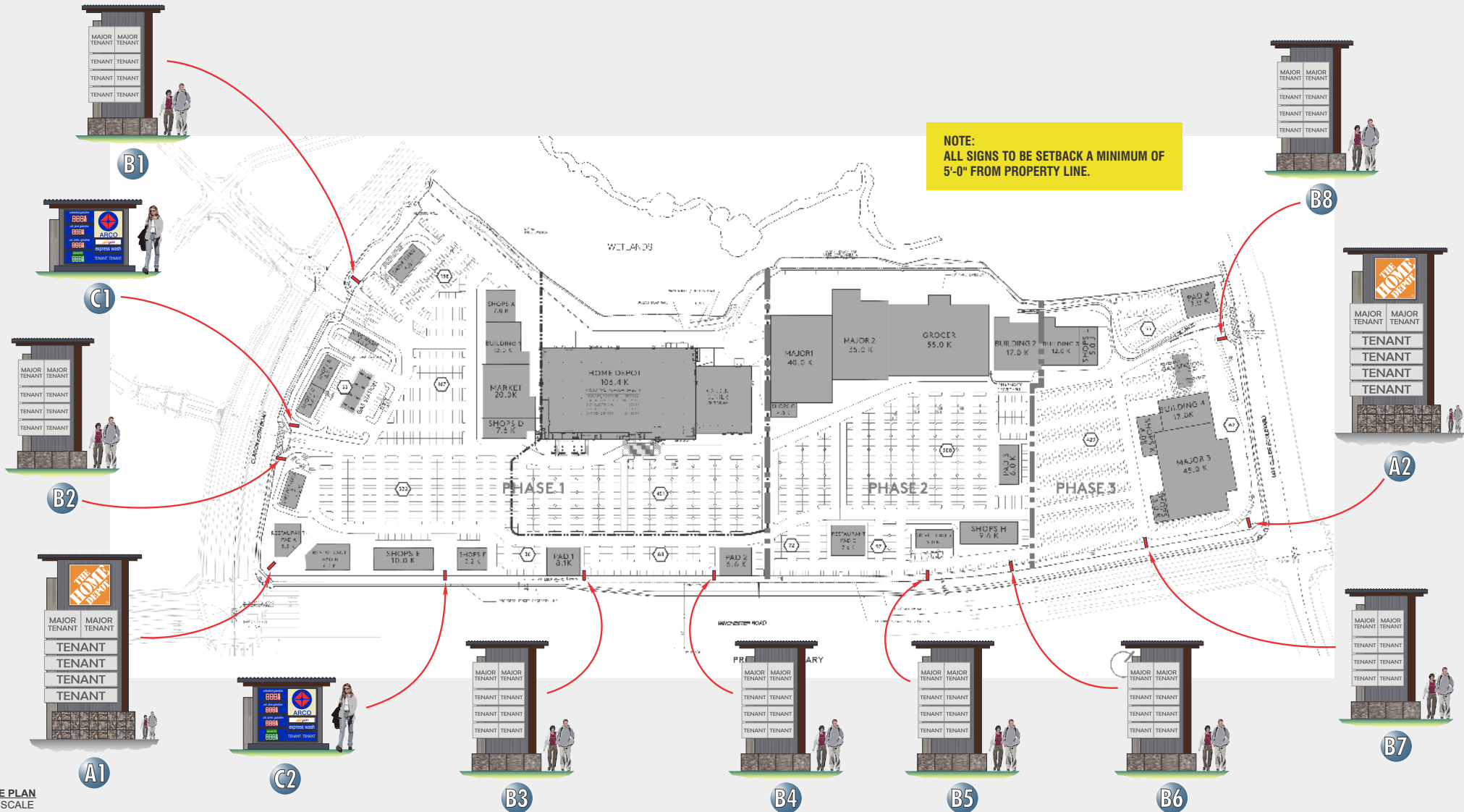
CONCEPTUAL ELEVATIONS





NWC CLINTON KEITH ROAD (BENTON)
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PROPOSED PYLON & MONUMENT SIGNAGE



SITE PLAN
NO SCALE



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TRADE AREA HIGHLIGHTS:

- Murrieta Marketplace ideally is 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 expected 2017 completion of Clinton Keith Road's extension between Interstate 215 to Leon Road connecting with Max Gillis as the first phase with the complete connection to Winchester Road 79 expected to complete in 2019-2020. Winchester Road's recently completed expansion to six lanes (four now in operation) will also ensure easy and convenient access to Murrieta Marketplace.
- Murrieta Marketplace 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!

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DEMOGRAPHICS

Murrieta Marketplace		2 mi radius	3 mi radius	5 mi radius
Murrieta, CA				
POPULATION	2017 Estimated Population	36,017	57,278	154,658
	2022 Projected Population	37,895	60,232	163,263
	2010 Census Population	25,812	43,572	132,444
	2000 Census Population	2,739	6,145	52,360
	Projected Annual Growth 2017 to 2022	1.0%	1.0%	1.1%
	Historical Annual Growth 2000 to 2017	71.5%	48.9%	11.5%
	2017 Median Age	31.7	32.4	34
HOUSEHOLDS	2017 Estimated Households	9,927	15,993	46,853
	2022 Projected Households	10,349	16,669	49,002
	2010 Census Households	7,103	12,063	40,057
	2000 Census Households	804	2,040	16,648
	Projected Annual Growth 2017 to 2022	0.9%	0.8%	0.9%
	Historical Annual Growth 2000 to 2017	66.7%	40.2%	10.7%
RACE AND ETHNICITY	2017 Estimated White	63.1%	62.8%	64.3%
	2017 Estimated Black or African American	7.1%	7.4%	6.8%
	2017 Estimated Asian or Pacific Islander	13.9%	13.9%	12.5%
	2017 Estimated American Indian or Native Alaskan	0.9%	0.9%	0.8%
	2017 Estimated Other Races	15.1%	14.9%	15.7%
	2017 Estimated Hispanic	28.8%	28.6%	29.3%
INCOME	2017 Estimated Average Household Income	\$105,211	\$104,809	\$97,169
	2017 Estimated Median Household Income	\$95,578	\$95,503	\$86,417
	2017 Estimated Per Capita Income	\$29,269	\$29,603	\$29,579
EDUCATION (AGE 25+)	2017 Estimated Elementary (Grade Level 0 to 8)	3.1%	2.9%	3.6%
	2017 Estimated Some High School (Grade Level 9 to 11)	5.8%	5.5%	5.4%
	2017 Estimated High School Graduate	21.2%	21.1%	23.2%
	2017 Estimated Some College	30.3%	29.9%	29.6%
	2017 Estimated Associates Degree Only	10.7%	10.6%	9.8%
	2017 Estimated Bachelors Degree Only	20.3%	21.2%	19.1%
BUSINESS	2017 Estimated Graduate Degree	8.8%	9.0%	9.3%
	2017 Estimated Total Businesses	363	775	2,724
	2017 Estimated Total Employees	2,735	5,401	21,474
	2017 Estimated Employee Population per Business	7.5	7.0	7.9
	2017 Estimated Residential Population per Business	99.2	73.9	56.8

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