

# FRENCH VALLEY CROSSINGS



SWC CLINTON KEITH RD & WINCHESTER RD  
MURRIETA, CA

## SHOPPING CENTER HIGHLIGHTS:

- Strategically Situated In A High Residential Growth Area.
- Under Served Trade Area
- Pads For Lease or Build To Suit
- Delivery Estimated 2nd-3rd Quarter 2019

## DEMOGRAPHICS

	2 mile	3 mile	5 mile
Average Income	\$104,677	\$99,518	\$96,582
Population	35,694	69,529	160,023
Daytime Population	2,878	6,136	32,987

\*Source: Regis

## TRAFFIC COUNTS

**26,859 CPD**

Winchester Rd.

**20,203 CPD**

Clinton Keith Road  
Expansion (Anticipated)

\*Source: CoStar

\*Source: Riverside County



Lee & Associates is proud to present this rare opportunity leasing opportunity in the region's newest community shopping center known as French Valley Crossings which will feature roughly ±65,000 square feet of building space and is located at the SWC Winchester Road (Highway 79 North) and Clinton Keith Road in the City of Murrieta.



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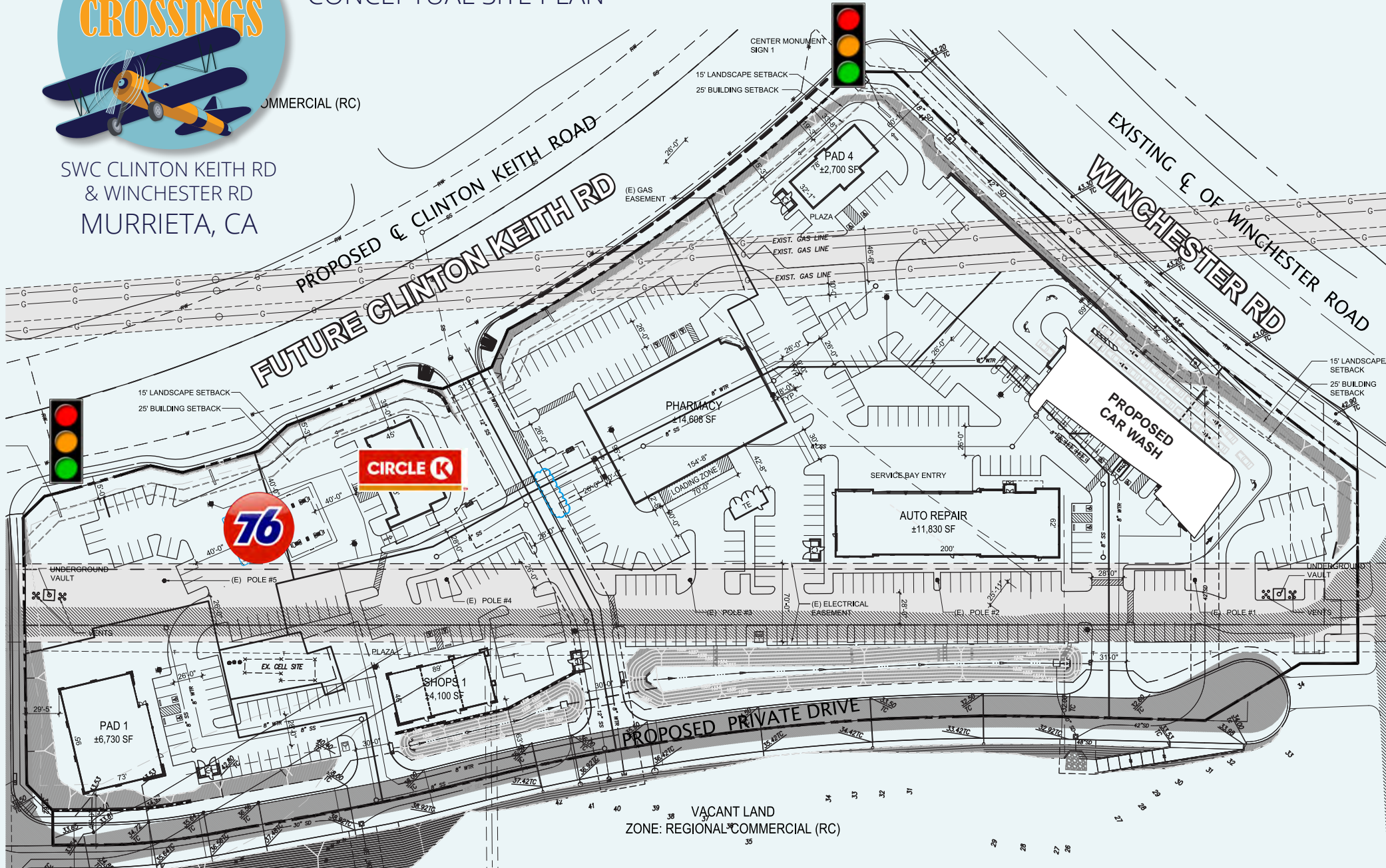
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COMMERCIAL (RC)

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## CONCEPTUAL SITE PLAN



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PROPOSED  
CAR WASH

MAX GILLIS BLVD

WINCHESTER RD

BENTON RD

FUTURE CLINTON KEITH RD

**LEE & ASSOCIATES**  
COMMERCIAL REAL ESTATE SERVICES

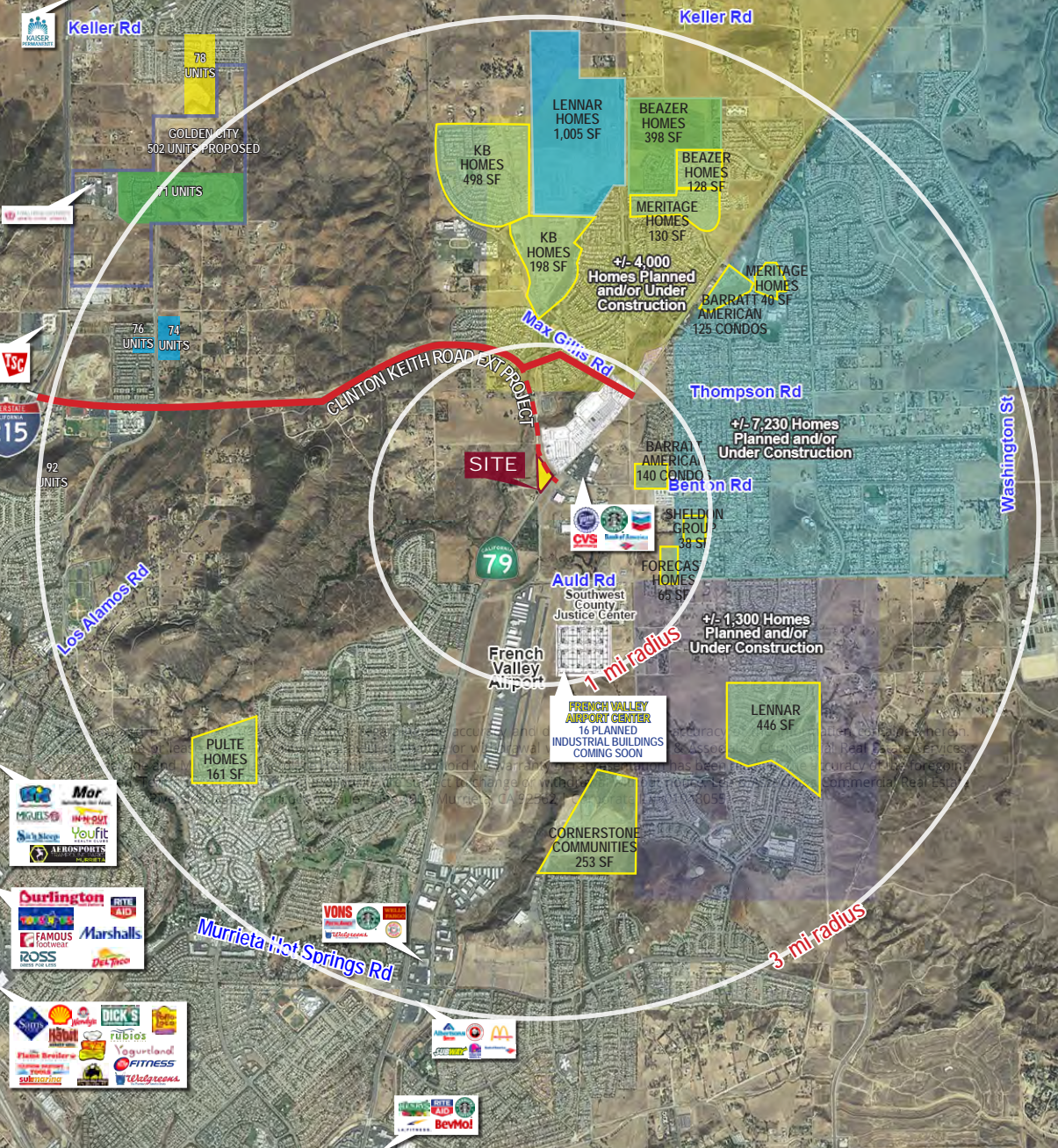
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5 mi radius  
\*Source: Derrigo Housing Studies 2016

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MURRIETA, CA

## TRADE AREA HIGHLIGHTS:

- French Valley Crossings ideally is located at the axis of two major intersections, Clinton Keith Road and Winchester 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 early 2018 and the final phase finishing the connection of Clinton Keith to the French Valley Creek Bridge opening direct access to Winchester Road is estimated to complete in 2020. Winchester Road's recently completed expansion to six lanes (four now in operation) will also ensure easy and convenient access to French Valley Crossings.
- French Valley Crossings 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

### French Valley Crossings

Murrieta, CA 92563

		2 mi radius	3 mi radius	5 mi radius
POPULATION	2017 Estimated Population	35,694	69,529	160,023
	2022 Projected Population	37,545	73,136	168,943
	2010 Census Population	25,895	53,685	137,683
	2000 Census Population	3,064	12,062	56,604
	Projected Annual Growth 2017 to 2022	1.0%	1.0%	1.1%
	Historical Annual Growth 2000 to 2017	62.7%	28.0%	10.7%
	2017 Median Age	31.6	32.8	34.2
HOUSEHOLDS	2017 Estimated Households	9,817	20,098	49,059
	2022 Projected Households	10,231	20,951	51,317
	2010 Census Households	7,098	15,486	42,177
	2000 Census Households	913	4,001	18,136
	Projected Annual Growth 2017 to 2022	0.8%	0.8%	0.9%
	Historical Annual Growth 2000 to 2017	57.4%	23.7%	10.0%
RACE AND ETHNICITY	2017 Estimated White	62.1%	63.2%	64.7%
	2017 Estimated Black or African American	7.1%	7.2%	6.7%
	2017 Estimated Asian or Pacific Islander	14.6%	13.8%	12.3%
	2017 Estimated American Indian or Native Alaskan	0.9%	0.8%	0.8%
	2017 Estimated Other Races	15.3%	14.9%	15.6%
	2017 Estimated Hispanic	28.8%	28.7%	29.2%
INCOME	2017 Estimated Average Household Income	\$104,677	\$99,518	\$96,582
	2017 Estimated Median Household Income	\$94,833	\$90,441	\$85,809
	2017 Estimated Per Capita Income	\$29,078	\$29,055	\$29,749
EDUCATION (AGE 25+)	2017 Estimated Elementary (Grade Level 0 to 8)	3.3%	3.0%	3.5%
	2017 Estimated Some High School (Grade Level 9 to 11)	5.8%	5.2%	5.4%
	2017 Estimated High School Graduate	21.2%	22.5%	23.2%
	2017 Estimated Some College	29.4%	29.6%	29.6%
	2017 Estimated Associates Degree Only	10.2%	10.3%	9.7%
	2017 Estimated Bachelors Degree Only	20.8%	20.8%	19.2%
	2017 Estimated Graduate Degree	9.3%	8.6%	9.4%
BUSINESS	2017 Estimated Total Businesses	406	859	3,767
	2017 Estimated Total Employees	2,878	6,136	32,987
	2017 Estimated Employee Population per Business	7.1	7.1	8.8
	2017 Estimated Residential Population per Business	87.9	81.0	42.5