

FRENCH VALLEY CROSSINGS



SWC CLINTON KEITH RD & WINCHESTER RD
MURRIETA, CA

SHOPPING CENTER HIGHLIGHTS:

- Situated at Main & Main In the Heart of French Valley
- Now Pre-Leasing Shops from ±1,200 SF & Pads
- Underserved & High Growth Trade Area
- Build to Suit & Ground Lease Options

DEMOGRAPHICS

	1 mi	3 mi	5 mi	10 mi
Average Income	\$175,522	\$157,009	\$151,243	\$143,845
Population	5,683	80,505	176,408	465,716
Daytime Population	2,234	32,029	82,971	241,324

*Source: Regis

TRAFFIC COUNTS

45,070 CPD

Winchester @ Benton

*Source: Caltrans & Regis

21,161 CPD

Clinton Keith Road

*Source: Riverside County



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Lee & Associates is proud to present this rare 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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NOW OPEN



MAX GILLIS BLVD

WINCHESTER RD

BENTON RD

(NOW OPEN) CLINTON KEITH RD

LEE & ASSOCIATES
COMMERCIAL REAL ESTATE SERVICES

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Landlord and Broker make no representation regarding the accuracy and deliverability of the accuracy of the information contained herein. Terms of sale or lease and availability are subject to change or withdrawal without notice. Lee & Associates Commercial Real Estate Services, Inc. - Riverside and Murrieta Marketplace Holdings, LLC "Landlord". This site plan is not a representation, warranty or guarantee as to size, location, identity of any tenant, the suite number, address of any other physical indicator or parameter of the property and for use as approximated information only. The improvements are subject to change, additions, and deletions as the architect, landlord, or any governmental agency may direct or determine in their absolute discretion.



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CONCEPTUAL
ELEVATIONS

LEE & ASSOCIATES
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TRADE AREA HIGHLIGHTS:

- French Valley Crossings 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 is now open and complete which finishes the connection of Clinton Keith to Winchester Road opening direct access to the French Valley trade area.
- 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

Murrieta, CA	1 mi radius	3 mi radius	5 mi radius	10 mi radius
Population				
2025 Estimated Population	5,683	80,505	176,408	465,716
2030 Projected Population	6,170	86,315	187,582	494,493
2020 Census Population	5,595	74,597	163,256	436,466
2010 Census Population	4,374	54,794	138,074	363,480
Projected Annual Growth 2025 to 2030	1.7%	1.4%	1.3%	1.2%
Historical Annual Growth 2010 to 2025	2.0%	3.1%	1.9%	1.9%
2025 Median Age	34.6	35.8	36.8	37.6
Households				
2025 Estimated Households	1,545	23,271	54,005	148,739
2030 Projected Households	1,710	25,400	58,479	161,108
2020 Census Households	1,577	21,725	50,311	139,365
2010 Census Households	1,232	15,839	42,398	116,367
Projected Annual Growth 2025 to 2030	2.1%	1.8%	1.7%	1.7%
Historical Annual Growth 2010 to 2025	1.7%	3.1%	1.8%	1.9%
Race and Ethnicity				
2025 Estimated White	44.0%	44.8%	46.9%	48.9%
2025 Estimated Black or African American	8.0%	8.7%	8.0%	7.4%
2025 Estimated Asian or Pacific Islander	16.3%	15.4%	13.5%	11.6%
2025 Estimated American Indian or Native Alaskan	0.8%	1.1%	1.2%	1.3%
2025 Estimated Other Races	30.9%	29.9%	30.4%	30.8%
2025 Estimated Hispanic	38.6%	37.7%	38.5%	39.5%
Income				
2025 Estimated Average Household Income	\$175,522	\$157,009	\$151,243	\$143,845
2025 Estimated Median Household Income	\$142,866	\$127,649	\$124,354	\$118,747
2025 Estimated Per Capita Income	\$47,719	\$45,419	\$46,333	\$45,975
Education (Age 25+)				
2025 Estimated Elementary (Grade Level 0 to 8)	2.0%	3.1%	3.5%	4.4%
2025 Estimated Some High School (Grade Level 9 to 11)	2.8%	3.9%	4.2%	4.6%
2025 Estimated High School Graduate	20.9%	22.2%	21.4%	22.9%
2025 Estimated Some College	23.2%	26.6%	26.5%	26.0%
2025 Estimated Associates Degree Only	10.5%	9.8%	9.7%	9.8%
2025 Estimated Bachelors Degree Only	28.7%	23.6%	23.0%	21.2%
2025 Estimated Graduate Degree	11.9%	10.9%	11.6%	11.0%
Business				
2025 Estimated Total Businesses	153	1,582	4,986	15,862
2025 Estimated Total Employees	805	8,681	31,392	103,519
2025 Estimated Employee Population per Business	5.2	5.5	6.3	6.5
2025 Estimated Residential Population per Business	37.0	50.9	35.4	29.4