

25071 MONROE AVE, MURRIETA, CA 92562



Offering Memorandum

1.4-Acre Redevelopment Opportunity Near Murrieta's Golden Triangle

Asking Price: \$1,500,000 | APN: 949-200-009

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EXECUTIVE SUMMARY

Property Overview

Investment Highlights

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EXECUTIVE SUMMARY



PROPERTY OVERVIEW

Seize this exceptional infill redevelopment opportunity in one of Murrieta's most active commercial and medical corridors. This approx. 1.40-acre site is positioned near Murrieta's Golden Triangle and within the broader Golden Triangle North / Central Murrieta trade area, offering strong proximity to regional growth, medical services, schools, residential demand, and major transportation corridors.

The property carries Office (O) zoning and is positioned within the Transit-Oriented Development (TOD) Overlay, creating a flexible development path for multifamily, mixed-use, office, medical, service-commercial, hospitality, and assisted living/skilled nursing concepts.

The TOD Overlay provides a minimum density standard of 30 dwelling units per acre, establishing an approximate 42-unit baseline planning benchmark based on the site's 1.40-acre size. Higher-density multifamily or mixed-use concepts may be explored through thoughtful site planning, unit mix, residential over podium design, open space configuration, and applicable City review. TOD standards may also allow increased development height compared with the base Office district, positioning the site for a transformative infill development in one of Murrieta's key growth corridors.

PROPERTY OVERVIEW

PROPERTY SPECIFICATIONS

Item	Information
Address	25071 Monroe Ave, Murrieta, CA 92562
APN	949-200-009
Site Size	1.40 acres (60,984 SF)
Existing Improvement	1,440 SF manufactured home
Base Zoning	Office (O)
Overlay	Transit-Oriented Development (TOD) Overlay
Asking Price	\$1,500,000

UTILITIES INFRASTRUCTURE

- **Electricity:** Connected directly to the property.
- **Water:** Property currently utilizes an on-site well for water.
- **Sewer/Waste:** Current property relies on a septic system. Municipal sewer is believed to be available at the street level.

INVESTMENT HIGHLIGHTS

- **Dual Designation Advantage:** Office (O) zoning perfectly paired with a high-density TOD Overlay positioning.
- **Flexible Development Paths:** Potential uses include multifamily, mixed-use, office, medical, service-commercial, hospitality, and assisted living (under a conditional use permit).
- **Strategic Growth Location:** Located near Murrieta's highly desirable Golden Triangle and the broader Golden Triangle North / Central Murrieta trade area.
- **Robust Transit Density:** The TOD Overlay establishes a mandatory minimum density standard of 30 dwelling units per acre.



1,440 SF Manufactured Home on Property

ZONING & REDEVELOPMENT

Current Designations

Zoning Summary Chart

Site Plan

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ZONING & DEVELOPMENT SUMMARY



CURRENT DESIGNATIONS

Base Zoning: Office (O) | Overlay: Transit-Oriented Development (TOD) Overlay | General Plan: Professional and Office

OFFICE (O) BASE FRAMEWORK

The Office (O) district is intended primarily for office-oriented uses, with compatible supporting commercial uses such as financial, medical, restaurants, hotels, and related service uses. Assisted Living / Skilled Nursing represents a Conditional Use path and should be evaluated through the applicable CUP and licensing process.

TRANSIT-ORIENTED DEVELOPMENT (TOD) OVERLAY

The TOD Overlay is intended to support residential and nonresidential mixed-use development near transit. It allows multifamily, mixed-use, and live/work opportunities in addition to the underlying Office zoning framework, providing the site with one of the most flexible development profiles available in the Murrieta market.

ZONING & DEVELOPMENT SUMMARY

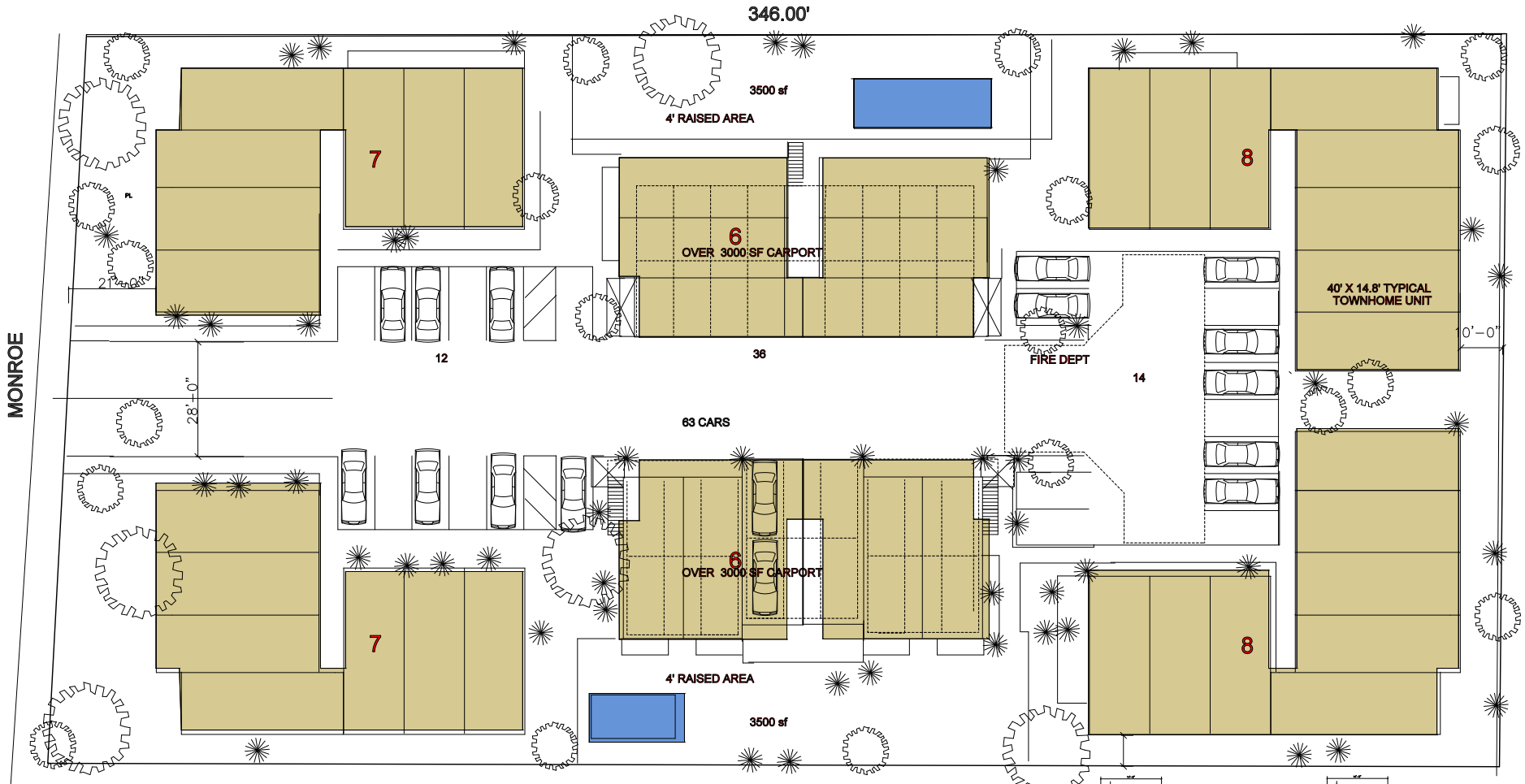
ZONING SUMMARY CHART

CATEGORY	PROPERTY / STANDARD	MARKETING TAKEAWAY
Base Zoning	Office (O)	Professional/medical office, service-oriented uses, and compatible supporting commercial uses
General Plan	Professional and Office	Supports office-oriented and professional/service development context
TOD Overlay	Transit-Oriented Development	Supports residential/nonresidential mixes near transit; allows multifamily, mixed-use, and live/work opportunities
Site Area	Approx. 1.40 Acres / 60,984 SF	Infill redevelopment scale suitable for multiple development paths
TOD Density	Minimum 30 DU/Acre	Higher-density multifamily or mixed-use development potential may exist through strategic site planning, optimized unit mix, and residential-over-podium design
Height	TOD up to 150 ft / Office base up to 90 ft	TOD standards may allow significantly increased height vs. base Office district

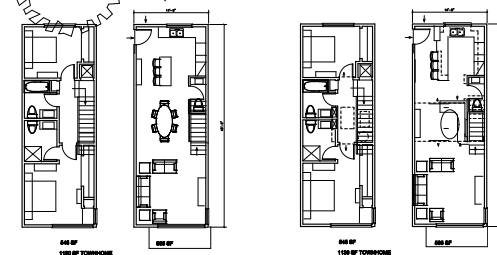
KEY DEVELOPMENT STANDARDS

- **TOD Front Setback:** 10 ft minimum to 20 ft maximum
- **Office Street-Side Setback:** 25 ft
- **Office Interior Setback:** 25 ft
- **Office Interior Setback (Near Residential Zoning):** Twice the total building height
- **Private Residential Open Space:** 50 SF per unit
- **Common Open Space (Stand-alone Multifamily):** 150 SF per unit
- **Public Open Space (Mixed-use Nonresidential):** 10% of net lot area
- **Recreational Amenities:** 1 amenity per 30 units (or fraction thereof) for projects containing 25+ units

ILLUSTRATIVE 42-UNIT SITE CONCEPT



42 UNIT SITE PLAN
 1.4 ACRES X 30 PER ACRE MINIMUM 1130 SF TOWNHOME



Conceptual Site Plan Only: This rendering is for illustrative purposes. It has not been reviewed or approved by the City of Murrieta. Actual development potential, density, layout, parking, setbacks, and building configuration are subject to independent verification and governmental approvals.

SUBMARKET OVERVIEW

Submarket Overview

Aerial Retail Map

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MURRIETA SUBMARKET OVERVIEW

Murrieta, California—situated in the heart of Southwest Riverside County at the convergence of I-15 and I-215—is one of the Inland Empire's fastest-growing and most sought-after suburban markets. Incorporated in 1991, the city's population surged 133.7% between 2000 and 2010, and today stands at approximately 114,000 residents, with continued in-migration from higher-cost coastal counties sustaining steady household formation.

The city's rental market reflects a growing renter base supported by affordability pressure from coastal markets. With approximately 10,900 renter-occupied households representing roughly 31% of all occupied units, demand for quality multifamily product is structural and undersupplied relative to the city's predominantly single-family housing stock. Currently, 72.9% of all housing units in Murrieta are detached single-family homes, leaving a limited purpose-built apartment inventory to absorb expanding renter demand.

The Southwest Riverside County / Temecula-Murrieta submarket led the Inland Empire region in net multifamily absorption over the past 12 months—a clear signal of exceptional renter demand depth in this corridor. Despite elevated new supply regionwide, vacancy in the submarket has remained disciplined, and the pipeline of incoming units is expected to moderate in 2026–2027, setting the stage for continued rent growth.



MURRIETA SUBMARKET OVERVIEW

SUBMARKET DATA PROFILE (JUNE 2026)

- **Total Renter Households:** ~10,900
- **Average Asking Rent (1BR):** \$2,020 – \$2,092
- **Renter Median Household Income:** \$76,767
- **IE Multifamily Vacancy Rate:** ~5% – 6%
- **Renter Median Age Cohort:** 35 – 44 years
- **Submarket Absorption Performance:** Led the Entire Inland Empire Region

RENTAL PROFILE ANALYSIS

INCOME STRENGTH	Median renter household income stands at \$76,767, which sits well above the national renter median, reflecting an employed, creditworthy tenant base
AGE DEMOGRAPHICS	Dominant renter age cohort is 35–44 years (31% of renters), followed closely by 45–54 years (23%)—indicating a professionally established demographic with consistent income and low turnover tendencies.
HOUSEHOLD COMPOSITION	69% of all renter households are family units, and 46% include children under 18. This structural makeup drives powerful demand for 2BR and 3BR layouts near quality schools.
HOUSEHOLD SIZE	The median renter household size is 2.99 persons, which strongly supports larger-format unit configurations over compact studios
RENT-TO-INCOME HEALTH	At a median renter income of ~\$76,767 and average rents of \$2,020–\$2,509 for 1–2BR units, rent-to-income ratios remain healthy in the 31%–39% range. This sits comfortably within thresholds where demand remains pressure-tested but not distressed.



MURRIETA SUBMARKET OVERVIEW

CURRENT RENTAL RATE BENCHMARKS — MURRIETA, CA

UNIT TYPE	AVERAGE MONTHLY RENT	AVERAGE SQ. FT.
Studio	\$1,805 – \$1,980	~500 – 550 SF
1-Bedroom	\$2,020 – \$2,092	~716 SF
2-Bedroom	\$2,440 – \$2,509	~991 SF
3-Bedroom	\$2,930 – \$2,995	~1,292 SF

SOUTHWEST RIVERSIDE COUNTY MULTIFAMILY MARKET CONDITIONS

- **Vacancy:** Inland Empire multifamily vacancy has ranged from 4.5%–6.2% across recent quarters—a tight market by any standard, particularly given the volume of deliveries. The Southwest Riverside County / Temecula-Murrieta corridor has consistently tracked at or below this regional average.
- **Absorption:** Over 3,000 units were absorbed across the Inland Empire in 2024, marking one of the highest annual absorption levels in two decades, with the Southwest Riverside County / Temecula submarket leading the entire region in net absorption.
- **Rent Growth:** Rents have grown at a sustained 1.2%–3.5% annually despite new regional supply, with the 2026 full-year forecast projecting a 1.3% gain as the market approaches equilibrium.
- **Investor Demand:** Inland Empire multifamily investment opened Q1 2026 as the strongest transaction quarter recorded since 2023. Cap rates for stabilized Class A assets traded tightly in the high-4% to low-5% range.
- **Migration Driver:** The primary regional demand engine remains affordability migration out of Los Angeles and Orange County, where comparable housing costs are 40%–60% higher. Murrieta specifically draws a massive wave of renters priced out of northern San Diego County.

ACTIVE LOCAL DEVELOPMENT & INFRASTRUCTURE (2025–2026)

- **Murrieta Hot Springs Road Widening:** Active expansion from four to six lanes between Margarita Road and SR-79. This infrastructure initiative directly improves connectivity through the city's primary commercial spine.
- **Madison Avenue Reconstruction:** Rebuilding Madison Avenue from Guava to Elm Street into a major four-lane arterial, with construction anticipated to launch in 2026. This project significantly enhances access infrastructure immediately adjacent to the Monroe Avenue corridor.
- **Jefferson-Madison Innovation Corridor:** The City is investing heavily in utility infrastructure to unlock 10 million SF across 220+ acres zoned exclusively for innovation and business parks. This represents the largest commercial development pipeline in Murrieta's history, driving immense future employment and renter demand.
- **The Shops at the Triangle:** A landmark 36.5-acre regional mixed-use commercial development approved in September 2025 at the strategic I-15/I-215 interchange. Upcoming retail, restaurant, entertainment, and future expansion phases will further anchor the submarket as a primary regional destination.
- **Murrieta Innovation Center:** Southwest Riverside County's premier life-science and health-tech incubator opened its newly expanded wet and dry lab facilities in early 2026, backed by a \$2.4M federal EDA grant. Healthcare employment expansion in Murrieta and Wildomar is projected to inject over 1,000 permanent jobs into the immediate area through 2027.

AERIAL RETAIL MAP



DEMOGRAPHIC PROFILE

Radial Summary Chart

Demographics Aerial

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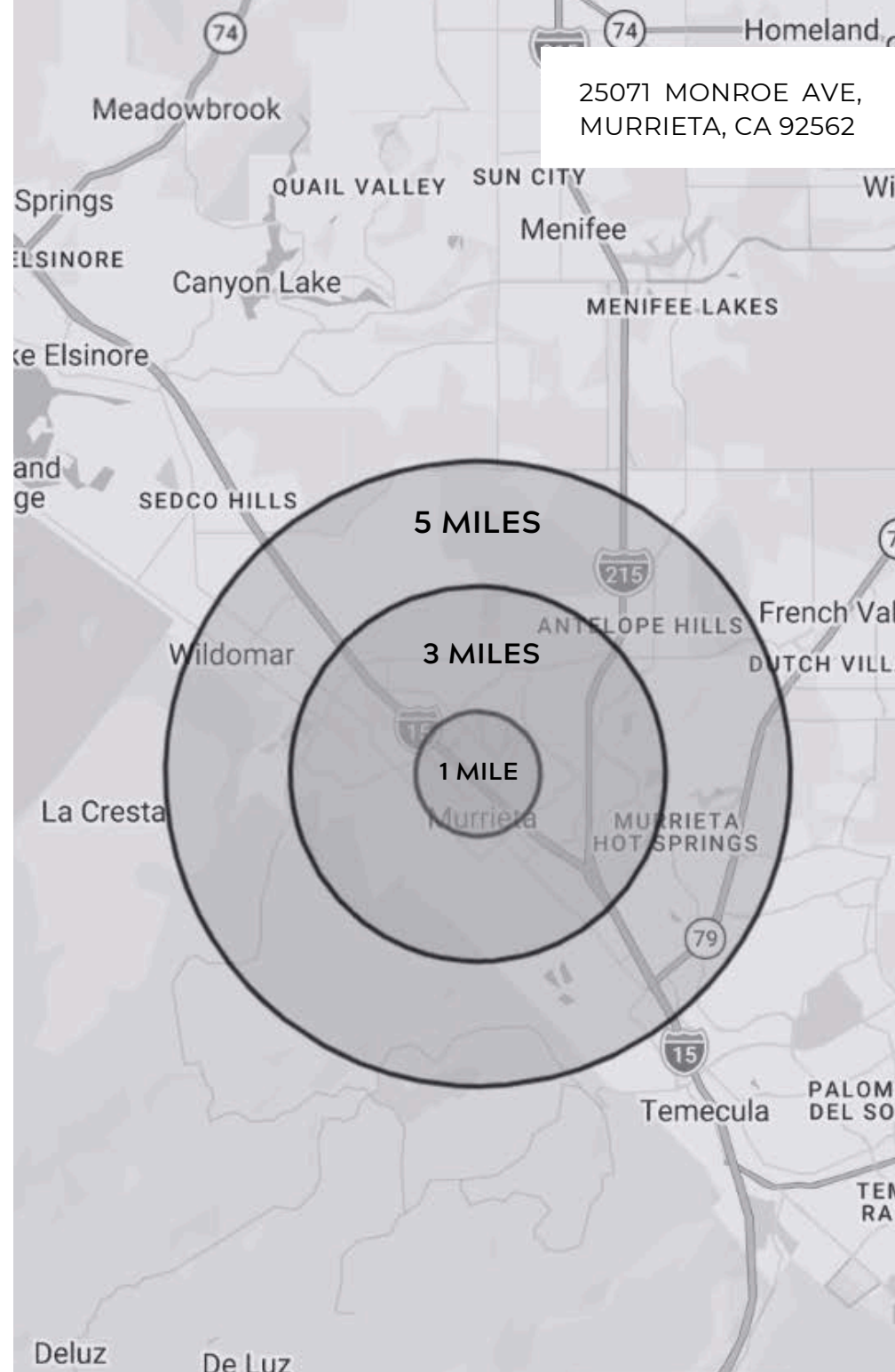
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DEMOGRAPHIC PROFILE

RADIAL SUMMARY (CENTERED ON 25071 MONROE AVE)

METRIC	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
Total Population	~9,500	~61,000	~112,000+
Total Households	~3,100	~19,800	~36,100+
Renter-Occupied Units	~32% (~990 HH)	~31% (~6,140 HH)	~30.5% (~11,000 HH)
Owner-Occupied Units	~68%	~69%	~69.5%
Median Age	~36	~36.4	~36.6
Renter Med. HH Income	~\$74,000	~\$75,500	~\$76,767
Median HH Income (All)	~\$108,000	~\$110,500	~\$114,081
Avg. HH Income (All)	~\$130,000	~\$136,000	~\$140,695

Sources: U.S. Census Bureau ACS 2024 5-Year Estimates | RentCafe / Yardi Matrix 2025 | Matthews Real Estate Q1 2025 | Northmarq Q1 2026 | IPA Multifamily 2025 | City of Murrieta Economic Development. Demographic radius figures are approximations derived from city-wide and ZIP 92562 Census data



PROPERTY PHOTOS

Aerial Photos

Ground Level Photos

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AERIAL PHOTOS



GROUND LEVEL PHOTOS



OFFICIAL SOURCES & CITY REFERENCES

MUNICIPAL WEB PORTALS

- Murrieta Maps & Zoning Info: <https://www.murrietaca.gov/288/Maps-Zoning-Information>
- Official Murrieta Zoning Map: <https://www.murrietaca.gov/DocumentCenter/View/12447/Murrieta-Zoning-Map>
- Murrieta Interactive Mapping System: <https://maps.murrietaca.gov>
- U.S. Census Bureau QuickFacts: <https://www.census.gov/quickfacts/fact/table/murrietacitycalifornia/HSG445223>

MUNICIPAL CODE LIBRARY REFERENCES

- Office District Code Framework: https://codelibrary.amlegal.com/codes/murrieta/latest/murrieta_ca/0-0-0-35253
- Office Development Standards: https://codelibrary.amlegal.com/codes/murrieta/latest/murrieta_ca/0-0-0-35260
- TOD Overlay Code Framework: https://codelibrary.amlegal.com/codes/murrieta/latest/murrieta_ca/0-0-0-34692
- City Parking Requirements: https://codelibrary.amlegal.com/codes/murrieta/latest/murrieta_ca/0-0-0-26554
- Multi-Family Objective Design Standards: <https://www.murrietaca.gov/1239/Multi-Family-Objective-Design-Standards>
- Zoning Verification Application Portal: <https://www.murrietaca.gov/DocumentCenter/View/659/Zoning-Verification-Application-PDF>

Key City Contacts

Planning Division: 951-461-6061 | City Planner Office: 951-461-6063 | Development Services Department: 951-304-2489

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