



25312 MADISON AVENUE, MURRIETA, CA 92562

MURRIETA PLAZA



Marcus & Millichap
OVANESS-ROSTAMIAN GROUP

WATCH
VIDEO



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MURRIETA
PLAZA

An aerial photograph of a commercial plaza in Murrieta, California. The image shows a large parking lot filled with cars, several commercial buildings, and a street labeled 'Madison Ave.' on the left. A white location pin is placed over the center of the plaza, containing the text 'MURRIETA PLAZA'. The background features a range of mountains under a clear blue sky.



01

EXECUTIVE SUMMARY

THE OFFERING



OFFERING PRICE:

\$4,732,741



**CURRENT & PROFORMA
CAP RATE:**

5.48% & 5.62%



BUILDING PRICE PER SF:

\$645



LAND PRICE PER SF:

\$134



TOTAL BUILDING SIZE:

7,338 SF



TOTAL LOT SIZE:

35,284 SF (±0.81 AC)



YEAR BUILT:

2004



INVESTMENT OVERVIEW

The Ovaness Rostamian Group of Marcus & Millichap is pleased to present 25312 Madison Avenue, Murrieta, CA—a 7,338-square-foot, fully leased outparcel on ±0.81 acres located in one of Southwest Riverside County’s most active and demographically affluent retail corridors. This stabilized asset offers diversified income with immediate upside potential through below-market rents and strong tenant retention.

Situated along Madison Avenue, Murrieta’s primary north–south commercial artery, the property features 109 feet of frontage on Madison and Jefferson Avenue’s benefiting from combined exposure of (±74,173 VPD), the center draws consistent traffic from both commuters and local residents, supported by shadow anchors including Cardenas Markets, Home Depot, and PetSmart.

The tenant mix includes Quick Service Restaurants (49%) and Entertainment (34%), with five tenants averaging 1,440 square feet per space. The offering includes 45 dedicated parking stalls, ensuring ample capacity for tenant and customer needs.

The surrounding trade area includes over 164,675 residents within a five-mile radius, supported by an average household income of \$127,981. Murrieta is experiencing steady population growth, with a projected 5% increase over the next five years, driven by new housing developments and infrastructure investment.

The City of Murrieta is actively pursuing business-friendly policies, including mixed-use zoning, streamlined permitting, and targeted support for industries such as healthcare, biotech, and advanced manufacturing. Major employers in the area include Copan Diagnostics, Oak Grove Center, and Cryogenic Industries, contributing to a strong and diverse employment base.

With excellent regional connectivity via Interstate 15 (±215,386 VPD), the property is well-positioned to capture both local and regional consumer traffic. Murrieta’s low retail vacancy rate and high spending power make 25312 Madison Avenue a rare opportunity to acquire a high-visibility, income-generating retail asset with built-in value-add potential in one of Southern California’s most promising growth markets.



INVESTMENT HIGHLIGHTS

**Shadow-Anchored Retail Investment Opportunity – 25312 Madison Avenue, Murrieta, CA
7,338 Sq. Ft. Fully Leased Multi-Tenant Outparcel in High-Traffic Center Anchored by Cardenas Markets, Home Depot & PetSmart**

- **Prime Visibility & Frontage** – Exceptional 109 Feet of Frontage Along Madison Avenue, With Exposure to Approximately 26,320 Vehicles Per Day (VPD), Ensuring Strong Consumer Visibility.
- **Shadow Anchored by National Retailers** – Located Within a Dynamic Retail Center Anchored by Cardenas Markets, Home Depot, and PetSmart, Offering Strong Daytime and Nighttime Traffic Synergy.
- **Robust Tenant Mix** – The Center Features a Well-Balanced Mix of Tenants: 49% Quick Service Restaurants (QSR) and 34% Entertainment, Catering to Both Convenience and Leisure-Driven Consumer Demand.
- **Affluent Demographics & Spending Power** – Over 164,675 Residents Within a 5-Mile Radius and an Average Household Income of \$127,981, Supporting High Levels of Retail Expenditure and Brand Loyalty.
- **Excellent Accessibility & Signage** – Five Curb Cuts for Smooth Ingress/Egress and a Street View Signage Enhance Visibility and Access From Madison Avenue and Murrieta Hot Springs Road.
- **Prime Transportation & Regional Connectivity** – Convenient Access to Interstate 15 (±215,388 VPD), With Combined Additional Exposure From Murrieta Hot Springs Road and Jefferson Avenue (±74,173 VPD), Supporting Strong Regional Connectivity and Consistent Commuter Traffic.
- **Strategic Employment & Economic Hub** – Murrieta Is Home to Major Employers Including Copan Diagnostics, II-VI Optical Systems, Oak Grove Center, and Cryogenic Industries, With Growing Sectors in Healthcare, Defense, Technology, and Renewable Energy.
- **Active Economic Development** – The City of Murrieta Is Investing in Mixed-Use Development, Infrastructure Upgrades, and Business-Friendly Initiatives Such as the Murrieta Innovation Center and Murrieta Business Park Expansion.
- **Future Population Growth** – Murrieta's Population is Projected to Grow by 5% Over the Next Five Years, With New Housing Developments Driving Increased Daytime Traffic and Retail Demand.

Shopping Center Details

7,338 Sq. Ft. on ±0.81 Acres | 100% Occupied | 5.48% In-Place CAP Rate | 5.62% ProForma CAP Rate

- **Tenant Breakdown** – 5 Tenants With an Average Suite Size of 1,440 Sq. Ft.; 49% QSR, 34% Entertainment.
- **Ample Parking** – 45 Dedicated Parking Stalls.
- **Parking & Consumer Flow**– 45 Dedicated Parking Stalls. Located on Murrieta's Main Retail Artery With Low Vacancy Rates (~5.5%) and Consistent Consumer Traffic.

This investment offers stable cash flow, immediate upside in a high demand growth market.



02

PROPERTY DESCRIPTION

PROPERTY OVERVIEW

 **PARKING:**
45 Stalls

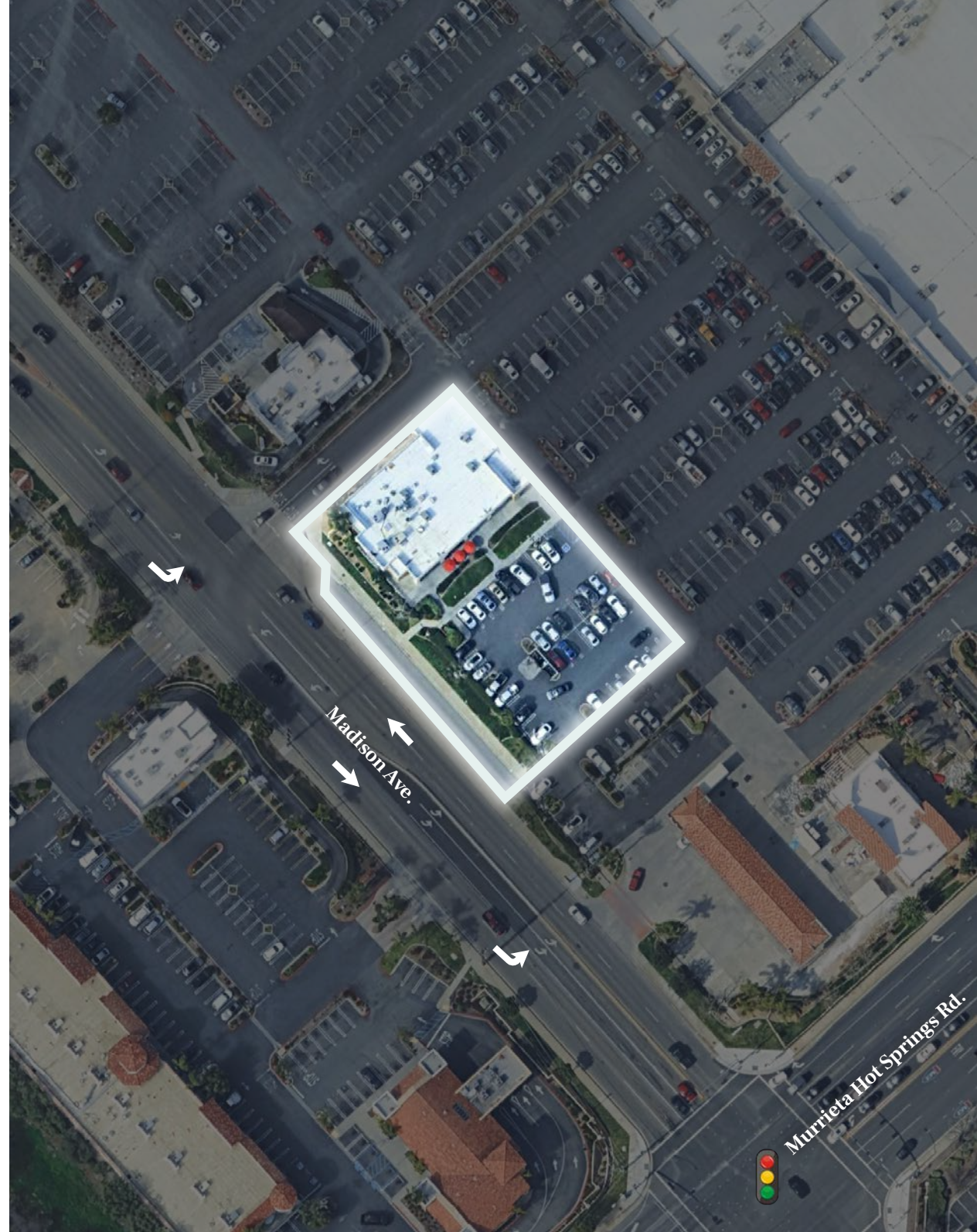
 **ZONING:**
CC

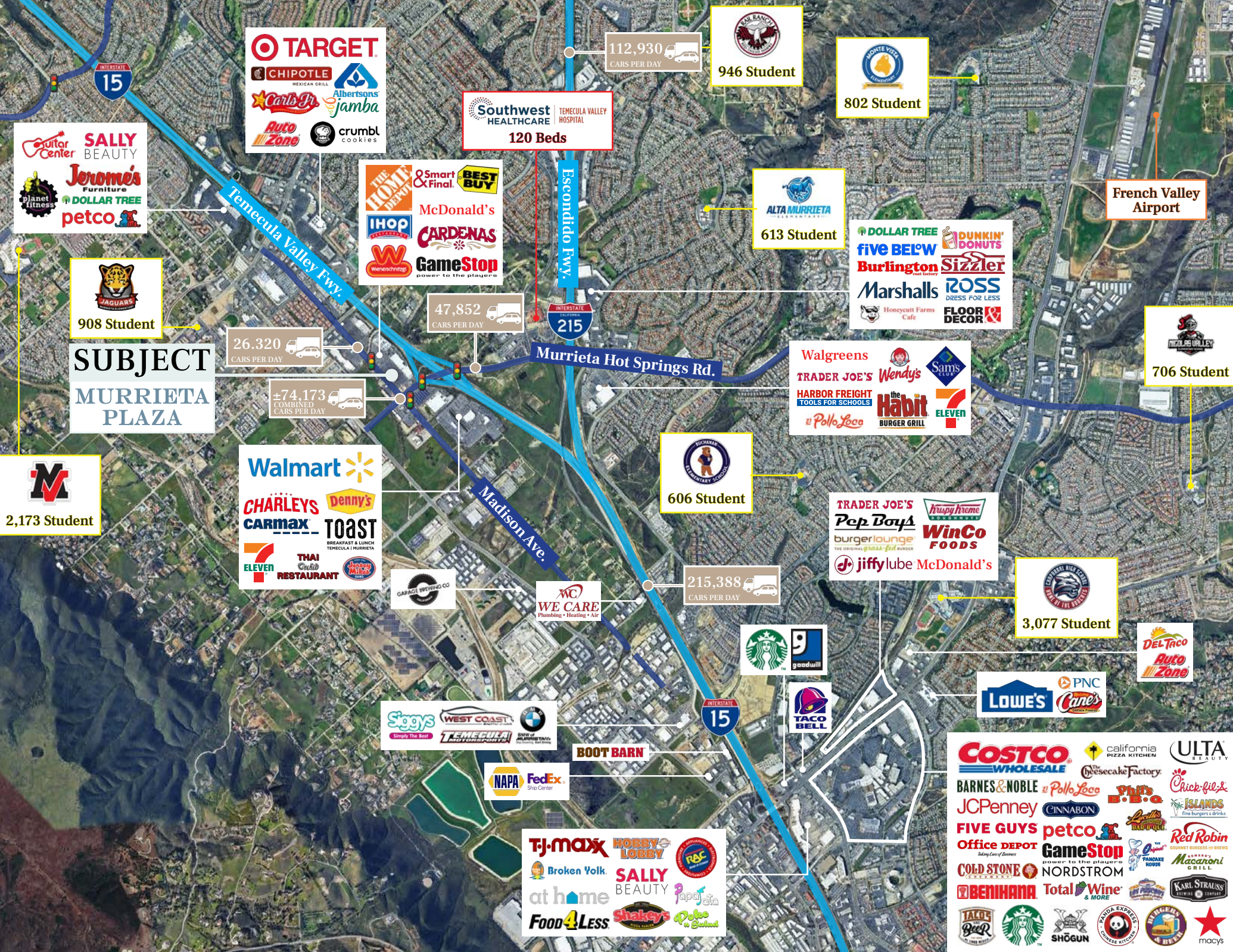
 **TOTAL BUILDING SIZE:**
7,338 SF

 **TOTAL LOT SIZE:**
35,284 SF (± 0.81 AC)

 **APN:**
949-240-028

 **ADDRESS:**
25312 MADISON AVENUE,
MURRIETA, CA 92562







Southwest
HEALTHCARE | RANCHO SPRINGS
HOSPITAL
120 Beds

HARBOR
FREIGHT
TOOLS

TRADER
JOE'S

sam's club

CARDENAS
PET SMART

Banfield
PET HOSPITAL

bhere

SUPER
MATTRESS
WAREHOUSE

BIG
5
SPORTING GOODS
Since 1955

OCEAN
POKE

Walmart

SUBJECT
MURRIETA
PLAZA

Jersey Mike's
SUBS

Denny's

7
ELEVEN

SPICY NOODLE

TOAST

BREAKFAST & LUNCH
TEMECULA | MURRIETA

Sumo
Shrimp

THE
HOME
DEPOT

CARmax

arby's

WELLS
FARGO

Residence
Marriott

COURTYARD
Marriott

215,388
CARS PER DAY

47,852
CARS PER DAY

±74,173
COMBINED
CARS PER DAY

26,320
CARS PER DAY

McDonald's

W
Wendy's

AMERICAN
TIRE DEPOT

Starbucks

VALLEY HOT SPRING SPAS
HOT TUBS & BBQ ISLANDS & SWIM SPAS
YOUR BACKYARD DESIGN CENTER

SAV-ON
Carpet & Tile

Temecula Valley Fwy.
INTERSTATE
15

INTERSTATE
15

Murrieta Hot Springs Rd.

Madison Ave.

N

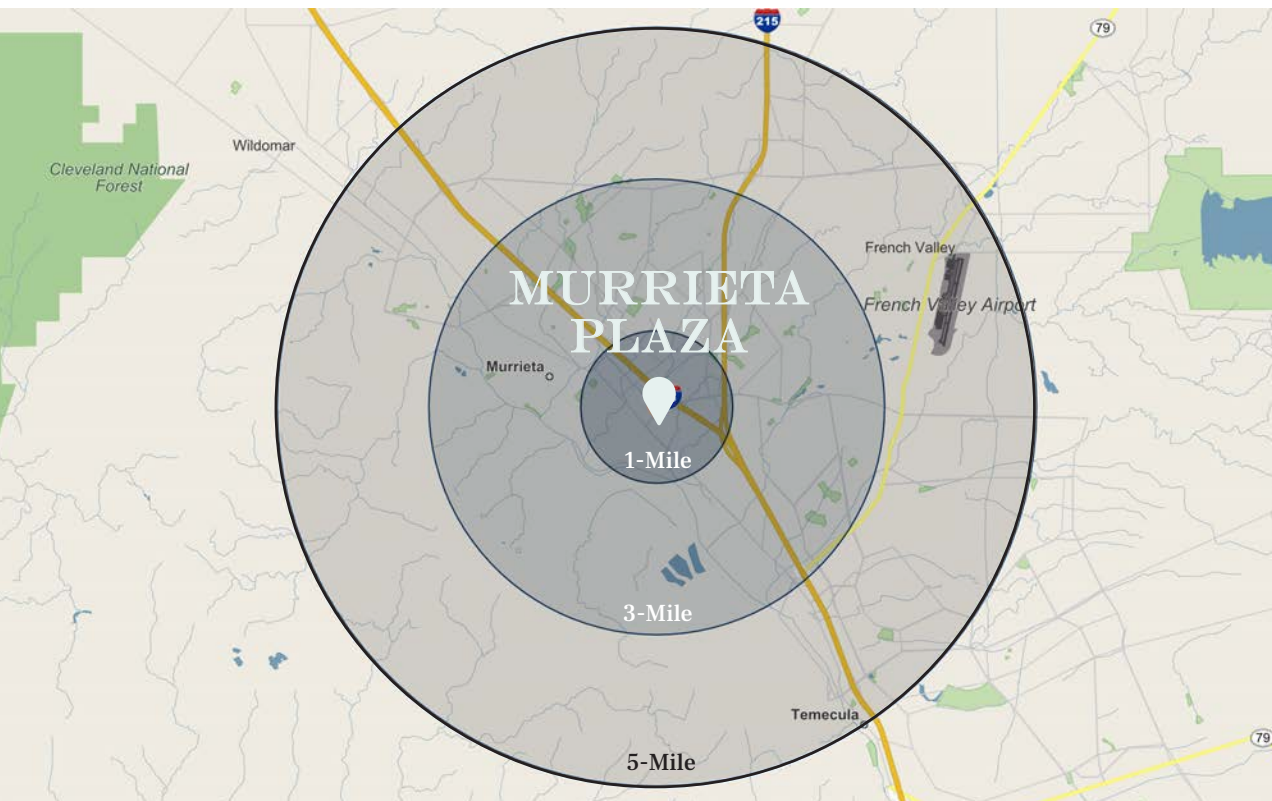


03

LOCATION & MARKET OVERVIEW

MURRIETA, CALIFORNIA

Murrieta, California, is a charming city nestled in the heart of Southern California's Inland Empire. Known for its family-friendly atmosphere, excellent schools, and safe neighborhoods, Murrieta offers a peaceful suburban lifestyle with easy access to nearby cities like San Diego and Los Angeles. The area boasts beautiful parks, scenic hiking trails, and a growing wine country, making it a great spot for outdoor enthusiasts and weekend explorers. With a warm climate and a strong sense of community, Murrieta continues to attract residents looking for a balanced blend of comfort, nature, and opportunity.



CITY HIGHLIGHTS

WITHIN A 5-MILE RADIUS



164,675

2024 POPULATION



\$127,981

2024 AVERAGE HOUSEHOLD INCOME



54,481

2024 TOTAL HOUSEHOLDS



± 13 Minute Drive

TO TEMECULA, CA

PALM SPRINGS

77

MILES

LOS ANGELES

79

MILES

SAN DIEGO

65

MILES

FRESNO

297

MILES

SAN FRANCISCO

459

MILES

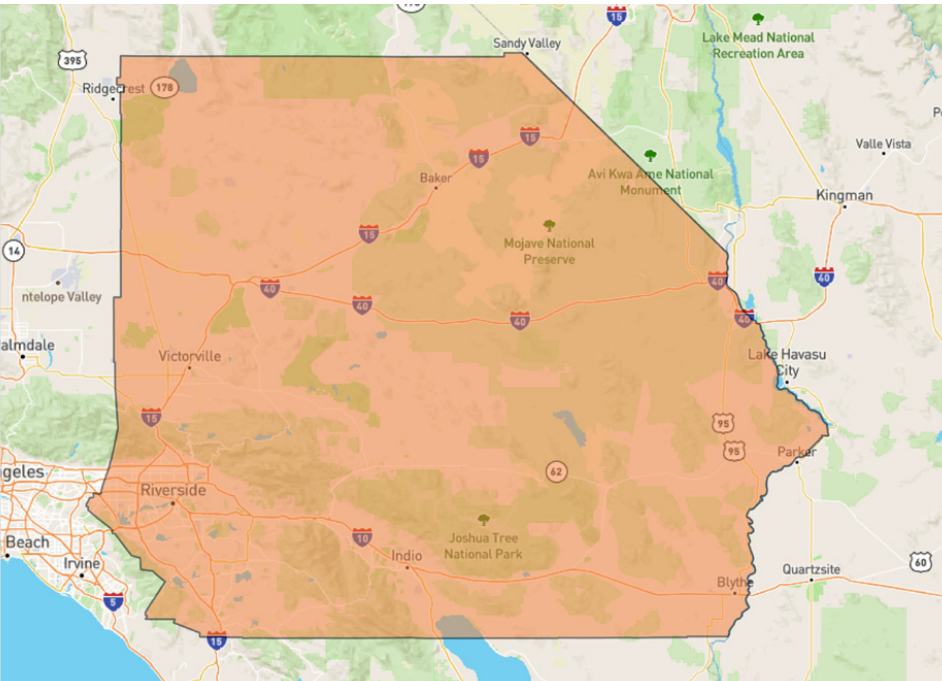
SACRAMENTO

462

MILES

RIVERSIDE-SAN BERNARDINO OVERVIEW

Known as the Inland Empire, the Riverside-San Bernardino metro is a 28,000-square-mile region in Southern California, encompassing San Bernardino and Riverside counties. The metro contains a population of 4.7 million. The largest city is Riverside, with roughly 319,000 residents, followed by San Bernardino and Fontana, with more than 200,000 people each. Valleys in the southwestern portion of the region that are adjacent to Los Angeles, Orange County and San Diego County are the most populous in the metro. These areas about the San Bernardino and San Jacinto mountains, behind which lies the high-desert area of Victorville/Barstow to the north, and the low-desert Coachella Valley — home of Palm Springs — to the east. Abundant land and proximity to the Los Angeles metro have led the area formerly known as the Orange Empire to transition from an agricultural economy into a manufacturing and logistics hub in the last 70 years.



Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau

METRO HIGHLIGHTS

STRATEGIC LOCATION

Access to multiple interstates and proximity to LAX and Ontario International airports, as well as ports in Long Beach and Los Angeles, contribute to the metro's vast transportation network.

DOMINANT INDUSTRIAL MARKET

The metro continues to be one of the nation's leading industrial markets in terms of annual property sales, construction activity and net absorption.

STRONG DEMOGRAPHIC TRENDS

Job growth, colleges and regionally affordable housing options draw thousands of new residents to the Inland Empire each year.

ECONOMY

- Intermodal infrastructure supports the industrial sector. Ontario International is the major cargo airport, with Union Pacific and BNSF operating rail facilities in Fontana and San Bernardino. Another rail facility has been proposed by BNSF in Barstow.
- The metro's standing as a logistics hub requires many Fortune 500 companies to have massive distribution centers and warehouses in the area, such as Amazon and J.B. Hunt.
- East of Riverside and San Bernardino, communities in the Coachella Valley serve as tourist destinations and support employment in the hospitality sector.

MAJOR AREA EMPLOYERS

- Kaiser Permanente
- Riverside Community
- AT&T
- Loma Linda University Medical Center
- Walmart
- University of California, Riverside
- Amazon
- Inland Cold Storage

DEMOGRAPHICS

Marcus & Millichap
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POPULATION	1 Mile	3 Miles	5 Miles
2029 Projection			
Total Population	5,946	89,548	167,168
2024 Estimate			
Total Population	5,832	88,448	164,675
2020 Census			
Total Population	5,769	87,757	163,497
2010 Census			
Total Population	5,525	82,304	149,415
Daytime Population			
2024 Estimate	17,813	96,916	176,233
HOUSEHOLDS	1 Mile	3 Miles	5 Miles
2029 Projection			
Total Households	2,314	30,187	55,481
2024 Estimate			
Total Households	2,258	29,694	54,481
Average (Mean) Household Size	2.7	3.0	3.0
2010 Census			
Total Households	2,180	29,015	53,111
2010 Census			
Total Households	2,021	26,776	47,582
Occupied Units			
2029 Projection	2,419	31,384	57,758
2024 Estimate	2,360	30,860	56,692
HOUSEHOLDS BY INCOME	1 Mile	3 Miles	5 Miles
2024 Estimate			
\$150,000 or More	13.7%	26.1%	29.1%
\$100,000-\$149,999	27.1%	23.8%	23.4%
\$75,000-\$99,999	15.4%	14.5%	14.5%
\$50,000-\$74,999	18.7%	15.2%	14.3%
\$35,000-\$49,999	8.1%	7.5%	6.5%
Under \$35,000	17.0%	12.8%	12.2%
Average Household Income	\$100,190	\$123,434	\$127,981
Median Household Income	\$87,060	\$104,896	\$110,708
Per Capita Income	\$37,140	\$40,239	\$41,268

HOUSEHOLDS BY EXPENDITURE	1 Mile	3 Miles	5 Miles
Consumer Expenditure Top 10 Categories			
Housing	\$34,237	\$36,959	\$37,577
Transportation	\$14,549	\$14,983	\$15,414
Food	\$12,388	\$12,851	\$13,157
Personal Insurance and Pensions	\$11,219	\$12,431	\$12,801
Entertainment	\$3,883	\$4,283	\$4,352
Apparel	\$2,795	\$2,679	\$2,762
Cash Contributions	\$2,686	\$3,482	\$3,465
Education	\$1,426	\$1,832	\$1,921
Personal Care Products and Services	\$1,041	\$1,057	\$1,072
Alcoholic Beverages	\$704	\$728	\$747
POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population By Age			
2024 Estimate Total Population	5,832	88,448	164,675
Under 20	28.9%	27.8%	27.9%
20 to 34 Years	25.6%	19.8%	20.3%
35 to 39 Years	8.5%	7.1%	7.2%
40 to 49 Years	12.8%	13.2%	13.5%
50 to 64 Years	16.1%	17.6%	17.8%
Age 65+	8.1%	14.4%	13.4%
Median Age	32.0	38.0	37.0
Population 25+ by Education Level			
2024 Estimate Population Age 25+	3,715	57,926	107,673
Elementary (0-8)	5.9%	3.9%	3.7%
Some High School (9-11)	2.6%	4.2%	4.2%
High School Graduate (12)	28.0%	22.1%	21.2%
Some College (13-15)	27.0%	28.9%	28.3%
Associate Degree Only	9.7%	10.1%	10.8%
Bachelor's Degree Only	15.9%	21.2%	21.1%
Graduate Degree	10.9%	9.6%	10.7%



04

FINANCIAL ANALYSIS

PRICING

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PRICING SUMMARY

Price:	\$4,732,741	
Down Payment:	\$2,366,371	<i>50% Down Payment</i>
Current Cap Rate:	5.48%	Cash-on-Cash: 3.88%
ProForma Cap Rate:	5.62%	ProForma Cash-on-Cash: 4.18%
<u>Costs Incurred by New Owner</u>		
<i>TI & Leasing Commission @ \$15 PSF</i>	<i>\$18,195</i>	
Year Built/Renovated:	2004	
Total Building Size:	7,338	Zoning: CC
Price Per Square Foot:	\$645	Parking: 45 Stalls
Lot Size (SF):	35,284	Land Per Sq. Ft.: \$134

NEW FINANCING

LTV:	50%
Balance:	\$2,366,371
Term:	5
Rate:	5.85%
Amortization:	30
Maturity Date:	Nov-2030
Yearly Payment:	\$167,522

FINANCIAL SUMMARY

	<u>Current</u>		<u>ProForma</u>	
Total Rental Income (GLA):	\$277,778		\$286,111	
Expense Reimbursements:	\$91,884	100%	\$91,884	100%
Total Gross Revenue:	\$369,662		\$377,995	
Vacancy Factor:	(\$18,483)	5.0%	(\$18,900)	5.0%
Operating Expenses:	(\$91,884)	33%	(\$91,884)	32%
Net Operating Income (NOI):	\$259,295	5.48%	\$267,212	5.62%
First Trust Deed/Mortgage:	\$167,522		\$167,522	
Pre-Tax Cash Flow:	\$91,773	3.88%	\$99,689	4.18%
Interest Payment:	\$137,640		\$135,844	
Principle Payment:	\$29,882		\$31,678	
Total Return:	\$121,655	5.14%	\$131,367	5.51%

ESTIMATED EXPENSES

Property Tax:	\$59,159
Insurance:	\$3,350
Maintenance & Repair:	\$5,000
Property Mgt:	\$14,786
CC&R's	\$9,588
Total Expenses:	\$91,884
Expenses Per Sq. Ft (GLA):	\$1.04

RENT ROLL

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RENT ROLL - CURRENT 2026

<u>Unit</u>	<u>Tenant</u>	<u>%</u>	<u>Sq. Ft.</u>	<u>Monthly Rent</u>	<u>Annual Rent</u>	<u>Rent PSF/Mo</u>	<u>Rent PSF/Yr</u>	<u>Type</u>	<u>Start</u>	<u>End</u>	<u>Options</u>	<u>Increases</u>
101	Panda Express	28%	2,047	\$8,374	\$100,487	\$4.09	\$49.09	NNN	10/20/2004	10/31/2029	1-5 Yr	3.00%
102	Taco La Bufadora	21%	1,500	\$4,151	\$49,816	\$2.77	\$33.21	NNN	6/1/2013	6/1/2029	1-5 Yr	3.00%
103	Game Stop	17%	1,228	\$3,393	\$40,720	\$2.76	\$33.16	NNN	6/1/2011	2/28/2027	-	3.00%
104	Kawaii House	17%	1,213	\$3,591	\$43,087	\$2.96	\$35.52	NNN	3/9/2023	12/8/2027	-	3.00%
105	NEW TENANT	17%	1,213	\$3,639	\$43,668	\$3.00	\$36.00	NNN	New Lease	New Lease	-	3.00%
Total / Average		100%	7,201	\$23,148	\$277,778	\$3.12	\$37.40					
Vacancy		0%	0									
Occupancy		100%	7,201									

RENT ROLL - PROFORMA 2027

<u>Unit</u>	<u>Tenant</u>	<u>%</u>	<u>Sq. Ft.</u>	<u>Monthly Rent</u>	<u>Annual Rent</u>	<u>Rent PSF/Mo</u>	<u>Rent PSF/Yr</u>	<u>Type</u>	<u>Start</u>	<u>End</u>	<u>Options</u>	<u>Increases</u>
101	Panda Express	28%	2,047	\$8,625	\$103,501	\$4.21	\$50.56	NNN	10/20/2004	10/31/2029	1-Syr	3.00%
102	Taco La Bufadora	21%	1,500	\$4,276	\$51,310	\$2.85	\$34.21	NNN	6/1/2013	6/1/2029	1-Syr	3.00%
103	Game Stop	17%	1,228	\$3,495	\$41,942	\$2.85	\$34.15	NNN	6/1/2011	2/28/2027	1 x 3 Yr	3.00%
104	Kawaii House	17%	1,213	\$3,698	\$44,380	\$3.05	\$36.59	NNN	3/9/2023	12/8/2027	Syr	3.00%
105	NEW TENANT	17%	1,213	\$3,748	\$44,978	\$3.09	\$37.08	NNN	New Lease	New lease	-	3.00%
Total / Average				\$23,843	\$286,111	\$3.21	\$38.52					

EXCLUSIVELY LISTED BY

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OVANESS-ROSTAMIAN GROUP

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MURRIETA PLAZA