

FOR SALE



944± SF on 0.61± Acre Lot
Available



\$1,100,000
Asking Price



Washington Avenue Retail Building

24770 Washington Avenue, Murrieta, CA 92562

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The above information, while not guaranteed, has been secured from sources we believe to be reliable. Floor plan, site plan, price, tenant mix, and availability subject to change without notice.



Location 24770 Washington Avenue
Murrieta, CA 92562



Land Size 0.61± Acres



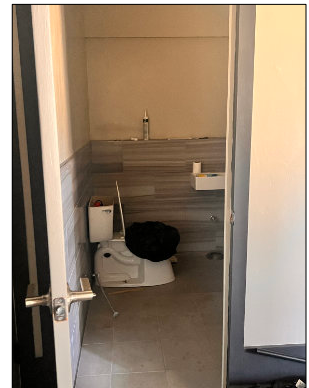
APN 906-102-020



Zoning Downtown Murrieta
Specific Plan
CI/CP - Mixed Use

HIGHLIGHTS

- 944± Current building formerly “Ray’s Café”. Building could be refurbished and utilized or torn down (not a Historical Landmark)
- Large, flat, open lot could be used for a variety of purposes





Main Street Murrieta

Murrieta's Historic Downtown 395: A Blend of History, Music, Culture, Shopping and Restaurants

24810 Washington Avenue, Murrieta California 92562

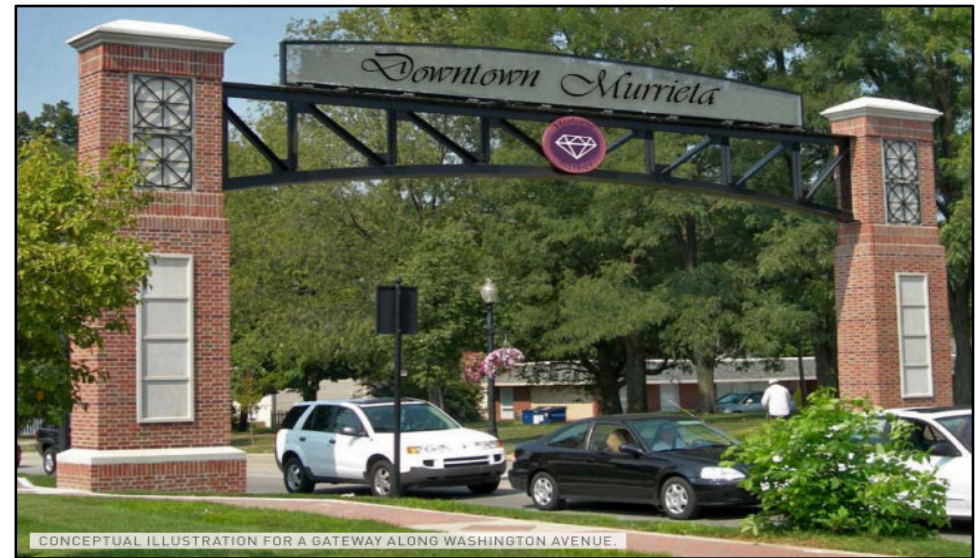
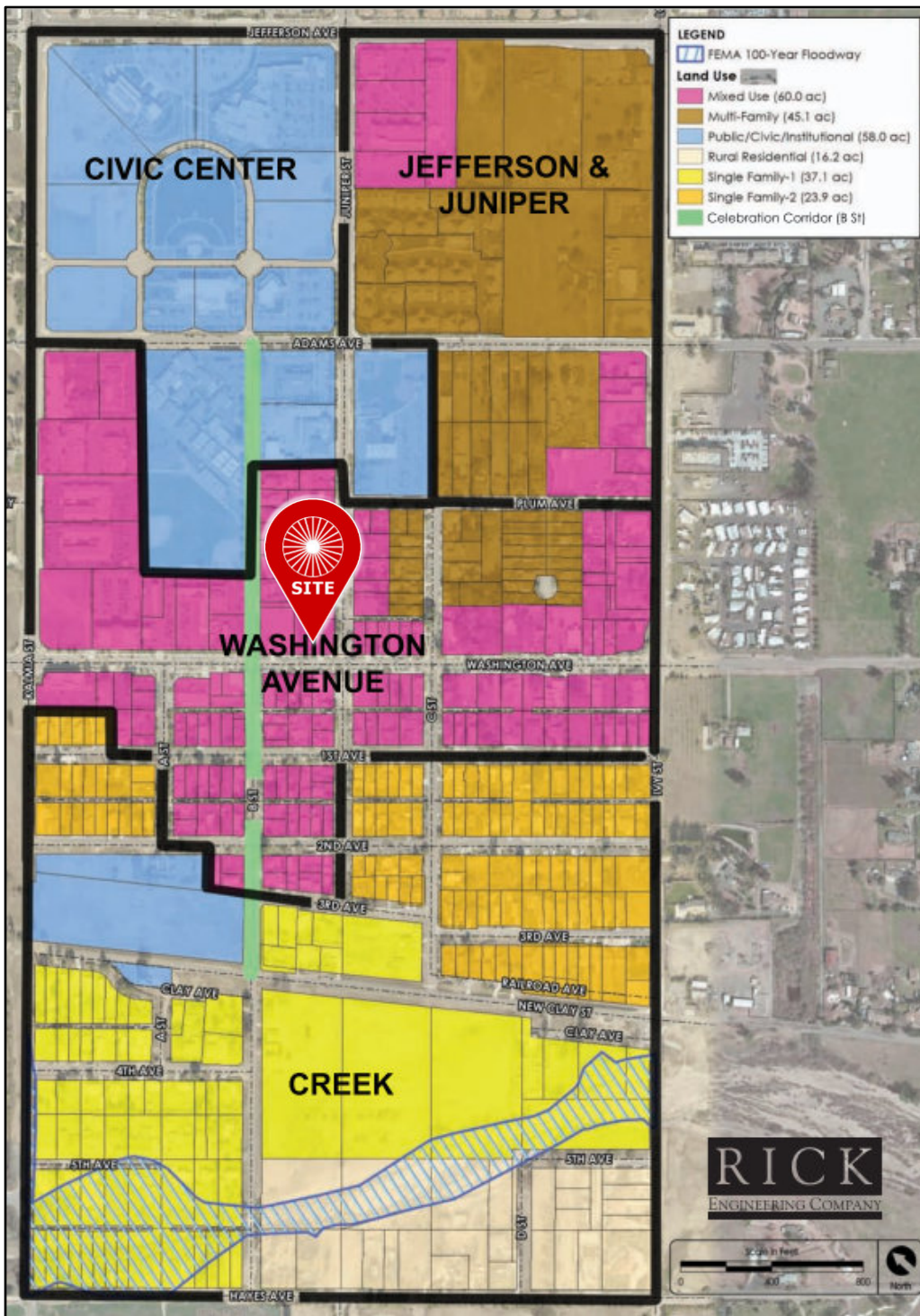
Main Street Murrieta is a historic downtown area that blends history, art, music, culture, shopping, and dining. Aligned with the Specific Plan adopted in March 2017, the initiative follows a two-phase approach to foster long-term growth and vibrancy.

Phase One focuses on non-developmental integration, enhancing the existing infrastructure to create a cultural and economic ecology. Key actions include fostering art and music culture, beautifying alleyways, creating a pedestrian-friendly walking and biking environment, and supporting brick-and-mortar small businesses. The community is eager for this transformation, seeking a space that reflects their shared identity and aspirations.

Phase Two will bring maximum developmental implementation, ensuring sustainable growth while preserving the area's historic charm. This phase will be guided by economic incentives, governmental support, and the creation of cultural and business districts.

This phased approach, supported by stakeholders such as the City of Murrieta, the Murrieta Economic Development Department, the Murrieta Chamber of Commerce, the Murrieta Arts Council (MAC), and the Murrieta Historical Society, will ensure Main Street becomes a vibrant cultural and tourism destination that supports small businesses and draws both residents and visitors.

(Source: mainstreetmurrieta.com)



PRIMARY **RETAIL** TRADE AREA

Total Restaurant & Retail Demand Outlook

\$4,800,260,176

2028



\$3,975,508,660

2023



The City is actively seeking developers that share the City's vision to fulfill a beautiful, new Downtown Specific Plan. Downtown Murrieta will feature a variety of mixed use projects, including retail, entertainment and residential along and around Washington Avenue, and will be anchored by the Civic Center which currently includes City Hall, the Police Station and Murrieta Public Library.

Source: [Murrieta Economic Development Downtown Specific Plan](#)







2024 ESTIMATED POPULATION



7,723	67,249	142,672
1 mile	3 miles	5 miles

2029 PROJECTED POPULATION



8,180	79,396	149,721
1 mile	3 miles	5 miles

DAYTIME EMPLOYEE POPULATION



5,913	27,156	71,268
1 mile	3 miles	5 miles

AVERAGE HOUSEHOLD INCOME



107,067	119,472	120,936
1 mile	3 miles	5 miles

Source: CoStar 2024

TRAFFIC COUNTS



Washington Ave & Juniper Street	8,318
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Source: CoStar 2025