

# 0.87 AC | Commercial Development Opportunity

OLD TOWN FRONT STREET

**PRICE REDUCED**

## Highlights

Adjacent to recently approved hotel with plans for:

- 4-Stories
- 60,258 Square Feet
- 50 Rooms
- 1st Floor Commercial/Retail



Old Town Front Street

First Street

Hotel Project:  
Recently Approved

0.87 AC  
FOR SALE



Santiago Road

Temecula, California



**COLDWELL  
BANKER  
COMMERCIAL  
LAND TEAM**



# Executive Summary

## PROPERTY FACTS

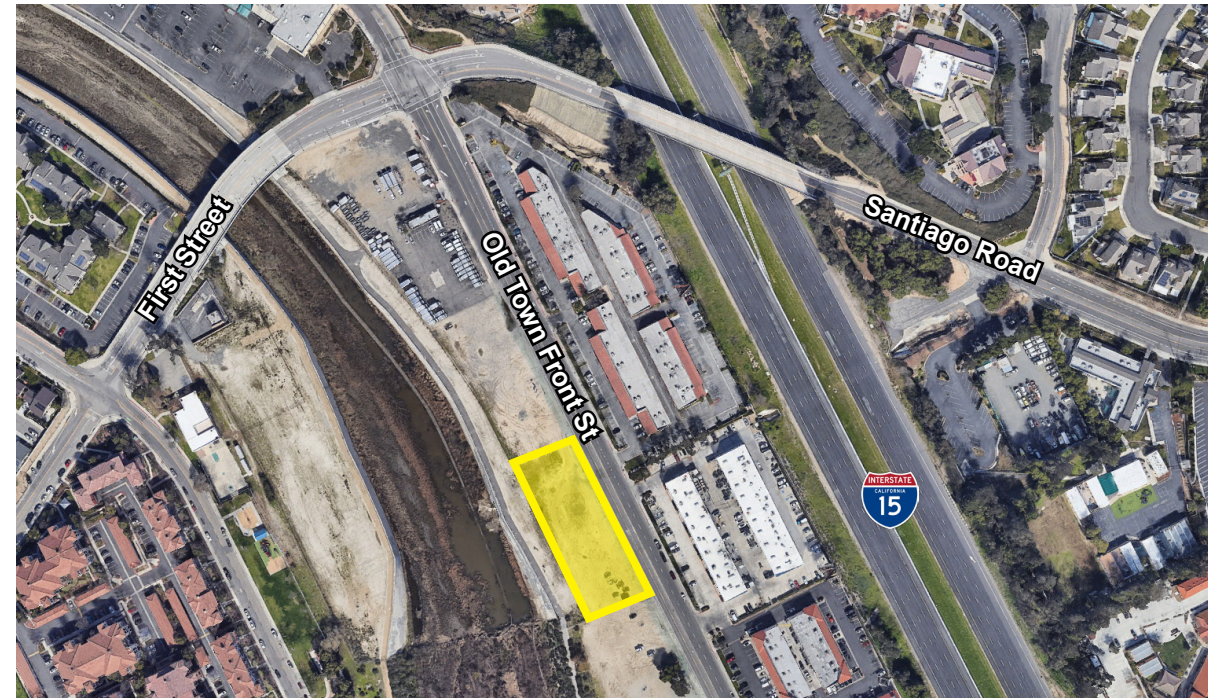
- **Location:** Temecula, Riverside County, CA
- **Total Site Area:** +/- 0.87 Acres
- **APN:** 922-100-038
- **Traffic Counts:** 9,276 Cars Per Day
- **Zoning:** Service Commercial
- **General Plan:** SC - Service Commercial
- **Purchase Price:** ~~\$1,250,000~~ **\$975,000**
- **Price Per SF:** ~~\$32.98 / SF~~ **\$25.73 / SF**

## PROPERTY OVERVIEW

The subject property is located in the city of Temecula and consists of a total of 0.87 acres. The property is flat in topography and is located on Old Town Front St with approximately 317 feet of frontage with traffic counts of 9,276 cars per day. The property has a length on the eastern and western side of 317 feet with a depth 120 feet. The city has designated this part of Old Town Front St as an arterial street which requires setbacks of: Front (25 ft), Rear (10 ft), and Side (0 ft). However, the approved hotel to the north was granted a variance to allow for smaller setbacks given the narrow size of the property.

On the west end of the property (back) is Santa Gertrudis Creek which is governed by the County of Riverside and has been designated as a “Criteria Cell”. This designation requires a proposed project to work within the MSHCP.

In regards to utilities there are power lines running across the eastern side of the property, with water and sewer both located on Old Town Front St. The property lies just ½ mile from I-15 at Temecula Pkwy, just over one mile from I-15 at Rancho California Rd, and approximately ½ mile from Old Town Temecula.



## NEARBY DEVELOPMENT

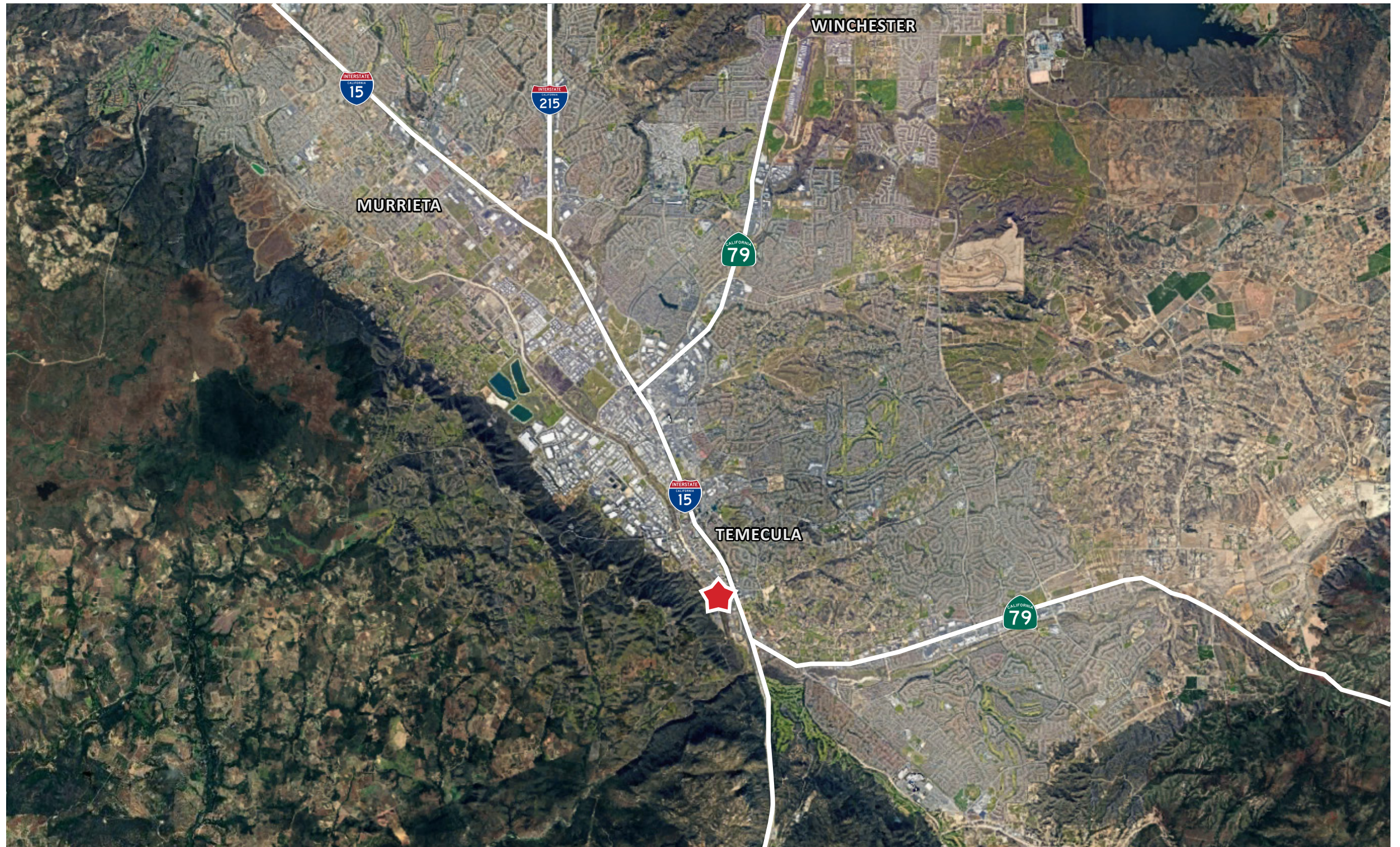
The property is adjacent to a recently approved four story hotel project that will be comprised of approximately 60,258 SF and contain 50 guest rooms. The project has plans for 1st Floor Commercial / Retail spaces and will contain amenities throughout such as a wine tasting area, gym, guest lounge, pool area, and bar/dining to name a few. This project was recently approved by Planning Commission and is anticipated to break ground Q1 of 2026.

## ZONING

The property is zoned SC – Service Commercial. This zoning designation allows for a wide range of commercial uses. According to the City of Temecula’s Municipal Code: The service commercial designation is intended to provide for intensive commercial uses and selected light manufacturing uses that typically require extensive floor area. Typical uses include home improvement stores, discount retail stores, furniture stores, auto dealerships and auto service and repair. Warehousing and light manufacturing may be permitted as supporting uses for a business that is consistent with the service commercial designation. In addition, the Service Commercial zoning would also allow for uses such as a car wash, supply yard, and RV and Boat storage with a CUP.



# Location Overview





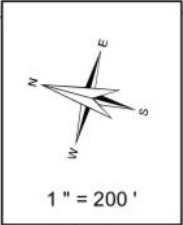
# Assessor's Map

THIS MAP WAS PREPARED FOR ASSESSMENT PURPOSES ONLY. NO LIABILITY IS ASSUMED FOR THE ACCURACY OF THE DATA SHOWN. ASSESSOR'S PARCEL MAY NOT COMPLY WITH LOCAL LOT-SPLIT OR BUILDING SITE ORDINANCES.

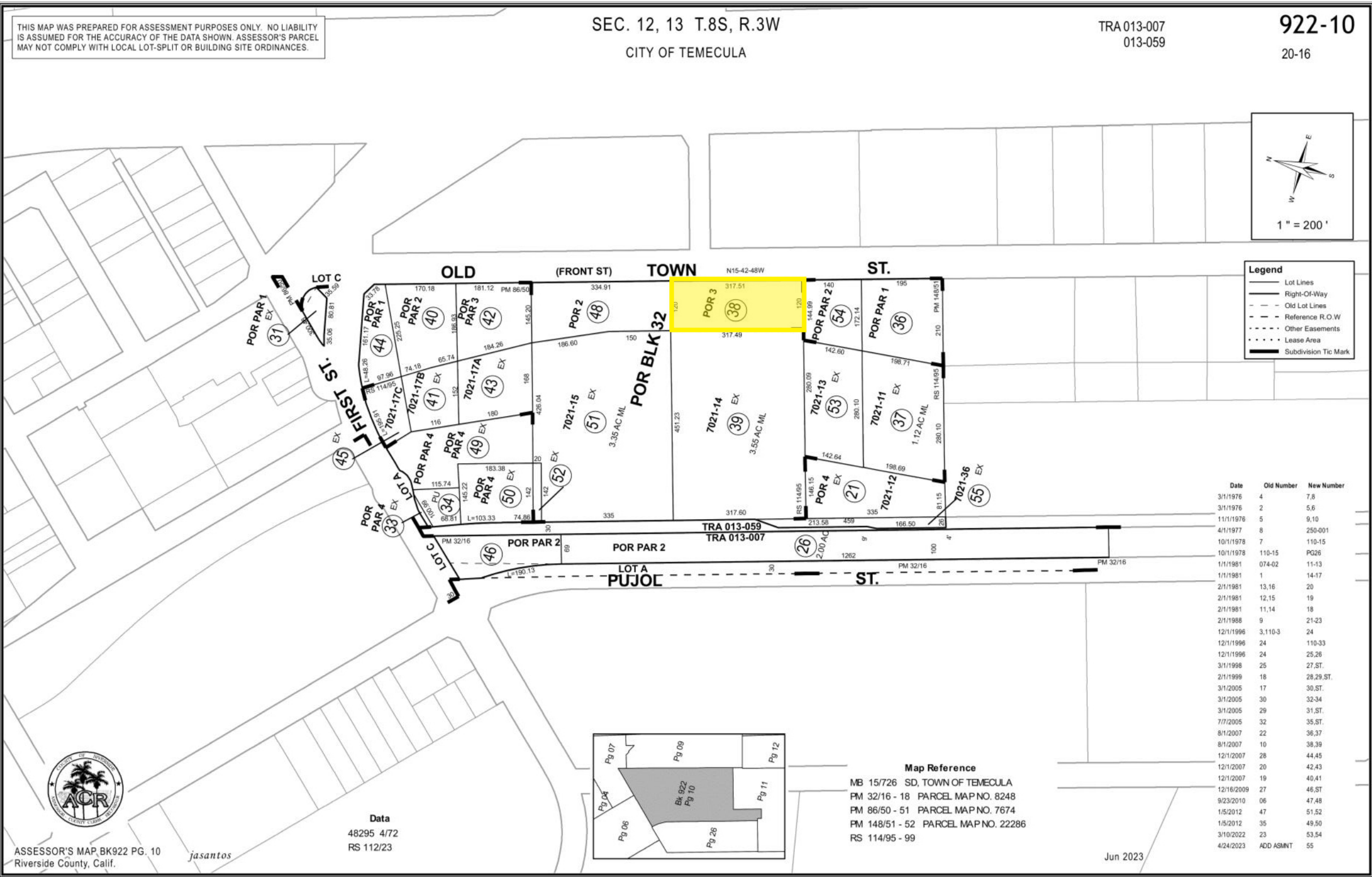
SEC. 12, 13 T.8S, R.3W  
CITY OF TEMECULA

TRA 013-007  
013-059

922-10  
20-16



- Legend**
- Lot Lines
  - Right-Of-Way
  - Old Lot Lines
  - Reference R.O.W.
  - Other Easements
  - Lease Area
  - Subdivision Tie Mark



Date	Old Number	New Number
3/1/1976	4	7,8
3/1/1976	2	5,6
11/1/1976	5	9,10
4/1/1977	8	250-001
10/1/1978	7	110-15
10/1/1978	110-15	PG26
1/1/1981	074-02	11-13
1/1/1981	1	14-17
2/1/1981	13,16	20
2/1/1981	12,15	19
2/1/1981	11,14	18
2/1/1988	9	21-23
12/1/1996	3,110-3	24
12/1/1996	24	110-33
12/1/1996	24	25,26
3/1/1998	25	27,ST.
2/1/1999	18	28,29,ST.
3/1/2005	17	30,ST.
3/1/2005	30	32-34
3/1/2005	29	31,ST.
7/7/2005	32	35,ST.
8/1/2007	22	36,37
8/1/2007	10	38,39
12/1/2007	28	44,45
12/1/2007	20	42,43
12/1/2007	19	40,41
12/16/2009	27	46,ST
9/23/2010	06	47,48
1/5/2012	47	51,52
1/5/2012	35	49,50
3/10/2022	23	53,54
4/24/2023	ADD ASMNT	55

**Map Reference**

MB 15/726 SD, TOWN OF TEMECULA  
PM 32/16 - 18 PARCEL MAP NO. 8248  
PM 86/50 - 51 PARCEL MAP NO. 7674  
PM 148/51 - 52 PARCEL MAP NO. 22286  
RS 114/95 - 99

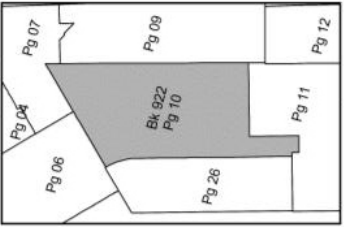
Jun 2023



ASSESSOR'S MAP BK922 PG. 10  
Riverside County, Calif.

jasantos

Data  
48295 4/72  
RS 112/23



# Allowable Uses

P	Permitted
C	Conditional Use
-	Not Permitted

Description of Use	SC
Adult businesses—subject to Chapter 17.09 of the Temecula Municipal Code	C
Aerobics/dance/gymnastics/jazzercise/martial arts studios (greater than 5,000 sq. ft.)	P
Aerobics/dance/gymnastics/jazzercise/martial arts studios (less than 5,000 sq. ft.)	P
Airports	-
Alcoholism or drug treatment facilities	C
Alcoholic beverage manufacturing1	C
Alcoholic beverage manufacturing with live entertainment1	C
Alcoholic beverage sales	
Ambulance services	P
Animal hospital/shelter	P
Antique restoration	C
Antique sales	P
Apparel and accessory shops	P
Appliance sales and repairs (household and small appliances)	P
Arcades (pinball and video games)1	C
Art supply stores	P
Auction houses	P
Auditoriums and conference facilities	C
Automobile oil change/lube services with no major repairs	P
Automobile painting and body shop	C
Automotive parts—sales	P
Automobile rental	P
Automobile repair services	P
Automobile sales (wholesale or autobroker only) with no outdoor/storage of vehicles	P
Automobile sales with only indoor display/storage of vehicles	P
Automobile sales with outdoor display/storage of vehicles1	C

Description of Use	SC
Automobile salvage yards/impound yards	-
Automobile service stations with or without an automated car wash1	P
Automotive service stations selling beer and/or wine—with or without an automated car wash1	C1
Bakery goods distribution	P
Bakery retail	P
Bakery wholesale	P
Banks and financial institutions1	P
Barber and beauty shops	P
Bed and breakfast1	-
Beer and wine market1	C
Bicycle (sales, rentals, services)	P
Billiard parlor/pool hall	C
Binding of books and similar publications	-
Blood bank	P
Blueprint and duplicating and copy services	P
Bookstores	P
Bowling alley'	P
Building material sales (with exterior storage/sales areas greater than 50 percent of total sales area)	P
Building material sales (with exterior storage/sales areas less than 50 percent of total sales area)	P
Butcher shop	P
Cabinet shop	P
Cabinet shops under 20,000 sq. ft.—no outdoor storage	P
Camera shop (sales/minor repairs)	P
Candy/confectionery sales	P

# Allowable Uses

<i>P</i>	<i>Permitted</i>
<i>C</i>	<i>Conditional Use</i>
<i>-</i>	<i>Not Permitted</i>

<i>Description of Use</i>	<i>SC</i>
<i>Car wash, full service'</i>	<i>C</i>
<i>Carpet and rug cleaning</i>	<i>P</i>
<i>Catering services</i>	<i>P</i>
<i>Clothing sales</i>	<i>P</i>
<i>Coins, purchase and sales</i>	<i>P</i>
<i>Cold storage facilities</i>	<i>-</i>
<i>Communications and microwave installations2</i>	<i>-</i>
<i>Communications equipment sales</i>	<i>C</i>
<i>Community care facilities</i>	<i>P</i>
<i>Computer sales and service</i>	<i>P</i>
<i>Congregate care housing for the elderly1, 4</i>	<i>P</i>
<i>Construction equipment sales, service or rental</i>	<i>C</i>
<i>Contractor's equipment, sales, service or rental</i>	<i>C</i>
<i>Convenience market1</i>	<i>C</i>
<i>Costume rentals</i>	<i>P</i>
<i>Crematoriums</i>	<i>-</i>
<i>Cutlery</i>	<i>P</i>
<i>Data processing equipment and systems</i>	<i>P</i>
<i>Day care centers</i>	<i>C</i>
<i>Delicatessen</i>	<i>P</i>
<i>Discount/department store</i>	<i>P</i>
<i>Distribution facility</i>	<i>C</i>
<i>Drug store/pharmacy</i>	<i>P</i>
<i>Dry cleaners</i>	<i>P</i>
<i>Dry cleaning plant</i>	<i>C</i>
<i>Educational institution</i>	<i>C</i>

<i>Description of Use</i>	<i>SC</i>
<i>Efficiency unit housing</i>	<i>-</i>
<i>Emergency shelters</i>	<i>C</i>
<i>Equipment sales and rentals (no outdoor storage)</i>	<i>P</i>
<i>Equipment sales and rentals (outdoor storage)</i>	<i>C</i>
<i>Feed and grain sales</i>	<i>P</i>
<i>Fire and police stations</i>	<i>P</i>
<i>Floor covering sales</i>	<i>P</i>
<i>Florist shop</i>	<i>P</i>
<i>Food processing</i>	<i>-</i>
<i>Fortunetelling, or similar activity</i>	<i>P</i>
<i>Freight terminals</i>	<i>-</i>
<i>Fuel storage and distribution</i>	<i>-</i>
<i>Funeral parlors, mortuary</i>	<i>P</i>
<i>Furniture sales</i>	<i>P</i>
<i>Furniture transfer and storage</i>	<i>C</i>
<i>Garden supplies and equipment sales and service</i>	<i>P</i>
<i>Gas distribution, meter and control station</i>	<i>-</i>
<i>General merchandise/retail store less than 10,000 sq. ft.</i>	<i>P</i>
<i>Glass and mirrors, retail sales</i>	<i>P</i>
<i>Governmental offices</i>	<i>P</i>
<i>Grocery store, retail1</i>	<i>P</i>
<i>Grocery store, wholesale1</i>	<i>P</i>
<i>Guns and firearm sales</i>	<i>P</i>
<i>Hardware stores</i>	<i>P</i>
<i>Health and exercise clubs (greater than 5,000 sq. ft.)</i>	<i>P</i>
<i>Health and exercise clubs (less than 5,000 sq. ft.)</i>	<i>P</i>

# Allowable Uses

P	Permitted
C	Conditional Use
-	Not Permitted

Description of Use	SC
Health care facility	-
Health food store	P
Heliports1	-
Hobby supply shop	P
Home and business maintenance service	P
Hospitals	C
Hotels/motels	-
Ice cream parlor	P
Impound yard	-
Interior decorating service	P
Junk or salvage yard	-
Kennels1	C
Laboratories, film, medical, research or testing centers	-
Laundromat	P
Laundry service (commercial)	P
Libraries, museums and galleries (private)	C
Liquefied petroleum, sales and distribution	-
Liquor stores1	-
Lithographic service	P
Locksmith	P
Machine shop	-
Machinery storage yard	-
Mail order businesses	P
Manufacturing of products similar to, but not limited to, the following:	-
Custom-made product, processing, assembling, packaging, and fabrication of goods within enclosed building (no outside storage), such as jewelry, furniture, art objects, clothing, labor intensive manufacturing, assembling, and repair processes which do not involve frequent truck traffic.	C

Description of Use	SC
Compounding of materials, processing, assembling, packaging, treatment or fabrication of materials and products which require frequent truck activity or the transfer of heavy or bulky items. Wholesaling, storage, and warehousing within enclosed building, freight handling, shipping, truck services and terminals, storage and wholesaling from the premises of unrefined, raw or semirefined products requiring further processing or manufacturing, and outside storage.	P
Uses under 20,000 sq. ft. with no outside storage	C
Commercial marijuana activity	-
Marijuana cultivation7	-
Massage	P
Medical equipment sales/rental	P
Medical marijuana dispensary	-
Membership clubs, organizations, lodges	C
Mini-storage or mini-warehouse facilities1	P
Mobilehome sales and service	P
Motion picture studio	P
Motorcycle sales and service1	P
Movie theaters	-
Musical and recording studio	C
Nightclubs/dance club/teen club/comedy club	C
Nurseries (retail)	P
Nursing homes/convalescent homes	C
Office equipment/supplies, sales/services	P
Offices, administrative, corporate headquarters and professional services including, but not limited to, business law, medical, dental, veterinarian, chiropractic, architectural, engineering, real estate, finance and insurance	P
Health and exercise clubs (greater than 5,000 sq. ft.)	P
Health and exercise clubs (less than 5,000 sq. ft.)	P
Paint and wallpaper stores	P

# Allowable Uses

<i>P</i>	<i>Permitted</i>
<i>C</i>	<i>Conditional Use</i>
<i>-</i>	<i>Not Permitted</i>

<i>Description of Use</i>	<i>SC</i>
<i>Parcel delivery services</i>	<i>P</i>
<i>Parking lots and parking structures</i>	<i>C</i>
<i>Pawnshop</i>	<i>P</i>
<i>Personal service shops</i>	<i>P</i>
<i>Pest control services</i>	<i>C</i>
<i>Pet grooming/pet shop</i>	<i>P</i>
<i>Photographic studio</i>	<i>P</i>
<i>Plumbing supply yard (enclosed or unenclosed)</i>	<i>C</i>
<i>Postal distribution</i>	<i>-</i>
<i>Postal services</i>	<i>P</i>
<i>Printing and publishing (newspapers, periodicals, books, etc.)</i>	<i>P</i>
<i>Private heliport'</i>	<i>-</i>
<i>Private heliport for hospital'</i>	<i>C</i>
<i>Private utility facilities (regulated by the Public Utilities Commission)</i>	<i>P</i>
<i>Radio and broadcasting studios, offices</i>	<i>P</i>
<i>Radio/television transmitter</i>	<i>-</i>
<i>Recreational vehicle parks</i>	<i>-</i>
<i>Recreational vehicle sales and rentals</i>	<i>C</i>
<i>Recreational vehicle, trailer, and boat storage within an enclosed building</i>	<i>C</i>
<i>Recreational vehicle, trailer and boat storage-exterior yard</i>	<i>C</i>
<i>Recycling collection facilities</i>	<i>-</i>
<i>Recycling processing facilities</i>	<i>-</i>
<i>Religious institution, without a daycare or educational institution</i>	<i>C</i>
<i>Religious institution, with an educational institution</i>	<i>C</i>
<i>Religious institution, with a daycare center</i>	<i>C</i>
<i>Residential, multiple-family housing</i>	<i>-</i>

<i>Description of Use</i>	<i>SC</i>
<i>Residential (one dwelling unit on the same parcel as a commercial or industrial use for use of the proprietor of the business)</i>	<i>C</i>
<i>Restaurant, drive-in/fast food</i>	<i>C</i>
<i>Restaurants and other eating establishments1</i>	<i>P</i>
<i>Restaurants with lounge or live entertainment1</i>	<i>C</i>
<i>Retail support use to a noncommercial business (limited to the sale of products manufactured or assembled on-site and occupying less than 15 percent of the floor area of the business)</i>	<i>-</i>
<i>Rooming and boarding houses</i>	<i>C</i>
<i>Scale, public</i>	<i>P</i>
<i>Schools, trade or vocational</i>	<i>P</i>
<i>Scientific research and development offices and laboratories</i>	<i>-</i>
<i>Senior citizen housing (see also congregate care)1, 4</i>	<i>P</i>
<i>Solid waste disposal facility</i>	<i>-</i>
<i>Specialty market1</i>	<i>P</i>
<i>Sports and recreational facility</i>	<i>C</i>
<i>Supportive housing</i>	<i>-</i>
<i>Swap meet, entirely inside a permanent building1</i>	<i>C</i>
<i>Swap meet, outdoor</i>	<i>-</i>
<i>Swimming pool supplies/equipment sales</i>	<i>P</i>
<i>Tailor shop</i>	<i>-</i>
<i>Taxi or limousine service</i>	<i>P</i>
<i>Tile sales</i>	<i>P</i>
<i>Tobacco shop</i>	<i>P</i>
<i>Tool and die casting</i>	<i>-</i>
<i>Transfer, moving and storage</i>	<i>-</i>
<i>Transitional housing</i>	<i>-</i>



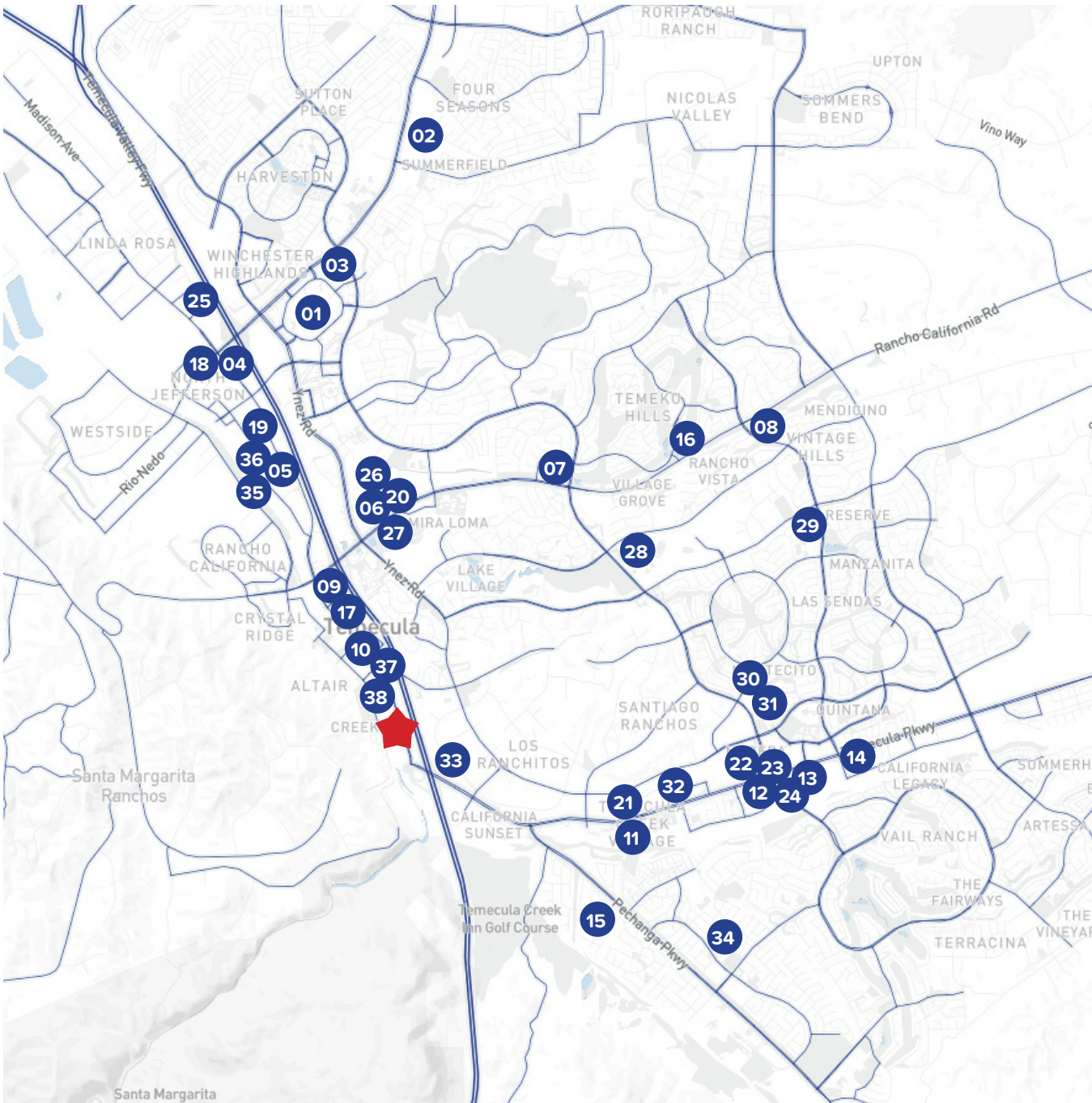
# Allowable Uses

Description of Use	SC
Truck sales/rentals/service1	C
TV/VCR repair	P
Upholstery shop	C
Vending machine sales and service	P
Warehousing/distribution	-
Watch repair	-
Wedding chapels	-
Welding shop	-
Welding supply and service (enclosed)	P
Wine tasting shop, with or without product sale for off-site consumption (Department of Alcoholic Beverage Control Type 02 only)	P
Wine tasting shop, with or without product sale for off-site consumption (Department of Alcoholic Beverage Control License Types other than Type 02)	C





# Surrounding Retail & Public Works



## SHOPPING CENTERS

- 01 Promenade Mall
- 02 Rancho Temecula Town Center
- 03 Commons at Temecula
- 04 Winchester Center
- 05 Los Amigos Shopping Center
- 06 Temecula Town Center
- 07 Palomar Village
- 08 Meadows Village
- 09 Venti Old Town Plaza
- 10 Old Town Temecula
- 11 Temecula Creek Village Shopping Center
- 12 Vail Ranch Center
- 13 Redhawk Towne Center
- 14 Vail Ranch Plaza

## ENTERTAINMENT

- 15 Pechanga Resort Casino
- 16 Temecula Wineries
- 17 Old Town Temecula

## MEDICAL FACILITIES

- 18 Temecula Urgent Care
- 19 Temecula Medical Center
- 20 Inland Urgent Care
- 21 United Medical Urgent Care
- 22 Temecula Valley Hospital
- 23 Rancho Family Medical Group
- 24 Carbon Health Urgent Care

## EDUCATION

- 25 SJVC Temecula
- 26 Springs Charter School
- 27 Peppertree Montessori
- 28 Temecula Valley High School
- 29 Temecula Middle School
- 30 Temecula Valley Adult School
- 31 CSUSM @ Temecula
- 32 Rancho Christian School
- 33 Julian Charter School
- 34 Temecula Luiseno Elementary

## GOVERNMENT FACILITIES

- 35 Temecula DMV
- 36 California Highway Patrol
- 37 City of Temecula Civic Center
- 38 Temecula Community Center



# Temecula, CA

Temecula is a city in southwestern Riverside County, California, United States. The city is a tourist and resort destination, with the Temecula Valley Wine Country, Old Town Temecula, the Temecula Valley Polo Club, the Temecula Valley Balloon & Wine Festival, the Temecula Valley International Film Festival, championship golf courses, and resort accommodations for tourists which contribute to the city’s economic profile.

The city of Temecula, forming the southwestern anchor of the Inland Empire region, is approximately 58 miles (93 km) north of downtown San Diego and 85 miles (137 km) southeast of downtown Los Angeles. Temecula is bordered by the city of Murrieta to the north and the Pechanga Indian Reservation and San Diego County to the south.

2024 Summary	
Population	111,752
Households	36,147
Median Age	36.2
Median Household Income	\$112,399
Average Household Income	\$141,899
2029 Summary Est.	
Population	117,359
Households	37,438





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