

PRIME DEVELOPMENT OPPORTUNITY IN THE HEART OF OLD TOWN TEMECULA

SWC OF 1ST STREET BRIDGE & OLD TOWN FRONT STREET | TEMECULA, CA 92590



- Exceptional 1.78-acre development opportunity in the heart of Old Town Temecula
- Currently generating holding income as a U-Haul rental and storage facility — ideal for phased redevelopment

- Zoned for high-impact uses including boutique hotel, health & wellness center, specialty grocer, chef-driven restaurant, wine tasting room, microbrewery, and more
- Prime infill location with direct access to Old Town Temecula's booming retail, dining, and tourism scene



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Exclusively Listed By

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COMMERCIAL REAL ESTATE SERVICES





INTERSTATE
15

Southcreek Mall

Aftershock
BREWING CO.

50 Key Hotel
Development
APPROVED

MURRIETA
CREEK

**SUBJECT
PROPERTY**

1st Street

Old Town Front Street

ALTAIR Master Plan
Development
1,750 residential units
UNDER CONSTRUCTION

**SUBJECT
PROPERTY**

50 Key Hotel
Development
APPROVED



CRUSH & BREW
great drinks. great food. great people.



SMALL BARN
Small Barn



THE GAMBLING
COWBOY



Old Town
Outlet



City Hall

Old Town
Parking Garage
480-Car

BAILY'S



Temecula
Resort & Spa
Seven Story
355 Key Hotel
PROPOSED



Moreno Rd



VONS

Rubio's

TARGET



Santiago Rd

Calle Nac

Preece Ln

Buckeye Rd

Calle Reva

Ynez Rd

Rancho California Rd

Del Rio Rd

Jefferson Ave

Ynez Rd

Location Map



Property Information

PROPERTY LOCATION:

Situated at the prominent southwest corner of 1st Street Bridge and Old Town Front Street, this prime property lies in the heart of Temecula's vibrant Old Town district. Ideally located just west of Interstate 15 and south of the 79 Freeway, the site offers exceptional accessibility and visibility, while remaining only approximately 6.4 miles east of I-15. Within easy walking distance to the renowned Old Town Temecula, the property is perfectly positioned to benefit from the area's heavy foot traffic and tourism, making it an exceptional opportunity for a wide range of developments.

PROPERTY PROFILE:

Currently operating as a U-Haul rental and storage facility and leased until June 30, 2026. The subject property offers rare development potential in one of Temecula's most historic and dynamic locations. Old Town Temecula is celebrated for its charming streets lined with wine tasting rooms, craft breweries, unique boutiques, and award-winning restaurants. Zoned for a variety of uses, the parcels allow for exciting possibilities including a Health and Fitness Center, Hotel, Grocery Store, Restaurant, or Wine Tasting Room/Micro Brewery. This is a rare opportunity to secure a highly visible, strategically located site in a thriving, tourist-driven marketplace.

JURISDICTION:

City of Temecula

APN'S & ACREAGE:

922-100-040: 0.70 Acres
922-100-042: 0.70 Acres
922-100-044: 0.38 Acres
Total Acreage: 1.78 Acres

ZONING:

Specific Plan

[\(Click to View Permitted Uses\)](#)

EXISTING LEASE:

\$5,375.67 per month plus landscaping/water. Lease expires June 2026 and is month to month thereafter.

GENERAL PLAN:

Old Town Specific Plan Downtown Core Hotel Overlay (DTC-HO)

DENSITY:

70 dwelling units per acre

MAXIMUM HEIGHT:

55'

SCHOOL DISTRICT:

Temecula Valley Unified School District

SERVICES:

Water/Sewer: Rancho California Water District

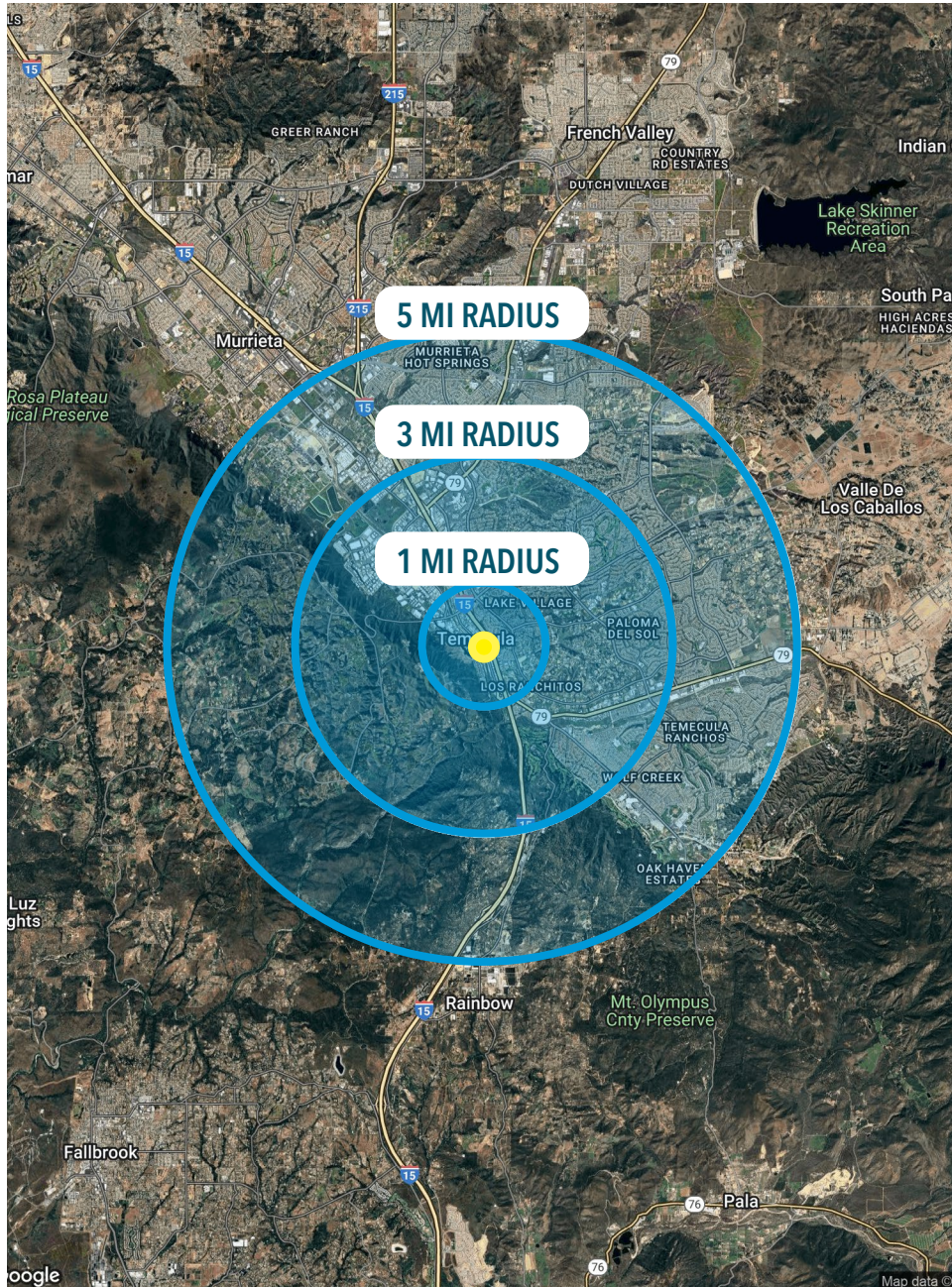
Gas: Southern California Gas Company

Electric: Southern California Edison

Fire: Riverside County Fire Dept

Police: Temecula Police Department

Demographic Aerial



DEMOGRAPHIC SUMMARY

	1 Mile	3 Miles	5 Miles
Population	8,234	55,690	143,713
Households	3,192	19,329	46,804
Average HH Income	\$117,627	\$131,022	\$148,192
Median HH Income	\$80,054	\$106,582	\$122,218
Median Age	37.0	36.8	37.4
Businesses	972	5,048	7,986
Employees	5,643	39,041	56,996

EDUCATION

	1 Mile	3 Miles	5 Miles
Associates Degree	10.0%	9.8%	9.7%
Bachelors Degree	19.7%	23.0%	25.6%
Graduate Degree	11.5%	13.7%	13.8%
Any College	66.6%	72.2%	73.5%

TRAFFIC COUNTS

Street	VPD
Old Town Front Street	±11,685
Temecula Valley Freeway I-15	±166,255

Demographic Source: Applied Geographic Solutions 11/2024, TIGER Geography - RFULL9

Tax 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.

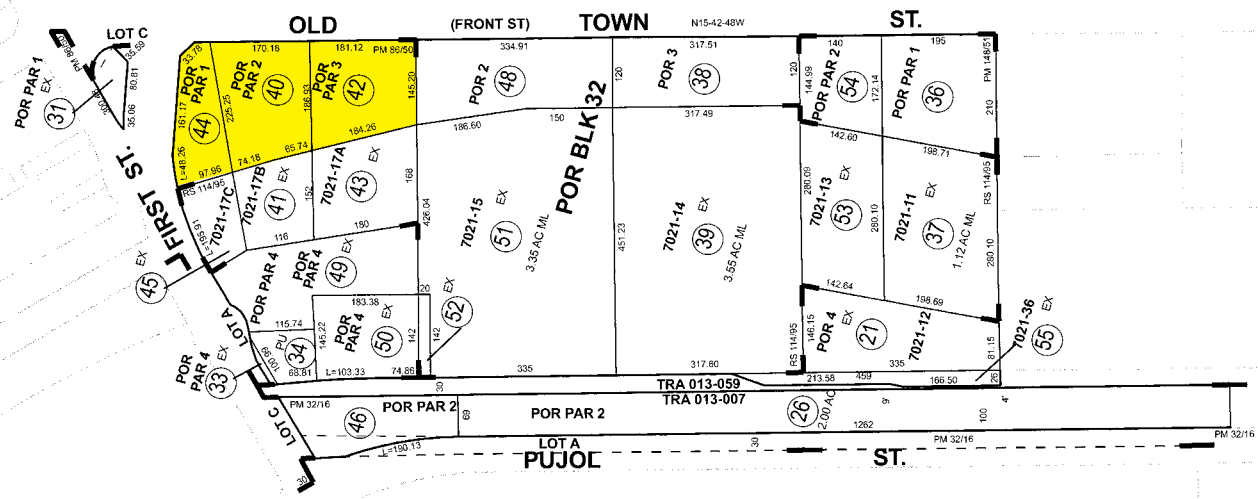
SEC. 12, 13 T.8S, R.3W
CITY OF TEMECULA

TRA 013-007
013-059

922-10
20-16

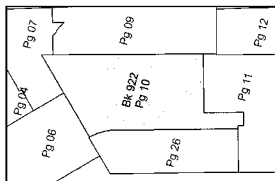


- Legend**
- Lot Lines
 - Right-Of-Way
 - Old Lot Lines
 - Reference R.O.W
 - Other Easements
 - Lease Area
 - Subdivision Tie Mark



Date	Old Number	New Number
3/1/1976	4	7.8
3/1/1976	2	5.8
1/1/1978	5	9.10
4/1/1977	8	250-001
10/1/1978	7	110-15
10/1/1978	110-15	7526
1/1/1981	074-02	11-13
1/1/1981	1	14-7
2/1/1981	13-18	20
2/1/1981	12-15	19
2/1/1981	11-14	18
2/1/1988	9	21-23
12/1/1998	3,110-3	24
12/1/1998	24	110-33
12/1/1998	24	25-26
3/1/1998	25	27-28
2/1/1999	16	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
12/1/2009	27	46-47
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 ASMT	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



Data
48295 4/72
RS 112/23



ASSESSOR'S MAP BK 922 PG. 10
Riverside County, Calif.

jasantos

Jun 2023

About the Area

EXPERIENCE THE BEST OF OLD TOWN TEMECULA

Old Town Temecula seamlessly blends the charm of California's historic Golden West with the vibrancy of a modern-day destination. This walkable district offers a rich tapestry of heritage, hospitality, and contemporary entertainment—all just steps away from your doorstep.

Stroll along wooden boardwalks and admire preserved 1800s-era architecture housing antique shops and vintage storefronts. Discover curated boutiques offering local artisan goods, or indulge in the latest culinary and craft culture with award-winning restaurants, trendy tasting rooms, and buzzing breweries.

Whether you're sipping local wine, enjoying live music under the stars, or indulging in farm-to-table fare, Old Town Temecula delivers an experience that's both authentically historic and vibrantly current. Frequent festivals, art walks, and cultural events fill the calendar, creating year-round excitement for residents and visitors alike.

From history enthusiasts to foodies, weekend explorers to long-time locals, Old Town Temecula offers an unmatched lifestyle—rich in character, convenience, and community.

TOP SHOPS IN OLD TOWN TEMECULA

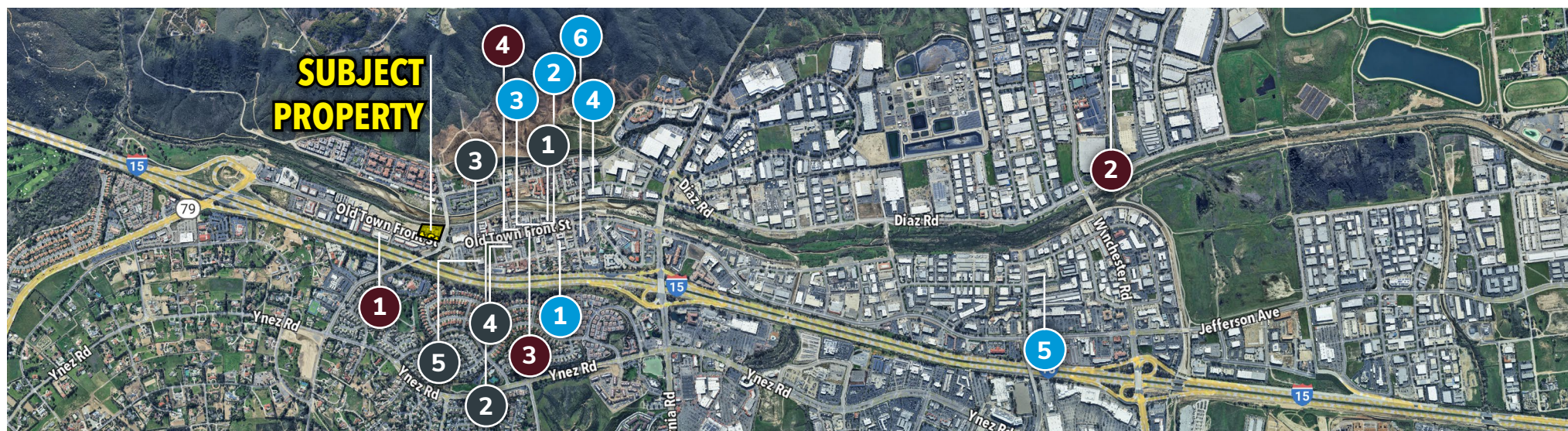
1. **Old Town Spice & Tea Merchants:** Offering over 350 high-quality spices, blends, and herbs, along with more than 100 loose-leaf teas and accessories
2. **Old Town Sweet Shop:** A delightful candy store featuring a variety of sweets and treats.
3. **Temecula Lavender Co.:** Specializing in handcrafted lavender products, from essential oils to bath and body items.
4. **Granny's Attic Antique Mall:** A treasure trove of antiques, collectibles, and vintage finds spread across multiple vendor spaces.
5. **Ford & Elm:** A boutique offering a curated selection of home décor, gifts, and lifestyle products.
6. **The Farmer's Market:** Held every Saturday from 8 am to 12:30 pm, featuring over 70 vendors offering locally sourced produce, artisan goods, and more.

CRAFT BREWERIES IN OLD TOWN TEMECULA

1. **Aftershock Brewing Co.:** Offers a variety of unique brews in a relaxed setting.
2. **Ironfire Brewing Co.:** Features award-winning brews since 2012, with a tasting room located in Old Town.
3. **Crush & Brew:** An artisan restaurant and bar that captures the craft brew movement with 30 rotating beer taps and an extensive wine selection.
4. **Stone Church Brewing:** Offers a selection of craft beers in a welcoming atmosphere.

MUST-TRY RESTAURANTS IN OLD TOWN TEMECULA

1. **Small Barn:** A modern bistro set in a transformed historic building, offering a unique yet casual dining experience.
2. **1909 Temecula:** A modern gastropub serving unique food, handcrafted cocktails, and craft beer, housed in a building with rich history.
3. **Baily's Restaurant:** Offers California continental cuisine with indoor and outdoor dining options, catering to a variety of dietary preferences.
4. **Public House Temecula:** Known for delicious brunch options and live music events, creating an exciting dining atmosphere.
5. **Margarita's Cocina y Cantina:** Delivers authentic Mexican flavors with homecooked dishes in a vibrant setting.



About the Area

TEMECULA, CALIFORNIA

Located in Southern California's Inland Empire, Temecula is a vibrant city known for its scenic beauty, strong community spirit, and thriving local economy. With convenient access to San Diego, Orange County, and the Greater Los Angeles area via Interstate 15, Temecula offers the charm of a smaller city with the accessibility of major urban centers. The city is home to over 110,000 residents and continues to grow as a desirable location for both families and businesses.

Temecula's economy is supported by a diverse mix of industries, including healthcare, education, tourism, and professional services. Major employers such as Temecula Valley Hospital, Temecula Valley Unified School District, and Promenade Temecula shopping center help anchor the local job market. The region's renowned Temecula Valley Wine Country, featuring over 40 award-winning wineries, drives a robust tourism industry that brings in millions of visitors annually.

Recreation and lifestyle are at the heart of the Temecula experience. The city offers championship golf courses, over 40 public parks, and a wide array of family-oriented amenities. Old Town Temecula, with its historic charm, artisan shops, dining, and year-round events, serves as the cultural and entertainment hub of the city. Seasonal festivals, farmers markets, and live music events create a lively atmosphere that celebrates local heritage and community.

Outdoor enthusiasts enjoy over 97 miles of trails for hiking, biking, and horseback riding, along with easy access to the nearby Santa Rosa Plateau Ecological Reserve, known for its scenic vistas and rare ecosystems. Lakeside trails, like those at Harveston Lake Park, offer peaceful settings for walking and jogging, while community sports facilities and recreational centers promote active living for all ages.

With top-rated schools, a low crime rate, and a well-maintained infrastructure, Temecula offers a high quality of life in a picturesque setting. Its blend of natural beauty, economic opportunity, and community-centered living makes it one of the most attractive places to live, work, and invest in Southern California.



Population
107,073



Households
35,215



Avg HH Income
\$146,331



Median HH Income
\$116,715



Total Employees
41,121

WINE COUNTRY HUB

Temecula is home to over 40 wineries in the Temecula Valley Wine Country, producing award-winning wines and attracting more than 3 million visitors annually. It's one of Southern California's premier wine destinations.

HISTORIC OLD TOWN

Old Town Temecula is a restored 1800s-era district featuring western-style architecture, artisan boutiques, dining, breweries, live music, and cultural events, blending heritage with modern charm.

EXTENSIVE TRAIL NETWORK

The city maintains 97+ miles of trails and 40+ parks for hiking, biking, running, and horseback riding. Notable nearby areas include Santa Rosa Plateau Ecological Reserve, ideal for nature lovers and outdoor recreation.

THRIVING ARTS & CULTURE SCENE

Temecula has a growing arts community anchored by the Old Town Temecula Community Theater, the Temecula Valley Museum, and numerous public art installations, galleries, and cultural festivals.

TOP-RATED SCHOOLS

Served by the Temecula Valley Unified School District, the city is known for its strong public schools and educational programs, consistently ranked among the best in Riverside County.

RECREATIONAL LIFESTYLE

With multiple golf courses, family activity centers, equestrian facilities, and sports complexes, Temecula promotes an active and wellness-focused lifestyle year-round.

SAFE & FAMILY-FRIENDLY

Recognized for its low crime rate, strong community services, and family-oriented neighborhoods, Temecula consistently ranks as one of the safest cities in California.

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