

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

Allison Esbensen

Sales Associate

CA License # 01983671

(951) 491-6300

aesbensen@westmarcre.com



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

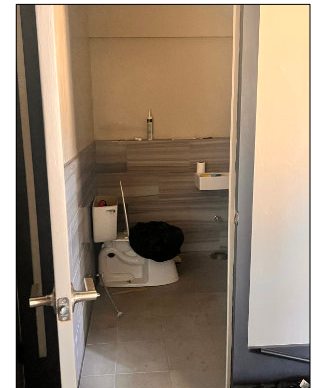


Zoning Downtown Murrieta  
Specific Plan  
CI/CP - Mixed Use



## 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



- 1) The Press Espresso
- 2) Gypsy Sunset
- 3) Downtown Public House
- 4) Vantage Home Shoppe
- 5) Wine Ranch Grill & Cellars
- 6) Bach Theatre Group
- 7) Jade Boutique
- 8) Lisa's Reborn Treasures
- 9) Hillbilly Surfboards
- 10) Mae's Market Boutique
- 11) Sidelines Sports Bar & Grill
- 12) The Shootist
- 13) Belching Beaver Brewery
- 14) Chaparral Coin & Gun
- 15) Studio No. 3
- 16) Geronimo's Clothing & Barbershop
- 17) Love, Dreams & Pie
- 18) Calhoun's Family Texas BBQ
- 19) The Mill
- 20) The Crafted Scone
- 21) Anthony's Lounge & Ristorante
- 22) Murrieta Day Spa



**Dinner & Drinks**



**Local Brews**



**Indicates a dining opportunity**

**Largest Outdoor Amphitheater in Southwest Riverside County**

**Downtown Murrieta**

**Shopping**

**Live Music**

**Tasty Grub**

**Fine Dining**

**Antiques, etc.**

**Murrieta Historical Museum**

**Murrieta Day Spa**

**Country Market**

**Historic Old Mill**

**Historic Building**

**Historic Homes**

**Historic Church**

**Historic Alley**

**U.S. Post Office**

**Mae's Market Boutique**

**Hillbilly Surfboards**

**Belching Beaver Brewery (coming soon)**

**Donut Shop**

**Historic Homes**

**Historic Church**

**Historic Homes**

**Historic Alley**

**U.S. Post Office**

**Mae's Market Boutique**

**Hillbilly Surfboards**



**MURRIETA**  
SOUTHERN CALIFORNIA

**Downtown Murrieta is at the center of it all!**



**DOWNTOWN Murrieta 395**  
MERCHANTS & PROPERTY OWNERS ASSN

Historic Downtown Murrieta: Take a stroll through historic Downtown Murrieta, where charming shops, local favorites, and vibrant events create a lively atmosphere. (Source: City of Murrieta - [www.murrietaca.gov/1503/Shop-Dine-Play-Relax](http://www.murrietaca.gov/1503/Shop-Dine-Play-Relax))



## Main Street Murrieta

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

**24810 Washington Avenue, Murrieta California 92562**

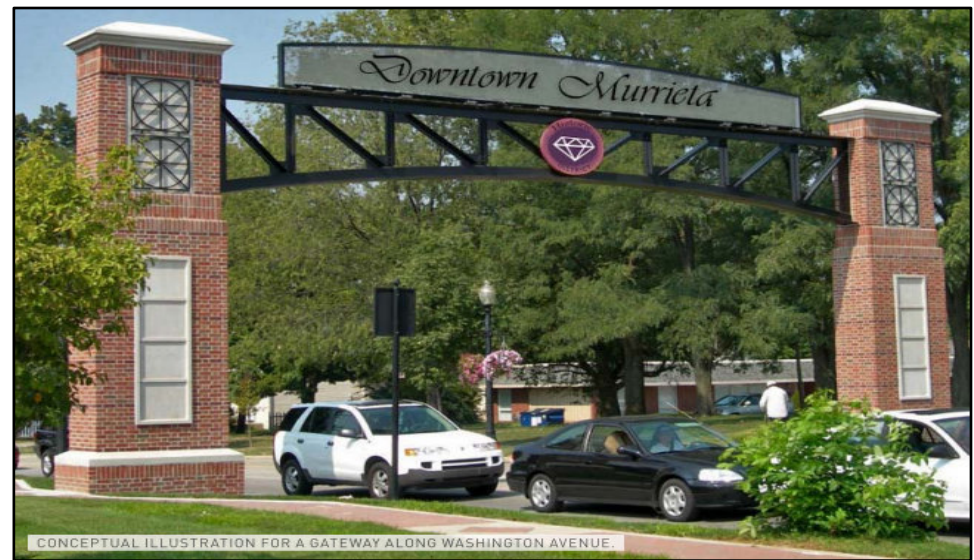
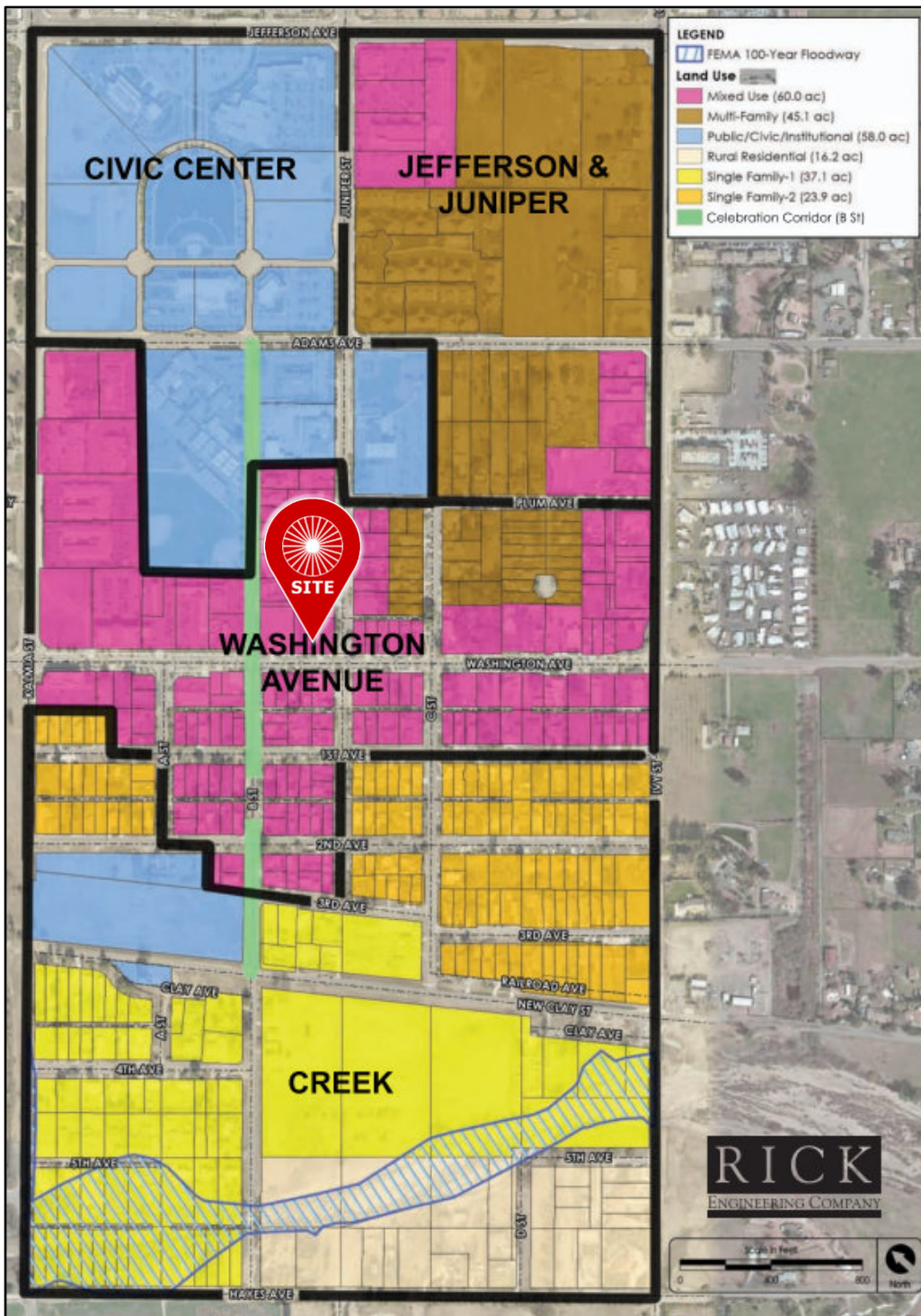
Main Street Murrieta is a historic downtown area that blends history, art, music, culture, shopping, and dining. Aligned with the Specific Plan adopted in March 2017, the initiative follows a two-phase approach to foster long-term growth and vibrancy.

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](http://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.

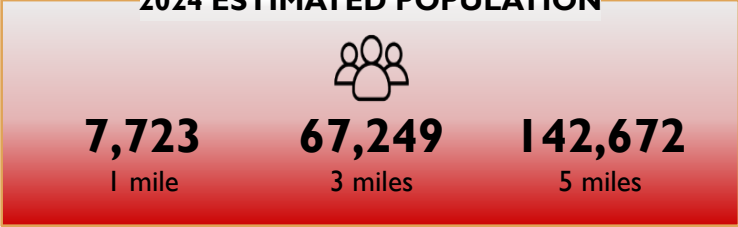
Source: [Murrieta Economic Development Downtown Specific Plan](#)



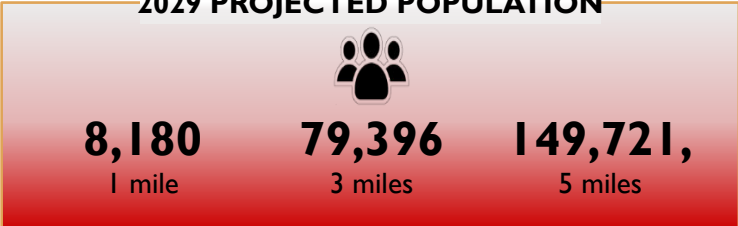




**2024 ESTIMATED POPULATION**



**2029 PROJECTED POPULATION**



**DAYTIME EMPLOYEE POPULATION**



**AVERAGE HOUSEHOLD INCOME**



Source: CoStar 2024

**TRAFFIC COUNTS**



Source: CoStar 2025