

# MURRIETA FACTS 2024

QUALITY OF LIFE • PUBLIC SAFETY • ECONOMIC DEVELOPMENT

## Murrieta Welcomes You

The City of Murrieta has a strong and growing economy, with approximately 6m sq ft of retail, a daytime population of 100K, high education rates, and family incomes over \$137K.

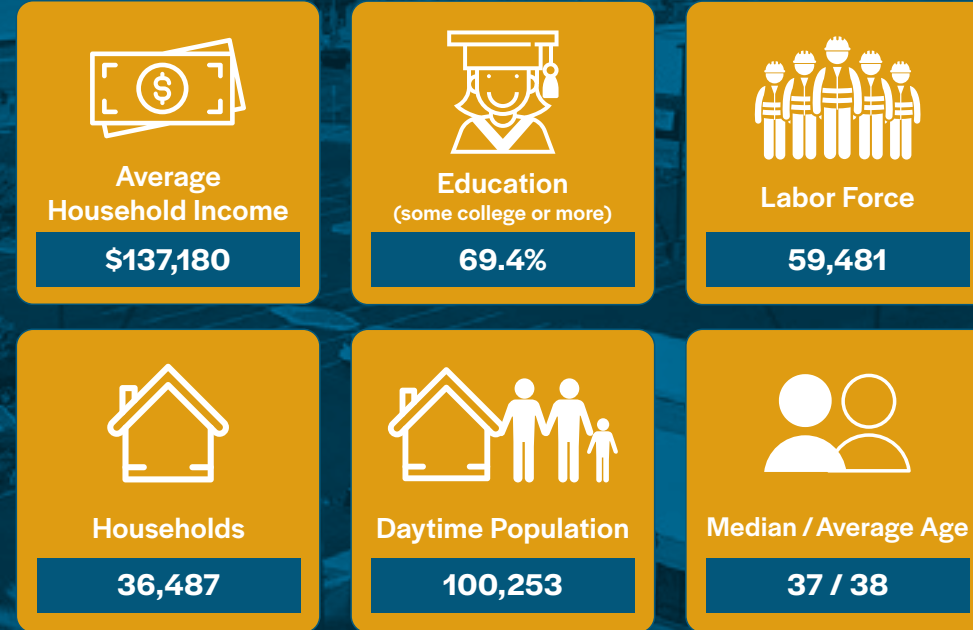
Murrieta has the largest population in Southwest Riverside County, and we are actively seeking retail opportunities and new amenities for our residents.

Check out our business friendly atmosphere and strong city support!

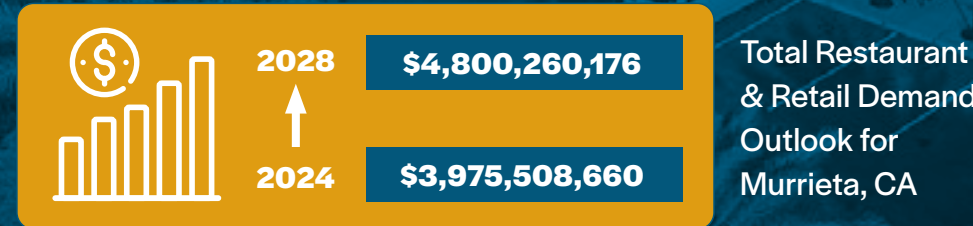
[www.MurrietaCA.gov](http://www.MurrietaCA.gov)



**Total City Population: 120,212**



### PRIMARY RETAIL TRADE AREA



## Small Business Support Programs & Resources

The City of Murrieta actively promotes our business community through a variety of activities to encourage our residents to spend their high incomes in our city.

- Shop Local
- Small Business Saturday
- Restaurant Month Promotion
- SCORE
- SBA
- SBDC
- Many More Shop & Dine Local Campaigns

With everything from shop small promotions, to restaurant month, to a new \$1M small business campaign, video highlights, city newsletter promotions and many more, Murrieta supports our businesses.

**We want your business to be a part of our community!**



## Murrieta is at the center of Southern California!



### CITY OF MURRIETA

Mayor Lori Stone  
Mayor Pro Tem Cindy Warren

City Council Members:  
Jon Levell  
Ron Holliday  
Lisa Deforest

City Manager Kim Summers



### Economic Development Department

Scott Agajanian  
email: [sagajanian@murrietaca.gov](mailto:sagajanian@murrietaca.gov)  
phone: 951-461-6003

## MURRIETA CA

# 2024

**BUSINESS & ECONOMIC DEVELOPMENT**



CONNECTED BY BUSINESS

## Prime Development Opportunity!



**CURRENT ZONING: Community Commercial (CC)**  
 Potential Uses for Community Commercial (per the City of Murrieta)  
 Auto Dealership, Hotel Services, Medical Services, Offices, Retail Centers  
 and other various commercial uses.



## HOTELS

### RECENTLY OPENED

Murrieta Hot Springs Resort & Spa **NOW OPEN!**  
 Courtyard by Marriott  
 Residence Inn by Marriott  
 Holiday Inn Express  
 Hampton Inn  
 Comfort Inn & Suites  
 Wyndham Timeshares **(COMING SOON)**

Home2 Suites by Hilton **(COMING SOON)**

Homewood Suites **(COMING SOON)**

2 Approved New Hotel Projects **(COMING SOON)**



## RESTAURANTS

### COMING SOON

Chick Fil A #2  
 Raising Canes #2  
 Talia's Kitchen - at the Murrieta Hot Springs Resort  
 Destination Smokehouse  
 Capriotti's Sandwich Shop  
 FCP Butchery & Restaurant  
 Best Pizza & Brew  
 The Hungry Dragon  
 Hush Coffee  
 Mr. Chi Boba & Tea  
 Farmer Boys #2

## RETAIL

### RECENTLY OPENED

The Vineyard Shopping Center  
 Costco  
 Amazon Fresh  
 Howard's Appliance TV & Mattress  
 Trader Joe's **(OPENING SOON)**  
 Aldi's #2 **(COMING SOON)**  
 Grocery Outlet **(COMING SOON)**  
 Home Depot #2 **(COMING SOON)**  
 Murrieta Marketplace Shopping Center **(COMING SOON)**  
 Ross #2 **(COMING SOON)**  
 The Triangle **(COMING SOON)**

## HEALTHCARE

### RECENTLY OPENED

Fresenius Kidney Care  
 United Nursing School  
 Makena Medical Center Campus  
 Kaiser Ambulatory Surgery Center  
 Rady Children's Medical Center  
 V.A. Clinic - Murrieta  
 Encompass Health  
 The Linden Retirement Home  
 Loma Linda University Medical Center Expansion **(COMING SOON)**  
 Rancho Springs Medical Center Expansion **(COMING SOON)**  
 Murrieta Innovation Center Wet Lab/Dry Lab/Creative Office Incubator **(COMING SOON)**

