

MURRIETA WELCOMES YOU

The City of Murrieta really has it all, starting with a strong sense of community, a business friendly atmosphere, a focus on growing the economy, maintaining a safe and prosperous community, and offering high levels of public service.

Murrieta has affordable home and land prices and a wide range of housing options available from single family dwellings, up to estate and ranch style homes and is consistently ranked one of the best cities to raise a family in California.

In fact, we were ranked the #1 City to live in Southwest Riverside County by The Press-Enterprise. Come visit us and see for yourself.

VOTED #1 CITY
TO LIVE IN



SOUTHWEST
RIVERSIDE COUNTY



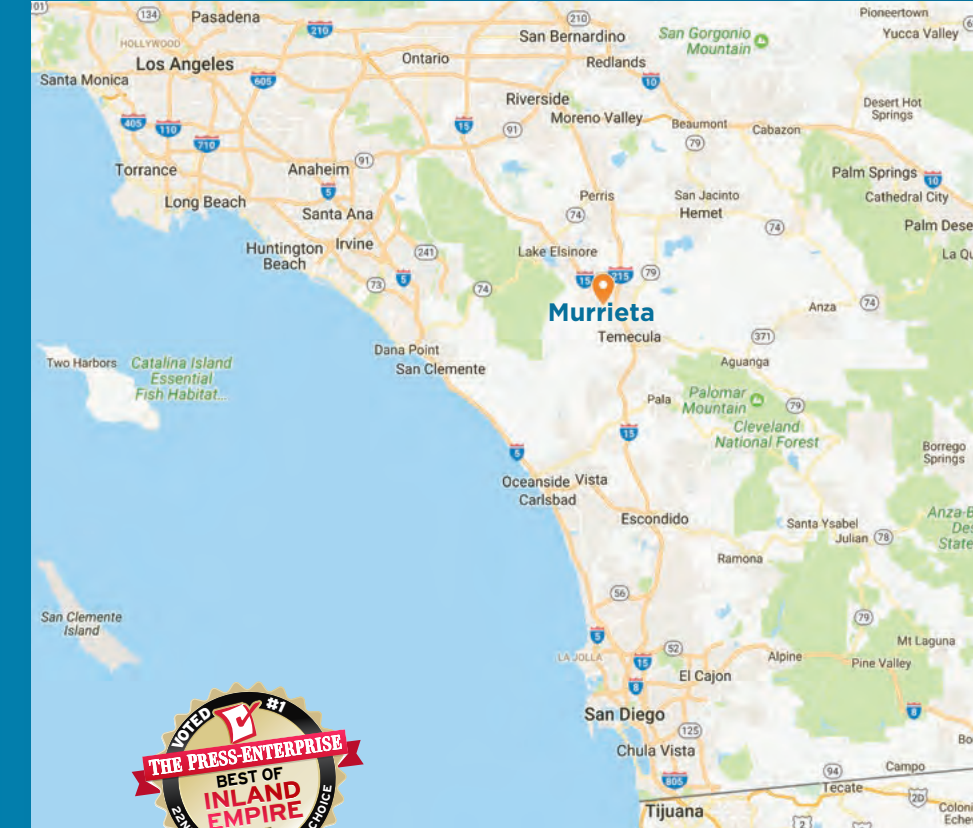
NEW DOWNTOWN SPECIFIC PLAN

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.



Courtyard Marriott opened 2018

MURRIETA is at the center of Southern California!



**CITY OF MURRIETA
CITY COUNCIL 2019**
Mayor Kelly Seyarto
Mayor Pro Tem Randon Lane
City Council Members:
Jonathan Ingram
Christi White
Scott Vinton
City Manager Kim Summers



Economic Development Department
email: SAgajanian@MurrietaCA.gov
phone: (951) 461-6003
www.MurrietaCA.gov

MURRIETA

2019

BUSINESS & ECONOMIC DEVELOPMENT



MURRIETA FACTS

QUALITY OF LIFE
PUBLIC SAFETY
ECONOMIC DEVELOPMENT



- Average household income **\$94,474**
- Nationally recognized school district
- Top 10% high schools in the U.S.**
CA Exemplary District Award
- Traffic count at I-15/I-215 junction:
275,000 ADT
- Consistently on FBI's National List of
2018 #2 Safest City in U.S.
(lowest violent crime in cities with > 100,000 residents)
- featuring 1st Genomics Lab and
Murrieta **Innovation Center**
Clinical Trials Lab in region
- Strong **STEM Focus**
- Home of CA State Open Golf Tournament
Jack Nicklaus designed golf course
- Population **113,873**
- New hotels **6**
- Parks & Trails **over 52**
- City run:
Police & Fire
- State of the art:
Public Library

MURRIETA RETAIL GROWTH TIMELINE



2001-2006

Murrieta is one of the fastest growing cities in the State of California, growing from population of 20,000 to over 114,000 today.

Retail Centers begin to develop with anchor tenants like **Wal-Mart** which opened in 2001, followed by **Best Buy**, **Staples** and **Stater Bros.**

Lowe's and **Home Depot** both open in Murrieta shortly afterwards.

Target opens its first location in Murrieta, followed by **Kohl's**, **Toys R' Us**, and **Ross** in 2003.

Sam's Club opens in 2004.

2006 is a busy year with the **Village Walk Center** bringing in **Lakeshore Learning**, **Petco** and **Guitar Center**. **Albertson's** opens 2 locations in the same year.



2007-2016

In 2009, **Target** brings its second location to Murrieta when they open a **Super Target** in The Orchard. **Burlington Coat Factory**, **Dick's Sporting Goods**, and **Jerome's Furniture** all open soon thereafter.

Harbor Freight opens its doors next to Sam's Club in 2013.

Tractor Supply comes to town in 2014 along with **Cardenas**.

The Hat and **Baron's** both open in 2015.

2016 brings **Marshalls** and **Active Mobility** along with the second hotel in Murrieta, **Residence Inn by Marriott**.



2017-2018

Carmax opens their largest facility in the U.S. Utilizing Murrieta's central location to access the Southern California Market they make their 6 year projection in retail sales in 6 months!

Golden Corral opens a new restaurant in Murrieta.

Reading Cinemas renovates their existing theater into a luxury theater with leather reclining seats, meal and alcoholic beverage services.

2 new hotels open in Murrieta, the **Courtyard by Marriott** and **Hampton Inn**.

Aldi has submitted a development application.

Construction begins on **Holiday Inn Express**.

Wyndham Timeshares submits an application for a new 4-story Resort.



2019

The Vineyard, a new Regional Commercial Center, will be securing permits in 2019, featuring **Costco** as an Anchor Tenant along with **Panera Bread**, **Farmer Boys** and a variety of retailers.

BMW Murrieta opens a new and expanded state-of-the-art facility to meet the demand of their expanding dealership.

The Springs opens a new 75K sq. ft. Health & Rehabilitation facility.

Black Bear Diner opens to huge lines that require a valet service just to meet the demand, showcasing the need for sit down dining in Murrieta.

Mitsubishi USA chooses Murrieta as for a new automobile dealership, they opened in February 2019.

HealthSouth is constructing a Brain and Spinal Rehabilitation Hospital in Murrieta's North Technology Corridor.

