

+/-3.5 Acres • For Sale

Monroe Avenue, Murrieta, CA



I-15 Freeway Frontage Land



COLDWELL BANKER
COMMERCIAL
LAND TEAM

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Property Overview

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Executive Summary

PROPERTY OVERVIEW

This ±3.5-acre offering is strategically located in Murrieta, within the heart of Southwest Riverside County’s rapidly growing residential and employment corridor. The site is positioned near established commercial, industrial, and residential development and benefits from convenient access to the I-15 and I-215 freeways, connecting the Property to Temecula, North San Diego County, and the greater Inland Empire. Located within an established area of Murrieta, the property is in proximity to existing utility infrastructure, including water, sewer, electricity, and telecommunications; buyers should confirm specific service availability and capacity with the applicable providers. The surrounding area continues to experience significant investment and development, supported by Murrieta’s expanding population, skilled workforce, and business-friendly environment. Combined with its Innovation zoning, accessible location, and proximity to existing infrastructure, the property offers a well-positioned opportunity for immediate development or to hold as an investment. Please contact our team with any questions or interest regarding this offering.

PROPERTY FACTS

LOCATION: Murrieta, Riverside County, CA

TOTAL SITE AREA: ±3.5 Acres

APNs: 910-020-068, 069, 070, 071

ZONING: Innovation

GENERAL PLAN: Innovation

ZONING

The Innovation designation is intended to accommodate a flexible mix of employment-generating uses, including technology, research and development, advanced manufacturing, office, and other innovative commercial and industrial activities. This zoning supports the City’s broader objective of attracting high-quality businesses and fostering job creation and economic growth. The designation provides flexibility for a range of potential development concepts, subject to applicable City development standards, entitlements, and approvals. Prospective buyers should verify permitted uses, development requirements, and site-specific considerations directly with the City of Murrieta.

PURCHASE PRICE

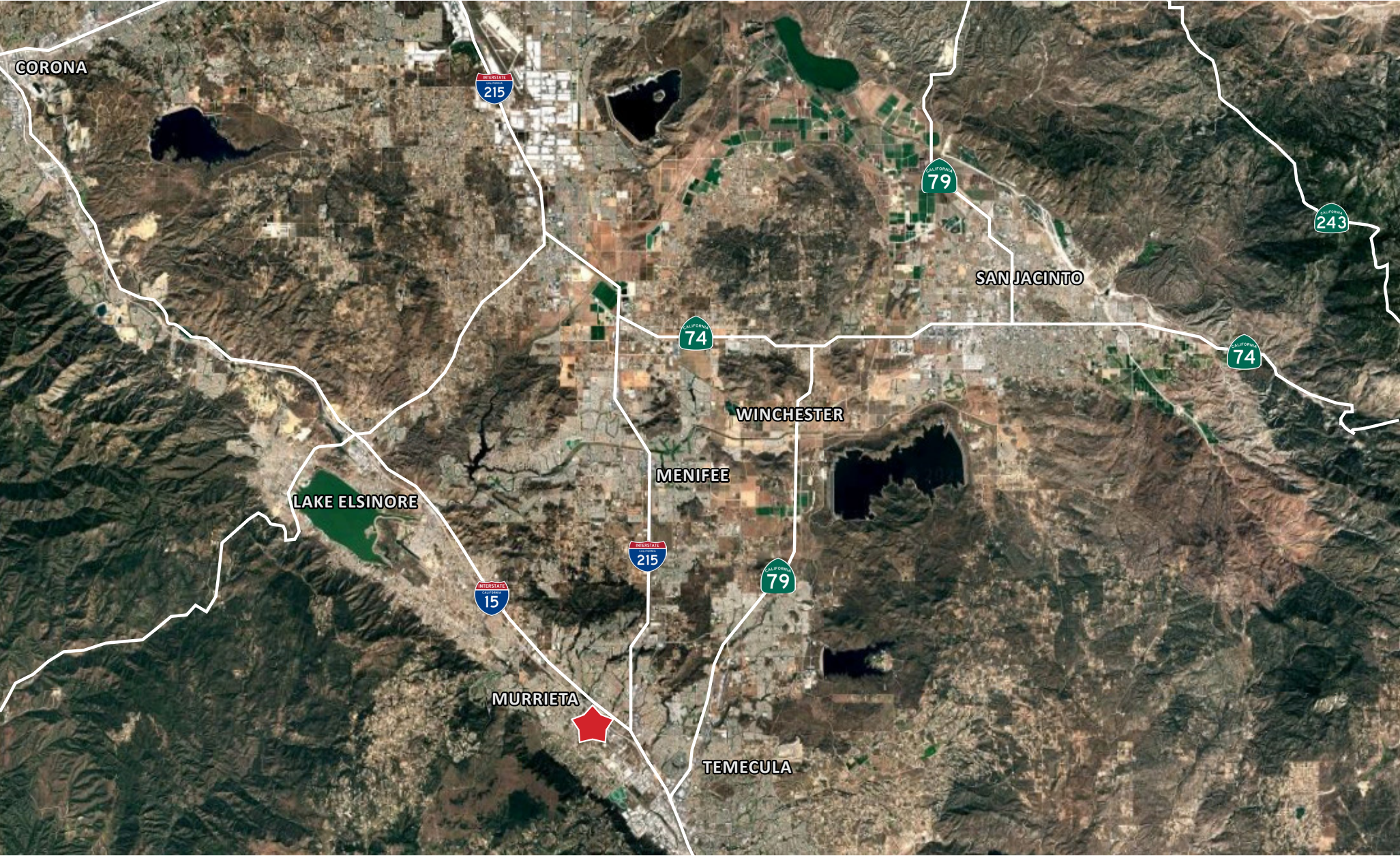
\$799,000 (\$228,286/AC)



An aerial photograph of a city landscape. A multi-lane highway runs diagonally from the bottom left towards the center. To the right of the highway is a large, open green field with some trees and a few buildings. Further right is a dense residential area with many houses. In the background, there are mountains under a clear blue sky. The text 'Market Overview' is overlaid in white on the right side of the image.

Market Overview

Location Aerial



Surrounding Retail & Public Works



SHOPPING CENTERS

- 01 Albertsons Shopping Center
- 02 Orchard Shopping Center
- 03 Costco
- 04 Heritage Market Place
- 05 French Valley Village Center
- 06 Gateway Plaza
- 07 Murrieta Gateway Center
- 08 Murrieta Town Center
- 09 Murrieta Springs Plaza
- 10 The Plaza at Silver Hawk
- 11 Promenade Mall
- 12 Commons at Temecula
- 13 Temecula Shopping Center
- 14 Winchester Center

MEDICAL FACILITIES

- 15 Inland Valley Medical Center
- 16 Kaiser Permanente
- 17 Loma Linda
- 18 Kaiser Permanente
- 19 Temecula Urgent Care

EDUCATION

- 20 Murrieta Valley High School
- 21 Thompson Middle School
- 22 Antelope Hills Elementary School
- 23 Vista Murrieta High School
- 24 Alta Murrieta Elementary School
- 25 Mount San Jacinto College

GOVERNMENT

- 26 Los Alamos Hills Sports Park
- 27 Spencer Crossing Sports Park
- 28 Temecula DMV

ENTERTAINMENT

- 29 Murrieta City Hall & Parks Dept.
- 30 Round 1 Bowling
- 31 Edwards 21 Cinemas
- 32 Temeku Cinemas
- 33 Skyzone Trampoline Park

Location Overview

MURRIETA OVERVIEW

Murrieta is a city in southwestern Riverside County, California, United States. The population of Murrieta was 103,466 at the 2010 census. Murrieta experienced a 133.7% population increase between 2000 and 2010, according to the most recent census, making Murrieta one of the fastest-growing cities in the state. This population boom in 2010 surpassed the population of the historically larger and more commercial city of Temecula to the south for the first time since the incorporation of either city.

Temecula and Murrieta together form the southwestern anchor of the Inland Empire region. Largely residential in character, Murrieta is typically characterized as a commuter town, with many of its residents commuting to jobs in San Diego County, Orange County, Los Angeles County, Temecula, and Camp Pendleton.

The city of Murrieta is situated just 100 miles outside of Los Angeles and is well loved by residents for its gorgeous surrounding vineyards and idyllic scenery. Not just known for its grapes, the area around the city is said to be some of the most picturesque in the region, and for anyone who likes to get outdoors then this is not to be missed.

2025 Summary

Population	112,539
Households	36,145
Median Age	38
Median Household Income	\$112,962
Average Household Income	\$132,869



RIVERSIDE COUNTY OVERVIEW

Riverside County is one of the fastest growing counties in the United States, leading the rapidly changing Inland Empire market, with rivers, mountain peaks, deserts and fertile valleys, Riverside County offers diversity that few locations can match. More than two million people live in Riverside County, making it the fourth most populous county in California, taking advantage of affordable housing, nearby beaches, mountains, hiking and bike trails, the Wine Country near Temecula and resorts that offer oases in the desert. Riverside County covers 7,208 square miles in Southern California. Together, Riverside and San Bernardino Counties have been dubbed the Inland Empire.

California’s fourth largest county by population is expanding its economy, working to diversify beyond the housing industry that has driven the region’s economy for years.

Centrally located in the heart of Southern California; Riverside County borders San Bernardino, Orange and San Diego Counties. Interstate 10 runs through the entire County from east to west, and Interstates 15 and 215 connect Riverside County with San Diego County and San Bernardino County. Highway 60 and 91 link Riverside County to Los Angeles and Orange Counties. Attractive to many businesses, rail service connects Riverside County businesses with important markets, ports of entry, and key airports to expedite major national and international commerce transactions. Metrolink provides a large number of commuters from Riverside to Los Angeles, Orange and San Bernardino Counties In addition, Riverside County is presently served by 3 airports including the rapidly expanding Ontario international Airport: Palm Springs International Airport and San Bernardino International Airport.

2026 Summary

Population	2,492,000
Households	791,757
Median Age	36.3
Median Household Income	\$84,505
Average Household Income	\$90,527



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