

# CITY OF MENIFEE




Researched for:  
City of Menifee  
Economic Development Department

RIVERSIDE COUNTY,  
CALIFORNIA

Contact:  
Gina Gonzalez, MA  
Economic Development Director  
951.723.3711  
[ggonzalez@cityofmenifee.us](mailto:ggonzalez@cityofmenifee.us)

Demographic  
Marketing  
Report

Researched and Prepared By:

 **DERRIGO  
STUDIES**  
"THE DEMOGRAPHIC SOLUTION"  
760.310.9904  
[derrigostudies.com](http://derrigostudies.com)

January 2020

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# **CHAPTER I**

## **INTRODUCTION**

# **DEMOGRAPHIC ANALYSIS REPORT ON THE CITY OF MENIFEE, RIVERSIDE COUNTY, CALIFORNIA**

## **Purpose:**

Derrigo Studies examined updated demographic characteristics for the City of Menifee. Existing and future demographic statistics, retail uses, and residential activity were researched in detail to determine specific estimates. The study area under review can be viewed on page 8, Vicinity Map. For accuracy and visual aid, please see full size illustrations referenced throughout this report and included in this analysis, pages 8 through 11.

## **SUMMARY OF FINDINGS**

Updated for the City of Menifee's Economic Development Department, this study analyzes two trade areas: Menifee City Limits and a 5-Mile Radius around the intersection of Interstate 215 and Newport Road in southwestern Riverside County. Many changes have occurred in the region with many more to come. Key results of our research are listed below:

◆ **Menifee Town Center** is well underway with three residential builders selling product at four communities with over 800 residential units. Lennar is almost completed on its 125 homes in The Village. The Townes, also by Lennar, will feature 218 townhomes (40 already completed). William Lyon Homes is working on Camden Place with 151 units, while Artesa by Alliance, is under construction on an impressive 330 apartments, anticipated to be open by 1Q2020. The Krikorian Entertainment Complex has broken ground for a 16-lane bowling alley, 14 in-service movie screens, multiple national restaurants, planned sports bar, arcade and laser tag. A recent commitment from Sprouts Farmers Market will bring a grocery shopping experience to the center specializing in fresh, natural and organic products at prices that appeal to everyday shoppers. The center is under construction to be a community hub for Riverside County Civil Courthouse, a future City Hall, Fairfield Inn & Suites and 30,000 square foot medical office building.

Adding to the stellar tenant line-up at Countryside Marketplace, Menifee's successful lifestyle center at Interstate 215 and Newport Road, Boot Barn and Bushfire Kitchen Grill are now in operation with other national retailers partially including Lowe's, Target, Kohl's, Best Buy, BevMo, Staples, Home Goods, TJ Maxx, and many, many more.

Furthermore, **Menifee Lakes Plaza** recently added Tuesday Morning to its upscale anchor retail mix including a recently opened Barons Market, LA Fitness, Kahoots Pet Store along with numerous community service type pad / shop retailers.

◆ Residential activity in Menifee is substantial with over 14,879 units in the development pipeline. Since February 2019, 487 units have been completed within the city limits (a 2% increase in population in less than one year). Due to the large number of units under construction, field research concludes that this build out rate will continue to increase with another 3,117 residential units projected to be completed by 1Q2022. **A 10% increase in population in 2 years to 111,008 residents in the City of Menifee.**

◆ Listed on the following page are demographic estimates for both regions analyzed in this report:

<b>DEMOGRAPHIC CHARACTERISTICS</b> <b>TRADE AREA BOUNDARIES PAGES 10 AND 11</b>		
	MENIFEE CITY LIMITS	5-MILE RADIUS FROM 215 AND NEWPORT ROAD
FEBRUARY 2019 POPULATION	98,413	128,838
JANUARY 2020 UPDATED POPULATION	100,379	133,144
JANUARY 2022 PROJECTED POPULATION	111,008	148,593
TOTAL POPULATION AT BUILD OUT OF ALL ACTIVE RESIDENTIAL UNITS	151,116	243,792
AVERAGE PERSONS PER HOUSEHOLD (2020)**	3.41	3.37
AVERAGE HOUSEHOLD INCOME (2020)**	\$84,981	\$86,890
MEDIAN HOUSEHOLD INCOME (2020)**	\$77,256	\$78,991
MEDIAN VALUE OF HOUSING (2020)**	\$436,383	\$449,039
For details on how we arrived at our estimates, please reference Chapter II, page 12. ** Average Persons Per Household, Income and Home Value estimates do not include sectors 12, 13, 14, 15, 16 and 23 (Sun City Community).		

### City of Menifee:

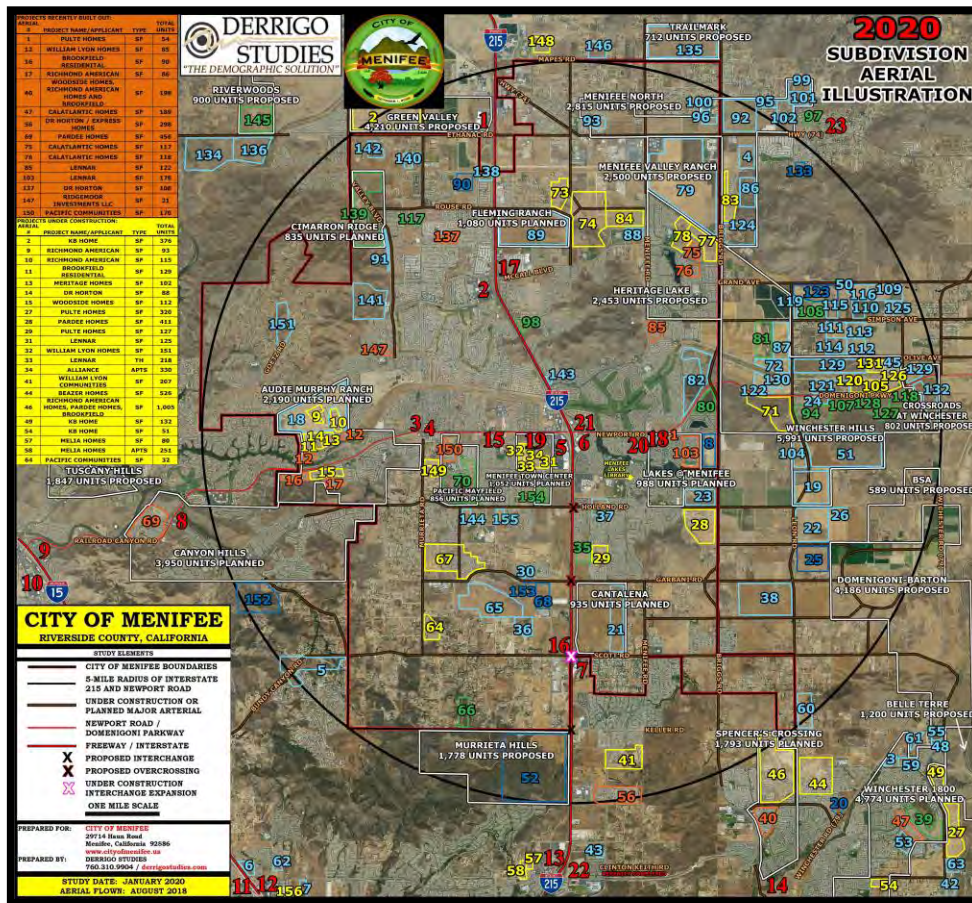


The City of Menifee is located along Interstate 215 just north of the City of Murrieta (see city limits map, page 9). Incorporated in 2008, Menifee has grown to a current population of 100,379. Over the 1980s and 1990s, Menifee became a region covered with quality master planned communities and residential tentative tract maps. Today, the city has approximately 14,879 units in some phase of development within 10 approved specific plans and 65 residential tract maps. Menifee's area affordability

and its proximity to employment centers in San Diego, Orange, Riverside and Los Angeles counties make it an attractive location for families looking for a high quality of life region in Southern California.

Primary routes in Menifee are Interstate 215 and Newport Road. Scott Road and McCall Boulevard are also main east/west thoroughfares. Newport Road is a highly traveled arterial with a daily traffic count of 66,580 (2019 City of Menifee Public Works Dept.). Several key factors contribute to this high traffic volume including Newport Road's central location within Menifee, its major retail centers currently in operation, Mt. San Jacinto Community College, Brandman University, Bellevue University, Grand Canyon University and its ability to connect travelers to Interstate 15 / Lake Elsinore via Railroad Canyon Road on the west and the Hemet / San Jacinto Valley via Domenigoni Parkway on the east.



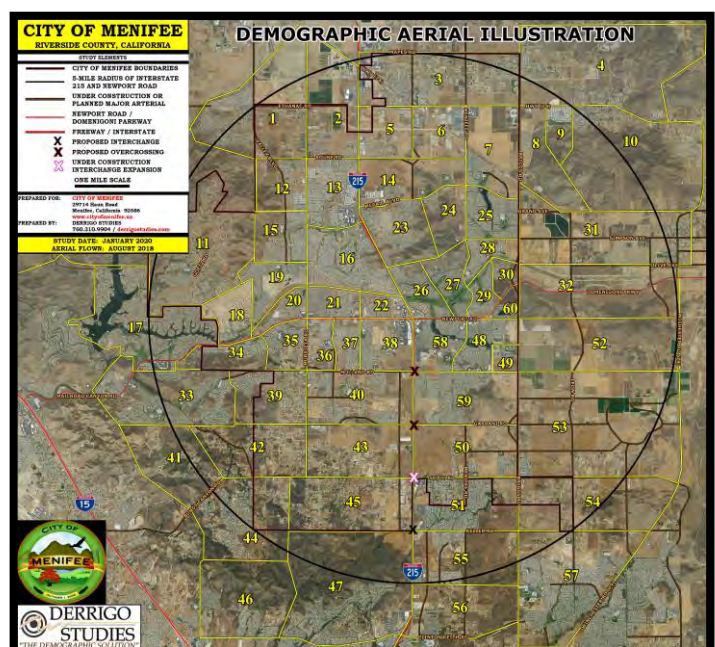


To determine the existing and future potential of the City of Menifee, two areas are analyzed in this report including the city's limits (highlighted on this aerial in "red") and a 5-Mile Radius from Interstate 215 and Newport Road (5-Mile Radius). The 5-Mile Radius includes the City of Menifee, a portion of Murrieta, Canyon Lake, Wildomar, Perris and a segment of the surrounding unincorporated Riverside County containing major

growth just east of Menifee's city boundary. This region is believed to be the primary trade area that will service future anchor retailers. Boundaries of the 5-Mile Radius are generally Mapes Road on the north, Canyon Lake on the west, one mile south of Keller Road and Winchester Road Highway (79) on the east; see full size aerial on page 11. This large region was surveyed to ensure all area statistics were accounted for in our calculations and to supply a complete visual aid when reviewing the existing and proposed anchor retail base.

## Existing Demographics:

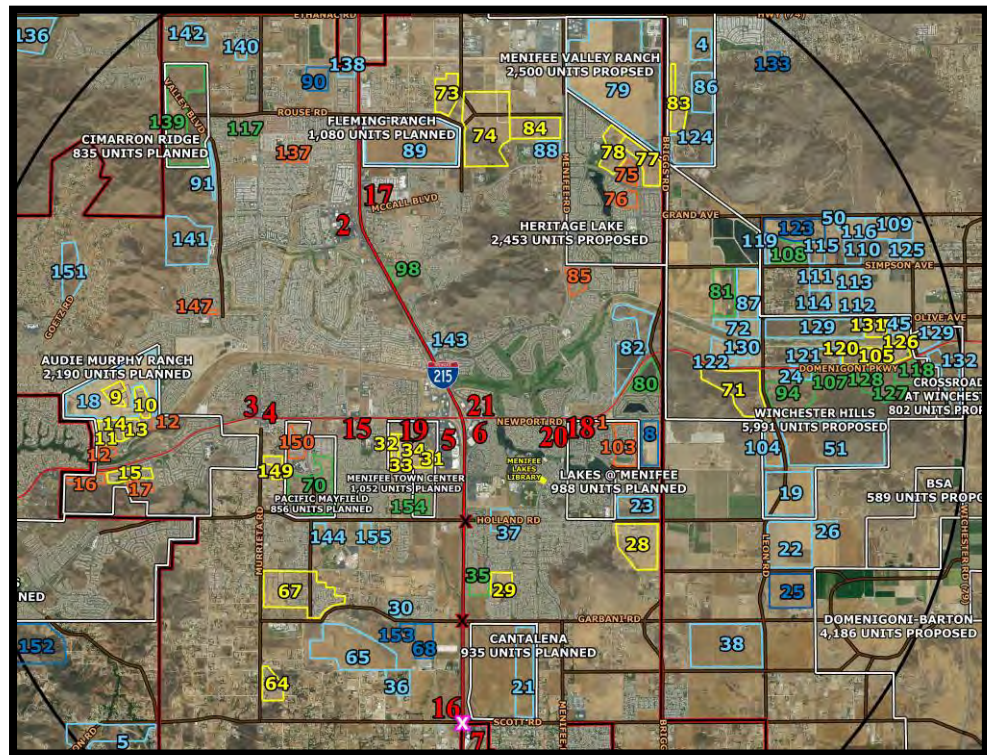
The aerial on page 10, snapshot here, breaks down the study area into Sectors. Existing demographic statistics are outlined for each Sector including population, number of housing units, average persons per household, median household income and median value of housing. By breaking down Menifee's City Limits and the 5-Mile Radius, Derrigo Studies can provide the most accurate demographic numbers possible including average household income estimates ranging from \$84,981 to \$86,890 for the trade areas. In comparison, Riverside County's median household income is \$80,056 (2017 Census). For a detailed breakdown of figures used in each trade area, see Chapter II, beginning on page 12.





## Retail:

Major anchor retailer locations are highlighted with "red" numbers on this aerial illustration, full size page 11. Menifee's existing retail and commercial areas are primarily located along Newport Road. Countryside Marketplace, number 5, is a successful lifestyle center located at the SWC of Interstate 215 and



Newport Road. A “powerful” anchor retail line-up is in operation at this center including Lowe’s, Target, Kohl’s, Best Buy, Staples, Home Goods, Famous Footwear, Lane Bryant, TJ Maxx, Michaels, Petco, Tilly's, Ulta Beauty, Justice Clothing, Forever 21, Bushfire Kitchen Grill, Mattress Firm and a recently opened Boot Barn. At number 6, a community shopping center includes Ralphs, Ross, Dollar Tree, Auto Zone and Living Spaces Furniture. Other existing anchor grocery facilities within the City of Menifee include three Stater Bros at numbers 3, 18 and 2, and one Vons, also at number 2, serving the Sun City Community.

As highlighted on aerial and adjacent to numbers 5 and 6, there are several additional existing anchor retail centers including a recently opened Barons Market and Tuesday Morning at number 21. Co-anchor retailers are LA Fitness, Kahoots Pet Store along with Chevron Gas and Lube and an array of popular national food retailers. Also, at number 19, the long-awaited Menifee Town Center and Menifee Town Center Marketplace are adding to this dynamic retail environment. Aldi, Petsmart, Party City and Active are in operation, at the same time, development is occurring on a Krikorian Theater and a 16-Lane Bowling Alley. In addition, Sprouts Farmers Market has recently committed to the center. Providing an “urban village” atmosphere, this under construction development will also include 824 housing units, many national food tenants, a central park with outdoor amphitheater, a courthouse, city hall, a now under construction hotel and medical office buildings.

In addition, at numbers 16 and 17, Walmart owns land and has submitted plans for a Supercenter along Interstate 215 at Scott Road and McCall Boulevard. Overall, a total of 23 existing or proposed centers are located within the study area. A detailed listing of anchor tenants in each center is outlined on the aerial's legend.

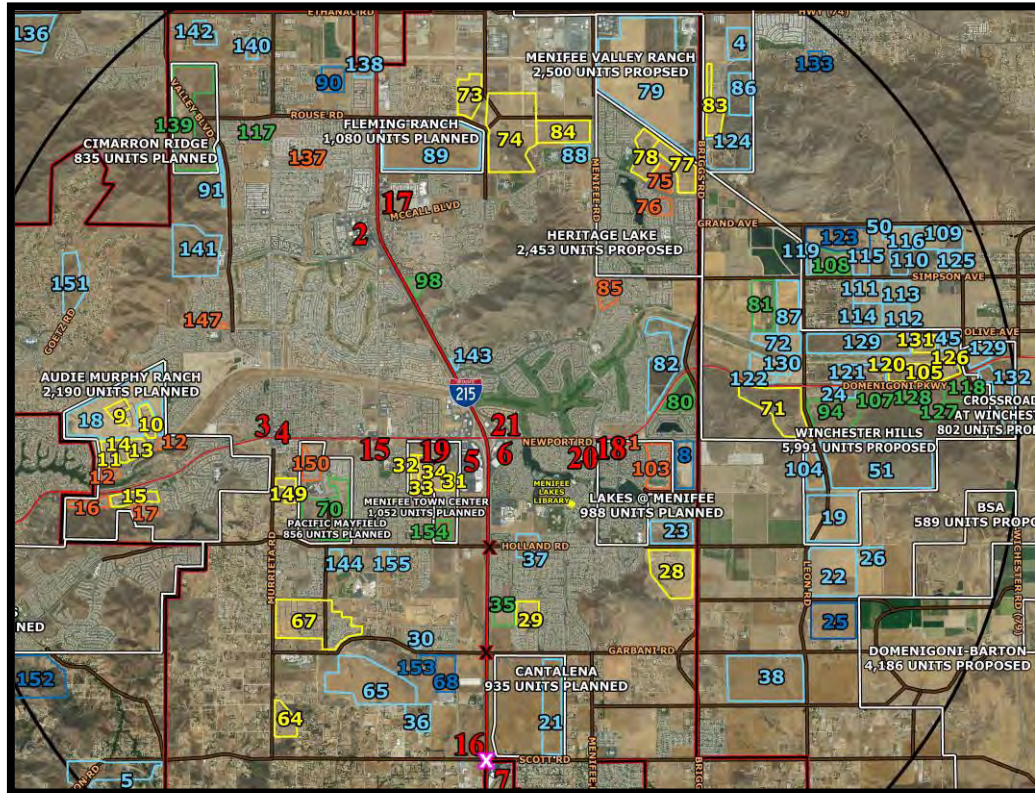
**Residential Activity:**

Once again, the aerial below is utilized. This time to display residential activity including 156 tentative tract maps and 23 specific plans active in the study area, full size on page 11. With the improved economy, the subject region has massive growth taking place. Thirty-seven communities currently have an impressive 1,255 units under construction. Audie Murphy Ranch has six neighborhoods selling product at numbers 9, 10, 11, 13, 14 and 15.

**Brookfield Homes, William Lyon Homes, Meritage Homes, DR Horton, Woodside Homes, and Richmond American are reporting strong home sales with prices at \$400,000 and up. Pacific Mayfield's Master Plan has 477 units completed. With another 379 units in the balance, Pacific**

**Mayfield has  
four new  
communities  
coming soon  
at number  
70.**

**Menifee Town Center is the city's next large master plan with major development underway. An estimated 824 units are approved including Lennar under construction on The Village (125**



single family units) and The Townes to feature 218 townhomes (number 31 and 33). As mentioned earlier, William Lyon Homes is also under construction on 151 homes at Camden Place (number 32). Finally, with 330 apartments and at number 34, Alliance will open Artesa 1Q2020.

At number 28, Pardee is well underway on Centennial featuring 411 units. Four neighborhoods have product selling at an average price of \$550,000 and up. Menifee's northern portion of the city is also very active. Heritage Lake by Lennar Homes is in its final neighborhoods at numbers 75, 76, 77 and 78. Menifee Valley Ranch Master Plan at number 79, Brookfield California Land Company, has plans under city review to have roughly 2,500 units. Brookfield's development schedule estimates construction will start 2021.

**Just east of Menifee's city limits is the Winchester Hills Master Plan. Winchester Hills now has five communities selling product. Lennar with two neighborhoods at numbers 105 and 126 (224 homes), DR Horton with Winchester Ridge at number 71 recently broke ground on 379 units. KB Home is also in the area with Autumn Winds. At number 131, Autumn Winds will**



feature 141 homes when completed. Prices range from \$335,000 to \$387,000 with sizes at 1,392 to 2,329 square feet.

Three more specific plans in Menifee are moving forward including Cantalena by Richland Communities (935 units), Cimarron Ridge by Van Daele Homes (835 units) and Fleming Ranch by Newport Pacific Land Company (1,080 units). Cantalena and Cimarron have final maps and grading plans under city review with building of homes projected in 1 – 2 years. Fleming Ranch is working with the city on their EIR.

All residential activity in the study area represents roughly 46,330 units (14,879 in Menifee City Limits and 32,833 are in the 5-Mile Radius). To get an idea of projected build out rates, see chart below (details on each residential project are in Chapter III, page 19).

Breakdown of Residential Unit Build Out							
Trade Area	2020 Population	2 Year Unit Build Out	2 Year % Increase	2022 Projected Population	Other Active Units	Total % Increase	Total Population at Build Out of All Active Units
Menifee City Limits	100,379	3,117	10%	111,008	11,762	50%	151,116
5-Mile Radius	133,144	4,584	11%	148,593	28,249	83%	243,792

## **Methodology:**

The following three items outline details on how we arrive at our estimates:

### **(1) DEMOGRAPHIC AERIAL ILLUSTRATION:**

DEMOGRAPHIC DATA - Broken down by Sectors, this data consists of estimated updates on population, number of housing units, average persons per household, median household income and finally median value of housing. All this data is estimated and gathered in several different ways depending on the area that is being studied. For details on how DDS arrives at these figures in this study, please reference "Basis of Estimates" at the end of this report.

### **(2) SUBDIVISION ACTIVITY AERIAL ILLUSTRATION:**

RESIDENTIAL SUBDIVISION ACTIVITY - This information is gathered from the respective planning departments. In addition, DDS called approximately 75% - 95% of the residential developers with active subdivisions within the subject area. The purpose of this data is to forecast how many more people will be living in the area in the future. The Subdivision Activity Illustration, page 11 attached, shows all active residential developments with a status of Design Plan Check to Recently Built. To define the status, look at the color of tape with which the subdivision is outlined. The status and respective border color are defined on the "Legend" located on the Subdivision Activity Aerial Illustration. In addition, a number is outlined in each subdivision. To review more data on each subdivision, simply match the number with its appropriate tag also located on the Subdivision Activity Aerial Illustration.

Specific Plans on this illustration are outlined in white and labeled. Specific Plans are large residential developments. The residential units in these developments are broken down into several categories and are listed in the Specific Plan section of this report. Retail competition and major road extensions are listed on both aerial illustrations outlined above.

### **(3) TRADE AREA ANALYSIS AND SUBDIVISION ACTIVITY LISTING:**

RESULTS OF STUDY - This section ties together all the data on the Demographic Aerial Illustration and the Subdivision Activity Aerial Illustration to produce concrete existing

and future population figures for Menifee's City Limits and a 5-Mile Radius. On the "Existing Demographic Chart", beginning on page 12, data is displayed on the Demographic Aerial Illustration, page 10. This analysis calculates an updated population estimate for each trade area. Also calculated per area is the number of existing housing units. With respect to average persons per household, median household income and median value of housing, this analysis outlines averages for each trade area. To define which area is being analyzed, reference the boxed area at the top of the chart.

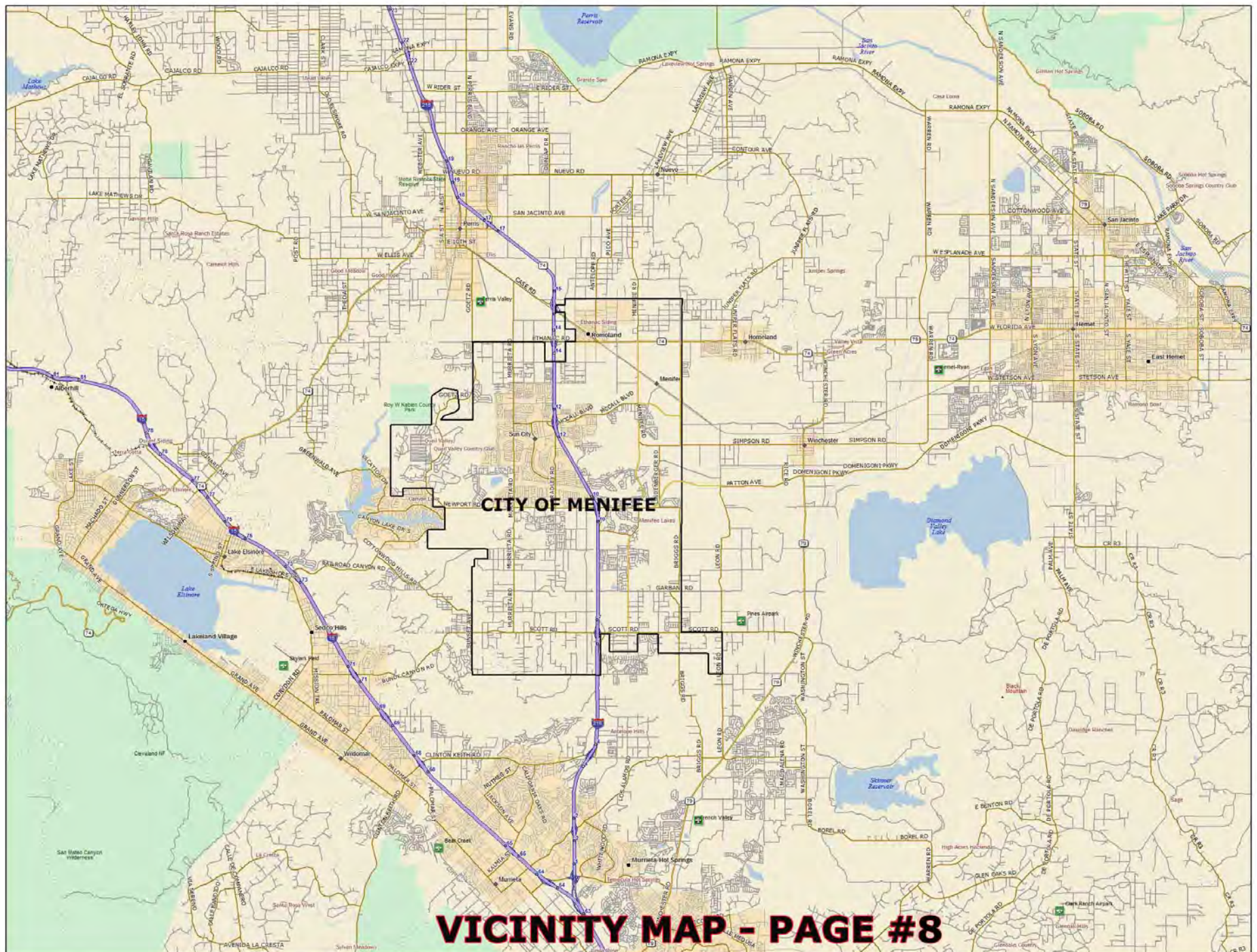
The next chart is the "Future Population Chart". On each area, Menifee City Limits and a 5-Mile Radius, there is both an "Existing Demographic Chart" and a "Future Population Chart". The two tie together in the following manner - Column 5 on the Existing Demographic Chart provides an updated estimated population number for the subject area. By taking this number over to Column 4 on the Future Population Chart, we can now move forward in defining further population growth.

The Future Population Chart essentially breaks down the data displayed on the Subdivision Activity Illustration. By calculating the number of dwelling units that fall within each area, we can determine how many units will be built.

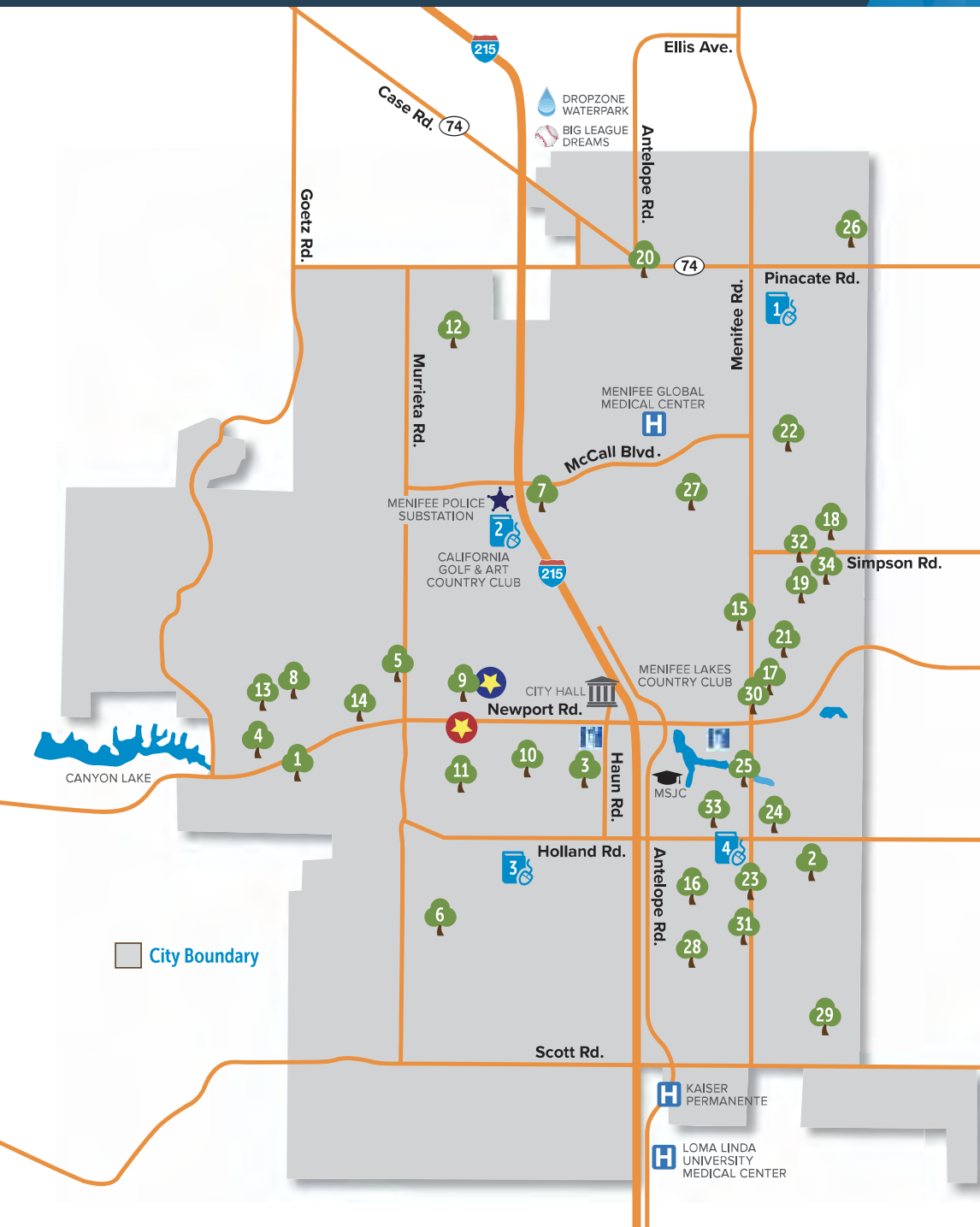
To understand what type of units are used to arrive at future population estimates, please reference the "Basis of Estimates" at the end of this report, page 33. We have found that this calculation must be tailored to the city or region that is under analysis.

The final section of this report is called the "Subdivision Activity Listing", page 19. Basically, this section gives details on residential subdivisions that are outlined on the Subdivision Activity Aerial Illustration. Please note, the subdivisions in this report have aerial location numbers, so easy reference is made to the specific location on the Subdivision Activity Aerial Illustration. As mentioned earlier, Derrigo Studies called most residential developers active in the subject area. The details of these conversations are found in this section and are often helpful in understanding the potential growth outlined in this study.









## City of Menifee Parks

- 1 **Audie Murphy Ranch Sports Park**  
30376 Lone Pine Dr.
- 2 **Centennial Park**  
Holland Rd. & Dartmoor St.
- 3 **Central Park**  
30268 Civic Plaza Dr.
- 4 **Creek View Park**  
Audie Murphy Ranch Rd.
- 5 **E.L. Pete Petersen Park**  
29621 Park City Ave.
- 6 **Hidden Hills Park**  
31727 Eaton Ln.
- 7 **John V. Denver Park**  
28050 Encanto Dr.
- 8 **La Ladera Park**  
29629 La Ladera Rd.
- 9 **Lazy Creek Park**  
26480 Lazy Creek Rd.
- 10 **Lyle Marsh Park**  
27050 School Park Dr.
- 11 **Mayfield Park**  
26410 Rim Creek Path
- 12 **Nova Park**  
25444 Nova Ln.
- 13 **Silver Star Park**  
30054 Thunder Ct.
- 14 **Spirit Park**  
25507 Normandy Rd.

## Valley-Wide Recreation and Park District Parks

- 15 **Aldergate Park**  
Menifee Rd. & Aldergate Dr.
- 16 **Autumn Breeze Park**  
Autumn Ln. & Cordero Ln.
- 17 **Desert Green Park**  
Painted Desert Dr. & Desert Terrace Dr.
- 18 **Discovery Park**  
Heritage Lake Dr. & Calm Horizon Dr.
- 19 **El Dorado Park**  
Trailhead Dr. & Lindenberger Rd.
- 20 **Eller Park**  
Highway 74 & Antelope Rd.
- 21 **Grand Vista Park**  
Grand Vista Ave. & Promenade Rd.
- 22 **Heritage Park**  
Heritage Lake Dr. & McCall Blvd.
- 23 **Hidden Meadows Park**  
Highland Ct.
- 24 **Lago Vista Sports Park**  
Holland Rd. & Bell Mountain Rd.
- 25 **La Paloma Park**  
Menifee Rd. & Bayport Ln.
- 26 **Marion V. Ashley Park and Community Center**  
25625 Briggs Rd.
- 27 **McCall Canyon Park**  
Brantely Ct. & Crestwood St.
- 28 **Menifee South Tot Lot**  
Feather Creek & Eickhoff Dr.
- 29 **Mira Park**  
Wickard Rd. & Mira St.
- 30 **Pepita Square Park**  
Camino Pepita & Camino Cristal
- 31 **Rolling Hills Park**  
Pacific Bluff St.
- 32 **Sunrise Park**  
Simpson Rd. & Lindenberger Rd.
- 33 **Wheatfield Park, Menifee Gym and Rec Center**  
Menifee Rd. & La Piedra Rd.
- 34 **Mahogany Creek Park**  
Garden Grove Dr. & Park Trail Way

**Menifee City Hall**  
29844 Haun Rd. | (951) 672-6777

**Community Services Dept. HQ West Annex Bldg.**  
29995 Evans Rd. | (951) 723-3880

**Kay Cenicerros Senior Center**  
29995 Evans Rd. | (951) 672-9673

**Lazy Creek Recreation Center**  
26480 Lazy Creek Rd. | (951) 679-8092

**Menifee Police Substation**  
28115 Bradley Rd. | (951) 210-1065

**Mt. San Jacinto College**  
28237 La Piedra Rd.

**Menifee Global Medical Center**  
28400 McCall Blvd.

**Kaiser Permanente**  
28150 Keller Rd., Murrieta, CA 92563

**Loma Linda University Medical Center**  
28062 Baxter Rd., Murrieta, CA 92563

**Big League Dreams**  
2155 Trumble Rd., Perris, CA 92570

**DropZone Waterpark**  
2165 Trumble Rd., Perris, CA 92570

**Electric vehicle charging stations**

**Romoland Library**  
26001 Briggs Rd.

**Sun City Library**  
26982 Cherry Hills Rd.

**Paloma Valley Library**  
31375 Bradley Rd.

**Menifee Library**  
(coming soon)

**PARKS HOTLINE**  
(951) 723-3888  
Call 9-1-1 for emergencies.



CITY OF MENIFEE  
RIVERSIDE COUNTY, CALIFORNIA

DEMOGRAPHIC AERIAL ILLUSTRATION

SECTOR DEMOGRAPHIC BREAKDOWN

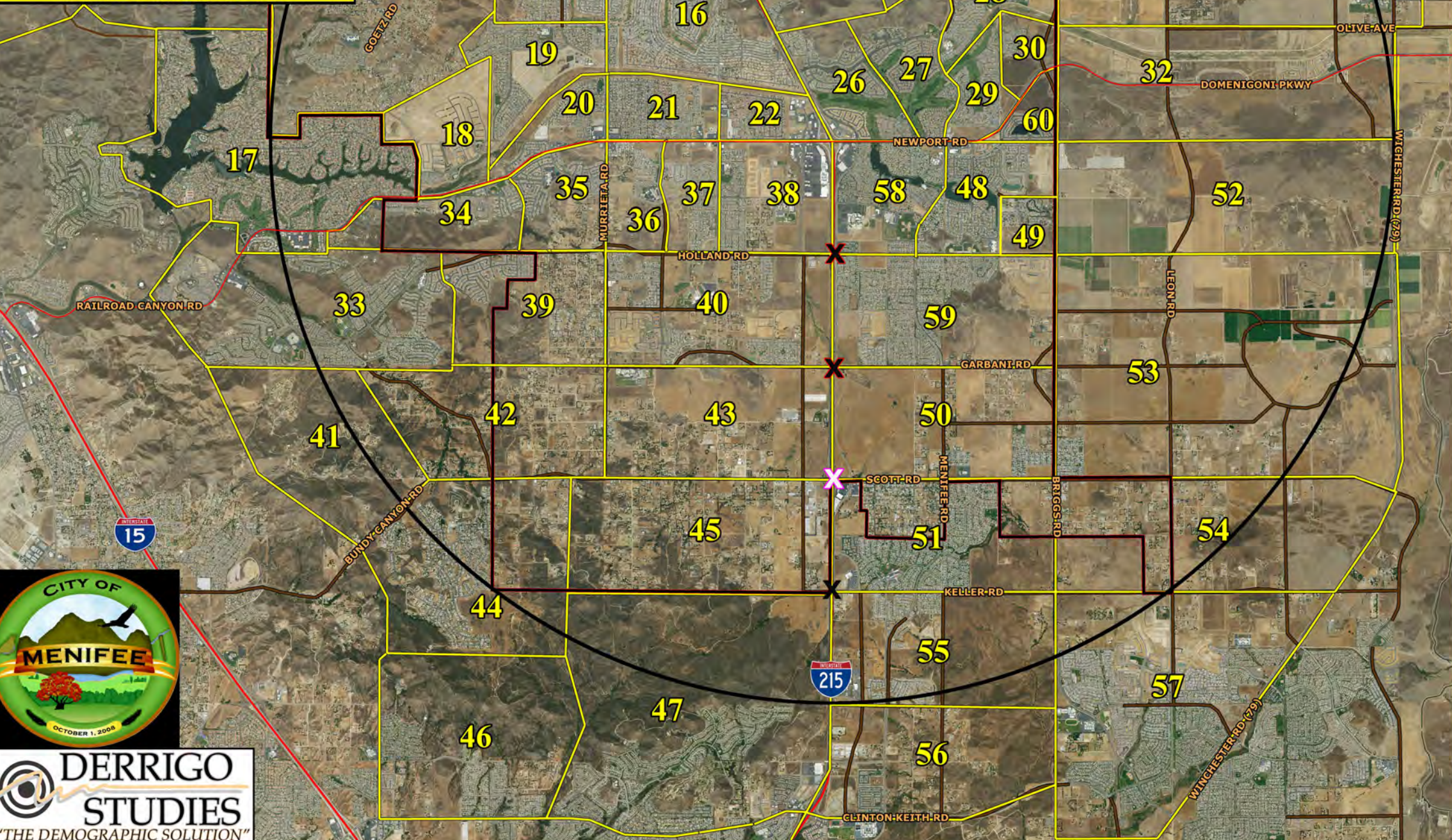
STUDY ELEMENTS

- CITY OF MENIFEE BOUNDARIES
- 5-MILE RADIUS OF INTERSTATE 215 AND NEWPORT ROAD
- UNDER CONSTRUCTION OR PLANNED MAJOR ARTERIAL
- NEWPORT ROAD / DOMENIGONI PARKWAY
- FREEWAY / INTERSTATE
- PROPOSED INTERCHANGE
- PROPOSED OVERCROSSING
- UNDER CONSTRUCTION INTERCHANGE EXPANSION
- ONE MILE SCALE

PREPARED FOR: CITY OF MENIFEE  
29714 Haun Road  
Menifee, California 92586  
www.cityofmenifee.us

PREPARED BY: DERRIGO STUDIES  
760.310.9904 / derrigostudies.com

STUDY DATE: JANUARY 2020  
AERIAL FLOWN: AUGUST 2018



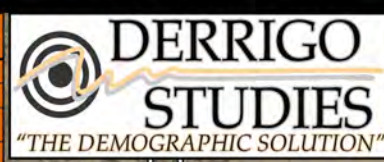
SECTOR NUMBER	POPULATION ESTIMATE AUGUST 2018	HOUSING UNITS AUGUST 2018	APPH 2020	MEDIAN HOUSEHOLD INCOME 2020	MEDIAN VALUE OF HOUSING 2020
1	3,785	1,140	3.32	\$77,158	\$433,898
2	1,581	510	3.10	\$68,340	\$401,765
3	4,472	1,199	3.73	\$54,011	\$303,218
4	3,432	920	3.73	\$47,398	\$295,638
5	1,130	353	3.20	\$55,113	\$310,798
6	10	3	3.30	\$66,136	\$379,023
7	1,960	560	3.50	\$81,612	\$502,556
8	683	195	3.50	\$73,919	\$447,246
9	1,272	480	2.65	\$41,887	\$257,735
10	3,719	1,005	3.70	\$49,602	\$280,476
11	4,323	1,253	3.45	\$71,647	\$439,667
12	2,313	925	2.50	\$41,887	\$265,316
13	5,160	3,035	1.70	\$38,382	\$255,234
14	1,260	450	2.80	\$62,829	\$303,218
15	3,319	1,383	2.40	\$42,741	\$280,757
16	5,134	3,020	1.70	\$38,073	\$280,757
17	13,735	4,656	2.95	\$97,000	\$553,373
18	168	48	3.50	\$77,158	\$416,925
19	2,459	745	3.30	\$76,057	\$394,183
20	1,796	513	3.50	\$79,362	\$424,505
21	3,584	1,024	3.50	\$77,158	\$356,281
22	1,995	570	3.50	\$77,158	\$356,281
23	7,044	2,429	2.90	\$76,057	\$355,158
24	594	180	3.30	\$76,057	\$370,318
25	5,256	1,460	3.60	\$84,920	\$498,345
26	3,218	990	3.25	\$82,670	\$456,231
27	2,470	760	3.25	\$82,670	\$456,231
28	1,811	525	3.45	\$84,986	\$526,421
29	2,278	670	3.40	\$79,362	\$500,309
30	357	105	3.40	\$79,362	\$504,005
31	1,271	363	3.50	\$66,361	\$357,966
32	14	4	3.50	\$82,670	\$485,149
33	12,294	3,415	3.60	\$78,306	\$439,667
34	1,080	300	3.60	\$85,032	\$488,518
35	1,613	448	3.60	\$85,032	\$470,269
36	864	270	3.20	\$77,158	\$454,827
37	2,135	610	3.50	\$83,794	\$492,729
38	2,086	610	3.42	\$82,670	\$290,309
39	2,730	780	3.50	\$79,362	\$454,827
40	3,140	897	3.50	\$83,772	\$492,729
41	144	40	3.60	\$77,158	\$439,667
42	839	233	3.60	\$66,136	\$333,540
43	252	70	3.60	\$66,136	\$333,540
44	3,548	1,075	3.30	\$77,158	\$401,765
45	480	137	3.50	\$77,158	\$416,925
46	3,172	881	3.60	\$97,000	\$606,436
47	5,933	1,745	3.40	\$91,489	\$568,534
48	3,026	890	3.40	\$83,772	\$485,149
49	1,176	490	2.40	\$41,887	\$121,287
50	1,050	300	3.50	\$77,158	\$447,246
51	6,624	1,920	3.45	\$88,226	\$530,631
52	81	22	3.70	\$88,181	\$454,827
53	770	220	3.50	\$82,670	\$530,631
54	305	87	3.50	\$77,158	\$447,246
55	1,540	440	3.50	\$89,306	\$530,631
56	2,159	635	3.40	\$76,057	\$379,023
57	9,756	2,710	3.60	\$91,489	\$568,534
58	5,184	1,620	3.20	\$77,158	\$469,987
59	5,635	1,610	3.50	\$84,874	\$538,212
60	1,008	310	3.25	\$71,647	\$409,345
Totals	170,220	54,238			

SOURCE: POPULATION = HOUSING UNITS MULTIPLIED BY A.P.P.H.  
# OF HOUSING UNITS = COUNTED ROOF TOPS ON AUGUST 2018 AERIAL  
A.P.P.H. = 2010 CENSUS FIGURES ADJUSTED BY SECTOR  
MEDIAN HSHLD. INCOME = ESTIMATED BASED ON CURRENT HOME SALES  
MEDIAN VALUE OF HOUSING = ESTIMATED BASED ON CURRENT HOME SALES





PROJECTS RECENTLY BUILT OUT:			
AERIAL #	PROJECT NAME/APPLICANT	TYPE	TOTAL UNITS
1	PULTE HOMES	SF	54
12	WILLIAM LYON HOMES	SF	85
16	BROOKFIELD RESIDENTIAL	SF	90
17	RICHMOND AMERICAN	SF	86
40	WOODSIDE HOMES, RICHMOND AMERICAN HOMES AND BROOKFIELD	SF	198
47	CALATLANTIC HOMES	SF	189
56	DR HORTON / EXPRESS HOMES	SF	298
69	PARDEE HOMES	SF	456
75	CALATLANTIC HOMES	SF	117
76	CALATLANTIC HOMES	SF	118
85	LENNAR	SF	122
103	LENNAR	SF	178
137	DR HORTON	SF	108
147	RIDGEMOOR INVESTMENTS LLC	SF	21
150	PACIFIC COMMUNITIES	SF	170



# 2020 SUBDIVISION AERIAL ILLUSTRATION

PROJECTS UNDER CONSTRUCTION:			
AERIAL #	PROJECT NAME/APPLICANT	TYPE	TOTAL UNITS
2	KB HOME	SF	376
9	RICHMOND AMERICAN	SF	93
10	RICHMOND AMERICAN	SF	115
11	BROOKFIELD RESIDENTIAL	SF	129
13	MERITAGE HOMES	SF	102
14	DR HORTON	SF	88
15	WOODSIDE HOMES	SF	112
27	PULTE HOMES	SF	320
28	PARDEE HOMES	SF	411
29	PULTE HOMES	SF	127
31	LENNAR	SF	125
32	WILLIAM LYON HOMES	SF	151
33	LENNAR	TH	218
34	ALLIANCE	APTS	330
41	WILLIAM LYON COMMUNITIES	SF	207
44	BEAZER HOMES	SF	526
46	RICHMOND AMERICAN HOMES, PARDEE HOMES, BROOKFIELD	SF	1,005
49	KB HOME	SF	132
54	KB HOME	SF	51
57	MELIA HOMES	SF	80
58	MELIA HOMES	APTS	251
64	PACIFIC COMMUNITIES	SF	32

PROJECTS WITH FINAL MAP APPROVAL:			
AERIAL #	PROJECT NAME/APPLICANT	TYPE	TOTAL UNITS
35	BRENSON COMMUNITIES	CONDO	324
39	STANDARD PACIFIC	SF	200
66	BUNDY CANYON DEVELOPMENT COMPANY	SF	10
70	PACIFIC COMMUNITIES	SF	379
80	DIAMOND BROTHERS FIVE PARTNERSHIP / RANCON	SF	220
81	LA VENTANA 242, LLC	SF	241
94	RANCON WINCHESTER VALLEY 85 LLC	SF	179
97	DRAKE DEVELOPMENT	SF	28
98	BOB LOVE	APTS	221
107	RANCON WINCHESTER VALLEY 200 LLC	SF	194
108	RIVERSIDE COUNTY SUBDIVISION	SF	202
117	NAVARRO CONDOMINIUMS	CONDO	30
118	RANCHO BRIDGES III LLC	SF	128
127	WINCHESTER 68 LLC	SF	64
128	RANCON WINCHESTER VALLEY 155 LLC	SF	167
139	VAN DAELE HOMES	SF	835
145	BENCHMARK PACIFIC	SF	663
154	SOUTH 35 - REGENT	SF	155

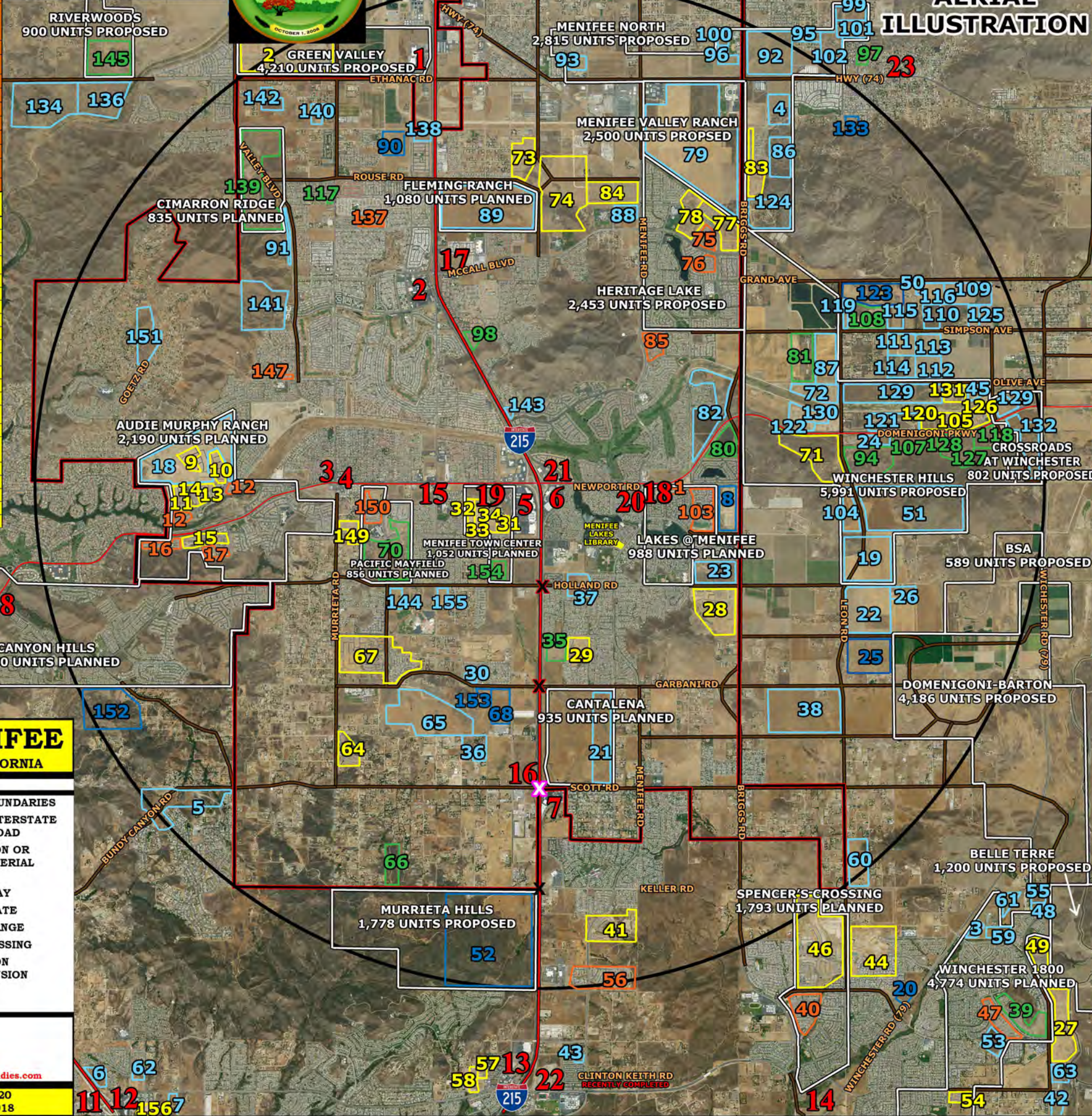
## CITY OF MENIFEE RIVERSIDE COUNTY, CALIFORNIA

STUDY ELEMENTS	
	CITY OF MENIFEE BOUNDARIES
	5-MILE RADIUS OF INTERSTATE 215 AND NEWPORT ROAD
	UNDER CONSTRUCTION OR PLANNED MAJOR ARTERIAL
	NEWPORT ROAD / DOMENIGONI PARKWAY
	FREEWAY / INTERSTATE
	PROPOSED INTERCHANGE
	PROPOSED OVERCROSSING
	UNDER CONSTRUCTION INTERCHANGE EXPANSION
	ONE MILE SCALE

PREPARED FOR: CITY OF MENIFEE  
29714 Haun Road  
Menifee, California 92586  
[www.cityofmenifee.us](http://www.cityofmenifee.us)

PREPARED BY: DERRIGO STUDIES  
760.310.9904 / [derrigostudies.com](http://derrigostudies.com)

STUDY DATE: JANUARY 2020  
AERIAL FLOWN: AUGUST 2018



67	KB HOME	SF	511
71	DR HORTON	SF	379
73	KB HOME	SF	172
74	KB HOME	SF	971
77	CALATLANTIC HOMES	SF	144
78	LENNAR	SF	225
83	DR HORTON	SF	150
84	LENNAR	SF	258
105	LENNAR	SF	100
120	DR HORTON	SF	123
126	LENNAR	SF	124
131	KB HOME	SF	141

PROJECTS WITH TENTATIVE MAP APPROVAL:			
AERIAL #	PROJECT NAME/APPLICANT	TYPE	TOTAL UNITS
3	RIVERSIDE COUNTY SUBDIVISION	CONDO	136
4	STONE STAR RIVERSIDE	SF	206
5	OAK CREEK CANYON LLC	SF	275
6	WESTPARK PROMENADE DEVELOPMENT	CONDO	191
7	STRATA / CLINTON KEITH PARTNERSHIP	APTS	162
18	BROOKFIELD HOMES	SF	586
19	SAN PEDRO FARMS RANCON LLC	SF	421
21	RICHLAND PLANNED COMMUNITIES, INC.	SF	296
22	SUN DEVELOPMENT	SF	366
23	RANCON 155	SF	239
24	COPPER SKYE, LLC	CONDO	378
26	OMNI FINANCIAL	SF	101
30	DCI INVESTMENTS	SF	30
36	GRANITE MENIFEE FARMS LLC	SF	71
37	STRATA HOLLAND, LLC	MIX	339
38	JOSEPH RIVANI	MIX	523
42	MDMG	SF	133
43	DR HORTON	CONDO	83
45	WFP PARTNERS 2	SF	86
48	CAPITAL PACIFIC HOMES	SF	24
50	CITY DEVELOPMENT, INC.	SF	14
51	WINCHESTER HILLS CSI, LLC	SF	414
53	CV COMMUNITIES LLC	SF	102
55	EPC HOLDINGS 781, LLC	SF	64
59	KEITH GARDNER	SF	69
60	WSI HOLDINGS, LLC	SF	39
61	FRENCH VALLEY ASSOCIATES, LLC	MIX	146
62	NOVA HOMES	MIX	77

63	VIR PRABHU DHALLA	SF	38
65	RICHLAND COMMUNITIES	SF	474
72	WINCHESTER MEADOWS LLC	MIX	243
79	BROOKFIELD CALIFORNIA LAND CO.	SF	2,500
82	DIAMOND BROTHERS FIVE PARTNERSHIP / RANCON	SF	410
86	LANSING STONE STAR RIVERSIDE, LLC	SF	91
87	RANCHOS PROPERTY LTD - RANCON	SF	422
88	BAYPORT NORTH LLC	APTS	240
89	NEWPORT PACIFIC LAND COMPANY	SF	1,080
91	VALLEY BOULEVARD	SF	70
92	WSI LAND HOLDINGS - RICHLAND COMMUNITIES	SF	762
93	MR 27 LLC (RANCON)	SF	172
95	WATSON 206, LLC - DIVERSIFIED PACIFIC	SF	65
96	MR-27, LLC	SF	153
99	ASHBY FINANCIAL	SF	114
100	MR 56, LLC (RANCON)	SF	52
101	ASHBY FINANCIAL	SF	55
102	WATSON 206, LLC - DIVERSIFIED PACIFIC, PETER PITASSI	SF	169
104	WINCHESTER HILLS CSI, LLC	SF	162
106	WOODS VENTURE, LLP	MIX	613
109	CITY DEVELOPMENT, INC.	SF	185
110	STONE STAR RIVERSIDE, LLC	SF	166
111	RHEINGANS	SF	160
112	MIGHTY DEVELOPMENT, INC.	SF	124
113	MIGHTY DEVELOPMENT, INC.	SF	207
114	TAGHDRI HUSHMAND TRUST	SF	62
115	MOUNTAIN VISTA HOMES	SF	128
116	CITY DEVELOPMENT, INC.	SF	140
119	LANPHERE & ASSOCIATES	SF	35
121	CAPSTONE, PACIFIC COMMUNITIES, OOSTDAM	SF	393
122	MEADOW VISTA HOLDINGS	SF	72
124	STRATA EQUITY GROUP LLC	SF	340
125	OF 10, LLC	SF	30
129	REGENT WINCHESTER	SF	260
130	WINCHESTER MEADOWS, LLC	MIX	282
132	SR CONESTOGA LLC	SF	443
134	CITY OF PERRIS	SF	384
135	BENCHMARK PACIFIC	SF	712
136	CITY OF PERRIS	SF	198
138	CORMAN LEIGH COMMUNITIES	TH	126
140	SUNWOOD	SF	77
141	STONEGATE DEVELOPMENT I, LLC	SF	177
142	CAPSTONE	SF	122
143	RGP PLANNING AND DEVELOPMENT SERVICES	APTS	118
144	ROWLAND	SF	80
146	RIVERSIDE COUNTY SUBDIVISION	SF	65
151	REPKE	SF	152
155	MATT MAEHARA	SF	76

PROJECTS IN DESIGN PLAN CHECK:			
AERIAL #	PROJECT NAME/APPLICANT	TYPE	TOTAL UNITS
8	THE ABACHERLI FAMILY TRUST	SF	305
20	RIVERSIDE COUNTY SUBDIVISION	CONDO	163
25	310 ASSOCIATES	SF	314
52	MURRIETA HILLS, LLC	MIX	532
68	SHERMAN & GARBANI, LLC	MIX	398
90	MENIFEE SUBDIVISION	SF	174
123	STONE STAR RIVERSIDE LLC	MIX	224
133	EVAN & ELLEN MAI	SF	27
152	CITY OF LAKE ELSINORE	SF	302
153	MENIFEE SUBDIVISION	SF	29

## MAJOR ANCHOR RETAILER LOCATIONS

- WINCO, HOME DEPOT, AUTO ZONE
- VONS, STATER BROS, RITE AID, WALGREENS, DOLLAR TREE
- STATER BROS, RITE AID, O'RIELLY AUTO PARTS (WALGREENS ACROSS STREET)
- 99¢ ONLY, AUTO ZONE, TRUE VALUE HARDWARE
- COUNTRYSIDE MARKETPLACE: LOWE'S, TARGET, KOHL'S, BEST BUY, BEVMO, STAPLES, HOME GOODS, FAMOUS FOOTWEAR, LANE BRYANT, TJ MAXX, MICHAELS, PETCO, TILLY'S, ULTA BEAUTY, JUSTICE CLOTHING, FOREVER 21, MATTRESS FIRM, BOOT BARN
- RALPHS, ROSS, DOLLAR TREE, AUTO ZONE, LIVING SPACES FURNITURE
- ALBERTSONS, WALGREENS
- STATER BROS, CVS, (ACE HARDWARE ACROSS STREET)
- WALMART (POSSIBLE CLOSING), O'RIELLY AUTO PARTS
- STATER BROS, CARDENAS, DOLLAR TREE, CVS, WALGREENS, BIG LOTS, DIAMOND 8 CINEMA, AUTO ZONE
- STATER BROS
- ALBERTSONS, ACE HARDWARE
- TARGET, TRACTOR SUPPLY, (CVS ACROSS STREET)
- STATER BROS, CVS
- CVS PHARMACY
- WALMART OWNED PROPERTY FOR SUPERCENTER
- WALMART OWNED PROPERTY FOR SUPERCENTER
- STATER BROS, CVS
- MENIFEE TOWN CENTER AND TOWN CENTER MARKETPLACE: ALDI, PETSMART, PARTY CITY, ACTIVE, PLANNED KRIKORIAN THEATRES, 16-LANE BOWLING ALLEY, PROPOSED SPROUTS
- RITE AID
- BARONS MARKET, LA FITNESS, KAHOTS PET STORE, TUESDAY MORNING
- PROPOSED COSTCO
- DOLLAR GENERAL



# **CHAPTER II**

## **TRADE AREA ANALYSIS**

## MENIFEE CITY LIMITS - EXISTING DEMOGRAPHICS

SECTOR NUMBER	POPULATION ESTIMATE AUGUST 2018	HOUSING UNITS AUGUST 2018	MENIFEE CITY LIMITS			APPH 2020	MEDIAN HOUSEHOLD INCOME 2020	MEDIAN VALUE OF HOUSING 2020
			%		HOUSING			
			WITHIN	POPULATION	UNITS			
1	3,785	1,140	21.00%	795	239	3.32	\$77,158	\$433,898
2	1,581	510	100.00%	1,581	510	3.10	\$68,340	\$401,765
3	4,472	1,199	100.00%	4,472	1,199	3.73	\$54,011	\$303,218
5	1,130	353	100.00%	1,130	353	3.20	\$55,113	\$310,798
6	10	3	100.00%	10	3	3.30	\$66,136	\$379,023
7	1,960	560	100.00%	1,960	560	3.50	\$81,612	\$502,556
11	4,323	1,253	100.00%	4,323	1,253	3.45	\$71,647	\$439,667
12	2,313	925	100.00%	2,313	925	2.50	\$41,887	\$265,316
13	5,160	3,035	100.00%	5,160	3,035	1.70	\$38,382	\$255,234
14	1,260	450	100.00%	1,260	450	2.80	\$62,829	\$303,218
15	3,319	1,383	100.00%	3,319	1,383	2.40	\$42,741	\$280,757
16	5,134	3,020	100.00%	5,134	3,020	1.70	\$38,073	\$280,757
18	168	48	100.00%	168	48	3.50	\$77,158	\$416,925
19	2,459	745	100.00%	2,459	745	3.30	\$76,057	\$394,183
20	1,796	513	100.00%	1,796	513	3.50	\$79,362	\$424,505
21	3,584	1,024	100.00%	3,584	1,024	3.50	\$77,158	\$356,281
22	1,995	570	100.00%	1,995	570	3.50	\$77,158	\$356,281
23	7,044	2,429	100.00%	7,044	2,429	2.90	\$76,057	\$355,158
24	594	180	100.00%	594	180	3.30	\$76,057	\$370,318
25	5,256	1,460	100.00%	5,256	1,460	3.60	\$84,920	\$498,345
26	3,218	990	100.00%	3,218	990	3.25	\$82,670	\$456,231
27	2,470	760	100.00%	2,470	760	3.25	\$82,670	\$456,231
28	1,811	525	100.00%	1,811	525	3.45	\$84,986	\$526,421
29	2,278	670	100.00%	2,278	670	3.40	\$79,362	\$500,309
30	357	105	100.00%	357	105	3.40	\$79,362	\$504,005

MENIFEE CITY LIMITS - EXISTING DEMOGRAPHICS								
SECTOR NUMBER	POPULATION ESTIMATE AUGUST 2018	HOUSING UNITS AUGUST 2018				APPH 2020	MEDIAN HOUSEHOLD INCOME 2020	MEDIAN VALUE OF HOUSING 2020
			MENIFEE CITY LIMITS					
			% WITHIN	POPULATION	HOUSING UNITS			
34	1,080	300	100.00%	1,080	300	3.60	\$85,032	\$488,518
35	1,613	448	100.00%	1,613	448	3.60	\$85,032	\$470,269
36	864	270	100.00%	864	270	3.20	\$77,158	\$454,827
37	2,135	610	100.00%	2,135	610	3.50	\$83,794	\$492,729
38	2,086	610	100.00%	2,086	610	3.42	\$82,670	\$290,309
39	2,730	780	28.00%	764	218	3.50	\$79,362	\$454,827
40	3,140	897	100.00%	3,140	897	3.50	\$83,772	\$492,729
42	839	233	38.00%	319	89	3.60	\$66,136	\$333,540
43	252	70	100.00%	252	70	3.60	\$66,136	\$333,540
44	3,548	1,075	7.00%	248	75	3.30	\$77,158	\$401,765
45	480	137	100.00%	480	137	3.50	\$77,158	\$416,925
48	3,026	890	100.00%	3,026	890	3.40	\$83,772	\$485,149
49	1,176	490	100.00%	1,176	490	2.40	\$41,887	\$121,287
50	1,050	300	100.00%	1,050	300	3.50	\$77,158	\$447,246
51	6,624	1,920	11.00%	729	211	3.45	\$88,226	\$530,631
54	305	87	70.00%	213	61	3.50	\$77,158	\$447,246
58	5,184	1,620	100.00%	5,184	1,620	3.20	\$77,158	\$469,987
59	5,635	1,610	100.00%	5,635	1,610	3.50	\$84,874	\$538,212
60	1,008	310	100.00%	1,008	310	3.25	\$71,647	\$409,345
TOTAL								
POPULATION:		110,247			95,485			
TOTAL HOUSING UNITS:		36,507			32,166			
		TRADE AREA WEIGHTED AVERAGES:				2.97	\$67,116	\$385,072

SOURCE: "SEE BASIS OF ESTIMATES" AT END OF REPORT.



MENIFEE CITY LIMITS - FUTURE POPULATION						
	TOTAL UNITS		AVERAGE PERSON PER HOUSEHOLD		ADDITIONAL POPULATION	POPULATION ESTIMATE
COLUMNS:	(1)		(2)		(3)	(4)
(A). AUGUST 2018 POPULATION						95,485
(B). UNITS RECENTLY BUILT	1,435	X	3.41	=	4,893	
(C). UNITS TO BE BUILT WITHIN 2 YEARS	3,117	X	3.41	=	10,629	
(D). BUILD OUT OF ALL OTHER UNITS	11,762	X	3.41	=	40,108	
(E). JANUARY 2020 UPDATED POPULATION						100,379
(F). JANUARY 2022 PROJECTED POPULATION						111,008
(G). TOTAL POPULATION AT BUILD OUT OF ALL UNITS PROPOSED						151,116

SOURCE:(1)=SEE SUBDIVISION ACTIVITY REPORT

(2)=AN APPH ESTIMATE OF 3.41 IS UTILIZED DUE TO THE TYPE OF DEVELOPMENT IN THE AREA

(3)=(1) X (2)

(4)=SEE EXISTING DEMOGRAPHIC CHART-MENIFEE CITY LIMITS

5-MILE RADIUS FROM INTERSTATE 215 AND NEWPORT ROAD EXISTING DEMOGRAPHICS								
SECTOR NUMBER	POPULATION ESTIMATE AUGUST 2018	HOUSING UNITS AUGUST 2018	5-MILE RADIUS			APPH 2020	MEDIAN HOUSEHOLD INCOME 2020	MEDIAN VALUE OF HOUSING 2020
			% WITHIN	POPULATION	HOUSING UNITS			
1	3,785	1,140	59.00%	2,233	673	3.32	\$77,158	\$433,898
2	1,581	510	100.00%	1,581	510	3.10	\$68,340	\$401,765
3	4,472	1,199	100.00%	4,472	1,199	3.73	\$54,011	\$303,218
4	3,432	920	1.00%	34	9	3.73	\$47,398	\$295,638
5	1,130	353	100.00%	1,130	353	3.20	\$55,113	\$310,798
6	10	3	100.00%	10	3	3.30	\$66,136	\$379,023
7	1,960	560	100.00%	1,960	560	3.50	\$81,612	\$502,556
8	683	195	100.00%	683	195	3.50	\$73,919	\$447,246
9	1,272	480	100.00%	1,272	480	2.65	\$41,887	\$257,735
10	3,719	1,005	24.00%	892	241	3.70	\$49,602	\$280,476
11	4,323	1,253	100.00%	4,323	1,253	3.45	\$71,647	\$439,667
12	2,313	925	100.00%	2,313	925	2.50	\$41,887	\$265,316
13	5,160	3,035	100.00%	5,160	3,035	1.70	\$38,382	\$255,234
14	1,260	450	100.00%	1,260	450	2.80	\$62,829	\$303,218
15	3,319	1,383	100.00%	3,319	1,383	2.40	\$42,741	\$280,757
16	5,134	3,020	100.00%	5,134	3,020	1.70	\$38,073	\$280,757
17	13,735	4,656	55.00%	7,554	2,561	2.95	\$97,000	\$553,373
18	168	48	100.00%	168	48	3.50	\$77,158	\$416,925
19	2,459	745	100.00%	2,459	745	3.30	\$76,057	\$394,183
20	1,796	513	100.00%	1,796	513	3.50	\$79,362	\$424,505
21	3,584	1,024	100.00%	3,584	1,024	3.50	\$77,158	\$356,281
22	1,995	570	100.00%	1,995	570	3.50	\$77,158	\$356,281
23	7,044	2,429	100.00%	7,044	2,429	2.90	\$76,057	\$355,158
24	594	180	100.00%	594	180	3.30	\$76,057	\$370,318

5-MILE RADIUS FROM INTERSTATE 215 AND NEWPORT ROAD EXISTING DEMOGRAPHICS								
SECTOR NUMBER	POPULATION ESTIMATE AUGUST 2018	HOUSING UNITS AUGUST 2018	5-MILE RADIUS			APPH 2020	MEDIAN HOUSEHOLD INCOME 2020	MEDIAN VALUE OF HOUSING 2020
			% WITHIN	POPULATION	HOUSING UNITS			
25	5,256	1,460	100.00%	5,256	1,460	3.60	\$84,920	\$498,345
26	3,218	990	100.00%	3,218	990	3.25	\$82,670	\$456,231
27	2,470	760	100.00%	2,470	760	3.25	\$82,670	\$456,231
28	1,811	525	100.00%	1,811	525	3.45	\$84,986	\$526,421
29	2,278	670	100.00%	2,278	670	3.40	\$79,362	\$500,309
30	357	105	100.00%	357	105	3.40	\$79,362	\$504,005
31	1,271	363	16.00%	203	58	3.50	\$66,361	\$357,966
32	14	4	100.00%	14	4	3.50	\$82,670	\$485,149
33	12,294	3,415	52.00%	6,393	1,776	3.60	\$78,306	\$439,667
34	1,080	300	100.00%	1,080	300	3.60	\$85,032	\$488,518
35	1,613	448	100.00%	1,613	448	3.60	\$85,032	\$470,269
36	864	270	100.00%	864	270	3.20	\$77,158	\$454,827
37	2,135	610	100.00%	2,135	610	3.50	\$83,794	\$492,729
38	2,086	610	100.00%	2,086	610	3.42	\$82,670	\$290,309
39	2,730	780	100.00%	2,730	780	3.50	\$79,362	\$454,827
40	3,140	897	100.00%	3,140	897	3.50	\$83,772	\$492,729
41	144	40	30.00%	43	12	3.60	\$77,158	\$439,667
42	839	233	100.00%	839	233	3.60	\$66,136	\$333,540
43	252	70	100.00%	252	70	3.60	\$66,136	\$333,540
44	3,548	1,075	52.00%	1,845	559	3.30	\$77,158	\$401,765
45	480	137	100.00%	480	137	3.50	\$77,158	\$416,925
48	3,026	890	100.00%	3,026	890	3.40	\$83,772	\$485,149
49	1,176	490	100.00%	1,176	490	2.40	\$41,887	\$121,287
50	1,050	300	100.00%	1,050	300	3.50	\$77,158	\$447,246

5-MILE RADIUS FROM INTERSTATE 215 AND NEWPORT ROAD EXISTING DEMOGRAPHICS								
SECTOR NUMBER	POPULATION ESTIMATE AUGUST 2018	HOUSING UNITS AUGUST 2018	5-MILE RADIUS			APPH 2020	MEDIAN HOUSEHOLD INCOME 2020	MEDIAN VALUE OF HOUSING 2020
			% WITHIN	POPULATION	HOUSING UNITS			
51	6,624	1,920	100.00%	6,624	1,920	3.45	\$88,226	\$530,631
52	81	22	100.00%	81	22	3.70	\$88,181	\$454,827
53	770	220	100.00%	770	220	3.50	\$82,670	\$530,631
54	305	87	81.00%	247	70	3.50	\$77,158	\$447,246
55	1,540	440	100.00%	1,540	440	3.50	\$89,306	\$530,631
57	9,756	2,710	1.00%	98	27	3.60	\$91,489	\$568,534
58	5,184	1,620	100.00%	5,184	1,620	3.20	\$77,158	\$469,987
59	5,635	1,610	100.00%	5,635	1,610	3.50	\$84,874	\$538,212
60	1,008	310	100.00%	1,008	310	3.25	\$71,647	\$409,345
<b>TOTAL</b>								
<b>POPULATION:</b>		158,956		126,512				
<b>TOTAL HOUSING UNITS:</b>		50,977			41,552			
<b>TRADE AREA WEIGHTED AVERAGES:</b>						3.04	\$70,672	\$405,895

SOURCE: "SEE BASIS OF ESTIMATES" AT END OF REPORT.



5-MILE RADIUS FROM INTERSTATE 215 AND NEWPORT ROAD - FUTURE POPULATION						
		TOTAL UNITS	AVERAGE PERSON PER HOUSEHOLD		ADDITIONAL POPULATION	POPULATION ESTIMATE
COLUMNS:		(1)	(2)		(3)	(4)
(A). AUGUST 2018 POPULATION						126,512
(B). UNITS RECENTLY BUILT	1,968	X	3.37	=	6,632	
(C). UNITS TO BE BUILT WITHIN 2 YEARS	4,584	X	3.37	=	15,448	
(D). BUILD OUT OF ALL OTHER UNITS	28,249	X	3.37	=	95,199	
<b>(E). JANUARY 2020 UPDATED POPULATION</b>						<b>133,144</b>
<b>(F). JANUARY 2022 PROJECTED POPULATION</b>						<b>148,593</b>
<b>(G). TOTAL POPULATION AT BUILD OUT OF ALL UNITS PROPOSED</b>						<b>243,792</b>

SOURCE:(1)=SEE SUBDIVISION ACTIVITY REPORT

(2)=AN APPH ESTIMATE OF 3.37 IS UTILIZED DUE TO THE TYPE OF DEVELOPMENT IN THE AREA

(3)=(1) X (2)

(4)=SEE EXISTING DEMOGRAPHIC CHART-5-MILE RADIUS FROM INTERSTATE 215 AND NEWPORT ROAD

# **CHAPTER III**

## **SUBDIVISION ACTIVITY LISTING**

# RESIDENTIAL PROJECT LISTING

AREA	AERIAL #	PROJECT NAME	APPLICANT / DEVELOPER	PROJECT #	UNIT TYPE	STATUS	TOTAL UNITS	EXIST-ING	RB	UC	FM	TM	DP	PRICE \$(000)	SQ. FT.	DEV. #	S.P.	OTHER
MENIFEE	1	REFLECTIONS AT THE LAKES	PULTE HOMES	2016-061	SF	RB	54	10	44					370-413	1560-2450	951.374.6345	LAKES @ MENIFEE	PROJECT SOLD OUT
PERRIS	2	STONECREEK @ GREEN VALLEY RANCH	KB HOME		SF	UC	376		25	18	102	231		322-420	1445-2461	951.575.3111	GREEN VALLEY RANCH	KB DOING 145 UNITS
COUNTY	3	WINCHESTER 1800	RIVERSIDE COUNTY SUBDIVISION	TM 32151	CONDO	TM	136					136					WINCHESTER 1800	TM EXPIRES 3/21
COUNTY	4	RIVERSIDE COUNTY SUBDIVISION	STONE STAR RIVERSIDE	TM 31500	SF	TM	206					206					MENIFEE NORTH	53.3 ACRES
WILDOMAR	5	OAK CREEK CANYON	OAK CREEK CANYON LLC	TM 36388	SF	TM	275					275				949.218.6023		INCLUDES 5 ACRE COMMERCIAL SITE
WILDOMAR	6	WESTPARK PROMENADE	WESTPARK PROMENADE DEVELOPMENT	TM 36122	CONDO	TM	191					191				714.334.6711		27.6 ACRES. MIX USE PROJECT INCLUDING 13.43 COMMERCIAL ACRES
WILDOMAR	7	GROVE PARK	STRATA / CLINTON KEITH PARTNERSHIP	P 13-0041	APTS	TM	162					162				858.546.0900		MIX USE PROJECT ON 20 ACRES TO INCLUDE COMMERCIAL
MENIFEE	8	ROCKPORT RANCH	THE ABACHERLI FAMILY TRUST	TM 37131	SF	DP	305						305			951.723.3740		79.68 ACRES. COMPLETED REVIEW OF 2ND PLAN CHECK OF EIR
MENIFEE	9	VAQUERO	RICHMOND AMERICAN		SF	UC	93		5	15	73			405-440	2320-2920	951.672.3581	AUDIE MURPHY RANCH	VAQUERO TO HAVE 93 UNITS AND VALOR AT 43
MENIFEE	10	VALOR	RICHMOND AMERICAN		SF	UC	115		44	15	56				2800-3520	951.643.6118	AUDIE MURPHY RANCH	
MENIFEE	11	SAVANNAH	BROOKFIELD RESIDENTIAL		SF	UC	129		60	10	59			459-496	2718-3492	844.391.8151	AUDIE MURPHY RANCH	
MENIFEE	12	WILLOW TREE	WILLIAM LYON HOMES		SF	RB	85		85						2260-2744	951.679.2472	AUDIE MURPHY RANCH	PROJECT IN TWO LOCATIONS
MENIFEE	13	KINGSTON	MERITAGE HOMES		SF	UC	102		70	8	24			400-520	1990-2912	877.275.6374	AUDIE MURPHY RANCH	
MENIFEE	14	TRUBITE	DR HORTON		SF	UC	88		60	15	13				2474-3172	951.751.3860	AUDIE MURPHY RANCH	
MENIFEE	15	DAKOTA	WOODSIDE HOMES	TM 31822-3,31390, 91, 92, 93	SF	UC	112		90	22					2164-2849	951.777.2525	AUDIE MURPHY RANCH	

# RESIDENTIAL PROJECT LISTING

AREA	AERIAL #	PROJECT NAME	APPLICANT / DEVELOPER	PROJECT #	UNIT TYPE	STATUS	TOTAL UNITS	EXIST-ING	RB	UC	FM	TM	DP	PRICE \$(000)	SQ. FT.	DEV. #	S.P.	OTHER
MENIFEE	16	PROVINCE	BROOKFIELD RESIDENTIAL	TM 31822-3,31390-93	SF	RB	90	65	25					450+	2949-3488	951.679.2472	AUDIE MURPHY RANCH	PROJECT SOLD OUT
MENIFEE	17	THE RIDGE	RICHMOND AMERICAN		SF	RB	86	35	51					440+	2450-3500		AUDIE MURPHY RANCH	PROJECT SOLD OUT
MENIFEE	18	AUDIE MURPHY RANCH	BROOKFIELD HOMES	TM 36484, 36485	SF	TM	586					586					AUDIE MURPHY RANCH	330 ACRES. BALANCE OF UNITS IN SPECIFIC PLAN
COUNTY	19	RIVERSIDE COUNTY SUBDIVISION	SAN PEDRO FARMS RANCON LLC	TM 36467	SF	TM	421					421					WINCHESTER HILLS	156.12 ACRES. PROJECT RECENTLY APPROVED 11/2016
COUNTY	20	RIVERSIDE COUNTY SUBDIVISION	RIVERSIDE COUNTY SUBDIVISION	TM 37078	CONDO	DP	163						163					PROJECT SUBMITTED 9/2016
MENIFEE	21	CANTALENA	RICHLAND PLANNED COMMUNITIES, INC.	TM 33732	SF	TM	296					296				949.383.4124	CANTALENA	THIS MAP IS PHASE 1 OF SPECIFIC PLAN. UNDER CITY REVIEW FOR ENTITLEMENTS
COUNTY	22	RIVERSIDE COUNTY SUBDIVISION	SUN DEVELOPMENT	TM 31008	SF	TM	366					366				951.955.0314		160 ACRES. EXPIRES 4/20
MENIFEE	23	NAUTICAL COVE	RANCON 155	TM 31229	SF	TM	239					239				951.676.6664		78 ACRES WITH A LAKE. RECENTLY RECEIVED EXTENSION OF TIME
COUNTY	24	RIVERSIDE COUNTY SUBDIVISION	COPPER SKYE, LLC	TM 33145	CONDO	TM	378					378					WINCHESTER HILLS	34.16 ACRES. TM EXPIRES 7/21. CONSTRUCTION TO START 4Q2019
COUNTY	25	RIVERSIDE COUNTY SUBDIVISION	310 ASSOCIATES	TM 34735	SF	DP	314						314			951.699.2631		APPROX. 73 ACRES. APPLIED FOR IN 2006
COUNTY	26	RIVERSIDE COUNTY SUBDIVISION	OMNI FINANCIAL	TM 32027	SF	TM	101					101						APPROX. 27.5 ACRES. TM EXPIRES 3/21
COUNTY	27	POPPY, VERBENA, AMBROSIA @ EAGLE CREST	PULTE HOMES	TM 30837	SF	UC	320			10	40	270		450+	3520-3961	949.523.3655		GRAND OPENING 11/2019
MENIFEE	28	KADENCE, CANVAS, NEWPARK AND EASTON AT CENTENNIAL	PARDEE HOMES	TM 32277	SF	UC	411		125	25	261			450+	2099-4237	951.430.0154		REPORTING STRONG SALES
MENIFEE	29	BRIXTON AND WINDSOR	PULTE HOMES	TM 28206	SF	UC	127		60	20	47			377-504	1959-3337	951.433.7495		



# RESIDENTIAL PROJECT LISTING

AREA	AERIAL #	PROJECT NAME	APPLICANT / DEVELOPER	PROJECT #	UNIT TYPE	STATUS	TOTAL UNITS	EXIST-ING	RB	UC	FM	TM	DP	PRICE \$(000)	SQ. FT.	DEV. #	S.P.	OTHER
MENIFEE	30	GARBANI TRACT	DCI INVESTMENTS	TM 36788	SF	TM	30					30						9.2 ACRES. GRADING PLANS SUBMITTED FOR REVIEW
MENIFEE	31	THE VILLAGE	LENNAR	TM 37176-37179	SF	UC	125		100	15	10			338-362		951.430.0003	MENIFEE TOWN CENTER	
MENIFEE	32	CAMDEN PLACE	WILLIAM LYON HOMES	TM 37176-37179	SF	UC	151		30	10	111			375+		951.550.8484	MENIFEE TOWN CENTER	
MENIFEE	33	THE TOWNES	LENNAR	TM 37176-37179	TH	UC	218		50	20	148			298-334		951.430.0795	MENIFEE TOWN CENTER	
MENIFEE	34	ARTESA	ALLIANCE	TM 37176-37179	APTS	UC	330			330							MENIFEE TOWN CENTER	COMING EARLY 2020
MENIFEE	35	CHRISTENSEN RANCH	BRENSON COMMUNITIES	TM 32628	CONDO	FM	324				324							30.60 ACRES
MENIFEE	36	MENIFEE SUBDIVISION	GRANITE MENIFEE FARMS LLC	TM 33511	SF	TM	71					71						27.30 ACRES. MAP UNDER REVIEW TO INCREASE UNITS TO 98
MENIFEE	37	MARKET RATE APARTMENTS	STRATA HOLLAND, LLC	PAR 2014-254	MIX	TM	339					339						APPROX. 34.5 ACRES. PROJECT TO INCLUDE 237 APTS, 102 SENIOR UNITS AND 68 SF
COUNTY	38	RIVERSIDE COUNTY SUBDIVISION	JOSEPH RIVANI	TM 36785	MIX	TM	523					523						170.8 ACRES
COUNTY	39	MORNING STAR RANCH	STANDARD PACIFIC	TM 30069	SF	FM	200	20	30		150						WINCHESTER 1800	PROJECT STARTING SOON
COUNTY	40	LAUREL, SYCAMORE AND JUNIPER AT SPENCER'S CROSSING	WOODSIDE HOMES, RICHMOND AMERICAN HOMES AND BROOKFIELD RESIDENTIAL	TM 32289	SF	RB	198	166	32					427-550	2410-4091		SPENCER'S CROSSING	PROJECT SOLD OUT
MURRIETA	41	THE PRESERVE	WILLIAM LYON COMMUNITIES	TM 28532-3/-5, TM 34445, TM 32718	SF	UC	207		106	18	83			453-510	1941-3401	951.383.5488		
COUNTY	42	RIVERSIDE COUNTY SUBDIVISION	MDMG	TM 37028	SF	TM	133					133				951.955.5719		43.91 ACRES. TM EXPIRES 10/20
MURRIETA	43	MEADOWLARK	DR HORTON	TM 37493	CONDO	TM	83					83				951.739.5482		

# RESIDENTIAL PROJECT LISTING

AREA	AERIAL #	PROJECT NAME	APPLICANT / DEVELOPER	PROJECT #	UNIT TYPE	STATUS	TOTAL UNITS	EXIST-ING	RB	UC	FM	TM	DP	PRICE \$(000)	SQ. FT.	DEV. #	S.P.	OTHER
COUNTY	44	PROVENCE AT HERITAGE RANCH	BEAZER HOMES	32185	SF	UC	526	280	65	30	151			395-450	1691-3053	951.200.4654		52 HOMES ARE ON .25 ACRE LOTS
COUNTY	45	WINCHESTER HILLS	WFP PARTNERS 2	TM 31632-2	SF	TM	86						86			951.955.6035	WINCHESTER HILLS	BALANCE OF UNITS IN MAP. LENNAR DEVELOPING OTHER HALF
COUNTY	46	SYCAMORE NORTH, TAMARACK, PALMETTO, AGAVE, SANTOLINA AND BRAEBURN AT SPENCER'S CROSSING	RICHMOND AMERICAN HOMES, PARDEE HOMES, BROOKFIELD RESIDENTIAL, KB HOME AND LENNAR	TM 37053, 32289, 90	SF	UC	1,005	25	190	65	350	375		453-550	2800-3684	951.926.9246	SPENCER'S CROSSING	APPROX. 340 ACRES. TAMARACK = 951.291.0009
COUNTY	47	HORIZON AND SUNRISE AT MORNING STAR RANCH	CALATLANTIC HOMES		SF	RB	189	10	179					439-519	2909-3369	951.926.7971	WINCHESTER 1800	PROJECT SOLD OUT
COUNTY	48	RIVERSIDE COUNTY SUBDIVISION	CAPITAL PACIFIC HOMES	TM 33303	SF	TM	24					24				951.279.2447		APPROX. 7.4 ACRES. TM EXPIRES 4/21
COUNTY	49	CAMBERLY PLACE	KB HOME	TM 33423	SF	UC	132		40	21	71			381-642	1392-3234	951.383.4880		APPROX. 46.15 ACRES
COUNTY	50	RIVERSIDE COUNTY SUBDIVISION	CITY DEVELOPMENT, INC.	TM 33225	SF	TM	14					14				951.955.6035		4.82 ACRES. TM EXPIRES 8/21
COUNTY	51	WINCHESTER HILLS	WINCHESTER HILLS CSI, LLC	TM 30977	SF	TM	414					414				951.955.0314	WINCHESTER HILLS	260.5 ACRES TM EXPIRES 6/2020
MURRIETA	52	MURRIETA HILLS	MURRIETA HILLS, LLC	TM 35853	MIX	DP	532						532			760.450.0444	MURRIETA HILLS	UNDER CITY REVIEW
COUNTY	53	WINCHESTER 1800	CV COMMUNITIES LLC	TM 36437	SF	TM	102					102					WINCHESTER 1800	APPROX. 40 ACRES. TM EXPIRES 4/2021
COUNTY	54	ALURE	KB HOME	TM 35161	SF	UC	51	10	25	5	11			470+	2628	951.319.3669	WINCHESTER 1800	APPROX. 20 ACRES
COUNTY	55	RIVERSIDE COUNTY SUBDIVISION	EPC HOLDINGS 781, LLC	TM 31700	SF	TM	64					64				951.955.0314		20.7 ACRES. TM EXPIRES 8/21
MURRIETA	56	ADDISON POINTE AND DAKOTA/ HUNTERS POINTE AND EMERSON	DR HORTON / EXPRESS HOMES	TM 28532-1-2	SF	RB	298	223	75					359-393	2200-2800	951.679.3226		PROJECT SOLD OUT
MURRIETA	57	VISTA BELLA	MELIA HOMES	DP 2014-354	SF	UC	80			80				350+	1513-2129	949.350.8285		
MURRIETA	58	VALENCIA APARTMENTS	MELIA HOMES	DP 2014-301	APTS	UC	251			251						949.789.8300		

# RESIDENTIAL PROJECT LISTING

AREA	AERIAL #	PROJECT NAME	APPLICANT / DEVELOPER	PROJECT #	UNIT TYPE	STATUS	TOTAL UNITS	EXIST-ING	RB	UC	FM	TM	DP	PRICE \$(000)	SQ. FT.	DEV. #	S.P.	OTHER
COUNTY	59	RIVERSIDE COUNTY SUBDIVISION	KEITH GARDNER	TM 36687	SF	TM	69					69					WINCHESTER 1800	18.48 ACRES. FM UNDER COUNTY REVIEW
COUNTY	60	RIVERSIDE COUNTY SUBDIVISION	WSI HOLDINGS, LLC	TM 29098	SF	TM	39					39				951.955.6035		81.4 ACRES. TM MAY HAVE EXPIRED
COUNTY	61	RIVERSIDE COUNTY SUBDIVISION	FRENCH VALLEY ASSOCIATES, LLC	TM 36722	MIX	TM	146					146						40.6 ACRES. TM EXPIRES 6/2021
WILDOMAR	62	WILDOMAR SUBDIVISION	NOVA HOMES	TM 36952	MIX	TM	77					77				562.355.0835		11.25 ACRES. PROJECT RECENTLY APPROVED
COUNTY	63	RIVERSIDE COUNTY SUBDIVISION	VIR PRABHU DHALLA	TM 32272	SF	TM	38					38				951.955.0314		12 ACRES. TM EXPIRES 5/20
MENIFEE	64	PACIFIC GALLERIA	PACIFIC COMMUNITIES	TM 30664	SF	UC	32	8		2	22			710+	3370-5223	949.345.1414		8 ACRES
MENIFEE	65	GOLDEN MEADOWS	RICHLAND COMMUNITIES	TM 31194	SF	TM	474					474						207 ACRES. SUBMITTED 2ND EXTENSION OF TIME
MENIFEE	66	MENIFEE SUBDIVISION	BUNDY CANYON DEVELOPMENT COMPANY	TR 36684	SF	FM	10				10							52 ACRES. UNDER CITY REVIEW FOR FINAL ENGINEERING
MENIFEE	67	PEPPER TREE AND CYPRESS AT HIDDEN HILLS	KB HOME	TM 30142, 33620	SF	UC	511	115	195	40	161			356-494	1430-3595	951.309.6440		166 ACRES. CYPRESS #951.430.1071
MENIFEE	68	MILL CREEK PROMENADE	SHERMAN & GARBANI, LLC	TM 37324	MIX	DP	398						398			951.723.3740		PROJECT TO INCLUDE 194 TH, 204 SF UNITS ALONG WITH RETAIL AND INDUSTRIAL USES. COMMENTS TO TM SENT TO DEVELOPER
LAKE ELSINORE	69	WESTRIDGE	PARDEE HOMES		SF	RB	456	346	110					425+	2936-3255	951.406.0504	CANYON HILLS	
MENIFEE	70	PACIFIC MAYFIELD	PACIFIC COMMUNITIES	TR 28791-93	SF	FM	379				379						PACIFIC MAYFIELD	FINAL MAP IN PROCESS. FOUR NEW COMMUNITIES COMING SOON
COUNTY	71	MEADOWS AND WESTERNLY POINT AT WINCHESTER RIDGE	DR HORTON	TM 31892	SF	UC	379			6	373				2052-3015	951.751.3860	WINCHESTER HILLS	241.8 ACRES



# RESIDENTIAL PROJECT LISTING

AREA	AERIAL #	PROJECT NAME	APPLICANT / DEVELOPER	PROJECT #	UNIT TYPE	STATUS	TOTAL UNITS	EXIST-ING	RB	UC	FM	TM	DP	PRICE \$(000)	SQ. FT	DEV. #	S.P.	OTHER
COUNTY	72	WINCHESTER HILLS	WINCHESTER MEADOWS LLC	TM 36417	MIX	TM	243					243					WINCHESTER HILLS	51.43 ACRES. TM EXPIRES 2021
MENIFEE	73	TALAVERA	KB HOME	TM 29777	SF	UC	172			6	166			347-377	1392-1860	951.355.0000		63.48 ACRES. MODEL HOMES UNDERWAY. PROJECT RECENTLY OPENED
MENIFEE	74	SALERNO AT SHADOW MOUNTAIN	KB HOME	TM 29835	SF	UC	971			6	505	460		350+	1551-2206	888.524.6637		399 ACRES. KB PURCHASED 511 LOTS. GRADING AND MODEL HOMES UNDERWAY
MENIFEE	75	NEWPORT	CALATLANTIC HOMES		SF	RB	117	28	89					412-440	2550-3439	951.430.0812	HERITAGE LAKE	
MENIFEE	76	LAKEVIEW	CALATLANTIC HOMES	34406, 34180	SF	RB	118	88	30					372-418	1869-2743	951.679.1011	HERITAGE LAKE	PROJECT SOLD OUT
MENIFEE	77	ROCKPORT AND PARKVIEW	CALATLANTIC HOMES		SF	UC	144	55	35	40	14			354-504	1611-3785	951.484.1858	HERITAGE LAKE	HOME SALES GOING WELL
MENIFEE	78	CHELSEA AND HAMPTON AT HERITAGE LAKE	LENNAR	34406, 34180	SF	UC	225		10	25	190			350+	1870-3105	951.483.2153	HERITAGE LAKE	
MENIFEE	79	MENIFEE VALLEY RANCH	BROOKFIELD CALIFORNIA LAND CO.	TM 31811, 12, 34406, 34180	SF	TM	2,500					2,500				714.200.1533	MENIFEE VALLEY RANCH	594 ACRES. HOME CONSTRUCTION EXPECTED 2021. ADULT COMMUNITY ON 50% OF PROJECT
MENIFEE	80	DIAMOND CROSSING	DIAMOND BROTHERS FIVE PARTNERSHIP / RANCON	TM 37671	SF	FM	220				220							CONSTRUCTION TO START SOON
COUNTY	81	LA VENTANA	LA VENTANA 242, LLC	TM 31100	SF	FM	241				241					951.955.0314	WINCHESTER HILLS	77 ACRES. TM EXPIRES 7/20
MENIFEE	82	DIAMOND CROSSING	DIAMOND BROTHERS FIVE PARTNERSHIP / RANCON	TM 32100-02	SF	TM	410					410						
COUNTY	83	CRESCENT POINT AND PALOMA AT SIERRA RIDGE	DR HORTON	TM 29905	SF	UC	150		65	20	65			370+	1898-2861	951.672.7441	MENIFEE NORTH	53.7 ACRES
MENIFEE	84	MCCALL MESA	LENNAR	TM 31098	SF	UC	258			20	238					888.213.1794		71 ACRES. PROJECT OPENING SOON
MENIFEE	85	HERITAGE HEIGHTS PHASE II	LENNAR	TM 31582	SF	RB	122	62	60					395-450	1678-2686	951.309.6401		PROJECT SOLD OUT

## RESIDENTIAL PROJECT LISTING

AREA	AERIAL #	PROJECT NAME	APPLICANT / DEVELOPER	PROJECT #	UNIT TYPE	STATUS	TOTAL UNITS	EXIST-ING	RB	UC	FM	TM	DP	PRICE \$(000)	SQ. FT.	DEV. #	S.P.	OTHER
COUNTY	86	RIVERSIDE COUNTY SUBDIVISION	LANSING STONE STAR RIVERSIDE, LLC	TM 30972	SF	TM	91					91					MENIFEE NORTH	72.9 ACRES. READY TO RECORD FM. EXPECT TO SALE TO BUILDER. TM EXPIRES 5/20
COUNTY	87	WINCHESTER HILLS	RANCHOS PROPERTY LTD - RANCON	TM 34677	SF	TM	422					422				951.955.0314	WINCHESTER HILLS	73.22 ACRES. TM EXPIRES 6/2021
MENIFEE	88	BAYPORT NORTH	BAYPORT NORTH LLC	PP 2014-189	APTS	TM	240					240						2 STORY APT BUILDINGS. NO ACTIVITY FOR SOMETIME
MENIFEE	89	FLEMING RANCH	NEWPORT PACIFIC LAND COMPANY	PP 2017-187	SF	TM	1,080					1,080				949.945.2290	FLEMING RANCH	300 ACRES. CITY COMMENTS ON EIR HAVE BEEN SUBMITTED TO APPLIANT
MENIFEE	90	MENIFEE SUBDIVISION	MENIFEE SUBDIVISION	TM 37400	SF	DP	174						174					46.9 ACRES. 2ND ROUND OF COMMENTS OUT TO APPLICANT
MENIFEE	91	MENIFEE SUBDIVISION	VALLEY BOULEVARD	TM 36911	SF	TM	70					70						21.66 ACRES. UNDER CITY REVIEW FOR ENTITLEMENTS
COUNTY	92	MENIFEE NORTH	WSI LAND HOLDINGS - RICHLAND COMMUNITIES	TM 37533, 30972, 31500, 29262, 29322	SF	TM	762					762				949.367.9400	MENIFEE NORTH	199 ACRES. TM EXPIRES 5/2020
COUNTY	93	MENIFEE NORTH	MR 27 LLC (RANCON)	TM 34118	SF	TM	172					172					MENIFEE NORTH	27.58 ACRES. TM EXPIRES 2/2020
COUNTY	94	WINCHESTER HILLS	RANCON WINCHESTER VALLEY 85 LLC	TM 30806	SF	FM	179				179						WINCHESTER HILLS	84.8 ACRES. WATER, SEWER AND ELECTRIC ARE IN. IN TALKS TO BE SOLD
COUNTY	95	MENIFEE NORTH	WATSON 206, LLC - DIVERSIFIED PACIFIC	TM 29326	SF	TM	65					65				951.955.6184	MENIFEE NORTH	APPROX. 39 ACRES. TM EXPIRES 12/2020
MENIFEE	96	MENIFEE NORTH	MR-27, LLC	TM 34600	SF	TM	153					153				951.696.0600	MENIFEE NORTH	APPROX. 19.9 ACRES. TM EXPIRES 2/20
COUNTY	97	JUNIPERA TREE	DRAKE DEVELOPMENT	TM 28477	SF	FM	28	10	5		13							

# RESIDENTIAL PROJECT LISTING

AREA	AERIAL #	PROJECT NAME	APPLICANT / DEVELOPER	PROJECT #	UNIT TYPE	STATUS	TOTAL UNITS	EXIST-ING	RB	UC	FM	TM	DP	PRICE \$(000)	SQ. FT.	DEV. #	S.P.	OTHER
MENIFEE	98	KINSINGTON APARTMENTS	BOB LOVE	PP 19469	APTS	FM	221				221							SENIOR CITIZEN APTS. PROJECT GRADED
COUNTY	99	RIVERSIDE COUNTY SUBDIVISION	ASHBY FINANCIAL	TM 31546	SF	TM	114					114				909.898.1692	MENIFEE NORTH	36.28 ACRES. TM MAY HAVE EXPIRED
MENIFEE	100	MENIFEE NORTH	MR 56, LLC. (RANCON)	TM 33738	SF	TM	52					52					MENIFEE NORTH	11.37 ACRES. 3RD TIME EXTENSION RECENTLY SUBMITTED. UNDER CITY REVIEW FOR ENTITLEMENTS
COUNTY	101	RIVERSIDE COUNTY SUBDIVISION	ASHBY FINANCIAL	TM 31545	SF	TM	55					55				909.898.1692	MENIFEE NORTH	17 ACRES. TM MAY HAVE EXPIRED
COUNTY	102	MENIFEE NORTH	WATSON 206, LLC - DIVERSIFIED PACIFIC, PETER PITASSI	TM 29327, 29328, 31820	SF	TM	169					169				951.955.6035	MENIFEE NORTH	APPROX. 40 ACRES. TMs EXPIRE 2021
MENIFEE	103	MARIPOSA AND CAMELLIA AT THE LAKES	LENNAR	TM 30422	SF	RB	178	152	26					368-408	1769-2129	951.461.5990	LAKES @ MENIFEE	PROJECT SOLD OUT
COUNTY	104	WINCHESTER HILLS	WINCHESTER HILLS CSI, LLC	TM 30976	SF	TM	162					162				951.676.6664	WINCHESTER HILLS	53.39 ACRES. TM EXPIRES 6/21
COUNTY	105	SALT CREEK AT CONESTOGA	LENNAR	TM 30322	SF	UC	100		44	10	46			350+	1611-2021	951.467.3051	WINCHESTER HILLS	
COUNTY	106	THE WOODS	WOODS VENTURE, LLP	TM 32818, 32816	MIX	TM	613					613					WINCHESTER HILLS	MAP CALLS FOR 120 SF UNITS AND 493 MULTI. TMs EXPIRE 2021
COUNTY	107	WINCHESTER HILLS	RANCON WINCHESTER VALLEY 200 LLC	TM 30807	SF	FM	194					194					WINCHESTER HILLS	APPROX. 201.67 ACRES. FOR SALE TO MERCHANT BUILDER
COUNTY	108	WHISPERING CREEK AND STONEY BROOK	UNKNOWN	TM 30989	SF	FM	202	6				196						58.3 ACRES. GRADING OF PROJECT RECENTLY STARTED. PROJECT COMING SOON
COUNTY	109	RIVERSIDE COUNTY SUBDIVISION	CITY DEVELOPMENT, INC.	TM 31858	SF	TM	185					185				951.955.6184		57 ACRES. TM MAY HAVE EXPIRED
COUNTY	110	RIVERSIDE COUNTY SUBDIVISION	STONE STAR RIVERSIDE, LLC	TM 32394	SF	TM	166					166				951.955.6035		39.9 ACRES. TM EXPIRES 8/21

# RESIDENTIAL PROJECT LISTING

AREA	AERIAL #	PROJECT NAME	APPLICANT / DEVELOPER	PROJECT #	UNIT TYPE	STATUS	TOTAL UNITS	EXIST-ING	RB	UC	FM	TM	DP	PRICE \$(000)	SO. FT.	DEV. #	S.P.	OTHER
COUNTY	111	QUAIL MEADOWS WEST	RHEINGANS	TM 31101	SF	TM	160					160				951.676.7000		49 ACRES. TM MAY HAVE EXPIRED
COUNTY	112	OLIVE ROAD ESTATES	MIGHTY DEVELOPMENT, INC.	TM 32282, 32679	SF	TM	124					124				951.955.6184		19.54 ACRES. TM EXPIRES 9/20
COUNTY	113	QUAIL MEADOWS EAST	MIGHTY DEVELOPMENT, INC.	TM 31099	SF	TM	207					207				909.944.8181		64 ACRES. TM EXPIRES 6/20
COUNTY	114	RIVERSIDE COUNTY SUBDIVISION	TAGHDIRI HUSHMAND TRUST	TM 32679	SF	TM	62					62				951.855.3338		19.44 ACRES. TM EXPIRES 7/20
COUNTY	115	RIVERSIDE COUNTY SUBDIVISION	MOUNTAIN VISTA HOMES	TM 33700	SF	TM	128					128				951.955.0314		40.18 ACRES. TM EXPIRES 1/2021
COUNTY	116	RIVERSIDE COUNTY SUBDIVISION	CITY DEVELOPMENT, INC.	TM 31857	SF	TM	140					140				951.955.0314		44 ACRES. TM EXPIRES 8/2020
MENIFEE	117	VISTA RIDGE	NAVARRO CONDOMINIUMS	TR 2018-159	CONDO	FM	30				30							IN FOR FINAL ENGINEERING
COUNTY	118	WINCHESTER HILLS	RANCHO BRIDGES III LLC	TM 31633	SF	FM	128				128					951.676.6664	WINCHESTER HILLS	94.24 ACRES. PROJECT FOR SALE TO MERCHANT BUILDER
COUNTY	119	RIVERSIDE COUNTY SUBDIVISION	LANPHERE & ASSOCIATES	TM 34842	SF	TM	35					35				951.955.0314		APPROX. 10.24 ACRES. TM EXPIRES 4/2020
COUNTY	120	ASPEN POINTE	DR HORTON	TM 30809	SF	UC	123			20	103			356-385	1576-2239	951.751.3860	WINCHESTER HILLS	33.5 ACRES
COUNTY	121	INDIGO TRAILS & THE WOODS	CAPSTONE, PACIFIC COMMUNITIES, OOSTDAM	TM 30808	SF	TM	393					393				951.676.6664	WINCHESTER HILLS	33.52 ACRES. PRELIMINARY GRADING COMPLETED. TM EXPIRES 9/2020
COUNTY	122	WINCHESTER HILLS	MEADOW VISTA HOLDINGS	TM 36288	SF	TM	72					72					WINCHESTER HILLS	APPROX. 10 ACRES. SEWER, WATER AND ELECTRICAL ARE IN. FOR SALE TO MERCHANT BUILDERS. TM EXPIRES 11/20
COUNTY	123	RIVERSIDE COUNTY SUBDIVISION	STONE STAR RIVERSIDE LLC	TM 36365, 36711	MIX	DP	224						224					APPROX. 72 ACRES. SUBMITTED 6/12. NO ACTIVITY FOR SOMETIME
COUNTY	124	MENIFEE NORTH	STRATA EQUITY GROUP LLC	TM 36430	SF	TM	340					340				951.955.6035	MENIFEE NORTH	APPROX. 180 ACRES. TM EXPIRES 9/21



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COUNTY	125	RIVERSIDE COUNTY SUBDIVISION	OF 10, LLC	TM 33263	SF	TM	30					30				951.676.7000		10 ACRES. TM MAY HAVE EXPIRED
COUNTY	126	MOUNTAIN SKY AT CONESTOGA	LENNAR	TM 31632-1	SF	UC	124		46	18	60			337-406	1611-2021	951.467.3051	WINCHESTER HILLS	
COUNTY	127	WINCHESTER HILLS	WINCHESTER 68 LLC	TM 31141	SF	FM	64				64					951.676.6664	WINCHESTER HILLS	
COUNTY	128	WINCHESTER HILLS	RANCON WINCHESTER VALLEY 155 LLC	TM 31142	SF	FM	167				167					951.676.6664	WINCHESTER HILLS	FOR SALE TO MERCHANT BUILDER
COUNTY	129	CROSSROADS AT WINCHESTER	REGENT WINCHESTER		SF	TM	260					260				951.676.6664	CROSSROADS AT WINCHESTER	SF = 106 UNITS AND MULTI = 154. PROJECT FOR SALE
COUNTY	130	WINCHESTER MEADOWS	WINCHESTER MEADOWS, LLC	TM 33498	MIX	TM	282					282					WINCHESTER HILLS	MAP CALLS FOR 57 SF UNITS AND 225 MULTI
COUNTY	131	AUTUMN WINDS	KB HOME	TM 30322-1	SF	UC	141		25	10	106			335-387	1392-2329	951.474.1990	WINCHESTER HILLS	
COUNTY	132	CROSSROADS AT WINCHESTER	SR CONESTOGA LLC	TM 37119	SF	TM	443					443				951.955.3025	CROSSROADS AT WINCHESTER	161.67 ACRES. TM APPROVED 2/21
COUNTY	133	RIVERSIDE COUNTY SUBDIVISION	EVAN & ELLEN MAI	TM 32400	SF	DP	27						27			951.721.6519		10 ACRES. UNDER COUNTY REVIEW
PERRIS	134	PERRIS SUBDIVISION	CITY OF PERRIS	TM 33973	SF	TM	384					384				951.943.5003		116 ACRES. TM WAS APPROVED IN 5-2008
COUNTY	135	TRAILMARK	BENCHMARK PACIFIC	TM 35045	SF	TM	712					712				760.450.0441	TRAILMARK	318 ACRES. PROJECT FOR SALE TO MERCHANT BUILDERS. TM EXPIRES 5/21
PERRIS	136	PERRIS SUBDIVISION	CITY OF PERRIS	TM 33900	SF	TM	198					198				951.943.5003		116 ACRES. TM WAS APPROVED IN 5-2008
MENIFEE	137	THE RETREAT AT HOLIDAY	DR HORTON		SF	RB	108	76	32					320-360	1658-2028	951.679.1788		40 ACRES
MENIFEE	138	MCLAUGHLIN VILLAGE	CORMAN LEIGH COMMUNITIES	TM 33648	TH	TM	126					126				951.296.5070		14.42 ACRES

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AREA	AERIAL #	PROJECT NAME	APPLICANT / DEVELOPER	PROJECT #	UNIT TYPE	STATUS	TOTAL UNITS	EXIST-ING	RB	UC	FM	TM	DP	PRICE \$(000)	SQ. FT.	DEV. #	S.P.	OTHER
MENIFEE	139	CIMARRON RIDGE	VAN DAELE HOMES	TM 36658, 36657	SF	FM	835				835					951.354. 2121	CIMARRON RIDGE	240 ACRES. PROJECT COMPLETELY GRADED. DEVELOPER HAS SUBMITTED FINAL MAPS AND GRADING MAPS
MENIFEE	140	MENIFEE SUBDIVISION	SUNWOOD	TM 31856	SF	TM	77					77				909.208. 2971		FINAL ENGINEERING UNDER REVIEW
MENIFEE	141	MENIFEE SUBDIVISION	STONEGATE DEVELOPMENT I, LLC	TM 31456	SF	TM	177					177				949.367. 9400		161 ACRES. SUBMITTED ROUGH GRADING PLANS
MENIFEE	142	MENIFEE SUBDIVISION	CAPSTONE	TM 34037	SF	TM	122					122				949.412. 9861		33 ACRES. PROCESSING EXTENSION OF TIME
MENIFEE	143	GALLERY SENIOR LIVING	RGP PLANNING AND DEVELOPMENT SERVICES	PP 22678	APTS	TM	118					118						FILED 3RD TM EXTENSION. ASSISTED LIVING
MENIFEE	144	MENIFEE SUBDIVISION	ROWLAND	TM 36803	SF	TM	80					80						UNDER CITY REVIEW FOR ENTITLEMENT
PERRIS	145	RIVERWOODS	BENCHMARK PACIFIC	TM 32666	SF	FM	663				663						RIVERWOODS	NO BUILDING PERMITS PULLED YET
COUNTY	146	RIVERSIDE COUNTY SUBDIVISION	RIVERSIDE COUNTY SUBDIVISION	TM 31687	SF	TM	65					65						40.17 ACRES. NO ACTIVITY FOR SOMETIME. TM MAY HAVE EXPIRED
MENIFEE	147	OAK HILLS II	RIDGEMOOR INVESTMENTS LLC	TM 2016-038	SF	RB	21		21									PROJECT SOLD OUT
COUNTY	148	PACIFIC MELROSE	PACIFIC COMMUNITIES		SF	UC	97	53	35	9				379-432	2088-2889	951.878. 7044		
MENIFEE	149	BOULDER ESTATES	GRIFFIN RESIDENTIAL	TM 30812	SF	UC	29				29			660+	3123-3653	951.547. 3570		18.75 ACRES. 1/2 ACRE HOME SITES
MENIFEE	150	PRIMROSE AND ORCHID AT PACIFIC MAYFIELD	PACIFIC COMMUNITIES	TM 28786-94, 34164	SF	RB	170	132	38					372-412	1788-2344	951.723. 8678	PACIFIC MAYFIELD	55+ COMMUNITY pacificmayfieldcommunities.com
MENIFEE	151	QUAIL HILL / GOETZ	REPKE	TM 32794	SF	TM	152					152						64 ACRES. SUBMITTED 3RD EXTENSION

**RESIDENTIAL PROJECT LISTING**

AREA	AERIAL #	PROJECT NAME	APPLICANT / DEVELOPER	PROJECT #	UNIT TYPE	STATUS	TOTAL UNITS	EXIST-ING	RB	UC	FM	TM	DP	PRICE \$(000)	SQ. FT.	DEV. #	S.P.	OTHER
LAKE ELSINORE	152	CANYON ESTATES	CITY OF LAKE ELSINORE		SF	DP	302						302					PROJECT RECENTLY SUBMITTED
MENIFEE	153	MENIFEE SUBDIVISION	MENIFEE SUBDIVISION	TM 37450	SF	DP	29						29					UNDER CITY REVIEW
MENIFEE	154	MENIFEE TOWN CENTER	SOUTH 35 - REGENT		SF	FM	155				155						MENIFEE TOWN CENTER	GRADING UNDERWAY
MENIFEE	155	MENIFEE SUBDIVISION	MATT MAEHARA	TM 37576	SF	TM	76					76						
WILDOMAR	156	OAK SPRINGS RANCH	NEXUS DEVELOPMENT	TM 31736	SF	UC	103			20	83							12.89 ACRES
TOTALS							36,222	1,965	2,488	1,255	7,940	20,020	2,554					

**SPECIFIC PLAN LISTING**

AREA	SPECIFIC PLAN	DEVELOPER	UNIT TYPE	TOTAL UNITS	EXIST-ING	RB	UC	FM	TM	DP	TO BE SUB.	DEV. #	OTHER
MENIFEE	AUDIE MURPHY RANCH	BROOKFIELD HOMES	MIX	2,190	804	400	85	315	586		0		SP 209. APPROX 1,100 ACRES. PROJECT WELL UNDERWAY WITH STRONG HOME SALES REPORTED
COUNTY	BELLE TERRE	REGENT PROPERTIES	MIX	1,200							1,200	310.806.9888	SP 382. APPROX. 343.6 ACRES
COUNTY	BSA	BSA PROPERTIES	MIX	589							589		SP 322. 420 ACRES. NO TENTATIVE MAPS APPROVED
MENIFEE	CANTALENA	RICHLAND PLANNED COMMUNITIES, INC.	MIX	935					296		639	949.383.4124	SP 334. APPROX. 160 ACRES APPROVED. TENTATIVE MAP FOR PHASE I HAS BEEN SUBMITTED
LAKE ELSINORE	CANYON HILLS	PARDEE CONSTRUCTION	MIX	3,950	3,840	110					0	310.475.3525	FINAL NEIGHBORHOOD WRAPPING UP
MENIFEE	CIMARRON RIDGE	VAN DAELE HOMES	MIX	835				835			0		PROJECT IS COMPLETELY GRADED. FINAL MAPS AND GRADING PLANS ARE IN PROCESS WITH CITY. CONSTRUCTION TO START IN 1 TO 2 YEARS
COUNTY	CROSSROADS AT WINCHESTER	REGENT PROPERTIES	MIX	802					703		99	310.806.9811	SP. 288. MIX USE DEVELOPMENT WITH COMMERCIAL AND RESIDENTIAL USES
COUNTY	DOMENIGONI-BARTON PROPERTY	DOMENIGONI BARTON	MIX	4,186							4,186	951.926.6924	SP 310. 1734.5 ACRES. APPROVED 2001. NO TENTATIVE MAPS SUBMITTED YET. GOLF COURSE INCLUDED IN PROJECT.
MENIFEE	FLEMING RANCH	NEWPORT PACIFIC LAND COMPANY	MIX	1,080					1,080		0		SP 346. ON APPROXIMATELY 332 ACRES. CITY COMMENTS ON EIR HAVE BEEN SUBMITTED TO APPLICANT
PERRIS	GREEN VALLEY RANCH	RAINTREE INVESTMENTS	MIX	4,210		25	18	102	231		3,834	858.350.9261	SP. 89-25. 1,194 ACRES. KB HOME NOW UNDER CONSTRUCTION
MENIFEE	HERITAGE LAKE	STANDARD PACIFIC	SF	2,453	2,020	164	65	204			0		SP. 301. FINAL NEIGHBORHOODS ARE UNDERWAY
MENIFEE	LAKES @ MENIFEE	CENTEX HOMES	MIX	988	918	70					0	951.279.4000	SP 247. APPROX 250 ACRES. SPECIFIC PLAN IS COMPLETING FINAL NEIGHBORHOOD
MENIFEE / COUNTY	MENIFEE NORTH	MENIFEE NORTH PROPERTY OWNER'S ASSOCIATION	MIX	2,815	321	65	20	65	2,179		165		SP. 260. 1,604 ACRES. SEVERAL NEIGHBORHOODS NOW UNDERWAY
MENIFEE	MENIFEE TOWN CENTER	STARK MENIFEE LAND, LLC / REGENT PROPERTIES	MIX	1,052		150	375	454			73	310.806.9860	SP 194. MANY DEVELOPERS NOW UNDERWAY. STRONG HOMES SALES BEING REPORTED
MENIFEE	MENIFEE VALLEY RANCH	BROOKFIELD MENIFEE, INC.	MIX	2,500					2,500		0		594 ACRES. PROJECT TO BE DEVELOPMENT ACROSS 14 PLANNING AREAS. CONSTRUCTION TO BEGIN BY 2021
MURRIETA	MURRIETA HILLS	MURRIETA HILLS LLC	MIX	1,778						532	1,246	760.450.0440	SP. 320. APPROX. 997.6 ACRES. EIR IN REVIEW PROCESS. PULTE PROJECTED TO PURCHASE PROJECT
MENIFEE	PACIFIC MAYFIELD	PACIFIC COMMUNITIES	MIX	856	439	38		379			0	951.246.8695	SP. 140 AKA NEWPORT ESTATES
PERRIS	RIVERWOODS	TMP INVESTMENTS	SF	900				663			237		SP 89-70



**SPECIFIC PLAN LISTING**

AREA	SPECIFIC PLAN	DEVELOPER	UNIT TYPE	TOTAL UNITS	EXIST-ING	RB	UC	FM	TM	DP	TO BE SUB.	DEV. #	OTHER
COUNTY	SPENCER'S CROSSING	NEWLAND	MIX	1,793	791	212	65	350	375		0		SP 312. 607 ACRES. PROJECT VERY ACTIVE. AKA FRENCH VALLEY AREA
COUNTY	TRAILMARK	BENCHMARK PACIFIC	MIX	712					712		0	760.450.0441	SP 344. EIR AND SP APPROVED. PROJECT FOR SALE TO MERCHANT BUILDERS
LAKE ELSINORE	TUSCANY HILLS	CENTEX HOMES	MIX	1,847	1,035				731		81		NO ACTIVITY FOR SOMETIME
COUNTY	WINCHESTER 1800	MANY BUILDERS	MIX	4,774	2,520	234	5	161	307		1,547		SP 286. 1889 ACRES. PROJECT VERY ACTIVE
COUNTY	WINCHESTER HILLS	THE RANCON GROUP	MIX	5,991		115	64	1,661	3,400	86	665	951.676.6664	SP 293. APPROX 2,891 ACRES. MERCHANT BUILDERS NOW BUILDING
<b>TOTALS</b>				<b>48,436</b>	<b>12,688</b>	<b>1,583</b>	<b>697</b>	<b>5,189</b>	<b>13,100</b>	<b>618</b>	<b>14,561</b>		

# **BASIS OF ESTIMATES**

## **(A). POPULATION ESTIMATES AUGUST 2018:**

Housing units multiplied by Average Persons Per Household estimate.

## **(B). NUMBER OF HOUSING UNITS AUGUST 2018:**

Derrigo Studies counted roof tops on August 2018 aerial.

## **(C). AVERAGE PERSONS PER HOUSEHOLD ESTIMATES 2019:**

2010 Census figures adjusted by Derrigo Studies where needed based on housing unit type.

## **(D). MEDIAN HOUSEHOLD INCOME ESTIMATES 2019:**

Estimated based on housing unit types in each sector.

## **(E). MEDIAN VALUE OF HOUSING ESTIMATES 2019:**

Estimated based on housing unit types in each sector.

## **(F). POPULATION PROJECTIONS:**

Evaluated each project on an individual basis and added up the number of units to be built over the respective years depending on input gathered from each residential builder, (i.e. financing information, rate of monthly sales, construction schedules and water availability).

The information contained in this study is obtained from sources that we deem reliable. We have no reason to doubt its accuracy, but we do not guarantee it.