



## Report to Economic Development Sub-Committee

**TO:** Economic Development Subcommittee  
**FROM:** Cruz Esparza, Economic Development Director  
**AGENDA DATE:** September 10, 2024  
**TITLE:** ECONOMIC DEVELOPMENT SUMMARY

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The Economic Development & Housing Department provides entitlement and permitting assistance to development projects and new businesses. Each month, staff publishes the Economic Development Summary with the latest development information that can be made public.

Staff will provide a verbal update to the Economic Development Subcommittee regarding the latest business growth and commercial / industrial / office developments.

### **ATTACHMENTS**

EXHIBIT A: Economic Development Summary – September 2024

Prepared By: Melissa McClain  
Senior Management Analyst

Department Head Approval: Cruz Esparza  
Economic Development Director

# ECONOMIC DEVELOPMENT SUMMARY

SEPTEMBER 2024



## COMMERCIAL / RETAIL

**Alessandro Plaza:** 87,421 sq. ft. center at 23750 Alessandro between Graham and Heacock

- **ALUX Restaurant** - OPENED
- **Dental Kidz Club** - OPENED
- **Mariscos El Zorillos** - OPENED

**Canyon Springs Plaza:** 417,000 sq. ft. regional center at SR-60 & Day

- **Adecco Staffing** - LEASED
- **Le Gout de La Bouche** - LEASED

**Continental East Development:** 21,600 sq. ft. of boutique retail and restaurant space at the NEC of Lasselle and Krameria - IN PLAN CHECK

**The District (former Festival Center):** 32-acre center at SR-60 & Heacock anchored by Floor & Decor

- **7-Eleven** - UNDER CONSTRUCTION
- **Quick Quack Car Wash** - IN PLAN CHECK
- **Moreno Valley Modern Dentistry** - OPENED
- **WoodSpring Suites** - OPENED

**Lakeside Terrace:** Neighborhood center at NEC of Iris and Lasselle, anchored by CVS and Dollar Tree

- **Happy Wok** - IN PLAN CHECK
- **La Carniceria** - OPENED
- **Momma Mondragons Macarons** - OPENED

**Moreno Valley Commerce Center:** 111,060 sq. ft. retail, office and automotive neighborhood center at the NWC of Alessandro and Heacock

- **Beauty & Essence Beauty Salon** - OPENED
- **CK Cabinet & Stone** - OPENED

**Moreno Valley Mall:** 1.1 million sq. ft. regional mall along SR-60, anchored by Macy's and J.C. Penney

- **Airsoft World** - OPENED
- **Get Lit Books N Things** - OPENED
- **E&J Couture** - OPENED
- **Rising Stars Business Academy** - OPENED

**Moreno Valley Marketplace:** 4.5 acre retail development on the SWC of Perris and Iris

- **ALDI** - OPENED
- **Quick Quack Car Wash** - OPENED
- **Habit Burger** - OPENED
- **Starbucks** - OPENED

**Moreno Valley Plaza:** 341,000 sq. ft. shopping center at the SWC of Sunnymead and Heacock, anchored by Superior Grocers, Harbor Freight Tools, Office Depot and Big 5

- **Hernandez Hyper Details** - LEASED

**Perris Pavilion:** 25,000 sq. ft. neighborhood mall at the NEC of Perris and John F. Kennedy, including a food hall, health and beauty

- **Beauty Barbershop** - OPENED
- **Pupuseria Sichitlan** - OPENED
- **Frynot** - OPENED
- **Rusposhi Bangla N Pizza** - UNDER CONSTRUCTION

**Pigeon Pass Plaza:** 106,000 sq. ft. shopping center anchored by Stater Bros. at NWC of Pigeon Pass and Ironwood

- **Amna's Eyebrow Threading** - OPENED
- **Queen Nails & Spa** - OPENED

**Rancho Belago Retail:** 19,324 sq. ft. retail center at the SWC of Moreno Beach and JFK - APPROVED

**Southpointe Shopping Center:** SEC of Heacock and Alessandro anchored by O'Reilly Auto Parts, Leading Edge Learning and Dairy Queen

- **Pop N' Flavors** - LEASED

## COMMERCIAL / RETAIL (continued)

**Stoneridge Towne Centre:** 579,000 sq. ft. center at the SEC of SR-60 and Nason, anchored by Super Target, Kohl's, Kirkland and Tractor Supply

- **Crumbi** - UNDER CONSTRUCTION
- **EOS Fitness** - OPENED
- **Mister Car Wash** - UNDER CONSTRUCTION
- **UPS Store** - OPENED

**The Quarter:** Mixed-use project at the NEC of Day & Eucalyptus includes two 4-story hotels, a service station with convenience store, and a multi-tenant retail/restaurant building:

- **Taqueria El Indio** - OPENED

**TownGate Center:** High profile mix of national tenants including TJ-Maxx, HomeGoods, Ulta, BevMo, Planet Fitness and Regency Theatres at the NWC of Frederick and Towngate Blvd

- **85°C Bakery Café** - OPENED

**TownGate Crossing:** Adjacent to the 60 Freeway and Day, this 48,000 sq. ft. shopping center includes Lowe's, Buffalo Wild Wings, Jerome's and Panera

- **CAVA** - OPENED
- **Dollar Tree** - LEASED

**TownGate Promenade:** Major shopping center at Day and Campus, anchored by Aldi Foods and 24 Hour Fitness

- **Taqueria 2 Potrillos** - IN PLAN CHECK

**TownGate Square:** NEC of Day and Eucalyptus anchored by WinCo Foods, Fairfield Inn & Suites, Portillo's, Popeye's and Pieology

- **Hilton Garden Inn** - IN PLAN CHECK
- **TownePlace Suites** - IN PLAN CHECK

**TS Marketplace:** Neighborhood center at the NEC of Perris and Hemlock anchored by Food4Less, Fitness 19 and O'Reilly Auto Parts

- **TY Eyelash Beauty** - IN PLAN CHECK
- **Waterale LLC** - LEASED

### Standalone:

- **Anthem Energy Center (60 Freeway and Redlands)** - APPROVED
- **Beaumont RV Sales & Service (21025 Box Springs)** - OPENED
- **Beyond Food Mart (27990 Iris)** - IN PLAN CHECK
- **CA Auto Repair & Programming (24747 Sunnymead)** - OPENED
- **Card Addicts (24150 Alessandro #B-1)** - OPENED
- **Daniel Pro Tires (24035 Sunnymead)** - OPENED
- **Doctors Choice Weight Loss (24490 Sunnymead #117)** - OPENED
- **Dollar Tree (22985 Cottonwood)** - LEASED
- **Dollar Tree (23900 Ironwood)** - LEASED
- **Dutch Bros. Coffee (23140 Hemlock)** - UNDER CONSTRUCTION
- **Extended Stay America (Sunnymead near Indian)** - IN PLAN CHECK
- **Farm Market Gas Station (14058 Redlands)** - IN PLAN CHECK
- **Finest Fadez Barbershop (25073 Sunnymead)** - OPENED
- **Go Fresh Gas (12520 Graham)** - UNDER CONSTRUCTION
- **Home2 Suites by Hilton (Eucalyptus west of Hyundai)** - IN PLAN CHECK
- **Ice Cream Parlor (25036 Filaree)** - IN PLAN CHECK
- **Tru by Hilton (Olivewood and Sunnymead)** - IN PLAN CHECK
- **Tweed Pediatrics (14114 Business Center)** - OPENED
- **Up & Movin' Pediatric Physical Therapy (14114 Business Center)** - OPENED
- **Weight Loss & Wellness (23470 Olivewood)** - OPENED
- **Winchell's (Alessandro and Day)** - IN PLAN CHECK

## MEDICAL / OFFICE

**Kaiser Permanente:** 1,125,000 sq. ft. 20 year, 3 phase expansion to existing Kaiser Permanente Hospital - APPROVED

▪ **Diagnostic & Testing Center** - OPENED

**Moreno Valley MOB:** 20,337 sq. ft. medical office building on Eucalyptus east of Day - UNDER CONSTRUCTION, LEASED TO RADNET AND LOMA LINDA MEDICAL CLINIC

## INDUSTRIAL

**Compass Danbe:** 2 buildings on Old 215 Frontage south of Cottonwood - UNDER CONSTRUCTION

**Ledo Capital Group | The District Business Park:** 212,313 sq. ft. building at the SEC of Heacock and Ironwood - APPROVED

**Phelan Development:** 6 buildings ranging from 23,000 sq. ft. to 49,000 sq. ft. on the east side of Old 215 Frontage south of Bay - AVAILABLE; BUILDING F SOLD TO SAVEWAY SUPPLIES

### ***CENTERPOINTE INDUSTRIAL AREA***

Home to Sherwin Williams, Harbor Freight Tools, Gate City Beverage, Porvane Doors, Serta Simmons, Uttermost and the US Postal Service.

**Chase Partners:** 26,300 sq. ft. on Resource west of Frederick - IN PLAN CHECK

**Chase Partners:** 32,970 sq. ft. at SEC of Calle San Juan De Los Lagos and Veterans - IN PLAN CHECK

**Compass Danbe:** 2 buildings on Alessandro between Frederick and Graham, 278,460 sq. ft and 96,139 sq. ft. – APPROVED

**PAMA | Alessandro Industrial Center:** 6 buildings along the south side of Alessandro west of Heacock, divisible units 9,050 sq. ft. / to 50,000 sq. ft. for sale or lease - AVAILABLE; UNIT 101 LEASED TO WELLIS USA; UNIT 102 LEASED TO CROWN LIFT; UNIT 105 LEASED TO COZEY FURNITURE

**Patriot Development Partners:** 2 buildings on the southwest corner of Alessandro and Heacock, 39,000 sq. ft. - IN PLAN CHECK

**Resource Corporate Center:** 49,800 sq. ft. industrial building at the northeast corner of Corporate and Resource - AVAILABLE

### ***MORENO VALLEY INDUSTRIAL AREA***

Home to Amazon, Cardinal Glass, Floor & Decor, Medline, Karma Automotive, Procter & Gamble, Deckers Outdoor, ResMed, Lowe's Home Improvement, Keeco Home, LeGrand and Ross Dress for Less.

**Chase Partners:** 32,510 sq. ft. at SEC of Perris and Globe - IN PLAN CHECK

**Compass Danbe:** Two 21,700 sq. ft. buildings on Rivard - AVAILABLE

**Patriot Development Partners:** 91,012 sq. ft at the SEC of Heacock and Krameria - IN PLAN CHECK

### ***SR - 60 CORRIDOR***

Home to Aldi Foods, Skechers USA, Solaris Paper, ShipBob, Mainfreight and Santa Fe Warehouse.

**Skechers USA Phase II:** 776,672 sq. ft. addition - OPENED

**World Logistics Center:** 40.6 million sq. ft. logistics campus – IN PLAN CHECK



**SUPER TARGET COMMERCIAL**




**MORENO VALLEY**  
CALIFORNIA

[www.morenovalleybusiness.com](http://www.morenovalleybusiness.com)

## ACCELERATING OPPORTUNITIES

### DYNAMIC RETAIL DESTINATIONS

Two regional shopping destinations and over 40 shopping plazas with major tenants including Costco, SuperTarget, Home Depot, Lowe's, Macy's, Burlington, TJ Maxx/HomeGoods, Ulta, BevMo, and many more!

### PRO-BUSINESS PHILOSOPHY

Pro-business development environment and concierge business service, able to fast track development and unparalleled plan check turn around.

### STRATEGIC LOCATION

Centrally located in Southern California at the junction of SR-60 and I-215 - two major transportation corridors. More than 56.2 million trips per year along SR-60, with swift access to Los Angeles, Orange County, San Diego, Northern California, Arizona, and Nevada.

### DEMOGRAPHIC STRENGTH

Average household income of \$101,026 with more than 22,000 households at \$100,000 or more; highly educated workforce with 45% of residents in white collar jobs.



**2nd**  
largest city in  
Riverside County



**20th**  
largest city in  
CALIFORNIA



**51.3** square  
MILES



**4.31%**  
annual growth  
RATE

**214,196**  
Moreno Valley  
Population 2024



20-mile  
radius population  
**2,440,083**



Median  
AGE: **33.01**



Inland Empire  
ONE OF THE FASTEST GROWING REGIONS  
**IN THE US**



Home to numerous  
**Fortune 500**  
AND INTERNATIONAL COMPANIES



**4500**  
businesses  
**STRONG**



**34,000**  
**JOBS**  
created in 10 years



TRANSPORTATION  
**SERVED**  
**BY**

CALIFORNIA STATE ROUTE 60 | INTERSTATE 215  
METROLINK  
MARCH INLAND PORT AIRPORT - CHARTER & CARGO FLIGHTS  
INTERNATIONAL FLIGHTS FROM ONTARIO AIRPORT



**\$101,026**  
Average household  
**INCOME**

*The Economic Development Summary* is intended only to keep the City Council and City Department Heads current concerning ongoing and potential future developments. Much of the information contained in this *Summary* is preliminary and subject to change. In particular, information concerning potential land use and/or economic development projects is to be considered tentative and preliminary (and in some cases may be speculative), subject both to change and to all future City review and approval processes. Nothing in this *Summary* constitutes, evidences, or implies City approval of any such project, nor City acceptance of any proposed terms of any agreement, contract or understanding referred to in this *Summary*. All such matters remain fully subject to all normal City approval processes, up to and including public meetings and/or public hearings before the Planning Commission and/or City Council, at future dates.