



Report to Economic Development Sub-Committee

TO: Economic Development Subcommittee

FROM: Keith Gemmell, Acting Economic Development & Housing Director

AGENDA DATE: February 11, 2025

TITLE: ECONOMIC DEVELOPMENT SUMMARY

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 – February 2025

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Approved By: Keith Gemmell, Acting Economic Development & Housing Director

ECONOMIC DEVELOPMENT SUMMARY

February 2025



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** - UNDER CONSTRUCTION
- **Le Plasir De La Bouche** - IN BUILDING PLAN CHECK

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

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

- **7-Eleven** - OPENED
- **Coury & Buehler Physical Therapy** - OPENED
- **LifeStream** - UNDER CONSTRUCTION
- **Quick Quack Car Wash** - UNDER CONSTRUCTION
- **Sola Salon** - UNDER CONSTRUCTION

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

- **Happy Wok** - UNDER CONSTRUCTION
- **La Carniceria** - 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

- **A Baby's Gallery** - OPENED
- **Get Lit Books N Things** - OPENED
- **Robert Garcia Boxing Academy** - UNDER CONSTRUCTION

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

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

- **Pho Shack** - OPENED
- **Los Parceros** - OPENED

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
- **Frynot** - OPENED
- **Rosita's Kitchen** - UNDER CONSTRUCTION
- **Rusposhi Bangla N Pizza** - OPENED

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** - IN BUILDING PLAN CHECK

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** - OPENED
- **EOS Fitness** - OPENED
- **Mister Car Wash** - OPENED
- **The Super Dentist** - UNDER CONSTRUCTION

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:

- **Sabai Thai Massage** - 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** - OPENED

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

- **Taqueria 2 Potrillos** - OPENED

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

- **Hilton Garden Inn** - IN BUILDING PLAN CHECK
- **TownePlace Suites** - IN BUILDING 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 & Spa** - OPENED
- **Waterale LLC** - LEASED

Standalone:

- **Anthem Arco (60 Freeway and Redlands)** - IN BUILDING PLAN CHECK
- **Anthem Energy Center (60 Freeway and Redlands)** - IN BUILDING PLAN CHECK
- **Beyond Food Mart (27990 Iris)** - IN BUILDING PLAN CHECK
- **City of Moreno Valley Satellite Library (23571 Sunnymead Ranch)** - LEASED
- **Dollar Tree (22985 Cottonwood)** - OPENED
- **Dollar Tree (23900 Ironwood)** - OPENED
- **Dough Bowl Pizza (24775 Alessandro)** - IN BUILDING PLAN CHECK
- **Dutch Bros. Coffee (23140 Hemlock)** - OPENED
- **Extended Stay America (Sunnymead near Indian)** - IN BUILDING PLAN CHECK
- **Fifty Burger Shop (23550 Alessandro)** - IN BUILDING PLAN CHECK
- **Go Fresh Gas (12520 Graham)** - UNDER CONSTRUCTION
- **Home2 Suites by Hilton (Eucalyptus west of Hyundai)** - IN BUILDING PLAN CHECK
- **Ice Cream Parlor (25036 Filaree)** - IN BUILDING PLAN CHECK
- **Mama Woods Kitchen (16110 Perris)** - IN BUILDING PLAN CHECK
- **Nurse Alisha's Vital Skills Training Center (24365 Sunnymead)** - OPENED
- **Regigold African Hair Braiding (12125 Day)** - OPENED
- **Tru by Hilton (Olivewood and Sunnymead)** - UNDER CONSTRUCTION
- **Up & Movin' Pediatric Physical Therapy (14114 Business Center)** - OPENED
- **Winchell's (Alessandro and Day)** - IN BUILDING PLAN CHECK
- **Wingstop (12230 Perris)** - UNDER CONSTRUCTION

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 HOSPITAL

INDUSTRIAL

Compass Danbe: 2 buildings on Old 215 Frontage south of Cottonwood - IN BUILDING PLAN CHECK

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 BUILDING PLAN CHECK

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

Resource Corporate Center: 49,800 sq. ft. industrial building at the northeast corner of Corporate and Resource - LEASED TO PAPE MATERIALS

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 BUILDING 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 BUILDING 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 – UNDER CONSTRUCTION





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 \$109,091 with more than 24,000 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

 **517** square
MILES

211,029
Moreno Valley
Population 2024

 20-mile
radius population
2,418,391

 Median
AGE: **33.46**

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

 Home to numerous
Fortune 500
AND INTERNATIONAL COMPANIES

 **4500**
businesses
STRONG

 **35,314**
JOBS
created in 12 years

 **TRANSPORTATION**
SERVED BY

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

 **\$109,091**
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.