

# COMMUNITY ECONOMIC PROFILE

for

## MURRIETA

### RIVERSIDE COUNTY, CALIFORNIA

*Prepared in conjunction with the City of Murrieta and the Murrieta Chamber of Commerce*

#### Location

Murrieta, incorporated July 1, 1991, is located at the southerly juncture of Interstate Freeways 15 and 215 in Southwest Riverside County, approximately 80 miles southeast of Los Angeles, 480 miles south of San Francisco, and 60 miles north of San Diego.

#### Economic Growth and Trends

|                              | 1980        | 1990        | 2000         | 2004                      |
|------------------------------|-------------|-------------|--------------|---------------------------|
| Population-County            | 663,166     | 1,170,413   | 1,545,387    | 1,776,743 <sup>1</sup>    |
| Taxable Sales-County         | \$3,274,017 | \$9,522,631 | \$16,979,449 | \$21,709,135 <sup>2</sup> |
| Population-City              | N/A         | N/A         | 44,282       | 77,661 <sup>1</sup>       |
| Taxable Sales-City           | N/A         | N/A         | \$354,251    | \$701,427 <sup>2</sup>    |
| Housing Units-City           | N/A         | N/A         | 14,320       | 25,283 <sup>1</sup>       |
| Median Household Income-City | N/A         | N/A         | \$60,911     | \$69,765 <sup>3</sup>     |
| School Enrollment K-12       | N/A         | N/A         | 10,953       | 15,434 <sup>4</sup>       |

1. California Department of Finance, January 1, 2004. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2003. Add 000. 3. UCLA Anderson Forecast, University of California, Los Angeles, 2004. 4. California Department of Education, 2003. Enrollment count is for 2002-03.

#### Climate

| <u>Period</u> | <u>AVERAGE TEMPERATURE</u> |             |             | <u>RAIN</u>   | <u>HUMIDITY</u> |             |               |
|---------------|----------------------------|-------------|-------------|---------------|-----------------|-------------|---------------|
|               | <u>Min.</u>                | <u>Mean</u> | <u>Max.</u> | <u>Inches</u> | <u>4 A.M.</u>   | <u>Noon</u> | <u>4 P.M.</u> |
| January       | 46.0                       | 61.0        | 69.9        | 1.35          | 55              | 40          | 55            |
| April         | 51.7                       | 62.0        | 72.2        | 0.75          | 60              | 30          | 50            |
| July          | 62.5                       | 73.4        | 84.2        | 0.05          | 45              | 40          | 35            |
| October       | 52.4                       | 64.3        | 76.2        | 0.46          | 50              | 30          | 40            |
| Year          | 57.2                       | 64.7        | 73.4        | 10.44         | 52              | 40          | 45            |

**RAIL:** None.

**TRUCK:** 2 trucking firms are located in Murrieta. FEDEX and UPS are available for daily service.

**OVERNIGHT DELIVERY TO:** Los Angeles, San Francisco, San Diego, and Phoenix.

**AIR:** County-owned French Valley Airport is a general aviation facility and handles small crafts. It is approximately a one-hour drive to San Diego, Ontario, John Wayne, and Palm Springs International Airports.

**BUS:** Greyhound to Riverside, San Diego, and Los Angeles from Temecula; Riverside Transit Agency local and intercity bus service.

**PORTS:** Nearest ports at Los Angeles-Long Beach, 80 miles northwest, and San Diego, 60 miles south.

**HIGHWAYS:** I-215 north to Riverside, I-15 north to Ontario-Los Angeles-Barstow-Las Vegas, I-15 south to San Diego County; State Route 79 north to I-10.

#### Transportation

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## Industrial Sites

Murrieta has 1,200 acres planned for industrial use, representing 7 percent of the city's 18,300 acres. Over half of the industrially zoned acreage (about 700 acres) is located in the city's southern sector along the Jefferson Avenue corridor. Smaller parcels are located throughout the city. Existing land is at different stages of improvement. Murrieta's 300-acre Business Center is the city's principal industrial park. The Center is a mixed-use development and is one of Southwest Riverside County's premier master-planned industrial parks. The city also has two special business corridors featuring completed master plans.

## Public Service

**WATER/SEWER:** Murrieta is served by four water/sewer districts: Eastern Municipal Water District, Elsinore Valley Municipal Water District, Rancho California Water District, and Western Municipal Water District. Contact the respective District for rates, connection charges, and service delivery areas.

Eastern Municipal Water District  
(951) 928-3777

Elsinore Valley Municipal Water District  
(951) 674-3146

Rancho California Water District  
(951) 296-6900

Western Municipal Water District  
(951) 789-5000

## Infrastructure

The city is currently developing master drainage plans. Area drainage fees are presently associated with Murrieta Creek and its tributaries and range from \$677 to \$4,139 per gross acre.

Dedication requirements: Street and parkway.

Improvement requirements: Street, curb, gutter, and sidewalk, in most cases.

## Utilities

**GAS:** Southern California Gas Co.

For business and residential rates applicable to Murrieta, contact the Southern California Gas Co. at (800) 427-2200.

**ELECTRIC:** Southern California Edison.

For business and residential rates applicable to Murrieta, contact Southern California Edison at (800) 655-4555.

**TELEPHONE:** Verizon.

For rates and types of service available, contact Verizon at (800) 483-5000 for business or (800) 483-4000 for residential.

## Governmental Facilities - Tax and Insurance Rates

- Murrieta has a council-manager form of government. Assessed valuation minus exemptions (2003-04): \$5,645,963,804; County: \$118.5 billion. Ratio of assessed value to appraised value: 100 percent of full cash value.
- Industrial property tax rates (2003-04) per \$100 assessed valuation. Code area: 24-023. City rate: \$.00000; County: \$1.00000; School: \$.09819; Other: \$.01810; Total: \$1.11629.
- Commercial property tax rates (2003-04) per \$100 assessed valuation. Code area: 24-133. City rate: \$.00000; County: \$1.00000; School: \$.09819; Other: \$.00610; Total: \$1.10429.
- Retail Sales Tax: State 6.25 percent, City 0.75 percent, Riverside County Transportation Commission 0.5 percent, County Transportation 0.25 percent, Total 7.75 percent.
- Police Department: 52 sworn officers, 25 support staff, 30 auxiliary support staff, and a fleet of 58 vehicles.

## The Murrieta Labor Market Area

- Fire Department: 36 full-time firefighters, 10 reserve firefighters, 3 stations, 5 pumpers, and 1-75' ladder.
- Fire Insurance Classification: Source of Rating: ISO Rating Service. City rating: 4. Adjacent undeveloped area: 9.

Area consists of Southwest Riverside County.

| <b>Area population: 250,052</b>   |        | <b>Total employment: 101,005</b> |        |
|-----------------------------------|--------|----------------------------------|--------|
| Natural Resources & Mining        | 1,177  | Professional & Business Services | 8,780  |
| Construction                      | 10,241 | Education & Health Services      | 17,783 |
| Manufacturing                     | 14,073 | Leisure & Hospitality            | 7,810  |
| Trade, Transportation & Utilities | 22,749 | Other Services                   | 4,453  |
| Information                       | 2,176  | Government                       | 5,325  |
| Financial Activities              | 6,438  |                                  |        |

Source: U.S. Census, 2000.

## Characteristics of the Labor Force

**Extent of Unionization:** Generally includes retail clerks and building trades.

The broader Murrieta labor market includes populations from San Diego, Orange County, and Northwest Riverside County, providing a sizable work force that is accessible for the employment needs of current and future businesses. Wage rates, extent of unionization, fringe benefits, and related information for specific industries and job classifications may be obtained from the State Employment Development Department, Labor Market Information Division, 1161 Spruce Street, Riverside, California 92507, (951) 955-3204; or, at 7000 Franklin Boulevard, Suite 1100, Sacramento, California 95823, (916) 262-2162.

The COMMUNITY AREA referred to below includes Murrieta and Temecula. There are several manufacturing facilities in the community area. Leading group classes of products are: medical equipment, electronic components, leather products, etc.

## Manufacturing Employment

| <b>Name of Company</b>        | <b>Employment</b> | <b>Products</b>            |
|-------------------------------|-------------------|----------------------------|
| Guidant                       | 3,000             | Medical equipment          |
| Hudson Respiratory Care, Inc. | 560               | Medical equipment          |
| International Rectifier       | 500               | Power semi-conductors      |
| Channel Commercial Corp.      | 402               | Cable enclosures           |
| Maxxim Medical                | 248               | Specialty medical products |
| Bianchi International         | 225               | Leather goods              |
| Opto 22, Inc.                 | 213               | Elec/automation controls   |
| Plant Equipment, Inc.         | 200               | Telephone equipment        |
| American Industrial Mfg.      | 117               | Reconditioned auto parts   |
| Exotic Materials              | 65                | Optical manufacturer       |

## Non-Manufacturing Employment

| <b>Name of Employer</b>          | <b>Employment</b> | <b>Description</b>           |
|----------------------------------|-------------------|------------------------------|
| Murrieta Valley Unif. Sch. Dist. | 1,350             | Public school system         |
| Southwest Healthcare System      | 1,000             | Healthcare/hospital          |
| Wal-Mart                         | 340               | Retailer                     |
| Home Depot                       | 280               | Home improvement retailer    |
| Oak Grove Institute              | 220               | Residential treatment center |
| Lowe's                           | 200               | Home improvement retailer    |
| City of Murrieta                 | 200               | Municipal services           |
| Best Buy                         | 115               | Home electronics retailer    |
| Target                           | 115               | Retailer                     |

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## Community Facilities

**HEALTH:** A number of health care practitioners serve the area. Southwest Healthcare System-Murrieta, a 96-bed hospital, is located in Murrieta. Southwest Healthcare System-Wildomar is an 80-bed hospital and is adjacent to Murrieta. There are two assisted living facilities.

**EDUCATION:** 8 elementary schools, 3 middle schools, 1 high school, and 1 continuation high school. Eight private schools are located in Murrieta. Institutions of higher education accessible to Murrieta residents include the University of California, Riverside; California State University, San Bernardino; California State University, San Marcos; and Mt. San Jacinto Community College, Menifee Valley Campus.

**CULTURAL:** Murrieta is served by its own municipal library system, a cable network, two daily and one weekly newspaper, and a 17-screen theater complex. Recreational facilities include: 20 public parks and extensive open spaces; 2 public golf courses and 1 private course; and Lake Skinner, 12 miles northeast, which has a park for camping, fishing, and day use. There are hundreds of miles of equestrian trails throughout the Murrieta Valley. The 8,500-acre Santa Rosa Plateau Ecological Reserve is adjacent to Murrieta.

According to the California Department of Finance, there are 26,509 housing units in Murrieta. The housing stock consists of 20,175 single detached units, 211 single attached units, 463 multiple 2 to 4 units, 3,971 multiple 5 plus units, and 1,689 mobile homes.

The median sales price for new and existing homes is \$369,000, according to the California Association of Realtors First Quarter 2004 Report.

There are 10 hotels and motels, with 757 rooms, in the community area. The community area also has 3 mobile home parks with a total of 322 spaces.

As a thirteen year-old city, Murrieta's traditions and values are growing, as are its business and population bases. With numerous lakes, mountains, and wineries available to both local residents and tourists, the Murrieta Valley is developing into a major destination area. When incorporated in 1991, visionaries developed a blueprint that is now moving the City of Murrieta into the 21st Century.

## Housing Availability, Prices & Rentals

## Remarks

*For further information contact the Riverside County Economic Development Agency, P. O. Box 1180, Riverside, CA 92502, (951) 955-8916 or (800) 984-1000; the City of Murrieta, 26442 Beckman Court, Murrieta, CA 92562, (951) 698-1040; or, the Murrieta Chamber of Commerce, 41870 Kalmia Street, Suite 135, Murrieta, CA 92562, (951) 677-7916.*