



# LAKE ELSINORE ECONOMIC DEVELOPMENT

DREAMS IN ACTION



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**BIG DREAMS?**  
*We're In!*

# MAKING YOUR DREAMS REALITY!

Boasting So Cal's largest natural freshwater lake, the City of Lake Elsinore has transformed into the ultimate lake destination, with a growing population that is busy building futures and fulfilling dreams. If you haven't been to Lake Elsinore lately, check out the revitalized Downtown, the new Launch Pointe recreation area, the Storm Minor League Baseball team and the many new residential communities and attractions!



**LAKE ELSINORE**  
ECONOMIC  
DEVELOPMENT  
DREAMS IN ACTION

**20 COLLEGES**  
within 1 hour

**41%**  
POPULATION GROWTH  
between 2010 & 2023

**OVER 1.5 MILLION**  
people within a 30-minute drive of the city

**WORKFORCE**

median age **35** | **32%** COLLEGE DEGREES COMPLETED

**\$112K** AVERAGE HOUSEHOLD INCOME

**\$2.7 TRILLION**  
retail & restaurant sales leakage to nearby cities

## A Culture of Customer Service

From City Council, to the City Manager and on through our City staff, our Development Dream Team philosophy is based on positioning local businesses for future growth.

## High Growth Demands in Every Category

Within the next five years, Lake Elsinore is expected to continue to be a high growth market growing at 7.8% over the next two years exacerbating the needs for the following demands:

**Retail:** Over 161k sq ft, and over 320k sq ft over next 10 years.  
**Industrial:** Over 379k sq ft over next 5 years.  
**Office Demands:** Over 140k sq ft, and over 140k sq ft over next 10 years.

## Low Cost Development Opportunities

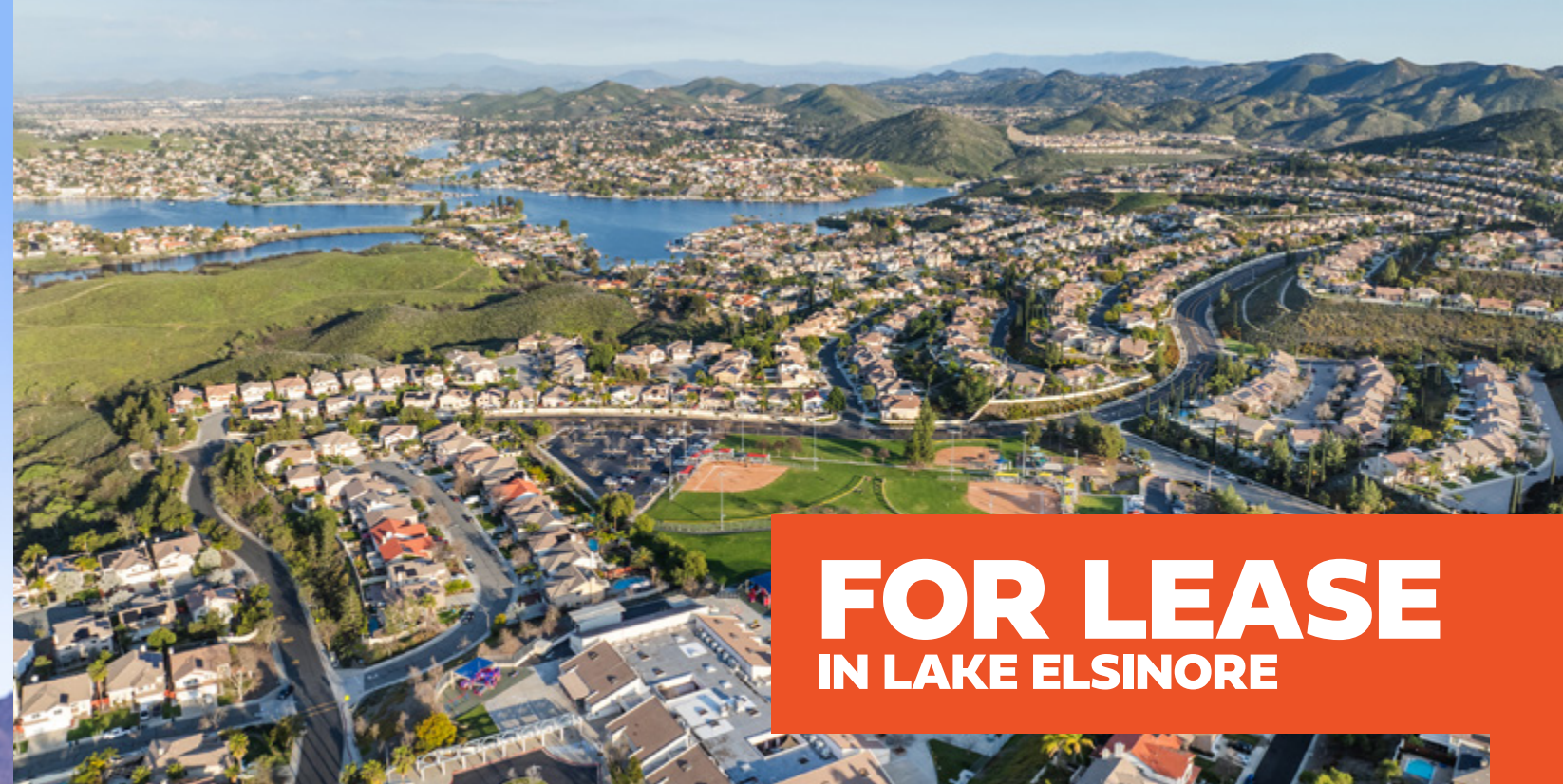
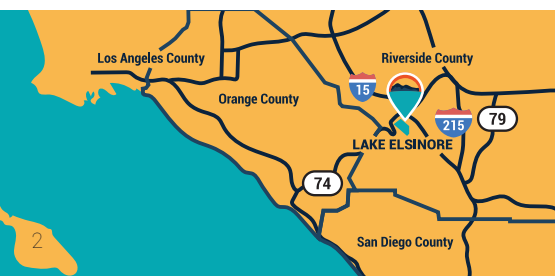
Lake Elsinore offers a great investment opportunity to get in on the ground floor of an emerging regional retail market. Its advantages include high market demand, relatively low land-base costs, low development fees, and efficient permitting processes to get you in and operating fast with certainty.

## Extreme-tainment

From extreme entertainment like casinos, motocross, wakeboarding, skateboarding, BMX racing, minor league baseball, and skydiving to outdoor entertainment like hiking, camping, boating, fishing and traditional sports and activities, Lake Elsinore has it ALL! And at every turn, there are majestic lakeside and scenic mountain views!

## LOCATED FOR BUSINESS GROWTH Close to Orange, San Diego, and Los Angeles Counties

Easy access to major freeways, plentiful industrial and commercial land, and a quality labor force make Lake Elsinore an ideal location for your business!



**FOR LEASE  
IN LAKE ELSINORE**



### Lake Elsinore Town Center

NWC Mission Trail & Malaga Rd  
8k sf Retail Space (former Garden Center)  
1,500 sf Drive-Thru Space  
Adjacent to Stater Bros and Big Lots



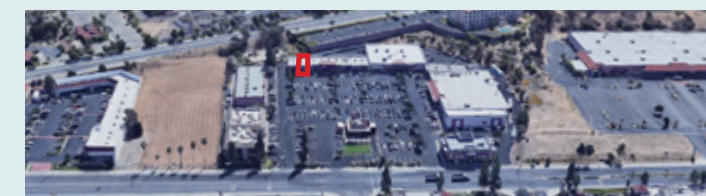
### Canyon Hills Marketplace

SWC Railroad Canyon Rd & Canyon Hills Rd  
1,600 Restaurant Space | 1,631 Retail Space  
8,000 sf Proposed Retail  
Adjacent to Stater Bros, CVS and Starbucks



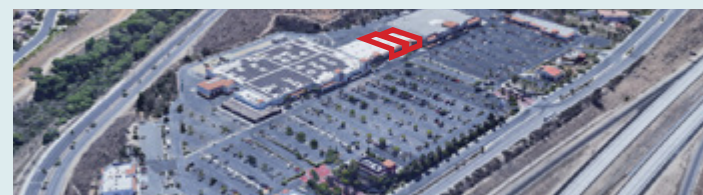
### Valley Center

NWC Mission Trail & Diamond Dr  
Up to 68k sf Anchor Retail Space  
Former 6,181 sf BofA Building  
Available Within Proposed Entertainment District



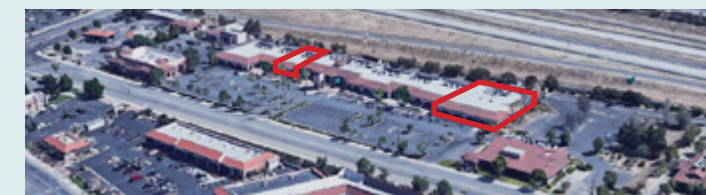
### Mission Trails Shopping Center

East of Mission Trail & Campbell St  
955 sf Retail Space  
Adjacent to Stater Bros, CVS and Starbucks



### Lake Elsinore City Center

SEC Railroad Canyon Rd & Grape St  
Build to Suit Restaurant/Retail Pad at Entrance  
1k to 7,500 sf Retail Spaces  
Signage Visible from I-15 Freeway / High Income Traffic Corridor



### Shoppers Square

Casino Dr South of Diamond Dr  
8k sf Retail Space  
2k sf Retail Space  
Adjacent to I-15 (Freeway Visibility)



### Lake Elsinore Square

NEC Hwy 74 & Collier Ave  
6,000 sf Retail Space  
Adjacent to ALDI, Home Depot and Big 5



### Lake Elsinore Marketplace

NEC Hwy 74 & Dexter  
7,000 sf Improved Restaurant Space  
Adjacent to Lowe's, Costco and Petsmart



### Fairway Business Park Phase III

NWC Chaney St & Education Wy  
12,000 to 42,000 sf Tenant Spaces  
New Construction – Build to Suit



### East Lake Industrial

32543 Corydon Rd  
38,910 sf Tenant Space  
Metal Building with Loading Area and Optional Fenced Yard  
Former Tenant: Ferguson Fire & Fabrication



### Former Rite Aid

16491 Lakeshore Dr, North of Hwy 74  
17,272 sf Former Rite Aid Building with Drive-Thru  
Near Albertsons and Stater Bros Market



### Revitalized Lakefront Plaza

31681 & 31701 Riverside Dr. on Hwy 74  
730 sf to 4,400 sf Restaurant, Retail and Office Space  
Near the Lake and Launch Pointe



### Former MedCare Farms Industrial

29395 Hunco Way  
28,684 sf Tenant Space  
Close Freeway Access and Shopping; Built 2017



### Industrial Off Central

560 3rd St  
16,992 sf Tenant Space  
Close Freeway Access and Shopping



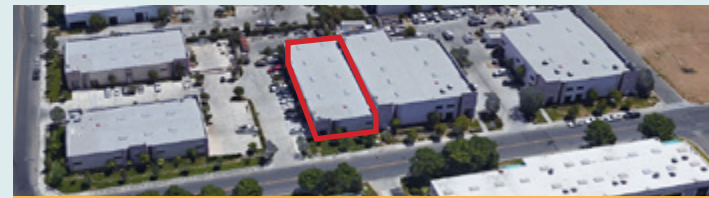
### Lakeshore Plaza

16746 Lakeshore Dr  
1,680 sf to 3,480 sf Restaurant, Retail and Office Space  
Adjacent to Stater Bros and Dutch Bros



### The Plaza at Lakeview

31571 Canyon Estates Dr  
1,000 sf Improved Office Space  
I-15 Freeway Adjacent Medical Office Building



### Former Mason MotorSports Industrial

18520 Minthorn St  
9,656 sf Tenant Space  
Close to I-15 Freeway and Shopping



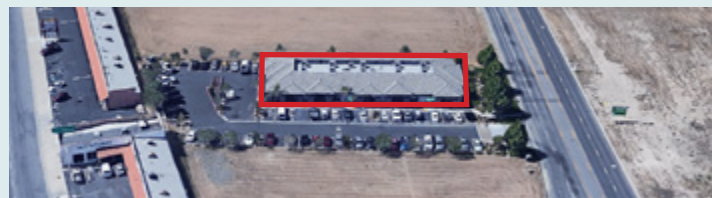
### Industrial Opportunity

455 Birch St - Building S  
9,076 sf Tenant Space  
Includes Office Space and Fenced Yard  
Close to I-15 Freeway and Shopping



### Lake Medical

31581 Canyon Estates Dr  
2,709 sf Improved Office Space  
I-15 Freeway Adjacent Medical Office Building



### Entertainment Office

433 Diamond Dr  
5,400 sf Office Space  
Within Entertainment District



### Industrial Off Collier

18650 Collier Ave  
7,420 sf Tenant Space  
Adjacent to I-15 Freeway



### Industrial Condo

31875 Corydon Rd  
16,130 sf Condo Space  
Air Conditioning, Skylights, Reception, Storage Space



### The Chimes Historic Building

NEC Graham Ave & Spring St  
6,817 sf Office Space  
Within Historic Downtown



### Recreation Industrial

29910 Ohana Cir  
71,968 sf Tenant Space  
I-15 Freeway visibility  
Great for recreational uses (e.g., pickleball, rock climbing, athletic complex)



### SkyPark Industrial

31947 Corydon Rd  
1,274 sf Tenant Space  
8,607 sf Tenant Space  
Air Conditioning, Skylights, Fiber Optic Internet, Monument Signage



### Flex-Tech Industrial

33575 Mission Trail  
3,750 to 37,462 sf Tenant Spaces  
24-Hour Access Flex-Tech Building Built 2023

FOR LEASE IN LAKE ELSINORE

FOR LEASE IN LAKE ELSINORE

# FOR SALE IN LAKE ELSINORE



## Outlets at Lake Elsinore

East of Collier Ave  
Over 318k sf of Retail Space  
Adjacent to I-15 Freeway (Robust Signage)



## Future Power Center Expansion

NEC Central Ave & Cambern Ave  
18 AC Shopping Center Unimproved Pad Available  
Adjacent to Costco, Super Walmart and Lowe's  
High Income Traffic Corridor



## Retail Pad Opportunity

SWC HWY 74 & Collier Ave  
Retail Pads Available between 30k sf and 3 AC  
Adjacent to Tractor Supply Co  
Signage Visible from I-15 Freeway / High Traffic Corridor



## Cereal Airport Pad

NWC Corydon Rd & Cereal St  
150 AC Mixed-Use Airport Site  
Tourism, Recreation and Retail Zoning



## Gateway From Orange County

East of Hwy 74 and Grand Ave  
40 AC Lakeside Resort Pad  
At Entrance from Orange County



## Entertainment Gateway

NEC Diamond Dr & Malaga Dr  
3 AC Hotel Pad Available  
Available Within Proposed Entertainment District



## Entertainment Pad

SEC Diamond Dr and Campbell St  
2.69 AC Commercial Pad  
Available Within Entertainment District



## Neighborhood Commercial Pad

28857 Lake St  
4.5 AC Commercial Pad  
Adjacent to New Alberhill Residential District



## Lake Side Commercial Pad

W Riverside Dr (Hwy 74) & N Joy St  
10 AC Commercial Pad  
Zoned for High Density Mixed-Use



## Commercial Park Pad

28857 Lake St  
0.86 AC Commercial Pad  
Frontage on Lakeshore Dr



## Nichols Crossing

NEC Nichols Rd & Collier Ave  
3 AC Hotel Pad Available  
Signage Visible from I-15 Freeway



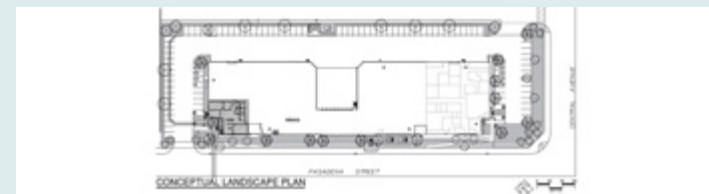
## Freeway Adjacent Hotel Pad

Collier Ave SE of 3rd St  
3 AC Hotel Site  
Signage Visible from I-15 Freeway



## Recreational Pad

33101 Mission Trail Rd  
15 AC Commercial Pad  
Near MotorSports Park and SkyDive Lake Elsinore



## Industrial Pad Opportunity

18350 Pasadena St  
2.77 AC Entitled Industrial Pad  
Adjacent to I-15 Freeway and Shopping



## Pins 'N Pockets PHASE II

NEC Mission Trail & Malaga Rd  
Up to 45k sf Retail Entertainment Pads  
Signage Visible from I-15 Freeway



## Canyon Estates Hotel Pad

North of Ridgecrest Dr on Canyon Estates Dr  
3 AC Hotel Pad Available  
Signage Visible from I-15 Freeway



## Freeway Adjacent Auto Sales Pad

NWC Mill St and Auto Center Dr  
1.3 AC Auto Sales Site  
Within the Lake Elsinore Auto Center



## Downtown Gateway

SWC Main St & I-15  
0.49 AC Build to Suit Restaurant/Retail Pad  
Signage Visible from I-15 Freeway



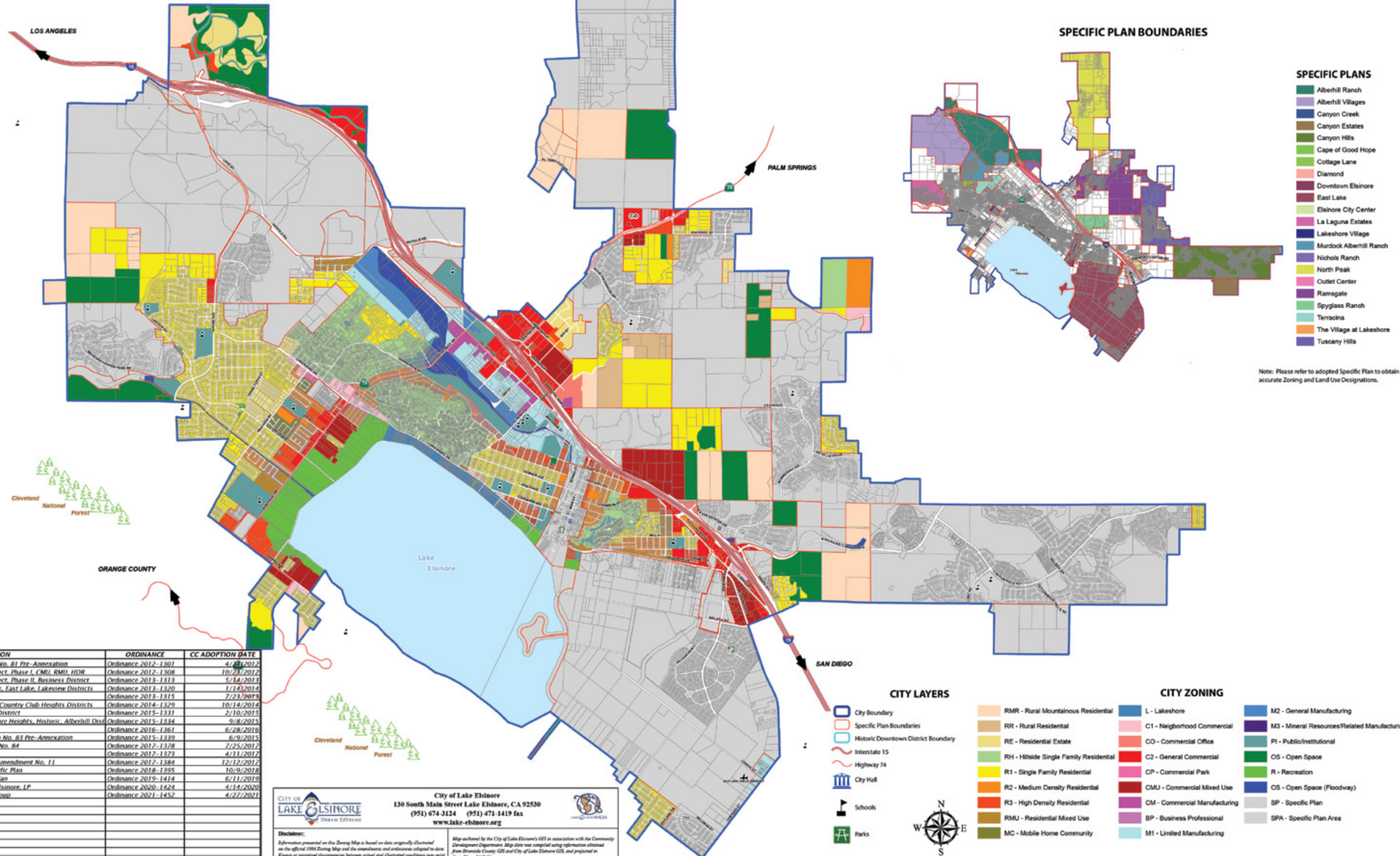
## Industrial Pad Opportunity

18700 Collier Ave  
1.25 AC Industrial Pad  
Adjacent to I-15 Freeway

FOR SALE IN LAKE ELSINORE

FOR SALE IN LAKE ELSINORE

# CITY OF LAKE ELSINORE ZONING MAP



## SPECIFIC PLAN BOUNDARIES

### SPECIFIC PLANS

- Alberhill Ranch
- Alberhill Villages
- Canyon Creek
- Canyon Estates
- Canyon Hills
- Cape of Good Hope
- Cottage Lane
- Diamond
- Downtown Elsinore
- East Lake
- Elsinore City Center
- La Laguna Estates
- Lakeshore Village
- Murdock Alberhill Ranch
- Nichols Ranch
- North Peak
- Outlet Center
- Ramsgate
- Spyglass Ranch
- Terracina
- The Village at Lakeshore
- Tuscany Hills

Note: Please refer to adopted Specific Plan to obtain accurate Zoning and Land Use Designations.

REVISION	ORDINANCE	CC ADOPTION DATE
ZC 2012-01 Third Street Annexation No. 81 Pre-Annexation	Ordinance 2012-1301	4/23/2012
ZC 2012-03 Consistency Zoning Project, Phase I, CMI, RMU, HDR	Ordinance 2012-1308	10/23/2012
ZC 2013-01 Consistency Zoning Project, Phase II, Business District	Ordinance 2013-1313	5/14/2013
ZC 2013-04 CZP, Phase III, North Peak, East Lake, Lakeview Districts	Ordinance 2013-1320	1/14/2014
ZC 2013-08 7-Eleven	Ordinance 2013-1315	7/23/2013
ZC 2014-04 CZP Phase IV Riverview, Country Club Heights Districts	Ordinance 2014-1329	10/14/2014
ZC 2014-06 CZP Phase V Lake Edge District	Ordinance 2015-1331	2/10/2015
ZC 2015-01 CZP Phase VI Lake Elsinore Heights, Historic, Alberhill Dist	Ordinance 2015-1334	9/8/2015
ZC 2012-02 Alberhill Villages	Ordinance 2016-1361	6/28/2016
ZC 2014-02 Nichols Road Annexation No. 83 Pre-Annexation	Ordinance 2015-1339	6/9/2015
ZC 2014-05 The Summit Annexation No. 84	Ordinance 2017-1328	7/25/2017
ZC 2017-01 McKenna Court	Ordinance 2017-1323	4/11/2017
ZC 2017-03 East Lake Specific Plan, Amendment No. 11	Ordinance 2017-1384	12/12/2017
ZC 2018-02 Downtown Elsinore Specific Plan	Ordinance 2018-1395	10/9/2018
ZC 2018-01 Nichols Ranch Specific Plan	Ordinance 2019-1414	6/11/2019
ZC 2019-06 Debra Wison, RKW, MLW, Elsinore, LP	Ordinance 2020-1424	4/14/2020
ZC 2020-01 Ian Golcheli, Golcheli Group	Ordinance 2021-1452	4/27/2021

**CITY OF LAKE ELSINORE**  
 130 South Main Street Lake Elsinore, CA 92530  
 (951) 674-3124 (951) 471-1419 fax  
 www.lake-elsinore.org

**City of Lake Elsinore**  
 Information presented on this Zoning Map is based on data originally illustrated on the official 1989 Zoning Map and the amendments and ordinances adopted to date. Known or potential discrepancies between actual and illustrated conditions may exist. No claim is made as to the accuracy or completeness of the data contained herein.

Map authored by the City of Lake Elsinore's GIS in association with the Community Development Department. Map data was compiled using information obtained from Riverside County GIS and City of Lake Elsinore GIS, and projected in State Plane NAD 83.

### CITY LAYERS

- City Boundary
- Specific Plan Boundaries
- Historic Downtown District Boundary
- Interstate 15
- Highway 74
- City Hall
- Schools
- Parks



- RMR - Rural Mountainous Residential
- RR - Rural Residential
- RE - Residential Estate
- RH - Hillside Single Family Residential
- R1 - Single Family Residential
- R2 - Medium Density Residential
- R3 - High Density Residential
- RMU - Residential Mixed Use
- MC - Mobile Home Community

### CITY ZONING

- L - Lakeshore
- C1 - Neighborhood Commercial
- CO - Commercial Office
- C2 - General Commercial
- CP - Commercial Park
- CMU - Commercial Mixed Use
- CM - Commercial Manufacturing
- BP - Business Professional
- M1 - Limited Manufacturing
- M2 - General Manufacturing
- M3 - Mineral Resources/Related Manufacturing
- PI - Public/Institutional
- OS - Open Space
- R - Recreation
- OS - Open Space (Floodway)
- SP - Specific Plan
- SPA - Specific Plan Area

# EXTREMELINE

## DEVELOPMENT WORKFLOW

Ready to build your dreams?  
We're in!



## INCENTIVES TO EXTREMELINE YOUR BUSINESS

**\$72\***  
Business License Fee

**NO**  
Utility Use Tax

**8.75%**  
Sales Tax

### SELF-SERVICE PERMIT PORTAL

Businesses don't just operate between 9 and 5. That's why you can use the Lake Elsinore Self-Service Permit Portal to apply for permits and plan checks, pay fees, request inspections, and collaborate on the development of your applications anytime, from anywhere you have an internet connection.

### SITE SELECTION ASSISTANCE

You're an expert in your business, we're experts in what Lake Elsinore has to offer. To help you make an informed decision on your business location, we're happy to give you a list of potential sites for your business, along with advice on zoning codes and permitting requirements.

### SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

As one of the City of Lake Elsinore's partners, the SBDC offers free, expert business consulting, workshops and training, grants, and many other resources to Lake Elsinore businesses like yours.

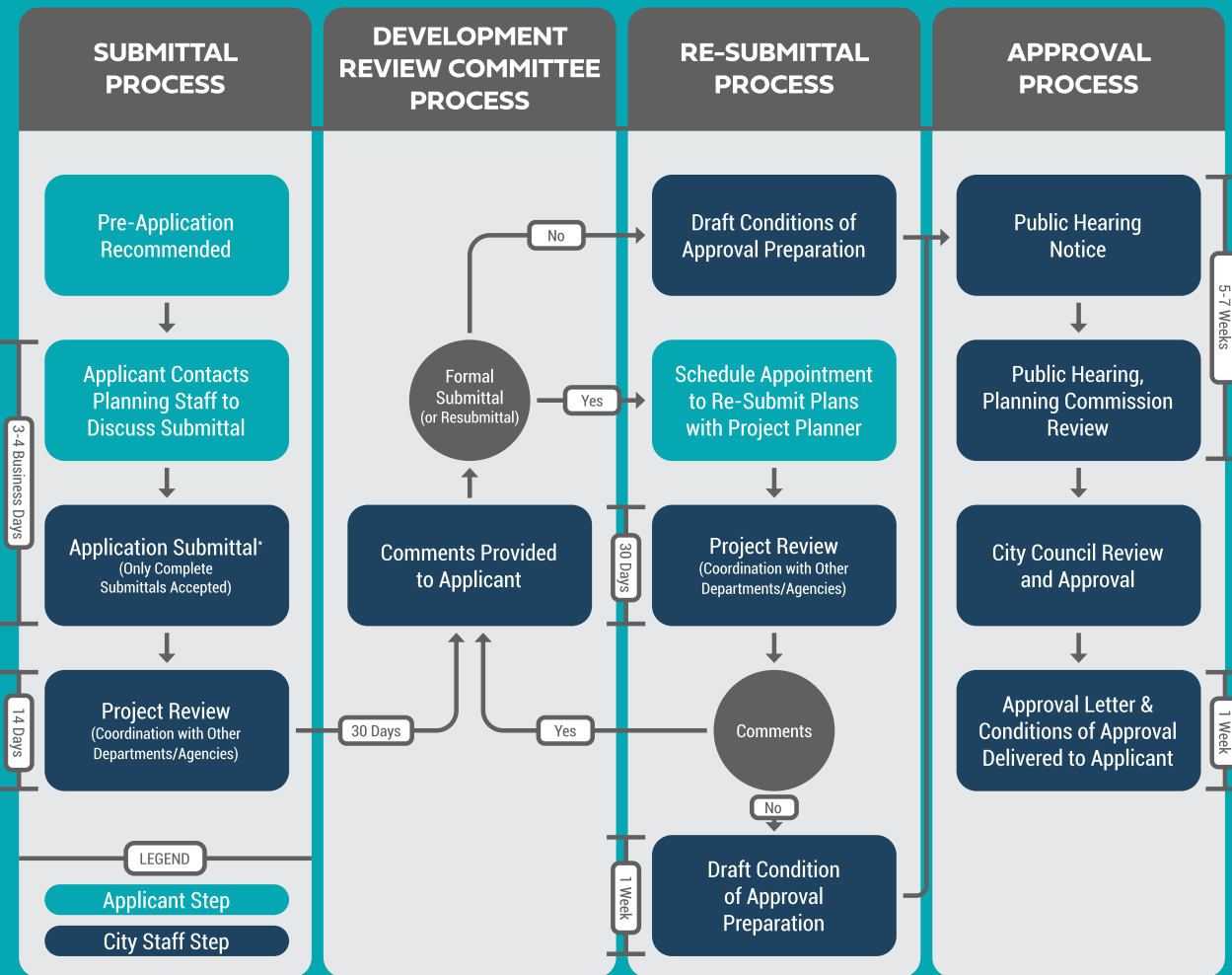
### HIRING INCENTIVES

The Riverside County Workforce Development Board offers an On-the-Job Training (OJT) program that allows businesses to hire and train new employees in the skills necessary to perform the job, while actively on the job. To help offset the cost of training, businesses can receive up to 50% of the employees' wages.

### DEVELOPMENT DREAM TEAM

The Lake Elsinore Development Dream Team is your project partner through every phase of getting your business up and running. If an issue arises during any part of the site selection, due diligence, entitlement, permitting, and construction processes, the Development Dream Team will work with the City's Development Divisions to find the right solution for you! Contact us at [EconDev@lake-elsinore.org](mailto:EconDev@lake-elsinore.org) or (951) 674-3124 to learn more.

## ENTITLEMENT PROCESS

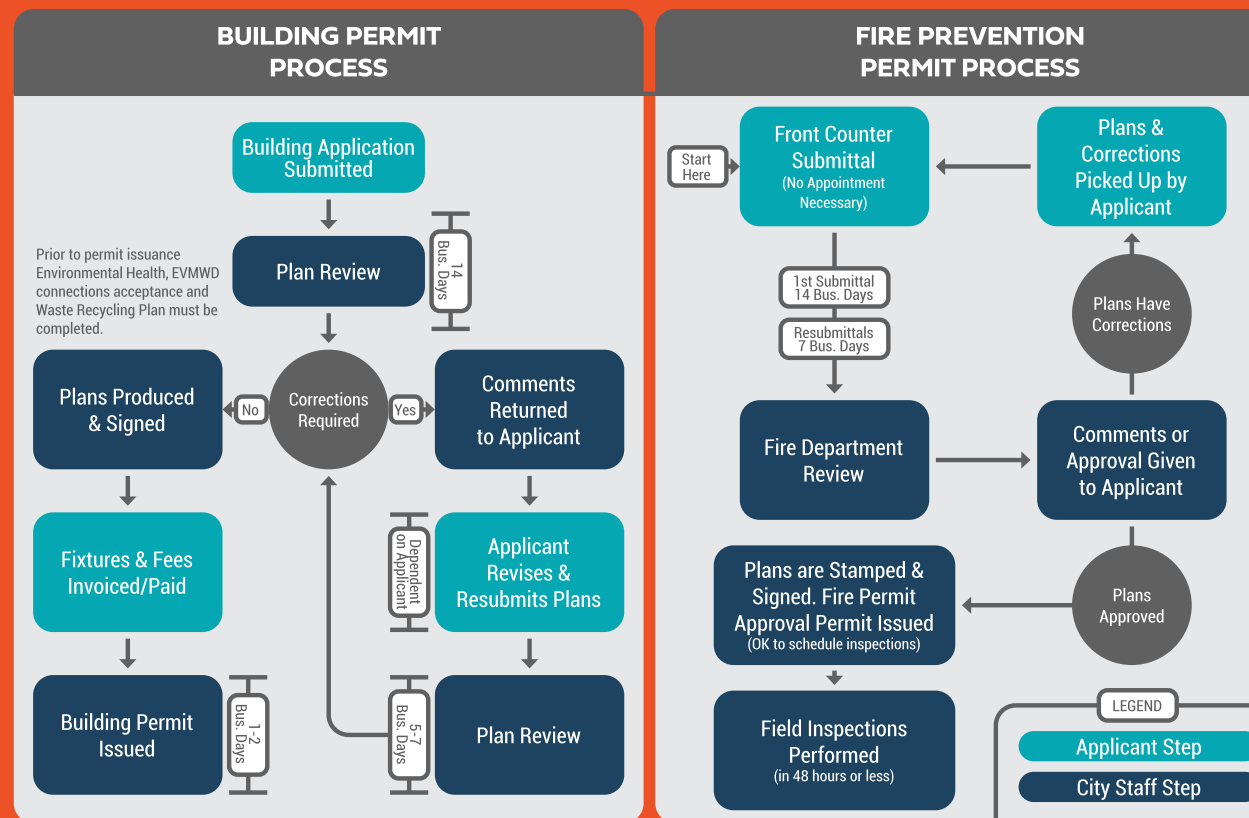


### PROCESS NOTES

- 30 day Pre-Application review process (recommended)
- Pre-meetings required for all submittals
- 30 day review of initial formal submittal
- 3-2-1 Process on subsequent resubmittals: three-week review of 1st resubmittal, two-week review of 2nd resubmittal, one-week condition of approval preparation
- Public Hearings are scheduled approximately 5-7 weeks from final submittal (for noticing requirements)

\*EVMWD due diligence meeting strongly recommended

## CONSTRUCTION PROCESS



### PROCESS NOTES

- 5-7 business days for resubmittal review period
- Inspections within 24 - 48 hours of request for Building and Fire Department



# EXTREME DREAM TEAM

The Extreme Dream Team is here to help you with whatever your business needs. From location searches and zoning inquiries to planning and business taxes, we've got you covered. Plus, we'll connect you with valuable resources to help you overcome any challenges along the way.



## Gina M. Gonzalez

M-URP, CEcD, ACE

*Director of Economic Development and Legislative Affairs*

☎ 951-674-3124 ext. 919

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**ECONOMIC DEVELOPMENT**  
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