

# JOINT PLANNING COMMISSION & CITY COUNCIL

Centered around the City's town center, Downtown Eastvale will help re-define the location as a regional destination of significance and interest.





# Build a Better Life

- The New Home Company is new generation homebuilder and Master Plan Developer focused on innovative and consumer-driven communities.
- Operate in the select growth markets of California, Colorado and Arizona.
- Named 2019 Builder of the Year by Professional Builder magazine.
- Multi-year recipient for Best Overall Customer Experience in the Eliant Homebuyers' Choice Award's.
- Twice named to the Inc. Magazine Founders 40 list, recognizing companies that have maintained a strong entrepreneurial spirit.
- Recipient of multiple national land planning and architecture awards including PCBC Gold Nugget Community of the Year Awards for best master planned communities.
- For more information about the company, visit [www.NWHM.com](http://www.NWHM.com).





# Background



The City Approved the Leal MasterPlan in 2017



The Leal Master Plan Outlined a Multiple Step Planning Process



We are at Step 2 – Create a Site Plan and Overall Development Plan



Next Steps – Specific Development Plans for Each Planning Area



# PILLAR 1: MAGICAL DESTINATION





# PILLAR 2: ENERGY & VITALITY





# PILLAR 3: ACTIVE MOBILITY





# PILLAR 4: ECONOMIC ENGINE





# Site Layout

## LEGEND



RESIDENTIAL



MASTER PLAN BOUNDARY



DOWNTOWN



SIGNAL ACCESS ROAD



PARKS/OPEN SPACE



NON-SIGNAL ACCESS ROAD



PUBLIC FACILITY





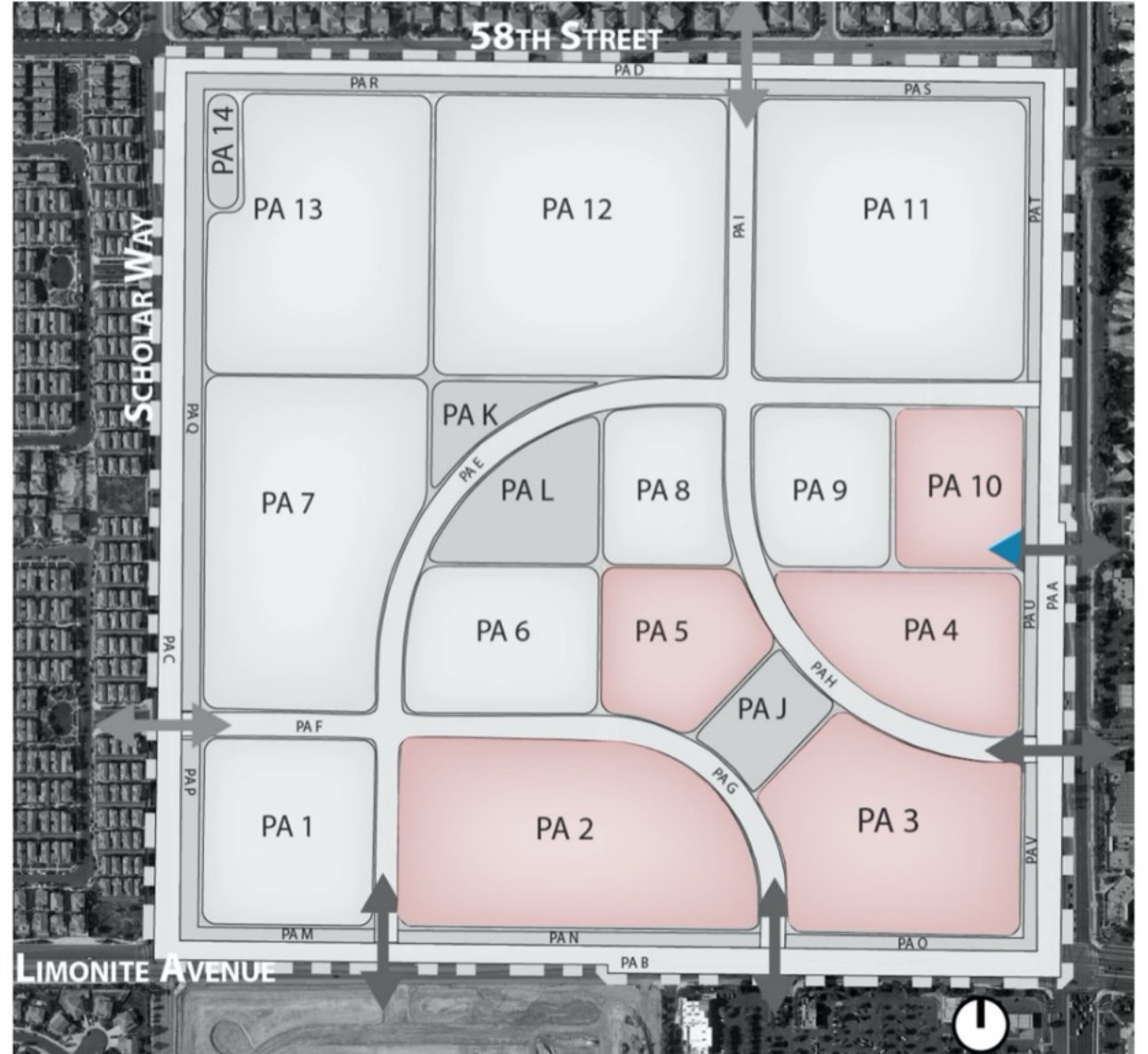
# Downtown

Pillar 1: Magical Destination

Pillar 2: Energy & Vitality

Pillar 3: Active Mobility

Pillar 4: Economic Engine





# Downtown Statistics

## The Village

- 51.70 acres
- Up to 595,000 square feet
- Up to 660 dwellings
- Complements Eastvale Gateway (1,012,254 sf)

## Commercial Core

- 9.8 acres at corner of Limonite and Hamner
- 2-acre Village Green Park
- 3.25 acres for parking structure
- City controlled design and development
- NO BIG BOX RETAIL

## Mixed Use

- Vertical Mixed Use – residential over retail/office
- Horizontal Mixed Use – side-by-side retail/office/residential





# Downtown Statistics



## 595,000 square feet EQUALS:

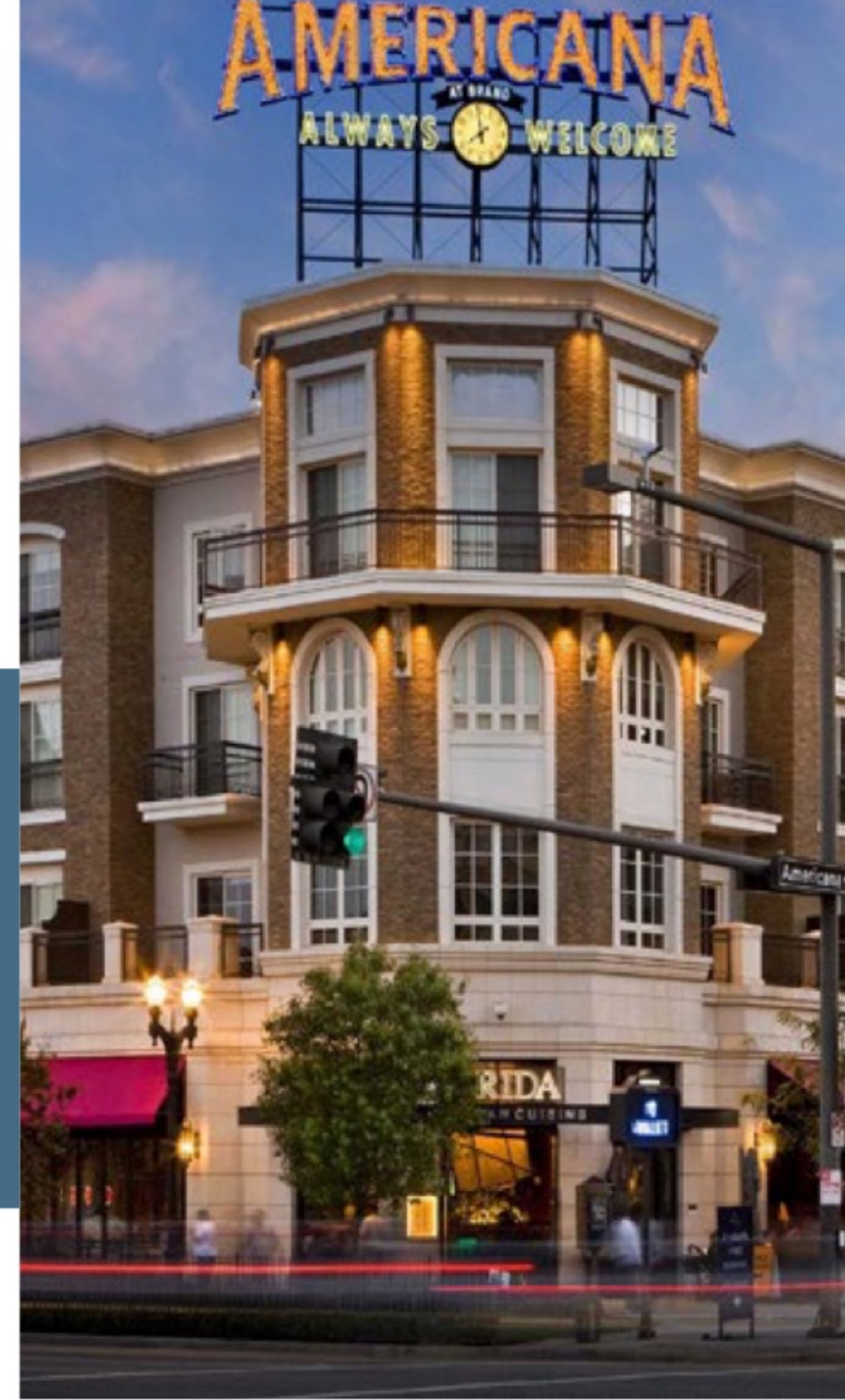
- 13 Hamner Places (44K+ sq ft of retail/restaurant)
- 70 sit down restaurants (8,500 sf)

## No Big Box Retail – Average Tenant Sizes

- Specialty Retail = 1,500 sf
- Sit Down Restaurant with patio = 8,500 sf
- Specialty Food = 1,500 sf
- Electronics (AT&T / Verizon) = 2,400 sf

## Compared to Downtown Temecula and Downtown Claremont

	Downtown Temecula			Downtown Claremont		
	Acres	SF	Stories	Acres	SF	Stories
Residential	22.7	564	4 Story Front Street Plaza	27.8	1,315	1-2 Story
Retail & Restaurant	18.2	221,603	1-3 Stories	15.9	394,582	1-2 Story
Office	11.1	266,500	1-3 Stories	5.9	133,857	1-2 Story
Hotel	5.9	502	5 Story Autograph Collector	0.3	28	3 Story Four Sisters In
<b>Total</b>	<b>57.9</b>	<b>488,103</b>		<b>50.0</b>	<b>528,439</b>	
Civic Center / City Offices	4	96,000	3 Stories	0.7	29,582	1 Story





# Downtown Statistics



## Eastvale Gateway

- 1,012,254 sf on 102 acres – single story
- Eastvale Gateway = 29th out of 4,320 shopping centers in CA
- Eastvale Gateway = 3rd out of 180 centers within 15 miles
- Leal (Village) + Gateway (Big Box) = Downtown
- Total = 1,607,254 sf

## Leal Trade Area

- 20-minute drive
- Approximately 40M sf of leasable retail space in trade area
- Leal Trade Area = 40 sf per person and 145 sf per household
- CA = 23 sf per person and 68 sf per household
- US = 35 sf per person and 93 sf per household

## Change in Retail

- E-commerce retail sales increased 30% in 2020 – expected to rise
- 1500 malls in U.S. By 2025 expected loss of 500 malls



# Downtown Statistics

## Victoria Gardens

- Main Street
- Extensive residential
- Big box & department stores
- Developed over time

## Downtown Eastvale



## Victoria Gardens



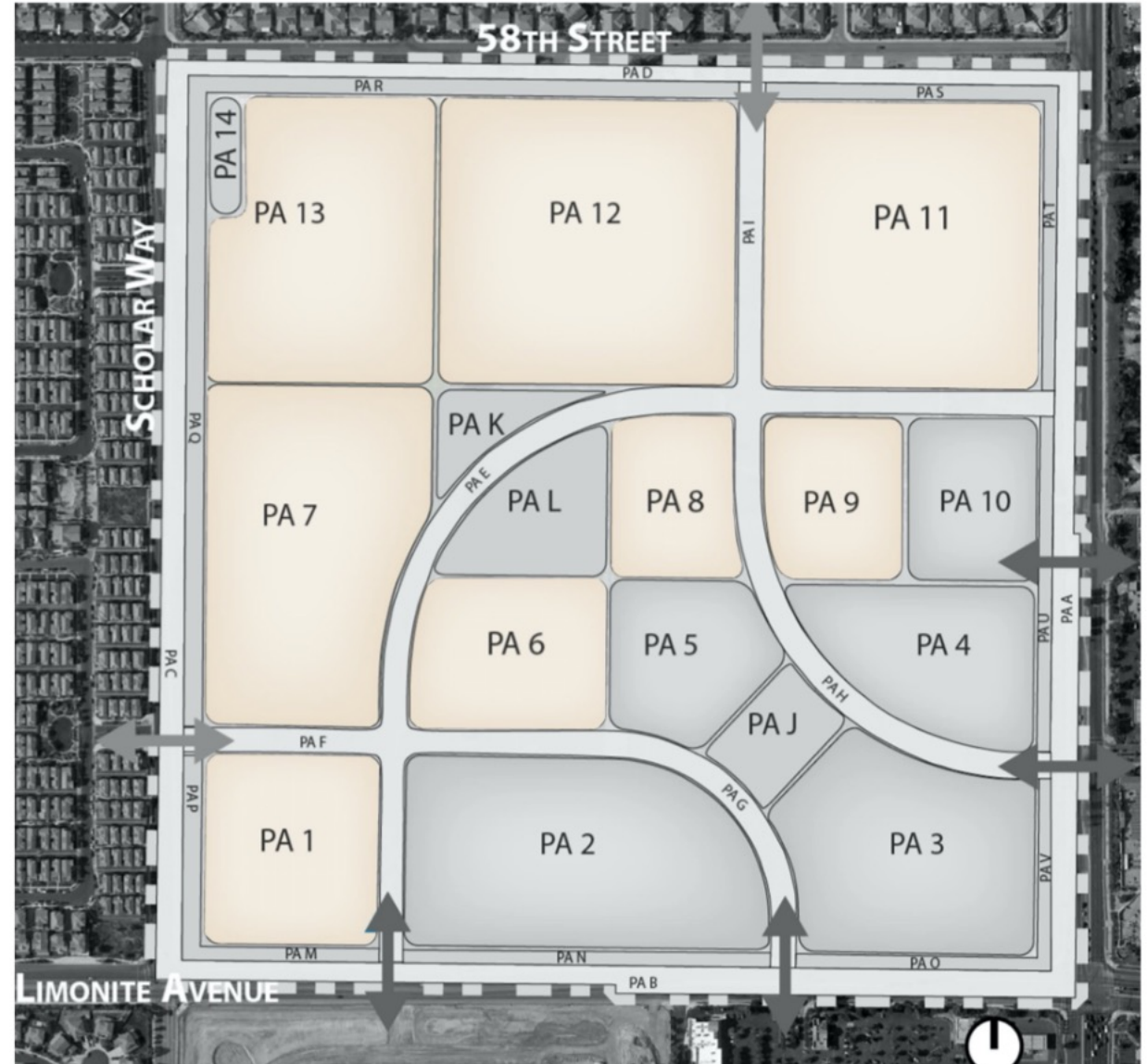


# Residential

Pillar 2: Energy & Vitality

Pillar 3: Active Mobility

Pillar 4: Economic Engine





# Residential Statistics



## Overall

- Approximately 87 acres
- Up to 1,840 dwellings

## Range in Sizes and Prices

- Ranging from 1+ / 2 bedrooms to 4+ / 5 bedrooms
- Ranging from approx. 1,100 sf to approx. 2,500 sf
- Ranging from approx. \$560k to approx. \$950k





# Parks & Open Space

## Overall

- Approx. 14 acres

### LEGEND

	OPEN SPACE/PARKS		LINEAR PARKS
	PLANNING AREAS		ENHANCED PARKWAYS WITH DOUBLE ROW OF STREET TREES
	MASTER PLAN BOUNDARY		

## Types

- Village Green
- Open – flex
- Linear Parks with trails
- Paseos
- Private recreation
- Tree City USA

## Maintenance

- HOA





# Parks & Open Space Statistics





# Public Benefit

## City Control

- 9.8 acres of Commercial Core
- 3.25 acres for Parking Structure
- Land at No Cost – Credit Against Fees

## Civil Center

- City Hall
- Library
- Police Station
- Fire Station
- Land at No Cost – Credit Against Fees

## Housing to Meet RHNA





# Public Benefit (Continued)

## Parks and Open Space

- Village Green
- Internal Parks
- Linear Parks
- Internal Paseos
- Additional Park Code Requirement

## Public Streets

- Widen Limonite
- Widen Hamner
- Widen Scholar
- Widen 58th

## Fiscal Benefit

- New Revenues to the City
- Privately Maintained Streets, Parks, etc.

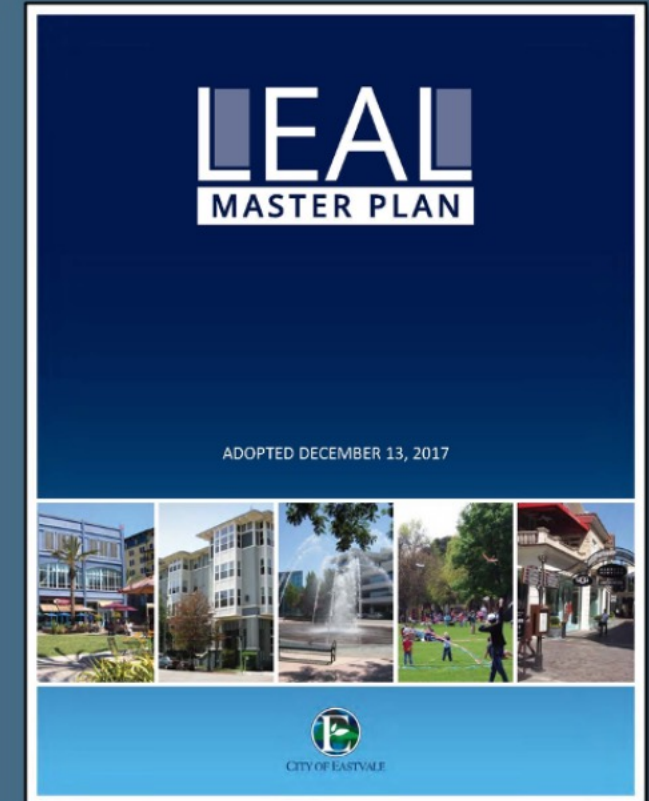
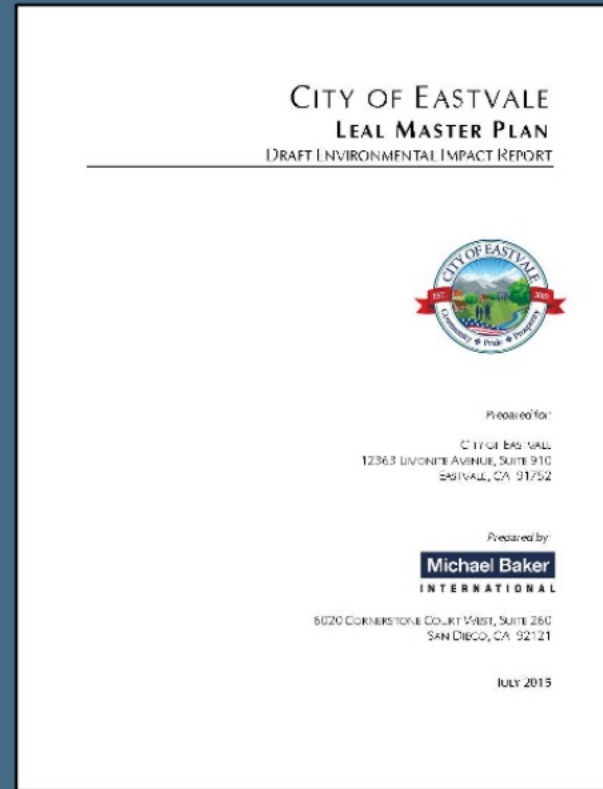


**Downtown Eastvale**  
THRIVING TOGETHER



# Environmental Impact

- Less Traffic than Original Master Plan
  - 43% Less Traffic
  - 27,764 Fewer Daily Trips
- No New Significant Impacts





# Next Steps

- Collaborate with the City on Design of Downtown
- Submit Detailed Development Plans for Each Planning Area
- Prepare Grading Plans
- Haul Organics Off-Site
- Create Building Pads for Downtown and Civic Uses



# Thank You

To learn more, visit [www.DowntownEastvale.com](http://www.DowntownEastvale.com)

