

The TRUAX BUILDING



OLD TOWN TEMECULA  
CLASS A OFFICE / RETAIL FOR LEASE  
BROKER CO-OP 3%



**Joël Bordes** | Lic.# 01836111  
(619) 964 1083  
jbordes@truaxgroup.com

**Bernie Truax III** | Lic.# 01349938  
(949) 290 3653  
berniet3@truaxgroup.com

**Steve Basurto** | Lic.#0141241  
(760) 807 6395  
sbasurto@truaxgroup.com



**THE TRUAX GROUP**  
Commercial Real Estate Services  
41923 Second St., #403 - Temecula, CA 92590

## Welcome to the Truax Building

The Truax Building is a one of a kind four-story, 65,307 square feet, mixed used (office / retail) building in Old Town Temecula. Located on the Southeast corner of Old Town it has become a landmark for all visitors to see as they are heading north on the I-15 corridor.

A classic "turn-of-the-century" Class "A" building with its dramatic stone and glass lobby features, the Truax Building enjoys unobstructed visibility from the freeway and 360-degree views over the pristine Santa Rosa Plateau.

The first phase of a 4-phase project called the Super-Block, it is intended as a statement of the Temecula Valley's quick evolution towards a more urban lifestyle. With its steel frame construction, classic architecture and aesthetic details, it projects Old Town Temecula into the future while paying tribute to its historic roots.

Sitting immediately across a newly built 480-space free parking structure which is adjacent to the new 100,000 square feet Temecula Civic Center, the Truax building enjoys a convenient location where access will never be an issue.



## Features

- ▶ Unobstructed visibility from Interstate 15
- ▶ Signage visible from I-15
- ▶ Quick multiple access points to I-15
- ▶ Located across street from 480-space free parking structure
- ▶ Multiple restaurants and shopping within short walking distance
- ▶ State-of-the-art communication technology, fiber optics to building
- ▶ After hours security for elevated floors
- ▶ **Opened: May 2014**

## Building Specifications

Size:	65,307 sf
Stories :	4
Use:	Retail on first floor, Office on all other floors
Building type:	Steel frame construction with limestone block skins
Floor to fl. height:	13ft to 22ft first floor, 13ft on all other floors
Ceiling Height:	9ft to 10ft
Elevator:	2 hydraulic passenger elevators
Lobby:	Dramatic stone, glass and wood finishes



"The Block" - Concept



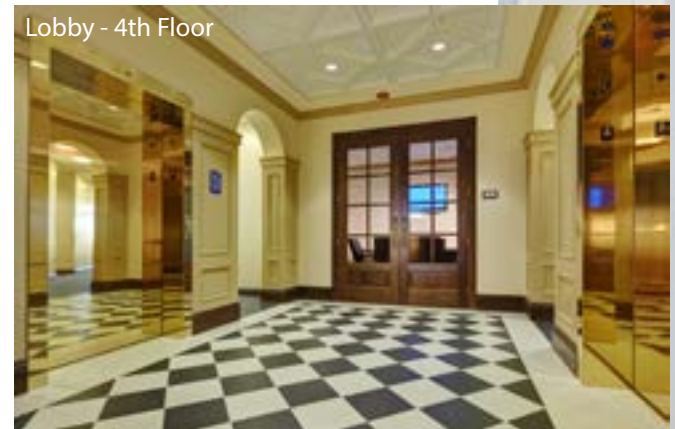
Kitchen - Suite 300



Suite 300 - 3rd Floor



Conference Room - 4th Floor



Lobby - 4th Floor

TRUAX DEVELOPMENT



**Welcome to the Truax Building**



SUITE 203 - DYNAMIC VISION



SUITE 300 - CENGAGE LEARNING / ED2GO



**SUITE 401 - Truax Family of Companies**



SUITE 404 - Alexander Steel Sales, Inc.





## REDEFINING OLD TOWN: "THE BLOCK"

The Truax Building was the first phase of a 3-phase project called the Block, which is a total turn of the century environment based on the 1884 Plat Map drawn by Mr Fred Perris, and brought to fruition through a combination of Victorian Planning and New Urbanist principles: Four sided buildings, multiple and varying facades, a safe pedestrian environment enhanced by linkages to Old Town's classical city grid and complex and intriguing "paseos".

## GROUND-BREAKING FOR TRUAX HOTEL: 2019

After 10 years of planning the "Block" is scheduled to break ground in 2019: a 5-story / 151-room Boutique Hotel consisting of Turn of the Century design and the latest state of the art technology. The hotel is being designed as a full-service luxury hotel that will included a banquet room, a spa as well as a restaurant, retail space and a proprietary 200+ stall valet parking structure located directly across from the main entrance to the hotel.

The hotel will sit right next to the Truax Building and span the entire Northern side of the block along 3rd street, effectively linking Mercedes Street to Front Street. The beautiful paseos will invite the bustling walking traffic of Front Street to explore their elegant shops and discover many hidden treasures...

Truax Hotel: View from the corner of Front and 3rd Street



Truax Hotel: View from 3rd Street

# TRUAX HOTEL

NOW PRELEASING



View from Front Street



View from Mercedes Street



View from 3rd Street



View from Paseo



View of Porte Cochere



View of Rooftop Pools



View from 3rd Street



View from back

## The Truax Hotel Specifications:

Room Setup: 108 Standard (424 sf)  
21 Deluxe (431-520 sf)  
16 Premium (495-582 sf)  
3 Luxury (670-725 sf)  
3 Penthouse (877-1049 sf)  
Total: 151 Rooms

Hotel size: 201,538 sf

Meeting Rms: Banquet Halls: 5,120 sf  
Pre-function room: 1,682 sf  
Board room: 2,050 sf

Fitness Center: 7,650 sf

Retail Shops: 9,759 sf

Restaurant: 3,770 sf

Bar / Lounge: 3,172 sf

Hotel Lobby: 2,482 sf

Grand Opening: 2019



The bar

## OLD TOWN TEMECULA



With a backdrop of untouched hillsides that bloom with lilac, vibrant Downtown Old Town Temecula is Temecula Valley Wine Country's popular, arts-entertainment-shopping-and-dining district. The pedestrian-friendly, historic, 12-block neighborhood melds genuine respect and appreciation for the Old Town Temecula legacy with casual, contemporary, Downtown Temecula style and enthusiasm. Visitors enjoy Downtown Old Town for its festive special events; relaxed restaurants and upscale bistros; art and entertainment; welcoming wine-tasting rooms; and a collection of unique, specialty stores and boutiques.

Old Town Temecula continually improves and re-imagines itself in new, contemporary ways. Most authentic is the independent spirit that endures and thrives here. Like the historical Old Town facades, recent Old Town structures reflect different architectural styles. This almost eclectic variety of styles is one of the catalysts for Old Town bistros' and specialty stores' individual expression and creativity.

The burgeoning Old Town Temecula culinary scene includes a variety of independently owned, eateries with delicious, one-of-a-kind menus; and the Old Town Temecula Tasting Trail with its artisanal food emporiums and wine tasting rooms. Local, artisan food shops like Temecula Olive Oil Company garner an exceptional following for their sustainable practices and quality products. Old Town's wine tasting rooms are popular for swirling, sniffing, and sipping some of the many award-winning, premium varietal and proprietary blended, award-winning wines of Temecula Valley Southern California Wine Country.

### OLD TOWN EVENTS

Temecula Rod Run

Bluegrass Festival

Art Festival, Street Painting & Plein Air Festivals

Snow Bell Rocking Nights

Santa's Electric Light Parade

4th of July Parade

Hot Summer Nights

Outdoor Quilt Show

Great Temecula Grape Drop

Temecula on Ice: Outdoor Skating Rink



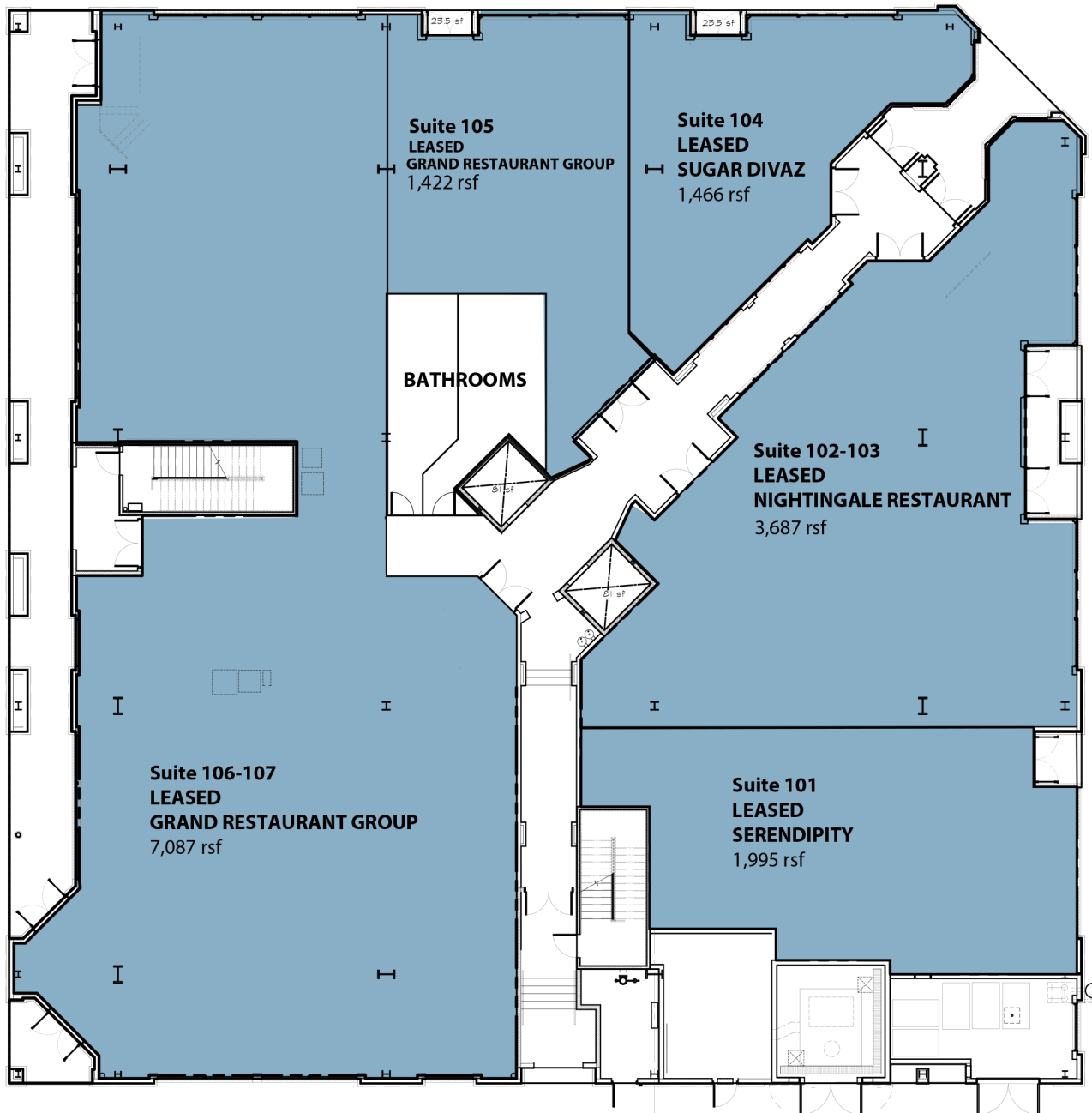
## TEMECULA VALLEY SOUTHERN CALIFORNIA WINE COUNTRY

Welcoming more than 2.9 million visitors each year spending nearly 700 million. Temecula Valley Southern California Wine Country is a beautiful wine region most engaging and approachable wine regions. Perhaps because of the sunny, relaxed spirit synonymous with Southern California, Temecula Valley Wine Country is one of California's winemakers; and is home to the wine regions four-time, award-winning California State Winery of the Year, South Coast Winery. There are more than 40 wineries currently in the Temecula Valley with plans for over 40 more underway.

Visitors from throughout California and beyond are attracted to this Valley by its natural gifts of climate and geography. Many return to enjoy the region's welcoming wineries; learning experiences and wine education programs; concerts and signature wine-and-live-music events; outdoor activities; vintage relaxation for body, mind, and soul at the GrapeSeed Spa; and dining in excellent winery restaurants amidst the vineyards. Less-busy weekdays provide potential opportunities to converse with talented winemakers and gracious and friendly, winemaking family members.

The region's premiere event is the Temecula Valley Balloon and Wine Festival. The celebration launches the summerfest season with glorious, dawn balloon ascensions; dramatic evening hot air balloon glows; tasting of award-winning Temecula Valley wines; wine and food pairings; and top-name bands and musicians in concert.





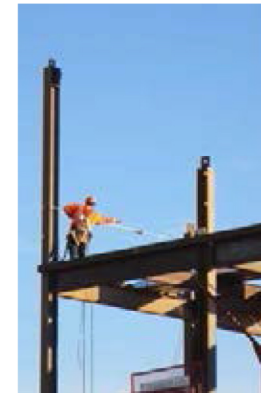
**FIRST FLOOR SUITE LAYOUT**

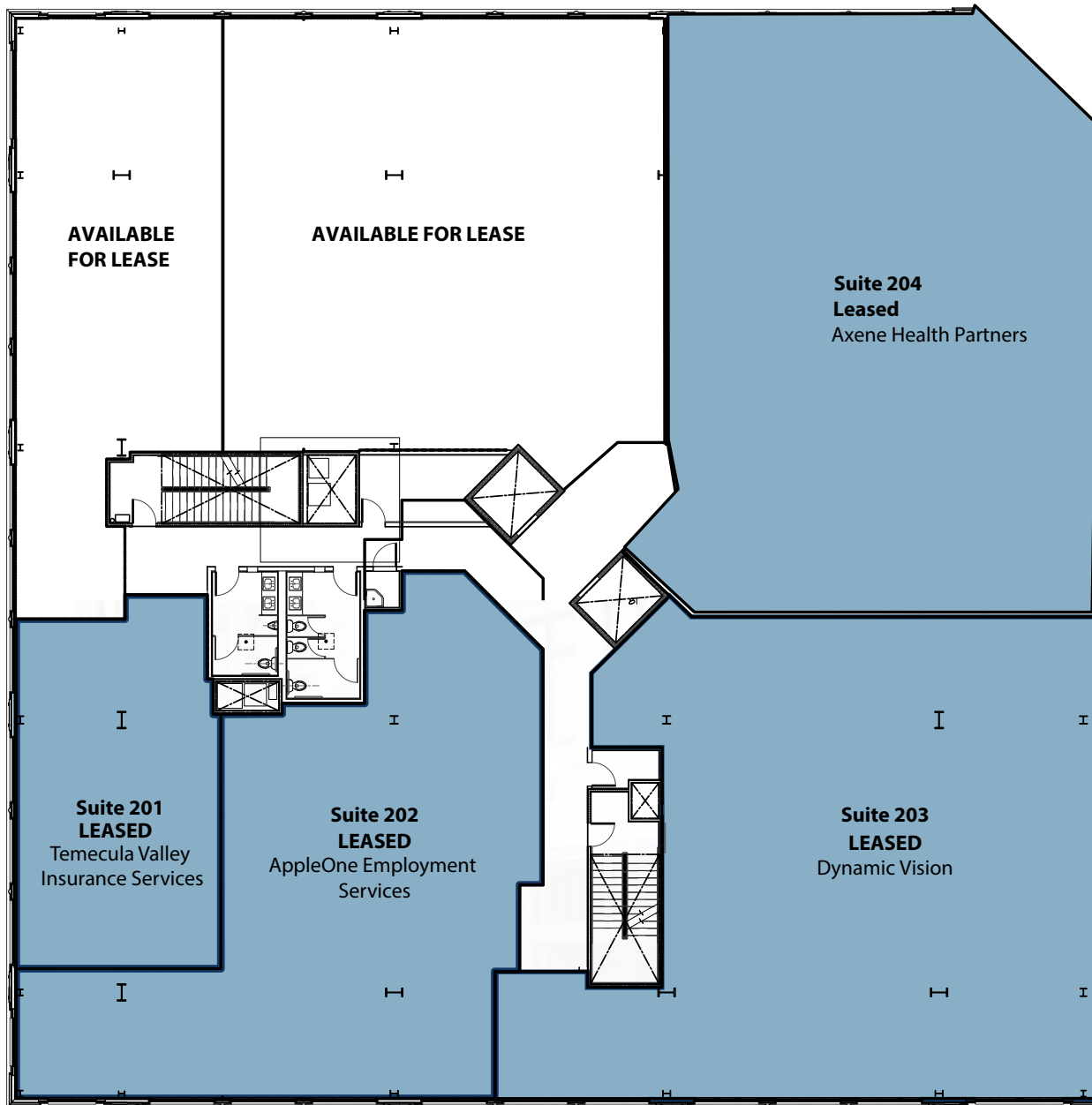
Suite 101	1,995 sf
Suite 102/103	3,687 sf
Suite 104	1,466 sf
Suite 105	1,422 sf
Suite 106/107	7,087 sf

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Total Floor Area: 15,657 sf

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**SECOND FLOOR SUITE LAYOUT**

Suite 201 Leased

Suite 202 Leased

Suite 203 Leased

Suite 208 Leased

Suites 205 - 207 Available

Total Floor Area : 19,530 sf



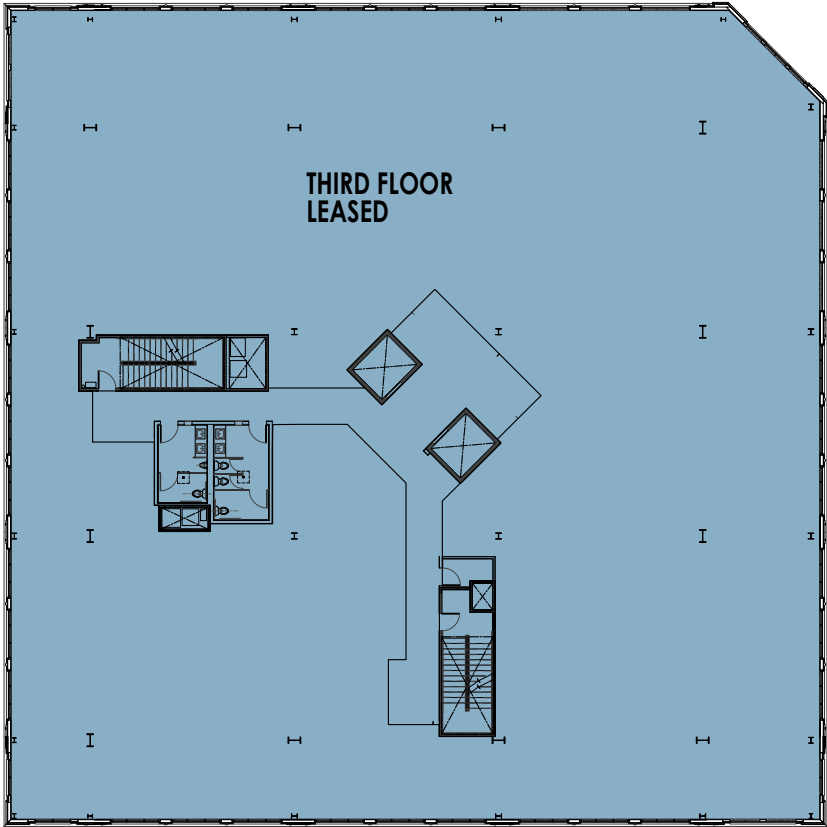
**Third Floor**

Total space: 19,509 sf

Rented to : 

Employees: Approx. 110

Activity: Innovative teaching, learning and research solutions for the academic, professional and library markets worldwide



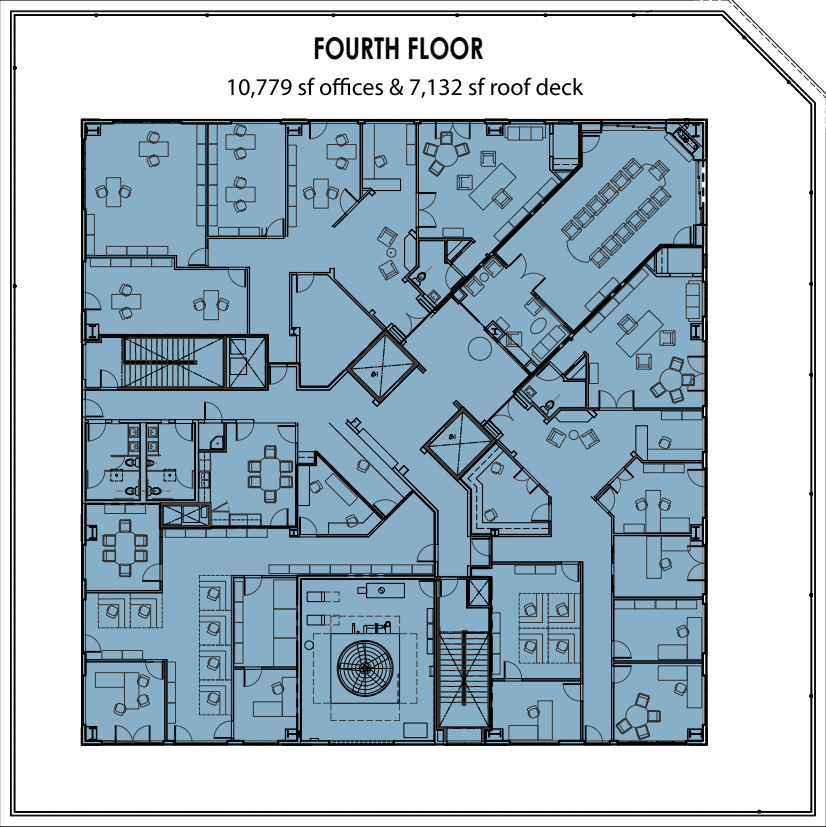
**Fourth Floor**

Total space: 10,779 sf

Rented to : **ASSI / Connelly Mansell, Inc. / Truax Family of Companies Watermark Associates**

Employees: Approx. 60

Activity: Real Estate Development, Finance and Services



# Truax Building

NOW PRELEASING

## DEMOGRAPHICS

### 5 MILE

Population	123,011
Median HH Income	\$74,016

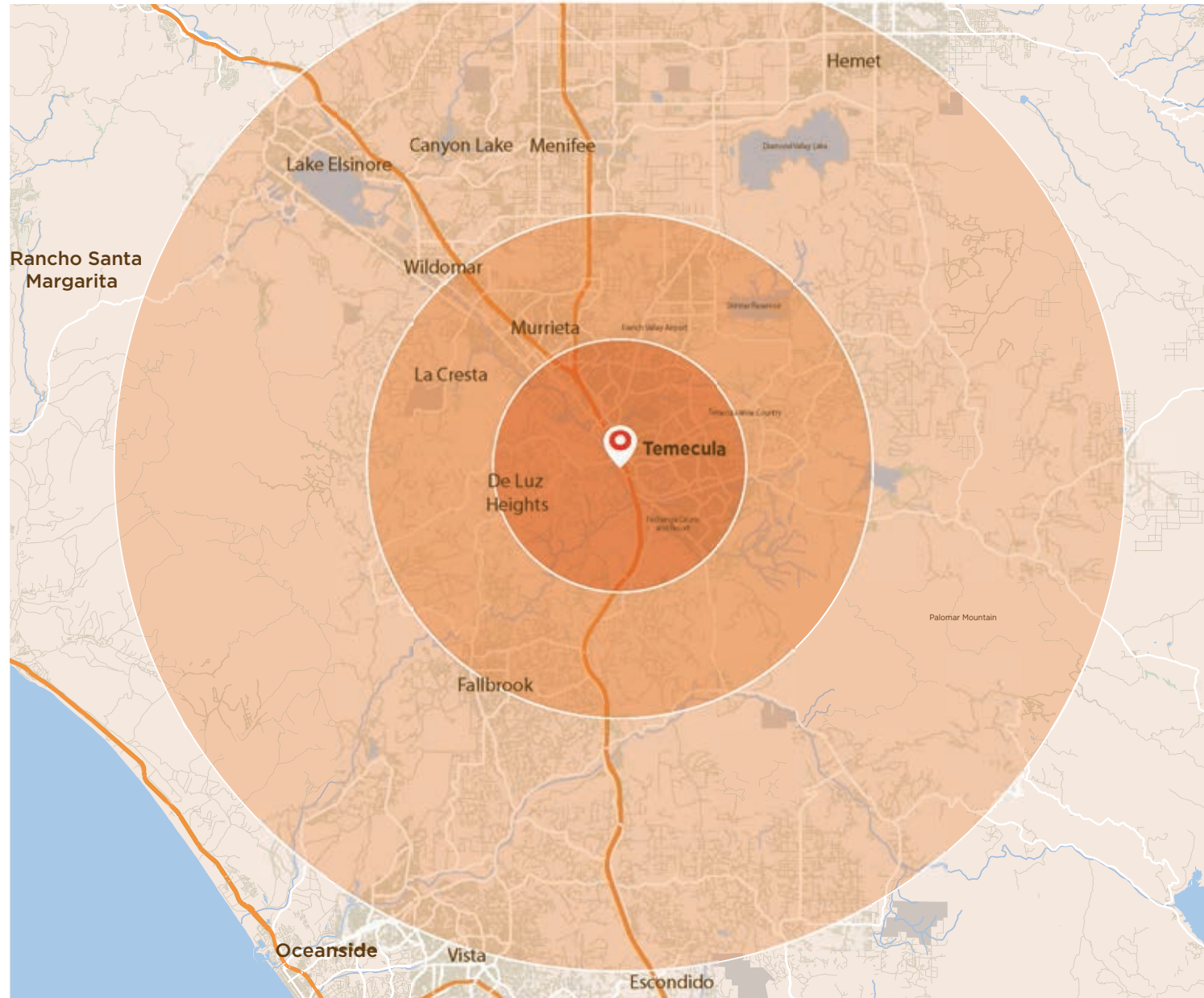
### 10 MILE

Population	276,839
Median HH Income	\$79,158

### 20 MILE

Population	720,839
Median HH Income	\$63,540

- 2.7 Million Visitors Annually
- \$712 Million Annual Spending by tourists
- Average Daily Temperature: mid 70s
- Home of Pechanga Resort & Casino
- Home of 6-time Golden Bear Winery, South Coast Winery



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**THE TRUAX BUILDING**  
 65,000sf Class A Property  
 Retail on ground floor  
 Office on upper floors

- New Projects**
- 1** 151-4-star Truax Hotel  
*Luxury boutique hotel, with many upscale amenities  
 Ground-breaking: Winter 2019*
  - 2** 3rd St. Parking Structure  
*Private Parking structure dedicated to valet parking for Truax Tenants  
 Ground-breaking: Winter 2019*
  - 3** Town Square Marketplace  
*+100,000sf commercial / retail space  
 Ground-breaking: Winter 2019*
  - 4** ALTAIR  
*Master-planned community of +/- 1,700 units including multi-family, single family detached homes, school, clubhouse, parks, trails, etc.  
 Ground-breaking: December 2019*

- Public Buildings**
- 5** Civic Center
  - 6** 500-space Parking Structure  
 Old Town Police Station  
 Visitor Center
  - 7** Community Theater  
 The Mercantile
  - 8** Temecula Valley Museum
  - 9** Sam Hick's Monument Park
  - 10** Riverside County Fire Station
  - 11** Mary Phillips Senior Center
  - 12** US. Post Office

- Other Retail**
- 13** Temecula Olive Oil Company
  - 14** Temecula Cheese Company
  - 15** Temecula Lavender Company
  - 16** Old Town Spice Merchants
  - 17** Old Town Sweet Shop
  - 47** Old Town Food Market

- Food & Drinks**
- Restaurants**
- 18** Bailey's
  - 19** Luke's
  - 20** Tabu Sushi
  - 21** Swing Inn Cafe
  - 22** Pub & Grub
  - 23** 1909
  - 24** Public House
  - 25** 3rd Street Smokehouse
  - 26** Rosa's Cantina
  - 27** The Bank
  - 28** The Gambling Cowboy
  - 29** Liberty Kitchen
  - 30** Crush & Brew
  - 31** Blackbird Tavern
  - 32** Texas Lil's
  - 33** Mad Medeline's Grill
  - 34** Havana Kitchen
  - 35** Palumbo's Ristorante
  - 36** Goat & Vine
  - 37** Soro's Mediterranean Grill
  - 38** EAT Marketplace & Eatery
- Coffee Shops**
- 39** Starbucks Coffee
  - 40** Laurent's Le Coffee Shop
  - 41** Cafe Daniel
  - 42** Belgium's Finest
- Wine Tasting / Bars**
- 43** Viva Vino Bar & Tapas
  - 44** Fazeli Cellars
  - 45** Villa di Calabro Winery
  - 46** Curry Vineyards & Winery

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