The TRUAX BUILDING

OLD TOWN TEMECULA

CLASS A OFFICE / RETAIL FOR LEASE

BROKER CO-OP 3%

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THE TRUAX GROUP
Commercial Real Estate Services
41923 Second St., #401 - 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

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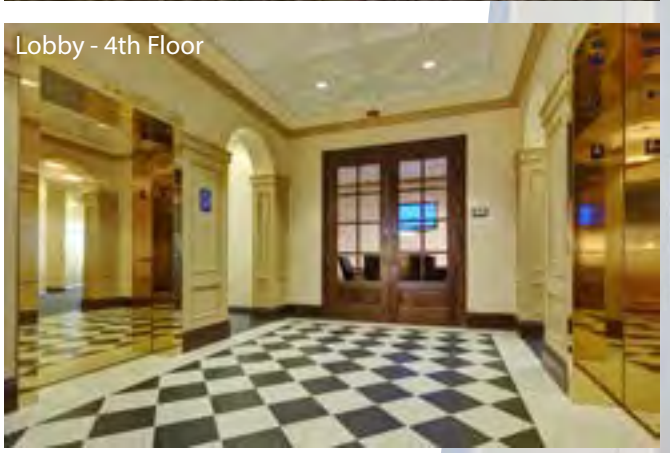
"The Block" - Concept

Kitchen - Suite 300

Suite 300 - 3rd Floor

Conference Room - 4th Floor



Lobby - 4th Floor

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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.

TRUAX HOTEL

NOW PRELEASING

Truax Hotel: View from 3rd Street

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 Urbanest 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: Summer 2020

After 10 years of planning the "Block" is scheduled to break ground in 2020: 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

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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

The bar

OLD TOWN TEMECULA

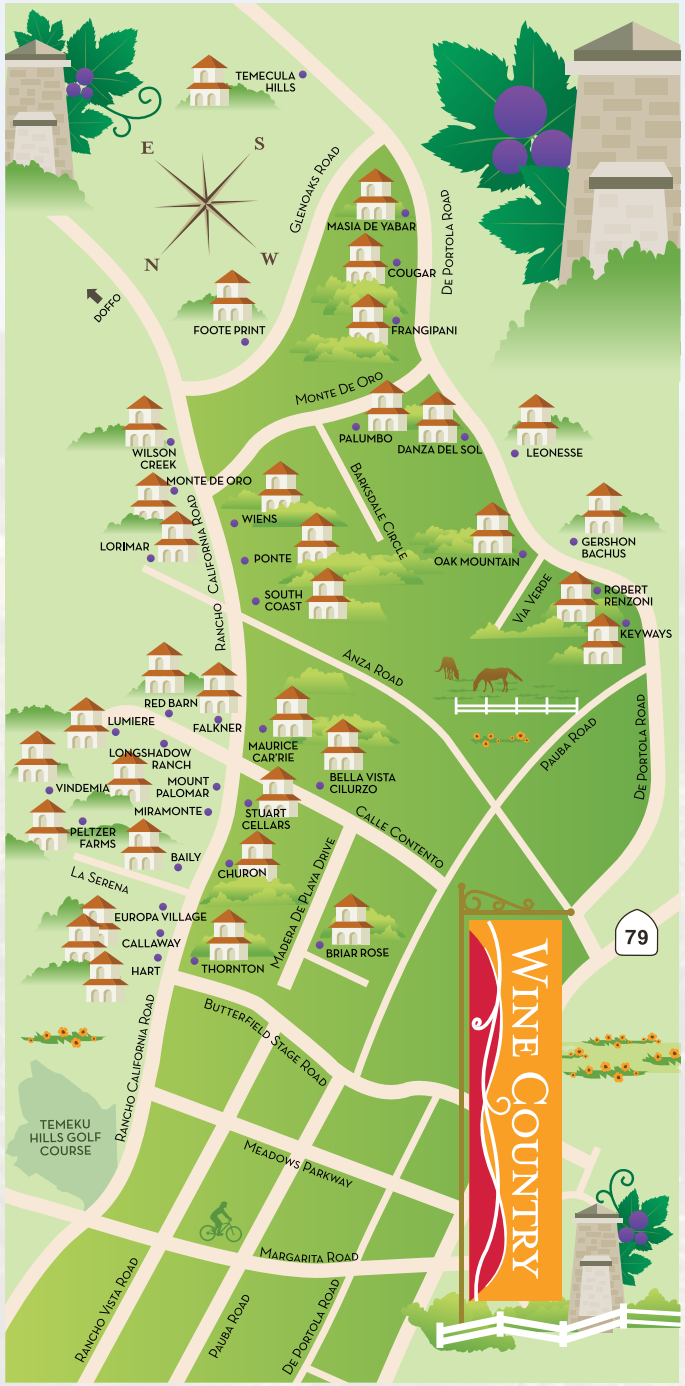
With a backdrop of untouched hillsides that bloom with lilac, vibrant Downtown Old Town Temecula is Temecula Valley Wine Country's popular, atrs-entertainment-shopping-and-dining district. The pedestrian-friendly, historic, 12-block neighborhood melds genuine respect and appreciation for the Old Town 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

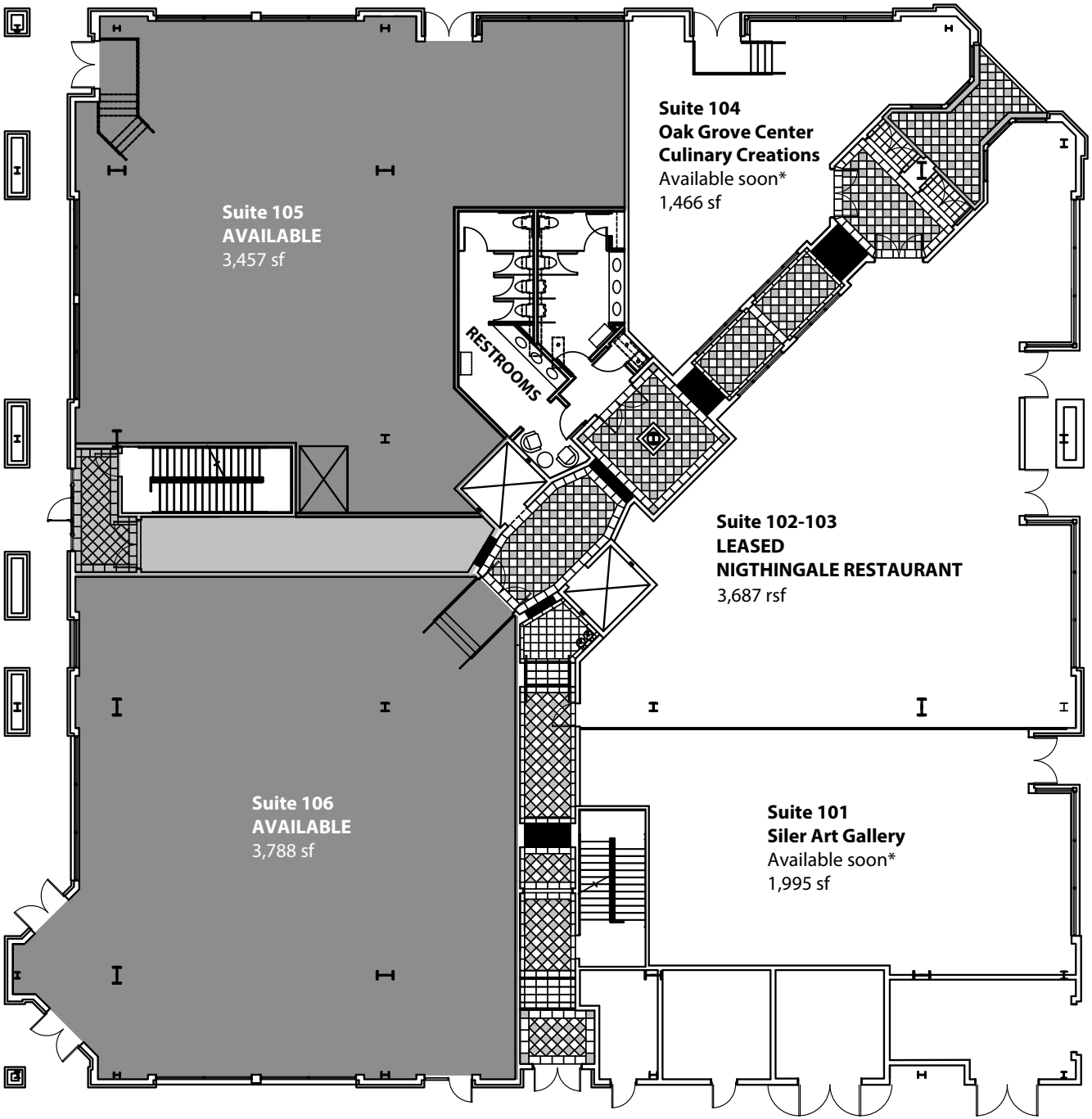


TEMECULA VALLEY SOUTHERN CALIFORNIA WINE COUNTRY

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	3,457 sf
Suite 106	3,788 sf
Total Floor Area:	15,657 sf

THE NIGHTINGALE RESTAURANT AT THE TRUAX

*Lease available
inquire with Steve Basurto

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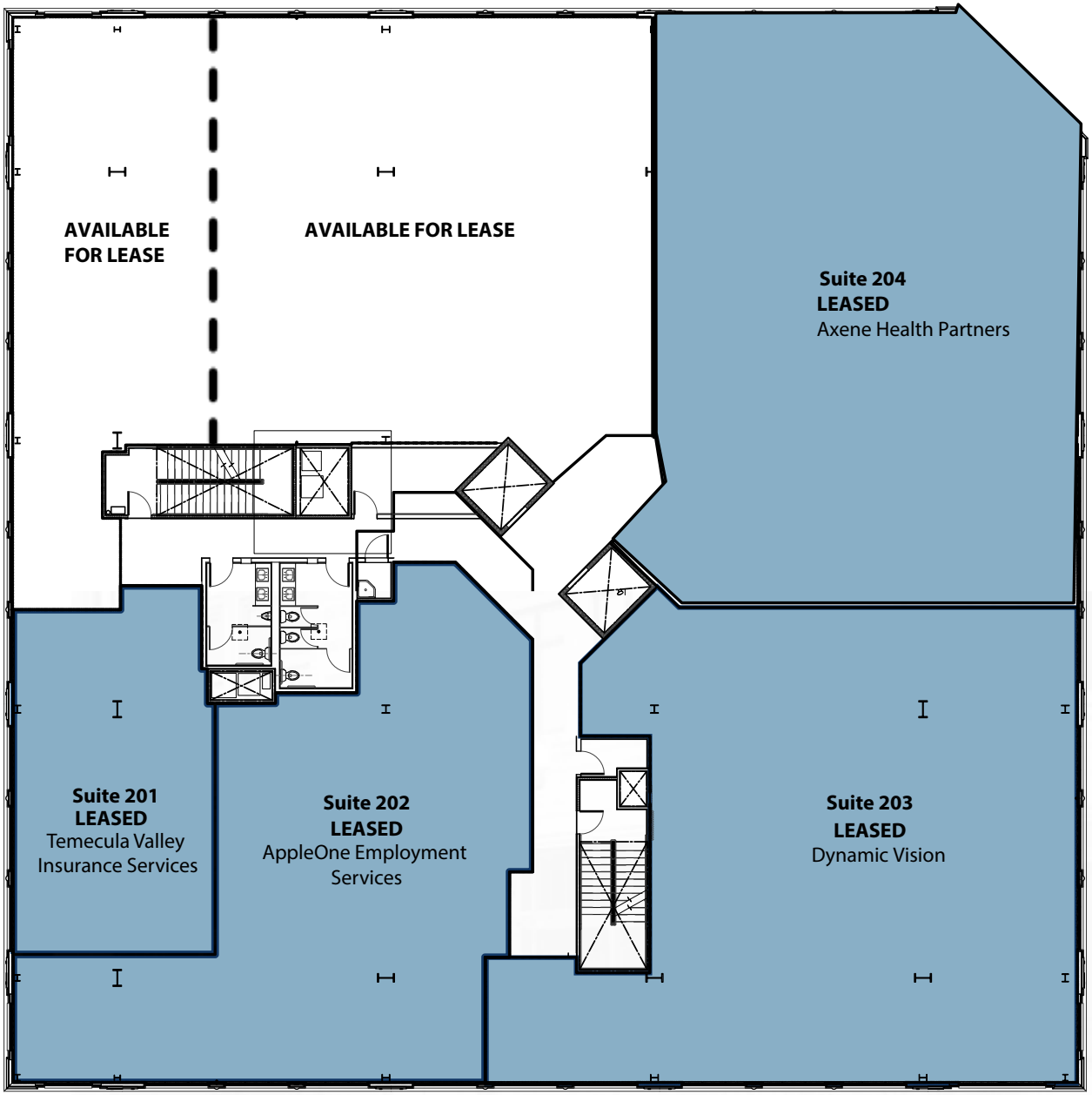

SECOND FLOOR SUITE LAYOUT

Suite 201	Leased
Suite 202	Leased
Suite 203	Leased
Suite 208	Leased
Suites 205 - 207	Available

Total Floor Area : 19,530 sf

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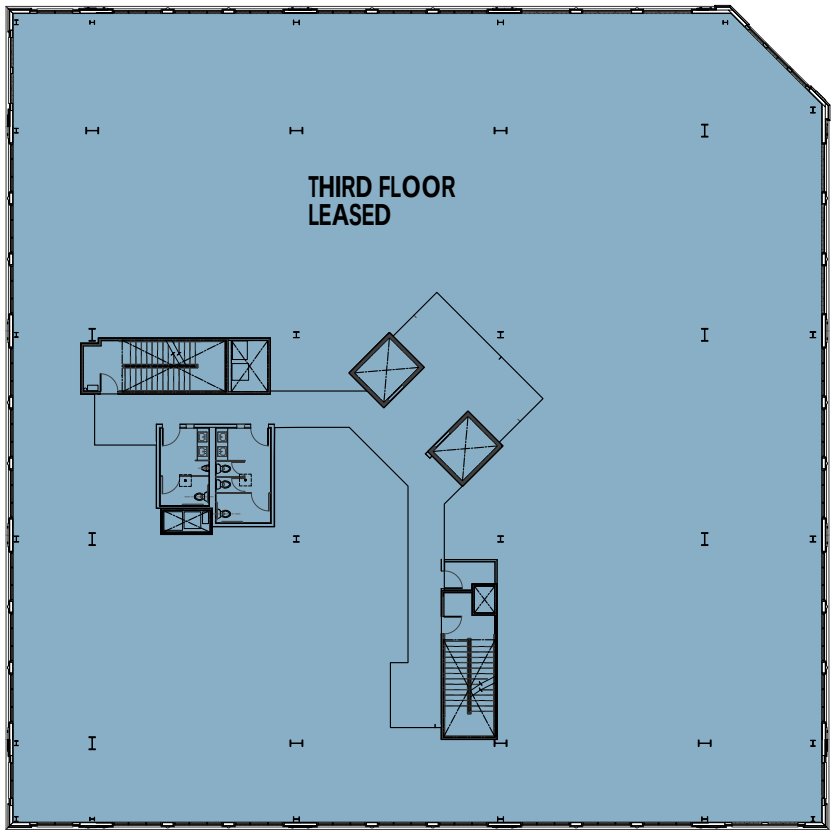
Third Floor

Total space: 19,509 sf

Rented to : CENGAGE Learning ed2go

Employees: Approx. 110

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



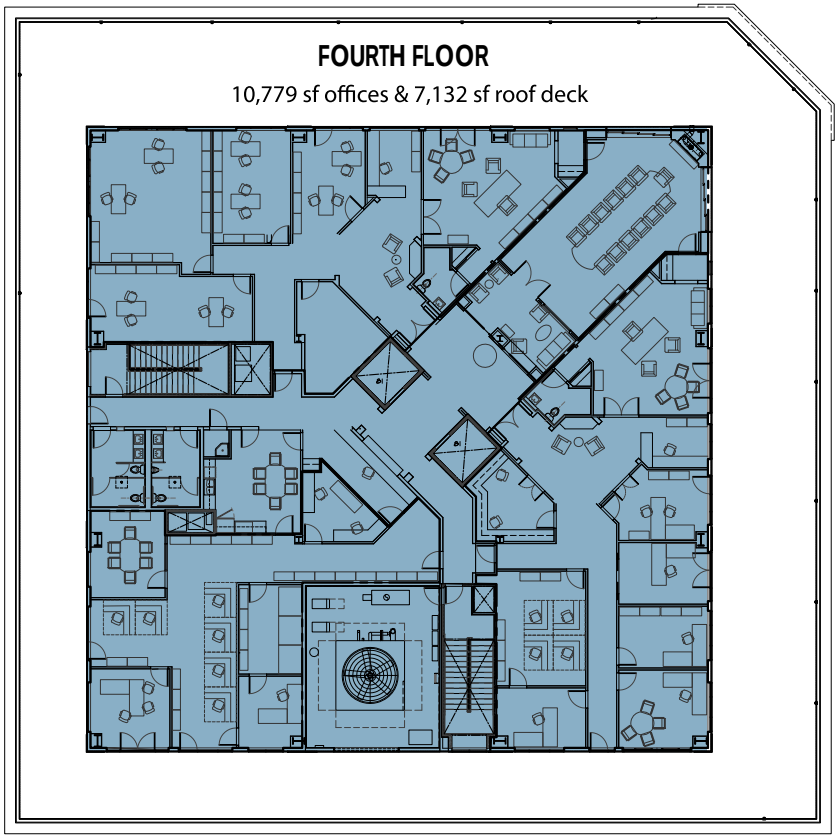
Fourth Floor

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



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Truax Building

DEMOGRAPHICS

5 MILE

Population	153,505
Median HH Income	$96,719

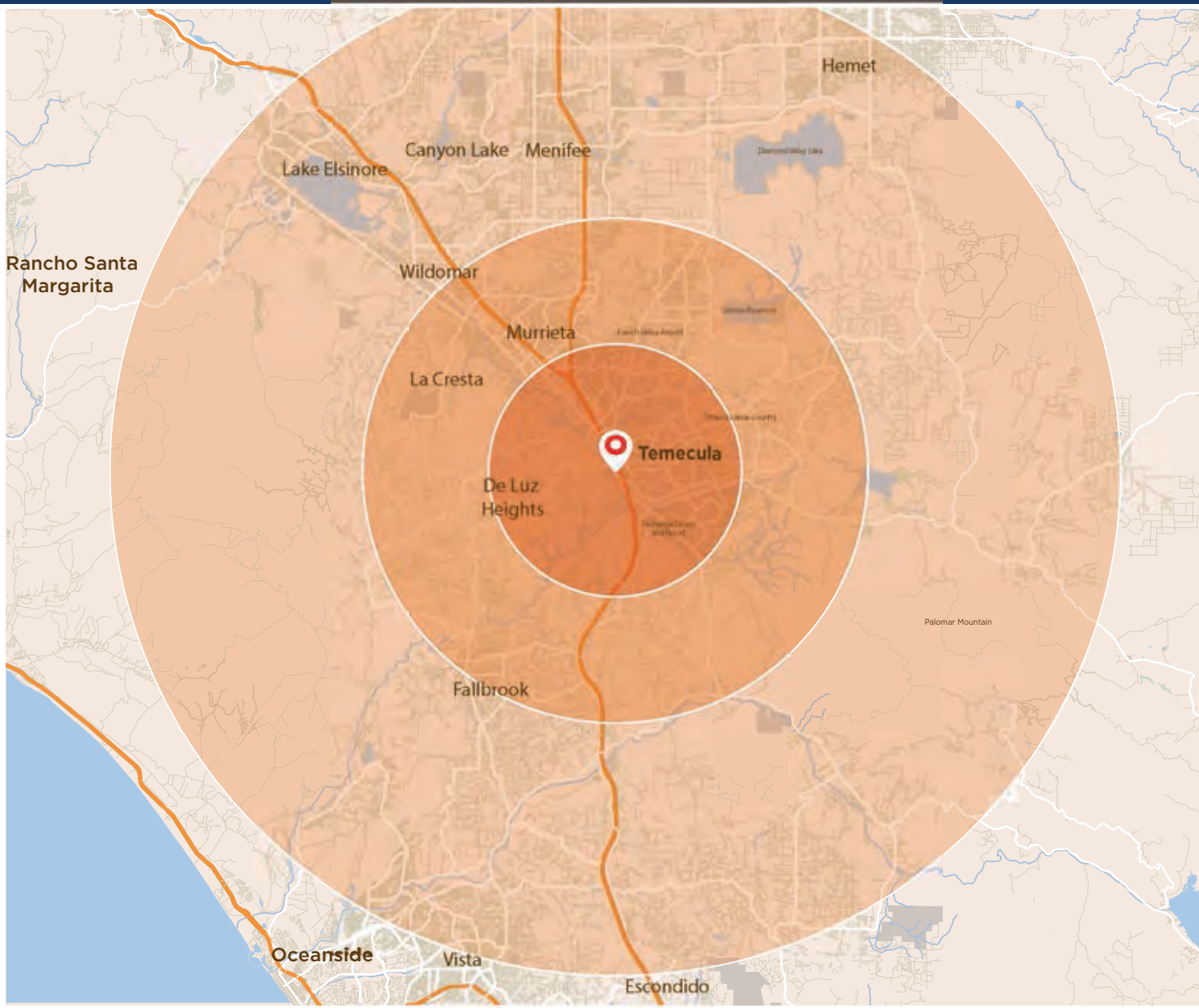
10 MILE

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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New Projects

1. **151-4-star Truax Hotel**
   Luxury boutique hotel, with many upscale ammenities
   Ground-breaking: Summer 2020
2. **3rd St. Parking Structure**
   Private Parking structure dedicated to valet parking for Truax Tenants
   Ground-breaking: Summer 2020
3. **Town Square Marketplace**
   +-100,000 sf commerical / retail space
   Ground-breaking: Winter 2020
4. **ALTAIR**
   Master-planned community of +/- 1,700 units including multi-family, single family detached homes, school, clubhouse, parks, trails, etc. Ground-breaking: Spring 2021

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. Baily'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

Wine Tasting / Bars

43. Viva Vino Bar & Tapas
44. Fazeli Cellars
45. Villa di Calabro Winery
46. Curry Vineyards & Winery

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