



CITY OF EASTVALE

COMMUNITY, PRIDE, AND PROSPERITY



INCORPORATED OCTOBER 1, 2010

EASTVALE

The Right Community for Your Business

We are proud to welcome you to Eastvale, California an ideal community to live, work, and thrive. Eastvale and its residents provide a great place and opportunity to establish a long and mutually beneficial partnership that offers lasting value to both your company and the City.

We know that making a decision on where to locate is extremely important, and we believe that Eastvale is the right place for your business. This brochure highlights the attributes that make Eastvale the best location in the Inland Empire.

Our community offers a convenient, safe location with a diverse population ready to support your business. We look forward to working with you to welcome customers to your business in Eastvale.



COMMUNITY PRIDE AND VALUES

“Community, Pride and Prosperity” are words selected by the residents that capture the spirit of Eastvale.

Eastvale is one of California’s newest cities, created in 2010 as the results of a grassroots effort that tapped into the deep pride which our residents feel toward their community. The creation of Eastvale fulfilled the community’s wish to take control of its own future and safeguard the quality of life that our residents cherish, and set the course for sustaining the high standards that make our city such a desirable place to live.



Image Courtesy of Laurence Lee



Image Courtesy of Laurence Lee

PARKS

Eastvale’s residents are served by a system of 13 community and neighborhood parks, comprising more than 234 acres, containing a variety of recreational opportunities and access to trails and open space along the Santa Ana River. Recreational amenities in Eastvale’s parks include sports fields, skateboard parks, disc golf, dog parks, tennis courts, water play areas, and basketball courts. The Eastvale Community Center, a multi-million-dollar indoor recreation space, opened in 2012 and now hosts hundreds of classes and community and private events each year.

Eastvale’s parks are a beloved feature of the community and a key part of the high quality of life enjoyed by our residents. From picnicking to field sports to indoor recreation, Eastvale’s parks have something for everyone.

A FAMILY PLACE

Eastvale offers a high quality of life in the areas important to family members of all ages. From nationally recognized schools to the community's outstanding parks system to its safe neighborhoods, Eastvale offers distinct advantages over other cities in the Inland Empire and Southern California.

Eastvale was recognized by WalletHub.com as the best city in California in the category of "Education, Health and Safety," and was ranked second overall in a list of 240 cities in WalletHub's 2015 list of the Best Cities for Families in California. Eastvale was also in the top three in "Affordability" and "Number of Playgrounds Per Capita."



CENTRALLY LOCATED

Eastvale is situated between Interstate 15 and California State Routes 91, 60, and 71, providing easy access for residents, visitors, and businesses alike. Nearby Ontario International Airport offers a metropolitan advantage to residents and businesses while Eastvale retains the distinctive small-town, neighborly charm of a young and dynamic community.



A SAFE COMMUNITY

Safety is a priority for our community. Eastvale takes pride in providing a safe environment for residents and businesses to enjoy. Our police force is made up of Riverside County Sheriff's Department personnel assigned to protect and serve Eastvale. The City also houses a full service fire station that provides full service, municipal and wildland fire protection, pre-hospital emergency medical response by paramedics and EMT's, technical rescue services and response to hazardous materials discharges. A second fire station on the west side of the city will open in 2016 to provide improved fire and emergency response.

Eastvale residents have formed a cooperative partnership with the police department to form Neighborhood Watch programs to improve security and reduce crime in the community. We believe that public safety is everyone's responsibility, and together our residents and businesses make a real difference.

According to recent FBI statistics, Eastvale is the sixth safest city in California for communities with populations over 50,000. The city was one of two Inland Empire cities to rank in the top ten based on crime rates.



EASTVALE

VINEYARD AVE

ARCHIBALD AVE

HAVEN AVE

HAMNER AVE

MISSION BLVD

EDISON AVE

BELLEGLI AVE

Jurupa Valley

The Ranch at Eastvale SP No. 358

7

8

9

1

2

3

4

6

5

KIMBALL AVE

American Heroes Park

65TH ST

Deer Creek Park

James C Huber Park

A

B

C

D

E

F

G

HARRISON AVE

McCune Family Park

Providence Ranch Park

CITRUS ST

River Walk Park

CHANDLER ST

Half Moon Park

Dairyland Park

HELLMAN AVE

RIVER RD

NORCO DR

Norco

Eastvale Fire Station #27

Eastvale Library

6TH ST

5TH ST

60

15

Swan Lake

Eastvale City Hall

Orchard Park

LIMONITE AVE

SUMNER AVE

SCHOLAR WAY

LEGEND

- Interstate
- Highway
- Major Road
- City of Eastvale



SCHOOLS

- A. Parks Elementary
- B. Ramirez Intermediate School
- C. Barton Elementary
- D. Eastvale Elementary
- E. River Heights Intermediate
- F. Eleanor Roosevelt High School
- G. Harada Elementary

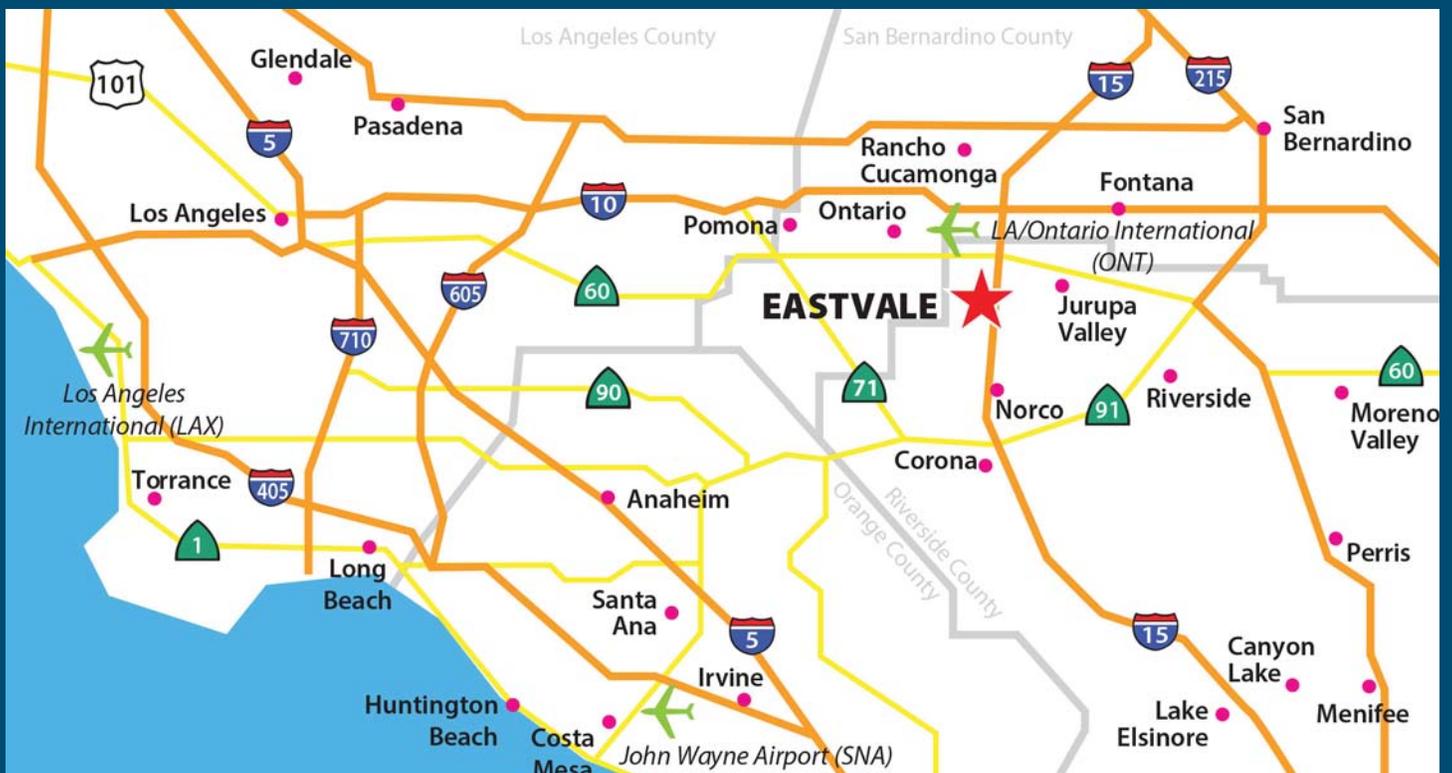


Incorporated on October 1, 2010, with a growing population of over 60,663 residents, Eastvale is the second fastest growing city in Riverside County. Eastvale is strategically located within an easy drive of the wide variety of experiences and locations in Southern California.

The landscape of the community has changed over the years from a former dairy enclave to a diverse, well-appointed community with highly desired amenities. With a wealth of existing and planned retail and commercial space, Eastvale stands as the premiere location to enjoy business success. The variety of the surrounding communities provides for a diversified consumer base and a culturally enriched experience.

RETAIL AND COMMERCIAL CENTERS

- 1 **Goodman Commerce Center:** Warehouse/Business Park/Hospital/Retail Project (**Under Construction**)
- 2 **Leal Master Plan:** Lifestyle Retail Mixed Center (**Proposed**)
- 3 **Eastvale Gateway and Gateway South:** Retail shopping centers (Built)
- 4 **Cloverdale Marketplace:** Supermarket-anchored retail and mixed use center (Built)
- 5 **Corona Valley Marketplace:** Supermarket-anchored neighborhood shopping center (Built)
- 6 **Enclave Center:** Neighborhood shopping center (Built, currently expanding)
- 7 **The Ranch Specific Plan:** Business Park (**Approved**)
- 8 **Providence Business Park:** Light Industrial/Office/Retail project (**Approved**)
- 9 **Eastvale Marketplace:** Supermarket-anchored neighborhood shopping center (**Approved**)

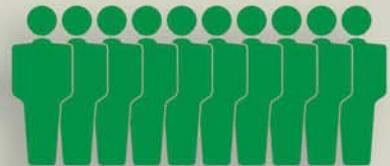




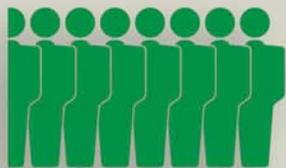
AN AFFLUENT AND DIVERSE COMMUNITY

Affluence and diversity within a community are excellent indicators of a healthy consumer base. Eastvale attracts diverse residents and families with sufficient incomes to support a broad range of services and products.

38.60%
Hispanic
or Latino



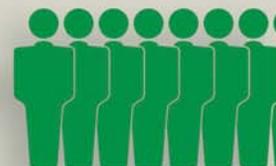
According to US Census Bureau data, Eastvale has one of the highest household incomes in the Inland Empire and the state, and is well below the state and national average for persons below the poverty level.



25.30%
Asian or
Pacific
Islander

Eastvale is among the most diverse cities in America, according to a recent analysis by NerdWallet.com of the distribution of residents across ethnic groups. Eastvale was ranked the most diverse city in

24.20%
White
(non-Hispanic)



9.70%
Black
(non-Hispanic)

Southern California and the 13th most diverse in the nation. Eastvale's wide variety of ethnicities provides a rich variety of customers seeking a wide array of business offerings.

AN EDUCATED AND HIGHLY-SKILLED WORKFORCE

Modern workplaces demand a skilled and educated workforce, which Eastvale is qualified to provide.

The percentage of persons in Eastvale with a college degree or higher (36%) is significantly higher than the region (20.8%) and the state as a whole (29.6%), a reflection of the well-educated and affluent residents who choose to live in our community. (Source: US Census)

Eastvale is part of the Corona-Norco Unified School District (CNUSD), which is the ninth-largest district in the state. Eastvale's four elementary schools, two intermediate schools and one high school are nationally recognized for excellence by the Eli and Edythe Broad Foundation. Eastvale is home to two California distinguished schools, and Eastvale schools have been the proud recipient of the U.S. Department of Education's Investing in Innovation (i3) grants that provide support to local education agencies. On November 4, 2014, the voters in the school district approved a bond measure that will fund significant new technology and innovation improvements to the already excellent education available to our children.



Eastvale is centrally located in an area rich in opportunities for higher education. Local colleges and universities include: University of California, Riverside; University of California, Irvine; University of California, Los Angeles; California State University, San Bernardino; California State University, Fullerton; the Claremont Colleges; University of Redlands; Whittier College; Loma Linda University; Norco College; and numerous other public and private learning institutions.

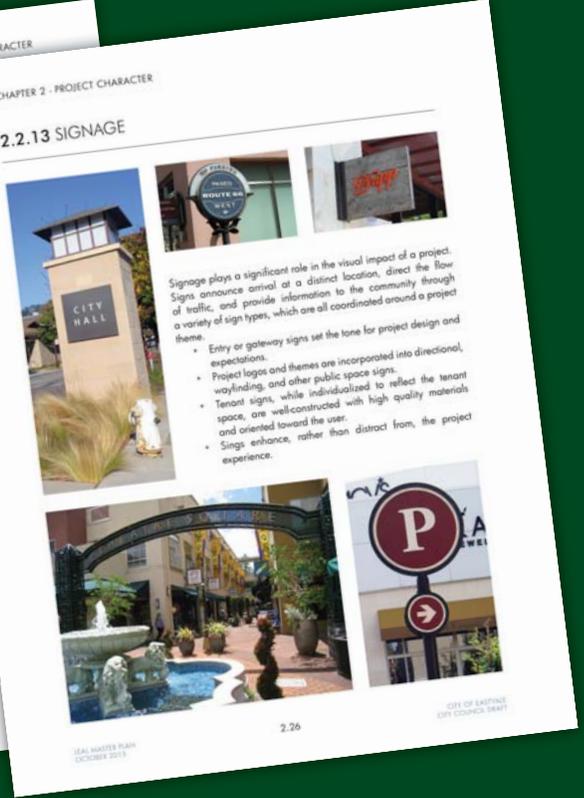
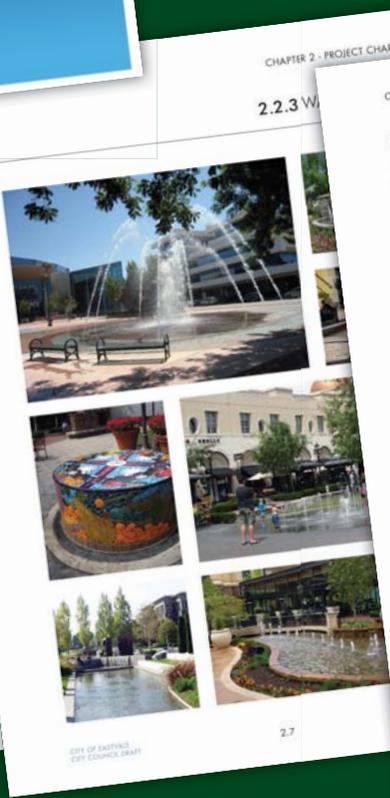
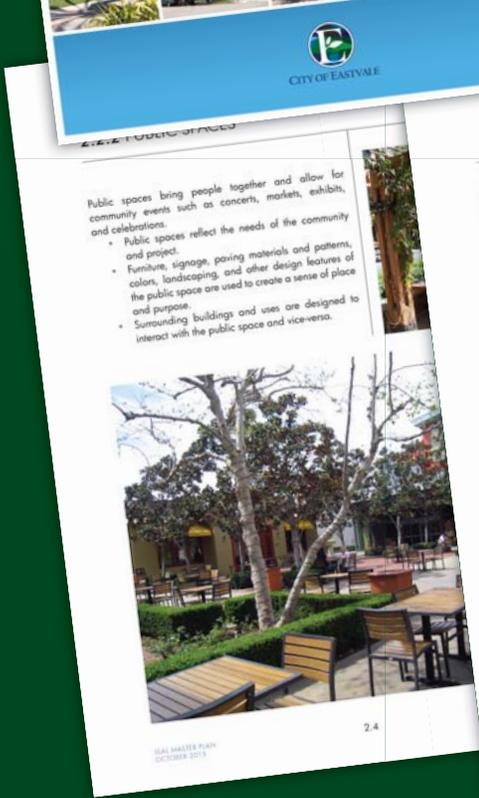
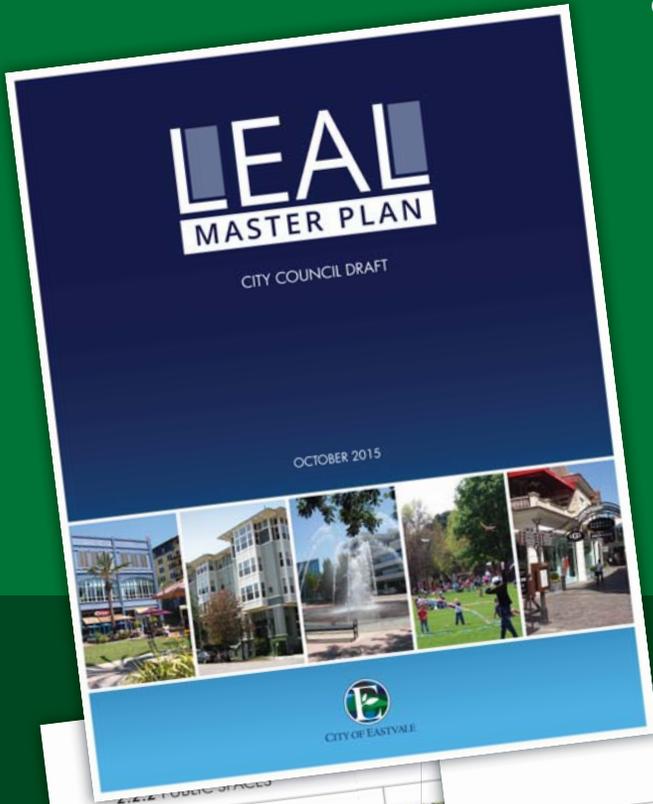
LEAL MASTER PLAN: EASTVALE'S NEXT BIG BUSINESS OPPORTUNITY

Eastvale is looking forward to the development of one of the city's last major pieces of undeveloped property, the 160-acre Leal property in the northeastern section of Eastvale. The property is located at the intersection of two of the City's major roadways and is close to a major interchange on Interstate 15.

The plan's vision calls for the creation of a town center and regional destination, anchored by a "lifestyle" retail center and including a mix of complementary office, civic, hotel, residential, and recreation and entertainment uses. The site is intended to accommodate a vibrant mix of uses with up to 1.3 million square feet of retail space and almost 1-million square feet of offices.

The Leal Master Plan requires high-quality architecture and design that creates a sense of place and enhances the aesthetic and visual quality of the neighborhood.

The proposed project will bring a more compact, urban form of development to Eastvale and provide new, unique opportunities for various business uses.



A BUSINESS-FRIENDLY AND ENTREPRENEURIAL SPIRIT

Eastvale was designed from day one of cityhood to embrace modern practices and discard business-as-usual approaches to city operations. For example, Eastvale uses an efficient and innovative “contract services” model to fill many of its vital operational functions (Planning, Building and Safety, Public Works, Police, and Fire). This approach, in which private sector firms and public agencies partner with the City to provide services to the community, offers significant advantages that allow the City to better serve our residents and businesses:

- We have the ability to quickly scale our staffing to meet your needs. Bringing additional staff resources to bear on your project, whether Planning, Building, or Public Works, involves a simple phone call—not the lengthy hiring process needed in a more conventional community.
- Our Planning, Building, and Public Works departments operate under the direction of the City Manager and are tasked with fulfilling the business-friendly policies of the City Council.
- Eastvale’s relationship with Riverside County Economic Development Agency, allows the City to offer businesses assistance through the Office of Foreign Trade and Workforce Development.
- The Inland Empire Small Business Development Center also provides services to Eastvale business owners.

Among the world-class companies which have found Eastvale to be the perfect place for their facilities are: Amazon, which recently opened a 1-million-square-foot, state-of-the-art fulfillment center employing up to 2,500 persons; and VW/Porsche/Audi, which in 2016 will open a major consolidated training facility in the Goodman Commerce Center business park (shown below).



READY TO WELCOME YOU TO OUR COMMUNITY

Eastvale is excited about the opportunity to expand its business offerings in the community. The city is an ideal fit for new businesses to become a part of Eastvale, and to grow with us.

Eastvale offers an ideal location and business environment to live, work, and thrive.

Community – Eastvale is a young and rising city with residents that are proud of the community they established and of the future they envision.

Amenities – Eastvale is a family-friendly city with acres of parkland, nationally recognized schools, and safe neighborhoods that create quality of life unmatched in the Inland Empire.

Location – Eastvale is conveniently located between the coast and the mountains, and within close distance to recreational, entertainment, and travel destinations. The city is accessible from four freeways and is in close proximity to the Ontario International Airport.

Business-Friendly – Eastvale has an affluent and diverse population to support businesses old and new, as well as a highly-educated and skilled workforce to build businesses in the community.

Opportunity – Eastvale's existing commerce, retail, and office space along with exciting future plans for more businesses to succeed is unparalleled in the region. We are open for business and ready to support yours!



City of Eastvale: 12363 Limonite Ave, Suite 910
Eastvale, CA 91752
www.EastvaleCA.gov
951.361.0900

The City of Eastvale is on all major social media:

-  www.facebook.com/CityofEastvaleCA/
-  [@CityEastvaleCA](https://twitter.com/CityEastvaleCA)
-  [@TheCityofEastvaleCA](https://www.instagram.com/TheCityofEastvaleCA)
-  www.linkedin.com/company/city-of-eastvale-ca