

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



7138

FROM: TLMA - Planning Department

SUBMITTAL DATE:
October 26, 2007

SUBJECT: The Ethanac Corridor Planning Group Summary Booklet.

**RECOMMENDED MOTION:
THE PLANNING DEPARTMENT RECOMMENDS:**

ADOPTION of ETHANAC CORRIDOR DESIGN GUIDELINES (ECPG) - CEQA Exempt - County Initiative - Harvest Valley/Winchester Area Plan - 3rd and 5th District.

PROJECT DESCRIPTION:

The Ethanac Corridor Planning Group (ECPG) Summary Booklet provides guiding principals for elements such as land use compatibility, public and community facilities, transportation, infrastructure, and landscape vision/theming. In The Corridor study area is generally bounded by Interstate 215 (I-215) to the west, McLaughlin Road to the south, Juniper Flats Road to the east, and Watson Road and Mapes Road to the north. The area consists of approximately 2,768 total acres.

The Ethanac Corridor Planning Group (ECPG) was formed approximately one year ago from a group of developers in the area along with representatives from the 3rd and 5th District Supervisors office, County Planning, Transportation, Flood Control, Parks, EDA/RDA, Valley-Wide Recreation and Parks District, RTA, and the City of Perris.

The primary goal of this effort is to create a more consistent and logical pattern of land use development in the study area which utilizes the major thoroughfare and respects the surrounding lower density residential land uses to the north. The secondary goal of this effort is to develop a landscape vision and theming element which would supplement those of the two Specific Plans (SP 260 – Menifee North and SP 301 – Menifee Valley Ranch) which are located

Ron Goldman
Planning Director

RG:cv

REVIEWED BY EXECUTIVE OFFICE

DATE

10/29/07

Tina Grande

Departmental Concurrence

Policy

Policy

Consent

Consent

Dept's Recomm.:

Per Exec. Ofc.:

Prev. Agn. Ref.

District: Third & Fifth

Agenda Number:

3.19

The Honorable Board of Supervisors

RE: The Ethanac Corridor Planning Group Summary Booklet.

October 26, 2007

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on either side of this corridor.

Primarily, the land use changes proposed by the Summary Booklet are to reduce the amount of commercial, industrial, and business park uses and converting them to medium, medium high, and high density residential land uses and to distribute the more intensive commercial, industrial, and business park land uses closer to I-215. Market studies for the area have indicated that the Ethanac Corridor is oversaturated with industrial and commercial designated properties. The Corridor study area is also seen as a logical location for higher density residential due to the abundance of commercial uses, the proximity to a freeway, and a planned commuter rail line (Metrolink). The recommendations provided in the summary booklet are intended to be a guide for future land use in the area but not necessarily restrict certain existing and planned land uses.

The vision and theming portion of this planning effort is vital to creating a consistent theme for this corridor. A ranch / rustic craftsman theme, which reflects historical and existing architecture in the area, has been developed for proposed commercial and industrial projects in the corridor. A plant palette has also been developed to compliment the architecture in this area. A landscape theme has been developed for Ethanac Road that individual projects will implement. Guidelines for monumentation are also included which reflect the historical agricultural use in the area.

Provision of trails and parks in the area is of importance to provide amenities for the increase in residential units as well as provide trail connectivity for pedestrian, biking, and equestrian uses within the study area and to the surrounding area. Multiple flood control facilities (channels and basins) are proposed within the area which may serve dual purposes for trails, park, and recreation area. Potential funding and maintenance sources have been identified in the guidelines for construction and maintenance of these amenities.

The ECPG Summary Booklet is proposed to be adopted as a Board of Supervisors Policy and included in the 2008 General Plan update to become a Policy Area where these guidelines would apply. No specific action is required by the Planning Commission for these guidelines. The presentation provides an opportunity for comment by the Commission and from the public.

Agenda Item No.:
Area Plan: Harvest Valley/Winchester
Zoning Area: Romoland
Supervisory District: Third and Fifth
Project Planner: Russell Brady
Planning Commission: September 19, 2007

ETHANAC CORRIDOR PLANNING GROUP
SUMMARY BOOKLET PRESENTATION
Engineer/Rep.: T&B Planning Consultants

COUNTY OF RIVERSIDE PLANNING DEPARTMENT STAFF REPORT

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 10/29

**NOTICE OF PUBLIC PRESENTATION
BEFORE THE RIVERSIDE COUNTY PLANNING COMMISSION
TO PROVIDE UPDATE ON THE
ETHANAC CORRIDOR GUIDELINES**

A PUBLIC PRESENTATION has been scheduled before the RIVERSIDE COUNTY PLANNING COMMISSION to discuss the Ethanac Corridor Guidelines. The presentation is open to public for participation.

SCHEDULE OF PRESENTATION:

DATE OF HEARING: WEDNESDAY, SEPTEMBER 19, 2007

TIME OF HEARING: 1:30 PM

**LOCATION OF WORKSHOP: RIVERSIDE COUNTY ADMINISTRATIVE CENTER
BOARD CHAMBERS, 1ST FLOOR
4080 LEMON STREET
RIVERSIDE, CA 92501**

PROGRAM DESCRIPTION:

The Ethanac Corridor is an area of transition from existing agriculture and rural land uses to more urbanized medium to high density residential as well as commercial and industrial land uses. Currently the land use designations of the RCIP General Plan, the Menifee North Specific Plan and Menifee Valley Ranch Specific Plan do not provide for an orderly and logical pattern of development for the area. The two specific plans also do not provide for cohesive theming of this corridor that would create an identity for this corridor.

At the request of the Planning Department and the 3rd and 5th District Supervisors offices, the Ethanac Corridor Planning Group (ECPG) was formed to address these land use and design issues. The group, consisting of the various developers in the area along with county departments, has created a set of guidelines to be applied to in process and future projects in the area. The guidelines consist of:

1. a conceptual land use plan for the area to be used as a guide for future land use proposals, but not necessarily restrict certain existing or proposed land uses;
2. a comprehensive plan for the provision of parks and trails;
3. a ranch/farm architectural theme to be applied to commercial and industrial projects;
4. a landscape theme fitting with the architectural theme which includes a conceptual landscape plan for the Ethanac Road parkway and median which would be implemented by individual projects; and
5. a list of funding and maintenance sources for the amenities proposed by the guidelines.

These guidelines are proposed to be adopted as a Board of Supervisors Policy and included in the 2008 General Plan update to become a Policy Area where these guidelines would apply.

FOR ADDITIONAL INFORMATION:

For further information regarding this program, please contact Russell Brady at (951) 955-1888 or rbrady@rctlma.org.