

Rector, Kimberly

From: Ellen Lloyd Trover [etrover@yahoo.com]
Sent: Friday, June 13, 2008 10:47 AM
To: COB
Subject: 6/17; Agenda Item 4.31

The following is a letter being emailed to each Supervisor; I will hand deliver a copy to the Board on Tuesday:

Riverside County Board of Supervisors
 RE: June 17, 2008, Agenda item 3.41: Vista Santa Rosa Land Use Concept Plan

Dear Supervisor Buster, Tavaglione, Stone, Wilson & Ashley (respectively):

While I fully support the work of the Vista Santa Rosa Task Force, I am opposed to the addition of 15 acres of retail commercial on the corners at Airport Blvd. & Monroe Street; this text is located in **II. Land Use Policies, B. Other Land Use Types**, first paragraph **D** (lines 9-16 on page 11), and as indicated by the green text on page 11 of the "color version," in response to comments by Planning Commissioners.

I wish to note that the Task Force spent hundreds of hours studying the issues and had intimate familiarity with the community and the physical characteristics of the area. With all due respect to the two Planning Commissioners who made this suggestion, they have not had the same opportunities and knowledge.

I have also met with Gilbert Ramirez Jr., owner of Kennedy Market, who advises me that he is withdrawing from the larger development. I support improvements on the Kennedy Market property, but oppose larger commercial development(s) as proposed, for the following reasons:

- 1) Enlargement/improvement of the Kennedy Market, a local institution of long standing, is entirely consistent with the VSR Land Use Concept Plan, encouraging rural/tourist friendly commercial of up to 5 acres (I have advised Gilbert that my support is conditional upon his resolving any code issues);
- 2) Development on the southeast corner would be within 1000 feet of a school and unable to have sales of tobacco and alcohol; unfortunately, it is an economical reality that such sales are necessary for commercial areas to be viable;
- 3) Larger commercial developments are inconsistent with the Plan that the Task Force developed; the proponents of this type of development raised the issue at the last task force meeting and met with opposition from resident and long-term landowners on the task force;
- 4) Specifically, the task force did not endorse commercial in this location; indeed, at its last meeting John Pedalino, representing the owner of the land on the northeast corner, pointed out that they had withdrawn their earlier proposal for commercial at Airport & Monroe because it was not consistent with the goal of the Plan. In response to the request for retail on the southeast corner, they are now pursuing commercial on the northeast corner;
- 5) Approving these commercial areas will encourage further proposals for "strip malls," destroying the

land use plan; we all know that scattered commercial development has been a death knell to our country's inner cities. Rather than repeating that mistake, the County's Village/Town Center mixed-use concept would focus commercial development and promote its long-term viability;

6) The Plan encourages mixed-use Village Centers, consistent with the County General Plan; the proposals for Monroe & Ave. 58, as well as the principal VSR Village Center, are for exactly that; these 15 acre retail commercial areas are not mixed-use. Breaking from the Plan and establishing one or more commercial centers will effectively stifle development of the Village Centers, at best leaving them as higher density residential, not "smart planning;"

7) Indeed, I believe this development will effectively "kill" small tourist/rural commercial, as stores such as national chains would be in direct competition with the convenience store aspect of local stores;

8) The argument that it would provide a "Gateway" to the community seems rather stretched. Airport Blvd. ends one mile east at Madison Street at a back gate to PGA West. The eastern corners of Ave. 54 & Monroe would seem to be more of a gateway, in that Ave. 54 is the direct connection between Jefferson Street (a major thoroughfare, where it ends by Silver Rock Resort & the main entrance to PGA West) and the Augustine Casino. Christian Neuman owns the southeastern corner of Ave. 54 & Monroe St., and my family owns the northeastern corner; neither of us have sought commercial overlays (& hence increased value) for our corners as we have been working within the Plan and the goals of the community.

I understand the goal of developers/speculators who want to profit from development in our community, but my family and I are in this community for the long-term, and we want to see a reasonable long-term planning effort that will make the VSR of the future as beautiful as it was 50 years ago.

Thank you for your continuing efforts on behalf of our County and the community of Vista Santa Rosa,

Respectfully Submitted,
Ellen Lloyd Trover

cc: this letter is being sent to each Supervisor; to the Clerk of the Board; Jerry Jolliffe, Deputy Planning Director