

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



FROM: Supervisor Stone

SUBMITTAL DATE:
October 10, 2008

SUBJECT: Temecula Valley Wine Country Community Plan Consultant Selection

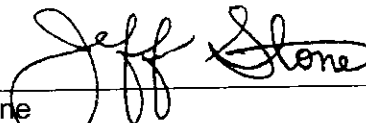
RECOMMENDED MOTION:

That the Board join me in directing TLMA Staff, in coordination with the County Executive Office, to:

- 1.) Select a preferred consultant to develop the Temecula Valley Wine Country Community Plan, in consultation with the Temecula Valley Wine Growers Association.
- 2.) Negotiate a scope of services, schedule and contract with the preferred consultant.
- 3.) Develop a cost sharing agreement with the Temecula Valley Wine Growers Association.
- 4.) Develop a comprehensive funding plan for the Community Plan effort.
- 5.) Report back to the Board with final recommendations on November 25, 2008.

BACKGROUND:

On July 29, 2008, the Board joined me in supporting my vision for the development of a Community Plan for the Temecula Valley Wine Country. Since that time, my office and TLMA staff has been meeting with the Temecula Valley Wine Growers Association to create a public/private partnership and a shared vision to proceed with the Community Plan. The Wine Growers Association is excited about partnering with the County in creating a Community Plan that will benefit the Wine Growers, residents, businesses and the County, resulting in over \$500 million in economic development activity. My goal is to have the Temecula Valley Wine Country Community Plan completed within an expedited time frame, within 24 months or by July 2010, as the target date.



Jeff Stone
Supervisor, 3rd District

Departmental Concurrence

Dept's Recomm.: Consent Policy
Per Exec. Ofc.: Consent Policy

Prev. Agn. Ref.

District:
3rd District

Agenda Number:

3.64

The Honorable Board of Supervisors

RE: Temecula Valley Wine Country Community Plan Consultant Selection

October 10, 2008

Page 2 of 2

I would like to take advantage of the Wine Growers interest by directing TLMA staff work with the Wine Growers and select a preferred consultant to lead the development of the Community Plan and Environmental Impact Report. This will show the Wine Growers we are true partners, that we value their involvement and that we are committed to an expedited schedule.

The Community Plan will alleviate a great deal of ambiguity in the CV Rural Policy Area, ordinance and development standards and provide vintners with a shared vision of how Wine Country should develop. County staff has conducted meetings with County agencies, vintners, other stakeholders and the community at large to determine what elements are needed to enhance Wine Country and ensure its longevity in the years to come. Eight conclusions were drawn from the various meetings:

- Maximize development potential for the area without compromising the "Quality of life" for residents.
- In order to have the most successful Wine Country region, vintners, homeowners, institutional users and other property owners must agree to work together for a common purpose.
- All commercial activities must promote or contribute to the wine making atmosphere of the area.
- Limited incidental commercial uses, while permitted, should never become the predominant use of the land.
- Constant monitoring of the Policy and Zoning Ordinance are essential to keep up with the trends of the wine-making industry and to address new issues.
- Expansion of the Citrus Vineyard Rural Policy Area is plausible given the vast amount of parcels in the area.
- Environmental impacts will play a critical role in how future development of in Wine Country will occur.
- Engage in a community-wide process to inform vintners, residents, property owners and other stakeholders of the vision and proposed changes to the Policy and Ordinance.

The Community Plan will greatly benefit all stakeholders and will serve as a guide to integrate new development with the existing community by taking a comprehensive look at the Wine Country, identifying and mitigating cumulative impacts and properly sizing the infrastructure to accommodate the growth of Wine Country.