

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



**FROM:** Supervisor Jeff Stone, Third District

**SUBMITTAL DATE:** March 13, 2009

**SUBJECT:** Use of Third District Development Agreement Funds for the Development of the Community Plan for Temecula Valley Wine Country

**RECOMMENDED MOTION:** That the Board of Supervisors:


- 1) Approve the use of Third District Development Agreement Public Facilities funds and Recreation Trails funds to support the Community Plan for Temecula Valley Wine Country, and
- 2) Approve and direct the Auditor-Controller's Office to make the budget adjustments in Attachment A.

**BACKGROUND:** The Board of Supervisors designated Third District Community improvement funds for the Temecula Valley Wine Country Community Plan at the October 21, 2008 Board meeting (Item 3.66). Staff convened a meeting on December 8, 2008 with representatives from the Temecula Valley Winegrowers Association (TVWGA) to discuss facilitation of the Community Plan. In light of the economic downturn, the vintners recommended that agency staff develop the Community Plan instead of hiring an outside consultant. In response to the recommendation, TLMA administration has identified staff that will be assigned to work on the Community Plan.

The purpose of the Community Plan is to guide orderly growth and development for the region. The Plan will specifically address environmental impacts, changes to the development standards for the CV Policy and Ordinance, an infrastructure assessment, and a comprehensive marketing and outreach strategy. The Wine Country Community Plan will serve as a public/private partnership between the County of Riverside and the TVWGA. As a measure of good will, six members of the TVWGA have made a collective pledge of \$50,000 to help fund the Community Plan.

Continued

**REQUIRES  
4/5th's VOTE**

  
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Supervisor Jeff Stone, Third District Supervisor  
Chairman of the Board

3.66 11:25

With this action, District III is committing an additional \$397,841 from Development Agreement (DA) funds to finance the remaining Community Plan efforts. Current year funding is expected to be \$150,000, with the remaining amount over the next fiscal years. The budget adjustment for this is included in Attachment A. Any future budget adjustments will be requested as needed.

Staff has prepared the following Scope of Work, outlining specific tasks:

- Continue to refine the vision for Wine Country, by ensuring continued growth of the region without compromising the quality of life and the integrity of the area's rural charm;
- Draft General Plan Amendment language for the Citrus Vineyard Policy Area;
- Draft Zoning Ordinance Amendment language for C/V and C-C/V zones by providing better clarity and understanding of uses permitted; expand development standards to include other zoning classifications that permit wineries, vineyards, and appurtenant uses;
- Conduct a Traffic Study and draft the Circulation Element Amendment for the Temecula Valley Wine Country region;
- Prepare an analysis of logical and orderly growth areas of wineries, vineyards, and appurtenant uses based on findings in technical reports, parcel size, location, availability of services, land use compatibility and other spatial analysis criteria;
- Partner and collaborate with service providers to complete an Infrastructure Needs Assessment (water, sewer, electrical, gas, cable, and phone) and assist in the development of necessary Infrastructure Master Plans and timely delivery of services to the region to permit future growth in the area;
- Establish a Road and Bridges Benefit District, Community Facilities District, and identifying other funding sources to help fund improvements as deemed necessary to carry out the vision of the Community Plan;
- Complete an Environmental Impact Report (EIR) for the Temecula Valley Wine Country Community Plan pursuant to the California Environmental Quality Act (CEQA);
- Revise the Design Guidelines for Wine Country to speak to the vision and trends of the industry and add better clarity, without compromising the rural charm of the region;
- Create marketing opportunities for the area by making Wine Country a more competitive destination place in Southern California and collaborate on-going efforts with the Temecula Convention and Visitors' Bureau and other stakeholders;
- Facilitate on-going community outreach initiatives by affording all stakeholder (vintners, residents, property owners, and other stakeholders) with opportunities;
- Form partnerships with key stakeholders to pool resources for funding, infrastructure enhancement, and economic development activity;
- Prepare draft of final report summarizing all the components of the Community Plan.

Industry experts will provide additional advice and opinion for these critical areas and staff will conduct community meetings throughout the planning process to gather additional feedback from all Wine Country stakeholders. When completed, the Wine Country Community Plan will serve as the blueprint for new wineries, vineyards and related incidental uses and will provide the County with a roadmap on how to successfully develop the area for years to come.

**Attachment A**

**Increase Appropriations:**

30500-1103500000-551100	Contributions to other county funds	\$150,000
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**Expected Offset:**

30500-1103500000-325100	Unreserved fund balance	\$150,000
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**Increase Appropriations:**

10000-3120100000-527780	Special Program Expense	\$150,000
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**Increase Estimated Revenues:**

10000-3120100000-790600	Contributions from other county funds	\$150,000
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