

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



ITEM  
16.1  
(ID # 3961)

**MEETING DATE:**

Tuesday, April 11, 2017

**FROM :** TLMA-PLANNING:

**SUBJECT:** TRANSPORTATION & LAND MANAGEMENT AGENCY/PLANNING: GENERAL PLAN INITIATION PROCEEDINGS FOR GENERAL PLAN AMENDMENT NO. 1205 (Foundation) – APPLICANT: County of Riverside – First Supervisorial District – ENGINEER: CASC Engineering and Consulting, Inc. – AREA PLAN: Mead Valley Area Plan – Good Hope Rural Village Land Use Overlay and Highway 74 Good Hope Policy Area – Good Hope Zoning Area – ZONE: Rural Residential (R-R), Residential Agricultural (R-A), General Commercial (C-1/C-P), Scenic Highway Commercial (C-P-S), and Manufacturing – Service Commercial (M-SC) – Location: Properties generally located along State Route 74 between Ellis Ave. and Ethanac Rd. extending 1,000 feet from the centerline outward on either side of State Route 74 – PROJECT SIZE: Approximately 804 acres – REQUEST: Adopt an order initiating the proceedings for General Plan Amendment No. 1205 that proposes to amend the General Plan Foundation Component and accompanying land use designations of 503 parcels, totaling approximately 804 gross acres located generally in the Good Hope Community area. GPA No. 1205 proposes to change the General Plan Foundation Component from Rural (R) and Rural Community (RC) to Community Development (CD), and amend the accompanying land use designations from Rural Residential (RR) and Very Low Density Residential (VLDR) to Mixed Use Area (MUA), Medium Density Residential (MDR), Very High Density Residential (VHDR), Commercial Retail (CR), and Light Industrial (LI). [\$1,014,308 - Total Cost, 100% NCC]

**RECOMMENDED MOTION:** Staff recommends that the Board of Supervisors:

1. Adopt an order initiating proceedings for General Plan Amendment No. 1205, based on information provided by the TLMA-Planning Department, including comments received from the Planning Commission and General Plan Advisory Committee.

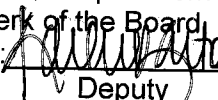
**ACTION:**

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**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Jeffries, seconded by Supervisor Ashley and duly carried, IT WAS ORDERED that the above matter is approved as recommended to adopt an order initiating the proceedings.

Ayes: Jeffries, Washington and Ashley  
Nays: None  
Absent: Tavaglione  
Date: April 11, 2017  
xc: Planning, Applicant

Kecia Harper-Ihem  
Clerk of the Board  
By:   
Deputy

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<b>FINANCIAL DATA</b>	<b>Current Fiscal Year:</b>	<b>Next Fiscal Year:</b>	<b>Total Cost:</b>	<b>Ongoing Cost</b>
<b>COST</b>	\$ 179,520	\$ 140,300	\$ 1,014,308	\$ N/A
<b>NET COUNTY COST</b>	\$ 179,520	\$ 140,300	\$ 1,014,308	\$ N/A
<b>SOURCE OF FUNDS: 100% NCC</b>			<b>Budget Adjustment: No</b>	
			<b>For Fiscal Year: 14/15-19/20</b>	

**C.E.O. RECOMMENDATION:** Approve.

**BACKGROUND:**

Conceptual Draft: Highway 74 Business Corridor Land Use Study

During the next few years, the Planning Department will undertake efforts to further refine the conceptual land use plan and develop guiding policies to implement the Community's vision as described in the Conceptual Highway 74 Business Corridor Land Use Study. This study was prepared by CASC Engineering and Consulting through extensive community outreach efforts and input (refer to Attachment A attached hereto and made a part hereof). The study includes a preliminary proposal for land use designations modification to strengthen the region's economic position with consideration of the County's future jurisdiction over this segment of SR-74.

Planning's efforts to implement the Community's vision will include evaluating land use patterns and policies that guide development within the 6-mile segment of SR-74 between the City of Perris and City of Lake Elsinore. Planning will also evaluate the area's zone, infrastructure capacity and design guidelines.

Foundation Component General Plan Amendment No. 1205

The County-Initiated General Plan Amendment No. 1205 (GPA No. 1205) is the first step in evaluating the conceptual land use plan presented in the Highway 74 Business Corridor Land Use Study. GPA No. 1205 proposes to amend the General Plan Foundation Component and accompanying land use designations of 503 parcels, totaling approximately 804 gross acres located generally in the Good Hope Community Area. GPA No. 1205 proposes to change the General Plan Foundation Component from from Rural (R) and Rural Community (RC) to Community Development (CD) and amend its Land Use Designations from Very Low Density Residential (VLDR) and Rural Residential (RR) to Medium Density Residential (MDR), Commercial Retail (CR), Light Industrial (LI), Mixed Use Area (MUA), and Very High Density Residential (VHDR). The Transportation and Land Management Agency - Planning Department has proposed this Foundation Component General Plan Amendment during the application window for the 2016 General Plan Review Cycle.

GPA No. 1205 will involve different types of General Plan Amendment categories to adequately fold the Community's vision and goals into the General Plan. The categories include "Entitlement/Policy Amendment" and "Foundation Component Amendment" and may expand into other categories upon further analysis.

The proposed Foundation Component GPA No. 1205 land use map is shown on Attachment B and is a preliminary land use plan based on the community's input and survey of existing land

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uses, terrain, development opportunities and constraints, and circulation patterns. Further modifications to the proposed land use plan are anticipated as a result of input from the General Plan Advisory Committee (GPAC), Planning Commission and Board of Supervisors at the initiation stage; as well as modifications that may result from environmental analysis, future community outreach efforts and public hearings concerning the GPA.

*General Plan Initiation Process*

Prior to an application for a General Plan Regular Foundation Component Amendment being processed by the Planning Department, the application is required to go through the General Plan Initiation Process (GPIP) process. The GPIP process includes receiving comments on the proposed amendment from the GPAC and the Planning Commission. These comments are then provided to the Board of Supervisors. At this initial stage of the process, specific details of the Foundation Component General Plan Amendment and any accompanying implementing project are not considered, and public hearings are not required before the Planning Commission or the Board of Supervisors. The GPIP process provides an opportunity for the Planning Department to hear comments related to the proposed project before embarking on the land use and environmental review process. At this time, the Board of Supervisors will only be considering whether to initiate proceedings for the proposed Foundation Component General Plan Amendment. If the Board of Supervisors adopts an order initiating proceedings for the proposed Amendment, the proposed Amendment will then go through the land use review process including applicable environmental review, Tribal consultation, and public hearings. The initiation of proceedings by the Board of Supervisors does not commit the County to a certain course of action and shall not imply any such amendment will be approved. The Board retains full discretion under the California Environmental Quality Act when reviewing the proposed Amendment during the land use review process.

*Justification for Foundation Component Amendment*

Pursuant to the Riverside County General Plan, Chapter 11: Administration Element and Article II, Section 2.5 of Ordinance No. 348, related to General Plan Regular Foundation Component Amendments, specific findings are required to approve a Foundation Component Amendment. These include findings that new conditions or circumstances exist that justify modifying the General Plan, that the modification does not conflict with the overall County Vision and that the modification would not create an internal inconsistency among the other General Plan Elements. The proposal for Foundation Component Amendments requires the County to provide information describing a new condition or circumstance that justifies modifying the General Plan.

The justification for the proposed Foundation General Plan Amendment to modify the General Plan is based on the following circumstances:

- Area Plans provide focused policies and land use plans to address specific regional or local issues. As a result of extensive community outreach mentioned above, the Elsinore Area Plan is proposed to be modified consistent with the proposed land use plan included as Attachment B. The land use plan reflects community input as

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communicated to the County during recent outreach efforts and a preliminary Planning analysis.

- Jurisdiction over this segment of SR-74 will be relinquished to the County from CalTrans. This will provide the County greater control over development and infrastructure improvements along SR-74.
- Efforts to improve infrastructure along this corridor are currently underway which will support higher intensity and density along SR-74.

*Planning Commission*

This proposed Foundation Component General Plan Amendment was considered by the Planning Commission during a public meeting on December 7, 2016, Agenda Item 2.1, and the following comments were provided by the Planning Commissioners:

The Planning Commission discussed the project timeline, public notices and the status of SR-74. The Planning Commission were informed that the project time line will be dependent on the County's budget and the community will be informed on all on upcoming outreach events and public hearings. The Transportation Department informed the Planning Commission that Riverside County Transportation Commission (RCTC) is the lead on the Project Study Report for State Route 74 and CalTrans is anticipated relinquish jurisdiction to the County early 2017. The Planning Commission supports the continued community outreach efforts and deliberate analysis to study impacts to the community. The General Plan Amendment would need to address infrastructure constraints to support future development opportunities. Planning Commission recommends including Valley-wide Recreation and Park District as a key stakeholder to expand the recreational opportunities to anchor this region as a tourist destination, due to the Community's close proximity to the Diamond Valley Lake and the Wine Country area.

*General Plan Advisory Committee*

This application was considered by the General Plan Advisory Committee (GPAC) during a public meeting on October 6, 2016, Agenda Item 3.1, and was recommended for initiation to the Planning Commission by a majority, with one vote abstaining.

During the GPAC meeting the members discussed the need for action to set objectives, promote development, and extend utilities along the corridor, specifically sewer and water services after County takes control of this section of Highway 74. Concern was expressed and addressed regarding the current property owner uses and that these uses would be allowed to continue as long as the uses are legal. The abstaining vote raised concerns about adding housing without connectivity to existing transportation. Staff clarified that these changes are not growth inducing, rather is matching existing community value with the potential for advancing transit options

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**Impact on Citizens and Businesses**

None at this time. The project will continue to engage the community to elicit public participation and refine the General Plan land use goals and policies. Should the Board of Supervisors initiate this General Plan Amendment including the Foundation Component Amendment, an appropriate level of land use review and environmental analysis will be conducted in conjunction with the amendment.

**SUPPLEMENTAL:**

**Additional Fiscal Information**

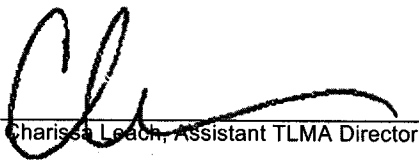
The total estimated cost to complete the Community Plan process, including the General Plan Amendment, Zone Consistency Program and environmental analysis is \$1,014,308. The Community Plan process for this project started in March 2016 and is anticipated to complete in fiscal year 19/20 depending on availability of funds. The estimated budget required to complete the project for fiscal years 18/19 and 19/20 is \$694,488.

**Contract History and Price Reasonableness**

N/A

**ATTACHMENTS:**

- A. **Highway 74 Business Corridor Land Use Study**
- B. **Proposed Foundation Component General Plan Amendment**
- C. **Planning Commission Report Package**
- D. **General Plan Advisory Committee Report Package**

  
Charissa Leach, Assistant TLMA Director

4/3/2017

  
Elizabeth Olson

4/4/2017

# CONCEPTUAL DRAFT

HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY

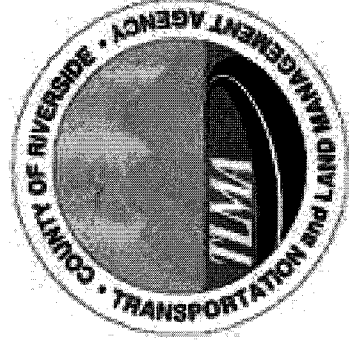
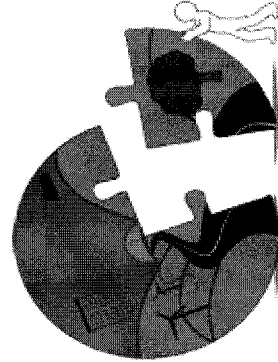
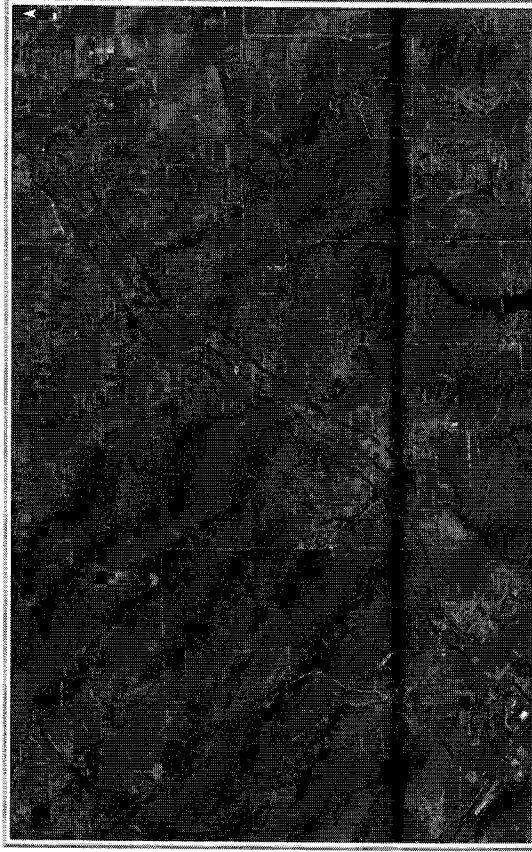


**COUNTY OF RIVERSIDE**  
TRANSPORTATION AND LAND MANAGEMENT AUTHORITY  
ATTN: Kristi Lovelady  
Deputy Planning Director  
4080 Lemon Street, 14th Floor  
Riverside, CA 92503

**Acknowledgements:**  
*Good Hope/Meadowbrook MAC*  
*Warm Springs MAC*  
*Supervisor Kevin Jeffries—First Supervisorial District*  
*Juan Perez, PE—TLMA Director*  
*Steven Weiss, AICP—Planning Director*

**Submitted Date:**  
**JULY 5, 2016**

**Submitted By:**  
**CASC ENGINEERING AND CONSULTING**  
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Colton, CA 92324  
Contact: Adam Rush, AICP  
Director of Planning  
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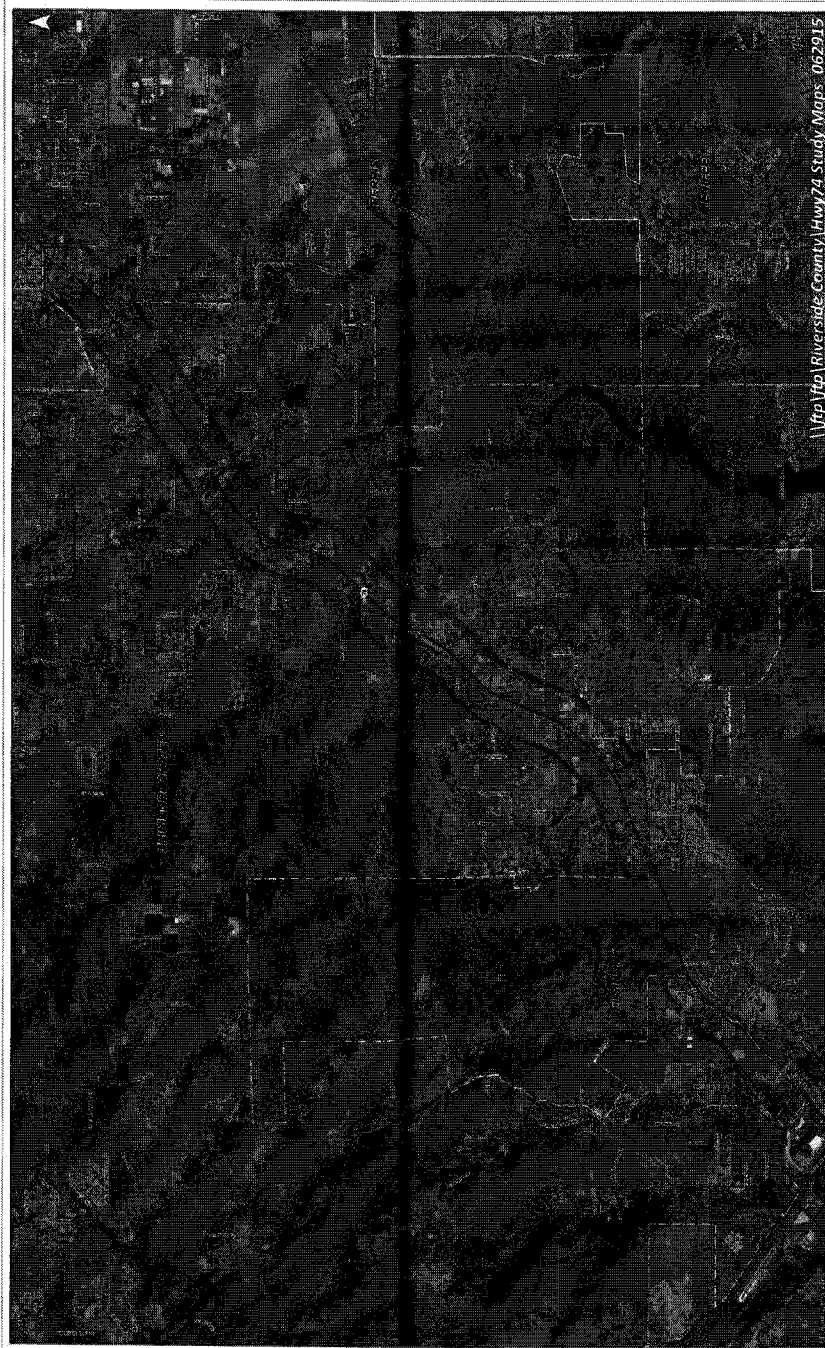


**I. INTRODUCTION AND PURPOSE**

Highway 74 is currently a State Highway system (SR-74) that stretches from Orange County to Palm Desert. However, the County has undertaken a legislative effort to transfer maintenance and operations over to the County jurisdiction, for the Project Area at hand. Throughout this extended landscape, the environment changes from a rural setting with sporadic commercial and industrial developments, along with ancillary housing to a sprawling desert landscape representing Riverside County's desert resort communities. In this effort, the Riverside County Board of Supervisors has charged its staff with the task of analyzing and taking inventory of the existing land uses along the 6.8-mile long corridor of SR-74 that begins at the City of Lake Elsinore and terminates at the City of Perris.

The purpose of this study is to clearly describe – in both graphics and text—the potential for enhanced development patterns along a narrow corridor of SR-74, while preserving the existing environment and characteristics along with sensitivity to existing land uses. This section of highway was chosen for its high traffic patterns and opportunity to consolidate large, and relatively undeveloped parcels. In addition, this section of Highway 74 is one of the last areas to be developed as incorporated Cities to the north and south continue to spur economic growth.

By providing design direction for land use changes, circulation patterns, and most importantly infrastructure related challenges, the County's Highway 74 Corridor Study shall serve as the initial planning document for the County to initiate a Highway 74 Corridor Specific Plan as a means to invest in the community and encourage economic development for the benefit of all who live, work and play within the communities of Warm Springs, Meadowbrook, and Good Hope.



\\ftp\ftp\|Riverside County\Hwy74 Study Maps\_062915

*Exhibit 1: Highway 74 Business Corridor Analysis*

Although intended to be prescriptive and specific, this study is not meant to establish the ultimate land use designations for the Highway 74 Corridor. By providing recommendations on potential land use and designations, circulation, and infrastructure-related challenges, the County may engage in a future master planning development that creates economic value and incentives for the County, property owners, designers, and developers.

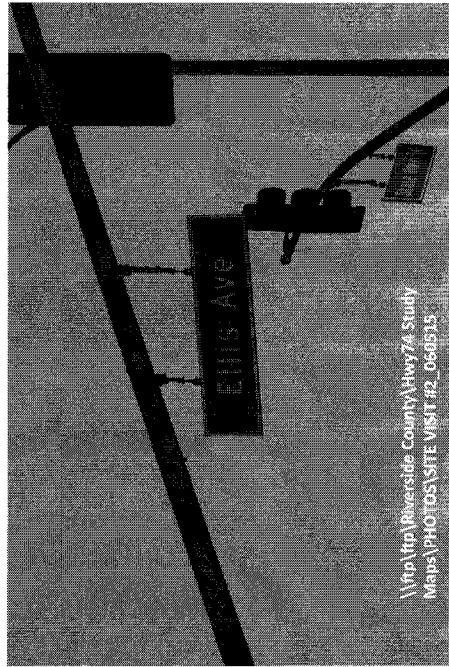
## II. PROJECT OBJECTIVES

While the Study Area contains a wide variety of factors to consider within this analysis, this evaluation shall be based upon a set of agreed to criteria. These parameters will shape the County's ultimate master planning efforts and guide development of future land uses, infrastructure capacity, and integration of existing land uses. These parameters are listed below:

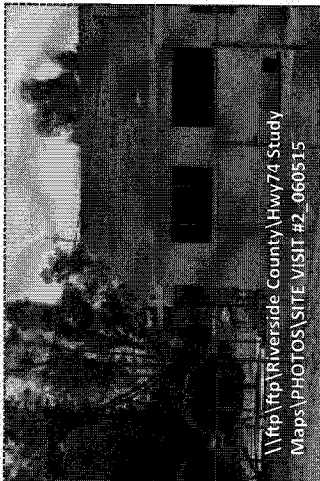
- Respect and preserve the existing residential land uses.
- Encourage property owners to maintain their properties in an acceptable manner which meets the County's neighborhood preservation standards.
- Identify circulation patterns that will incentivize new commercial and job-creation opportunities.
- Coordinate new circulation and infrastructure development with the respective non-county agencies (i.e., RCTC, EMWD, EVMWD, Caltrans, etc.).
- Continue to pursue the transfer of Highway 74 from State authority to Local Control.
- Identify new land use opportunities that will incentive sales-tax generating revenue along primary and secondary land use nodes.
- Identify infrastructure improvements necessary to support development and consider potential financing mechanisms.

## III. EXISTING CONDITIONS

The communities of Warm Springs, Good Hope, and Meadowbrook are a small, unincorporated communities, of low-lying rural enclaves with numerous rock outcroppings and low-scale (i.e., rural) architecture. The project area spans a 2,000-foot radius along Highway 74 from where it enters the unincorporated County at Cambern Avenue near the City of Lake Elsinoire to where it exits the County jurisdiction at 7<sup>th</sup> Street near the City of Perris. Highway 74 acts as a regional arterial between the Interstate 15 and 215 freeways. Due to the amount or regional "cut-through" traffic, the County wishes to seize this opportunity to capture the benefits of the Average Daily Traffic (ADT) rather than just incur the impacts from over 25,000 vehicles that pass through the region every day. It is this lack of infrastructure that has served as an impediment to appropriate growth for the past twenty years. In addition, the identified study area is home to a wide variety of residential and commercial land uses, many of which operate without the benefit of adequate infrastructure amenities, such as sewer, potable water, gas or electrical services that operate near standard capacity for the type of residential development present. As such, one of the primary objectives of this study is to encourage and create a catalyst for new development opportunities which will result in sustainable development for the next generation of County residents to live, work, and play.







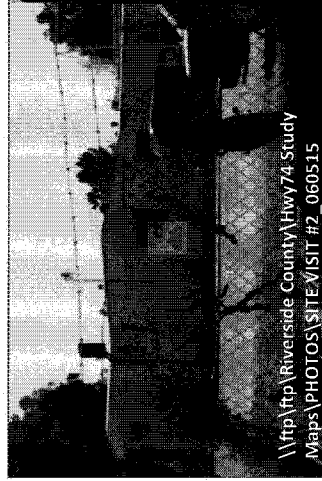
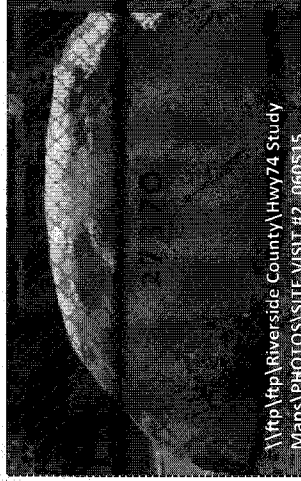
From a community design perspective, the communities of Good Hope, Meadowbrook, and Warm Springs lack a strong “sense of place”. It contains no strong entry statements or gateways that would heighten a sense of arrival into the community. Its standard green street signs are clear but non-descriptive and are not reflective of local colors or images. The Study Area’s major arterials, such as Ethanac Road, Mountain and Greenwald Avenue lack the capacity to provide relief from daily congestion. In order to establish new development goals, the County must ascertain a comprehensive understanding of the Project’s Environmental Setting which the Highway 74 Business Corridor Study will provide.

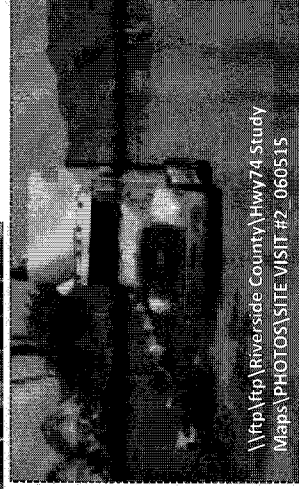
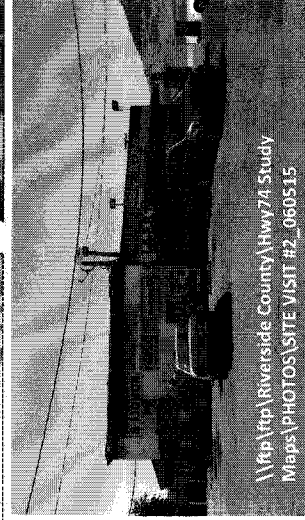
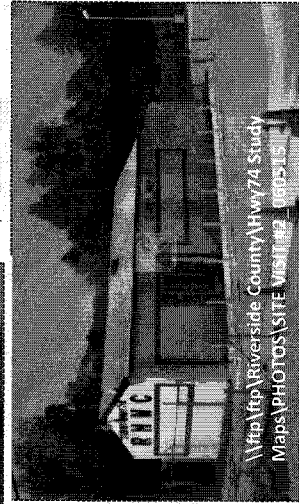
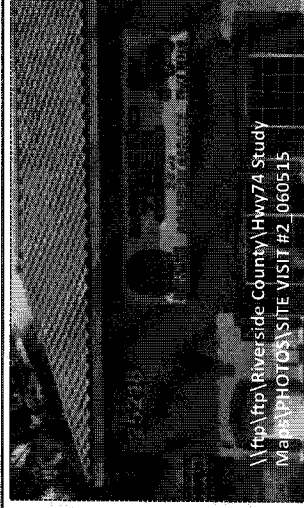
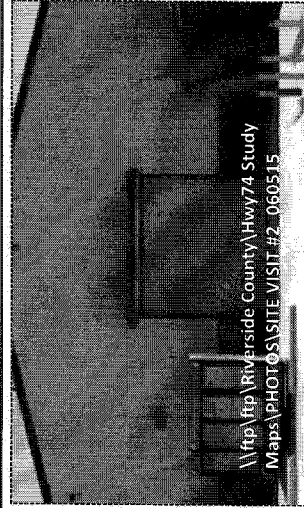
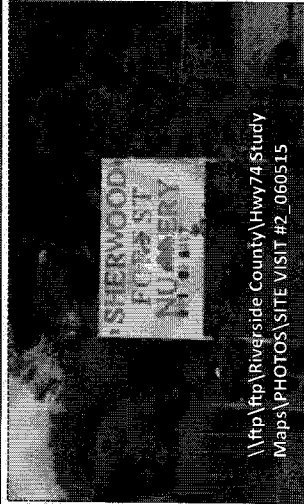
In order to establish a comprehensive baseline for the Project Study Area, the County conducted two site visits along Highway 74 and documented the existing land uses within a 1,000-foot radius from the centerline of Highway 74, for both the northerly and southerly Right-of-Ways. The raw data results are available in the Appendices included herein; however, the main results are summarized as follows:

1. Number of Parcels Total:
2. Number of Residential Parcels:
3. Number of Commercial Parcels:
4. Number of Vacant Parcels:

The great majority of homes within the Study Area are single-story buildings, with a significant subset of residential units constructed as modular buildings. The site inventory identifies each residential unit by its construction standard (e.g., standard construction or modular). All residential homes are located on septic systems with leach fields as sewer infrastructure does not exist within the Study Area. The primary General Plan Land Use Designation within the Study Area is Very Low Density Residential (VLDR) within the Rural Community Foundation (RC) for the north-east portion of Highway 74 (north of Ethanac Road) and VLDR within the Community Development (CD) Foundation for the southwest portion of Highway 74 (south of Ethanac). In addition, smaller areas of commercial and industrially designated property are located adjacent to the Highway, primarily towards the City of Lake Elsinore.

The study corridor is speckled with various levels of architectural styles and community design elements; thus, a common theme is not apparent from the site visits, community meetings, and public outreach conducted throughout 2015 through 2016. Moreover, the Study Area is primarily characterized by medium-sized homes on large lots (i.e., one—two acres). Within these lots, it is common for outbuildings to be present, as well as elongated driveways to provide added privacy from the noise and aesthetic impacts of the Highway. Included within the parcels, once removed from the Highway 74 adjacent lots, several parcels contain churches and several structures located on the same lot that are arranged in a commons-style arrangement that may promote quasi-commercial uses.





**Highway 74  
Conditions**  
June 5, 2015

The commercial land uses that do exist are primarily based within the “manufacturing-service-industry”. For example, several automobile repair shops are concentrated close to the City of Perris. As the community has evolved, several of these businesses are located within parcels designated as Medium Density Residential within the Community Development Foundation (CD: MDR). This designation prohibits such businesses, but does allow for a change in Land Use and Zoning to accommodate the type of business, given the Community Development Foundation. In addition to the wide variety of automobile repair businesses, the Study Area includes several contractor and material storage yards located towards the southern portion of the Highway as well as vacant land with sporadic development located through the Project Core. **Throughout the initial project evaluation and review of background materials, it becomes quite apparent that the lack of public infrastructure has facilitated the type of commercial businesses that exist along the Highway 74.** Such infrastructure needs include a sewer mainline within Highway 74 that spans approximately 6.8 miles from the City of Lake Elsinore to the City of Perris. The influx of a sewer mainline will facilitate more intense and appropriate development in the long term along the Highway 74 corridor.

In regards to water service, most commercial businesses and residential units are served with local water service provided by either Eastern Municipal Water District (EMWD) or the Elsinore Valley Water District (EVMWD). However, neither District incorporates current plans to provide increased levels of water service availability, or plans to incorporate recycled water service for residents and businesses within the area without direction from the County of Riverside as to development plans for the future, as well as integration of existing businesses and land uses. These are the two water, sewer, and recycled water

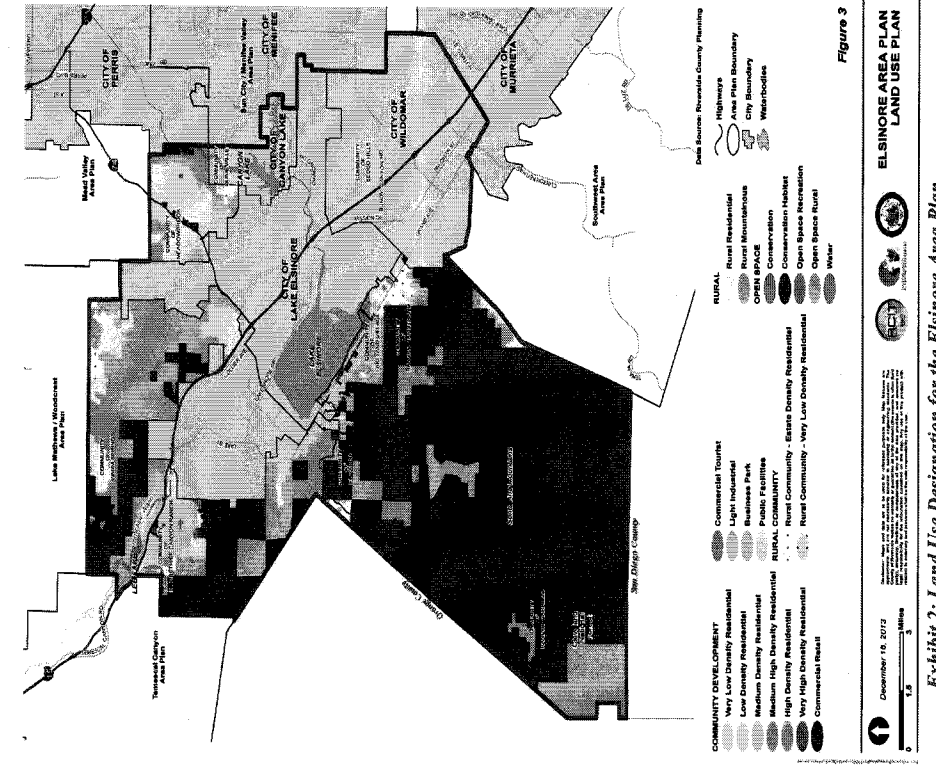
**HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY**

districts that provide service both retail and wholesale supply services to residential and commercial customers within the Study Area. It is critical that each District be actively engaged and participate in this study program due to the vital need for water and sewer infrastructure to meet the growing demand and future needs of the Study Area. The integration and communication with each District is summarized later in this report.

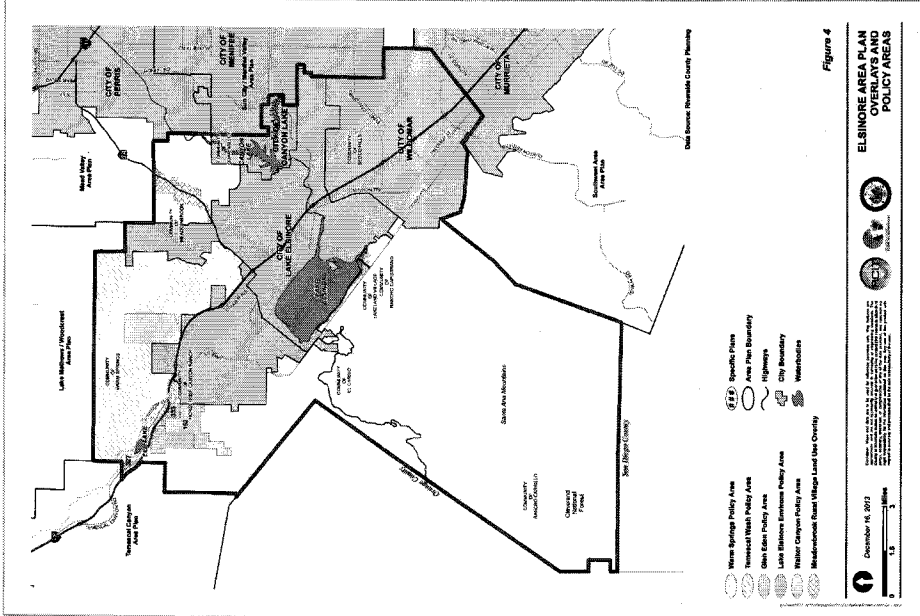
**IV. GENERAL PLAN SETTING/CONSISTENCY  
General Plan Update (GPA 960/EIR 524)**

The County of Riverside recently processed a responsive and comprehensive update to the RCIP General Plan previously updated in 2003. The 2008 General Plan set forth a multi-faceted planning effort that included the CETAP corridor and an integrating habitat preservation plan (MSHCP) that complements the entitlement process for a wide range of residential, commercial, and industrial projects throughout Riverside County. The 2008 General Plan was adopted by the County of Riverside Board of Supervisors towards the end of 2015 and is currently being implemented across a wide-range of projects.

As the result of much debate, public outreach and collaboration on furtherance of the General Plan Vision, the Updated County of Riverside General Plan is the result of a comprehensive planning process that is guided by the Vision Statement, which establishes a series of fundamental values shaping the future quality of life for the County of Riverside. The Vision Statement was further refined by a set of General Plan Principles, which provided further direction for this comprehensive planning process. The Land Use Element and General Plan Land Use Map (Figure LU-1) reflect the outcome of this comprehensive planning process. The Land Use Element functions as a guide to planners, the general public, and decision makers as to the ultimate pattern of development. It designates the general distribution, general location, and extent of land uses, such as housing, child care facilities, business, industry, open space, agriculture, natural resources, recreation, and public/quasi-public uses. The Land Use Element also discusses the standards of residential density and nonresidential intensity for the various land use designations. Of the general plan elements required by state law, the Land Use Element has the broadest scope. Since it governs how land is to be utilized, many of the issues and policies contained in other plan elements are linked in some degree to this element. For example, the Circulation Element defines policies for the accommodation of vehicular and other trips generated by the population and uses permitted by the Land Use Element. Similarly, the location and density of uses prescribed by this Element are influenced by policies for the protection of environmental resources prescribed by the Multipurpose Open Space Element. The Element and General Plan Land Use Map are intended to capture and communicate Riverside County's long term desires for the future use and development of their land. The County's General Plan Update has provided revisions and changes to our Project Area of Highway 74, and as such, the *Highway 74 Business Corridor Study* is a further refinement and implementation of this update that will provide direction to the public, City partners, the development industry, and planners on the County's Vision for Highway 74. Provided by Exhibit 2: Land Use Designations for the Elsinore Area Plan, you will find that a majority of the Land Use Designations (LUD) along the Highway Corridor are representative of residential land uses, with some commercial land uses sprinkled in between. However, these land uses currently serve as an impediment to future development opportunities, as well as create a stagnated future for area residents and their desire



*Exhibit 2: Land Use Designation for the Elsinore Area Plan  
(December 16, 2013)*



to give back within the community.

**Land Use Designations (LUD)**

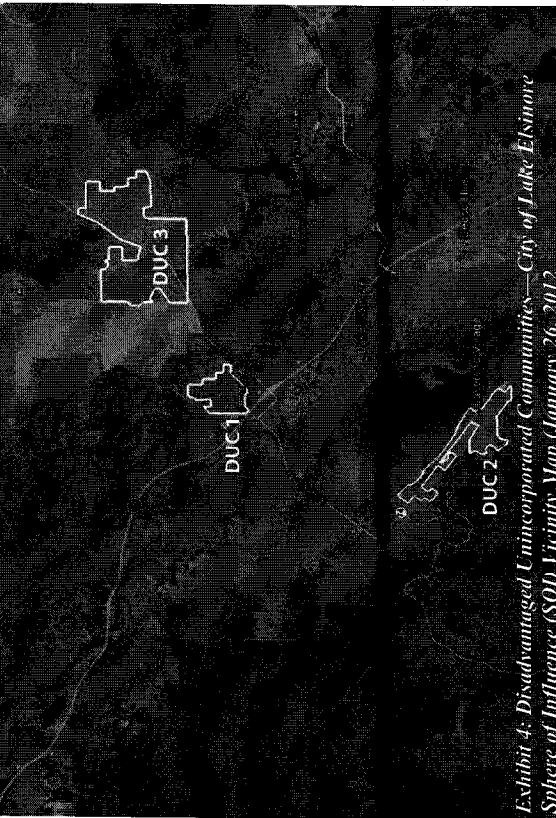
The Study Area is divided by two Area Plans as designated in the County's General Plan—Land Use Element. The Mead Valley Area Plan (MVAP) covers a majority of the northeastern section of the Study Area and generally spans from 7th Street in the City of Perris to Ethanac Road. The Elsinore Area Plan (ELAP) picks up at Ethanac Road and extends to Cambern Road, which is the boundary line between the County of Riverside and the City of Lake Elsinore. The Study Area encompasses several LUD's within the Project boundaries that span both the Community Development and Rural Community Foundations. The majority of parcels located within the northeastern portions of Highway 74, as shown on the *Mead Valley Area Plan Existing General Plan Land Use Designations (May 2015)* are within the Rural Community Land Use Foundation which has created difficulties with existing code enforcement cases and new land use developments through the County's approval process. The Rural Community Foundation currently prohibits any commercial land uses, which prevents opportunities for market-based projects to proceed towards approval within the region associated with increased economic opportunity.

There is a specific exception to properties located within the Rural Community (RC) Foundation within the Mead Valley Area Plan portions of the Study Area. These parcels are located north of Ellis Street and south of 7th Street (City of Perris) and designed Medium Density Residential (MDR) and Commercial Retail (CR), both within the Community Development (CD) Foundation. In addition, there is a small section of very narrow and shallow parcels that are designated CD: MDR south of Ellis Avenue and Mountain Avenue and following, parcels between Mountain Avenue and Ethanac Road are all designated Very Low Density Residential (VLDR) within the Rural Community (RC) Foundation. These disjointed land use designations are not conducive to a robust economic development scenario to benefit County residents.

Moving further south, the majority of parcels located south of Ethanac Road towards the City of Lake Elsinore are located within both the Rural Community (RC) and Community Development (CD) Foundation, but again, are mostly designated Very Low Density Residential (VLDR), which dictates a one-acre minimum lot size and again prohibits commercial land uses. In addition, there are four (4) segregated portions of Commercial-Retail Land Uses located within this southern portion of the Study Area which currently do not accommodate a lot of commercial land uses. The existing LUDs are detailed within the Mead Valley Area Existing General Plan Land Use Designations (May 2015).

There are few exceptions, as are detailed within the existing photo and site survey exhibits included herein. As a brief example, most uses within the southern portions of the Study Area (primarily located within the EVAP) include automobile repair shops, material storage yards, and contractor storage facilities. These LUDs *do not* allow smart growth or well-planned development to be processed in an efficient fashion; however, the current status of the Land Use Foundations will be a future consideration of the Board of Supervisors to provide an incentive associated with the Study Area recommendations and conclusions.

Exhibit 3 Elsinore Area Plan Overlay and Policy Areas Map—  
Figure 4 (December 16, 2013)



*Exhibit 4: Disadvantaged Unincorporated Communities—City of Lake Elsinore Sphere of Influence (SOI) Vicinity Map (January 26, 2012)*

ties (DUCs). These are defined as inhabited territory that constitutes all or a portion of a community with an annual median household income that is less than 80-percent of the statewide annual household income (MHI). The MHI data is from the U.S. Census Bureau—American Community Survey 2006-2010. The State MHI for the County of Riverside is \$60,883. The qualifying income for a DUC is 80% of that figure, \$48,706. State law requires identification and analysis of service issues within DUCs as part of municipal service reviews (MSRs) and sphere of influence (SOI) reviews. State law also places restrictions on annexations to cities if the proposed annexation is adjacent to a DUC.

All of the DUCs, located within Riverside County are available via the following link:  
[http://www.lafco.org/openrcms/quick\\_links/Disadvantage\\_Unincorporated\\_Communities\\_DUCs.html](http://www.lafco.org/openrcms/quick_links/Disadvantage_Unincorporated_Communities_DUCs.html)

The Study Area and results of each site visit were shared with each community group to solicit their advice and feedback on the program from a community-based perspective. The results of this outreach will be further discussed in Section VI.

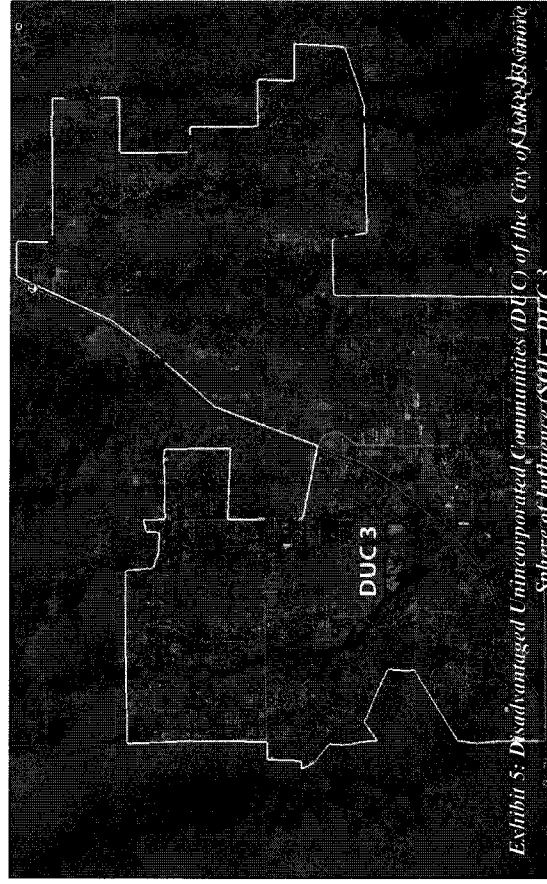
**LAFCO Disadvantaged Unincorporated Communities (DUC)**

The Study Area is part of the larger Mead and Elsinore Valley regions, which also includes several Disadvantaged Unincorporated Communities (DUC), established by the County's Local Agency Formation Commission (LAFCO). The Riverside County Local Agency Formation Commission (LAFCO) has identified three (3) DUCs located within the Study Area. These communities include Warm Springs, Good Hope, and Meadowbrook and are each represented by a group of public advocates referred to as a Municipal Advisory Committee (MAC), which reports directly to the Board of Supervisors through a designated Legislative Assistant (LA).

These DUCs must meet certain requirements, which are identified below, and also provide a legal basis for the County to provide environmental studies, land use policies, and economic incentives associated with long term development of the Highway 74 Business Corridor Study Area. There are two DUCs identified within unincorporated area of Perris, towards the north-eastern portion of the Study Area and one DUC located near the City of Lake Elsinore.

The background on DUCs is provided by Senate Bill (SB) 244, which provides a significant portion of the LAFCO related legislation passed in 2011.

The bill required LAFCO to make determinations regarding "Disadvantaged Unincorporated Communities (DUCs) with an annual median household income that is less than 80-percent of the statewide annual household income (MHI). The MHI data is from the U.S. Census Bureau—American Community Survey 2006-2010. The State MHI for the County of Riverside is \$60,883. The qualifying income for a DUC is 80% of that figure, \$48,706. State law requires identification and analysis of service issues within DUCs as part of municipal service reviews (MSRs) and sphere of influence (SOI) reviews. State law also places restrictions on annexations to cities if the proposed annexation is adjacent to a DUC.



*Exhibit 5: Disadvantaged Unincorporated Communities (DUC) of the City of Lake Elsinore Sphere of Influence (SOI) - DUC 3*

**Policies and Overlays**

The Study Area has been under consideration by the County for some time, as is shown by the establishment of several Policy and Zoning Overlays that were incorporated into the County's 2003 RCIP General Plan Update. The three overlays that are most applicable were adopted in the form of General Plan Overlays. Under the past 2003 RCIP General Plan, the *Rural Village Overlay Study Area* did not prescribe any land uses other than those authorized by the underlying General Plan Land Use Designations (GPLUD); however, misinterpretation of this Overlay caused several quasi-commercial uses to be established within the area. The original intent of this Policy Area was to continue evaluation and analysis of the potential land uses under the specific policy boundaries, which has been updated in the 2008 General Plan Update.

The LUD's previously established under the 2003 RCIP, remain today, pending the adoption of the 2008 General Plan Update, which was adopted by the Board of Supervisors on September 15, 2015. These LUD's were never intended to facilitate large-scale development or even authorize relatively intense interim development opportunities as is seen through the County's recent observations. That being said, through a confluence of several variables, many commercial and industrial businesses have established themselves over the years along Highway 74. Some of these land uses have followed the County's entitlement processes and some have not; nevertheless, the County is faced with the challenge of integrating current development projects as an interim use, while the long term goal of the County is to pursue a robust economic corridor through master planning efforts. For example, several code enforcement projects have arisen over the past decade and they've increased with general frequency. In order to adequately manage the number of code cases, the County developed the following map to track the location of cases relative to land use changes:

Unfortunately, many of these uses cannot achieve permit compliance, through the County's permit entitlement processes, due to the impediments of an inconsistent General Plan LUD and Zoning Classification for commercial/industrial uses along the corridor.

**Rural Village General Plan Overlays**

In this section, the report will analyze the three (3) Policy Areas associated with the Highway 74 Study Corridor. The three (3) Policy Areas are as follows (1) The Elsinore Area Plan Meadowbrook Rural Village Land Use Overlay, (2) Good Hope Rural Village Land Use Overlay; and (3) The Mead Valley Area Plan Good Hope Rural Village Overlay:

- 1) **The Elsinore Area Plan Meadowbrook Rural Village Land Use Overlay.** Prior to the adoption of the 2008 General Plan Update, all relevant factors were studied in more detail on a parcel-by-parcel basis through a spatial analysis. As a result of this analysis, county review, and community discussions, the boundary and policies of these study areas were modified and a Rural Village Land Use Overlay was created to strategically intensify the uses in the targeted core areas of Meadowbrook (Figure 5), but not in El Cariso.

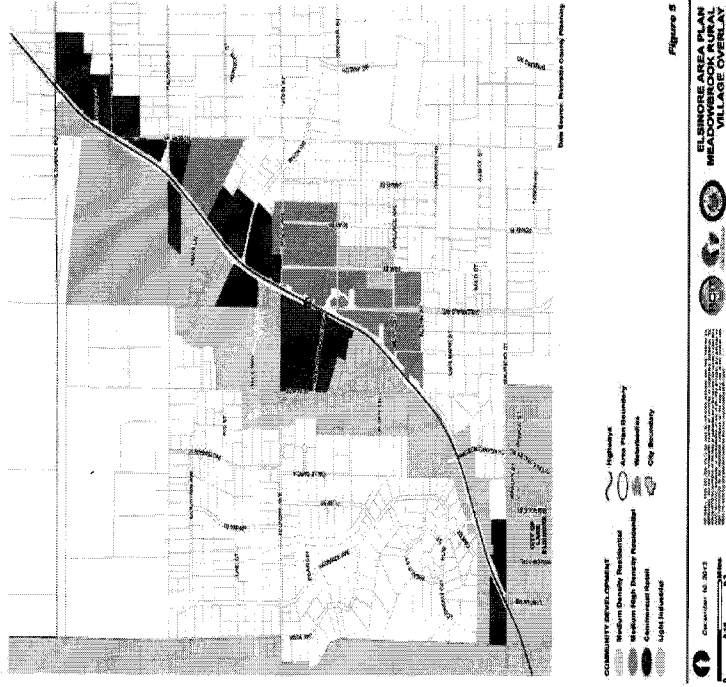
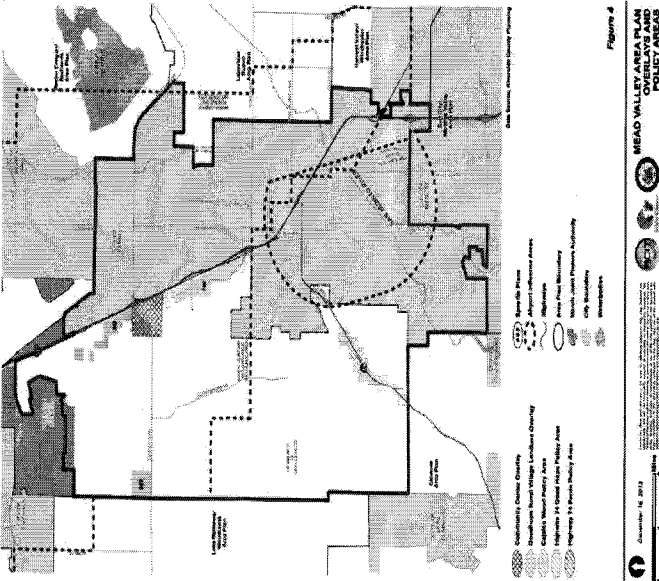


Exhibit 6 Elsinore Area Plan Meadowbrook Rural Village Land Use Overlay



**Policies (Eisnora Area Plan Meadowbrook Rural Village Land Use Overlay):**

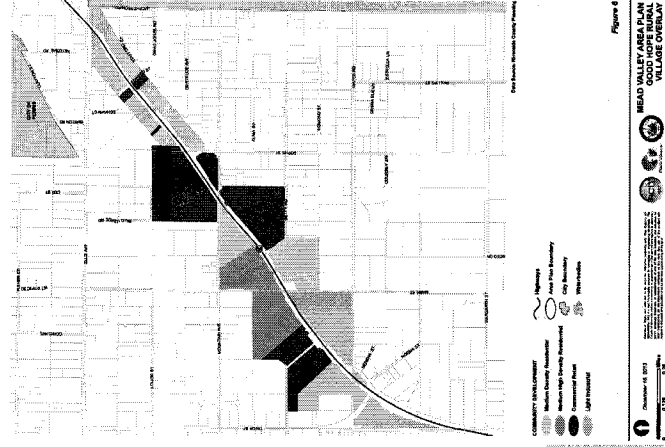
**ELAP 5.1** Allow areas designated with the Rural Village Land Use Overlay to develop according to the standards of this section. Otherwise, the standards of the underlying land use designation shall apply.

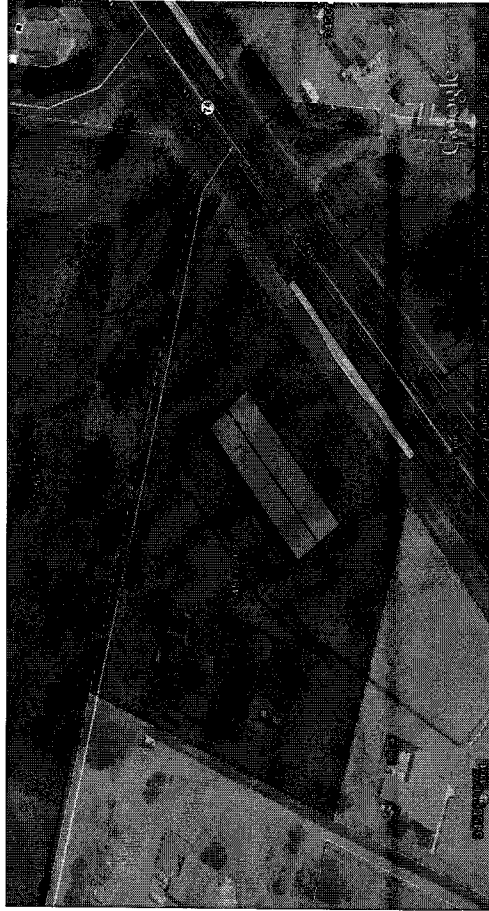
**ELAP 6.1 5.2** In the Meadowbrook Land Use Overlay, commercial uses, small-scale industrial uses (including mini-storage facilities), and residential uses at densities higher than those levels depicted on the Area Plan may be approved as designated in the Rural Village Land Use Overlay Study Area as necessary in conjunction with the widening of State Highway Route 74.

**(2) Good Hope Rural Village Land Use Overlay:** The Good Hope Rural Village Land Use Overlay is a Study Area that has been identified on the Mead Valley Area Plan map for the portion of the community of Good Hope along State Highway Route 74 in the 2003 General Plan. Prior to the adoption of the 2008 General Plan Update, all relevant factors were studied in more detail on a parcel-by-parcel basis through a spatial analysis. As a result of this analysis, county review, and community discussions, the policies of this study area were modified and a Rural Village Land Use Overlay (RVLVO) was created to strategically intensify the stated uses in the targeted core area of Good Hope (Figure 6) located on this page.

**(3) The Mead Valley Area Plan Good Hope Rural Village Overlay:** The Mead Valley Area Plan Good Hope Rural Village Overlay is a Rural Village Overlay Study Area that has been identified on the Mead Valley Area Plan map for the portion of the community of Good Hope along State Highway Route 74 in the 2003 General Plan. Prior to the adoption of the 2008 General Plan Update, all relevant factors were studied in more detail on a parcel-by-parcel basis through a spatial analysis. As a result of this analysis, county review, and community discussions, the policies of this study area were modified and a Rural Village Land Use Overlay (RVLVO) was created to strategically intensify the stated uses in the targeted core area of Good Hope (Figure 6) located on this page.

**Exhibit 8 Mead Valley Area Plan Good Hope Rural Village Overlay**





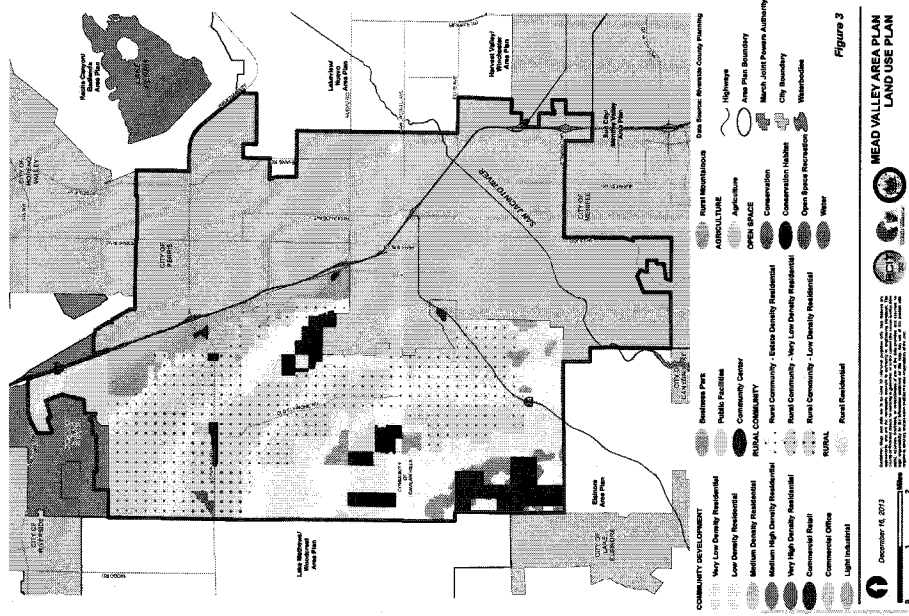
*Business Relocation (Ryder Property)*

**Good Hope Rural Village Overlay):**

MVAP 3.1 Allows areas designated with the Rural Village Land Use Overlay to develop according to the standards of this section. Otherwise, the standards of the underlying land use designation shall apply. MVAP 3.1 and 3.2 Commercial uses, small-scale industrial uses (including mini-storage facilities), and residential uses at densities higher than those levels depicted on the Area Plan may be approved based on the designations identified in the land use overlay. MVAP 3.3 Additionally, existing commercial and industrial uses may be relocated to this overlay as necessary in conjunction with the widening of State Highway Route 74. MVAP 3.4 All new developments shall provide adequate and essential infrastructure such as circulation facilities, water, sewer, and electricity. Such improvements must be beneficial to the community at large.

Based upon the varied implementation of the RVOSA, several commercial land uses were established throughout the Study Area and, as mentioned, some with and some without the benefit of a valid use permit approved by the County of Riverside. In 2012, the County conducted the RVOSA Study, which incorporated a GIS Spatial Analysis along with recommended land use designations. Some of the LUD recommendations from this study are being incorporated into the 2008 General Plan Update and some will be part of our recommendations herein. However, the Study identified the need for substantial infrastructure improvements in order to proceed with development at a scale higher than currently observed within the area.

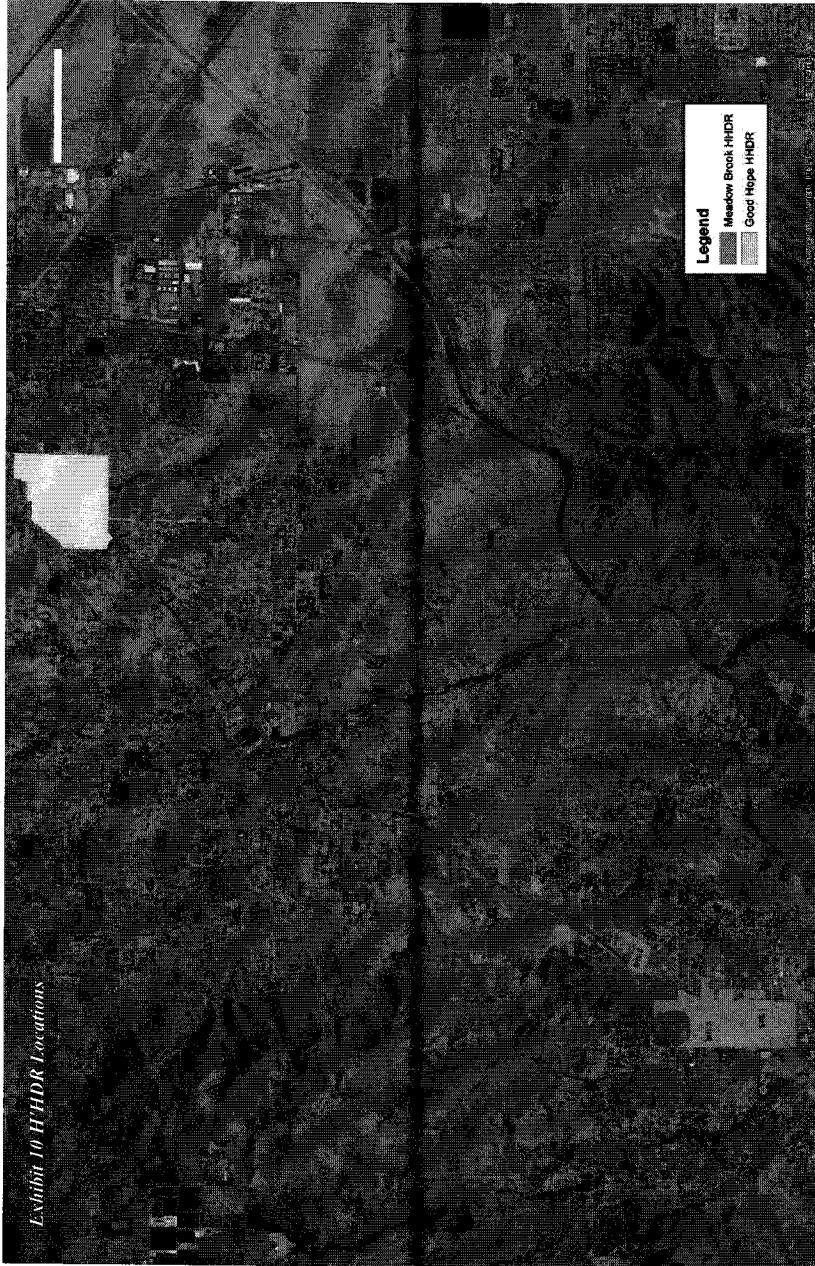
**Policies (The Mead Valley Area Plan**



*Exhibit 9 Community Development Mead Valley Area Plan*



*Exhibit 10 H'HDR Locations*



High Density Designated Parcels for the 5th RHNA Cycle, which covers from 2014—2021. As part of this effort, the County has identified several vacant and large parcels within to the Study Area. These properties are identified as in **Exhibit 10 H'HDR Locations Exhibit** and include approximately 253.26 cumulative acres spread across two prime locations. The first set of parcels identified are located towards the northeasterly portion of the Study Area, otherwise known as the *Good Hope Community*. The second set of parcels are identified within the *Meadowbrook Community*. As part of the 5th RHNA Cycle Housing Element Update (2014—2021), the County proposes to redesignate 121.56 acres of property to H'HDR within the *Meadowbrook Community* and 131.71 acres of property to H'HDR.

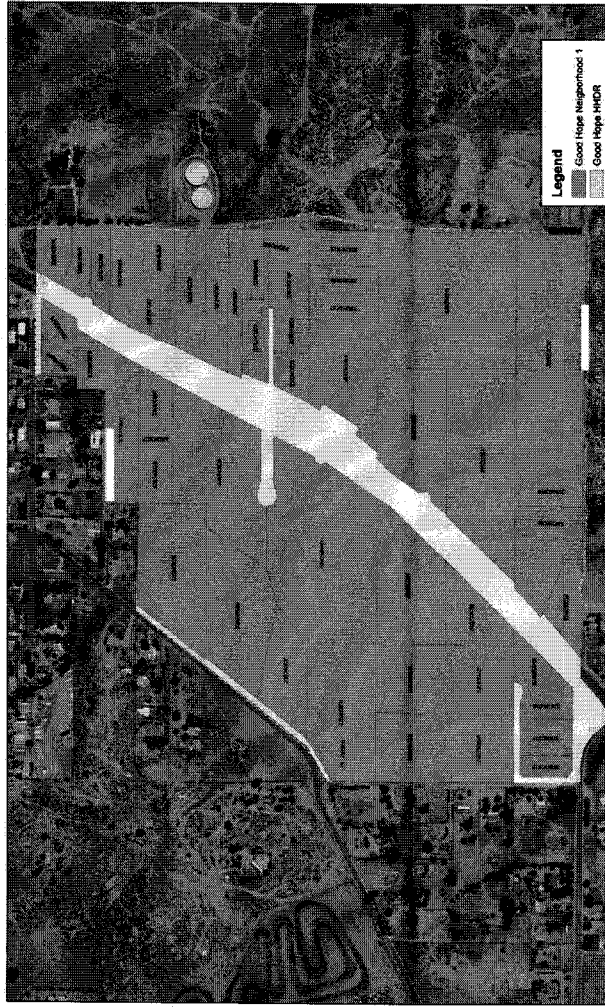
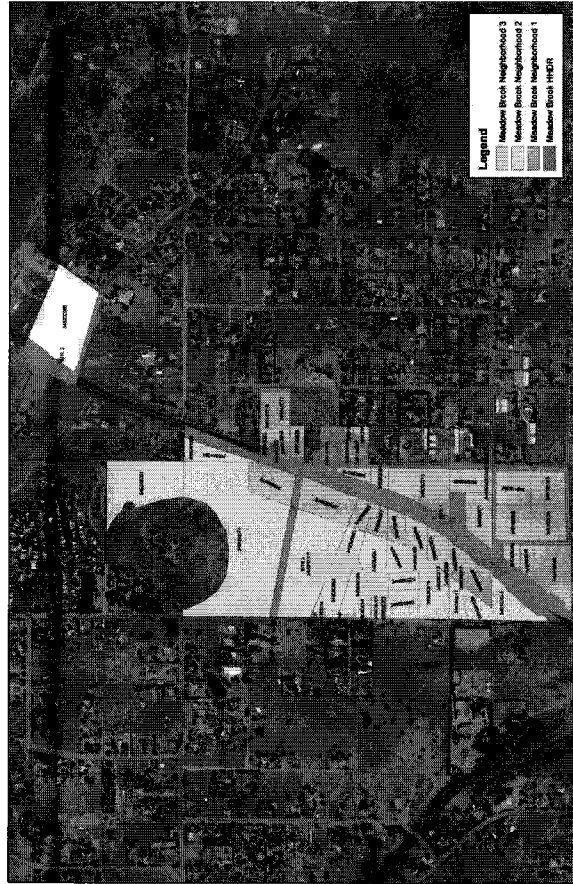
In regards to The Highway 74/Perris Policy Area and Highway 74/Good Hope Policy, County records indicate that only one (1) business was relocated as part of this program, during the General Plan Period of 2003 to 2008. The business owners, Mr. and Mrs. Ryder, relocated their cabinet manufacturing business from the southern portions of the Highway 74 corridor to the intersection of Hayes Farm Road and Highway 74. The property includes an approximate 10,000 s.f. manufacturing building that was permitted through the County Planning Department in 2008. This relocation is an implementation of *The Highway 74/Perris Policy Area and Highway 74/Good Hope Policy Area*, a policy that was adopted as part of the 2003 General Plan as *The Highway 74/Good Hope Policy Area*.

**Housing Element**

The County is currently undertaking the 2014—2021 Regional Housing Needs Analysis (RHNA). The California Department of Housing and Community Development (HCD) establishes procedures for allocating the Regional Housing Need for each County pursuant to Section 65583 of the Government Code. In response to the County's RHNA allocation, for the period referenced in Exhibit 109, additional property must be designated that meets the density level proscribed by HCD (i.e., not less than 20 dwelling units per acre). As such, the County circulated the last complete version of its Housing Element in February in 2012, which was adopted by the County Board of Supervisors on February 13, 2013 for the 4th RHNA Cycle which covers 2006—2014. However, pursuant to Senate Bill 375 (SB 375), the County was required to complete an updated Housing Element which established a new *Vacant Land Inventory* of

These parcels qualify for inclusion into the County's next version of the Housing Element and will be re-designated to Highest Density Residential (H'HDR) (20+ DU/AC) to accommodate housing for a wide spectrum of low income households (e.g., Extremely Low, Very Low, Low, and Moderate Income levels based upon the median income levels within Riverside County). The location and incorporation of these Higher Density parcels are integrated well with the recommendation of Mixed Use Planning Areas (MUPA), located within the eastern and western portions of the *Highway 74 Business Corridor Study Area*. The parcels identified as part of this Vacant Land Inventory will be evaluated in conjunction with the land use recommendations associated with this Highway 74 Business Study Corridor. It is anticipated that the H'HDR parcels will coincide with anticipated increases in residential density along selected portions of Highway 74. The County's recommended H'HDR parcels can be found in the Appendices located herein.

*Exhibit 12a Meadow H'HDR Brook Parcels*



*Exhibit 12b Meadow H'HDR Brook Parcels*

**Circulation**

Highway 74 is designated as a Highway/Expressway which provides a Right-of-Way of 128-feet to 220-feet (dependent on the specific location) and is currently under the Jurisdiction of Caltrans. The scenic highways designated within the Elsinore Area Plan is depicted on Figure 9 of the 2008 General Plan. In part, the *Highway 74 Business Corridor Study Area* is a Circulation Plan augmented by land use of smart growth options and infrastructure improvements. Highway 74 traverses both the Mead Valley and Elsinore Area Plans in a northeast fashion and has been designed as a State Eligible Scenic Highway as detailed by Caltrans under the County's Circulation Element. This designation essentially protects the corridor from the impact of inappropriate signage, light pollution, and the encroachment of tall structures within at least 50-feet of the Scenic Eligible Highway. The western segment of Highway 74, closer to the City of Lake Elsinore, serves a secondary entrance to Riverside County and currently

# HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY

serves as a link to Orange County's system of scenic routes, through Ortega Highway. The County has received State enabling legislation associated with transferring control of construction, operation, and maintenance of Highway 74 from the Caltrans to the County of Riverside Transportation Department. As of this writing, this Bill, being carried by Assembly Member Melissa Melendez in the form of Assembly Bill No. 218, ([http://leginfo.ca.gov/faces/billNavClient.xhtml?bill\\_id=201520160AB218](http://leginfo.ca.gov/faces/billNavClient.xhtml?bill_id=201520160AB218)) was signed by the Governor in September 2015. This legislation will provide local control and economic development along Highway 74 by transferring operation and maintenance authority from Caltrans to the County of Riverside. As of this writing, the process of transferring the Highway is underway between staff from Caltrans and the Riverside County Department of Transportation. In conjunction to the transfer of Highway 74, this study will review and provide direction on potential new circulation corridors that may intersect with Highway 74 at key locations and that provide integration with the broader region. One of the prime corridors that have already been addressed is Ethanac Road, which is located nearly equidistance from the northeastern and southwestern boundaries of the Study Area. Ethanac Road is currently under study by the Riverside County Transportation Commission as a major east-west corridor between the Cities of Perris and Canyon Lake to the unincorporated areas along Highway 74. These factors provide the foundation for the creation of a potential Mixed Use Planning Area at the intersection of Ethanac and Highway 74. The size and scale of this area will be provided in the recommended land use exhibits attached herein. A second east-west corridor that is contemplated towards the southern portion of the Study Area will be located on or around Greenwald Avenue which extends further south-east and intersects with the Ramsgate Specific Plan located within the City of Lake Elsinore and then eventually towards the Tuscany Hills Specific Plan. The intention of two regional east-west connections provides the opportunity for development to proceed outward in an orderly fashion to facilitate smart patterns of development and in keeping with the County's sustainable growth strategies.

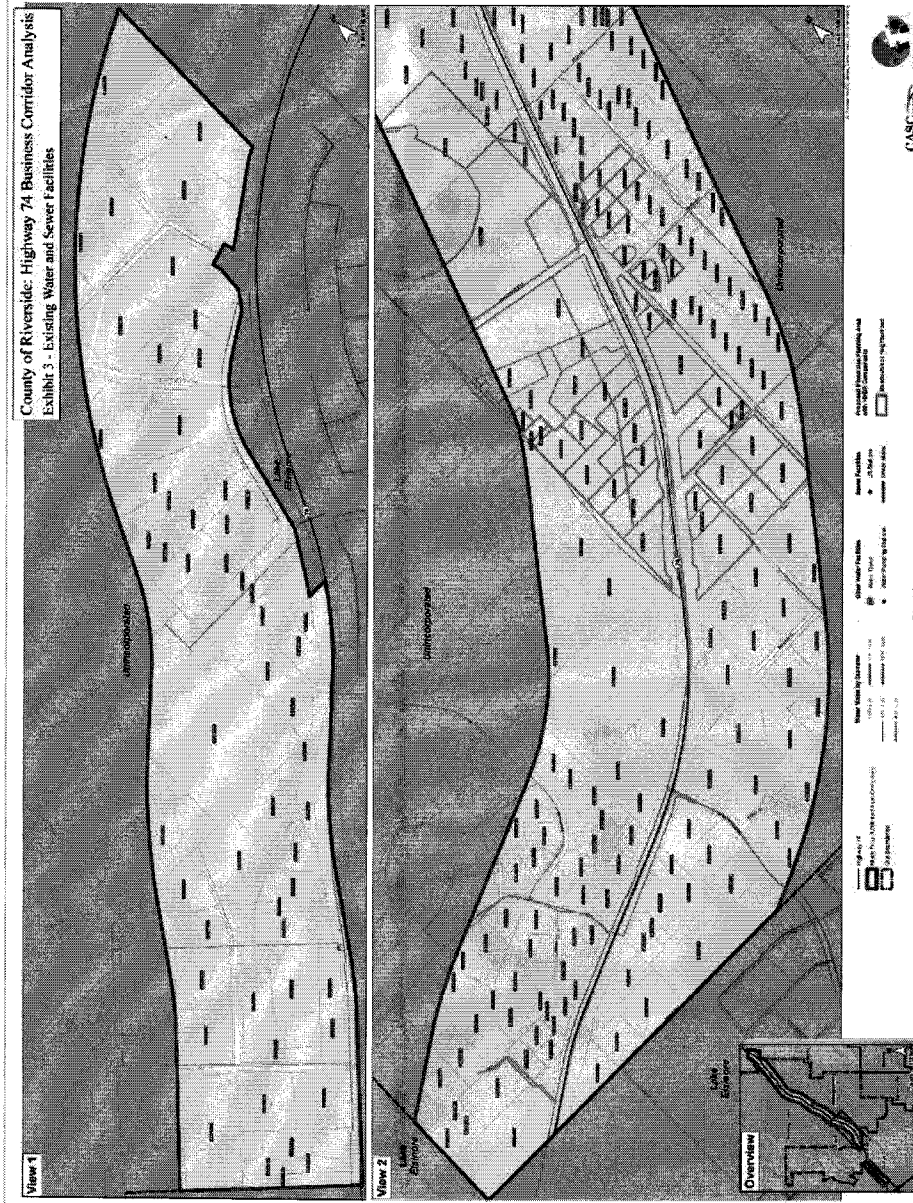
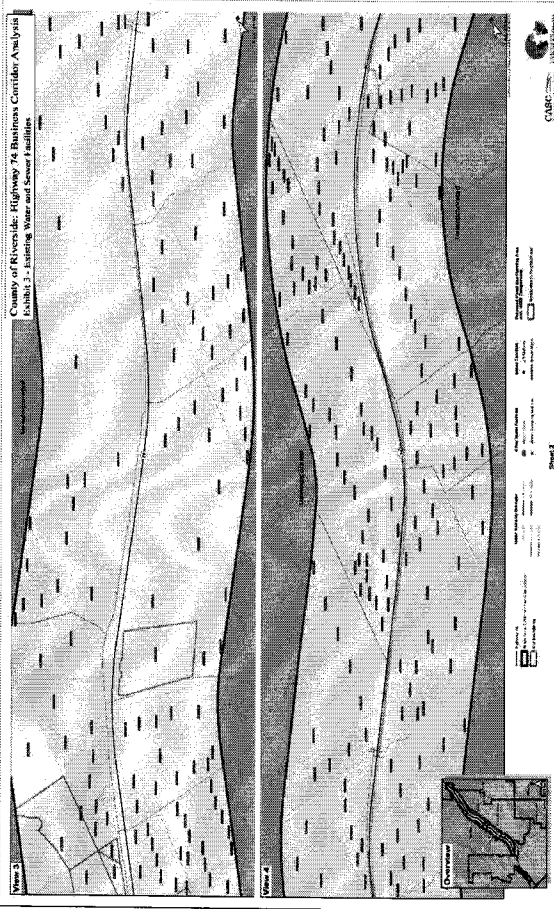


Exhibit 13 Existing Utilities Views 1 and 2

**V. PUBLIC INFRASTRUCTURE**

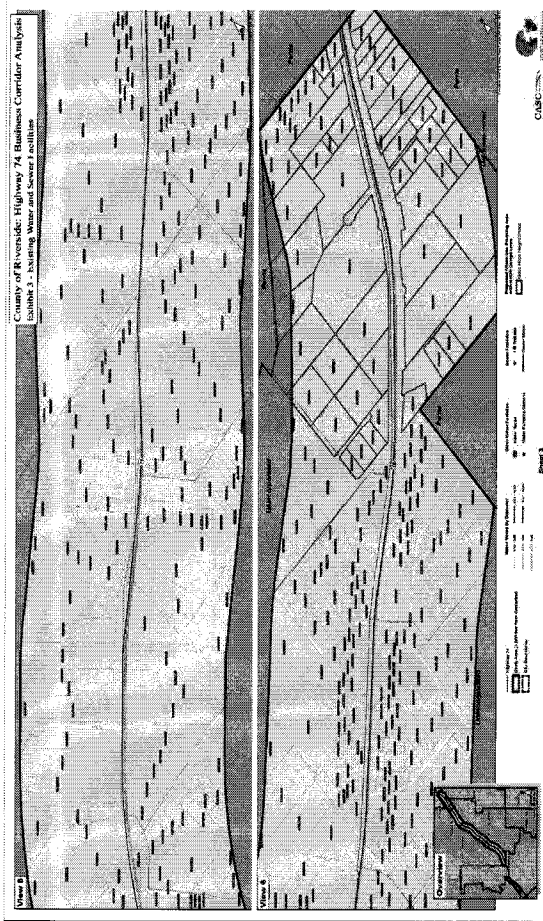
**Water**

The Study Area is served by two (2) separate Special Districts that provides both water, sewer, and in some cases recycled/reclaimed water where new development has occurred. The Eastern Municipal Water District (EMWD) offers water and sewer services for properties along the Highway 74 Corridor from Ethanac Road to 7th Street in the City of Perris. Towards the southern portion of Study Area, the Elsinore Valley Municipal Water District (EVMWD) provides water and service services to properties south of Ethanac Road to Cambren Road. Based upon the analysis of water service infrastructure within the Study Area, substandard infrastructure exists to serve the local population. Master planning efforts are currently underway in both water districts so as to serve a growing population. As such, the intent of the Highway 74 Business Corridor Study is to recommend of proposed land use changes that will engage both water Districts in a comprehensive planning effort to anticipate and address the water needs of long-term growth. Based upon the site visits conducted,



*Exhibit 14 Existing Utilities Views 3 and 4*

the commercial businesses existing within the Study Area are currently underserved by water connections in the area. Based upon the utilities mapped to date, which provides the outline of water service availability for the Highway 74 Study Area, parcels are served through a series of 4-inch, 6-inch, and 8-inch lines that provide service to individual residential and commercial parcels, including their respective businesses. The mapped utility alignments can be found in herein. Implementation of this study's recommendations will require a substantial investment in water related infrastructure, including but not limited to mainline potable water service, recycle water service, additional pump stations, recharge wells and basins. These new infrastructure improvements will continue under the existing municipal structure of Eastern Municipal Water District and Elsinore Valley Municipal Water District. As such, each District has already been briefed on the County's plan for a Business Corridor Study; however, no infrastructure and community planning efforts have commenced at this time. It is anticipated that the recommended land use designations and community planning efforts resulting from this Study will provide the incentive necessary for districts to conduct their respective capacity analyses to accommodate the areas long-term development. Furthermore, the County that a master plan for water-related services be conducted by the Districts in conjunction with a future CEQA Documentation Process on the part of the County, which is considered Phase II of the County's evaluation of the Highway 74 Corridor.



*Exhibit 15 Existing Utilities Views 5 and 6*

both Dis- anticipates

**Recycled Water**

The Study Area does not include any existing infrastructure related to recycled and/or reclaimed water system.

**Sewer**

The Study Area currently does not enjoy sanitary sewer service to the residential and commercial parcels adjacent to Highway 74 and within the 1,000 foot radius from the Highway as well. Based upon the site visit observations, all the developed sites are assumed to contain a septic system along with each field of varied designs. The Study Area contains 864 parcels that are adjacent to Highway 74 or at least one parcel removed which makes the eventual connection to the future sanitary sewer an engineering possibility. According to the County's observations and research, sewer facilities will likely begin within the City of Perris and utilize gravity feed systems to construct facilities towards the City of Lake Elsinore. However, the application of two separate water districts does require that the regional infrastructure connections be coordinated and established in a multi-jurisdictional manner. As part of this report, both the Eastern Municipal Water District and the Elsinore Valley Water District were engaged to provide initial input and feedback on the County's plans for economic improvement within the Study Area. Both Districts indicated a willingness to provide logistical planning and evaluation of the recommended Land Use Designations (LUDs) that will potentially increase the intensity of residential land uses throughout the Study Area. EMWD and EVMWD will continue to collaborate with the County of Riverside to provide an assessment of the anticipated land use designations, circulation standards, and resulting water and sewer capacity to serve the Study Area and beyond to adjacent land uses. The results of this Study Area will provide the necessary research, information, and data necessary for the Water Districts to provide a long-term capacity analysis for the region.

**Drainage**

The Highway 74 Business Corridor Study did not conduct a comprehensive drainage study associated with the Study Area Research. The region is governed by the Riverside County Flood Control and Water Conservation District. New development and redevelopment are subject to the District's review for flood control mitigation. A series of site photos and on-site observations were documented and identified several inadequate drainage systems. This was determined by reviewing systems such as road-side culverts, blocked drainage pipes, weed-filled culverts, and a wide array of "Arizona Crossings" as individual driveways intersect with Highway 74. Secondly, an aerial overview of the Study Area indicates a large drainage course located between Steele Peak Road and Meadowbrook Avenue. While the amount of water that flows through this channel is unknown, the infrastructure necessary to provide a safe crossing in times of flood events must be provided by new development for all locations, in compliance with the County's criteria. In addition, the County of Riverside has conducted a conceptual drainage study associated with both the Mead Valley and Elsinore Valley Area Plans. The Study Area, in conjunction with the surrounding geography is encumbered by large flows that impact Highway 74 during the 10-year, 20-year, and 100-year storm events. As such, the future Highway 74 Master Planning effort will require a comprehensive hydrology and hydraulic drainage analysis to facilitate new development opportunities. It is likely that major flood control facilities will be necessary at several locations perpendicular to Highway 74 to protect new development from increased runoff resulting from increased development activities which creates impermeable areas.

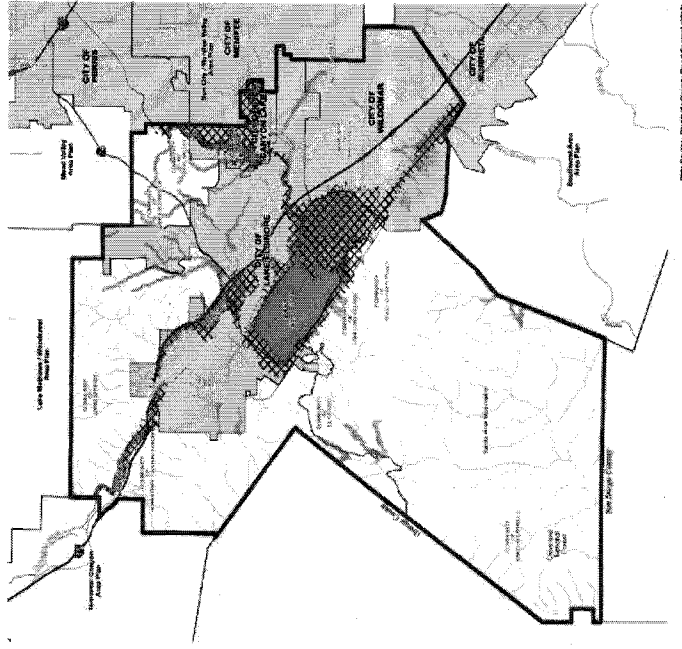


Figure 16  
ELSIMORE AREA PLAN  
FLOOD HAZARDS  
Date Modified: 1/26/2013  
City Boundary  
100 Year Flood Area  
Area Plan Boundary  
Drainage  
Highway  
Flood Prone Area

Exhibit 16 Flood Hazards

**VI. COMMUNITY OUTREACH**

Each community meeting conducted within the Study Area invited residents from locations broader than just the Study Area as well as local community leaders. By doing so, the County is reaching out to a wide spectrum of stakeholders to engage with the County on the Highway 74 Business Corridor Study and its potential for future economic development. Residents were informed that the level of detail the study includes is less than that of a full master plan that would include a full engineered and technical analysis. For future phases, several residents expressed their concerned over the concept of eminent domain being incorporated into the plan for the Highway 74 Study Area. However, the County's position on such a practice is to utilize eminent domain authority only as a last resort and specifically for infrastructure related projects rather than land use changes. Eminent domain actions are not being considered under this project at this time. Furthermore, the majority of Highway 74 is currently existing and additional Right-of-Way is likely acquired through project development exactions and memorialization through the conditions of approval. As such, the use of eminent domain is extremely unlikely as a means of infrastructure development along this corridor. This concept was explained and reiterated to the community members present. Some of the other items and issues expressed by the community to County staff are summarized as follows:

- Request for Land Use changes from Commercial to Light Industrial on parcels adjacent to Highway 74.
- Request to continue operations of a tire warehouse
- Development of a "Contractor Storage Yard"
- Development of a "Construction Materials Manufacturing Yard"
- Request Development of "Salvage Yard"
- Information was provided for a possible school site located north of Ethanac and south of 7th Street
- Request for "Truck/Tractor Trailer Storage"
- Request for a "Car Dealership"
- Request for "RV and Boat Storage" facilities.



Exhibit 17 Existing LU Views 1 and 2

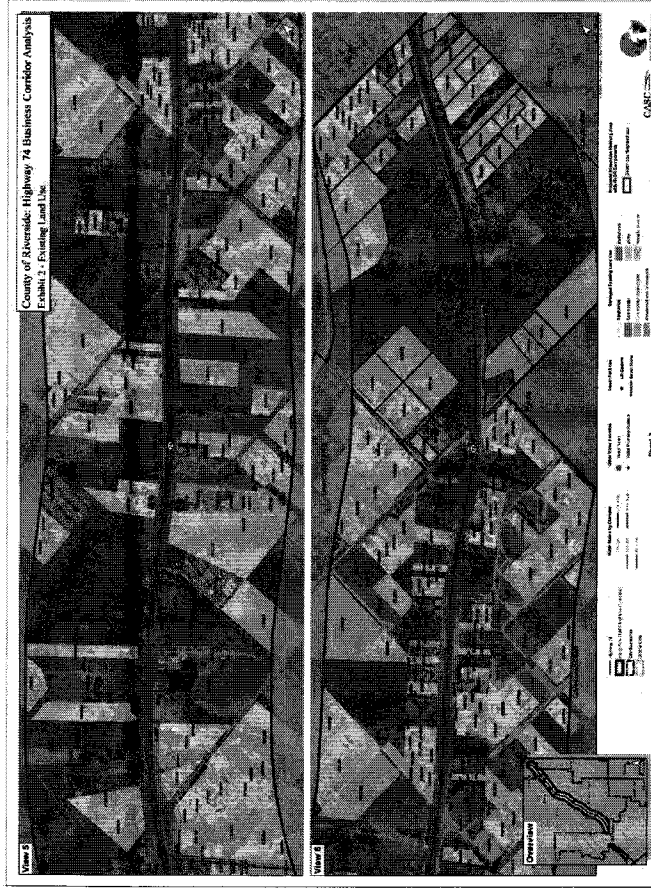
**HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY**



*Exhibit 18 Existing LU Views 3 and 4*

Codes, Regulations, and Ordinances which have been a challenge for developments in the past and will continue to present issues for new developments given the current lack of sewer facilities and highly restrictive water quality and environmental compliance standards. As a result of this dynamic, Supervisor Jeffries' Office is coordinating with County staff to ascertain the highest priority matters (from a public safety perspective) and transition the balance of active businesses and land use projects as smoothly as possible given the existing constraints.

As shown, many of the land use considerations are consistent with the current development patterns of the Study Area (i.e., low intensity businesses that require little to no infrastructure to operate effectively). Obviously, the County's long-term goal is to create a catalyst that provides economic development within this corridor. This goal provides a clear transition and appropriately lends itself to a more robust pattern of development; however, interim development opportunities are necessary which include possible legalization of existing commercial and industrial activities; establishment of new lower-profile activities (such as those items referenced in the bullet points above); and possible development of *Interim Use Guidelines* that will serve existing and future service-commercial opportunities. However, these interim development project still must comply with County



*Exhibit 19 Existing LU Views 5 and 6*



Engineering and Consulting

**VII. INTERESTED PARTIES CONTACTED**

As with other regional projects the County has recently undertaken, there is a need to provide outreach and interaction with a series of local regional Special Districts associated with the current and future planning efforts for the Highway 74 Corridor. As such, the stakeholders involved span the spectrum of both the private and public sectors. The list of stakeholders currently engaged in this Study area are as follows:

- County Supervisor Kevin Jeffries (Project Sponsor)
- County of Riverside Transportation Land Management Agency (Project Coordinator)
- Riverside County Transportation Commission (RCTC)
- City of Lake Elsinore (Regional Stakeholder)
- City of Perris (Regional Stakeholder)
- Eastern Municipal Water District (Responsible Water and Sewer District)
- Elsinore Valley Municipal Water District (Responsible Water and Sewer District)
- Greg Lansing (Property Owner)
- Shopoff Group (Property Owner)
- David Jeffers Consulting, Inc. (Property Representative)
- O'Reilly Public Relations (Property Representative)
- Mike Naggar and Associates (Property Representative)
- Inland Empire Real Estate Group (Property Representative)

The County has engaged a comprehensive list of Stakeholders and Interest Groups throughout the Study process to ascertain the range of interest and ability to participate in the future funding efforts that will develop the corridor. As part of the future phases of *The Highway 74 Business Corridor Study Area*, the County will continue to engage this Stakeholder group in an effort to develop a funding district capable of constructing the necessary infrastructure for future development.

In an effort to build the foundation of developing a well-planned funding district, the County hosted a **Stakeholder Coordination Meeting on November 2, 2015** with several of the entities listed above to begin the conversation of a infrastructure financing district. It is the responsibility of future project developers and community stakeholders to fund the infrastructure necessary for development of all types. Nevertheless, it is the County's obligation to ensure that development is not conducted in a "leapfrog" fashion throughout the corridor but rather in an orderly fashion that remains sensitive to the existing development, environment, and transitions current uses within the Study Area.

**HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY**

**NOTICE OF PUBLIC WORKSHOP**

Good Hope / Meadowbrook  
Municipal Advisory Council (MAC)  
Mooss-Schaffer Community Center  
21665 Steele Peak Drive, Perris, CA 92570

A PUBLIC WORKSHOP has been scheduled by the County of Riverside, Transportation and Land Management Agency (TLMA) to provide information and discuss the Highway 74 Business Corridor Study Area.

**PROJECT DESCRIPTION:** Highway 74 is currently a State Highway (SR-74) system that stretches from Orange County to Palm Desert. Riverside County Board of Supervisors has charged its staff with the task of analyzing and taking inventory of the existing land uses along the 6.8-mile long corridor of SR-74 that begins at the City of Lake Elsinore and terminates at the City of Perris. The purpose of this study is to clearly describe - in both graphics and text—the potential for enhanced development patterns along a narrow corridor to SR-74, while preserving the existing environment and characteristics along with sensitivity to the City of Perris. The study will identify areas that are suitable for development and opportunity to consolidate large, and relatively undeveloped parcels. In addition, this section of Highway 74 is one of the last areas to be developed as incorporated Cities to the north and south continue to spur economic growth.

**Purpose of Workshop:** To inform and update the affected community, residents, business owners, and interested parties of the proposed study. In addition, the County is interested in community feedback, questions, and ideas on the proposed Highway 74 (SR-74) Business Corridor Study being conducted by the County of Riverside.

TIME OF WORKSHOP: 6:30 pm

DATE OF WORKSHOP: March 31, 2016

PLACE OF WORKSHOP: Mooss-Schaffer Community Center  
21665 Steele Peak Drive  
Perris, CA 92570

For further information regarding this project, please contact Adam Rush, AICP at (909) 783-0101 extension 5370 or via e-mail at arush@cascc.com.

Any person wishing to comment on the proposed project may do so in writing between the date of this notice and the public workshop, or, may appear and be heard at the time and place noted above. All comments received prior to the public workshop will be submitted to the Planning Department which will consider such comments in its evaluation of the study's conclusions. Be advised that as a result of public workshops and comments, the TLMA Director may amend, in whole or in part, the proposed project.

Please send all written correspondence to:

RIVERSIDE COUNTY PLANNING DEPARTMENT  
Attn: Adam Rush, AICP  
1470 East Cooley Drive  
Colton, CA 92324



**Good Hope / Meadowbrook**  
MUNICIPAL ADVISORY COUNCIL  
July 2, 2015, Thursday 6:00 pm  
Meadowbrook Community Center  
21565 Steele Peak Drive, Good Hope

AGENDA

6.0	Call to Order / Pledge of Allegiance
1.0	Roll Call / Kevin McDonald (Chair), Carlos Luna (Vice Chair), TBD (Secretary), Rogelio Becerra, Willie Moses, Diana Martin, Governor Adjutant AMO, Alexander - Other
1.1	Resolution of Officers
2.0	Approval of Minutes: May 27th 2015
3.0	Public Safety Updates
3.1	Review County Sheriff's Department - Lt. Brubaker
3.2	Review County Fire Department - Fire Station #8
3.3	Code Enforcement - Brian Buckley/John Lyons
4.0	New Business
4.1	- Back to Back Drive District (Community oriented) (ask, updated)
4.2	- GNSC / County Planning Presentation of Highway 74 (continuing process)
4.3	- Year-end report (final report for adjutant)
5.0	Public Comment: "Those who wish to address the MAC should complete a 'Request to Speak' form for each item to be discussed and submit it to the County Clerk at least one week prior to the agenda item on the agenda's 5:30pm start time." Speakers have 3 minutes, with limits.
6.0	Laundrette Report
6.1	Final Representative to Assemblywoman Melissa McDevitt
7.0	Report from Solicitor Kevin Jeffrey/Jeffie
7.1	Thomas C. Keeshan, Legislative Analyst to Supervisor Kevin Jeffrey
8.0	Good Hope/Meadowbrook MAC Board Member Candidates
8.0	Emma Anzures-Ram
9.0	Next meeting, August 6th 2015, Open @ Moses-Schaffer Community Center

Adjutant's Office:

Date of proposed next meeting: **August 6th 2015, Open @ Moses-Schaffer Community Center**

\*This meeting, like all others, is open to the public. However, the County staff will be unable to accept or respond to requests for information during the meeting. If you wish to speak at the meeting, you must submit a Request to Speak form to the County Clerk's Office by the deadline. If you wish to attend the meeting, you must arrive at the meeting at least 30 minutes prior to the meeting start time. If you wish to speak at the meeting, you must arrive at the meeting at least 30 minutes prior to the meeting start time. If you wish to attend the meeting, you must arrive at the meeting at least 30 minutes prior to the meeting start time. If you wish to speak at the meeting, you must arrive at the meeting at least 30 minutes prior to the meeting start time.

**VIII. PUBLIC NOTICE/COMMUNICATION**

The County has provided notice before two community groups as reference above and held multiple meetings with both the Good Hope, Warm Springs, and Meadowbrook Communities. More specifically, these groups include the Good Hope/Meadowbrook Municipal Council (MAC) and the Warm Springs Community Council. These meetings took place on **July 2, 2015** and **August 26, 2015**, **March 3rd**, and **March 31st**, and lastly on **April 27th** in 2016, respectively. The notice for these meetings was provided through Supervisor Jeffries' Office as part of their normal agenda publication process (for the first two meetings in 2015) and then by formal published notices, via the County's typical public notification procedures. In addition, the County will provide an opportunity for the Planning Commission and Board of Supervisors to review the Highway 74 Study Corridor Report as a Board Initiated General Plan Amendment. These public meetings will be duly noticed according to County Ordinance No. 348. At the completion of the public meetings before the Commission and Board, the County will incorporate the direction, comments, and suggestions associated with the Corridor Study Report to prepare an update Policy document as the baseline for a Corridor Master Plan.

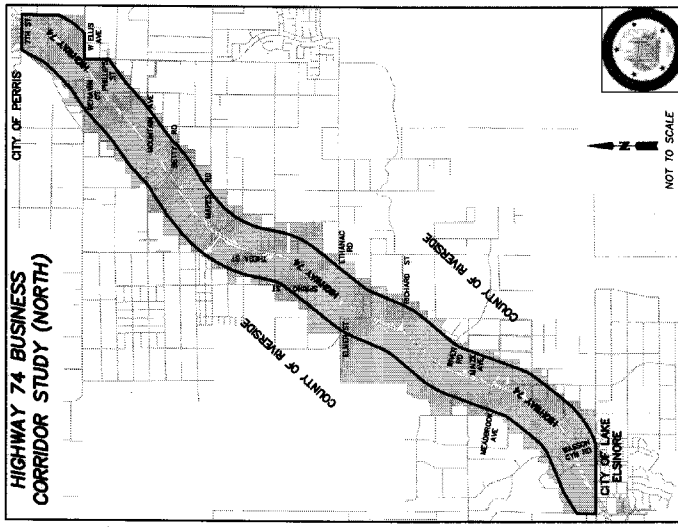
**March 3, 2016 Public MAC Meeting:**

In the evening of March 3, 2016, from 6:30pm till approximately 9:00pm, the County hosted a public outreach meeting with approximately 75 local residents of the Meadowbrook/Good Hope Communities. The meeting started, after the regularly scheduled MAC meeting, with a brief update regarding the status of the project, the goals, vision, and objectives associated with this project, and the anticipated timelines and then answered questions regarding the project. The range of questions and comments, regarding the County's overview, included concerns and input on eminent domain matters, concerns over the disruption caused by construction activities, the influx of development and possible disruption of the areas rural and "quiet-living" lifestyle, as well as, several questions and concerns over the cost of possible public infrastructure improvements. In addition, several individuals, residents, and absentee property owners contacted the County staff prior to this meeting, and then after the meeting as a follow up as well. Many of the initial phone calls and emails concerned the community's interest in possible eminent domain proceedings. The County Staff assured each property owner that property condemnation proceedings were not part of this project's evaluation or study; furthermore, the land use changes anticipated by the project would only be effective when and if a property is sold and ultimately developed.

domain matters, concerns over the disruption caused by construction activities, the influx of development and possible disruption of the areas rural and "quiet-living" lifestyle, as well as, several questions and concerns over the cost of possible public infrastructure improvements. In addition, several individuals, residents, and absentee property owners contacted the County staff prior to this meeting, and then after the meeting as a follow up as well. Many of the initial phone calls and emails concerned the community's interest in possible eminent domain proceedings. The County Staff assured each property owner that property condemnation proceedings were not part of this project's evaluation or study; furthermore, the land use changes anticipated by the project would only be effective when and if a property is sold and ultimately developed.

**March 31, 2016 Public MAC Meeting:**

At the request of Supervisor Jeffries' Office, the County staff issued notifications to over 600 property owners, in anticipation for the March 31st meeting at the Moses-Schaffer Community Center, located at 21565 Steele Peak Drive, Perris, CA 92570, which is typically used as the meeting location for the Good Hope/Meadowbrook Municipal Advisory Council (MAC). The amount of public notifications transmitted, via US Mail,



**HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY**

provided the opportunity to the public and the community stakeholders to attend and listen to the County's goals and vision for the community. In the evening of March 31st, 2016, from 6:00pm till approximately 8:30pm, the County hosted a public outreach meeting with approximately 65 local residents of Meadowbrook/Good Hope Communities. As referenced during the March 3rd meeting, the County staff provided a brief (15-20 minute overview) for the *Highway 74 Business Corridor Study*. At this meeting, several stakeholders attended the meeting and provided comments and asked questions regarding the completion of new land uses along the State Highway. During the initial overview presentation, residents were again concerned about possible eminent domain procedures that would result from this project, it's ultimate vision and implementation of the Highway Corridor Plan. As part of the public outreach efforts, the County Staff included an outline map for the Project Area, divided up for the purposes of the meeting logistics. This map provided an opportunity for each property owner receiving a notice to understand if the project included their property or not. In addition, residents planned ahead and brought the notices to the meeting, identifying their particular property location so that the County staff could assist with comments or questions.

Una oportunidad se le dio a los interesados por el Consejo de la Agencia de Administración de Tierras (TLAA) Riverside, tras recibir y proporcionar información y dibujos al respecto. Consejo Área de Estudio de la carretera 74.

**DESCRIPCIÓN DEL PROYECTO:** El proyecto de la carretera 74 se centrará en un terreno de 200 acres de la ciudad de Riverside, California. El terreno se encuentra en la zona de desarrollo de la ciudad de Riverside y se encuentra en la zona de desarrollo de la ciudad de Riverside. El terreno se encuentra en la zona de desarrollo de la ciudad de Riverside y se encuentra en la zona de desarrollo de la ciudad de Riverside. El terreno se encuentra en la zona de desarrollo de la ciudad de Riverside y se encuentra en la zona de desarrollo de la ciudad de Riverside.

**Propósito del taller:** Para informar y educar a la comunidad afectada, emocional, económica y socialmente, y para recibir comentarios de la comunidad. El taller se centrará en el terreno de 200 acres de la ciudad de Riverside, California. El terreno se encuentra en la zona de desarrollo de la ciudad de Riverside y se encuentra en la zona de desarrollo de la ciudad de Riverside.

**TEMPO** 6:00 pm  
**DE LA JUNTA** 21 de febrero, 2016  
**DE LA JUNTA** 21 de febrero, 2016  
**DE LA JUNTA** 21 de febrero, 2016

Included herein are copies of the public notifications and published property owner fliers mailed out in accordance with these five County meetings to three community groups. The notifications were provided in both English and Spanish, as well as, hand-delivered by Riverside County Staff members given the high-degree of renters in the area that are not located on the property rolls and therefore would not have received the notice. Overall, the meeting attendance was high, relative to typically government-sponsored events and on the next page, this report identifies the major themes, comments, and support provided by the residents, during all the meetings. In addition, County staff held several follow up meetings with specific property owners, who are planning on possible development opportunities in the future and are actively interested within the region. Furthermore, the public outreach meetings were attended by developer partners known to the County, such as *Lansing and Associates* and the *Shopoff Group*, who both own property within the Study Area boundary. These developers are primarily interested in high-levels of residential density, that will hopefully support the incoming commercial development provided through the County Staff's updated Land Use recommendations.

**NOTICE OF PUBLIC MEETINGS**  
**WARM SPRINGS COMMUNITY ADVISORY COMMITTEE**  
Wednesday April 27, 2016 - Time: 6:00 pm  
29768 El Toro Rd, Lake Elsinore, CA 92529

A PUBLIC WORKSHOP has been provided by the County of Riverside, Transportation and Community Development Agency (TLAA) to provide information and discuss the Highway 74 Business Corridor Study Area.

**PROJECT DESCRIPTION:** Highway 74 is currently a State Highway (SR-74) system that runs through Riverside County to Palm Springs. Riverside County holds of Supervisor the 18-mile long corridor of SR-74 that begins at the City of Lake Elsinore and extends south through the communities of Corona, Norco, and Corona del Mar. The corridor is currently a two-lane road with the potential for enhanced development patterns along a new roadway to existing road use. This section of Highway 74 was chosen for high traffic volume and potential for development. This section of Highway 74 is a site of the last years to be developed as incorporated cities to the north and south continue to spur economic growth.

**Purpose of Workshop:** To inform and educate the affected community, residents, business owners, and stakeholders, and obtain the input of the community on the proposed Highway 74 Business Corridor Study Area.

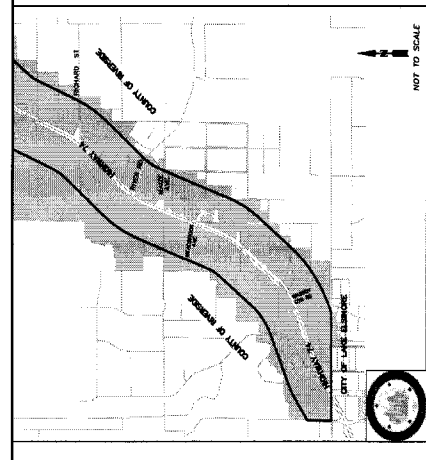
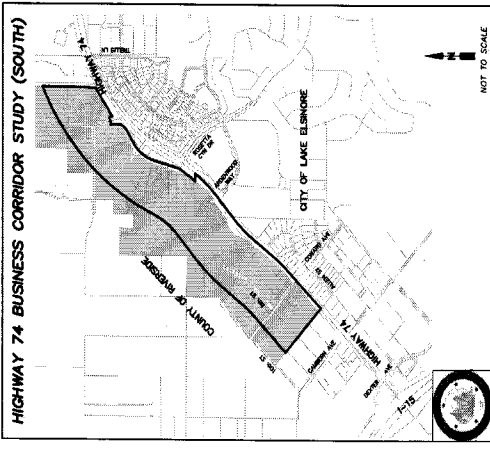
**TIME OF WORKSHOP:** 6:00 pm  
**DATE:** April 27, 2016  
**LOCATION:** High School - Library  
29768 El Toro Road  
Lake Elsinore, CA 92529

**FOR FURTHER INFORMATION:** For more information regarding this project, please contact Adam Rauh, AICP at (951) 751-1111 or Adam.Rauh@rivco.org. For more information regarding the project, please contact Adam Rauh, AICP at (951) 751-1111 or Adam.Rauh@rivco.org.

**FOR MORE INFORMATION:** For more information regarding this project, please contact Adam Rauh, AICP at (951) 751-1111 or Adam.Rauh@rivco.org.

**April 27, 2016 Public MAC Meeting:**

The County held their final public outreach meeting on April 27th, at Temescal Valley High School specifically as part of Supervisor Jeffries' Municipal Advisory Committee (MAC) monthly meeting. In the evening of April 27th, 2016, from 6:15pm till approximately 8:15pm, the County hosted a public outreach meeting with approximately 27 local residents of the area. The Warm Springs community definitely provided a different dynamic and level of interest, relative to their Meadowbrook and Good Hope neighbors. This community outreach event was attended by 27 residents from the surrounding community and the staff's initial overview concerned mostly the southern properties, located on the exhibit located herein. Several members of the community attendees were very concerned that the County's Highway 74 Corridor Project would promote increased development activity, in the near future, and then proceed with eminent domain procedures immediately. The County staff informed and educated the residents in attendance and the residents in attendance affected to increase business assistance development interest and provide assistance to find services and...







Engineering and Consulting

## HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY

### X. LAND USE RECOMMENDATIONS

The Study Area provides for several land use opportunities, associated with its unique terrain, characteristics, and circulation patterns. As such, the County has expressed interest in building upon this Corridor Study Plan with a more detailed Highway Specific Plan, initiated by the Riverside County Board of Supervisors, and integrating the existing residential and quasi-commercial uses within the study area. As detailed within this report, the Highway 74 Corridor includes a wide variety of Land Uses, from equestrian to rural and to residential lots accommodating both commercial and residential activities. It is apparent that uses within the Study Area, have essentially "sprung up" over time in a somewhat haphazard nature. It is this illogical progression of land uses and commercial activities that have facilitated a lack of interest and long-term planning along the corridor; however, with the transfer of Highway 74 from Caltrans to the County of Riverside Transportation Department, the opportunity is ripe to initiate direction within this area, direction that starts with a comprehensive and long-term infrastructure system and planning that can facilitate long-term and smart growth development throughout the region.

The Study Area is speckled with hundreds of small, narrow lots that sometimes include a variety of uses. In order for meaningful development to occur, these parcel areas (primarily located in the northeastern portion of the plan area) should be consolidated under a master plan, or series of master plans. It is this location, where the first of three central nodes and/or concentrations of activity are located; more specifically between West Ellis Avenue and Sophie St. This area of the plan encompasses several narrow and deep lots that typically encroach into the Highway Right-of-Way. This location is also consistent, and nearly adjacent to one of two locations identified by the County of future implementation of its Housing Element (see discussion on page 11). It is the County's belief that a *public-private partnership* is crucial to implementing effective land use changes within the corridor; this starts with the implementation of a Sewer Master Plan and its associated financing mechanism. As such, the County has initiated such an effort to bring sewer facilities to this Highway Corridor in an effort to spur development opportunities. Furthermore, the areas just south of the County's Housing Element identified parcels will require consolidation and assemblage of many parcels, an effort likely successful through a publically-initiated effort wherein the development community can take advantage of the decreased barriers towards development.

The second area of focus is the intersection of Highway 74 and Ethanac Road. This has already been identified as a crucial intersection as well as a circulation corridor by the Riverside Transportation Commission, which is currently funding an effort associated with the alignment study for Ethanac Road, easterly towards the City of Canyon Lake. This alignment study will provide the crucial backbone infrastructure necessary to integrate a major east-west outlet from Highway 74. It is at this location, and primarily based upon the future plans of Ethanac Rd. and Highway 74, that the County is planning a large-scale hub of mixed use commercial and higher density residential, sold at a market-rate to accommodate and support the surrounding destination activities. This location, as with other areas along the 74 route, is peppered with infrastructure constraints, including several narrow and deep lots that also include quasi-commercial uses, buildings, and structures that sometimes encroach into the R-O-W. It is this location, which is more apparent than the rest, that dedication of additional Right-of-Way and accommodation of both wet and dry utilities is challenging. Furthermore, the intersection of Ethanac Rd. and Highway 74 is encumbered by an electrical distribution line at the rating of 220 KV that runs in an northerly to easterly direction and parallels Ethanac Rd. as it routes into Eugene Rd. on the west side of Highway 74. While it is not uncommon for new development to work in and around existing transmission lines development can even go so far as to integrate large-scale transmission and distribution lines into a comprehensive master plan as trails, passive recreation, or even for agricultural uses in some areas (e.g., adjacent to the 405 freeway in Orange County). However, the presence of this electrical infrastructure does require enhanced planning, engineering, and above-all else, coordination efforts with the utility surveyor.

That being said, this location still remains ideal as a major hub of development for several reasons: (1) the location is situated equidistance from the northern boundary near Perris to the southern boundary near Lake Elsinore; (2) the project is located within an equal distance from the two Housing Element rezoning sites, as described herein; (3) the intersection is subject to the largest infrastructure upgrade currently planned for the Study Corridor; and (4) the site is within a few thousand feet from the adopted Specific Plan (Collinas Del Oro), which will serve as the primary catalyst for the areas initial development opportunities.

Lastly, it is the County's intent to provide consistency and lay the groundwork necessary for a **Highway Specific Plan** by evaluating the level to which Highway 74 needs to expand its Right-of-Way and sub-surface utility infrastructure, to accommodate future growth opportunities; yet reserve a streamlined version of the roadway that is accommodating to pedestrians and other forms of non-motorized transportation. This concern is



**HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY**

arising from a number of situations, that have developed from past development projects, where the planning and environmental aspects incorporate various levels of pedestrian, cycling, transit, and various forms of multi-modal circulation which is superseded by a 6-lane, divide, highway with limited ingress and egress points and little opportunity to create a mixed use, pedestrian-friendly environment. That is why the County wishes to initiate a program, *similar to a hybrid between standard Safe Routes and Complete Streets and a Specific Plan of Land Use* that evaluates a typical means of accommodating the traffic volumes necessary for not just the General Plan buildout of both the Mead Valley (MVAP) and Elsinore Valley Area Plans (EVAP), but also to include the additional units derived from the mixed use nodes and Housing Element locations described above. It is the intention to focus retail and tourist commercial uses along the edge of an expanded parkway, adjacent to Highway 74, that may accommodate various forms of multi-modal transit opportunities. The County also intends to coordinate with the Riverside County Council of Governments (WRCOG), and the Riverside Transit Agency (RTA) to coordinate and seek future funding opportunities associated with this multi-modal approach and implementation of traffic calming efforts for the anticipated 20,000 to 25,000 Average Daily Trips (ADT) that will occur if this plan is implemented. These changes will ultimately result in a Highway 74 Corridor Specific Plan, that will incorporate a General Plan Amendment (GPA), Change of Zone (CZ), and infrastructure master plan, at a minimum.

Resulting from the public outreach sessions, the community members expressed serious interest in the County providing increased residential densities within the area, densities that can support increases in commercial and job-creating land use opportunities. As such, the County is recommending new mixed use land uses (including commercial and high density residential) land uses around the intersection of Highway 74 and Ethelmac Road. Secondly, several parcels along the border of Highway 74, are being modified and amended to provide for both commercial office and retail uses to capture the nearly 25,000 trips anticipated for the Highway over the next 15 years (given current land use conditions). The land use maps have been modified to include both the community recommendations of change and the staff analysis as to where increased land uses can be accommodated with little to no impact upon the residential community. Furthermore, it is critical to understand that several members of the community have a very different opinion of the area, and especially the County's plans for development. For example, during the April 27th public outreach meeting, several existing residents again expressed concerns over eminent domain proceedings, specifically affecting individual parcels and displacing long-time residents. County staff, and representatives from Supervisor Jeffries' Office were both in attendance, and made efforts to address the community's concerns. Also, during the April 27th outreach meeting, several members of the community's were interested in environmental sustainability and protection of the environment. Staff addressed these concerns that the forthcoming land use changes will require a full environmental analysis associated with the project and such issues would be studied, evaluated, and addressed. At this time, the amended land use maps provide for 203 individual parcel changes, the majority of which include a change from Lower-Density Residential (LDR) to Commercial Retail (CR) and High Density Residential (HDR) located primarily along Highway 74 that will likely be supported by the increasing vehicle trips anticipated along Highway 74. It is also critical to provide for the supportive land uses, such as Higher Density Residential (HDR) and Very High Density Residential (VHDR), within the corridor boundary; however, trying to stay at least 500-feet from the highway due to safety and air quality concerns. Based upon the recommended land use maps, the following table is a summary of changes being implemented within the Project Study Corridor:

Commercial	Industrial	High Density Residential	Business Park
64	24	104	6

The majority of the residential parcel changes are associated with the County's Housing Element changes; however, several are based upon individual developer requests and were incorporated into the updated land use plan, where the changes are appropriate and do not create incompatible land use between the rural community and anticipated elements of the community. All these changes are planned to address possible land use and zoning conflicts and compatibility issues between the existing neighborhood that enjoy the rural lifestyle and new elements within the community, such as commercial retail, high density residential, and job opportunities to facilitate the community's growth. These efforts will continue to involve a collaborative effort with the community, the existing stakeholder groups, such as the Warm Springs and Good/Hope Municipal Advisory Committee (MIAC).

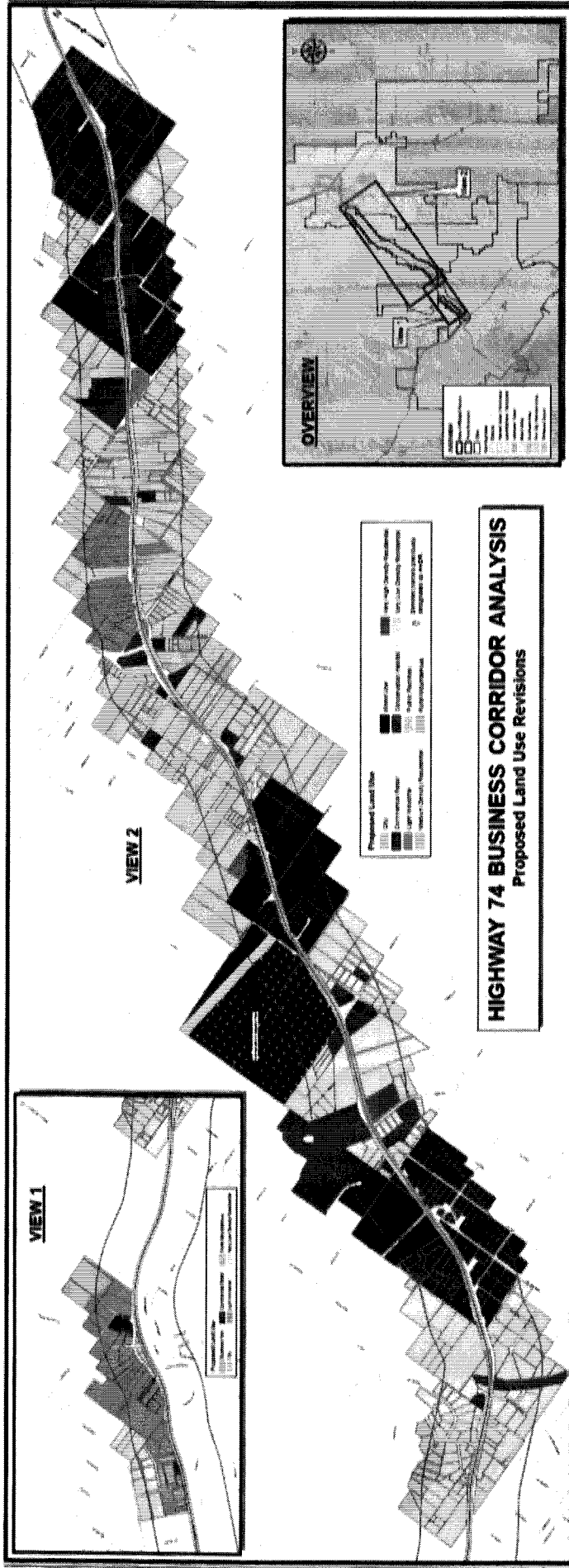
X. LAND USE RECOMMENDATIONS (CONT'D):

Within this amended land use plan, the parcels identified within the County's 5th RHNA Cycle Housing Element Update, which is generally located towards the southwesterly portion of the Project Area, are included and incorporated within the exhibit below. These parcels are critical to facilitate investment opportunities from stakeholders, developers, and business interest partners. Secondly, *View 1*, already includes several parcels, recently amended by the County, to include Business Park and Industrial Land Uses that provides nearly 100 acres of mixed use industrial and professional uses with direct adjacency to Highway 74 with supportive High Density housing within bicycle access to the future job centers. In addition, additional mixed use industrial/business opportunity land uses. In this amended land use exhibit, the County has evaluated changes to several parcels, that include modifications from Low Density Residential to both Very High Density Residential (VHDR) and Commercial Land Uses (CR). It is recommended that these commercial land uses be rezoned, under future phases of planning efforts, to incorporate a Mixed-Use provision to allow for high-density residential in a vertical mixed-use element within a commercial neighborhood environment. The Study Area is quite large and as such, includes a wide diversity of land uses, environmental constraints, and infrastructure challenges associated with the 6.8 linear miles associated with the *Highway 74 Business Corridor Study Area*. The existing project area, and moreover, the current land use plans being the Mead Valley and Elsinore Area Plans, includes elements from four (4) out of the five (5) General Plan Foundations (with the exception of the Agricultural Land Use) and Land Use Designations (LUD) from more than half of the designations available. The primary land uses, associated with the existing land uses, are compiled of mostly residential and following this is the commercial land uses. Outside of these two land uses, are some parcels designated as Light Industrial (LI), Open Space—Conservation (OS-C), Open Space—Conservation Habitat (OS-CH), and Rural Mountain (RM) Land Uses that specifically identify areas of rock outcroppings, some of the various hills, and areas of high topography. Secondly, the area shown on various exhibits, of short, narrow, lots, which are located approximately one-mile from the City of Perris border, which provides a challenge from a land planning perspective. This area was initially designated as Commercial—Retail; however, after meeting with the County Planning Department, the recommendations changed to the designation that most closely matches the Mixed Use Planning Area (MUPA).

One of the land use constraints that encumbers this Project Area is the number of small and narrow parcels, aligned in a dense and compact environment. This proves difficult for the County Land Planners to ensure that there is a diverse spectrum of land use development opportunities without over-concentrating the area with too much of one particular land use designation. A method to combat these constraints is also amending the existing Rural Village Study Overlay or creating a new overlay that allows the transfer of both density and commercial square-footage within the Project Area so that no net increase in either land use, as ultimately determined by the Certified Environmental Document, will be approved yet developers will be offered the flexibility to modify and change their development plans as the project area evolves and changes throughout its implementation.

However, such a *Transfer of Density* or square footage becomes difficult to track, implement and regulate on behalf of the County staff. For example, the possibility exists for over 2.8 million additional square feet of commercial retail and office development, nearly 8,500 new residential units throughout the 7.8 mile Highway Project Corridor. The volume of possible development to track would prove difficult for the County to track over a 15-year timeframe. As such, an alternative for more efficient use of tracking, while providing for smooth project implementation will be the establishment of a flexible zoning criteria that allows both higher density residential products, such as podium and high density wrap buildings, commercial/retail mixed use, and other uses that promote active transportation measure such as bicycling, increase in pedestrian trails, and connection to a revitalized highway plan that connects to the County's robust trail network, while also providing connections to the City's of Lake Elsinore, Canyon Lake, Menifee, and the City of Perris. In this amended Land Use Plan, the County staff is recommending that all land uses within the Rural Community and Rural Foundations be amended to a corresponding Community Foundation, within the Residential Land Use Designation. For purposes of the *Highway 74 Business Corridor Land Use Study*, the County will place a Medium Density Residential Land Use Designation, within the Community Development Foundation (MDR-LUD) as a baseline "holding" zone that will allow and promote non-foundation level changes, based upon a developer-initiated basis, or through future land use opportunities. In addition, there are several long and narrow properties located outside of the City of Perris, which primarily include commercial land uses without permit approval, primarily due to the expense of processing a General Plan Amendment, as is detailed in the attached picture. Plus, developer consolidation of commercial parcels provides a much more efficient opportunity for land developers to invest.

X. LAND USE RECOMMENDATIONS (CONT'D)

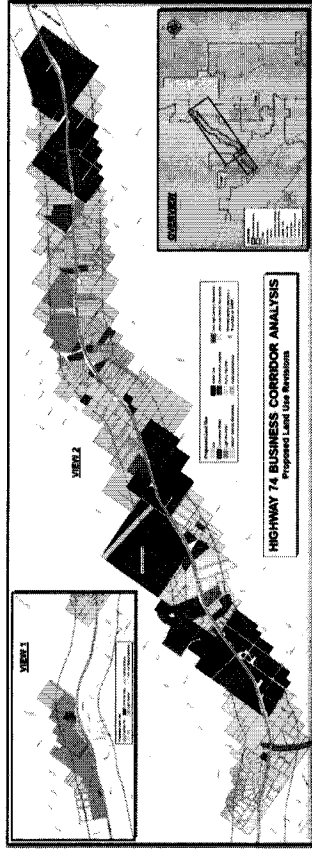
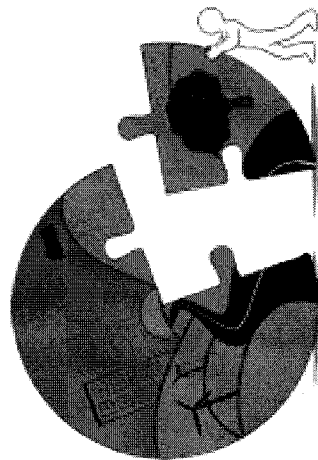


### XIII. CONCLUSIONS

It is the intention of the County to gather a group of stakeholders together to evaluate and ascertain the feasibility of forming a financing district associated with providing sewer service to the Corridor Study Area. As we discussed, the County Board of Supervisors recently approved the Colinas del Oro Specific Plan, which will create a catalyst and serve as the first major development project to open in the area for some time. The Colinas Del Oro project anticipates bringing a sewer line, several miles to the northwest, to connect to their project, which resides just south of Ethanac and Highway 74. Although, this sewer line will not accommodate capacity for the entire region, it is a positive step, in the right direction.

As such, the following steps are suggested in order to continue with an economic development plan for Highway 74:

1. Initiate a working group of stakeholders, property owners, and local interest groups to investigate and ascertain the interest in developing a Sewer Master Plan.
2. Open dialogues with both Water and Sewer providers that serve the subject area. These entities are the Eastern Municipal Water District (EMWD) and the Elsinore Valley Water District (EVMWD).
3. County Staff shall request that the Riverside County Board of Supervisors initiate a resolution of support for this project, and initiate a leadership role to form the necessary public-private partnerships to begin the preliminary investigation and feasibility studies.
4. Encourage the Board of Directors for both EMWD and EVMWD to pass supporting resolutions committing financial and staffing resources to the preliminary investigation necessary to determine sewer feasibility.
5. Encourage the private parties included within the Highway 74 Stakeholders Group to commit financially to this effort and initiate a Sewer Master Plan for the Highway 74 Corridor.
6. Encourage the Board of Supervisors to adopt this *Highway 74 Business Corridor Study Area* as a policy document, which will serve as the foundation for an ultimate master planning effort, as well as provide validity to the County's ultimate goal of a Highway 74 Corridor Specific Plan.
7. Direct the Riverside County Economic Development Department to initiate the lead on developing the financing mechanisms and feasibility associated with the future infrastructure plans for the region.
8. Encourage the County to hold public hearings, community workshops, and generally solicit comments from the public on this study, its preliminary findings, and the goals specified therein.

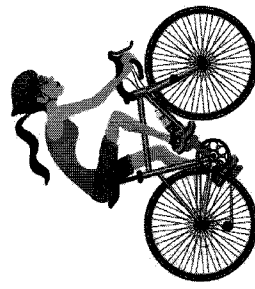
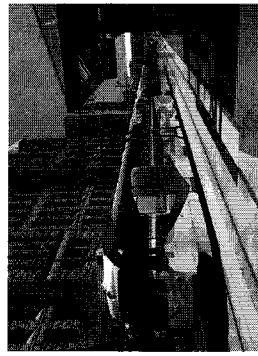




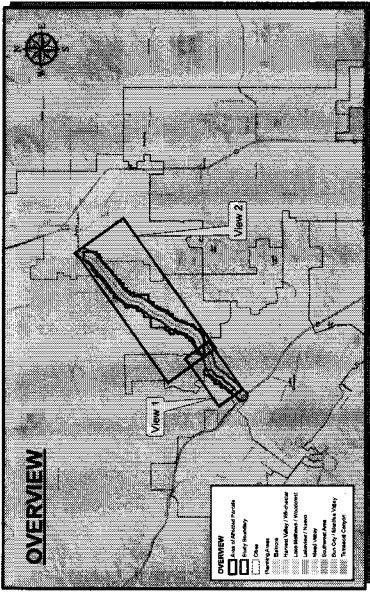
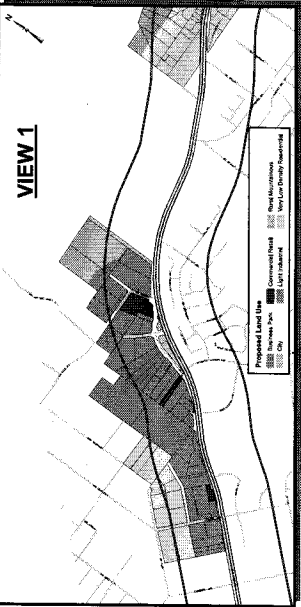
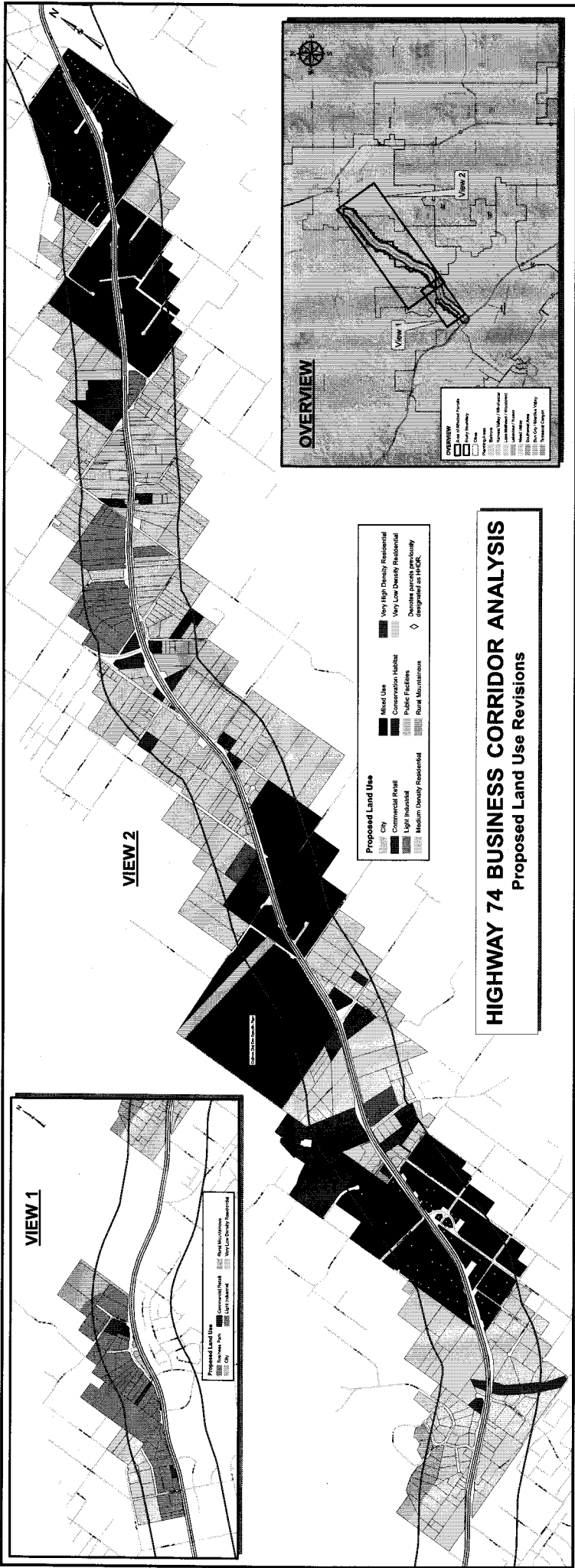
XII. NEXT STEPS/COUNTY ACTIONS

The overarching purpose of the *Highway 74 Business Corridor Land Use Study* is intended to promote well-planned and efficient development opportunities within the County of Riverside Area Plans of Mead Valley and Lake Elsinore. To that end, the County's internal protocols and compliance with California State Environmental and Planning Law requires the processing of several regulator steps necessary to initiate and effectuate the plans at hand. These steps are summarized and itemized below for the benefit of the public and stakeholders involved:

1. Staff Presentation for a General Plan Initiation before the Riverside County Planning Commission: County Planning Staff will take the amended land use plan, provided herein, and provide this, along with the supportive findings and appropriate General Plan provisions, to the Planning Commission for their review and positive recommendation to the County Board of Supervisors.
2. Pending a successful outcome before the Planning Commission, the Board of Supervisors will consider the General Plan Initiation, as recommended by the Planning Commission and County Staff. At this time, the Board has the right and ability to accept and initiate the amendment, modify the plan, reject it in part or in whole. However, Supervisor Jeffries' Office has been involved since the Project's initiation and continues to support efforts to revitalize this area of the County. As such, it is anticipated that the project will receive favorable support from the Board in its entirety.
3. If and when the County Board of Supervisor's initiates the project and the accompanying General Plan Amendment, the County Staff will then have the obligation of preparing an Environmental document in compliance with the California Environmental Quality Act (CEQA). In addition, the County anticipates that the applicable portions of Highway 74 (between the Cities of Perris and Lake Elsinore) will be completely transferred over to the County for operation and maintenance and as such, the County will not be required to provide NEPA clearance for the project, but only go through the Local Assistance Program (LAP) with Caltrans. Nevertheless, this environmental document will likely take the form of a Programmatic Environmental Impact Report (either separately from a more comprehensive General Plan Update or as part of concurrent efforts by the County). In either scenario, the County can complete the EIR "in-house" or contract with a professional consultant team to prepare the project's environmental document. In the latter situation, the County will be obligated to release a Request for Proposal (RFP) in accordance with the County's purchasing policies and to provide a fair and equitable opportunity to all professional environmental planners. This is a process the County frequently engages upon and the selected consultant will work concurrently with the County to prepare the Programmatic EIR and Special Studies associated with the specific land use, and possibly, policy changes associated with the *Highway 74 Business Corridor Land Use Study*.
4. A Programmatic EIR, along with the full spectrum of Environmental Studies, will likely take the County about 18 months to complete given the geographical size of the project area and the complexities of the environmental process. In brief, the County will likely need to complete a range of environmental reports, which would include, but not be limited to Geological, Traffic, Air Quality/Greenhouse Gas Emissions (GHG), Water Quality and Hydrology, as well as Biological Impact Analysis and MSHCP Compliance Report. These studies will be completed by professional environmental planners and specialist in their applicable fields and combined into an Environmental Document for public to the community, project area stakeholders, and for ultimate consideration by the Riverside County Board of Supervisors.



5. In addition, the County will pursue a specialized transportation planning effort and its possible expansion throughout the evolution of this project. The County will strive to prevent Highway 74 from reaching "freeway-capacity" creating both an unsafe and unhealthy environment for future residents, visitors, and patrons. Elements that promote active transportation and possibly even a "light-rail" or trolley system is being contemplated to create a downtown environment within this corridor that is less dependent and reliable on the single-occupancy vehicle. The County is interested in pursuing both State and Federal funding opportunities to initiate both planning and infrastructure efforts that will implement an enhanced trail and bicycle network, as well as a possible trolley/light rail system within the Corridor. Such plans promote a multi-modal transportation networks that promote efficient and active transportation throughout California, such as Long Beach, San Francisco, and even an active trolley system in downtown Riverside. The County's goal is to promote economic development along with a safe and healthy environment. These goals are met by investing in the foundation of land use changes and environmental clearance that breaks down the development constraints and allows the free market to take over and promote safer community for all residents.



Name	Address	Assessor's Parcel #	Land Use Change	Years in Community	No Change Desired	Some Change Desired	Significant Change Desired	Comments
	345-070-021	345-070-021	Very High Density Residential (VHDR)					
	345-070-039	345-070-039	Very High Density Residential (VHDR)					
	345210001	345210001	Commercial					
	345210002	345210002	Commercial					
Perez, Jose A.	25215 Highway 74, Perris, CA 92570	345080007	Commercial	30+				Is it going commercial and the flooding on Hwy 74 and Callicans is not cleaning up.
Suboman, Joe and Jackie	27035 Marguerite, Perris, CA 92570 (345-100-032)	345000032	Commercial	30+, since 1987	X	X	X	What is the significance of 1,000 if set back? How will that affect residential code?
Torres, Daniel	APN 345-950-014	345050014	Commercial	23	X	X	X	Commercial, street lighting, sewer.
Edwards, Robert	APN 345-980-008	345080008	Commercial	10			X	Commercial, small business use. Request any overlay study please in effect. Thank you!
	22331 State Hwy 74		Commercial	10			X	I would like to see more stoplights to slow down the traffic some. I would like to commercialize my lot so I can start a small business there.
Pham, Cindy	APN 345-020-046	345090046	Commercial	20	X			Would like to build senior housing complex and apartments.
Rodriguez, Tracy	22220 Norma St., Perris, CA 92570 (345080021)	345080021	Commercial	20				We are interested in changing our property to commercial. We want our property to be commercial.
			Very High Density Residential (VHDR)					We are interested in moving the above Assessor Parcel Numbers and ownership under Prime Corners LP.
Lansing Companies Daniel, Scott	12671 High Bluff Dr., Ste 150, San Diego, CA 92130 Prime Corners, LP (Owner) APN 345-070-021 and APN 345-070-039	345070039	Very High Density Residential (VHDR)					On March 3, 2016 at 6:30 am the County of Riverside is conducting a workshop for State Highway (SR 74). The purpose of this workshop is analyzing and taking inventory of the existing land uses for the potential enhancement of development in this corridor.
Berta	24691 Highway 74 (345080021)	345080021	Commercial				X	The Parcel herein is currently zoned Rural Residential, but we are very much interested and will seek R2, Multi-Family zoning.
Marys, Mike	22201 Norma St., Perris, CA 92570	345080066	Commercial	25 yrs	X			I interested in setting up a small business on this property (345-080-066). I would like to see on Highway 74 more commercial business, stores, restaurants, etc.
Chamuel, John	24795 Highway 74, Perris	342720051	Commercial	5 yrs.			X	Interested in some change to commercial from residential.
Kell, Diane	26795 St. Hwy 74, Perris, CA (345710001)	345710001	Commercial	46 yrs.			X	Commercial, lots of development.
Reyer, Ed and Diana	29511 State Hwy 74 (345070046)	345070046	Commercial	13 yrs.			X	Allow commercial development.
Schubert, Marwe L.	26745 State Hwy 74 Perris, CA 92570 (345210002)	345210002	Commercial	13 yrs.	X	X	X	Change zoning for evertype, Commercial.
Pantolakis, Mike	24691 Highway 74 (342730012)	342730012	Commercial	20 yrs.		X	X	Show me the money!
Chavez, Juan Louzell	342-150-019	342-150-019	Mixed Use	4 yrs.			X	Commercial and apartment buildings.
Silva, Joe	APN 349-090-027 - 32	349090027; 349090028; 349090029; 349090030;	Commercial	36 yrs.			X	Zone change, development, desired, commercial, gas stations
Chewer, Ah	3838 Redondo, Bonsall, 92009	349090031; 349090032	Commercial	11 yrs.	X		X	Commercial, light industrial, storage, zone change.
Chavez, Juan Louzell	342-150-019	342-150-019	Commercial	4 yrs.			X	Commercial
Lansing, Greg	APN 345-070-021 - 039	345070021	Mixed Use	20 yr. owner	X	X		Highest density multi-family with small 1 acre commercial in front.
Soto, Jorge	12671 High Bluff #150, San Diego, CA 92130 24728 State 74 (342064030)	342064030	Commercial				X	Commercial (add sewer line)
Torres, Daniel	21811 Sharp Rd. danieltorres352@hotmail.com	345050014	Commercial	25 yrs.			X	Zone change, commercial, shopping centers, lights, sewer.
Cunha, Gilbert & Grace	28650 Ethel for Perris 345-070-033 and 345-070-035	345070033; 345070035	Commercial	46 yrs.	X			To be commercial and improve area on dirt road.
Lovato, Pedro	24192 State Hwy 74, Perris, CA (342084027)	342084027	Commercial	15 yrs.	X			Commercial.
Hsu, Patrick	951-320-2689 patrickhsu@gmail.com	345080071; 345080071; 345080070; 345080067; 345080068	Commercial					Tom Glad to meet you Monday and had learned more of public inputs from the most recent public hearing on 3/30. This 4.76 ac acquisition one year ago was another step moving forward for the land assembly of whole block from Hwy 74 to old Theka street and Betty road to new Theka street, a 2 ac future commerce/community hub. At the time being I already have 10 ac of Hwy 74. I am interested in moving the above Assessor Parcel Numbers and ownership under Prime Corners LP.
			Commercial					Hi Tom, below is list of APNs that are in the proposed lot from Highway 74 to Betty Rd, CA <ul style="list-style-type: none"> <li>* 24441 Hwy 74 - 342-100-016</li> <li>* 24443 Hwy 74 - 342-100-061</li> <li>* 24461 Hwy 74 - 342-100-058</li> <li>* *24487 Hwy 74 - 342-100-057</li> <li>* *24495 Hwy 74</li> <li>* Vacant Land - 316-350-037</li> </ul> Per our conversation, I am very interested in working with the county to improve the conditions of the Hwy 74 corridor. Like the county, I believe this to be an integral east-west bypass for the County of Riverside. My intentions are to develop a self-storage location on 2 of the parcels (see *). If the county has any other ideas or thoughts, I'm open to discussion to better utilize the resources. Should I have any questions or need assistance, please feel free to call me at any time. Thank you! Application - GPA01064, Proposal - MDR to BP, Application BZ214970, Proposal - Office Bldg to service station.
Graess, Vincent	APN 326-350-035	326-350-035	Industrial					Application - GPA01064, Proposal - MDR to BP
	23990 Highway 74	326350035	Business Park					Application - GPA01064, Proposal - MDR to BP
	APN 326-350-020	326350020	Business Park					Application - GPA01064, Proposal - MDR to BP
	28660 Ellis St.	326350018	Business Park					Application - GPA01064, Proposal - MDR to BP
	73800 Ellis St.	326350036	Business Park					Application - GPA01064, Proposal - MDR to BP
	APN 326-350-036	326350036	Business Park					Application - GPA01064, Proposal - MDR to BP
	23970 Highway 74	326350039	Business Park					Application - GPA01064, Proposal - MDR to BP
	APN 326-350-039	326350039	Business Park					Application - GPE100036, Proposal - Demo SFR
	23746 Highway 74	326350039	Business Park					

												Application - GP401046, Proposal - CR, MDR to VDR, CR, Application - C207837, Proposal - R4 to R-4, CFS, Application - CIP03586, Proposal - Proposed auto service, service station, 2 restaurants, Application - P435853, Proposal - Subdivide 4.4 acres into 4 commercial lots, Application - TR35441, Proposal - PRD 152 multi-family residential development, Application - MAP95156, Application - C207960, Proposal R-4 to M-AM, Application - CIP02734R, Proposal - Renew wrecking yard and include recycling, Application - CIP026891.
												Application - GP401066, Proposal - CD/MDR to CD-II.
												Application - GP401046, Proposal - CR, MDR to VDR, CR, Application - C207837, Proposal - R4 to R-4, CFS, Application - P435853, Application - TR35441, Proposal - PRD 152 multi-family residential development, Application - MAP95156, Application - CIP02734R, Proposal - Renew wrecking yard and include recycling, Application - CIP026891.
												Application - GP401070, Proposal - To CR, Application - C207885, Proposal - R4 to CR, Application - P223257, Proposal - legalize feed and grain sales.
												NO CHANGE, LEAVE US ALONE!

**STAFF CHANGES**

<b>ASSESSOR'S PARCEL NUMBER</b>	<b>AMENDED LAND USE</b>
347090045	COMMERCIAL
347130008	COMMERCIAL
377372032	COMMERCIAL
349080078	COMMERCIAL
349124010	COMMERCIAL
349124009	COMMERCIAL
349124008	COMMERCIAL
349124007	COMMERCIAL
349124006	COMMERCIAL
349350010	COMMERCIAL
349350009	INDUSTRIAL
346240037	COMMERCIAL
345220079	COMMERCIAL
349342028	COMMERCIAL
345220042	COMMERCIAL
345210029	COMMERCIAL
345220086	INDUSTRIAL
345160013	COMMERCIAL
345150041	INDUSTRIAL
345150037	INDUSTRIAL
345150013	INDUSTRIAL
345150014	INDUSTRIAL
345080069	COMMERCIAL
345060061	COMMERCIAL
342210042	COMMERCIAL
346240037	COMMERCIAL
345220079	COMMERCIAL
345220086	INDUSTRIAL
345070006	COMMERCIAL
345070038	COMMERCIAL
342120054	INDUSTRIAL
342120050	INDUSTRIAL
342120052	INDUSTRIAL
342120051	INDUSTRIAL
342120053	INDUSTRIAL
342120040	INDUSTRIAL
342120039	INDUSTRIAL
342120038	INDUSTRIAL
342210052	INDUSTRIAL
342150018	INDUSTRIAL
342100060	COMMERCIAL
342100058	COMMERCIAL
342100057	COMMERCIAL
342100061	COMMERCIAL
342100016	COMMERCIAL

342100014	COMMERCIAL
342100015	COMMERCIAL
342100031	COMMERCIAL
342100053	COMMERCIAL
342200069	COMMERCIAL
342200049	COMMERCIAL
342200056	COMMERCIAL
342092017	COMMERCIAL
342100054	INDUSTRIAL
342100049	INDUSTRIAL
342100056	INDUSTRIAL
342100047	INDUSTRIAL
342100052	INDUSTRIAL
342100051	INDUSTRIAL
342092033	INDUSTRIAL

**HOUSING CHANGES**

<b>ASSESSOR'S PARCEL NUMBER</b>	<b>AMENDED LAND USE</b>
349080077	HIGHEST DENSITY RESIDENTIAL
349080078	HIGHEST DENSITY RESIDENTIAL
346240021	HIGHEST DENSITY RESIDENTIAL
349080063	HIGHEST DENSITY RESIDENTIAL
349100045	HIGHEST DENSITY RESIDENTIAL
349080067	HIGHEST DENSITY RESIDENTIAL
349080015	HIGHEST DENSITY RESIDENTIAL
349080062	HIGHEST DENSITY RESIDENTIAL
349080060	HIGHEST DENSITY RESIDENTIAL
349080069	HIGHEST DENSITY RESIDENTIAL
349080070	HIGHEST DENSITY RESIDENTIAL
349080017	HIGHEST DENSITY RESIDENTIAL
349341004	HIGHEST DENSITY RESIDENTIAL
349080065	HIGHEST DENSITY RESIDENTIAL
349080026	HIGHEST DENSITY RESIDENTIAL
349080072	HIGHEST DENSITY RESIDENTIAL
349080066	HIGHEST DENSITY RESIDENTIAL
349341003	HIGHEST DENSITY RESIDENTIAL
349080054	HIGHEST DENSITY RESIDENTIAL
349080056	HIGHEST DENSITY RESIDENTIAL
349080061	HIGHEST DENSITY RESIDENTIAL
349080004	HIGHEST DENSITY RESIDENTIAL
349080068	HIGHEST DENSITY RESIDENTIAL
345220085	HIGHEST DENSITY RESIDENTIAL
349080076	HIGHEST DENSITY RESIDENTIAL
349100044	HIGHEST DENSITY RESIDENTIAL
349080078	HIGHEST DENSITY RESIDENTIAL
349080077	HIGHEST DENSITY RESIDENTIAL
349100008	HIGHEST DENSITY RESIDENTIAL
349100006	HIGHEST DENSITY RESIDENTIAL
349080071	HIGHEST DENSITY RESIDENTIAL
349100007	HIGHEST DENSITY RESIDENTIAL
349100009	HIGHEST DENSITY RESIDENTIAL
349080070	HIGHEST DENSITY RESIDENTIAL
349342018	HIGHEST DENSITY RESIDENTIAL
349080020	HIGHEST DENSITY RESIDENTIAL
349080072	HIGHEST DENSITY RESIDENTIAL
349080066	HIGHEST DENSITY RESIDENTIAL
349080065	HIGHEST DENSITY RESIDENTIAL
349080069	HIGHEST DENSITY RESIDENTIAL
349342017	HIGHEST DENSITY RESIDENTIAL
349342029	HIGHEST DENSITY RESIDENTIAL
349080067	HIGHEST DENSITY RESIDENTIAL
349080068	HIGHEST DENSITY RESIDENTIAL
349342010	HIGHEST DENSITY RESIDENTIAL

349100046	HIGHEST DENSITY RESIDENTIAL
349080075	HIGHEST DENSITY RESIDENTIAL
349100043	HIGHEST DENSITY RESIDENTIAL
349080064	HIGHEST DENSITY RESIDENTIAL
349124024	HIGHEST DENSITY RESIDENTIAL
349342025	HIGHEST DENSITY RESIDENTIAL
349124027	HIGHEST DENSITY RESIDENTIAL
326250036	HIGHEST DENSITY RESIDENTIAL
326250011	HIGHEST DENSITY RESIDENTIAL
326250040	HIGHEST DENSITY RESIDENTIAL
326250041	HIGHEST DENSITY RESIDENTIAL
326240079	HIGHEST DENSITY RESIDENTIAL
326250001	HIGHEST DENSITY RESIDENTIAL
326240008	HIGHEST DENSITY RESIDENTIAL
326240060	HIGHEST DENSITY RESIDENTIAL
326250043	HIGHEST DENSITY RESIDENTIAL
326250037	HIGHEST DENSITY RESIDENTIAL
326250039	HIGHEST DENSITY RESIDENTIAL
326240077	HIGHEST DENSITY RESIDENTIAL
326250022	HIGHEST DENSITY RESIDENTIAL
326250023	HIGHEST DENSITY RESIDENTIAL
326240061	HIGHEST DENSITY RESIDENTIAL
326240076	HIGHEST DENSITY RESIDENTIAL
326250038	HIGHEST DENSITY RESIDENTIAL
326240085	HIGHEST DENSITY RESIDENTIAL
326240082	HIGHEST DENSITY RESIDENTIAL
326250029	HIGHEST DENSITY RESIDENTIAL
326250018	HIGHEST DENSITY RESIDENTIAL
326240050	HIGHEST DENSITY RESIDENTIAL
326240027	HIGHEST DENSITY RESIDENTIAL
326250035	HIGHEST DENSITY RESIDENTIAL
326240030	HIGHEST DENSITY RESIDENTIAL
326250020	HIGHEST DENSITY RESIDENTIAL
326240038	HIGHEST DENSITY RESIDENTIAL
326240083	HIGHEST DENSITY RESIDENTIAL
326250031	HIGHEST DENSITY RESIDENTIAL
326250042	HIGHEST DENSITY RESIDENTIAL
326250028	HIGHEST DENSITY RESIDENTIAL
326240081	HIGHEST DENSITY RESIDENTIAL
326250027	HIGHEST DENSITY RESIDENTIAL
326240047	HIGHEST DENSITY RESIDENTIAL
326240084	HIGHEST DENSITY RESIDENTIAL
326240048	HIGHEST DENSITY RESIDENTIAL
326240080	HIGHEST DENSITY RESIDENTIAL
326240054	HIGHEST DENSITY RESIDENTIAL
326240075	HIGHEST DENSITY RESIDENTIAL
326240078	HIGHEST DENSITY RESIDENTIAL



326250032	HIGHEST DENSITY RESIDENTIAL
326240053	HIGHEST DENSITY RESIDENTIAL
326240044	HIGHEST DENSITY RESIDENTIAL
326240074	HIGHEST DENSITY RESIDENTIAL
326250030	HIGHEST DENSITY RESIDENTIAL
326240018	HIGHEST DENSITY RESIDENTIAL
326240037	HIGHEST DENSITY RESIDENTIAL
326250025	HIGHEST DENSITY RESIDENTIAL
326250024	HIGHEST DENSITY RESIDENTIAL

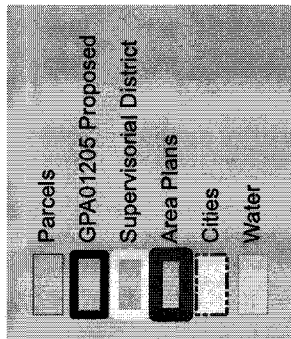
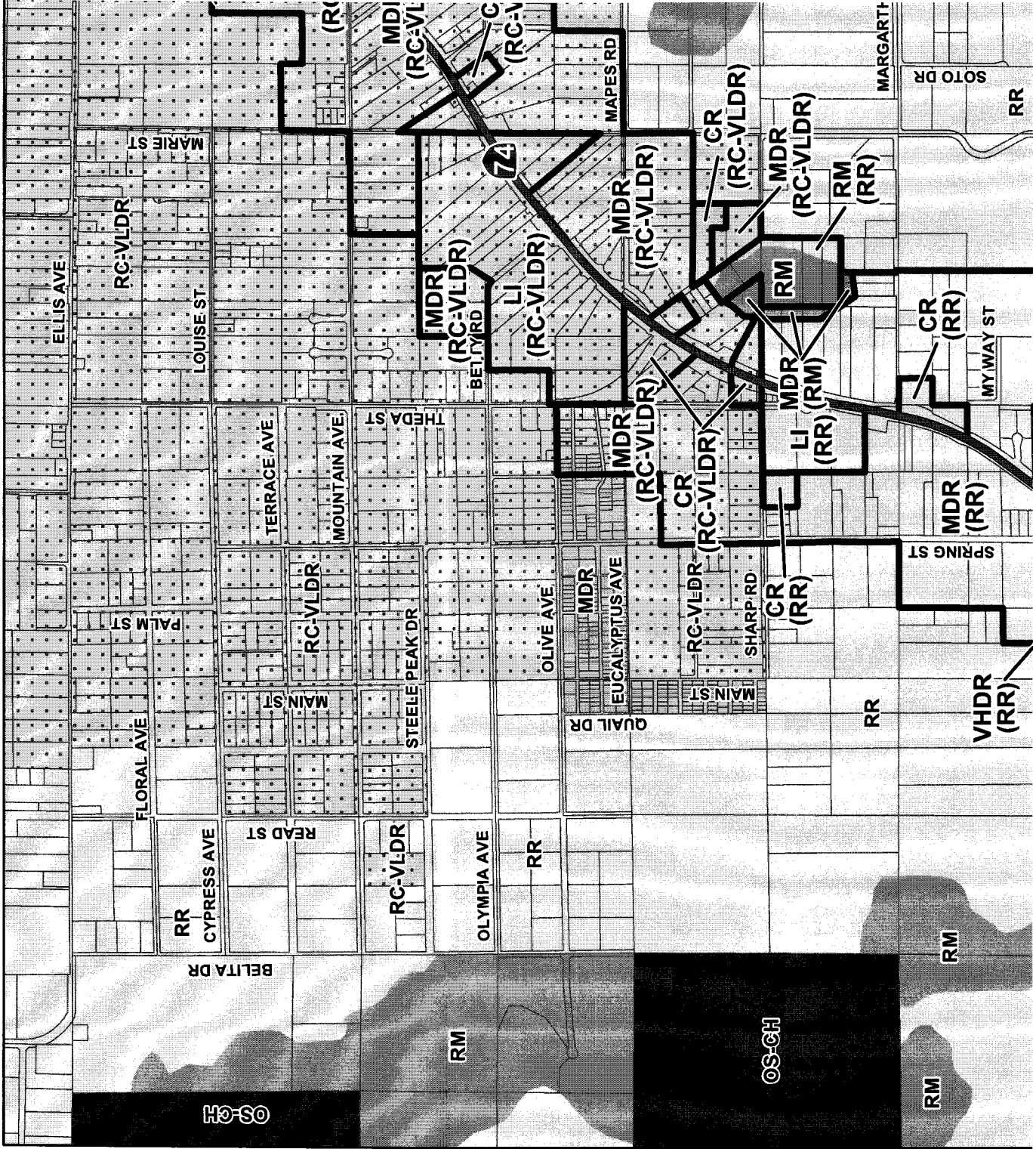


RIVERSIDE COUNTY  
PLANNING DEPARTMENT

# Highway 74 Good Hope Vici


## GPA 01205: Proposed Foundation Compor

Supervisor: Jeffries  
District: 1



Agenda Item No.: 2.1  
Area Plan: Mead Valley  
Supervisory District: First  
Project Planner: Phayvanh Nanthavongdouangsy  
Planning Commission: December 7, 2016

General Plan Amendment No. 1205  
Property Owners: Various  
Representative: County of Riverside

  
Steve Weiss, AICP  
Planning Director

## COUNTY OF RIVERSIDE PLANNING DEPARTMENT STAFF REPORT

### **PROJECT DESCRIPTION:**

The County of Riverside Planning Department proposes General Plan Amendment No. 1205 (GPA No. 1205) to evaluate land use patterns and policies that guide development along State Route 74 (SR-74) and proposes to amend some of them. The intent of the proposed project is to refine the area's land use plan by proposing General Plan Foundation Component Amendments and providing policy direction to address local issues such as economic development, development constraints, circulation, recreation opportunities, and infrastructure.

The SR-74 Study Area encompasses properties that are located approximately 1,000 feet west and east of SR-74 from the City of Lake Elsinore to the City of Perris boundaries, a segment that is approximately 6 miles long. Numerous public outreach meetings were conducted in 2015-2016, which resulted in a land use map that reflects the Community's vision. The conceptual draft of the Highway 74 Business Corridor Land Use Study is attached to the staff report as Attachment A. GPA No. 1205 will involve different types of General Plan Amendment categories to adequately fold the Community's vision and goals into the General Plan. The categories include "Entitlement/Policy Amendment" and "Foundation Component Amendment" and may expand into other categories upon further analysis.

The area being presented to the Planning Commission to solicit comments for the Board of Supervisor's consideration is the area subject to the Foundation Component Amendment requirements; specifically the areas within the Rural Community and Rural Foundation Component that are located between Ellis Avenue and Ethanac Road (refer to Attachment B). For purposes of this proposed GPA, the Community's land use map includes an amendment to the project site's General Plan Foundation Component from Rural (R) and Rural Community (RC) to Community Development (CD) and amend its Land Use Designations from Very Low Density Residential (VLDR) and Rural Residential (RR) to Medium Density Residential (MDR), Commercial Retail (CR), Light Industrial (LI), Mixed Use Area (MUA), and Very High Density Residential (VHDR), on 503 parcels, totaling 804 gross acres.

**LOCATION:** The area that requires a Foundation Component Amendment is a 2.75 mile corridor extending 1,000 feet from the center line outward on either side of Highway 74. This-2.75 mile section of Highway 74 is bounded by Ellis Avenue in the north and Ethanac Road in the south, encompassing Good Hope Rural Village Land Use Overlay and Good Hope Policy Area.

**PROJECT APN(s):** 503 parcels (refer to Attachment C for a list of APNs)

### **GENERAL PLAN INITIATION PROCESS (GPIP)**

General Plan Regular Foundation Component Amendments are required to go through the GPIP process. A General Plan Advisory Committee (GPAC) was created and tasked by the Board of

Supervisors to review the private and County Initiated Foundation Amendment applications and provide comments to the Planning Commission and the Board of Supervisors for consideration.

This stage of the process is merely a preliminary assessment to provide input to the Board on whether or not a General Plan Amendment initiation is warranted. At this initial stage of the process, specific details of the project are not considered and public hearings are not required before the Planning Commission or the Board of Supervisors. If the Board of Supervisors adopts an order initiating proceedings for the proposed Foundation Amendment, the Amendment will then go through the land use review process including but not limited to applicable environmental review, Tribal consultation and public hearings. The initiation of proceedings by the Board of Supervisors shall not imply any such Foundation Amendment will be approved. The Board retains full discretion under the California Environmental Quality Act when reviewing the proposed Amendment during the land use review process.

#### **JUSTIFICATION FOR FOUNDATION COMPONENT AMENDMENT:**

Pursuant to Riverside County General Plan, Chapter 11: Administration Element, "Required and Optional Findings" subsection, evidence demonstrating new conditions or circumstances is required to justify a Foundation Component Amendment. Article II, Section 2.5 of Ordinance No. 348 related to General Plan Foundation Component Amendments – Regular, provides further details regarding the GPIP process and restates the requirement to provide new circumstances or conditions as consideration for a Foundation Component General Plan Amendment. The Planning Department requests an initiation of the Foundation Component General Plan Amendment No. 1205 based on the circumstances enumerated below.

The proposed GPA No. 1205 land use map is a preliminary land use plan based on community outreach conducted in the spring of 2016 and an extensive survey of existing land uses, terrain, development opportunities and constraints, and circulation patterns. Further modifications to the proposed land use plan are anticipated as a result of input from the GPAC, Planning Commission and Board of Supervisors during the GPA initiation stage, as well as modifications that may result from the environmental analysis, future community outreach efforts and public hearings.

Staff received over 300 comments from stakeholders, residents, developers, and public officials during the aforementioned community outreach efforts. Based on the comments, the most common theme is a desire for commercial uses, including the development of neighborhood commercial and professional office uses. The community also expressed the desire for local industrial sector jobs. The community also requested improved infrastructure such as sidewalks, curb and gutter, and flood control. Such improvements would be coordinated with the requisite sewer and water infrastructure improvements. The aforementioned uses and improved infrastructure would be supported by proposed residential density located adjacent to commercial and light industrial uses as shown in Attachment A.

The preliminary land use plan included in Attachment B proposes to amend the Foundation Component and Land Use Designations of approximately 804 gross acres (503 parcels) generally located 1,000 feet of either side of Highway 74 from Ellis Avenue to Ethanac Road. This area of the Mead Valley Area Plan is within the Rural Community and Rural Foundation Component, with portions within the Good Hope Rural Village Land Use Overlay and Highway 74 Good Hope Policy Area. These land use overlay and policy area permit higher intensity and density development than the underlying land use designations would permit. GPA No. 1205 will evolve the concepts presented in the overlay and policy area to develop a cohesive land use plan and policies that would guide development along this stretch of SR-74.

The preliminary land use plan identifies two major nodes for Community Development: Mixed Use Area (MUA) designation. The first node is located at the SR-74 and Ellis Avenue intersection. This area encompasses several narrow and deep lots that typically encroach into the Highway Right-of-Way and with some existing commercial and residential uses. The area is south of the proposed Good Hope Community Mixed Use Area that is a part of the 5<sup>th</sup> Cycle Housing Element Update project. Lack of adequate sewer facilities is a factor limiting land use in this vicinity. It should be noted that additional discussions must be held concerning a public-private partnership to help develop and finance a Sewer Master Plan for this area.

The second node of MUA is located at the Ethanac Road and SR-74 intersection centered between the City of Perris and City of Elsinore borders. This area has been identified as a crucial intersection as well as a circulation corridor by the Riverside Transportation Commission, which is currently funding an effort associated with the alignment study for Ethanac Road. This alignment study will provide the backbone infrastructure necessary to integrate a major east-west outlet from SR-74. As such, this area is envisioned to support a large-scale hub of mixed-use commercial and higher density.

The majority of the area between the two aforementioned MUA nodes is currently within the Good Hope Rural Village Land Use Overlay and Highway 74 Good Hope Policy Area. The existing Overlay and Policy area permits Community Development land uses. The preliminary land use plan reflects existing light industrial and commercial uses that are located between the proposed MUA nodes; as well as property owner requested commercial and residential Land Use Designations. The proposed Land Use Designations includes Commercial Retail, Light Industrial, Very High Density Residential, and Medium Density Residential. Planning Staff also recommends removing the Rural Village Overlay and Highway 74 Policy Area to streamline development processes within the study area.

Overall, the proposed GPA No. 1205 is intended to revitalize this segment of SR-74 to encourage economic growth, accommodate anticipated housing needs, and improve quality of life for the residents. Additional policies will be developed to ensure that development is contingent upon providing adequate infrastructure, laying the foundation for transit options, incorporating a robust trails/bikeway system, and integrating other public service facilities.

Justification for the proposed Foundation General Plan Amendment is based on the following circumstances:

- Area Plans provide focused policies and land use plans to address specific regional or local issues. As a result of extensive community outreach mentioned above, the Elsinore Area Plan is proposed to be modified consistent with the proposed land use plan included as Attachment B. The land use plan reflects community input as communicated to the County during recent outreach efforts and a preliminary Planning analysis.
- Jurisdiction over this segment of SR-74 will be relinquished to the County from CalTrans. This will provide the County greater control over development and infrastructure improvements along SR-74.

Efforts to improve infrastructure along this corridor are currently underway which will support higher intensity and density along SR 74.

**GENERAL PLAN ADVISORY COMMITTEE ACTION:**

This application was considered by the GPAC during a public meeting on October 6, 2016 and was recommended for initiation to the Planning Commission by a majority, with one vote abstaining.

During the GPAC meeting the members discussed the need for action to set objectives, promote development, and extend utilities along the corridor, specifically sewer and water services after County takes control of this section of Highway 74. Concern was expressed and addressed regarding the current property owner uses and that these uses would be allowed to continue as long as the uses are legal. The abstaining vote raised concerns about adding housing without connectivity to existing transportation. Staff clarified that these changes are not growth inducing, rather is matching existing community value with the potential for advancing transit options.

**PROJECT SITE INFORMATION:**

1. Existing Foundation Component: Rural (R), Rural Community (RC), & Community Development (CD)
2. Proposed Foundation Component: Community Development (CD)
3. Existing General Plan Designation: Rural Residential (RR), Very Low Density Residential (VLDR), and Medium Density Residential (MDR)
4. Proposed General Plan Designation: Mixed Use Area (MUA), Very High Density Residential (VHDR), Medium Density Residential (MDR), Commercial Retail (CR), & Light Industrial (LI)
5. Surrounding General Plan Designations: North - Community Development - Medium Density Residential (MDR), Community Development - Light Industrial (LI), and Community Density - Commercial Retail (CR), South: Community Development - Very Low Density Residential (VLDR), Community Development - Mixed Use Area (MUA), Community Development - Very High Density Residential (VHDR), and Community Development - Medium High Density Residential (MHDR), East: Rural Community - Very Low Density Residential (RC-VLDR), Rural - Rural Residential (R-RR), and West: Community Development - Medium Density Residential (MDR), Rural Community - Very Low Density Residential (RC-VLDR), & Rural - Residential (R-RR)
6. Existing Zoning Classification: Rural Residential (R-R), Manufacturing - Service Commercial (M-SC), Scenic Highway Commercial (C-P-S), and General Commercial (C-1/C-P), Rural - Agricultural (R-A-1)
7. Surrounding Zoning Classifications: North, south, east and west - R-R (Rural Residential)
8. Existing Land Use: Vacant, Single Family Residences, Building Supplies, General Commercial

- |                                 |   |
|---------------------------------|---|
| 9. Surrounding Land Uses:       | Residential, Light Agriculture, General Commercial, Industrial Sales, and Vacant Land |
| 10. Project Size (Gross Acres): | 804   |

**RECOMMENDATION:**

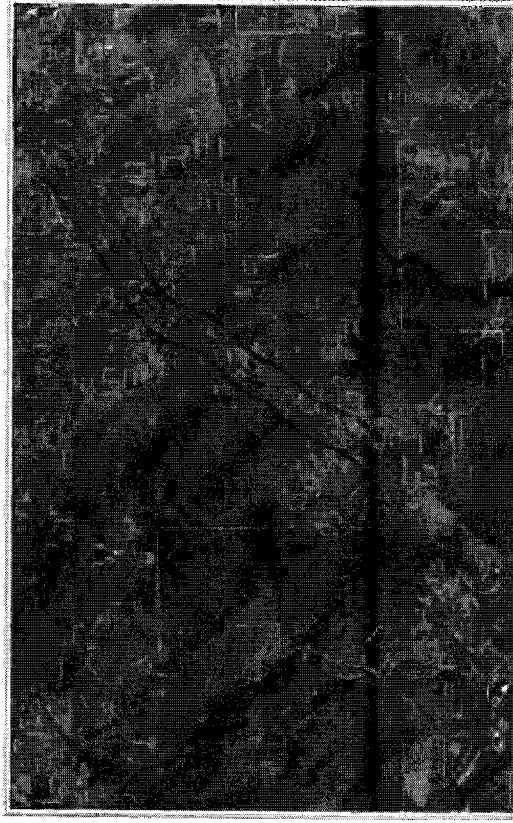
The Planning Director recommends the adoption of an order initiating proceedings for General Plan Amendment No. 1205 based on the information provided in the staff report and discussions during the GPAC meeting, and seeks comments from the Planning Commission on the amendment which will be provided to the Board of Supervisors. The initiation of proceedings by the Board of Supervisors for the amendment of the General Plan, or any element thereof, shall not imply any such amendment will be approved.

**INFORMATIONAL ITEMS:**

1. During the time of Planning Commission staff report preparation, no public correspondence in support or opposition had been received.
2. The project site is not located within:
  - a. An MSHCP criteria cell or conservation boundary; or
  - b. An agricultural preserve; or
  - c. A fault zone; or
  - d. A dam inundation area; or
  - e. A parks or recreation District.
3. The project site is located within:
  - a. The City of Perris sphere of influence; and
  - b. March Air Reserve and Perris Valley airport influence area; and
  - c. A special flood hazard area bisects the project area; and
  - d. Low and Moderate Liquefaction areas; and
  - e. A susceptible to subsidence area; and
  - f. Within a half-mile of a fault line; and
  - g. Moderate, high, and Very High fire hazard areas; and
  - h. State Responsibility Area for fire protection service; and
  - i. Local Farmland of Importance, Urban built-up land, and other lands; and
  - j. Land with low and undetermined Paleontological Sensitivity.

# CONCEPTUAL DRAFT

HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY



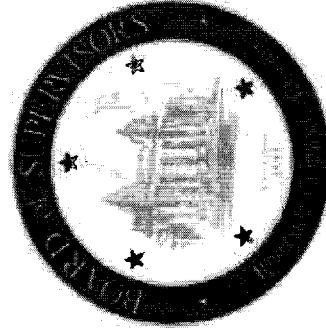
**COUNTY OF RIVERSIDE**  
TRANSPORTATION AND LAND MANAGEMENT AUTHORITY

ATTN: Kristi Lovelady  
Deputy Planning Director  
4080 Lemon Street, 14th Floor  
Riverside, CA 92503

**Acknowledgements:**  
*Good Hope/Meadowbrook MAC*  
*Warm Springs MAC*  
*Supervisor Kevin Jeffries—First Supervisorial District*  
*Juan Perez, PE—TLMA Director*  
*Steven Weiss, AICP—Planning Director*

**Submittal Date:**  
**JULY 5, 2016**

**Submitted By:**  
**CASC ENGINEERING AND CONSULTING**  
1470 East Cooley Drive  
Colton, CA 92324  
Contact: Adam Rush, AICP  
Director of Planning  
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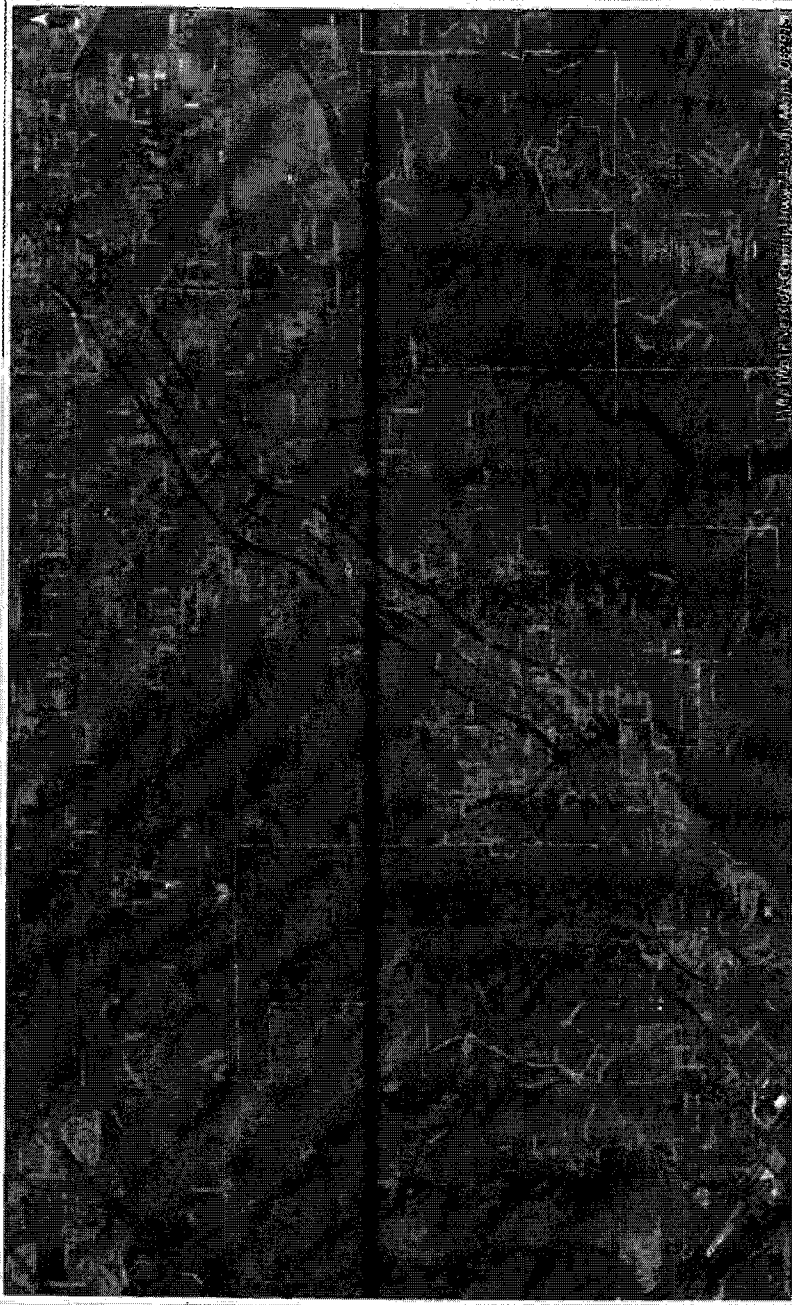


**I. INTRODUCTION AND PURPOSE**

Highway 74 is currently a State Highway system (SR-74) that stretches from Orange County to Palm Desert. However, the County has undertaken a legislative effort to transfer maintenance and operations over to the County jurisdiction, for the Project Area at hand. Throughout this extended landscape, the environment changes from a rural setting with sporadic commercial and industrial developments, along with ancillary housing to a sprawling desert landscape representing Riverside County's desert resort communities. In this effort, the Riverside County Board of Supervisors has charged its staff with the task of analyzing and taking inventory of the existing land uses along the 6.8-mile long corridor of SR-74 that begins at the City of Lake Elsinore and terminates at the City of Perris.

The purpose of this study is to clearly describe — in both graphics and text—the potential for enhanced development patterns along a narrow corridor of SR-74, while preserving the existing environment and characteristics along with sensitivity to existing land uses. This section of highway was chosen for its high traffic patterns and opportunity to consolidate large, and relatively undeveloped parcels. In addition, this section of Highway 74 is one of the last areas to be developed as incorporated Cities to the north and south continue to spur economic growth.

By providing design direction for land use changes, circulation patterns, and most importantly infrastructure related challenges, the County's Highway 74 Corridor Study shall serve as the initial planning document for the County to initiate a Highway 74 Corridor Specific Plan as a means to invest in the community and encourage economic development for the benefit of all who live, work and play within the communities of Warm Springs, Meadowbrook, and Good Hope.



*Exhibit 1: Highway 74 Business Corridor Analysis*

Although intended to be prescriptive and specific, this study is not meant to establish the ultimate land use designations for the Highway 74 Corridor. By providing recommendations on potential land use and designations, circulation, and infrastructure-related challenges, the County may engage in a future master planning development that creates economic value and incentives for the County, property owners, designers, and developers.

## II. PROJECT OBJECTIVES

While the Study Area contains a wide variety of factors to consider within this analysis, this evaluation shall be based upon a set of agreed to criteria. These parameters will shape the County's ultimate master planning efforts and guide development of future land uses, infrastructure capacity, and integration of existing land uses. These parameters are listed below:

- Respect and preserve the existing residential land uses.
- Encourage property owners to maintain their properties in an acceptable manner which meets the County's neighborhood preservation standards.
- Identify circulation patterns that will incentivize new commercial and job-creation opportunities.
- Coordinate new circulation and infrastructure development with the respective non-county agencies (i.e., RCTC, EMWD, EVMWD, Caltrans, etc.).
- Continue to pursue the transfer of Highway 74 from State authority to Local Control.
- Identify new land use opportunities that will incentive sales-tax generating revenue along primary and secondary land use nodes.
- Identify infrastructure improvements necessary to support development and consider potential financing mechanisms.

## III. EXISTING CONDITIONS

The communities of Warm Springs, Good Hope, and Meadowbrook are a small, unincorporated communities, of low-lying rural enclaves with numerous rock outcroppings and low-scale (i.e., rural) architecture. The project area spans a 2,000-foot radius along Highway 74 from where it enters the unincorporated County at Cambren Avenue near the City of Lake Elsinore to where it exits the County jurisdiction at 7<sup>th</sup> Street near the City of Perris. Highway 74 acts as a regional arterial between the Interstate 15 and 215 freeways. Due to the amount or regional "cut-through" traffic, the County wishes to seize this opportunity to capture the benefits of the Average Daily Traffic (ADT) rather than just incur the impacts from over 25,000 vehicles that pass through the region every day. It is this lack of infrastructure that has served as an impediment to appropriate growth for the past twenty years. In addition, the identified study area is home to a wide variety of residential and commercial land uses, many of which operate without the benefit of adequate infrastructure amenities, such as sewer, potable water, gas or electrical services that operate near standard capacity for the type of residential development present. As such, one of the primary objectives of this study is to encourage and create a catalyst for new development opportunities which will result in sustainable development for the next generation of County residents to live, work, and play.





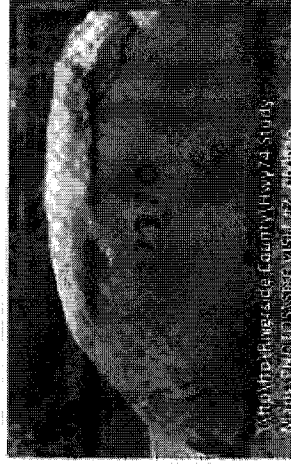
From a community design perspective, the communities of Good Hope, Meadowbrook, and Warm Springs lack a strong "sense of place". It contains no strong entry statements or gateways that would heighten a sense of arrival into the community. Its standard green street signs are clear but non-descriptive and are not reflective of local colors or images. The Study Area's major arterials, such as Ethanac Road, Mountain and Greenwald Avenue lack the capacity to provide relief from daily congestion. In order to establish new development goals, the County must ascertain a comprehensive understanding the Project's Environmental Setting which the Highway 74 Business Corridor Study will provide.

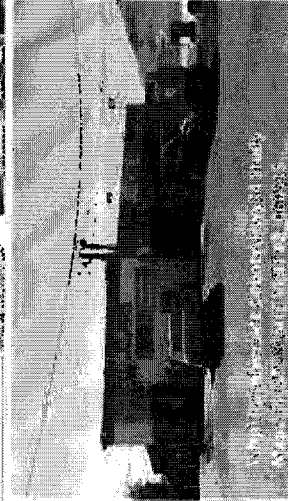
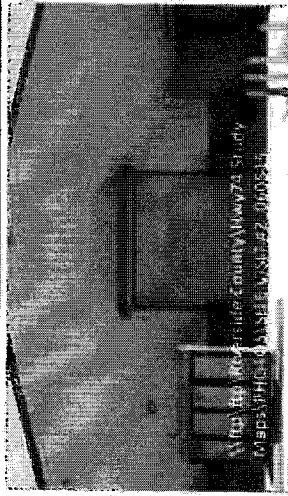
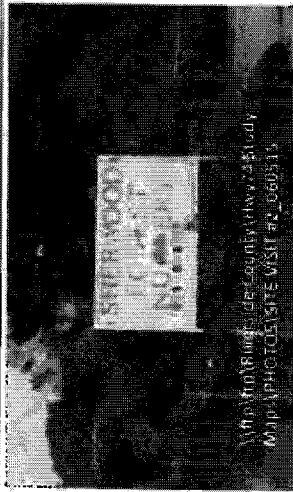
In order to establish a comprehensive baseline for the Project Study Area, the County conducted two site visits along Highway 74 and documented the existing land uses within a 1,000-foot radius from the centerline of Highway 74, for both the northerly and southerly Right-of-Ways. The raw data results are available in the Appendices included herein; however, the main results are summarized as follows:

1. Number of Parcels Total:
2. Number of Residential Parcels:
3. Number of Commercial Parcels:
4. Number of Vacant Parcels:

The great majority of homes within the Study Area are single-story buildings, with a significant subset of residential units constructed as modular buildings. The site inventory identifies each residential unit by its construction standard (e.g., standard construction or modular). All residential homes are located on septic systems with leach fields as sewer infrastructure does not exist within the Study Area. The primary General Plan Land Use Designation within the Study Area is Very Low Density Residential (VLDR) within the Rural Community Foundation (RC) for the north-east portion of Highway 74 (north of Ethanac Road) and VLDR within the Community Development (CD) Foundation for the southwest portion of Highway 74 (south of Ethanac). In addition, smaller areas of commercial and industrially designated property are located adjacent to the Highway, primarily towards the City of Lake Elsinore.

The study corridor is speckled with various levels of architectural styles and community design elements; thus, a common theme is not apparent from the site visits, community meetings, and public outreach conducted throughout 2015 through 2016. Moreover, the Study Area is primarily characterized by medium-sized homes on large lots (i.e., one—two acres). Within these lots, it is common for outbuildings to be present, as well as elongated driveways to provide added privacy from the noise and aesthetic impacts of the Highway. Included within the parcels, once removed from the Highway 74 adjacent lots, several parcels contain churches and several structures located on the same lot that are arranged in a commons-style arrangement that may promote quasi-commercial uses.





*Highway 74  
Conditions*  
June 5, 2015

The commercial land uses that do exist are primarily based within the "manufacturing-service-industry". For example, several automobile repair shops are concentrated close to the City of Perris. As the community has evolved, several of these businesses are located within parcels designated as Medium Density Residential within the Community Development Foundation (CD: MDR). This designation prohibits such businesses, but does allow for a change in Land Use and Zoning to accommodate the type of business, given the Community Development Foundation. In addition to the wide variety of automobile repair businesses, the Study Area includes several contractor and material storage yards located towards the southern portion of the Highway as well as vacant land with sporadic development located through the Project Core. **Throughout the initial project evaluation and review of background materials, it becomes quite apparent that the lack of public infrastructure has facilitated the type of commercial businesses that exist along the Highway 74.** Such infrastructure needs include a sewer mainline within Highway 74 that spans approximately 6.8 miles from the City of Lake Elsinore to the City of Perris. The influx of a sewer mainline will facilitate more intense and appropriate development in the long term along the Highway 74 corridor.

In regards to water service, most commercial businesses and residential units are served with local water service provided by either Eastern Municipal Water District (EMWD) or the Elsinore Valley Water District (EVMWD). However, neither District incorporates current plans to provide increased levels of water service availability, or plans to incorporate recycled water service for residents and businesses within the area without direction from the County of Riverside as to development plans for the future, as well as integration of existing businesses and land uses. These are the two water, sewer, and recycled water

**HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY**

districts that provide service both retail and wholesale supply services to residential and commercial customers within the Study Area. It is critical that each District be actively engaged and participate in this study program due to the vital need for water and sewer infrastructure to meet the growing demand and future needs of the Study Area. The integration and communication with each District is summarized later in this report.

**IV. GENERAL PLAN SETTING/CONSISTENCY  
General Plan Update (GPA 960/EIR 521)**

The County of Riverside recently processed a responsive and comprehensive update to the RCIP General Plan previously updated in 2003. The 2008 General Plan set forth a multi-faceted planning effort that included the CETAP corridor and an integrating habitat preservation plan (M5-HCP) that complements the entitlement process for a wide range of residential, commercial, and industrial projects throughout Riverside County. The 2008 General Plan was adopted by the County of Riverside Board of Supervisors towards the end of 2015 and is currently being implemented across a wide-range of projects.

As the result of much debate, public outreach and collaboration on furtherance of the General Plan Vision, the Updated County of Riverside General Plan is the result of a comprehensive planning process that is guided by the Vision Statement, which establishes a series of fundamental values shaping the future quality of life for the County of Riverside. The Vision Statement was further refined by a set of General Plan Principles, which provided further direction for this comprehensive planning process. The Land Use Element and General Plan Land Use Map (Figure LU-1) reflect the outcome of this comprehensive planning process. The Land Use Element functions as a guide to planners, the general public, and decision makers as to the ultimate pattern of development. It designates the general distribution, general location, and extent of land uses, such as housing, child care facilities, business, industry, open space, agriculture, natural resources, recreation, and public/quasi-public uses. The Land Use Element also discusses the standards of residential density and nonresidential intensity for the various land use designations. Of the general plan elements required by state law, the Land Use Element has the broadest scope. Since it governs how land is to be utilized, many of the issues and policies contained in other plan elements are linked in some degree to this element. For example, the Circulation Element defines policies for the accommodation of vehicular and other trips generated by the population and uses permitted by the Land Use Element. Similarly, the location and density of uses prescribed by this Element are influenced by policies for the protection of environmental resources prescribed by the Multipurpose Open Space Element. The Element and General Plan Land Use Map are intended to capture and communicate Riverside County's long term desires for the future use and development of their land. The County's General Plan Update has provided revisions and changes to our Project Area of Highway 74, and as such, the Highway 74 Business Corridor Study is a further refinement and implementation of this update that will provide direction to the public, City partners, the development industry, and planners on the County's Vision for Highway 74. Provided by Exhibit 2: Land Use Designations for the Elsinore Area Plan, you will find that a majority of the Land Use Designations (LUD) along the Highway Corridor are representative of residential land uses, with some commercial land uses sprinkled in between. However, these land uses currently serve as an impediment to future development opportunities, as well as create a stagnated future for area residents and their desire

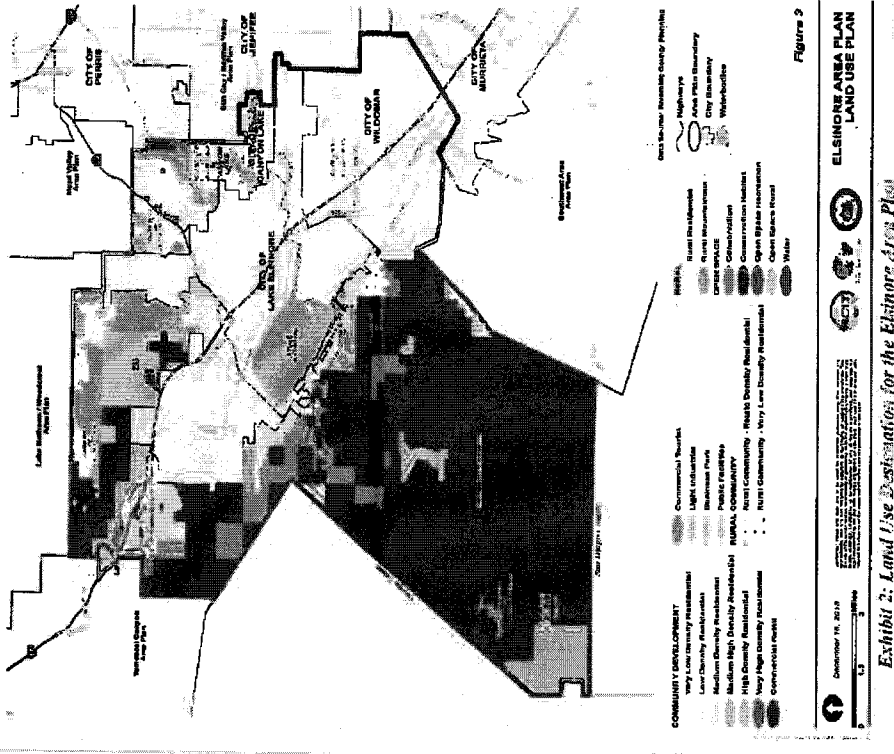
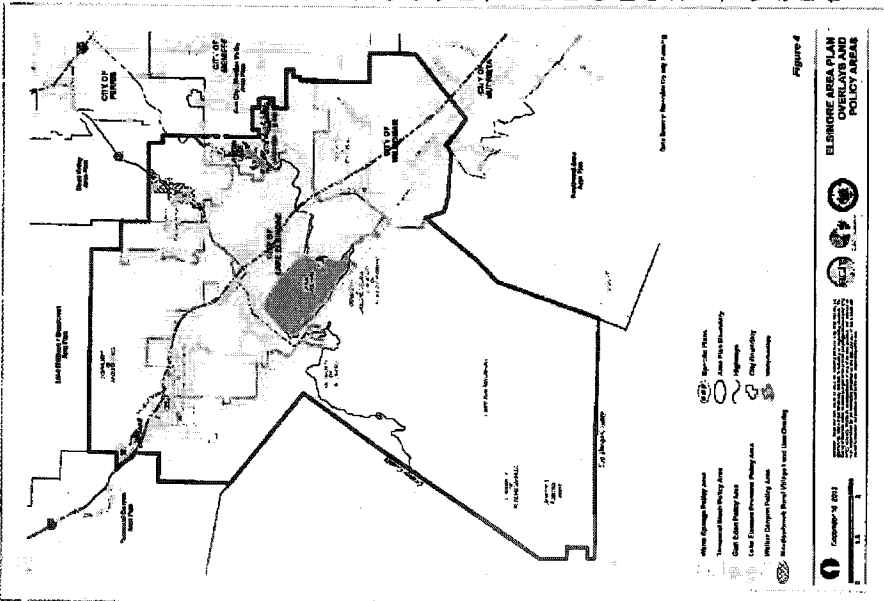


Exhibit 2: Land Use Designations for the Elsinore Area Plan  
(December 16, 2013)



to give back within the community.

**Land Use Designations (LUD)**

The Study Area is divided by two Area Plans as designated in the County's General Plan—Land Use Element. The Mead Valley Area Plan (MVAP) covers a majority of the northeastern section of the Study Area and generally spans from 7th Street in the City of Perris to Ethanac Road. The Elsinore Area Plan (ELAP) picks up at Ethanac Road and extends to Cambern Road, which is the boundary line between the County of Riverside and the City of Lake Elsinore. The Study Area encompasses several LUD's within the Project boundaries that span both the Community Development and Rural Community Foundations. The majority of parcels located within the northeastern portions of Highway 74, as shown on the *Mead Valley Area Plan Existing General Plan Land Use Designations (May 2015)* are within the Rural Community Land Use Foundation which has created difficulties with existing code enforcement cases and new land use developments through the County's approval process. The Rural Community Foundation currently prohibits any commercial land uses, which prevents opportunities for market-based projects to proceed towards approval within the region associated with increased economic opportunity.

There is a specific exception to properties located within the Rural Community (RC) Foundation within the Mead Valley Area Plan portions of the Study Area. These parcels are located north of Ellis Street and south of 7th Street (City of Perris) and designed Medium Density Residential (MDR) and Commercial Retail (CR), both within the Community Development (CD) Foundation. In addition, there is a small section of very narrow and shallow parcels that are designated CD: MDR south of Ellis Avenue and Mountain Avenue and following, parcels between Mountain Avenue and Ethanac Road are all designated Very Low Density Residential (VLDR) within the Rural Community (RC) Foundation. These disjointed land use designations are not conducive to a robust economic development scenario to benefit County residents.

Moving further south, the majority of parcels located south of Ethanac Road towards the City of Lake Elsinore are located within both the Rural Community (RC) and Community Development (CD) Foundation, but again, are mostly designated Very Low Density Residential (VLDR), which dictates a one-acre minimum lot size and again prohibits commercial land uses. In addition, there are four (4) segregated portions of Commercial-Retail Land Uses located within this southern portion of the Study Area which currently do not accommodate a lot of commercial land uses. The existing LUDs are detailed within the Mead Valley Area Plan Existing General Plan Land Use Designations (May 2015).

There are few exceptions, as are detailed within the existing photo and site survey exhibits included herein. As a brief example, most uses within the southern portions of the Study Area (primarily located within the EVAP) include automobile repair shops, material storage yards, and contractor storage facilities. These LUDs do not allow smart growth or well-planned development to be processed in an efficient fashion; however, the current status of the Land Use Foundations will be a future consideration of the Board of Supervisors to provide an incentive associated with the Study Area recommendations and conclusions.

Exhibit 3 Elsinore Area Plan Overlay and Policy Areas Map  
Figure 4 (December 16, 2013)



**LAFCO Disadvantaged Unincorporated Communities (DUC)**

The Study Area is part of the larger Mead and Elsinore Valley regions, which also includes several Disadvantage Unincorporated Communities (DUC), established by the County's Local Agency Formation Commission (LAFCO). The Riverside County Local Agency Formation Commission (LAFCO) has identified three (3) DUCs located within the Study Area. These communities include Warm Springs, Good Hope, and Meadowbrook and are each represented by a group of public advocates referred to as a Municipal Advisory Committee (MAC), which reports directly to the Board of Supervisors through a designated Legislative Assistant (LA).

These DUCs must meet certain requirements, which are identified below, and also provide a legal basis for the County to provide environmental studies, land use policies, and economic incentives associated with long term development of the Highway 74 Business Corridor Study Area. There are two DUCs identified within unincorporated area of Perris, towards the north-eastern portion of the Study Area and one DUC located near the City of Lake Elsinore.

The background on DUCs is provided by Senate Bill (SB) 244, which provides a significant portion of the LAFCO related legislation passed in 2011.

The bill required LAFCO to make determinations regarding "Disadvantaged Unincorporated Communities (DUCs)." *These are defined as inhabited territory that constitutes all or a portion of a community with an annual median household income that is less than 80-percent of the statewide annual household income (MHI).* The MHI data is from the U.S. Census Bureau—American Community Survey 2006-2010. The State MHI for the County of Riverside is \$60,883. The qualifying income for a DUC is 80% of that figure, \$48,706. State law requires identification and analysis of service issues within DUCs as part of municipal service reviews (MSRs) and sphere of influence (SOI) reviews. State law also places restrictions on annexations to cities if the proposed annexation is adjacent to a DUC.

All of the DUCs, located within Riverside County are available via the following link:  
[http://www.lafco.org/openarms/quick\\_links/Disadvantage\\_Unincorporated\\_Communities\\_DUCs.html](http://www.lafco.org/openarms/quick_links/Disadvantage_Unincorporated_Communities_DUCs.html)

The Study Area and results of each site visit were shared with each community group to solicit their advice and feedback on the program from a community-based perspective. The results of this outreach will be further discussed in Section VI.



**Policies and Overlays**

The Study Area has been under consideration by the County for some time, as is shown by the establishment of several Policy and Zoning Overlays that were incorporated into the County's 2003 RCIP General Plan Update. The three overlays that are most applicable were adopted in the form of General Plan Overlays. Under the past 2003 RCIP General Plan, the Rural Village Overlay Study Area did not prescribe any land uses other than those authorized by the underlying General Plan Land Use Designations (GPLUD); however, misinterpretation of this Overlay caused several quasi-commercial uses to be established within the area. The original intent of this Policy Area was to continue evaluation and analysis of the potential land uses under the specific policy boundaries, which has been updated in the 2008 General Plan Update.

The LUD's previously established under the 2003 RCIP, remain today, pending the adoption of the 2008 General Plan Update, which was adopted by the Board of Supervisors on September 15, 2015. These LUD's were never intended to facilitate large-scale development or even authorize relatively intense interim development opportunities as is seen through the County's recent observations. That being said, through a confluence of several variables, many commercial and industrial businesses have established themselves over the years along Highway 74. Some of these land uses have followed the County's entitlement processes and some have not; nevertheless, the County is faced with the challenge of integrating current development projects as an interim use, while the long term goal of the County is to pursue a robust economic corridor through master planning efforts. For example, several code enforcement projects have arisen over the past decade and they've increased with general frequency. In order to adequately manage the number of code cases, the County developed the following map to track the location of cases relative to land use changes:

Unfortunately, many of these uses cannot achieve permit compliance, through the County's permit entitlement processes, due to the impediments of an inconsistent General Plan LUD and Zoning Classification for commercial/Industrial uses along the corridor.

**Rural Village General Plan Overlays**

In this section, the report will analyze the three (3) Policy Areas associated with the Highway 74 Study Corridor. The three (3) Policy Areas are as follows (1) The Elsinore Area Plan Meadowbrook Rural Village Land Use Overlay; (2) Good Hope Rural Village Land Use Overlay; and (3) The Mead Valley Area Plan Good Hope Rural Village Overlay.

- 1) **The Elsinore Area Plan Meadowbrook Rural Village Land Use Overlay:** Prior to the adoption of the 2008 General Plan Update, all relevant factors were studied in more detail on a parcel-by-parcel basis through a spatial analysis. As a result of this analysis, county review, and community discussions, the boundary and policies of these study areas were modified and a Rural Village Land Use Overlay was created to strategically intensify the uses in the targeted core areas of Meadowbrook (Figure 5), but not in El Cariso.

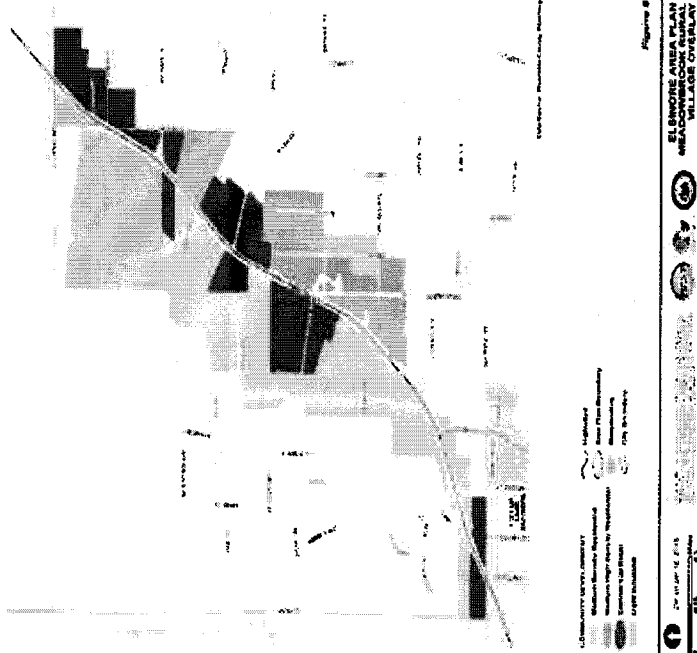
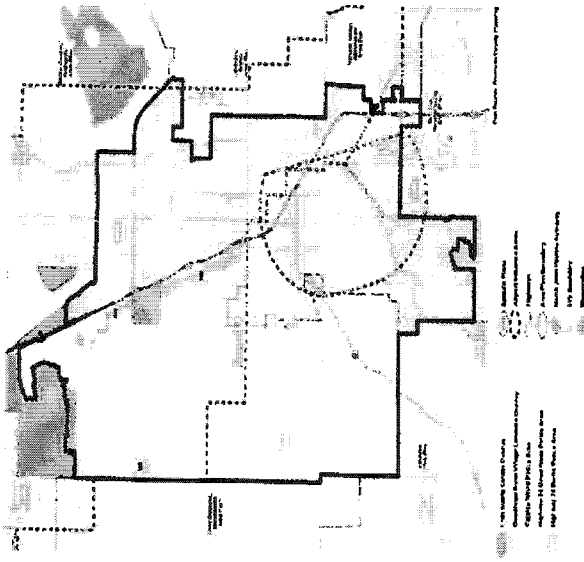


Exhibit 6 Elsinore Area Plan Meadowbrook Rural Village Land Use Overlay





parcel-by-parcel basis through a spatial analysis. As a result of this analysis, the policies of this study area were modified and a Rural Village Land Use Overlay (RVLUO) was created to strategically intensify the stated uses in the targeted core area of Good Hope (Figure 6) located on this page.

**Policies (Elsinore Area Plan Meadowbrook Rural Village Land Use Overlay):**

**ELAP 5.1** Allow areas designated with the Rural Village Land Use Overlay to develop according to the standards of this section. Otherwise, the standards of the underlying land use designation shall apply.

**ELAP 6.1 5.2** In the Meadowbrook Land Use Overlay, commercial uses, small-scale industrial uses (including mini-storage facilities), and residential uses at densities higher than those levels depicted on the Area Plan may be approved as designated in the overlay. Additionally, existing commercial and industrial uses may be relocated to this Rural Village Land Use Overlay Study Area as necessary in conjunction with the widening of State Highway Route 74.

(2) **Good Hope Rural Village Land Use Overlay:** The Good Hope Rural Village Land Use Overlay is a Study Area that has been identified on the Mead Valley Area Plan map for the portion of the community of Good Hope along State Highway Route 74 in the 2003 General Plan. Prior to the adoption of the 2008 General Plan Update, all relevant factors were studied in more detail on a parcel-by-parcel basis through a spatial analysis. As a result of this analysis, county review, and community discussions, the policies of this study area were modified and a Rural Village Land Use Overlay (RVLUO) was created to strategically intensify the stated uses in the targeted core area of Good Hope (Figure 6) located on this page.

(3) **The Mead Valley Area Plan Good Hope Rural Village Overlay:** The Mead Valley Area Plan Good Hope Rural Village Overlay is a Rural Village Overlay Study Area that has been identified on the Mead Valley Area Plan map for the portion of the community of Good Hope along State Highway Route 74 in the 2003 General Plan. Prior to the adoption of the 2008 General Plan Update, all relevant factors were studied in more detail on a parcel-by-parcel basis through a spatial analysis. As a result of this analysis, county review, and community discussions, the policies of this study area were modified and a Rural Village Land Use Overlay (RVLUO) was created to strategically intensify the stated uses in the targeted core area of Good Hope (Figure 6) located on this page.

**Exhibit 8 Mead Valley Area Plan  
Good Hope Rural Village Overlay**



parcel-by-parcel basis through a spatial analysis. As a result of this analysis, the policies of this study area were modified and a Rural Village Land Use Overlay (RVLUO) was created to strategically intensify the stated uses in the targeted core area of Good Hope (Figure 6) located on this page.



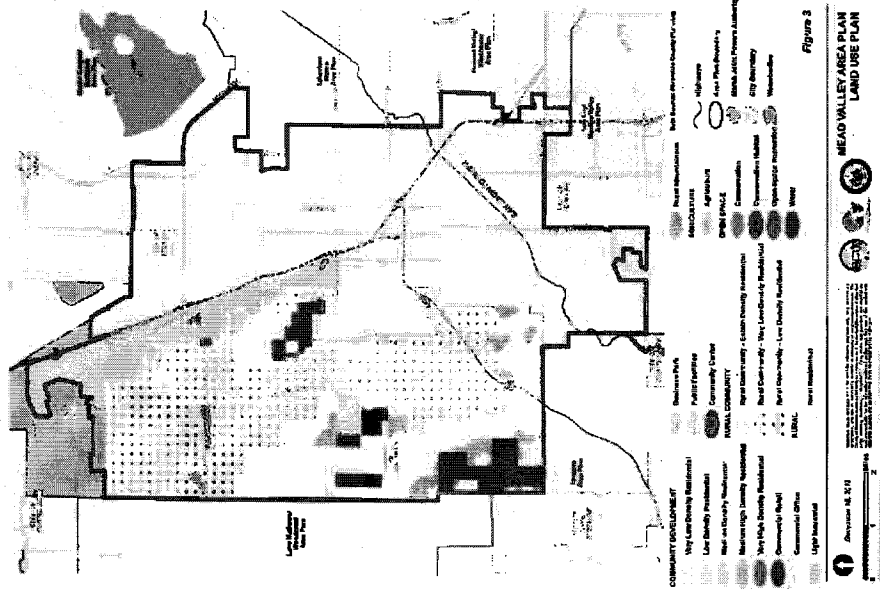
Business Relocation (Ryder Property)

**Good Hope Rural Village Overlay):**

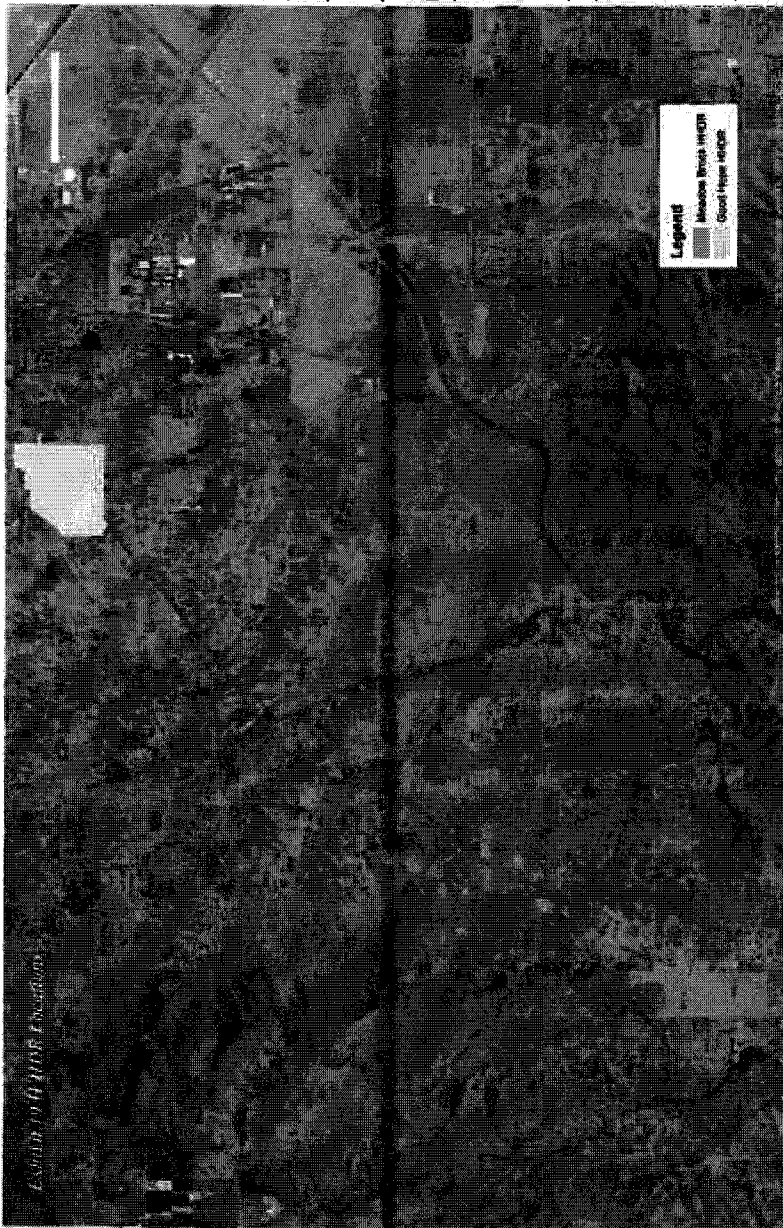
MVAP 3.1 Allows areas designated with the Rural Village Land Use Overlay to develop according to the standards of this section. Otherwise, the standards of the underlying land use designation shall apply. MVAP 3.1 and 3.2 Commercial uses, small-scale industrial uses (including mini-storage facilities), and residential uses at densities higher than those levels depicted on the Area Plan may be approved based on the designations identified in the land use overlay. MVAP 3.3 Additionally, existing commercial and industrial uses may be relocated to this overlay as necessary in conjunction with the widening of State Highway Route 74. MVAP 3.4 All new developments shall provide adequate and essential infrastructure such as circulation facilities, water, sewer, and electricity. Such improvements must be beneficial to the community at large.

Based upon the varied implementation of the RVOSA, several commercial land uses were established throughout the Study Area and, as mentioned, some with and some without the benefit of a valid use permit approved by the County of Riverside. In 2012, the County conducted the RVOSA Study, which incorporated a GIS Spatial Analysis along with recommended land use designations. Some of the LUD recommendations from this study are being incorporated into the 2008 General Plan Update and some will be part of our recommendations herein. However, the Study identified the need for substantial infrastructure improvements in order to proceed with development at a scale higher than currently observed within the area.

**Policies (The Mead Valley Area Plan**



**HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY**



In regards to The Highway 74/Perris Policy Area and Highway 74/Good Hope Policy, County records indicate that only one (1) business was relocated as part of this program, during the General Plan Period of 2003 to 2008. The business owners, Mr. and Mrs. Ryder, relocated their cabinet manufacturing business from the southern portions of the Highway 74 corridor to the intersection of Hayes Farm Road and Highway 74. The property includes an approximate 10,000 s.f. manufacturing building that was permitted through the County Planning Department in 2008. This relocation is an implementation of *The Highway 74/Perris Policy Area and Highway 74/Good Hope Policy Area*, a policy that was adopted as part of the 2003 General Plan as *The Highway 74/Good Hope Policy Area*.

**Housing Element**

The County is currently undertaking the 2014–2021 Regional Housing Needs Analysis (RHNA). The California Department of Housing and Community Development (HCD) establishes procedures for allocating the Regional Housing Need for each County pursuant to Section 65583 of the Government Code. In response to the County's RHNA allocation, for the period referenced in Exhibit 109, additional property must be designated that meets the density level proscribed by HCD (i.e., not less than 20 dwelling units per acre). As such, the County circulated the last complete version of the its Housing Element in February in 2012, which was adopted by the County Board of Supervisors on February 13, 2013 for the 4th RHNA Cycle which covers 2006–2014. However, pursuant to Senate Bill 375 (SB 375), the County was required to complete an updated Housing Element which established a new *Vacant Land Inventory* of vacant and large parcels within to the Study Area. These properties are the first set of parcels identified within the *Meadowbrook Community*. As part of the 5th RHNA Cycle Housing Element Update (2014–2021), the County proposes to redesignate 121.56 acres of property to H'HDR within the *Meadowbrook Community* and 131.71 acres of property to H'HDR.

These parcels qualify for inclusion into the County's next version of the Housing Element and will be re-designated to Highest Density Residential (H'DR) (20+ DU/AC) to accommodate housing for a wide spectrum of low income households (e.g., Extremely Low, Very Low, Low, and Moderate Income levels based upon the median income levels within Riverside County). The location and incorporation of these Higher Density parcels are integrated well with the recommendation of Mixed Use Planning Areas (MUPA), located within the eastern and western portions of the Highway 74 Business Corridor Study Area. The parcels identified as part of this Vacant Land Inventory will be evaluated in conjunction with the land use recommendations associated with this Highway 74 Business Study Corridor. It is anticipated that the H'DR parcels will coincide with anticipated increases in residential density along selected portions of Highway 74. The County's recommended H'DR parcels can be found in the Appendices located herein.

Exhibit 12a Meadow H'DR Brook Parcels

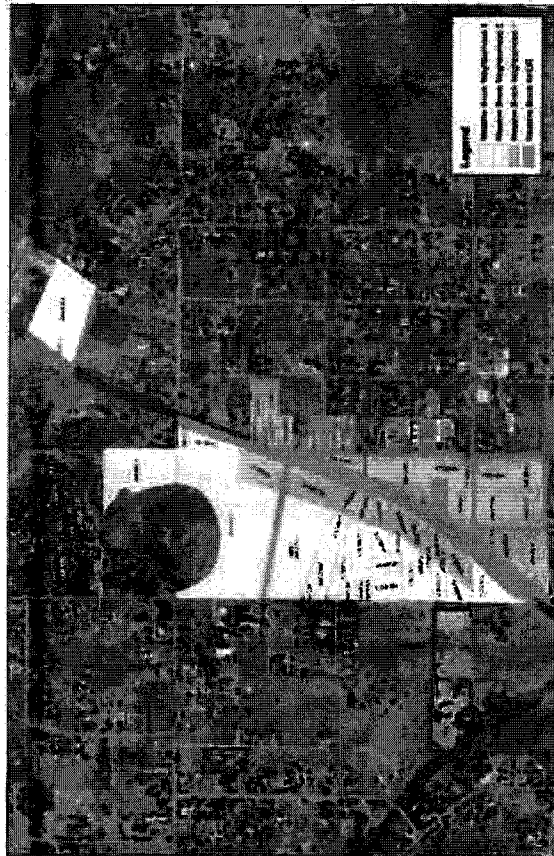


Exhibit 12b Meadow H'DR Brook Parcels

**Circulation**

Highway 74 is designated as a Highway/Expressway which provides a Right-of-Way of 128-feet to 220-feet (dependent on the specific location) and is currently under the jurisdiction of Caltrans. The scenic highways designated within the Elsinore Area Plan is depicted on Figure 9 of the 2008 General Plan. In part, the Highway 74 Business Corridor Study Area is a Circulation Plan augmented by land use of smart growth options and infrastructure improvements. Highway 74 traverses both the Mead Valley and Elsinore Area Plans in a northeast fashion and has been designed as a State Eligible Scenic Highway as detailed by Caltrans under the County's Circulation Element. This designation essentially protects the corridor from the impact of inappropriate signage, light pollution, and the encroachment of tall structures within at least 50-feet of the Scenic Eligible Highway. The western segment of Highway 74, closer to the City of Lake Elsinore, serves as a secondary entrance to Riverside County and currently

**HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY**

serves as a link to Orange County's system of scenic routes, through *Oregon Highway*. The County has received State enabling legislation associated with transferring control of construction, operation, and maintenance of Highway 74 from the Caltrans to the County of Riverside Transportation Department. As of this writing, this Bill, being carried by Assembly Member Melissa Melendez in the form of Assembly Bill No. 218, ([http://leginfo.ca.gov/faces/billNavClient.xhtml?bill\\_id=201520160A#218](http://leginfo.ca.gov/faces/billNavClient.xhtml?bill_id=201520160A#218)) was signed by the Governor in September 2015. This legislation will provide local control and economic development along Highway 74 by transferring operation and maintenance authority from Caltrans to the County of Riverside. As of this writing, the process of transferring the Highway is underway between staff from Caltrans and the Riverside County Department of Transportation. In conjunction to the transfer of Highway 74, this study will review and provide direction on potential new circulation corridors that may intersect with Highway 74 at key locations and that provide integration with the broader region. One of the prime corridors that have already been addressed is Ethanac Road, which is located nearly equidistance from the northeastern and southwestern boundaries of the Study Area. Ethanac Road is currently under study by the Riverside County Transportation Commission as a major east-west corridor between the Cities of Perris and Canyon Lake to the unincorporated areas along Highway 74. These factors provide the foundation for the creation of a potential Mixed Use Planning Area at the intersection of Ethanac and Highway 74. The size and scale of this area will be provided in the recommended land use exhibits attached herein. A second east-west corridor that is contemplated towards the southern portion of the Study Area will be located on or around Greenwald Avenue which extends further south-east and intersects with the Ramsgate Specific Plan located within the City of Lake Elsinore and then eventually towards the Tuscany Hills Specific Plan. The intention of two regional east-west connections provides the opportunity for development to proceed outward in an orderly fashion to facilitate smart patterns of development and in keeping with the County's sustainable growth strategies.

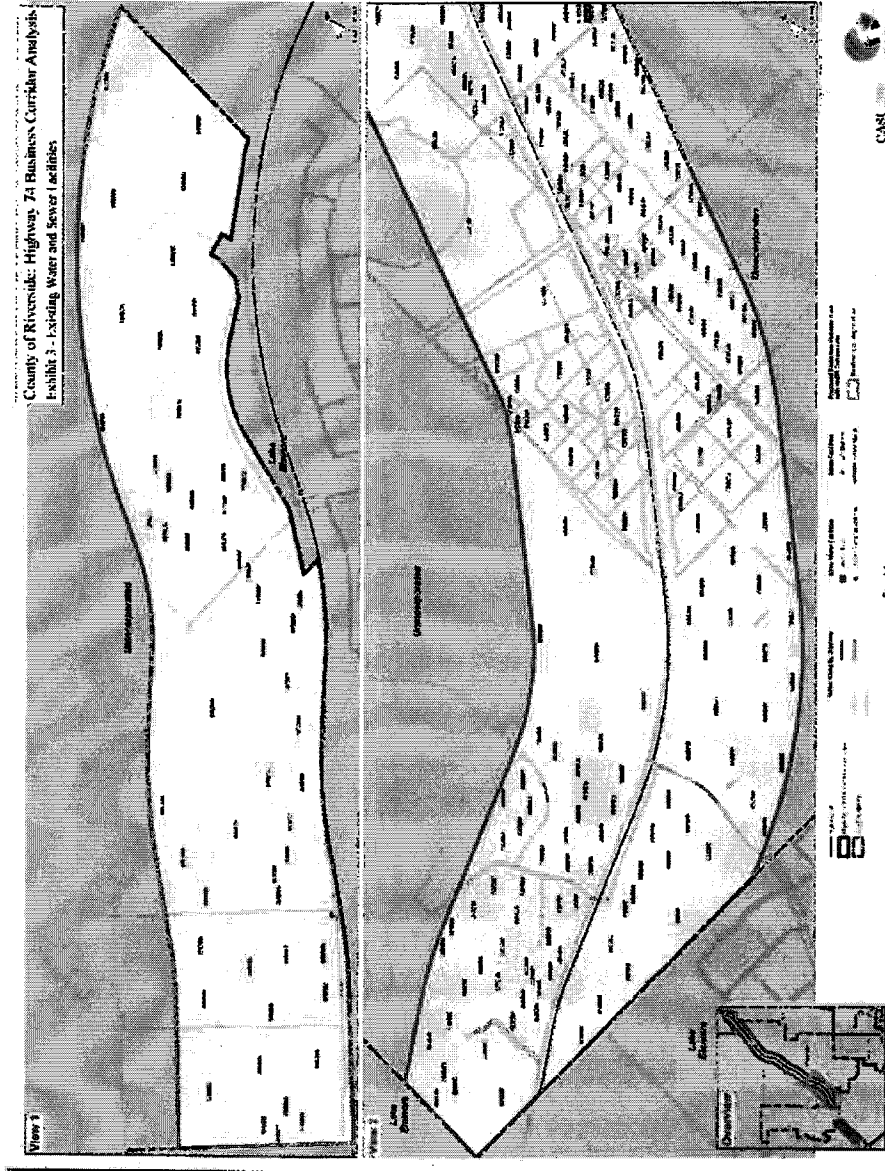


Exhibit 13 Existing Utilities Views 1 and 2

**M. PUBLIC INFRASTRUCTURE**

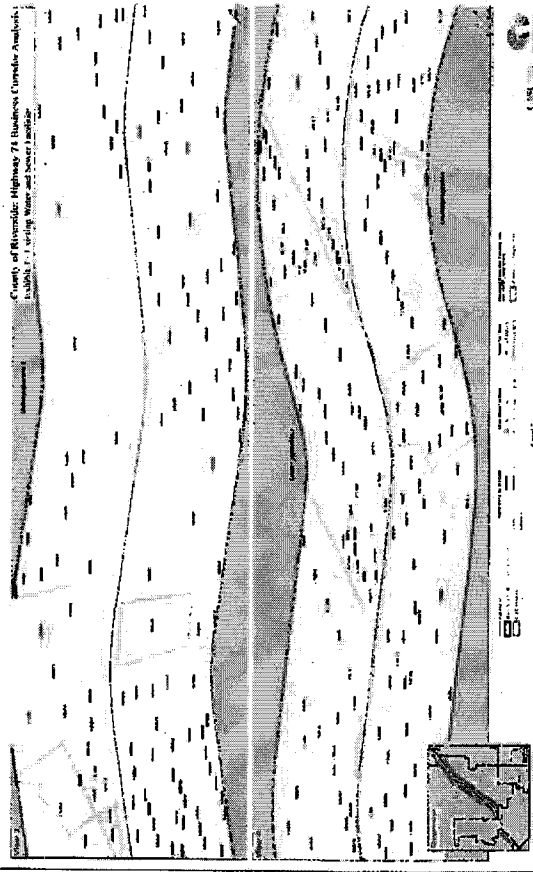


Exhibit 14 Existing Utilities Views 3 and 4

the commercial businesses existing within the Study Area are currently underserved by water connections in the area. Based upon the utilities mapped to date, which provides the outline of water service availability for the Highway 74 Study Area, parcels are served through a series of 4-inch, 6-inch, and 8-inch lines that provide service to individual residential and commercial parcels, including their respective businesses. The mapped utility alignments can be found in herein. Implementation of this study's recommendations will require a substantial investment in water related infrastructure, including but not limited to mainline potable water service, recycle water service, additional pump stations, recharge wells and basins. These new infrastructure improvements will continue under the existing municipal structure of Eastern Municipal Water District and Eishore Valley Municipal Water District. As such, each District has already been briefed on the County's plan for a Business Corridor Study; however, no infrastructure planning efforts have commenced at this time. It is anticipated that the recommended land use designations and community planning efforts resulting from this Study will provide the incentive necessary for districts to conduct their respective capacity analyses to accommodate the areas long-term development. Furthermore, the County that a master plan for water-related services be conducted by the Districts in conjunction with a future CEQA Documentation Process on the part of the County, which is considered Phase II of the County's evaluation of the Highway 74 Corridor.

**Water**

The Study Area is served by two (2) separate Special Districts that provides both water, sewer, and in some cases recycled/reclaimed water where new development has occurred. The Eastern Municipal Water District (EMWD) offers water and sewer services for properties along the Highway 74 Corridor from Ethanac Road to 7th Street in the City of Perris. Towards the southern portion of Study Area, the Eishore Valley Municipal Water District (EVMWD) provides water and service services to properties south of Ethanac Road to Cambren Road. Based upon the analysis of water service infrastructure within the Study Area, substandard infrastructure exists to serve the local population. Master planning efforts are currently underway in both water districts so as to serve a growing population. As such, the intent of the Highway 74 Business Corridor Study is to recommend of proposed land use changes that will engage both water Districts in a comprehensive planning effort to anticipate and address the water needs of long-term growth. Based upon the site visits conducted,

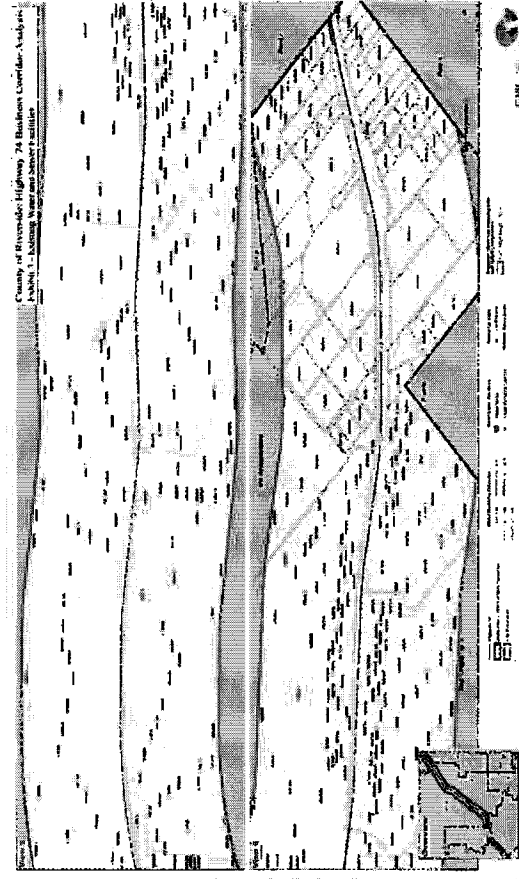


Exhibit 15 Existing Utilities Views 5 and 6

both Districts anticipate the County's evaluation of

**Recycled Water**

The Study Area does not include any existing infrastructure related to recycled and/or reclaimed water system.

**Sewer**

The Study Area currently does not enjoy sanitary sewer service to the residential and commercial parcels adjacent to Highway 74 and within the 1,000 foot radius from the Highway as well. Based upon the site visit observations, all the developed sites are assumed to contain a septic system along with leach fields of varied designs. The Study Area contains 864 parcels that are adjacent to Highway 74 or at least one parcel removed which makes the eventual connection to the future sanitary sewer an engineering possibility. According to the County's observations and research, sewer facilities will likely begin within the City of Perris and utilize gravity feed systems to construct facilities towards the City of Lake Elsinore. However, the application of two separate water districts does require that the regional infrastructure connections be coordinated and established in a multi-jurisdictional manner. As part of this report, both the Eastern Municipal Water District and the Elsinore Valley Water District were engaged to provide initial input and feedback on the County's plans for economic improvement within the Study Area. Both Districts indicated a willingness to provide logistical planning and evaluation of the recommended Land Use Designations (LUDs) that will potentially increase the intensity of residential land uses throughout the Study Area. EMWD and EVWWD will continue to collaborate with the County of Riverside to provide an assessment of the anticipated land use designations, circulation standards, and resulting water and sewer capacity to serve the Study Area and beyond to adjacent land uses. The results of this Study Area will provide the necessary research, information, and data necessary for the Water Districts to provide a long-term capacity analysis for the region.

**Drainage**

The Highway 74 Business Corridor Study did not conduct a comprehensive drainage study associated with the Study Area Research. The region is governed by the Riverside County Flood Control and Water Conservation District. New development and redevelopment are subject to the District's review for flood control mitigation. A series of site photos and on-site observations were documented and identified several inadequate drainage systems. This was determined by reviewing systems such as road-side culverts, blocked drainage pipes, weed-filled culverts, and a wide array of "Arizona Crossings" as individual driveways intersect with Highway 74. Secondly, an aerial overview of the Study Area indicates a large drainage course located between Steele Peak Road and Meadowbrook Avenue. While the amount of water that flows through this channel is unknown, the infrastructure necessary to provide a safe crossing in times of flood events must be provided by new development for all locations, in compliance with the County's criteria. In addition, the County of Riverside has conducted a conceptual drainage study associated with both the Mead Valley and Elsinore Valley Area Plans. The Study Area, in conjunction with the surrounding geography is encumbered by large flows that impact Highway 74 during the 10-year, 20-year, and 100-year storm events. As such, the future Highway 74 Master Planning effort will require a comprehensive hydrology and hydraulic drainage analysis to facilitate new development opportunities. It is likely that major flood control facilities will be necessary at several locations perpendicular to Highway 74 to protect new development from increased runoff resulting from increased development activities which creates impermeable areas.

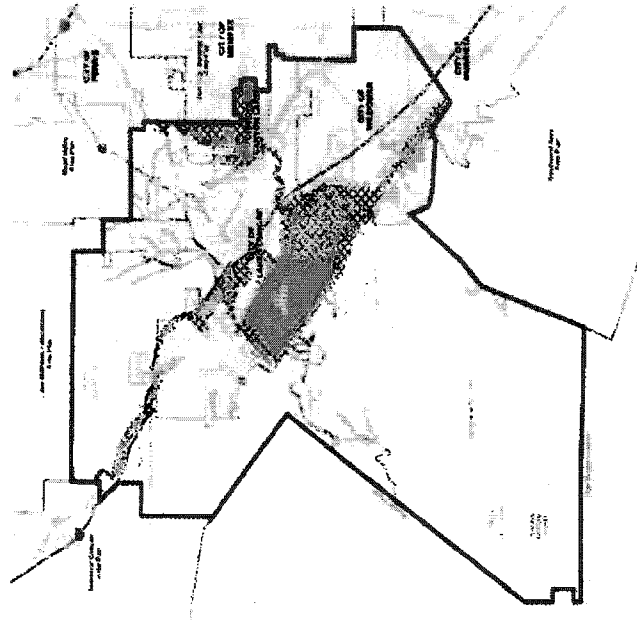


Figure 10  
ELSIMORE AREA PLAN  
FLOOD HAZARDS

**VI. COMMUNITY OUTREACH**

Each community meeting conducted within the Study Area invited residents from locations broader than just the Study Area as well as local community leaders. By doing so, the County is reaching out to a wide spectrum of stakeholders to engage with the County on the Highway 74 Business Corridor Study and its potential for future economic development. Residents were informed that the level of detail the study includes is less than that of a full master plan that would include a full engineered and technical analysis. For future phases, several residents expressed their concern over the concept of eminent domain being incorporated into the plan for the Highway 74 Study Area. However, the County's position on such a practice is to utilize eminent domain authority only as a last resort and specifically for infrastructure related projects rather than land use changes. Eminent domain actions are not being considered under this project at this time. Furthermore, the majority of Highway 74 is currently existing and additional Right-of-Way is likely acquired through project development exactions and memorialization through the conditions of approval. As such, the use of eminent domain is extremely unlikely as a means of infrastructure development along this corridor. This concept was explained and reiterated to the community members present. Some of the other items and issues expressed by the community to County staff are summarized as follows:

- Request for Land Use changes from Commercial to Light Industrial on parcels adjacent to Highway 74.
- Request to continue operations of a tire warehouse
- Development of a "Contractor Storage Yard"
- Development of a "Construction Materials Manufacturing Yard"
- Request Development of "Salvage Yard"
- Information was provided for a possible school site located north of Ethanac and south of 7th Street
- Request for "Truck/Tractor Trailer Storage"
- Request for a "Car Dealership"
- Request for "RV and Boat Storage" facilities.



Exhibit 17 Existing LU Views 1 and 2



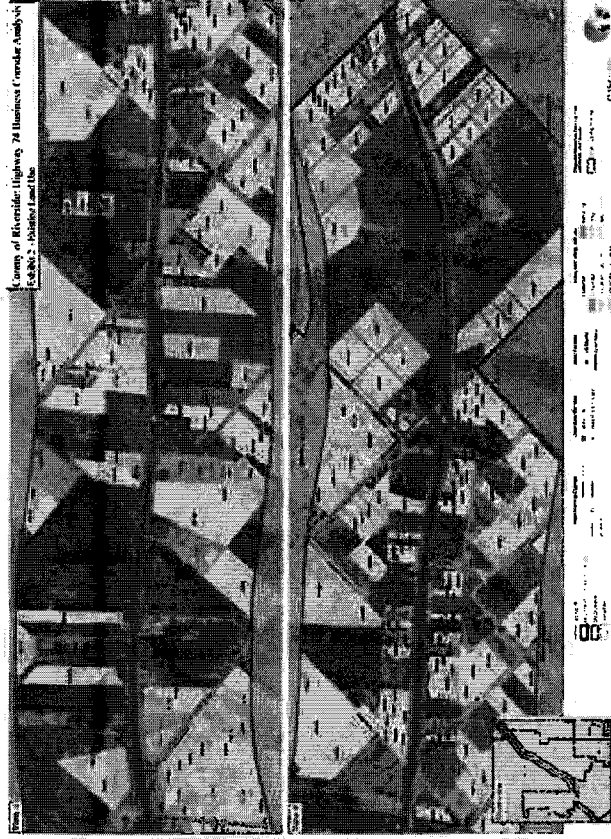
**HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY**

As shown, many of the land use considerations are consistent with the current development patterns of the Study Area (i.e., low intensity businesses that require little to no infrastructure to operate effectively). Obviously, the County's long-term goal is to create a catalyst that provides economic development within this corridor. This goal provides a clear transition and appropriately lends itself to a more robust pattern of development; however, interim development opportunities are necessary which include possible legalization of existing commercial and industrial activities; establishment of new lower-profile activities (such as those items referenced in the bullet points above); and possible development of *Interim Use Guidelines* that will serve existing and future service-commercial opportunities. However, these interim development project still must comply with County



*Exhibit 18 Existing LU Views 3 and 4*

Codes, Regulations, and Ordinances which have been a challenge for developments in the past and will continue to present issues for new developments given the current lack of sewer facilities and highly restrictive water quality and environmental compliance standards. As a result of this dynamic, Supervisor Jeffries' Office is coordinating with County staff to ascertain the highest priority matters (from a public safety perspective) and transition the balance of active businesses and land use projects as smoothly as possible given the existing constraints.



*Exhibit 19 Existing LU Views 5 and 6*



**VIA INTERESTED PARTIES CONTACTED**

As with other regional projects the County has recently undertaken, there is a need to provide outreach and interaction with a series of local regional Special Districts associated with the current and future planning efforts for the Highway 74 Corridor. As such, the stakeholders involved span the spectrum of both the private and public sectors. The list of stakeholders currently engaged in this Study area are as follows:

- County Supervisor Kevin Jeffries (Project Sponsor)
- County of Riverside Transportation Land Management Agency (Project Coordinator)
- Riverside County Transportation Commission (RCTC)
- City of Lake Elsinore (Regional Stakeholder)
- City of Perris (Regional Stakeholder)
- Eastern Municipal Water District (Responsible Water and Sewer District)
- Elsinore Valley Municipal Water District (Responsible Water and Sewer District)
- Greg Lansing (Property Owner)
- Shopoff Group (Property Owner)
- David Jeffers Consulting, Inc. (Property Representative)
- O'Reilly Public Relations (Property Representative)
- Mike Naggar and Associates (Property Representative)
- Inland Empire Real Estate Group (Property Representative)

The County has engaged a comprehensive list of Stakeholders and Interest Groups throughout the Study process to ascertain the range of interest and ability to participate in the future funding efforts that will develop the corridor. As part of the future phases of *The Highway 74 Business Corridor Study Area*, the County will continue to engage this Stakeholder group in an effort to develop a funding district capable of constructing the necessary infrastructure for future development.

In an effort to build the foundation of developing a well-planned funding district, the County hosted a **Stakeholder Coordination Meeting** on **November 2, 2015** with several of the entities listed above to begin the conversation of a infrastructure financing district. It is the responsibility of future project developers and community stakeholders to fund the infrastructure necessary for development of all types. Nevertheless, it is the County's obligation to ensure that development is not conducted in a "leapfrog" fashion throughout the corridor but rather in an orderly fashion that remains sensitive to the existing development, environment, and transitions current uses within the Study Area.

**HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY**

**NOTICE OF PUBLIC WORKSHOP**  
 Good Hope/Meadowbrook  
 Municipal Advisory Council (MAC)  
 Moses-Schaffner Community Center  
 21605 Sasele Peak Drive, Perris, CA 92570

A PUBLIC WORKSHOP has been scheduled by the County of Riverside Transportation and Land Management Agency (TLMA) to provide information and discuss the Highway 74 Business Corridor Study Area.

**PROJECT DESCRIPTION:** Highway 74 is currently a State Highway (SR-74) system that stretches from Orange County to Palm Desert. Riverside County Board of Supervisors has charged its staff with the task of analyzing and taking inventory of the existing land uses along the 6.8-mile long corridor of SR-74 that begins at the City of Lake Elsinore and terminates at the City of Perris. The purpose of this study is to clearly describe - in both north and south - the potential for advanced development patterns along a narrow corridor of SR-74, including the potential for consolidating existing land uses with similarity to existing land uses. The southeast section of Highway 74 was chosen for the opportunity to consolidate large, and relatively undeveloped parcels. In addition, this section of Highway 74 is one of the last areas to be developed as incorporated Cities to the north and south continue to spur economic growth.

**Purpose of Workshop:** To inform and update the affected community, residents, business owners and other interested parties of the proposed study. In addition, the County is interested in community feedback, questions and concerns of the proposed Highway 74 (SR-74) Business Corridor Study being conducted by the County of Riverside.

**TIME OF WORKSHOP:** 6:30 pm  
**DATE OF WORKSHOP:** March 31, 2016  
**PLACE OF WORKSHOP:** Moses-Schaffner Community Center  
 21605 Sasele Peak Drive  
 Perris, CA 92570

For further information regarding this project, please contact Adam Rush AICP at (909) 789-0101 extension 6370 or via e-mail at arush@caschc.com.

Any person wishing to comment on the proposed project may do so in writing between the date of this notice and the public workshop, or may appear and be heard at the time and place noted above. All comments received prior to the public workshop will be submitted to the Planning Department which will consider such comments in its evaluation of the study's conclusions. Be advised that as a result of public workshops and comments, the TLMA Director may amend, in whole or in part, the proposed project.

Please send all written correspondence to:

RIVERSIDE COUNTY PLANNING DEPARTMENT  
 Attn: Adam Rush, AICP  
 1470 East Cooley Drive  
 Colton, CA 92524

**Good Hope / Meadowbrook**  
MUNICIPAL ADVISORY COUNCIL (MAC)  
Box 2, 2011 Thurston Street  
Meadowbrook, CA 92557  
21565 Steele Road, District 11, Box 2

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**VIII. PUBLIC NOTICE/COMMUNICATION**

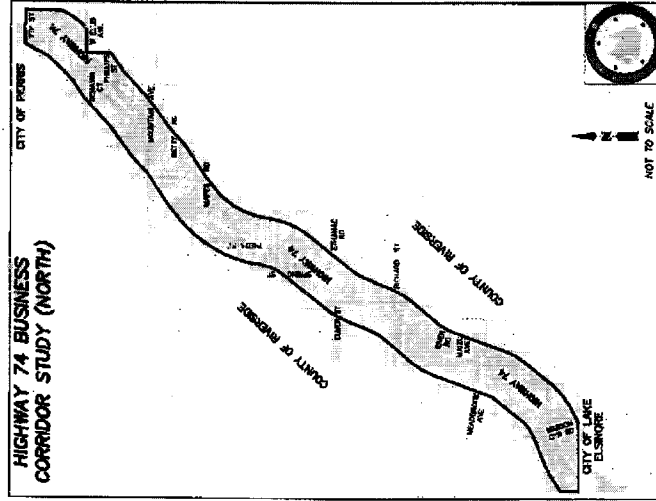
The County has provided notice before two community groups as reference above and held multiple meetings with both the Good Hope, Warm Springs, and Meadowbrook Communities. More specifically, these groups include the Good Hope/Meadowbrook Municipal Council (MAC) and the Warm Springs Community Council. These meetings took place on **July 2, 2015** and **August 26, 2015**, **March 3rd**, and **March 31st**, and lastly on **April 27th** in 2016, respectively. The notice for these meetings was provided through Supervisor Jeffries' Office as part of their normal agenda publication process (for the first two meetings in 2015) and then by formal published notices, via the County's typical public notification procedures. In addition, the County will provide an opportunity for the Planning Commission and Board of Supervisors to review the Highway 74 Study Corridor Report as a Board Initiated General Plan Amendment. These public meetings will be duly noticed according to County Ordinance No. 348. At the completion of the public meetings before the Commission and Board, the County will incorporate the direction, comments, and suggestions associated with the Corridor Study Report to prepare an update Policy document as the baseline for a Corridor Master Plan.

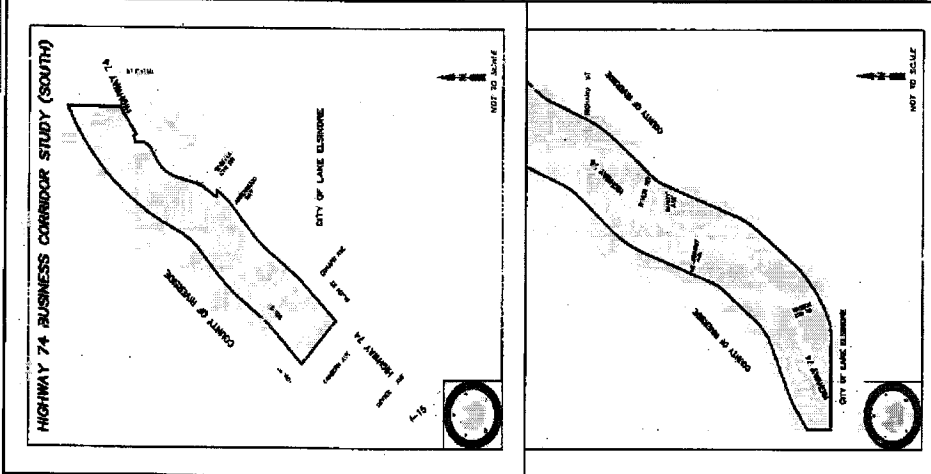
**March 3, 2016 Public MAC Meeting:**

In the evening of March 3, 2016, from 6:30pm till approximately 9:00pm, the County hosted a public outreach meeting with approximately 75 local residents of the Meadowbrook/Good Hope Communities. The meeting started, after the regularly scheduled MAC meeting, with a brief update regarding the status of the project, the goals, vision, and objectives associated with this project, and the anticipated timelines and then answered questions regarding the project. The range of questions and comments, regarding the County's overview, included concerns and input on eminent domain matters, concerns over the disruption caused by construction activities, the influx of development and possible disruption of the areas rural and "quiet-living" lifestyle, as well as, several questions and concerns over the cost of possible public infrastructure improvements. In addition, several individuals, residents, and absentee property owners contacted the County staff prior to this meeting, and then after the meeting as a follow up as well. Many of the initial phone calls and emails concerned the community's interest in possible eminent domain proceedings. The County Staff assured each property owner that property condemnation proceedings were not part of this project's evaluation or study; furthermore, the land use changes anticipated by the project would only be effective when and if a property is sold and ultimately developed.

**March 31, 2016 Public MAC Meeting:**

At the request of Supervisor Jeffries' Office, the County staff issued notifications to over 600 property owners, in anticipation for the March 31st meeting at the Moses-Schaffer Community Center, located at 21565 Steele Peak Drive, Perris, CA 92570, which is typically used as the meeting location for the Good Hope/Meadowbrook Municipal Advisory Council (MAC). The amount of public notifications transmitted, via US Mail,





provided the opportunity to the public and the community stakeholders to attend and listen to the County's goals and vision for the community. In the evening of March 31st, 2016, from 6:00pm till approximately 8:30pm, the County hosted a public outreach meeting with approximately 65 local residents of the Meadowbrook/Good Hope Communities. As referenced during the March 3rd meeting, the County staff provided a brief (15-20 minute overview) for the Highway 74 Business Corridor Study. At this meeting, several stakeholders attended the meeting and provided comments and asked questions regarding the completion of new land uses along the State Highway. During the initial overview presentation, residents were again concerned about possible eminent domain procedures that would result from this project, it's ultimate vision and implementation of the Highway Corridor Plan. As part of the public outreach efforts, the County Staff included an outline map for the Project Area, divided up for the purposes of the meeting logistics. This map provided an opportunity for each property owner receiving a notice to understand if the project included their property or not. In addition, residents planned ahead and brought the notices to the meeting, identifying their particular property location so that the County staff could assist with comments or questions.

Included herein are copies of the public notifications and published property owner fliers mailed out in accordance with these five County meetings to three community groups. The notifications were provided in both English and Spanish, as well as, hand-delivered by Riverside County Staff members given a high-degree of renters in the area that are not located on the property rolls and therefore would not have received the notice. Overall, the meeting attendance was high, relative to typically government-sponsored events and on the next page, this report identifies the major themes, comments, and support provided by the residents, during all the meetings. In addition, County staff held several follow up meetings with specific property owners, who are planning on possible development opportunities in the future and are actively interested within the region. Furthermore, the public outreach meetings were attended by developer partners known to the County, such as *Lansing and Associates* and the *Shopoff Group*, who both own property within the Study Area boundary. These developers are primarily interested in high-levels of residential density, that will hopefully support the incoming commercial development provided through the County Staff's updated Land Use recommendations.

**April 27, 2016 Public MAC Meeting:**

The County held their final public outreach meeting on April 27th, at Temescal Valley High School specifically as part of Supervisor Jeffries' Municipal Advisory Committee (MAC) monthly meeting. In the evening of April 27th, 2016, from 6:15pm till approximately 8:15pm, the County hosted a public outreach meeting with approximately 27 local residents of the area. The Warm Springs community definitely provided a different dynamic and level of interest, relative to their Meadowbrook and Good Hope neighbors. This community outreach event was attended by 27 residents from the surrounding community and the staff's initial overview concerned mostly the County's Highway 74 Corridor Project would promote increased development activity, in the near future, and then proceed with eminent domain procedures immediately. The County staff informed and received the residents' attendance, and the staff provided a summary of the development interest and would provide information to the residents and staff.

of interest, relative to their Meadowbrook and Good Hope neighbors. This community outreach event was attended by 27 residents from the surrounding community and the staff's initial overview concerned mostly the County's Highway 74 Corridor Project would promote increased development activity, in the near future, and then proceed with eminent domain procedures immediately. The County staff informed and received the residents' attendance, and the staff provided a summary of the development interest and would provide information to the residents and staff.



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 CONSULTORIA EN INGENIERIA DE TRAFICO Y TRANSPORTACION  
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 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE INNOVATIVO  
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 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE FLEXIBLE  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE RESILIENTE  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE SENSIBLE  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE RESPONSABLE  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE CONSCIENTE  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE PARTICIPATIVO  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE TRANSFORMADOR  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE REVOLUCIONARIO

INGENIERIA Y CONSULTORIA EN INGENIERIA CIVIL  
 CONSULTORIA EN INGENIERIA DE TRAFICO Y TRANSPORTACION  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE AGUAS  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE URBANO  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE RURAL  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE INDUSTRIAL  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE AMBIENTAL  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE INTEGRADO  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE SUSTENTABLE  
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 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE TRANSFORMADOR  
 CONSULTORIA EN INGENIERIA DE SISTEMAS DE DRENAJE REVOLUCIONARIO

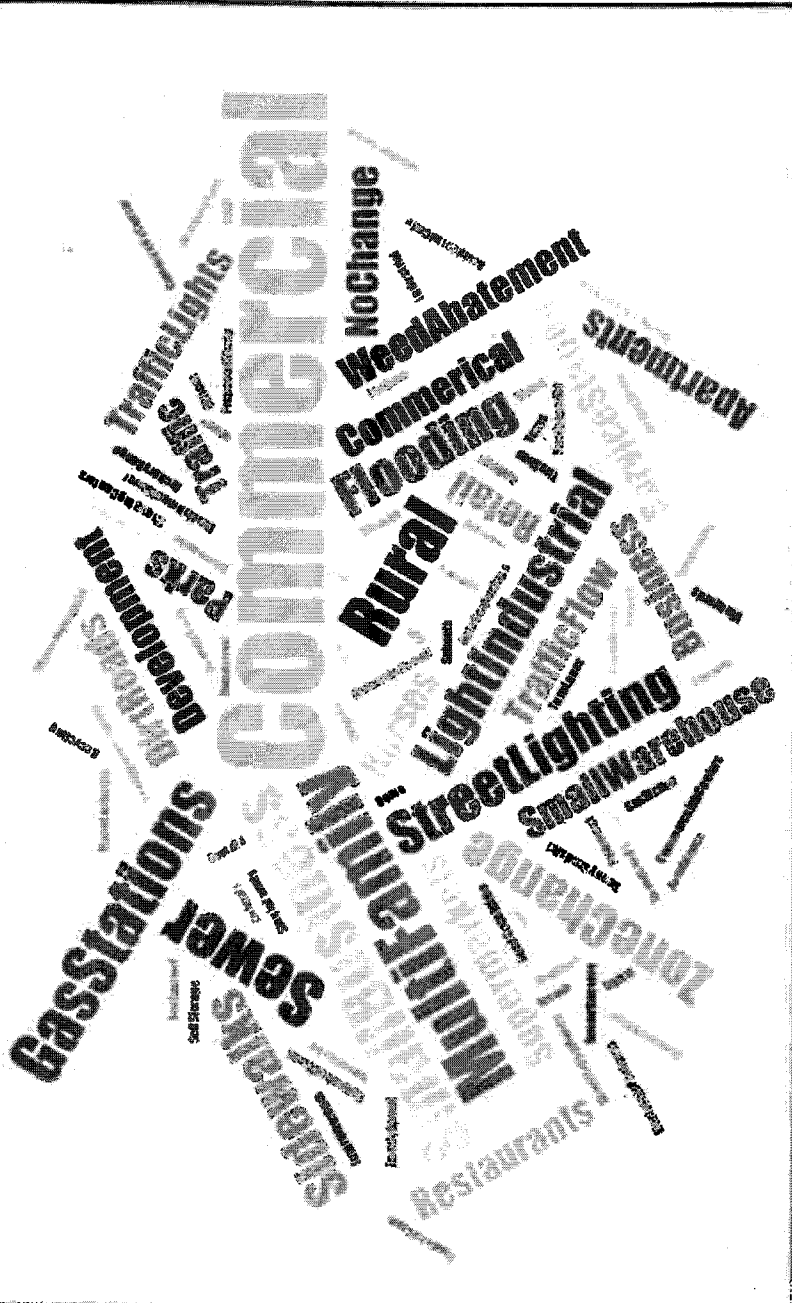
**IX. SUMMARY OF COMMENTS:**

County staff has received **over 300 comments**, from stakeholders, residents, developers, and public officials. These comments were submitted through several mediums and formats, including written, oral, via email, and phone. County staff has recorded each and every comment, associated with the nearly six (6) months of public outreach, and consolidated each comment into a software program that provides a "larger font" size to the most common and prevalent themes and comments.

It is obvious, based upon the following exhibit, *the most common theme is a desire for commercial uses*, including but not limited to development of neighborhood commercial uses, professional office uses to facilitate leasable space for new doctors, lawyers, dental, engineering, and accounting offices. These land uses will likely be supported by an increase in higher density residential, within the Project Area and in conjunction with the County's updated 5th RHNA Cycle Housing Element, which provides for a substantial increase in Highest Density Land Use recommendations.

In combination with the community's desire for an increase in commercial land uses, the residents and stakeholders expressed a serious desire for infrastructure improvements, primarily sidewalk, curb-and-gutter, and flood control related improvements. Such improvements will be coordinated with the anticipated sewer infrastructure and water infrastructure upgrades.

Lastly, a smaller, but still critical comment and desire from the community, is an *increase in job availability* within the industrial or traditional "blue collar" section of employment. This is an element that the community already embraces and can be easily integrated within the community; however, needs to be appropriately planned and sited to prevent the creation of incompatible uses for both the short-term and long-term development.





Engineering and Consulting

## HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY

### X. LAND USE RECOMMENDATIONS

The Study Area provides for several land use opportunities, associated with its unique terrain, characteristics, and circulation patterns. As such, the County has expressed interest in building upon this Corridor Study Plan with a more detailed Highway Specific Plan, initiated by the Riverside County Board of Supervisors, and integrating the existing residential and quasi-commercial uses within the study area. As detailed within this report, the Highway 74 Corridor includes a wide variety of Land Uses, from equestrian to rural and to residential lots accommodating both commercial and residential activities. It is apparent that uses within the Study Area, have essentially "sprung up" over time in a somewhat haphazard nature. It is this illogical progression of land uses and commercial activities that have facilitated a lack of interest and long-term planning along the corridor; however, with the transfer of Highway 74 from Caltrans to the County of Riverside Transportation Department, the opportunity is ripe to initiate direction within this area, direction that starts with a comprehensive and long-term infrastructure system and planning that can facilitate long-term and smart growth development throughout the region.

The Study Area is speckled with hundreds of small, narrow lots that sometimes include a variety of uses. In order for meaningful development to occur, these parcel areas (primarily located in the northeastern portion of the plan area) should be consolidated under a master plan, or series of master plans. It is this location, where the first of three central nodes and/or concentrations of activity are located; more specifically between West Ellis Avenue and Sophie St. This area of the plan encompasses several narrow and deep lots that typically encroach into the Highway Right-of-Way. This location is also consistent, and nearly adjacent to one of two locations identified by the County of future implementation of its Housing Element (see discussion on page 11). It is the County's belief that a *public-private partnership* is crucial to implementing effective land use changes within the corridor; this starts with the implementation of a Sewer Master Plan and its associated financing mechanism. As such, the County has initiated such an effort to bring sewer facilities to this Highway Corridor in an effort to spur development opportunities. Furthermore, the areas just south of the County's Housing Element identified parcels will require consolidation and assemblage of many parcels, an effort likely successful through a publically-initiated effort wherein the development community can take advantage of the decreased barriers towards development.

The second area of focus is the intersection of Highway 74 and Ethanac Road. This has already been identified as a crucial intersection as well as a circulation corridor by the Riverside Transportation Commission, which is currently funding an effort associated with the alignment study for Ethanac Road, easterly towards the City of Canyon Lake. This alignment study will provide the crucial backbone infrastructure necessary to integrate a major east-west outlet from Highway 74. It is at this location, and primarily based upon the future plans of Ethanac Rd. and Highway 74, that the County is planning a large-scale hub of mixed use commercial and higher density residential, sold at a market-rate to accommodate and support the surrounding destination activities. This location, as with other areas along the 74 route, is peppered with infrastructure constraints, including several narrow and deep lots that also include quasi-commercial uses, buildings, and structures that sometimes encroach into the R-O-W. It is this location, which is more apparent than the rest, that dedication of additional Right-of-Way and accommodation of both wet and dry utilities is challenging. Furthermore, the intersection of Ethanac Rd. and Highway 74 is encumbered by an electrical distribution line at the rating of 220 KV that runs in an northerly to easterly direction and parallels Ethanac Rd. as it routes into Eugene Rd. on the west side of Highway 74. While it is not uncommon for new development to work in and around existing transmission lines development can even go so far as to integrate large-scale transmission and distribution lines into a comprehensive master plan as trails, passive recreation, or even for agricultural uses in some areas (e.g., adjacent to the 405 freeway in Orange County). However, the presence of this electrical infrastructure does require enhanced planning, engineering, and above-all else, coordination efforts with the utility surveyor.

That being said, this location still remains ideal as a major hub of development for several reasons: (1) the location is situated equidistance from the northern boundary near Perris to the southern boundary near Lake Elsinore; (2) the project is located within an equal distance from the two Housing Element rezoning sites, as described herein; (3) the intersection is subject to the largest infrastructure upgrade currently planned for the Study Corridor; and (4) the site is within a few thousand feet from the adopted Specific Plan (Collins Del Oro), which will serve as the primary catalyst for the areas initial development opportunities.

Lastly, it is the County's intent to provide consistency and lay the groundwork necessary for a *Highway Specific Plan* by evaluating the level to which Highway 74 needs to expand its Right-of-Way and sub-surface utility infrastructure, to accommodate future growth opportunities; yet reserve a streamlined version of the roadway that is accommodating to pedestrians and other forms of non-motorized transportation. This concern is



**HIGHWAY 74 BUSINESS CORRIDOR LAND USE STUDY**

arising from a number of situations, that have developed from past development projects, where the planning and environmental aspects incorporate various levels of pedestrian, cycling, transit, and various forms of multi-modal circulation which is superseded by a 6-lane, divide, highway with limited ingress and egress points and little opportunity to create a mixed use, pedestrian-friendly environment. That is why the County wishes to initiate a program, similar to a hybrid between standard Safe Routes and Complete Streets and a Specific Plan of Land Use that evaluates a typical means of accommodating the traffic volumes necessary for not just the General Plan buildout of both the Mead Valley (MVAP) and Elsinore Valley Area Plans (EVAP), but also to include the additional units derived from the mixed use nodes and Housing Element locations described above. It is the intention to focus retail and tourist commercial uses along the edge of an expanded parkway, adjacent to Highway 74, that may accommodate various forms of multi-modal transit opportunities. The County also intends to coordinate with the Riverside County Council of Governments (WRCOG), and the Riverside Transit Agency (RTA) to coordinate and seek future funding opportunities associated with this multi-modal approach and implementation of traffic calming efforts for the anticipated 20,000 to 25,000 Average Daily Trips (ADT) that will occur if this plan is implemented. These changes will ultimately result in a Highway 74 Corridor-Specific Plan, that will incorporate a General Plan Amendment (GPA), Change of Zone (CZ), and infrastructure master plan, at a minimum.

Resulting from the public outreach sessions, the community members expressed serious interest in the County providing increased residential densities within the area, densities that can support increases in commercial and job-creating land use opportunities. As such, the County is recommending new mixed use land uses (including commercial and high density residential) land uses around the intersection of Highway 74 and Ethnac Road. Secondly, several parcels along the border of Highway 74, are being modified and amended to provide for both commercial office and retail uses to capture the nearly 25,000 trips anticipated for the Highway over the next 15 years (given current land use conditions). The land use maps have been modified to include both the community recommendations of change and the staff analysis as to where increased land uses can be accommodated with little to no impact upon the residential community. Furthermore, it is critical to understand that several members of the community have a very different opinion of the area, and especially the County's plans for development. For example, during the April 27th public outreach meeting, several existing residents again expressed concerns over eminent domain proceedings, specifically affecting individual parcels and displacing long-time residents. County staff, and representatives from Supervisor Jeffries' Office were both in attendance, and made efforts to address the community's concerns. Also, during the April 27th outreach meeting, several members of the community's were interested in environmental sustainability and protection of the environment. Staff addressed these concerns that the forthcoming land use changes will require a full environmental analysis associated with the project and such issues would be studied, evaluated, and addressed. At this time, the amended land use maps provide for 203 individual parcel changes, the majority of which include a change from Lower-Density Residential (LDR) to Commercial Retail (CR) and High Density Residential (H'DR, HDR and VHDR) located primarily along Highway 74 that will likely be supported by the increasing vehicle trips anticipated along Highway 74. It is also critical to provide for the supportive land uses, such as Higher Density Residential (HDR) and Very High Density Residential (VHDR), within the corridor boundary; however, trying to stay at least 500-feet from the highway due to safety and air quality concerns. Based upon the recommended land use maps, the following table is a summary of changes being implemented within the Project Study Corridor:

Commercial	Industrial	High Density Residential	Business Park
64	24	104	6

The majority of the residential parcel changes are associated with the County's Housing Element changes; however, several are based upon individual developer requests and were incorporated into the updated land use plan, where the changes are appropriate and do not create incompatible land use between the rural community and anticipated elements of the community. All these changes are planned to address possible land use and zoning conflicts and compatibility issues between the existing neighborhood that enjoy the rural lifestyle and new elements within the community, such as commercial retail, high density residential, and job opportunities to facilitate the community's growth. These efforts will continue to involve a collaborative effort with the community, the existing stakeholder groups, such as the Warm Springs and Good/Hope Municipal Advisory Committee (MAC).

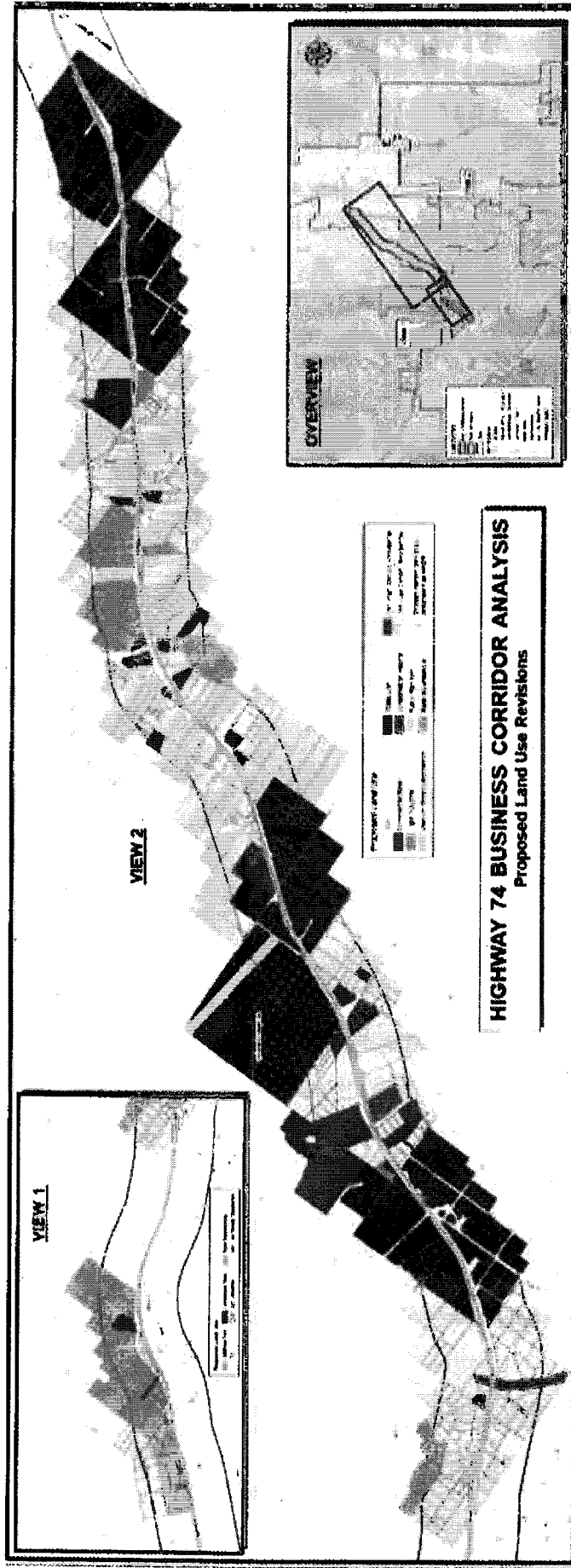
X. LAND USE RECOMMENDATIONS (CONT'D):

Within this amended land use plan, the parcels identified within the County's 5th RHNA Cycle Housing Element Update, which is generally located towards the southwestern portion of the Project Area, are included and incorporated within the exhibit below. These parcels are critical to facilitate investment opportunities from stakeholders, developers, and business interest partners. Secondly, *View 1*, already includes several parcels, recently amended by the County, to include Business Park and Industrial Land Uses that provides nearly 100 acres of mixed use industrial and professional uses with direct adjacency to Highway 74 with supportive High Density housing within bicycle access to the future job centers. In addition, additional mixed use industrial/business opportunity land uses. In this amended land use exhibit, the County has evaluated changes to several parcels, that include modifications from Low Density Residential to both Very High Density Residential (VHDR) and Commercial Land Uses (CR). It is recommended that these commercial land uses be rezoned, under future phases of planning efforts, to incorporate a Mixed-Use provision to allow for high-density residential in a vertical mixed-use element within a commercial neighborhood environment. The Study Area is quite large and as such, includes a wide diversity of land uses, environmental constraints, and infrastructure challenges associated with the 6.8 linear miles associated with the *Highway 74 Business Corridor Study Area*. The existing project area, and moreover, the current land use plans being the Mead Valley and Elsinore Area Plans, includes elements from four (4) out of the five (5) General Plan Foundations (with the exception of the Agricultural Land Use) and Land Use Designations (LUD) from more than half of the designations available. The primary land uses, associated with the existing land uses, are compiled of mostly residential and following this is the commercial land uses. Outside of these two land uses, are some parcels designated as Light Industrial (LI), Open Space—Conservation (OS-C), and Rural Mountain (RM) Land Uses that specifically identify areas of rock outcroppings, some of the various hills, and areas of high topography. Secondly, the area shown on various exhibits, of short, narrow, lots, which are located approximately one-mile from the City of Perris border, which provides a challenge from a land planning perspective. This area was initially designated as Commercial—Retail; however, after meeting with the County Planning Department, the recommendations changed to the designation that most closely matches the Mixed Use Planning Area (MUPA).

One of the land use constraints that encumbers this Project Area is the number of small and narrow parcels, aligned in a dense and compact environment. This proves difficult for the County Land Planners to ensure that there is a diverse spectrum of land use development opportunities without over-concentrating the area with too much of one particular land use designation. A method to combat these constraints is also amending the existing Rural Village Study Overlay or creating a new overlay that allows the transfer of both density and commercial square-footage within the Project Area so that no net increase in either land use, as ultimately determined by the Certified Environmental Document, will be approved yet developers will be offered the flexibility to modify and change their development plans as the project area evolves and changes throughout its implementation.

However, such a *Transfer of Density or square footage* becomes difficult to track, implement and regulate on behalf of the County staff. For example, the possibility exists for over 2.8 million additional square feet of commercial retail and office development, nearly 8,500 new residential units throughout the 7.8 mile Highway Project Corridor. The volume of possible development to track would prove difficult for the County to track over a 15-year timeframe. As such, an alternative for more efficient use of tracking, while providing for smooth project implementation will be the establishment of a flexible zoning criteria that allows both higher density residential products, such as podium and high density wrap buildings, commercial/retail mixed use, and other uses that promote active transportation measures such as bicycling, increase in pedestrian trails, and connection to a revitalized highway plan that connects to the County's robust trail network, while also providing connections to the City's of Lake Elsinore, Canyon Lake, Menifee, and the City of Perris. In this amended Land Use Plan, the County staff is recommending that all land uses within the Rural Community and Rural Foundations be amended to a corresponding Community Foundation, within the Residential Land Use Designation. For purposes of the *Highway 74 Business Corridor Land Use Study*, the County will place a Medium Density Residential Land Use Designation, within the Community Development Foundation (MDR-LUD) as a baseline "holding" zone that will allow and promote non-foundation level changes, based upon a developer-initiated basis, or through future land use opportunities. In addition, there are several long and narrow properties located outside of the City of Perris, which primarily include commercial land uses without permit approval, primarily due to the expense of processing a General Plan Amendment, as is detailed in the attached picture. Plus, developer consolidation of commercial parcels provides a much more efficient opportunity for land developers to invest.



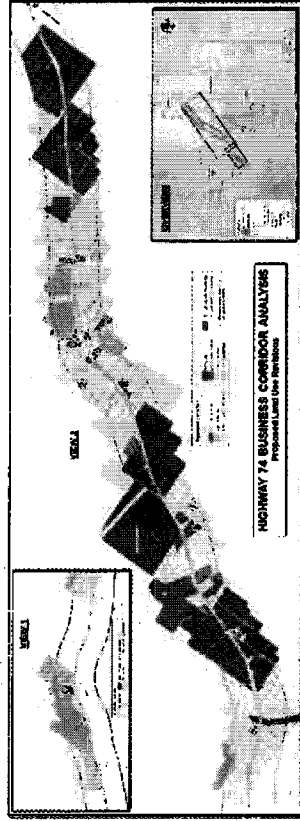
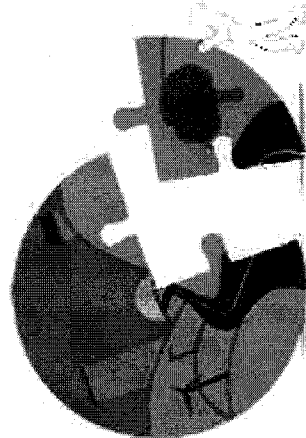
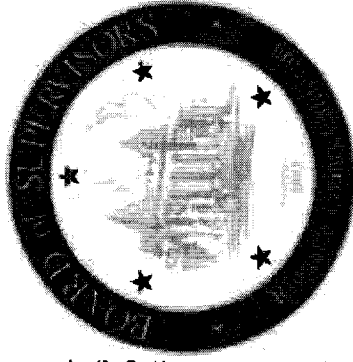


**XIII. CONCLUSIONS**

It is the intention of the County to gather a group of stakeholders together to evaluate and ascertain the feasibility of forming a financing district associated with providing sewer service to the Corridor Study Area. As we discussed, the County Board of Supervisors recently approved the Colinas del Oro Specific Plan, which will create a catalyst and serve as the first major development project to open in the area for some time. The Colinas Del Oro project anticipates bringing a sewer line, several miles to the northwest, to connect to their project, which resides just south of Ethanac and Highway 74. Although, this sewer line will not accommodate capacity for the entire region, it is a positive step, in the right direction.

As such, the following steps are suggested in order to continue with an economic development plan for Highway 74:

1. Initiate a working group of stakeholders, property owners, and local interest groups to investigate and ascertain the interest in developing a Sewer Master Plan.
2. Open dialogues with both Water and Sewer providers that serve the subject area. These entities are the Eastern Municipal Water District (EMWD) and the Esinore Valley Water District (EVMWD).
3. County Staff shall request that the Riverside County Board of Supervisors initiate a resolution of support for this project, and initiate a leadership role to form the necessary public-private partnerships to begin the preliminary investigation and feasibility studies.
4. Encourage the Board of Directors for both EMWD and EVMWD to pass supporting resolutions committing financial and staffing resources to the preliminary investigation necessary to determine sewer feasibility.
5. Encourage the private parties included within the Highway 74 Stakeholders Group to commit financially to this effort and initiate a Sewer Master Plan for the Highway 74 Corridor.
6. Encourage the Board of Supervisors to adopt this *Highway 74 Business Corridor Study Area* as a policy document, which will serve as the foundation for an ultimate master planning effort, as well as provide validity to the County's ultimate goal of a Highway 74 Corridor Specific Plan.
7. Direct the Riverside County Economic Development Department to initiate the lead on developing the financing mechanisms and feasibility associated with the future infrastructure plans for the region.
8. Encourage the County to hold public hearings, community workshops, and generally solicit comments from the public on this study, its preliminary findings, and the goals specified therein.



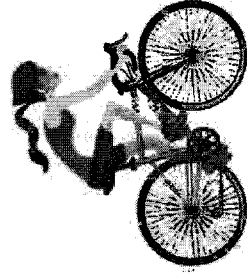
XII. NEXT STEPS/COUNTY ACTIONS

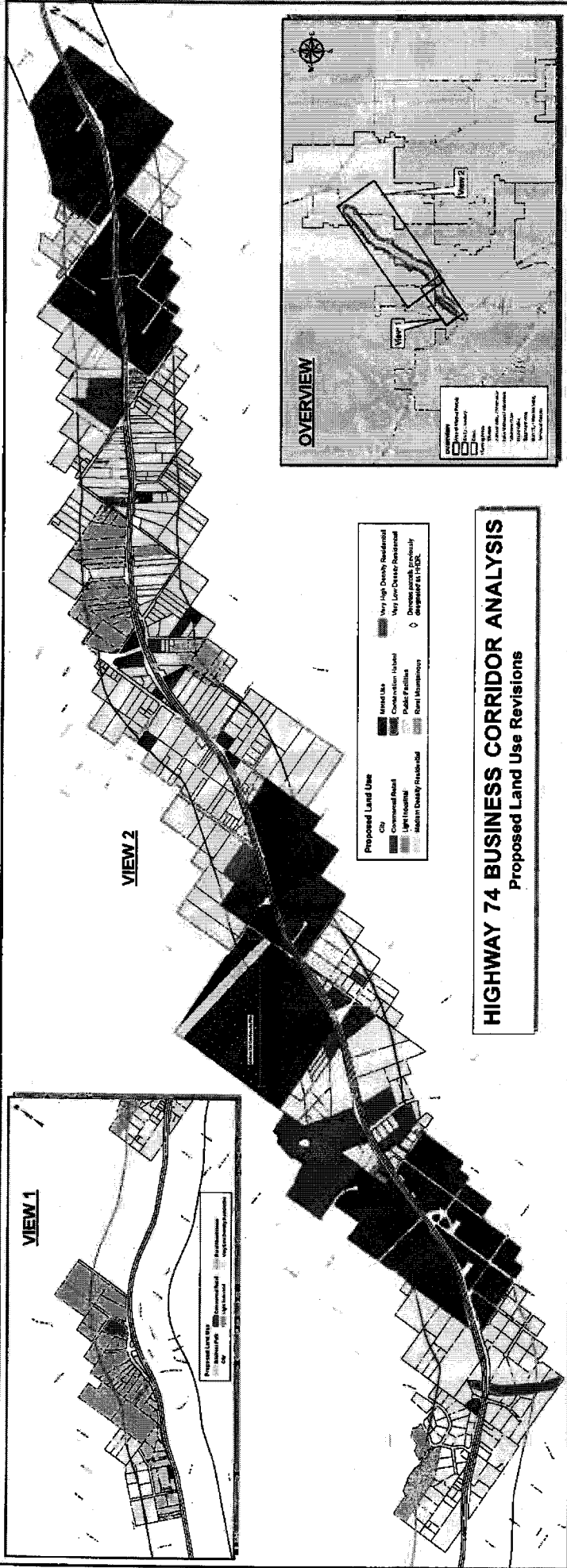
The overarching purpose of the *Highway 74 Business Corridor Land Use Study* is intended to promote well-planned and efficient development opportunities within the County of Riverside Area Plans of Mead Valley and Lake Elsinore. To that end, the County's internal protocols and compliance with California State Environmental and Planning Law requires the processing of several regulator steps necessary to initiate and effectuate the plans at hand. These steps are summarized and itemized below for the benefit of the public and stakeholders involved:

1. Staff Presentation for a General Plan Initiation before the Riverside County Planning Commission: County Planning Staff will take the amended land use plan, provided herein, and provide this, along with the supportive findings and appropriate General Plan provisions, to the Planning Commission for their review and positive recommendation to the County Board of Supervisors.
2. Pending a successful outcome before the Planning Commission, the Board of Supervisors will consider the General Plan Initiation, as recommended by the Planning Commission and County Staff. At this time, the Board has the right and ability to accept and initiate the amendment, modify the plan, reject it in part or in whole. However, Supervisor Jeffries' Office has been involved since the Project's initiation and continues to support efforts to revitalize this area of the County. As such, it is anticipated that the project will receive favorable support from the Board in its entirety.
3. If and when the County Board of Supervisor's initiates the project and the accompanying General Plan Amendment, the County Staff will then have the obligation of preparing an Environmental document in compliance with the California Environmental Quality Act (CEQA). In addition, the County anticipates that the applicable portions of Highway 74 (between the Cities of Perris and Lake Elsinore) will be completely transferred over to the County for operation and maintenance and as such, the County will not be required to provide NEPA clearance for the project, but only go through the Local Assistance Program (LAP) with Caltrans. Nevertheless, this environmental document will likely take the form of a Programmatic Environmental Impact Report (either separately from a more comprehensive General Plan Update or as part of concurrent efforts by the County). In either scenario, the County can complete the EIR "in-house" or contract with a professional consultant team to prepare the project's environmental document. In the latter situation, the County will be obligated to release a Request for Proposal (RFP) in accordance with the County's purchasing policies and to provide a fair and equitable opportunity to all professional environmental planners. This is a process the County frequently engages upon and the selected consultant will work concurrently with the County to prepare the Programmatic EIR and Special Studies associated with the specific land use, and possibly, policy changes associated with the *Highway 74 Business Corridor Land Use Study*.

4. A Programmatic EIR, along with the full spectrum of Environmental Studies, will likely take the County about 18 months to complete given the geographical size of the project area and the complexities of the environmental process. In brief, the County will likely need to complete a range of environmental reports, which would include, but not be limited to Geological, Traffic, Air Quality/Greenhouse Gas Emissions (GHG), Water Quality and Hydrology, as well as Biological Impact Analysis and MSHCP Compliance Report. These studies will be completed by professional environmental planners and specialist in their applicable fields and combined into an Environmental Document for public to the community, project area stakeholders, and for ultimate consideration by the Riverside County Board of Supervisors.

5. In addition, the County will pursue a specialized transportation planning effort and its possible expansion throughout the evolution of this project. The County will strive to prevent Highway 74 from reaching "freeway-capacity" creating both an unsafe and unhealthy environment for future residents, visitors, and patrons. Elements that promote active transportation and possibly even a "light-rail" or trolley system is being contemplated to create a downtown environment within this corridor that is less dependent and reliable on the single-occupancy vehicle. The County is interested in pursuing both State and Federal funding opportunities to initiate both planning and infrastructure efforts that will implement an enhanced trail and bicycle network, as well as a possible trolley/light rail system within the Corridor. Such plans promote a multi-modal transportation networks that promote efficient and active transportation throughout California, such as Long Beach, San Francisco, and even an active trolley system in downtown Riverside. The County's goal is to promote economic development along with a safe and healthy environment. These goals are met by investing in the foundation of land use changes and environmental clearance that breaks down the development constraints and allows the free market to take over and promote safer community for all residents.





**VIEW 1**

**VIEW 2**

**OVERVIEW**

- Proposed Land Use**
- City
  - Commercial/Industrial
  - Light Industrial
  - Medium Density Residential
  - High Density Residential
  - Very High Density Residential
  - Very Low Density Residential
  - Developmental Potential
  - Development Potential, Probably Dispersed as R-200
- Existing Infrastructure**
- Major Roadway
  - Public Facilities
  - Water Mainlines
  - Sanitary Sewer
  - Storm Sewer
  - Electric
  - Gas
  - Telephone
  - Water
  - Wastewater
  - Highway
  - Interstate
  - Major Roadway
  - Minor Roadway
  - Water
  - Wastewater
  - Highway
  - Interstate
  - Major Roadway
  - Minor Roadway

**HIGHWAY 74 BUSINESS CORRIDOR ANALYSIS**  
Proposed Land Use Revisions



APN 126-250-040 APN 376-250-041 2890 Highway 74 APN 376-250-043 2888 Highway 74	30250040 37625041 37625043	Mixed Use Residential Industrial	Application - SPAD1046, Proposal - CR, MDR to VHD, CR, Application - CD07487, Proposal - RR to R-4, CFS, Application - CU00386, Proposal - Proposed auto service, service station, 2 restaurants, Application - PM35553, Proposal - Subdivided 4.4 lots into 4 commercial lots, Application - TR35441, Proposal - PRD 132 multi-family residential development, Application - MA29335, Application - CU07390, Proposal B to B-4, Application - CU007340, Proposal - Renew existing yard and include recycling, Application - CU09291.
302-240-079 APN 376-240-072 27485 Highway 74 South Lemack Blvd, Lodi, 95250	24024079 37624072	Business Park Commercial	Application - SPAD1046, Proposal - CR, MDR to VHD, CR, Application - CD07487, Proposal - RR to R-4, CFS, Application - MA29341, Application - MA29392, Application TR35441, Proposal - PRD 132 multi-family residential development, Application - CU07390, Proposal - TO CR, Application - CU07487, Proposal - RR to CR, Application - PR23327, Proposal - Industrial, Application - CU07390, Proposal - TO CR, Application - CU07487, Proposal - RR to CR, Application - PR23327, Proposal - NO CHANGE, LEAVE AS IS.

**STAFF CHANGES**

<b>ASSESSOR'S PARCEL NUMBER</b>	<b>AMENDED LAND USE</b>
347090045	COMMERCIAL
347130008	COMMERCIAL
377372032	COMMERCIAL
349080078	COMMERCIAL
349124010	COMMERCIAL
349124009	COMMERCIAL
349124008	COMMERCIAL
349124007	COMMERCIAL
349124006	COMMERCIAL
349350010	COMMERCIAL
349350009	INDUSTRIAL
346240037	COMMERCIAL
345220079	COMMERCIAL
349342028	COMMERCIAL
345220042	COMMERCIAL
345210029	COMMERCIAL
345220086	INDUSTRIAL
345160013	COMMERCIAL
345150041	INDUSTRIAL
345150037	INDUSTRIAL
345150013	INDUSTRIAL
345150014	INDUSTRIAL
345080069	COMMERCIAL
345060061	COMMERCIAL
342210042	COMMERCIAL
346240037	COMMERCIAL
345220079	COMMERCIAL
345220086	INDUSTRIAL
345070006	COMMERCIAL
345070038	COMMERCIAL
342120054	INDUSTRIAL
342120050	INDUSTRIAL
342120052	INDUSTRIAL
342120051	INDUSTRIAL
342120053	INDUSTRIAL
342120040	INDUSTRIAL
342120039	INDUSTRIAL
342120038	INDUSTRIAL
342210052	INDUSTRIAL
342150018	INDUSTRIAL
342100060	COMMERCIAL
342100058	COMMERCIAL
342100057	COMMERCIAL
342100061	COMMERCIAL
342100016	COMMERCIAL

342100014	COMMERCIAL
342100015	COMMERCIAL
342100031	COMMERCIAL
342100053	COMMERCIAL
342200069	COMMERCIAL
342200049	COMMERCIAL
342200056	COMMERCIAL
342092017	COMMERCIAL
342100054	INDUSTRIAL
342100049	INDUSTRIAL
342100056	INDUSTRIAL
342100047	INDUSTRIAL
342100052	INDUSTRIAL
342100051	INDUSTRIAL
342092033	INDUSTRIAL



**HOUSING CHANGES**

<b>ASSESSOR'S PARCEL NUMBER</b>	<b>AMENDED LAND USE</b>
349080077	HIGHEST DENSITY RESIDENTIAL
349080078	HIGHEST DENSITY RESIDENTIAL
346240021	HIGHEST DENSITY RESIDENTIAL
349080063	HIGHEST DENSITY RESIDENTIAL
349100045	HIGHEST DENSITY RESIDENTIAL
349080067	HIGHEST DENSITY RESIDENTIAL
349080015	HIGHEST DENSITY RESIDENTIAL
349080062	HIGHEST DENSITY RESIDENTIAL
349080060	HIGHEST DENSITY RESIDENTIAL
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349080017	HIGHEST DENSITY RESIDENTIAL
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349100046	HIGHEST DENSITY RESIDENTIAL
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349124024	HIGHEST DENSITY RESIDENTIAL
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326240060	HIGHEST DENSITY RESIDENTIAL
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326240077	HIGHEST DENSITY RESIDENTIAL
326250022	HIGHEST DENSITY RESIDENTIAL
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326250024	HIGHEST DENSITY RESIDENTIAL