

**City of Menifee General Plan Advisory Committee
Meeting Minutes
March 25, 2010**

CALL TO ORDER

The meeting was called to order at 6:04 p.m.

ROLL CALL/INTRODUCTIONS

Present were: Community Development Director Carmen Cave, Planning Center Wendy Grant, Planning Center Randy Jackson, City Clerk Kathy Bennett and the following GPAC committee members:

B. Bouris, D. Castillejos, S. Chagolla, S. Chandler, D. DeGeorge, E. Dilginis, J. Gagnon, K. Gaunt-Chair, D. Herrera, E. Kroencke, L. Mazei, M. Rosen-Secretary, D. Stout, C. Sullivan-Vice-Chair, D. Temple, and R. Williams. There were approximately twelve members of the public present.

Committee members absent: M. Mata.

The Secretary announced that from now on he would be sending around an attendance roster for everyone to sign in.

PUBLIC COMMENTS (non-agendized)

Kristi Van Heule spoke about child care needs in the City of Menifee. She indicated that there are about 11,000 total children at present and we are lacking sufficient child care facilities. Ms. Heule gave out two handouts and said that she would be willing to help the Committee in any way in order to create more child care facilities.

Glen Bosworth indicated that he was a land owner and spoke about concerns that he had with statements previously made by some Committee members.

Jack Wickard indicated that he was a long time resident of this area and he came to see how the planning process was being conducted.

CURRENT AGENDA TOPICS OF DISCUSSION

- 1. Highlights and Observations from Property Owner Workshop, and**
- 2. Overview of GPAC Observations**

A memorandum dated March 25, 2010 shows the results of the Property Owner Workshop held on March 11, 2010 (appended to these minutes).

Wendy Grant and Randy Jackson highlighted the key points from this workshop and asked for feedback from the Committee. A series of Concepts and Ideas were reviewed that had been brought up at that workshop. There were at least 20 key concepts that were reviewed including the following:

- a. Salt Creek should be improved as a functional trail.
- b. There should be a major trail corridor.
- c. Long term rural areas should be located east of the I215 and south of Garboni Road.

- d. The creation of a major shopping and government center (with hotels, restaurants, civic center) generally located at the Newport interchange.
- e. Provide multi-generational housing and identify areas for higher density housing in order to appeal to a broader population.

The Committee reviewed the concepts brought up by the property owners. The Planning Center will ultimately put together plans for the Committee to review and will incorporate all of the thoughts and comments made.

How to consolidate the General Plan is something that GPAC will look at in detail later on.

There was a brief discussion between some committee members about concerns they are hearing from area seniors. Namely, the enforcement of the 55+ age requirement. Because there were doubts of this being the proper place to discuss the problem, the matter was referred to staff for review and advise.

3. Identification of Focus Areas For Land Use Analysis

The Committee reviewed five possible Focus Areas and made several alterations which will be incorporated by staff and returned at a later date for further discussion. These 5 areas are as follows:

1. The Ethanac Corridor
2. The Sun City or McCall Corridor
3. The Town Center Core
4. The Holland East Corridor
5. The I-215 and Scott Node and a 215 Corridor

The Committee asked that Focus Area #5 be extended to the west and up the 215 to Focus Area #3, and that Focus Area #4 extend down about half way into Focus Area #5. All of these changes will be done and then distributed to the Committee within the next two meetings for further review..

The other areas of Menifee not included in the five Focus Areas will be primarily done by staff but can be discussed by GPAC as we progress.

A revised Vision Statement was distributed to all Committee members. This included all of the revisions indicated by the Committee at our last meeting. (appended to these minutes).

Land use was distributed to all Committee members for discussion at the next meeting as well as a booklet entitled "Five Steps Towards A New Suburbia."

Schedule of Next Meeting

The next meeting of GPAC is scheduled for Thursday, April 8, 2010

ADJOURN

Chairman Gaunt adjourned the meeting at 8:04 p.m.

Marty Rosen, Secretary

DATE
March 25, 2010
TO
City of Menifee General Plan Advisory Committee
CONTACT
FROM
Wendy Grant, AICP
Menifee General Plan Project Manager
SUBJECT
Overview of Focus Areas and Feedback from Property Owner Workshop (held March 11, 2010)
PROJECT NO.
COMN-01.0L

Overview of Focus Areas

As discussed in previous GPAC meetings, many of the existing land uses identified in the RCIP are still appropriate and will remain in place in the new General Plan. As a result, opportunities to integrate new land use strategies will primarily focus on areas of the City where the potential for change and need for policy direction is greatest—
such as along the I-215 and in the areas designated as Community Centers in the county's RCIP.

An important part of the General Plan process is reaching agreement on the location, number, extent, and nature of focused areas that will be addressed in the General Plan. As part of the General Plan workprogram, City Staff and The Planning Center will work with the GPAC to identify up to five Focus Areas to evaluate land use and policy guidance in greater detail. The selection of the five Focus Areas will occur during Thursday's meeting.

The Planning Center will prepare up to two conceptual land use alternatives for each Focus Area for the GPAC's consideration. Preparation of the two alternatives is informed by the Community Profile, economic analysis, community outreach input and feedback from the Property Owner Workshop. One of the alternatives, or possibly a hybrid of the two, will be selected by the GPAC for incorporation into the proposed Land Use Plan. GPAC's recommendations for land use, along with any associated policy guidance, will then be forwarded to the Planning Commission and City Council for consideration and action. The Land Use Plan supported by City Council will be used for the Environmental Impact Report (EIR) analysis.

Planning Staff will track any requests for land use changes proposed outside of the selected Focus Areas and will provide direction to The Planning Center as to how, or if, they should be incorporated into the proposed Land Use Plan that will be forwarded to Planning Commission and City Council for action. It should also be noted that there are thirteen approved Specific Plans within the City; each Specific Plan will be incorporated into the Land Use Plan as currently adopted – no changes are proposed within those areas at this time.

The following are example of areas that could be selected as a Focus Area for land use analysis potential revision:

- Areas designated as Community Centers in the RCIP
- Corridors (I-215, Newport Road, Scott Road, and McCall Boulevard)
- Areas designated as Specific Plans in the RCIP

- Mount San Jacinto College
- Areas adjacent to the City boundaries on the east, to create new nodes of activity adjacent to potential growth areas outside of current City boundaries
- Areas where residential densities may be increased to satisfy the City's Regional Housing Needs Assessment (RHNA) requirements.

Insights from the Property Owner Workshop

On March 11, 2010, the City hosted a workshop with over 40 property owners to discuss ideas and future opportunities for the City to take into consideration during the preparation of the General Plan. The intent of the workshop was to engage property owners and industry experts in a dialogue regarding "big picture" ideas that should be considered in future planning efforts in Menifee, starting with the community values that came out of the Community Workshops. The Property Owners provided insights about existing and future market demands that the City should be knowledgeable of, offering another perspective on the General Plan process. Attendees also recommended development and redevelopment tools the City could employ to achieve its future Vision.

Following is brief overview of the reoccurring themes and interesting concepts that came out of the Property Owner Workshop. In some cases, there are multiple ideas for of the same areas (especially along the I-215). We will be discussing these ideas, combined with GPAC's insights from last week's "homework," during Thursday's meeting. The objective of the meeting is not to resolve all of the issues in one evening; rather, the GPAC will provide general guidance for the areas The Planning Center should evaluate in more detail and create Land Use Alternatives for over the next several weeks.

This summary of ideas from the Property Owner Workshop is provided to the GPAC (in addition to the Community Values and Vision reviewed by the GPAC at the last meeting) to help inform your discussion and ultimate selection of the five focus areas.

Key Concepts & Ideas

- Salt Creek should be improved as a "functional trail" linking equestrian areas, schools, and seniors as well as golf courses. Flood control areas serve as trail backbone.
- Line A should serve as a major trail corridor.
- Long-term rural areas should be located generally east of the I-215 and south of Garbani Road.
- Create a major shopping and government center (with hotels, restaurants, Civic Center) generally located at the Newport Interchange.
- Identify areas for higher density housing to appeal to a broader population. Provide multi-generational housing.
- High density residential should be located at the center of the City along the I-215 Corridor.
- Light industrial uses and job-generating uses should be located along the I-215 (possibly creating a West Scott Industrial Area).
- In light of SB 375, City should explore housing options in addition to 6-7,000 square foot lots, such as 4,000 square foot lots. Harveston in Temecula was sited as a good local comparison, with range and diversity of product.
- Apply density reductions in hillsides, in areas designated Medium Density (2-5 du/acre) such as east of Goetz Rd. Open space and/or conservation areas should be defined by the existing topography.
- Keep industrial uses where they are (Ethanac Rd./Hwy 74 area). Romoland area should serve as a "jobs center."
- Allow for mixed use, but define it. If mixed use is applied as a designation, a target mix of uses should be identified for each area. For example, some areas may lend themselves to a commercial/office mix, while a mix of residential/commercial may be more appropriate in other areas.
- Create an Enterprise Zone at the I-215 and Scott Road. (*Enterprise Zone*: A targeted area that has been designated as blighted or economically depressed by a governmental entity in an effort to stimulate economic activity through tax reduction, changes in zoning restrictions, and other governmental

regulations on private enterprise. Implemented through state legislation, these economic incentives for investment and/or job creation are expected to stimulate market forces to respond in the designated areas.)

- Create a Quail Valley Redevelopment Area (RDA).
- Create a Sun City RDA.
- Need to expand vision beyond City – explore possibility of creating multiple town centers or nodes, evaluate areas along City boundaries to determine if there are future opportunities to pursue if/when the City expands its Sphere of Influence (SOI).
- Create gateways into the City – establish a strong sense of arrival into Menifee.
- Need additional overpasses or interchanges – freeway is current barrier to east/west and north/south circulation.
- Explore opportunities to create a Metrolink station.
- Strong need for school districts to be unified. Minimizes internal competition between districts within City boundaries (funding, resources, etc.), creates level playing field for builders.
- Simplify land use designations – County system is too complicated/cumbersome. Possibly combine some of the residential land use designations to establish a more traditional density range.

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City of Menifee General Plan

Future Vision

Forwarded by Planning Commission

Celebrating our history, creating our future. The following is a vision of Menifee as described twenty years from now:

Over 20 years ago, the City of Menifee incorporated with a straightforward and pivotal message: by establishing local control of our government, we can be directly accountable for the future of our community. The entrepreneurial spirit exhibited by the City's founders still resonates with us today – we are continually seeking new and innovative ways to enhance our community's quality of life.

We have consistently mandated high quality development, amenities, and public services as a stipulation of growth in Menifee, prompting a continuing cycle of investment and reinvestment in our community. By commanding a high level of performance in all aspects of our City's operations, Menifee is a sought-after and safe place to live, work and visit in the Inland Empire. We have preserved our eclectic mix of neighborhoods that provide an array of housing choices for a diverse range of lifestyles and lifestyles that is unparalleled in the Inland Empire. Only in Menifee can you find rural housing, equestrian lots, mountainous residential, senior housing, high density housing and planned communities all in one place!

At the heart of our community is a vibrant downtown, complete with a Community Center that serves as the central facility for our annual community celebrations. Our downtown is a focal point of the City and its mix of uses generates activity and serves as a central gathering place for a broad spectrum of interests and ages, further supporting the City's strong sense of community and tremendous civic pride. Our major corridors also serve as hubs of economic vitality, and have attracted large employment generating businesses to the City.

We have found new opportunities to accommodate the growth the City has experienced over the years in a responsible manner. Intensification of uses in focused areas of the City has allowed us to preserve the rural lifestyle, rolling hills, rugged rock outcroppings and mountain views that are such an integral part of the small town atmosphere that we cherish. We celebrate our historic and cultural resources, preserving and promoting the iconic resources and landmarks that are unique to our City.

We are especially proud of our recreational and cultural programs such as athletic and community service programs that engage the youth, families and seniors in our City. These programs, along with our extensive system of multipurpose trails are used by equestrians, bicyclists and pedestrians and support our City's healthy community initiatives. Our trails are local and regional assets that connect Salt Creek – dually serving as a drainage corridor and highly amenitized recreational facility – to our streets and byways. These internal linkages combined with landscape features bind the community together and establish a distinctive character and unified visual impression of our City.

Our institutions of higher learning have created partnerships with our local and regional medical facilities establishing a unique pairing of educational and medical services that in turn generate

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new jobs for our community. Our community continues to support energy-related and light manufacturing businesses and creates a business environment that is attractive to smaller businesses that want to gain their start in our City. We also utilize and promote the use of innovative energy sources to minimize our community's impact on the environment.

In Menifee, we do not rely upon the automobile as our primary mode of internal transportation. We have access to rail, bus rapid transit, local shuttle services and are at the forefront in developing a citywide golf cart/neighborhood electric vehicle plan to minimize vehicular trips that improve our air quality. In addition our scenic highways and corridors are free of billboards and other visual obstructions, protecting the mountain views that are a defining characteristic of the Menifee valley.

The essence of our City can be summed up in one word: *Community*. All aspects of the general nature, ethnic and socioeconomic diversity, functionality, and sustainability of the City ultimately tie back to and reinforce this fundamental notion.