HIGHWAY 395 CORRIDOR STUDY FOR SOUTHWEST RIVERSIDE COUNTY

MIXED USE DEVELOPMENT OPPORTUNITIES REPORT

PREPARED FOR:

CALTRANS
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CITY OF LAKE ELSINORE
CITY OF MURRIETA
CITY OF TEMECULA
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TABLE OF CONTENTS

EXECUTIVE SUMMARY VI

I. INTRODUCTION 1

STUDY BACKGROUND 1

PURPOSE OF THE MIXED-USE DEVELOPMENT REPORT 1

REPORT ORGANIZATION 1

NAMING CONVENTIONS 2

II. REVIEW OF EXISTING CONDITIONS 3

III. OVERALL APPROACH 7

STEP #1- IDENTIFY POTENTIAL DEVELOPMENT TYPES 7

STEP #2- COLLECT STAFF INPUT ON RECOMMENDED LOCATIONS AND DEVELOPMENT TYPES 7

STEP #3- PUBLIC INPUT ON RECOMMENDED LOCATIONS AND DEVELOPMENT TYPES 7

STEP #4- IDENTIFY RECOMMENDED DEVELOPMENT LOCATIONS AND TYPES 7

IV. POTENTIAL DEVELOPMENT TYPES 9

BACKGROUND 9

RATIONALE TO FOCUS ON MIXED-USE 9

DENSITY 9

SIZE 11

DEVELOPMENT TYPE EXAMPLES 11

V. STAFF INPUT 24

MIXED USE DEVELOPMENT BEST PRACTICES 24

STAFF INPUT ON DEVELOPMENT LOCATIONS 24

VI. PUBLIC WORKSHOP INPUT 26

MAY 31, 2012 WORKSHOP 26

JUNE 5, 2012 WORKSHOP 26

JUNE 11, 2012 WORKSHOP 27

ENVISION JEFFERSON AVENUE 27
WORKSHOP RESULTS 28
VII. RECOMMENDED SITES AND CONFIGURATIONS 30
STAFF WORKSHOP/PUBLIC WORKSHOP INPUT 30
OVERVIEW 30
RECOMMENDED LOCATION #1 33
RECOMMENDED LOCATION #2 38
RECOMMENDED LOCATION #3 43
RECOMMENDED LOCATION #4 48
RECOMMENDED LOCATION #5 53
RECOMMENDED LOCATION #6 58
RECOMMENDED LOCATION #7 63
VIII. NEXT STEPS 68
IMPLEMENTATION REPORT 68
PRESENTATION OF FINAL MATERIALS 68

LIST OF FIGURES

FIGURE 1 – RECOMMENDED LOCATIONS #1-7 32
FIGURE 2 – RECOMMENDED LOCATION #1 35
FIGURE 3 – RECOMMENDED LOCATION #2 40
FIGURE 4 – RECOMMENDED LOCATION #3 45
FIGURE 5 – RECOMMENDED LOCATION #4 50
FIGURE 6 – RECOMMENDED LOCATION #5 55
FIGURE 7 – RECOMMENDED LOCATION #6 60
FIGURE 8 – RECOMMENDED LOCATION #7 65

LIST OF TABLES

TABLE ES1 – PROPOSED DEVELOPMENT LOCATIONS VI
TABLE 1 – LONG-TERM MARKET DEMAND 5
TABLE 2 DEVELOPMENT TYPE BY DENSITY 10
TABLE 3 DEVELOPMENT TYPE CASE STUDY #1 – KENSINGTON PARK PLAZA 12
TABLE 4 DEVELOPMENT TYPE CASE STUDY #2 – PACIFIC STATION 14
TABLE 5 DEVELOPMENT TYPE CASE STUDY #3 – OCEANSIDE TERRACES 16
TABLE 6 DEVELOPMENT TYPE CASE STUDY #4 – HERITAGE TOWN CENTER 18
TABLE 7 DEVELOPMENT TYPE CASE STUDY #5 – UPTOWN DISTRICT 20
TABLE 8 DEVELOPMENT TYPE CASE STUDY #6 – VILLAGES AT IRVINE SPECTRUM 22
TABLE 9 LOCATION #1-MISSION TRAIL/CAMPBELL STREET DEVELOPMENT CHARACTERISTICS 33
TABLE 10 LOCATION #2-PALOMAR STREET/CENTRAL STREET DEVELOPMENT CHARACTERISTICS 38
TABLE 11 LOCATION #3-CLINTON KEITH /PALOMAR DEVELOPMENT CHARACTERISTICS 43
TABLE 12 LOCATION #4-KALMIA/JEFFERSON AVENUE DEVELOPMENT CHARACTERISTICS 48
TABLE 13 LOCATION #5-MURRIETA HOT SPRINGS/JEFFERSON DEVELOPMENT CHARACTERISTICS 53
TABLE 14 LOCATION #6-JEFFERSON/WINCHESTER DEVELOPMENT CHARACTERISTICS 58
TABLE 15 LOCATION #7-VIA MONTEZUMA DEVELOPMENT CHARACTERISTICS 63

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EXECUTIVE SUMMARY

The Highway 395 Corridor Study for Southwest Riverside County (Study) is a joint effort involving the Western Riverside Council of Governments (WRCOG), the California Department of Transportation (Caltrans), the City of Lake Elsinore, the City of Murrieta, the City of Temecula, and the City of Wildomar. This Study focuses on identifying future transportation and land use strategies that could be implemented to increase mobility, encourage mixed-use development, and create employment opportunities throughout the 16-mile corridor designated for the purposes of this study as the Highway 395 Corridor (Corridor). This Mixed-Use Development Report addresses potential opportunities for future mixed-use development along the Corridor with a focus on additional opportunities for employment, retail, and housing.

CORRIDOR OVERVIEW

The Highway 395 Corridor travels through the Cities of Lake Elsinore, Murrieta, Temecula, and Wildomar. Prior to construction of Interstate 15 (I-15), this roadway served as a primary north-south route extending up from San Diego County. As the I-15 has become the predominant travel route for traversing the region, the old Highway 395 route has become less prominent and underutilized in the expanse from Temecula to Lake Elsinore.

The existing transportation system within and adjacent to the Corridor includes a combination of roadways, pedestrian pathways, and bicycle facilities. An initial evaluation of these facilities revealed that there is a significant level of variation in the condition of each type of facility throughout the Corridor. The same is true with the quality and availability of transit waiting areas. This lack of uniformity represents a significant constraint within the Corridor, particularly if there is a desire to create a more uniform identity or "feel" along the roadway throughout the participating cities.

General Plan land use designations along the Corridor range in intensity from office professional uses and employment centers to very low density rural areas. Generally, the planned land uses are more intensive in the Cities of Temecula and Murrieta and less intensive in the Cities of Wildomar and Lake Elsinore. There is also significant variation in the existing land use form along the Corridor. Buildings vary greatly in size, height and intensity. A number of vacant parcels were identified throughout the Corridor.

DEVELOPMENT PROTOYPES

The Project Team researched and identified a number of potential development prototypes from other regions of southern California that represent examples of future development that might occur within the Corridor. These development examples included both smaller in-fill projects and larger areas, which were termed districts. These projects were further stratified in terms of low density, medium density, and high density. The six development prototypes reviewed in this study included the following:

- Low Density In-Fill (Kensington Park Plaza, San Diego)
- Medium Density In-Fill (Pacific Station, Encinitas)
- High Density In-Fill (Terraces, Oceanside)
- Low Density District (Heritage Town Center, Chula Vista)

- Medium Density District (Uptown, San Diego)
- High Density District (The Parks and Villages at Irvine Spectrum, Irvine)

RECOMMENDED DEVELOPMENT LOCATIONS

This report identifies several potential locations for future mixed-use development within the Corridor. These locations are intended to be general areas in which mixed-use development could occur rather than specific parcels on which this type of development is proposed or anticipated. For each site, the following information is provided:

- General location
- The City in which this location is found
- A general vision for the site
- The proposed scale of development (District or In-Fill)

TABLE ES1 – PROPOSED DEVELOPMENT LOCATIONS

Location	City	Vision	Scale
Mission Trail/Campbell Street	Lake Elsinore	Walkable mixed-use visitor entertainment destination	District
Palomar Street/Central Street	Wildomar	Residential mixed-use village with shopping, services, civic/cultural uses, and restaurants in a pedestrian friendly "town center" format	District
Clinton Keith Road/Palomar Street	Wildomar	Residential district with ancillary retail uses	In-Fill
Jefferson Avenue/Kalmia Street	Murrieta	Residential mixed-use village with shopping, services, restaurants, and civic/cultural uses in a pedestrian friendly "town center" format	District
Jefferson Avenue/Murrieta Hot Springs Road	Murrieta	Commercial and employment focused mixed-use center	District
Winchester Road/Overland Avenue	Temecula	Employment focused mixed-use center with retail entertainment uses	District
Via Montezuma/Rancho California	Temecula	Visitor serving hotel, retail, restaurants, and residential	District

Source: Fehr & Peers, 2012

I. INTRODUCTION

STUDY BACKGROUND

The Highway 395 Corridor Study for Southwest Riverside County is a joint effort involving the Western Riverside Council of Governments (WRCOG), the Southern California Association of Governments (SCAG), the California Department of Transportation (Caltrans), the City of Lake Elsinore, the City of Murrieta, the City of Temecula, and the City of Wildomar. Funded by a 2011 Caltrans Community Based Transportation Planning Grant, this study will examine the land use and transportation conditions and opportunities within the Corridor as it extends through the four participating Cities. The Study will produce four separate reports:

- Existing Conditions and Regulatory Framework Report
- Multi-Modal Transportation Report
- Mixed-Use Development Opportunities Report (this report)
- Implementation Guidelines Report

Throughout this document, "Report" will refer to this *Mixed-Use Development Opportunities Report*, while "Study" will refer to the Highway 395 Corridor Study as a whole. The City of Temecula is also preparing a Specific Plan for Jefferson Avenue within its jurisdiction, which will incorporate some of the data generated by the Study related to land use and transportation issues. Public outreach for both efforts is being provided through a Visioning Project, which is funded through the Southern California Association of Governments (SCAG) Compass Blueprint Program.

PURPOSE OF THE MIXED-USE DEVELOPMENT REPORT

This Report is intended to identify preferred or feasible locations for future mixed-use development in the Corridor. The Implementation Report will then identify specific strategies that the participating cities could adopt to then encourage and facilitate development on the sites identified in this Report. The transportation improvements identified in the Multi-Modal Transportation Report would then serve to complement the potential development locations noted in the Mixed-Use Development Report.

REPORT ORGANIZATION

This Report is organized as follows:

- Chapter II- Review of land use conditions within the Corridor
- Chapter III- Overall Approach
- Chapter IV- Development Prototypes
- Chapter V- Staff input on Potential Development Locations and Configuration
- Chapter VI- Public Input on Potential Development Locations and Configurations
- Chapter VII- Recommended Development Locations and Configuration

NAMING CONVENTIONS

As the Corridor travels through the City of Lake Elsinore, the City of Murrieta, the City of Temecula, and the City of Wildomar, the roadway has been given different naming designations by local communities. For the purposes of this Report, the term "Corridor" will be used to represent the Study travel route and a one-quarter mile east-west buffer along the Corridor. The actual curb-to-curb street section of the route will be referred to as the "Corridor Roadway", or "Roadway". When necessary, specific locations along the Corridor may be referenced to provide a geographical context. For example, Jefferson Avenue is a prominent reference point in the Cities of Temecula and Murrieta that is located within the Corridor.

II. REVIEW OF EXISTING CONDITIONS

This chapter provides an overview and concludes with a summary of constraints and opportunities related to transportation and land-use within the Corridor. Additional information regarding existing conditions within the Corridor is provided in the *Highway 395 Existing Conditions Report* (January 2012).

EXISTING LAND USES

CITY OF TEMECULA

The Corridor within Temecula is primarily commercial with uses ranging from relatively higher density offices to restaurants to general commercial uses. Other notable land uses include hotels and educational facilities. There are also several vacant parcels.

Office: Offices within Temecula provide a variety of professional services including real estate, medical services, and other similar users. These professional service offices are typically 2-3 story buildings, which are often set back significantly from the roadway.

Restaurant: There is an extensive number of restaurants within the Corridor, providing a wide range of both fast food and sit-down facilities. These restaurants are found both as stand-alone sites and are also located within larger shopping areas or clusters of restaurants.

Retail: General retail and commercial uses along the roadway tend to be smaller shopping centers that accommodate a wide variety of patrons.

Hotel: There are several hotels located near the intersection of Jefferson Avenue and Rancho California Road.

Educational: There are several educational facilities along the Corridor. As an example, the University of Redlands Business School has a satellite facility in Temecula.

CITY OF MURRIETA

The existing uses within the Corridor in Murrieta vary even more significantly than in Temecula with residential, commercial, industrial and institutional uses as well as vacant parcels. A significant portion of the Corridor, particularly the northern end, is occupied by residential uses. The residential uses tend to be a mix of multi-family and single family, with single-family uses predominant.

Commercial: General commercial uses including smaller shopping centers are common in the City of Murrieta. Several of these shopping centers focus on automotive related uses such as an "Auto Mall".

Industrial: Light industrial centers are common throughout the Corridor in Murrieta. While most of the tenants within these light industrial complexes are traditional industrial and manufacturing uses, there are several buildings with non-industrial tenants.

Vacant Land: There are vacant parcels along the Corridor in Murrieta, which tend to be larger sites scattered at various locations. More vacant parcels are located in the segments near Wildomar as compared to near Temecula.

CITY OF WILDOMAR

Similar to Temecula and Murrieta, there is a significant variation in the existing land uses found within the Corridor in Wildomar. These uses range from small shopping centers to residential and institutional uses. Segments of the Corridor in Wildomar are unique, with very rural uses including large lot residential units with facilities for animal keeping and equestrian activities.

Residential: Much of the Corridor in Wildomar is currently occupied by various types of residential uses. These residential uses appear to be predominantly single-family. Rural residential uses are significant within this segment of the Corridor. As an example, multiple single-family homes were observed with equestrian and animal keeping facilities fronting the Corridor. In addition to these rural residential uses, supportive retail uses such as feed stores and other related facilities were also noted.

Cemetery: One use which is unique to Wildomar is a Cemetery.

Vacant Land: There are several vacant parcels along the Corridor. Similar to Murrieta, these vacant parcels tended to be larger sites. Unlike Murrieta, these sites tend to be distributed throughout the Corridor in various locations instead of concentrated in one or two areas.

CITY OF LAKE ELSINORE

Uses along the Corridor in Lake Elsinore also vary significantly, similar to the other cities. Predominant uses include commercial buildings of differing sizes and scales, residential tracts, institutional uses, and several large open space areas.

Commercial: One of the predominant uses is smaller shopping centers with a variety of tenants. These tenants include various stores, service establishments, restaurants, and other related uses. There are also a number of restaurants in the Corridor. Many of these restaurants tend to be smaller scale and primarily oriented towards quick service facilities as compared to more traditional sit-down restaurants.

Residential: There are intermittent residential uses located within the Corridor.

Open Space: A park is located south of where Lakeshore Drive turns north and becomes Main Street.

Vacant Land: Similar to the other cities, there are several vacant parcels within the Lake Elsinore portion of the Corridor.

MARKET STUDY

In November 2011, Keyser Marston Associates (KMA) completed a market overview assessing the potential of new mixed-use development and evaluating the long-term demand for retail, employment, and multi-family uses within each of the cities participating in the Study. The KMA analysis relied upon readily available third-party demographic and market data sources. KMA compiled data on regional and local commercial and residential market conditions, including major value indicators and development trends by land use.

Based on the KMA findings, Table 1 below illustrates the long-term market demand for retail, employment, and multi-family residential land uses within each of the Corridor cities.

TABLE 1 – LONG-TERM MARKET DEMAND

City	Retail	Employment (Office/Industrial)	Multi-Family Housing
Lake Elsinore	**Strong**	Moderate	**Strong**
Wildomar	Moderate	Weak	Moderate
Murrieta	**Strong**	**Strong**	**Strong**
Temecula	**Strong**	**Strong**	**Strong**

Source: KMA, 2012

A complete copy of the KMA Market Assessment is provided as Appendix A.

CORRIDOR LAND USE CONSTRAINTS & OPPORTUNITIES

Based on the observation and analysis described above, several specific transportation and land-use constraints and opportunities exist within the Corridor as noted below:

CONSTRAINTS

Multiple Jurisdictions and Agency Participation: Agencies which have jurisdiction over the Corridor include Riverside County, the four project cities, water districts, transit agencies, economic development organizations, WRCOG, SCAG, and Caltrans. The presence of these various agencies poses a potential challenge; particularly if any identified strategies require the cooperation or concurrence of multiple parties.

Lack of Uniformity in Land Use Types, Buildings, and Urban Form: There is a wide mix of residential, retail, office, industrial, institutional, and vacant land throughout the study area. This lack of consistency further limits the perception of the Corridor as a unified route or roadway.

Significant Areas of the Corridor with Rural Character: There are several locations within the Corridor that are predominately characterized by rural or very low density uses. These locations represent challenges since some residents of these areas might view proposed land use and transportation improvements negatively given their desire to preserve the existing equestrian and animal-keeping lifestyle.

Regional Access: One limitation related to future economic development within the Corridor is the relative regional accessibility. The location of the Corridor in southwestern Riverside County makes it somewhat remote in comparison to major metropolitan and industrial centers. This may impact development opportunities as businesses that prioritize regional accessibility may choose to locate to other areas in Southern California.

OPPORTUNITIES

Significant Growth Projected for Corridor Cities: The Corridor cities are projected to experience high increases in population, housing, and employment over the next 25 years.

Supporting Policy Language: The Project Team reviewed City and Regional Policy Documents to determine their level of support for future mixed-use development. All of these documents provided significant levels of supportive language in terms of goals and policies that could support this type of development in the future. As an example, the WRCOG Smart Growth Opportunities Map provides significant support for mixed-use development within the Corridor by identifying potential development types and locations for mixed-use development.

***Undeveloped/Unoccupied/Vacant Land*:** A number of vacant parcels exist within the Corridor. These parcels represent potential locations where new mixed-use development could occur.

Increasing Appeal of Alternative Housing Types: Current demographic trends are likely to result in greater numbers of households without children and with more aged persons. This demographic shift will drive a demand for homes other than traditional single-family homes such as apartments, condominiums, townhomes, live/work units, and lofts.

III. OVERALL APPROACH

This chapter describes the overall approach to this Report including the identification of potential development types, the collection of staff input, public input, and the finalization of recommended development locations and types.

STEP #1- IDENTIFY POTENTIAL DEVELOPMENT TYPES

This evaluation first considered the types of development that could potentially occur within the Corridor. The purpose of these development types is to serve as prototypes or tangible examples of future development in the Corridor.

The development types were selected through a process which considered the demographics of the communities along the Corridor, historical development patterns within Southwestern Riverside County, the market demand for various types of housing and non-residential uses, and other considerations. These development types represent ambitious but achievable examples that could be implemented within the Corridor as opposed to historical development patterns which could occur absent any policy intervention by the participating cities.

These development types were described in terms of size and level of density. Size refers to whether a site would develop as either an in-fill site or as a District. In-fill sites are those which would be 3 acres or less. Districts refer to areas which are larger than 3 acres. In-fill sites typically would occur within a single larger parcel or a grouping of smaller parcels. Density refers to low, medium, or high density in terms of residences and employment. Density also influences the type of parking provided, the structure of the building, and other related items. Chapter IV contains additional information regarding these potential development types, including specific examples.

STEP #2- COLLECT STAFF INPUT ON RECOMMENDED LOCATIONS AND DEVELOPMENT TYPES

The development types in Step #1 were then provided to City Staff at a workshop on March 1, 2012. This workshop presented an overview of land use conditions within the Corridor and also provided background information on the potential development types. Following this presentation, City Staff were then asked to identify likely locations for future development along the Corridor based on their preferences. The locations identified by City Staff served as one input into the recommended locations and types along the Corridor. This information is presented in Chapter V.

STEP #3- PUBLIC INPUT ON RECOMMENDED LOCATIONS AND DEVELOPMENT TYPES

Following the workshop with City Staff, the Project Team held meetings with the public (residents, business owners, etc.) to gather input regarding potential development sites along the Corridor. The same potential development types previously presented to City Staff were provided to the public to obtain their input. Public input was obtained to note areas in which certain development types could occur or should be encouraged.

STEP #4- IDENTIFY RECOMMENDED DEVELOPMENT LOCATIONS AND TYPES

The Project Team then combined the input from City Staff, the input from the public, and their own review of the Corridor to identify six high priority locations for future development. For each of these high priority locations, a

recommended development type was noted. These development types were further differentiated by using the housing, retail, and employment uses.

IV. POTENTIAL DEVELOPMENT TYPES

This chapter describes the potential development types identified and the process by which they were identified. This chapter also discusses a rationale for focusing on mixed-use, addresses density, describes project size, and lists examples of each development type from other regions of Southern California.

BACKGROUND

A common challenge in land use planning is the identification of comparable examples that might illustrate potential future development. Previously, planners would attempt to illustrate development using one characteristic including the use, density, or other similar characteristics. One significant challenge is that this type of characterization is difficult for mixed-use projects where there could be multiple uses. Additionally, the use of these terms often does not fully illustrate all aspects of a development such as the type of parking provided, the building heights, or other related items.

One solution to this challenge is the use of Development Types to represent potential or likely development. A Development Type refers to a grouping of uses and their form based on comparable examples. The use of comparable examples facilitates review by Stakeholders, Staff, and the Public by offering tangible examples of how future development might look as compared to more abstract illustrations.

The Development Types presented in this Report are representative of developments in Southern California instead of more general examples. Additionally, these Development Types are found within communities that share some common factors with cities along the Corridor. For example, several of the Development Types are based on projects located within cities that have household incomes comparable to Temecula and Murrieta.

RATIONALE TO FOCUS ON MIXED-USE

Rather than focus on all potential types of development, this Report focuses on potential locations for Mixed-Use Development including some combination of residential, retail, and employment uses. The reasons for this focus include:

- There is a general trend in the market towards mixed-use development as this type of development is becoming more commonplace and welcomed by potential users
- Mixed-use projects can provide more opportunities for non-vehicular travel, which can serve to reduce regional congestion, improve air quality, and reduce other negative consequences associated with driving

The focus on mixed-use development also complements the conclusions of the *Multi-Modal Transportation Report* (June 2012) which identified a series of transportation improvements along the Corridor including enhancements to the bicycle network, sidewalk expansion, and the existing transit system. .

DENSITY

As noted previously, there are two aspects of the Development Types, density and size. Density refers to the overall intensity of the project in terms of building square feet and/or residential units per acre. KMA evaluated

comparable mixed-use developments and categorized them as either low, medium, or high density, based on the following parameters:

TABLE 2

DEVELOPMENT TYPE BY DENSITY

	Low	**Medium**	**High**
Physical Characteristics			
Parking Type	Surface-parked	Structured	Structured
Construction Type	Wood frame	Wood frame	Steel and/or concrete
Building Height	Up to 3 stories	4 to 5 stories	6 stories +
Market/Financial Parameters			
Land Value	Up to $40/SF	$40 to $100/SF	More than $100/SF
Cost of Development	$175 to $250/SF Gross Building Area	$250 to $350/SF Gross Building Area	$350 to $500/SF Gross Building Area
Target For-Sale Residential Value	Up to $300/SF Net	$300 to $450/SF Net	More than $450/SF Net
Target Rental Residential Value	Up to $1.75/SF Net	$1.75 to $2.50/SF Net	More than $2.50/SF Net

Source: MIG & KMA, 2012

Each factor in the table above – parking type, construction type, and building height – can be a significant contributor to development costs. For example, structured parking costs substantially more than surface parking (although it uses much less land area). Similarly, wood frame construction is much less expensive than either steel or concrete construction. Finally, taller buildings require more costly structural systems, internal circulation, and life safety features as compared to low-rise buildings. Based on just these key parameters, it is evident that higher-density development can cost substantially more than low-rise development. As a result, developers and

investors typically evaluate local market values in terms of rents and sales prices for residential, retail, and office uses to ascertain whether higher density mixed-use developments will be financially feasible.

Many of these characteristics are related to each other. Table 2 also correlates the physical characteristics of low, medium, and high density developments with key market and financial parameters. These illustrative estimates are derived from KMA experience with comparable developments throughout Southern California over the past decade. As shown in the table, low density developments are most likely in areas where land values do not exceed $40 per SF of land; total project costs are typically in the $175 to $250 per SF range; and target residential values are sales prices of $300 per SF or monthly rents of $1.75 per SF. By contrast, high density developments typically occur in areas where land values exceed $100 per SF; total project costs can run $350 to $500 per SF; and target market values are sales prices of $450 per SF or monthly rents of $2.50 per SF.

SIZE

A second aspect of the Development Type is size, which refers to scale of the development. Two scales of development were defined for the purposes of the Corridor Study. The first is the In-Fill size, which refers to a parcel or land assembly of less than three (3) acres, generally in an urbanized setting, surrounding by existing improved properties. The second is the District size, which comprises larger properties of three (3) acres or more. These properties can be in urbanized settings, but often consist of raw land in greenfield settings, where larger land holdings are typically found. These settings characterize significant stretches of the Murrieta, Wildomar, and Lake Elsinore portions of the Highway 395 Corridor.

DEVELOPMENT TYPE EXAMPLES

One example of each development type, corresponding to the 6 permutations of density and size are identified as listed below:

- Low Density In-Fill (Kensington Park Plaza, San Diego)
- Medium Density In-Fill (Pacific Station, Encinitas)
- High Density In-Fill (Oceanside Terraces, Oceanside)
- Low Density District (Heritage Town Center, Chula Vista)
- Medium Density District (Uptown District, Mission Hills, San Diego)
- High Density District (The Park and The Village at Irvine Spectrum, Irvine)

Additional information regarding each Development Type example is presented below as 6 case studies. Tables 3-8 provide detailed information regarding each of the six case studies, along with relevant images of each site from several perspectives.

TABLE 3

DEVELOPMENT TYPE CASE STUDY #1 – KENSINGTON PARK PLAZA

Category	Description
Name	Kensington Park Plaza
Development Type	Low Density In-Fill
Location	San Diego, CA
Number of Stories	3
Residential Units	11 live/work lofts
Residential Sale Price	$195-$200/SF
Residential Unit Rental Price	$1.20-$1.30 /SF
Non-Residential Space	10,000 SF of retail
Parking Spaces	24 (16 residential, 8 retail)
Site Photos	Image 1- Aerial View of Site Image 2- Street View of Site

Source: MIG & KMA, 2012

IMAGE 1- KENSINGTON PARK PLAZA AERIAL VIEW

IMAGE 2- KENSINGTON PARK PLAZA STREET VIEW

TABLE 4

DEVELOPMENT TYPE CASE STUDY #2 – PACIFIC STATION

Category	Description
Name	Pacific Station
Development Type	Medium/Density In-fill
Location	Encinitas, CA
Number of Stories	3
Residential Units	47 condominiums
Residential Sale Price	$430-$570/SF
Residential Unit Rental Price	N/A
Non-Residential Space	40,000 SF of retail, 9,000 SF of office
Parking Spaces	248
Site Photos	Image 3- Aerial View of Site Image 4- Street View of Site

Source: MIG & KMA, 2012

IMAGE 3- PACIFIC STATION AERIAL VIEW

IMAGE 4- PACIFIC STATION STREET VIEW

TABLE 5

DEVELOPMENT TYPE CASE STUDY #3 – OCEANSIDE TERRACES

Category	Description
Name	Oceanside Terraces
Development Type	High Density In-Fill
Location	Oceanside, CA
Number of Stories	6
Residential Units	38 condominiums
Residential Sale Price	$250-$286/SF
Residential Unit Rental Price	N/A
Non-Residential Space	8,000 SF of retail, 13,500 SF of office space
Parking Spaces	159 (2 level garage)
Site Photos	Image 5- Aerial View of Site Image 6- Street view of Site

Source: MIG & KMA, 2012

IMAGE 5- OCEANSIDE TERRACES AERIAL VIEW

IMAGE 6- OCEANSIDE TERRACES STREET VIEW

TABLE 6

DEVELOPMENT TYPE CASE STUDY #4 – HERITAGE TOWN CENTER

Category	Description
Name	Heritage Town Center
Development Type	Low Density District
Location	Chula Vista, CA
Number of Stories	3
Residential Units	91 Senior Apartments
Residential Sale Price	Unavailable
Residential Unit Rental Price	N/A
Non-Residential Space	38,000 SF of retail space
Parking Spaces	650
Site Photos	Image 7- Aerial View of Site Image 8- Street View of Site

Source: MIG & KMA, 2012

IMAGE 7- HERITAGE TOWN CENTER AERIAL VIEW

IMAGE 8- HERITAGE TOWN CENTER STREET VIEW

TABLE 7

DEVELOPMENT TYPE CASE STUDY #5 – UPTOWN DISTRICT

Category	Description
Name	Uptown District
Development Type	Medium Density District
Location	San Diego, CA
Number of Stories	4
Residential Units	310 condominiums
Residential Sale Price	$330-$375/SF
Residential Unit Rental Price	$1.84-$2.14/SF
Non-Residential Space	3,000 SF Community Center, 150,000 SF of retail (including Grocery Store)
Parking Spaces	1,164
Site Photos	Image 9- Aerial View of Site Image 10- Street View of Site

Source: MIG & KMA, 2012

IMAGE 9- UPTOWN DISTRICT AERIAL VIEW

IMAGE 10- UPTOWN DISTRICT STREET VIEW

TABLE 8

DEVELOPMENT TYPE CASE STUDY #6 – VILLAGES AT IRVINE SPECTRUM

Category	Description
Name	The Park and The Villages at Irvine Spectrum
Development Type	High Density District
Location	Irvine, CA
Number of Stories	6
Residential Units	1,550 apartments
Residential Sale Price	N/A
Residential Unit Rental Price	$2.05-$2.63/SF
Non-Residential Space	Village market and convenience commercial
Parking Spaces	3,100
Site Photos	Image 11- Aerial View of Site Image 12- Street View of Site

Source: MIG & KMA, 2012

IMAGE 11- THE PARK AND THE VILLAGES AT IRVINE SPECTRUM AERIAL VIEW

IMAGE 12- THE PARK AND THE VILLAGES AT IRVINE SPECTRUM STREET VIEW

V. STAFF INPUT

This chapter describes Staff input that was provided through a Workshop on March 1, 2012 as well as subsequent meetings and interviews with Staff. As part of this workshop, the Consultant Team presented information regarding Best Practices for Mixed-Use Development and asked for input regarding potential locations for future development.

MIXED USE DEVELOPMENT BEST PRACTICES

The Consultant Team provided background information on mixed-use development trends including a review of the potential Development Types Case Studies, as described in Chapter IV. This presentation concluded that there are potential examples for future mixed-use development in the Corridor, which correspond to various development size and intensity as described in the Development Types.

STAFF INPUT ON DEVELOPMENT LOCATIONS

CITY OF TEMECULA

The City of Temecula identified five initial locations for future development within the Corridor including:

- A hotel district near Jefferson Avenue/Rancho California Road
- An urban residential area near Via Montezuma on Jefferson Avenue
- Office/commercial district near Overland Avenue on Jefferson Avenue
- A hotel/entertainment district near Winchester Road on Jefferson Avenue. This district might also be accompanied by office and other similar uses
- A Transit Oriented Development (TOD) near the City's boundary with Murrieta on Jefferson Avenue

All of the sites identified by the City have potential for higher density Development Types with a preference for smaller infill sites.

CITY OF MURRIETA

Information provided by the City of Murrieta indicated a preference to create a "Downtown Loop" between the Corridor and the Historic Downtown Murrieta. This loop would be complemented by in-fill development, including vertical mixed-use along the Corridor and within the Downtown. The City also identified an area to the south along the Corridor that would be a potential candidate for a medium density mixed-use project with commercial and residential uses.

CITY OF WILDOMAR

The City of Wildomar identified four potential locations for development along the Corridor including:

- Mission Trail, near Cordyon Street and Bundy Canyon Road (Low Density District)
- Palomar Street, near Wesley Street (horizontal mixed-use development)
- Palomar Street, near Central Street (Civic Center)
- Palomar Street, at the Murrieta and Wildomar border (low density infill or district commercial)

CITY OF LAKE ELSINORE

The City of Lake Elsinore identified several potential nodes for development, focusing on the Downtown and areas around the Storm Stadium. The first node in Downtown Elsinore was noted as having a mixture of medium and high-density In-Fill and District developments. The second node near the Storm Stadium was noted to have Low Density and Medium Density development.

VI. PUBLIC WORKSHOP INPUT

This chapter describes the results of three public workshops which were held on May 31, June 5, and June 11, 2012 in Murrieta, Lake Elsinore, and Wildomar respectively to discuss potential development opportunities in the Corridor. Additional input was provided through the Envision Jefferson Avenue effort, which is being led by the City of Temecula. Additional information regarding each workshop is provided in Appendix B.

MAY 31, 2012 WORKSHOP

The first workshop was held on May 31, 2012 in the City of Murrieta. During this meeting, attendees were presented with similar material from the March 1 Staff workshop. Specific items addressed during this presentation included:

- A review of the Study progress to date
- An overview of the market analysis
- A review of potential opportunity sites
- Background information regarding key issues in development including parking, site amenities, and other related items
- A recap of the six Development Type Case Studies presented in Chapter IV

As part of this workshop, the participants were asked to provide input on various locations where they thought that future development should be directed through a "dot" exercise. Participants at this workshop priroritized several locations for future potential development:

- Mission Trail in Lake Elsinore (near the Lake Elsinore Storm Stadium)
- Mission Trail in Wildomar (near Cordyon Street)
- Palomar Street in Wildomar (near Clinton Keith Road)
- Washington Avenue in Murrieta (near Kalmia Street)
- Jefferson Avenue in Murrieta (near Murrieta Hot Springs Road)

JUNE 5, 2012 WORKSHOP

The second public workshop was held at the City of Lake Elsinore on June 5, 2012. This meeting was held concurrently with a regularly scheduled Planning Commission Meeting. The Consultant Team provided a presentation with the same materials as were presented during the May 31 workshop. Instead of performing a dot exercise, the Planning Commission provided verbal comments to the Consultant Team related to additional development locations, with a particular focus on the Storm Stadium area as an optimal location for future development. Additionally, the Planning Commission also directed the Consultant Team to review existing City documents, such as the recently prepared General Plan, to identify priority areas for future development.

JUNE 11, 2012 WORKSHOP

The final workshop was held on June 11, 2012 in the City of Wildomar. Background information was presented using the same presentation as the previous two workshops and participants engaged in the same dot exercise to prioritize development locations. Workshop participants identified sites at Mission Trail/Cordyon Street, Palomar Street/Central Street, and along Palomar Street near the Wildomar/Murrietta intersection. Several of the workshop attendees expressed interest in having a site which could serve as a future Civic Center for the City.

ENVISION JEFFERSON AVENUE

Concurrent with this Study, the City of Temecula is preparing a Vision Plan for the Jefferson Avenue Corridor which addresses future transportation and land use conditions within the Corridor. It is anticipated that the results of this Vision Plan will be implemented through a Specific Plan and subject to environmental review.

Six community workshops have been held as part of Envision Jefferson Avenue. Through these public workshops, six areas of focus have been identified.

OVERLAND DRIVE GATEWAY

Once the city's first true commercial core, this focus area has good east-west vehicular circulation, freeway access and visibility, and a strong connection to the Promenade Mall. The existing Winchester Square shopping center could be transformed as a catalytic site to create Temecula's new city-center, bustling with residential and mixed-used development, allowing residents to walk to nearby goods, services and employment.

WINCHESTER ROAD GATEWAY

The existing eclectic mix of automobile-oriented office, retail, and hotels enjoys direct freeway access, and a visual window from I-15. The strong east-west connectivity and links to surrounding amenities could support a prominent gateway into the study area, and provide a signature mixed-use district reflecting the area's unique "uptown" identity with urban dwellings in close proximity to employment, recreation and retail.

DEL RIO ROAD "Y"

Currently characterized by a cluster of older strip-commercial centers and service oriented uses, its proximity to the future Murrieta Creek Trail and western views of the hills could encourage creek-oriented, urban neighborhoods that enhance the overall character of Murrieta Creek.

RANCHO CALIFORNIA ROAD GATEWAY:

Today's existing cluster of hotels, restaurants and other highway and tourist-oriented commercial uses enjoy strong accessibility, circulation and highway visibility. Building on these assets and close proximity to Old Town, this southern-most gateway to the study area could be enhanced with additional full service hotels, meeting spaces and other tourist serving uses that enhance the area's identity as a visitor-oriented destination.

MURRIETA CREEK TRAIL IMPROVEMENTS:

The study area is set against lush hillside views and bordered by Murrieta Creek to the west, which provides an important eco-corridor connecting the built environment to its nearby natural environs. Future development will orient toward the creek, aligning with current planning efforts aimed at transforming Murrieta Creek into a vibrant, active recreational amenity with a multi-use trail for pedestrians, cyclists and equestrians. The trail will also provide important connections to Old Town to the south, the active/passive recreational open space area and Murrieta to the north, and the Promenade Mall to the east.

ACTIVE/PASSIVE RECREATIONAL OPPORTUNITIES:

This 115 acre, unimproved detention basin collects rainwater during large storms, and is designated by the City's General Plan as Open Space (OS), which includes areas intended to be used as public or private permanent open space for parks, recreational facilities, trails and natural open space, among others. The Riverside County Flood Control District owns this property and plans to improve the site as an active sports park with baseball/softball diamonds, soccer fields, and trails. These recreational amenities will become a key community feature and destination for sports fans, athletes and recreation enthusiasts alike, providing a welcomed refuge from the surrounding urban landscape.

FUTURE TRANSIT CENTER:

The Riverside Transit Agency is currently studying the feasibility of locating a future transit center in the northern portion of the study area near the French Valley Interchange and Cherry Street. The future transit center is expected to become an important part of the regional transportation system, serving commuters, cyclists and pedestrians with local bus service, in addition to bus-rapid transit to surrounding cities and Metrolink stations. Additionally, the transit center will present opportunities for transit oriented development (TOD) to support the feasibility of expanded transit service in the future.

WORKSHOP RESULTS

The sites listed below are those which a majority of the workshop attendees noted as being significant sites, including those identified both in this Study and the Envision Jefferson Avenue.

SITE #1- MALAGA ROAD AND MISSION TRAIL

This site was identified as one that could potentially connect to the Storm Stadium. The workshop participants expressed an interest in having future uses that would complement the existing uses near the lake, such as parks and recreational uses.

SITE #2- CORYDON ROAD AND MISSION TRAIL

Workshop attendees suggested that this site could provide complementary uses to an existing nexus of civic uses including the existing Chamber of Commerce, the animal shelter and the library.

SITE #3- BUNDY CANYON ROAD AND MISSION TRAIL

Workshop participants noted that this site has good highway and local road connectivity. They suggested that this site provide retail services including a grocery store and office uses.

SITE #4- CENTRAL STREET AND PALOMAR STREET

Workshop attendees, particularly those attending Workshop #3, noted this site as a potential town center and retail location for Wildomar due to its central location.

SITE #5- CLINTON KEITH ROAD AND PALOMAR STREET

Future development was recommended at this location because of its central location and good freeway access. The workshop attendees also noted there is an existing cluster of senior housing in this area.

SITE #6- PALOMAR STREET, WASHINGTON AVENUE, IVY STREET, KALMIA STREET, AND JEFFERSON AVENUE "LOOP"

The workshop attendees identified this as an area where future development should be prioritized. They specifically recommended that Washington Avenue and Kalmia Street be considered as potential development locations.

SITE #7- OVERLAND DRIVE GATEWAY

This site was identified through the Envision Jefferson Avenue study and noted that this location could include residential and mixed-use development.

SITE #8- WINCHESTER ROAD GATEWAY

The Envision Jefferson Avenue study identified this location as a potential mixed-use district that could act a gateway from I-15 to the City.

SITE #9- DEL RIO ROAD "Y"

This site was also identified by the Envision Jefferson Avenue study as being a potential site for an urban neighborhood oriented towards Murrieta Creek.

SITE #10- RANCHO CALIFORNIA ROAD GATEWAY

This site is anticipated to be a potential location for additional full service hotels, meeting spaces and other tourist serving uses..

VII. RECOMMENDED SITES AND CONFIGURATIONS

Based on input from the City Staff, Public Workshops, and the evaluation by the Consultant Team, six potential sites were identified where the participating cities are encouraged to prioritize future development. This chapter provides additional information for each site including applicable Development Type, images of the existing site, and images of similar developments.

STAFF WORKSHOP/PUBLIC WORKSHOP INPUT

One major input to the site selection process, as noted in Chapter IV, is the information provided by the Staff and Public through Study and Envision Jefferson Avenue Workshops held throughout the Spring and Summer of 2012. While these workshops are a major determinant of the site locations, it should be noted that not all of the sites identified through the workshop process were recommended as priority locations.

While all of the sites identified through the workshops are sites that could be potentially developed in the future, this report focuses on specific higher priority, feasible locations. These higher priority locations have been recommned because of their strategic location within the Corridor, the adjacency of similar or complementary development, the location of supportive infrastructure, and other similar rationale.

OVERVIEW

Rather than being parcel specific, these six selected sites are intended to be general locations which could accommodate the development envisioned in this chapter. For each potential site, information regarding potential development at this site in terms of use, intensity, and other data is provided. The seven locations identified are:

- Mission Trail/Campbell Street (Lake Elsinore)
- Palomar Street/Central Avenue (Wildomar)
- Palomar Street/Clinton Keith Road (Wildomar)
- Jefferson Avenue/Kalmia Street (Murrieta)
- Jefferson Avenue/Murrieta Hot Springs Road (Murrieta)
- Jefferson Avenue/Winchester Road/Overland Avenue (Temecula)
- Jefferson Avenue/Del Rio Road "Y" (Temecula)

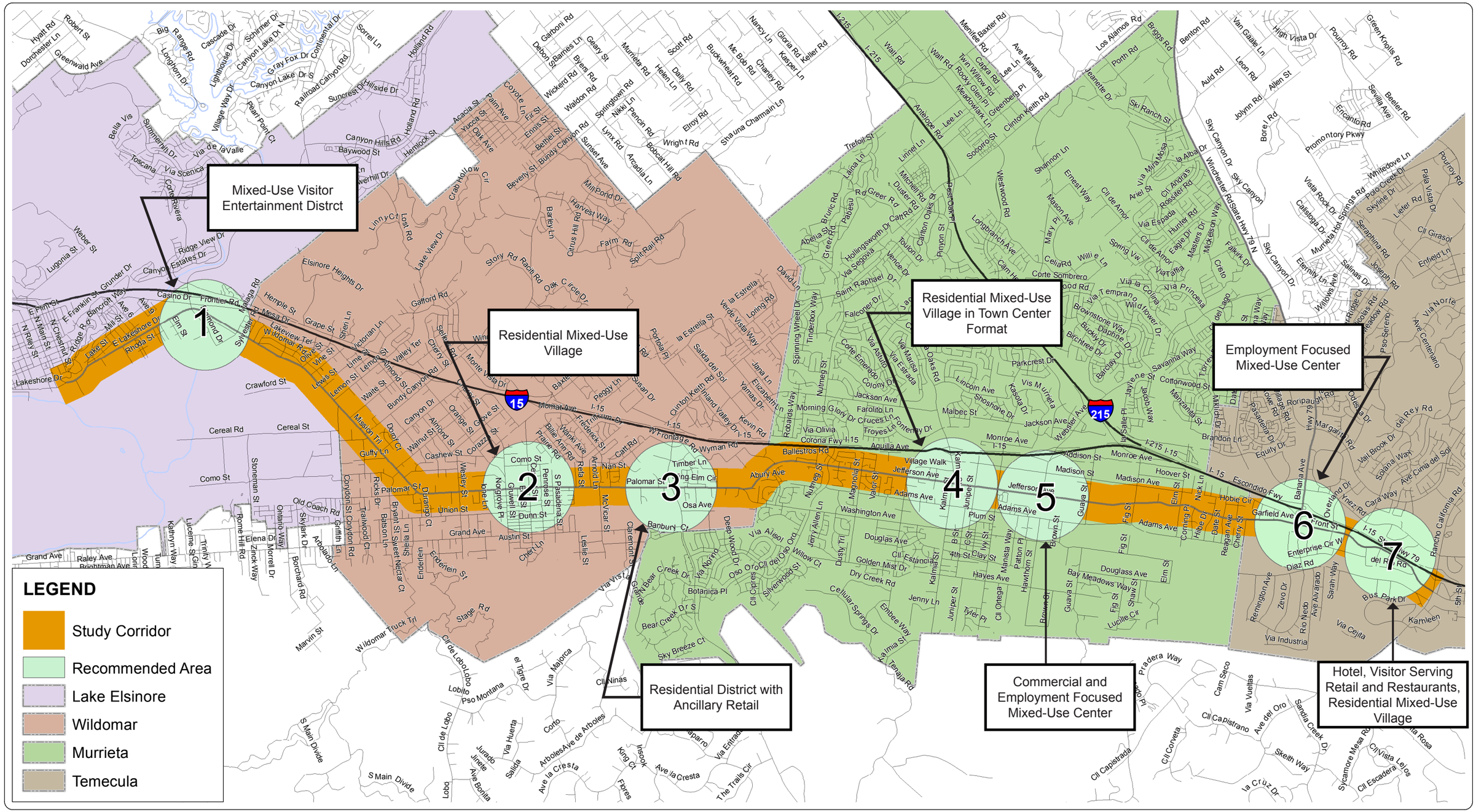
A map showing the location of each of the recommended sites is shown as Figure 1.

For each of the sites identified above, the following information is provided:

- City
- Major Cross Streets
- Existing Uses in the Area
- Future Land Use Vision
- Photos the Adjacent Area (Existing)
- Scale of Development (In-Fill or District)
- Potential Tenants/Users

- Conceptual Mix of Uses
- Density
- Construction Type
- Parking
- Examples of Comparable Development
- Photos of Similar Developments

For each potential site, the information is presented using tabular information, a map of the streets, and supporting images.



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RECOMMENDED LOCATIONS

FIGURE 1

RECOMMENDED LOCATION #1

TABLE 9

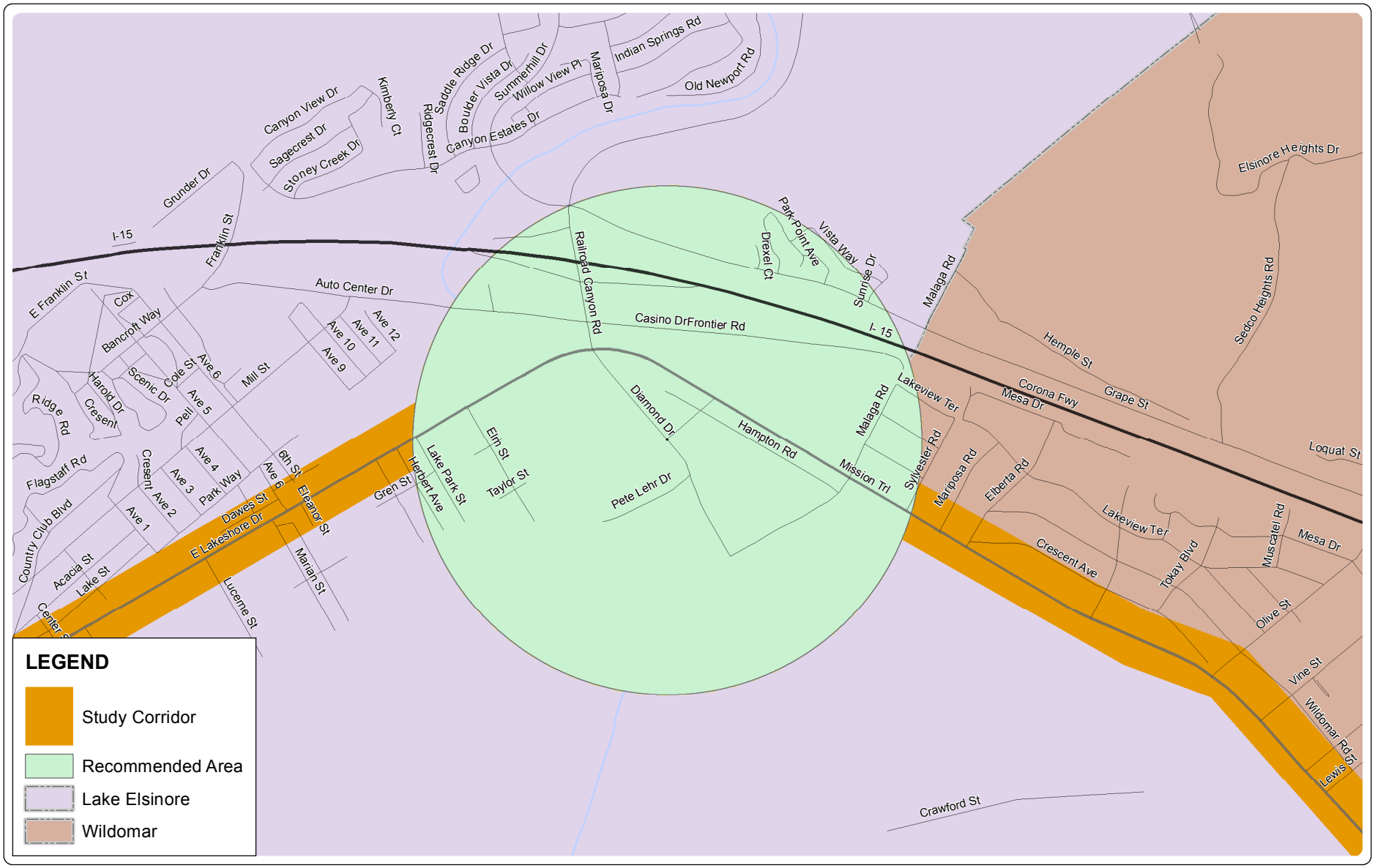
LOCATION #1-MISSION TRAIL/CAMPBELL STREET DEVELOPMENT CHARACTERISTICS

Category	Description					
City	Lake Elsinore					
Major Cross Streets	Mission Trail and Campbell Street					
Existing Uses in Area	Low density highway oriented commercial, local serving retail, low-density residential, and medical offices					
Vision	Walkable mixed-use visitor entertainment destination					
Photos of The Adjacent Area	Images 13 & 14					
Scale of Development	District					
Potential Land Uses	Potential Tenants/Users	Conceptual Mix of Uses	Density	Number of Stories	Construction Type	Parking
Retail	Visitor entertainment Indoor/outdoor recreation Specialty eating and drinking Themed retail- sports, health, and fitness Athletic facilities	50%		1	Type V- Wood Framed	Surface
Residential	Townhomes Rowhomes Garden-style apartments	30%	20 to 40 DU/Acre	Up to 3 Stories	Type V - Wood-framed	Surface, attached garages, or tuck-under
Employment	Local-serving professional office such as finance, insurance, real estate (FIRE)	20%		Up to 4 Stories	Type V - Wood-framed	Surface

TABLE 9

LOCATION #1-MISSION TRAIL/CAMPBELL STREET DEVELOPMENT CHARACTERISTICS

Examples of Comparable Developments	La Mesa Village, La Mesa Otay Ranch REI, Chula Vista Bass Pro Shop, Rancho Cucamonga The Lab and The Camp, Costa Mesa
Photos of Similar Developments	Images 15 & 16
Source: Fehr & Peers, 2012	



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RECOMMENDED LOCATION #1

FIGURE 2

IMAGE 13- EXSTING AERIAL VIEW OF LOCATION #1 (NORTH OF MISSION TRAIL/CAMPBELL STREET INTERSECTION)

IMAGE 14- EXISTING STREET VIEW OF LOCATION #1 (MISSION TRAIL LOOKING NORTH)

IMAGE 15- BASS PRO SHOP IN RANCHO CUCAMONGA

IMAGE 16- OTAY RANCH REI IN CHULA VISTA

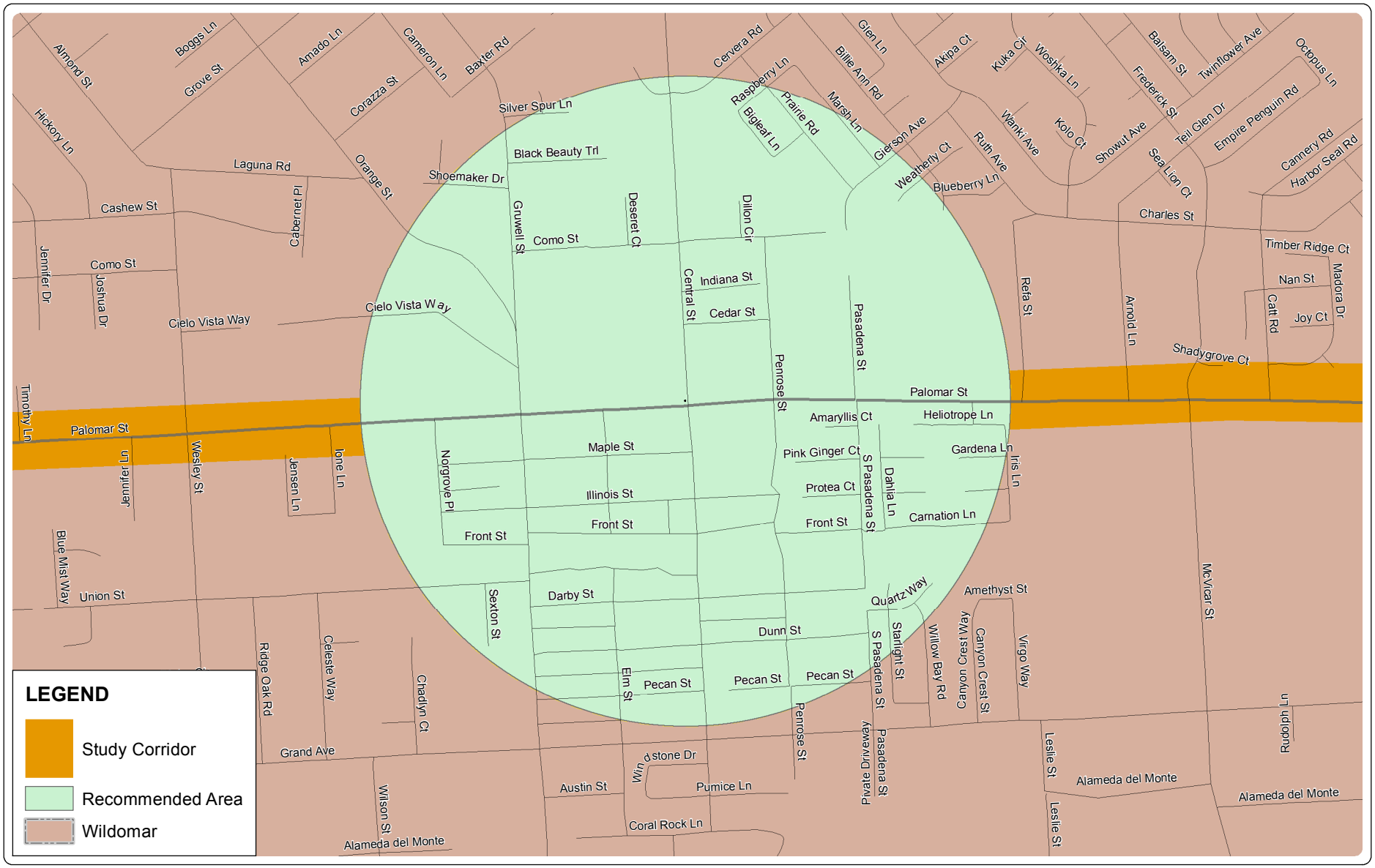
RECOMMENDED LOCATION #2

TABLE 10

LOCATION #2-PALOMAR STREET/CENTRAL STREET DEVELOPMENT CHARACTERISTICS

Category	Description					
City	Wildomar					
Major Cross Streets	Palomar Street and Central Street					
Existing Uses in Area	Elementary school, older retail structures, and low-density residential					
Vision	Residential mixed-use village with shopping, services, civic/cultural uses, and restaurants in a pedestrian-friendly "town center" format					
Photos of The Adjacent Area	Image 17 and 18					
Scale of Development	District					
Potential Land Uses	Potential Tenants/Users	Conceptual Mix of Uses	Density	Number of Stories	Construction Type	Parking
Retail	Local-serving community retail and services: o Eating and drinking o Personal services o Convenience retaiil	10%		1 Story	Type V - Wood-framed	Surface
Residential	Townhomes Rowhomes Stacked-flat apartments Senior and/or retirement housing	30%	15 to 30 DU/Acre	Up to 3 Stories	Type V – Wood-framed	Surface or tuck-under
Employment	Civic and cultural uses Local-serving professional office such as finance, insurance, real estate (FIRE)	60%		Up to 4 Stories	Type V - Wood-framed	Surface or structured
Examples of Comparable Developments	Uptown District, Hillcrest (San Diego) Heritage Town Center, Chula Vista San Elijo Hills Town Center, San Marcos					

TABLE 10 **LOCATION #2-PALOMAR STREET/CENTRAL STREET DEVELOPMENT CHARACTERISTICS**	
Photos of Similar Developments	Images 19 & 20
Source: Fehr & Peers, 2012	



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RECOMMENDED LOCATION #2

FIGURE 3

IMAGE 17- EXISTING AERIAL VIEW OF LOCATION #2 (INTERSECTION OF PALOMAR STREET/CENTRAL STREET)

IMAGE 18- EXISTING STREET VIEW OF LOCATION #2 (PALOMAR DRIVE AT PENROSE LOOKING NORTH)

IMAGE 19- CONDOS IN UPTOWN DISTRICT (RESIDENTIAL EXAMPLE)

IMAGE 20- TRADER JOES IN UPTOWN DISTRICT (RETAIL EXAMPLE)

RECOMMENDED LOCATION #3

TABLE 11

LOCATION #3-CLINTON KEITH /PALOMAR DEVELOPMENT CHARACTERISTICS

Category	Description					
City	Wildomar					
Major Cross Streets	Clinton Keith Road and Palomar Street					
Existing Uses in Area	Newer construction retail with adjacent low-density residential					
Vision	Residential district with ancillary retail uses					
Photos of The Adjacent Area	Images 21 and 22					
Scale of Development	In-Fill					
Potential Land Uses	Potential Tenants/Users	Conceptual Mix of Uses	Density	Number of Stories	Construction Type	Parking
Retail	Local-serving community retail and services: o Eating and drinking o Personal services o Convenience retail	10%		1 Story	Type V - Wood-framed	Surface
Residential	Townhomes Rowhomes Garden-style apartments (stacked) Live/work lofts	90%	15 to 30 DU/Acre	Up to 3 Stories	Type V - Wood-framed	Surface or tuck-under
Employment	None					
Examples of Comparable Developments	Mission Hills Commons, Mission Hills (San Diego) San Elijo Hills Town Center, San Marcos Kensington Park Plaza (San Diego)					

TABLE 11 **LOCATION #3-CLINTON KEITH /PALOMAR DEVELOPMENT CHARACTERISTICS**	
Photos of Similar Developments	Images 23 & 24
Source: Fehr & Peers, 2012	

Figure 4 – Recommended Location #3

IMAGE 21- PHOTO OF EXISTING LOCATION #3 (PALOMAR STREET/CLINTON KEITH ROAD INTERSECTION)

IMAGE 22- EXISTING STREET LEVEL VIEW OF LOCATION #3

IMAGE 23- PHOTO OF COMPARABLE RESIDENTIAL (KENSINGTON PARK PLAZA, SAN DIEGO)

IMAGE 24- PHOTO OF COMPARABLE RETAIL (KENSINGTON PARK PLAZA, SAN DIEGO)

RECOMMENDED LOCATION #4

TABLE 12

LOCATION #4-KALMIA/JEFFERSON AVENUE DEVELOPMENT CHARACTERISTICS

Category	Description					
City	Murrieta					
Major Cross Streets	Kalmia Street and Jefferson Avenue					
Existing Uses in Area	Storage industrial areas					
Vision	Commercial/employment-focused mixed-use center					
Photos of The Adjacent Area	Images 25 & 26					
Scale of Development	District					
Potential Land Uses	Potential Tenants/Users	Conceptual Mix of Uses	Density	Number of Stories	Construction Type	Parking
Retail	Local-serving community retail and services: o Eating and drinking o Personal services o Convenience retail Support retail such as professional and business services and restaurants	10%		1 Story	Type V - Wood-framed	Surface or structured
Residential	Stacked apartments and/or condominiums Live/work units	60%	30 to 50 DU/Acre	Up to 4 Stories	Type V – Wood-framed	Tuck-under or "wrap" parking
Employment	Civic and cultural uses Local-serving professional office such as finance, insurance, real estate (FIRE)	30%		Up to 4 Stories	Type V - Wood-framed	Surface or structured

TABLE 12

LOCATION #4-KALMIA/JEFFERSON AVENUE DEVELOPMENT CHARACTERISTICS

Examples of Comparable Developments	Uptown District, San Diego
Photos of Similar Developments	Images 27 & 28
Source: Fehr & Peers, 2012	

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RECOMMENDED LOCATION #4

FIGURE 5

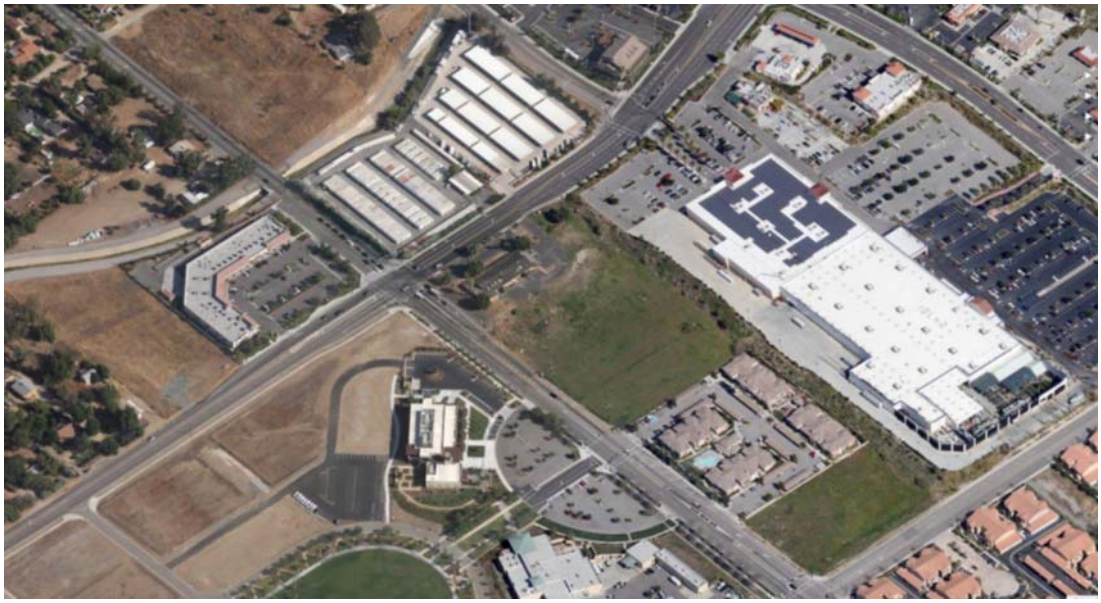

IMAGE 25- EXISTING AERIAL VIEW OF LOCATION #4 (JEFERSON AVENUE/KALMIA STREET INTERSECTION)

IMAGE 26- EXISTING STREET VIEW OF LOCATION #4 (JEFFERSON AVENUE LOOKING NORTH)

IMAGE 27- RETAIL/COMMUNITY USES IN UPTOWN DISTRICT

IMAGE 28- UPTOWN DISTRICT RESIDENTIAL

RECOMMENDED LOCATION #5

TABLE 13

LOCATION #5-MURRIETA HOT SPRINGS/JEFFERSON DEVELOPMENT CHARACTERISTICS

Category	Description					
City	Murrieta					
Major Cross Streets	Murrieta Hot Springs Road and Jefferson Avenue					
Existing Uses in Area	Newer multi-family, retail, and civic uses					
Vision	Residential mixed-use village with shopping, services, restaurants, and civic/cultural uses in a pedestrian-friendly "town center" format					
Photos of The Adjacent Area	Images 29 & 30					
Scale of Development	District					
Potential Land Uses	Potential Tenants/Users	Conceptual Mix of Uses	Density	Number of Stories	Construction Type	Parking
Retail	Support retail such as professional and business services and restaurants	10%		1 Story	Type V - Wood-framed	Surface
Residential	Stacked apartments and/or condominiums	20%	30 to 60 DU/Acre	Up to 4 Stories with Ground-floor retail	Type V – Wood-framed	Surface or tuck-under
Employment	Major corporate office campuses High-technology sectors, biotechnology sectors, and other innovation/research sectors • Higher education facilities/satellite campus	70%		4 to 8 Stories		Surface or structured
Examples of Comparable Developments	Pearl District, Portland Bay Street, Emeryville La Mesa Village, La Mesa Terraces, Oceanside					

TABLE 13 **LOCATION #5-MURRIETA HOT SPRINGS/JEFFERSON DEVELOPMENT CHARACTERISTICS**	
Photos of Similar Developments	Images 31 & 32
Source: Fehr & Peers, 2012	

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RECOMMENDED LOCATION #5

FIGURE 6

IMAGE 29- EXISTING AERIAL PHOTO OF LOCATION #5 (JEFFERSON AVENUE/MURRIETA HOT SPRINGS ROAD)

IMAGE 30- STREETVIEW OF LOCATION #5 (JEFFERSON AVENUE LOOKING NORTH)

IMAGE 31- COMPARABLE RESIDENTIAL UNITS WITH GROUND FLOOR RETAIL (OCEANSIDE TERRACES, OCEANSIDE)

IMAGE 32- COMPARABLE RESIDENTIAL UNITS (EMERYVILLE)

RECOMMENDED LOCATION #6

TABLE 14

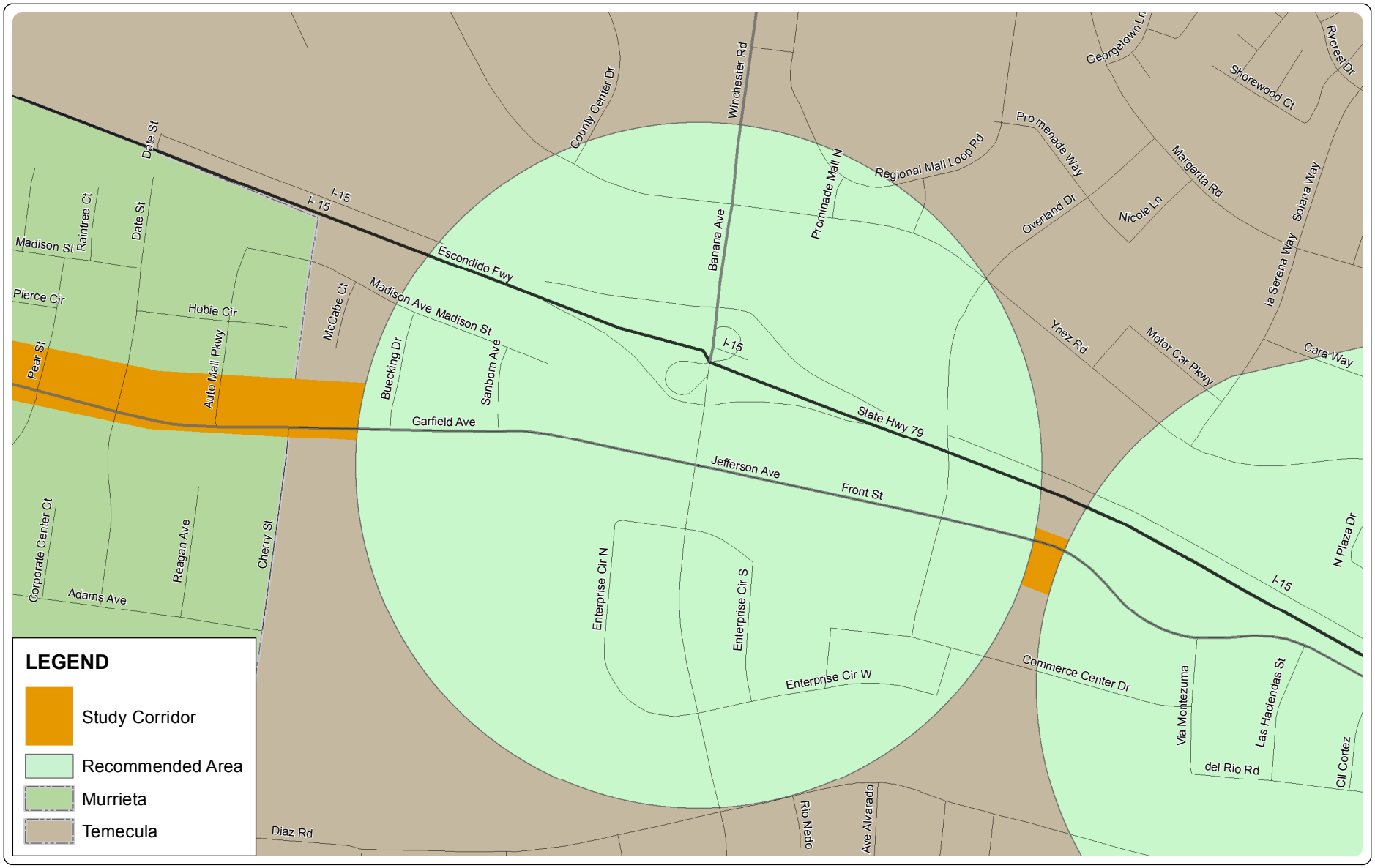
LOCATION #6-JEFFERSON/WINCHESTER DEVELOPMENT CHARACTERISTICS

Category	Description					
City	Temecula					
Major Cross Streets	Jefferson Avenue and Winchester Road to Overland Avenue					
Existing Uses in Area	Largely built-out with numerous underutilized properties and older retail space exhibiting disinvestment					
Vision	Employment focused mixed-use center with retail entertainment uses					
Photos of The Adjacent Area	Images 33 & 34					
Scale of Development	District					
Potential Land Uses	Potential Tenants/Users	Conceptual Mix of Uses	Density	Number of Stories	Construction Type	Parking
Retail	Local-serving retail and restaurants Visitor entertainment Indoor/outdoor recreation Specialty eating and drinking establishments Themed retail – sports, health, fitness	20%		1 Story	Type V - Wood-framed	Surface
Residential	Stacked apartments and/or condominiums	50%	Up to 80 DU/Acre	4 Stories over Ground-floor retail	Type V – Wood-framed	Tuck-under, "wrap", or podium parking
Employment	Major corporate office campuses High-technology sectors, biotechnology sectors, and other innovation/research sectors Higher education facilities/satellite campus	30%		4 to 10 Stories		Surface or structured

TABLE 14

LOCATION #6-JEFFERSON/WINCHESTER DEVELOPMENT CHARACTERISTICS

Examples of Comparable Developments	The Park and The Village at Irvine / The Village at Irvine, Spectrum Irvine Altlas, Hillcrest , San Diego La Boheme, North Park, San Diego One Paseo, Mission Hills, San Diego
Photos of Similar Developments	Images 35 & 36
Source: Fehr & Peers, 2012	



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RECOMMENDED LOCATION #6

FIGURE 7

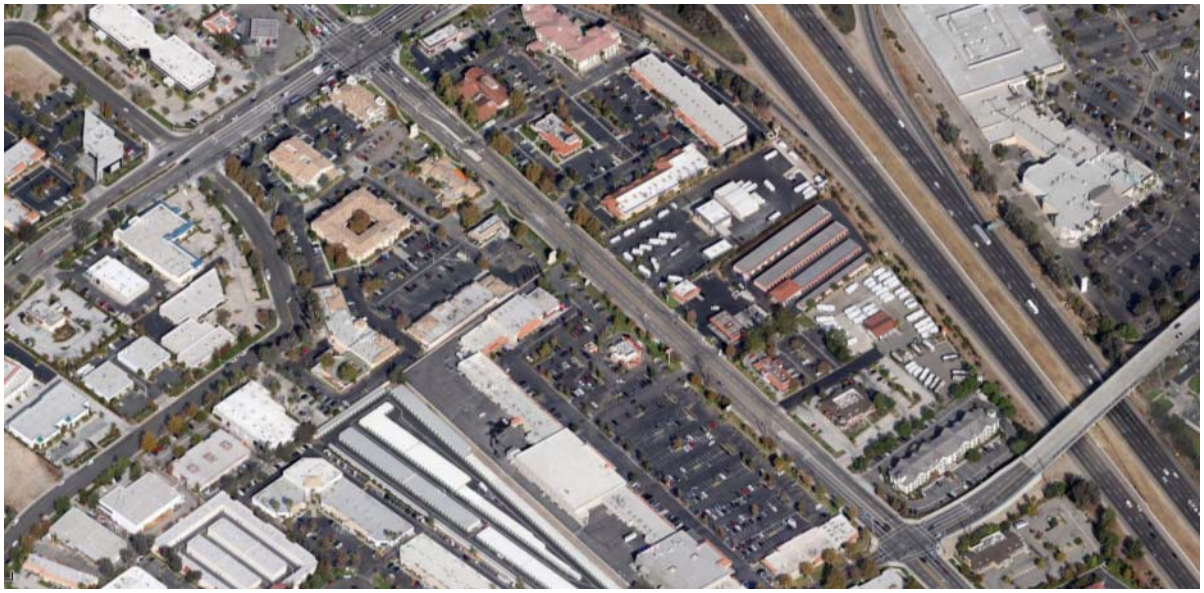

IMAGE 33- EXISTING AERIAL PHOTO OF LOCATION #6 (JEFFERSON AVENUE BETWEEN OVERLAND DRIVE AND WINCHESTER ROAD)

IMAGE 34- STREETVIEW PHOTO OF LOCATION #6 (JEFFERSON AVENUE LOOKING NORTH)

IMAGE 35- COMPARABLE RESIDENTIAL DEVELOPMENT (LA BOHEME, SAN DIEGO)

IMAGE 36- SUPPORTING RETAIL (THE PARK AND THE VILLAGE AT IRVINE SPECTRUM)

RECOMMENDED LOCATION #7

TABLE 15

LOCATION #7-VIA MONTEZUMA DEVELOPMENT CHARACTERISTICS

Category	Description					
City	Temecula					
Major Cross Streets	Via Montezuma to Rancho California Road					
Existing Uses in Area	Low-density commercial including hotels, strip retail, service uses, and restaurants; churches, underutilized properties					
Vision	Visitor-oriented uses with hotel/conference facilities and commercial uses oriented to freeway; residential mixed-use village with ancillary shopping services, and restaurants oriented to upgrade creek frontage amenity					
Photos of The Adjacent Area	Images 37 & 38					
Scale of Development	District					
Potential Land Uses	Potential Tenants/Users	Conceptual Mix of Uses	Density	Number of Stories	Construction Type	Parking
Retail	Visitor-serving retail, restaurants, and services Local-serving community retail and services	20%		1 Story	Type V - Wood-framed	Surface or structured
Residential	Stacked apartments and/or condominiums Live/work units	40%	Up to 80 DU/Acre	4 Stories over Ground-floor retail	Type V – Wood-framed	Tuck-under, "wrap", or podium parking
Employment	Full-service hotel(s) with conference facilities	30%		4 to 10 Stories		Surface or structured

TABLE 15

LOCATION #7-VIA MONTEZUMA DEVELOPMENT CHARACTERISTICS

Examples of Comparable Developments	Summit Campus, Aliso Viejo The Village and The Park at Irvine Spectrum, Irvine San Diego Marriott Del Mar, Del Mar
Photos of Similar Developments	Images 39 & 40

Source: Fehr & Peers, 2012

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RECOMMENDED LOCATION #7

FIGURE 8

IMAGE 37- EXISTING AERIAL PHOTO OF LOCATION #7 (JEFFERSON AVENUE SOUTH OF VIA MONTEZUMA)

IMAGE 38- STREETVIEW PHOTO OF LOCATION #7 (JEFFERSON AVENUE LOOKING NORTH TOWARDS VIA MONTEZUMA)

IMAGE 39- COMPARABLE RESIDENTIAL DEVELOPMENT (THE PARK AND THE VILLAGE AT IRVINE SPECTRUM)

IMAGE 40- VISITOR AMENTIES (THE CAMP, SAN DIEGO)

VIII. NEXT STEPS

This chapter discusses the next steps for the effort and specifically addresses how information from this study will then be input into the final report product, which addresses implementation.

IMPLEMENTATION REPORT

The final product of this study is the development of an Implementation Report. This report will identify strategies which each of the Participating Cities can pursue which will facilitate the development of these recommended sites noted in Chapter VII.

Additionally, the Implementation Report will tie together the *Multi-Modal Transportation Report* (May 2012) with this Report to note those transportation improvements that can facilitate development. For example, it is anticipated that additional enhancements to pedestrian and transit facilities could incentivize future development of these sites by creating a more walkable environment that is conducive to mixed-use development. As such, the Implementation Report will create linkages between the transportation and land use planning efforts to allow each of the Participating Cities to move forward with desired improvements. It is anticipated that the Implementation Report will be complete in the Fall of 2012.

PRESENTATION OF FINAL MATERIALS

Once the Implementation Report is Complete, WRCOG will present the results of the Study to all 4 Participating Cities in Late Fall 2012. This presentation will address the recommendations of the *Multi-Modal Transportation Report, The Mixed-Use Development Opportunities Report,* and the *Implementation Report* as they relate to each participating City. It should be noted that this material will be presented as recommendations only and it will be the responsibility of each of the participating cities as the manner in which these recommendations are further considered.

APPENDIX A

KMA Market Study

KEYSER MARSTON ASSOCIATES
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MEMORANDUM

To: Christopher Gray, Senior Associate
Fehr & Peers Transportation Consultants

From: KEYSER MARSTON ASSOCIATES, INC.

Date: November 17, 2011

Subject: Highway 395 Corridor – Market Overview and Development Potential

I. BACKGROUND

In accordance with our subconsultant agreement, Keyser Marston Associates, Inc. (KMA) has prepared an overview of market conditions in the Highway 395 Corridor (Corridor). The Corridor is located west of Interstate 15 (I-15) within the cities of Lake Elsinore, Wildomar, Murrieta and Temecula. It is KMA's understanding that collectively the cities seek to develop smart growth opportunities to accommodate future growth and establish a vision that will guide land use decisions, infrastructure improvements, and economic development activities along the Corridor. Specifically, the cities seek to evaluate the potential within the Corridor for pedestrian-friendly, mixed-use development offering a range of housing types and affordability levels.

II. KMA APPROACH

KMA prepared a limited market overview to assess the potential for development of new mixed-use development along the Corridor. This overview relied upon readily available third party demographic and market data sources. KMA's objective was to review both existing and historical market trends and to better understand future development potential. KMA also evaluated the strength of demand for various land uses and product types within the Corridor, including an assessment of key assets and constraints to development and redevelopment by sub-area.

In completing this assignment, KMA undertook the following principal work tasks:

- Reviewed relevant background materials, resource documents, and maps.

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- Reviewed capital improvement projects planned/proposed within the Corridor.

- Compiled data on regional and local commercial and residential market conditions, including major value indicators and development trends by land use and sub-area.

- Reviewed existing and proposed competitive developments within the trade area.

This memorandum report has been organized as follows:

- Section III presents KMA's key findings in terms of assets and constraints and major development opportunities.

- Sections IV, V, and VI present the KMA market overviews for retail, office and industrial, and multi-family residential land uses, respectively.

- Section VII details limiting conditions pertaining to the KMA market overview.

III. KEY FINDINGS

A. Assets and Constraints

Exhibit 1 presents the KMA summary of key assets and constraints impacting the potential for mixed-use development along the Corridor. The table addresses the three major land use categories -- retail, office/industrial, and multi-family residential – as well as each city's respective portion of the Corridor. The table also provides the KMA conclusions regarding projected long-term development potential by land use and city. In particular, KMA notes the following major opportunities and constraints:

- *Opportunity #1: Significant Growth Projected for Corridor Cities*

  The Corridor cities are projected to experience high increases in population, housing, and employment over the next 25 years. As suburban lands are built out, cities will need to channel the anticipated growth into more compact areas and denser development formats than existing conditions. The Corridor presents a significant opportunity for these new development formats, given its historic role as a transportation artery in the region and its separation from much of the existing Temecula Valley population by virtue of the I-15 and I-215 freeways.

- *Opportunity #2: Increasing Appeal of Alternative Housing Types*

  Both nationally and regionally, growing numbers of households no longer consist of traditional families with school-age children. These households, fueled both by younger singles/couples as well as the surge in baby boomers reaching the empty nester and senior stage of life, are driving demand for alternative housing types. Examples include multi-family apartments, condominiums, high-density single-family and rowhomes, and live/work units and lofts. These housing unit types can be built as standalone developments, within mixed-use buildings, and/or within mixed-use districts. Mixed-use developments can incorporate employment and/or housing uses integrated either vertically or horizontally with retail uses. New multi-family housing would preferably be located in walkable environments with easy access to retail, services, amenities, and transit.

- *Constraint #1: Inconsistency/Lack of Neighborhood and Community Amenities*

  The Corridor is characterized by a lack of, or inconsistent mix of, neighborhood and community amenities to support residential and employment uses. For example, shopping and services, public facilities, and/or cultural and entertainment uses are not present in major segments of the Corridor. In addition, there are no existing walkable, multi-purpose districts located directly along the Corridor. For three of the cities – Wildomar, Murrieta, and Temecula – Interstate 15 forms a barrier separating the Corridor on the west side from the majority of each city's population, public facilities, and civic amenities on the east side.

- *Constraint #2: Distance from Regional Economic Drivers*

  The Corridor cities have traditionally served as bedroom communities for employment centers in San Diego and Orange counties and the Inland Empire. The Corridor is located 30 to 60 miles from Southern California's largest employment centers and airport facilities. The proximity of Interstate 15 places the Corridor communities within commuting reach of these destinations. The highest-quality jobs in the Corridor cities have been developed in the business parks on the west side of Interstate 15 (Murrieta and Temecula), as well as newer medical facilities on the east side of Interstate 15. Recent expansion of higher education facilities in Murrieta and Temecula will help attract employment uses.

EXHIBIT 1
KEY ASSETS AND CONSTRAINTS

City	Retail	Employment (Office and Industrial)	Multi-Family Residential
I. Key Assets			
Lake Elsinore	• Easily accessible from I-15 • Proximity to Diamond District and existing Diamond Stadium • Development of high-quality master-planned community (Summerly) underway along Corridor • Projected high rate of increase in population and housing units over next 25 years • Adequately sized vacant land	• Easily accessible from I-15 • Adequately sized vacant land • Projected high rate of increase in employment over next 25 years • Proposed BRT route along Corridor	• Proximity to Diamond District, existing Diamond Stadium, and other recreational activities • Adequately sized vacant land • Projected high rate of population growth over • Proposed BRT route along Corridor
Wildomar	• Existing concentration of single-family homes • Development of master-planned communities underway along Corridor • Projected high rate of increase in population and housing units over next 25 years • Adequately sized vacant land	• Projected high increases in employment over next 25 years • Adequately sized vacant land • Proposed BRT route along Corridor	• Home values exceed Countywide averages • Projected high rate of population growth over next 25 years • Adequately sized vacant land • Proposed BRT route along Corridor
Murrieta	• Existing concentration of single-family homes and multi-family complexes • Affluent trade area • Adequately sized vacant land	• Attractive amenity to employers in the form of new or expanded higher education opportunities • Murrieta City Hall and other civic uses located within Corridor • Adequately sized vacant land • Projected high rate of increase in employment over next 25 years • Proposed high-speed rail station at I-15 and Los Alamos interchange • Proposed BRT route along Corridor • Existing concentration of industrial-office/business park development	• Proximity to civic uses and newly developed park/recreational areas • Proximity to Old Town Murrieta, which provides a pedestrian-friendly environment with dining and entertainment options • Home values exceed Countywide averages • Apartment market rents are among the highest in the Inland Empire • Adequately sized vacant land • Proposed BRT route along Corridor
Temecula	• Excellent freeway visibility and easily accessible from I-15 • Affluent trade area	• Attractive amenity to employers in the form of new or expanded higher education opportunities • Existing concentration of office development and adjacent business park • Temecula City Hall and other civic uses located in Old Town Temecula, south of Corridor • Proposed BRT route along Corridor	• Home values exceed Countywide averages • Apartment market rents are among the highest in the Inland Empire • Proximity to Old Town Temecula, which provides a pedestrian-friendly environment with dining and entertainment options • Proposed BRT route along Corridor

EXHIBIT 1
KEY ASSETS AND CONSTRAINTS

City	Retail	Employment (Office and Industrial)	Multi-Family Residential
II. Key Constraints			
Lake Elsinore	• Abundant supply of retail in competing locations in the City • Key nodes for new retail development already developed with existing uses	• Few office buildings in the City, with no particular concentration of office uses in any one location • Previously planned business incubator and other high tech space has proven difficult to develop	• Values for existing apartment complexes are significantly lower than other areas in Southwestern Riverside County
Wildomar	• Lacks accessibility and visibility from I-15	• Few office buildings in the City, with concentration of medical offices east of I-15 • Lack of demand generators	• Lack of infrastructure for pedestrian environment and other amenities for residents • Distance from employment centers • Remote from amenities such as shopping, services, and recreation
Murrieta	• Abundant supply of retail in competing locations in the City	• Existing traditional office space appears to have difficulty leasing	
Temecula	• Abundant supply of retail in competing locations in the City • Key nodes for new retail development already developed with existing uses		• Area largely built out with existing uses

EXHIBIT 1
KEY ASSETS AND CONSTRAINTS

City	Retail	Employment (Office and Industrial)	Multi-Family Residential
III. Projected Long-Term Development Potential			
Lake Elsinore	• Development potential in the long-term is thought to be strong. As development of Summery master-planned community and uses surrounding Diamond Ballpark are completed, demand for visitor-serving retail, restaurant, entertainment, and recreation uses along Mission Trail Road likely to increase.	• Development potential in the near-term is thought to be weak. Existing office space in the City will likely continue to locate in northern Lake Elsinore. • In the long-term, demand may increase to moderate level as new local-serving employment uses will enjoy greater marketability if served by supporting amenities such as retail and restaurant uses.	• Development potential in the long-term is thought to be strong. Amenities such as the Diamond Ballpark, lake and marina, and future uses in the Diamond District are a draw that young professionals and/or empty nesters may find appealing.
Wildomar	• Retail is thought to be weak in the near-term as there are hindering factors that limit prospective retailers from locating to this stretch of the Corridor. Factors include the disconnection from I-15 and lack of pedestrian-friendly infrastructure. • In the long-term, demand may increase as proposed master-planned communities are completed and the need for community-serving retail arises.	• Development potential in the long-term is thought to be weak as new employment users will likely locate to the City's existing office/medical office node east of I-15 off Clinton Keith Road.	• Development potential in the near-term is considered weak. The lack of amenities and pedestrian-friendly infrastructure is ill-suited to multi-family housing. • If placemaking amenities such as pedestrian-oriented services and a mix of retail uses are developed, then long-term development potential is considered moderate. Demand may come from empty nesters and/or active seniors.
Murrieta	• Development potential in the long-term is thought to be strong. The existing civic uses, ease of accessibility from I-15, and high trade area incomes create a draw for potential retailers and in particular an increase in daytime population which is attractive to prospective retailers.	• Development potential in the long-term is thought to be strong. The existing civic uses, ease of accessibility from I-15, and supporting retail and restaurant amenities will attract local-serving professional businesses to the Kalmia Street and Jefferson Avenue area. • Large-acreage sites located at Murrieta Hot Springs and Jefferson Avenue are better suited to accommodate campus style and/or business park employment users.	• In the long-term, development potential is considered to be strong. The recreational and civic amenities that have been recently developed create a walkable "town center" environment which is appealing to prospective residents in the Kalmia and Jefferson Avenue area. Multi-family housing would also be appropriate in the Murrieta Hot Springs and Jefferson Avenue area once a concentration of employment exists.
Temecula	• Development potential in the long-term is thought to be strong. Visibility and accessibility from I-15, high trade area incomes, and an existing employment base create a draw for potential retailers and in particular an increase in daytime population which is attractive to prospective retailers.	• Development potential in the long-term is thought to be strong. Corporate employers and local-serving professional businesses are appropriate along this southern stretch of the Corridor.	• In the long-term, development potential is considered to be strong. The proximity to Old Town Temecula which provides retail, entertainment, a variety of dining options, and a walkable environment is appealing to prospective residents.

B. Major Development Opportunities

KMA reviewed major development opportunities for five major sub-areas (or environs) within the Corridor. KMA identified one sub-area each in Lake Elsinore, Wildomar, and Temecula, and two sub-areas in Murrieta, as follows:

- Mission Trail at Campbell Street, Lake Elsinore
- Clinton Keith Road and Palomar Street, Wildomar
- Kalmia Street and Jefferson Avenue, Murrieta
- Murrieta Hot Springs Road and Jefferson Avenue, Murrieta
- Via Montezuma and Jefferson Avenue, Temecula

For each sub-area, Exhibit 2 presents KMA's recommendations regarding product type, tenant mix, and range of density.

EXHIBIT 2
MAJOR DEVELOPMENT OPPORTUNITIES

Sub-Area	Product Types/Tenant Mix	Range of Density
1. Mission Trail at Campbell Street, Lake Elsinore	*Walkable mixed-use visitor and entertainment destination* ▪ For-sale townhomes and/or rowhomes ▪ Stacked-flat rental apartments and/or condominiums ▪ Specialty retail and eating and drinking establishments ▪ Visitor-oriented retail uses indoor recreation, themed retail stores, and althletic facilities ▪ Limited opportunities for local-serving professional office space such as finance, insurance, and real estate (FIRE)	10 to 30 units per acre (mix of surface parking and attached garages)
2. Clinton Keith Road and Palomar Street, Wildomar	*Residential district with ancillary retail uses* ▪ For-sale townhomes and/or rowhomes ▪ Stacked-flat rental apartments ▪ Senior and/or retirement housing ▪ Community-serving retail such as grocery, drug, shops and services	Up to 30 units per acre (mix of surface and tuck-under parking)
3. Kalmia Street and Jefferson Avenue, Murrieta	*Residential mixed-use village with shopping, services, and restaurants in a pedestrian-friendly "town center" format* ▪ Stacked-flat rental apartments and/or condominiums ▪ Live/work units ▪ Senior and/or retirement housing ▪ Retail, restaurants, and entertainment uses ▪ Local-serving professional office space such as finance, insurance, and real estate (FIRE)	20 to 50 units per acre (mix of surface, tuck-under, and structured parking)
4. Murrieta Hot Springs Road and Jefferson Avenue, Murrieta	*Commercial and employment focused mixed-use center* ▪ Major corporate office campus ▪ Business park ▪ Local-serving professional office space such as finance, insurance, and real estate (FIRE) ▪ Stacked-flat rental apartments and/or condominiums ▪ Support retail such as professional and business services and restaurants	20 to 50 units per acre (mix of surface, tuck-under, and structured parking)
5. Via Montezuma and Jefferson Avenue, Temecula	*Walkable mixed-use destination district that complements existing Old Town Temecula composition* ▪ Texas "wrap" or podium apartments and/or condominiums ▪ Major corporate office headquarters and other uses ▪ Local-serving professional office space ▪ Retail, restaurants, and entertainment uses	Up to 80 units per acre (mix of tuck-under, "wrap", and podium parking)

IV. RETAIL MARKET OVERVIEW

Commercial real estate markets are experiencing a high level of uncertainty, dysfunction, and lack of confidence due to the global economic crisis. Problems originally concentrated in the housing market have spread to other land use sectors, with new real estate development of all types grinding to a halt. The retail sector is particularly impacted, with consumer spending at its lowest level in years, and retail landlords struggling to find or retain tenants. Given the current and anticipated near-term economic climate, it is difficult to be optimistic about demand for new real estate development within a reasonable planning horizon. However, many regional economists project the beginning of a market turnaround in Southern California within the next two years.

Several corporate retailers have scaled back or closed a number of their stores, which has allowed small “mom & pop” stores to take advantage of current market conditions. The current vacancy rates and lower rents have provided them with leasing opportunities in markets that were previously inaccessible. National retail sales are on the rise and discount retailers are doing quite well as they have been able to capture market share from their upscale competitors.

The growth in baby boomer, senior, and immigrant populations is increasing the demand for mixed-use developments with active pedestrian environments that offer specialty stores, eating and drinking, and entertainment venues. In order to capitalize on this demand, regional retail centers are being re-positioned as “lifestyle centers” emphasizing apparel, home goods, and electronics stores in combination with restaurants and entertainment in an open-air, “main street” environment. Many of the regional malls throughout Riverside, San Diego, and Orange Counties are undergoing expansion, renovation, and/or re-tenanting to remain competitive.

The following presents a summary of KMA’s key retail market findings:

- According to CB Richard Ellis, the Inland Empire currently contains a total of 106 million square feet (SF) of retail space.

- The closing of several major chain stores has created new vacancies and caused the vacancy rate in the Inland Empire to increase slightly from 2nd quarter 2011 to about 11%. Retail vacancy is higher in the Inland Empire than other Southern California areas.

- There is still very little new construction, a trend which is expected to continue until some of the existing vacant space can be absorbed.

- According to CB Richard Ellis, lease rates in the Inland Empire are up slightly from 2nd quarter 2011, yielding a current average asking lease rate of $2.13 per SF.

- Temecula Valley represents approximately 16% of the Inland Empire's retail inventory. Temecula and Murrieta combined contain about 9 million SF of retail space.

- The Temecula Valley contained a vacancy rate of 8.7% and experienced positive net absorption in 3rd quarter 2011. Asking lease rates are at $1.91 per SF, lower than the Inland Empire average.

- A survey of current retail building values since 2009 finds that sales have been robust in Murrieta and Temecula when compared to Lake Elsinore, which had very few sales, and Wildomar, which had no sales. Median values for retail buildings were $226 and $248 per SF for Murrieta and Temecula, respectively.

	Sales of Retail/Shopping Center Buildings January 2009 to Present			
	Number of Transactions	Total Dollar Volume	Total Building SF	Median Price/SF
Lake Elsinore	8	$14,460,000	77,005	$117
Wildomar	0	$0	0	$0
Murrieta	19	$42,678,973	172,442	$226
Temecula	22	$36,866,045	152,948	$248

Source: CoStar Group, Inc.

V. OFFICE AND INDUSTRIAL MARKET OVERVIEW

The national residential market downturn has contributed to decreased office space demand from related users, e.g., mortgage, title, and escrow companies; lenders and investors; and homebuilders. While the residential downturn was likely the initial cause of the decreased demand for office space, the recession that followed was a major contributing factor for increased vacancies in both office and industrial space. As businesses downsized or closed, the inventory of sublease space put additional downward pressure on rental rates for Class A and B office space. (According to the Building Owners and Managers Association International's rating system, Class A and B

office space facilities typically are considered good to premier and have rents that are above the average for the region.)

Similarly, the residential market downturn has contributed to decreased industrial space demand from related users, e.g., homebuilders, textile industry, and home furnishings. The industrial sector is anticipated to recover stronger than the other real estate sectors as consumer demand rebound will lead to manufacturing output and growth in the shipment of goods. Industrial vacancy rates are projected to decrease as demand rises and little new construction of industrial space has occurred.

The following presents a summary of KMA's key market indicators for the employment land uses of office and industrial space:

A. Employment

- According to the California Employment Development Department, the four largest employment industries in the Inland Empire are in Local Government, Retail Trade, Health Care, and Accommodation and Food Services. Combined, these industries account for about half of the total jobs in the Inland Empire.

- Unemployment rates remain high and are higher in the Inland Empire than other regions in Southern California and the State.

- According to Western Riverside Council of Governments (WRCOG), employment is expected to see huge increases by 2035. Murrieta, Wildomar, and Lake Elsinore are projected to experience exceptionally high percent increases in employment. In terms of total number of jobs, Murrieta is forecasted to contain the greatest number of jobs, followed by Temecula, with much smaller concentrations in Lake Elsinore and Wildomar.

	Employment			
	2010 (1)	**2035** (2)	**Average Annual**	**Percent Increase**
Lake Elsinore	9,228	20,836	3.3%	125.8%
Wildomar	3,183	9,807	4.6%	208.1%
Murrieta	15,562	92,713	7.4%	495.8%
Temecula	41,497	74,134	2.3%	78.6%

(1) Source: Southern California Association of Governments (SCAG)
(2) Source: Western Riverside Council of Governments (WRCOG) forecast

B. Office

- According to Voit Real Estate Services, the Inland Empire contains a total of 38.3 million SF of office space. The majority of office space in the Inland Empire is comprised of Class B space.

- The largest inventory of office space is in the City of Riverside (9.4 million SF), which also contains the highest asking lease rate in the Inland Empire ($1.87 per SF).

- As of 3rd quarter 2011, average asking lease rates in the Inland Empire are at $1.66 per SF with a 17.3% vacancy rate.

- The Temecula Valley contains a total of 5.5 million SF of office space, which represents approximately 14% of the Inland Empire's total. Temecula and Murrieta combined house about 70% of the Temecula Valley inventory.

- Overall, Temecula Valley office space has an average asking lease rate of $1.41 per SF and a very high vacancy rate of 19.3%.

	Inventory of Office Space (1)			
	Number of Buildings	**SF**	**Rent/SF**	**Vacancy Rate**
Lake Elsinore	12	272,399	N/A	21.5%
Wildomar	8	280,454	N/A	15.1%
Murrieta	51	1,459,245	$1.32	21.0%
Temecula	100	2,503,714	$1.44	21.5%

(1) As of 3rd quarter 2011, excludes buildings containing less than 10,000 SF.

Source: Voit Real Estate Services

- A survey of office building sales over the past two years finds that median values for office buildings are generally between $140 and $150 per SF in Murrieta, Temecula, and Wildomar. The median value of office buildings in Lake Elsinore is $95 per SF. These figures are below typical replacement costs.

	Sales of Office Buildings January 2009 to Present			
	Number of Transactions	Total Dollar Volume	Total Building SF	Median Price/SF
Lake Elsinore	5	$2,251,926	26,581	$95
Wildomar	1	$499,000	3,520	$142
Murrieta	25	$14,614,586	124,633	$152
Temecula	17	$15,973,421	126,628	$140

Source: CoStar Group, Inc.

C. Industrial

- In terms of industrial space, the Inland Empire contains a total of 439.9 million SF of industrial space, with about one-fourth of the inventory housed within buildings containing more than 500,000 SF.

- There is about 2.8 million SF of industrial space under construction. About 60% of this new inventory is being constructed in the City of Moreno Valley which is developing a build-to-suit distribution warehouse for the Skechers shoe company.

- As of 3rd quarter 2011, the Inland Empire experienced its first increase in lease rates since 2007, which are currently averaging $0.35 per SF. Vacancy is also at its lowest rate since 2007, averaging at about 7%.

- As of 3rd quarter 2011, the Temecula Valley submarket contained a total of 23 million SF of industrial space. The average asking lease rate is $0.40 per SF, with a 6.6% vacancy rate.

	Inventory of Industrial Space (1)			
	Number of Buildings	SF	Rent/SF	Vacancy Rate
Lake Elsinore	158	2,688,471	$0.46	6.4%
Wildomar	12	635,787	N/A	17.0%
Murrieta	261	4,801,787	$0.45	8.5%
Temecula	354	10,975,202	$0.38	6.5%

(1) As of 3rd quarter 2011, excludes buildings containing less than 5,000 SF.

Source: Voit Real Estate Services

- A survey of industrial building sales over the past three years finds that median values for industrial properties range between $61 and $87 per SF. The highest median value per SF was in Wildomar, although this reflected a single building sale.

	Sales Industrial / Flex Buildings January 2009 to Present			
	Number of Transactions	Total Dollar Volume	Total Building SF	Median Price/SF
Lake Elsinore	13	$17,265,290	306,499	$61
Wildomar	1	$840,000	9,602	$87
Murrieta	36	$21,770,205	271,178	$80
Temecula	39	$33,353,400	406,938	$78

Source: CoStar Group, Inc.

VI. MULTI-FAMILY RESIDENTIAL MARKET OVERVIEW

The national rental apartment market is expected to continue to strengthen due principally to two current economic conditions: (1) households that have faced a short sale or foreclosure of a home; and (2) stricter mortgage lending standards that have caused young and/or newly formed households to postpone homeownership. This demand has caused a decrease in vacancy rates and increase in rents. In the long-term, there are strong fundamentals supporting attached housing development in in-fill locations. Scarcity of land, rising housing costs, and the increase in non-family households will continue to generate demand for townhomes, condominiums, and apartments. One trend that is expected to continue in the multi-family housing market is the development of affordable housing due to the financial benefits (such as tax credits and other financing vehicles) that it offers developers and public agencies.

Similar to the national housing market, the Southern California housing market seems to have hit bottom, but the recovery is expected to be sluggish. According to the real estate brokerage firm of Grubb & Ellis, development will continue to be slow due to the scarcity of developable land, high construction costs, and underwriting difficulties.

The following presents a summary of KMA's key findings related to the multi-family residential market:

A. Population and Housing Units

- Historically, Riverside County's population growth was mainly attributable to naturally caused increases (versus net in-migration). In the past two decades, net in-migration has become the leading driver in populating Southwestern Riverside County, largely due to housing affordability levels.

- WRCOG is estimating robust growth in population and housing units in all four cities. Lake Elsinore and Wildomar are expected to see the highest increases in population and housing units, both on a percentage and absolute basis.

	Population			Housing Units		
	2010	2035	Percent Increase	2010	2035	Percent Increase
Lake Elsinore	51,821	95,011	83.3%	16,253	32,663	101.0%
Wildomar	32,176	54,033	67.9%	10,806	18,572	71.9%
Murrieta	103,466	121,061	17.0%	35,294	41,560	17.8%
Temecula	100,097	121,337	21.2%	34,004	39,400	15.9%

(1) Source: Southern California Association of Governments (SCAG)
(2) Source: Western Riverside Council of Governments (WRCOG) forecast

B. Multi-Family Rental

- Based on a report by Marcus & Millichap, the apartment market has maintained steady improvement since its lowest point in 2009. Effective apartment rents in the Inland Empire have increased 1.5% over the past year, yielding a current average monthly rent of $961.

- Vacancy rates in the Inland Empire have continued to decline and are at their lowest rates since 2007 (5.5% as of 3rd quarter 2011).

- Sales of apartment buildings in the Inland Empire have increased approximately 18% over the past year, with cap rates hovering around mid-7%.

- Effective apartment rents in Southwestern Riverside County are on average $1,113 per month. However, vacancy is currently at 6.7%, higher than any other submarket in the Inland Empire.

- By the end of 2010, Southwest Riverside County had the highest level of new construction rental developments in the Inland Empire. One development is located in Old Town Temecula at the south end of the Corridor. The development, named The Vineyards at Old Town, consists of 274 rental units which includes a number of walk-up townhomes.

- A survey of apartment building sales since 2009 finds that there have been few sales in Murrieta and Temecula, with median values of $111,000 and $125,000 per unit, respectively. These figures are considered below replacement costs.

- There have been 11 sales of apartment complexes in Lake Elsinore, but the median value of these sales is much lower ($59,500 per unit).

Sales of Apartment Buildings
January 2009 to Present

	Number of Transactions	Total Dollar Volume	Total Building SF	Median Price/SF
Lake Elsinore	11	$41,967,000	587	$59,500
Wildomar	0	$0	0	$0
Murrieta	3	$35,314,000	404	$111,250
Temecula	3	$36,900,000	302	$125,000

Source: CoStar Group, Inc.

C. Attached For-Sale

- According to Beacon Economics, building permits for single-family development continue to decline, but multi-family building permits are flat and are expected to remain flat in the near term.

- A survey of median home prices and sales in September 2011 finds that Wildomar, Murrieta, and Temecula home values are well above the Riverside County median. However, median home values have decreased in Lake Elsinore and Wildomar approximately 6% since September 2010 values.

	September 2011 (1)		
	Number of Sales	Overall Sales Price	% Change From Last Year
Lake Elsinore	126	$182,750	-6.16%
Wildomar	40	$222,500	-6.32%
Murrieta	206	$240,000	0.84%
Temecula	209	$258,000	0.77%
Riverside County	3,306	$191,000	-4.50%

(1) Based on sales of new construction and resold single-family and condominium sales in September 2011.

Source: DataQuick

- The majority of the Corridor's housing supply consists of single-family homes. The exception is Murrieta, which has developed new multi-family housing within the Corridor over the past decade.

- The highest median values for attached home resales are in Murrieta, where newer for-sale multi-family has been constructed. A survey of recent attached home sales reveals that all of the attached homes resold in Murrieta were built between 2002 and 2007.

	Attached Home Resales, January 2011 to Present				
	Number of Sales	Median Sales Price	Unit SF	$/SF	Year Built
Lake Elsinore	0	$0	0	$0	0
Wildomar	0	$0	0	$0	0
Murrieta	14	$130,000	1,490	$89	2005
Temecula	6	$82,500	1,587	$61	1978

(1) Resales of attached homes from January 2011 to present.

Source: Multiple Listing Service (MLS)

VII. LIMITING CONDITIONS

1. KMA has made extensive efforts to confirm the accuracy and timeliness of the information contained in this document. Such information was compiled from a variety of sources deemed to be reliable including State and local government, planning agencies, and other third parties. Although KMA believes all information in this document is correct, it does not guarantee the accuracy of such and assumes no responsibility for inaccuracies in the information provided by third parties. Further, no guarantee is made as to the possible effect on development of current or future Federal, State, or local legislation including environmental or ecological matters.

2. The accompanying projections and analyses are based on estimates and assumptions which were developed using currently available economic data, project-specific data, and other relevant information. It is the nature of forecasting, however, that some assumptions may not materialize and unanticipated events and circumstances may occur. Such changes are likely to be material to the projections and conclusions herein and, if they occur, require review or revision of this document.

3. The findings are based on economic rather than political considerations. Therefore, they should be construed neither as a representation nor opinion that government approvals for development can be secured.

4. Development opportunities are assumed to be achievable during the specified time frame. A change in development schedule requires that the conclusions contained herein be reviewed for validity.

5. The analysis, opinions, recommendations and conclusions of this document are KMA's informed judgment based on market and economic conditions as of the date of this report. Due to the volatility of market conditions and complex dynamics influencing the economic conditions of the building and development industry, conclusions and recommended actions contained herein should not be relied upon as sole input for final business decisions regarding current and future development and planning.

Appendix B

Workshop #3, #4, #5 Summary

HIGHWAY 395 CORRIDOR STUDY FOR SOUTHWEST RIVERSIDE COUNTY

COMMUNITY WORKSHOPS #4, #5, AND #6

May 31, 2012	June 5, 2012	June 11, 2012
6:30 p.m.–8:30 p.m.	6:00 p.m.–8:00 p.m.	6:30 p.m.–8:30 p.m.
Murrieta Public Library	Planning Commission	Council Chambers
Eight Town Square	Cultural Arts Ctr.	23873 Clinton Keith Road
Murrieta	183 North Main Street	Wildomar
	Lake Elsinore	

SUMMARY REPORT

INTRODUCTION

On May 31, June 5 and June 11, 2012, community members convened for Community Workshops #4, #5 and #6, respectively, for the Highway 395 Corridor Study for Southwest Riverside County. The purpose of the workshops was to (a.) review the project purpose and background; (b.) review and discuss findings of outreach efforts to date, particularly Community Workshops #2 and #3; (c.) review analysis of long-term development feasibility for the corridor including issues and opportunities, long-term demand, and potential project types; (d.) facilitate discussion and an interactive exercise to identify community priorities for development opportunity locations along the corridor; and (e.) summarize the themes and findings from the workshop, as well as next steps.

Project Background

The Study Area encompasses a 16 mile, north-south arterial that runs parallel to the west side of Interstate (I-)15. The road extends from State Route 79 in the City of Temecula through the cities of Murrieta, Wildomar, and Lake Elsinore (the street name changes). The communities vary from suburban to semi-rural, and from newly incorporated (Wildomar) to long established (Lake Elsinore). In some sections, the street is a four lane divided roadway with full improvements; in other areas the street narrows to two lanes with no other improvements. The route connects the original town-centers of the cities. In the developed portions, the street pattern is a hierarchy grid pattern with excellent freeway access at several points and frontage to I-15. Parallel to I-15, the corridor is an alternate route in the event I-15 closes temporarily.

The study is a joint effort among the cities of Lake Elsinore, Murrieta, Temecula and Wildomar, and also includes technical and management support from Western Riverside Council of Governments (WRCOG), Caltrans, and Southern

California Association of Governments. The study will develop a comprehensive transportation plan for the shared corridor that will accommodate future growth by utilizing a range of transportation options and reducing transportation demand through better community design. Additionally, the Study will establish a vision that will guide land use decisions, infrastructure improvements, design and economic development activities along the corridor. Through a community-based planning process, the Study will evaluate existing conditions and anticipated growth patterns, and identify mobility and land use opportunities, including multimodal transportation opportunities, mixed use development, housing, safety, sustainability, and economic development.

Workshop Outreach

To engage the wide range of stakeholders and interests in the study area and broader community, the project team employed a multi-pronged outreach approach to notify and engage participants in the workshop, including:

- Distribution of a workshop notice via electronic mail to the WRCOG database (see Appendix A);
- Distribution of a press release to local media outlets (see Appendix B);
- Posting information on the cities' websites and a dedicated website for this study (www.highway395corridorstudy.org; see Appendix C);
- Presentations to the four cities' councils;
- Direct communications with key stakeholders, such as business and property owners, chambers of commerce, and other interested parties.

Workshop Format

The series of three workshops occurred on following dates at locations throughout out the corridor:

- May 31, 2012, 6:30 p.m. – 8:30 p.m., Murrieta Public Library, Eight Town Square, Murrieta
- June 5, 2012, 6:00 p.m. – 8:00 p.m., Planning Commission Meeting, Cultural Arts Center, 183 North Main Street, Lake Elsinore
- June 11, 2012, 6:30 – 8:30 p.m., Council Chambers, 23873 Clinton Keith Road, Wildomar

Approximately 50 community members attended the workshops, with the majority attending as part of the June 5 Planning Commission meeting. Upon signing in, participants received an agenda, a comment card for submitting written comments from the workshop, and a fact sheet (see Appendices D, E and F).

Andy Pendoley of MIG, Inc., part of the project's consultant team, served as workshop facilitator and initiated the workshop by welcoming participants and presenting and a brief slideshow presentation that addressed the workshop objectives, study purpose, participants, schedule and key findings Community

Workshops #2 and #3. Rick Barrett of MIG then provided a slideshow presentation that summarized the assessment of development opportunities for the corridor including assets and constraints, long-term demand forecasts, potential opportunity sites, key issues in project feasibility, and project types and examples. The full slideshow is available to view or download at the project website (www.highway395corridorstudy.org).

Mr. Pendoley then initiated discussion with workshop participants, asking each participant to identify their top 3 priority development locations for the entire corridor. Additionally, for each location, participants indicated (a.) whether the project would be an infill or district type, and (b.) the level of density. Participants first noted their priorities in their comment booklets, and then placed color and label-coded sticky dots next to their priority strategies on a large wall graphic at the front of the room. Mr. Pendoley then facilitated a group discussion about the prioritization results, asking participants to share their rationale for their priority locations. (At the June 5 Planning Commission meeting, Planning Commissioners opted out of conducting the dot exercise, and only provided brief comments. No audience members provided comments.) To close the workshop, Mr. Pendoley summarized the overall workshop themes and findings, thanked participants for attending the workshop, and encouraged their ongoing involvement.

During the workshop discussions, Mr. Barrett recorded participants' comments on the wall graphic—a photo-reduced image of the wallgraphic is included in this report as Appendix G. Additionally, some participants submitted written comment cards before leaving the workshop, which are available to view or download on the project website. The following sections represent a summary of the comments recorded on the wallgraphic and submitted on the comment cards.

SUMMARY OF DISCUSSIONS

Overall Findings

- Develop more in-depth market analysis including:
    - Assumptions for employment demand in Wildomar and Murrieta
    - City-wide demand for development and land uses
    - Links to existing conditions and future trends
    - Strategic locations of employment centers related to housing access
- Study how higher education opportunities could occur on the corridor
- Meet the needs of growing senior population including care, housing and medical uses
- Ensure good freeway access to new developments and the corridor
- Leverage existing uses

- Continue collaboration among the four cities

Opportunity Locations

- Malaga Road and Mission Trail
    - Connect to the Storm Stadium
    - Leverage and cater to existing lake, park and recreation uses
    - Build on near-term planned projects in the area
- Corydon Road and Mission Trail
    - Consider complementary uses to the existing Chamber of Commerce, animal shelter and library
- Bundy Canyon Road and Mission Trail
    - Leverage good highway and local road connectivity and proximity
    - Provide retail services, such as grocery, and office uses
    - Address the shared needs and vision for Mission Trail between Lake Elsinore and Wildomar
- Central Street and Palomar Street
    - Consider as a potential town center and retail location for Wildomar due to central location
- Clinton Keith Road and Palomar Street
    - Provide uses that would leverage existing assets including its central location, good freeway and airport connections, and existing cluster of senior housing
    - Consider higher mixed use allowances
- Palomar Street, Washington Avenue, Ivy Street, Kalmia Street, and Jefferson Avenue "loop"
    - Connect Palomar Street and Jefferson Avenue as identified in Wildomar and Murrieta planning recommendations
    - Consider this "loop" as a plan area and recognize the historic character
    - Provide services for existing residential neighborhoods
    - Address a potential freeway overpass opportunity for improved access
    - Consider Washington Avenue and Kalmia Street as a development location
    - Assess existing major water facilities in the area and impacts

Implementation

- Connect Jefferson Avenue and Palomar Street in the near term
- Pursue additional planning and implementation grants
- Secure the support of the local business community
- Plan for long-term sewer and water infrastructure and supply needs

Next Steps

Project team members indicated that the workshop summary and presentation materials would be posted on the project website within weeks. Presentations of the final study report to the four cities' councils would occur in Fall 2012.

Appendix A

Electronic Mailer/Workshop Notice

US 395 HIGHWAY 395 **corridor study** for Southwest Riverside County

Join Us!

These three workshops will include the same agenda and presentation materials, but focus on different areas of the corridor.

Community Workshop #4:
Murrieta-Temecula Area
Thursday, May 31, 2012
6:30 p.m. – 8:30 p.m.
Murrieta Public Library
Eight Town Square, Murrieta

Community Workshop #5:
Lake Elsinore *(Conducted with the Planning Commission)*
Tuesday, June 5, 2012
6:00 p.m. – 8:00 p.m.
Lake Elsinore Cultural Arts Center
183 North Main Street, Lake Elsinore

Community Workshop #6:
Wildomar
Monday, June 11, 2012
6:30 p.m. – 8:30 p.m.
Council Chambers
23873 Clinton Keith Road, Wildomar

Light refreshments will be provided.

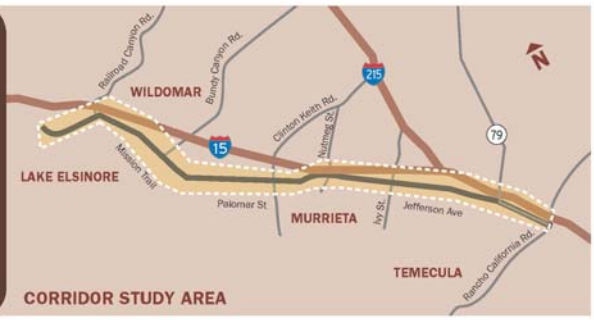
Community Workshops #4, #5 and #6

The cities of Lake Elsinore, Murrieta, Temecula and Wildomar invite you to **Community Workshops #4, #5 and #6** to learn about the latest developments within the Highway 395 Corridor Study for Southwest Riverside County.

Participate in these workshops to review the emerging vision for the corridor and the latest outreach findings. Additionally, review initial data and identify your priorities for land use and development opportunities in the corridor. Workshop #4 will focus on the Murrieta-Temecula area of the corridor, Workshop #5 will focus on the Lake Elsinore area, and Workshop #6 will focus on the Wildomar area.

Study Area

The Study will develop a comprehensive transportation and land use plan for the shared 16-mile, north-south corridor that runs parallel to Interstate 15 as shown on the map.



For comments or questions about the study or workshop, please contact Alexa Washburn at the Western Riverside Council of Governments by calling (951) 955-7985, or via e-mail at: washburn@wrcog.cog.ca.us.

Learn More

Visit the project website to learn more and to sign up for automatic email notifications:

Highway395 CorridorStudy.org

Appendix B

Press Release, Page 1 of 2

FOR IMMEDIATE RELEASE

Media Contact:
Alexa Washburn, Program Manager
Phone: (949) 394-7996
washburn@wrcog.cog.ca.us

The Public Is Invited to the Fourth, Fifth and Sixth Community Workshops for the Highway 395 Corridor Study for Southwest Riverside County

MURRIETA, Calif. – – The cities of Lake Elsinore, Murrieta, Temecula and Wildomar are continuing to conduct the Highway 395 Corridor Study for Southwest Riverside County, a joint effort to develop a comprehensive transportation and land use plan for the shared 16-mile, north-south corridor that runs parallel to Interstate 15 in Southwest Riverside County. The proposed plan will serve as a visioning document for the four contiguous cities and will recommend strategies that could be employed at each City's discretion to improve and enhance the current characteristics of the Highway 395 Corridor. As a community-based planning process, the Study partners invite the public to the fourth, fifth and sixth workshops for the Study.

> **Community Workshop #4: Murrieta-Temecula Area:** Thursday, May 31, 2012, 6:30 p.m. – 8:30 p.m. at Murrieta Public Library, Eight Town Square, Murrieta, California, 92562
>
> **Community Workshop #5: Lake Elsinore (conducted with the Planning Commission):** Tuesday, June 5, 2012, 6:00 p.m. – 8:00 p.m. at Lake Elsinore Cultural Arts Center, 183 North Main Street, Lake Elsinore, California, 92530
>
> **Community Workshop #6: Wildomar:** Monday, June 11, 2012, 6:30 p.m. – 8:30 p.m. at Council Chambers, 23873 Clinton Keith Road, Wildomar, California, 92595

These three workshops will include the same agenda and presentation materials, but focus on different areas of the corridor.

Appendix B

Press Release, Page 2 of 2

The Study will enable the four contiguous cities to accommodate future growth by utilizing a range of transportation options and reducing transportation demand through better community design. Additionally, the Study will establish a vision that will inform land use decisions, infrastructure improvements, design and economic development activities along the corridor.

The 16-mile, north-south arterial runs parallel to the west side of Interstate 15. The road extends from Rancho California Road along Jefferson Avenue through the cities of Temecula and Murrieta; continuing along Palomar Street and Mission Trail through the cities of Wildomar and Lake Elsinore; and continuing along East Lakeshore Drive to Main Street in Lake Elsinore.

At Community Workshops #4, #5 and #6, Study team members will review the emerging vision for the corridor and the latest outreach findings, as well as best practices in land use and development. Workshop participants will be encouraged to provide feedback and ask questions about the Study, particularly related to their priorities for land use and development on the corridor. Workshop #4 will focus on the Murrieta-Temecula areas of the corridor, Workshop #5 will focus on the Lake Elsinore area, and Workshop #6 will focus on the Wildomar area.

The public is also encouraged to learn more about the Study by visiting the project website and signing-up for email updates about the latest Study developments as they occur. The project website address is www.highway395corridorstudy.org.

In addition to the four cities, the Western Riverside Council of Governments (WRCOG) is a Study partner, providing administrative leadership and coordination on the cities' behalf. The California Department of Transportation (Caltrans) is providing the primary source of funds for the Study through the Community Based Transportation Planning Grant Program. Each of the four cities also contributed matching funds. The Southern California Association of Governments (SCAG) is also a Study partner, providing funds to support community outreach activities for the Study through the Compass Blueprint grant program.

For additional information about the Study, please contact Alexa Washburn, WRCOG Program Manager, at (949) 394-7996 or at washburn@wrcog.cog.ca.us.

For more information about the Western Riverside Council of Governments or the various programs administered by the Agency, please visit www.wrcog.cog.ca.us.

###

Appendix C
Project Website

Appendix D
Agenda

US 395 HIGHWAY 395 **corridor study** for Southwest Riverside County

COMMUNITY WORKSHOPS #4, #5, AND #6

May 31, 2012	June 5, 2012	June 11, 2012
6:30 p.m.–8:30 p.m.	6:00 p.m.–8:00 p.m.	6:30 p.m.–8:30 p.m.
Murrieta Public Library	Planning Commission	Council Chambers
Eight Town Square	Cultural Arts Ctr.	23873 Clinton Keith Road
Murrieta	183 North Main Street	Wildomar
	Lake Elsinore	

A G E N D A

I. **Welcome and Introductions**
- Agenda Overview

II. **Project Overview: History, Purpose, and Emerging Vision**
- Study Purpose
- Key Findings from Community Outreach
- Questions and Answers

III. **Market Analysis for Development on the Highway 395 Corridor**
- Assets and Constraints
- Long-Term Demand Forecast
- Potential Opportunity Sites
- Key Issues in Project Feasibility
- Project Types and Examples
- Questions and Answers

IV. **Interactive Exercise and Discussion: Potential Opportunity Sites**
- Project Types and Locations
- Discussion and Summary of Findings

V. **Outreach, Summary and Next Steps**
- Outreach and Communication
- Summary of Workshop Outcomes
- Next Steps

VI. **Closing Remarks**

Close

Appendix E

Comment Card, Page 1

US 395 HIGHWAY 395 **corridor study** for Southwest Riverside County

COMMUNITY WORKSHOPS #4, #5, AND #6

May 31, 2012	June 5, 2012	June 11, 2012
6:30 p.m.–8:30 p.m.	6:00 p.m.–8:00 p.m.	6:30 p.m.–8:30 p.m.
Murrieta Public Library	Planning Commission	Council Chambers
Eight Town Square	Cultural Arts Ctr.	23873 Clinton Keith Road
Murrieta	183 North Main Street	Wildomar
	Lake Elsinore	

C O M M E N T C A R D

Your comments are important to us! Please use this card to provide written comments about the discussion topics and any other items. Please return the comment card to the drop box at the end of the workshop. Thank You!

Please share any comments related to the project purpose and background, and the key findings from community outreach.

Please share any comments related to the market analysis for development including assets and constraints, and issues with project feasibility.

Please turn over…

Please return this card to the drop box at the end of this workshop

Appendix E
Comment Card, Page 2

PRIORITY OPPORTUNITY SITES

In addition to completing the "dot exercise", please record your priority development opportunity sites and projects in the space below. For each project, please provide details about project type, density level, types of uses, and why you believe it would be a successful project.

My city: _____ (Please feel free to choose priority sites anywhere on the corridor outside of your city.)

Priority Sites: Please list intersection/area.	**Project Type**	**Density Level** Low = up to 3 stories Medium = 4-5 stories High = 6 or more stories	**Types of Uses:** Residential, retail, office, restaurants, entertainment, civic, live/work, other	**Why do you believe this would be a successful project?**
1.	__ Infill __ District	__ Low __ Medium __ High		
2.	__ Infill __ District	__ Low __ Medium __ High		
3.	__ Infill __ District	__ Low __ Medium __ High		

Please note any additional potential opportunity sites that you believe may be successful.

If you have any additional questions or comments about this project, please contact Jennifer Ward at (951) 955-0186 or ward@wrcog.cog.ca.us

Please return this card to the drop box at the end of this workshop

Appendix F

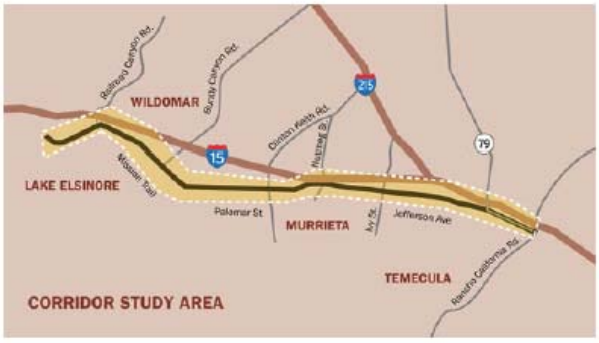
Fact Sheet

US 395 HIGHWAY 395 **corridor study** for Southwest Riverside County

About the Study

The purpose of the Highway 395 Corridor Study is to develop a comprehensive transportation and land use plan for the shared 16-mile, north-south corridor that runs parallel to Interstate 15 in Southwest Riverside County.

The Study will enable the four contiguous cities of Lake Elsinore, Wildomar, Murrieta and Temecula to accommodate future growth by utilizing a range of transportation options and reducing transportation demand through better community design. Additionally, the Study will establish a vision that will guide land use decisions, infrastructure improvements, design and economic development activities along the corridor.



Through a community-based planning process, the Study will evaluate existing conditions and anticipated growth patterns, and identify mobility and land use opportunities, including:

- **Multimodal transportation opportunities** including rapid transit, transit centers, future high speed rail, bicycle paths, pedestrians sidewalks or paths, disabled accessibility;
- **Mixed use development** including activity centers and nodes near transit;
- **Housing** and affordability issues;
- **Safety** for all transportation modes;
- **Sustainability** including reduced vehicle trips, reduced congestion, reduced air emissions, preserved historic and cultural setting, energy conservation, preserved open space; and
- **Economic development** including employment centers, business and trade growth.

For comments or questions about the study or workshop, please contact Alexa Washburn at the Western Riverside Council of Governments by calling (951) 955-7985, or via e-mail at: washburn@wrcog.cog.ca.us.

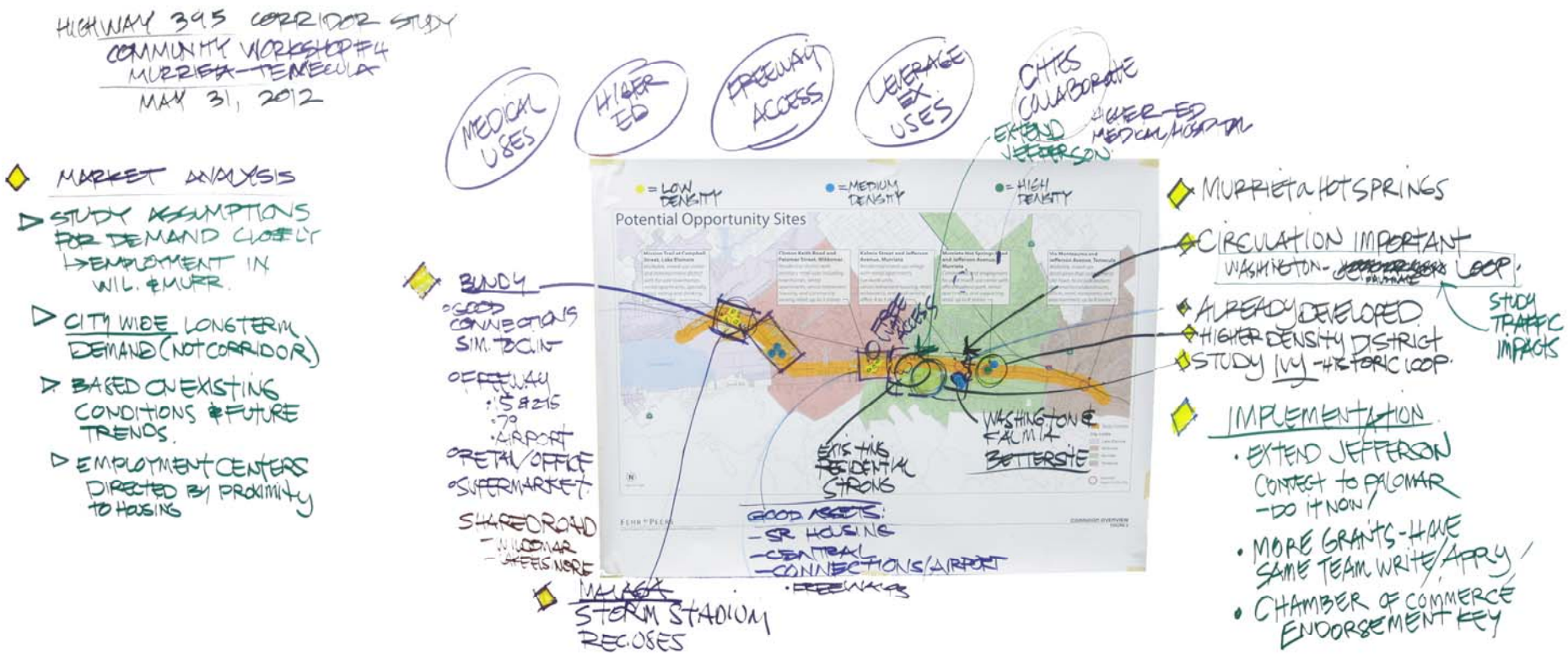
Learn More

Visit the project website to learn more and to sign up for automatic email notifications:

Highway395 CorridorStudy.org

Appendix G

Wallgraphics (photo-reduced)



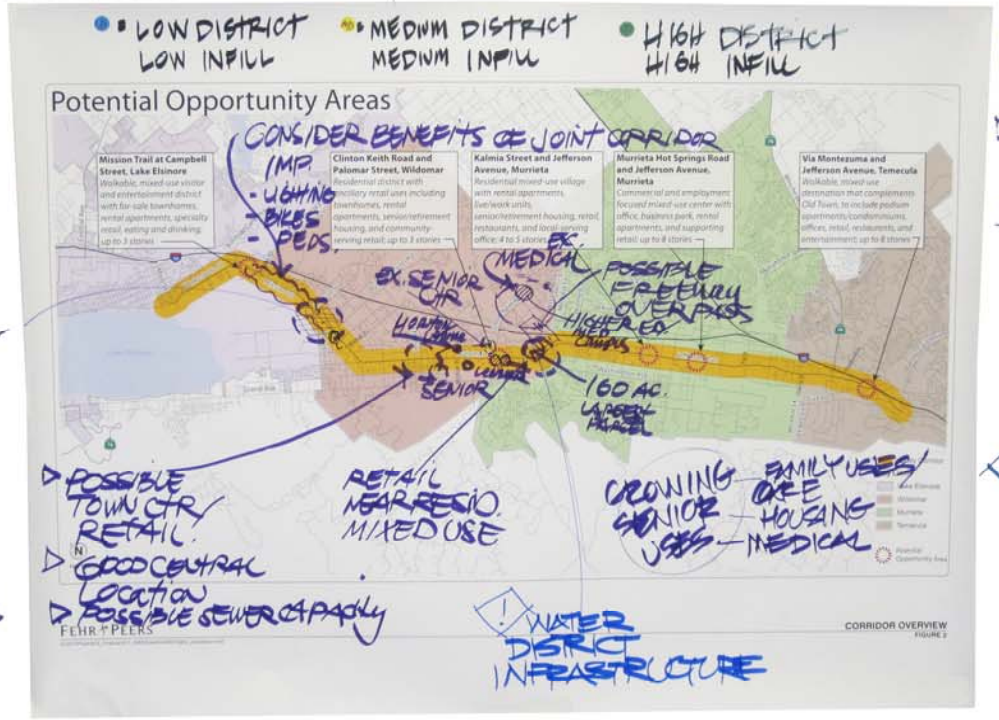
HIGHWAY 395 CORRIDOR STUDY
COMMUNITY WORKSHOP #6
JUNE 11, 2012

▷ CONSIDERING INCREASED DENSITIES:
– 20-30 U/AC

▷ HORIZONTAL – FOCUSED DENSITIES
CORYDON & MISSION TRL.
- CHAMBER OF COMMERCE
- ANIMAL SHELTER
- LIBRARY

▷ LINKS TO L. ELSINORE'S USES.

DARK ACCESS
▷ PROXIMITY TO RACETRACK +/–
▷ WALK TO LAKE & STADIUM



CLINTON KEITH
PALOMAR
▷ CONSIDER INCREASED MIXED USE ALLOWANCE

▷ SANTA ROSA PLAIN
SEWER SYSTEM UPGRADES
– 3 DISTRICTS

! PLAN FOR LONG TERM SEWER & WATER NEEDS.