

CITY OF MENIFEE



**EDC Southern Gateway
Stakeholder Outreach
Workshop Summary
*FINAL***

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Prepared for:



Prepared by:



5620 Friars Rd, San Diego
CA 92110

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Project Background

The City of Menifee has identified areas next to I-215 in the Land Use Element of the General Plan as Economic Development Corridors (EDCs), one of these being the Southern Gateway. These EDCs provide the potential to stimulate new economic development opportunities.

On March 2, 2022, the City Council approved Ordinance 2022-337 amending Menifee's Municipal Code Title 9 to remove warehouse and distribution in the Southern Gateway EDC. Additionally, on January 18, 2023, the City Council approved Resolution 23-1276 approving General Plan amendment No PLN21-0404 which amended the General Plan land use designation of approximately 533.0 acres of land from Economic Development Corridor Southern Gateway (EDC-SG) to Economic Development Corridor Community Core (EDC-CC) along with relevant land use background documents and definitions and the Economic Development subareas.

Further, the City of Menifee has recently completed a Comprehensive Economic Development Strategy. This strategy is the guiding document for the City's Economic Development efforts, and is aimed at diversifying the city's local economy, while addressing job creation for the region. The Strategy identifies target industries that the City is concentrating on attracting, such as, but not limited to:

- Technology Focused
- Advanced Manufacturing
- Regional Healthcare and Manufacturing
- Architecture, Engineering and related services
- Computer System and Design Services
- Data Centers
- Scientific Research and Development, Professional, Scientific and Technical Services
- Navigational, Measuring, Electromedical and Control Instruments Manufacturing

The EDC-SG was originally envisioned as a business park (predominately light industrial and corporate office uses) with limited supporting commercial uses. However, given the legislative changes identified above, City staff have now identified the EDC-SG as a potential innovation district which could be implemented through a Specific Plan process.

EDC-SG Location

The rectangular shaped EDC Southern Gateway comprises approximately 299 acres located west of the I-215 and bound by Howard way to the west, Keller Road to the South and Scott Road to the north. It is also bisected north/south by Zeiders Road. See exhibit 1 below.

Figure 1: EDC-SG Boundary



Workshop Purpose

The purpose of the EDC-SG Workshop was to obtain input from interested stakeholders including property owners, the business community, and other interested parties regarding potential land uses and development types that could be preferred and/or successful in this area.

The objectives of the workshop were to:

- Discuss the project background, previous planning efforts and potential futures uses of the Planning Area;
- Present initial thoughts for the area (Specific Plan); and
- Solicit questions and input across the full range of priorities, needs, desires, and concerns from stakeholders for the area's future.

Workshop Details

The EDC-SG workshop occurred on April 17, 2023, from 5:00pm – 6:30pm in the City Council Chambers at the City of Menifee City Hall. Approximately 15 community members were in attendance for the workshop.

Community members and stakeholders were informed of the workshop through an email blast and mailing distributed by the City of Menifee prior to the event. For community members and stakeholders who were not able to attend in person, all resources from the workshop including questions to facilitate discussion were posted on the City of Menifee website and a survey was distributed to solicit additional feedback.

Workshop Overview

The Workshop began with an approximately 20-minute presentation which introduced the project, provided an overview of the planning efforts to date, and introduced the discussion topics for the workshop, including an overview of what a Specific Plan is and how it can be used. Following the presentation, was a 1-hour activity where stakeholders broke out evenly into three into groups to discuss a series of prepared questions regarding the EDC-SG Area.

The questions that were provided to the three groups were as follows:

1. *The City has identified this area as a potential Innovation District (Healthcare, Advanced Manufacturing, Technology etc.). Based on the idea of an Innovation District, what types of land uses/development would you like to see in the EDC Southern Gateway?*
 - a. *What uses would you NOT want to see?*
 - b. *What does a successful EDC Southern Gateway look like to you?*
-

2. *The City has identified this area as a potential Innovation District. Based on the current regulations, are there any development constraints that currently exist that could preclude this type of development in the EDC Southern Gateway?*
 - a. *Do you have any suggestions that could help ease these development constraints?*
3. *As a property owner, business owner, or stakeholder of the EDC Southern Gateway, what are your top priorities for the development of the area?*
 - a. *In speaking to Site Selectors responsible for large corporate expansion, a Specific Plan was identified with an accompanying CEQA document that would identify land constraints, and utilities to spur development, do you think a specific plan in this area would be helpful to bring the types of development that would be successful in Menifee? If you are opposed to a Specific Plan on this area, what are some other planning tools that you would like to see implemented?*
4. *Is there anything else you would like to share related to the EDC Southern Gateway?*

The outcomes of these discussions were recorded on flipcharts by the group facilitators from RICK Planning + Design. At the end of the activity, each of the three groups conducted a short summary of their findings, concluding with their thoughts on what planning tools would be most beneficial and/or successful for the development of the EDC-SG.

Workshop Summary

The following provides a summary of the feedback provided by the three groups.

Group #1:

Group 1 raised a series of questions regarding the implementation of a Specific Plan to develop the EDC-SG. These included:

- What are the unintended consequences of a Specific Plan and would this further restrict other uses.
- What regulations would be required for desired uses and is there a market for these uses

Further, this group provided commentary that the City of Menifee should:

- Analyze the market to determine what demand is currently calling for and reduce restrictions to enable those uses.
 - Leverage/build off commerce pointe
 - Enable flexible and balanced industrial uses
 - Accessibility, community health and market demand should be considerations to any EDC development.
 - Leave the EDC-SG as is and let recent policy changes enable development of the Gateway.
-

In summary, this group stated that the City, and community, don't yet appear to know what is desirable for the EDC-SG and therefore a Specific Plan may be of limited benefit.

Group #2:

Group 2 saw a high daytime population, gathering spaces and activity as evidence of a successful Gateway. To reach this, the group provided the following inputs on what it envisaged any EDC-SG development to contain and not contain:

Want to See

- High wage jobs
- Open Space/Parks
- Connectivity
- Biotech and Medical
- Light Industrial
- Research and Development
- Hotels
- Supporting Retail and Amenity Space
- Rec Tech
- Vendor Spaces and Flexi Spaces

Do Not Want to See

- Dispensaries
- Gas Stations
- Heavy Industrial

This group also identified a number of constraints to development within the EDC-SG. These included underdeveloped street network and future planned works (Scott Road widening and Keller interchange), utilities, drainage issues, CEQA considerations and potential agency fees for development.

Overall, this group was supportive of utilizing a Specific Plan to encourage and facilitate development of the EDC-SG. Within this Specific Plan, or any development framework, the groups top priorities were high quality design standards focusing on architectures, landscaping, lighting and connectivity for pedestrians and cyclists.

Group #3:

Group 3 provided feedback that a range of land uses would enable the successful development of the EDC-SG. For Group 3, these range of land uses not only included high value industries such as biotech but also included office space, commercial and entertainment land uses and mixed-use developments. This group provided feedback that to enable successful development in an area the size of the EDC-SG, precluding residential development may make this area undesirable to developers.

This group also noted the importance of understanding what future development may take place, or has been approved, on neighboring land parcels and nearby jurisdictions. This will allow the City to avoid market overlap and effectively coordinate with these other stakeholders in successful development.

Constraints identified by Group 3 include an appearance of a lack of vision from the City, potential jurisdictional issues (Army Corps), CEQA and infrastructure provisions such as stormwater and power.

Overall, this group was supportive of a Specific Plan and sought to include incentives such as tax credits and expedited permit processing in any such planning tool.

Key Takeaway Common Themes

While viewpoints among all 3 groups were different, several common themes were evident. These include:

- Stakeholders questioned whether sufficient market analysis has been undertaken to determine whether the land uses envisaged by City staff are feasible or sustainable.
- Stakeholders were unanimous in their desire to enable a range of high value, complimentary land uses. Feedback received was a desire to attract high wage businesses that will comprise of high value employees that live locally and contribute to a local economy.
- Stakeholders encouraged the provision of mixed-use residential development and light industrial in conjunction with any potential innovation hub/office land uses.
- There are a number of environmental and infrastructure constraints within the EDC-SG that will need to be properly evaluated and mitigated. These include upgraded roading networks, power/telecommunications, stormwater, wastewater and potable water. There was consensus however that these issues could be dealt with during a specific plan process.

Online Feedback

After the conclusion of the in-person workshop, an online survey was made publicly available. A link was available through the City's website and the City also sent out an Eblast to notify community members. This survey was accessible between April 18, 2023 – May 5, 2023, and solicited two responses, which are contained in Appendix A.

Overall, the online feedback outlined a concern that any specific plan would restrict certain land uses not deemed appropriate by the City, and a potential lack of market desire for an 'innovation hub'.

Conclusions/Key Takeaways

Group 1 did not agree that a specific plan would be useful to the EDC-SG, articulating such a route may have unintended consequences of restricting uses. This group suggested allowing recent policy changes to dictate and facilitate the development of the Gateway. Conversely, Groups 2 and 3 supported the idea of moving forward with processing a Specific Plan as a tool to facilitate the development of the EDC-SG. These groups articulated a desire for a mix of compatible and complementary high value land uses such as mixed use, residential and office/innovation spaces. Additionally, both groups sought to clarify that the implementation of some form of residential development would help ensure attractiveness to developers.

It is noted however, that all groups emphasized the need to analyze the current market demand to develop a clear understanding of what is desirable for the EDC-SG. Additionally, all groups identified similar challenges regarding the provision of upgraded infrastructure, new utility requirements and agency fees in any new development.

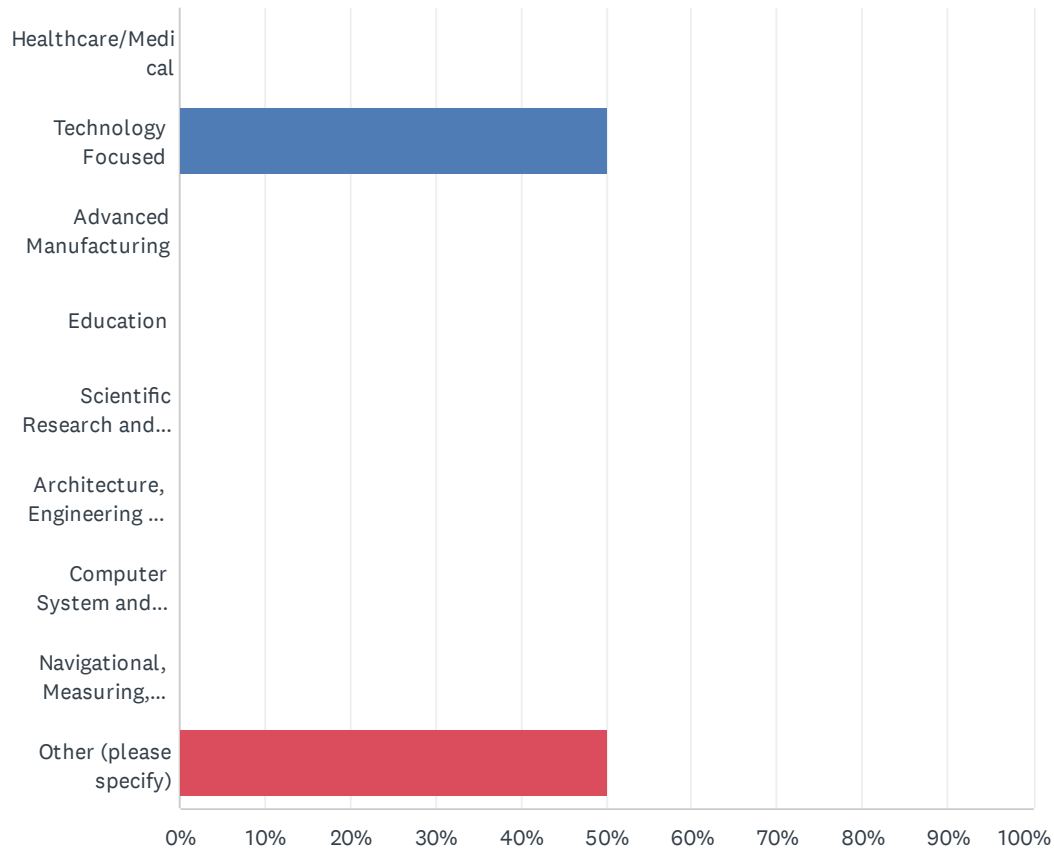
Should the City decide to undertake a Specific Plan, this would enable City staff to undertake further outreach events with stakeholders to determine a refined vision for the EDC-SG. The Specific Plan would also provide more detailed analysis of the current market and whether the proposed uses would bring about the most successful development of the EDC-SG.

APPENDIX A

ONLINE FEEDBACK

Q1 The City has identified the EDC-SG area as a potential Innovation District. Based on the idea of an Innovation District, what types of land uses/development would you like to see in the EDC Southern Gateway?

Answered: 2 Skipped: 0



ANSWER CHOICES	RESPONSES	
Healthcare/Medical	0.00%	0
Technology Focused	50.00%	1
Advanced Manufacturing	0.00%	0
Education	0.00%	0
Scientific Research and Development, Professional, Scientific and Technical Services	0.00%	0
Architecture, Engineering and related services	0.00%	0
Computer System and Design Services	0.00%	0
Navigational, Measuring, Electromedical and Control Instruments Manufacturing	0.00%	0
Other (please specify)	50.00%	1
Total Respondents: 2		

City of Menifee Economic Development Corridor - Southern Gateway (EDC-SG) Community
Survey

#	OTHER (PLEASE SPECIFY)	DATE
1	Permitted uses in the subject area should include uses consistent with the current professional business park built and under construction on Zeiders Road. All of the "innovation" uses indicated above are currently permitted or conditionally permitted. Adopting a specific plan merely to restrict existing and current uses is nonsensical. Development is market driven. That is, given an opportunity AND market demand, the desired uses will come. Simply having the desire for "innovation" uses doesn't ensure the the uses will (magically) appear. It requires a market.	5/5/2023 8:51 AM

Q2 Based on the current regulations, are there any development constraints that currently exist that could preclude the land uses you have identified in question 1 above in the EDC-SG?

Answered: 2 Skipped: 0

#	RESPONSES	DATE
1	Yes. The most obvious is market demand. Next, Murrieta has been marketing and providing opportunities for "innovation" for more than a decade. With limited success. And the city and Chamber of Commerce is light years ahead of Menifee. Other SIGNIFICANT constraints are offsite infrastructure; onsite constraints such as bio, hydro, cultural, and topography; resource agency permitting; the city's adopted permitting processes, and inability to efficiently process entitlement applications.	5/5/2023 8:51 AM
2	Not aware of any.	4/20/2023 1:46 PM

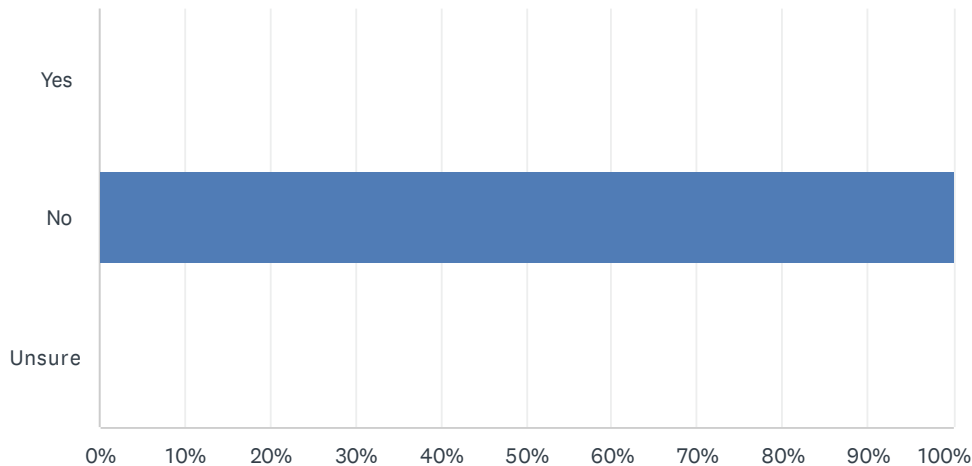
Q3 Based on your response to question 2, do you have any suggestions that could help ease these development constraints?

Answered: 2 Skipped: 0

#	RESPONSES	DATE
1	The same suggestions by many that have previously been discounted and have fallen on deaf ears. An indicator of where you're going is where you've been. The history on this issue is clear. And nothing has changed. And won't until the processes and players change.	5/5/2023 8:51 AM
2	NA	4/20/2023 1:46 PM

Q4 Based on discussions with Site Selectors responsible for large corporate expansion, a Specific Plan was identified with an accompanying CEQA document that would identify land constraints, and utility's to spur development, do you think a specific plan in this area would be helpful to bring the types of development that would be successful in Menifee?

Answered: 2 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	0.00%	0
No	100.00%	2
Unsure	0.00%	0
TOTAL		2

#	PLEASE EXPLAIN:	DATE
1	Site Selectors met with every city in the region! As mentioned above, Murrieta is light years ahead of Menifee. Similar to Costco, but for different reasons, "large corporate expansion" will locate in Murrieta before it lands in Menifee. One doesn't need CEQA analysis or a CEQA document to recognize land constraints as indicated in comments above. Identifying an adopted environmental document as a means to attract "large corporate expansion" is a red herring. There are several other changes in the city's control that would go much further in attracting development.	5/5/2023 8:51 AM
2	The last EDC the city adopted in 2020 restricts economic development - does not allow for certain utility uses.	4/20/2023 1:46 PM

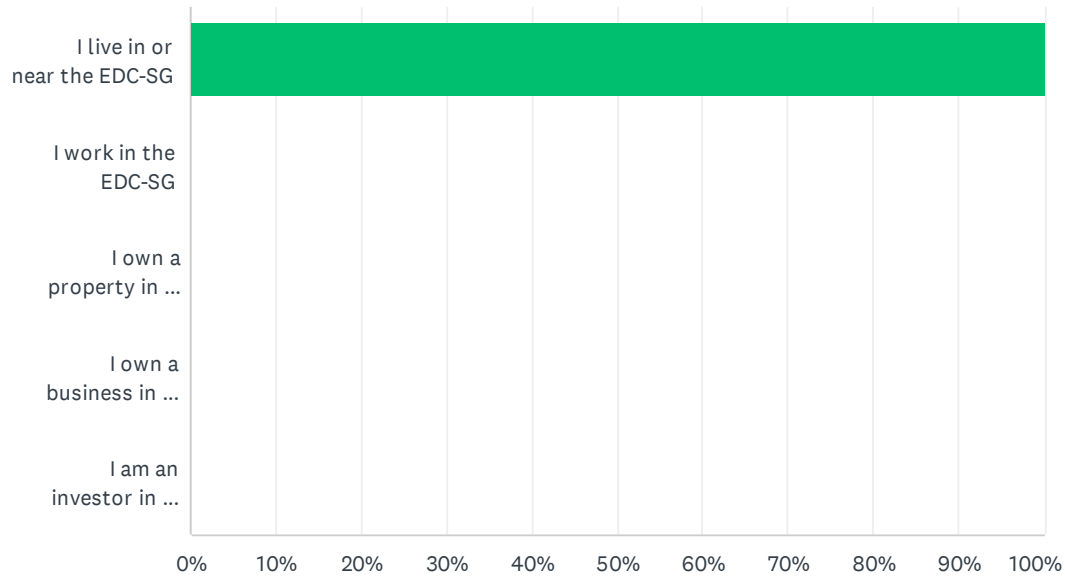
Q5 If you are opposed to a Specific Plan on this area, what are some other planning tools that you would like to see implemented?

Answered: 2 Skipped: 0

#	RESPONSES	DATE
1	I'm not necessarily opposed to adopting an SP. Rather, as stated above, all of the desired uses "envisioned" are currently permitted or conditionally permitted. So, why spend the \$400k-\$500k? Answer: to restrict current uses and control growth.	5/5/2023 8:51 AM
2	Please exempt or carve out utilities from this if it moves forward. The last EDC the city adopted restricts utility uses - city needs to be willing to work with businesses to amend or offer similar use determinations.	4/20/2023 1:46 PM

Q6 What best describes you?

Answered: 1 Skipped: 1



ANSWER CHOICES	RESPONSES	
I live in or near the EDC-SG	100.00%	1
I work in the EDC-SG	0.00%	0
I own a property in the EDC-SG	0.00%	0
I own a business in the EDC-SG	0.00%	0
I am an investor in the EDC-SG	0.00%	0
TOTAL		1

#	OTHER (PLEASE SPECIFY)	DATE
1	Utility Representative	4/20/2023 1:46 PM

Q7 Is there anything else you would like to share related to the EDC Southern Gateway?

Answered: 2 Skipped: 0

#	RESPONSES	DATE
1	It's shameful that deference is given to out of towners like Site Selectors simply because they've said what the city wants to hear. Based on what? A one day tour? Furthermore, that multiple landowners in attendance at the workshop, including Betty Bouris, are largely ignored. Not to mention industry professionals that have testified before council several times over the past decade.	5/5/2023 8:51 AM
2	Please coordinate with utilities if this continues to move forward. Thank you.	4/20/2023 1:46 PM

Q8 Would you like to to be added to our interest list for further work efforts
in the EDC-SG? If so, please provide your email address below.

Answered: 1 Skipped: 1

#	RESPONSES	DATE
1	[REDACTED]	4/20/2023 1:46 PM