

3.0 BUSINESS DISTRICT

3.1 Introduction

The Business District is located within the central area of the City and is generally bordered by the North Central Sphere District to the northeast, the Lake Elsinore Hills District to the east, the Historic Downtown District to the south, Country Club Heights District to the west, and the Alberhill District to the northwest. The location of the Business District is depicted on Figure BD-1.

Rolling hills separate the Business District along the western boundaries with the Country Club Heights District. Steep slopes and higher elevations exist in the north along the boundaries with the Alberhill District and the North Central Sphere District. The Business District is generally a flat level area that is aligned with Interstate 15 (I-15) and the Temescal Wash, a floodway and floodplain west of and parallel to I-15. The Temescal Wash flooded in 1980 causing the condemnation of more than 100 homes in the Country Club Heights District. The flood damage extended to some of the neighboring businesses causing millions of dollars in damages.

The developed area within the Business District is relatively new and has the strongest concentration of industrial and commercial uses within the City. Sections of the Atchison, Topeka, & Santa Fe Railroads that passed through the Business District during the 1800's have been removed. In addition, a historic ranching and homesteading site with previous ranching and homesteading activities is located nearby the route where the railroad once existed.

The main focus of the Business District is to support its position as the industrial and commercial hub of the City while ensuring that new development does not encroach upon the floodway and that development maintains an orientation towards this natural resource as a pedestrian corridor. Adequate stormwater management systems should be incorporated for all future development within this floodplain. A pedestrian corridor (Channel Walk) is planned within the floodway area and partially constructed.

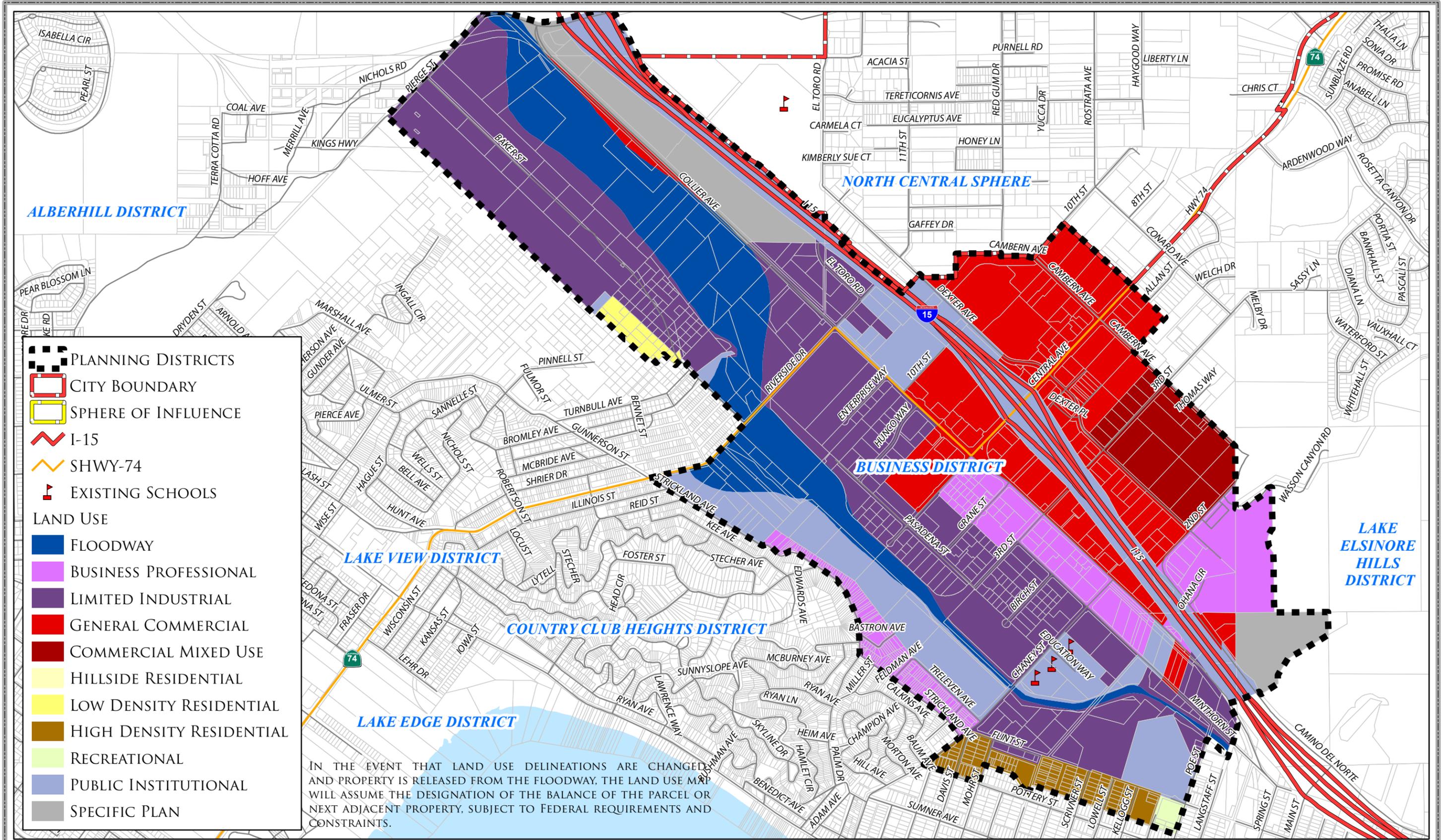
3.2 Description

The Business District contains approximately 1,322.7 acres, which primarily consist of industrial and commercial uses. Existing industrial and commercial uses include the Lake Elsinore Outlet Center, Home Depot, Target, Costco, industrial parks, and limited manufacturing sites. Most of the industrial uses are concentrated in the southern areas of the Business District southwest of I-15 and south of the Business District's main northwest/southeast roadway, Collier Avenue. Commercial uses are easily accessible from I-15 at the intersection of Central Avenue/SH 74 and I-15.

BUSINESS DISTRICT

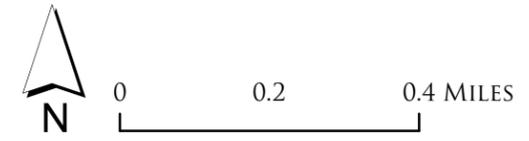


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IN THE EVENT THAT LAND USE DELINEATIONS ARE CHANGED AND PROPERTY IS RELEASED FROM THE FLOODWAY, THE LAND USE MAP WILL ASSUME THE DESIGNATION OF THE BALANCE OF THE PARCEL OR NEXT ADJACENT PROPERTY, SUBJECT TO FEDERAL REQUIREMENTS AND CONSTRAINTS.

SOURCES: CITY OF LAKE ELSINORE, COUNTY OF RIVERSIDE



CITY OF LAKE ELSINORE
 BUSINESS DISTRICT LAND USE PLAN
 FIGURE BD-1
 REVISIONS ADOPTED BY THE CITY COUNCIL ON APRIL 23, 2013

BUSINESS DISTRICT



BACKSIDE OF FIGURE

Vacant/open space areas are primarily located to the northwest, north, and northeast with additional open space areas scattered throughout. Approximately 217.6 acres of the open space areas encompass the Temescal Wash 100-year floodplain and floodway. The Temescal Wash floodway has been channelized south of State Highway Route 74 but remains in its natural state north of the highway.

The Business District is essentially surrounded by scattered housing and vacant/open space areas with a limited amount of public/institutional, commercial, and industrial uses. The North Central Sphere to the north encompasses low density housing with a limited amount of industrial, commercial and public/institutional uses. The Lake Elsinore Hills District to the southeast mostly includes beautiful open terrain. This district has several City-adopted specific plans which include thousands of new housing units and supporting uses. The Historic Downtown District to the south contains a variety of uses most of which include a mix of residential, commercial, and industrial uses. The Country Club Heights District to the west is a sparsely developed residential community nestled within rolling hills. The Alberhill District to the northwest includes a significant amount of extractive mining activities.



Industrial Use in the City

3.3 Land Use

Conveniently located in the north central areas of the City along I-15 and State Route 74, the Business District serves as the primary employment and shopping center for the City and surrounding areas. Maximizing the Business District’s potential to provide a healthy supply of new employment opportunities is critical to achieving a better job-housing balance in the region.



View from Country Club Heights overlooking the Business District.

3.3.1 Planned Land Use

Land uses have been allocated to support the Business District as the City’s main employment and shopping hub. Most of the vacant/open space areas and existing retail uses in the north have been designated for limited industrial uses with the exception of the Temescal Wash floodway which is designated as natural open space. Remaining limited industrial uses are designated in the southwestern sections of the Business District. General commercial uses are designated in the central areas along and near Central Avenue. The Business District

BUSINESS DISTRICT



professional uses are limited to the south area within existing vacant/open space areas adjacent to the western sides of I-15 along Collier Avenue. In addition, the southwesternmost section of the Business District has been designated as public/institutional to support the City’s existing waste water treatment plant. Mining activities may occur within the Business District, which shall follow applicable policies discussed in the Alberhill District.

The primary constraint on development within the Business District is the Temescal Wash floodplain and floodway. It will be important, as development occurs, to prohibit development within the floodway to prevent encroachment into flood-prone areas. Development may occur within the floodplain if deemed appropriate by governmental agencies with jurisdiction over the resource.

The primary land uses are limited industrial and general commercial with approximately thirty percent (29.68%) and sixteen percent (16.29%) respectively, of the total number of acres. Table BD-T1 below summarizes the distribution of land uses within the Business District. Chapter Two (2), Section A of the General Plan defines each land use designation in terms of the allowable uses and density and intensity standards. Figure BD-1 illustrates the distribution and location of planned land use.

Table BD-T1. Distribution of Land Uses – Business District

General Plan Land Use Designation	No. of Acres	Percentage of Total Land Area
Business Professional	127.7	8.93%
Commercial Mixed Use	60	4.19%
Floodway	217.6	15.22%
General Commercial	232.9	16.29%
High Density Residential	36.6	2.56%
Hillside Residential	0	0
Limited Industrial	424.2	29.68%
Low Density Residential	8.9	0.62%
Public Institutional	260.5	18.22%
Recreational	3.8	0.26%
Specific Plan	46.8	3.27%
Total	1,429	100.00%

Revisions Adopted by the City Council on April 23, 2013

3.3.2 Overall District Goal, Policies and Implementation Program

Goal 1 The primary goal of the Business District is to encourage its position as the industrial and commercial hub of the City and to ensure that new growth respects the environmental sensitivity of the natural wetlands, floodway and floodplain.

Policies

BD 1.1 Support intensification of commercial and industrial uses in order to provide additional shopping options and higher paying employment opportunities for residents.

BD 1.2 Encourage the orientation of new developments within the floodplain towards the floodway while satisfying all regulations governing the development within these areas.

BD 1.3 Use the floodway as a natural resource and as a pedestrian corridor.

BD 1.4 Through the project and CEQA processes ensure land use compatibility between any mining activities and surrounding uses as discussed in the Alberhill District.

Implementation Program The City shall support land use applications whose uses and designs are consistent with the goal of the Business District.

Agency/Department Community Development, Parks and Engineering Departments

3.4 Urban Design

The existing urban design of the Business District is comprised of big box retail centers, such as Home Depot, Target, and Costco and a variety of older and newer industrial structures with minimal orientation towards the Business District's largest natural amenity, the Temescal Wash. It will be important to establish a set of design standards that require consistent motifs throughout the various designated areas in order to establish a greater sense of place.

Through future design, the opportunity exists to incorporate the floodway and floodplain into the pattern of development. The Channel Walk is a major project underway which will include approximately 70 acres at completion and will provide a recreational pedestrian corridor adjacent to the Temescal Wash floodway between the southern edge of the Historic Downtown to the south, through the Business District, and ending at the Alberhill District to the north. Future developments close to the floodway should provide a strong connection to the Channel Walk project thereby creating a central connected pedestrian corridor that passes through the entire District in a northwest/southeast direction. In addition, new growth shall also have a

strong connection toward the Business District’s major roadways including State Route 74, Collier and Central Avenues.

3.4.1 Urban Design Goal, Policies and Implementation Program

Goal 2 Support a vibrant commercial and industrial hub with high quality developments that have a strong orientation towards major corridors.

Policies

BD 2.1 Through the project and CEQA processes continue to enhance the visual quality of new development and major transportation corridors.

BD 2.2 Encourage a strong connection to the Channel Walk project.

BD 2.3 Through the development review process, promote attractive building and street signage with the “Dream Extreme” logo, streetscape, and parking improvements as new development occurs.

Implementation Program Support projects that are consistent with the goals of the Business District, and that are designed with consideration for quality, orientation, attractive signage and streetscapes.

Agency/Department Community Development and Engineering Departments

3.5 Historic Preservation

Most of the existing development within the Business District is relatively recent. As such, few historical resources remain. A section of the Atchison, Topeka, & Santa Fe Railroad passed through the Business District’s northern areas generally along a portion of Collier Avenue. However, the railroad was eventually dismantled and removed. A historic ranching and homesteading site is located nearby the old railroad in the northern section of the Business District between Collier Avenue and I-15. Although the Business District does not contain many historical resources, it has been situated between two areas of historic development, the Alberhill District to the north and the Historic Downtown District to the south. The Alberhill District has supported a significant amount of mining activities that have operated since the late 19th century. The Historic Downtown District to the south maintains the largest concentrations of historic structures and is just a short drive away.

3.5.1 Historic Preservation Goal, Policies and Implementation Program

Goal 3 Encourage programs that promote educational awareness of the Business District’s cultural heritage in relation to neighboring districts

Policies

- BD 3.1 Through the project and CEQA processes recognize the historic ranching and homesteading site as future development occurs, and encourage the location of information in a public space onsite.
- BD 3.2 Encourage the location of pedestrian signs within the Channel Walk describing the historical importance of the Atchison, Topeka, & Santa Fe Railroad, the historic ranching and homesteading site in the area, and other historical sites in nearby districts.

Implementation Program None.

3.6 Transportation/Circulation

The roadway network throughout the Business District is comprised of several citywide major corridors and small local roadways providing access to internal business areas. I-15 is the City’s and the Business District’s largest roadway. I-15 passes through the Business District in a northwest/southeast direction. Collier Avenue also serves as an important north/south circulation route providing access roughly parallel to I-15 between Nichols Road to the north, Central Avenue in the central areas, and Main Street in the Historic Downtown District to the south. Direct access to I-15 is possible from Central Avenue and Nichols Road. State Route 74 is the City’s and the Business District’s largest east/west corridor and includes sections of Riverside Drive, Central Avenue, and Collier Avenue as it passes through the Business District in a generally east/west direction. Many of the smaller roadways are not through routes and terminate in various business park centers.

The major corridors currently carry large traffic volumes, and efficient traffic flow is often restricted. Extensions and connections in several of the roadways that run parallel and/or perpendicular to I-15 are needed in order to provide better accessibility to the adjacent uses and I-15 from within the Business District. The cross-section for Central Avenue will maintain the existing 134-foot right-of-way and the 110-foot roadway, but the number of future lanes shall increase from 6 to 8; the Class II bike lane shall be removed and replaced with a Class II bike lane on Riverside Street/Nichols Road. Also, a Class III bikeway and multi-purpose trail will be required on both sides of the outflow channel.

With increasing importance as an industrial and commercial hub the Business District’s existing circulation system will have to be improved to adequately serve new demands. The circulation

BUSINESS DISTRICT



element in Chapter 2.0 of the General Plan identifies standardized roadways as well as the addition of alternative transportation routes such as bikeways. The circulation element’s Truck Route Map follows portions of Riverside Road, Collier Avenue, and State Route 74 within the Business District. The following table reflects the circulation element’s Roadway Plan and Bikeway Plan for the Business District.

Table BD-T2. Roadway Plan and Bikeway Plan- Business District

Roadway Name	From	To	Roadway Classification	Bikeway Classification
Nichols Road	Alberhill District	Collier Avenue	Major	Class II
Nichols Road	Collier Avenue	North Central Sphere District	Urban Arterial	Class II
Collier Avenue	Nichols Road	Riverside Drive	Major	Class II
Collier Avenue	Riverside Drive	Central Avenue	Urban Arterial	Class II
Collier Avenue	Central Avenue	Chaney Street	Major	Class II
Baker Street	Nichols Road	Riverside Drive	Collector	
Pasadena Street	Riverside Drive	Third Street	Secondary	
Chaney Street	Collier Avenue	Historic Downtown District	Major	
Enterprise Way	Collier Avenue	Baker Street	Collector	
Strickland Avenue	Enterprise Way	Historic Downtown District	Collector	
Riverside Drive	Country Club Heights District	Collier Avenue	Urban Arterial	Class II
Central Avenue	Pasadena Street	I-15	Major	
Central Avenue	I-15	Lake Elsinore Hills District	Augmented Urban Arterial	

3.6.1 Transportation/Circulation Goal, Policies and Implementation Program

Goal 4 Provide a safe and comprehensive roadway network for vehicular, truck, bicycle, and pedestrian traffic throughout the Business District.

Policies

- BD 4.1 Continue to pursue the improvement of the Central Avenue (SR74)/I-15 and Nichols Road/I-15 interchanges in order to reduce congestion and delay. Consider the preparation of necessary studies in coordination with Caltrans in order to make interchange improvements.
- BD 4.2 Through the project and CEQA processes, continue to improve the near-by street system for the Central Avenue interchange improvement, especially an over-crossing of I-15 at Riverside Drive and the intersections of Collier Avenue/Central Avenue, Riverside Drive/Collier Avenue, Dexter Avenue/Central Avenue, and Cambern Avenue/Central Avenue.
- BD 4.3 Through the project and CEQA processes, continue to pursue the improvement of the near-by street system for the Nichols Road interchange, especially the intersection of Collier Avenue/Nichols Road.
- BD 4.4 Through the project and CEQA processes, continue to pursue the improvement of Riverside Drive in accordance with the Circulation Element.
- BD 4.5 Encourage and support the integration of enhanced streetscape features including landscaping, street furniture, lighting, and pedestrian/bikeway routes into the Business District's roadway design.
- BD 4.6 Encourage the creation of an environmentally sensitive and accessible pedestrian/bicycle trail along the Channel Walk project.

Implementation Program Support land use applications whose designs provide safe roadways that connect to adjacent networks for vehicular, truck, bicycle and pedestrian traffic.

Agency/Department Engineering, Parks and Community Development Departments

3.7 Parks and Recreation

There are no existing recreational facilities located within the Business District. The sole public/institutional use within the District is the Lake Elsinore Cemetery. Although, the main

BUSINESS DISTRICT



focus of the Business District is to promote and provide for economic development, the provision of public recreational spaces is important, and should include improved pedestrian/bikeway corridors along the major roadways and an integrated pedestrian/bikeway trail within the Channel Walk project.

3.7.1 Parks and Recreation Goal, Policies and Implementation Program

Goal 5 Connect the pedestrian/bikeway corridors along the major roadways within the Business District to the Channel Walk project.

Policies

BD 5.1 Support the completion of the Channel Walk project.

BD 5.2 Encourage expanded open space areas, bike lanes, and sidewalks along major corridors within the Business District.

Implementation Program Through the development and CEQA processes, ensure that project design incorporates pedestrian/bikeway corridors as well as connection to the Channel Walk project.

Agency/Department Parks, Engineering and Community Development Departments