

CITY OF LAKE ELSINORE  
**GENERAL PLAN UPDATE**  
ACHIEVE • ASPIRE • ELEVATE

## Land Use Alternatives Workshop and Questionnaire Summary

### Introduction

The City of Lake Elsinore, with the support of planning consultant MIG, hosted a pop-up event (a workshop held during another community event) and an online questionnaire to gather feedback about various land use options for the General Plan Update. The pop-up event was held on July 18, 2024 at Live at the Lakefront, which was part of the free, family-friendly summer concert series at Launch Pointe, from 5:30 p.m. to 8:30 p.m. In an effort to reach a broader audience, the online questionnaire was posted to the City's website from October 15, 2024, to October 29, 2024. The pop-up workshop and the online questionnaire allowed community members to provide valuable feedback about proposed General Plan alternatives and to receive information about the General Plan Update process.



## Pop-Up Activity Summary:

### The Activity:

At the July 18<sup>th</sup> Live at the Lakefront event, five interactive land use alternative boards were featured beneath a City of Lake Elsinore tent. Each board focused on a different development theme and the possible areas appropriate for the theme's implementation.

The land use themes and the possible areas for the theme implementation are:

1. Add residential uses near Downtown, Launch Pointe, and other key sites/areas to bolster livability and economic viability.
2. Focus mixed uses along key corridors to create special places (Riverside Drive, Lakeshore Drive, and City Center).
3. Create new commercial and industrial opportunities compatible with surrounding areas (north of CA-74).
4. Encourage a modern live, work, play “Uptown” district (North Elsinore).
5. Create new commercial and industrial opportunities compatible with surrounding areas (north of Nichols Road and around Camino “Cam’ Del Norte).

Specifically, each board provided:

- A description of the land use theme
- A location map where these themes may be appropriate for implementation
- Existing conditions photographs at the locations
- Land use options and photographs representing the land use options

Participants were given a dot for each proposed land use option; participants were asked to measure their opinion of the land use option on scale ranging from “awesome”, “good”, to “okay”. Participants were also encouraged to provide additional thoughts and comments on “post-it” notes.



## Pop-Up Event Community Input Summary

The Live at the Lakefront pop-up workshop results are organized into key themes and summarized below. Photographs of the participants' "dotting" and additional comments received are included as an appendix.

### **Focus Area 1: Add residential uses near Downtown, Launch Pointe, and other key sites/areas to bolster livability and economic viability.**

The Focus Area 1 board highlighted five land use alternatives, including three types of residential uses: Type Three (townhouse style), Type Four (denser townhouse style), and Mixed-Use (three story buildings with retail on the ground floor). Within the residential options, Mixed-Use received the most dots and about half of those were in the "awesome" category. Residential Types Three and Four received about the same number of dots, but Residential Type Four appeared to have more support than Residential Type Three. Out of all the land use alternatives offered on this board, entertainment received the most dots in the "awesome" category, with no "other" dots in the two other categories. The input suggests community support for entertainment land use near Downtown, Launch Pointe, and North Elsinore. The land use type General Commercial received more mixed feedback, with the same number of dots in all three approval categories. Community members appear to lean toward Mixed-Use and Entertainment as land use alternatives for these areas of Lake Elsinore.

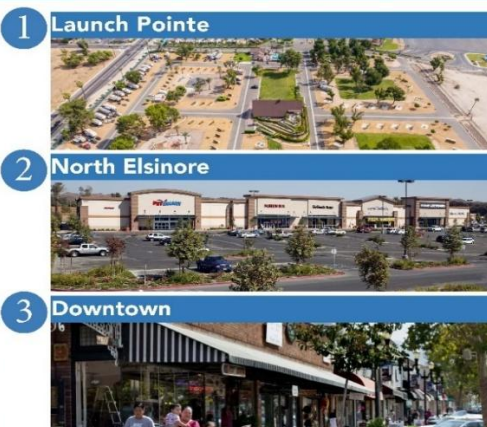
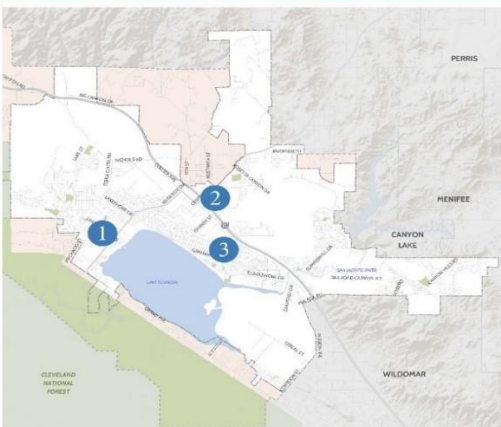






**Add residential uses near Downtown, Launch Pointe, and other key sites/areas to bolster livability and economic viability.**

### Opportunity Sites To Bolster Economic Vitality and Livability



### The Future of Launch Pointe, North Elsinore, and Downtown

Help us plan the future of these three sites by identifying which elements you would like to see in the future. Place your dot that matches your opinion for each element.

Residential Type 3	
	<input type="radio"/> Awesome
	<input type="radio"/> Good
	<input type="radio"/> Okay

Residential Type 4	
	<input type="radio"/> Awesome
	<input type="radio"/> Good
	<input type="radio"/> Okay

General Commercial	
	<input type="radio"/> Awesome
	<input type="radio"/> Good
	<input type="radio"/> Okay

Mixed-Use	
	<input type="radio"/> Awesome
	<input type="radio"/> Good
	<input type="radio"/> Okay

Entertainment	
	<input type="radio"/> Awesome
	<input type="radio"/> Good
	<input type="radio"/> Okay

Place a Sticky Note If You Have Another Idea For These Sites!



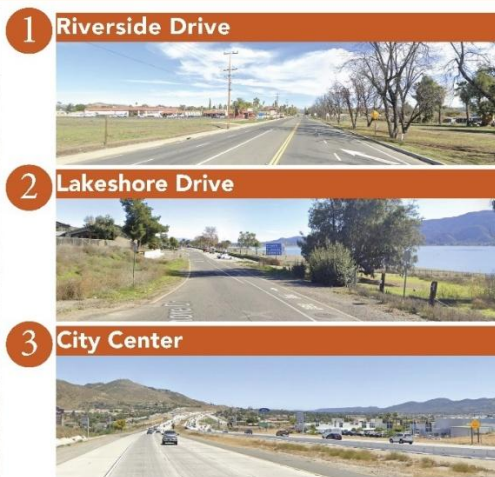
## Focus Area 2: Focus mixed uses along key corridors to create special places.

The Focus Area 2 board focused on three areas -- Riverside Drive, Lakeshore Drive, and City Center. Two land use alternatives are presented: Small Scale Mixed-Use and Residential Type Three. Small Scale Mixed-Use land use was illustrated by a two-story building with commercial on the ground floor; Residential Type Three land use was illustrated as single-family housing in a suburban neighborhood. More participants put dots for the Small Scale Mixed-Use than Residential Type Three. Participants appear to prefer the Small Scale Mixed-Use option; all dots are in the “awesome” category, while Residential Type Three had one dot placed as a “good” option.



## Focus mixed uses along key corridors to create special places.

### Opportunity Sites To Focus Mixed Use Designations



### The Future of Riverside Drive, Lakeshore Drive, and City Center

Small Scale Mixed-Use	
	<input type="radio"/> Awesome
	<input type="radio"/> Good
	<input type="radio"/> Okay
Residential Type 3	
	<input type="radio"/> Awesome
	<input type="radio"/> Good
	<input type="radio"/> Okay

Place a Sticky Note If You Have Another Idea For These Sites!
<div></div>

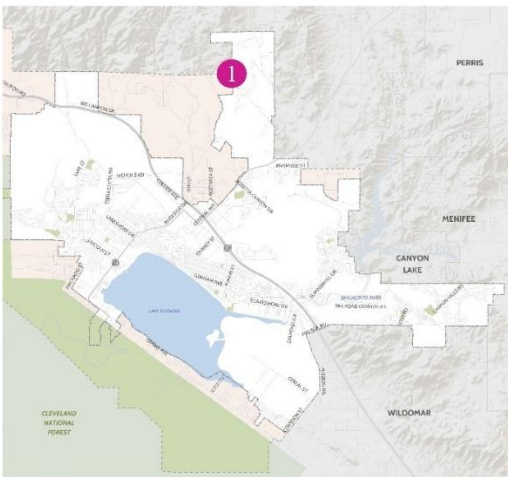
### Focus Area 3: Create a new commercial and industrial opportunities compatible with surrounding areas (north of CA-74).

For the future of north CA-74, the board presented participants with four land use options: General Commercial, Limited Industrial, Residential Type One, and Residential Type Two. Both residential options depict single-family housing but Residential Type One depicts large lot, larger homes while Residential Type Two depicts a more suburban single-unit context. Between the two residential options, participants are more inclined toward Residential Type One and highlighted that they like open space. General Commercial (depicted as a shopping center) is also a popular option, with most dots in the “awesome” category. Limited Industrial use’s feedback is more mixed, with some participants indicating this land use option as “good” yet most of the dots in the “okay” option.



Create new commercial and industrial opportunities compatible with surrounding areas.

#### Opportunity Sites To Create New Commercial and Industrial Opportunities



#### 1 North of CA-74



#### The Future of CA-74

Help us plan the future of these three sites by identifying which elements you would like to see in the future. Place your dot that matches your opinion for each element.

##### General Commercial



Awesome

Good

Okay

##### Residential Type 1



Awesome

Good

Okay

Place a Sticky Note If You Have Another Idea For This Site!

##### Limited Industrial



Awesome

Good

Okay

##### Residential Type 2



Awesome

Good

Okay



#### Focus Area 4: Encourage a modern live, work, play “Uptown” district.

The four land use options on the board for North Elsinore included Live and Work Units, Entertainment, Residential Type Four, and Mixed-Use. The land uses were depicted as follows:

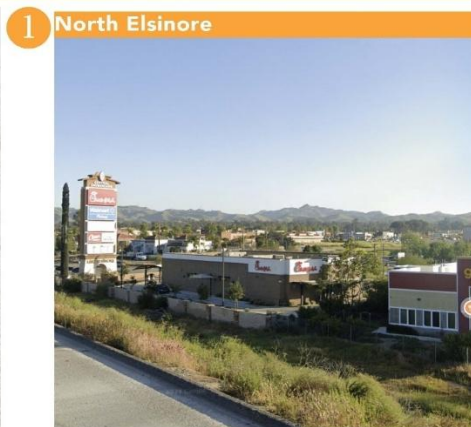
- Live and Work – multi-story buildings with the work component on the lower floor
- Entertainment – commercial gathering space
- Residential Type Four – two-story lower density townhouse style
- Mixed-Use – two-story mixed-use structure with commercial on the ground floor.

The two categories received the greatest number of dots -- Live and Work Units and Entertainment. Live and Work Units received the most support for this board, with both the highest number of dots and the most dots in the “awesome” category. Entertainment has one dot in each category, showing mixed support for this land use alternative. Residential Type Four received one dot in the “good category”, and Mixed-Use also received one dot in the “awesome” category.



**Encourage a modern live, work, play “Uptown” district.**

#### Opportunity Sites To Facilitate a Uptown District



#### The Future of Uptown

Help us plan the future of these three sites by identifying which elements you would like to see in the future. Place your dot that matches your opinion for each element.

Live and Work Units	
	<div>Awesome</div> <div>Good</div> <div>Okay</div>
Residential Type 4	
	<div>Awesome</div> <div>Good</div> <div>Okay</div>

Entertainment Areas	
	<div>Awesome</div> <div>Good</div> <div>Okay</div>
Mixed-Use	
	<div>Awesome</div> <div>Good</div> <div>Okay</div>

Place a Sticky Note If You Have Another Idea For This Site!
<div></div>

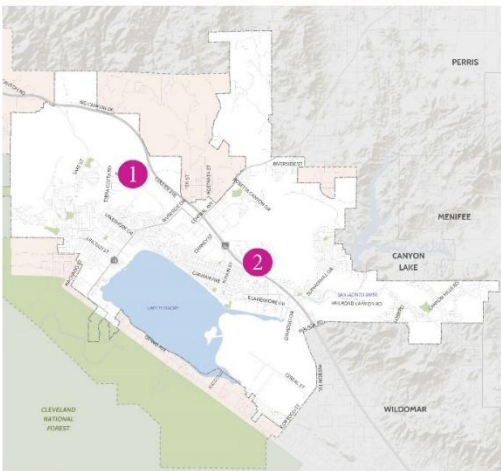
## Focus Area 5: Create new commercial and industrial opportunities compatible with surrounding areas (north of Nichols Road and around Cam Del Norte).

This board presented two land use alternatives: General Commercial and Limited Industrial. General Commercial was illustrated by a low-scale outdoor shopping center with immediate parking access; Limited Industrial was illustrated as low-rise industrial tilt-up buildings. General Commercial received more dots overall than Limited Industrial, which received one dot in the “okay” category. All the votes for General Commercial were in the “awesome” category.



Create new commercial and industrial opportunities compatible with surrounding areas.

### Opportunity Sites To Create New Commercial and Industrial Opportunities



#### 1 North of Nichols Road



#### 2 Around Cam Del Norte



### The Future of Nichols Road and Cam Del Norte

Help us plan the future of these three sites by identifying which elements you would like to see in the future. Place your dot that matches your opinion for each element.

General Commercial	
	<input type="radio"/> Awesome
	<input type="radio"/> Good
	<input type="radio"/> Okay
Limited Industrial	
	<input type="radio"/> Awesome
	<input type="radio"/> Good
	<input type="radio"/> Okay

Place a Sticky Note if You Have Another Idea For These Sites!



## Other Land Use Comments

Participants also shared feedback not specific to an individual area or type of uses. Participant comments include:

- need for more safe, clean, affordable, senior housing;
- improve the diversity and quality of general commercial uses. Dining and grocery store were highlighted, with an interest in more local shopping options and restaurants with examples such as breweries, restaurants like Yardhouse, and grocery stores such as Sprouts or Whole Foods; and
- maintain Lake Elsinore's character through existing open space preservation and minimizing impacts on the Lake from being from new developments.



## Online Questionnaire Summary

The City of Lake Elsinore provided an online General Plan Update questionnaire featuring possible land use alternatives for five focus areas, which were featured at the Live at the Lakefront workshop event. The online questionnaire was accessible on the City's website ([www.lake-elsinore.org](http://www.lake-elsinore.org)) from October 15, 2024 to October 29, 2024. Three-hundred and twelve (312) participants responded to the questionnaire, of which 144 participants responded to every question. The questionnaire included a total of twenty-two questions broken into the five focus areas. Specifically, they are: The five focus areas and land use themes are:

1. Focus Area 1: Opportunity sites to bolster economic vitality and livability in Launch Pointe, North Elsinore and Downtown.

2. Focus Area 2: Opportunity sites to focus mixed use designations in Riverside Drive, Lakeshore Drive, and City Center.
3. Focus Area 3: Opportunity sites to create new commercial and industrial opportunities for CA-74.
4. Focus Area 4: Opportunity sites to facilitate an uptown district.
5. Focus Area 5: Opportunity sites to create new commercial and industrial opportunities compatibility with surrounding areas for Nichols Road and Camino del Norte.

Participants were asked to rate their opinion for each focus areas' proposed land uses. The ratings included "awesome", "good", and "okay". Space was provided for the participants to provide additional comments.

### **Focus Area 1: Opportunity sites to bolster economic vitality and livability in Launch Pointe, North Elsinore and Downtown.**

Focus Area 1 provided a total of five land uses to rate. The three residential land uses were Type Three (townhouse style), Type Four (denser townhouse style), and Mixed-Use (three-story building with retail on the ground floor). The two non-residential land uses were General Commercial and Entertainment. Of all the land use alternatives, Entertainment land use received the most "awesome" responses (79%). Fifty percent of the General Commercial and Mixed-Use land uses received "awesome", but Mixed-Use received more ratings of "good" than General Commercial. Within the residential options, Mixed-Use received the most responses for "awesome", followed by Residential Type Four and Residential Type Three. Participants encouraged sit-down restaurants and family-friendly neighborhoods. Several participants expressed interest in seeing a small concert venue or amphitheater as an option for entertainment.

### **Focus Area 2: Opportunity sites to focus mixed use designations in Riverside Drive, Lakeshore Drive, and City Center.**

Focus Area 2 provided participants with two land use options to rate: Small Scale Mixed-Use and Residential Type Three (townhouse style). Participants slightly favored Residential Type Three more than Small Scale Mixed-Use, with 36% participants rating Residential Type Three as "awesome" compared to 30% for Small Scale Mixed-Use. Interestingly, the participants were of two minds regarding residential uses in these areas. Some wanted to see apartments or mixed-use to attract young people; they liked the idea of "building up rather than out". However, other participants were adverse to residential uses or neighborhoods in Focus Area 2. Participants want to see roads and infrastructure addressed to support more housing. A couple of participants expressed that commercial uses should be located by the Diamond Stadium and that other land uses should be focused in Lakeland Village and Launch Pointe.

### **Focus Area 3: Opportunity sites to create new commercial and industrial opportunities for CA-74.**

Focus Area 3 provided participants with four land use options: General Commercial, Limited Industrial, Residential Type One (single-family housing on larger lots), and Residential Type Two (suburban single-units). Of all the land uses, Residential Type One received the most “awesome” ratings at 58%. However, Residential Type Two and General Commercial also received more than 50% “awesome” ratings. When adding up “awesome” and “good”, Residential Type Two received the most votes at 89%, followed by Residential Type One at 86% and General Commercial at 76%. Limited Industrial received 23% “awesome” and 49% “okay”, indicating that participants preferred the other land use presented for this area. In the open response section, several participants expressed concern with warehouses locating near residential properties or suggested warehouses should be contained in one area of the city. Some participants suggested single family housing for this area.

### **Focus Area 4: Opportunity sites to facilitate an uptown district.**

Focus Area 4 provided four land use options -- Live and Work units (depicted as a multi-story building with the work component on the lower floor), Entertainment, Mixed-Use, and Residential Type Four (two-story lower density townhouse style). The Entertainment option was most favored, with 82% of participants describing it as “awesome”. This was followed by the Mixed-Use land use option and Live and Work units, at 50% and 44% respectively. Other land uses identified as being beneficial include office/retail, affordable senior housing, and cultural attractions.

### **Focus Area 5: Opportunity sites to create new commercial and industrial opportunities compatibility with surrounding areas for Nichols Road and Camino del Norte.**

Focus Area 5 provided participants with two land use choices -- General Commercial and Limited Industrial. Participants favored General Commercial higher than Limited Industrial, with 48% “awesome” for General Commercial land use as opposed to 17% “awesome” for Limited Industrial land use. Many of the open-ended responses expressed concern or objection regarding industrial and warehouses in this area. Again, participants have concern regarding warehouse uses near residential uses and schools. Other comments indicate participants’ concern about warehouses’ long-term impact on the city and health. A couple of participants suggested college or university uses or open space preservation



for this area. Several participants stated additional commercial uses would encourage local shopping and help create a vibrant town.

### **Other Comments:**


Participants also provided other comments including:

- investing in infrastructure is needed, especially roads and traffic, to support any further construction
- adding parks, open space, trails, and trees
- expanding/widening the variety of businesses including more sit-down restaurants, a diversity of grocery stores and shops
- discouraging or prohibiting additional cannabis dispensaries, gas stations, and fast-food
- addressing homelessness and increasing safety

## **Aggregated Land Use Alternative Summary**


Participants at both the Live at Lakefront pop-up workshop event and the online questionnaire had similar feedback. Some comments include proximity of industrial uses to residential land uses, improving diversity and variety of businesses, and enhancing open space preservation. In Focus Area 1, both the pop-up workshop and the questionnaire participants favored entertainment as the main land use. In Focus Area 2, the pop-up workshop participants favored small-scale mixed use while the online questionnaire respondents favored Residential Type Three. The questionnaire participants would like to see infrastructure needs addressed before increasing housing supply. Focus Area 3 received similar responses with Residential Type One as the most liked land use option, and General Commercial being favored over Light Industrial. For Focus Area 4, online questionnaire participants favored Entertainment while participants at the workshop event preferred Live and Work Units followed by Entertainment. Finally, in Focus Area 5, General Commercial was preferred to Light Industrial in both the workshop event and the questionnaire

## Appendix – Live at Lakefront Pop-Up Workshop Results




**Add residential uses near Downtown, Launch Pointe, and other key sites/areas to bolster livability and economic viability.**


**Opportunity Sites To Bolster Economic Vitality and Livability**




**1 Launch Pointe**



**2 North Elsinore**




**3 Downtown**



**The Future of Launch Pointe, North Elsinore, and Downtown**


Help us plan the future of these three sites by identifying which elements you would like to see in the future. Place your dot next to each element.

**Residential Type 3**




Awesome	
Good	• • • • •
Okay	•

**Mixed-Use**




Awesome	• • • • •
Good	• • • • •
Okay	• • • • •

**Residential Type 4**




Awesome	• • • • •
Good	• • • • •
Okay	• • • • •

**Entertainment**



Awesome	• • • • •
Good	• • • • •
Okay	• • • • •

**General Commercial**



Awesome	• • • • •
Good	• • • • •
Okay	• • • • •

**Place a Sticky Note If You Have Another Idea For These Sites!**

20 MORE  
STAYING BEHIND  
DOWNTOWN  
PLACED  
INCREASING RESTAURANTS  
LANDMARK BUILDING  
MIXED-USE BUILDINGS

Lake Elsinore General Plan Update  
Land Use Alternatives Workshop and Questionnaire Summary

Page 13



Create new commercial and industrial opportunities compatible with surrounding areas.

### Opportunity Sites To Create New Commercial and Industrial Opportunities



#### 1 North of Nichols Road



#### 2 Around Cam Del Norte



### The Future of Nichols Road and Cam Del Norte

Help us plan the future of these three sites by identifying which elements you would like to see in the future of each element.

#### General Commercial



Awesome  
Good  
Okay

#### Limited Industrial



Awesome  
Good  
Okay

Please consider building new, safe & clean housing for Senior Citizens. We all live in poverty.

Place your dot that matches your opinion for

Place a Sticky Note If You Have Another Idea For These Sites!

COMMERCIAL IDEAS  
• BREWERIES  
• RESTAURANTS: YACHTS etc  
• MARKETS  
• BUDGET CATERING  
• NO MORE INDUSTRIAL STATIONARIES





## Create new commercial and industrial opportunities compatible with surrounding areas.

### Opportunity Sites To Create New Commercial and Industrial Opportunities



#### 1 North of CA-74



### The Future of CA-74

Help us plan the future of these three sites by identifying which elements you would like to see in the future. Place your dot that matches your opinion for each element.

#### General Commercial



Awesome ☒ ☐ ☐ ☐ ☐

Good ☐ ☐ ☐ ☐ ☐

Okay ☐ ☐ ☐ ☐ ☐

#### Residential Type 1



Awesome ☐ ☐ ☐ ☐ ☐

Good ☐ ☐ ☐ ☐ ☐

Okay ☐ ☐ ☐ ☐ ☐

#### Limited Industrial



Awesome ☐ ☐ ☐ ☐ ☐

Good ☐ ☐ ☐ ☐ ☐

Okay ☐ ☐ ☐ ☐ ☐

#### Residential Type 2




Awesome ☐ ☐ ☐ ☐ ☐

Good ☐ ☐ ☐ ☐ ☐

Okay ☐ ☐ ☐ ☐ ☐

Place a Sticky Note If You Have Another Idea For This Site!





## Encourage a modern live, work, play "Uptown" district.

### Opportunity Sites To Facilitate a Uptown District

1

North Elsinore





### The Future of Uptown

Help us plan the future of these three sites by identifying which elements you would like to see in the future. Place your dot that matches your opinion for each element.

Element	Awesome	Good	Okay
Live and Work Units	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment Areas	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Residential Type 4	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Mixed-Use	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Place a Sticky Note If You Have Another Idea For This Site!

COMMERCIAL IDEAS:

- BIG BOXES
- RESTAURANTS
- NOT FAST FOODS
- MARKETS
- SPIRITS
- WHOLE FOODS





Focus mixed uses along key corridors to create special places.

### Opportunity Sites To Focus Mixed Use Designations



#### 1 Riverside Drive



#### 2 Lakeshore Drive



#### 3 City Center



### The Future of Riverside Drive, Lakeshore Drive, and City Center

#### Small Scale Mixed-Use



Awesome ☐

Good ☐

Okay ☐

#### Residential Type 3



Awesome ☐

Good ☐

Okay ☐

Place a Sticky Note If You Have Another Idea For These Sites!

More Lake access for kids / family to enjoy the water.