



City of Menifee

EDC SOUTHERN GATEWAY

CITY OF MENIFEE ECONOMIC DEVELOPMENT CORRIDORS (EDC)



The City has identified certain properties next to I-215 as Economic Development Corridors (EDC) in the Land Use Element of the General Plan



These areas provide important opportunities to stimulate new economic development opportunities and provide a positive visual image of Menifee.



These areas can reflect the intended economic success and vitality of the city.



These are areas that could accommodate new growth desired by the City.

PLANNING BACKGROUND

- On March 2, 2022, the City Council approved Ordinance 2022-337 amending Menifee's Municipal Code Title 9 regarding updating definitions and permitted uses in the Economic Development Corridor McCall and Southern Gateway Subareas. More specifically, warehouse and distribution were removed as a permitted use in both districts.
- 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.

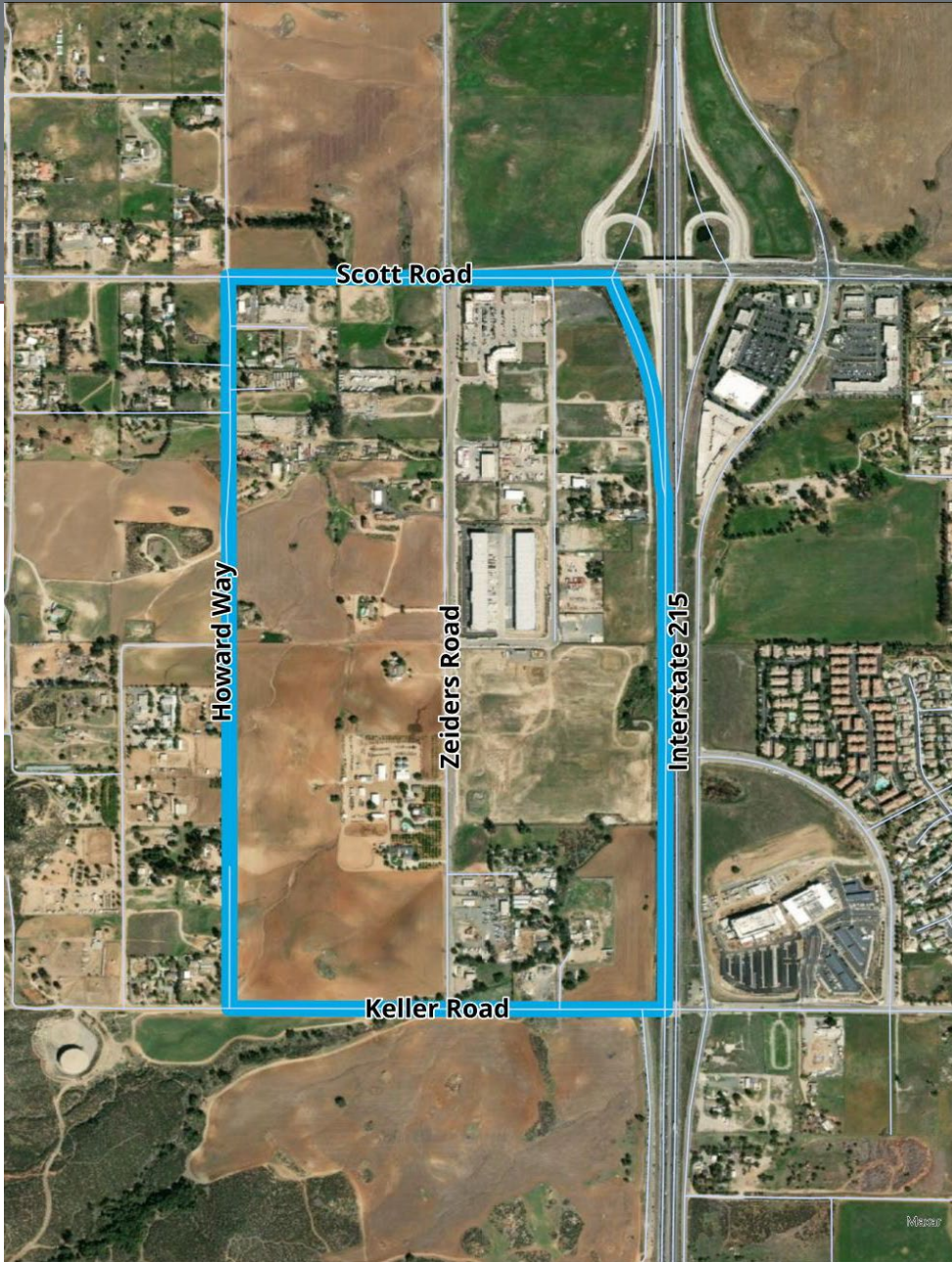
CITY COUNCIL STRATEGIC PLAN

- Outreach was identified as the first step in the Council's 2018 Strategic Plan.
- Preparation of the Specific Plan was identified as the next step in the updated Strategic Plan, effective July 1, 2023.
- Based discussions with Council, City staff have identified the EDC-SG as a potential innovation district and want to see high-quality uses in the area.
- Key goal – to achieve a thriving economy

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

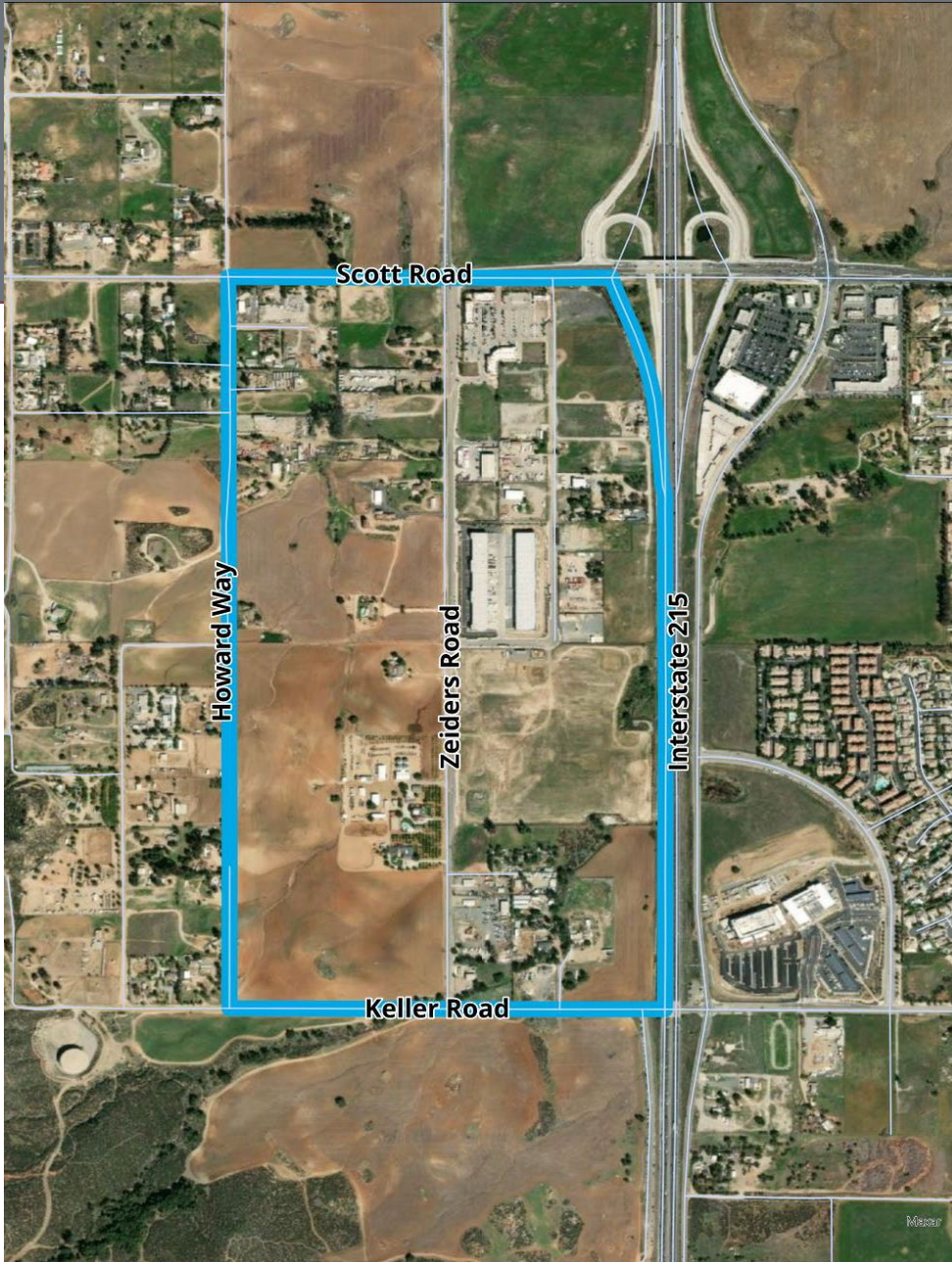
- The City of Menifee recently completed a Comprehensive Economic Development Strategy (CEDS), which is the guiding document for the City's Economic Development efforts for years to come aimed at diversifying the city's local economy, while addressing job creation for the region.
- The CEDS identifies target industries that the City of Menifee is concentrating on attracting, such 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

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- As discussed previously, the EDC Southern Gateway area previously encompassed properties north of Scott Road on either side of I-215 but these have since been removed. Therefore, this planning effort is focusing on the remaining portions of the EDC Southern Gateway south of Scott Road (identified in the image to the left).
- The EDC-SG is now approximately 299-acres
- City staff have identified a number of constraints currently limiting development in this area, including lack of infrastructure, small lots and blue lines, among others.

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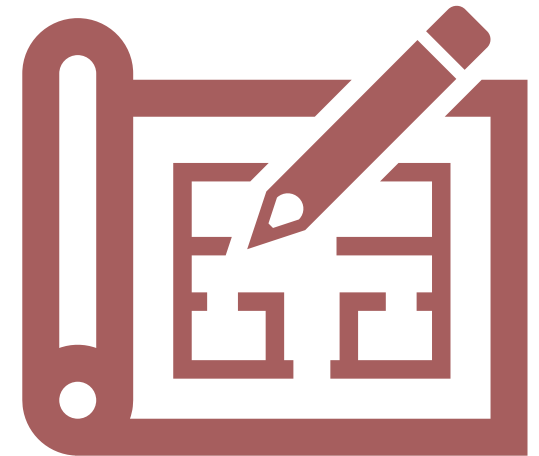


- The EDC Southern Gateway was originally envisioned as a business park (predominately light industrial and corporate office uses) and limited supporting commercial uses.
- City staff have now identified the EDC-SG as a potential innovation district.
- EDC areas may be implemented through a Specific Plan which is what is envisioned for this area.

WHAT IS A SPECIFIC PLAN

A Specific Plan is a planning document that implements the goals and policies of the City's General Plan. Specific Plans contain detailed development standards and implementation measures to which future projects located within the designated area must adhere to.

- General Plan provides overall guidance for the physical development of the entire City
- Specific Plans are used to provide more detailed regulatory guidance for specific areas or larger developments in the City
- Specific Plans involve customized zoning for the area
- Can allow flexibility and customization of development standards to meet the unique needs of a certain area
- Can contain incentives for new development or streamline the approval process
- An EIR will be prepared to provide environmental clearance for specific plan uses and regulations.



GOALS OF THIS WORKSHOP



Discuss the future of the EDC Southern Gateway with property owners, the business community and other interested stakeholders



Determine appropriate uses for the EDC Southern Gateway through input from stakeholders, considering priorities, needs, desires, and concerns.



Discuss the possibility of a future Specific Plan to govern development in the EDC Southern Gateway

GROUP ACTIVITY

