



Section 3.0

Project Description



3.0 PROJECT DESCRIPTION

3.1 ENVIRONMENTAL LOCATION AND SETTING

The City of Murrieta is located in southeastern Riverside County, and is comprised of 26,852 acres (41.96 square miles) of which 21,511 acres (33.61 square miles) is located within the City limits and 5,341 acres (8.34 square miles) is located within the City's Sphere of Influence. Surrounding cities include Menifee to the north, Temecula to the south and east, Wildomar to the west, and unincorporated Riverside County to the north, south, and east. The San Diego County border is just south of Temecula, and Orange County lies on the other side of the Santa Ana Mountains to the west. Regional access to the City is provided by the Interstates 15 and 215; refer to *Exhibit 3-1, Regional Location Map*.

3.2 BACKGROUND

The City's existing General Plan (1994, 2006 amendments) consists of the following eight State mandated and optional elements:

- Land Use
- Housing
- Circulation
- Conservation and Open Space
- Safety
- Noise
- Air Quality
- Economic Development

Murrieta has changed significantly since its first General Plan was adopted in 1994. Subsequent updates to the Land Use Element, Circulation, and Economic Development Elements were completed in 2006. The national recession and pause in development pressure has provided an opportunity to realign City policy to prepare for the next period of growth. In 2009, the City of Murrieta initiated a comprehensive update of the General Plan.

ECONOMIC DEVELOPMENT FOUNDATION FOR GENERAL PLAN UPDATE

Prior to commencing the comprehensive update to the City's General Plan, the City Council undertook a number of steps that lead to Council's determination that economic development is the City's number one priority and how that priority would serve as the foundation for the General Plan Update.



February 2008

The City Council authorized a sub-committee of the Council, comprised of two Council members, to evaluate a land use strategy benefiting the City's economic future. The Land Use Sub-Committee's directive was to meet with staff (City Manager, Planning Director, and Economic Development Director) to discuss the City's long-term economic opportunities, to determine if land uses and development standards should be amended to meet the City's economic objectives for the generation of revenue and the promotion of jobs.

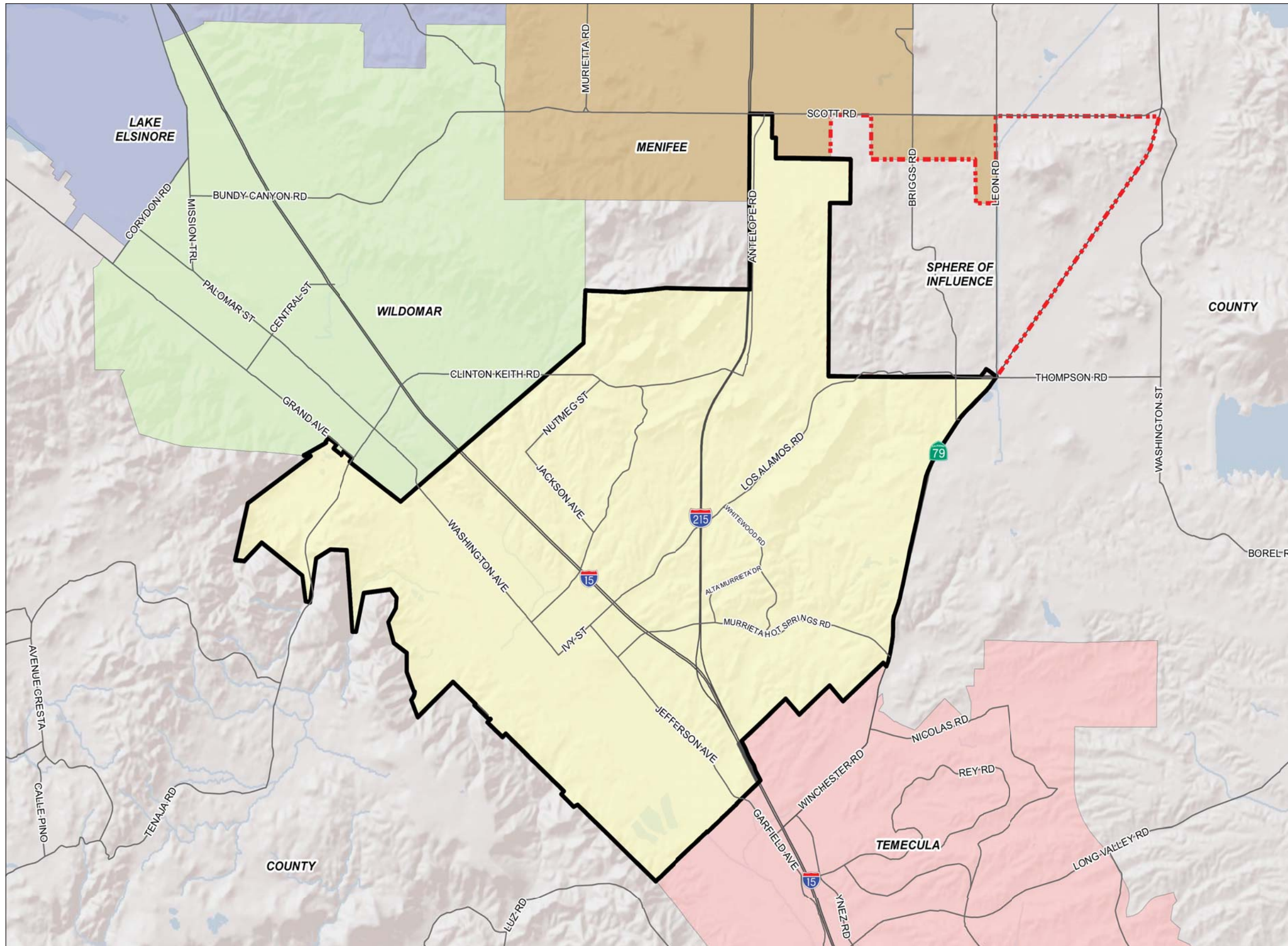
October 2008

The City Council put in place Murrieta's first Comprehensive Economic Development Strategy (refer to Appendix U), which established economic development as the City Council's number one priority. The strategy is intended to diversify the City's economic base through three key purposes: 1) to serve as a roadmap for public and private actions to stimulate economic development, 2) encourage growth and diversification of the local economy, and 3) to promote the creation of higher pay jobs, income, and wealth in the community. The Strategy articulates a 20-year vision that includes both short-term and long-term actions, along with the following vision statements:

- *Murrieta to become diversified retail, corporate, and business hub for the region, offering high quality development, safe environment, and outstanding quality of life.*
- *Murrieta will become home to technologically advanced firms, higher educational facilities, wide variety of national and upscale retail, sit-down restaurants, quality hotels and new specialty auto dealerships, and a revitalized Historic Downtown.*

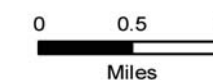
December 2008

A City Council workshop was conducted presenting the recommendations of the Land Use Sub-Committee and directed staff to return to the City Council with a work program and budget. The Land Use Sub-Committee determined that as land for office and research and development opportunities becomes saturated in the greater San Diego area, the City of Murrieta will provide the land for the next wave of development expansion. One intent of the general plan update is to place Murrieta in a positive position, so that when economic conditions improve, the City will be prepared to embrace that development expansion. The Land Use Sub-Committee was very sensitive to the desire to have a comprehensive update to the City's General Plan in place for the 2010/11 market. The City's first General Plan was adopted in 1994 and presented a low-intensity suburban vision that is not necessarily consistent with the economic strategy currently contemplated.



LEGEND

-  Murrieta
-  Sphere of Influence



Source: County of Riverside, City of Murrieta, and ESRI - World Shaded Relief.

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The Sub-Committee recommended the primary focus of land use considerations in the General Plan Update be those areas that have the greatest potential to accept the next wave of economic expansion, including 1) Antelope Corridor (primarily east side of I-215 to Meadowlark Lane, and from Scott Road to Clinton Keith Road); 2) South Murrieta Business Corridor (generally from I-15 east to Jefferson Avenue and from Murrieta Hot Springs to the southerly City limits); 3) Murrieta Hot Springs North (generally between I-15 and I-215, between Murrieta Hot Springs and Los Alamos Roads).

April 2009

Staff gave a presentation to the City Council regarding the potential work program for comprehensive update to the General Plan, Zoning, and Development Code. The presentation identified three key questions related to Murrieta's Long-Term Vision: 1) Is it good for the City?, 2) Does it produce jobs?, and 3) Does it generate revenue?

June 2009

The City issued a Request for Proposal (RFP) for the Comprehensive General Plan Update, Redevelopment Area Land Use Analysis and Environmental Impact Report to prospective consultants. Section II of the RFP reiterates the City's focus on economic development for the general plan update.

The Murrieta City Council has designated Economic Development as its Number One Priority. The City has recently established its first Comprehensive Economic Development Strategy, which spells out the City's 20 year vision for Murrieta as a diversified business hub for Southwest Riverside County and neighboring North San Diego County. The Strategy seeks to encourage private sector investment in the creation of higher paying jobs, income, and wealth in Murrieta through economic diversification. Murrieta is seeking a full range of quality new development, including retail centers, which are anchored by department stores, national and lifestyle retailers, corporate/technology parks, hotels, and upscale restaurants. Murrieta is promoting itself, on a long term basis, as the home of technologically-advanced firms and higher educational facilities, including healthcare, medical facilities and services, software companies, engineering companies, medical device companies, biotechnology firms, defense contractors, research and development operations, green-tech, and light manufacturing. During the current economic downturn, the City is focused on creating the foundation for its future economic prosperity through public investments in its infrastructure and by adopting General Plan policies and Development Code regulations which promote the development of shovel ready sites.

In conclusion, the City Council established a Comprehensive Economic Development Strategy in October 2008, making economic development of Murrieta the number one priority for the City. The Strategy served as one of the key factors to initiate the comprehensive General Plan Update.



3.3 STATEMENT OF OBJECTIVES

The City of Murrieta’s objectives for the General Plan 2035 are as follows:

- Focus policy direction on economic development and establishing the City as a diversified and strong economic base.
- Provide new goals and policies to address future development and growth within the City.
- Provide comprehensive and concise land use designations that better reflect the land use vision for the City.
- Update the City’s environmental baseline (i.e., existing) conditions to the year 2009.
- Update the General Plan development projections for the year 2035, including projections for dwelling units, non-residential square footage, population, and employment.
- Provide goals and policies to address the connections between health and the physical, social, and economic environment.
- Incorporate sustainability goals and policies to balance current demands with future demands as they pertain to the environment, economy, and social equity.
- Provide a basis for informative decisions when considering the 2035 development associated with implementation of the General Plan 2035 in the City of Murrieta.
- Conform with *CEQA* Section 21000 et seq., which requires that environmental impacts be addressed and mitigated.
- Provide a legally defensible environmental foundation upon which discretionary actions may be evaluated.

3.4 ASSUMPTIONS FOR ENVIRONMENTAL ANALYSIS

The General Plan 2035 EIR analysis is based upon several assumptions regarding existing and future conditions in the City of Murrieta. Unless otherwise stated, the assumptions are identified in *Table 3-1, General Plan 2035 Growth Assumptions*.



**Table 3-1
General Plan 2035 Growth Assumptions**

Description	Existing Conditions (2009) ¹	General Plan 2035 Buildout ¹	Change
Population (persons)	101,253	133,452	32,199
Housing (dwelling units)	33,750	44,484	10,734
Household Size (persons/household)	3.0	3.0	N/A
Non-Residential Development (square feet)	13,978,895	50,189,652	36,210,757
Employment (jobs)	19,878	130,153	110,275
Vacant Acreage (acres)	7,291.23	N/A	N/A

1. The planning horizon for the General Plan 2035 extends from 2009 to 2035.

3.5 PROJECT CHARACTERISTICS

3.5.1 COMPONENTS OF THE GENERAL PLAN 2035

The General Plan 2035 is a comprehensive update of the 1994 General Plan, which includes an update of existing elements, as well as the addition of two elements. The General Plan 2035 comprises the following State mandated and optional elements: Land Use; Economic Development; Circulation; Healthy Community; Conservation; Recreation and Open Space; Air Quality; Noise; Safety; and Housing (updated and adopted as part of a separate process).

Major components of the General Plan 2035 include:

- Update of existing conditions, with year 2009 serving as the baseline year.
- Update of General Plan development projections to the year 2035. Projections for population, employment, residential, and non-residential development have been updated for the projected horizon year.
- Additions, deletions, or modifications to the 1994 and 2006 General Plan goals, policies, and implementation.
- Update the Land Use Element with reorganized and new land use designations. This includes separating the City’s currently combined Land Use and Zoning Map into two separate maps. The General Plan Land Use Policy Map will provide broad land use categories and the Zoning Map, which is being updated separately from the General Plan 2035, will define specific uses and development standards.
- Amendment of the remaining General Plan Elements to reflect current conditions and account for development projections to year 2035.



3.5.2 FOUNDATION FOR THE GENERAL PLAN 2035

Before starting the General Plan 2035, the Murrieta City Council identified economic development as the City’s top priority. To support that priority, the City Council established a Comprehensive Development Strategy presenting the 20-year vision that Murrieta will be a diversified business hub for Southwest Riverside County and North San Diego County.

The General Plan 2035 presented an opportunity to get the community involved in setting direction for Murrieta. Workshops, surveys, and other participation opportunities during the planning process prompted community members to articulate their hopes for the future, provide direction on land use, suggest goals, and review draft documents. This community input was translated into the following ten community priorities that describe the vision that members of the public provided for the future of their community, which guided the goals and policies in the General Plan.

Natural Environment	<i>Protect the natural beauty of the mountains, hills, and waterways.</i>
Rural Areas	<i>Preserve elements of Murrieta’s rural heritage.</i>
Community Character	<i>Protect and foster a strong sense of community and safety, as well as the "small town" feeling.</i>
Recreation and Culture	<i>Provide abundant parks and facilities for recreational activities, and cultural amenities.</i>
Historic Downtown Murrieta	<i>Create a vibrant, prosperous Historic Downtown that serves as a community center and provides a variety of quality shopping and dining experiences.</i>
Governance	<i>Promote community involvement and provide for a fiscally sound future.</i>
Sustainable Economy	<i>Pursue economic vitality and longevity by attracting higher education and growing a base of clean industry, while maintaining the current housing affordability.</i>
Transportation	<i>Improve roadway networks to reduce traffic, and provide a citywide system of bicycle lanes and recreational trails that improve accessibility without a car.</i>



Infrastructure and Services	<i>Improve health care within the City, and continue to provide excellent school, police, fire, library, and recreation services.</i>
<hr/>	
Youth Amenities	<i>Provide ample activities for all ages of youth, and jobs for teens.</i>

Natural Environment – Protect the natural beauty of the mountains, hills, and waterways.

Community members value the natural beauty and clean air of Murrieta. They listed mountains, hills, and waterways as treasures, with several calling out the Santa Rosa Plateau in particular. Participants cited open space as a treasure, and participants including youth expressed that natural areas should be retained in the future.

Participants cautioned that preservation would need to be balanced with development and the need to prevent flooding around waterways. Participants also expressed concerns about interference with property rights.

A workshop group that focused on open space and trails cited several benefits of quality of life, property values, sense of community, recreation, and wildlife preservation. This group suggested that connections between open space should be designed to work for people as well as for wildlife, and proposed a park with trails along the river from Wildomar to Temecula; they also suggested removing cement from the riverbed to allow groundwater recharge.

Rural Areas – Preserve elements of Murrieta’s rural heritage.

Community members value the small town feel around Murrieta, although they want the preservation of rural areas to be balanced with urban growth. Workshop participants also expressed a need for additional infrastructure in rural areas, such as roads, water, and sewer.

There were several different components of this “small town” character that participants valued. Some wanted a feeling of openness, space, and country landscapes. Others cited the freedom to keep animals, ride horses, and grow food—or to have more privacy.

Residents in the Los Alamos area offered visions for their neighborhood that sought these types of rural elements, as well as large lot sizes and limited regulation, while providing more urban infrastructure.

Other participants suggested maintaining a small town feel by using elements such as split-rail fences, swales instead of curbs, greenways, and trails. One workshop group suggested ensuring compatible land uses near rural and agricultural areas. A survey participant proposed a living farm museum.



Community Character – Protect and foster a strong sense of community and safety, as well as the "small town" feeling.

Community members described Murrieta as safe, and placed importance on keeping it that way. Participants felt that Murrieta was good for families and wanted the community to be a safe, healthy environment for children in the future. Teens strongly valued the safety and sense of community they felt in Murrieta.

Residents expressed that Murrieta had a small town feel and sense of community. They valued community events and considered other people in Murrieta to be an asset.

Participants, including teens, referred to Murrieta as “clean,” adding suggestions for more trees or landscaping, and image improvement. Participants expressed a desire for Murrieta to have a distinct identity.

Recreation and Culture – Provide abundant parks and facilities for recreational activities, and cultural amenities.

Many comments related to recreation and culture. Community members value parks and outdoor activities. Suggestions for additional recreational facilities included a dog park, aquatic facility, and a skating rink. One workshop group suggested building a campground and also suggested that volunteers could contribute to recreation, for instance through an “adopt a trail” program.

Participants expressed a need for more dining and night life in Murrieta. Others hoped for more arts and culture events and facilities, such as a concert hall. One workshop group wanted to see cultural amenities that would attract residents aged 18-30.

Historic Downtown Murrieta – Create a vibrant, prosperous Historic Downtown that serves as a community center and provides a variety of quality shopping and dining experiences.

Participants placed importance on Murrieta’s historic downtown and Town Center, describing their envisioned downtown as “magical,” “bustling,” “prosperous,” and “vibrant.” They valued the historic character of downtown and suggested street lights and windmills as enhancements.

Sustainable Economy – Pursue economic vitality and longevity by attracting higher education and growing a base of clean industry, while maintaining the current housing affordability.

Community members expressed a desire for economic development that would lead to more jobs, including high-paying jobs and jobs for teens and fully occupied retail centers. Participants hoped to see development in the Golden Triangle. They noticed local signs of the economic downturn, expressing concerns about commercial vacancies, foreclosures, and lower housing



values. However, participants also considered the affordability of housing in Murrieta to be an asset.

To stimulate economic development, workshop groups suggested providing higher education, infrastructure, and incentives, as well as promoting downtown. One group felt that high-speed rail could provide an opportunity. Another group suggested constructing office buildings for large employers. Some areas of growth the groups identified were medical and bio-tech industries, “green” businesses, mixed use, and hotels. Hotel locations were suggested near the Loma Linda University Medical Center and in the Golden Triangle, north of Murrieta Hot Springs Road. Participants saw opportunities for Murrieta due to assets such as freeway access and an educated workforce.

Participants recognized the role of the City and the General Plan in directing land use and growth. They expressed the need to manage growth in order to provide adequate infrastructure and services, or to preserve certain qualities of the community that they value.

Transportation – Improve roadway networks to reduce traffic, and provide a City-wide system of bicycle lanes and recreational trails that improve accessibility without a car.

Transportation systems are important to Murrieta residents to help them reach other regional destinations and to travel within the city. Participants said that Murrieta was conveniently located, but many would rather be able to work, shop, dine, and recreate in Murrieta instead of driving out of town.

Time spent in the car is clearly an issue for Murrieta residents, with many participants citing traffic as a concern, on local streets and freeway interchanges. Even teens brought up traffic as a challenge for the community. As individuals and in groups, participants suggested more connections for Clinton Keith, Diaz, Winchester, Washington, and Ynez, as well as more freeway overpasses and north/south connectivity to Temecula. Participants asked for more roads to be paved.

Community members also hoped to see a City-wide system of bicycle lanes. They sought recreational trails (including equestrian trails) that connect parks and open space, hoping that they could access these amenities without needing to drive. As discussed in the Natural Environment section above, a workshop group proposed a park with trails along the river from Wildomar to Temecula. Another group echoed this group’s suggestion of linking trails to Historic Downtown.

Groups discussing transportation also suggested developing other modes of transportation: Safe Routes to School, wheelchair-accessible connectivity, a trolley, golf carts in Historic Downtown, improved bus service, and rail connections to San Diego and Orange County.



Infrastructure and Services – Improve health care within the City, and continue to provide excellent school, police, fire, library and recreation services.

Many participants considered Murrieta’s school system to be a community treasure, and hoped it would continue to be strong in the future. They also valued the police and fire departments, recreation services, library and senior center.

Health care was a concern, in particular, hospital services, and participants looked forward to the new Loma Linda University Medical Center. Participants desired more opportunities for higher education. They made suggestions for infrastructure, including facilities for water, sewer, and stormwater. Services suggested by participants included services for the homeless or near-homeless, and animal shelters.

Governance – Promote community involvement and provide for a fiscally sound future.

Participants valued the opportunity to be involved in their community, including the General Plan Update workshops. They expressed concern about interference in Murrieta from special interests or excessive regulation from higher levels of government. Participants hoped for a fiscally sound future for Murrieta. They wanted leaders with vision, a responsive local government, communication with residents, and coordination with neighboring communities.

Youth Amenities – Provide ample activities for all ages of youth, and jobs for teens.

The General Plan Update Team heard directly from youth at Vista Murrieta High School, in a workshop attended by 48 students. These teens valued the schools, parks, programs and activities available in Murrieta, but felt a great need for more options in recreation, night life, and shopping. Teens wanted activities that they could do with their families, as well as with their friends. They also wanted more jobs, and opportunities to be involved in the community.

Teen participants suggested a teen night club, while a group of younger workshop participants asked for a pre-teen dance club. Another popular youth suggestion was a recreation/teen center. Teens also wished for more variety in shopping, and healthier restaurant options.

Suggestions from adults regarding youth included a teen center, activities, sports, mentoring and job skills training.

3.5.3 CONTENTS OF GENERAL PLAN 2035

The General Plan 2035 includes the legally required elements for a General Plan, as well as some optional components that the community feels it is important to address. Once adopted, the optional elements have the same legal status as the mandatory elements. Each chapter of the General Plan has a specific purpose and focus as described below. Together, they present a



consistent policy platform as required by law. No single element or subject supersedes any other, and all are internally consistent.

INTRODUCTION

The Introduction explains the purpose and contents of the General Plan, including how to use the General Plan, its relationship to California law, the planning process that was followed for the General Plan 2035, and the community priorities that shaped the General Plan goals and policies.

VISION

The Vision chapter provides the context for the General Plan, including major policy initiatives behind the General Plan 2035.

LAND USE ELEMENT

The Land Use Element establishes the anticipated patterns of development activity and land use that support, implement, and enhance the City's future vision. The Land Use Element will provide the primary guidance in the way Murrieta develops and redevelops over the next 25 years. It will serve as the City of Murrieta's primary policy guidance tool for land use decision-making and expresses the type, intensity, and general distribution of land uses. Parameters and desired locations for land uses such as residential, commercial, industrial, civic/institutional, parks, and open space are mapped and described.

ECONOMIC DEVELOPMENT ELEMENT

The Economic Development Element identifies current economic development conditions and demonstrates how the land use plan will promote business activity and employment growth within the City, consistent with the priorities identified by City leaders and the community. The Economic Development Element establishes goals and policies to promote fiscal stability, expand the City's employment base, and enhance the City's revenues in order to provide quality services to the community.

CIRCULATION ELEMENT

The Circulation Element establishes the plan for mobility and circulation within the City. This Element provides programs and policies to establish a roadway system that adequately accommodates future growth consistent with the Land Use Element. The Circulation Element seeks to provide for a safe, convenient, and efficient transportation system allowing for the movement of people and goods throughout the City and the region. Additionally, the Element supports the vision of the community to improve roadway networks to reduce traffic and provide a system of bicycle lanes and recreational trails that encourage walking and biking. The

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Circulation Element includes policies for the safe and efficient management of traffic, provision of transit and other modes of transportation, as well as bicycle, pedestrian, and multi-use trails.

HEALTHY COMMUNITY ELEMENT

The purpose of the Healthy Community Element is to promote the health, safety, and general welfare of Murrieta's residents, workers, and visitors. It highlights the connections between health and the physical, social, and economic environment, and provides an overarching strategy for achieving and maintaining a healthy community. The Element describes the legal and logical basis for creating a Healthy Community Element, identifies key health conditions and determinants in Murrieta, and provides a vision and key concepts for health in Murrieta. Goals and policies promote a healthy community.

CONSERVATION ELEMENT

The Conservation Element provides direction regarding the conservation, development, and utilization of natural and cultural resources. It serves as a guide for the City of Murrieta, its residents, and its businesses to understand what natural or other resources exist in the City, how development impacts these resources, and methods to maintain, preserve, or conserve these resources. The Conservation Element considers the following resources in the natural environment: water; hills and ridges; and mineral, paleontological, and biological resources. It also considers resources within the built environment: urban ecology, farmland, cultural, energy, and solid waste.

RECREATION AND OPEN SPACE ELEMENT

The Recreation and Open Space Element describes the City's parks and open space resources, community and recreation facilities, and recreation programs available to all Murrieta residents. Goals and policies are identified to support park and recreation facilities and programs that meet the needs of the community, including youth and senior programs and facilities. Open space areas and trails that provide opportunities for residents and visitors to enjoy the natural and aesthetic beauty of Murrieta are also supported through the goals and policies. This Element is intended to be used in conjunction with the City of Murrieta Parks and Recreation Master Plan.

AIR QUALITY ELEMENT

Recognizing the importance of air quality associated with the public's health and welfare and that air quality is a regional issue that extends beyond the jurisdictional boundaries of a city, Murrieta has chosen to include Air Quality as an optional Element within its General Plan. The Air Quality Element is intended to establish policy direction and implementation measures that allow the South Coast Air Basin to attain Federal and State air quality standards, as well as to protect Murrieta residents and businesses from the harmful effects of poor air quality. The Element establishes a number of programs to reduce current pollution emissions and to require



new development to include measures to comply with air quality standards. This Element also contains provisions to address new air quality regulations and requirements. The City has also prepared a Climate Action Plan, which addresses global climate change issues and the reduction of greenhouse gas emissions.

NOISE ELEMENT

The Noise Element examines noise sources in the City to identify and assess the potential for noise conflicts and problems, and to identify ways to reduce existing and potential noise impacts. The Element addresses noise that affects the larger community, rather than noise associated with site-specific conditions. Existing and future noise from mobile and stationary sources are considered, as well as the compatibility of land uses and sensitive receptors. The Element identifies projected noise levels and contains goals and policies to maintain noise levels that are compatible with various types of land uses, as well as prevent high noise levels in sensitive areas.

SAFETY ELEMENT

The Safety Element describes hazards that exist in Murrieta and the measures that the City is taking to address them. The Element acknowledges that some naturally occurring hazards may be unavoidable, but their impacts on communities can be reduced through planning and preparation. Thus, the Safety Element addresses geologic, seismic, flood, and fire hazards. This Element also addresses hazards created by human activity: hazardous materials and waste, aircraft hazards, and incidents that call for police protection. The Safety Element describes the City's efforts to prepare for and respond to emergencies.

HOUSING ELEMENT

The Housing Element provides programs and policies that assist the community, region, and State in meeting the goal of providing housing affordable to all socioeconomic segments of the population. The Element addresses citywide housing and population demographics, regional fair-share housing allocations, and implementation strategies to assist the City in providing a full range of housing opportunities. The Housing Element is being updated in a separate process.

3.5.4 CLIMATE ACTION PLAN

California adopted Assembly Bill (AB) 32, the California Global Warming Solutions Act of 2006, which requires California to reduce statewide greenhouse gas (GHG) emissions to 1990 levels by 2020. The California Air Resources Board (CARB) encourages local governments to adopt a reduction goal for municipal operations emissions and move toward establishing similar goals for community emissions that parallel the State commitment to reduce GHGs. As part of the General Plan 2035 process, the City also decided to undertake development of its first Climate Action Plan (CAP). Development of the CAP occurred simultaneously with the General



Plan 2035 to ensure that the CAP was synchronized with the direction of the Plan. The CAP is an important implementing action of the Plan that must reflect and be consistent with the overall goals of the General Plan 2035.

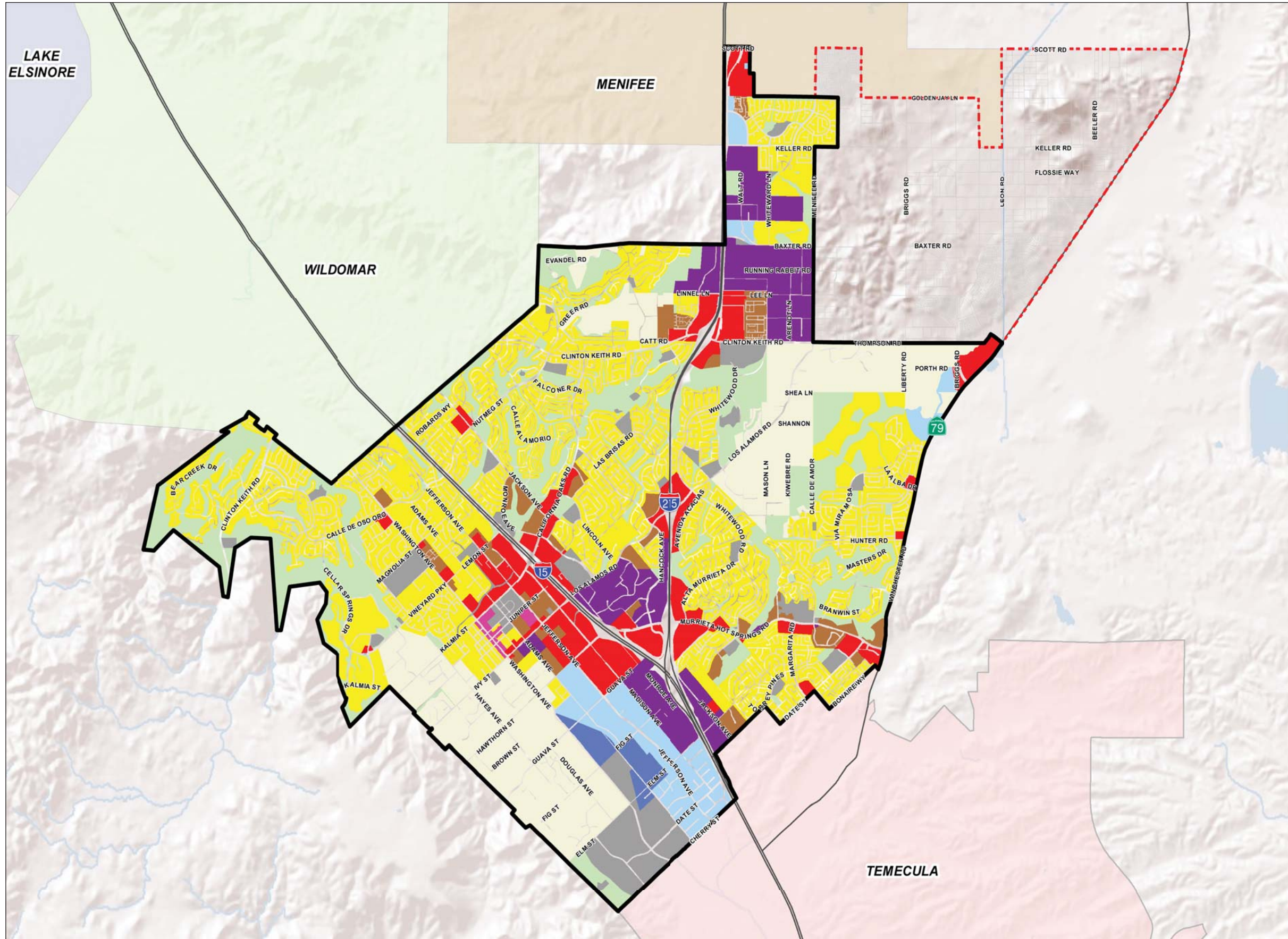
Adopted concurrently with the General Plan 2035, the CAP is an implementing action of the General Plan that describes measures intended to reduce GHG emissions within City operations and the community at-large. Overall, the goal of the CAP is to reduce Murrieta's GHG emissions by 15 percent below current 2009 emission levels by the year 2020. The CAP provides general information about climate change and how GHG emissions within the community contribute to it, as well as an analysis of the potential effects of climate change on the community. In addition, the CAP describes the baseline GHG emissions produced in Murrieta, and projects GHG emissions that could be expected if the CAP was not implemented. The CAP establishes a comprehensive, GHG emissions reduction strategy for Murrieta with regard to seven strategies: a) Community Involvement, b) Land Use and Community Vision, c) Transportation and Mobility, d) Energy Use and Conservation, e) Water Use and Efficiency, g) Waste Reduction and Recycling, and f) Open Space.

3.5.5 LAND USE PLAN

This General Plan supersedes the 1994 Murrieta General Plan and subsequent updates to the Land Use Element, Circulation, and Economic Development Elements, which most recently occurred in 2006. This update to the General Plan may contain similar goals, policies, or other components of the previous plan; however, this version has been tailored to meet the issues and needs of the City at the present time and foreseeable future. The General Plan Land Use Policy Map identifies the type, location, and density/intensity of future development within the City of Murrieta; refer to *Exhibit 3-2, General Plan 2035 Land Use Policy Map*.

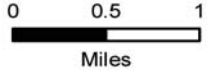
3.5.6 LAND USE SUMMARY

Table 3-2, Existing Land Use Summary, provides a breakdown of existing on the ground land uses by use type for year 2008/2009 and the percentage of area within the City. Although a majority of the City is developed, approximately 34 percent of the City is currently vacant. Single-family residential uses represent approximately 31 percent of the City. Approximately six percent of the City is developed with commercial, industrial, and public/institutional uses.



LEGEND

- Large Lot Residential
- Single-Family Residential
- Multiple-Family Residential
- Commercial
- Office and Research Park
- Business Park
- Industrial
- Civic and Institutional
- Mixed Use
- Parks and Open Space
- Murrieta Sphere of Influence
- City of Murrieta



Source: City of Murrieta.

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**Table 3-2
Existing Land Use Summary**

Land Use	Acres	Percent of Area
Single-Family Residential	6,560.08	30.50
Multiple-Family Residential	238.35	1.11
Mobile Home	1,036.26	4.82
Commercial Retail	612.15	2.85
Commercial Restaurant	28.66	0.13
Commercial Recreational	20.57	0.10
Commercial Office	127.04	0.59
Commercial Hotel/Motel	1.90	0.01
Commercial	32.64	0.15
Industrial	254.11	1.18
Public/Institutional	229.26	1.07
Parks and Recreation/Open Space	148.53	0.69
Golf Course	518.83	2.41
Miscellaneous (easements, etc.)	41.38	0.19
Cemetery	9.84	0.05
Agricultural	1,011.09	4.70
Vacant	7,291.23	33.90
Roads	3,348.69	15.57
TOTAL CITY ONLY	21,510.61	100.00
Sphere of Influence	5,340.95	
TOTAL WITH SPHERE OF INFLUENCE	26,851.56	
Notes: (1) Existing Land Use summary based upon available Riverside County Tax Assessor Data, 2010. Uses are defined utilized county land use codes and represent a general description of the exist type of use on a parcel. Does not include the Sphere of Influence.		

3.5.7 GENERAL PLAN 2035 FOCUS AREAS

In addition to the basic statutory requirements, the General Plan 2035 will focus on guiding the development of vacant land, specifically focusing on opportunities for economic development. Before starting the General Plan 2035, the Murrieta City Council identified economic development as the City’s top priority. To achieve this vision, the City seeks to encourage private sector investment in the creation of higher paying jobs, generating income, and wealth through economic diversification. The City is focusing its efforts to attract a variety of businesses and industries, higher educational institutions, and health care facilities. A full range of quality new development will be part of this effort, including retail centers, corporate/technology parks, hotels, and upscale restaurants.

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The General Plan 2035 aligns City policy with this emphasis on economic development by directing public investments in infrastructure and promoting the development of shovel-ready sites. It targets key locations for changes in land use and zoning that support the development of medical, educational, commercial, and business clusters. The General Plan 2035 identifies the following seven Focus Areas; refer to *Exhibit 3-3, General Plan 2035 Focus Areas*:

- North Murrieta Business Corridor – land use change
- Clinton Keith/Mitchell Area – land use change
- Golden Triangle North (Central Murrieta) – land use change
- South Murrieta Business Corridor – land use change
- Multiple Use Area 3 (MU-3) – land use change
- Historic Murrieta Specific Plan – no land use change; policy change only
- Los Alamos Hills – no land use change, policy change only

Although some growth is anticipated within the Historic Murrieta Specific Plan and Los Alamos Hills focus areas, no land use changes are proposed with the General Plan 2035. The remaining five focus areas have been targeted for land use change. These areas include key locations along freeway corridors that are suitable for major land development and redevelopment to carry out the City Council’s economic development strategy, including areas around Loma Linda University Medical Center-Murrieta and the Murrieta Education Center. They also include rural residential areas north of Clinton Keith Road that are adjacent to major new development along I-215.

The General Plan 2035 anticipates that most of the growth would occur within the focus areas. A description of the focus areas are provided below.

NORTH MURRIETA BUSINESS CORRIDOR

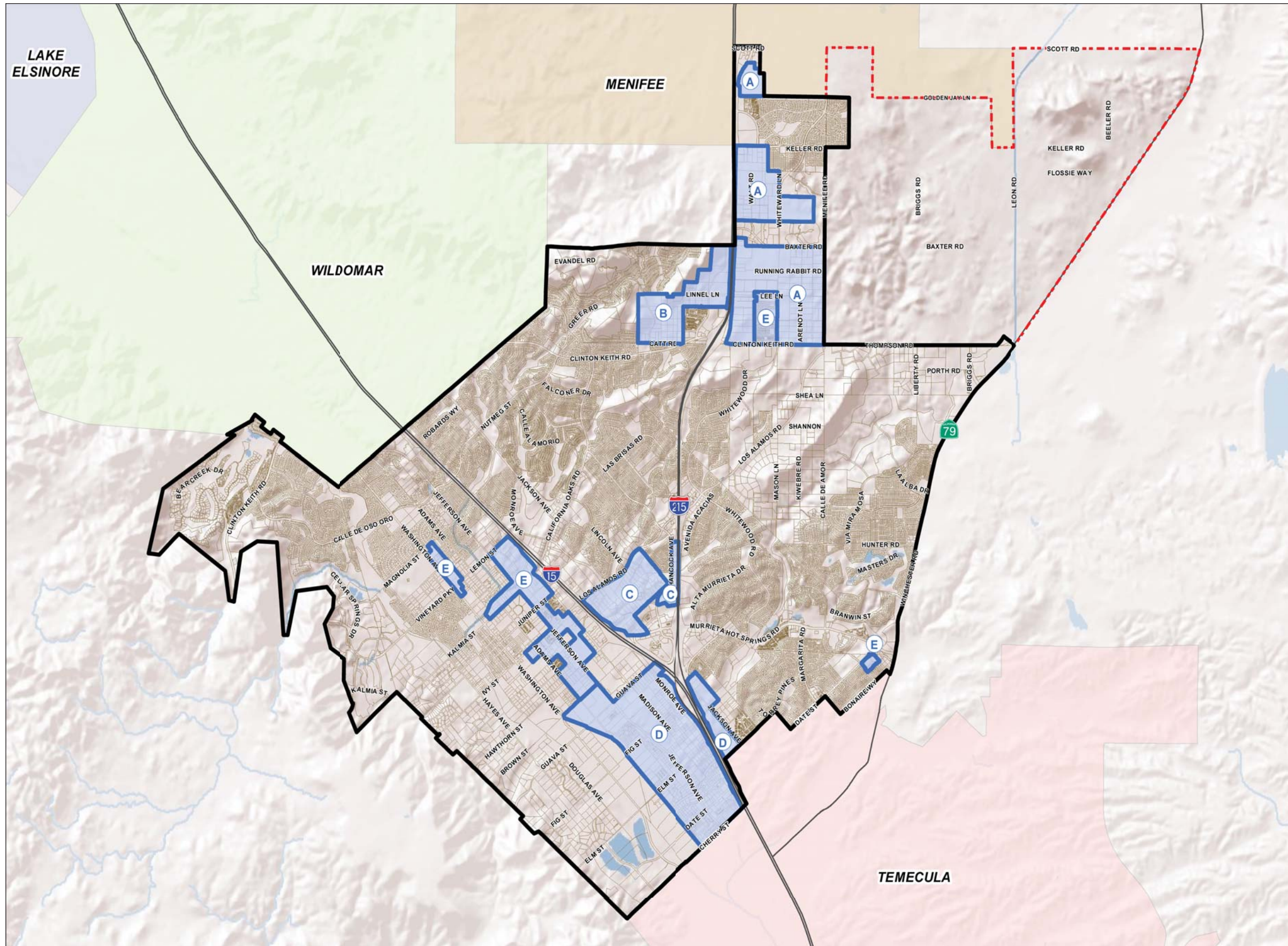
Location

The North Murrieta Business Corridor encompasses approximately 816 acres, and is located on the east side of Interstate 215 and extending to the eastern city-limit boundary, north of Clinton Keith Road, and generally south of Scott Road (but mostly south of Keller Road).

Background

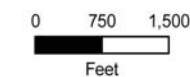
The areas being considered for potential land use changes generally include vacant, underutilized, or rural residential properties.

The catalysts for reevaluating the land uses are the construction of the new Loma Linda University Medical Center and the desire to create a medical corridor and a high technology/office/research employment center, along with commercial uses that support business and employment needs, such as restaurants or hotels.



LEGEND

- A North Murrieta Business Corridor
- B Clinton Keith / Mitchell
- C Golden Triangle North
- D South Murrieta Business Corridor
- E Multiple Use Area (MU-3)
- Focus Areas
- Parcels
- Sphere of Influence
- City Boundary



Source: City of Murrieta.

Project Description



Back of 11 x 17 Exhibit



Vision

The North Murrieta Business Corridor Focus Area is intended to:

- Provide a mix of Office and Research Park and Commercial uses.
- Create a signature look as the northern gateway into the City.
- Become a major employment center in the northern part of the City.
- Provide high-quality and accessible health care in the City with the Loma Linda University Medical Center and medical-related uses.
- Provide opportunities for a medical campus along with a high technology/office/research employment center in the area generally bounded by I-215 on the west, Keller Road on the north, Menifee Road on the east, and Clinton Keith Road on the south.
- Provide commercial uses that support medical, business, and employment needs in the Focus Area, such as restaurants or hotels.

It is anticipated that a range of building heights will be permitted within the Focus Area with heights of two to three stories adjacent to residential areas increasing up to maximums between five and ten stories in more centrally located areas near the five-story Loma Linda University Medical Center, along the I-215 freeway frontage, or adjacent to business park uses.

New development anticipated in this Focus Area under the General Plan 2035 includes an additional 1,672,843 square feet of commercial uses and 7,666,185 square feet of office and research uses.

CLINTON KEITH/MITCHELL

Location

The Clinton Keith/Mitchell area encompasses approximately 280 acres, and is located west of Interstate 215, north of Clinton Keith Road, and south of the Greer Ranch development.

Background

The area is developed with large-lot single-family homes and retail uses, including a regional commercial shopping center, and can be generally characterized as rural residential in nature. The catalyst for reevaluating the land uses is the encroachment of development surrounding the area and the impact of that development on the rural lifestyle.



Vision

The Clinton Keith/Mitchell Focus Area is intended to:

- Provide a mix of Large Lot, Single-Family, and Multiple-Family Residential, Commercial, and Office and Research Park uses.
- Maintain large lot residential areas generally west of Duster Road.
- Provide a mix of Single-Family and Multiple-Family residential uses generally east of Mitchell Road and south of Linnel Lane.
- Provide shopping opportunities east of McElwain Road and west of I-215.
- Provide office and research park uses north of Linnel Lane and west of I-215.

The Single-Family and Multiple-Family Residential uses will provide a transition of residential densities from the large lot residential area generally east of Mitchell Road and south of Linnel Lane to the shopping and employment centers north of Linnel Lane and east of McElwain Road.

The Office and Research Park uses have the potential to support the Loma Linda Medical Center and related uses proposed in the North Murrieta Business Corridor Specific Plan, as well as provide centers for more locally-oriented businesses. It is anticipated that building heights would be a maximum of two to three stories.

The Commercial uses have visibility and access from the I-215 freeway as well as close proximity to surrounding residential uses; thus providing both local and regional access to the shopping centers.

New development anticipated in this Focus Area under the General Plan 2035 includes 869 new residential units, and an additional 265,155 square feet of commercial/office uses and 1,045,404 square feet of office and research uses.

GOLDEN TRIANGLE NORTH (CENTRAL MURRIETA)

Location

The Golden Triangle North (Central Murrieta) area encompasses approximately 218 acres, and is an area located between Interstates 15 and 215, south of Los Alamos Road and generally north of Murrieta Hot Springs Road.



Background

The catalysts for reevaluating the land uses are the Crossroads Corporate Center and the Rancho Springs Medical Center. Portions of this area have been developed, but the remainder is vacant or occupied with single-family homes or small businesses on the properties.

Vision

The Golden Triangle North (Central Murrieta) Focus Area is intended to:

- Provide a mix of Multiple-Family Residential (existing), Commercial, and Office and Research Park uses.
- Become an office and technology park employment center with some areas reserved for commercial uses.
- Provide office and research park uses in Central Murrieta north of I-215, east of Los Alamos Road, and generally west of Hancock Avenue to support the Rancho Springs Medical Center and complement the Crossroads Corporate Center.
- Provide shopping opportunities to support the employment uses in the Focus Area, as well as for the community.
- Eliminate the MU-1 general plan designation and redesignate those areas in the General Plan as either Multiple-Family Residential, Office and Research Park, or Commercial.

The Office and Research Park uses have the potential to support the Rancho Springs Medical Center, as well as provide opportunities for a range of technology and research uses. It is anticipated that buildings height for the Office and Research Park uses could range in height up to a maximum between five and ten stories.

The Commercial uses have visibility from the I-15 freeway as well as close proximity to surrounding residential and employment uses; thus providing both local and regional access to the shopping centers.

New development anticipated in this Focus Area under the General Plan 2035 includes an additional 244,872 square feet of commercial uses and 2,193,678 square feet of office and research uses.

SOUTH MURRIETA BUSINESS CORRIDOR

Location

The South Murrieta Business Corridor encompasses approximately 581 acres and is located west of Interstate 15, extending to Adams Avenue to the west and south of Murrieta Hot Springs Road to the southern City boundary.



Background

The catalyst for reevaluating the land uses is the Murrieta Education Center, which introduces Class A office buildings to the area. Properties considered for land use changes are primarily vacant or underutilized.

Vision

The South Murrieta Business Corridor Focus Area is intended to:

- Create a signature look as the southern gateway into the City.
- Provide a mix of Office and Research Park, Business Park, and Industrial Uses.
- Become a major employment center in the southern part of the City.
- Provide additional opportunities for Class A office buildings.
- Maintain the Business Park designation to promote and intensify the uses along the Jefferson Avenue corridor.
- Eliminate the MU-2 general plan and zoning designations and redesignate those areas in the General Plan as either Office and Research Park or Business Park.

The Office and Research Park uses will be primarily located west of the I-15 freeway, south of Guava Street, east of Madison Avenue, and north of Elm Street. The buildings heights in this area could range in height up to a maximum of five to six stories.

The Business Park and Industrial uses will occupy the remainder of the Focus Area. The maximum buildings heights would be consistent with existing business park and industrial uses, ranging from two to three stories.

New development anticipated in this Focus Area under the General Plan 2035 includes an additional 3,126,582 square feet of office and research uses and 2,393,221 square feet of business park uses.

MULTIPLE USE AREA 3 (MU-3)

Location

The MU-3 area encompasses approximately 201 acres, and is primarily located on the west of Interstate 15.



Background

This area is developed with both commercial and multi-family uses, and most of the area is presently developed.

The catalyst for reevaluating the land uses is the past interpretations of how this designation has or should be developed; these interpretations has resulted in parcels with 100 percent commercial or 100 percent multi-family developed on individual parcels, as opposed to a true mix of multiple uses on a parcel.

Land uses considered for the developed areas are consistent with actual uses. There are a number of parcels that are vacant, single-family residential, underdeveloped, or a combination of single-family and commercial businesses. Land uses considered for those parcels are intended to be compatible with existing development.

Vision

This Focus Area is intended to:

- Provide for mix of Multiple-Family Residential, Commercial, Office and Research Park, Business Park, and Institutional uses.
- Redesignate parcels with land uses that are consistent with actual uses on parcels (i.e., residential, office, commercial).
- Redesignate parcels that are vacant or underdeveloped to uses that are compatible with on-site and surrounding uses.
- Eliminate the Multiple Use 3 (MU-3) Area designation in the General Plan.

The land uses in this Focus Area reviewed past interpretations of how the MU-3 designation has been or should be applied; these interpretations resulted in parcels with 100 percent commercial or 100 percent multi-family developed on individual parcels, as opposed to a true mix of multiple uses on a parcel.

New development anticipated in this Focus Area under the General Plan 2035 includes 1,137 new residential units, and an additional 800,710 square feet of commercial uses, 434,336 square feet of office and research uses, 291,802 square feet of business park uses, and 2,028 square feet of civic and institutional uses.



HISTORIC MURRIETA SPECIFIC PLAN

Location

The Historic Murrieta Specific Plan Area is the historic core of the City. Bounded by Kalmia Street to the north, Ivy Street to the south, Hayes Avenue to the west and Jefferson Avenue to the east, the area encompasses approximately 250 acres.

Background

The area was originally part of Juan Murrieta's Rancho and was purchased by the Temecula Land and Water Company in 1884, when the land was subdivided into a variety of individual lots. Over the years, the land was developed with a range of residential and commercial uses. The predominant use in the area remained residential, with the majority of development activity occurring around Clay Street's Fountain House Hotel and the railroad station. Commercial development began to characterize Washington Avenue during the turn of the century. Today, Washington Avenue and the entire Historic Murrieta are reminiscent of the City's past, with a mixture of historic commercial and residential buildings.

Today, the City has accomplished a number of goals for Historic Murrieta. A Civic Center, Police Station, Community Library and Senior Center are flourishing. Renewed pride, investment are evidenced by many new and successful businesses.

Key Guiding Principles of the Historic Murrieta Specific Plan area include:

- Creating of a Cultural and Governmental Center
- An Attractive Town Center
- A Historic and Pedestrian Scaled Environment
- Proactive Economic Development

The City of Murrieta seeks to continue the preservation and enhancement of the Historic Murrieta area through continued introduction of a complementary mix of residential, retail, civic and job-creating uses.

Additional development anticipated under the General Plan 2035 includes 512 new residential units, an additional 521,413 square feet of commercial uses, and an additional 251,102 square feet of office and research uses. This development potential is in addition to the development potential assumed for the Specific Plan.



LOS ALAMOS HILLS

Location

The Los Alamos Hills area is generally bounded by Clinton Keith Road on the north, Whitewood Road on the west, the Northstar Ranch and Hunter's Ridge developments on the south, and Winchester Road on the east.

Background

The Los Alamos Hills area has an important history within the Murrieta community. It has long been a unique area in the City in which to live a rural lifestyle and enjoy the natural resources within the area. The eastern portion of the Los Alamos Hills area is located close to future Commercial and Business Park developments and Winchester Road. These uses are not entirely compatible with the existing rural lifestyle west of Warm Springs Creek, therefore, future land use transitions east of Warm Springs Creek may be considered. The Los Alamos Hills area has a variety of street classification within and abutting its boundary, and is dependent upon small rural streets for internal circulation.

The property owners within the Los Alamos Hills area may develop and submit a Specific Plan that would to maintain the rural core of the Los Alamos community west of Warm Springs Creek, while providing certain needed local services. With a Specific Plan, property owners are looking to develop a land use plan that both reflects the rural character of the area, but provides for transitional land uses between the rural land uses and more intense development near Winchester Road. The existing open space, future development pattern, and circulation system established for the area is intended to maintain and preserve the majority of area as a picturesque area, whose topography and setting contribute to the rural agricultural enclave. The Specific Plan would identify the needs and providers of infrastructure.

Additional development anticipated in this area under the General Plan 2035 includes 828 new residential units and an additional 157,453 square feet of commercial uses.

FOCUS AREA LAND USE PROJECTIONS

Table 3-3, Focus Area Land Use Projections, provides a summary of the growth over existing conditions that would occur within each Focus Area with the General Plan 2035.



**Table 3-3
Focus Area Land Use Projections**

Focus Area	Acres	Residential	Commercial	Office and Research Park	Business Park	Industrial	Civic/ Institutional
North Murrieta Business Corridor	816.21		1,672,846	7,666,185			
Clinton Keith/Mitchell	279.56	869	265,155	1,045,404			
Golden Triangle North (Central Murrieta)	218.16		244,872	2,193,678			
South Murrieta Business Corridor	580.49			3,216,582	2,393,221		
Multiple Use 3 (MU-3)	201.34	1,137	800,710	434,336	291,802		2,028
Historic Murrieta Specific Plan	250.00	512	521,413	251,102			
Los Alamos	TBD	828	157,453				
Total	2,345.76	3,346	3,662,446	14,807,287	2,685,023	0	2,028

The anticipated growth in residential and non-residential uses over year 2009 conditions within the Focus Areas is:

- Addition of 3,346 dwelling units
- Addition of 21,156,784 square feet of non-residential uses

3.5.8 GENERAL PLAN BUILDOUT

Although the General Plan 2035 focuses growth within the Focus Areas, it is anticipated that additional growth would occur within the City outside of these areas. Citywide growth, including the Focus Areas, is anticipated as follows:

- Addition of 10,734 dwelling units
- Addition of 36,210,757 square feet of non-residential uses

Table 3-4, General Plan 2035 Buildout, provides a summary of the anticipated development conditions through buildout. The values include the additional growth anticipated with the General Plan 2035, including the Focus Areas, as presented in *Table 3-3*.



**Table 3-4
General Plan 2035 Estimated Buildout**

Land Use Designations	Acres	Dwelling Units	Square Feet
Residential			
Large Lot Residential	3,126.87	977	
Single-Family Residential	6,517.17	31,581	
Multiple-Family Residential	611.20	11,379	100,000
Non-Residential			
Commercial	1354.34		18,683,477
Office and Research Park	1357.63		16,465,371
Business Park	823.40		11,403,714
Industrial	108.69		1,498,300
Civic/Institutional	999.14		1,168,369
Other Land Uses			
Mixed Use	42.70		853,913
Parks and Open Space	3,220.85		16,508
Roads	3,348.69		
TOTAL CITY ONLY	21,510.68	44,484	50,189,652
Sphere of Influence	5,340.95		
TOTAL WITH SPHERE OF INFLUENCE	26,851.63		

In total, these efforts are anticipated to result in following scenario at buildout:

- 44,484 residential dwelling units; and
- 50,189,652 square feet of non-residential uses.

3.5.9 LAND USE DESIGNATIONS

State General Plan law requires the Land Use Element to indicate the standards for building intensity (i.e., residential densities and non-residential building intensities) allowed in the City. Land use designations describe the type and intensity of development allowed in a given area. While terms like “residential,” “commercial,” or “industrial” are generally understood, State General Plan law requires a clear and concise description of the land use categories that are depicted on the General Plan Land Use Policy Map (*Exhibit 3-2*).

The proposed land use designations have been modified to reflect more generalized land use categories. The City’s Zoning Map will identify the detailed zoning designations that correspond and implement the land use plan. The City’s Development Code will be updated following adoption of the General Plan 2035 to reflect the new land use designations and associated zoning designations.



The Land Use Element and General Plan Land Use Policy Map contain the following land use designations.

RESIDENTIAL LAND USE DESIGNATIONS

The City of Murrieta provides a range of housing types to meet the varying needs of its residents. The following residential land use designations are established for the General Plan 2035.

Large Lot Residential (0.1 – 1.0 du/ac)

Rural Residential provides for very-low density residential development on land that may have limited access to urban services. Typical development consists of single-family detached housing and accessory buildings, often with the keeping of horses and other farm animals and/or small agricultural plantings.

Single-Family Residential (1.1 – 10.0 du/ac)

Single-Family Residential provides for traditional single-family detached and attached housing. Typical development consists of a single-family detached home for each legal lot. The Single-Family Residential designation also provides for small lot development such as zero lot line.

Multiple-Family Residential (10.1 - 30 du/ac)

Multi-Family Residential provides for attached and detached apartments and condominiums. Typical development consists of townhomes, condominiums, apartments, senior housing, and stacked flats. Multiple-Family Residential encourages the development of integrated projects that provide complementary open spaces and amenities on-site.

Base Land Use Density

The base land use density refers to the maximum number of units per acre permitted under the corresponding zoning district. The base density for the Rural Residential category is 1 unit per acre. The base densities for the Single-Family Residential and Multiple-Family Residential categories are 10 units per acre and 30 units per acre, respectively.

Housing Affordability Bonus

The City provides for the development of affordable housing for lower-income households through its affordable housing density bonus program in accordance with State law. The specific provisions of the affordable housing density bonus program are outlined in the City's Development Code. When utilizing the affordable housing density bonus program, the allowable



density is increased by up to 100 percent for senior housing and 35 percent for non-senior housing, consistent with State density bonus law, as amended.

NON-RESIDENTIAL LAND USE DESIGNATIONS

The City of Murrieta provides a range of non-residential land use designations to ensure the provision of a range of retail, civic, entertainment, service, industrial and other job-creating land uses.

Commercial (0.25 – 0.75 FAR)

The Commercial designation provides for a broad mix of commercial retail, service, and office uses that serve the local and regional consumer. Typical uses include retail stores, personal services, restaurants, motor fuels, business offices and lodging intended to meet the needs of city residents, travelers, and the daily employment population.

Office and Research Park (0.60 – 2.5 FAR)

The Office and Research Park designation provides for a variety of employment intensive uses such as business and medical offices, corporate headquarters, medical services, research and development, and technological advancement. Retail and service uses are limited to those that best meet the needs of the local businesses and their employees. Development will reflect the high freeway visibility of the areas and the appropriate buffering of adjacent residential areas.

Business Park (0.40 – 0.60 FAR)

The Business Park designation provides for employment uses, including office, research and development, educational facilities and light manufacturing. Development should create a campus-like business or industrial park setting. Retail and service uses are typically limited to areas along major streets.

Industrial (0.40 – 0.50 FAR)

The Industrial designation provides for both indoor and outdoor employment intensive industrial uses, including product assembly, warehousing/distribution and manufacturing. The designation also provides for more intensive uses, some of which may introduce potential environmental impacts such as noise, dust and other nuisances. Impacts should be mitigated through site design and appropriate screening and buffering.



Civic and Institutional (0.5 – 1.0 FAR)

The Civic and Institutional designation provides for public and quasi-public uses such as hospitals, government offices, schools, museums, libraries, public safety facilities, water and sewer treatment plants and publicly or privately owned places intended for public assembly.

MIXED USE LAND USE DESIGNATIONS

Mixed Use

This designation provides for a horizontal or vertical mix of residential and non-residential uses, and utilizes both residential density and non-residential intensity standards. Floor area ratios up to 1.0 are permitted and the base residential density is 30 units per acre.

These standards are intended to be applied separately from one another. In other words, a mixed-use designation that allows a base density of 30 du/ac and an intensity of 1.0 FAR allows for development of residential units at 30 du/ac on the same site with 1.0 FAR non-residential development. There is no equivalency calculation required.

OPEN SPACE AND RECREATION LAND USE DESIGNATIONS

The City of Murrieta provides for a variety of passive and active open space and recreational opportunities for its residents.

Parks and Open Space

The Parks and Open Space designation provides for public parks and recreational activities, private recreational facilities and passive open space areas. The designation is intended to provide for the preservation of natural open spaces, protection of wildlife habitats, maintenance of natural and scenic resources, greenbelts and protection from fire and other natural hazards. The designation includes facilities generally accessible to the public such as bicycle paths, pedestrian trails, swimming pools, golf courses, equestrian centers, playgrounds, picnic areas and sports recreational facilities.

3.5.10 INFRASTRUCTURE IMPROVEMENTS

It is anticipated that as buildout of the General Plan 2035 occurs, infrastructure improvements would be required to serve future development. The General Plan 2035 does not propose specific infrastructure improvements to water, wastewater, or storm drain facilities. However, the growth projected with the General Plan 2035 would be considered as infrastructure planning documents for the City are updated to identify additional improvements needed to accommodate



the proposed growth. Potential environmental impacts from project specific improvements would be evaluated on a case-by-case basis.

Roadway improvements are anticipated with buildout of the General Plan 2035. Future development projects would be required to identify direct project specific impacts and either construct the needed circulation improvement or make a fair-share payment toward the improvement. Potential environmental impacts from project specific improvements would be evaluated on a case-by-case basis.

3.5.11 GENERAL PLAN 2035 GOALS AND POLICIES

Each element of the General Plan 2035 contains goals and policies based upon the needs and desires of the community, as derived during the General Plan 2035 process. The following are the goals and policies that have been established for the General Plan 2035.

LAND USE ELEMENT

BALANCING COMMUNITY CHANGE WITH THE EXISTING ENVIRONMENT

Goal LU-1 A complementary balance of land uses throughout the community that meets the needs of existing residents and businesses as well as anticipated growth, and achieves the community’s vision.

Policies

- LU-1.1 Identify appropriate locations for residential and non-residential development to accommodate growth through the year 2035 on the General Plan Land Use Policy Map (Exhibit 3-5).
- LU-1.2 Ensure future development provides for a variety of commercial, industry, and housing that serve the spectrum of incomes within the region.
- LU-1.3 Establish a range of residential density and non-residential intensities to encourage a wide range of development opportunities.
- LU-1.4 Provide for the development of complementary land uses, such as open space, recreation, civic, and service uses for all future residential and non-residential development.
- LU-1.5 Encourage a wide variety of retail and commercial services, such as restaurants, and cultural arts/entertainment, in appropriate locations.
- LU-1.6 Promote future patterns of development and land use that reduce infrastructure construction costs and make better use of existing and planned public facilities.
- LU-1.7 Ensure necessary capital improvements are in place prior to new development or completed concurrently.



- LU-1.8 Ensure that fiscal impacts associated with growth and change are evaluated to ensure the City’s ability to provide vital services is not compromised.
- LU-1.9 Discourage lands designated for employment-generating uses to be converted to other uses without careful consideration of the overall economic strategy and the jobs-housing balance implications.
- LU-1.10 Apply the following provisions when cases arise regarding the location of land use designation boundaries:
 - Where land use designation boundaries follow street lines or other identifiable property or boundary lines, those lines shall be construed to be those of the land use designation boundary.
 - Where land use designation boundaries are indicated within street lines or identifiable rights-of-way or creeks, the centerline there of shall be construed to be that of the land use designation boundary.

PRESERVATION OF RURAL COMMUNITY HERITAGE

Goal LU-2 A community that preserves its rural characteristics in appropriate locations.

Policies

- LU-2.1 Provide for the keeping of horses and other livestock, as well as farming or agricultural operations, on appropriate larger lot residential property to preserve the community’s heritage.
- LU-2.2 Encourage provisions for the stabling of horses, including as a commercial use, for citizens who are not able to keep horses at their residences.

NEIGHBORHOOD PRESERVATION

Goal LU-3 Stable, well-maintained residential neighborhoods in Murrieta.

Policies

- LU-3.1 Maintain and enhance the character of single-family residential neighborhoods.
- LU-3.2 Protect residential areas from the effects of potentially incompatible uses. Where new commercial or industrial development is allowed adjacent to residentially zoned districts, establish and/or maintain standards for circulation, noise, setbacks, buffer areas, landscaping and architecture, which ensure compatibility between the uses.
- LU-3.3 Assure that the type and intensity of land use shall be consistent with that of the immediate neighborhood.



- LU-3.4 Strive to provide a diverse mix of housing types, along with uniformly high standards of residential property maintenance to preserve residents' real estate values and their high quality of life.
- LU-3.5 Prohibit uses that lead to deterioration of residential neighborhoods, or adversely impact the safety or the residential character of a residential neighborhood.

RESIDENTIAL DEVELOPMENT

Goal LU-4 A housing stock that meets the diverse needs of Murrieta's existing and future residents.

Policies

- LU-4.1 Provide for housing opportunities that address the needs of those who currently live or desire to live in Murrieta.
- LU-4.2 Monitor the housing needs of the existing and future labor force and engage the business community to attract employees and new businesses to Murrieta.
- LU-4.3 Locate multiple-family housing adjacent to jobs, retail, schools, open space, public transportation, and transportation corridors.

HIGH QUALITY INDUSTRIAL AREAS

Goal LU-5 Promotion of quality industrial development that provides local employment opportunities.

Policies

- LU-5.1 Support redevelopment and transition of obsolete industrial and manufacturing sites for commercial, flex-tech, and/or mixed-use development, reflective of current market demand.
- LU-5.2 Promote quality design and development practices that reduce environmental impacts.
- LU-5.3 Monitor the appearance of industrial properties to prevent areas of decline by requiring improved maintenance or rehabilitation, as necessary.

Goal LU-6 Land use policy that encourages job retention and attraction.

Policies

- LU-6.1 Encourage flexibility in land use regulations to respond to requirements of new and emerging business and industry types.
- LU-6.2 Ensure land use policy is supplemented by predictable land use regulations.



- LU-6.3 Continue to implement a fast-track development program that streamlines land use approvals and the permit process for businesses that promote the City's economic goals and policies.

VITAL COMMERCIAL CENTERS

Goal LU-7 Economically viable, vital, and attractive commercial centers throughout the City that serve the needs of the community.

Policies

- LU-7.1 Work with property owners of vacant commercially zoned property to develop their sites into appropriate, economically viable projects.
- LU-7.2 Encourage revitalization and enhancement of existing underperforming commercial areas through site planning and redevelopment to maximize use of existing development.
- LU-7.3 Promote physical improvement of existing retail centers.
- LU-7.4 Discourage the construction of marginal, disjointed strip center commercial development within the City.
- LU-7.5 Provide convenient freeway access for regionally-serving commercial centers to attract a regional customer base.
- LU-7.6 Focus commercial retail centers adjacent to major transportation corridors.
- LU-7.7 Look for ways to provide incentives to encourage lot consolidation and parcel assemblage to provide expanded opportunities for coordinated commercial development.
- LU-7.8 Encourage consolidation of parking and reciprocal access agreements between adjacent business and commercial center property owners.

MIXED USE AND TRANSIT-ORIENTED DEVELOPMENT

Goal LU-8 A community that provides opportunities for mixed use and/or transit-oriented development.

Policies

- LU-8.1 Encourage integrated development that incorporates a mix of uses (residential, commercial, office) in mixed use or transit-oriented development areas.
- LU-8.2 Encourage workplace development in close proximity to residences in mixed use or transit-oriented development areas.



- LU-8.3 Minimize the impacts of mixed use or transit-oriented development housing projects on single-family neighborhoods.
- LU-8.4 Design mixed uses or transit-oriented development projects to:
- Create a pleasant walking environment to encourage pedestrian activity.
 - Create lively streetscapes, interesting urban spaces, and attractive landscaping.
 - Provide convenient shopping opportunities for residents close to their residence.
 - Integrate with surrounding uses to become a part of the neighborhood rather than an isolated project.
 - Use architectural elements or themes from the surrounding area, as appropriate.
 - Provide appropriate transition between land use designations to minimize neighbor compatibility conflicts.
- LU-8.5 Encourage the creation of multi-modal transit opportunities with a healthy mix of businesses, childcare, senior services, and housing.
- LU-8.6 Encourage higher density residential, commercial, and employment development near a future Metrolink or High Speed Rail Station, along other major public transportation routes, and at other suitable locations.
- LU-8.7 Amend the Development Code to implement mixed use zoning districts that provide development standards for mixed use development, which should address minimum density and intensity requirements; allowable uses; horizontal and/or vertical mix of uses, building heights; and parking standards.
- LU-8.8 Evaluate mixed use projects to ensure that there is an adequate mix of uses on the site and in the area.
- LU-8.9 Continue to support and actively participate with the High Speed Rail Authority to plan future high-speed rail service and to address urban design, noise, and compatibility issues around the proposed Murrieta station(s).

SUSTAINABLE AND HEALTHY LAND USE PATTERNS AND URBAN DESIGN

Goal LU-9 Land use patterns and urban design that support healthy and sustainable lifestyles and businesses.

Policies

- LU-9.1 Encourage human-scale urban design on the neighborhood, block, and building scale.



- LU-9.2 Encourage active and inviting pedestrian-friendly street environments that include a variety of uses within commercial, mixed use or transit-oriented development areas.
- LU-9.3 Encourage new neighborhoods to be built on a pedestrian-scale, within walking distance of parks, neighborhood-serving commercial areas, and other neighborhood amenities.
- LU-9.4 Differentiate between areas zoned as neighborhood commercial and community commercial, encouraging unique, pedestrian-oriented, and neighborhood-serving uses in the neighborhood commercial zone.
- LU-9.5 Promote commercial uses near residential neighborhoods that serve local residents and create neighborhood-gathering places.
- LU-9.6 Provide pedestrian-oriented urban design through creative use of site development standards.
- LU-9.7 Encourage development patterns to become more conducive to short, local, and walkable trips, which could increase opportunities for physical activity and decrease time spent driving.
- LU-9.8 Consider infill locations for higher education facilities to capitalize upon existing or create synergies with surrounding uses.

Goal LU-10 A community that provides pedestrian-friendly environments for residential, commercial, business, and recreation uses.

Policies

- LU-10.1 Prepare and use design guidelines to encourage high-quality, pedestrian-oriented design that enhances the public realm.
- LU-10.2 Consider preparation and adoption of a Street Master Plan that addresses walkability and streetscape.
- LU-10.3 Consider that the development of new residential block lengths are no more than 800 feet on any one side, and no longer than 600 feet on average per side, creating a street network that enables multiple routes for pedestrians, cyclists, and vehicles through a neighborhood.
- LU-10.4 Discourage physical barriers, such as arterial streets, transit or utility rights-of-way, or very long blocks without through-streets, between and within neighborhoods and neighborhood centers. If physical barriers are unavoidable, provide safe and comfortable crossings for pedestrians and cyclists.
- LU-10.5 Update the Development Code to create walkability, and interesting and varied pedestrian environments.



- LU-10.6 Encourage new businesses to have a pedestrian-accessible main entrance that faces the street, as appropriate.
- LU-10.7 Encourage well-designed covered or structured parking instead of surface parking lots.
- LU-10.8 Encourage new surface off-street parking to be located behind or to the side of buildings, as appropriate.
- LU-10.9 Encourage ground-floor structured parking to be buffered from the pedestrian environment through strategies such as wrapping the structure with active retail uses, placing entrances off the street, and screening with landscaping or art.

COMMUNITY DESIGN

Goal LU-11 A community that is comprehensively designed to create a positive and distinctive City image by protecting historic resources, and by strengthening the positive qualities of the City’s overall image and neighborhood identity.

Policies

- LU-11.1 Study and determine areas in the City where rural character can be created, enhanced, or preserved.
- LU-11.2 Endeavor to establish distinctive themes and character for individual focus areas or other areas, as appropriate, within the community.
- LU-11.3 Enhance the positive qualities that give residential, commercial, and industrial areas their unique identities, while also allowing flexibility for innovative design.
- LU-11.4 Preserve the unique character and integrity of the City's traditional residential neighborhoods.
- LU-11.5 Improve the appearance and function of regional commercial centers through improved site design, landscaping, and architectural integrity.
- LU-11.6 Seek to create unique retail spaces that are architecturally rich, pedestrian friendly, culturally sensitive, and economically viable.
- LU-11.7 Prepare and implement design guidelines for special districts or areas with unique character in the City of Murrieta, as appropriate.
- LU-11.8 Develop a design palette for multiple-family and mixed use buildings.

REDEVELOPMENT

Goal LU-12 Effective use of redevelopment as a tool for economic development and community improvement.



Policies

- LU-12.1 Continue to prioritize commercial, industrial, and residential revitalization within the redevelopment project area.
- LU-12.2 Revitalize private and public lands in need of redevelopment or those that are underdeveloped due to lack of public facilities and revitalization.
- LU-12.3 Provide yearly review of the City’s redevelopment program under the California Community Redevelopment Law to coordinate and pursue community improvement and revitalization activities.
- LU-12.4 Ensure conditions of blight are evaluated, as needed, to ensure the Redevelopment Plan is reflective of community needs.

FOCUS AREAS

Goal LU-13 A focused development and economic development strategy that emphasizes specialized land use policies within identified Focus Areas.

Policies

- LU-13.1 Provide for the highest level of retail and job-creating uses in areas adjacent to the I-15 and I-215 freeways. This includes the North Murrieta Business Corridor, Golden Triangle North (Central Murrieta), and South Murrieta Business Corridor Focus Areas.

North Murrieta Business Corridor Focus Area

Goal LU-14 The North Murrieta Business Corridor will become an employment center for high-quality medical, high technology, and research jobs.

Policies

- LU-14.1 Establish the North Murrieta Business Corridor as a regional center for medical services and research.
- LU-14.2 Support the future development and expansion of the Loma Linda University Medical Center campus.
- LU-14.3 Actively seek private sector investment of high quality job creators that support and enhance the Loma Linda University Medical Center.
- LU-14.4 Encourage opportunities for complementary retail and service uses to serve local residents and the daytime employment population.



- LU-14.5 Provide for Office and Research Park developments of a more intense nature in the North Murrieta Business Corridor Focus Area in terms of height than other areas of the City.
- LU-14.6 Ensure that the design of buildings in the North Murrieta Business Corridor help to create a distinctive and cohesive look to reinforce this Focus Area as a major gateway into the City.

Clinton Keith/Mitchell Focus Area

Goal LU-15 The Clinton Keith/Mitchell area will provide for a mix of land uses, including high-quality residential, regional-serving commercial, and job-creating uses

Policies

- LU-15.1 Ensure appropriate buffers are provided between Rural, Single-Family, and Multiple-Family Residential uses.
- LU-15.2 Ensure adequate buffers are provided between residential and non-residential uses.
- LU-15.3 Ensure that Office and Research Park uses are designed to reflect the natural topography.
- LU-15.4 Encourage opportunities for retail, office, and research uses to complement and serve the uses in the North Murrieta Business Corridor Focus Area.
- LU-15.5 Encourage a range of retail uses that serve the local residents.

Golden Triangle North (Central Murrieta) Focus Area

Goal LU-16 The Golden Triangle North (Central Murrieta) area will become a local and regional generator of commerce.

Policies

- LU-16.1 Encourage the development of a job-creating center of office, research, technology, and commercial activity to complement the regional orientation of the land use plan for the area bounded by the I-15 and I-215 freeways and Murrieta Hot Springs Road.
- LU-16.2 Provide for Office and Research Park developments of a more intense nature in the Golden Triangle North (Central Murrieta) Focus Area in terms height than other areas of the City.



South Murrieta Business Corridor Focus Area

Goal LU-17 The South Murrieta Business Corridor will become a center of commerce that provides a complementary mix of high-quality business park, industrial, and office development.

Policies

- LU-17.1 Encourage the expansion of a job-creating center of office, research, technology, business park, and industrial activity within the area generally bounded by the I-15 freeway on the east, Cherry Street on the south, Washington Avenue on the west, and Brown Street on the north.
- LU-17.2 Encourage the development of “flex tech” uses in the Business Park and Industrial use areas.
- LU-17.3 Provide for Office and Research Park developments of a more intense nature in the South Murrieta Business Corridor Focus Area in terms of height than other areas of the City.
- LU-17.4 Ensure that the design of buildings in the South Murrieta Business Corridor help to create a distinctive and cohesive look to reinforce this Focus Area as a major gateway into the City.
- LU-17.5 Update the Development Code to limit commercial uses in the Business Park and Industrial Use areas.

Multiple Use 3 (MU-3) Area Focus Area

Goal LU-18 A mix of residential, retail, and job-creating uses

Policies

- LU-18.1 Ensure appropriate buffers are provided between Rural, Single-Family, and Multiple-Family Residential uses both within and adjacent to the Multiple Use 3 Area Focus Area.
- LU-18.2 Ensure adequate buffers are provided between residential and non-residential uses both within and adjacent to the Multiple Use 3 Area Focus Area.
- LU-18.3 Encourage a range of retail uses that serve local residents and the region.
- LU-18.4 Encourage Office and Research Park uses that are complementary to the Civic Center and the Historic Downtown Specific Plan.



Los Alamos Hills Focus Area

Future Specific Plan for Los Alamos Hills Area

Goal LU-19 Preparation of a Specific Plan for the Los Alamos Hills area.

Policies

- LU-19.1 Bring together the property owners in the Los Alamos Hills area to determine the land area to be included in a future Specific Plan.
- LU-19.2 Bring together the property owners to develop a consensus-based Specific Plan.
- LU-19.3 Encourage the Los Alamos Hills community groups, such as the Citizens for Quality of Life in Murrieta (CQLM), and property owners to work together with infrastructure providers and the City to identify infrastructure needs and costs, as well as financing options and timing for roads, road improvements, and water and sewer infrastructure, throughout the future Los Alamos Hills Specific Plan area.

Rural Character

Goal LU-20 West of Warm Springs Creek, preserve the historic rural character of the Los Alamos Hills area by maintaining its unique environment rural style with low-density development and small rural roads while preserving natural features.

Policies

- LU-20.1 Maintain the existing 2.5-acre minimum residential parcel size west of Warm Springs Creek.
- LU-20.2 Establish development standards for all new construction to ensure high quality rural development in the area west of Warm Springs Creek.
- LU-20.3 Establish unifying visual elements, such as split rail fencing, mature native trees, and well-spaced homes, as a means of distinguishing the Los Alamos Hills area as a rural historic enclave within Murrieta for the area west of Warm Springs Road.
- LU-20.4 Encourage the construction of homes and accessory structures, west of Warm Springs Creek that are compatible with surrounding residential uses and the rural character of the Los Alamos Hills area.
- LU-20.5 Consider Specific Plan land use regulations for the area west of Warm Springs Creek that allow the grouping of building sites on larger properties with steep terrain or other site constraints, while adhering to a maximum density of one dwelling unit per each 2.5 acres of lot area.

Project Description



- LU-20.6 Allow the keeping of personal livestock for both commercial and non-commercial purposes pursuant to the standards in the City's Development Code, and as may be modified through a Specific Plan.
- LU-20.7 Allow commercial farms, tree crops and other agricultural uses on lots of at least 2.5 acres in size consistent with Los Alamos' long history as an agricultural community.
- LU-20.8 Allow for the creation of entry monuments that are rural in character to announce the arrival into the Los Alamos Hills area.
- LU-20.9 Discourage features such as small lots, conventional sidewalks, or conventional street lights, west of Warm Springs Creek.
- LU-20.10 Encourage the minimal use of outdoor lighting to maintain the nighttime dark sky in the rural Los Alamos Hills area.

Land Use Transitions

Goal LU-21 Appropriate land use transitions between rural land uses west of Warm Springs Creek and more intense land uses east of Warm Springs Creek.

Policies

- LU-21.1 Consider the creation of a transitional density/intensity non-rural area to serve as a buffer area between the developments along Winchester Road and the rural residential land uses to the west of Warm Springs Creek.

Natural Resources

Goal LU-22 Natural and visual resources are valued resources to maintain the rural character of the Los Alamos Hills.

Policies

- LU-22.1 Encourage the preservation of natural and visual resources within Los Alamos Hills, such as rock outcroppings and scenic views of the local hills and valleys, to the greatest degree practicable.
- LU-22.2 Encourage new construction and landscape design that utilizes grading techniques to mimic the natural terrain.
- LU-22.3 Encourage development that minimizes impacts to existing water courses, mature trees, and natural features as much as possible. In those cases that these areas/features are impacted, the final design should provide adequate mitigation on-site and/or in nearby areas.



- LU-22.4 Encourage healthy and structurally sound, existing groves of eucalyptus and other mature non-native trees located west of Warm Springs Creek to be considered a visual asset to the area, and should be conserved and maintained to the maximum degree practicable.
- LU-22.5 Encourage new development to replace or supplement with native tree species as opportunities arise.
- LU-22.6 Encourage the development of an trail system within the Multiple Species Habitat Conservation Plan (MSHCP) and other open space areas that connects to a trails system within or adjacent to the existing and future street systems, including linkage through areas east of Warm Springs Creek (such as but not limited to a transitional buffer area) to the open space corridor along Adobe Creek. Trails adjacent to streets should allow for multiple users and provide buffers between vehicles and trail users.

Circulation

Goal LU-23 A circulation system that provides adequate access for all property owners in the Los Alamos Hills area.

Policies

- LU-23.1 Support the development of a circulation plan and road standards for the existing and proposed road system within the Los Alamos Hills area that reflects the land uses and development intensity within a Specific Plan.
- LU-23.2 Explore the use of traffic calming measures, as appropriate.

Historic Murrieta Specific Plan Area

Goal LU-24 Historic Murrieta as the City's cultural, civic and community center.

Policies

- LU-24.1 Preserve and enhance the historic Murrieta area as the governmental and cultural focal point of the City.
- LU-24.2 Continue the expansion of a traditional town development pattern with a grid street design and urban land use intensities to support a pedestrian-oriented environment.
- LU-24.3 Encourage the location of civic, institutional, office uses, and other job-creating uses in Historic Murrieta. Supportive commercial activities and residential development should be encouraged.

Project Description



- LU-24.4 Encourage the development of community amenities such as libraries, museums, galleries, theaters, and other cultural activities within the historic Murrieta area.
- LU-24.5 Encourage a broader mix of uses, including entertainment, along Washington Street, while maintaining the small-town character.
- LU-24.6 Encourage mixed-use development projects within the Historic Downtown that create a pedestrian style living environment and encourage use of mass transit.
- LU-24.7 Update the Historic Murrieta Specific Plan to enable the area to serve its functional role, and to carry forward a program of infrastructure development.

INTERAGENCY COORDINATION

Goal LU-25 Collaboration with Federal, State, County, and other regional agencies and authorities to ensure compliance with existing and future legislation that affects the City of Murrieta.

Policies

- LU-25.1 Provide a strong role in the development of regional planning efforts by ensuring local land use issues are adequately addressed at the regional level.
- LU-25.2 Establish a strong role in the implementation of Proposition 1A with the California High Speed Rail Authority (CHSRA).
- LU-25.3 Continue coordination with the California Department of Transportation (Caltrans) related to the local impacts of change and development of the I-15 and I-215 Freeways as well as other local transportation routes and areas of influence under the jurisdiction of Caltrans.
- LU-25.4 Continue coordination with the Riverside County Transportation Commission (RCTC) to ensure regional and sub-regional transportation efforts reflect Murrieta's unique attributes.
- LU-25.5 Comply with procedures and programs of the County of Riverside and the Local Agency Formation Commission for future annexations.
- LU-25.6 Consider the future annexation of the Sphere of Influence area.
- LU-25.7 Seek out the formation of multi-jurisdictional partnerships with local, State, and Federal agencies and/or private interests. The City shall cooperate with the Riverside County Flood Control and Water Conservation District (RCFCWCD), Army Corps of Engineers, and the Riverside County Board of Supervisors in the development of waterways, tributaries, detention basins, and watershed management.
- LU-25.8 Establish land use patterns that protect the public from impacts (noise, potential accidents) associated with the French Valley Airport, through the following:



- Consult with the Riverside County Airport Land Use Commission to ensure consistency with the scope and intent of the Airport Land Use Commission Law.
- Allow development in accordance with the Riverside County Airport Land Use Compatibility Plan and the French Valley Airport Compatibility Zones.
- Prohibit structures that are determined to be a “hazard” by the Federal Aviation Administration within the Riverside County Airport Land Use Compatibility Plan.
- Monitor legislation and regulations established by the Riverside County Airport Land Use Commission.

LU-25.9 Work closely with the Riverside County Airport Land Use Commission and other involved agencies in the development and review of the French Valley Airport Land Use Plan and other planning and environmental studies.

LU-25.10 Submit tentative tract maps and parcels maps to the Riverside County Airport Land Use Commission for consistency review. This is applicable to properties designated as Large Lot Residential and Single-Family Residential in the General Plan and that are located within Compatibility Zones C and D in the French Valley Airport Land Use Compatibility Plan.

LU-25.11 Submit commercial development and places of assembly to the Riverside County Airport Land Use Commission for consistency review with the applicable average and single-acre population intensity limits in the French Valley Airport Land Use Compatibility Plan for properties within Compatibility Zones B1, C, and D.

LU-25.12 Require new development that is 10 acres or larger in area shall incorporate open space area in compliance with the Riverside County Airport Land Use Compatibility Plan Section 4.2.4 and in compliance with the applicable compatibility zones requirements in the French Valley Airport Land Use Compatibility Plan.

DEVELOPMENT IN ADJACENT JURISDICTIONS

Goal LU-26 The City understands that development on lands adjacent to the City’s corporate boundary can profoundly affect Murrieta residents and businesses.

Policies

LU-26.1 Cooperate with other jurisdictions in developing compatible land uses on lands adjacent to, or near, the City’s corporate boundaries to minimize significant

Project Description



- impacts and potentially benefit residents, businesses, and/or infrastructure systems in Murrieta.
- LU-26.2 Monitor planning and environmental assessments for development projects in adjacent jurisdictions and participate in public hearings for the projects.

CODE ENFORCEMENT

Goal LU-27 The quality and character of the City is preserved and enhanced by compliance with relevant codes and regulations.

Policies

- LU-27.1 Review the Development Code and determine which sections are outdated to meet current trends, regulations, adopted community visions, and the General Plan 2035 land use designations, and revise as necessary.
- LU-27.2 Provide equitable, consistent, and effective code enforcement services that resolve complaints citywide, addressing quality of life issues that come from poorly maintained properties.
- LU-27.3 Ensure adequate staffing for Code Enforcement to maintain and streamline enforcement efforts.
- LU-27.4 Provide public education about property maintenance and Development Code requirements.

ECONOMIC DEVELOPMENT ELEMENT

Goal ED-1 A highly visible and attractive commercial/mixed-use regional hub located at the confluence of the I-15 and I-215 Freeways in central Murrieta.

Policies

- ED-1.1 Promote the City's location between two interstate freeways to create a regional hub of an intensity and scale commensurate with its regional orientation, high visibility, and gateway location.
- ED-1.2 Encourage the development and integration of a mix of uses in a "main street" setting that includes retail anchored department stores, entertainment, hotel, office, retail, residential, and transit-oriented development and/or mixed uses that provide a regional draw.
- ED-1.3 Encourage transit-oriented development within this area to support future transit opportunities.



Goal ED-2 A fiscally strong governance that meets the public service demands of residents and businesses.

Policies

- ED-2.1 Conduct thorough and frequent reviews of fiscal policy in order to maintain balanced tax and fee structures and to respond to changing fiscal policies at broader governmental levels.
- ED-2.2 Improve the ongoing fiscal revenue and cost structure of the City, particularly revenue growth potential associated with hotel, retail, and restaurant land use development, business activities, and redevelopment/revitalization programs.
- ED-2.3 Require fiscal impact analysis, as appropriate, for any development project requesting public funding, infrastructure participation, or revenue sharing.
- ED-2.4 Actively seek to replace vacating businesses with users capable of generating similar or greater fiscal revenue streams.
- ED-2.5 Review the City's fiscal revenue and cost structure on a periodic basis, using the established fiscal analysis framework, so that staff-level assessment can be provided in a quick, cost-effective, and accurate manner.
- ED-2.6 Review city-sponsored programs and services to ensure that residents and businesses are provided high quality services in a cost-effective manner.
- ED-2.7 Create a program that allows long-range public facilities financing for projects that provide economic and other benefits to the City; link capital improvements with General Plan priorities as part of the annual CIP process.
- ED-2.8 Include a financing plan for infrastructure and related capital improvements for large-scale development projects that are consistent and coordinated with the City master plans.
- ED-2.9 Maintain an updated system of development impact and processing fees and charges.
- ED-2.10 Strive to limit the burden of taxes and special assessment on residential development to a maximum of 2.0 percent of the total assessed value in concert with other taxing entities

Goal ED-3 A sound, stable, and diversified economic base.

Policies

- ED-3.1 Support a diverse range of business activities including professional/technical, information, technology-focused manufacturing, research and development, including medical research and research institutions, educational services, medical/health services, and financial services.



- ED-3.2 Promote Murrieta as a center for medical/health services and technology through active encouragement and recruitment of medical office, medical research, and health care facilities around the Loma Linda University Medical Center, South Murrieta Business Corridor, and confluence of the I-15/I-215 Freeways.
- ED-3.3 Create incentives to attract new businesses and industries that provide employment opportunities that match the education and occupational skill levels of Murrieta residents.
- ED-3.4 Develop an economic base that attracts jobs and exports products and services by capitalizing on the City’s strategic location and relatively lower land prices between greater Los Angeles/Orange County metro and San Diego market regions.
- ED-3.5 Encourage companies that are involved in the manufacture of products for export, including international export, to invest and locate in the City.
- ED-3.6 Encourage the development of technology incubators to promote entrepreneurship and support start-up companies.
- ED-3.7 Work with area universities to promote technology start-ups and encourage technology transfer-related companies to locate within the City.

Goal ED-4 Positive balance between the supply of retail opportunities and demand for goods and services.

Policies

- ED-4.1 Encourage retail development projects that can realistically satisfy community-wide and regionally-based demand for goods and services.
- ED-4.2 Encourage retail development, expansion, and remodeling projects that can effectively reverse or minimize outflows of local resident expenditures to retail facilities beyond the City limit.
- ED-4.3 Support a concentration of retail centers in functional nodes at freeway intersection locations to maximize exposure and convenient access within the regional trade area environment.
- ED-4.4 Support high-volume retail outlets along the Madison Avenue Corridor from Guava Street north to California Oaks/Kalmia Road, and on major intersecting streets.
- ED-4.5 Create a unified urban design, marketing, and imaging strategy to strengthen the Madison Avenue commercial corridor.
- ED-4.6 Encourage the development of a mix of moderate to high-end restaurants throughout the City, particularly in concert with business, entertainment, and cultural developments.



- ED-4.7 As the economy improves, encourage continued development of a multi-dealer automotive sales center that satisfies regional demand for automotive purchases, captures sales tax, and takes advantage of the auto center's freeway exposure and access.
- ED-4.8 Encourage retail developments to locate in areas where they can be most effective in terms of meeting the needs of local households and encourage mixed use which can create neighborhood centers of activity.
- ED-4.9 Allow retail development, in areas not currently designated for commercial land use by the General Plan, only after a thorough evaluation of their market potential for success.

Goal ED-5 An improved jobs/housing balance.

Policies

- ED-5.1 Encourage flex-tech buildings within business corridors and higher intensity office uses along freeway corridors with adequate visibility, convenient access, and future transit-oriented opportunities.
- ED-5.2 Encourage the concentration of compatible employment-generating uses, such as professional office, research and development, and health-related services.
- ED-5.3 Encourage a mix of housing types by price and rental ranges that are commensurate with the range of wage and household types attracted by a diversified economic base.
- ED-5.4 Encourage housing that is within economic reach of all income levels and living styles inclusive of age-restricted housing, estate and ranch properties, single-family detached, single-family attached, town homes, condominium flats, and apartments.

Goal ED-6 An educated and highly-skilled labor force.

Policies

- ED-6.1 Encourage and support the development of institutions of higher education to serve educational pursuits of area residents and provide a highly skilled employment pool attractive to business investment and economic growth.
- ED-6.2 Support the development of technical colleges and training institutions that build job skills commensurate with the growth of the economic base, particularly in the emerging health care services industry and the need for doctors, nurses, and other trained personnel.



- ED-6.3 Coordinate and collaborate with the Murrieta Valley Unified School District, community colleges, and employers to develop specialized technical and vocational training programs to help match the skills of area residents with employer needs.
- ED-6.4 Support professional development and continuing education programs so that working adults can expand their skills and embrace lifelong learning.

Goal ED-7 Tourism and leisure opportunities that attract residents and visitors.

Policies

- ED-7.1 Encourage the development of tourist and entertainment-type facilities such as hotels, dinner house restaurants, performing arts center, museums, a music and festival park, an amusement park, mineral hot springs, golf courses, and visitor information centers.
- ED-7.2 Encourage the development of business-oriented hotels that capitalize on the superior freeway locations in Murrieta and the expanding office, professional and technical job base.
- ED-7.3 Encourage development and business activities that capitalize on natural amenities and resources of the area such as trail and tour guides, campgrounds, rodeos, equestrian breeding and training farms, nature and open space preserves.
- ED-7.4 Promote and encourage future development of a full-service resort that incorporates local amenities and attractions, such as the mineral hot springs and the nearby vineyards and wineries.
- ED-7.5 Explore opportunities to capitalize on Murrieta’s proximity to Temecula Valley wine country.

Goal ED-8 Strategic Approach to Economic Growth

Policies

- ED-8.1 Encourage and market to employers that provide employment opportunities commensurate with the education and skills of Murrieta residents.
- ED-8.2 Support a business friendly environment for new businesses to locate in Murrieta and existing businesses to flourish.
- ED-8.3 Formulate and implement strategies that are responsive to critical economic goals of the community and monitor and update these goals annually through the Economic Development Department.
- ED-8.4 Explore opportunities for business assistance and incentive programs to attract businesses to the City.



- ED-8.5 Establish a Business Retention and Expansion program that supports existing and future businesses.
- ED-8.6 Establish a priority for implementation programs while maintaining flexibility to adjust to market-based conditions, as necessary; coordinate with General Plan priorities.
- ED-8.7 Periodically assess the ability of the City to meet the growth needs of office and research and development firms.
- ED-8.8 Maintain economic information and development opportunities on the City’s website and create interactive links with the real estate brokerage and development industry.
- ED-8.9 Continue to work with the Murrieta Chamber of Commerce to promote the continued economic growth of the City and provide businesses with the tools and services to succeed.
- ED-8.10 Continue to consult with technical networking organizations to market Murrieta and encourage new businesses and industries to locate in the City.
- ED-8.11 Work with property owners to promote the vision of the community as a future job-rich center.

Goal ED-9 A coordinated and stable regional economic environment.

Policies

- ED-9.1 Coordinate implementation efforts with other economic development programs carried out by other implementation agencies including, but not limited to: Murrieta Redevelopment Agency, Murrieta Chamber of Commerce, Temecula Chamber of Commerce, Riverside County Economic Development Agency, Western Riverside County Council of Governments, San Diego Association of Governments, San Diego North Economic Development Council, San Diego Regional Economic Development Corporation, Southwest California Economic Alliance, and Southwest California Economic Development Corporation.
- ED-9.2 Where possible, capitalize on economic development efforts already occurring within the region and maintain active economic development partnerships with other local and regional governments and agencies.
- ED-9.3 Ensure that future annexations are fiscally and economically beneficial to the City and are accomplished through a coordinated effort between the City, LAFCO, and other interested agencies.
- ED-9.4 Continue to partner with Temecula to market and promote the “Twin Cities” as a job center between the Los Angeles/Orange County and San Diego metro areas.



Goal ED-10 A revitalized and economically stable Historic Downtown Murrieta.

Policies

- ED-10.1 Encourage compatible economic development activities that support the historic nature and unique character of Historic Downtown Murrieta and strengthens its citywide and regional draw.
- ED-10.2 Encourage the development of neighborhood level retail uses and personal services within Historic Downtown Murrieta that serve the surrounding residents and businesses.
- ED-10.3 Provide opportunities for mixed-use commercial and residential development to render Historic Downtown Murrieta a commercially viable entity consistent with its functional scale.
- ED-10.4 Complete development of a Civic Center complex within Historic Downtown Murrieta on the Town Square site.
- ED-10.5 Consider opportunities for the development of higher-density and mixed-use residential uses to support commercial development within the Historic Downtown.
- ED-10.6 Consider opportunities to incorporate entertainment and cultural/art venues and activities within Historic Downtown Murrieta.
- ED-10.7 Utilize redevelopment assistance and special programs to attract retailers and encourage new mixed-use development within the area.

CIRCULATION ELEMENT

Goal CIR-1 A circulation system that serves the internal circulation needs of the City, while also addressing the inter-community or through travel needs.

Policies

- CIR-1.1 Ensure the transportation system can adequately serve the concentrations of population and employment activities identified by the Land Use Element.
- CIR-1.2 Maintain a Level of Service “D” or better at all intersections during peak hours. Maintain a Level of Service “E” or better at freeway interchanges during peak hours.
- CIR-1.3 Maintain an average daily traffic (ADT) Level of Service “C” or better for all roadway segments. As an exception, LOS “D” may be allowed in the North Murrieta Business Corridor, Clinton Keith/Mitchell, Golden Triangle North (Central Murrieta), South Murrieta Business Corridor, or the Multiple Use 3 Focus Areas, or other employment centers. LOS “D” may be allowed only at



- intersections of any combination of Secondary roadways, Major roadways, Urban Arterial roadways, Expressways, conventional state highways, or freeway ramps.
- CIR-1.4 Continue to improve signal coordination and advanced traffic management systems at major intersections and along roadway corridors in order to optimize traffic flow through the City and reduce traffic queuing.
- CIR-1.5 Maintain a set of street standards and require that all new road facilities be constructed or upgraded, where feasible, to meet City standards.
- CIR-1.6 Coordinate with Caltrans to implement necessary improvements at intersections where the agencies have joint jurisdiction.
- CIR-1.7 Evaluate the Circulation Element roadway plan on a regular basis using the City of Murrieta Traffic Model.
- CIR-1.8 Identify and evaluate the major intersections requiring special design treatment to increase their vehicular capacity.
- CIR-1.9 Provide a coordinated traffic control system that moves traffic within and through the City in an efficient and orderly manner. Upgrade systems as technology evolves.
- CIR-1.10 Limit driveway and access on major arterial streets, where feasible, to maintain a desired quality of traffic flow.
- CIR-1.11 Support the implementation of complete streets through a multi-modal transportation network that balances the needs of pedestrians, bicyclists, transit riders, mobility-challenged persons, older people, children, and vehicles while providing sufficient mobility and abundant access options for existing and future users of the street system.
- CIR-1.12 Maintain an effective City truck route system to ensure that movement of truck traffic is accommodated by and confined to designated streets.
- CIR-1.13 Work with adjacent communities and regional agencies to identify appropriate systems for goods movement.
- CIR-1.14 Review current goods movement patterns and determine if possible restrictions on hours of truck traffic may reduce impacts to area streets.

Goal CIR-2 A comprehensive circulation system that promotes safety.

Policies

- CIR-2.1 Establish speed limits throughout the City that relate to the design and operating characteristics of roadways.
- CIR-2.2 Maintain an ongoing maintenance program to ensure the safety of the City's roadway system.

Project Description



- CIR-2.3 Provide a circulation network that accommodates the safe and efficient movement of all forms of non-motorized travel.
- CIR-2.4 Ensure roadway signage of adequate size to clearly convey street names or traffic control measures is installed and maintained.
- CIR-2.5 Include paved shoulders on all roads in non-urban areas that can be used by cyclists and pedestrians.
- CIR-2.6 Explore the use of traffic calming measures on streets with high incidences of speeding and/or history of collisions.
- CIR-2.7 Publish and promote safe pedestrian and bike routes through creating an accurate citywide map and posting pedestrian/cyclist-scale wayfinding signage.
- CIR-2.8 Encourage driveway consolidation and the use of shared driveways in commercial areas.
- CIR-2.9 Ensure new roadways and intersections provide adequate sight distances for safe vehicular movement.
- CIR-2.10 Review and comment on school district Environmental Impact Reports (EIRs) to ensure proposed school circulation systems address traffic and pedestrian safety within and adjacent to the site.
- CIR-2.11 Work with the school districts to incorporate a Safe Routes to Schools program and establish a task force for school siting (including school closures) and safe routes decisions such as public works, city, county, Caltrans, law enforcement, school staff, public health, community groups and others.
- CIR-2.12 Consider the development and implementation of Pedestrian Safety Guidelines that also include streetscape standards that emphasize pedestrian and cyclist safety (lighting, trees, greenery, traffic calming measures, etc.).
- CIR-2.13 Work with the Murrieta Valley Unified School District and other local school districts, neighborhood associations, HOAs, and Parent Teacher Associations (PTAs) to facilitate the creation of “walking school buses,” “bike trains”, carpools and crossing guards for Murrieta schools.
- CIR-2.14 Ensure that efficient and safe access for emergency vehicles is provided to all development

Goal CIR-3 Circulation systems that preserve the quality of residential neighborhoods.

Policies

- CIR-3.1 Enforce speed limits and other regulatory signs in those areas defined by the California Vehicle Code as residential neighborhoods.
- CIR-3.2 Review the design of all proposed new residential neighborhoods to ensure that “cut through” routes are minimized and pedestrian connections are maximized.



- CIR-3.3 Discourage the flow of truck traffic and through traffic in residential neighborhoods.
- CIR-3.4 Consider the development and implementation of Traffic Calming Guidelines to address safety within residential neighborhoods.
- CIR-3.5 Continue to utilize the Neighborhood Traffic Management Program to provide all residential, commercial, and industrial properties sufficient and safe access for every vehicle.

Goal CIR-4 Financing programs provide adequate funding for the City’s roadway system.

Policies

- CIR-4.1 Identify and evaluate potential local revenue sources for financing roadway system development and improvement projects.
- CIR-4.2 Pursue viable revenue sources to meet the roadway system funding needs from state, regional, and federal sources.
- CIR-4.3 Pursue coordination of joint funding and development programs with adjacent cities and the County of Riverside for transportation related improvements in the Plan Area.

Goal CIR-5 A supported regional transportation system that serves existing and future travel between Murrieta and other population and employment centers within southwest Riverside County and the larger region, and that accommodates the regional travel needs of developing areas outside the City.

Policies

- CIR-5.1 Coordinate with appropriate jurisdictions and agencies to encourage the timely improvement of roadway and transit facilities that address area-wide and regional travel needs, including the State Transportation Improvement Program (STIP), the Riverside County Integrated Project (RCIP), and the Community and Environmental Transportation Acceptability Process (CETAP)..
- CIR-5.2 Coordinate with adjacent jurisdictions on regional transportation planning efforts.
- CIR-5.3 Coordinate with the Cities of Temecula, Wildomar, and Lake Elsinore to pursue funding for and preparation of a transportation plan for the Jefferson Avenue Corridor.
- CIR-5.4 Actively pursue the construction of the French Valley Parkway connector system, south of the I-15/1-215 confluence in cooperation with Caltrans, the City of Temecula, Riverside County, and local developers.



- CIR-5.5 Actively pursue the construction of a new east-west corridor and interchange at Keller Road in cooperation with Caltrans, Riverside County, and local developers.
- CIR-5.6 Actively pursue the improvements to existing interchanges within the City and construction of new over-crossings, as identified in the Capital Improvements Program 215, to achieve the adopted service level standards.
- CIR-5.7 Support the addition of capacity improvements, such as high occupancy vehicle lanes, general purpose lanes, or auxiliary lanes on I-15 and I-215.
- CIR-5.8 Participate in programs to mitigate regional traffic congestion.
- CIR-5.9 Coordinate with Western Riverside Council of Governments, Riverside County, and Riverside County Transportation Commission to identify, protect, and pursue opportunities for public transit along major transportation corridors, and future high speed rail service, which connect Murrieta to other population centers.
- CIR-5.10 Support the siting and development of a Metrolink Station(s) within Murrieta along the I-15 and/or I-215 corridors.
- CIR-5.11 Coordinate with California High Speed Rail Authority, Riverside Transit Authority, and City of Temecula on the siting and development of a California High Speed Rail Intermodal Transit Center.
- CIR-5.12 Continue to work with public transportation agencies to provide adequate levels of service to Murrieta citizens.
- CIR-5.13 Coordinate with adjacent jurisdictions regarding the planning and coordination of circulation improvements in the Sphere of Influence area.
- CIR-5.14 Encourage new large residential, commercial, or employment developments to locate on existing and planned transit routes.

Goal CIR-6 Alternative travel modes and facilities are available to serve residents and employers/employees and reduce vehicle miles traveled.

Policies

- CIR-6.1 Encourage alternatives to single-occupancy vehicle transportation such as rail, public transit, paratransit, walking, cycling, and ridesharing.
- CIR-6.2 Support a variety of transit vehicle types and technologies to serve different transportation needs.
- CIR-6.3 Work with the Riverside Transit Agency, Murrieta Chamber of Commerce, and/or the City's Economic Development Department to conduct a travel/commute survey with the intent of creating vanpools, carpools, and employment center shuttles to reduce single occupant vehicles.
- CIR-6.4 Seek opportunities for funding that goes to support alternative forms of transportation.



- CIR-6.5 Support the dedication and/or construction of appropriate facilities in support of a public transportation system.
 - CIR-6.6 Identify opportunities to implement the Western Riverside County Non-Motorized Transportation Plan within key activity centers of the City through the development of non-motorized transportation corridors and facilities (i.e., neighborhood electric vehicle routes, bikeways, pedestrian paths, sidewalks/paths).
 - CIR-6.7 Coordinate with the Riverside Transit Agency to provide fixed route transit service along transportation corridors connecting to employment and commercial areas, schools, health care facilities, and major recreation areas.
 - CIR-6.8 Support the construction of bus turnouts with shelters adjacent to new developments where transit demand levels may be sufficient in the future to warrant such accommodations to maintain traffic flow and provide safe loading/unloading for bus passengers. .
 - CIR-6.9 Work with the Riverside Transit Agency to evaluate bus stops locations and amenities. Encourage the incorporation of transit amenities such as bus shelters and benches into existing and new bus stop locations.
 - CIR-6.10 Provide for express transit service through implementation of park-and-ride facilities along regional transportation corridors.
 - CIR-6.11 Encourage employer-based incentive programs for use of public transit and improve awareness of such programs.
 - CIR-6.12 Increase public education about public transit options.
 - CIR-6.13 Continue to require new development to submit a Trip Reduction Plan, if applicable, in compliance with the Transportation Demand Management Ordinance.
 - CIR-6.14 Encourage employers to provide employee incentives for utilizing alternatives to the automobile (i.e., carpools, vanpools, buses, flex time, telecommuting, bicycling, and walking, etc.).
- Goal CIR-7 Residential areas and activity centers are accessible to all pedestrians, including persons with disabilities or having special accessibility needs.**

Policies

- CIR-7.1 Encourage future developments to provide an internal system of sidewalks/pathways linking schools, shopping centers, and other public facilities with residences.
- CIR-7.2 Require pedestrian access from the interior of new residential areas to public transit stops.

Project Description



- CIR-7.3 Encourage safe pedestrian walkways and ensure compliance with the Americans with Disabilities Act (ADA) requirements within all developments.
 - CIR-7.4 Consider the development and implementation of Pedestrian Friendly Street Standards.
 - CIR-7.5 Provide pedestrian amenities such as benches, trees, landscaping, and shade trees to encourage people to walk to destinations.
 - CIR-7.6 Promote improved demand responsive transit services for elderly and disabled persons.
 - CIR-7.7 Ensure visibility and access for pedestrians and encourage the removal of barriers (walls, fences) to allow for safe and convenient movement.
 - CIR-7.8 Work with Riverside County Transportation Commission, local retirement homes, the Senior Center, and other community groups to expand affordable and reliable transportation options for older adults and disabled persons.
- Goal CIR-8 Development, expansion, and maintenance of a network of bicycle, pedestrian, and multi-use trails that allows residents to travel between parks, schools, neighborhoods, and other major destinations without driving.**

Policies

- CIR-8.1 Create, update, and implement a master plan for non-motorized travel throughout the City, including multi-use trails, off-street paved bikeways, on-street bikeways, and related amenities.
- CIR-8.2 Promote bicycle and pedestrian trails along major home to work and other travel routes.
- CIR-8.3 Consider roadway design guidelines for new development and for capital improvement plans that enhance bicycle and pedestrian connectivity and safety.
- CIR-8.4 Consider that 6- to 8-lane arterial roads provide a 5- to 6-foot-wide tree buffer (parkway) between pedestrians and through traffic.
- CIR-8.5 Separate multi-use trails from roadways where feasible, or design multi-use trail crossing to occur at controlled intersections.
- CIR-8.6 Establish guidelines for new development projects to include multi-use trails that connect to schools, parks, Historic Downtown, and other neighborhoods in the community.
- CIR-8.7 Review and pursue opportunities to develop a trail head from the Murrieta Equestrian Park to the Santa Rosa Plateau and other adjacent areas.



- CIR-8.8 When different uses are developed adjacent to each other – such as new commercial adjacent to new residential – require them to provide high-quality pedestrian amenities and connections between each other to the greatest degree possible.
- CIR-8.9 Create cyclist and pedestrian connections through cul-de-sacs and across other barriers, connecting neighborhoods with each other and the citywide trail system. When feasible, consider purchasing easements across private land for priority pedestrian connections.
- CIR-8.10 Work with adjacent property owners to create an interconnected trail that extends along the public right-of-way, which will benefit business by increasing exposure and access, and benefit the community through encouraging fitness, improved access, and a connected community.
- CIR-8.11 Coordinate the location of multi-use trails to connect with regional trail systems, where feasible.
- CIR-8.12 Pursue funding or grant opportunities to plan, construct, and maintain pedestrian, bicycle, and multi-use trails.
- CIR-8.13 Maintain a map or maps of current bikeways and multi-use trails, and make the map(s) available to the public.
- CIR-8.14 Partner with schools, employers, and community groups to teach bicycle and pedestrian safety in schools and workplaces and to educate residents about the benefits of walking and bicycling.
- CIR-8.15 Consider changing the name of the “Traffic Commission” to the “Transportation Commission,” and revise its scope to explicitly address all forms of transportation including automobile, bicycle, pedestrian, public transportation, and ADA enhancements.

Goal CIR-9 An adequate supply of private off-street and public parking.

Policies

- CIR-9.1 Ensure development projects comply with the parking requirements identified in the Development Code.
- CIR-9.2 Encourage provision of joint-use and public parking facilities where needed by special assessment districts or other mechanisms.
- CIR-9.3 Work cooperatively with developers and the business community to develop funding mechanisms for the construction of future parking facilities.
- CIR-9.4 Consider reducing or waiving minimum parking requirements for development projects that implement Transportation Demand Management programs and/or are located near transit nodes.

Project Description



- CIR-9.5 Design dense nodes of commercial and retail businesses with no off-street parking that can be served by public parking garages so people can park once for multiple purposes.
- CIR-9.6 Update the City's parking requirements in the Development Code to require bicycle parking and storage for all new development or redevelopment projects.

INFRASTRUCTURE ELEMENT

Coordinated Infrastructure

Goal INF-1 New development and redevelopment is coordinated with the provision of adequate infrastructure for water, sewer, storm water, and energy.

Policies

- INF-1.1 Encourage future development to occur in areas where infrastructure for water, sewer, and storm water can most efficiently be provided.
- INF-1.2 Discourage development in areas without connections to existing infrastructure, unless infrastructure is being provided.
- INF-1.3 Encourage the annexation of unserved areas into water district service areas.
- INF-1.4 Ensure that new development and redevelopment provides infrastructure for water, sewer, and storm water that adequately serves the proposed uses, and that has been coordinated with affected infrastructure providers.
- INF-1.5 Continue to require new development and redevelopment to provide verification that energy utilities are able to accommodate the additional demand for service.
- INF-1.6 Provide information to water districts, Riverside County Flood Control and Water Conservation District (RCFCWCD), and energy utilities in their planning efforts to ensure adequate infrastructure is available for anticipated development.
- INF-1.7 Encourage the preparation and updates of master plans by the appropriate providers or agencies to conduct detailed long-range planning to ensure the efficient provision of public services, infrastructure, and/or utilities.
- INF-1.8 Consult with water districts and Riverside County Flood Control and Water Conservation District (RCFCWCD) to ensure that fee structures are sufficient for new development and redevelopment to pay its fair share of the cost of infrastructure improvements for water, sewer, and storm water.
- INF-1.9 Encourage the water districts to proactively manage their assets through the maintenance, improvement, and replacement of aging water and wastewater systems to ensure the provision of these services to all areas of the community.
- INF-1.10 Encourage the water districts to improve water and wastewater services in a way that respects the natural environment.



- INF-1.11 Ensure sufficient levels of storm drainage service are provided to protect the community from flood hazards and minimize the discharge of materials into the storm drain system that are toxic or which would obstruct flows.
- INF-1.12 When managed by the City, continue to maintain and replace aging storm drain systems to ensure the provision of these services to all areas of the community.
- INF-1.13 Cooperate in regional programs to implement the National Pollutant Discharge Elimination System program.
- INF-1.14 Continue to participate with other agencies on public education and outreach materials for countywide distribution to focus on public education and business activities with the potential to pollute. Distribute Best Management Practices (BMP) guidance for business activities, including but not limited to, mobile detailing, pool maintenance, restaurant cleaning operations, and automotive service centers.
- INF-1.15 Continue to implement the City's residential informational and outreach program by providing homeowners with Best Management Practices (BMP) for activities such as, but not limited to:
- Disposal of fats, oils, and grease
 - Disposal of garden waste
 - Disposal of household hazardous waste
 - Disposal of pet waste
 - Garden care and maintenance
 - Vehicular repair and maintenance
 - Vehicular washing
- INF-1.16 Continue to annually report the City's activities as part of its submittal to the San Diego Region Water Quality Control Board. Activities the City should report on include, but are not limited to:
- Litter Control
 - Solid Waste Collection/Recycling
 - Drainage Facility Maintenance
 - Catch Basin Stenciling
 - Street Sweeping
- INF-1.17 Consider incorporating water quality features into new or redevelopment projects with sufficient land area. These features could address both project-specific and other local impacts.
- INF-1.18 Minimize the adverse effects of urbanization upon drainage and flood control facilities.

Project Description



- INF-1.19 Encourage the City and the Riverside County Flood Control and Water Conservation District improve the storm drain system in a way that respects the environment.
- INF-1.20 When considering development and City annexations, include assessment of all impacts to public facilities, services, and infrastructure, and identify any necessary mitigation.
- INF-1.21 Encourage the use of specific plans, development agreements, or mechanisms that specify the nature, timing, cost, and financing mechanisms to be used to fund water, wastewater, and/or storm drainage improvements and services.
- INF-1.22 Work with property owners to establish a financing mechanism, such as financing districts, to provide infrastructure and maintenance in major employment locations and corridors, such as the North Murrieta Business Corridor, South Murrieta Business Corridor, and at the confluence of the I-15 and I-215 Freeways.
- INF-1.23 Utilize, where appropriate, public financing mechanisms, such as special assessment or community facilities districts to fund water improvement and service costs.
- INF-1.24 Consider the use of redevelopment financing, where appropriate, to provide infrastructure in areas where the City wishes to stimulate development.

Recycled Water

Goal INF-2 Infrastructure for recycled water is expanded throughout Murrieta for irrigation and other non-potable uses.

Policies

- INF-2.1 Support water district efforts to promote the use of recycled water where infrastructure is available, and to expand infrastructure where it does not currently exist.
- INF-2.2 Work with the water districts to explore options for expanding recycled water pipelines to serve City parks and facilities that are near existing infrastructure, such as California Oaks Sports Park and Town Square.
- INF-2.3 Continue to require installation of recycled water systems for landscaping, unless there is an exemption from the applicable water district.
- INF-2.4 Encourage other major users of irrigation, such as schools and private golf courses, to connect to nearby recycled water pipelines.
- INF-2.5 Coordinate with water districts to encourage innovative demonstrations of non-potable uses for recycled water and/or groundwater recharge in City facilities and industrial applications.



Capital Improvement Program

Goal INF-3 A satisfactory Capital Improvement Program.

Policies

- INF-3.1 Ensure that the Capital Improvement Program (CIP) meets the City's needs.
- INF-3.2 Ensure that the Capital Improvement Program (CIP) meets Measure A, or other appropriate local, regional, or State, requirements.
- INF-3.3 Amend as necessary and adopt a Capital Improvement Program.

HEALTHY COMMUNITY ELEMENT

Citywide Health

Goal HC-1 Application of innovative and model best practices in the community health field.

Policies

- HC-1.1 Collaborate with the Riverside County Department of Public Health's efforts to systematically collect, track, and analyze community health and social, economic, and physical environmental data.
- HC-1.2 Establish procedures and tools that help the City consider health in its planning and policy decisions.
- HC-1.3 Encourage that the municipal vehicle fleet achieve the highest possible number of fuel-efficient and low emissions vehicles commercially available.
- HC-1.4 Seek opportunities to promote healthy lifestyles, activities, and food choices at City offices and City-organized events.
- HC-1.5 Promote the health and well being of City employees through health challenges (e.g., weight loss contests, stop smoking, lunchtime/worktime sponsored events, bike to work days), healthy food choices, and healthy work environments, when feasible.

Goal HC-2 Health and well-being for those who live, work, and play in Murrieta.

Policies

- HC-2.1 Consider community health in appropriate City actions and policies.

Project Description



- HC-2.2 Establish relationships and collaborate with local health officials, planners, non-profit organizations, hospitals, local health clinics, and community groups to improve community health.
- HC-2.3 Seek input from the Riverside County Department of Public Health and others on proposed development projects or other land use and transportation decisions to encourage that the decisions promote health.
- HC-2.4 Incentivize health promotion groups to participate at City-sponsored events (i.e., waive booth fees at fairs, etc.).
- HC-2.5 Consider one or both of the following:
- Encourage developers of larger commercial/office/business park/industrial projects or projects that include sensitive uses (schools, senior centers, medical facilities, and larger residential projects) to prepare a health impact assessment (HIA) to determine potential impacts and to incorporate project-specific mitigation measures to avoid this risk.
 - A Healthy Development Checklist for use in reviewing new major development projects before finalizing plans.
- HC-2.6 Work with Riverside County and community groups to support the availability of substance abuse treatment services to encourage a functional and healthy workforce.

Environmental Health

Goal HC-3 Clean, breathable indoor and outdoor air.

Policies

- HC3.1 Update and enforce tobacco control laws that pertain to location and retailing practices, smoking restrictions, and smoking-free home and workplace laws.
- HC-3.2 Disseminate information to tenants and property owners about indoor mold growth hazards, reduction, and prevention methods.

Public Spaces for Physical Activity and Social Cohesion

Goal HC-4 Public spaces that foster positive human interaction and healthy lifestyles.

Policies

- HC-4.1 Create public plazas with seating, art, and play features near shopping and business districts.



- HC-4.2 Work with restaurants and cafes to create sidewalk outdoor seating areas to activate the sidewalk.
- HC-4.3 Allow and encourage residents to apply for street closure permits for neighborhood block parties.
- HC-4.4 Build an affordable, accessible, and flexible central gathering/meeting space that individuals and community groups can rent for a variety of social, cultural, educational, and civic purposes.
- HC-4.5 Encourage the development and display of public art to promote the history, heritage, and culture of Murrieta.
- HC-4.6 Consider adopting a public art ordinance that 1) provides incentives for businesses to provide public art and 2) establishes a fee for commercial and industrial projects that do not wish to install public art.

Healthy Economy

Goal HC-5 Socially and environmentally responsible businesses that provide meaningful employment opportunities to residents.

Policies

- HC-5.1 Develop programs to attract and retain industries that can provide a living wage, provide health insurance benefits, and meet existing levels of workforce education.
- HC-5.2 Conduct a green technology business incubator feasibility study.
- HC-5.3 Engage existing business incubators and recruit green technology entrepreneurs to their facilities to develop a track record for green technology business development.
- HC-5.4 Encourage local employers to adopt healthy living/healthy employee programs and practice such as health challenges (e.g. weight loss contests, stop smoking, lunchtime/worktime sponsored events, bike to work days), healthy food choices, and healthy work environments.

Access to Healthy Goods and Services

Goal HC-6 A range of choices for accessible, affordable, and nutritious foods.

Policies

- HC-6.1 Encourage equitable distribution of healthy food retail and dining options in all commercial and employment areas of the City.
- HC-6.2 Research and consider land use regulations to limit fast food outlet density.

Project Description



- HC-6.3 Identify and utilize available incentives, grants, and/or programs to encourage small grocery or convenience stores to sell basic healthy fresh food items. Programs could include grants or loans to purchase updated equipment, publicity, directories of healthy food outlets, or connecting stores to wholesale sources of healthy food.
- HC-6.4 Encourage restaurants to voluntarily eliminate trans fats from their menus.
- HC-6.5 Identify and utilize available incentives, grants, and/or programs to encourage restaurants to create a healthier dining experience for customers by highlighting healthy dishes, offering smaller portion sizes, and disclosing nutrition facts.
- HC-6.6 Support community education programs on healthy eating habits and lifestyles, including topics such as nutrition, physical activity, and vegetable gardening.
- HC-6.7 Encourage larger food retailers to carry specialty ethnic food items and support the opening of smaller ethnic food stores.
- Goal HC-7 A variety of businesses that help create complete neighborhoods and support community health.**

Policies

- HC-7.1 Encourage fitness centers such as gyms, yoga and dance studios, martial arts centers, and rock climbing facilities to open in Murrieta.
- HC-7.2 Encourage safe, high quality, and affordable child care services for residents and workers in or near housing, transportation, and employment centers.

Goal HC-8 Accessible health care and preventative care.

Policies

- HC-8.1 Work with local and regional health care agencies to promote preventive treatment and broad access to health care.
- HC-8.2 Work with existing organizations and agencies to support high-quality affordable and convenient access to a full range of traditional and alternative primary, preventive, emergency, and specialty health care options.
- HC-8.3 Partner with community groups, the Riverside County Public Health Department, and the Murrieta Valley Unified School District to encourage school-based health centers.
- HC-8.4 Encourage new public facilities, schools, parks, recreational facilities, and commercial, office, and medical buildings provide drinking fountains.



CONSERVATION ELEMENT

Natural Environment

Water Supply

Goal CSV-1 A community that conserves, protects, and manages water resources to meet long-term community needs, including surface waters, groundwater, imported water supplies, storm water, and waste water.

Policies

- CSV-1.1 Encourage the provision of a safe and sufficient water supply and distribution system.
- CSV-1.2 Promote the maximization of water supplies through conservation, water recycling, and groundwater recharge.
- CSV-1.3 Promote the protection of groundwater supplies from contamination.
- CSV-1.4 Support water purveyors in promoting a City-wide recycled water system through project review and coordination with water districts.
- CSV-1.5 Encourage the owners of hot springs to protect and enhance them
- CSV-1.6 Coordinate water resource management with water districts and regional, state, and federal agencies.

Goal CSV-2 Murrieta promotes compliance with requirements from the State and appropriate agencies regarding comprehensive water conservation measures in buildings and landscaping.

Policies

- CSV-2.1 Ensure that all developments comply with water efficiency requirements, as mandated by the applicable Building Code.
- CSV-2.2 Work with water districts to encourage and incentivize the retrofitting of building systems, both indoor and outdoor, with water-conserving fixtures and appliances.
- CSV-2.3 Continue to utilize the programs and assistance of regional and State water agencies to increase water conservation throughout the City and Sphere of Influence.
- CSV-2.4 Promote water efficient landscaping practices through outreach efforts, project review, and enforcement of City, regional, or State code requirements.
- CSV-2.5 Consider streamlining municipal regulations pertaining to landscaping so that applicability and requirements are easily understood.



Storm Water Management and Groundwater Recharge

Goal CSV-3 A community that participates in a multi-jurisdictional approach to protecting, maintaining, and improving water quality and the overall health of the watershed.

Policies

- CSV-3.1 Collaborate with partner agencies and other communities to conserve and properly manage surface waters within the City and Sphere of Influence through protection of the watershed and natural drainage system.
- CSV-3.2 Promote storm water management techniques that minimize surface water runoff in public and private developments.
- CSV-3.3 Utilize low-impact development (LID) techniques to manage storm water through conservation, on-site filtration, and water recycling, and continue to ensure compliance with the NPDES permit.
- CSV-3.4 Encourage the creation of a network of “green” streets that minimize stormwater runoff, using techniques such as on-street bio-swales, bio-retention, permeable pavement or other innovative approaches, as feasible.
- CSV-3.5 Seek opportunities to restore natural watershed function as an added benefit while mitigating environmental impacts.

Goal CSV-4 Restoration of the natural function and aesthetic value of creeks, while providing flood control measures and opportunities for recreation.

Policies

- CSV-4.1 Prioritize creek preservation, restoration and/or mitigation banking along creeks as mitigation for environmental impacts.
- CSV-4.2 Consider alternatives to hardlined bottoms and side slopes within flood control facilities, where technically feasible.
- CSV-4.3 Preserve Warm Springs Creek and Cole Creek as a wildlife corridor, while accommodating flood control measures and passive recreation.
- CSV-4.4 Retain and restore natural drainage courses and their function where health and safety are not jeopardized.
- CSV-4.5 Support efforts for restoration, flood control, and recreation along Murrieta Creek, in coordination with regional and federal plans.
- CSV-4.6 Seek funds and provide support for creek restoration, maintenance and protection through grant and mitigation programs, development entitlements, and non-profit organizations.



CSV-4.7 Continue to support the architectural enhancement of bridges over creeks as a scenic resource.

Hills and Ridges

Goal CSV-5 Hills and ridges are protected for their environmental and aesthetic values.

Policies

CSV-5.1 Promote compliance with hillside development standards and guidelines to maintain the natural character and the environmental and aesthetic values of sloped areas.

CSV-5.2 Incorporate significant landform features into City parks and open space, where appropriate.

CSV-5.3 Maintain a register of cultural resources that includes landforms with cultural significance.

Mineral Resources

Goal CSV-6 Mineral resources are managed responsibly with minimal impact to surrounding areas.

Policies

CSV-6.1 Ensure compliance with City regulations that seek to prevent or minimize potentially adverse effects of mining, and provide for reclamation of mined lands.

Paleontological Resources

Goal CSV-7 Paleontological resources are conserved as a record of the region's natural history.

Policies

CSV-7.1 Continue development review procedures that protect paleontological resources.

CSV-7.2 Encourage local display and educational use of paleontological resources.

Biological Resources

Goal CSV-8 Conservation of biological resources through habitat preservation and restoration, in coordination with other regional efforts and in compliance with state and federal mandates.



Policies

- CSV-8.1 Facilitate the conservation of habitat areas and wildlife corridors under the Western Riverside Multiple Species Habitat Conservation Plan.
- CSV-8.2 Address applicable policies and regulations of regional, State, and Federal agencies to achieve common goals for preservation of habitat and the protection of threatened and endangered species.
- CSV-8.3 Work with public and private land owners to conserve biological resources.
- CSV-8.4 Review development projects to determine their impact on biological resources, and compliance with state and federal regulations.
- CSV-8.5 Address Western Riverside Multiple Species Habitat Conservation Plan policies to preserve jurisdictional, wetland, vernal pool and other areas whose hydrology supports habitat and species identified for conservation in the Plan.
- CSV-8.6 Address Western Riverside Multiple Species Habitat Conservation Plan policies for an urban interface, to reduce the impacts from toxics, light, noise, invasive plant species and domestic predators (pets).
- CSV-8.7 Establish an implementation program to clarify procedures for implementation of the Western Riverside Multiple Species Habitat Conservation Plan (MSHCP) Habitat Acquisition Negotiation Strategy (HANS) in the City and to provide incentives to facilitate conservation with the MSHCP while recognizing private property rights.

Built Environment

Urban Ecology - Trees and Landscaping

Goal CSV-9 A community that promotes the growth of an urban forest and water-efficient landscaping, recognizing that plants provide natural services such as habitat, storm water management, soil retention, air filtration, and cooling, and also have aesthetic and economic value.

Policies

- CSV-9.1 Identify and protect native trees, trees of historic or cultural significance, and mature trees, consistent with the Tree Preservation Ordinance.
- CSV-9.2 Consider the establishment of street tree standards and a program for street tree planting, maintenance, and replacement.
- CSV-9.3 Promote the use of street trees as a buffer between pedestrians and motorized traffic.



- CSV-9.4 Encourage the planting of street trees in linear planting beds rather than tree wells in order to support long-living healthy trees.
- CSV-9.5 Encourage the planting of trees in private yards and properties.
- CSV-9.6 Maintain a guide to preferred trees, shrubs, and ground cover plants of non-invasive species, or refer private parties to an existing guide that meets City needs to assist private landscaping efforts.
- CSV-9.7 Allow edible landscaping such as fruit trees, plants that provide foraging opportunities for wildlife, and community gardens on public and private property.
- CSV-9.8 Encourage any new landscaped areas requiring permits to respect and incorporate the distinctive elements of the existing community landscape, including the retention of existing trees, to the maximum extent feasible.
- CSV-9.9 Promote the use of native plant species in public landscaping of parks, schools, medians and planter strips, as well as in private development throughout the City.

Agriculture

Goal CSV-10 Fresh food is grown locally and made available through multiple venues that maintain a link to the City’s agricultural heritage and promote healthy eating.

Policies

- CSV-10.1 Allow agricultural uses to continue in rural residential areas.
- CSV-10.2 Consider ways to allow small-scale urban agriculture in parks, schools, and neighborhoods.
- CSV-10.3 Ensure that residents are permitted to grow fruits and vegetables in their yards, so long as there are not significant negative impacts to adjacent property owners.
- CSV-10.4 Encourage and support the use of public lands for community gardens and other food production facilities, when feasible.
- CSV-10.5 Support opportunities for local food production and access, such as farmers’ markets, community gardens, harvest sharing programs, and community-supported agriculture programs.
- CSV-10.6 Encourage local farmers to sell fresh food locally.
- CSV-10.7 Allow public facilities such as schools, libraries, and community centers to be used as Community Supported Agriculture pick-up sites, where feasible.



Cultural Resources

Goal CSV-11 Murrieta protects, enhances, and celebrates archaeological, cultural, and historic resources as a way to foster community identity.

Policies

- CSV-11.1 Promote the protection and preservation of archaeological, cultural, historical, and architecturally significant sites, structures, districts, Native American resources, and natural features throughout the community, consistent with the Cultural Resource Preservation Ordinance. Preferred methods of protection include avoidance of impacts, placing resources in designated open space and allocation of local resources and/or tax credits as feasible.
- CSV-11.2 Encourage appropriate adaptive reuse of historic structures and sites.
- CSV-11.3 Promote the designation of eligible resources to the City Register of Cultural Resources, the County Landmarks Program, or other regional, state, or federal programs.
- CSV-11.4 Encourage the development of programs to educate the community about Murrieta’s historic resources and involve the community in historic preservation.
- CSV-11.5 Comply with state and federal law regarding the identification and protection of archaeological and Native American resources, and consult early with the appropriate tribal governments.
- CSV-11.6 Investigate the feasibility of establishing a museum or other repository to archive and display Murrieta’s archaeological resources.
- CSV-11.7 Maintain the position of archivist/historian at the Murrieta Public Library, and promote the Library’s Heritage Room as a repository for historical information about the Murrieta area.
- CSV-11.8 Promote the use of historic elements in City parks and public places.
- CSV-11.9 Exercise sensitivity and respect for all human remains, including cremations, and comply with all applicable state and federal laws regulating human remains.

Energy

Goal CSV-12 Energy conservation and the generation of energy from renewable sources is prioritized as part of an overall strategy to reduce greenhouse gas emissions.

Policies

- CSV-12.1 Ensure that all developments comply with energy efficiency requirements as mandated by the applicable Building Code.



- CSV-12.2 Work with energy utilities to encourage and incentivize the retrofitting of building systems with energy-conserving fixtures and appliances.
- CSV-12.3 Support the on-site installation and use of renewable energy generation systems for residential, commercial, institutional, and industrial uses.
- CSV-12.4 Explore options for addressing aesthetic concerns about renewable energy systems that do not unreasonably restrict the use of these systems, remaining consistent with State law.
- CSV-12.5 Consider non-commercial solar power generation in residential areas.
- CSV-12.6 Encourage new development projects and significant rehabilitation or expansion projects to incorporate innovative energy conservation or generation amenities such as electric vehicle charging stations, solar canopies, and carports.
- CSV-12.7 Support bulk purchasing or financing packages of renewable energy purchasing for residential, business and government facilities.
- CSV-12.8 Promote community awareness of opportunities to conserve energy and use renewable energy.

Solid Waste

Goal CSV-13 Solid waste is diverted from landfills through waste reduction, re-use and recycling.

Policies

- CSV-13.1 Continue to comply with the landfill diversion requirements of the Integrated Waste Management Program.
- CSV-13.2 Ensure that non-residential and multi-family developments provide readily accessible areas for recycling (at a minimum) paper, corrugated cardboard, glass, plastics and metals, as required by California law.
- CSV-13.3 Maximize community reuse and recycling of products and materials through waste management contracts and public education.
- CSV-13.4 Incentivize businesses that provide solutions for recycling and re-use of specific waste streams such as food waste and cooking oils.
- CSV-13.5 Work with local landfills or green waste centers to develop the infrastructure for a composting program.
- CSV-13.6 Provide public outreach and education workshops and information on the composting program.
- CSV-13.7 Work with local landfills or green waste centers, or other interested parties, as appropriate, to implement a community-wide food scrap collection and composting program.



Green Building

Goal CSV-14 A community that encourages and incentivizes the sustainable development of buildings and neighborhoods, particularly with respect to durability, energy and water use, and transportation impacts.

Policies

- CSV-14.1 Ensure all applicable construction projects comply with the California State Green Building Standards Code.
- CSV-14.2 Encourage the integration of other principles of green building into development standards and guidelines, looking for opportunities to realize other benefits such as improved health and increased bicycle transportation.
- CSV-14.3 Identify and reduce regulatory barriers to green building.
- CSV-14.4 Raise community awareness regarding green building methods, incentives, and benefits at community events, the planning counter, and on the City’s website.

Municipal Operations

Goal CSV-15 A community taking a leadership role in resource conservation and reduction of greenhouse gas emissions by implementing programs to improve municipal operations.

Policies

- CSV-15.1 Consider renewable energy generation systems on City-owned property for use in municipal operations.
- CSV-15.2 Reduce fuel consumption and emissions from municipal fleet vehicles.
- CSV-15.3 Continue to implement waste reduction programs at municipal facilities.
- CSV-15.4 Consider retrofitting and/or installing water- and energy-efficient fixtures and appliances in municipal facilities, where appropriate and feasible.
- CSV-15.5 Encourage the use of recycled water where appropriate and feasible in City parks and landscaped areas, and demonstrate preferred techniques for water-efficient landscaping, including the use of native plants.
- CSV-15.6 Demonstrate cutting-edge green building techniques when constructing and retrofitting municipal buildings.
- CSV-15.7 Use energy-efficient lighting in parks, streets and other public places.



Recreation and Open Space Element

PARKS, RECREATION FACILITIES, AND COMMUNITY FACILITIES

Goal ROS-1 Parkland is provided within a convenient distance from all residential areas, in a range of park types that meet different needs for active and passive recreation.

Policies

ROS-1.1 Maintain a minimum standard of 5 acres of local parkland per 1,000 population.

ROS-1.2 Create a strategy for providing sufficient parkland to accommodate needed recreation facilities through land acquisition, joint use, partnerships, and other means.

ROS-1.3 Provide City-Wide Parks, Community Parks, Neighborhood Parks, Neighborhood Play Areas, Special Use Parks, and Nature Parks in locations appropriate to their intended service areas, so that all residential areas are served by parks.

ROS-1.4 Involve the community in planning for parks.

Goal ROS-2 Facilities that support recreation needs, programs, and community events are located throughout the City.

Policies

ROS-2.1 Pursue the development of active recreation facilities through improvements to parks and existing facilities as well as the development of facilities in new parkland.

ROS-2.2 Provide community centers, gymnasiums, and courts for indoor recreation programs in convenient, accessible, and equitably distributed locations.

ROS-2.3 Ensure that recreation facilities provide access and accommodations for users with a range of physical abilities.

ROS-2.4 Consider the installation of water fountains, toilets, and sinks in parks and recreation facilities.

Goal ROS-3 City resources for parks and recreation facilities are leveraged through partnerships, joint use agreements, private facilities, outside funding, and community volunteers.

Policies

ROS-3.1 Maintain the joint use agreement with Murrieta Valley Unified School District and look for additional opportunities to partner in expanding resident access to shared facilities.

Project Description



- ROS-3.2 Continue to cooperate with school districts in locating schools to allow for park development adjacent to campuses.
- ROS-3.3 Cooperate with federal, state, and county agencies to provide regional open space and recreation facilities for local residents.
- ROS-3.4 Encourage the development of private and commercial recreation facilities.
- ROS-3.5 Seek agreements and joint ventures with private entities to provide recreation facilities and activities.
- ROS-3.6 Pursue support from federal, state, and private sources to assist with acquisition, design, and construction of parks and recreation facilities.
- ROS-3.7 Promote a sense of community responsibility for maintaining and improving the parks and recreation system, and offer ways for individuals, groups, and businesses to invest time and resources in that effort.

RECREATION PROGRAMS

Goal ROS-4 Recreation programs enrich the lives of residents across a broad spectrum of ages, interests, and abilities.

Policies

- ROS-4.1 Seek resident involvement and feedback to create recreation programming that is relevant to a broad spectrum of community members.
- ROS-4.2 Offer and encourage cultural arts programs and events that provide entertainment, such as concerts, as well as those that develop skills in dancing, drama, music, and the arts.
- ROS-4.3 Use recreation programming to promote physical activity, healthy eating, and other healthy lifestyle habits.
- ROS-4.4 Collaborate with other providers to expand therapeutic recreation programs for residents with special needs.

Goal ROS-5 Recreation programs foster a sense of community and civic involvement, and promote interaction between residents.

Policies

- ROS-5.1 Host special events that become community traditions, appealing to a range of ages.
- ROS-5.2 Encourage events in the Town Square Park and Historic Downtown Murrieta.



ROS-5.3 Promote opportunities for multi-generational interaction such as youth mentoring by seniors and business people.

ROS-5.4 Create roles for volunteers to assist with recreation facilities and programs.

YOUTH FACILITIES AND PROGRAMS

Goal ROS-6 Youth are a special focus of recreation facilities and programs.

Policies

ROS-6.1 Expand recreation programs for youth and teens, including before- and after-school care, sports and fitness, outdoor activity and excursions, and arts education.

ROS-6.2 Use recreation programming to promote success in school.

ROS-6.3 Provide safe places for teens to socialize and participate in recreation activities.

ROS-6.4 Expand opportunities for youth to be involved in planning recreation programs, services, and events for youth.

ROS-6.5 Continue providing the Youth Advisory Committee for middle school and high school students.

OPEN SPACE

Goal ROS-7 Open space areas are planned to protect, conserve, and utilize resources of unique character and value for the community.

Policies

ROS-7.1 Preserve and enhance open space resources in Murrieta.

ROS-7.2 Designate open space to preserve habitat and scenic views of natural areas.

ROS-7.3 Seek opportunities to designate open space along waterways, while also providing for the development of trails.

ROS-7.4 When possible, link open space and parks for the movement of wildlife and people.

Goal ROS-8 New development is part of a coordinated system of open space, parkland, recreation facilities, and trails.

Policies

ROS-8.1 Encourage the provision of parks, recreation facilities, and/or open space in new development and redevelopment projects.

Project Description



- ROS-8.2 Ensure that new residential developments provide for recreation needs of residents through development fees and park dedication.
- ROS-8.3 Encourage development that promotes outdoor activity.
- ROS-8.4 When reviewing new development or redevelopment projects, refer to the Trails Plan to determine whether right-of-way is needed for trails on the project site.

Goal ROS-9 Public plazas or green spaces provide additional open space opportunities for existing and future residents and employees.

Policies

- ROS-9.1 Continue to require that adequate, usable, and permanent private open space is provided in residential developments.
- ROS-9.2 Encourage new and existing commercial, office, and industrial development to provide outdoor green spaces that may be used by employees.
- ROS-9.3 Encourage new development and redevelopment projects to incorporate gardens and green spaces with various cultural influences throughout the community to bridge cultures and provide education opportunities.
- ROS-9.4 Encourage green spaces planted with a diverse plant palette in order to promote natural variety, ecosystem services, and enhance the well-being of community residents.
- ROS-9.5 Review and modify as necessary, open space requirements for different types of development projects.

Trails

Refer to the Circulation Element Goal CIR-8 and related policies.

Air Quality Element

Goal AQ-1 Improved air quality through participation in regional and local efforts.

Policies

- AQ-1.1 Continue to work with the Western Riverside Council of Governments (WRCOG) Regional Air Quality Task Force to implement regional and local programs designed to meet federal, state, and regional air quality planning requirements.
- AQ-1.2 Review and update City regulations and/or requirements, as needed, based on improved technology and new regulations including updates to the Air Quality Management Plan (AQMP), rules and regulations from South Coast Air Quality



Management District (SCAQMD), and revisions to SCAQMD's CEQA Guidelines.

AQ-1.3 Cooperate with local, regional, State, and Federal agencies to achieve better transportation facility planning and development.

AQ-1.4 Cooperate with the State and Southern California Association of Governments (SCAG) in the implementation of SB 375 – Regional Transportation Planning, Housing, CEQA and Global Warming Emission Reduction Strategies.

AQ-1.5 Provide public education and/or materials to educate and encourage residents and business owners to purchase/use low toxicity household cleaning products.

Goal AQ-2 The relationship between land use and air quality is considered in policy decisions in order to protect public health and improve air quality.

Policies

AQ-2.1 Locate sensitive receptors (i.e. residences, schools, playgrounds, childcare centers, athletic facilities, churches, long-term health care facilities, rehabilitation centers, convalescent centers, and retirement homes) away from significant pollution sources to the maximum extent feasible.

AQ-2.2 Avoid locating new homes, schools, childcare and elder care facilities, and health care facilities within 500 feet of freeways.

AQ-2.3 Consider air quality impacts from both existing and new development when making siting decisions.

AQ-2.4 Consult the California Air Resources Board's (CARB) Land Use and Air Quality Handbook and current environmental health research for the safe distances to sensitive land uses including schools, hospitals, elder and childcare facilities, or residences when new or expanded industrial land uses or other stationary sources of pollution are proposed, such as gas stations or auto body shops.

AQ-2.5 Work with developers and/or builders of the any sensitive land uses, such as hospitals, to determine compliance with California Air Resources Board (CARB) standards and to ensure any future plans or expansions are in compliance, and encourage retrofits to the facility such as plantings or air filters to improve indoor air quality, if necessary.

Goal AQ-3 Reduced emissions during construction activities.

Policies

AQ-3.1 Ensure that construction activities follow current South Coast Air Quality Management District (SCAQMD) rules, regulations, and thresholds.



- AQ-3.2 Ensure all applicable best management practices are used in accordance with the South Coast Air Quality Management District (SCAQMD) to reduce emitting criteria pollutants during construction.
- AQ-3.3 Require all construction equipment for public and private projects comply with California Air Resources Board's (CARB) vehicle standards. For projects that may exceed daily construction emissions established by the South Coast Air Quality Management District (SCAQMD), Best Available Control Measures will be incorporated to reduce construction emissions to below daily emission standards established by the SCAQMD.
- AQ-3.4 Require project proponents to prepare and implement a Construction Management Plan, which will include Best Available Control Measures among others. Appropriate control measures will be determined on a project by project basis, and should be specific to the pollutant for which the daily threshold is exceeded. Such control measures may include but not be limited to:
- Minimizing simultaneous operation of multiple construction equipment units.
 - Implementation of South Coast Air Quality Management District (SCAQMD) Rule 403, Fugitive Dust Control Measures.
 - Watering the construction area to minimize fugitive dust.
 - Require that off-road diesel powered vehicles used for construction shall be new low emission vehicles, or use retrofit emission control devices, such as diesel oxidation catalysts and diesel particulate filters verified by California Air Resources Board (CARB).
 - Minimizing idling time by construction vehicles.

Goal AQ-4 Mobile source emissions are reduced by providing a balance of jobs and housing that serve the needs of the community.

Policies

- AQ-4.1 Cooperate with local, regional, State, and Federal agencies to reduce vehicle miles traveled (VMT) and consequent emissions through job creation.
- AQ-4.2 Improve jobs/housing balance by encouraging the development, expansion, and retention of business.
- AQ-4.3 Improve access of businesses to local institutions that provide education and job training to prepare local residents to fill the jobs local industries create.
- AQ-4.4 Encourage a mix of housing types that are affordable to all segments of the population and are near job opportunities to further reduce vehicle trips.



Goal AQ-5 Air quality is improved through an efficient circulation system, reduced traffic congestion, and reduced vehicle miles traveled.

Policies

AQ-5.1 Encourage employers to implement transportation demand management (TDM) measures, such as the following programs to reduce trips and vehicle miles traveled:

- Transit subsidies
- Bicycle facilities
- Alternative work schedules
- Ridesharing
- Telecommuting and work-at-home programs
- Employee education
- Preferential parking for carpools/vanpools

AQ-5.2 Re-designate truck routes away from sensitive land uses including schools, hospitals, elder and childcare facilities, or residences, where feasible.

AQ-5.3 Promote use of fuel-efficient and low-emissions vehicles, including Neighborhood Electric Vehicles.

AQ-5.4 Encourage the use of lowest emission technology buses in public transit fleets.

AQ-5.5 Provide a preference to contractors using reduced emission equipment for City construction projects as well as for City contracts for services (e.g., garbage collection).

AQ-5.6 Manage the municipal vehicle fleet to achieve the highest possible number of fuel-efficient and low emissions vehicles commercially available.

AQ-5.7 Reduce industrial truck idling by enforcing California's five (5) minute maximum law, requiring warehouse and distribution facilities to provide adequate on site truck parking, and requiring refrigerated warehouses to provide generators for refrigerated trucks.

Goal AQ-6 Stationary source pollution (point source and area source) are minimized through existing and future regulations and new technology.

Policies

AQ-6.1 The City shall continue to minimize stationary source pollution through the following:



- Ensure that industrial and commercial land uses are meeting existing South Coast Air Quality Management District (SCAQMD) air quality thresholds by adhering to established rules and regulations.
- Encourage the use of new technology to neutralize harmful criteria pollutants from stationary sources.
- Reduce exposure of the City’s sensitive receptors to poor air quality nodes through smart land use decisions.

- AQ-6.2 Encourage and support the use of innovative ideas and technology to improve air quality.
- AQ-6.3 Encourage non-polluting industry and clean green technology companies to locate to the City.
- AQ-6.4 Work with the industrial business community to improve outdoor air quality through improved operations and practices.
- AQ-6.5 New multi-family residential buildings and other sensitive land uses in areas with high levels of localized air pollution should be designed to achieve good indoor air quality through landscaping, ventilation systems, or other measures.
- AQ-6.6 Encourage green building techniques that improve indoor air quality, energy efficiency and conservation in buildings, and utilization of renewable energy sources.
- AQ-6.7 During the design review process, encourage the use of measures to reduce indoor air quality impacts (i.e., air filtration systems, kitchen range top exhaust fans, and low-VOC paint and carpet) for new developments near busy roadways with significant volumes of heavy truck traffic.

Goal AQ-7 Particulate matter and fugitive dust emissions are reduced throughout the City.

Policies

- AQ-7.1 Adopt incentives, regulations, or procedures to reduce particulate matter.
- AQ-7.2 Collaborate with transportation agencies, utilities, and developers to minimize fugitive dust and emissions from construction and maintenance activities.
- AQ-7.3 Cooperate with local, regional, State, and Federal jurisdictions and/or agencies to better control fugitive dust from stationary, mobile, and area sources.
- AQ-7.4 Consider the suspension of all grading operations, not including dust control actions, at construction projects when the source represents a public nuisance or potential safety hazard due to reduced visibility on streets surrounding the property.



NOISE ELEMENT

Goal N-1 **Noise sensitive land uses are properly and effectively protected from excessive noise generators.**

Policies

N-1.1 Comply with the Land Use Compatibility for Community Noise Environments.

N-1.2 Protect schools, hospitals, libraries, churches, convalescent homes, and other noise sensitive uses from excessive noise levels by incorporating site planning and project design techniques to minimize noise impacts. The use of noise barriers shall be considered after all practical design-related noise measures have been integrated into the project. In cases where sound walls are necessary, they should help create an attractive setting with features such as setbacks, changes in alignment, detail and texture, murals, pedestrian access (if appropriate), and landscaping.

N-1.3 Discourage new residential development where the ambient noise level exceeds the noise level standards set forth in the Noise and Land Use Compatibility Guidelines and the City Noise Ordinance.

N-1.4 Coordinate with the County of Riverside and adjacent jurisdictions to minimize noise conflicts between land uses along the City's boundaries.

Goal N-2 **A comprehensive and effective land use planning and development review process that ensures noise impacts are adequately addressed.**

Policies

N-2.1 Review and update the Noise Ordinance to ensure that noise exposure information and specific policies and regulations are current.

N-2.2 Integrate noise considerations into land use planning decisions to prevent new noise/land use conflicts.

N-2.3 Consider the compatibility of proposed land uses with the noise environment when preparing, revising, or reviewing development proposals.

N-2.4 Encourage proper site planning and architecture to reduce noise impacts.

N-2.5 Permit only those new development or redevelopment projects that have incorporated mitigation measures, so that standards contained in the Noise Element and Noise Ordinance are met.

N-2.6 Incorporate noise reduction features for items such as, but not limited to, parking and loading areas, ingress/egress point, HVAC units, and refuse collection areas, during site planning to mitigate anticipated noise impacts on affected noise sensitive land uses.



- N-2.7 Require that new mixed-use developments be designed to limit potential noise from loading areas, refuse collection, and other activities typically associated with commercial activity through strategic placement of these sources to minimize noise levels on-site.
- N-2.8 Encourage commercial uses in mixed-use developments that are not noise intensive.
- N-2.9 Orient mixed-use residential units, where possible, away from major noise sources.
- N-2.10 Locate balconies and operable windows of residential units in mixed-use projects away from the primary street and other major noise sources, where possible, or provide appropriate mitigation.

Goal N-3 Noise from mobile noise sources is minimized.

Policies

- N-3.1 Consider noise mitigation measures in the design of all future streets and highways and when improvements occur along existing freeway and highway segments.
- N-3.2 Work with CalTrans to achieve maximum noise abatement in the design of new highway projects or with improvements to interchanges along the I-15 and I-215 Freeways, and with widening of SR 79.
- N-3.3 Encourage the construction of noise barriers and maintenance of existing noise barriers for sensitive receptors located along the I-15 and I-215 Freeways.
- N-3.4 Enforce the use of truck routes to limit unnecessary truck traffic in residential and commercial areas. Consider requiring traffic plans for construction projects and new commercial and industrial uses.
- N-3.5 Consider the use of rubberized asphalt for new roadways or roadway rehabilitation projects.
- N-3.6 Coordinate with appropriate agencies in the siting, design, and construction of rail stations and track alignments to ensure that adjacent land uses are considered and noise attenuation measures are addressed.

Goal N-4 Reduced noise levels from construction activities.

Policies

- N-4.1 Regulate construction activities to ensure construction noise complies with the City’s Noise Ordinance.



- N-4.2 Limit the hours of construction activity in residential areas to reduce intrusive noise in early morning and evening hours and on Sundays and holidays.
- N-4.3 Employ construction noise reduction methods to the maximum extent feasible. These measures may include, but not limited to, shutting off idling equipment, installing temporary acoustic barriers around stationary construction noise sources, maximizing the distance between construction equipment staging areas and occupied sensitive receptor areas, and use of electric air compressors and similar power tools, rather than diesel equipment.
- N-4.4 Encourage municipal vehicles and noise-generating mechanical equipment purchased or used by the City to comply with noise standards specified in the City's Municipal Code, or other applicable codes.
- N-4.5 Allow exceedance of noise standards on a case-by-case basis for special circumstances including emergency situations, special events, and expedited development projects.
- N-4.6 Ensure acceptable noise levels are maintained near schools, hospitals, convalescent homes, churches, and other noise-sensitive areas.

SAFETY ELEMENT

Citywide Safety

SAF-1 People and properties are provided with protection from natural and man-made hazards.

Policies

- SAF-1.1 Encourage that areas be dedicated as open space when necessary and appropriate to protect property, public health, and safety from hazards such as earthquake fault zones or flood plains.
- SAF-1.2 Coordinate public safety responses and planning for hazards with agencies at the County, regional, state, and federal levels.
- SAF-1.3 Collect and maintain current information on local hazards, and make it available for public use.
- SAF-1.4 Review public safety infrastructure and staff resources as new development is planned or proposed in Murrieta and the Sphere of Influence.
- SAF-1.5 Promote coordination among City departments to provide for safety in new development and/or annexation areas.
- SAF-1.6 Investigate and pursue additional funding mechanisms available to fund City safety services, facilities, and equipment.
- SAF-1.7 Prioritize community education as an essential part of creating a safe community.



Geologic and Seismic Hazards

Goal SAF-2 **Damage from geologic and seismic hazards is minimized by identifying and addressing these hazards during the planning and engineering of built improvements.**

Policies

- SAF-2.1 Prior to site development, projects located in areas where liquefaction, subsidence, landslide and fissuring are considered hazards shall be required to prepare geologic reports addressing site conditions, potential risk, and mitigation, to the satisfaction of the City Engineer.
- SAF-2.2 Require that all new development comply with the Alquist-Priolo Earthquake Fault Zoning Act.
- SAF-2.3 Seek to maintain emergency access in the event of an earthquake by engineering roadways to reduce damage to them.

Flood Hazards

Goal SAF-3 **Damage from flood and inundation hazards is minimized by improving flood control systems and providing adequate safety protections in areas of the City subject to inundation.**

Policies

- SAF-3.1 Cooperate with the Riverside County Flood Control and Water Conservation District to evaluate the effectiveness of existing flood control systems and improve these systems as necessary to meet capacity demands.
- SAF-3.2 Actively participate in and strongly promote timely completion of regional drainage plans and improvement projects which affect the City.
- SAF-3.3 Identify natural drainage courses and designate drainage easements to allow for their preservation, or for the construction of drainage facilities if needed to protect the health, safety, and welfare of the community.
- SAF-3.4 Require new construction within the 100 year floodplain to meet National Flood Insurance Program standards.
- SAF-3.5 Develop and maintain floodplain inundation evacuation plans in cooperation with the Riverside County Flood Control and Water Conservation District and the Murrieta Fire Department.
- SAF-3.6 Maintain an active swift water rescue response in the Murrieta Fire Department.



Dam Inundation

Goal SAF-4 Land use regulations and emergency response plans reduce potential damage resulting from dam failure.

Policies

- SAF-4.1 Maintain and update mapping of dam inundation areas within the City as new studies and projects are completed.
- SAF-4.2 Develop dam failure evacuation plans in cooperation with the Riverside County Flood Control and Water Conservation District and the Murrieta Fire Department.
- SAF-4.3 Discourage critical and essential uses as well as high-occupant-load building uses within designated dam inundation areas.

Fire Safety

Goal SAF-5 Damage from fire hazards is minimized through preventive measures, education, and fire protection services.

Policies

- SAF-5.1 Continue efforts to reduce fire hazards associated with older buildings, multi-family housing, and fire-prone industrial facilities throughout the City.
- SAF-5.2 Provide public safety education programs through the Fire Department to reduce accidents, injuries and fires, as well as to train members of the public to respond to emergencies.
- SAF-5.3 Continue to coordinate fire protection services with Riverside County, CAL FIRE, and all other agencies and districts with fire protection powers.
- SAF-5.4 Ensure that outlying areas in the City can be served by fire communication systems as new development occurs.
- SAF-5.5 Require that all dedicated open space or undeveloped areas meet specifications for fire safety.

Fire Response

Goal SAF-6 The Murrieta Fire Department provides a timely response to fire and other emergencies.

Policies

- SAF-6.1 Respond to 90 percent of medical and fire incident calls within 6½ minutes from dispatch.



- SAF-6.2 Ensure that each Paramedic Assessment Engine Company provides the capacity to treat moderate or greater injuries, transport patients to hospitals, advance a hose line for fire control, and to effect a rescue of trapped occupants.
- SAF-6.3 Provide adequate levels of fire suppression personnel for all areas.
- SAF-6.4 Ensure sufficient personnel and equipment to provide fire suppression for high rise buildings.
- SAF-6.5 Locate, staff, and equip Fire Department units to provide service to all areas within the City within a maximum of 12 minutes total response time for 90 percent of all mass casualty incidents or major structure fires.
- SAF-6.6 Evaluate the feasibility and benefits of incorporating Emergency Medical Dispatch into the dispatching system to provide emergency medical assistance to callers.
- SAF-6.7 Strategically cross-train Fire Department personnel as Emergency Medical Technician Defibrillators and Paramedics as well as in Urban Search and Rescue, swift water rescue, and hazardous materials decontamination.
- SAF-6.8 Maintain and implement a Fire Department Strategic Plan to address staffing and facility needs, service goals, deployment strategies, and other department goals.
- SAF-6.9 Strive to achieve an Insurance Services Office (ISO) Public Protection Classification of 3 in areas with fire hydrants and 9 in areas that are not connected to an existing water district supply system.

Goal SAF-7 Reduced incidence of damage to life and property from wildland fires.

Policies

- SAF-7.1 Continue to require development in high fire hazard areas to use fire-resistant building materials and landscaping, and to meet fire chief specifications for fuel modification, access, and water facilities.
- SAF-7.2 Evaluate all new development to be located in or adjacent to wildland areas to assess its vulnerability to fire and its potential as a source of fire.
- SAF-7.3 Encourage the use of development features such as roads and irrigated/landscaped open space to buffer homes from wildland fire.
- SAF-7.4 Promote community education about preventing wildfire ignition, using fire-resistant building features, and creating defensible space around homes.
- SAF-7.5 Continue to implement a weed abatement program to reduce fire hazards on private properties.



Hazardous Materials and Waste

Goal SAF-8 A community that is protected from the harmful effects of hazardous materials, hazardous waste, and environmental contamination.

Policies

- SAF-8.1 Require geologic investigations for sites of proposed uses that manufacture, handle, or store hazardous or explosive materials.
- SAF-8.2 Ensure that land uses involved in the production, storage, transportation, handling, or disposal of hazardous materials are located and operated to reduce risk to other land uses.
- SAF-8.3 Designate appropriate routes for transportation of hazardous materials that are used or produced by facilities in the City.
- SAF-8.4 Require that new pipelines and other channels carrying hazardous materials avoid residential areas and other sensitive land uses to the greatest extent possible.
- SAF-8.5 Raise public awareness of appropriate disposal for household hazardous waste, and publicize collection events and locations.
- SAF-8.6 Promote the use of integrated pest management techniques to keep City properties free of herbicides and pesticides.
- SAF-8.7 Encourage and educate residents and businesses to implement integrated pest management principles and reduce or discontinue the use of pesticides and herbicides on their property.
- SAF-8.8 Comply with the Riverside County Hazardous Waste Management Plan.
- SAF-8.9 Support Caltrans and California Highway Patrol efforts to ensure safe transportation of hazardous materials on freeways.
- SAF-8.10 Ensure that all personnel of the Murrieta Fire Department are trained and ready to operate at the level of Hazardous Materials First Responder.
- SAF-8.11 Coordinate with other agencies to improve the containment and clean up of hazardous material spills.
- SAF-8.12 Ensure that Fire Department personnel receiving training to achieve the Hazardous Materials Technician level.
- SAF-8.13 When approving new development, ensure that the site:
- Is sufficiently surveyed for contamination and remediation, particularly for sensitive uses near existing or former toxic or industrial sites.
 - Is adequately remediated to meet all applicable laws and regulations, if necessary.

Project Description



- Is suitable for human habitation.
- Is protected from known hazardous and toxic materials.
- Does not pose higher than average health risks from exposure to hazardous materials.

SAF-8.14 Work with the appropriate Federal, State, regional, and local agencies to identify previously unidentified contaminated sites in the City, particularly on sites with a high likelihood of past contamination, such as old gas stations or industrial sites, and work with the property owners and applicable agencies to remediate them.

Police Protection

Goal SAF-9 High-quality and timely police services are provided to all residents and businesses in Murrieta.

Policies

- SAF-9.1 Seek to reach and maintain police officer and civilian support employee staffing levels to effectively and efficiently address the public safety needs, measured through established response times (as shown in General Plan *Table 12-3, Target Response Times*), crime statistics, crime clearance rates, and community quality of life issues.
- SAF-9.2 Endeavor to respond within six minutes for all Priority 1 calls, 15 minutes for Priority 2 calls, and 35 minutes for Priority 3 calls.
- SAF-9.3 Consider options for locating field stations throughout the City to improve response times for Priority 1 calls and foster relationships with local residents.
- SAF-9.4 Maintain and implement a Police Department Strategic Plan to address staffing and facility needs, service goals, deployment strategies, and other department goals.
- SAF-9.5 Explore options for funding needed facilities, staff, and equipment.
- SAF-9.6 Ensure that new development can be served by police communication systems and provide for the construction of radio towers (repeater sites) in outlying areas.
- SAF-9.7 Evaluate the feasibility of adding cellular services for police communication to accommodate Mobile Data Browsers (MBD) technology.
- SAF-9.8 Maintain a S.W.A.T. team that can respond to barricades and other tactical response needs.



Goal SAF-10 The Police Department coordinates with neighborhoods and community members to enhance safety and continually improve services.

Policies

- SAF-10.1 Collaborate with school districts, businesses, nonprofit organizations, and community members, including neighborhood watch groups, to maintain safety throughout the City.
- SAF-10.2 Provide educational programs that deter unsafe and criminal behavior among youth, including the Youth Accountability Team, Youth Court, and School Resource Officers.
- SAF-10.3 Maintain positive relationships with the community through communication and responsiveness to concerns.
- SAF-10.4 Promote participation in the Crime Free Multi-Housing Program among existing multi-family communities.

Goal SAF-11 Design of the physical environment promotes community safety and reduces opportunities for criminal activity.

Policies

- SAF-11.1 Involve the Police Department in the development review process to address safety concerns, access issues, and potential traffic conflicts, and identify opportunities to apply CPTED principles.
- SAF-11.2 Continue to require new apartment communities to participate in the Crime Free Multi-Housing Program.
- SAF-11.3 Coordinate efforts between the Police Department and Planning Department to develop guidelines for implementation of CPTED principles.
- SAF-11.4 Continue to ensure that each development or neighborhood in the City has adequate emergency ingress and egress.

Emergency Preparedness

Goal SAF-12 Murrieta is prepared to coordinate effective response and recovery efforts for major emergencies.

Policies

- SAF-12.1 Maintain an effective, coordinated and up-to-date Emergency Operations Plan in partnership with the Riverside County and other agencies.

Project Description



- SAF-12.2 Support a safe, secure, and technologically advanced Emergency Operations Center (EOC) to coordinate the City's response to disasters, and maintain training of City personnel in operation of the EOC.
- SAF-12.3 Review and test the City's Emergency Operations Plan periodically to note any deficiencies or practices requiring modification.
- SAF-12.4 Provide training to maintain City staff proficiency in implementation of the Emergency Operations Plan, for all staffing levels.
- SAF-12.5 Provide public outreach, presentations, and information that prepares residents and businesses to safeguard life and property during and immediately after emergencies.
- SAF-12.6 Participate in regularly scheduled disaster exercises to better prepare Police, Fire and other City employees with disaster responsibilities.
- SAF-12.7 Continue to participate in maintaining the Riverside County Multi-Jurisdictional Local Hazard Mitigation Plan, and incorporate it into City planning efforts as appropriate.