

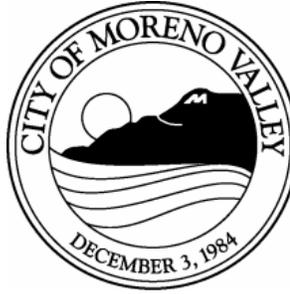
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**GENERAL PLAN ADVISORY COMMITTEE**

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# **GENERAL PLAN ADVISORY COMMITTEE Regular Meeting**

## **Agenda**

**Thursday, April 30, 2020 at 5:30 PM  
City Hall Council Chamber – 14177 Frederick Street**

### **TELECONFERENCED MEETING**

[Pursuant to Governor Executive Order N-29-20]

**There Will Not Be a Physical Location for Attending the Meeting**

**The Public May Observe the Meeting and Offer Public Comment As  
Follows:**

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*Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, in compliance with the Americans with Disabilities Act of 1990. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to Guy Pegan, ADA Coordinator, at 951.413.3120 at least 72 hours before the meeting. The 72-hour notification will enable the City to make reasonable arrangements to ensure accessibility to this meeting.*

**CALL TO ORDER**

**ROLL CALL**

**PLEDGE OF ALLEGIANCE**

**APPROVAL OF AGENDA**

**REVIEW AND APPROVAL OF MINUTES FOR THE APRIL 13, 2020 MEETING**

**1. RECAP OF PUBLIC OUTREACH AND REVIEW OF DRAFT CONCEPTS FOR THE COMPREHENSIVE GENERAL PLAN UPDATE**

Andrew Hill, Principal with Dyett & Bhatia Urban and Regional Planners, will provide a brief recap of Phase 1 outreach activities and community input received. This input, together with an analysis of existing conditions has informed development of draft concepts for land use, circulation, and design for the General Plan, Housing Element, and Climate Action Plan. These concepts represent different choices the City can make to achieve the vision established on the basis of input from community members and decision-makers in Phase 1. The main purpose of the meeting will be to review these draft concepts with the GPAC and to receive feedback prior to launch of citywide survey #2 in May. Ultimately, community preferences will help guide a decision about which of the concepts to include in a Preferred Plan at the end of Phase 2. At the April 30 meeting, GPAC members will be asked to confirm these concepts are appropriate to test with the community or to suggest refinements.

Attachments

1. April 16 GPAC Meeting Summary
2. Draft Concepts for the Comprehensive General Plan Update
3. GPAC Meeting Schedule and Project Timeline

**PUBLIC COMMENTS ON AGENDA OR NON-AGENDA ITEMS WITHIN THE JURISDICTION OF THE GENERAL PLAN ADVISORY COMMITTEE**

*In speaking to the Committee, members of the public may be limited to three minutes per person. The Committee may establish an overall time limit for comments on a particular Agenda item. Members of the public must direct their questions to the Chairperson of the Committee and not to other members of the Committee, the Staff, or the audience.*

**ADJOURNMENT**

General Plan Advisory Committee Scheduled meeting of May 21, 2020 at 5:30 P.M., City of Moreno Valley, City Hall Council Chamber, 14177 Frederick Street, Moreno Valley, CA 92553.

## M E M O R A N D U M

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To: Chair DeJohnette and Members of the General Plan Advisory Committee  
Via: Community Development Department staff  
From: Andrew Hill, Principal  
Re: Preliminary Draft Concepts for GPAC Review  
Date: April 24, 2020

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This memo outlines preliminary draft land use, circulation, and design concepts for the Comprehensive General Plan Update. These concepts represent different choices the City can make to achieve the vision established on the basis of input from community members and decision-makers in Phase 1. That vision describes the kind of place Moreno Valley will be in 2040 and how the community will respond to the opportunities that technological advances and growth present. Each concept is presented below together with illustrative maps and a qualitative evaluation of the degree to which it would further key project objectives.

Phase 2 of the project will explore the pros and cons of these concepts with input from the community and review by the GPAC. This process is expected to result in refinements to the concepts presented and lead to a recommendation regarding which combination of these concepts to include in the Preferred Plan Concept for City Council to consider. The Preferred Plan Concept will outline key strategies for the General Plan Update and once reviewed and concurred by the City Council, it will guide preparation of the Draft General Plan, Housing Element, Climate Action Plan, and Environmental Impact Report to be prepared as part of Phase 3.

## **Background**

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Since the general plan was last updated in 2006, the world has changed significantly. Baby-boomers have become senior citizens and as a nation we are getting older and more ethnically diverse. The rise of internet shopping is changing the face of retail across the country, reducing demand for physical stores and creating a trend toward "experiential retail" that offers a high-design environment and an enjoyable shopping experience in addition to goods and services. Workplaces are changing too, as more people are "telecommuting" or operating home-based businesses and millennial preferences are leading to more "open concept" office spaces. Today in Arizona, driverless cars are cruising the streets and they will soon arrive in California. We are already using ride-sharing apps like Uber and Lyft to get around town and there are apps that offer scooters, electric bikes and other "micro-mobility" options for going short distances without a car. Smart City technologies that make use of 5G telecommunications technology and sensors that can help make our roads safer and our infrastructure more efficient are also in development. We are also seeing the effects of climate change already in the form of more frequent and intense

wildfire and hotter temperatures during the summer. These trends are projected to continue, and will play an important role in shaping the urban landscape over the next 20 years.

New State laws have also come into effect that seek to promote compact development patterns in an effort to reduce the number of miles we drive alone in our cars and to improve air quality. Senate Bill 375 requires that the cities and counties in each region of the State collaborate to focus new growth in areas with good transportation access. Senate Bill 743 requires the use of vehicle miles travelled (VMT) as the metric for assessing transportation impacts under the California Environmental Quality Act (CEQA) so as to facilitate infill development in line with Statewide goals. Additionally, numerous new laws have been passed since 2017 aimed at facilitating the production of a wide variety of housing types in order to address a Statewide affordability crisis and satisfy the needs of current and future generations.

These emerging trends and new State laws are the backdrop for the comprehensive general plan update and present a range of opportunities and challenges for Moreno Valley residents, business, and City officials to address together in creating a roadmap for the future. Outreach conducted to date for the project has engaged community members in a dialogue about what that future could look like and what actions are needed to achieve it. The Preliminary Draft Concepts presented in this memo seek to reflect the input received to date and address the opportunities and challenges we face as a community.

## **Project Objectives**

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Phase 1 outreach resulted in the following key components of a community-wide vision for 2040, approved by the City Council in February.

### **DYNAMIC ECONOMY**

- Diversify the local economy, building on strengths in health care, education and attracting new businesses
- Create a flexible land use framework that facilitates job growth over time and enhances the quality of life in Moreno Valley
- Create well-paying jobs for locals in Moreno Valley
- Ensure adequate infrastructure to support local job growth
- Partner with business, industry and educational institutions on training and workforce preparedness programs
- Leverage natural assets like Lake Perris to attract visitors
- Improve socio-economic conditions for all Moreno Valley residents

### **VIBRANT GATHERING PLACES**

- Foster Town Centers as places for locals and visitors to shop, dine, do business, and have fun
- Provide sports, recreation, and cultural facilities that provide a range of options for youth, families, and seniors

- Design and program public spaces that reflect Moreno Valley’s cultural diversity

### **LIVABLE NEIGHBORHOODS**

- Recognize that housing affordability is critical so people can grow up and grow older in Moreno Valley
- Provide a range of housing types adapted to our future needs and lifestyles, particularly first-time homebuyers, veterans, senior citizens, multi-generational households, and those who operate home-based businesses or work from home.
- Create opportunities for neighborhood interaction, such as farmers’ markets and community gardens
- Prioritize safety on roads, near schools, in public places and neighborhoods
- Promote active lifestyles with trail connections, parcourse courses, and other recreational amenities
- Clean air, water, fresh food, and community health
- Well maintained roads with improved traffic circulation and enhanced community facilities

### **COMMUNITY IDENTITY AND LOCAL PRIDE**

- Make Moreno Valley a destination city with an innovative brand that attracts people to live, work, and play
- Create inviting gateways into Moreno Valley from freeways and major roadways
- Develop high quality and architecturally pleasing places that position Moreno Valley as a destination within the region.
- Foster attractive, well-maintained neighborhoods with clear standards for design and climate-adapted landscaping
- Promote strong community bonds and a culture of volunteering, working with churches, community groups, veterans organizations, and other non-profits to deliver community services and address homelessness

Additionally, the City must identify sufficient sites to accommodate its share of the regional housing need in order to satisfy State requirements for the Housing Element. There are 4,474 units remaining to be built from the City's share of the regional housing need for the 2014-2021 Housing Element cycle. A total of 13,595 units are anticipated in the Regional Housing Need Assessment (RHNA) allocation to be finalized by the Southern California Association of Governments (SCAG) in the coming months. Of this total, 5,814 units should be at higher densities in order to be deemed affordable to low and very low income residents according to State standards. Given market conditions and preferences in the Inland Empire, higher density housing is likely most feasible as part of mixed use developments.

The current Housing Element identifies sites that can accommodate 19,988 housing units across all income level categories. This includes 4,211 units affordable to low and very low income households. Therefore, the General Plan Update must identify sites that can accommodate an additional 1,603 higher density housing units affordable to low and very low income residents. Additional higher density housing will also be needed to satisfy in the

regional need in future RHNA cycles after 2029, although no assessment of those future needs has been made at this time.

SCAG also projects that Moreno Valley will add 51,800 jobs by 2040, which represents a 65 percent increase from 2012. Local job growth will help reduce the need for long commutes to jobs in other cities and allow Moreno Valley residents to spend more time with friends and family in the community. The city currently has a ratio of 0.56 jobs per employed resident, indicating a heavy out-commute. Projected job growth will result in a ratio closer to 1:1, which indicates a better balance of jobs and housing. In the Inland Empire, the industry sectors expected to see the largest increases are construction, transportation and warehousing, educational services, healthcare, and accommodation and food services. Professional, scientific and technical jobs are also expected to see healthy growth, although Moreno Valley does not have strong concentrations of employment in this sector at present. A qualitative discussion of the potential for the draft concepts below to capture employment potential is provided below.

## **Draft Concepts**

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The following draft concepts present potential strategies for achieving these objectives through land use regulations and complementary circulation improvements. Each concept is described below and illustrated individually on a map at the end of this memo. Overall, these concepts all involve broadening the range of uses or housing types permitted in certain areas of the city as a way of achieving the project objectives outlined above. Several or even all of the concepts could ultimately be included in the Preferred Plan.

Central to many of the concepts described below is the idea of “mixed use.” The Momentum MoVal process, completed in 2016, identified community interest in creating one or more “town centers” that offer opportunities for residents and visitors to Moreno Valley to work, shop, dine, do business, and enjoy leisure time. Community outreach conducted as part of Phase 1 confirmed strong support for the town center concept as well as in promoting a vibrant mix of activities in a handful of key locations throughout the community. One way to achieve this is through land use designations that allow for a range of compatible uses within a proscribed area. Mixed use designations are widely used throughout California and have been useful in helping to generate vibrant, successful districts in many communities. A notable example is Victoria Gardens in Rancho Cucamonga, where that community's general plan applies a Mixed Use designation to the site that has helped to create a regional retail and entertainment district.

The 2006 Moreno Valley General Plan includes a Mixed Use designation; however, it allows for a narrow range of uses and applies only in very limited areas - specifically, north of Sunnymead Boulevard and in a small portion of the Sunnymead Village area. Several of the concepts below represent different way for using mixed use to achieve project objectives.

## **CONCEPT 1: DOWNTOWN CENTER**

This concept envisions a vibrant new Downtown Center at the heart of the city to serve as a focal point of the community and attraction for people from around the region. It would extend from Cottonwood in the north to Iris in the south, and from Lasselle in the west to Oliver in the east, as shown on Figure 1. The area encompasses several City-owned properties as well as the Aquabella Specific Plan area, the Riverside University Health System Medical Center (RUHS), with a hospital footprint of 439 beds and over a million square feet of medical office space planned.

The Downtown Center would allow for a vibrant mix of business, entertainment, residential, cultural, and civic uses to activate the area throughout the day and into the evening. New commercial development could include shopping, indoor and outdoor dining, cinemas, hotels, and professional and tech offices in an urban environment that offers a distinctive experience. Development of new apartments and condominiums in the areas would locate residents of all ages within easy walking distance of the new commercial uses and provide attractive living options for empty-nest couples, young professionals, and students of nearby Moreno Valley College. A key feature of the Downtown Center would be a central park facility offering a range of passive and active recreational opportunities. With many large, vacant parcels available for development, the area could also accommodate a corporate or college campus, a performing arts venue, a sports complex such as Topgolf or Big League Dreams, and/or a minor league soccer venue.

Focusing new development in the area to create a Downtown Center also presents opportunities to integrate the two hospital complexes and to re-imagine the Aquabella Specific Plan area, immediately adjacent to the south. Large tracts of vacant land available for development could allow for construction of research and development facilities, medical office spaces, other supportive medical facilities, a hotel, and shops and services oriented to patients and their families. In addition, the Downtown Center would provide an opportunity to attract technology companies evolving from the next wave of technological advancement for research and office space. Equally this land could support new complementary business, entertainment, and retail and recreational uses. Currently envisioned as a senior living community, the Aquabella area as a whole could provide a range of housing options to meet community housing needs, including housing for seniors, families, students, and employees of RUHS and the Kaiser Medical Center. Expansion of the circulation network through the Aquabella Specific Plan area could help build connections between the Downtown Center, the hospital complexes, Moreno Valley College, and established residential neighborhoods to the south and west.

To support and enhance this development pattern, the two principal roadways in the area would be redesigned as grand boulevards, fostering a memorable image of the area. Alessandro Boulevard, running east-west through the heart of the Downtown Center would be designed with wide pedestrian promenades, landscaping, shade trees, and separated bicycle paths on both sides of the street. Nason Street, which provides a north-south connection from State Route 60 to Moreno Valley College via Iris, would feature a landscaped center median, sidewalks on both sides of the street, and branded signage or banners from the light posts promoting current events and attractions in the Downtown Center. The

existing Class II bicycle lanes on Nason would be enhanced with paint, pavement treatments, or pylons to clearly demarcate space for cyclists as separate from vehicles, particularly south of Alessandro to provide a safer connection with Moreno Valley College. Both Nason and Alessandro would be designed to accommodate transit and provide connections to a new RTA Transit Center within the Downtown Center. To promote walkability in the core area and connectivity within the Downtown Center, new connections through the existing superblocks would also be needed.

Visibility is a critical design consideration for the Downtown Center. Design standards for development of the Downtown Center could take advantage of the relatively flat terrain and allow for building heights of up to four or five stories (65 feet). This would help to build visual connections from other locations within the community and enhance the prominence of the Downtown Center as an important destination. Additionally, public plazas and other vantage points within the Downtown Center could be designed to allow for view of the scenic hills surrounding the city, enhancing sense of place.

Development standards and design guidelines for the Downtown Center would promote distinctive architecture and a high-quality aesthetic for the area to create a unique sense of place for the Downtown Center within Moreno Valley. The objective will be to set a high standard that rivals the best quality design and architecture within the region.

Development intensity in the Downtown Center would be highest at the core with lesser intensities around the edges of the Center, consistent with a regional central business district permitted in the area. Assuming an average density of 28 dwelling units per acre in a mixed use setting, vacant and underutilized sites in the area could accommodate about 4,600 new housing units. The Aquabella Specific Plan envisions an additional 2,922 housing units, including both attached and detached housing types. There is the potential for a similar number of housing units within the re-imagined Specific Plan within the Downtown Center. The General Plan designation for the Downtown Center will set the stage for flexible zoning within the area to allow the area to develop to its full potential while ensuring well planned and orderly future development of the Center.

### *Evaluation*

This concept would strongly support many of the project objectives. It would contribute to a dynamic economy by providing flexibility within a land use framework that can accommodate a range of uses and activities within a single land use designation without the need for general plan amendments, and it would support the continued growth of the healthcare sector in Moreno Valley with complementary businesses. This concept would create a marquee destination and a major activity center for the community and it would also strengthen the role of Nason and Alessandro as gateway corridors into the community, contributing directly to the objectives of vibrant gathering places and community identity. Finally, this concept would also support the objective of livable neighborhoods by increasing roadway safety with separated bicycle lanes and by providing a variety of higher density housing types suited to the needs of residents of various ages and income demographics and helping the City meet its RHNA obligations.

## **CONCEPT 2: COMMUNITY CENTER MIXED USE**

This concept involves fostering community-oriented mixed use centers to complement the Downtown Center. Two community-oriented mixed use centers would be created by broadening the range of uses allowed on existing commercial properties at prominent locations in the city: the Moreno Valley Mall and the District (see Figure 2). Community outreach conducted as part of Phase 1 indicated broad support of a mix of retail, residential, commercial, and entertainment uses at these locations.

### **Moreno Valley Mall**

Located at the western edge of the city with excellent visibility from Highway 60 and Interstate 215, the Moreno Valley Mall is a super-regional shopping center offering 1.1 million square feet of retail and restaurant space with a multiplex theatre. The Mall is a landmark in the community and the home of a new branch of the City library, which opened in 2017. However, based on the market study completed for the project in February 2020, the mall currently has a vacancy rate on the order of 18 percent and Sears, a long time anchor tenant, recently closed its store. Conversations with brokers indicate an interest in introducing housing onto the site.

This concept would apply a new Community Center Mixed Use designation to the Mall, the adjacent Towngate Center. The site is currently designated Commercial in the General Plan, which allows for retail stores, restaurants, banks, hotels, professional offices, personal services and repair services. In addition to these commercial uses, the new Community Center Mixed Use designation would allow for multifamily residential uses, as well as cultural, and civic uses that would draw local residents and increase foot traffic at existing businesses. The construction of new high intensity office space would also help ensure day and nighttime vitality in this center.

To support this development pattern, bicycle connections would be extended into the Mall property and safety would be enhanced on the existing Class III bike route under State Route 60. Development standards would require high quality architecture and visual character to enhance this gateway into the community. Development intensity for non-residential uses in the Mixed Use Community Centers would range from 0.25 to 1.0 FAR and permitted residential density would be in the range of 24 to 35 dwelling units per acre. Assuming an average density of 28 dwelling units per acre in a mixed use setting, vacant and underutilized sites in the area could accommodate about 565 new housing units.

### **The District**

This 32-acre site on the north side of Highway 60 has recently been revitalized with the arrival of a new anchor tenant, Flor and Decor, and a new commercial business park is now under construction in the central portion of the site. A cluster of parcels at the northwest corner of the site remain vacant and present an opportunity for redevelopment with uses that could support the vitality of retail on the site and in the surrounding area.

This concept would apply a new Community Center Mixed Use to the whole of the 32-acre District site, allowing for a range of retail, commercial, business park, office, residential and cultural/civic uses. Development intensity for non-residential uses would range from 0.25 to 1.0 FAR and permitted residential density would be in the range of 24 to 35 dwelling units per acre. Assuming an average density of 28 dwelling units per acre in a mixed use setting, these vacant sites could accommodate about 280 new housing units.

### *Evaluation*

This concept would support many of the project objectives. By providing a flexible land use framework and new rooftops to support the vitality of existing commercial uses, it would support economic development and revitalization of sites in locations that are highly visible from Highway 60. The Community Center Mixed Use designation would provide property owners with more options to respond to market demand without the need for general plan amendments, while development standards would promote attractive residential, office, civic, and cultural development in prominent locations and help to create a distinctive gateway into the City and contribute to an enhanced sense of place. Further, the introduction of higher density housing onto these sites would increase the range housing options in the city, helping the City to meet its RHNA obligations.

A challenge associated with this concept, however, has to do with redevelopment in the existing commercial centers, where anchor tenant lease agreements may be a barrier to redevelopment in the near term. Redevelopment of previously developed sites within the commercial centers will also likely be more expensive than development of vacant sites.

### **CONCEPT 3: COMMUNITY CORRIDORS**

This concept involves the application of a new Community Corridor Mixed Use designation along three key corridors with significant clusters of vacant and underutilized land that represent an opportunity for redevelopment. As shown on Figure 3, these corridors link the Downtown Center and Mixed Use Community Centers and already serve as transit routes within the city. The Community Corridor Mixed Use would promote a mix of residential, commercial, and professional office uses that cater to the everyday needs of area residents. A mix of uses would not be required on every site, but the designation would seek to focus retail and commercial uses in nodes at high visibility locations such as near major intersections where they have the best chance of success. Single uses would be permitted on smaller sites. Development intensity for non-residential uses would range from 0.4 to 1.0 FAR and permitted residential density would be in the range of 20 to 30 dwelling units per acre. Densification along these corridors would increase the feasibility of reliable, high-frequency transit service and encourage nearby residents to walk or bicycle to local shops and services.

#### **Alessandro Boulevard**

From east of Indian Street to Lasselle Street, existing uses comprise a variety of single-family residential and strip commercial developments. There are a number of vacant and underutilized parcels along this corridor, particularly on the south side of the street. Parcels vary greatly in size, but there are several vacant parcels over 6 acres in size that offer

significant redevelopment potential. Assuming an average density of 24 dwelling units per acre in a mixed use setting, vacant and underutilized sites along this corridor could accommodate about 2,000 new housing units. Gaps in the sidewalk network would be closed, bicycle safety improvements would be added, and streetscape improvements would accommodate transit stops, shelters, and seating.

### **Sunnymead Boulevard**

Between Frederick and Perris, Sunnymead Boulevard is lined with a mix of strip commercial and residential uses. Existing development is generally 1-2 stories tall and there are vacant parcels available for infill development, particularly in the eastern portion of the corridor. Parcels are smaller than along Alessandro, generally less than one acre in size, which presents a challenge for the feasibility of redevelopment but also an opportunity to create pockets of walkability. Design of streetscapes along the corridor could provide pocket parks or landscaped seating areas, and vacant parcels along the south side of the street present opportunities for mid-block connections to Webster Avenue and the homes in the Sunnymead Village neighborhood. Pylons or in-ground paving treatments could be added to improve safety for cyclists using the existing Class II bicycle lanes. Taller buildings adjacent to Highway 60 would provide a visual and acoustic screen from the freeway. Assuming an average density of 24 dwelling units per acre in a mixed use setting, vacant and underutilized sites along this corridor could accommodate about 260 new housing units.

### **Perris Boulevard**

In the northern portion of this corridor from Sunnymead south to Dracaea, parcels are generally smaller in size and vacant and underutilized lots are more dispersed, offering fewer opportunities for redevelopment. However, there are clusters of vacant parcels at Cottonwood and Bay ranging in size from 2 acres to 9 acres in size that offer significant redevelopment potential. Assuming an average density of 24 dwelling units per acre in a mixed use setting, vacant and underutilized sites along this corridor could accommodate about 500 new housing units.

Perris Boulevard is currently a designated truck route and a major transit corridor, with RTA route 19 providing service along the corridor connecting the Moreno Valley Mall with the Perris Transit Center. Gaps in the sidewalk network would be closed and existing bicycle paths would be enhanced with paint, pavement treatments, or pylons to clearly demarcate space for cyclists as separate from vehicles. Streetscape improvements would accommodate transit stops, shelters, and seating.

### *Evaluation*

This concept would support many of the project objectives. Overall, the Community Corridor Mixed Use designation would facilitate economic development by allowing for a range of commercial and residential uses within a single land use classification, avoiding the need for general plan amendments to accommodate development projects. While development opportunities are greater along Alessandro and Perris south of Dracaea, the finer grained urban fabric of the Sunnymead Boulevard corridor presents greater opportunities for

walkable pockets with parklets or seating, which would further the objective of fostering opportunities for neighbor-to-neighbor interaction on a daily basis. Densification of activity nodes along the corridors would also increase vitality and opportunities for interaction.

#### **CONCEPT 4 - FLEX COMMERCIAL**

In November 2014, out of safety concerns and in view of projected air traffic volumes, the Riverside County Airport Land Use Commission adopted new airport land use compatibility zones which affect land use within the City of Moreno Valley. The newly created zones apply in the western portion of the city in the vicinity of the March Air Reserve Base, and prohibit new development of sensitive land uses, including schools, hospitals, housing denser than 3 dwelling units per acre, and places where groups of more than 50 people gather.

These new regulations severely limit the type of development that can take place at the western entry to the city. Much of the land adjacent to the base is already designated for business park and industrial uses, which are permitted under the regulations to the extent that all requirements under the ALUC Plan are satisfied, which includes consistency with the limitations on development intensity. Along Alessandro Boulevard between Old 215 and Frederick, however, there are existing strip commercial properties and vacant land currently zoned for high density housing.

In order to transition this strip of Alessandro to uses that are consistent with the airport land use compatibility regulations over time, this concept would apply a new Flex Commercial designation as shown in Figure 4. The Flex Commercial designation would allow a range of commercial businesses, business park uses, production, distribution and repair activities that do not require as large a footprint as warehousing or manufacturing. Such spaces could include showrooms, limited office spaces, or distribution or delivery hubs. Interviews with real estate brokers indicate there is a niche demand for this type of space in an urban setting. Development standards for this designation would establish setbacks and require facade modulation and variation in materials to break up the massing of buildings and integrate them with surrounding neighborhoods adjacent but outside of the airport land use compatibility zones. Assuming a maximum FAR of 0.4, this new designation could generate approximately 250,000 square feet of net new Flex Commercial space.

#### *Evaluation*

This concept would achieve some of the project objectives. It would allow for some degree of flexibility in the land use framework to promote economic development within the strict parameters established by the airport land use compatibility regulations. Accompanying development standards would help to create a unified identify for this western gateway to Moreno Valley.

#### **CONCEPT 5: RESIDENTIAL DENSITY CHANGES**

This concept would increase the maximum allowable residential density in select areas of the city that can support a broader range of housing types (See Figure 5). In outreach conducted

to date, community members have consistently stressed the need to provide new and different housing types that provide affordable options for residents at all ages and stages of life. The increased density proposed would only apply to new development on vacant lots or to redevelopment of existing properties. The locations for proposed residential density increases are shown on Figure 5 and described below.

### **Sunnymead Village**

This established residential neighborhood located south of Sunnymead Boulevard between Heacock and Perris contains a range of housing types today, from detached single-family homes to small scale apartments. The area is a currently designated R15 and the average existing residential density is 7 dwelling units per acre. There are a number of vacant lots that could be developed with attached single-family homes, townhomes, or small-scale garden-style apartments clustered around common open spaces for residents. A moderate increase in density in this area up to 20 dwelling units per acre could allow for up to 145 more homes than under the current general plan and zoning.

### **Cottonwood/Moreno Beach**

This 148-acre area consists of seven parcels located on hilly terrain east of Moreno Beach Drive and north of Cottonwood. The area is currently designated R2 and Hillside Residential, which is intended for large lot residential uses and sets maximum density based on the steepness of slopes in the area. The area is currently undeveloped; however, a developer has expressed interest in the site. An increase in maximum allowable density to 10 dwelling units per acre would allow for construction of attached or clustered homes that could provide more affordable options for prospective buyers. Given the steep terrain and constraints of the site, a master plan or specific plan would likely be proposed for development of the site to establish the maximum permitted number of homes.

### **Krameria/Perris**

This 19-acre area in the southern part of the city is bounded by Krameria on the north, Perris Boulevard on the east, Northern Dancer Lane on the south and Tarano Lane on the west. It consists of 5 vacant parcels which are currently designated R5. Areas across Perris to the east are currently designated R10 and existing development adjacent to the north and south has an actual average density of about 8.5 dwelling units per acre. Increasing the maximum allowable residential density to 15 dwelling units per acre in this location would allow for the development of attached or detached single-family homes, clustered homes, or town houses and could allow for up to 190 more homes than under the current general plan and zoning.

### *Evaluation*

This concept would achieve some of the project objectives, particularly those related to neighborhood livability. It would allow for a wider range of housing types and improve housing affordability. To the extent that new housing in these areas provides common open space for residents, this concept would also foster opportunities for neighbor-to-neighbor interaction on a daily basis. Focusing future growth into these corridors would also support

economic development, as the market study prepared for the project indicates that mixed use development presents greater opportunities for smaller scale professional office spaces.

### **CONCEPT 6: COMMERCIAL/OFFICE CONCEPT**

This concept involves fostering commercial/office space in nodes along the north side of Highway 60 between World Logistics Center Parkway and Moreno Beach Drive as shown in Figure 6. The area is largely undeveloped today, although there is a single family residential neighborhood between Ironwood and the freeway east of Moreno Beach and some commercial uses fronting the freeway west of Redlands, including a boat storage facility and a ranch supply store. The area is currently designated for office and low density single family residential uses in the general plan.

The commercial/office nodes would provide opportunities for a range of commercial uses, including retail shopping, professional offices, restaurants, and entertainment in a distinctive and attractive setting as envisioned in the State Route 60 Corridor Study. The Corridor Study envisions this area as an opportunity for "experiential" retail development that draws people not only for the shops and services, but also for the amenities that heighten the experience, such as high quality design, art, live music, video display walls, and courtyard areas. Between the nodes along the freeway frontage, two landscaped detention basins would be provided to manage stormwater flows, prevent flooding, and enhance the visual quality of the area. Surrounding the nodes, new single-family residential development would be promoted at densities similar to the existing neighborhoods in the area, which averages about 2.16 units per acre today.

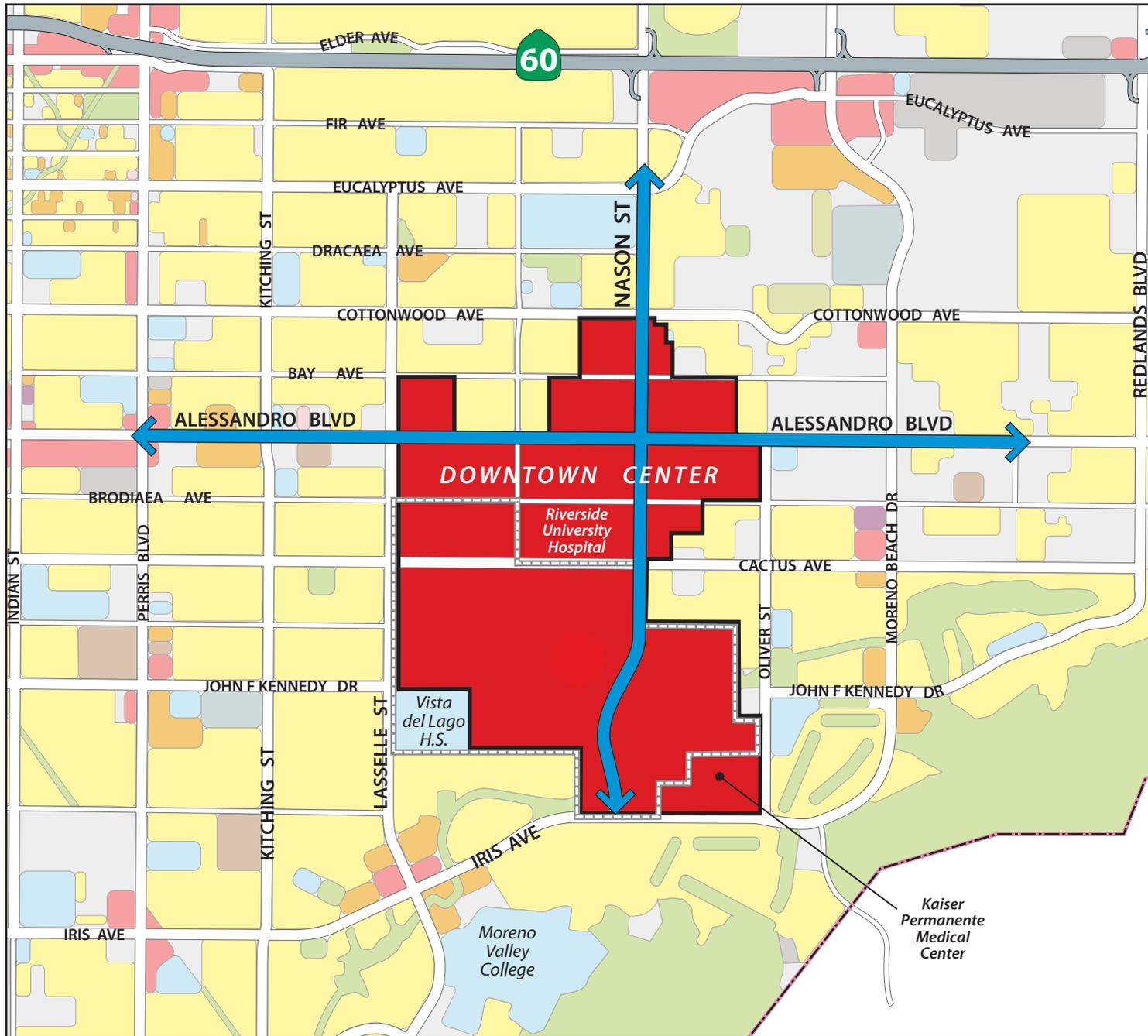
This concept would also involve extending Hemlock from Moreno Beach to World Logistics Center Parkway/Theodore Street to provide a continuous connection through the area, and also providing connections to the commercial nodes from new single family neighborhoods that would allow residents easier access to the services offered and facilitate trips by non-motorized modes of travel. Design guidelines would encourage buildings with a scale, style, and character that reflects the rural heritage of the surrounding area. Building heights of up to 30 feet would be allowed in the nodes, and distinctive architectural elements would be encouraged to create focus points.

#### *Evaluation*

This concept would help achieve some of the project objectives. It would help to foster vibrant gathering places at the commercial/office nodes with amenities for local area residents, including shopping, dining, entertainment options as well as open space areas around the detention basins offers recreational opportunities. These amenities would further project objectives for neighborhood livability and visual character. Single-family housing development would contribute toward achieving the City's RHNA allocation, although these units would not likely be affordable to low or very low income households. Although commercial and retail development at this location would be more challenging than in other locations of the city with higher population densities and traffic volumes, the highway oriented commercial development could be part of an inviting gateway along State Route 60

into the city from the west, and attract travelers to shop and eat in Moreno Valley, which would serve as an opportunity to further the objective of becoming a destination city.

# Figure 1: Downtown Center Concept

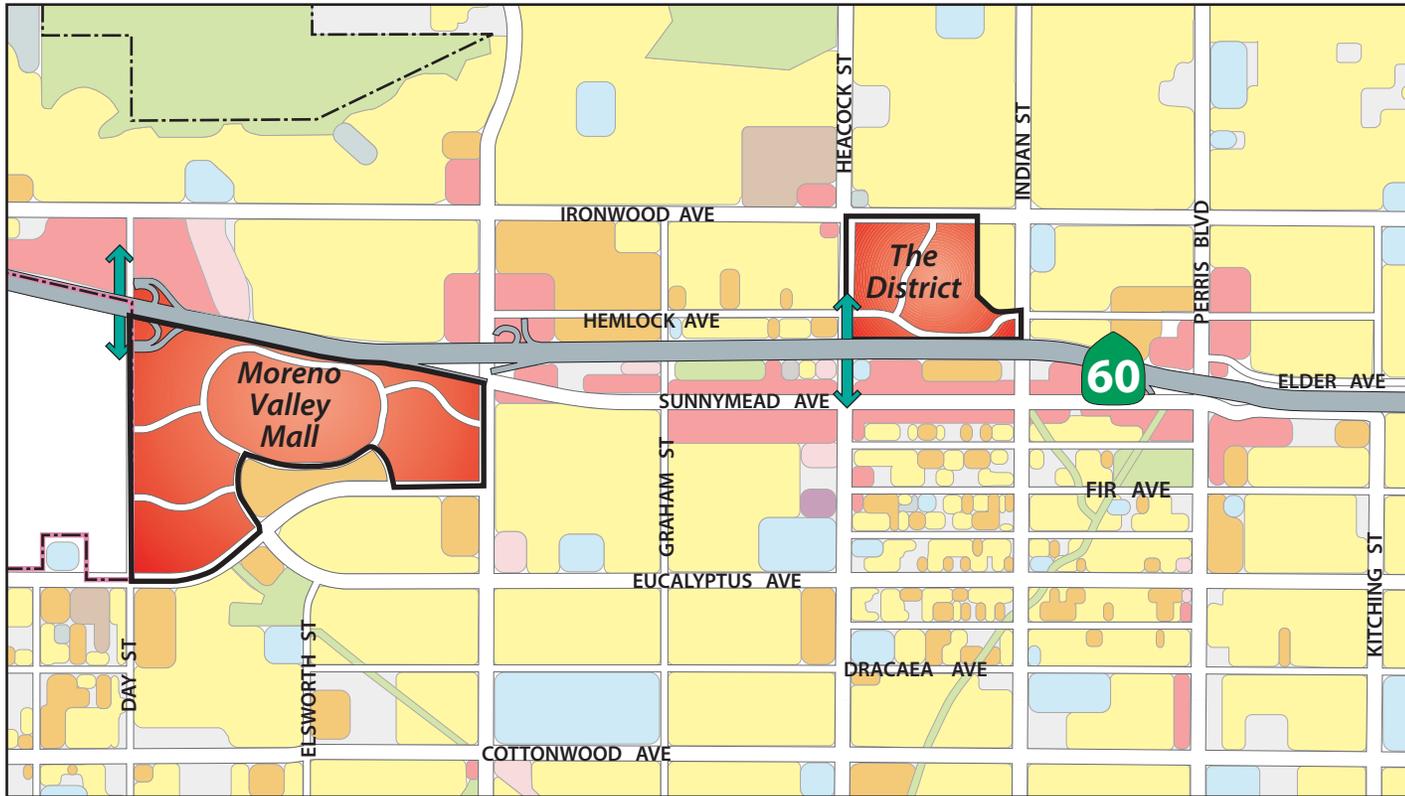


- Downtown Center
- Aquabella Specific Plan
- Single Family Residential
- Multi-family Residential
- Mobile Homes
- Commercial
- Office
- Public/Institutional
- Hospital/Medical
- Park/Open Space
- Industrial
- Agriculture
- Utilities
- Vacant

**PRELIMINARY DRAFT**



## Figure 2: Community Center Mixed Use Concept

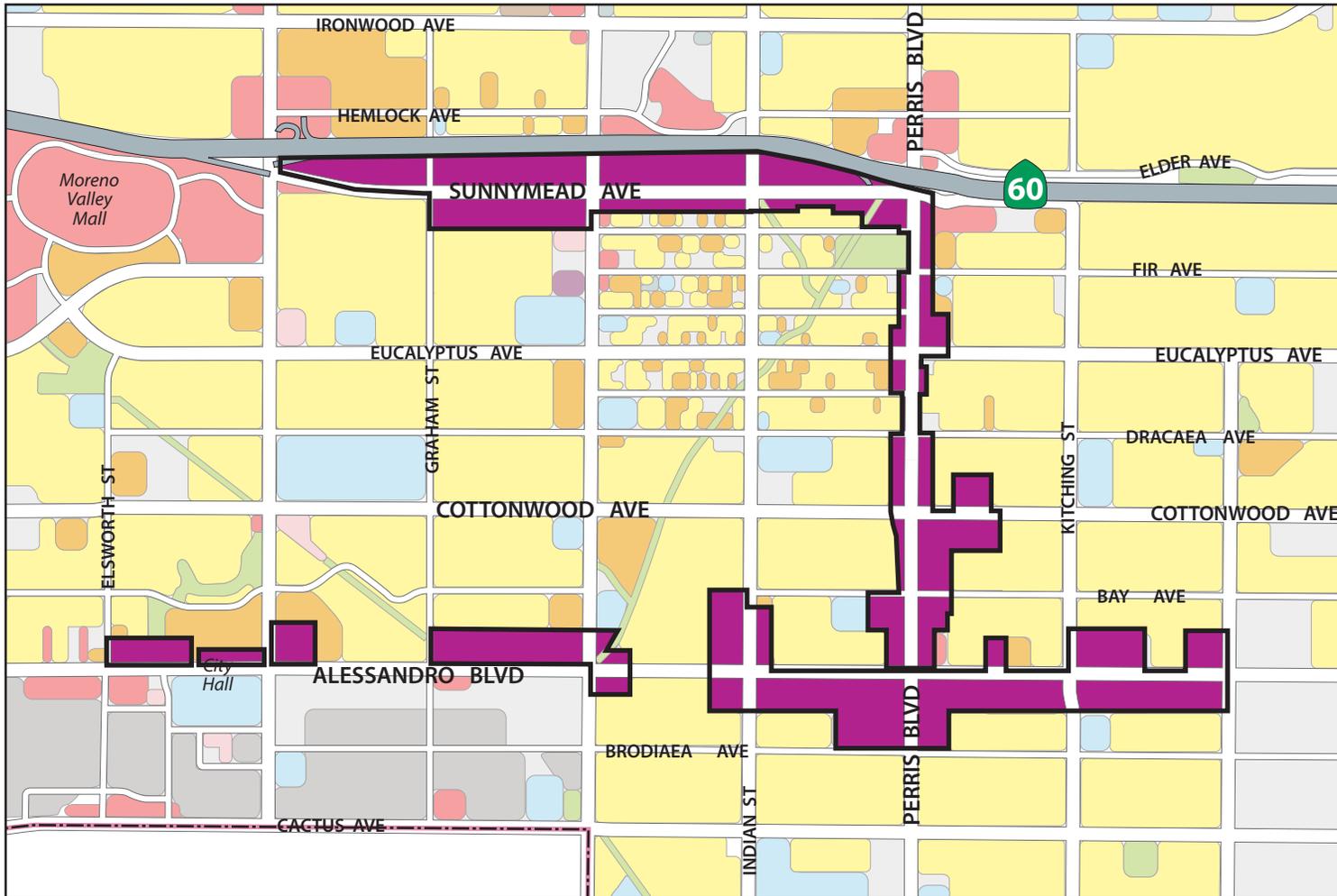


- Community Center Mixed Use
- Enhanced Bicycle Connection Under Freeway
- Single Family Residential
- Multi-family Residential
- Mobile Homes
- Commercial
- Office
- Public/Institutional
- Hospital/Medical
- Park/Open Space
- Industrial
- Agriculture
- Utilities
- Vacant

**PRELIMINARY DRAFT**



### Figure 3: Community Corridors Concept

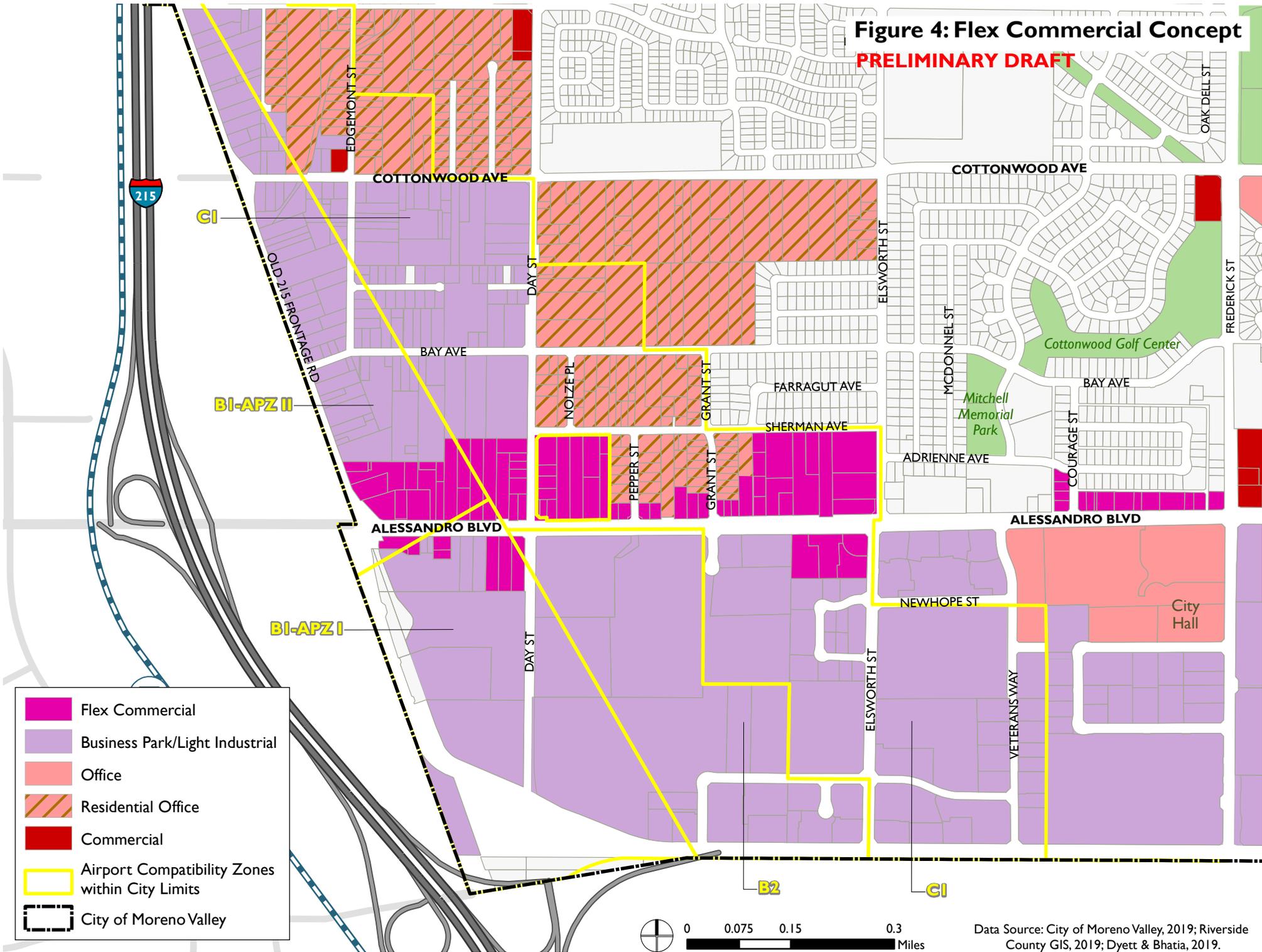


- Community Corridors
- Single Family Residential
- Multi-family Residential
- Mobile Homes
- Commercial
- Office
- Public/Institutional
- Hospital/Medical
- Park/Open Space
- Industrial
- Agriculture
- Utilities
- Vacant

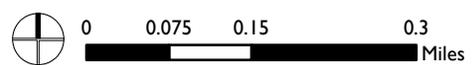
**PRELIMINARY DRAFT**



**Figure 4: Flex Commercial Concept**  
**PRELIMINARY DRAFT**



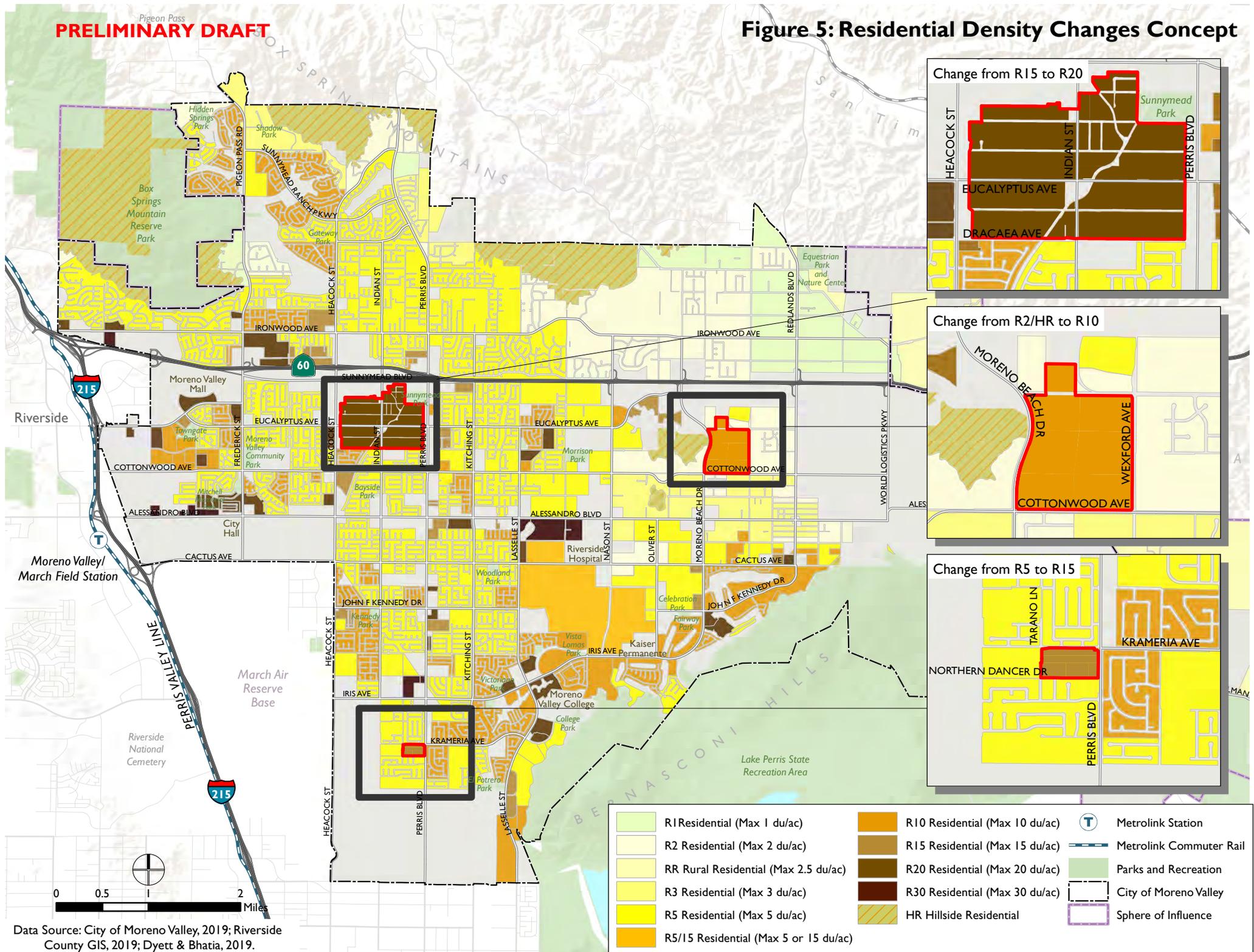
- Flex Commercial
- Business Park/Light Industrial
- Office
- Residential Office
- Commercial
- Airport Compatibility Zones within City Limits
- City of Moreno Valley



Data Source: City of Moreno Valley, 2019; Riverside County GIS, 2019; Dyett & Bhatia, 2019.

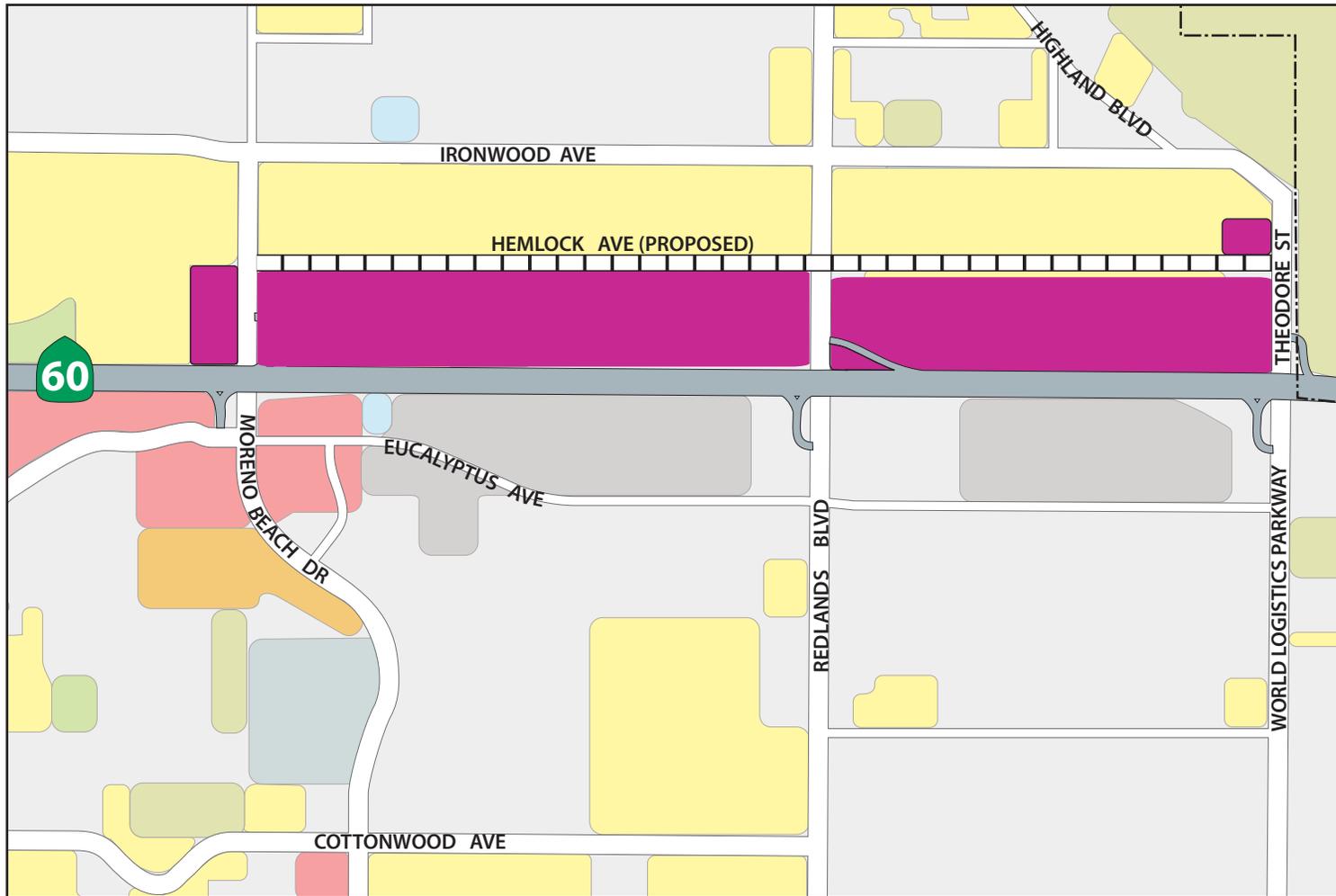
**PRELIMINARY DRAFT**

**Figure 5: Residential Density Changes Concept**



Data Source: City of Moreno Valley, 2019; Riverside County GIS, 2019; Dyett & Bhatia, 2019.

**Figure 6:  
Office/Commercial  
Concept**



- Office/Commercial
- Single Family Residential
- Multi-family Residential
- Mobile Homes
- Commercial
- Office
- Public/Institutional
- Hospital/Medical
- Park/Open Space
- Industrial
- Agriculture
- Utilities
- Vacant

**PRELIMINARY DRAFT**

