



REPORT TO PLANNING COMMISSION

To: Honorable Chairman and Members of the Planning Commission

From: Justin Kirk, Principal Planner

Prepared by: Carole Donahoe, AICP, Planning Consultant

Date: June 5, 2018

Subject: Downtown Specific Plan Workshop

Recommendation

Provide direction to Staff if applicable.

Background

On December 13, 2011, the City of Lake Elsinore's City Council adopted the Lake Elsinore Downtown Specific Plan as a vision document for the downtown area. In the intervening seven years since adoption, there has been an upswing in the local economy and some interest in the downtown area from restaurateurs, high density residential and resort destination developers. However, the existing Downtown Master Plan has been confusing to implement because it includes five (5) diverse Districts, each with a limited land use plan intended to promote separate communities. Additionally, Plan topics are contained in four (4) separate documents. For these reasons, Staff has been tasked with revisiting the Plan and providing a more user-friendly, flexible, streamlined and simplified single document Downtown Specific Plan.

Public Outreach

Staff met with the Historic Preservation Committee on February 22, 2018, and the Downtown Merchants Association on May 3, 2018. Both groups supported the Specific Plan, including Staff's recommendation to improve the preservation policies within the General Plan and eliminate the 1993 Historic Elsinore Architectural Design Standards and the Historic Downtown Elsinore Overlay District.

On May 17th 2018, Staff held a noticed Community Workshop, with approximately 35 property and business owners attending. There was a lively question-and-answer period, ending with generous applause.

Exhibits:

- A – Objectives for the Downtown Specific Plan Project
- B – Existing Land Use Plan
- C - Proposed Land Use Plan
- D – Table of Contents
- E – Land Use Matrix with Definitions