



County of Riverside General Plan - *Hearing Draft*

Southwest Area Plan

Returning again to the physical character of the Southwest planning area, the rugged mountains, rock strewn hills, and sharp slopes that define the valley system in which most development occurs provide a striking backdrop for the cities and communities here. Some development stretches along the streams, but most of the hills and slopes are devoted to more rural and agricultural uses. Perhaps one of the most striking characteristics of the area is its unique micro-climate derived from the influence of coastal breezes that moderate the inland temperatures and dryness. This, in turn, makes possible one of the Southwest planning area's most unique features: a robust vineyard and wine industry. This is an attraction for not only residents and businesses, but a thriving tourism industry as well.

The Southwest planning area is in a gateway position between Riverside and San Diego counties. Consequently, it plays a pivotal role in the access, connections and impressions for Riverside County. The Southwest Area Plan seeks to capture and capitalize upon not only the special qualities of the land, but also its strategic location.

It is important to understand that the incorporated Cities of Murrieta and Temecula, located within the Southwest planning area, are not covered by this plan. They are governed by their own plans. Nevertheless, city/county coordination is a critical component of this plan. A key location factor is how this area relates to other planning areas within the vastness of Riverside County.

A Special Note on Implementing the Vision

The preface to this area plan is a summary version of the Riverside County Vision. That summary is, in turn, simply an overview of a much more extensive and detailed Vision of Riverside County two decades or more into the future. This area plan, as part of the Riverside County General Plan, is one of the major devices for making the Vision a reality.



Unincorporated land is all land within the County that is not within an incorporated city or an Indian Nation. Generally, it is subject to policy direction and under the land use authority of the Board of Supervisors. However, it may also contain state and federal properties that lie outside of Board authority.

No two area plans are the same. Each represents a unique portion of the incredibly diverse place known as Riverside County. While many share certain common features, each of the plans reflects the special characteristics that define its area's unique identity. These features include not only physical qualities, but also the particular boundaries used to define them, the stage of development they have reached, the dynamics of change expected to affect them, and the numerous decisions that shape development and conservation in each locale. That is why the Vision cannot and should not be reflected uniformly.

Policies at the General Plan and Area Plan levels implement the Riverside County Vision in a range of subject areas as diverse as the scope of the Vision itself. The land use pattern contained in this area plan is a further expression of the Vision as it is shaped to fit the terrain and the conditions in the Southwest planning area.

To illustrate how the Vision has shaped this area plan, the following highlights reflect certain strategies that link the Vision to the land. This is not a comprehensive enumeration; rather, it emphasizes a few of the most powerful and physically tangible examples.



Community Centers. This method of concentrating development to achieve community focal points, stimulate a mix of activities, promote economic development, achieve more efficient use of land, create a transit friendly and walkable environment, and offer a broader mix of housing choices is a major device for implementing the Vision. The Community Center designation has been given to an area at the intersection of State Route 79 and Murrieta Hot Springs Road to indicate a Town Center. This area is intended to function as a focus for the surrounding French Valley area and provides the opportunity to develop a traditional downtown with a mixture of uses within walking distance of one another.

Environmental Character. From the vineyards to the ecological preserve, there are an abundance of activities based on the environmental setting unique to the Southwest planning area. Not only are these attractions visually appealing, they are also a major economic draw for the Southwest planning area. The tourism and products generated by these natural resources carry out the Vision within the Southwest planning area by preserving, maintaining, and actively using such destinations as the Santa Rosa Plateau, the Citrus/Vineyard areas, and the surrounding hillsides, while promoting the individuality of the communities within and around these attractions.

It is important to note that the data in this area plan is current as of June 19, 2001. Any General Plan amendments approved subsequent to that date are not reflected in this area plan and must be supported by their own environmental documentation. A process for incorporating any applicable portion of these amendments into this area plan is part of the General Plan Implementation Program.