

# PLANNING COMMISSION

## AGENDA

### REGULAR MEETING OF THE HEMET PLANNING COMMISSION

City Council Chambers

450 East Latham Avenue, Hemet CA 92543

February 18, 2014

6:00 PM

*If you wish to make a statement regarding any item on the agenda, please complete a Speaker Card and hand it to the clerk. When the Chairman calls for comments from the public on the item you wish to address, step forward to the lectern and state your name and address. **Only testimony given from the lectern will be heard by the Planning Commission and included in the record.***

#### 1. CALL TO ORDER:

**Roll Call:** Chairman John Gifford, Vice Chairman Greg Vasquez, and Commissioners Michael Perciful, Vince Overmyer, and Rick Crimeni

**Invocation and Flag Salute:** Commissioner Crimeni

#### 2. APPROVAL OF MINUTES:

- A. Minutes of the January 7, 2014 Planning Commission Meeting
- B. Minutes of the January 21, 2014 Planning Commission Meeting

#### 3. PUBLIC COMMENTS:

*Anyone who wishes to address the Commission regarding items **not on the agenda** may do so at this time. Please line up at the lectern when the Chairman asks if there are any communications from the public. When you are recognized, please give your name and address. Please complete a Speaker Card and hand it to the Clerk so that we have an accurate recording of your name and address for the minutes.*

### WORK STUDY ITEMS

*Work Study items are not public hearings and do not require prior notice to the public, although notice may be given to interested persons depending upon the subject matter. The purpose of the Work Study session is to allow the Planning Commission to engage in an open, preliminary review and discussion of issues, ordinances, procedures, or projects prior to the formal public hearing process. The Planning Commission has the option to receive public comment, and is encouraged to provide direction to staff at the conclusion of the work study session.*

4. **WORK STUDY #3 REGARDING TEMPORARY SIGNAGE REGULATIONS** : *Presentation by Deanna Elliano, Community Development Director*

**Recommended Action:**

1. *That the Planning Commission receive the staff presentation, take public comment, and provide any additional comments and direction to staff regarding the regulation of temporary signs within the City; and*
2. *Direct staff to prepare and present the final recommendations and a draft Zone Text Amendment regarding Temporary Signage at a future Planning Commission public hearing.*

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## DEPARTMENT REPORTS

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5. **CITY ATTORNEY REPORTS:** *Verbal report from the Assistant City Attorney on items of interest to the Planning Commission.*
6. **COMMUNITY DEVELOPMENT DIRECTOR REPORTS:** *Verbal reports from Community Development Director Elliano*
- A. Report on actions from the January 28 and February 11, 2014 City Council Meetings.
  - B. Review of Inland Empire Quarterly Economic Report (January 2014).
7. **PLANNING COMMISSIONER REPORTS:** *Commissioner reports on meetings attended, future agenda items or other matters of Planning interest.*
- A. Chairman Gifford
  - B. Vice Chair Vasquez
  - C. Commissioner Perciful
  - D. Commissioner Overmyer
  - E. Commissioner Crimeni
8. **FUTURE AGENDA ITEMS:**
- A. SPA for McSweeney Farms
  - B. CUP for Multi-tenant office building
  - C. Regent Properties – Ramona Creek SP, TTM and DEIR
  - D. General Plan Consistency Zoning Program – Phase II

9. **ADJOURNMENT:** To the meeting of the City of Hemet Planning Commission scheduled for ***March 4, 2014 at 6:00 P.M.*** to be held at the City of Hemet Council Chambers located at 450 E. Latham Avenue, Hemet, California 92543.

**NOTICE TO THE PUBLIC:**

Any writings or documents provided to a majority of the Planning Commission regarding any item on this agenda will be made available for public inspection at the Planning Department counter of City Hall located at 445 E. Florida Avenue during normal business hours. Agendas for Planning Commission meetings are posted at least 72 hours prior to the meeting. In compliance with the Americans with Disabilities Act, if you need special assistance to participate in the meeting, please contact the Planning Department office at (951) 765-2375. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to insure accessibility to the meeting. (28 CFR 35.102-35.104 ADA Title II).

*PLANNING*  *COMMISSION*

**MEETING MINUTES**

**DATE:** JANUARY 7, 2014

**CALLED TO ORDER:** 6:00P.M.

**MEETING LOCATION:** City Council Chambers  
450 East Latham Avenue  
Hemet, CA 92543

**1. CALL TO ORDER:**

**PRESENT:** Chairman John Gifford, Vice Chairman Greg Vasquez, and Commissioners Rick Crimeni, Vince Overmyer and Michael Perciful

**ABSENT:** None

**Invocation and Flag Salute:** Commissioner Michael Perciful

**2. APPROVAL OF MINUTES:** (None)

**3. PUBLIC COMMENTS:**

There were no members of the public who wished to address the Commission regarding items not on the agenda.

Prior to the public hearing item, City Attorney Jex reminded Commissioners of the change in the Brown Act, effective January 1st, 2014, making it necessary to use the voting machine so there will be a public announcement of the vote.

**PUBLIC HEARING ITEMS**

**4. SITE DEVELOPMENT REVIEW NO. 14-008 (WOODSIDE HOMES AT McSWEENEY FARMS SPECIFIC PLAN)**

**Applicant:** Woodside Homes

**Planner:** Trent Heiner

**Locations:** Lansing Street, Tivoli Court and Suncup Street within the McSweeney Farms Specific Plan

**Description:** A request for Planning Commission review and approval of a Site Development Review application for the design of the 29 remaining single family

1 residential homes within Tract No. 32717-2 (Chestnut) and consideration of a  
2 Notice of Determination that the project is consistent with an Environmental  
3 Impact Report (EIR) that was adopted for the underlying project. Specific Plan  
4 No. 01-02. The proposed project is located on Lansing Street, Tivoli Court and  
5 Suncup Street within Planning Area 11 of the McSweeney Farms Specific Plan  
6 (SP No. 01-02)  
7

8 (PowerPoint presentation by Assistant Planner Carole Kendrick.)  
9

10 Chairman Gifford asked about the paseos and the recommendation that they be  
11 completed at the 15th building permit.  
12

13 Planner Kendrick explained that originally it was conditioned to be done at the 60  
14 percent build-out. However, they did not want to penalize Woodside Homes for trying  
15 to complete the project, even though the prior builder, Lennar Homes, was responsible  
16 for improving the paseo.  
17

18 Chairman Gifford asked if Lennar was willing to deed the property over to Woodside.  
19 And he wanted to know how much land is involved.  
20

21 Planner Kendrick indicated that the applicant has been diligently trying to communicate  
22 with Lennar Homes to get the property deeded over, but has been unsuccessful over  
23 the last two weeks. She stated she did not know how much property was involved, but  
24 she would get the answer to that question.  
25

26 Commissioner Overmyer wondered if there is any leverage that the city can bring to  
27 bear on Lennar so the next step can happen.  
28

29 CDD Elliano said that if there are any remaining subdivision or improvement bonds that  
30 Lennar has, staff can look at those for an improvement obligation. But, because the  
31 paseo is for public purposes, if Lennar does not cooperate, the city could ultimately  
32 condemn the property, although she did not think that would be necessary.  
33

34 Commissioner Overmyer stated he thought building the paseos is a good idea, but the  
35 city must find out where the buck stops and make sure there is follow through.  
36

37 City Engineer Biagioni stated at this point there is very little the city can do against  
38 Lennar. He plans to contact them and ask them to finish their work or the city will call  
39 the bond for that purpose.  
40

41 Vice Chair Vasquez asked if staff knows what the proposed amendment will say  
42 regarding the construction requirements for the equestrian center and the time frame.  
43

44 Planner Kendrick said they had four different alternatives they have been working with  
45 the owners on. There is a preferred alternative for Planning Area 35. There are two  
46 map conditions and a specific plan requirement that differ regarding the construction of  
47 the equestrian center. Their specific plan amendment will change the use of Planning  
48 Area 35, and it would also clean up the requirement of when the construction of that  
49 area will take place. Staff has not yet seen the proposal, but is willing to work with  
50 them. The property owners have been very patient, but they have a community center  
they're not able to use.

1 Commissioner Cremeni asked if staff had received any responses from their  
2 advertisement in the Press Enterprise, and Planner Kendrick responded that there had  
3 been no comments, calls or emails received. He was also concerned about the size of  
4 the homes in the new construction being smaller than the existing homes.

5  
6 Chairman Gifford opened the public hearing for audience comments.

7  
8 The applicant, Trent Heiner from Woodside Homes approached the lectern, and  
9 Chairman Gifford asked him to address the issue of the size of the lots and the square  
10 footage of the homes and how that fits into the rest of the community.

11  
12 Mr. Heiner answered that the houses are actually the same units which were approved  
13 for the 40 Woodside Homes lots previously. They are utilizing the existing models,  
14 although revising the architecture somewhat, working with staff, to make sure that the  
15 veneers on the outside fit the Lennar Chestnut community and adding more siding,  
16 brick and exact color scheme, rock type and shutter tiles. From the front edge of the  
17 house, it looks the same.

18  
19 He continued his explanation by saying they dropped their lowest square footage plan  
20 and now have the same bedroom count as the existing Lennar homes, but gaining  
21 some formal dining/living space. It also allows for a larger backyard than the Chestnut  
22 community has right now. He felt that the homes are in keeping with the market and  
23 that they are selling well in the community and will be a benefit to the McSweeny  
24 Farms communities. The plans were submitted to the HOA board of the present  
25 community and were well received.

26  
27 CDD Elliano asked if he had an idea of what the current median resale value is for the  
28 Lennar homes, in comparison to Woodside's sale price.

29  
30 Mr. Heiner replied that he thought these units would increase the property values  
31 because they will no longer be looking at a weed patch. It's not going to affect the tax  
32 rate of the other homes because it's a fixed tax rate pursuant to each individual lot.

33  
34 There was further discussion among the Commissioners regarding real estate values,  
35 appraisal values, current resale values, etc.

36  
37 Chairman Gifford asked Mr. Heiner about staff's recommendation concerning the  
38 paseos and completion of construction by the 15th building permit.

39  
40 Mr. Heiner answered that the estimate to finish the paseo is roughly between \$130,000  
41 and \$150,000, and he has already budgeted to finish the paseo. He currently does not  
42 own the paseo nor is he trying to buy it, but has entered into early negotiations with  
43 Lennar to try to get them to deed the property to Woodside Homes.

44  
45 After further discussion between the Applicant, Commissioners, CDD Elliano and City  
46 Attorney Jex, the following language was suggested and was agreed upon by  
47 Mr. Heiner. "Condition 13: All neighborhood paseos located in Planning Areas 10 and  
48 11 shall be constructed or an adequate security posted prior to the issuance of the 15th  
49 building permit of Site Development Review 13-008."  
50

1 CDD Elliano added that staff felt that the single-story option was an advantage as it  
2 gives a better street scene and the larger back yards would be appealing to families.  
3

4 It was **MOVED** by Commissioner Overmyer and **SECONDED** by Vice Chair Vasquez to  
5 **ADOPT** Resolution Bill 14-001 **APPROVING** SDR 13-008, with the change and  
6 condition of Planning Requirement No. 13 that reads "All neighborhood paseos located  
7 in Planning Areas 10 and 11 shall be constructed or an adequate security posted prior  
8 to the issuance of the 15th building permit of Site Development Review 13-008,"  
9 subject to the findings and conditions of approval and direct staff to file a Notice of  
10 Determination with the County Clerk.

11  
12 The **MOTION** was carried by the following vote:

13  
14 **AYES:** Chairman John Gifford, Vice Chairman Greg Vasquez, and  
15 Commissioners Vince Overmyer, Michael Perciful and Rick Crimeni  
16 **NOES:** None  
17 **ABSENT:** None  
18

## 19 DEPARTMENT REPORTS

### 20 21 **5. CITY ATTORNEY REPORTS:** *Verbal report from the Assistant City Attorney on* 22 *items of interest to the Planning Commission.* 23

24 City Attorney Jex stated he would be speaking at a seminar next month on the Public  
25 Records Act and the Brown Act. He also passed out some brochures concerning the  
26 seminar. He suggested that they may wish to attend, or he and other members of his  
27 firm could give a version of the presentation at one of the Planning Commission  
28 meetings that had a lighter agenda.  
29

30  
31 Chairman Gifford thought that a presentation on the Brown Act would be wonderful.  
32

### 33 **6. COMMUNITY DEVELOPMENT DIRECTOR REPORTS:** *Verbal reports* 34 *from Community Development Director Elliano* 35

#### 36 **A.** Overview of new planning legislation effective in 2014. 37

38 CDD Elliano thanked the Commission for working so hard in 2013 and promised 2014  
39 would be very busy.  
40

41 One bill, Senate Bill 510, in regard to mobile home park conversions, a part of the  
42 Subdivision Map Act Law, now allows the occupants of a mobile home park to be  
43 surveyed as to their opinions and concerns, and that can now be taken into  
44 consideration by the city councils in allowing or not allowing the parks to convert. With  
45 49 mobile home parks in the city of Hemet, she was sure this was an issue that would  
46 appear in the future.  
47

48 Next was CEQA reform legislation sponsored by Senator Steinberg, Senate Bill 743, a  
49 very directed legislation to allow an NBA basketball stadium in Sacramento without  
50

1 CEQA review and limiting legal challenge. CDD Elliano stated her thoughts that if the  
2 legislature is doing CEQA reform, it should be for everything, and based on the  
3 environment, not a political project.  
4

5 Senator Steinberg is also the primary author of Senate Bill 375, as well as AB 32,  
6 which is the land use transportation and climate actions program.  
7

8 AB 116 grants an automatic extension for 24 months of subdivision maps that had not  
9 yet expired. The map had to have been originally approved after the year 2000.  
10

11 AB 551 is the Urban Agriculture Zone Act, which allows at least a tenth of an acre to be  
12 established as a zone for community gardens or agriculture within the city limits, with  
13 tax incentives applicable. It has to be a contract for a minimum of five years.  
14

15 AB 1092 is building standards for electrical vehicle charging infrastructure. This bill  
16 requires the State Building Commission to adopt, approve, codify, publish and basically  
17 create new standards for incorporating electrical vehicle charging stations in multi-  
18 family and commercial projects.  
19

20 AB 1359 is in regard to the Quimby Act legislation having to do with park dedication  
21 and development. In other words, when you do a subdivision based on a formula,  
22 population and other factors, developers are required to set aside so much of the land  
23 area for park land or pay fees. This bill provides some flexibility so that monies  
24 generated within one area could be expended outside that area and allows for some  
25 additional flexibility in how the Quimby funds are utilized.  
26

27 SB 254 is the Solid Waste Used Mattress Recycling and Recovery Act. It is a state-  
28 mandated program, with no funding for local governments to implement. It would  
29 create a commission or a new entity that would regulate recycling of mattresses and  
30 the bill would require manufacturers, retailers and renovators of mattresses to register  
31 with the mattress recycling organization on or before January 1st, 2015.  
32

33 The last one is SB 407, Installation of Water Use Efficiency Improvements, California  
34 Civil Code Section 1101, which mandates that as of January 1, 2014, any time  
35 homeowners or developers are doing renovations or remodels of single-family  
36 residences, they have to upgrade all of their fixtures to compliant plumbing fixtures that  
37 are water conserving units.  
38

39 As of January, 2017, a seller transfer of single-family residential property or commercial  
40 property has to disclose to the purchaser that all the plumbing fixtures are compliant.  
41

42 As of January, 2019, all non-compliant plumbing fixtures in multi-family residential units  
43 need to be upgraded.  
44

45 **7. PLANNING COMMISSIONER REPORTS:** *Commissioner reports on meetings*  
46 *attended, future agenda items or other matters of Planning interest*  
47

- 48 **A.** Chairman Gifford (Nothing to report)  
49 **B.** Vice Chair Vasquez (Nothing to report)  
50 **C.** Commissioner Perciful (Nothing to report)  
**D.** Commissioner Overmyer (Nothing to report)

1 E. Commissioner Crimeni (Nothing to report)

2  
3 **8. FUTURE AGENDA ITEMS:**

- 4  
5 A. SPA for McSweeny Farms  
6 B. CUP for Multi-tenant office building  
7 C. WRCOG Presentation regarding Regional Climate Action Plan  
8 D. Regent Properties ☐ Ramona Creek SP, TTM and DEIR  
9 E. General Plan Consistency Zoning Program: Phase II  
10 F. Update on Hemet ROCS

11  
12 **9. ADJOURNMENT**

13  
14 It was unanimously agreed to adjourn the meeting at 7:00 p.m. to the regular meeting  
15 of the City of Hemet Planning Commission scheduled for January 21, 2014 at 6:00  
16 p.m. to be held at the City of Hemet Council Chambers located at 450 E. Latham  
17 Avenue, Hemet, CA 92543.  
18

19  
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21  
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23 \_\_\_\_\_  
24 John Gifford, Chairman  
25 Hemet Planning Commission  
26

27  
28 ATTEST:

29  
30  
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32  
33 \_\_\_\_\_  
34 Melissa Couden, Records Secretary  
35 Hemet Planning Commission  
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PLANNING  COMMISSION

MEETING MINUTES

DATE: JANUARY 21, 2014 CALLED TO ORDER: 6:00P.M.

MEETING LOCATION: City Council Chambers  
450 East Latham Avenue  
Hemet, CA 92543

1. CALL TO ORDER:

PRESENT: Chairman John Gifford, Vice Chairman Greg Vasquez, and Commissioners Vince Overmyer and Michael Perciful

ABSENT: Commissioner Rick Crimeni

Invocation and Flag Salute: Commissioner Overmyer

2. APPROVAL OF MINUTES:

A. Minutes of the Planning Commission meeting of December 17, 2013.

It was **MOVED** by Commissioner Michael Perciful and **SECONDED** by Vice Chairman Greg Vasquez to **APPROVE** the Minutes of the Planning Commission meeting of December 17, 2013.

The **MOTION** was carried by the following vote:

**AYES:** Chairman John Gifford, Vice Chair Greg Vasquez, Commissioners Vince Overmyer and Michael Perciful

**NOES:** None

**ABSENT:** Commissioner Rick Crimeni

3. PUBLIC COMMENTS:

There were no members of the public who wished to address the Commission regarding items not on the agenda.

**PUBLIC HEARING ITEMS**

1 **4. TENTATIVE PARCEL MAP 36646 (MAP NO. 13-002) TRACTOR SUPPLY CO.**

2  
3 **Applicant:** California Gold Development Corporation  
4 **Agent:** Paul Peck — Paul Peck & Associates  
5 **Planner:** Carole L. Kendrick, Assistant Planner  
6 **Location:** South side of Florida Avenue, west of Sanderson Avenue and  
7 east of Cawston Avenue  
8

9 **Description:** A request for Planning Commission review and approval of the  
10 subdivision of 3.59 net acres into two (2) parcels for future commercial  
11 development in the General Commercial (C-2) zone, located on the south side  
12 of Florida Avenue, west of Sanderson Avenue and east of Cawston Avenue,  
13 with consideration of an Environmental Exemption pursuant to CEQA  
14 Guidelines Section 15315.  
15

16 (PowerPoint presentation by Asst. Planner Carole Kendrick.)  
17

18 Chairman Gifford asked for questions by Commissioners for staff, and hearing none,  
19 opened the public hearing on this item.  
20

21 Mr. Jim Todd, owner and developer of the project, offered to answer any questions of  
22 the Commission, thanked the staff for their assistance in the project, and explained the  
23 orientation of the building, the ingress and egress and easement issues.  
24

25 With no other members of the public wishing to speak, Chairman Gifford closed the  
26 public hearing and asked for Commissioner comments after stating he was happy to  
27 see development coming into that particular area and felt both staff and applicant had  
28 done a good job with the process.  
29

30 Vice Chair Vasquez, Commissioners Perciful and Overmyer agreed with  
31 Commissioner Overmyer, asking about mandated landscape requirements.  
32

33 Assistant Planner Kendrick explained there was a 25-foot setback with special  
34 requirements regarding trees and shrubs, but explained that staff is working with  
35 applicant to make sure all the requirements are met. She also indicated they had  
36 received no negative comments from neighbors, based on the notice.  
37

38 It was **MOVED** by Commissioner Vince Overmyer and **SECONDED** by Commissioner  
39 Michael Perciful to recommend **ADOPTION** of Planning Commission Resolution Bill  
40 No. 14-002 **APPROVING** Tentative Parcel Map No. 36646.  
41

42 The **MOTION** was carried by the following vote:  
43

44 **AYES:** Chairman John Gifford, Vice Chairman Greg Vasquez, and  
45 Commissioners Michael Perciful and Vince Overmyer.  
46

47 **NOES:** None

48 **ABSENT:** Commissioner Rick Crimeni  
49  
50

## WORK STUDY REPORTS

### **5. SPECIAL PRESENTATION: UPDATE ON WRCOG SUBREGIONAL CLIMATE ACTION PLAN (CAP):** *Presentation provided by Alexa Washburn, Program Manager and Jennifer Ward, Staff Analyst; representing WRCOG*

CDD Elliano explained the reason for the presentation being to update the public and Commissioners regarding an understanding of what the action plan is, and what the requirements are from the State of California and how it will benefit Hemet. She introduced Alexa Washburn as the program manager for this project.

(PowerPoint presentation by Alexa Washburn.)

Chairman Gifford asked about the emissions projections and whether that means air quality.

Ms. Washburn explained these are greenhouse gas emissions, which are something WRCOG is required to look at as a part of CEQA. As a part of our sub-region, there are 12 jurisdictions that have not completed inventories yet, and WRCOG is filling the gap for the sub region as a whole.

CDD Elliano added that it is air quality in terms of mobile emissions, stationary emissions and energy production. There was an emissions inventory done for Hemet in conjunction with the General Plan EIR to establish a baseline, but additional studies have been done so Hemet could be compared, apples to apples, with other areas.

(The PowerPoint presentation by Ms. Washburn continued.)

Chairman Gifford noted that vehicle emissions are going to be the highest source of greenhouse gas emissions and asked how that could be controlled or reduced without putting all the burden on stationary sources.

Ms. Washburn indicated that 60 percent of emissions are coming from the transportation sector, and their study and measures are focusing on that sector.

Chairman Gifford asked how they were going to measure progress and effectiveness of plans, and how do they intend to use the lessons learned so the measures can be tweaked to be more effective.

Ms. Washburn explained that those questions will be answered in the next grant provided. She envisioned developing a consistent Web based tool that all jurisdictions can use. As projects come in, planners will have to determine consistency with the climate action plan as well as the measures that the city is choosing to implement. There will be an annual report card for cities.

Chairman Gifford asked how this climate action plan, and the tools they are designing, are going to benefit the staff and city in doing the things that have to be done.

1 CDD Elliano explained that many of the measures they are including are areas the city  
2 already identified in the General Plan and transportation plan, etc. The benefit is  
3 creating the region's own plan, as opposed to having the state or CEQA mandate  
4 what must be done.

5  
6 Ms. Washburn continued by stating the focus is on shifting the mode of travel, trying to  
7 get people out of automobiles and looking at biking, parking, mixed-use downtown  
8 housing, and future Metrolink utilization.

9  
10 When Chairman Gifford commented on the fact that Hemet is rating higher than others  
11 in greenhouse gas emission control, CDD Elliano stated that efforts that have already  
12 been put in place, such as plans for an electric vehicle network, have aided the city in  
13 rating within the gold category, with some areas in the platinum category.

14  
15 Commissioner Overmyer asked if manufacturing and new projects would affect this  
16 study. He also wondered if such things as barbeques, fireplaces, and lawn mowers  
17 might be considered in the study.

18  
19 Ms. Washburn stated that big manufacturing does not emit as much greenhouse gas  
20 emissions as transportation and that some of the other things mentioned already do  
21 have some controls and requirements at the state level or AQMD.

22  
23 CDD Elliano said they are working with the public works director also to have street  
24 lights converted to LED lighting, and utilization of solar panels, such as suggested in  
25 the highly successful HERO program.

26  
27 Chairman Gifford asked what programs are being put in place to achieve change into  
28 the 2035 time period.

29  
30 Ms. Washburn explained that along with transportation changes, there would have to  
31 be changes in industry, such as introducing green technology. The urban footprint  
32 modeled provides that analysis, so it is possible to see what changes need to occur  
33 and what type of industries will be emerging.

34  
35 Chairman Gifford expressed his appreciation for the work done by the WRCOG group  
36 as well as CDD Elliano's part in the WRCOG Planning Directors Technical Committee  
37 as vice chair.

38  
39 **6. WORK STUDY #3 REGARDING TEMPORARY SIGNAGE REGULATIONS:**

40 *Presentation by Emery Papp, Principal Planner*

41  
42 Chairman Gifford invited Andy Anderson of the Chamber of Commerce to speak  
43 before Mr. Papp's presentation was given.

44  
45 Andy Anderson, 615 North San Jacinto Street, Hemet, stated that he believed that  
46 most of the concerns of the business community had been addressed at the various  
47 meetings between the city staff and the Chamber of Commerce, but wished to point  
48 out some concerns that remained: (1) the need for consistency with banner signs, only  
49 one allowed for businesses, but two allowed for theaters and special events; (2) that  
50 fencing and rails not be used for banners; (3) that businesses should be able to

1 professionally install poles and place banners in a landscaped area if all rules for  
2 safety and visibility were followed; (4) that the rules presently in place for flag poles in  
3 property management sites, such as model homes or apartments, not be changed; (5)  
4 that LED board signs should be considered temporary signage; (6) that hand-held  
5 signs be studied carefully, as businesses feel they can be effective, but often residents  
6 object to them.

7  
8 (PowerPoint presentation by Principal Planner Emery Papp.)  
9

10 Chairman Gifford queried how one defines a special event in terms of businesses, and  
11 if the size of the banner is determined by square footage of the business. He also  
12 agreed that banner signs can be effective, but also just sloppy, but hoped that a code  
13 could be constructed in such a way that banner signs could be more professional and  
14 wondered how the landscape banner signs would be constructed and if they would  
15 need to be permitted.

16  
17 CDD Elliano agreed that banner signs are temporary and supposed to come down  
18 after a period of time. She assumed the poles would come out, too, when the signs  
19 came down. She asked Vice Chair Vasquez to explain in his industry how banner  
20 signs are treated.

21  
22 Vice Chair Vasquez explained that it could work two ways: Sometimes the poles  
23 remain stationary and permanently embedded as an anchor, or many can have a  
24 sleeve through which the poles can be removed.  
25

26 CDD Elliano indicated her preference would be the sleeve-embedded poles, with  
27 Chair Gifford agreeing, but asking the staff to do further work on that aspect.  
28

29 Vice Chair Vasquez reiterated his concern about the need for some regulations for  
30 banners not attached to buildings, such as those in landscaped areas, as not all  
31 buildings could accommodate banner signs. At present there is no code which covers  
32 that and he requested that at the next work-study, there be some proposal to cover  
33 that eventuality.  
34

35 CDD Elliano explained that the building is the first preference, but if that is not  
36 possible, it can be in the landscaping. What the staff is opposed to are banners that  
37 are draped between trees, those that are in common areas or landscape setbacks.  
38 However, she said that staff would go back to the drawing board and work on that  
39 area.  
40

41 Planner Papp explained that staff had omitted that issue for three reasons: 1)  
42 Oftentimes landscaped areas might be in a parcel that's separate from the property  
43 that wants to use the sign; 2) Staff is making other suggestions this evening that might  
44 be more useful and would take away the need for banners in the landscape area; 3)  
45 There needs to be a definition of what would constitute "professional installation" to  
46 make sure there's a standard that everyone can follow and understand.  
47

48 Vice Chair Vasquez agreed with the concerns expressed, but felt that there are  
49 circumstances where it should be allowed. He agreed that there needs to be  
50 consistency about numbers of banners allowed, and he didn't have strong

1 feelings about either one or two banners, but felt it should be consistent for both  
2 businesses and special events.

3  
4 Both Commissioners Overmyer and Perciful felt that consistency was important and  
5 that one or two signs were possible, as long as they did not exceed the square  
6 footage restrictions. Commissioner Perciful also brought up the problem of Florida  
7 Avenue and the difference between City of Hemet restrictions and County of Riverside  
8 restrictions.

9  
10 CDD Elliano explained that they had done a matrix and that county's restrictions are  
11 not that much different; it is just that enforcement in the county is not occurring at the  
12 same level as the city.

13  
14 Vice Chair Vasquez requested that banners on handrails and fences be prohibited,  
15 with Chairman Gifford agreeing, but also adding that CDD Elliano needs to have some  
16 discretion. He suggested tightening the language.

17  
18 Vice Chair Vasquez also questioned the length of time (90 days) that temporary  
19 banners could remain up. He suggested a shorter period of time.

20  
21 CDD Elliano stated staff was proposing extending the time period from 30 days to 45  
22 days. The only time that would be extended is if it were in place of permanent signs,  
23 such as the sign company had not finished the sign for a business yet.

24  
25 There was a lengthy discussion concerning other restrictions and allowances, such as  
26 banners 10 feet inside buildings with service bays, the definition of special events or  
27 community events to be defined more specifically by the city attorney, and the square  
28 footage of signage available pursuant to a formula.

29  
30 (A short recess was taken.)

31  
32 Further discussion ensued regarding pennant signs, other than those allowed  
33 currently by code for residential model home complexes. The Commission felt that  
34 they could be limited to such things as grand openings or special events, but limiting  
35 them in these events to 15 days.

36  
37 Planner Papp indicated that staff would like to limit maximum amount of coverage on  
38 window space signage, with alcohol sales limited to 25 percent coverage. He asked if  
39 the other recommendations in the staff report were satisfactory, and Commissioners  
40 agreed with the recommendations.

41  
42 There was discussion about cane signs, especially as used in the restaurant industry,  
43 with Mr. Anderson weighing in on the subject, stating that the Chamber of Commerce  
44 is happy to see some movement towards acceptance of these signs.

45  
46 After further deliberation, it was decided to stop discussion and bring back for further  
47 study Staff Report Item 11, electronic signs; Item 2, banner signs; Item 5, cane signs;  
48 and Item 10, stake signs, and item 12, hand held signs.

49  
50

## DEPARTMENT REPORTS

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3  
4 **7. CITY ATTORNEY REPORTS:** *Verbal report from Assistant City Attorney Erica Vega*  
5 *on items of interest to the Planning Commission.*

6  
7 Assistant City Attorney Erica Vega informed the Commission that she and Assistant City  
8 Attorney Tom Jex will be taking responsibility for alternating weeks through April. Then  
9 she will be taking a maternity leave but will be back in the summer.

10  
11 **8. COMMUNITY DEVELOPMENT DIRECTOR REPORTS:** *Verbal reports from*  
12 *Community Development Director Deanna Elliano.*

13  
14 **A. Report on actions from the January 14, 2014 City Council Meeting.**

15  
16 CDD Elliano indicated there were a number of planning related items, such as Airport  
17 Land Use Commission meeting where the city was asked to insert some additional  
18 Language in the Specific Plan ordinance. The building code revisions will be in effect  
19 in 30 days from January 14th, and the General Plan Amendment for the Housing  
20 Element went through with no changes and was submitted to the State in a timely  
21 fashion, unlike other nearby cities, (therefore evading the four-year cycle). The Council  
22 also asked the police chief to put together a task force, which he has done,  
23 looking at the transient population. It is an extremely delicate area in terms of not  
24 violating civil rights, while trying to preserve the parks for the community. In addition,  
25 at the next meeting, the Hemet ROCS program will be introducing 12 new code  
26 volunteers.

27  
28 **B. Request for cancellation of the February 4, 2014 Planning Commission**  
29 **Meeting**

30  
31 CDD Elliano announced the cancellation of the February 4th Planning Commission  
32 meeting, with the 18th of February including another Work Study on the signage  
33 regulations.

34  
35 **9. PLANNING COMMISSIONER REPORTS:** *Commissioner reports on meetings*  
36 *attended, future agenda items or other matters of Planning interest.*

- 37  
38 **A. Chairman Gifford (Nothing to report).**  
39 **B. Vice Chair Vasquez (Nothing to report).**  
40 **C. Commissioner Perciful (Nothing to report).**  
41 **D. Commissioner Overmyer (Nothing to report).**  
42 **E. Commissioner Crimeni (Absent).**

43  
44 **10. FUTURE AGENDA ITEMS:**

- 45  
46 **A. SPA for McSweeny Farms**  
47 **B. CUP for Multi-tenant office building**  
48 **C. Regent Properties Ramona Creek SP, TTM and DEIR**  
49 **D. General Plan Consistency Zoning Program - Phase II**  
50

1 **10. ADJOURNMENT**

2  
3 It was unanimously agreed to adjourn the meeting at 8:47 p.m. to the regular meeting  
4 of the City of Hemet Planning Commission scheduled for February 18, 2014 **at 6:00**  
5 **p.m.** to be held at the City of Hemet Council Chambers located at 450 E. Latham  
6 Avenue, Hemet, CA 92543.  
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11

12 \_\_\_\_\_  
13 John Gifford, Chairman  
14 Hemet Planning Commission

15  
16  
17 ATTEST:

18  
19  
20 \_\_\_\_\_  
21 Melissa Couden, Records Secretary  
22 Hemet Planning Commission  
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DRAFT



## Staff Report

TO: Honorable Chairman and Planning Commissioners

FROM: Deanna Elliano, Community Development Director *DE*  
Emery Papp, Principal Planner

DATE: February 18, 2014

RE: **WORK STUDY SESSION NO. 4 REGARDING TEMPORARY SIGNS**

### **RECOMMENDED ACTION:**

1. *That the Planning Commission receive the staff presentation, take public comment, and provide any additional comments and direction to staff regarding the regulation of temporary signs within the City; and*
2. *Direct staff to prepare and present the final recommendations and a draft Zone Text Amendment regarding Temporary Signage at a future Planning Commission public hearing.*

### **DESCRIPTION:**

This fourth work study for temporary signage will focus primarily on the types temporary signs for which the Planning Commission had additional concerns and recommendations, or did not discuss at the January 21, 2014 Work Study due to time constraints. These four temporary sign types include:

- Banner Signs
- Cane Signs
- Stake Signs
- Electronic or LED Display Signs
- Hand - held signs

Planning Staff has reviewed the proposed regulations that were presented or discussed in the January 21, 2014 PC Staff Report for these types of signs, has taken Planning Commission and public comment into consideration, and has prepared a revised set of recommendations for the Planning Commission to consider. There was general consensus amongst the Planning Commissioners that the proposed regulations for the following types of signs were acceptable as previously presented, so have not been addressed in this report.

- Temporary Window Signs (including window mounted "graphic" or "picture" tint);
- Promotional Poster Frames for Drive-Thru Establishments;
- Portable Menu Signs or "A" Frame Signs;
- "Open House" Real Estate Directional Signs;
- Balloons

## **BACKGROUND:**

“Temporary signs” are permitted in the City for the benefit of business owners to advertise grand openings, special promotions, special events, or to display the name of their business until a permanent sign has been fabricated and installed. A Temporary Sign Permit is required prior to the installation of a temporary sign. Cities may regulate temporary signage, but any such regulations must only consider “time, manner, and place” restrictions. In some instances, it is more defensible to entirely prohibit certain types of signage than it is to create regulations that allow them at one location as opposed to another, unless there is a clear justification for the exception.

For most communities, sign regulations are often the most debated regulations in Municipal Codes. The goal is to achieve a balance between appropriate and effective signage, and community values and aesthetics. Unlike many other codes and regulations that seek to protect health and safety or establish best development practices, sign codes can be far more subjective and individually tailored to fit the image and desires of the community. City staff and the Planning Commission are responding to the Hemet business community’s need for more effective temporary signage, while protecting the City in terms of potential liability and prevention of visual clutter/visual blight.

## **Riverside County Temporary Sign Regulations:**

At the Planning Commission Work Study held on January 21, 2014, some of the Commissioners expressed concerns regarding how the proposed regulations compare to those of neighboring communities and, in particular, the County of Riverside. Staff reviewed the sign code for Riverside County, and contacted members of the County Planning Department and Code Enforcement Department to clarify certain provisions of the sign code. Essentially, temporary signage is not permitted in Riverside County. The problem is that their code enforcement has limited resources to enforce this, so it appears that the County’s regulations are more lenient. Therefore, the sign regulations currently proposed by staff and the Commission are far less restrictive and more business-friendly than that allowed in the County.

## **DRAFT RECOMMENDATIONS FOR TEMPORARY SIGNAGE:**

Through the work study process, staff has met with the Hemet/San Jacinto Valley Chamber of Commerce and presented recommendations to the Planning Commission on November 5, 2013, December 17, 2013, and January 21, 2014. The proposed regulations have come closer to achieving a consensus, and staff has revised the information below to address concerns raised by the H/SJVCC and the Planning Commission, as well as noting staff’s recommendations. Staff has presented a comparison of the existing code requirements with the current recommendations in a tabular format to hopefully make the information clearer.

### **1. Temporary Banner Signs or Special Event Signs**

Existing Definition: *Banner sign* means any sign printed or displayed upon cloth or other flexible material, with or without a frame.

The intent of allowing temporary banner signs in the City is for the benefit of business owners to advertise grand openings, special promotions, special events, or to display the name of their business until a permanent sign has been fabricated and installed. Temporary banner signs are not intended to be used as directional signage or in lieu of permanent signage. A Temporary Sign Permit is required prior to the installation of a temporary banner sign. Many businesses have taken liberties with the provisions of the existing sign ordinance, having erected temporary banner signs without having first

obtained a permit, or have left them up and on display for long periods of time. This creates conflict because the City wants to be "Business Friendly" but is also charged with monitoring and enforcing City Ordinances, including temporary sign regulations.

The following recommendations for banner signs have been presented to date:

<b>BANNER SIGNS</b>		
<b>Provision</b>	<b>Existing Regulation</b>	<b>Planning Commission Proposed Regulations</b>
Permit duration per banner	30 days in association with a Temporary Special Event or Sale	<ul style="list-style-type: none"> <li>• 45 days in association with a Temporary Special Event or Promotion</li> <li>• CDD may extend the timeframe for the temporary banner for up to 60 days if the permanent identification sign is being fabricated, or for Theatrical or Community Event Banners</li> </ul>
Minimum Interval between banner permits	14 days	14 days
Number of banners permitted per year	No limit	No limit
Number of banners allowed at a time	Not specified in code	One allowed per building elevation up to a maximum of 2 banners
Size of banner allowed	Not specified in code	<ul style="list-style-type: none"> <li>• Not to exceed 1.5 sq.ft. per lineal foot of store frontage up to a maximum or 80% of the store frontage or 30 feet, whichever is less.</li> <li>• In no case shall the maximum area of the banner exceed 100 sq. ft.</li> </ul>
Locations where banners may be placed	<ul style="list-style-type: none"> <li>• On the property of the business/event</li> <li>• Placed on the building</li> <li>• Other locations if approved by the CDD (except areas prohibited per the existing code below)</li> </ul>	<ul style="list-style-type: none"> <li>• On the property of the business/event (no off-site signs)</li> <li>• Placed on the building</li> <li>• Banners may be placed in landscaped areas when: a) there is no suitable place on the building, b) the landscaped area is on the owner's property and not in the right of way, required landscape setback, or common area landscaping for a center, and c) the banner is installed as an approved free-standing structure, not attached to trees or other landscape materials.</li> <li>• Banners may be placed on building elevations facing vacant lots if</li> </ul>

		<p>approved by the CDD and locational circumstances warrant the need for additional visibility.</p> <ul style="list-style-type: none"> <li>Banners located adjacent to or within a covered walkway shall maintain a minimum vertical clearance of eight feet from the sidewalk to the underside of the sign</li> </ul>
Locations where banners are prohibited	<ul style="list-style-type: none"> <li>Cannot extend above the roof - line or be mounted on the roof</li> <li>Cannot be placed so the banner is facing on private property – must be street or driveway</li> <li>Cannot be placed in in areas that limit driver visibility or project over the public right of way</li> <li>Cannot be located on fences or hand-rails</li> <li>Cannot advertise offsite businesses or events</li> </ul>	Same as existing code
Exceptions	CDD may limit location and type of temporary signs in conjunction with Temporary Use Permit or banner permit	Auto Service Bays: Banners placed <u>inside</u> the building bays a minimum of 10 feet from the bay entrance are exempt from the requirement to obtain a temporary banner permit.
Additional requirements	none	The banner sign maintains a professional appearance at all times and does not sag, droop, flap in the wind, become tattered, or otherwise become unattractive
Theatrical Performance Banner	Not specified in code	<b>New Category-</b> all provisions apply except that the banners must be removed within 5 days of the conclusion of the event
Community Event /Non-profit Banner	Not specified in code	<b>New Category-</b> all provisions apply except that the banners must be removed within 5 days of the conclusion of the event. The CDD may approve the display of banners offsite if conditions warrant, the property owner consents, and upon written request to the City
Award Banner (such as "Press Enterprise Readers Choice", etc.)	Not specified in code	<b>New Category-</b> all provisions apply except that the banners may be displayed for up to 90 days

**2. Cane signs, a.k.a. “feather signs” or “swiffer” signs (New Sign Category)**

New Definition: *Cane sign* means a portable, self-supporting temporary advertising banner, usually tall and narrow with a single pole on one side and curving across the top to frame the banner. Cane signs are typically affixed to the ground by inserting a metal stake into turf or soil. The following recommendations have been presented to date regarding cane signs, and are presented in terms of recommendations by staff and additional recommendations suggested by members of the Commission:

<b>CANE SIGNS</b>		
<b>Provision</b>	<b>Existing Regulation</b>	<b>Staff Proposed Regulation</b>
Permit Required	These types of signs are currently prohibited under the code	<ul style="list-style-type: none"> <li>• Cane signs shall only be allowed in conjunction with grand openings, or an approved Special Event Permit.</li> <li>• Must be removed at the conclusion of the event or grand opening and in no case remain for longer than 14 days.</li> <li>• The number and location of cane signs shall be approved by the CDD in conjunction with the special event permit.</li> <li>• Cane signs shall not be located within the City Right-of-Way, including landscaped parkway, or the required setback areas.</li> <li>• Cane signs shall not be placed on any building or on a roof.</li> <li>• Cane signs shall not be permitted in the Downtown zones (D-1 and D-2)</li> </ul>
		<b>Planning Commission proposed Regulation</b>
		<p>In addition to the above requirements, to allow the following:</p> <ul style="list-style-type: none"> <li>• No more than 1 cane sign may be permitted for an <u>existing</u> business in lieu of 1 Temporary Banner Sign, and is required to follow all of the same permit regulations and timeframes as banners.</li> </ul>

**3. Stake signs (attached to wood or metal stakes in the ground)**

New Definition: *Stake sign* means a small temporary sign usually made of cardboard or plastic and mounted to a wood or metal stake in the ground.

Stake signs are currently prohibited and staff believes that stake signs should continue to be prohibited as they are likely to lead to visual clutter, visual blight, and litter. Staff believes that appropriate use of other temporary and directional signage should constitute adequate signage. The proposed recommendations regarding stake signs are presented below:

STAKE SIGNS		
Provision	Existing Regulation	Staff Proposed Regulation
Permit required	These types of signs are currently prohibited under the Code	Continue to prohibit these signs due to the difficulty in enforcement if allowed in only select locations, and the other available options for temporary signage.
		<p style="text-align: center;"><b>Planning Commission Proposed Regulation</b></p> <ul style="list-style-type: none"> <li>• Prohibited <u>except</u> for drive thru establishments when placed on private property adjacent to the drive –thru menu board and oriented for view from the drive thru lane.</li> <li>• A maximum of 3 stake signs shall be allowed.</li> <li>• Stake signs for this purpose shall not require a temporary sign permit.</li> </ul>

**4. Electronic or LED Display Board Signs (New Sign Category)**

New Definition: *Electronic or LED display board sign* means a sign with the capability of presenting variable message or displays through electronically controlled lighting and which can be programmed to change the content of the display periodically. While the sign structure is permanent, the advertising content of the display is temporary and can be tailored for multiple purposes.

LED Display Board Signs can allow for temporary panels to be automatically changed electronically. These types of signs are permanent structures that provide the possibility to display computer generated images, video, animated or static signage, or other messages. As such, this new category of signage to be considered falls into a gray area because it is both permanent and temporary at the same time. Displays can be programmed to be animated or static, and transitions from one message or sign to another are generally limited only by the capabilities of the programmer. LED display board signs shall

not be used as, or considered to be billboards.

Such signage could be of benefit within large multi-tenant retail or commercial/office centers to provide signage and advertising media to retail and other commercial tenants who may not otherwise have good visibility from the street. However, it is important to note that current code provisions do not allow animated, moving, or flashing signs.

<b>LED MESSAGE DISPLAY SIGNS</b>		
<b>Provision</b>	<b>Existing Regulation</b>	<b>Proposed Regulations for Discussion</b>
Permit Required	<ul style="list-style-type: none"> <li>• LED message signs are not currently allowed in the code, and no signs are allowed to flash, move or be animated.</li> <li>• A stand- alone digital bulletin board for informational, time/temperature, non-profit purposes, and community uses may be permitted as a monument sign.</li> <li>• No LED billboards or other signs advertising offsite uses</li> </ul>	<p>Allow consideration of LED message signs to be approved as part of an overall sign program for a commercial center, subject to the following requirements:</p> <ul style="list-style-type: none"> <li>• One such sign may be allowed in a commercial complex having a minimum of fifty thousand (50,000) square feet of floor area, or a minimum of ten (10) tenants subject to approval of a new, or an amendment to an existing master sign program.</li> <li>• An LED display board sign shall only be allowed when integrated into an existing freestanding sign, or placed into a new freestanding sign.</li> <li>• No LED display board sign shall be located closer than one-thousand two-hundred fifty (1,250) feet to another LED display board sign.</li> <li>• Each individual electronic "panel" or display shall appear for a period of at least eight seconds. The sign, or an individual tenant "panel" shall remain blank (no message or display) for at least one second between separate images. Displays shall not be animated, flash, scroll, fade in and out, or move across the changeable copy sign face.</li> <li>• The sign may display noncommercial civic messages such as Civic Events, Fire or Police emergencies, or other City-approved public service</li> </ul>

		<p>announcements.</p> <ul style="list-style-type: none"><li>• Any such sign <u>shall not be used</u> as a billboard for off-site advertising.</li><li>• The sign shall be reviewed for traffic safety purposes by the City Engineer and shall comply with any and all safety standards as prescribed by the State of California, and other regional or local entities having jurisdiction. Such reviews shall not consider message content.</li><li>• If an LED display panel is incorporated into a center's freestanding sign, then no temporary banner signs shall be permitted within that center except for grand openings and other approved special events.</li><li>• Other regulations deemed necessary by the Planning Commission, or adopted as part of a master sign program for a commercial center.</li></ul>
--	--	--

**Additional questions for Planning Commission consideration regarding LED signs:**

1. Should the City allow for this type of permanent signage and create regulations for how and where it may be permitted?
2. Since the signs are essentially permanent signs, should the design and location be approved by the Planning Commission for adherence to guidelines and as part of a sign program for commercial centers?
3. Should these type of signs also be allowed for individual commercial pads, such as a restaurant, bank or pharmacy, or limited to large multi-tenant centers?

**5. Hand-Held Signs**

Existing Definition: *Hand-held sign* means a sign that is held by or otherwise mounted on a person. For the purposes of this article, hand-held sign does not include a noncommercial sign.

Purpose: The purpose of hand-held signs is to draw attention the attention of passersby and motorists of goods, products, services, or events available or happening in proximity of the "sign twirler."

Pursuant to HMC Section 90-1280 Prohibited Signs, hand-held signs are not permitted (see Attachment No. 1). However, on February 10, 2009, the City Council directed staff to not enforce this provision of the HMC. Staff seeks comments, feedback, and direction from the Planning Commission on the issue of hand held signs now that the economy is showing signs of improvement. Staff will include the Planning

Commission's recommendation regarding hand-held signs when the draft zone text amendment is presented to City Council.

**Options for the Planning Commissions' consideration of Hand-held signs include:**

- A. Recommend to the City Council that the existing code prohibiting commercial hand-held signs should be enforced again, or
- B. Recommend to the City Council that this type of signage should be permitted for all businesses and appropriate regulations included in the sign code; or
- C. Recommend to the City Council no change at this time in the code or the "stay" on enforcement for such signs, thus allowing them to continue as they have been for the past few years.

**COORDINATION AND PUBLIC REVIEW:**

Several work studies have been held with the Planning Commission including November 5, 2013, December 17, 2013, and January 21, 2014. A progress report was presented to the Planning Commission on November 19, 2013, where the Commission requested that staff set up a meeting with the Chamber of Commerce and meet with business owners to discuss their concerns about temporary signage.

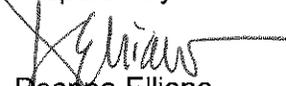
On November 26, 2013, staff met with members of the Hemet/San Jacinto Chamber of Commerce to discuss temporary signage issues, and to hear first hand from business owners their needs and expectations for temporary signage.

At a request made by Commissioner Crimeni, staff also published a notice of a Planning Commission Work Study on Friday, December 13, 2013 in the Press Enterprise Newspaper, to give more business owners in the community the opportunity to participate in the second work study with the Planning Commission on December 17, 2013. Staff presented a comprehensive list of recommendations at the Work Study held on January 21, 2014 where the Commission and the Chamber of Commerce requested some additional modifications and the need for a fourth work study to continue the discussion.

**CONCLUSION:**

This is the fourth work study in the process to improve the effectiveness of temporary signage to benefit the business community, while protecting the image and interests of the City. The Planning Commission has had the opportunity to review and provide comments and direction to City staff in order to provide recommendations to the City Council regarding temporary signage. In accordance with the Planning Commission's additional comments and direction from this work study, staff will begin to prepare amendments to the existing sign Ordinance as it relates to temporary signage for your review, discussion, and consideration at a future public hearing.

Prepared by:

  
Deanna Elliano  
Community Development Director

**Attachments:**

1. Existing City of Hemet Sign Code

INLAND EMPIRE

# QUARTERLY ECONOMIC REPORT

RIVERSIDE & SAN BERNARDINO COUNTIES, CALIFORNIA

VOL. 26 NO. 1

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\$5.00



## WHAT'S ON TAP AT WRCOG FOR 2014?

by

**Rick Bishop**

Western Riverside Council of Governments

2014 should be an exciting year on the regional front. Following is an overview of some of the exciting activities that WRCOG will be working on this year.

### Planning Activities

**Climate Action Plan (CAP):** Work is nearly complete on WRCOG's subregional Climate Action Plan, which will lay out a plan for 12 member jurisdictions to significantly reduce their greenhouse gas emissions through innovative energy, transportation, water, and solid waste strategies. WRCOG has also secured funding from SCAG to pursue additional CAP work which will help the subregion monitor its progress towards achieving these emissions reduction goals and highlight the health benefits of climate action planning.

**Healthy Communities:** WRCOG has secured funding from SCAG to focus on implementing the health goals established in its Sustainability Framework, completed in 2012. WRCOG will partner with the Riverside County Health Coalition to develop indicators for tracking health outcomes and introduce strategies to improve the region's public health and access to health care.

**Schools Summit:** WRCOG will work with Kenn Young, Riverside County Superintendent of Schools and a member of the WRCOG Executive Committee, to convene a summit among school board members and city/county elected officials to establish a joint agenda for addressing education improvement goals and aligning with workforce and economic development efforts.

**Water Task Force:** As California endures another dry year, it will be important to keep tabs on events that impact the region's existing and future water supply. WRCOG is fortunate to have the

*Continued on back page*

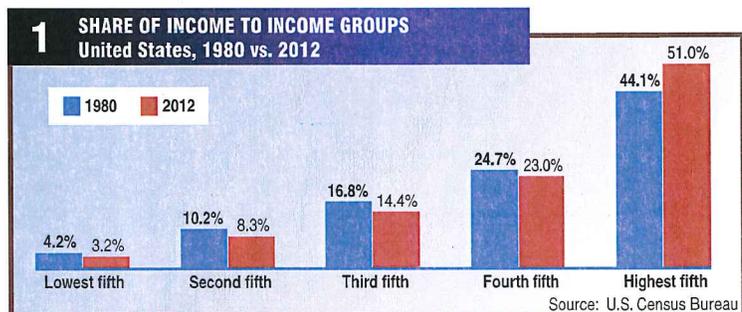
## ADDRESSING THE INLAND EMPIRE'S NEAR TERM POVERTY

*John E. Husing, Ph.D.*

It has become apparent that the great unresolved issue facing the Inland Empire is its growing level of poverty. Whether it is the California Economic Summit, SCAG's Economic Summit, influential national leaders of both parties, economic development groups like the Inland Empire Economic Partnership (IEEP) or even Pope Francis, poverty is migrating to the top of the agenda. Importantly, public health leaders in both local counties have identified attacking socio-economic difficulties as the key to addressing their difficult public health concerns. This flows from public health research showing that poverty far outranks other determinants like access to medical care or the environment in impacting a community's health.

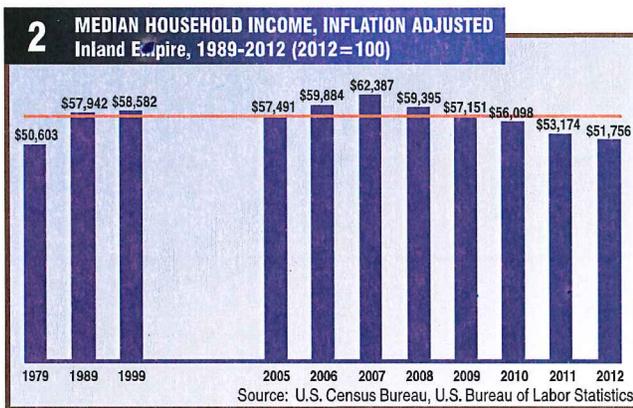
### KEY CONSIDERATIONS

It is one thing to agree that poverty must be addressed, the more important point is defining how. Here, an important myth is that today's children face greater difficulties than in the past climbing out of their parent's income group. In fact, research at Harvard and Berkeley has shown that there has been neither a worsening or improvement in the odds of this occurring. While social mobility has remained largely static, census data show that the share of income going to the wealthiest 20% has soared from 44.1% in 1980 to 51.0% in 2012. It has fallen in every other income group with their combined share now to 48.9% (*Exhibit 1*). As a middle class area, the Inland Empire has seen the consequences with inflation-adjusted median



*Continued on page 2*

household income falling -10.7% from \$57,942 in 1989 to \$51,756 in 2012 (*Exhibit 2*).



Falling real incomes have caused the Inland Empire's poverty rate to soared from 11.8% in 1990 to 19.0% in 2012, leaving 809,234 people in poverty (*Exhibit 3*). That includes a totally unacceptable 26.5% of local children under 18. Related is that 46.7% of today's adults have a high school or less education which means a huge share of the population is denied access to middle income occupations. Long term solutions like raising the educational prospects of their children will ultimately be vital but they will not change the dynamics of poverty for decades.

### STRATEGY

To create the time to put more fundamental solutions in place, measures addressing the symptoms of poverty are necessary. Minimum wage increases will help, though inevitably they encourage labor saving technologies. Thus switchboard operators and cash register keys are gone and table side terminals will soon start replacing waitresses. Extended unemployment insurance is needed given the Inland Empire's 8.9% unemployment rate that leads all major U.S. metropolitan areas. Leaving them unemployed without income certainly will not cause them to find jobs. With today's difficulties, family support programs remain important.

**3 SHARE & NUMBER OF INLAND RESIDENTS BELOW POVERTY LEVEL**

Census Bureau Year	People In Poverty	Share of Population in Poverty	Population
1990	306,417	11.8%	2,588,793
2000	477,496	14.7%	3,255,526
2012	809,234	19.0%	4,331,333
<b>Changes</b>	<b>+164.1%</b>	<b>+7.2%</b>	<b>+65.9%</b>

Source: U.S. Census Bureau, 1990 & 2000 Census, 2011 American Community Survey

However, these are band-aids, not solutions. Ultimately, the need is for job growth in sectors with few educational barriers to entry and skill ladders up which workers can migrate to middle class incomes. Added to this must be rapid adult training that gives workers the ability to overcome initial workplace barriers and helps them climb those ladders. That is what built the American middle class after World War II. Modern Germany proves the model remains valid. The question is how to reignite growth in the appropriate Inland Empire sectors. There are basically four sectors with the median incomes that can put workers in this position: health care, manufacturing, construction and logistics. With a secondary wage earner in the lower paying sectors (*median income: \$28,385*), they can put a family above \$70,000 a year (*Exhibit 4*).



### HEALTH CARE (*Median pay: \$57,443*)

Health care offers a clear path to serious job growth. With Obamacare becoming a reality and 877,969 Inland Empire residents (20.5%) without health insurance, demand is set to explode. Job growth is inevitable and fortunately 40.4% of occupations in health care have no educational barrier (*Exhibit 5*). The sector thus offers clear paths to promotion for those able to find and undertake training. The barrier is the lack of local technical training, a condition seen in that the Inland Empire already has 30% more residents per health care worker than California's average.

To date, California has depended upon the community colleges to meet health care training needs and allowed them to dominate the setting of statewide training standards. Conversations with health care executives indicate a distinct lack of enthusiasm for the speed and bureaucracy of that system. To a lesser extent, Workforce Investment Boards (*WIB*) have been tapped, however that system is seriously underfunded.

## 5 SHARE OF WORKERS IN JOBS REQUIRING HIGH SCHOOL OR LESS SCHOOLING Inland Empire, By Sector, 2013



Numerous private sector training schools exist, but there is no coordinated effort to create a system from them or ensure that they are performing to acceptable standards. Within K-12 schools, there are only a few programs aimed at interesting students in this or any other sector.

Here, the need is to tap health care executives to demand and set standards for the creation of a public-private feeder system to meet their training needs. Preliminary conversations through the IEEP indicate a clear desire by local health care leaders to see this occur. Only as the industry develops the power to dictate the time frames, skills and number of trained workers it needs can the private and public education systems plus WIBs be expected to respond in kind. An effort bearing fruit is that of the Coachella Valley Economic Partnership (CVEP), where that group's health care members have worked with local schools and College of the Desert to set standards and create six health academies to start interesting students at the middle and high school levels.

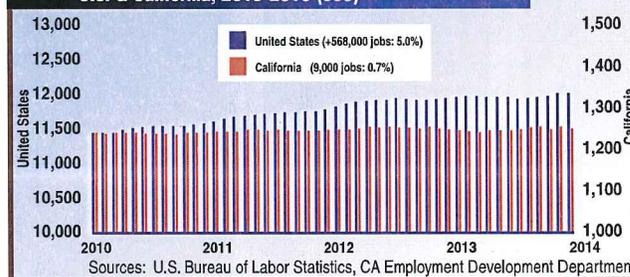
## MANUFACTURING (Median Pay: \$49,515)

Manufacturing executives indicate they face two difficulties in California. First, the regulatory climate makes long term investment planning, operational decision making and electrical costs uncompetitive vis-à-vis their competitors. Second, they find a lack of public or private institutions able to supply them with the technical workers they need. The Inland Empire's natural manufacturing advantages thus have not led to job growth for workers needing access to a sector that historically has provided skill ladders to the middle class. Its importance is seen in that 67.2% of the sector's workers have not gone beyond high school.

Underscoring the difficulty is the fact that the U.S. added 568,000 seasonally adjusted manufacturing jobs from 2010 to 2013 (+5.0%) while California gained

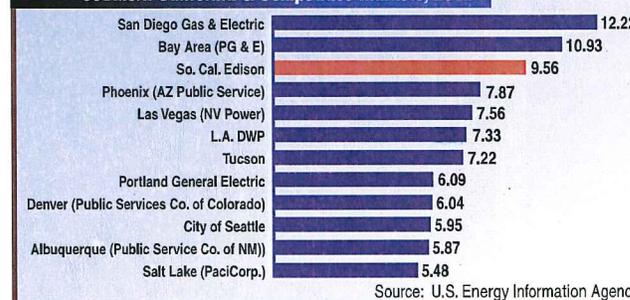
just 9,000 (+0.7%) (Exhibit 6). In Southern California, the sector lost -4,800 jobs. The Inland Empire was flat (-100) despite significant competitive advantages. These include a workforce needing upward mobility and willing to work for -2.6% to -5.8% less than in coastal counties to avoid commuting. Its industrial space is inexpensive compared to nearby states and -43.6% below the least costly coastal market. At \$5.16 per 1,000 cubic feet, Southern California's natural gas price is less than every major Western market except Salt Lake (\$4.72) and Albuquerque (\$4.69).

## 6 MANUFACTURING JOB TRENDS, SEASONALLY ADJUSTED U.S. & California, 2010-2013 (000)



However, state policies have pushed Southern California Edison's electrical rates to 21.5% above the next lowest western market (Exhibit 7). Worse, the regulatory framework has forced companies often to work to schedules of convenience to regulators, not their marketplaces. Meanwhile, the unstable nature of regulatory requirements has made long term investment planning nearly impossible. At times, this has included imposing increased borrowing costs by forcing firms to install new pollution equipment before they have paid for the last round.

## 7 ELECTRIC RATES, CENTS PER Kwh Southern California & Competitive Markets, 2012



If the Inland Empire is to see manufacturing return as a force of upward economic mobility, a fundamental change in California's governing political consensus is needed. The very human need to create

jobs that can lift families out of poverty must become a priority. Energy costs must therefore be taken into account in the state's rush to become the world's alternative energy leader. With environmental quality having made enormous gains, care must be taken to ensure that the next regulatory iteration does not come at the expense of job creation for the state's poorest families. Together, this means having an independent organization like the Legislative Analyst's Office funded and tasked with research and policy recommendations to deal with the unintended consequences on marginally educated families of regulatory actions. It also means establishing an appellate process outside the control of regulatory agencies that would allow firms or their workers to appeal regulatory processes and policies. At the federal level, Environmental Protection Agency's (EPA) drive for ever tighter standards must be altered as it has given California's regulators a mandate to essentially destroy job growth of the type that built the U.S. middle class.

To add to job creation, California needs to go beyond the manufacturing tax credit and specifically incentivize local firms that can make the tools required by environmental agencies. To date, almost all the money spent on clean-up leaves the state. In addition, commercialization of the University of California's research should go to producers that agree to remain in the state.

On the training front, rapid adult training in manufacturing skills is a requirement. Again, this has been handed to the community colleges, a mistake given the system's "shared governance" with most schools dominated by academics with little interest in technical training. Three models that can work are seen in the Inland Empire Manufacturing Council, the Technical Employment Training, Inc. and CVEP's renewable energy training program.

In the first case, manufacturers formed a group and convinced Chaffey Community College to train to the pace and standards the industry dictated. In the second, a community college gave up its machine tools to a non-profit led by a local employer on the county's WIB. The resulting non-profit conducts rapid training to manufacturers' standards. In the third, CVEP financed externships that have allowed instructors to learn from renewable energy experts what students must know. They have launched high school academies for students to gain hands on skills. In each case, industry not academia drove the process. In a hopeful sign, the

CA Community College Workforce & Economic Development Division is now seeking local business groups and community colleges willing to replicate these roles.

### CONSTRUCTION (Median Pay: \$51,649)

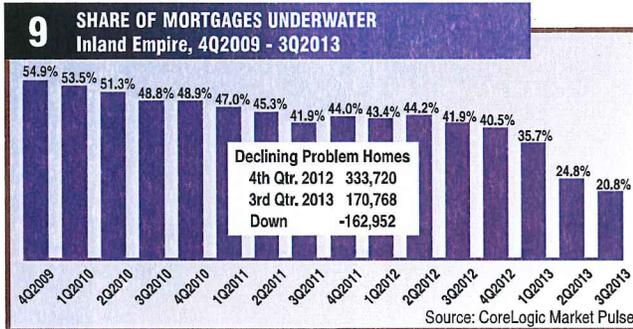
As long as Southern California's births exceed death, new family formation will require residential construction. The Inland Empire must accommodate most of this as it has the bulk of the region's available land. The inland area's deep economic difficulties have arisen largely because the sector has been dormant. From 2007-2013, the area's net loss of -106,500 jobs occurred largely because of a -52,500 loss in construction (49.3%). The importance of this sector for upward mobility is seen in that 85.5% of workers in it have a high school diploma or less schooling.

Reigniting this sector can start with an expanded commitment to infrastructure construction. Funding of a national freight infrastructure system could play a major role since the main U.S. trade corridors run through the inland area and it already plays a vital role in handling imports and exports. Locally, the extension of Metrolink rail routes to Perris and Redlands will help, as could extending L.A.'s Gold Line to Ontario International Airport. The proposed use of toll lanes to finance the widening of the I-10 and I-15 freeway is encouraging. The continuation and expansion of Measure A and I road and transportation funding can make crucial contributions.

Industrial construction is a natural for the Inland Empire. It has most of Southern California's remaining industrially zoned land, and construction firms are geared up to work in the market. Demand by firms wishing to handle international cargo or provide 24-hour delivery service to internet customers is enormous. As a result, the industrial vacancy is just 5.2% and 13.1 million square feet of space is under development (*Exhibit 8*)



Residential construction has been the missing link. In 2009, 54.9% of local homes with mortgages were underwater. That condition, plus soaring foreclosures and plunging prices made new development an impossibility. However, the underwater share is now 20.8% (Exhibit 9), existing home prices rose 23.5% in 2013 (Exhibit 13) and foreclosures averaged under 1,000 a month last year putting them at pre-2007 levels.



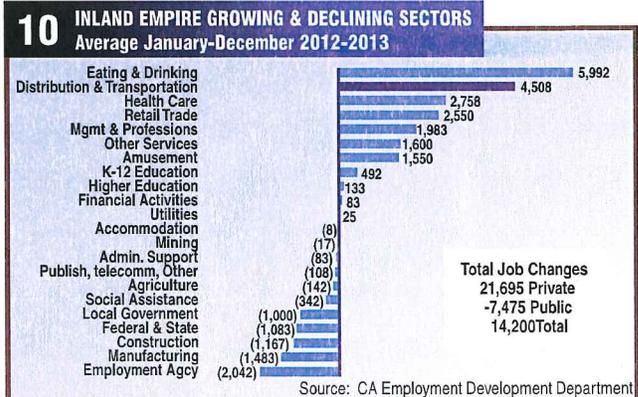
In addition, the Inland Empire's median home prices are below coastal county prices by \$189,000 (*Los Angeles*) to \$378,000 (*Orange*) (see Exhibit 11). The market is thus poised for recovery. Three impediments remain. One is the reluctance of lenders to make loans. Here, the regulatory process is partially at fault and needs to loosen up. Another is the decision to lower the prices of homes eligible for FHA loans to \$355,350 from \$500,000. That needs to be reversed in high unemployment areas as it will make the financing of new homes problematic since half the area's new homes are already priced at \$348,214 or higher. The third is beyond the reach of policy makers. That is the continuing insecurity about Southern California's economy that has made families reluctant to buy homes.

Impacting all types of potential construction projects is the fact that CA Environmental Quality Act (CEQA) has morphed into a tool having little to do with the environment. Rather, it is now used by NIMBYs to stop even environmentally useful projects, businesses seeking to stop competitor's projects, unions forcing developers to hire their members and lawyers using the threat of suits to extract legal fees. To date, CA's legislature has been unwilling to amend CEQA to return it to the original intent. That needs to be done since the great bulk of construction workers who need access to upwardly mobile jobs are the losers in this situation.

## LOGISTICS (Median Pay: \$43,583)

Logistics has been the fastest growing sector of the Inland Empire's economic base. In 2013, EDD indicated it directly created 4,508 of the area's 21,695 new jobs in growing sectors (20.5%) (Exhibit 10). As stated earlier, the inland counties have significant competitive advantages for this sector including its huge base of logistics facilities and available land for new ones, plus interstate freeway and rail routes. Also important is the fact that the ports of L.A. and Long Beach handle 40% of U.S. imported and 27% of exported containers. Inland workers thus process a significant share of U.S. international cargo. Importantly, port executives do not see the Panama Canal's expansion significantly changing this dynamic. Meanwhile, the sector's inland prospects are now aggressively reacting to the explosive growth of e-commerce fulfillment centers which have nowhere else in Southern California to locate.

Looking ahead, logistics should remain a huge contributor to upper mobility for workers needing access to skill ladders leading to the middle class. That is the case given its \$43,583 median income and the fact that 83.0% of the sector's workers have jobs requiring a high school or less education (Exhibit 5). However, this role could be blunted or stopped if the South Coast Air Quality Management District (AQMD) and its allies are successful in shutting down the sector's growth. The agency's logic is that it cannot meet EPA's ozone target without decreasing truck traffic to the Inland Empire. No consideration exists for the unintended consequence of hurting the sector most responsible for both inland job growth and the upward mobility of the area's marginally educated workers. This underscores again the need for the regulatory changes recommended to assist the manufacturing sector. Similarly, changes in CEQA rules are needed as it is frequently used to stop projects from being built.



## OTHER SECTORS

The fastest growth in any economy tends to come in service sectors. These include everything from retailing, food and consumer services to local business services and finance, insurance and real estate. In 2013, these sectors supplied 11,692 of the 21,695 jobs (53.6%) in the inland region's growing sectors (*Exhibit 10*). Median pay can range from \$48,010 in finance and insurance to \$28,385 for the bulk of such sectors. However, in even the lowest paying sectors, there are jobs requiring adult workforce training that can move workers into middle class incomes. Other than private schools and corporate internal training, there is no specific place workers can go to get rapid training for advancement in these fields.

This has not always been true. In the late 1960s, San Bernardino Valley College had 14 full time faculty in its Business & Economics division. Most were released from one of their five classes to work off-campus with business groups to set up and administer evening and weekend programs taught by 106 industry specialists in fields like escrow, title, insurance, banking, plus retail, hotel, restaurant, warehousing and manufacturing management. The professors taught skills like accounting and economics, while industry specialists taught industry-designed classes. Unfortunately, the effort was abandoned.

An approach like this could play a vital role in allowing workers in lower level jobs within the service sectors a clear route to moving into better paying jobs within them. It is a direction that the CA Community College Workforce & Economic Development Division might add to their outreach effort. It is also a strategy that local WIBs might consider, perhaps working with industry to set standards and with private schools to provide the training.

## SUMMARY

Leaders in California and the Inland Empire can simply ignore the extraordinary levels of poverty that have arisen in their midst or decide to make some very tough decisions to tackle the issue. Assuming the political will can be found, the aim must be to enhance job creation in sectors with few educational barriers to entry and skill ladders up which workers can migrate to middle class incomes. Simultaneously, ways must be found to scale-up rapid adult job training that will allow workers to overcome any educational obstacles to entering these sectors or moving up skill ladders within them.

Legislatively, this means putting the human suffering and public health difficulties which poverty is creating above other state priorities. For manufacturing and logistics, this means tackling the onerous business environment created by regulators who have paid scant attention to the unintended consequences of their actions in terms of killing off jobs needed by the huge share of the state's marginally educated workers. One step is funding and tasking the Legislative Analyst's Office to document this difficulty and recommend policy changes to stop it. A second would be to create an appeals framework outside the control of regulatory agencies that would allow firms or their workers to challenge what they see as onerous regulations. A third is to amend CEQA to move it away from a system that is currently being used to stop construction projects regardless of their job or policy benefits. A fourth is to ensure that costs and job losses become a factor in considering timetables aimed at forcing the use of alternative energy. At the federal level, the funding of a national freight strategy would be beneficial as would a move to force EPA to consider the unintended consequences of its rules when they create job losses that increase poverty and related public health difficulties in areas like Southern California. In addition, FHA price limits on conforming home loans should not be increased in areas with very high unemployment rates.

On the education front, rapid programs for adult workforce education need to be a priority, not a step child of the state's systems. The power to dictate training standards, course lengths and job totals should go to local employer groups within specific sectors like health care, logistics, manufacturing and high growth services. The community colleges, K-12, WIBs and private sector schools can then be challenged to compete to fill those needs. This will likely require a significant increase in state or federal funding and removal of the state's educational establishment from control over the essence of training programs.

A full interrelated program of efforts like these may sound impossible to put into effect. Anything less will simply say that rising poverty is simply a fact of life with which the poor will just have to live. ■

For further information on the economic analysis in the QER, visit Dr. John Husing's website at:

[www.johnhusing.com](http://www.johnhusing.com)

You'll also find pages on Dr. Husing's background, speaking engagements, downloadable presentations, adventures, and other items of interest.



## 11 SINGLE FAMILY HOME PRICES 4th Quarter, 2012-2013

County	4th Qtr-12	4th Qtr-13	% Chg.
<b>NEW HOMES</b>			
Riverside	\$397,250	\$338,500	-14.8%
San Bernardino	326,500	372,500	14.1%
Los Angeles	397,250	485,750	22.3%
Orange	627,000	708,500	13.0%
San Diego	462,000	566,500	22.6%
Ventura	340,000	460,250	35.4%
So. California	\$437,500	\$502,400	14.8%
<b>EXISTING HOMES</b>			
Riverside	\$222,750	\$275,000	23.5%
San Bernardino	174,000	215,000	23.6%
Los Angeles	360,000	443,500	23.2%
Orange	525,000	620,000	18.1%
San Diego	390,000	450,000	15.4%
Ventura	415,000	492,000	18.6%
So. California	\$339,200	\$405,200	19.5%

Source: Dataquick

## 12 HOME DEED RECORDINGS Inland Empire, 4th Quarter, 2012-2013

NEW HOMES				EXISTING HOMES			
Area	4th 12	4th 13	% Chg.	Area	4th 12	4th 13	% Chg.
SB Desert	8	15	87.5%	San Bernardino, Highland	673	714	6.1%
Fontana, Rialto, Colton, GT	67	103	53.7%	Redlands, Loma Linda, Yucaipa	431	419	-2.8%
San Bernardino, Highland	42	58	38.1%	SB Mountains	789	761	-3.5%
Victor Valley	87	109	25.3%	SB Desert	440	415	-5.7%
Chino, CHill, Mtcl, Ont, RC, Upl	178	207	16.3%	Chino, CHill, Mtd, Ont, RC, Upl	1,383	1,262	-8.7%
SB Mountains	12	11	-8.3%	Victor Valley	1,279	1,120	-12.4%
Redlands, Loma Linda, Yucaipa	21	4	-81.0%	Fontana, Rialto, Colton, GT	1,091	929	-14.8%
<b>SAN BDNO COUNTY</b>	<b>415</b>	<b>507</b>	<b>22.2%</b>	<b>SAN BDNO COUNTY</b>	<b>6,086</b>	<b>5,620</b>	<b>-7.7%</b>
Moreno Valley	11	33	200.0%	Perris, Hemet, S. Jacinto, Menifee	1,623	1,621	-0.1%
Beaumont, Banning, Calimesa	92	191	107.6%	Moreno Valley	543	531	-2.2%
Coachella Valley	58	112	93.1%	Riverside, Jurupa Valley	991	935	-5.7%
Riverside Rural	60	101	68.3%	Murrieta, Temecula, L. Elsinore, Wildomar	1,527	1,366	-10.5%
Perris, Hemet, S. Jacinto, Menifee	199	260	30.7%	Beaumont, Banning, Calimesa	374	330	-11.8%
Riverside, Jurupa Valley	75	90	20.0%	Coachella Valley	1,307	1,138	-12.9%
Murrieta, Temecula, L. Elsinore, Wildomar	468	345	-26.3%	Corona, Norco, Eastvale	940	787	-16.3%
Corona, Norco, Eastvale	241	136	-43.6%	Riverside Rural	577	483	-16.3%
<b>RIVERSIDE COUNTY</b>	<b>1,204</b>	<b>1,268</b>	<b>5.3%</b>	<b>RIVERSIDE COUNTY</b>	<b>7,882</b>	<b>7,191</b>	<b>-8.8%</b>
<b>INLAND EMPIRE</b>	<b>1,619</b>	<b>1,775</b>	<b>9.6%</b>	<b>INLAND EMPIRE</b>	<b>13,968</b>	<b>12,811</b>	<b>-8.3%</b>

Source: Dataquick

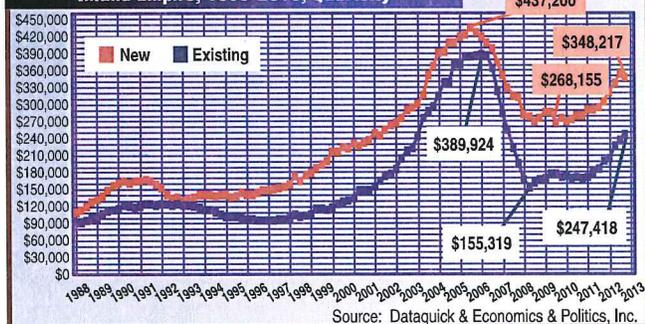
## INLAND EMPIRE: HOUSING VOLUMES FLAT, HOME PRICES SOARING

In second quarter 2006, the Inland Empire's median new home price peaked at \$437,200, with existing homes reaching \$389,924 in first quarter 2007. Prices then plunged with new homes reaching a low of \$268,155 in third quarter 2010 (-38.7%) and existing home hitting \$155,319 in second quarter 2009 (-60.2%). Both prices have since gained significant ground, picking up speed of late to \$348,217 for new homes and \$247,418 for existing homes in fourth quarter 2013. The existing home price is now -36.5% below the 2007 peak. The wide gap between these prices reveals the dilemma facing developers. Builder costs have driven up their prices and led to a significant \$100,799 gap with existing homes which now average -40.7% less (Exhibit 13).

7,882 in 2012 (Exhibit 12). San Bernardino County had 5,620 existing home sales, off -7.7% from fourth quarter 2012. By sub-market, the South I-15 area of Riverside County (Perris, Hemet, San Jacinto, Menifee) had its smallest percentage loss in volume and was its sales leader (1,624; 0.1%). In San Bernardino County, San Bernardino-Highland had the largest percentage increase (714; +6.1%). The volume leader was the area west of the I-15 freeway (1,262; -8.7%)

New home sales are finally showing some life. Riverside County's fourth quarter 2013 volume was 1,268 sales, up 5.3% from 1,204 in 2012. The largest percentage gain was in Moreno Valley (33, 200.0%). The volume leader was in Temecula, Murrieta, Lake Elsinore, Wildomar (345; -26.3%). San Bernardino County's volume was 507 sales, up 22.2% from fourth quarter 2012's volume of 415. The outlying San Bernardino desert area had the highest percentage gain (15, 57.5%). The area west of the I-15 freeway led in volume (207; 16.3%).

## 13 PRICE TRENDS, NEW & EXISTING HOMES Inland Empire, 1988-2013, Quarterly



Source: Dataquick & Economics & Politics, Inc.

### VOLUME

While home prices have recently increased dramatically, volume has been stuck in a narrow band on either side of 15,500 seasonally adjusted sales for the past 3.5 years (not shown). This has largely been due to a lack of supply with little new home production and underwater homeowners unable to sell. The latter issue is starting to be resolved as the number of underwater homes has recently dropped from 40.5% to 20.8% (Exhibit 9). Hopefully, this is a sign that supply and volume will begin to increase.

Looking at raw volume data, Riverside County had 7,191 existing home sales in fourth quarter 2013, down -8.8% from

### PRICES

Riverside County's \$338,500 new home price in fourth quarter 2013 was down -14.8% from the prior year's \$397,250 (Exhibit 11). Its \$275,000 existing home price was up 23.5% from \$222,750 in fourth quarter 2012 and up 3.8% from \$265,000 in third quarter 2013. San Bernardino County's new home price of \$372,500 was up 14.1% from its fourth quarter 2012 price of \$326,500. Its fourth quarter 2013 existing home price of \$215,000 was up 23.6% from fourth quarter last year (\$174,000), and up 4.9% from last quarter's \$205,000. In Southern California, the fourth quarter 2013 new home median price was up 14.8% to \$502,400; the existing home median was \$405,200, up 19.5%.

### LOOKING AHEAD

To date, the enormous difference in price between new and existing homes in the inland counties versus the coastal counties has not caused buyers to begin migrating inland. That will likely begin to change in 2014 as Southern California's economy starts to normalize. ■

## WESTERN RIVERSIDE COUNCIL OF GOVERNMENTS

*Continued from front page*

Eastern and Western Municipal Water Districts serve as members of its Executive Committee. These district representatives and their staff bring expertise and professional perspective to WRCOG, enabling members to stay abreast on the latest strategies and plans to address the water shortage. WRCOG will continue to administer the Riverside County Water Task Force, which includes private and public sector interests and periodically meets to seek and implement efficient approaches to conserving water.

### **Fiscal Activities**

WRCOG's fiscal staff will stay busy in 2014. A 2014/15 draft agency budget will be reviewed by WRCOG's committees starting in early spring. Staff will conduct TUMF audits of the member jurisdictions, conduct a year-end financial audit and issue a Comprehensive Annual Financial Report. WRCOG has also convened a Finance Directors Committee to provide members the opportunity to share best practices and discuss finance-related matters. Click [HERE](#) to find out more about the Agency's finances and related activities.

### **Clean Cities Coalition**

The coalition will continue to promote the deployment of alternative fuels vehicles and installation of related fueling infrastructure for the region. Included in this work will be the California Energy Commission Electric Vehicle Charging Infrastructure Solicitation, partnering with Propel Biofuels for siting fueling stations, establishing a draft Idle Reduction Program, and updates to alternative fuel station locations and alternative fuel price reports. Popular events, such as the 15<sup>th</sup> annual "Advancing the Choice" Expo and the 8<sup>th</sup> annual "Environmental Youth Conference" will also be convened. Click [HERE](#) to find out more about the Clean Cities Coalition.

### **Solid Waste and Used Oil Programs**

WRCOG will continue to prepare annual AB 939 reports for member jurisdictions, develop boilerplate construction and demolition ordinances for consideration by members, and monitor statewide recycling strategies and related legislation. Staff will also continue to partner with more than 150 businesses in the region to collect used oil and used oil filters, develop elementary school recycling presentations, and attend numerous community events to promote used oil and filter recycling and exchange.

### **Transportation Uniform Mitigation Fee (TUMF) Program**

Staff anticipates completing the comprehensive Nexus Study update later this year or early in 2015. The Nexus Study is the technical support document that sets the stage for the development of the TUMF Network and establishment of the TUMF Fee

Structure. Several projects, including the Sunset, Auto Grade, and Magnolia Grade Separation Projects, the Newport Road / I-215, Menifee Road, Newport Road, French Valley Parkway Overcrossing and Interchange Project, and Ramona Expressway will start or complete construction in 2014. Revisions to the Agency's Fee Calculation Handbook and Administrative Plan are in the works, as is continued implementation of the TUMF interactive web-site and TUMF application. The TUMF Annual Report is expected to be completed and approved by the Executive Committee in the spring. Click [HERE](#) to learn more about the nation's largest multi-jurisdictional transportation fee program.

### **WRCOG and California HERO Programs**

The HERO Program provides financing for energy and water conservation improvements to residential and commercial properties. The Program has already provided financing of \$125 million for nearly 7,000 projects, and anticipates seeing more than 10,000 applications come in this year.

Additionally, nearly 80 jurisdictions throughout the state have joined the California HERO Program, which expands the WRCOG Program in a cost-effective manner statewide. The first 60 jurisdictions will be up and running in February. Click [HERE](#) to learn more about the HERO program.

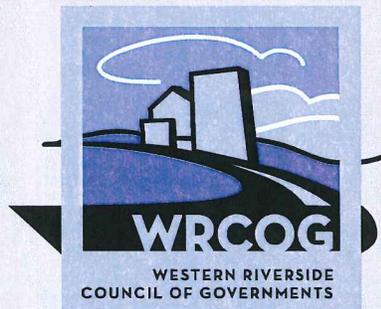
### **Western Riverside Energy Leader Partnership (WRELP)**

With funding provided from Southern California Edison, the WRELP provides opportunities for member jurisdictions to retrofit municipally-owned buildings with energy-efficient upgrades and serves leaders in the push to realize energy efficiencies and savings. Staff will continue to administer all aspects of this Program in 2014, with the goal of making WRCOG-area jurisdictions the most energy efficient in the State. Click [HERE](#) for more information regarding the WRELP.

### **Additional Activities**

In addition to the above, WRCOG will coordinate another trip to Washington, D.C., to meet with congressional representatives and departments to discuss Agency programs and activities, continue to monitor and coordinate with other regional partners, including RCTC, RTA, the RCA, SCAG and the AQMD on issues of mutual interest. WRCOG may reconvene its popular "bus tours," with proposed trips this year to the Ports of Los Angeles and Long Beach and to view the County's landfill system. Very early discussions with the WRCOG Technical Advisory Committee are commencing on the examination of regional approaches to homelessness.

Stay tuned.



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