



REPORT TO PLANNING COMMISSION

To: Honorable Chair and Members of the Planning Commission

From: Damaris Abraham, Assistant Community Development Director

Prepared by: Carlos Serna, Associate Planner

Date: January 16, 2024

Subject: Planning Application No. 2020-89 (Elsinore Market) – A Proposal to Construct a 7,500 Sq. Ft. Grocery Market with Take-out Restaurant and Related Site Improvements on an Approximately 0.48-acre Site Located on Main Street Between Franklin Street and Heald Avenue

Applicant: Rajni Sanathra, CHC Builder

Recommendation

1. Find that the proposed project is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15303 (New Construction or Conversion of Small Structures); and
2. Adopt A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF LAKE ELSINORE, CALIFORNIA, APPROVING PLANNING APPLICATION NO. 2020-89 (COMMERCIAL DESIGN REVIEW NO. 2020-03) TO CONSTRUCT A 7,500 SQUARE FOOT GROCERY MARKET AND TAKE-OUT RESTAURANT AND RELATED SITE IMPROVEMENTS ON A 0.48 ACRE SITE WITHIN THE DOWNTOWN ELSINORE SPECIFIC PLAN (APN: 373-025-026).

Project Location

The project site consists of an approximately 0.48-acre undeveloped area and is located on the easterly side of Main Street, south of Franklin Street and north of Heald Ave within the Downtown Elsinore Specific Plan. The project site encompasses Assessor Parcel Number (APN) 373-025-026).

Project Description

Planning Application No. 2020-89 is a request for approval of a Commercial Design Review (CDR No. 2020-03) to construct a 7,500 sq. ft. grocery market and take-out restaurant, 25 parking spaces and related site improvements. The building includes a 400 sq. ft. kitchen/deli restaurant



(for take-out food only), warehouse, walk-in freezers, walk-in cooler, break room, rest rooms, staff break room, and offices. Hours of operations will be seven (7) days a week 8:00 am to 9:00 pm. The market is anticipated to have up to 12 employees.

Environmental Setting

	EXISTING LAND USE	GENERAL PLAN	ZONING
Project Site	Vacant Bldg.	Downtown Elsinore Specific Plan (DESP)	Mixed Use - DESP
North	Vacant Parcel	Downtown Elsinore Specific Plan (DESP)	Mixed Use - DESP
South	Restaurant	Downtown Elsinore Specific Plan (DESP)	Mixed Use - DESP
East	Residential	Downtown Elsinore Specific Plan (DESP)	Mixed Use - DESP
West	Religious Institution	Downtown Elsinore Specific Plan (DESP)	Mixed Use - DESP

Table 1: Environmental Setting

Analysis

The project site is located within the Downtown Elsinore Specific Plan (DESP) and has a Mixed Use Land Use Designation. The Mixed Use designation provides for a mix of residential and commercial uses within a single proposed development are, with an emphasis on retail, service, civic, and professional office uses. The maximum Floor Area Ratio (FAR) for non-residential uses in the Mixed Use designation is 2.50. Per Table 3-1 (Land Use Matrix) of the DESP, retail sale, food establishments, and outdoor seating areas are listed permitted uses. The applicant proposes to construct a 7,500 sq. ft. grocery market with indoor take-out restaurant on a 0.48-acre site with an FAR of approximately 0.38. The proposed grocery market is consistent with the land use goals and policies of the DESP. The project is also consistent with the General Plan because the DESP was found to be consistent with the General Plan at its adoption.

Staff has reviewed the submitted development plans for compliance with the Mixed Use development standard and regulations of Table 3-2 (Development Standards) of the DESP. The proposed development conforms to the applicable standards as shown in the below table.

Development Standards	Required	Proposed
Area	No Minimum	N/A
Width (Frontage)	No Minimum	N/A
Depth	No Minimum	N/A
Setbacks (ft.):		
Side (each)	0'	0'
Street Side	15 ft.	15 ft.
Rear	None, but 15 ft. where adjacent to residential use	24 ft.
Other Standards		
Maximum Height	None	34' – 6"
Floor Area Ratio	2.50	0.39
Parking	25	25

Table 2: Development Standards

Parking Analysis

The project complies with the onsite parking standards listed in the Table 3-2 of the DESP. The DESP requires one (1) parking space per 300 sq. ft. of gross floor area. The project is required to provide 25 parking spaces. The project will have sufficient parking, as 25 parking spaces will be provided.

Architecture and Site Design

The architectural design of the proposed building complies with the Architectural Requirements found in Section 3.6 of the DESP and complies with the Nonresidential Development Standards (Chapter 17.112) of the LEMC. The proposed building is rectangular in design with the primary entrance oriented close to the public right of way with both stairs and ADA complaint ramp to encourage foot traffic. The design incorporates the use of red brick veneer, parapets, and cornices to both enhance the architectural elevations throughout the design and to harmonize with the existing structures in the Downtown area. The proposed landscaping will complement the proposed building design, provide shade, and assist in screening the parking lot. The proposed site design is cohesive and functional for the proposed use.

The project also complies with applicable sections of the Nonresidential Development Standards (Chapter 17.112) of the LEMC for landscaping, lighting, circulation patterns, and trash enclosures.

The Design Review Committee, including Staff from Planning, Building and Safety, Fire, and Engineering departments and the Elsinore Valley Municipal Water District, has reviewed the project and have added recommended conditions of approval to ensure compliance with adopted plans, policies, and regulations.

Environmental Determination

The proposed project is exempt from the California Environmental Quality Act (Cal. Pub. Res. Code §§21000 et seq.: "CEQA") and the CEQA Guidelines (14 C.C.R. §§ 15000 et seq.) pursuant to CEQA Guidelines Section 15303 (New Construction or Conversion of Small Structures). Class 3 consists of construction and location of limited numbers of new, small facilities or structures; installation of small new equipment and facilities in small structures; and the conversion of existing small structures from one use to another where only minor modifications are made in the exterior of the structure...(c) A store, motel, office, restaurant or similar structure not involving the use of significant amounts of hazardous substances, and not exceeding 2,500 sq. ft. in floor area. In urbanized areas, the exemption also applies to up to four such commercial buildings not exceeding 10,000 sq. ft. in floor area on sites zoned for such use if not involving the use of significant amounts of hazardous substances where all necessary public services and facilities are available and the surrounding area is not environmentally sensitive. The project involves the construction of a 7,500 sq. ft. grocery store which is within the 10,000 sq. ft. threshold for an urbanized area. Additionally, the location meets the definition of an urbanized area as set forth in Section 21071(a)(2) of the Public Resources Code. The project is consistent with the Downtown Elsinore Specific Plan (DESP). All necessary public services and facilities are available and the surrounding area is not environmentally sensitive.

MSHCP Consistency

The project is consistent with the Western Riverside County Multiple Species Habitat Conservation Plan (MSHCP). The project site is not located in a Criteria Cell and was not required to be processed through the Lake Elsinore Acquisition Process (LEAP) and Joint Project Review (JPR) processes. The project complies with all other applicable requirements of the MSHCP.

Community Outreach

The applicant conducted community outreach in anticipation of the public hearing. As part of the community outreach a letter (Attachment 6) was sent to the property owners within a 300 feet radius with details about the proposed grocery store as well as an invitation to express their public opinions by phone, email or by attending a community outreach meeting scheduled on October 30, 2023. The applicant and their team did not receive any feedback from the public.

Given the location in the Historic Downtown, the applicant also reached out to the Downtown Merchants Association, Lake Elsinore Chamber of Commerce, and the Lake Elsinore Historical Society. The above-mentioned stakeholders did not voice any concerns or opposition to the project.

Public Notice

Notice of the hearing for this application has been published in the Press-Enterprise newspaper and mailed to property owners within 400 feet of the subject property. As of the writing of this report, no written comments concerning this application have been received by staff.

Attachments

Attachment 1 – CDR Resolution
Attachment 2 – Conditions of Approval
Attachment 3 – GIS Exhibits
Attachment 4 – Design Review Package
Attachment 5 – Photo Renderings
Attachment 6 – Community Outreach Letter
Attachment 7 – Public Notice Materials