

HIGHGROVE MUNICIPAL ADVISORY COUNCIL
May 19th, 2021 6:30 P.M.

Via Zoom:

<https://zoom.us/j/94607756509?pwd=SWRzcVdlYkNmWkVldE03M25mZG4ydz09>

AGENDA

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call and Introductions**
- 4. Read & Approve Minutes for MAC meeting on March 31st, 2021**

5. New Business:

A. Appoint **Jeff Girod** as the MAC Chair

Katie Grimble motioned and Musa seconded the motion to appoint Jeff Girod as chair. All members voted in favor.

B. MAC Chair **Jeff Girod** appoints a Vice-Chair

Jeff asked for volunteers for the vice-chair position. Musa volunteered. Katie Grimble motioned to approve Musa and Emily Hollinghouse seconded the motion. All members voted in favor of the motion.

C. Appoint **Jennifer Grob** as the Secretary

Topic tabled as Jennifer was not present at the time the item came up.

D. Appoint **Mussa Khair & Emily Hollinghurst** as board members

Katie Grimble motioned that Mussa Khair and Emily Hollinghurst be appointed as board members. Jeff Girod seconded the motion.

E. Highgrove Update

- o Riverside County Board of Supervisor **Karen Spiegel**

Supervisor Spiegel shared regarding process for development in the Highgrove area. She introduced Randall Lewis who is viewed as an expert in the field.

F. Highgrove Insight

A handwritten signature in black ink, located in the bottom right corner of the page.

- o Lewis Group of Companies Executive Vice President, Marketing **Randall Lewis**

Randall Lewis introduced himself. Randall is active in real estate with master planned community, shopping center, apartment, and other large scale development projects. Randall shared that the IE is a strong real estate market at the moment. Additionally, job growth is high at the moment. The retail industry is very selective in identifying new projects.

Randall explained that retail industry developers draw trade circles to insure they are not going to affect their own other local businesses. Typically, they look for 4-6,000 rooftops prior to development. Randall then opened the floor for questions.

Jeff shared that the area is concerned about the number of housing developments increasing in potential retail areas as well as with the types of businesses being approved in the area.

Randall stated that the community was in a good spot because the developers are present early in the process to hear from community members. He suggested developing a vision plan for the area including how to build community support for higher standards from the developers coming into the area. Randall expressed concern regarding the number of dispensaries being allowed in the area. He explained that dispensaries bring a negative perception of the community.

Randall shared that the home prices in the area are high and suggested that the community be open to high quality apartment or townhouse developments in the area. He stated that density housing well done is a good thing for the area.

Randall explained that retail developers are in search of enough rooftops as well as a community who wants them to be present. He stated that he has seen positive results from communities petitioning retailers to come to the area. He shared that the area could sustain 1-2 shopping centers. He suggested that the county's economic development group can help by approaching retailers.

Randall asked specifically how many rooftops are in the Highgrove area. John Hildebrand shared a map with all of the developments in the area. Randall suggested making sure that the area has appropriate zoning for retail areas, especially on a busy road. There are shopping center magazines and conferences that the county can connect groups with. Share the community demographics in terms of income and crime rates to entice the retailer. Doing competition maps is also helpful to identify voids in the community. He suggested working with the county to get the available sites exposed to developers to try to entice them.

Supervisor Spiegel shared that she has made a push for developers and that it is likely a more longer term problem. She stated that if the land is currently zoned for commercial use, that the county has not much of a say in the matter as long as they meet the zoning criteria. She stated that there are no funds available to provide incentives for development.

Due to power outages which affected the community, this meeting was stopped and will be rescheduled at a later time



G. Convenient Store Project Introduction

- o Representative **Steve Berzansky**
- o Representative **Andrew Woodward**

H. Highgrove Town Center Project Introduction

- o Representative **Steve Cameron**
- o Representative **Michael Canfield**

6. Public Comments*

7. Future agenda items*

8. Announcements

- Date of Next Scheduled Meeting: July 28th, 2021
- You may wish to sign up for the Spiegel Spotlight monthly newsletter as well as join Supervisor Spiegel's social media to receive updates relating to COVID-19. Below is the link to sign up for the monthly Spiegel Spotlight. Feel free to sign up at www.rivcodistrict2.org.

9. Adjournment

* Those wishing to ask one question or make a single comment after a presentation, should raise their hand. After being recognized by the board, please stand up, state your name and ask your question or make your comment and please sit down.

*New issues raised during the public comment period will not be discussed by the council during that meeting, they may, if warranted, be included as a future item.


*Alternative formats available upon request. If you require reasonable accommodation, please contact DISTRICT2@riveco.org two weeks prior to the meeting.

*The Highgrove MAC is advisory to Supervisor Karen Spiegel, not to Riverside County Staff. The Highgrove MAC meetings are on the last Wednesdays of the scheduled month.

2nd District Supervisor Karen Spiegel:

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Jennifer Grob 6/20/21