



## Chapter 2: Vision





## 2.1 OVERVIEW

In 2009, the City of Murrieta initiated a comprehensive update of the Murrieta General Plan — the basic policy document that shapes public and private development and the infrastructure that supports it. This General Plan Update addresses current policy issues and sets the course for the next 25 years.

With the General Plan Update, it is the desire to encourage development that increases quality jobs and provides revenue for the City to support the community's priorities. The ten community priorities detailed in Section 1.5, describe the vision that members of the public provided for the future of their community, which guided the goals and policies in this General Plan Update.

Visioning Workshops during the General Plan Update process confirmed that residents value the “sense of community” and “quality of life” in Murrieta because of the advantages it offers, including:

- **Accessibility.** Murrieta is centrally located between San Diego and cities in Los Angeles and Orange Counties. In addition, Palm Springs and the desert communities are less than an hour drive from Murrieta. This provides accessibility to jobs, entertainment, and other regional attractions.
- **Educated Workforce.** Statistics show that the level of education for Murrieta residents is generally higher than other cities, with nearly 32% of its residents with a BA or advanced degree and 63% have attended college.
- **High Quality Schools.** Murrieta's high quality schools consistently exceed the State's exemplary mark!
- **Growing Regional Technology and Medical Hub.** Class A offices and business parks, as well as the new Loma Linda University Medical Center, support the community with resources, services, and employment.
- **Range of Housing.** Murrieta boasts a range of housing, from traditional single-family, estate and equestrian homes, to town-homes.
- **Safety.** The City of Murrieta has consistently been identified as one of the safest cities in California and the United States.

- **Quality of Life.** Close to 600 acres of parkland, miles of hiking and riding trails, Jack Nicklaus and Robert Trent Jones, Sr. designed golf courses, high-tech public library, and community events are all valued community amenities and services.

## 2.2 VISION 2035

A vision is an aspiration; it describes what people hope to see in the future, not necessary what is true today. Pursuing the vision means translating broad priorities into more particular policies and actions.

Murrieta’s vision is to build upon the great quality of life it currently has as a safe and family-oriented community, with top ranked K-12 schools, and recreational amenities, by capitalizing upon its community and economic strengths to be a regional employment destination for medical and technology hubs, employment centers, specialty retail, higher education, and a four-year State University. This emphasis on Economic Development marks a deliberate effort to direct investment toward building a strong economic base, a “sense of community, and great quality of life for generations to come.

### EMPHASIS ON ECONOMIC DEVELOPMENT AND QUALITY OF LIFE

Murrieta’s growth has largely been driven by residential development, but the General Plan Update marks a deliberate effort to direct investment toward building a strong economic base. Before starting the General Plan Update, the Murrieta City Council identified economic development as the City’s top priority. To support that priority, the City Council established a Comprehensive Development Strategy presenting the 20-year vision that Murrieta will be a diversified business hub for Southwest Riverside County and North San Diego County.

The Economic Development Department’s campaign to attract businesses and jobs has been aided by policies that provide a “business friendly” environment. The City has developed programs to streamline the permitting process, assisted developers with location, financing and fees, and encouraged entrepreneurial projects. All of these elements provide a climate of certainty to developers, which further strengthen Murrieta’s reputation in being known as a city more businesses choose to locate. The Program Environmental Impact Report for the General Plan Update is another great tool, which developers can use to expedite entitlements and tier environmental documents – this also makes Murrieta a very attractive city for development.

To achieve this vision, the City seeks to encourage private sector investment in the creation of high paying jobs, income, and wealth through economic diversification. The City is focusing efforts to attract a variety of businesses, higher educational institutions, and health care facilities. A full range of quality new development will be part of this effort, including retail centers, corporate/technology parks, hotels, and upscale restaurants.

The General Plan Update aligns City policy with this emphasis on economic development, by directing public investments in infrastructure and promoting the development of shovel-ready sites. It targets key locations in its north and south freeway corridors for changes in land use and zoning that support the development of medical, educational, commercial, and business



clusters. These key locations include the areas around the Loma Linda University Medical Center-Murrieta and the Murrieta Education Center as the economic catalysts.

Economic development is strongly linked to overall quality of life and two other major themes of the General Plan Update: sustainability and becoming a healthy community. Commuting is one example of a connection between these themes. When more jobs are available closer to home, Murrieta residents can reduce the amount of time that they spend commuting. This should reduce emissions from their cars, which benefits both the environment and human health. It would also provide residents with more time to spend in healthy activities with their families, enjoying the many parks, trails, events, and amenities of Murrieta.

The Vision describes the major opportunities and policy direction behind the General Plan Update. It also takes into account the characteristics of this community that should be maintained, as the City grows and matures. Those characteristics help create a sense of community, and promote involvement and participation in local government, schools, and community organizations.

Sustainability is commonly defined as the ability to meet current needs without compromising the ability of future generations to meet their own needs. In other words, it involves balancing current demands with future ones, and allowing natural and human resources to maintain their productivity and abundance.

Since the natural environment is an important part of Murrieta's identity and a resource that residents value, pursuing environmental sustainability is a way to enhance one of the City's major assets. In this pursuit, Murrieta can also promote community health and provide a quality of life that drives a strong economy. Throughout the General Plan Update, goals and policies are included that reflect continuing to create a great quality of life, through sustainable qualities and a healthy community.



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