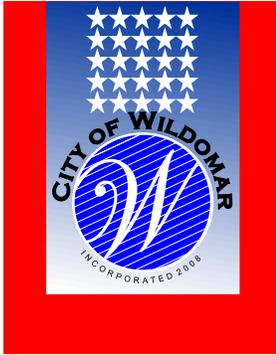




Strategic Visioning Plan

OCTOBER 25, 2008



Welcome to our future.

The City of Wildomar is a very special place. Our City is well known for its long and rich history of families, ranches, growth, entrepreneurs and independents. The pioneer spirit that drew those hardy souls here so many years ago is still alive and thriving in modern day Wildomar.

Wildomar is a place where generations of families have been born and raised and where home will always be. That sense of place is also what attracts so many new families to relocate here and become part of the community. As our families grow, so too, does our diversity of ideas and visions.

Our goal, as your first City Council of the new City of Wildomar, is to encourage participation and explore the best and brightest of your ideas. Hence, our first ever Strategic Visioning Plan is presented for the Community. The messages here are powerful reminders that our goals are to maintain the beautiful sense of community we already have while providing opportunities for families, businesses and our wide diversity of interests to grow and thrive. In essence—it's the challenge of forward-thinking leadership.

Thank you all for participating, by your efforts you are helping to keep the City of Wildomar the very special place that it is.



BOB CASHMAN
Mayor



BRIDGETTE MOORE
Mayor Pro Tem



MARSHA SWANSON
Council Member



SCOTT FARNAM
Council Member



SHERYL ADE
Council Member

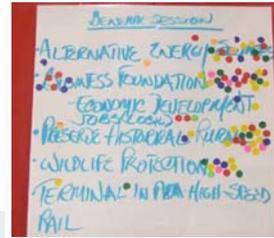
Introduction

The City of Wildomar conducted its first ever strategic visioning session on October 25, 2008. Approximately 100 citizens, along with City Council and the



Planning Commission as observers, spent the hours from 9:00 a.m. until 2:00 p.m. sharing collective visions and brainstorming valuable insights on what the City of Wildomar should become and look like in the future.

Led by John Danielson, City Manager, this community-driven event was divided into strategic sessions touching on important concerns, shared dreams, and possible steps needed for achievement of goals. Ten top initiatives were identified by community participants; Business Foundation, Traffic Enforcement, Community Center/Social Services, No New Taxes, Performing and Creative Arts, Higher Education, Parks and Recreation, Infrastructure, Maintain Rural Open Space, and Design Guidelines. Of prime importance to many attendees at the meeting, was successfully identifying City funding for projects. As projects develop, expenditures will need to be carefully considered and balanced with the other needs of the community.



Deemed a resounding success as the beginning steps in carving out a bright future for the City of Wildomar, the newly-outlined initiatives and Community energy created at this session will have far-reaching impact into the years ahead.

The Opening Session

The session began with each citizen stating their desires for the City. Microphones were passed from speaker to speaker capturing the ideas of those in attendance. As comments were received, the essence of each was recorded. The following comments were received:

1. A strong Rotary presence is needed.
2. Wildomar should become known as the “Tree” City.
3. We must preserve ranching and equestrian countryside.
4. We need to be a magnet for medical options with more nurses and doctors.
5. We need a bicycle master plan.
6. Graffiti abatement is necessary; involve the youth.
7. Strict traffic enforcement is needed.
8. A community center with social services would be effective.
9. A cultural town center goes along with that idea.
10. Schools and Council should partner for youth activities.
11. Our business meeting should be secular and tolerant.
12. We need a trail system.
13. A City logo is needed for entry signs and other needs. “We are all one” is a suggested tag line.
14. More use of native plants throughout the City’s landscape.
15. Reduce demand on resources with efficient use of transportation.
16. Attract higher education to the area.
17. LEED certification abilities.
18. Beautification of streets and freeways.
19. Publish a City newsletter.
20. Build infrastructure first.
21. Develop a vision for Old Town.
22. A museum for our history.
23. Proactive involvement with other State/regional agencies, WRCOG, RCTC, Caltrans, etc.
24. Market Wildomar.
25. Community gardens.
26. Utilization of alternative energy sources.
27. Business foundation with sound economic development.
28. Keep jobs local.
29. Preserve the historical rural.

CITY of WILDOMAR STRATEGIC VISIONING PLAN

30. Wildlife protection.
31. Terminal in area for high speed rail.
32. Interactive City website listing schools, growth, events, etc.
33. Diversity with concern for seniors. Plan with seniors in mind; buses for seniors to events.
34. Public transportation.
35. Timeless architectural design; fountains, cleanliness etc.
36. Develop design guidelines.
37. Less strip malls; smaller shopping areas with big box anchors.
38. Controlled economic building. Beware of big box.
39. Enhance beautification of City with sound developer requirements.
40. Housing planning to maintain rural feel; limit rooftops.
41. Limit fast food restaurants. We need more sit-down, tablecloth establishments.
42. Develop a hillside ordinance. Maintain hill features.
43. No new taxes.
44. Skate park and BMX park for youth.
45. Establish a volunteer center. Partner with others.
46. Utilize a community council.
47. There should be business and government synergy.
48. ROP program (state-funded) should be examined for potential use.
49. We need a homeless shelter.
50. Develop a City theme and have a contest for all citizens.
51. Become a destination resort with recreational activities such as horseback riding, tennis clubs, etc.
52. Maintain our open space.
53. Establish "Career Days" for teens.
54. Build a Performing and Creative Arts Center.
55. Districting or not for City Council?
56. Sound parks planning.
57. Look "down the road" to build out. What will we look like?



The Top Ten

Each citizen in attendance was given ten multicolored dots with instructions to place a dot on what they felt was the most important item(s). Each person could place all ten dots on one item if they felt it to be of prime importance or spread the dots around via the order of each individual's perceived importance. The top ten items—those receiving the most dots—were as follows:

Topic:

Performing and Creative Arts
Infrastructure
Design Guidelines
Community Center/Social Services
Parks and Recreation
Higher Education
Business Foundation
Traffic Enforcement
No New Taxes
Maintain Rural Open Space

Facilitator:

Diane Nguyen
Sean del Solar
Gary Wayne
Mary Hewitt
Jon Crawford
Andrea Elliott
Mike Kashiwagi
Mark Dumford
Brad Evanson
Stan Crippen

The attendees were divided into groups and assigned a topic. The mission was to analyze their respective topics, in-depth, then to report back their findings, observations and recommendations. Facilitators were assigned to each group to help capture the ideas presented. Each group presented their findings in the afternoon session. The order of the presentations was decided by a random draw and not necessarily in their perceived order of importance.



Performing and Creative Arts

The Performing Arts Center should be comprised of the need for the visual, educational, historical, sciences and performance including the following:

Stand Up Comedy

Plays

Singing

Music

Dance

Children's Theatre

Teaching Couples

Exhibits

Encourage Business Sponsors for
Program Recognition

Grants

Supported by Citizens with Fund Raisers and
Attendance at Venues

City Should Assist with Site Planning and Special
Handling for the Process of Permitting and Design

Performers Attracted by Outreach through Newspapers,
Contact Schools, Other Theatres, Community
Groups, Wildomar Voice Website

Acknowledge Local Talent

Marketing Approach: Start Small and Draw a
Regional Crowd

Plan for Growth



The Center could have both an outside and inside amphitheatre with concrete steps and 300-400 seats. Classroom facilities and practice rooms will be a part of the mix in addition to an open area for flexible design with high quality construction.

Infrastructure

The topics presented encompassed several areas to include transportation, water, sewer, storm and public private interface.

Public Transit/Sustainable Street Scapes

- Buses
- Metrolink Connection (Via Corona)
- Regional Connection: Corona/Murrieta
- RTA-Stop In Wildomar/Temecula
- Commuter Connection: OC/LA

Roads

- Widening before Development
- Widen Clinton Keith
- Safe Routes To School
- Connections: North/South/East/West

Water

- Water-Districts Needed to be More Coordinated
- Very Expensive for Farms

Sewer/Storm

- Easier For People to Connect to Sewer Money
- Septic System Problems
- Storm Sewer Flooding
- Review Flood Master Plan

Public/Private Interface

- Confusion over Private Roads. What is a Public Road?
- More Communication
- Street Lighting
- Traffic Lights
- Pedestrian Crossing/Sidewalk



Design Guidelines

Design guidelines are used to establish uniformity of look and feel from one project to another. The following are suggestions for consideration as the City develops.

Design to Achieve a Philosophy

- Rural Architecture
- Design with Topography and Nature
- Sustainability
- Identity

Master Planning Road Map

- Specific Plan Guidelines for Commercial, Residential, Industrial, Institutional
- Flexibility
- Diversity
- Creating People Places
- Interconnection
- Minimum Lot Size
- Muted Colors
- Large Setbacks
- LEED Incentives
- Strict Sign Control
- Incorporate and Revise General Plan



Community Center | Social Services

The group suggested the name of “Wildomar Village” for a Community Center. Targeted groups include all citizens, keeping in mind teens, seniors and visitors.

Resources in the Village/Multi-Use/One Stop Place

- City Hall
- Code Enforcement
- Government Agencies
- Senior Center
- Meeting Room
- Adult and Youth Education-Business and Professionals Educate Youth
- Career Center/Counseling
- Day Care and Other Social Services
- Sports Park
- Volunteer Center
- Computer Center
- Arts and Crafts
- Computer Center

Village Physical Layout

- Central Location (Old Downtown)
- Ample Parking
- Safe
- Convenient
- Village Design, Look and Feel
- Near Fire, Police



There was a strong notion that there is a need to procure land now.

Parks and Recreation

Parks and recreation exist to provide for the general welfare of the community and include multi-use to increase availability to all ages and social economic standing.

Short Term-1-3 Years

- Local Control
- Better Utilized Existing Facilities (Improving Them)
- Facility Coordinator for Information Dissemination Including Joint Use with School Facilities
- Transition to City

Long Term-3-10 Years

- Plan and Develop the 27 Acre Project
- Master Plan Approach of Remainder of the City
- Build in Accordance with Master Plan

Other

- Adult Uses
 - Trap*
 - Bocce*
 - Horseshoe*
 - Senior Center*
 - Chess Game Tables*
 - Concerts*
- Ball Fields
- Concessions
- Paseos/Connectors
- Trails with Parks



Higher Education

Higher education encompasses all education beyond high school. Comments from the group included the following:

- Facilities Should Not Be On Prime Park or Ranch Lands
- Easy Transportation Access/Bus
- Community Opportunity for Science
- High End Jobs
- Regional Schools
- Community College or Community Center
- Possible Satellite of a Larger University
- Advanced Degree Offerings
- Medical Affiliation to Spawn Business
- Potential Partnership with Palomar Observatory
- Dual Purpose-Community Center and School
- Economic Development (No New Rooftops)
- Kids Stay Local/Regional
- Funding-State and County System
- Internships by Local Firms
- Medical Phlebotomy and Other Technical Certifications



Business Foundation

The basics for business foundation include economic development and local jobs for the area.

- Utilize School Buses to Provide Inexpensive Public Transportation
- Advertise to Attract Business
- High Police Visibility
- Important to Attract Higher Paying Jobs
- Need Schools to Educate and Train Work Force
- Trader Joe Business
- Create Opportunities to Generate Economic Development From Community Plusses (Equestrian)
- Must Have Viable Office Space for Small Business
- Need Larger Business to "Anchor" Business Parks
- Utilize Southern California Association of Government Resources/Tools to Develop Marketing Plan
- Tap into the Retired Community to Utilize Their Skills and Talents
- Careful Not to be "Bought"



- Stay Green Theme
- City to Offer Tax Incentives
- Encourage New Business to Buy/Shop Local
- Wildomar Rural Lifestyle to Attract New Business
- Encourage Medical, Technology, Schools and Training
- Large Scale Retail Acceptable if Properly Placed
- Transportation to Support New Development
- Frontage Roads Needed For Large Office and Industrial
- Need to Attract a Workforce
- Look at Support Business/Operations Needed to Support Larger Corporation and Business In Outlying Areas

Smaller Companies More Apt to Do Business in Wildomar

Traffic Enforcement

The City will need a higher level of enforcement as the number of cars and other transportation means and venues increase over time.

More Direction Signs

General Roadway Improvements

Street Names with City Logo

Speed Enforcement: Only Two Cars

Reporting Violations by Citizens

Mitigation to Speeding

- High Visibility Police Cars
- Speed Bumps
- Red Light Cameras at Clinton Keith Road at 15
- Accidents Are Significant
- “No Need To Speed” Signage
- Electronic Speed Readers

Parking Issues

Debris Left Behind

Speed Limit Study: Are Speed Limits Appropriate for the Area?

Need More and Larger Signs

Traffic Violations: Stop Signs/Street Racing

Sheriff Availability

- Location
- Time Of Duty
- Number Of Cars
- Officers On Duty
- Reporting



No New Taxes

Many felt the City was founded on the principle of no new taxes. The basis of this topic focused on how to maintain that tenant given the expected growth of the City and its infrastructure. Positive additions to our financial base would include the following:

Commercial Development

Medical/Education

Public/Private Partnerships

Grants

Commercial Development

- Make It Easy For Developers-Design Guidelines, Fees Upfront, Time Table

Regulate Illegal Business

- Compliance Fees
- Level The Playing Field

Medical-Diamond of Wildomar

- Local Employees
- Educational Partners
- Regional Draw

Hotel

- Transient Occupancy Tax
- Business Travelers
- Support Commercial

Dial-A-Ride: Support Commercial

Public/Private Partnerships

- Dial-A-Ride
- Social Services

Grants



Maintain Rural Open Space

The City's rural nature provides an excellent background for nature hikes and family outings:

Ridgeline Ordinance

Annex Plateau

Resist Power Lines

Open Space Grants: Hills

Enhance the Trail System

Use Flood Control Easement

Standing City Committee

Bike Lanes

Quality Of Life

Paseos: Dedicate

- Refreshment Centers

Become Known as the "Healthy City of Wildomar"

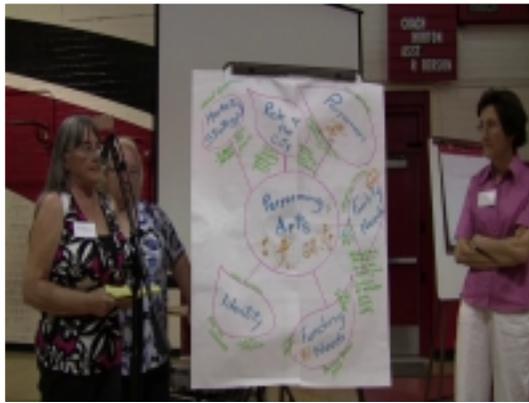


Conclusions and Findings

No meeting of this kind is complete without a presentation of the items discussed by each team in their respective break out sessions. And, each team was afforded the opportunity to present their conclusions and findings on those top ten items initially selected at the beginning of the visioning process. A summation of their presentations and other comments are as follows.

Performing and Creative Arts

A focal point of a dynamic city is a vibrant and thriving Performing and Creative Arts center. A Performing and Creative Arts Center may place on exhibit all aspects of the creative process ranging from plays to music to singing and to dance. It was emphasized that any center should support and be available for all age groups from the City's youth to its seniors and that it represent the diversity



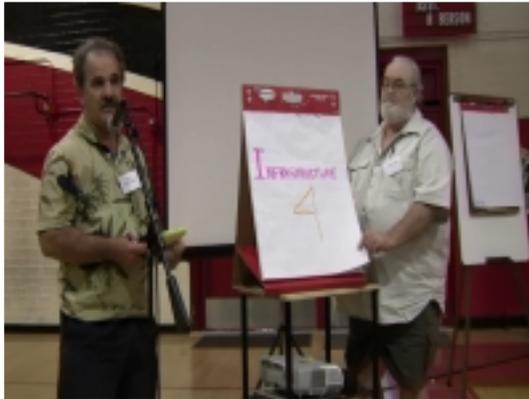
of the community. The use of local talent was mentioned as something of prime importance with the team expressing a desire to showcase its own.

The City would play an important role and would be needed to assist in items such as site planning, permitting and road improvement.

It was thought the center could be self-supporting with grants and by users. The center itself would be marketed through word of mouth, flyers, radio and television.

Infrastructure

The ability to easily navigate throughout the City and region was discussed as an important need especially as the City grows and develops. There was a collective concern however, that current modes of transportation were not as available as they should be. The team explained there needed to be better coordination of local transportation especially as it pertains to bus services



which frequent the City but is not readily accessible. The group felt the City could provide an invaluable service by encouraging Metrolink to assign a stop in Wildomar. And long term, the use of high speed rail should be considered as a conduit to easy access throughout the region.

The widening of roads to provide ease of use and allay traffic issues was thought to be an imperative especially as new development is considered.

The group concluded their session by voicing concern that multiple water districts were confusing and that there needed to be some future coordination. The sewer system was deemed to be an older system and it was thought it should be updated before small issues develop into bigger more expensive ones. Finally, this group expressed a desire to look at local flood control as a means of being proactive as opposed to reactive to potential flooding issues.

Design Guidelines

The Design Guideline team stressed how very important guidelines were to the development of our community. Winston Churchill was quoted, “We are guided by our designs, we design for our future, and then our designs guide us.” Additionally Thomas Jefferson was quoted, “Architecture and politics are indivisible.”

We must establish a philosophy first, before we begin design. We should create our design guidelines for rural architecture, to help create and maintain a character that we already have. The team stated that we should not tear down our mountains to fill our valleys. Consider designing in harmony with the topography. Sustainability has to do with our



historical character, cultural character, social character, and they all need to be interconnected. We will not create a sustainable environment without all of those elements working together in interconnectivity.

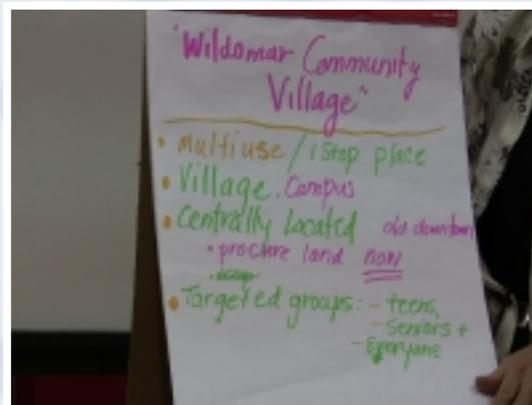
A master plan is needed for all of Wildomar. Our connections to the cities around us should be considered. Once done, we need to develop a roadmap of how to achieve a master plan. Within the master plan will likely be many specific plans—plans unique to specifically identified areas within the master plan for Wildomar. Guidelines in specific plans will identify in endeavors for unique applications such as commercial, industrial, institutional, schools, hospitals and so forth. Flexibility of the design guidelines should be built into the master plan so that may be applied to each case based on thoughtful consideration. Diversity within the design guidelines should allow enough latitude so that it does not become “cookie cutter”. We can follow design guidelines and still have a variety of differences.

Also important to the design guidelines is the notion of creating, “people places.” No tract of homes should be allowed to be built in the community without having some consideration of the design features that will help to enhance the concept of livability. Benches, trees, trails, and people places should be considered for inclusion in every project. Obviously, minimum lot size should also be considered in a community that has a strong sense of its equestrian roots. Muted colors are important consideration. The City of Wildomar should consider providing incentives for developers to include Leadership in Energy Efficiency and Design, (LEED certification). The City of Wildomar should revise the General Plan to include these suggestions.

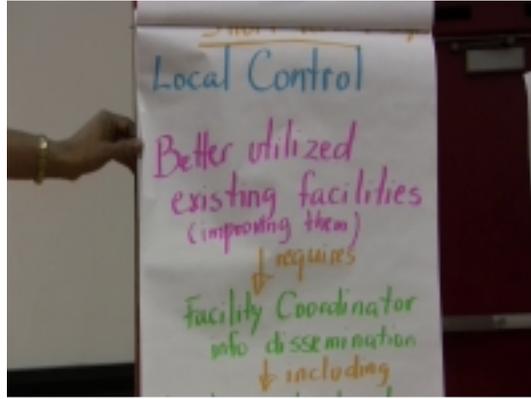
Community Center and Social Services

A community center for the City of Wildomar could serve as a focal point of the community and should strive to provide necessary municipal services. The center would benefit from a name that describes the purpose of the facility which the team felt was best described as, "Community Village." The team emphasized the need to begin researching where the Community Village should best be located so that issues of zoning and purchase could be addressed. A central location was suggested possibly somewhere in the vicinity of the Post Office.

The Community Village should consider having a "one-stop shopping" kind of an atmosphere. City Hall, Law Enforcement, the Fire Department, and other local agencies and services could all be located under one roof. Additionally, the Community Village might contain other amenities such as sports and recreational activities, a career center, day care, youth services, senior services, a volunteer service center, special-needs programs, public meeting rooms, adult and youth services, arts and crafts, recreational offerings, and potentially a variety of nonprofit agencies and organizations that provides services to the community. All of this should be located in a safe and secure environment adjacent to plentiful parking.



Parks and Recreation



The City needs a mechanism to encourage interaction and parks and recreation can assist in that goal. First and foremost this team felt it was good to have local control of the parks so the community could have input and could develop the parks as it desires. It was believed that parks should be themed and that there was a need to better utilize and improve existing

parks e.g. adding restroom facilities and barbeque grills to encourage family usage.

The City should consider a parks coordinator to keep track of activities and to make them known to the community as a means to encourage frequent usage. Parks should be developed for all age groups from youth to teens to seniors. The parks, in the longer term, would benefit from modeling after parks where there are multiple uses such as museums, amphitheatres, ball parks, etc. offering variety to all who use them.

The development of a parks master plan was deemed as an imperative to ensure the proper development of the parks as envisioned.

Higher Education

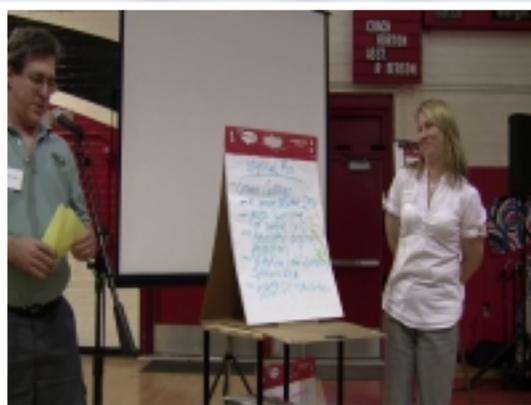
The Higher Education team suggested that a very strong presence of education and lifelong learning would be a considerable advantage to the City of Wildomar in many ways.

Community Colleges

University Satellites

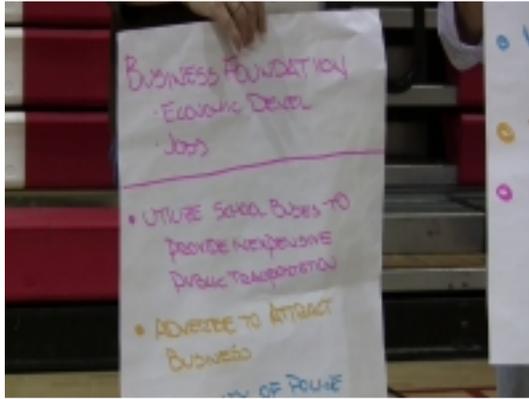
Institutes

The Team suggested that there could be many opportunities for a variety of partnerships. Among these could be consideration from the business community that could develop an interactive relationship and could include the opportunity for advanced degrees, theater programs, lecture series, awareness of issues, community interaction, and the technical sciences including astronomy, medical science, and business. Further training opportunities and entrepreneurial programs could significantly contribute to economic development and community enrichment. Concerns about funding should encourage us to find innovative opportunities to partner with other institutions including The Community College District, the county, and various public and private institutions. As we move through our planning process we want to be cognizant of not sacrificing parkland and, to consider traffic concerns in the development of these facilities.



Business Foundation

The City will find it difficult to prosper and provide necessary services, in the long-term, without a solid business foundation. The City needs both small and large retail with the ultimate goal of shopping and working locally. Businesses should attract others from the area to visit and shop in Wildomar. Tax incentives should be considered as a means to encourage new business to relocate and to build in the area. New development should be freeway close to limit traffic congestion in developed areas.



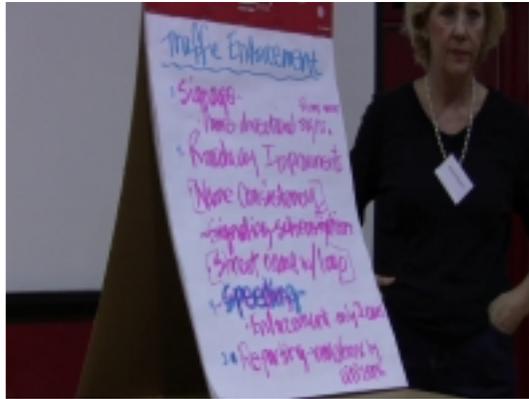
Training centers should be considered that will ultimately offer a trained workforce from which new and existing business can select talent. In addition, business parks are needed with strong anchors to support those smaller businesses that exist to supply to the larger anchors.



Traffic Enforcement

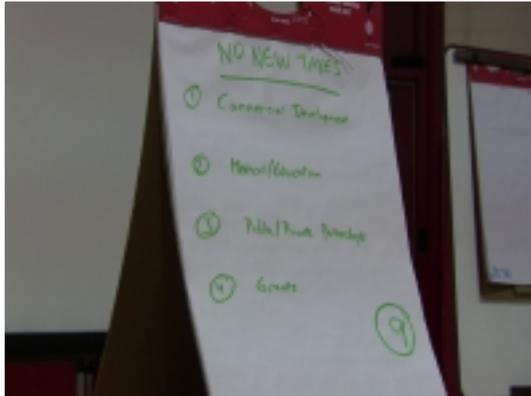
The City will need to continually keep in mind the safety of its citizens. The City, to do so, will need to install signs that are easily visible and clearly identify and reinforce our identity with street signs labeled as “Wildomar.” Road naming should be consistent as the City currently has roads that have several names.

There are areas where speeding is an issue and the use of speed bumps may be required. Red light cameras could also be installed at selected sites to catch those in violation. Street racing is another area where enforcement will need to be monitored to insure citizen safety.



No New Taxes

Funding for new projects, infrastructure, employees, etc., is an issue for the City to carefully consider. A vibrant economy that creates a healthy city budget is far more preferable than raising taxes. It was felt that public and private partnerships need to be formed as a means to limit the need for new taxes to pay for expanding social services and other programs important to the City. New



commercial development should be encouraged and fee schedules should be created that clearly articulate an affordable cost to encourage development. In addition, design guidelines should make it easy to enact new development while ensuring a clear vision of the Community's architectural standards.

The City should actively pursue community development block grants and other grants to help defray cost.



Maintain Rural Open Space

The community is justifiably proud of its rural nature and its commitment that this must be preserved. Trails, open space and parks should have as much conductivity together as possible. The often-mentioned Temecula to the Ocean trails system should also have connectivity with the City of Wildomar. Our trail system should have the goal of never having to set foot on a surface street. The team suggested that consideration should be given to annexing the communities of La Cresta and Lakeland Village.

We would like to be known as a healthy, green living, walking community where it is not necessary to own a car to go shopping or to promote historically important areas such as the one around Palomar and Central. Slogans were mentioned such as “Take a Hike” and “Trail Potatoes Not Couch Potatoes.”

To encourage the preservation of open space the city should consider the possible implementation of a Ridgeline Ordinance that would serve to preserve the beauty and native nature of a neighborly, and walking-friendly city like Wildomar.



Summation

Throughout the course of the day many creative ideas were offered and discussed concerning the future of the City of Wildomar. It was obvious among all in attendance that there was a collective, shared vision that the City should maintain its rural identity and the beauty of the surrounding mountains and arroyos. Many recognized however, that there is a corresponding price to pay for state-of-the-art of infrastructure, quality programs and service. Most of the team's presentation contained a central theme of how to finance those programs deemed worthy.

The City, going forward, will need the continuing support and input of its citizenry to create and develop strategies that meet the City's goals. The City Council must be mindful of the economic impacts of each project. This ultimately means there must be a way to prioritize programs based upon need. It also means that some projects may be delayed or not come to fruition because they cannot be financed.

The City Council of the City of Wildomar will always welcome input into those items under its consideration. Local control was at the forefront of the desire to become a city. To that end, this session was all about local control and our ability to work together, even when there are fundamental differences, to help build the City of Wildomar...our home.



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"I would like to thank the City Council for this opportunity to openly discuss what we want our City to be and to look like as we move forward."

"A great session...I hope we can have one again."

"Let's move with what we have discussed."

Photos on Pages 15 through 24 appear courtesy of
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