Wildomar Old Town Vision

Approved April 2013 by Wildomar City Council

Prepared for the City of Wildomar by RBF Consulting, A Company of Michael Baker Corporation.

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Table of Contents

Introduction 1

Executive Summary 1

Vision Process 1

A Vision for Wildomar Old Town 3

Introduction 3

Vision 3

Vision Poster 4

Pattern Sheet: Old Town Architectural Form and Character 6

Pattern Sheet: Old Town Signage Styles 8

Pattern Sheet: Old Town Public Space 10

Pattern Sheet: Old Town Streetscape Amenities 12

Typical Block Streetscape Concept 14

Implementation 16

Behind the Vision 17

Introduction 17

Two Areas, Distinct Opportunities 17

Community Input 23

Early Concepts 35

Appendix

- Economic Existing Conditions (Report from MR+E)
- Community Visioning Session Presentation 9-22-2012
- Study Session Presentation 1-23-2013

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Introduction

Executive Summary

This document provides conceptual design recommendations for property development and streetscape improvements in the core of Wildomar Old Town—a site with historic community significance at the intersection of Central and Palomar Streets in Wildomar, CA.

The design concepts and recommendations are intended to guide new development toward creating a unique focal point for the community that: strengthens community identity; reflects the visual and cultural character of historic Wildomar; provides opportunities for commercial and mixed-use development as well as civic uses and public gathering places; and enables pedestrian, bicycle, and equestrian travel.

This document is organized into two primary sections, described below:

A Vision for Wildomar Old Town

"A Vision for Wildomar Old Town" provides development and design guidance through the following tools which together provide a unifying and cohesive palette of elements:

- ***Vision Poster***
- ***Pattern Sheets: Architectural Form and Character, Signage Styles, Public Space, Streetscape Amenities***
- ***Typical Block Streetscape Concept***

Behind the Vision

"Behind the Vision" shows the steps leading to the development of the vision, including analysis of opportunities and constraints, summaries of public participation activities, and earlier drafts of concepts.

Included in this section are draft concepts for the "West Wildomar" area which were presented at the January 23, 2013 open house and City Council study session. Although the West Wildomar area was not the subject of further work in the vision process, that should not preclude the City from continuing to plan for the area, which has economic development potential as a regional draw.

Vision Process

The City of Wildomar launched the Wildomar Old Town Vision project in an effort to guide private development and public investments in a historic core of the community along Old Highway 395. The project was funded by a grant from the Southern California Association of Governments (SCAG) Compass Blueprint Demonstration Project Program.

After an initial meeting with City staff in spring of 2012, the consultant team interviewed members of the City Council and Planning Commission to hear their thoughts on potential locations for a historic community core, as well as their hopes for the project.

Two areas along Old Highway 395 were identified as potential community focal points, due to their combination of historic and cultural assets, ease of access, and available land for further growth: an "Old Town" area around the intersection of Palomar and Central Streets, and an area dubbed "West Wildomar" between Mission Trail and Corydon Street. The "Old Town" area is perceived as the historic heart of the community and has vacant land available for developing a small-scale community core. "West Wildomar" offers different kinds of development opportunities due to its proximity to Skylark Airport and nearby tourist/visitor attractions, as well as its larger undeveloped lots.

The first effort to reach out to the community at large after the project kickoff was the launch of a project website in the summer of 2012. A community visioning session was held on September 22, 2012 at Wildomar Elementary after being promoted through methods including City emails, press releases, and communication through schools. In that session, about 30 community members contributed their ideas, priorities, and design preferences for the two areas.

The consultant team met with staff after the visioning session to present land use and circulation concepts based on that community input: one concept for West Wildomar, and two alternative concepts for the Old Town core. The consultant team then prepared a "hybrid" concept that included aspects of each Old Town concept.

The Wildomar City Council held a study session meeting on January 23, 2013 to review concepts for the two areas, with an audience that filled the Council chambers. A community open house in the lobby immediately before the study session allowed attendees to view and comment on concept plans that illustrated land uses, roadways, trails, and urban design for the two areas. Participants also provided some comments on sets of photos illustrating architecture and design "character" ideas for the two areas.

After the project team presentation and public comments at the study session, the City Council directed staff and the project team to prepare a vision plan and design guidance for the Old Town core, with two modifications. First, the western boundary of the vision plan was altered to exclude the Cemetery property; investments in this property will be guided by a master plan anticipated to be prepared by the Cemetery District. Second, the Council indicated that the equestrian center shown in the concept plan should be presented as a smaller and more multi-functional facility in the vision plan.

Although West Wildomar is not the primary subject of this final vision document, the draft concepts for that site are presented in the Background Documents section as a potential guide for future planning efforts.

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A Vision for Wildomar Old Town

Introduction

This section provides development and design guidance through the following tools which together provide a unifying and cohesive palette of elements:

- ***Vision Poster***
- ***Pattern Sheets: Architectural Form and Character, Signage Styles, Public Space, Streetscape Amenities***
- ***Typical Block Streetscape Concept***

These are illustrations and concepts that Wildomar can use to guide development in the area, including the design of buildings, streets, trails, public spaces, street furniture, and signs. Just as nearby communities have created a distinctive look and purpose for their downtowns, Wildomar will be able to use these design concepts to show the community vision for the area to interested developers, neighboring cities, potential funders, and others. Perhaps more importantly, the vision provides a common language for the community to discuss its own future.

The recommendations in this document are intended to be conceptual in nature. Further precision could be obtained by developing a set of design guidelines or standards to promote the desired character through specifications for architectural styles and materials, site planning and public space considerations, trail and pathway cross-sections, landscape materials, and streetscape furniture/amenities.

Vision

The vision for the Wildomar Old Town core has many physical components which can be summarized as follows:

Wildomar's vision for the Old Town core seeks to enhance its role as the historic center of the community by introducing new pedestrian-oriented development, gathering places, and trails.

- ***A town hall and town square** on the northeast corner of Central and Palomar Streets complements the historic elementary school as a focal point for civic activities.*
- ***A covered arena** on the west side of Central may be used for equestrian events, other community events, and as a marketplace.*
- ***Commercial uses** frame the Palomar and Central intersection.*
- ***Mixed-use buildings** line the south side of Palomar, offering commercial spaces on the ground floor with residential units above.*
- ***Equestrian trails** connect the Old Town core and arena to surrounding areas and nearby trails.*

Uniquely Wildomar in character, the Old Town core is truly the heart of the community.

Key Objectives of the Vision

The vision is intended to carry forward ideas that community members proposed in the 2008 strategic visioning session and reaffirmed during the vision process, including: a community center, space for performing arts, economic development, design guidelines, transportation, and trails.

Following is a list of three key objectives of the vision.

Creating a walkable town center with gathering places

The Old Town core can help nurture Wildomar's community spirit by creating gathering places for events, performances, and community meetings. As in the strategic visioning session, community members at the initial visioning workshop expressed a strong interest in having civic facilities and a walkable town center reflective of Wildomar's unique qualities and history. Making the place appealing for pedestrians is crucially important to encourage people to gather and stay for a while. There must also be provisions for access by equestrians and bicyclists, while also accommodating vehicles and transit.

Providing economic opportunities

The vision for Wildomar Old Town balances space for plazas and public facilities with street-adjacent commercial spaces. Opportunities for business development are important to Wildomar, to grow its fiscal base and serve resident needs. Private investment will be key in the development of the Old Town core.

Strengthening a sense of history and community identity

Wildomar seeks to create a community focal point that uniquely embodies the spirit of the community. The Old Town core is both a real, functional place, and a symbol of Wildomar itself. This document provides guidance on design elements that can help Wildomar to express its identity in physical form—in part through references to its past, but also allowing for creativity, contemporary design, and artwork.

A Community Effort

The people of Wildomar have demonstrated many times that they can roll up their sleeves and work together on civic projects. Examples in Wildomar's history include building and re-building the bell monument at Wildomar Elementary, moving graves into Wildomar Cemetery and washing the grave markers every year, coming together to deal with major floods, and rebuilding the Elks Lodge.

With its incorporation in 2008, Wildomar took a major step toward defining itself as a unique, self-governing community. A strategic visioning session soon after incorporation brought community members together to discuss their priorities for the future.

Realizing the vision for Wildomar Old Town will again require a cooperative effort of residents, businesses, and partners outside the community. Without having the authority of a plan or regulation, the vision can only be achieved through long-term, persistent efforts to make these concepts a reality. For more suggestions, please see the Implementation section and other comments throughout this document.

Vision Poster

The vision poster on the next page provides several elements capturing the overall vision for the Wildomar Old Town core, and may serve as a stand-alone document.

The centerpiece of the poster is a drawing of the Vision Concept Plan for land use and circulation in the Wildomar Old Town core area, with call-outs that describe the main features of the plan. Civic buildings are shown in blue, with the reconfigured post office at far left, the arena and supporting buildings in the center, and a town hall at right. Red is used to designate buildings with commercial uses in them, including commercial buildings on the north side of Palomar Street and mixed-use buildings on the south side. The two existing buildings at the southwest corner of Palomar and Central are outlined for reference.

The Typical Block Streetscape Concept presented later in this section is also replicated on the poster.

The area that is considered to be Wildomar's Old Town is much larger than the few primary blocks shown in the Vision Poster. However, these recommendations for the Old Town "core" can serve as a starting point for the direction of future private and public developments throughout historic Wildomar.

Wildomar Old Town Vision

A VISION FOR THE OLD TOWN CORE

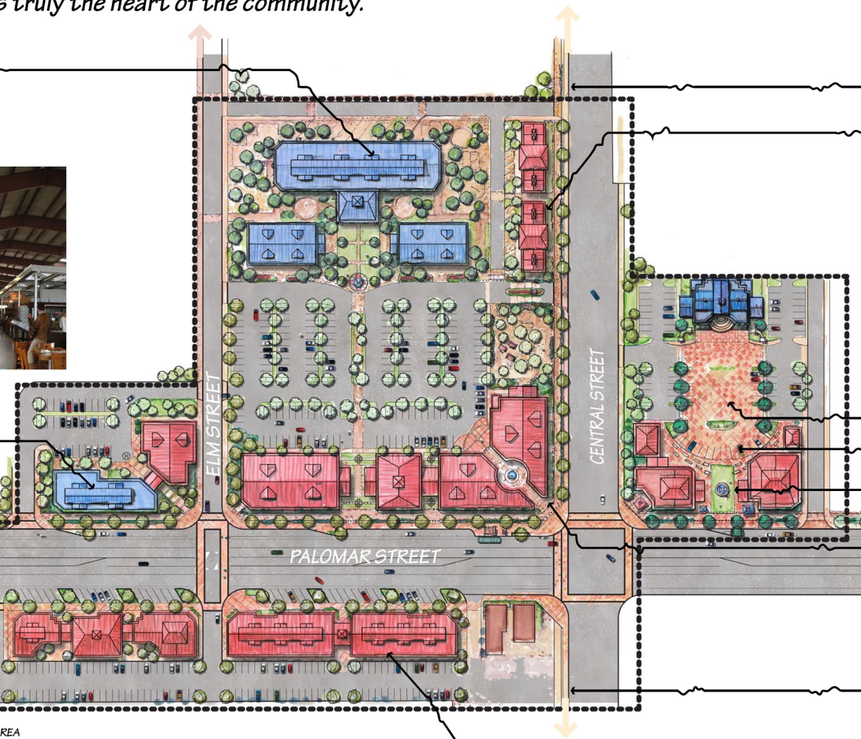
Wildomar's vision for the Old Town core seeks to enhance its role as the historic center of the community by introducing new pedestrian-oriented development, gathering places, and trails. A town hall and town square on the northeast corner of Central and Palomar streets complements the historic elementary school as a focal point for civic activities. A covered arena on the west side of Central may be used for equestrian events, other community events, and as a marketplace. Commercial uses frame the Palomar and Central intersection. Mixed-use buildings line the south side of Palomar, offering commercial spaces on the ground floor with residential units above. Equestrian trails connect the Old Town core and arena to surrounding areas and nearby trails. Uniquely Wildomar in character, the Old Town core is truly the heart of the community.

MULTI-PURPOSE COVERED ARENA: AS A FOCAL POINT OF THE COMMUNITY, THIS ARENA SHOULD REFLECT AN EQUESTRIAN THEMED ARCHITECTURAL STYLE WHILE EMBRACING THE HISTORICAL CHARACTER OF WILDOMAR. IT SHOULD PROVIDE ICONIC ARCHITECTURAL FEATURES, WHEN VIEWED FROM A DISTANCE, AND USED AS A GUIDE FOR ARCHITECTURAL THEME FOR SURROUNDING COMMERCIAL AREAS. THIS LARGE OPEN AIR STRUCTURE WILL PROVIDE FOR A VARIETY OF PUBLIC AND PRIVATE EVENTS, AND SHOULD PRIORITIZE EQUESTRIAN ACCESSIBILITY FROM ALL DIRECTIONS.

RE-ORIENTED POST OFFICE AND ADJACENT COMMERCIAL SPACES WILL BE BOTH PEDESTRIAN AND EQUESTRIAN FRIENDLY WITH ACCESS FROM THE STREET FRONTAGE.

EQUESTRIAN/ MULTI-USE TRAILS CONNECT TO ALL DEDICATED AND FUTURE TRAILS AS PART OF A LOCAL AND REGIONAL TRAIL SYSTEM.

MIXED USE DEVELOPMENT ALONG PALOMAR STREET, WITH SIDEWALK ADJACENT COMMERCIAL ORIENTATION WILL ENCOURAGE PEDESTRIAN ACTIVITY IN THE AREA. WIDE SIDEWALKS WITH RECESSED ENTRIES AND OCCASIONAL PASEOS WITH ACCESS TO ADDITIONAL PARKING BEHIND.



EQUESTRIAN/ MULTI-USE TRAILS CONNECT TO ALL DEDICATED AND FUTURE TRAILS AS PART OF A LOCAL AND REGIONAL TRAIL SYSTEM.

NEW DEVELOPMENTS IN THE OLD TOWN CORE AREA SHOULD BE STREET ADJACENT WITH PARKING IN THE REAR. SETBACKS SHOULD ALLOW FOR PEDESTRIAN AND EQUESTRIAN AMENITIES. WHILE THESE COMMERCIAL BUILDINGS MAY HAVE PRIMARY ENTRIES AND STOREFRONTS FACING THE PARKING LOTS, SECONDARY ENTRIES AND STOREFRONT ARTICULATION SHOULD OCCUR ALONG THE STREET FRONTAGE IN ORDER TO CREATE AND ENCOURAGE PEDESTRIAN ACTIVITY.

TOWN HALL /COMMUNITY CENTER ORIENTED TOWARD PALOMAR STREET

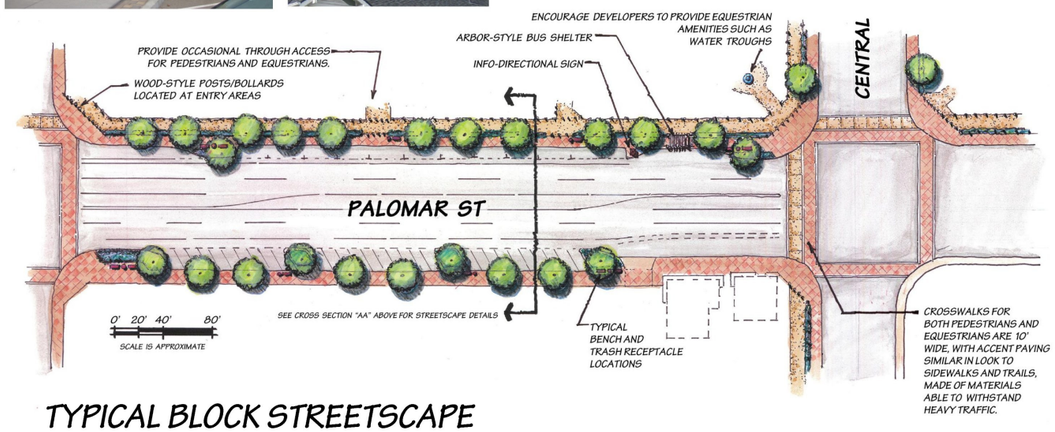
"CONVERTIBLE" PARKING AREA WITH SPECIAL PAVING (IN THE CENTER) TRANSITIONS INTO CIVIC PLAZA WHEN CLOSED TO VEHICLES FOR SPECIAL EVENTS.

TALL ICONIC FOCAL FEATURE IS ON AXIS WITH CIVIC PLAZA AND TOWN HALL WITH ARCHITECTURALLY COMPATIBLE COMMERCIAL BUILDINGS FRAMING THE VIEW FROM PALOMAR.

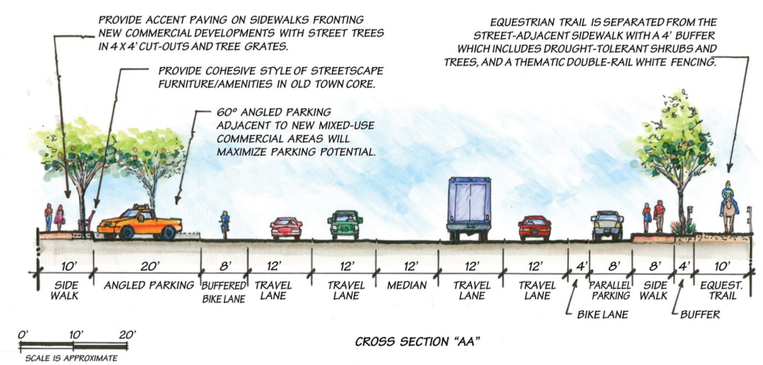
COMMERCIAL DEVELOPMENTS ALONG THE NORTHWEST CORNER OF PALOMAR AND CENTRAL SHOULD BE CONSISTENT WITH THE ARCHITECTURAL STYLE AND CHARACTER OF THE MULTI-PURPOSE OPEN AIR ARENA. SETBACKS ALONG BOTH STREET FRONTAGES SHOULD BE DEEP ENOUGH TO PROVIDE SIDEWALK, STREET TREES, EQUESTRIAN TRAILS, AND LANDSCAPE BUFFERS. PASEOS PROVIDE PEDESTRIAN ACCESS TO/FROM PALOMAR.

EQUESTRIAN/ MULTI-USE TRAILS CONNECT TO ALL DEDICATED AND FUTURE TRAILS AS PART OF A LOCAL AND REGIONAL TRAIL SYSTEM.

THESE TWO-STORY UNITS SHOULD HAVE PRIMARY ACCESS TO COMMERCIAL (1ST FLOOR) FRONTING PALOMAR, WITH PRIMARY ACCESS TO RESIDENTIAL (2ND FLOOR) FROM REAR PARKING LOTS.



TYPICAL BLOCK STREETSCAPE



TYPICAL CROSS SECTION

Pattern Sheet: Old Town Architectural Form and Character

To enhance the historic qualities of Wildomar Old Town, the preferred Old Town architectural form and character for buildings and shade structures should reflect the historic styles built in the early years of Wildomar, best described as several different Early California styles. The following page shows samples of the preferred styles and elements.

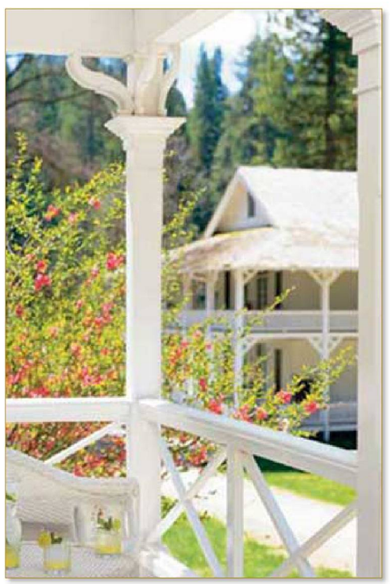
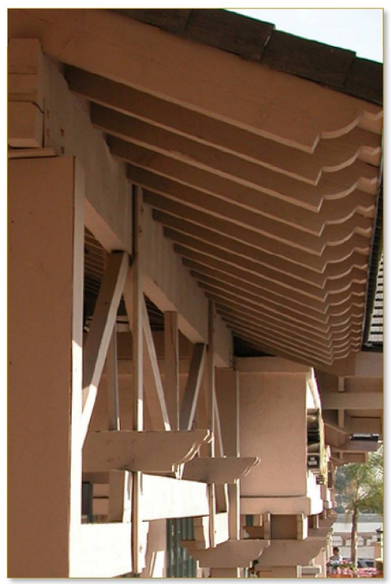
One of the preferred styles is influenced by the ***Mission*** style and ***Spanish Colonial Revival*** style, with smooth stucco finishes that mimic adobe, thick walls, deeply recessed openings or balconies, clay tiled roofs, and expansive arched arcades. Trellises and arbors are common ornamentation to these buildings, as well as effective shade structures for outdoor public spaces. One and two story structures are often complemented with a three- to four-story tower as a focal element. Colors are typically natural earth tones of light brown to white, cream, and flesh tones, with traditional accent/trim colors of greens, browns, and terra cotta.

Another preferred style is similar to the ***Craftsman*** or ***California Bungalow*** style, with gently pitched overhanging gabled roofs, and wooden clad siding. Porches, balconies, and verandas are supported by square wood columns, set on a stone pier base or foundation. Entry areas are typically under an exposed front-facing gable (roof), and often include exposed rafter tails and decorative wooden brackets or support beams with knee brackets. Structures are typically one or two stories and may have wide, low-profile second floor dormer windows with shed or gable roofs. Pergolas and arbors highlight entry areas and gathering places.

The larger buildings in Wildomar Old Town, such as the open-air arena, may also reflect the ***Utilitarian*** or ***Farm House*** style, with features resembling simple two-story barns with exposed rough-hewn timber, wooden clad siding, and standing seam metal roofs. These designs should also include utilitarian features such as louvered cupolas on the top of expansive roofs, which provide ventilation and skylights, and can be designed to provide tall landmark focal elements.

Also worthy of consideration for their historic value are the various ***Victorian*** styles, primarily the Queen Anne and Folk Victorian. While difficult to replicate, the intricate spindlework and gable ornamentation provide detail unique to the late 1800s in Wildomar. Full- or partial-width porches and verandas had lace-like brackets on delicate turned porch supports, and detailed spindlework on the frieze overhead.

Old Town Architectural Form and Character

Pattern Sheet: Old Town Signage Styles

There are two primary types of signage represented on the following page: signs to promote businesses, and "wayfinding" signs to help people to navigate and locate key attractions.

While no specific signage styles have been developed for the Old Town area, signs used in both private development and public wayfinding should follow certain general guidelines to ensure a cohesive traditional style that enhances the historic and pedestrian-oriented character of Old Town.

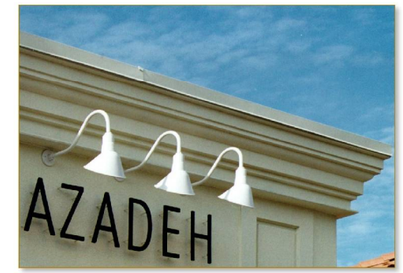
To reinforce the role of the Old Town core as a pedestrian-oriented area, signs should be scaled and positioned for pedestrian use. Pedestrian-oriented signs are smaller than those designed for people in cars, and are positioned along walkways. Commercial signs should consist of individual storefront signs, along with smaller groupings of store names on pole signs or kiosks rather than on large monument-style signs.

External illumination such as downlighting on wall signs is generally preferred in historic, pedestrian-oriented areas like Wildomar Old Town. Details such as individually cut letters add to a rich visual environment. Signage on windows should be designed to preserve the ability to see inside.

Creative pedestrian-height information directories are encouraged, along with signage referencing historic Highway 395 and wayfinding for trail and bikeway users.

It is anticipated that a public wayfinding signage program with a "family" of sign styles should be prepared as a next step in the development of the larger Old Town area.

Old Town Signage Styles



Pattern Sheet: Old Town Public Space

Providing quality public space is an essential part of restoring the significance of Wildomar Old Town as a primary gathering place for the community. This public space should take the form of plazas, a multi-purpose covered arena, walkways, and trails. Appropriate examples are shown on the following page.

A successful public space is not created overnight but is developed over time through experimentation and adaptation. For this reason, large permanent installations are less advisable than temporary structures that can be moved or replaced. Elements should serve multiple purposes whenever possible—for instance, a fountain or work of art can also provide a place to sit, and a parking lot can become a plaza when it is closed to vehicles.

Plazas should be multi-use and convertible spaces that can accommodate community events and also provide shade and seating for everyday use. Shade structures and other focal points will shape the character of the plazas, as will the choice of paving materials.

Gathering places in Old Town should enhance the identity not only of this site but of the community as a whole. Iconic features visible from the street and from the public plazas will help create a sense of place and may in time become significant features in their own right. Smaller features can also convey a unique sense of identity—such as paintings, tiles, artistically designed bike racks and hitching posts, or replicas of historic artifacts. These elements could be designed by local community members or artisans.

The multi-purpose covered arena (depicted on the Vision Poster) is envisioned as an open-air structure that provides shelter for markets, festivals, and sporting events including equestrian events. The choice of flooring will be an important part of this structure's design. A dirt floor may be used while the community experiments with programming for this facility.

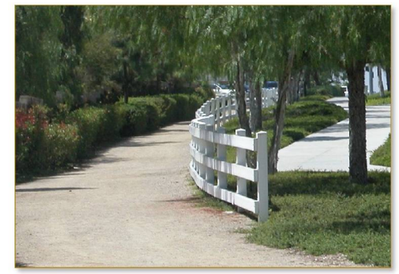
Shade is an important consideration for public spaces and walkways. As described above in Architectural Form and Character, building design should include shade structures that project out over entrances and adjoining public spaces. Shade can be provided throughout the plazas by stand-alone shade structures, trellises with vines, and trees.

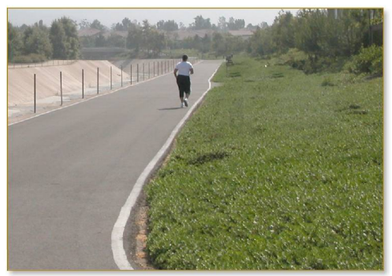
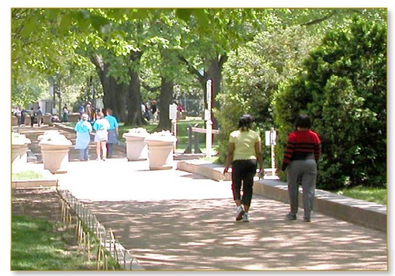
Preferred paving surfaces for public spaces and walkways are rustic and natural-looking treatments such as decomposed granite and earth-colored concrete. Bricks or pavers should be used to designate special gathering areas. Equestrian multi-use trails may be dirt or decomposed granite, chosen for comfort and maintenance.

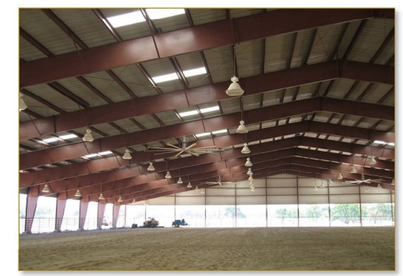
Water-efficient vegetation should be used on walls, trellises, and in landscaped areas. Setbacks along Palomar Street should provide room for street trees over the trail and walkway. In time, the tree canopy from large mature trees will provide deep cooling and shade, and lend character to plazas and streets.

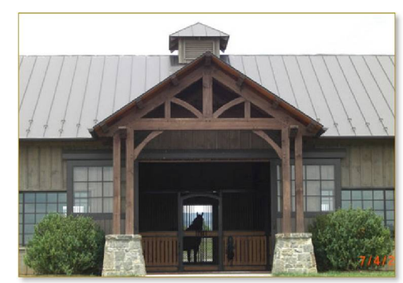
Connectivity for pedestrians and equestrians should be a consideration throughout Wildomar Old Town. Fences along multi-use trails and hitching posts for horses provide utility while also serving as rural design features. Wide pedestrian walkways along Palomar Street and paseos between buildings communicate that this is a place for walking.

Old Town Public Space







Pattern Sheet: Old Town Streetscape Amenities

Streetscape amenities include components of the street environment that are designed primarily for pedestrian and equestrian users but which help establish the character of the street for everyone passing along it.

The images on the following page should be used as a guide for creating a cohesive streetscape theme to be followed throughout the Old Town commercial areas and public rights of way. As a next step, the City should develop and adopt a streetscape furniture palette that includes catalog descriptions or manufacturer names of specific items.

Three amenities are particularly important in establishing a streetscape theme: a trash receptacle, bench, and streetlight that belong to a similar "family" or style, and share a consistent color.

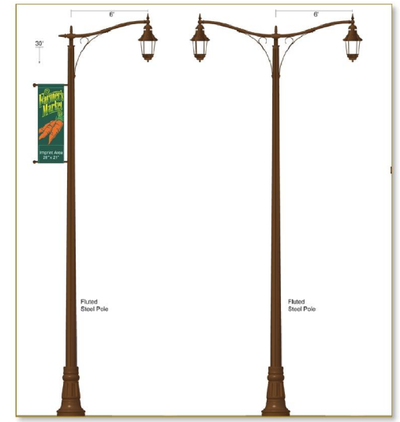
As in public spaces, surfaces for walking and riding in the streetscape should be compatible with the desired historic feel. These surfaces may include colored concrete sidewalks, accent paver stones, and decomposed granite. Fencing and hitching posts serve as rural design elements.

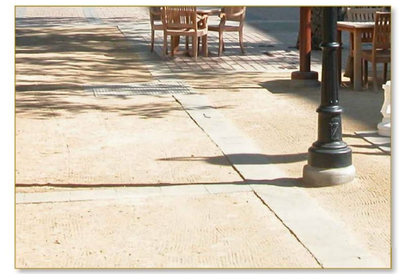
Shade is very important along walkways and pedestrian areas. Street trees should be chosen for shade, character, and adaptation to the Wildomar climate. Similar to the Old Town public spaces, covered arbors and trellises should be used for bus shelters.

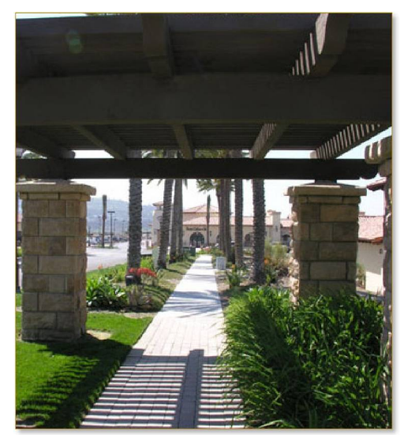
Natural materials such as rock and rough-hewn wood should be used in functional and decorative elements to promote a rustic feel; wood and stone are also more comfortable for seating in warm climates. As shown in the Typical Block Streetscape Concept, landscaping should be used as a buffer between the multi-use trail and paved sidewalk.

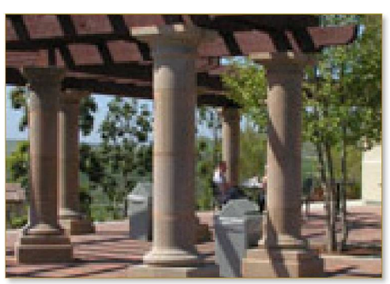
Unique, handmade, and quirky elements should be encouraged to foster small-town character and a feeling of community ownership in Old Town.

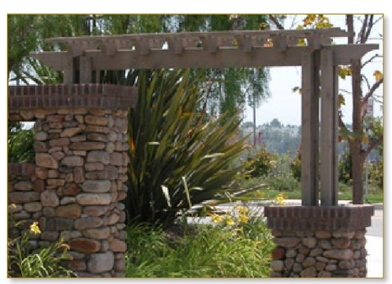
Old Town Streetscape Amenities











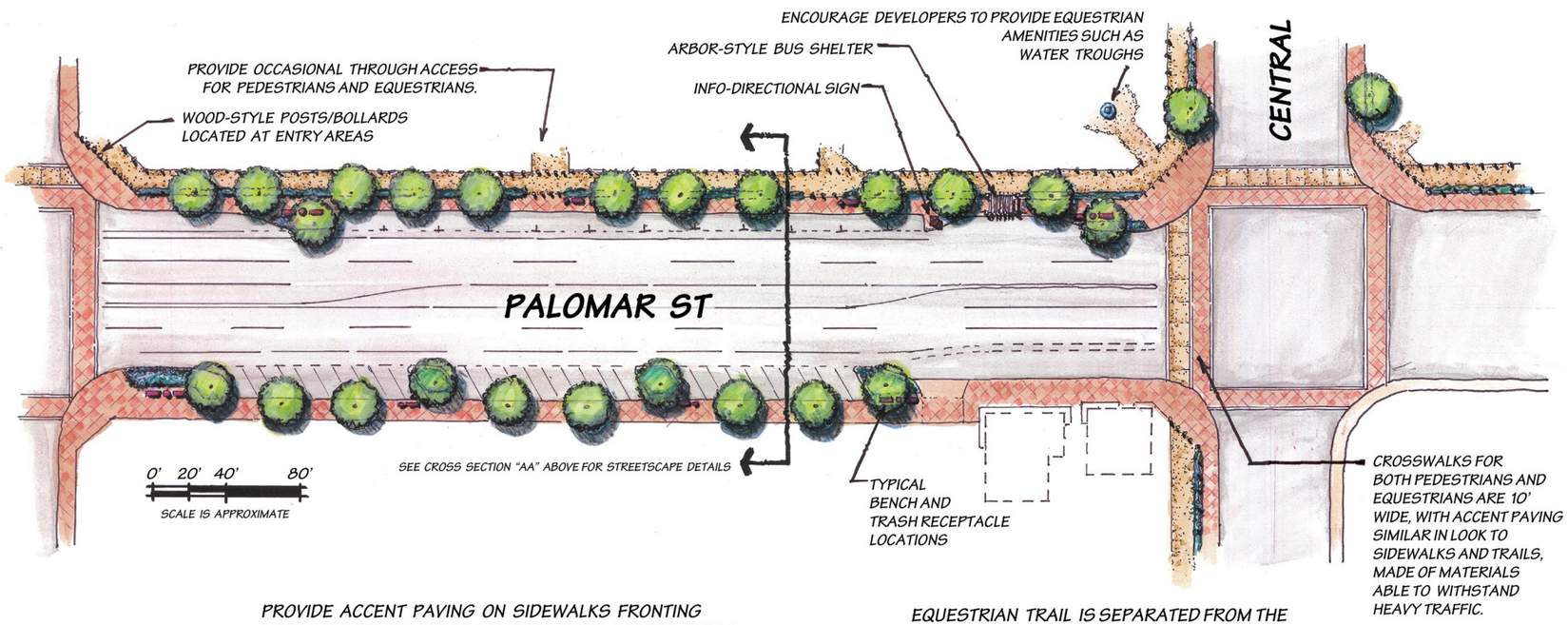
Typical Block Streetscape Concept

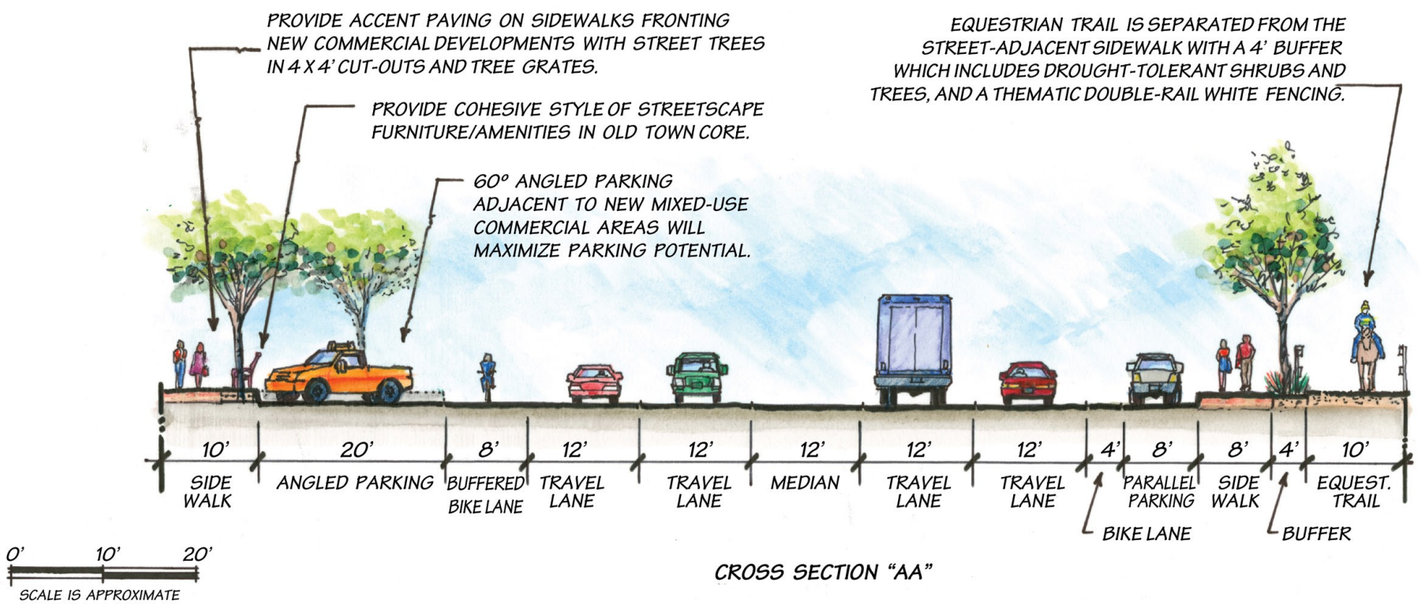
The Typical Block Streetscape Concept depicts the desired elements of the streetscape in Wildomar Old Town by illustrating a vision for the street segment west of the Palomar/Central Street intersection. Some elements in the illustration should be carried out throughout the Old Town core and could be used in the larger Old Town area—such as street trees, benches and trash receptacles, bus shelters, and the trail/landscaped buffer/sidewalk cross-section. Other elements depicted on the drawings reflect specific opportunities in the Palomar Street segment, such as diagonal parking in front of proposed mixed-use buildings on the south side of the street, and trail/walkway entrances into the development on the north side of the street.

The street cross-section is conceptual, intended to show a complete street with facilities for vehicles, pedestrians, equestrians, and bicyclists. Design details such as widths, median treatments, and the placement of the bicycle lanes will be determined in the engineering phase. For instance, the bicycle lane shown passing behind diagonal parking may be implemented as a buffered lane to provide extra width and maneuvering room for bicyclists, or could be constructed in front of the parking as a cycle track.

Wildomar Old Town Vision

TYPICAL BLOCK STREETSCAPE CONCEPT





CROSS SECTION "AA"

Implementation

This document captures the aspirations of Wildomar regarding development of the Old Town core. As a vision document, it does not carry the force of a plan or regulation but rather serves as a tool for communicating about the future—within the community, with neighboring cities, and with development or business interests. It could be the starting point for constructing public facilities. It may inspire private development.

However, the vision will only become real if the community takes the following steps:

1. **Communicate about the vision** – Community leaders and City staff should continue to engage the public, neighboring cities, and valley business leaders and developers in conversations about carrying out the vision for Wildomar Old Town.
2. **Develop a strategy or action steps for implementation** – Besides steps 1 and 3, specific steps for carrying out the vision could include infrastructure investments such as sewer or streetscape improvements, creating a specific plan and EIR to facilitate development, and construction of certain elements such as the arena to catalyze private development.
3. **Identify funding and financing** – Public investments can be carried out only if sources of funding or financing are identified, especially since it is important to many residents that taxes should not be increased. Some types of funding and financing sources are listed below.

Government Grants

Grants from federal, regional, and state government agencies are potential sources for certain types of projects. Government grants and financing are available for many types of transportation improvements—see, for instance, the grant sources identified in the recently adopted Perris Trail Master Plan that may be used for bicycle facilities and trails. Other grants incentivize infrastructure improvements, public art, recreation facilities, and affordable housing.

Local Funding/Financing Sources

General Fund
A city's General Fund is used to support ongoing City operations and services, including general government operations, development services, public safety and community services. Primary revenue sources for the General Fund include property taxes, sales taxes and intergovernmental revenues. Improvements and ongoing projects or programs should have general community-wide benefits.

General Obligation Bonds (G.O. Bonds)
General Obligation bonds may be used to acquire, construct and improve public capital facilities and real property. However, they may not be used to finance equipment purchases, or pay for operations and maintenance. G.O. Bonds must be approved by two-thirds of the voters throughout the Issuer's jurisdiction in advance of their issuance and typically require the issuing jurisdiction to levy a uniform ad valorem (property value) property tax on all taxable properties to repay the annual debt service.

Impact Fees and Developer Mitigation
Impact fees may be assessed on new development to pay for infrastructure projects, typically tied to impacts generated by a proposed project. Establishing a clear nexus or connection between the impact fee and the project's impacts is critical. Transportation and recreation are common subjects of impact fees.

Business Improvement Districts (BIDs)
Business Improvement Districts (BIDs) are self-taxing business districts. Business or property owners pay for capital improvements, maintenance, marketing, parking, and other items as jointly agreed to through systematic, periodic self-assessment.

Landscape and Lighting Maintenance District (LMDs)
The Landscaping and Lighting Act of 1972 enables assessments to be imposed in order to finance the maintenance and servicing of landscaping, street lighting facilities, ornamental structures and park and recreational improvements. An LMD can be used for streetscape improvements and amenities.

Special Benefit Assessment Districts
Special Benefit Assessment Districts (AD) are formed for the purpose of financing specific improvements for the benefit of a specific area by levying an annual assessment on all property owners in the district. Each parcel of property within an AD is assessed a portion of the costs of the public improvements to be financed by the AD, based on the proportion of benefit received by that parcel. The amount of the assessment is strictly limited to an amount that recovers the cost of the "special benefit" provided to the property. Traditionally, improvements to be financed using an AD include, but are not limited to, streets and roads, water, sewer, flood control facilities, utility lines and landscaping. A detailed report prepared by a qualified engineer is required and must demonstrate that the assessment amount is of special benefit to the parcel upon which the assessment is levied. Prior to creating an assessment district, the City, county or special district must hold a public hearing and receive approval from a majority of the affected property owners casting a ballot. Ballots are weighted according to the proportional financial obligation of the affected property. Benefit assessment districts could be used to finance any of the capital improvements in this plan.

In-Lieu Parking Fee
The use of a parking in-lieu fee to construct and fund common parking facilities serving the commercial businesses has been used successfully in other downtown revitalizations. Potential funding sources range from in-lieu fees for spaces to parking revenues from monthly parking and short-term parking fees.

Parking Meter Revenues
Cities can fund various improvements through parking meter revenues. The City ordinance that governs the use of the revenues would specify eligible uses.

Private Funding/Financing Sources

Public/Private Partnerships
There are many types of agreements that can be made to allow cost-sharing between public and private partners. Facilities that serve a public purpose may be constructed as part of a private development; for instance, the current Wildomar City Hall is a leased office building in a shopping center. For recreation facilities, joint use agreements allow multiple partners to access the facility while sharing costs of maintenance.

Donor Programs
Some of the proposed improvements may lend themselves to a public campaign for donor gifts. Donor programs have been used very successfully in many cities in the United States for providing funds for streetscape and community design elements. Such programs can be tailored to solicit contributions from individuals, corporations, local businesses and community and business associations. Many improvements could be funded by donor gifts for items such as: benches, trash receptacles, street trees, street tree grates, public art elements and information kiosks. Donors could be acknowledged with a plaque on the element itself or other prominent display, such as a "wall of fame" with donor names.

Private Donations
Private donations and sponsorships are generally available from foundations, institutions, and corporations that have major interests in particular types of projects.

Behind the Vision

Introduction

This section presents the community input and analysis which contributed to the development of the vision for Wildomar Old Town, and shows the draft concepts for both Old Town and West Wildomar.

The vision concepts presented in this document were developed from a variety of sources, including input from community members, City Council and Planning Commission members, and City staff; economic existing conditions analysis by team member MR+E; the *Wildomar, California (Images of America Series)* history book; and the Strategic Visioning Plan that was developed through a strategic visioning session after the City incorporated in 2008.

The project team also reviewed relevant planning documents, including draft plans for the Highway 395 Corridor Study being conducted at the same time as the vision process—as well as transportation plans and trail maps, County fault maps, an airport hazard map, and a map of development concepts from an earlier County Roundtable process.

The economic existing conditions analysis and fault maps are presented in the Appendix.

Two Areas, Distinct Opportunities

This section discusses opportunities and constraints for development and public improvements in two areas along Old Highway 395 in Wildomar that have the potential to become cultural, civic, and economic focal points for the community. These two areas were chosen due to their combination of historic and cultural assets, ease of access, and available land for further growth.

See ***Figure 1*** at right for the approximate locations of Area 1 and Area 2 within the City of Wildomar.

Area 1 – Old Town

This area located around the intersection of Palomar Street and Central Street is currently defined by local historic landmarks, civic uses, and small-scale commercial uses. Vacant properties in this area are suitable for commercial, civic, recreational, mixed use, and residential opportunities. Community members provided design direction for this area at the September 22 visioning session. There are opportunities for new roadways, bikeways, sidewalks, and trails here. Constraints include earthquake and flood hazards, and incomplete sewer infrastructure.

Area 2 – West Wildomar

This area in the triangle formed by Mission Trail and Corydon Street is largely undeveloped but is dotted with local cultural landmarks including the Library, Chamber, and DeJong's Dairy. Several nearby regional attractions such as Skylark Airport create opportunities to attract visitors to new uses in the area. The planned extension of Bundy Canyon Road will create additional frontage for development. There are opportunities for new roadways, bikeways, sidewalks, and trails here. Constraints include airport hazards and flood hazards.

Figure 1 – Locations of Area 1 and Area 2

Old Town Area Characteristics

Location

Along Palomar Street near the Central Street intersection.

Notable Historic and Cultural Assets

- Wildomar Elementary with historic bell monument
- Wildomar Cemetery
- U.S. Post Office
- Historic building occupied by Jolie Day Spa
- Wildomar Senior community and assisted living facility

Land Use

This area is currently designated for commercial retail and residential uses (ranging from medium density to very high density) in the general plan, with a Community Center overlay. Existing land uses include civic, residential, and commercial. Surrounding land uses are predominantly residential.

Existing and Future Access

Palomar Street is a regional thoroughfare and future 4-lane roadway. Central Street has direct freeway access. Along the stormwater channel to the south is a planned trail that would connect to Lake Elsinore and Murrieta. Two RTA bus routes serve the area. There are opportunities for new entry roadways, bike lanes, and additional sidewalks. There is a street grid pattern in the residential portion of this area.

Development/Improvement Opportunities

Vacant properties fronting on Palomar present varied opportunities for development in this area. Vacant properties include:

- Portions of the Cemetery property
- Large property at Central and Palomar with civic/commercial opportunities
- Shallow lots on the southern side of Palomar abutting the established neighborhood
- Large lot to the west of Norgrove Place abutting the established neighborhood—a residential subdivision was approved for this property but has since expired

Development Constraints

- Earthquake hazards – Faults run approximately parallel to Palomar Street throughout the area, on the northern side of the street. A 50 foot setback may be required along the active trace of the fault, the precise location of which is typically determined through a fault investigation. Consultation with the County Geologist is advised.
- Flood hazards – Flood hazards exist along the channel that runs through this area, and along Central Street south of the channel.

West Wildomar Area Characteristics

Location

South of the intersection of Mission Trail and Corydon Street.

Historic and Cultural Assets

- Mission Trail Community Library
- Chamber of Commerce
- Animal Friends of the Valleys
- Elks Lodge
- DeJong's Dairy

Nearby Attractions

- Skydive Elsinore / Skylark Airport
- Lake Elsinore Motorsports Park
- Lake Elsinore Diamond Stadium
- Lake Elsinore Hotel & Casino

Land Use

This area is currently designated for light industrial and commercial retail uses in the general plan, with a Community Center overlay. Existing land uses include agriculture, utilities, and commercial. Surrounding land uses are light industrial to the west by the airport, residential to the south, and vacant properties and scattered commercial uses to the east.

Existing and Future Access

Corydon Street is a regional thoroughfare and future 4-lane roadway. Bundy Canyon, which terminates at Mission Trail in this area, has direct freeway access. An extension of Bundy Canyon is planned to connect to Corydon Street. Two RTA routes serve the area. There are opportunities for trails along the watercourse south of DeJong's Dairy and along roadways in the area, as well as opportunities for bike lanes and additional sidewalks.

Development/Improvement Opportunities

Larger property sizes and nearby regional attractions create opportunities for development in this area. Vacant properties include:

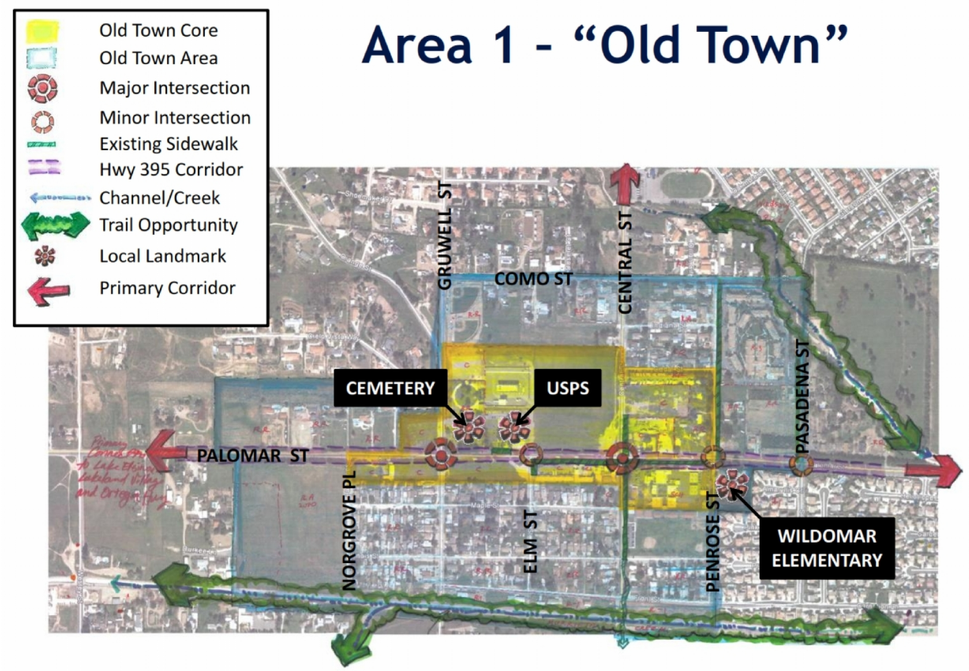
- Portions of the DeJong property
- Several properties with frontage on Corydon and Mission Trail, and along a future extension of Bundy Canyon

Development Constraints

- Airport hazards – Planes taking off and landing at Skylark Airport pose a potential hazard in this area which is under the jurisdiction of the FAA. Because Skylark Airport is not a general aviation airport, it is not under the jurisdiction of the Riverside County Airport Land Use Commission and there is no Airport Land Use Plan for the airport.
- Flood hazards – A flooding hazard exists on the DeJong property, south to Melinda Lane.
- Infrastructure – Some properties may lack sewer connections in this area.

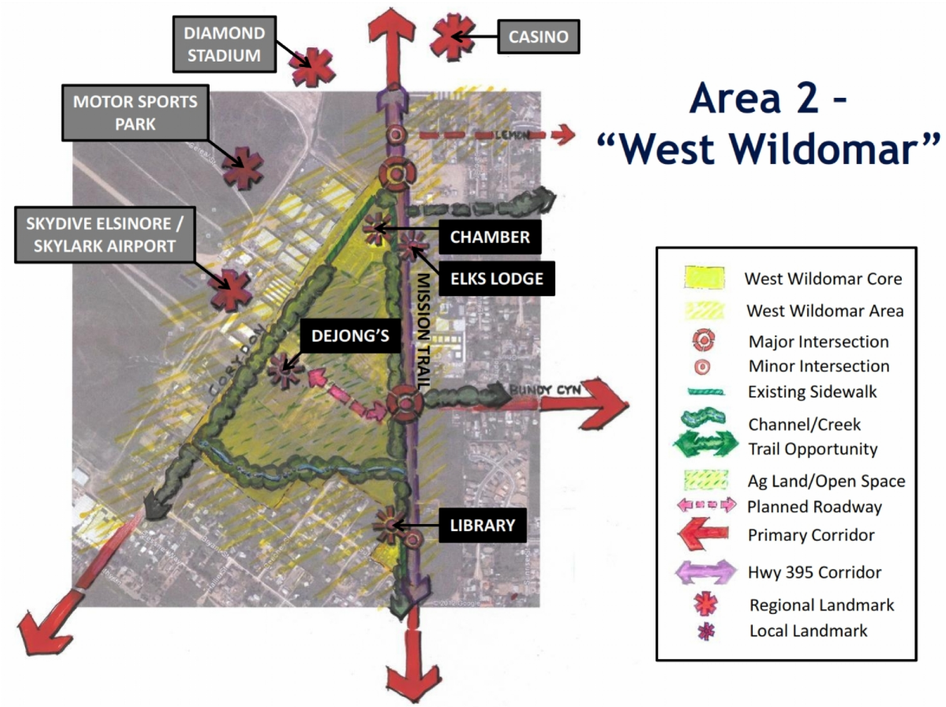
Opportunities and Constraints Images – Old Town

The project team presented the following images at the September 2012 visioning workshop to illustrate some of the opportunities and constraints in the Old Town area.



Opportunities and Constraints Images – West Wildomar

The project team presented the following images at the September 2012 visioning workshop and January 2013 study session to illustrate some of the opportunities and constraints in the West Wildomar area.

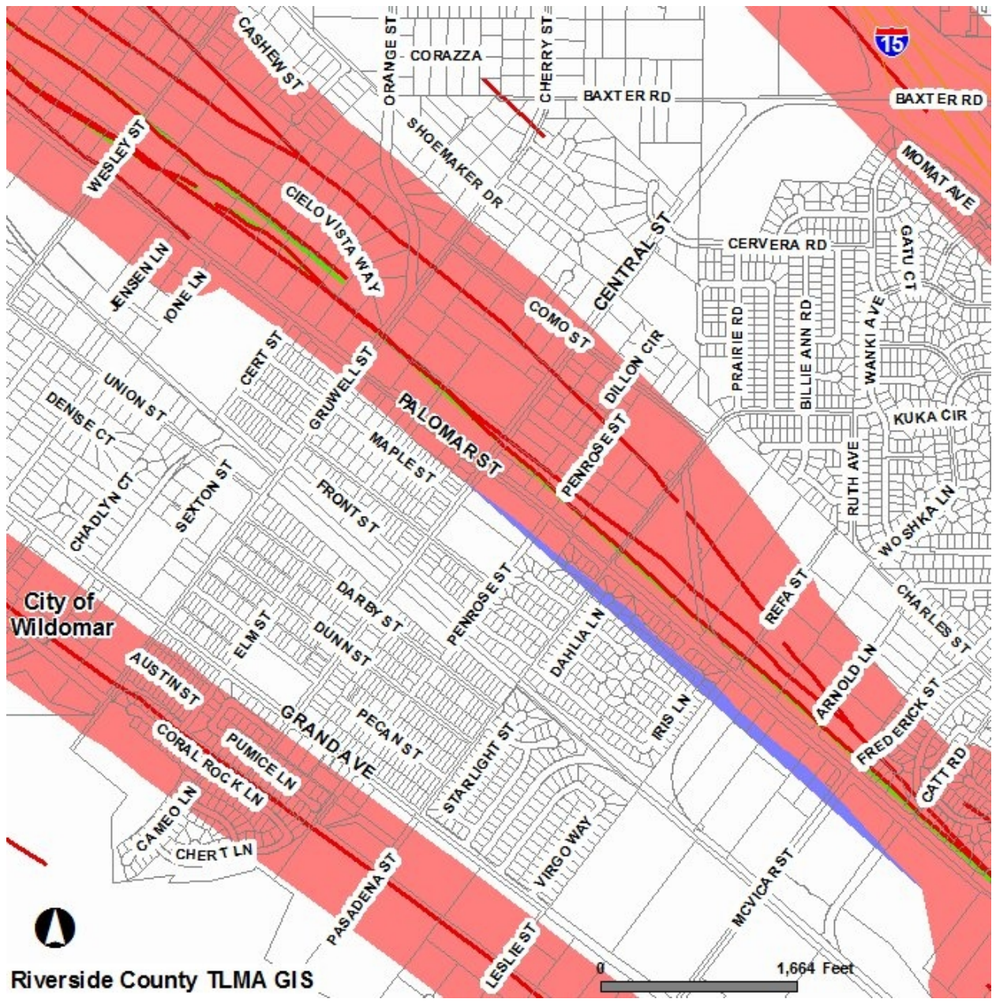


Area 2 Attractions / Landmarks

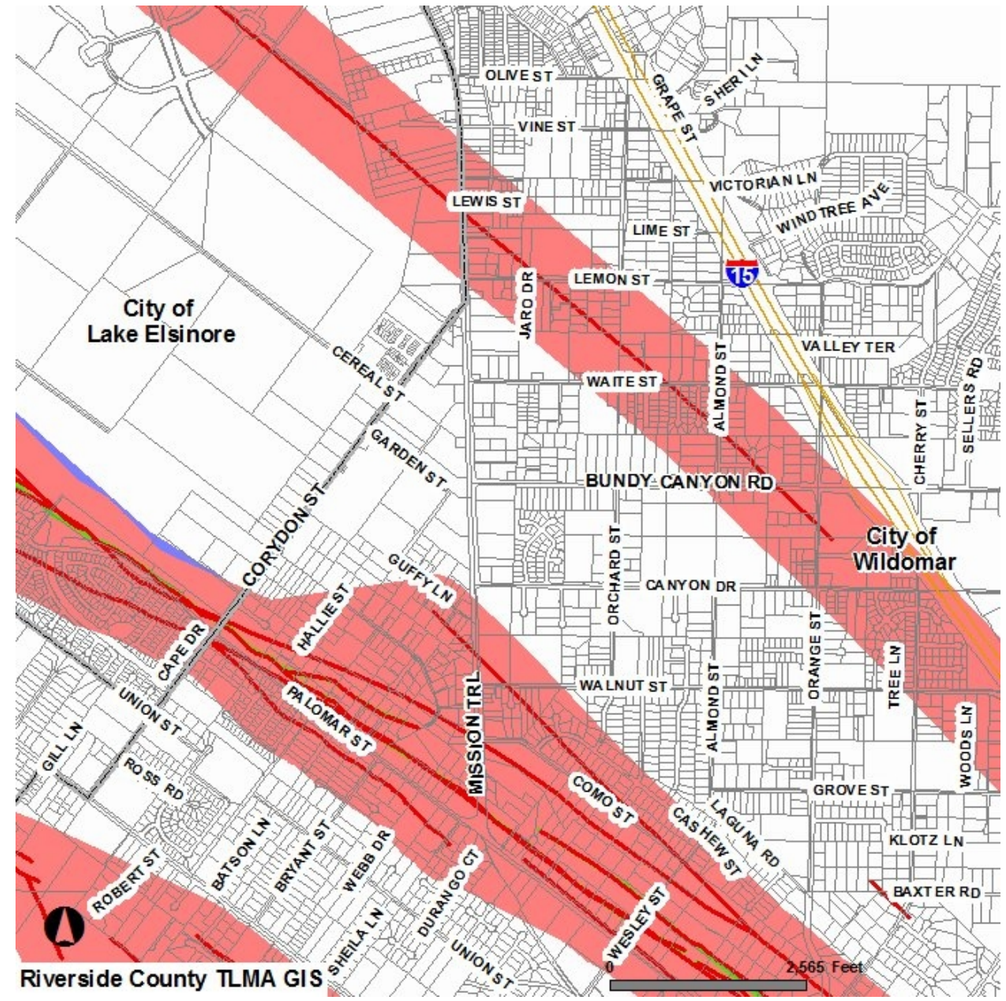
Fault Maps

These images exported from the County of Riverside online GIS show fault lines (red) and zones (pink) in the Old Town and West Wildomar areas.

Faults in Old Town (shown below) were considered as part of the design, understanding that there may need to be a 50-foot setback from the active traces of the faults that pass through the properties on the north side of Palomar—and that the exact locations of the faults may need to be verified by trenching as part of a fault investigation. The design places parking lots and public plazas where the faults are shown on these maps, rather than proposing buildings in those areas.

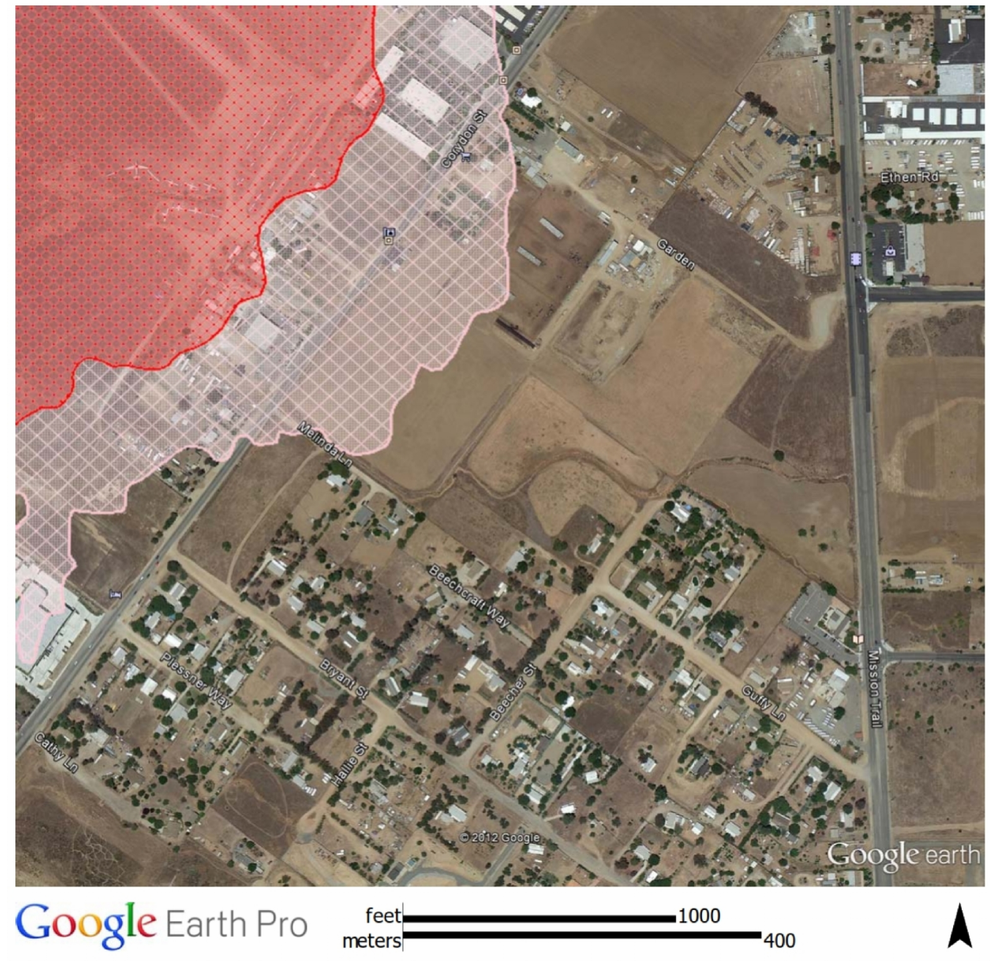


In West Wildomar (shown below), only the property in the farthest southeast portion appears to be in a County Fault Zone. The draft concept plan does not propose new development for this site.



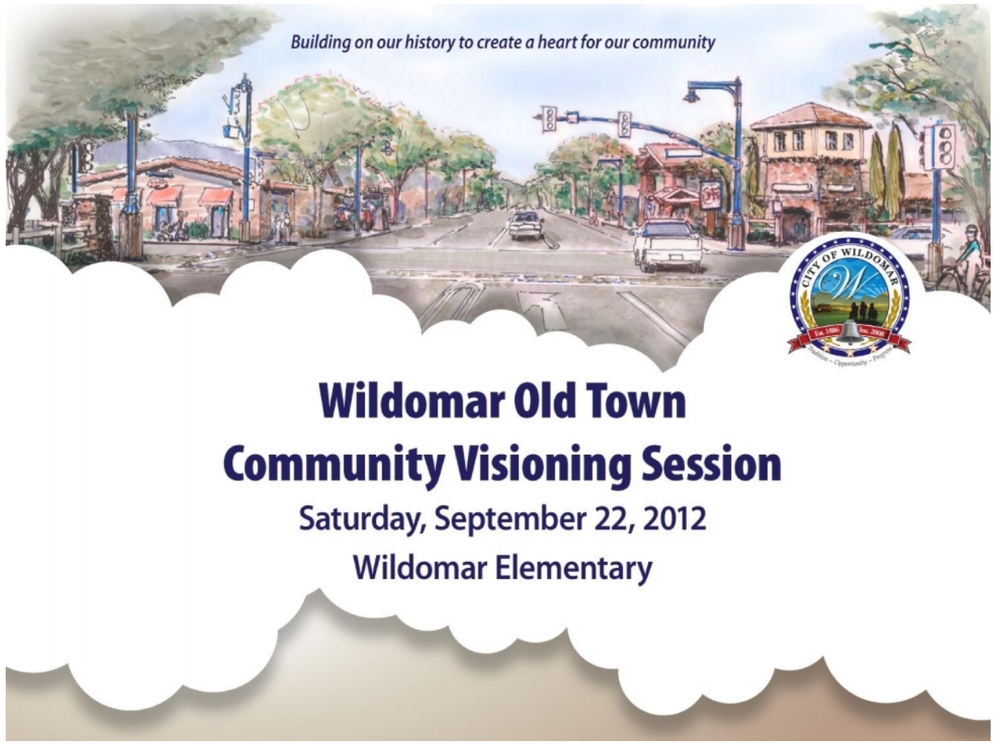
Flood Zones

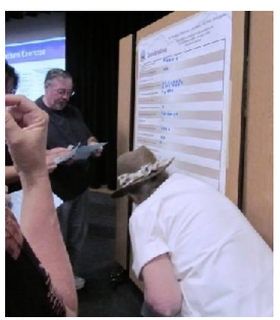
These images show areas that may be susceptible to flooding in Old Town (left) and West Wildomar (right). In Old Town the flood zone follows a channel.



Community Input

As described in the Vision Process section at the beginning of this document, community ideas and comments were an important part of shaping the vision concepts. Summaries and notes from the two major public participation opportunities—the Community Visioning Session and the Open House—are provided on the following pages, along with comments submitted through the project website.





Visioning Session Summary

Overview

A visioning session was held from 9 am to 11:30 am on Saturday, September 22 at Wildomar Elementary to collect community preferences and visions for the development of a community core in Wildomar. The workshop was attended by approximately 30 participants.

The workshop facilitator made a brief presentation introducing the project to develop a vision for a community core in Wildomar—a concept which could be an "old town", "town center", "downtown," "civic center", etc. She then led participants through two activities to obtain individual input on what they felt were the most important considerations for the core area:

- Considerations (Prioritization activity)
- Ideas (Post-It Notes activity)

The facilitator then presented the team's assessment of the major opportunities and constraints in the two areas that had been identified as potential core areas. She prompted the participants to contribute thoughts on opportunities and constraints.

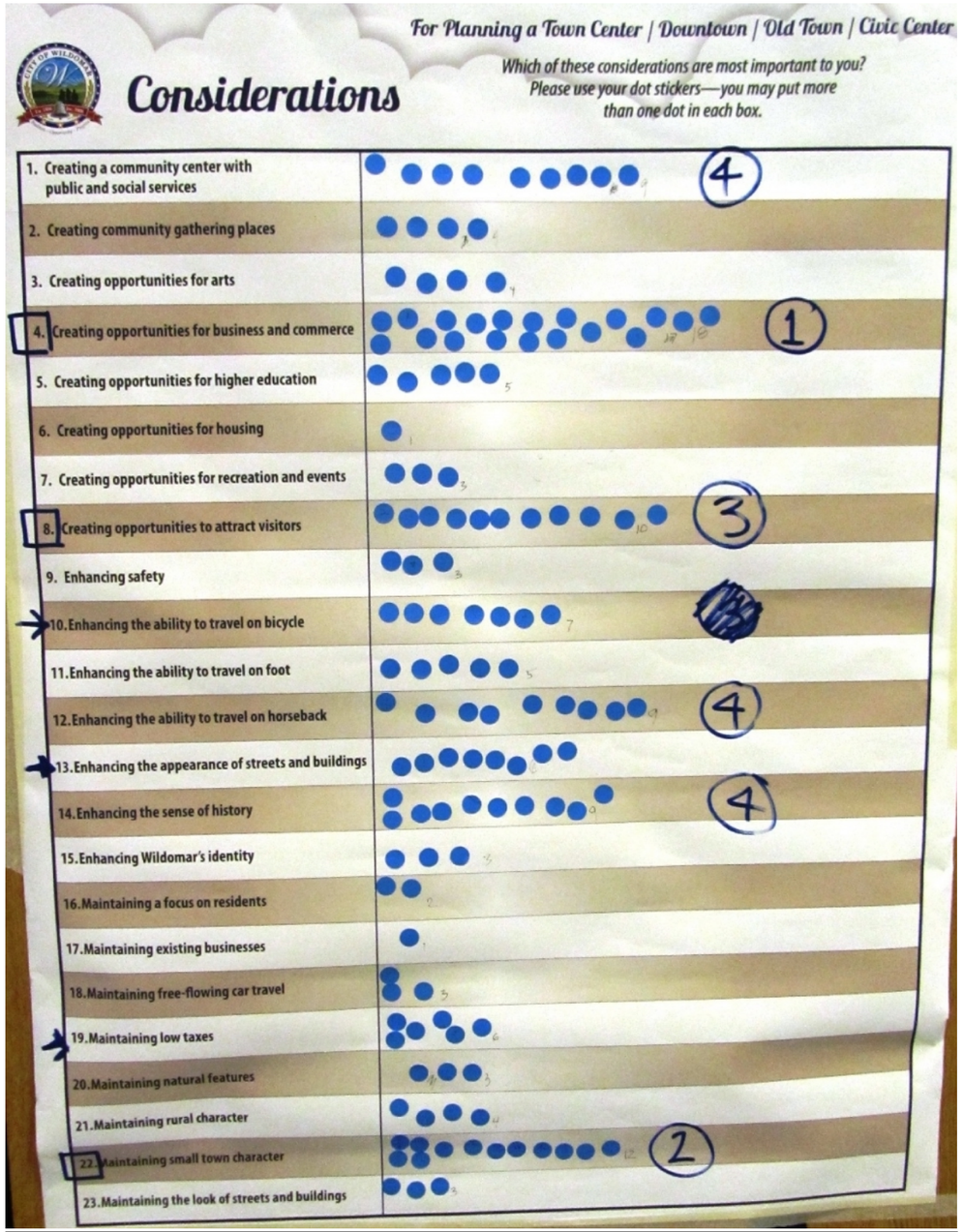
The next activity was the TownScan Survey (Visual preference polling), after which participants joined groups to create concepts on the following topics: Branding & Theme, Connectivity & Mobility, Land Use & Development, and Streetscape & Amenities. Each group made a presentation of their key ideas.

Considerations *(Prioritization activity)*

Activity
Each participant was provided with a handout listing possible considerations for the development of a city core, and was asked to select up to 5 considerations that were most important. Participants were provided with 5 dot stickers to place on a large version of the considerations list, and were allowed to put more than one dot on each consideration.

Input
The table below lists the considerations that earned the most dots from participants. The image on the next page shows the entire sheet with markup from a facilitator.

Top Considerations	*Number of Dots*
Creating opportunities for businesses and commerce	*18*
Maintaining small town character	*12*
Creating opportunities to attract visitors	*10*
Creating a community center with public and social services	*9*
Enhancing the sense of history	*9*
Enhancing the ability to travel on horseback	*9*
Enhancing the ability to travel on bicycle	*7*
Enhancing the appearance of streets and buildings	*6*
Maintaining low taxes	*6*



Ideas *(Post-It Note Activity)*

Activity

Participants were asked to contribute up to three specific ideas about what they would like to see in the community core, by writing short comments on Post-It Notes and posting them on a large sheet of

paper. Facilitators then grouped the notes into topic areas and read them aloud to the room. Text from the notes is provided below.

Input

Most of the notes depicted an Old Town with a historic look and features for pedestrians such as outdoor dining and benches. They described a town center or community center with businesses and civic uses, as well as places to gather. Several comments suggested trails to access this area, with some comments about centralized parking for cars and horse-drawn rides.

Civic Uses
- City Hall
- Old Town – Multi-generational community facility
- Senior Center
- Community meeting center: scouts, neighborhood meetings, clubs.
- Amphitheater

Mix of Businesses
- Small business that will attract tourist and community activity
- Old Town – unique stores and general stores as well
- High end discount shops for visitors
- Old Town – looking – with mix business
- We need to keep existing businesses #1
- Old Town – businesses – Some unique and some general – have an old time feel.
- Small town bank

Business Types – Dining
- Starbucks
- Family fun & dining
- Small café or coffee shop where friends can meet
- Small business sit down restaurant
- Businesses w/patio seating
- Restaurants – outside eating
- Outside eating like Santa Barbara & Palm Springs

Community Center
- Community not just commerce
- Town center – welcoming area for people who visit our town. To learn about our people and community.
- Community center: a meeting place

Town Center
- Create a Citywalk style town center with a newer style street lighting to be Palomar compliant with sidewalk lighting as well.
- No drive area so center of town is a bike/walk/ride area with parking in lots. Make it a City center place like in Europe so the center can be used for farmer's markets, concerts, etc.
- 1-Day a week village Flea Market

Old Town/Historic
- Good example of style of the past like the Joli Skin Care on Palomar
- Like Historical – Kind of looking downtown where the Brown House can be used as a Historical Landmark

- 1900-1930 Buildings
- Old Town area should have store fronts that look like the past example – Wildomar Hotel
- Old Town – Brown house as museum.
- Wildomar Village Old Town: brown house at entrance of Old Town street

Economy
- Maintain low taxes
- Business incubator focused on Green service (LEEDS)

Roundtable Ideas
- Use roundtable ideas

Rural/Horse
- Horse – Julian CA buggy cart
- Horse drawn carriage rides. Off site parking.
- Horse trough w/corral
- Keep it rural

Pedestrian Design
- Main street Wildomar Village *Bench under shade trees like Palm Springs, Santa Barbara main street.
- Restrooms (different locations)
- Bench/for sitting – trees for shade
- Bicycle and pedestrian friendly streets and trails
- Wildomar Village Old Town Walk
- Clean safe walkways
- Better streets and walkways
- Along main routes – no sidewalks that will be unused.

Landscaping
- Lots of green, trees, pots of flowers, hanging flowers
- Landscaping and open space
- Water features
- Street style look at all intersections like stone/brick of different color

Access & Parking
- Easy access
- Down town Shuttle
- Seat – 8 people or trolley - shuttle Santa Barbara
- Parking free

Trails
- Walking, biking, horse trails
- Keep trail safe as possible and maintained
- Maintain open multi use trails and environmental natural features
- Combine shops and street with a peripheral hiking/biking/horse trail
- Multi-use trails
- Blacktop – bike, walk, jog
- D.G. – mountain bike, horse
- See City of San Marcos near Walnut Park

Opportunities & Constraints *(Comments from Participants)*

Activity
Participants made some comments to the facilitator after the short presentation about the team's assessment of the major opportunities and constraints in the two areas that had been identified as potential core areas: one in the vicinity of Palomar and Central, and the other in the vicinity of Mission Trail (dubbed "Old Town" by the project team) and Corydon (dubbed "West Wildomar").

Input
- "West Wildomar" area is zoned industrial to accommodate a future business park—this area is a key opportunity for such uses in Wildomar
- Concept for Old Town was developed through the County roundtable process prior to incorporation; included live/work units and remote parking.
- Earthquake faults in "Old Town" area necessitate setbacks
- Survey of historic homes was just conducted—also mapped historic open space
- Would like to use historic Brown House as entrance to Old Town / welcome for visitors

"Places of the Heart" Map

Activity
Throughout the workshop, participants put stickers on the "Places of the Heart" map indicating the places in Wildomar that were most important to them.

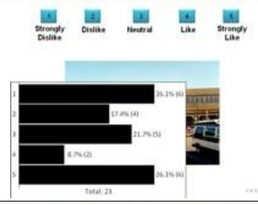
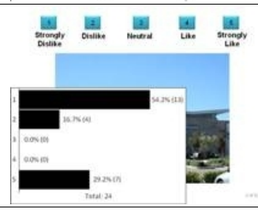
Input
As shown below, the largest cluster of stickers was located near the intersection of Central and Palomar.

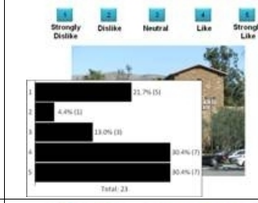
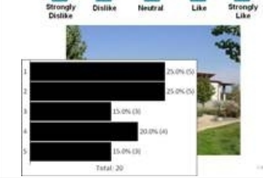
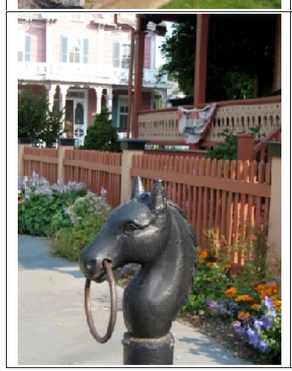
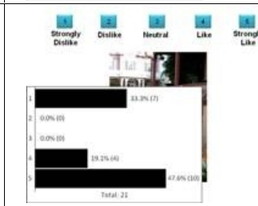
TownScan™ Notes

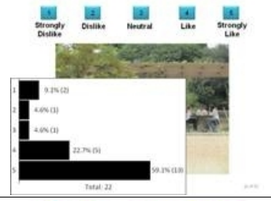
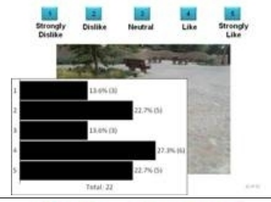
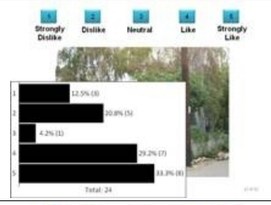
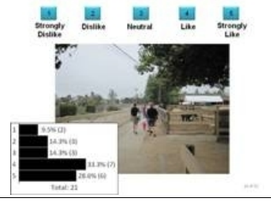
Activity

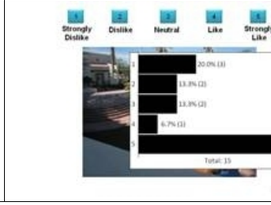
In the TownScan™ Survey, workshop participants reviewed scenes of buildings, landscaping, and activities in different settings. Using electronic polling devices, they indicated whether they felt the subjects of the images would be appropriate in the Wildomar Old Town / town center / community center, rating them from 1 (Strongly Dislike) to 5 (Strongly Like). The facilitator asked participants to say what they liked and didn't like about the images. After reviewing several images this way, the facilitator then showed additional slides in a series of "quick hits", with participants quickly reacting to what they saw.

Input: Slides with Comments

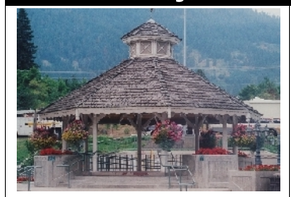
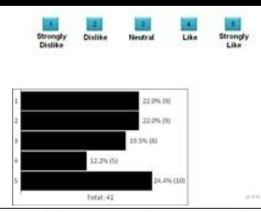
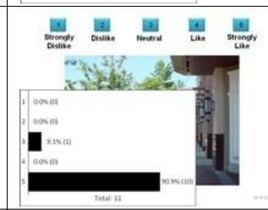
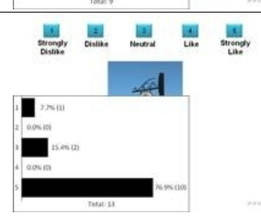
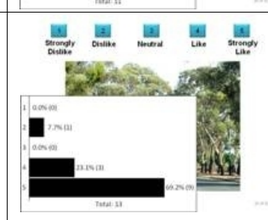
Slide Image	***Results*** *(Strongly Like = bottom bar)*	***Comments – LIKES***	***Comments - DISLIKES***
		▪ Greenery ▪ "Fresh" style ▪ Façade (Spanish/Mediterranean)	▪ Palms (other people said they like these) ▪ Lacking authentic historic details ▪ "Fake" Old Town
		▪ Western style / horse character ▪ "Old Town"	▪ Victorian would be more authentic
		▪ Landscaping integrated with parking ▪ Could be appropriate in industrial area	▪ Too modern ▪ Would be at home in a shopping center with McDonald's

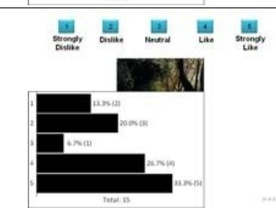
Slide Image	***Results*** *(Strongly Like = bottom bar)*	***Comments – LIKES***	***Comments - DISLIKES***
		▪ Materials and style integrate with the environment	▪ Too big / looks like a mall ▪ Doesn't seem to fit here—looks like Ladera Ranch
		▪ Mix of old and modern in materials and landscape (e.g. use of wood) ▪ Could be appropriate in industrial area	▪ Too contemporary
		▪ Surroundings, including buildings ▪ Like the idea	▪ Doesn't look distinctively Wildomar—looks like Murrieta and Temecula ▪ Will need more setback because of fault

Slide Image	Results *(Strongly Like = bottom bar)*	Comments – LIKES	Comments - DISLIKES
		▪ Would be great for parking area ▪ Lots of green	
		▪ Walking path ▪ Open, community oriented ▪ Can walk around ▪ Unique	▪ "Hodgepodge of garbage" texture ▪ Needs shade and water ▪ Unlevel surface hard to walk and bike on
		▪ "Country" but different ▪ Lots of green ▪ Natural landscaping ▪ Looks like "old town"	▪ Ugly telephone pole ▪ Doesn't look safe for walking—need buffer between parking and buildings
		▪ Great idea—show kids where food comes from and how we used to live ▪ Open space feel	▪ Doesn't belong in city core ▪ Looks sterile—want more landscaping and path should meander ▪ Need more structured multi-use path

Slide Image	Results *(Strongly Like = bottom bar)*	Comments – LIKES	Comments - DISLIKES
		▪ Like the concept ▪ Idea of public/open market ▪ Different	▪ Architecture ▪ Front of building ▪ Needs landscaping
		▪ Spanish style, from when California was settled—has flavor of missions ▪ Civic feel, like a town hall	▪ Palm trees don't provide shade ▪ Would prefer pond ▪ "Where's the valet?"
			▪ Trellis looks like there should be a monorail

Input: Slides without Comments ("Quick Hits")

Slide Image	Results	Slide Image	Results
			
			
			

Group Work and Presentations

Activity
Participants were given the choice to join a group to discuss one of four topics: Branding & Theme, Connectivity & Mobility, Land Use & Development, Streetscape & Amenities. Groups wrote down their ideas, made collages, and drew on maps; then a spokesperson from each group made a presentation of the group's key ideas to the room at large.

Input
Notes and other products from the groups are provided below, organized by topic.

Branding & Theme Group

Notes

Village Center
- Walking
- Gathering
- Shopping
- Dining
- Landscaping
- Connectivity to trails
- Open multi-use area
- Water feature
- Centralized parking
- Central/Palomar location

Vision Statement

Wildomar is: Diverse small town community drawing inspiration on its history and economic vitality.

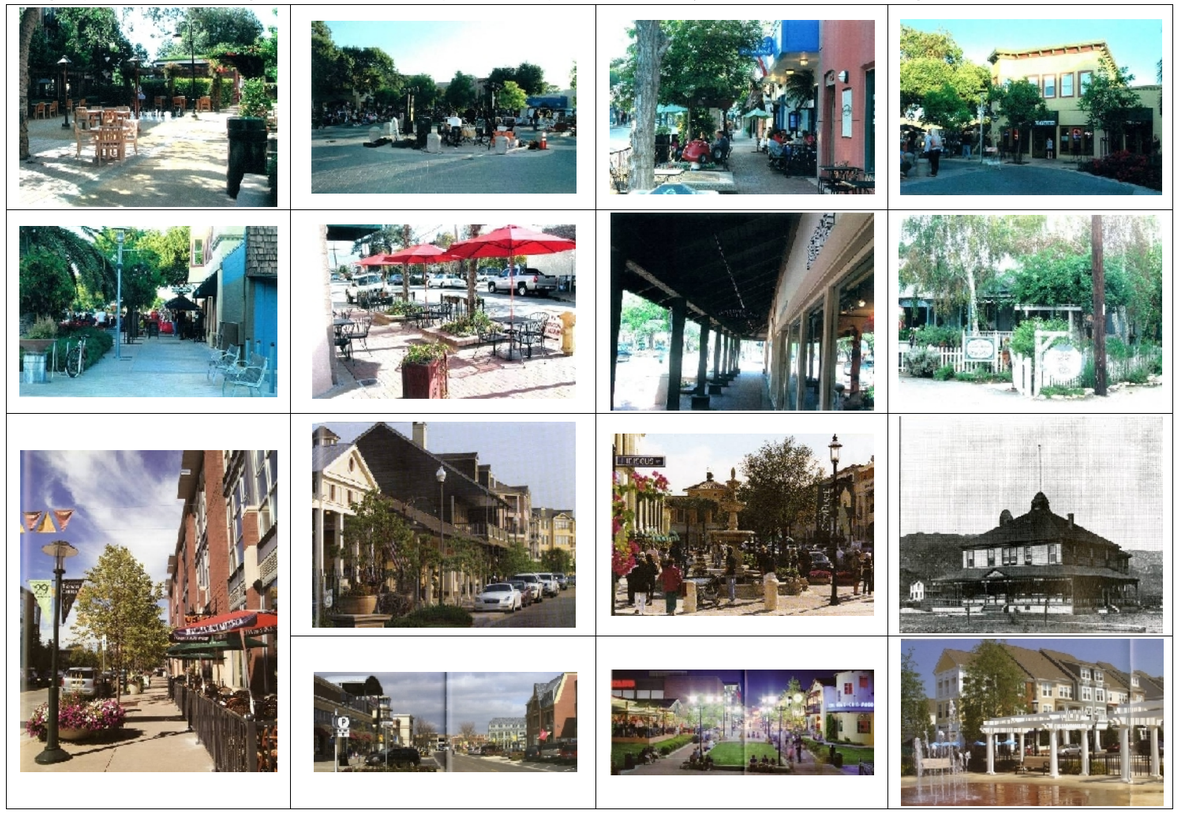
To: Maintain and enhance things we hold dear, including pedestrian safety, convenience of shopping and neighborhood feel while not losing our small town atmosphere.

Our Village Center provides convenient access to a variety of amenities.

Additional Ideas from Group Presentation

- Shade, open-air restaurants, shops
- Fresher designs, don't re-use designs from other communities (e.g. different type of paths, architecture)
- Central area for open-air market, bands, etc. for community to use

Images Selected by Branding & Theme Group
The group selected several images from books and loose photos that represented what they felt the character of the Village Center should be.



Land Use & Development

Although there was not a designated group focusing on this topic, some participants discussed their ideas with the project team member at the table.

Notes

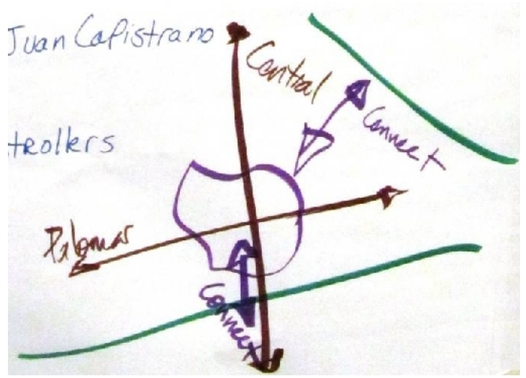
- Constraints on development in "Old Town" including lack of sewer infrastructure, earthquakes, horse/rural land use designation

"West Wildomar" area has opportunities for larger projects and businesses; however, concern about maintaining community character if industrial uses are located here

Connections & Mobility Group

Summary Notes

- Shuttles between activity areas
  - Horse drawn, seats 10
  - Trolleys
- Incorporate senior citizens center
- Walking
- Trails with soft surface and paved
  - Off the street
  - Like San Juan Capistrano
- Users
  - Moms with strollers
  - Visitors
- Designate:
  - Bike routes
  - Equestrian routes
  - Walk routes
- Incorporate hitching posts into development
- Integrate multi-use paths with roadway design—paved and dirt paths
- Equestrian/bike rest areas—table, shelter, restroom, etc.
- Equestrian trails along creeks
- Connect major destinations



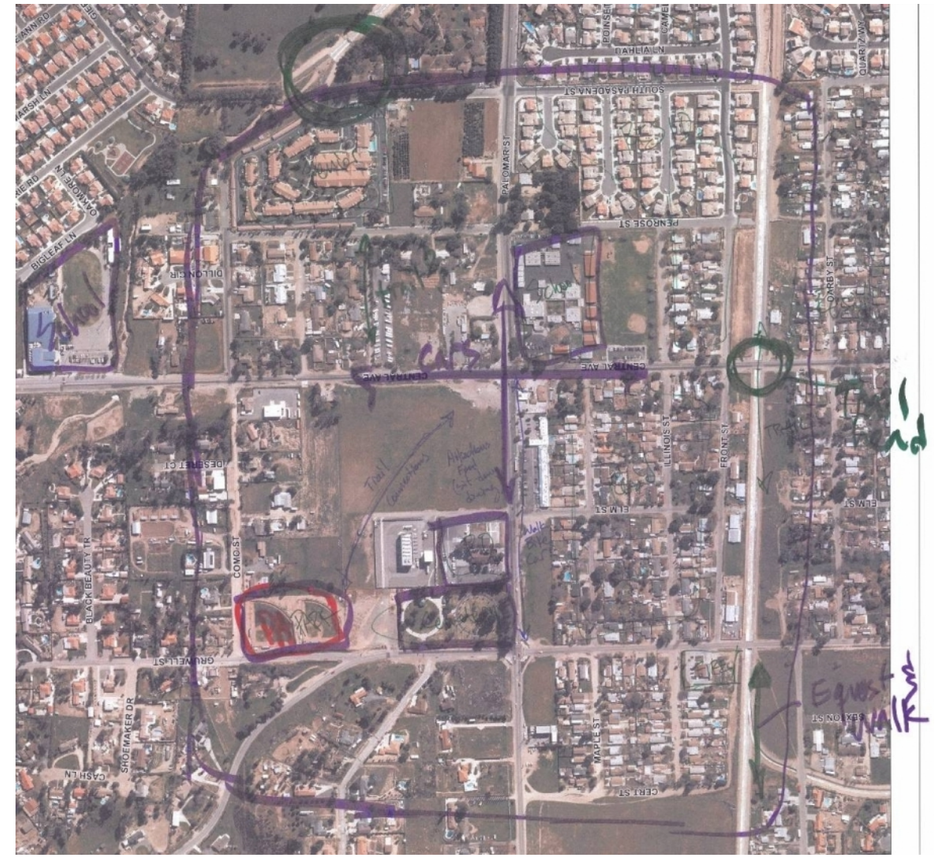
The Connections & Mobility group discussed connecting the Central/Palomar area to the I-15 and the future trail to Murrieta and Lake Elsinore.

Additional Ideas from Group Presentation

- Welcome center with seniors as volunteers
- Places for visitors to rest/stop
- No parking on street; park in designated areas

Map Notes from Connections & Mobility Group

These notes call out major destinations and potential locations for trails discussed by the group.



Streetscape & Amenities Group

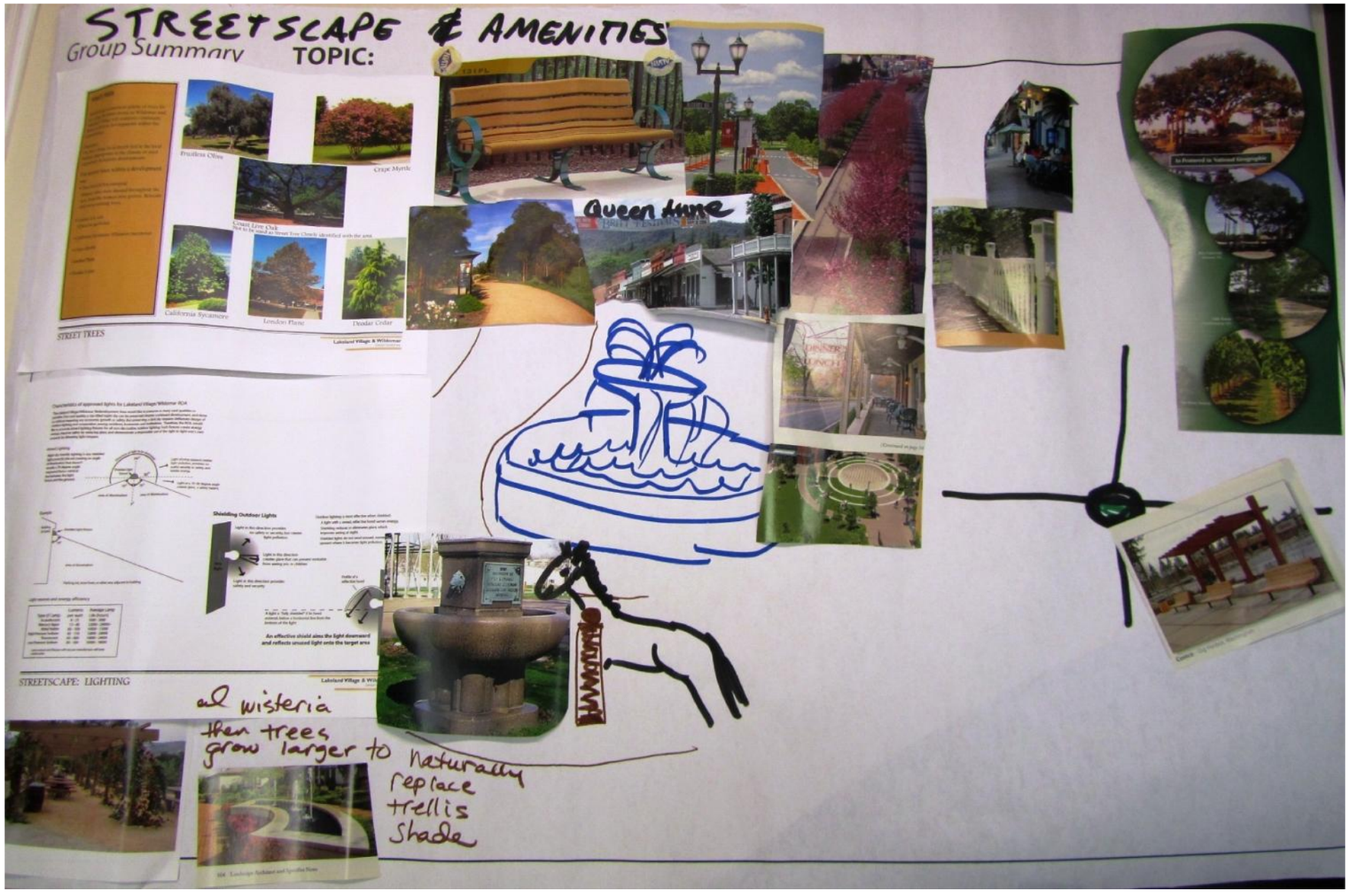
Notes

- Paths—multi-use
- Trees
- Sitting/rest
- Lighting – Palomar dark sky ordinance
- Roundabout

Additional Ideas from Group Presentation

- Use permeable paving, like decomposed granite
- Benches for resting in the heat—use material that stays cool
- Provide horse watering and hitches
- Trellises for shade in early years while trees mature

Streetscape & Amenities Group Collage



Wildomar Old Town Vision | Notes from Open House, January 23, 2013

Overview

The Wildomar City Council held a study session meeting on January 23, 2013 to review development and design concepts for two potential "downtown" areas, with an audience that filled the Council chambers. A community open house immediately before the study session allowed attendees to view and provide feedback on the concepts. The open house was held from 5 to 6 pm in the lobby outside the chambers.

Concepts were presented for two potential core areas: an "Old Town" area around the intersection of Palomar Street and Central Avenue, and an area dubbed "West Wildomar" between Mission Trail and Corydon Street.

Participants viewed and commented on Concept Plans that illustrated land uses, roadways, trails, and urban design for the two areas. They also provided some comments on sets of photos illustrating architecture and design "character" ideas for the two areas. Comments were written on Post-It Notes that participants placed on boards.

Comments Posted on Boards

Prefer Old Town location

- Old Town should not be right on the border with Lake Elsinore.
- I like the fact that "old town" would be across from the oldest school in the district in the heart of Wildomar.
- I prefer location near Palomar/Central as this is more Wildomar, rather than Corydon which seems so Lake Elsinore.
- Old town should be at Central & Palomar with distinctive architecture.

Prefer West Wildomar location

- I like the spacing on the West Wildomar location. There is more room for growth. I also like the idea of West Wildomar being next to existing tourist attractions. Old Town will be close to a school which I do not prefer.

Move equestrian elsewhere

- Equestrian center near DeJong's would be better.
- What about citizens that have allergies to horses? Downtown is not the place for equestrian—not enough room.
- Animals should be all in same area.
- Equestrian centers & outdoor malls should be at Bundy's end.
- Preserving the dairy is important, and an equestrian center seems better suited to that neighborhood rather than Central/Palomar.

Character suggestions

- Could Old Town look Craftsman with porches and patios?
- Tile roofs are good, but not red. We aren't Los Wildomar. [Another participant: "Like!"]
- How about being different from Temecula and Murrieta? How about Spanish mission style?
- Don't use "Old Town" name. It's overused in this region.
- Although I'm a fan of mission revival architecture, it doesn't fit the history of Wildomar based on the old photos I've seen. The building that is now a salon by the corner of Central and Palomar is more typical of what was here—in fact, I think it was the general store. Shaded arcades could be featured, and perhaps a boardwalk, similar to what is seen in Julian in San Diego County.

Like the plaza in Old Town concepts

- Public plaza with town hall is nice.
- I like the plaza area in Old Town Concept.
- I like the public plaza.

Want trails

- Like horse trail idea—could be used for jogging also.
- Bike trails! Our family can't ride many places in Wildomar due to safety issues.
- Equestrian trails is a must.

Other civic uses in Old Town area

- Senior Center a plus!
- Maybe have covered arena where the senior center is across from school.

Want gas stations

- We need more gas stations, maybe off of Baxter.
- Rezone Central to accommodate a Wildomar gas station.

More commercial, closer to freeway

- Closer to freeway—better. We need more commercial businesses. Restaurants, shopping, etc.

Stagecoach theme

- Incorporating a Butterfield Stagecoach theme would capitalize on the history of the stagecoach in this area. Stagecoach rides would be a tourist attraction unique in this area. The closest place I'm aware of for stagecoach rides is Colorado. A stagecoach stop re-creation / living history program would attract families and educational fieldtrips from a wide area.

Wildomar Old Town Vision | Comments Submitted Through Project Website

Comment: Hi Matt, Nice to have met you again the other night. I did not get a chance to finish my suggestions for Wildomar. First, having Bundy continue over through to Corydon and to introduce industrial into "West Wildomar" is the better idea. Also, I suggest that the equestrian auditoruim be placed in that area as well. That keeps all animals over by L.E.A.F.. and introduce store front shopping.
As far as Old Town, Central and Palomar indeed is the best location. The Architecture needs to have covered verandas and plenty of landscaping. This design could introduce shops, boy/girl club buildings (there is nothing for children to do in this neighborhood) and a skate park. I have been a resident here for 25 years and theres still nothing here for the children. Not even parks. So lets get something here for the kids as well as revenue for the city.

Time: Friday January 25, 2013 at 11:46 pm

Comment: I am concerned about the proposed equestrian facility as being the town center for Wildomar. I can't see that it would get much use. We don't have as many horse people as we did 20 years ago, and I don't feel that it would make much of a identity statement. Please reconsider Version 1 which included a town square--perhaps Herritage Square or something like that with a multi-use town hall that could be used for meetings, classes and rented for banquets and receptions. I would like to see an outside shaded area with trees, benches and tables--a place to chat with friends etc. Trails were and excellent idea. Please consider the over-all "look" that we want our community to have--ie. architectural style (classic, western, mission etc). I feel that if we have a strong over-all view of how we would like to see this community look, developers will be more willing to meet our needs.

Time: Thursday January 24, 2013 at 10:32 pm

Comment: Is the City of Wildomar contemplating having two downtown areas, one at the Palomar/Central location and one at the "West" location?

The Palomar/Central location would be the only true downtown, as the "West location" has not always been considered Wildomar.

Thank you for your clarification.

Time: Tuesday January 15, 2013 at 10:18 pm

Comment: 1) First off, I'm very concerned that you're already chosen the label "Old Town." The concept that I asked for when I urged staff to apply for the Compass Blueprint Project grant was "Town Center" -- not "Old Town." Who came up with and made the decision to entitle the flyer and this website "Old Town?" We're not Temecula and we're not Murrieta. The idea was never old town.

2) You've also already chosen a theme: "Building on our history to create a heart for our community." Who specifically came up with that and why?

3) Why are Matt Bassi and Paula Willette featured as the contacts for this process. And why is this being called a "project." Another billing opportunity for both parties?

4) RBF was the consultant hired. They should be front and center. . .not city staff and a vendor. Where are they?

5) We already have trails along the channel, or isn't anyone at City Hall or RBF aware of this?

From what I see, there is too much directing going on before we even have the first session. You want ideas but only within the parameters you've laid out. This is not the process I witnessed when I attened the Lake Elsinore's Compass Blueprint Program.

When SCAG picks winners from this process at the annual meeting, they use the correct terminology "Compass Blueprint Program." Just because people aren't familiar with that term, you've deleted it? You should start using it and explaining to people it's origin and what it is -- retitling the process is bizarre and leading.

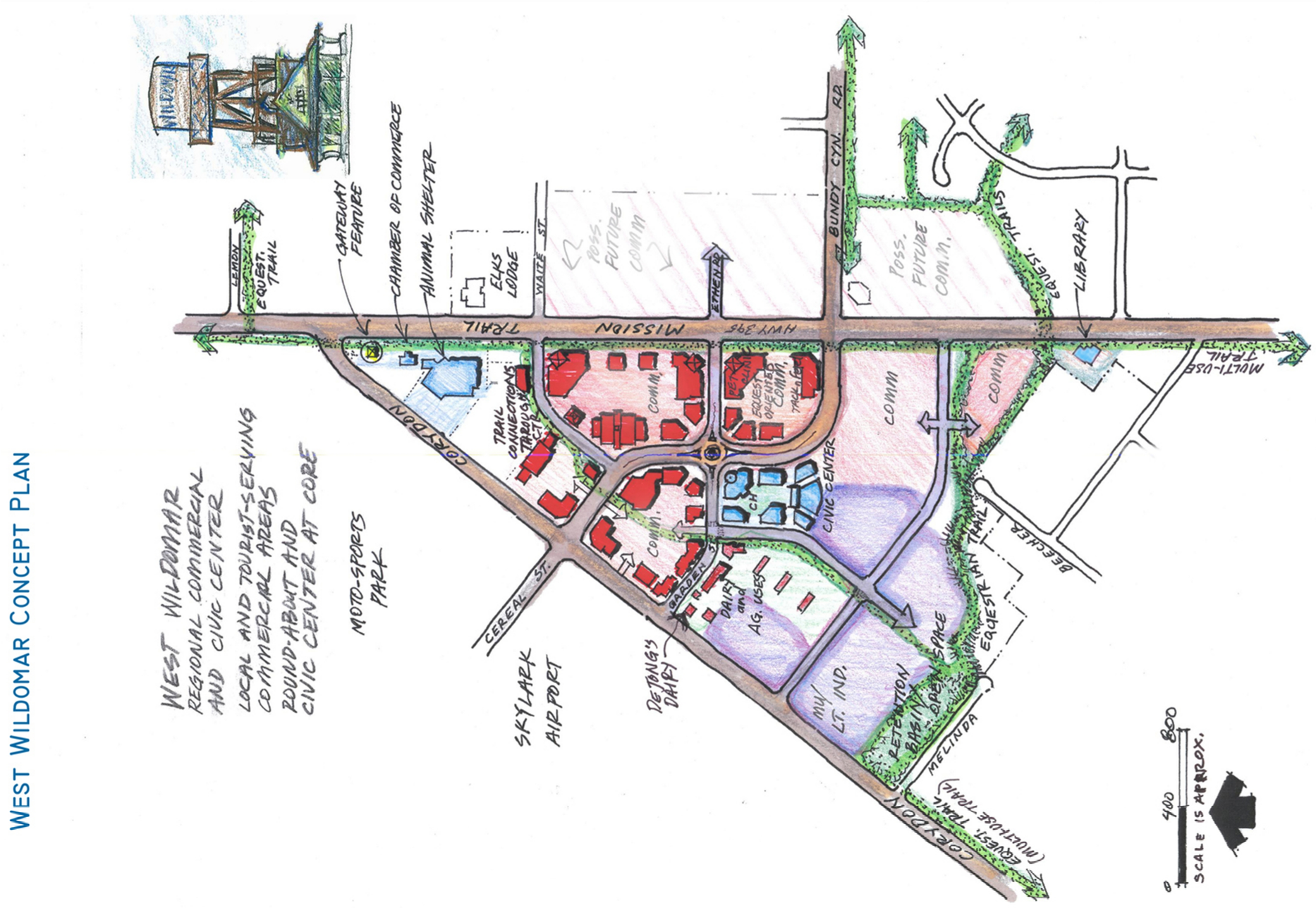
I'm disappointed and already underimpressed.

Time: Tuesday August 21, 2012 at 9:59 pm

Early Concepts

This section presents the early concepts developed and presented at the January 2013 Study Session, before preparation of the final vision document:

- West Wildomar Draft Concept Plan
- West Wildomar Character Images
- Draft Old Town Concept Plan
- Draft Old Town Character Images
- Preliminary Old Town Concept: Town Hall and Community/Neighborhood Emphasis
- Preliminary Old Town Concept: Equestrian/Commercial Emphasis


WEST WILDOMAR
REGIONAL COMMERCIAL
AND CIVIC CENTER
LOCAL AND TOURIST-SERVING
COMMERCIAL AREAS
ROUND-ABOUT AND
CIVIC CENTER AT CORE
MOTO-SPORTS
PARK
SKYLARK
AIRPORT
DETONG'S
DAIRY
CEREAL ST.
CORYDON
MISSION
TRAIL
HWY 395
LEMON
EQUEST. TRAIL
GATEWAY
FEATURE
CHAMBER OF COMMERCE
ANIMAL SHELTER
ELKS
LODGE
WAITE ST.
POSS.
FUTURE
COMM
ETHEN RD
BUNDY CYN. RD.
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FUTURE
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EQUEST. TRAILS
LIBRARY
MULTI-USE
TRAIL
COMM.
TRAIL
CONNECTIONS
THROUGH
CTR
COMM.
CIVIC CENTER
COMM
COMM
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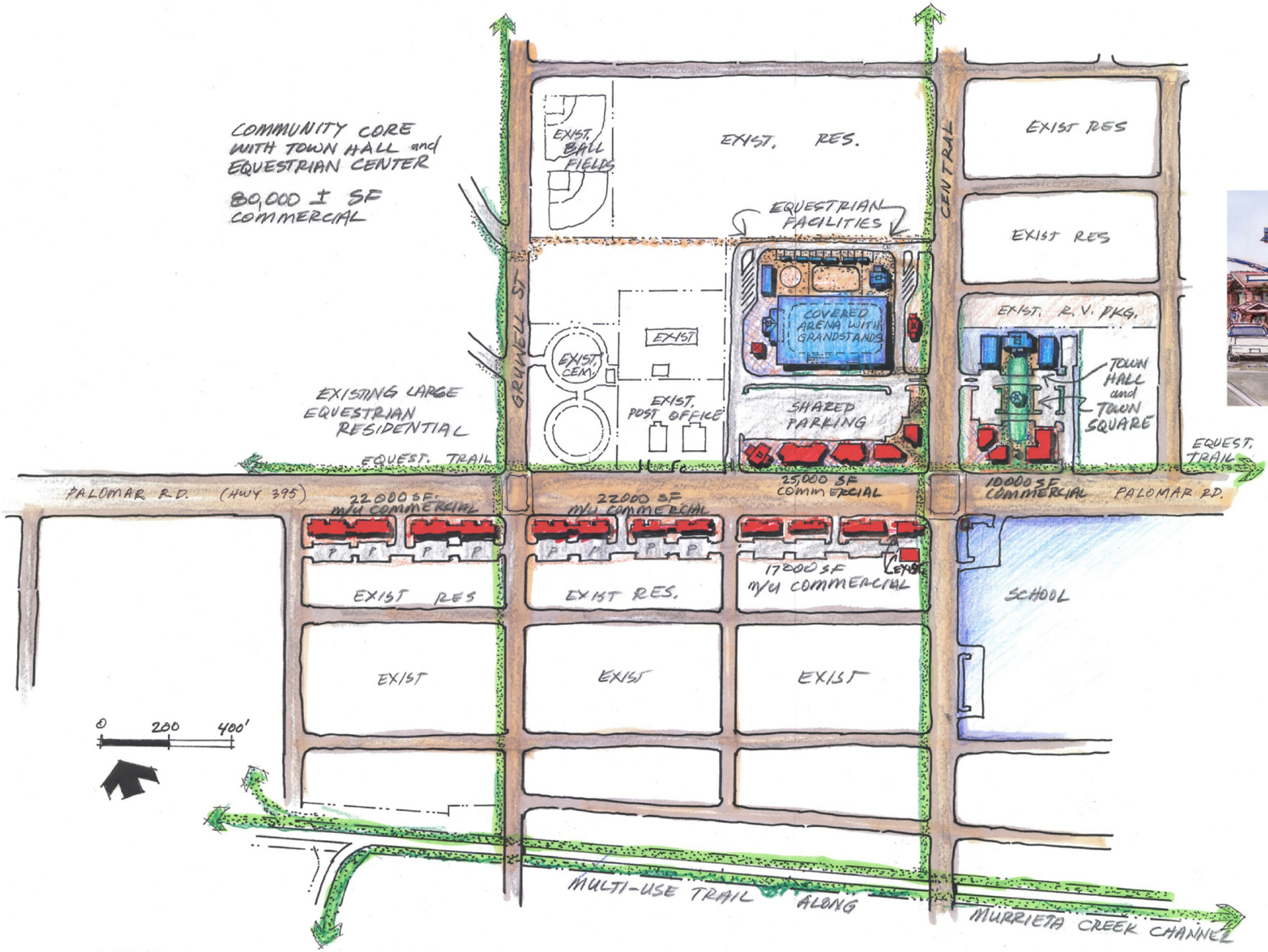
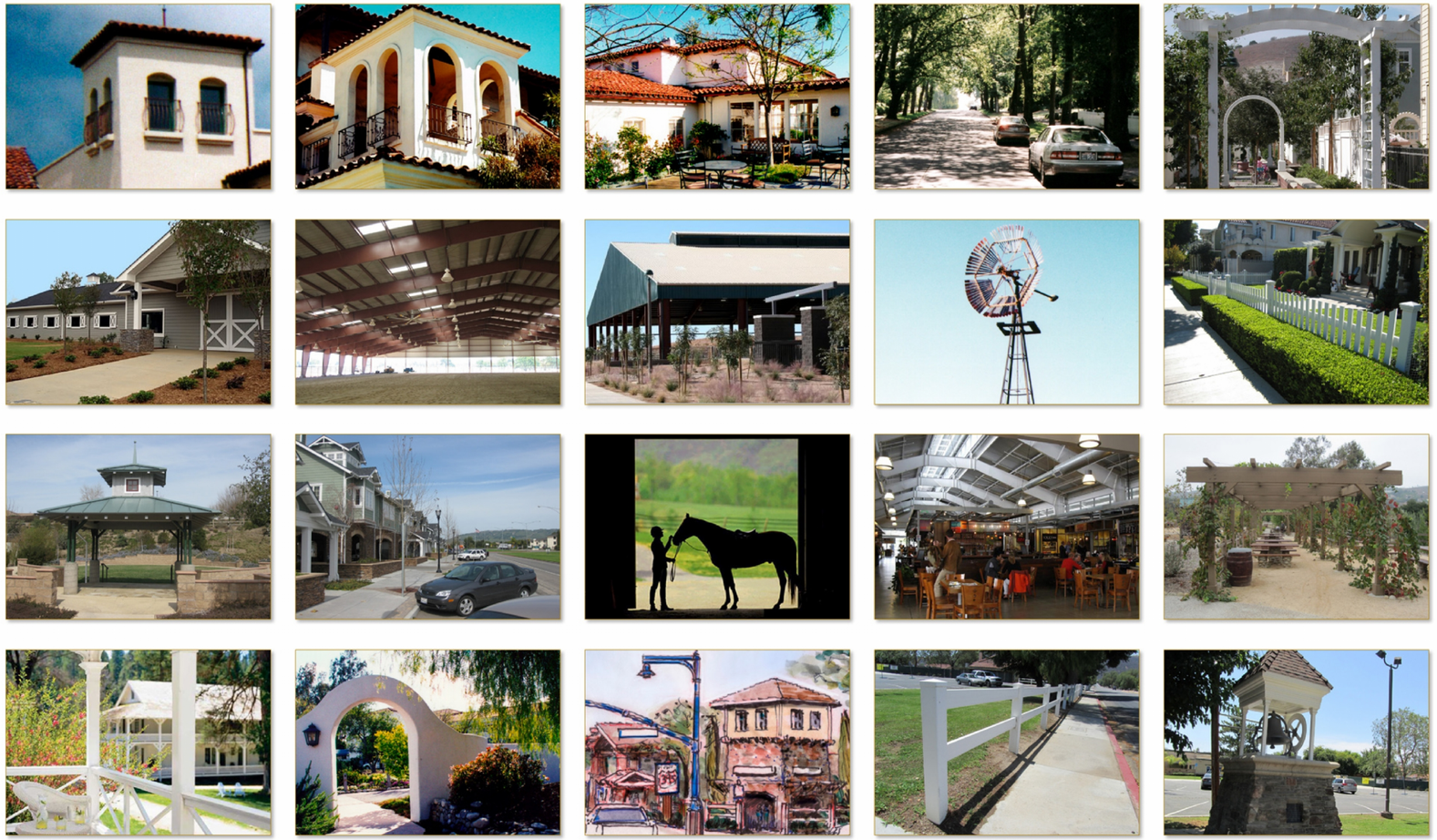
GARDEN ST.
DAIRY
and
AG. USES
MU/
LT. IND.
RETENTION
BASIN
OPEN SPACE
EQUESTRIAN TRAIL
BEECHER
MELINDA
EQUEST. TRAIL
(MULTI-USE TRAIL)
CORYDON
0
400
800
SCALE IS APPROX.

West Wildomar

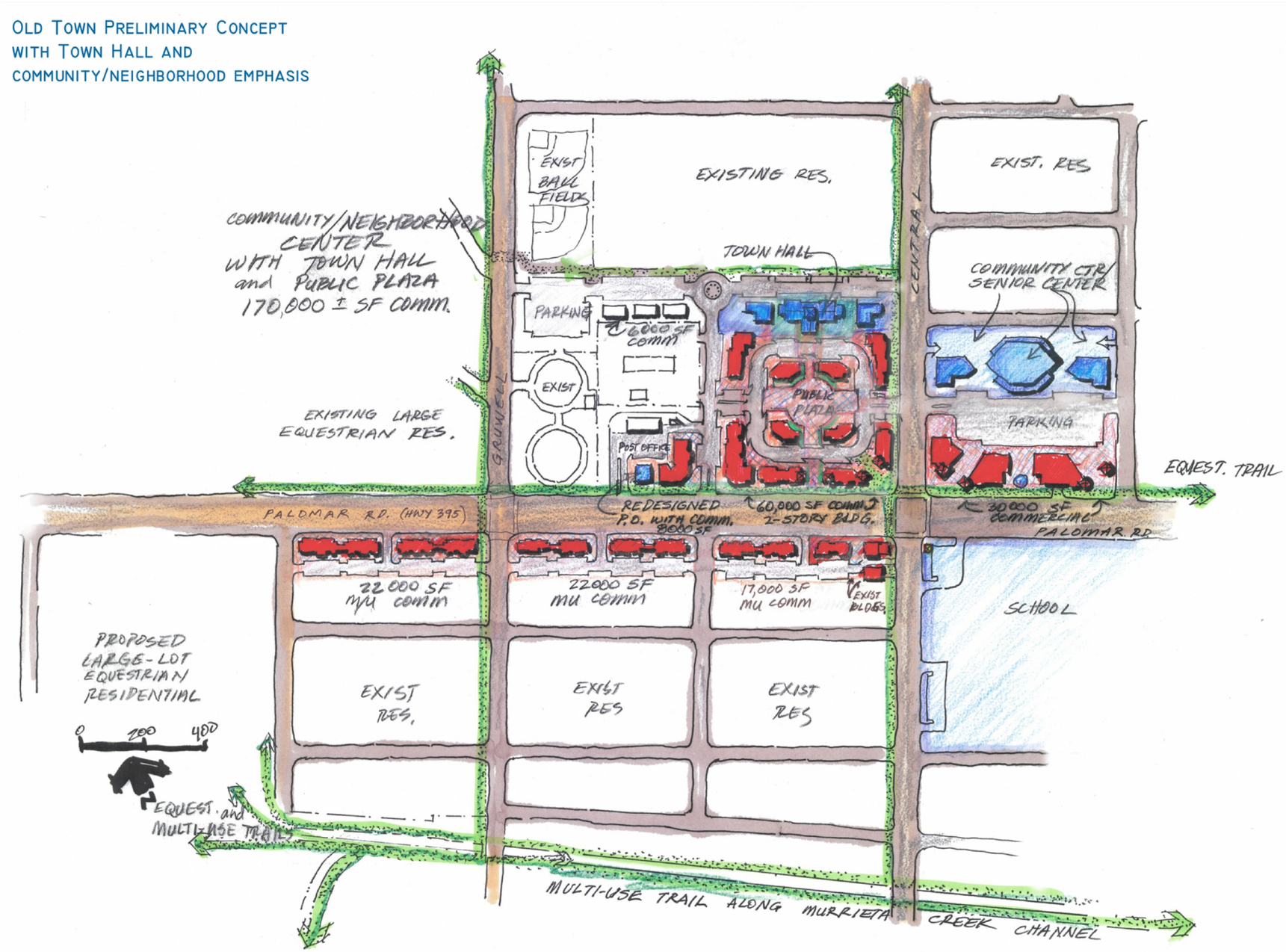
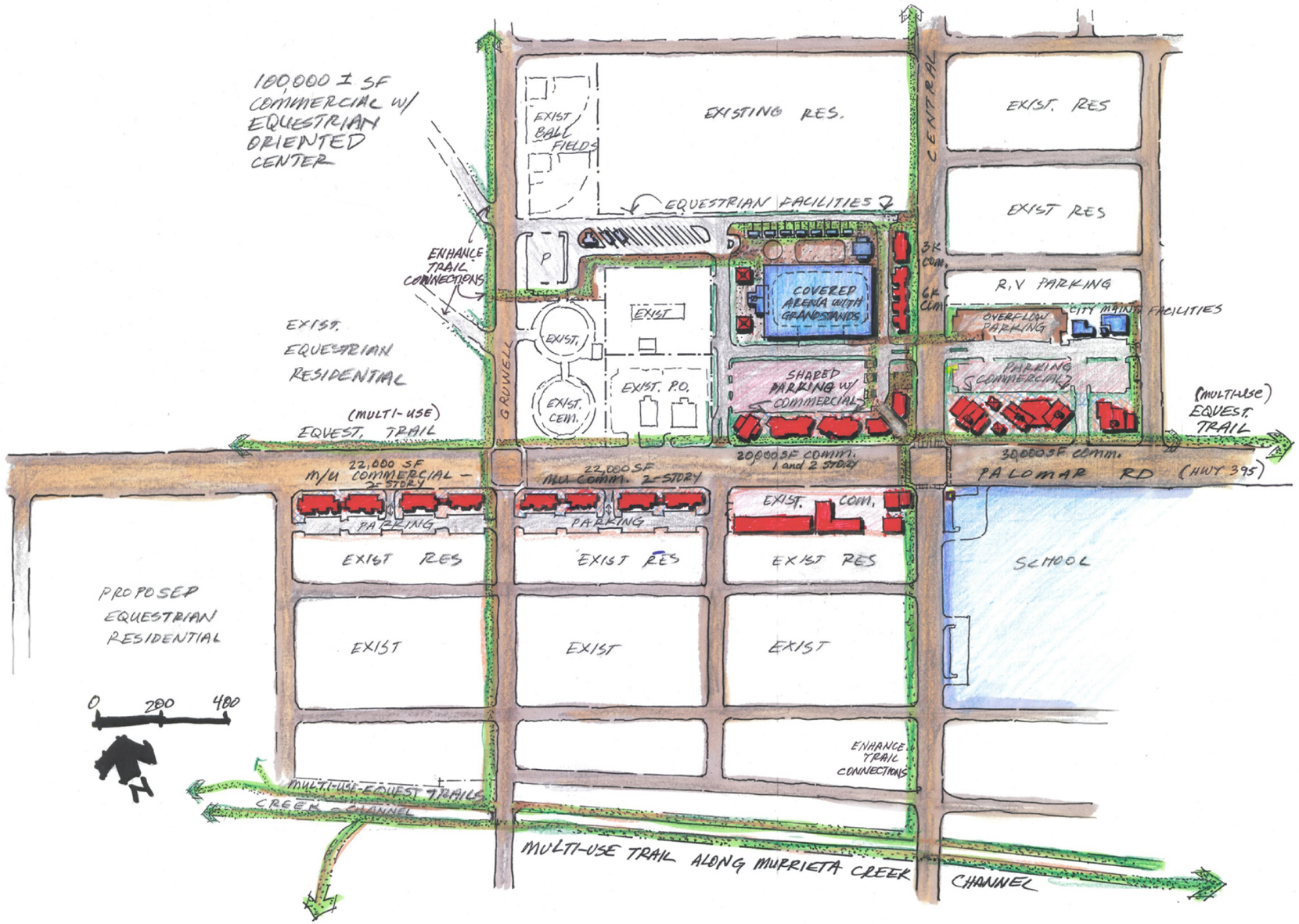
Old Town Concept Plan



Old Town



Preliminary Old Town Concept: Town Hall and Community/Neighborhood Emphasis



Old Town Preliminary Concept
with equestrian/commercial emphasis