



DESIGN PROPOSAL: OLDTOWN WILDOMAR

College of Environmental Design
URBAN AND REGIONAL PLANNING

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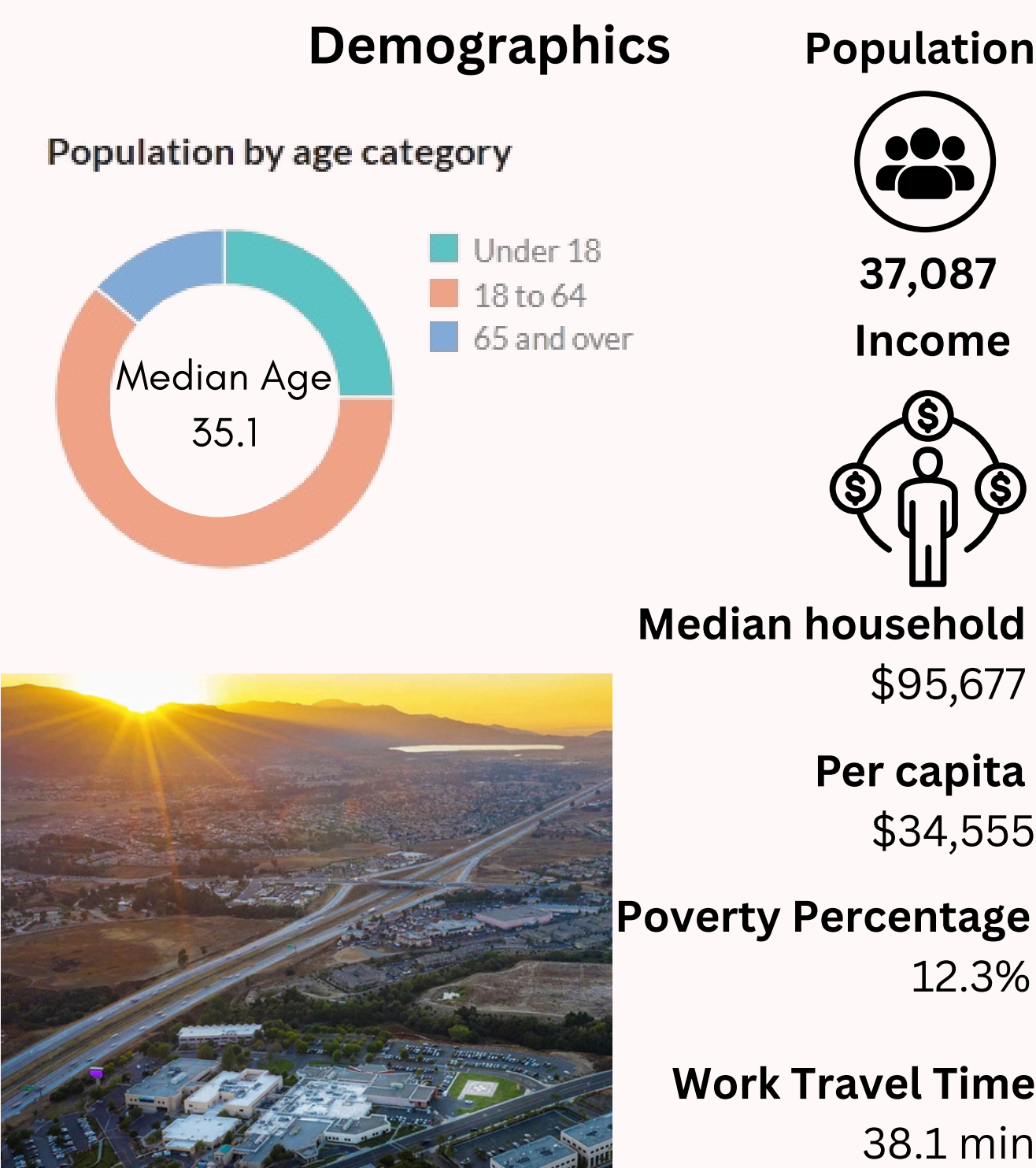
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INTRODUCTION

Wildomar is located in the inland empire region of Southern California, founded in 1886 and established in 2008 with a population of about 40,000. As smaller cities like Wildomar experience rapid growth, they face the challenge of balancing development with resident comfort and satisfaction.

How can Wildomar evolve in a way that meets the desires of the community while maintaining a high quality standard?

This study seeks to uncover effective strategies for growth that align with the specific needs and preferences of the community to offer insights into a collaboratively driven development



LITERATURE REVIEW RELEVANCY

- Cultural Development Strategies and Urban revitalization - Grodach and Loukaitou-Sideris(2007)**
Progressive cultural institutions can be blended with the historical significance of Wildomar and will serve as a solid foundation for development that upholds the city's character.
- Children's museums as cultural development strategies for urban revitalization - Rebecca Colbert(2011)**
Acting as destination spaces that increase foot traffic and can bring families to oldtown by offering hands-on, accessible programming like Museums4all while building partnerships with schools and nonprofits for continued support.
- Attracting locals Downtown: Everyday Leisure as a placemaking initiative - Johnson (2014)**
Leisure spaces and public art play a crucial role in encouraging social interaction and supporting local economies. A planned historical museum and a community arts center go hand in hand for best practices in cultural placemaking

SURVEY FINDINGS & APPLICATIONS

Survey Responses	Finding	Application
Community wants	All favored unique eateries, boutiques, cultural arts & historical center over major retailers or administrative buildings.	Small business incubation, cultural placemaking, and community-centered destinations like a food hall
Public Support of Events	Respondents welcomed monthly events, local business showcases and an inclusive cultural scene	Integrate cultural festivals, murals like global roots and a night friendly design to support economic vitality and social cohesion
Concerns Raised	Crime and limited budgets considering the smaller population	Focus on low-cost placemaking tools for a realistic and effective use, implement energy efficient lighting



RECOMMENDATIONS

- Use community feedback, as responses helped guide what would be a top priority in this specific area regarding amenities, design and safety standards
- Budgeting for a specific plan for Old Town Wildomar would serve more purpose to uphold the guiding principles and vision
- Prioritize enhancing bus access and having more shaded stops along pedestrian trails and to reduce parking minimums in the area.
- More collaboration with neighboring cities for events to combine resources and share ideas to create opportunities for the people

METHODOLOGY

Research Question: How can Wildomar create an oldtown that has amenities the community wants while incorporating placemaking in an effective manner?

RESEARCH METHODS	DATA COLLECTION	VISUALS
<ul style="list-style-type: none">Qualitative ApproachComparative Analysis	<ul style="list-style-type: none">Survey creationCase studiesLiterature review	<ul style="list-style-type: none">Concept DiagramPerspective view

CASE STUDY ANALYSIS

MURRIETA Southern California

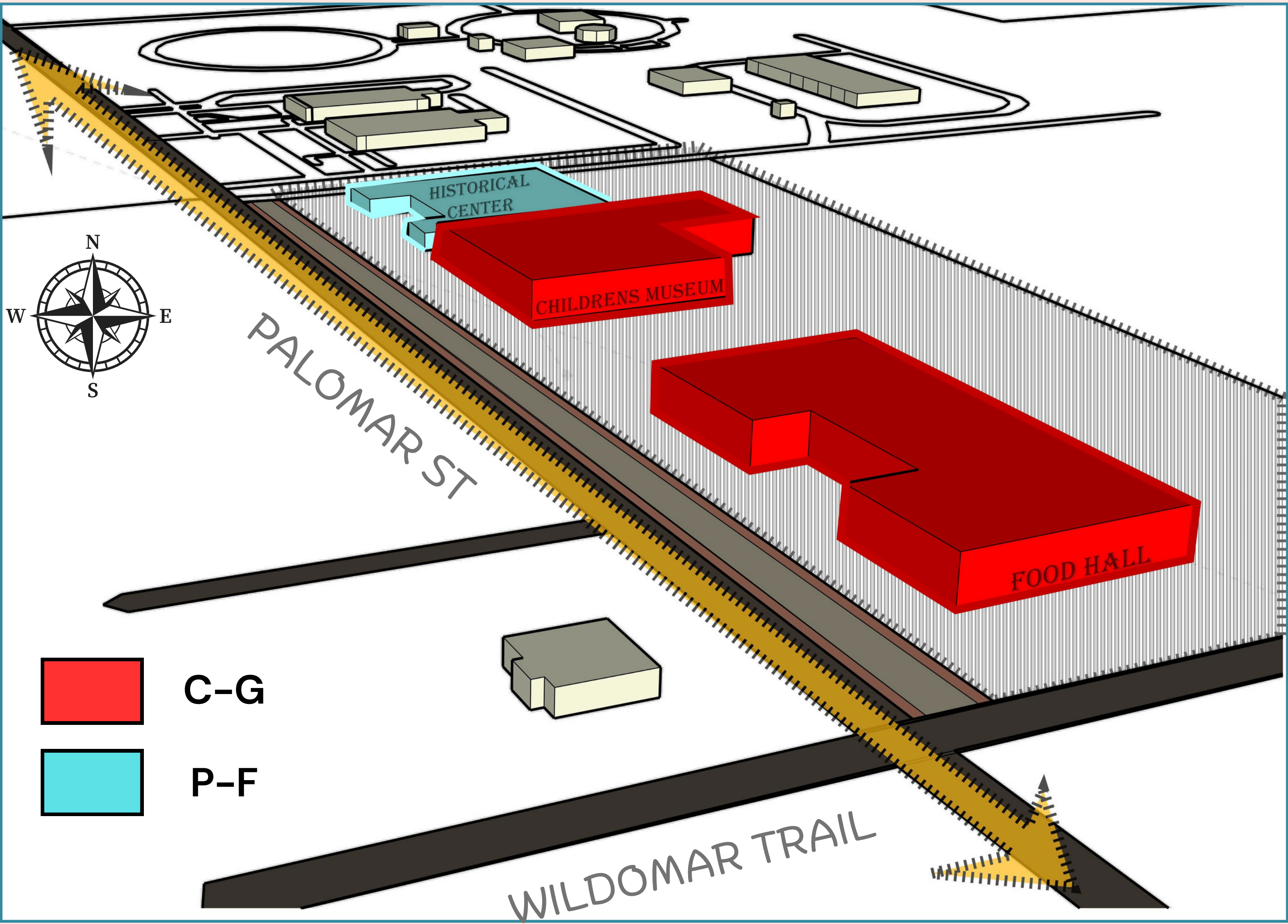
Murrieta is right next door and is rapidly growing as its population is doubled of Wildomar. Their downtown specific plan is focused on integrating old and new buildings with public art, paseos and streets lined with trees while encouraging niche retail with public-private partnerships supporting its economic strategy

CLAREMONT California 1887

Claremont has a more village feel while maintaining their population similar to Wildomar's around 40,000. Strengths attributed to Claremont's success starts with design guidelines to preserve architectural charm, trees, focusing on plazas, murals, public art and using form-based code to ensure that new development fits the intended scale and public realm experience.

- Claremont and Murrieta demonstrate the power of mixed-use zoning, pedestrian focused, and design guidelines in building identity and economic activity.
- Both build on the historic feel by preserving architectural charm and new development with clear streetscape standards to maintain visual cohesion and character overtime
- Succeses came from phased development plans including funding sources, infrastructure improvements and performance metrics

CONCEPT DIAGRAM & PERSPECTIVE VIEW



The above concept diagram is showing the top three developments being a food hall, children's museum and a cultural center. The below site perspective is focusing on the materials used for the children's museum being a blend between a modern and historic look.

