



Old Town Goals / Recommendations Survey Results		Very Supportive	Somewhat Supportive	Not Supportive
1	<p>Goal: Preserve and respect the historic buildings.</p> <p>Recommendation: Protect and preserve existing designated historic buildings. Delineate an historic core centered on the intersection of Front and Main Streets. New projects in this core area should be required to pay special attention to the height and massing of the historic buildings.</p>	32	7	1
<p><b>COMMENTS:</b> ▶ I like the aspect of preserving historical buildings. However, I'm not in favor of these buildings driving the architecture in all of Old Town. Unlike Europe, our history is very young. ▶ Not clear how large core. ▶ In order to preserve changes, should respect the old with the new "looking old" so we can realistically still call it "Old Town". ▶ Do not restrict height of adjacent buildings. Require appropriate interfaces. ▶ Keep it "old west", not 1920s Chicago. ▶ Except for the Shire Building. ▶ Highest priority. ▶ Be very careful in 3 story building on Front Street – too dark and too tall. ▶ And the exterior architecture of new buildings must fit in with Old Town. The very new (modern) building on 4<sup>th</sup> should never occur again. ▶ Must blend with the economics of growth. ▶ Why is the City not doing the Mills Act? ▶ The city should implement the Mills Act to encourage this. ▶ Recessed from Front Street. ▶ It is one of the most vital goals. ▶ I agree that this should continue to be the #1 goal.</p>				
2	<p>Goal: Enhance the historic character and pedestrian friendly nature of the streets. Protect the historic grid of streets and alleys.</p> <p>Recommendation: Future development should be oriented to the street. Create a clear street edge. Preserve existing and reclaim vacated alleys where possible.</p>	39	1	0
<p><b>COMMENTS:</b> ▶ Present pedestrian walkways are too narrow to accommodate groups of people walk toward each other. ▶ Except we should still encourage courtyards. ▶ Leave room in front of building for sidewalk cafes and restaurants. ▶ Very important. ▶ A more pedestrian/destination friendly project will have better commerce. ▶ Not quite as supportive on the vacated alleys. ▶ Crosswalks.</p>				
3	<p>Goal: Permit up to four-story buildings, subject to detail design standards. Allow taller structures with a Conditional Use Permit.</p> <p>Recommendation: Amend the Old Town Specific Plan as a 'form based code' governing the heights of buildings and their placement on lots. Include detailed performance standards for new development that respect the relationship with adjacent historic structures. ▶ 4 story buildings should be on I-15 Freeway side only.</p>	24	9	7
<p><b>COMMENTS:</b> ▶ 3 or 4 stories will create a "tunnel" effect and destroy the ambience (sic) of Old Town, a condition that will take away the draw from tourist business. ▶ Make standards clear – not subjective. ▶ Mix a few 4 story along Mercedes for a change. ▶ Prefer smaller buildings with village feeling, i.e. Carmel, Mendocino, etc. ▶ But require 80 feet distance between buildings. Don't permit 60 foot distance. ▶ No structures taller than 4 stories – otherwise support. ▶ Would prefer 3 story limit. Like stricter design standards, no canyon effect. ▶ 2 story with a setback (above) would allow for an open feel. ▶ Not sure I would like buildings taller than 4 story – maybe this should only be allowed for hotels.</p>				

4	<p>Goal: Future buildings should respect the historic architectural styles in Old Town and contribute to a cohesive look and feel.</p> <p>Recommendation: Amend the Old Town Specific Plan defining in more detail the guidelines for architectural style, street frontage design, materials, detailing and color. These detailed design guidelines should provide design flexibility while ensuring high quality and well designed buildings.</p>	37	3	
<p><b>COMMENTS:</b> ▶ Old Town is Old Town – “New Town” is east of freeway. ▶ Allow variety. Cohesive is good, but should not create monotony. ▶ Keep “historic” off the buildings unless it is actually historic. ▶ Yes there should be Design Guidelines to preserve western, Victorian, or mission. ▶ Strongly agree. ▶ Architectural design consistent with Temecula’s heritage. Western frontier – no Queen Anne or Victorian buildings. ▶ What are these styles – Victorian, Adobe, and Western? ▶ Keeping in mind 1880’s (western) California, not just 1880’s.</p>				
5	<p>Goal: Improve the visual and functional connection between Old Town and Murrieta Creek.</p> <p>Recommendation: Orient buildings to the proposed creek walk through the use of entrances, courtyards and balconies facing the creek. Develop plans that meet the flood control objectives while creating well-designed paths for pedestrians and bicycles. Develop form-based guidelines for the massing and placement of buildings facing the creek walk.</p>	31	9	
<p><b>COMMENTS:</b> ▶ City must create pathways conducive to developing buildings along creek. ▶ Great opportunity to appeal to the “winery” visitor to experience something unique. ▶ Need to create a critical mass along the creek for defensible space. ▶ In the “real world” there is no money for this project. ▶ Good luck with Fish &amp; Game, the Corps, as well as flood. ▶ Revise to Santa Margarita River Walk. ▶ This design element could be another asset to the charm of Old Town. ▶ What is the plan for single family homes that are east of Mercedes – will all these new changes extend to that area? ▶ Great idea if there is a river walk. If not, not much consideration. ▶ Include benches. ▶ Homeless in creek and Pujol Street need to be addressed for aesthetics. ▶ I would like to see B&amp;Bs and residential and a public walk. ▶ This will be a great addition to the Old Town experience.</p>				
Old Town Goals / Recommendations Survey		Very Supportive	Somewhat Supportive	Not Supportive
6	<p>Goal: Improve infrastructure for future development. These include water, sewer, power, communications, trash, deliveries, etc. Maximize the use of alleys to locate these services and utilities off street.</p> <p>Recommendation: Locate utilities in alleys to improve streetscape and building frontages. Prepare a detailed analysis of existing and future infrastructure needs.</p>	35	4	1
<p><b>COMMENTS:</b> ▶ Clean up Old Town Front Street utilities immediately. ▶ Better now than latter. ▶ Good idea. We need to know how big we can grow. ▶ Some people do not want to give up land for bringing back the alleys. ▶ Yes, definitely. ▶ There is limited space in Old Town – use what we have.</p>				
7	<p>Goal: Encourage the development of high quality residential neighborhoods to support the commercial and office core of Old Town.</p> <p>Recommendation: Develop specific development regulations and design guidelines and development standards for housing to be incorporated into the Specific Plan. Allow for residential only in additional to mixed use projects.</p>	32	4	4
<p><b>COMMENTS:</b> ▶ Absolutely – keep out subsidized housing. ▶ But on the perimeter of Old Town, not in Old Town. ▶ High quality – not subsidized. ▶ Yes, but very limited development of “affordable housing” – disposable income? ▶ 50% residential is a might too much – see parking on 5<sup>th</sup> street at night. ▶ If anything “affordable housing” works against this. ▶ Residential only projects. ▶ Not 50% in the TRC. ▶ Do not encourage low income housing in Old Town. ▶ I have trouble visualizing this. Temecula is not San Diego.</p>				

8	<p>Goal: Retain existing Specific Plan parking standards both near and long term.</p> <p>Recommendation: Re-survey Old Town parking to verify findings of February 2007 survey. Develop interim parking strategies to address special event parking needs. Develop a comprehensive parking strategy to increase parking supply in the long term. ► Look at central parking garage. Make sure parking is addressed prior to critical needs.</p>	25	7	7
****One Survey No Response for This Recommendation				
<p><b>COMMENTS:</b> ►Get on top of plan. On/off site parking shuttle buses to offsite parking. ►New parking with “jitney” service like Santa Barbara has – it works for there. ►Agree. Be proactive. ►Keep working on district idea. ►Should start to acquire lots for parking in specific areas that are in pedestrian area while prices are lower, i.e, 6<sup>th</sup> and 5<sup>th</sup> Street. ►One on north at 6<sup>th</sup>; one near Main/Front; one at 3<sup>rd</sup> and Mercedes = 3 at north, mid, and south. ►City buy land for future parking needs. Buy now before prices go up. 5<sup>th</sup> and Mercedes is for sale. ►Parking is needed at each end and in the middle of Old Town. Also circulation around town like a trolley or open air bus, etc. ►Resurvey in warmer months. ►Require parking “in-lieu” fee on all new projects to fund parking structure. ►Only supportive if resurveys done with local and business owners input and include interactive resolve. The February 2007 meeting missed the mark by far. ►Waive parking requirements for small boutique “hotels” 30 rooms and under. 50% requirement for Historic Hotels. ►Better survey at different times of year on parking. ►Distribute parking “structures” throughout Old Town. ►Exempt boutique hotels up to certain number of rooms from parking requirements. ►Actually – weekends/Saturday during spring and fall are busiest other than event days. Also Saturdays with youth oriented plays on matinee and evening schedule. ►Need more parking north side of Old Town now.</p>				
9	<p>Goal: Ensure that future growth in Old Town meets the needs of its businesses and residents, and that the growth is economically sustainable.</p> <p>Recommendation: Prepare an economic development plan and marketing strategy to attract desired growth in terms of new development and commercial businesses.</p>	35	4	
***** One Survey No Response for This Recommendation				
<p><b>COMMENTS:</b> ►Create plan. Combine property owners association to plan a cohesive design so area will maximize development goals. ►Seems too general – market strategy emphasis. ►This requires additional study because the present rents will not support the current tenants to make a living for us “hobby-business”. ►Good idea. ►Address residential need on west side. ►Without good economics – it will not be sustainable. ►Hard to answer; if done with an entrepreneurial spirit only, it is needed. ►No limit should be placed on development due to “absorption”. ►Adding hotels to accommodate small-medium conferences. ►Will this be included in City – can develop budget?</p>				
10	<p>Goal: Create greater visual and functional connection between Old Town core and the area north of the arch.</p> <p>Recommendation: Explore opportunities to extend street and alley grid to the north. Extend the form based code standards envisioned for the Old Town core.</p>	28	11	1
<p><b>COMMENTS:</b> ►All of this development must say “welcome” to the tourist and locals. ►This is a gateway to Old Town. It needs to announce arriving at a special place. ►The shopping center north of the arch needs to follow Old Town rules. Their sign (is not a good fit with Old Town). Try and connect these two areas as best as possible. Otherwise it could have a negative impact. South end has its functionality, but limited appeal. ►Extend Mercedes north through Sam Hicks Park. Eliminate “Y” at post office. ►No one way streets as there will be less exposure to business owners – specifically Old Town Front Street/Mercedes. ►And south end to Temecula Parkway. ►We need to improve Pujol Street. ►After doing so – move arch to Rancho California Road. ►It would be nice to see the north end improve its look.</p>				

**Other Comments:** ►Circulation component? Prefer one way streets. Park employees outside of Old Town and shuttle in to work. ►Create ad hoc committee comprised on City, developers, owners, users, residents to deal with all these issue. ►Use new roadway land left over on Diaz Street for Old Town parking. ►Add traffic circulation plan. ►Continue “Town Hall Meetings” on a monthly or quarterly basis.

THANK YOU FOR YOUR PARTICIPATION

