

1.1 INTRODUCTION

The Riverside County Integrated Plan (RCIP) contains some of the primary land use concepts discussed with the community. These concepts are intended to develop the future Downtown Winchester as a walkable, pedestrian friendly community with a distinct image and character. To do this, the community must have the appropriate land uses, intensities, streetscapes and connectivity. Many of the necessary elements are sustainable planning and design practices and principles. A very brief summary of the concepts is provided below.

Smart Growth—compact mixed use development reduces environmental degradation and builds livable neighborhood and provides a variety of transportation choices that accommodates pedestrians, bicycles, transit and automobiles.

New Urbanism—a concept established in the 1980s that promotes compact neighborhood designs that reduces automobile dependence and enhances the sense of community. The goals include identifying a discernible center, placing most dwellings within a five-minute walk of the center, a variety of dwelling types and providing a mix of commercial uses that can meet the weekly needs of a household.

Transit-Oriented Development (TOD)—enhances access to public transportation by placing residential and commercial development (i.e. grocery stores, pharmacy, coffee shops, etc.) around a transit station (train, bus, etc.) generally located within ¼ to ½ mile radius from a transit stop. TOD requires the appropriate amount of residential units to create adequate ridership and active street life.

Sustainable Design Principles—design and construction practices that significantly reduce or eliminate the negative impacts of development on the environment and its inhabitants. A sustainable design approach can be defined by green building practices and the availability of pedestrian oriented amenities. The U.S. Green Building Council through the LEED-ND (Leadership for Energy and Environmental Design for Neighborhood Development) have established the essential components that make up a successful sustainable development.

1.2 LAND USE GOALS, OBJECTIVES AND POLICIES

1.2.1 Downtown Core Land Use Goal:

Create a unique and integrated mix of residential, office, commercial, retail, civic and recreational land uses in the Downtown Core that generate daily activity in the daytime and evenings to create a lively and dynamic pedestrian oriented environment.

Objectives:

1. Adopt land use designations that create a walkable Downtown.

2. Develop standards for mixed-use zoning that complements the pedestrian oriented atmosphere.
3. Establish standards that provide for retail uses on the first floor, and office or residential on the upper floors.
4. Discourage uses that are not appropriate for the pedestrian orientation or the vibrancy and liveliness of the Downtown. Examples include but are not limited to: warehouses, storage facilities and auto repair.
5. Prohibit strip-mall type commercial development—big box retail development in the Downtown Core should not be permitted. In addition, building size or footprint limitations should be established.
6. Focus retail activity in the heart of the Downtown Core to create the necessary critical mass and synergy to support a successful Downtown.
7. Ensure the Downtown has multi-modal connectivity to the surrounding areas (pedestrian, bicycle and auto) such as Salt Creek to the south, regional parks, local parks, trails, plazas and open spaces.
8. Encourage development patterns that accommodate transit opportunities and alternatives to the automobile.
9. Because of the recommendation for the future transit station to be located in the Downtown Core, any new development in Downtown should be required to mixed-use to be consistent with TOD principles and reduce dependency of the automobile.
10. Create opportunities in the Downtown Core to close off streets for special events such as parades, farmers markets, car shows, etc.

Policies:

The RCIP contains several existing policies that are consistent with and support the recommendations of the Winchester LUS. The following policies are consistent with the RICP concepts and have been developed specifically for the community of Winchester.

DLU 1.1: Adopt the proposed Land Use Plan contained in the Winchester LUS.

DLU 1.2: Prepare a Specific Plan for the Downtown with boundaries as identified on the Land Use Plan (see Figure ___) which are Grand Avenue to the north, Olive Avenue to the South, Rice Road to the west and Patterson Avenue to the east. The Specific Plan should address the following items in detail: land uses, design guidelines, development standards, quality of life assessment, streetscape design, entry monumentation, signage, open space and parks, infrastructure and financing options, and development phasing.

DLU 1.3: Ensure mixed-use zoning is implemented in the Downtown to allow the desired pedestrian oriented, walkable Downtown; not designed around the automobile.

DLU 1.4: Maintain and look at opportunities to re-acquire alleys in the Downtown during the development process (wherever feasible) to support more traditional Downtown development patterns, and, to provide alternative local circulation routes within the Downtown.

DLU 1.5: It is strongly recommended that the transit station be located within the Downtown. This encourages alternative means of transportation to work, home and recreational opportunities (TOD); and maintains the history and character of Winchester.

DLU 1.7: Require uses such as civic, libraries, schools, cultural uses, universities, senior centers, theaters, art galleries or museums to be located in the Downtown Core in order to enhance the opportunity for social interaction.

DLU 1.8: Ensure adequate open space is provided in the Downtown including, but not limited to, parks (active and passive), plazas, open spaces, court yards and paseos.

DLU 1.9: Once the ultimate alignment of Highway 79 is approved, all new interchanges should have commercial nodes adjacent to the interchange. Any industrial, business park or commercial office land uses should be located to the east of the approved alignment. These uses should be separated from the Downtown Core—to the east of the alignment (see Figure ____).

1.2.2 Winchester Land Use Goal (outside of the Downtown Core):

Ensure a balance of residential, office, commercial, retail, industrial, recreational land uses and public facilities uses that will support the successful, long-term build out of the community outside of the Downtown Core area.

Objectives:

1. Designate land uses that provide the necessary housing, retail, commercial, employment and recreational needs to create economically successful and sustainable neighborhoods.
2. Provide a broad range of land uses and housing types to meet the needs of all members of the community.
3. Provide a variety of recreational amenities to meet the needs of all age groups. A recreational master plan should be developed to analyze the short and long-term recreational needs of the community.
4. Encourage development patterns that accommodate alternatives to the automobile (i.e. Transit Oasis, bicycle, trails).

5. Build the necessary infrastructure to support the orderly, aesthetic and safe development of the community such as curb/gutters, storm drains, sidewalks, streets, street lights, landscape parkways and utilities (i.e. water, sewer, cable).

Policies:

The following policies have been developed specifically for the area outside of the Downtown Core.

WLU 1.1: LAFCO needs to take immediate steps and formally acknowledge the boundaries of the Community of Winchester as identified by the WMAC Land Use Map. Currently, the Planning Area and the Sphere of Influence in the City of Menifee extends to Highway 79 and the City of Hemet Sphere of Influence boundary extends to the west to Winchester Road—into the future Winchester Downtown. As currently planned, these two cities effectively eliminate the Community of Winchester.

WLU 1.2: Develop neighborhoods that provide a balance of land uses including employment, recreation, local or neighborhood shopping and housing.

WLU 1.3: Ensure neighborhoods are developed so that they can be connected through multi-modal transportation systems to reduce the use of the automobile and single occupancy vehicles.

WLU 1.4: Locate regional commercial and retail centers near freeways or major arterials to reduce the traffic load on the local street circulation system.

WLU 1.5: Ensure appropriate residential development is located near community and regional centers and employment hubs to reduce long-distance commuting and promote alternative modes of transportation.

WLU 1.6: Require sufficient public utilities are in place prior to development (i.e. sewer and/or septic capacity, water resources, storm drain, flood control improvements, etc.) to meet the demands of the proposed land uses.

WLU 1.7: Incorporate riding, hiking, and bicycle trails to link neighborhoods to multi-modal transportation systems.

WLU 1.8: Develop standards for any legal, non-conforming uses that may occur as a result of this Land Use Study.

1.3 DOWNTOWN CORE COMMUNITY DESIGN GOALS, OBJECTIVES AND POLICIES

1.3.1 Downtown Community Design Goal:

Ensure the Downtown develops so that it creates a clear sense of identity and place that is unique to the community of Winchester.

Objectives:

1. Create a streetscape that is comfortable and inviting for pedestrians including wide, curb-separated sidewalks, landscaping, street furniture, street lights, etc.
2. Define the desired intensity, massing, and height of buildings in the Downtown that creates a human scale of development.
3. Residential units should front and take access from the street.
4. Encourage small scale buildings with pedestrian orientation; architecture and entries facing the street, including building to the sidewalk (except open space and/or patios).
5. Require building fronts to be “permeable”; no blank walls. Ensure entries and windows connect to the sidewalk and identify with the pedestrian.
6. Incorporate shade protection elements in building and site design such as covers, awnings, colonnades or street trees.
7. Retain the existing alleys to allow architecture to face the street (rear yard access), improve circulation, and provide opportunities for patios, landscaping and parking areas.
8. Side yard and front yard setbacks should be reduced in the Downtown area to create a more dynamic and unified street environment. Build to side property lines when there are alleys at the rear of the site.
9. Encourage buildings to enclose and frame corners of major intersections to define and soften the streetscape, and provide a connection with pedestrians.
10. Place parking lots in courtyards, behind buildings, or in structures that have retail taking access from the street. Paseos or walkways could provide access from the parking areas to the street.
11. Provide opportunities for public art.
12. Encourage the placement of overhead utilities underground.
13. Route through traffic in the Downtown to higher capacity arterials to allow the occasional closing of portions of the Downtown for special events.

Policies:

DCD 1.1: Create development standards and design guidelines that produce a high quality pedestrian oriented Downtown.

DCD 1.2: Develop appropriate architectural designs that create a unique, distinct image for the community of Winchester.

DCD 1.3: Prohibit building design that does not contribute to a walkable, livable, vibrant and human scale environment (e.g., storage areas, long blank walls, and parking lots in front of the buildings).

DCD 1.4: Require development that allows areas public gathering spaces to provide opportunities for cultural events, festivals, farmers' market and concerts.

DCD 1.5: Develop appropriate landscape standards that complement the vision of a pedestrian oriented streetscape, including pedestrian paseos in between buildings, where appropriate, to encourage pedestrian travel.

DCD 1.6: Develop appropriate signage standards that complement a pedestrian oriented environment and proper build out.

DCD 1.7: Design entry points into the Downtown that are distinct and create a sense of identify and place.

1.3.2 Winchester Community Design Goal:

Develop the area outside of the Downtown Core as livable neighborhoods with the appropriate distribution of land uses and connectivity to surrounding neighborhoods, shopping, and employment.

Objectives:

1. Adopt the proposed revisions to the Land Use Plan of the Winchester LUS (Figure ____).
2. Develop neighborhoods that provide a variety of housing types to meet the needs of all members of the community.
3. Ensure architecture is compatible throughout the community and reflects the image and character of Winchester.
4. Create streetscapes that are comfortable and inviting for pedestrians including curb-separated sidewalks, landscaping, street furniture, street lights, pocket parks, etc.
5. At primary intersections, ensure buildings are properly placed and designed to create distinct and aesthetically pleasing streetscapes.

6. Neighborhoods and other commercial developments should be developed to consider movement of the pedestrian (not just the automobile), and incorporate sidewalks, trails, open space buffers, and paseos to provide visual relief.

Policies:

WCD 1.1: Ensure there is an appropriate transition of land uses, specifically between residential and commercial, industrial or business park uses.

WCD 1.2: Prohibit development and building design that does not incorporate pedestrian connectivity.

WCD 1.3 Allow opportunities for public gathering spaces such as neighborhood parks or open space areas to create areas for neighbors to gather, meet and mingle.

WCD 1.4: Develop appropriate streetscape standards that address entry monumentation, landscape treatment, street furniture, and open space opportunities.

WCD 1.5: Ensure points of entry into neighborhoods or centers are clearly identifiable and compatible with the adjacent architecture.

WCD 1.6: Develop appropriate signage standards that are consistent with the overall design theme and character of Winchester. Sign standards should also consider signage geared toward the pedestrian (i.e. hanging signs, projecting signs and directories).

1.4 CIRCULATION GOALS, OBJECTIVES AND POLICIES

1.4.1 Circulation Goal:

Create a circulation system that can accommodate the Land Use Plan, as revised per the Winchester Land Use Study (Figure ____) and complies with the County wide target Levels of Service that facilitate the movement of vehicles, but also places a strong emphasis on safe and efficient pedestrian pathways and alternative modes of travel.

Objectives:

1. Design streets with the complete street design concept: pedestrian, bicycle, transit and auto. Retain the existing historical grid pattern street system within the Downtown Core area.
2. Encourage the use of alternative modes of transportation to reduce reliance on the automobile, improve air quality and create a more walkable community.

3. Adopt traffic calming measures to improve the pedestrian environment, such as “choking” down street widths at key intersections, enhanced pavement, landscape pockets, etc., to slow traffic and enhance pedestrian safety.
4. Create pedestrian linkages throughout the community (e.g. alleys, sidewalks, and paseos).
5. Maximize the use of alleys and rear building entries to provide access and reduce congestion on the street system.
6. Discourage the use of round-a-bouts in the Downtown Core to ensure through traffic is routed to the arterials roadways at the perimeter of Downtown.
7. After all construction of Highway 79 re-alignment is complete, the following road improvements are recommended. All improvements are subject to review and approval of the Riverside County Transportation Department and would require the Riverside County Circulation Element be amended.
 - Since Grand Avenue will serve as a primary east/west roadway for through traffic, Simpson Road is recommended to be reduced to two lanes (secondary roadway) with reduced traffic speed in the Downtown Core. This would allow Simpson Road to become the “Main Street” of the Downtown. In addition, this would divert through traffic out of the Downtown, and create a safer, more pedestrian oriented streetscape with a traditional Downtown “feel”.
 - It is also recommended that Winchester Road be reduced to two lanes (secondary roadway) with reduced traffic speed once Highway 79 re-alignment is constructed. This would also give Winchester Road a more “Main Street” feel and create a more pedestrian friendly streetscape. Also, angled parking is recommended on both Winchester and Simpson Roads once the Highway 79 re-alignment is constructed.
 - Extend Olive Avenue to the east of the new Highway 79 alignment and up-grade it to a minimum of a secondary roadway (preferably a major roadway) at the newly constructed interchange to provide east/west traffic circulation outside of the Downtown.
 - Extend Rice Road and Patterson Avenue as a secondary roadway to the north to Grand Avenue. Down-grade Patterson Avenue to a secondary roadway due to the new Highway 79 re-alignment.
 - Over-crossings should be considered at Rice Road and Domenigoni Parkway, and Patterson Avenue and Domenigoni Parkway, if feasible.
 - Once Highway 79 re-alignment is construction, a crossing at the intersection of the new Highway 79 alignment and Olive Avenue should be considered.
 - Designate Beeler Road as a secondary roadway—the entire length of the road.

Policies:

The RCIP has several existing policies that are consistent with and support the recommendations of the Circulation Goals, Objectives and Policies of the Winchester LUS. The following policies have been developed specifically for the community of Winchester.

CLU 1.1: Once the Highway 79 realignment is approved, the proposed land uses may need to be re-analyzed (and possibly modified) to reduce any potential circulation and land use conflicts or changes that may be required as a result of the final re-alignment.

CLU 1.2: Require development projects to incorporate easy, convenient access to public transportation systems with consideration of both existing and long-term planned facilities.

CLU 1.3: Locate the future transit station in the Downtown Core. This will connect Winchester to other parts of the County, support TOD and revitalization of the Downtown.

CLU 1.4: Optimize the use of the alley system in the Downtown Core area.

CLU 1.5: Implement the use of round-a-bouts outside the Downtown Core area. Round-a-bouts should be utilized on perimeter streets such as Olive Avenue, Grand Avenue, Patterson Avenue and Rice Road.

CLU 1.6: Ensure an adequate supply of parking in the Downtown Core area without compromising the vision for a walkable Downtown. Plan for off-street parking facilities (i.e. structures, lots, park-n-rides or pedestrian facilities) to support and enhance transit-oriented development and encourage a walkable Downtown.

CLU 1.7: Design roads or future transit centers to minimize noise impacts on surrounding residential and sensitive land uses.

1.5 MULTI-PURPOSE OPEN SPACE/RECREATION GOAL, OBJECTIVES AND POLICIES

1.5.1 Multi-Purpose Open Space and Recreation Goal:

Create opportunities for additional open space and recreational opportunities to serve a variety of needs and users within the Community of Winchester.

Objectives:

1. Provide at least two additional regional park facilities that may include outdoor soccer and/or ball fields, and indoor facilities. One facility should be generally located in the north and one facility at the south end of the community.

2. Strategically locate open space/recreation uses to compliment the adjacent land uses and minimize any potential noise impact to adjacent or nearby sensitive receptors.
3. Additional open space and parks need to be developed to provide a variety of amenities to serve all the diverse needs of the community from active to passive uses.
4. Require developments to provide a variety of park uses. An analysis of the existing park space within approved Specific Plans should be conducted to determine the appropriate future park needs based on existing, approved park and open space within the approved Specific Plans.
5. Encourage new development to include plazas, fountains, public art, courtyards, paseos, outdoor seating, public gathering spaces and public art, wherever possible and appropriate.
6. Incorporate equestrian use and multi-purpose trails and connectivity to open space, parks, and other recreational amenities.
7. Preserve the scenic background and natural resources of the community, including the protection of scenic vistas associated with the varied topography that defines the area.

Policies:

OSLU 1.1: Ensure there is an appropriate distribution of recreational amenities in the various land uses given the proposed revisions to the Community of Winchester Land Use Plan.

OSLU 1.2: Provide open space areas to provide visual relief, create connectivity to other areas, and to help serve as buffers to the built environment.

OSLU 1.3: Ensure that pedestrian, equestrian and bicycle street and trail network systems are incorporated to provide connectivity to surrounding land uses.

OSLU 1.4: Ensure public gathering spaces and parks for civic and cultural events are included in the Downtown Core. Integrate a network of parks, plazas, public squares, bicycle trails, transit systems, and pedestrian pathways to provide connections within each neighborhood, and linkages to surrounding communities.

OSLU 1.5: Analyze the opportunity for enhanced recreational opportunities within the existing Salt Creek open space area and existing multi-purpose regional trail (i.e. education kiosks, exercise stations, etc.).

OSLU 1.6: Consider the opportunity for a multi-purpose bridge crossing over Salt Creek to provide pedestrian, equestrian and bicycle connectivity to Downtown.

ORLU 1.7: Consider future park and recreational opportunities within the existing Double Butte County Park once the required remediation is completed.

OSLU 1.8: Conduct a separate trails assessment for the community to identify capacity and long-term trail needs given the proposed revisions to the Land Use Plan and the existing open space/park land within approved Specific Plans.

1.6 SUSTAINABILITY GOAL, OBJECTIVES AND POLICIES

1.6.1 Sustainability Goal:

Encourage land use planning and development to be efficient in the use of non-renewable resources and improved air quality to reduce impacts on the surrounding environment.

Objectives:

1. Promote the use of energy and water conservation technologies and practices.
2. Require future planning and land use documents (i.e. Specific Plans or Design Guidelines) require sustainable planning and design practices such as Smart Growth, New Urbanism, Transit-Oriented Development and Sustainable Design Principles as appropriate.
3. Create an incentive program for projects that obtain LEED (Leadership for Energy and Environmental Design) certification or build to LEED equivalent standards. At a minimum, encourage the use of sustainable materials for building materials, hardscape and site furniture whenever possible.
4. Establish regulations that allow for a short-term waiver of the parking requirements in the Downtown Core for highly desirable land uses such as specialty retail, restaurants, and lodging.
5. Consider the adoption of an in-lieu parking fee in the Downtown area to create a future source of funds to provide for the development of parking structures and/or parking lots in the Downtown Core.

Policies:

SLU 1.1: Implement sustainable planning and design practices such as Smart Growth, New Urbanism, Transit-Oriented Development and Sustainable Design Principles in new developments.

SLU 1.2: Encourage the design and construction of energy efficient buildings to reduce air, water, and land pollution and environmental impacts from energy production and consumption.

SLU 1.3: Maximize the light from the site and ensure proper building placement to reduce dependency of electricity.

SLU 1.4: Preserve existing tree canopy, native vegetation, and pervious surfaces when feasible.

SUL 1.5: Reduce the impact of heat islands by providing shade structures and trees that can produce large canopies to provide shade. Select roof and paving materials that possess a high level of solar reflectivity.

SLU 1.6: Select land use designation where communities will be near public transportation infrastructure to reduce vehicle trips and encourage pedestrian activity.

SLU 1.7: Provide direct and safe connections for pedestrians, bicyclists, and drivers to key locations of a project, local destinations, and neighborhood centers.