

# APPENDIX B

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## COMMUNITY ENGAGEMENT SUMMARY

# APPENDIX

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## Fallbrook

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### SUB-AREA PLAN

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**DRAFT**



## **Fallbrook Sub-Area Plan**

# **COMMUNITY ENGAGEMENT REPORT**

## **PHASE II: EXISTING CONDITIONS**

June 22, 2022

Prepared by:  
MIG, Inc.

## Introduction

The community engagement process that is informing development of the Fallbrook Sub-Area Plan (SAP) contributes to defining the future vision and priority improvements in the Downtown Fallbrook area. Phase II of the process involved initiating the planning process among the project team and community outreach and engagement efforts that contributed to the initial technical planning. This report summarizes the Phase II community engagement goals, activities, and key outcomes.

## Background

The community of Fallbrook is an unincorporated community of San Diego County, consisting of 36,000 acres. Fallbrook is located south of Riverside County and east of Camp Pendleton and based on 2010 census track its approximate population is 30,534. Its neighboring communities are Bonsall to the south, Pala to the east and Rainbow to the northeast. Most of the area is characterized by rolling hills covered in avocado and citrus orchards. However, as the topography changes, it creates natural buffers that separate Fallbrook from its neighbors. The busy and vibrant town center is located near the western boundary. The town surrounds the downtown, which is a unique historical district that has become the focus of a revitalization effort.

In 2019, through the support and coordination of County Board of Supervisor Jim Desmond, District 5, the Fallbrook Revitalization Infrastructure Committee, and community members representing a range of interests and views collaborated with PDS staff. This initial collaborative effort involved early community engagement, planning and design efforts, the results of which informed development of the Visioning Report, and is considered Phase 1 of the broader revitalization effort.

The study area is surrounded by East Dougherty St./Gum Tree Ln. to the north, Morro Road. to the east, East Fallbrook Street to the south, and Summit Avenue to the west. Additionally, adjoining this area to the southwest is south of East Fallbrook St. is an area surrounded by Old Stage Rd. to the east, West Clemmens Lane to the south, and Alturas Rd. to the west. Generally, the study area includes the original Downtown business district along Main Avenue and Alvarado Street, as well as significant corridors along Mission Road and Fallbrook Street. Uses generally include a range of business types, including but not limited to: grocery, pharmacy, small department stores, convenience, liquor, professional services, and more. Some residences are located on smaller, adjoining streets. A few school and park sites exist in the study area, as well as historic, cultural and arts features and organizations. A portion of Pico Avenue serves as a tree-lined, multi-use pathway.

Continued engagement with the full range of community members that have a vested interest in the future of Downtown Fallbrook will be important to fully defining the future vision and prioritizing improvements. Additionally, thorough land planning, urban design, mobility, and environmental

planning will be required to encourage desired development and invest in public infrastructure in the years to come.

## **Community Engagement Goals**

The goal of engagement for the project is to facilitate a community-driven approach to developing the Fallbrook SAP. The County is engaging soliciting input from Downtown Fallbrook stakeholders, particularly property owners, business operators and residents in the immediate study area. Engagement is also focusing on reaching under-represented groups and who have not traditionally engaged in County and Fallbrook area planning processes.

The following are overarching engagement goals for the Fallbrook SAP:

- Design and deploy a diverse set of communication and participation tools and activities that are accessible, meaningful, culturally, and linguistically appropriate for diverse groups, and comprehensive in reaching the full range of community members
- Leverage community partners' networks and assets to reach the full range of community members, such as the Community Planning Group and Chamber of Commerce
- Engage stakeholders and representative voices that traditionally have not participated in community planning, but may benefit or be impacted by future change, particularly when viewed via a "social equity lens"
- Link community members with the project's communication channels to promote ongoing project awareness and communication
- Facilitate seamless coordination of the community engagement process with the technical planning process to ensure the diversity of public input informs and is reflected in the Fallbrook SAP
- Provide comprehensive and transparent documentation of public input
- Share strategies, learnings, and experiences from this project's engagement efforts with other County/PDS projects to promote innovative engagement efforts County-wide

## **Stakeholders**

The following represents stakeholder categories in the Downtown area that have vested interests in the Fallbrook SAP. The project team continues to develop and expand a database of individuals and organizations within these categories and others that have emerged during the process.

- Community-based and topical advocacy organizations, including but not limited to:
  - Downtown business and neighborhood groups and associations
  - Environmental justice and social equity
  - Active (bicycle and pedestrian) transportation
  - Mobility
  - Environment
  - Recreation
  - Local school district



- Non-profit and social service providers
- Local community advocacy groups
- Demographics and groups that have historically not been part of the engagement and community planning process, including but not limited to:
  - Culture, ethnicity, and race, particularly Hispanic/Latinx community members
  - Non-/Limited-English speaking residents, particularly Spanish-speaking
  - Employees of area businesses that live outside the TOV area
  - Renters
  - Low-income residents
  - Youth and young adults
- Regional, State, federal, and nearby public agencies and elected officials focused on planning and development, particularly public works, public safety, transportation, environment, and related areas
- Schools: Local pre-K-to-12
- Business and industry, particularly small businesses, major employers, and job centers
- Utilities
- Non-profit and social service agencies
- Other interests, communities and groups identified during the planning process

### **Social Equity and Hard-to-Reach Stakeholders**

A project focus continues to be identifying stakeholders that are hard-to-reach, not normally involved in community planning, and representative of social equity groups. Project team members continue to engage to specific organizations and representatives that may have a closer understanding of and/or networks with such stakeholders. This outreach involves asking about under-represented, hard-to-reach groups, and how these groups can be best reached (i.e., communication channels, supportive organizations, etc.) Examples of groups that have been engaged to this end include but are not limited to local school district, non-profit and social service providers, and local community advocacy groups.

## Phase II Engagement Activities

Phase I of the process involved initiating the planning process and community outreach and engagement efforts that contributed to the initial technical planning. Phase II focused on conducting existing conditions analysis of the study area, or an in-depth understanding of the project area and its current conditions to inform development of SAP plan concepts. This section summarizes the Phase II engagement activities, which included the following:

- Meetings of the Infrastructure Committee and Additional Planning Group Sub-Committees
- Focus Groups
- Community Workshops
- Pop-Up Activity
- Community Questionnaire

### Committee Meetings

The Infrastructure Committee serves is a sub-committee to the Fallbrook Community Planning Group and the Fallbrook Chamber of Commerce and serves as a local advisory group to PDS for this project. In addition to advising and providing feedback to technical developments from the planning process, the committee also informs public outreach and involvement activities. During Phase II this committee met three times over videoconference to initiate the planning and engagement effort and inform the existing conditions research on these dates:

- June 22, 2021
- December 8, 2021
- January 25, 2022

Additionally, the project team meet with three sub-committees of the Fallbrook Community Planning Group for focused discussions on the design guidelines and streetscape elements of the project, as follows:

- Circulation Sub-Committee, February 15, 2022
- Parks Sub-Committee, February 16, 2022
- Design Review Board, February 16, 2022
- Design Review Board, April 6, 2022
- Design Review Board, May 11, 2022

### Focus Groups

Focus groups with specific communities of interest engaged participants in hearing their visions for a revitalized Downtown Fallbrook, as well as the types of issues and opportunities they believe to be important to the area's future including parking, potential streetscape elements, public amenities, and potential enhanced/new uses. These communities included downtown area

businesses (managers and property owners) and residents and community leaders representing social equity perspectives. The focus groups occurred via videoconference.

- Businesses, September 8, 2021
- Social Equity, November 4, 2021

### **Community Workshop**

The first community workshop for the project occurred on September 22, 2021. The workshop introduced the project to the broader community and facilitated input on the vision for a revitalized Downtown including parking, potential streetscape elements, public amenities, and potential enhanced/new uses.

### **Community Questionnaire**

A web-based community questionnaire developed by the project team provided the community with an alternative opportunity to provide input that did not require attending one of the aforementioned activities. Similar to all activities, the questionnaire asked respondents to reflect on their vision for the future and definition of “character” for the study area. Respondents also indicated their priority issues and opportunities such as parking, public spaces, pedestrian safety, and more. A total of 47 respondents answered all or some of the questions. The questionnaire was available from December 2021 through February 2022.

### **Pop-Up Activity: Harvest Faire**

The project team attended the Harvest Faire in Downtown Fallbrook on October 17, 2021, a major annual street fair that attracts residents and visitors. Similar to the vendors, the project team coordinated with the Chamber of Commerce to host a large booth with project information on displays and team members available to answer questions. Additionally, some of the display materials included opportunities for visitors to indicate which type of issues, opportunities and potential improvements were their highest priority for the future of Downtown Fallbrook. At least 75 visitors reviewed the display boards and posted dots and provided comments on sticky notes.

## Key Findings

The following summary of key findings represents collective outcomes and priorities across the community engagement activities. The findings are organized by key aspects of the SAP: vision, streetscape, design guidelines, zoning, mobility, and parking. Participants also identified community stakeholder categories that could be involved in the planning process. Specific outcomes by activity are included in the next section of this report.

### Vision

Building on initial visioning with the community in 2019 that preceded the SAP process, following are emerging vision concepts that reflect input from recent Phase II engagement activities.

*A vibrant downtown community that is alive with shopping and activities with a variety of active businesses, housing options, and places that support residents and visitors and attract tourists.*

*Beautiful, high-quality public and private spaces and buildings that represent Fallbrook's historic, small-town character and meet modern needs for livability, commerce, and tourism.*

*Easy and safe mobility and accessibility for everyone by foot, bicycle, or vehicle.*

*Open spaces, corridors and promenades that are beautifully landscaped and well-maintained that encourage social gathering, walking and active play for all ages.*

*Streamlined guidelines and requirements that provide a simple yet thorough process for public and private development opportunities.*

### Streetscape

- Fill gaps and make connections in sidewalk network
- Improve safety of crossings, particularly at high traffic and sensitive locations (e.g., schools)
- Explore pedestrian focused traffic control devices
- Encourage improving the safety of Pico Promenade
- Promote preserving existing native and non-invasive trees and expanding trees and landscaping
- Link planning to local plans for trails, bike, pedestrian, and gateway improvements
- Improve pedestrian lighting for aesthetics, safety, and security
- Locate bulbouts to reduce crossing distances, improve traffic safety, and create useable public space
- Explore ways to support improved wayfinding and public plaza designs

## **Design Guidelines and Zoning**

- Focus on retaining historic and rural character
- Promote a range of high-quality business types
- Maintain existing building height limits
- Encourage rebuilding destroyed buildings to the original form
- Address the need for maintenance of landscaping in the long-term
- Update signage guidelines with revised list of disallowed
- Update lighting guidelines
- Include design standards for outdoor dining in updated draft (there are currently no guidelines pertaining to outdoor dining)
- Ensure design guidelines and zoning updates are closely coordinated
- Preserve ground-floor uses on Main Ave for non-residential uses, with residential above
- Explore residential rezoning and intensification on parallel or adjoining streets to Main Ave. Clear and concise guidelines
- Use more graphics when possible to illustrate the guidelines
- Update matrices to avoid invasive and non-native planting and trees
- Update design standards document to include the checklist, perhaps in an appendix

## **Mobility and Parking**

- Avoid losing on-street parking capacity
- Prevent bike lane designs that constrict right-of-way on major roads (i.e., Main Ave.)
- Move heavy traffic off Main Ave to other corridors and streets
- Improve wayfinding to support traffic flow
- Reduce parking requirements for businesses –

## **Community Stakeholders**

- Local residents and associations
- Community planning groups
- Business owners and associations (e.g., Chamber)
- Property owners
- Nonprofit organizations
- Social service organizations
- Social equity advocates
- School district
- Fallbrook Land Conservancy
- Boys and Girls Club
- Agriculture and viticulture representatives

## Findings by Activity

Specific outcomes by engagement activity are included in this section of the report. Following are copies of “digital whiteboards” from meetings and focus groups, which represent real-time notes of participants’ comments, ideas, and questions taken and screen-shared during those video conference sessions. Also following are images from the Harvest Faire, and questionnaire responses in the following order:

- Meetings of the Infrastructure Committee and Additional Planning Group Sub-Committees
- Focus Groups
- Community Workshops
- Pop-Up Activity: Harvest Faire
- Community Questionnaire

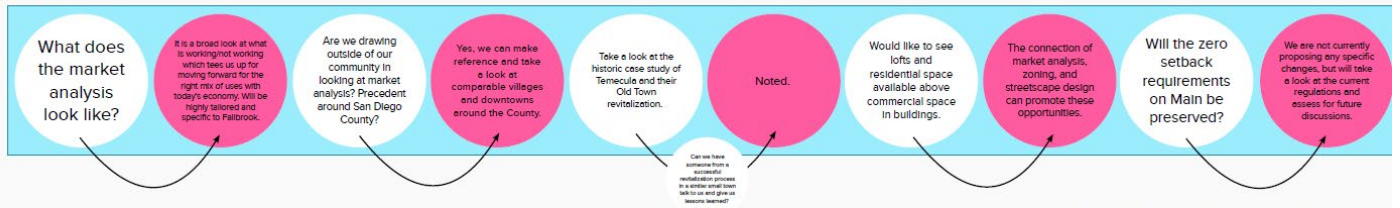
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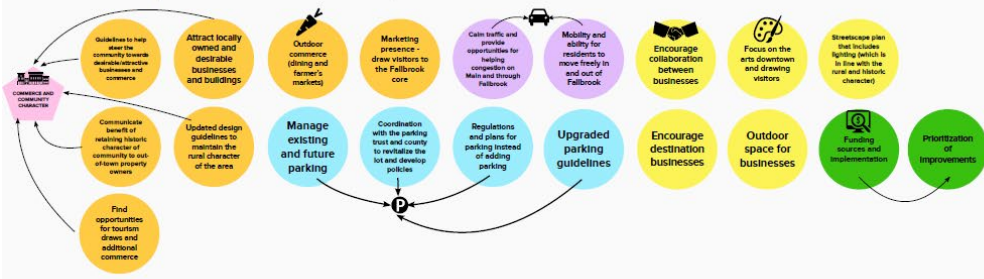


Fallbrook Sub-Area Plan  
**Infrastructure Committee**  
June 22, 2021

**Q&A**



**What are your desired outcomes and expectations for the plan?**



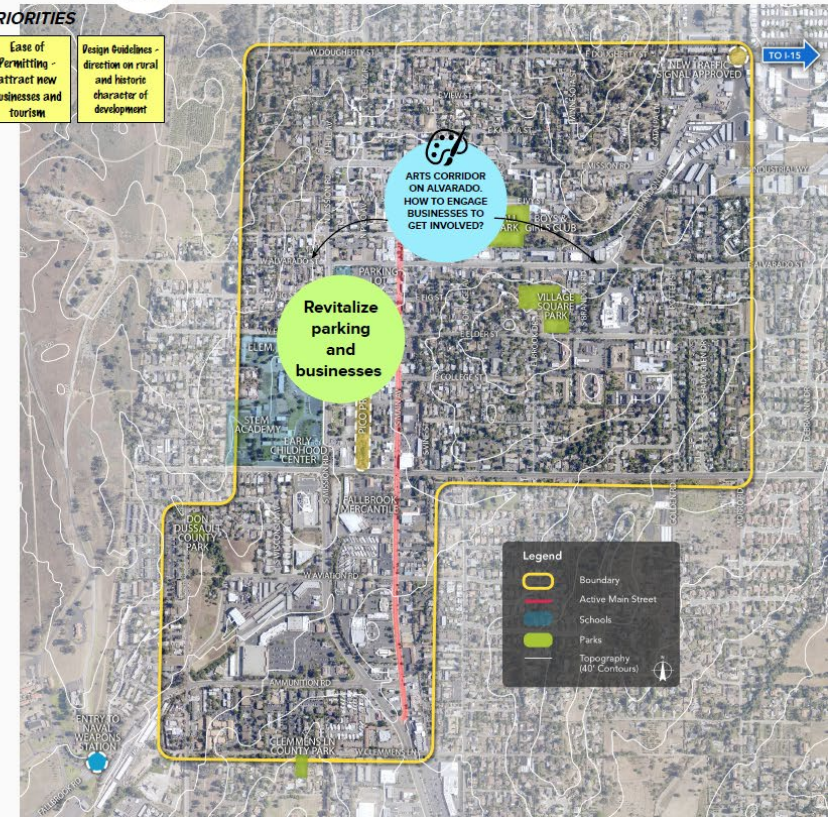
**PRIORITIES**



**What are additional issues and opportunities?**



**Who are the community stakeholders, especially those not normally involved in planning?**





Fallbrook Sub-Area Plan  
**Infrastructure Committee #2**  
 December 8, 2021

**General Q&A**

What happens to this planning process if County Supervisor Jim Desmond is not re-elected or through redistricting is no longer involved in Fallbrook?  
 Project is fully funded, implementation and any future projects are not

**Market Analysis**

Group Discussion

Were VRBO looked at?  
 In looking at wayfinding, are we able to enlarge them?  
 Is the input that has been received indicative of a possible incorporation vote?  
 Use this plan to advocate for and recommend larger wayfinding signs that can be more effective  
 Focus is more on business growth and revitalization, incorporation not feasible and not on the table for this project  
 Have been working with DPIW, and have opportunities to update guidelines and ordinances with this project

**Parking Analysis**

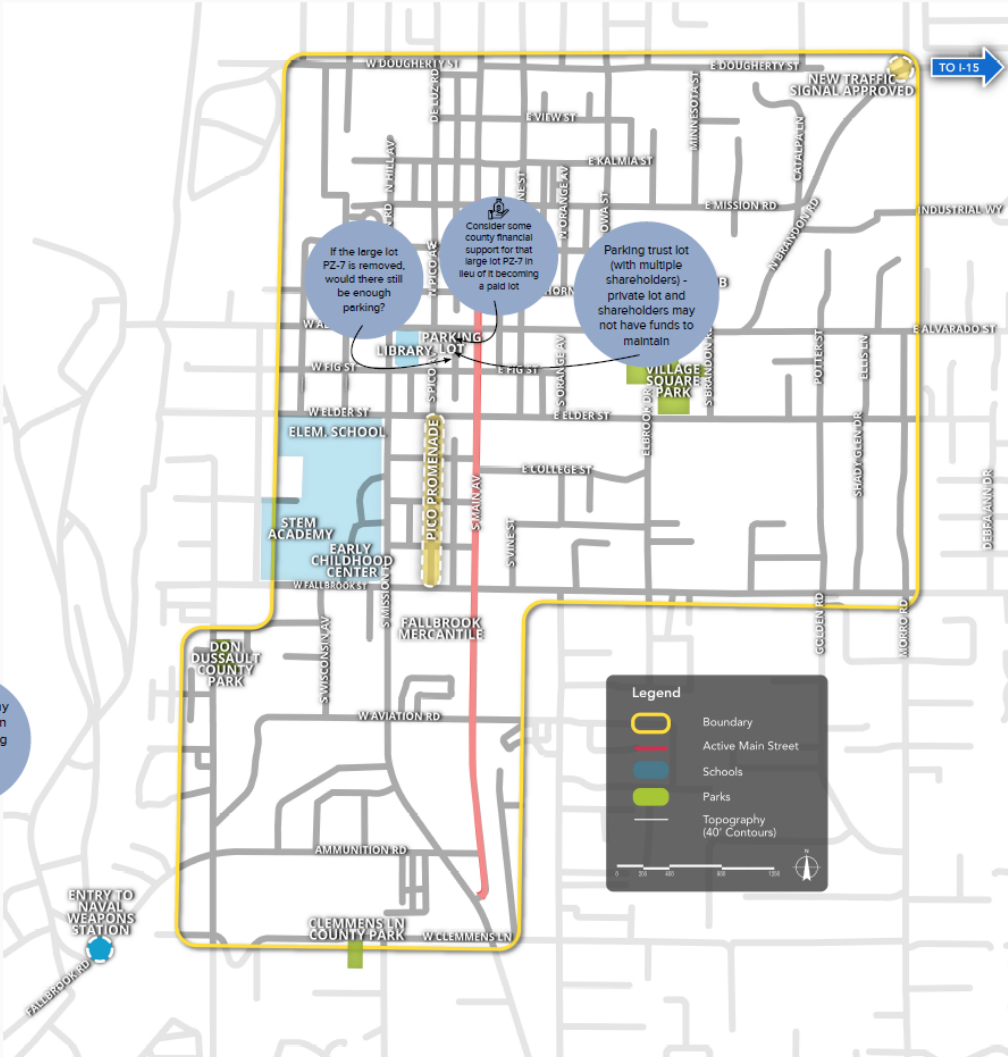
Group Discussion

Problem is where parking is located for businesses  
 Would like reduced parking, if someone has to park 1 block away that is OK  
 Too difficult to open a new restaurant with high parking requirements  
 Parking trust lot (with multiple shareholders) - private lot and shareholders may not have funds to maintain  
 If the large lot PZ-7 is removed, would there still be enough parking?  
 Was there any consideration of just closing down Main Ave?  
 Main Ave is a public road, so it would be difficult to close  
 Consider some county financial support for that large lot PZ-7 in lieu of it becoming a paid lot  
 Would like a new parking study of only public parking

**Zoning Analysis**

Group Discussion

Would not like heights above 35 feet - retain what's there  
 Are there constraints on drive-through restaurants? - Yes, Zoning currently prohibits  
 Are there any restrictions against walk-up windows? Do not believe so  
 Believes walk up windows and take-out would be a benefit to downtown  
 Setting Fallbrook specific guidelines and requirements is important







Fallbrook Sub-Area Plan  
**Infrastructure Committee #3**  
 January 25, 2022

**General Q&A**

- Would like to meet with committees related to circulation, park, trails
- Would not like extended sidewalks or bike lanes on Main Ave
- Don't show improvements on private roads
- Would like study of closing Main Ave
- What is a Plaza? - Gathering areas within the public ROW
- Could be associated with outdoor dining or landscaping areas
- Would like to see Design Guidelines and Zoning updated in conjunction

**Streetscape**

Group Discussion

**Priority Improvements**

- Would like to see lighting and bike lanes on minor corridors
- Good lighting helps reduce crime
- Would like to see opportunities for outdoor dining
- Trees could be difficult because of required easements
- Gateway ordinance program in progress
- Would like to see attractive lighting on Main
- FPG and Trails council community plans call out specific needs

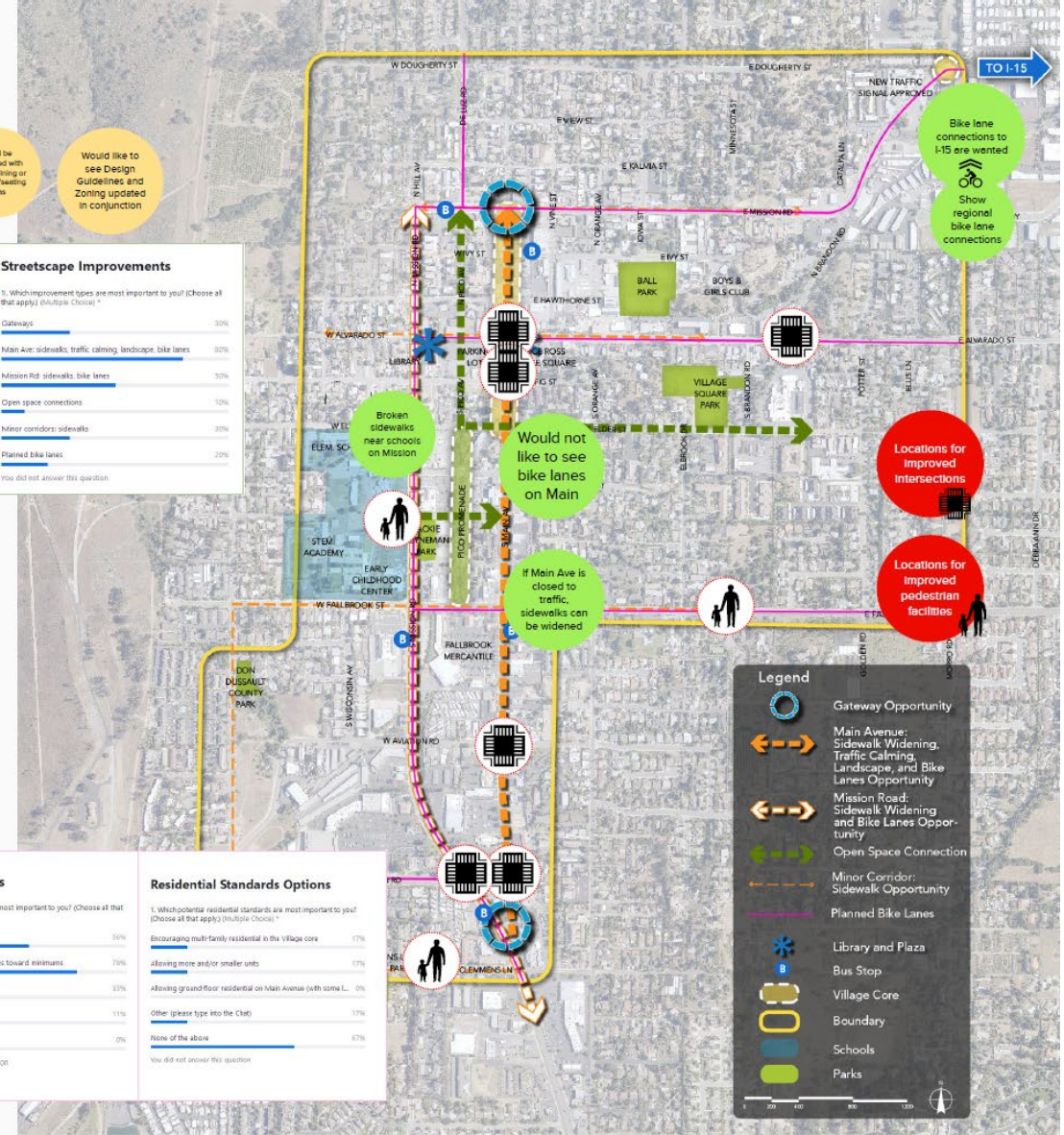
**Intersections/Streets**

- Need curb extensions/bulbouts to create public plaza space
- Bulb outs are great for traffic calming
- If Main Ave is closed to traffic, sidewalks can be widened
- Main is too narrow for bike lanes

**Zoning Analysis**

Group Discussion

- Against ground floor residential on Main- wants to encourage destination businesses
- Would like financial support from the County to maintain the large private parking lot
- Would like to see residential above retail
- Would like to see dense vitality / business on Main
- Would like a recommendation for how to restrict on-street parking to longer term lots
- Time limits, parking meters, informational materials
- Opportunities for mixed-use commercial / residential on Main
- Allowing lodging above commercial and boutique hotels
- Reduced parking minimums are vital for new businesses
- Would not like to see senior homes or hotels on Main
- Would like to see multi-unit rezoning within a block of Main
- Would like to see more residential units near Main (but not on Main)
- Rezoning areas for more multi-family use



Infrastructure Committee #3 - Continued

**Streetscape Improvements**

11. Which improvement types are most important to you? (Choose all that apply.) (Multiple Choice) \*



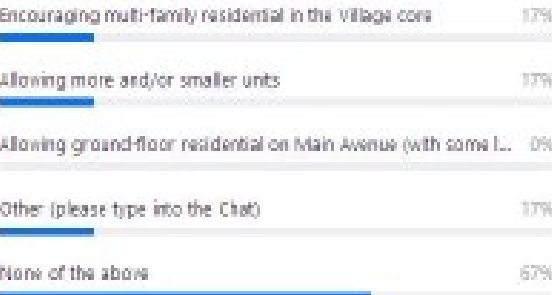
**Parking Options**

1. Which parking options are most important to you? (Choose all that apply.) (Multiple Choice) \*



**Residential Standards Options**

1. Which potential residential standards are most important to you? (Choose all that apply.) (Multiple Choice) \*



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Fallbrook Sub-Area Plan

**Circulation Committee, Parks Committee, and Design Review Board**

February 15 and 16, 2022

### Streetscape

Group Discussion

**Priority Improvements**

- ADA accessibility is an important consideration
- Have a gateway monument at Clemmens and Mission
- Sidewalks are a huge priority
- No sidewalks exist on W Clemmens (and lots of kids walk there)
- Would rather have investment in sidewalks vs Investment Downtown
- Feels it is very important to calm traffic on Main Ave
- Crosswalks very important in areas near the schools
- Would like to see lights (RRFB) at crosswalks
- Hazardous crossing at Main and Aviation
- Would like a RRFB at Main and Aviation
- Pico Promenade is a huge asset, issue now is with the homeless
- Pico Promenade is private property, County has an easement
- Currently - it is closed at night (Pico Promenade)
- Solar lighting on Pico Promenade is next priority
- County did approve trails on paper in 2009
- County is currently doing a needs assessment
- Segments of trails are already existing throughout Fallbrook
- Connectivity between trails is an issue
- Trails master plan draft has been submitted to the County
- Vacant lot parking lot was used by employees at Fallbrook Hospital
- Would like to see walking path loops
- Fallbrook land conservancy mapped connectivity between downtown and FLC land
- Filled pedestrian gap between Aviation and Main
- Sidewalks on W Alvarado (by Gem and Mineral Society) and Ammunition
- There are existing trees on east-west streets that did not show up on the map
- New trees are difficult because of lack of infrastructure and support from property owners

### Circulation and Zoning

Group Discussion

- Concern about lack of on-street parking on Clemmens Ln and Main Ave
- Camp Pendleton exit traffic makes it difficult for pedestrians on Main
- Redirect traffic off of Main Ave
- Concerned about the possibility of having bike lanes in constricted right-of-way

### Design Guidelines

**What is working well in the existing design guidelines?**

- Want building heights to remain limited to 36' in the downtown
- Wants to keep trees and landscaping
- Building design, materials, etc work well
- Like the requirements regarding site plans - required trees, etc
- Retaining the rural character

**What is not working well in the existing design guidelines?**

- Signage guidelines need to be updated - current size of allowed lettering is too small (want 15 inches)
- Do not want the tall temporary feather flags
- Do not want neon signs
- Don't want A-frame signs - sidewalks too narrow
- People are not following the existing guidelines - asking for forgiveness instead of permission
- Want to be able to rebuild buildings the same way they were originally built
- Signage guidelines need to be updated - consider proximity of building to street and size
- Improve signage and lighting requirements
- Do not like eucalyptus and palm trees

**What should be improved and how?**

- Want to allow outdoor dining
- Want to reduce parking requirements to at least 30% or more in the downtown core
- Want to allow backlit signs
- Parking restrictions are a big hindrance on the community
- Find a way to allow nonprofits to advertise themselves with signage
- Add guidelines about public art
- Streamline the signage - different requirements by village zone
- Businesses removing landscaping because of homeless camping
- Use photos and examples local to Fallbrook in the document
- Calming traffic on Main Ave
- Art should be about people places and things related to Fallbrook
- Ensuring sidewalks keep path of travel
- Improving anti-vandalism efforts
- Needs to make it easier for people to find requirements
- References crime prevention design



**Fallbrook Sub-Area Plan**  
**Focus Group - Business**  
 September 8, 2021

**Vision**

What does a "revitalized" Downtown Fallbrook look like in 2 to 10 years?

- Active business community
- Encourage new businesses, less vacant buildings
- Getting members and business involved
- Support local businesses
- Pedestrian promenade
- Mixture of different businesses
- Businesses open at night
- Walkability and places to eat outside
- More reasons to come downtown
- More locals and tourists shopping Downtown
- Becoming a destination

**Uses, Amenities, and Character**

How would you describe the character of Downtown? What should be preserved? What do you see as new or enhanced?

- Enhanced nights and options for younger community
- More outdoor dining
- Enhanced walkability
- Quiet and unique
- Increased business hours and days of operation
- Opening on Sundays
- Enhanced signage
- Storage (bicycles, outdoor gear, or equipment)

What types of uses in Downtown should be kept? What are new uses that would be beneficial?

- More small businesses
- More options for food & beverage
- More consistency in hours and support
- Recreational activities for families
- Arcades, activities for kids
- Movie theater
- Music
- Destinations
- Mixed-use (office space mixed with food, etc)

What kinds of amenities are important to the future of Downtown Fallbrook? How can we attract visitors, customers, and new businesses?

- New amenities (amenities and value creation)
- Promenade (Downtown Main St Promenade, Examples)
- Public gathering (socialize near businesses)
- Creating sense of community where people want to stay
- Addressing the homelessness in some areas
- Public art (e.g. murals, light art)
- Public Parking (public parking, possible garage)
- Water features and children's play
- Greenery (street for trees, shrubs for more public space)
- Lighting (lighting, street lighting, street lighting)

Are there safety or security concerns at specific locations? What solutions should be explored?

- Addressing the homelessness in some areas
- Pico Promenade
- Lighting as a solution
- Graffiti and vandalism
- Homelessness (addressing homelessness, addressing homelessness)
- Homelessness (addressing homelessness, addressing homelessness)

**Mobility and Parking**

What are some of the barriers you face when going Downtown? How do you get there and what influences that decision?

- Inconsistent parking
- Traffic

What could be done to improve other mobility options such as walking, biking, or others? Who do you think would use those options?

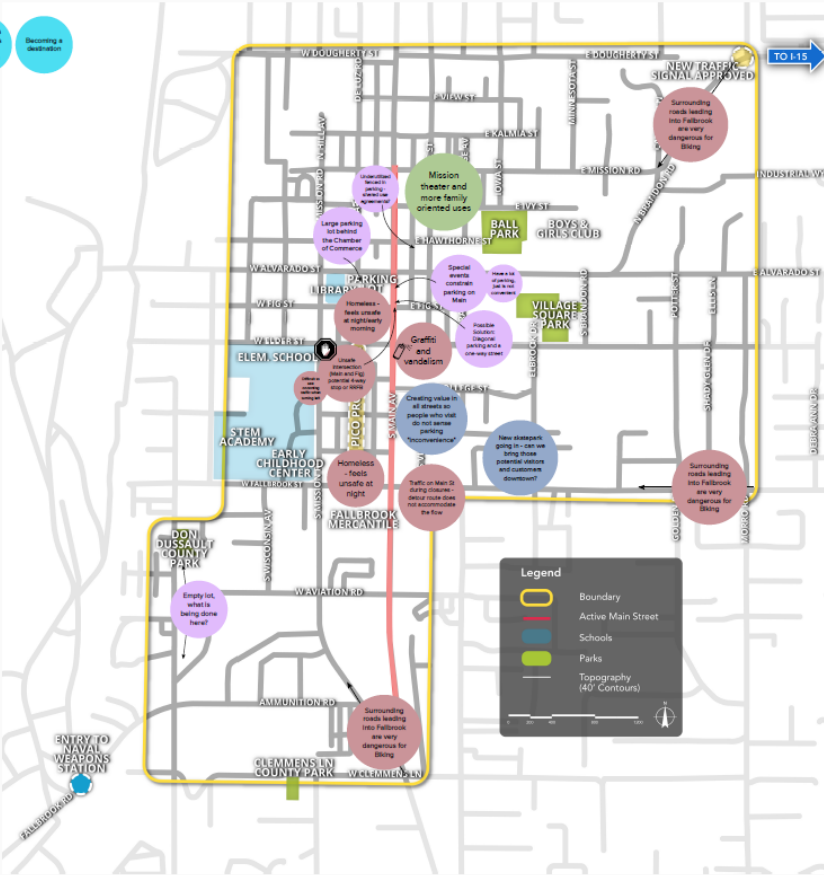
- Pedestrian Promenades
- Addressing needs for walking (e.g. way designed for biking)

What are your experiences with parking Downtown? What works well, and what needs improvement?

- Lack of parking in the Chamber of Commerce
- Can't be consistent with parking during business hours
- Consistency with parking during business hours
- Private parking (private parking, consistent and off-street parking)

Are there private/off-street parking areas that are known to be used by Downtown patrons and other destinations?

- Kindred Coffee
- Underutilized spaces (e.g. parking, street use agreement)



**Fallbrook Sub-Area Plan**  
**Focus Group - Equity**  
 November 4, 2021

**Vision**

What does a "revitalized" Downtown Fallbrook look like in 2 to 10 years?



**Uses, Amenities, and Character**

How would you describe the character of Downtown? What should be preserved? What do you see as new or enhanced?



What types of uses in Downtown should be kept? What are new uses that would be beneficial?



What kinds of amenities are important to the future of Downtown Fallbrook? How can we attract visitors, customers, and new businesses?



Are there safety or security concerns at specific locations? What solutions should be explored?



**Mobility and Parking**

What are some of the barriers you face when going Downtown? How do you get there and what influences that decision?



What could be done to improve other mobility options such as walking, biking, or others? Who do you think would use those options?



What are your experiences with parking Downtown? What works well, and what needs improvement?



Are there private/off-street parking areas that are known to be used by Downtown patrons and other destinations?



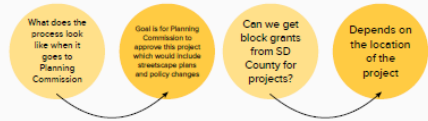


Fallbrook Sub-Area Plan

**Community Workshop #1**

September 22, 2021

**Q&A**



**Vision**

What does a "revitalized" Downtown Fallbrook look like in 2 to 10 years?



**Uses, Amenities, and Character**



How would you describe the character of Downtown and what should be preserved?



What types of uses in Downtown should be kept? What are new uses that would be beneficial?



What kinds of amenities are important to the future of Downtown Fallbrook? How can we attract visitors, customers, and new businesses?



**Mobility and Parking**



What are some of the barriers you face when going Downtown? How do you get there and what influences that decision?



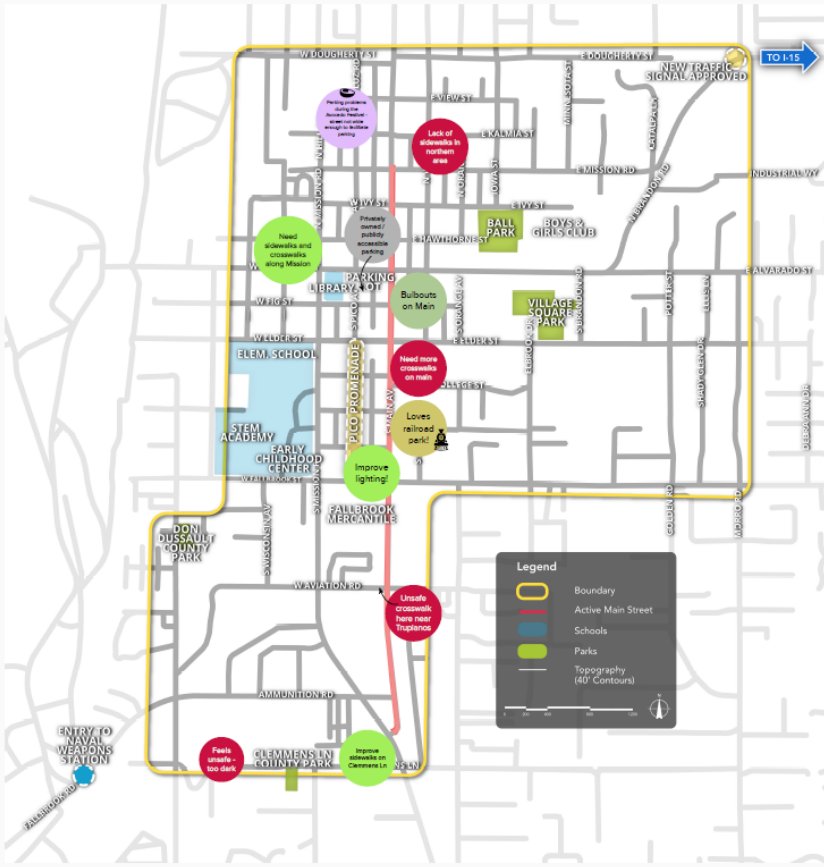
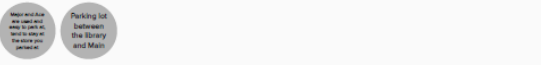
What could be done to improve other mobility options such as walking, biking, or others? Who do you think would use those options?



What are your experiences with parking Downtown? What works well, and what needs improvement?



Are there private/off-street parking areas that are known to be used by Downtown patrons and other destinations?



**What groups or organizations would be helpful in getting the word out?**








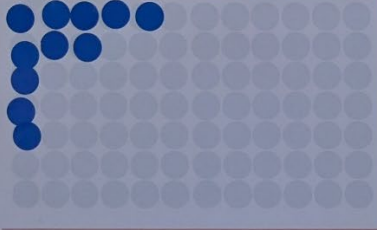
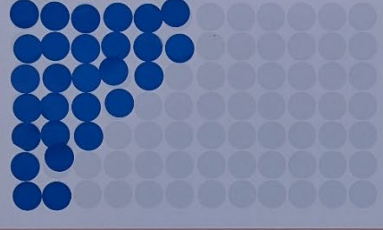
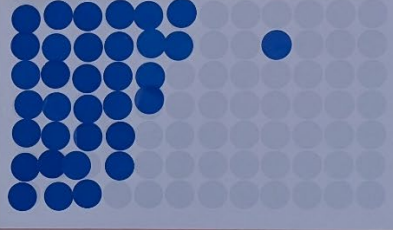

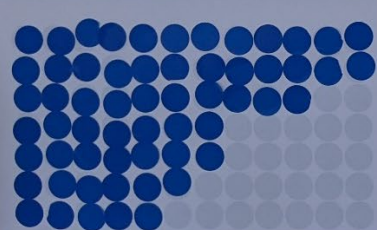
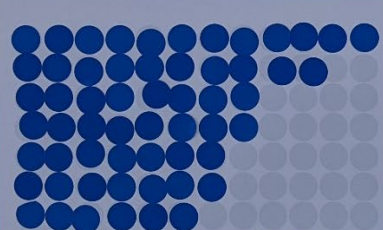
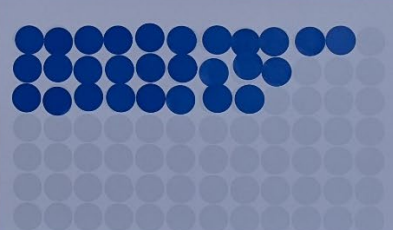
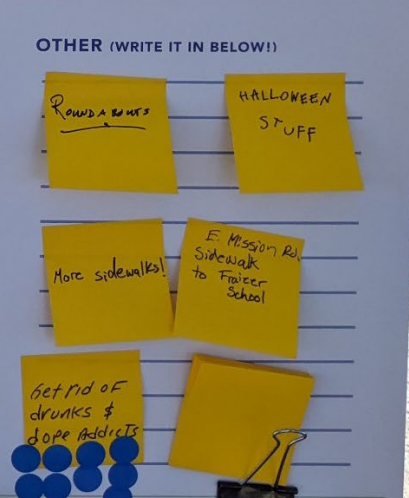
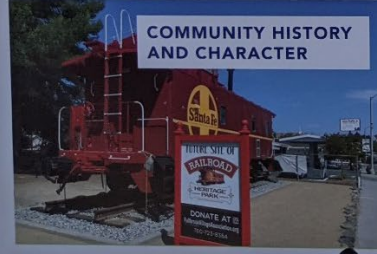




Pop-Up Activity: Harvest Faire

FALLBROOK VILLAGE SUB-AREA PLAN

# EXISTING CONDITIONS



 <p>SIDEWALK WIDTH</p>	 <p>PAVING</p>	 <p>CONNECTIVITY</p>	 <p>SITE FURNISHINGS</p>
			
			<p>OTHER (WRITE IT IN BELOW!)</p> 
 <p>COMMUNITY HISTORY AND CHARACTER</p>	 <p>OPEN SPACE</p>	 <p>FLEXIBLE SPACES</p>	



FALLBROOK VILLAGE SUB-AREA PLAN

# URBAN DESIGN AMENITIES PREFERENCES



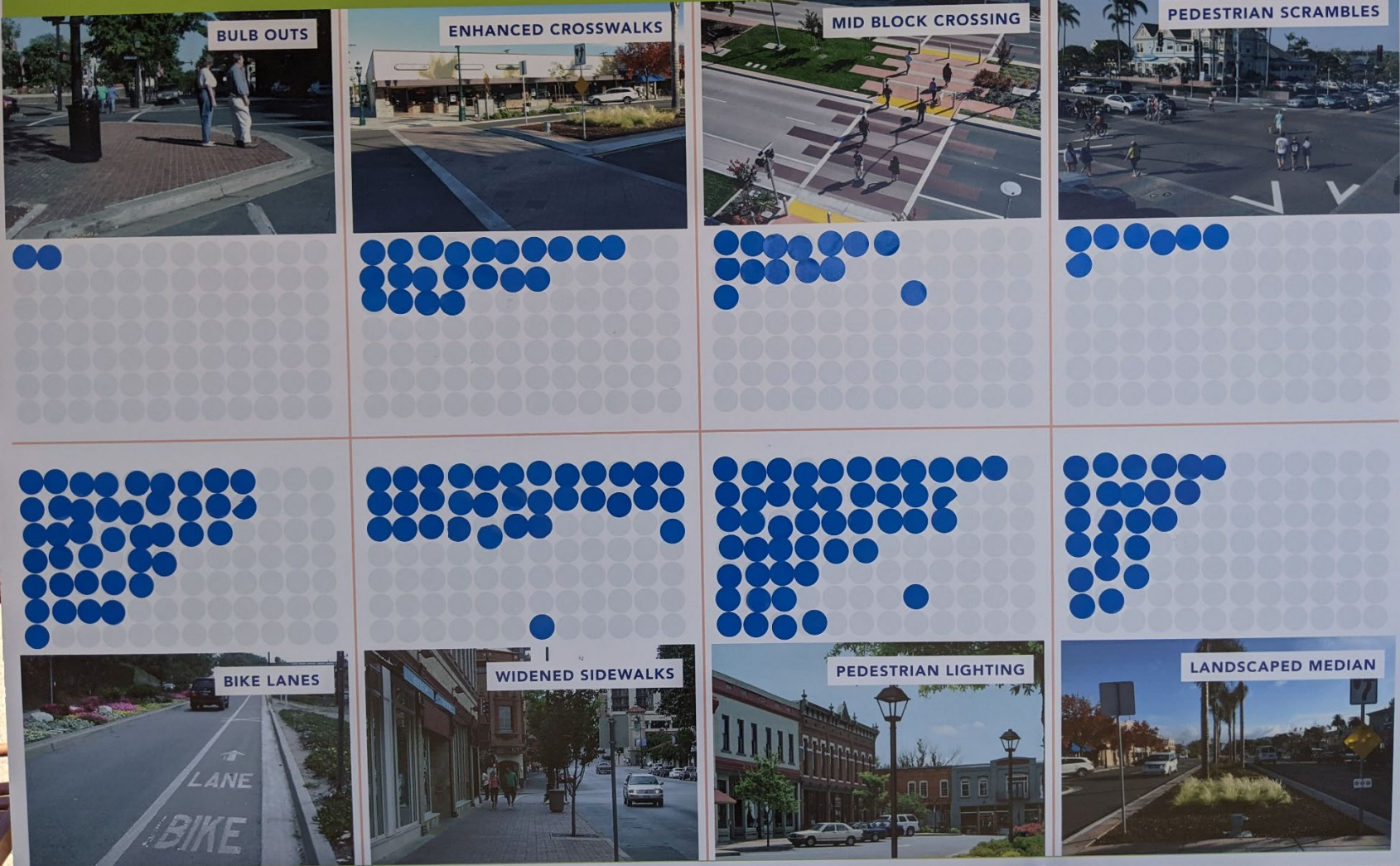
STREET TREES	SITE FURNISHINGS	SHADE STRUCTURES	PLAZAS
 	 	 	 
 	 	 	 
GATEWAYS	WAYFINDING	ON-STREET PARKING	TRANSIT SHELTERS



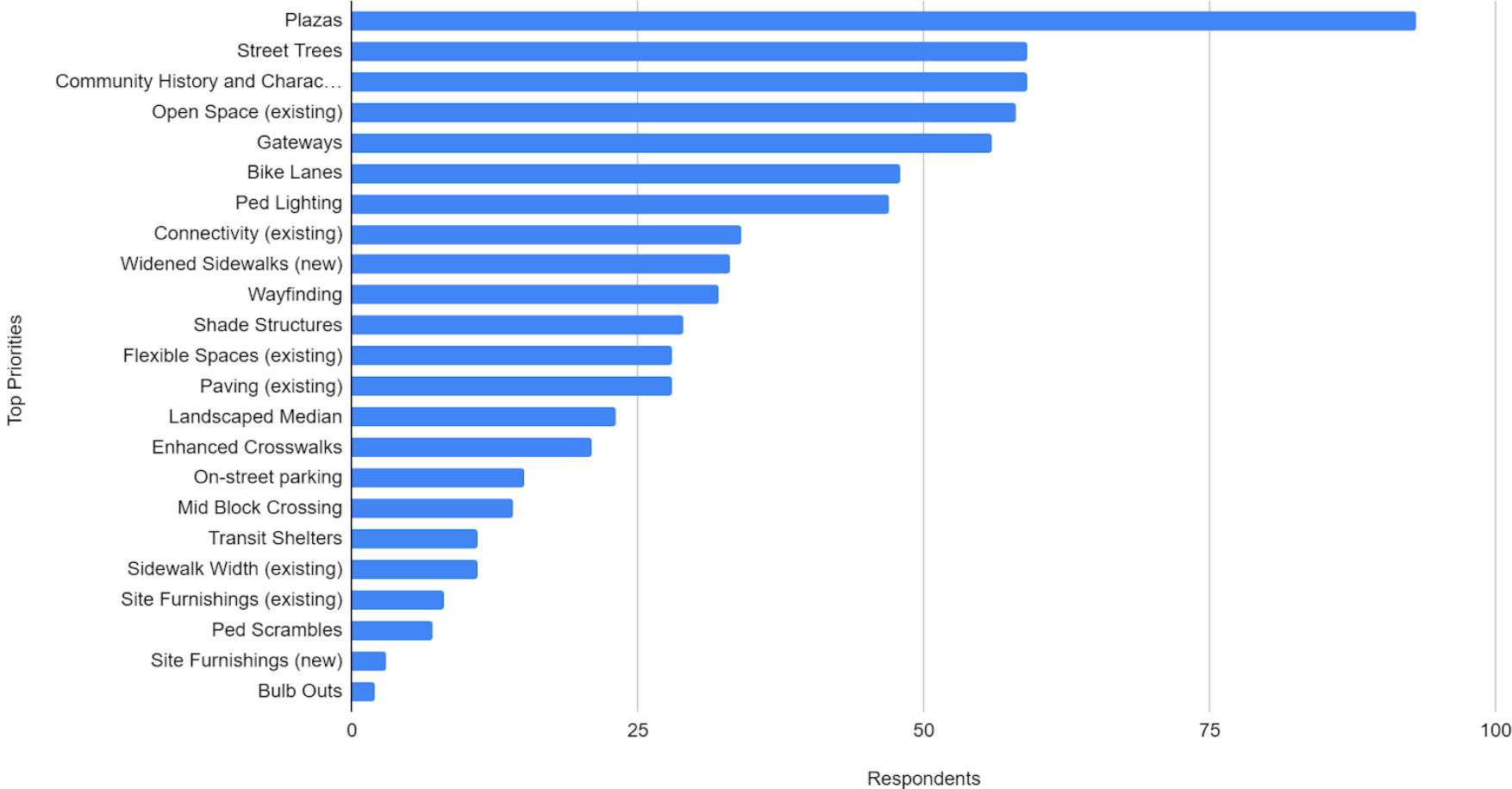
FALLBROOK VILLAGE SUB-AREA PLAN



# WALKABILITY AND SAFETY PREFERENCES



### Harvest Faire Summary Chart

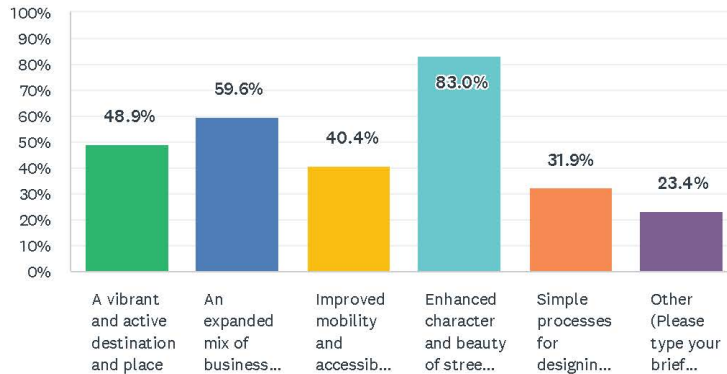


## Community Questionnaire

### Fallbrook Sub Area Plan Community Questionnaire

Q1 The “vision” describes the community’s desired future for the Fallbrook Village in the years ahead. When you think of the future of the Village, which of these statements are most important to you? You may add additional statements. Select all that apply.

Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES
A vibrant and active destination and place	48.9% 23
An expanded mix of businesses and reasons to visit the Village	59.6% 28
Improved mobility and accessibility for everyone	40.4% 19
Enhanced character and beauty of streets, public spaces, and buildings	83.0% 39
Simple processes for designing and building public and private projects to improve the community	31.9% 15
Other (Please type your brief description here:)	23.4% 11
Total Respondents: 47	

#	OTHER (PLEASE TYPE YOUR BRIEF DESCRIPTION HERE:)	DATE
1	More parks are open spaces for kids and families.	2/27/2022 9:37 PM
2	Friendly Village	1/26/2022 10:23 AM
3	safe place for residents and visitors	1/25/2022 8:10 PM
4	Downtown is too cluttered, too many pots, too many trees hide the architectural value that was instituted back in the '70s by Ron Schofield a famous Western artist. The town is beige And looks dirty. Add more vibrant colors to the storefronts within the Fallbrook plan AND the correct name is Main Avenue not Main Street	1/24/2022 2:23 PM
5	sidewalk completion to connect pedestrians from the Main Ave area to the Library.	1/21/2022 3:14 PM
6	Keep Fallbrook small, No highrise buildings, no high density buildings, keep the streets open to cars	12/7/2021 6:24 PM

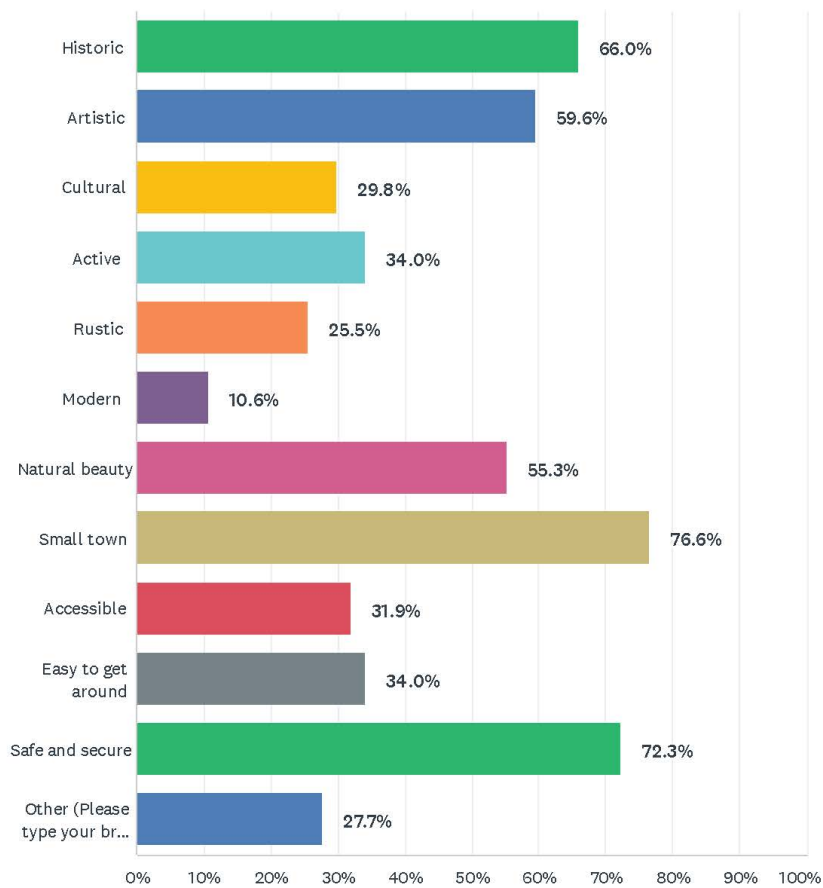
Fallbrook Sub Area Plan Community Questionnaire

7	Mix use w/multifamily live/work spaces, condos & townhomes. Low income rentals as well should be co suffered in the mix. Locals will drive there as will visitors, so must retain ample parking is a must! The commercial faces and Main Street in general need a make over. It's outdated and unattractive.	12/4/2021 10:24 AM
8	A proactive program to remove graffiti ASAP	12/3/2021 3:31 PM
9	Transparency within the planning group. I have a reasonable suspicion that a few members are corrupt.	11/23/2021 10:35 AM
10	While keeping small town feel and community	11/23/2021 6:58 AM
11	A space that reflects the agricultural history of Fallbrook and North County	11/22/2021 6:48 PM

Fallbrook Sub Area Plan Community Questionnaire

Q2 The “character” of a place or neighborhood refers to the specific qualities, attributes, and traits that define it. Following are some potential descriptions of the character of Fallbrook Village. When you think of the future of the Village, which of these character descriptions are most important to you? You may add additional descriptions. Select all that apply.

Answered: 47 Skipped: 0





Fallbrook Sub Area Plan Community Questionnaire

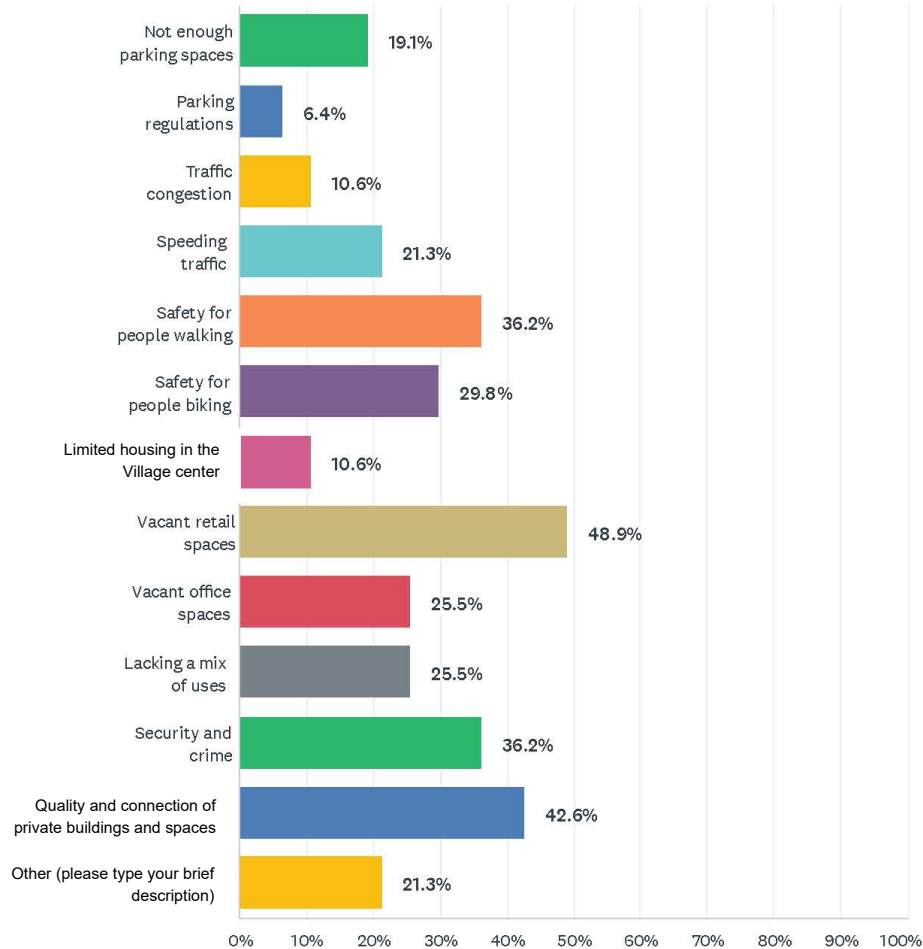
ANSWER CHOICES	RESPONSES	
Historic	66.0%	31
Artistic	59.6%	28
Cultural	29.8%	14
Active	34.0%	16
Rustic	25.5%	12
Modern	10.6%	5
Natural beauty	55.3%	26
Small town	76.6%	36
Accessible	31.9%	15
Easy to get around	34.0%	16
Safe and secure	72.3%	34
Other (Please type your brief description here:)	27.7%	13
Total Respondents: 47		

#	OTHER (PLEASE TYPE YOUR BRIEF DESCRIPTION HERE:)	DATE
1	Activities.. This town is so caught up in being artsy They have forgotten to include the rest of the community. Fallbrook used to have a miniature golf course, A bowling alley, A merry-go-round, a small skating rink in the winter, access to the track at the high school to walk, pioneer days, rodeos, Fallbrook used to be a Western agricultural community and it's changed by people who have moved here from the city and expecting city amenitieshorse trails	1/30/2022 10:02 PM
2	Friendly Village	1/26/2022 10:23 AM
3	a place where people live and work	1/25/2022 8:10 PM
4	Sustainable	1/25/2022 7:57 AM
5	I really hate the description of small town America used by Roy Moosa.	1/24/2022 2:23 PM
6	No "smart" cities or "green" agenda. Let the people of Fallbrook make it what they want it to be	12/7/2021 6:24 PM
7	If Main Street is a walkable street only barriers need to be in place to stop any vehicles from entering for safety.	12/4/2021 10:24 AM
8	Charming.	11/28/2021 8:11 PM
9	Family friendly	11/27/2021 6:28 PM
10	The sewage smells that waft through the air.	11/23/2021 10:35 AM
11	Modern and active WITHOUT big city overpopulation	11/23/2021 6:58 AM
12	Agricultural	11/22/2021 6:48 PM
13	Get rid of trendy restaurants, Trupiano's is awful	11/22/2021 3:23 PM

Fallbrook Sub Area Plan Community Questionnaire

Q3 When you think of today's issues or challenges in Fallbrook Village, which of the following do you believe are most important to solve for the future? Select up to 3.

Answered: 47 Skipped: 0



Fallbrook Sub Area Plan Community Questionnaire

ANSWER CHOICES	RESPONSES	
Not enough parking spaces	19.1%	9
Parking regulations	6.4%	3
Traffic congestion	10.6%	5
Speeding traffic	21.3%	10
Safety for people walking	36.2%	17
Safety for people biking	29.8%	14
Limited housing in the Village center	10.6%	5
Vacant retail spaces	48.9%	23
Vacant office spaces	25.5%	12
Lacking a mix of uses	25.5%	12
Security and crime	36.2%	17
Quality and condition of private buildings and spaces	42.6%	20
Other (Please type your brief description here:)	21.3%	10
Total Respondents: 47		

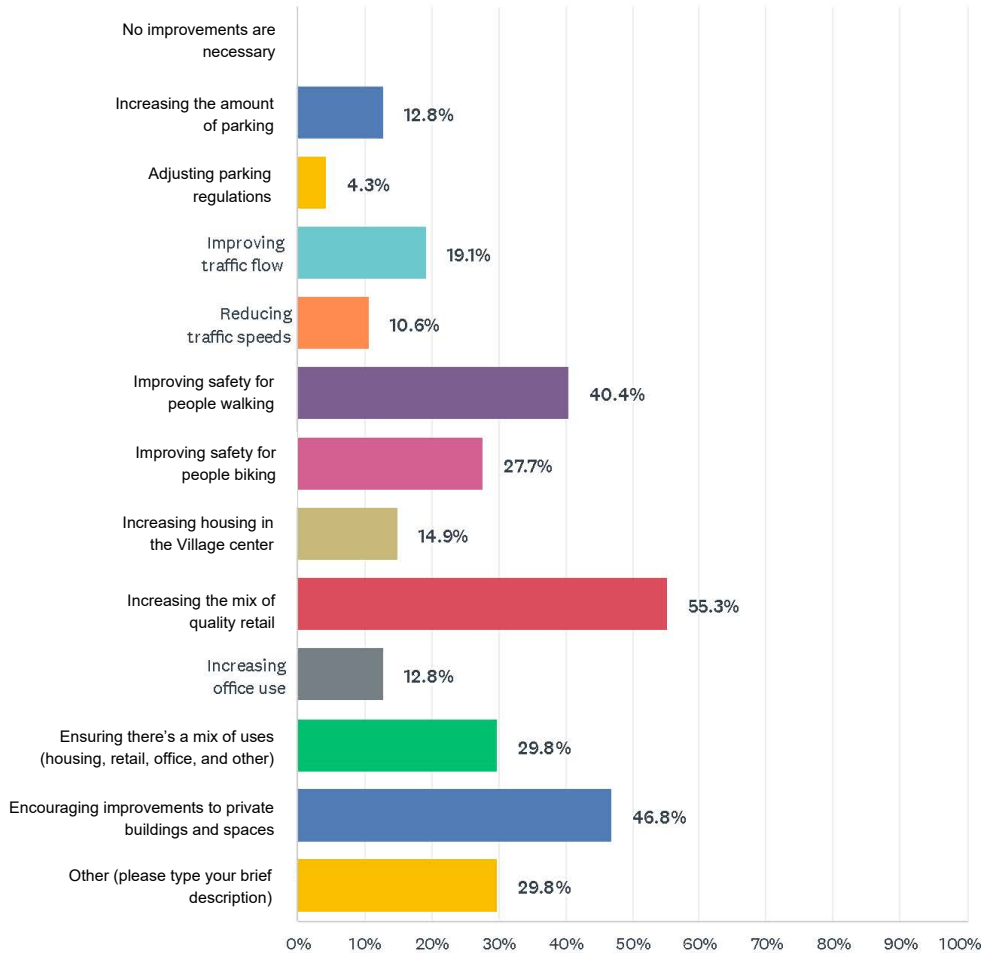
#	OTHER (PLEASE TYPE YOUR BRIEF DESCRIPTION HERE:)	DATE
1	Fallbrook has never been safe for people riding bikes or walking.	1/30/2022 10:05 PM
2	Need a vibrant downtown with galleries, stores and restaurants within walking distance of each other. Sad we can't safely enjoy downtown green spaces with homeless in those areas.	1/30/2022 9:56 PM
3	places for locals and visitors to enjoy	1/25/2022 8:13 PM
4	More Latino heritage	1/25/2022 8:00 AM
5	Fallbrook Village is perfect as it is. We do not need any government intrusion	12/7/2021 6:26 PM
6	Ugly!	12/4/2021 10:25 AM
7	No pot businesses	11/27/2021 6:30 PM
8	Would love to see a more vibrant downtown where people go at night and on weekends to go to restaurants and shops....though not a lot of "bars"	11/24/2021 10:24 AM
9	Get rid of the corrupt and conflicted members of the Planning Group	11/23/2021 10:48 AM
10	Properly graded sidewalks for people in wheelchairs like myself	11/23/2021 7:01 AM



Fallbrook Sub Area Plan Community Questionnaire

Q4 When you think of improvements for the future of Fallbrook Village, which of the following are most important to you? Select up to 3.

Answered: 47 Skipped: 0



Fallbrook Sub Area Plan Community Questionnaire

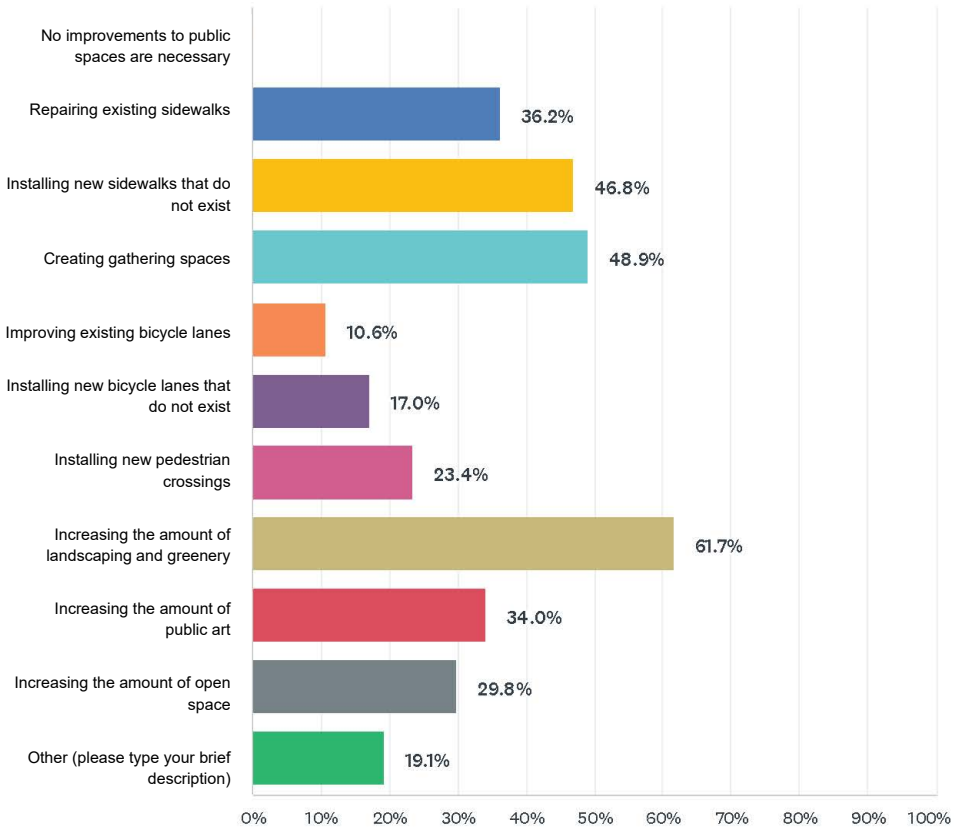
ANSWER CHOICES	RESPONSES	
No improvements are necessary	0.0%	0
Increasing the amount of parking	12.8%	6
Adjusting parking regulations	4.3%	2
Improving traffic flow	19.1%	9
Reducing traffic speeds	10.6%	5
Improving safety for people walking	40.4%	19
Improving safety for people biking	27.7%	13
Increasing housing in the Village center	14.9%	7
Increasing the mix of quality retail	55.3%	26
Increasing office use	12.8%	6
Ensuring there's a mix of uses (housing, retail, office, and other)	29.8%	14
Encouraging improvements to private buildings and spaces	46.8%	22
Other (Please type your brief description here:)	29.8%	14
Total Respondents: 47		

#	OTHER (PLEASE TYPE YOUR BRIEF DESCRIPTION HERE:)	DATE
1	Close main ave to cars in the heart of the village, between Elder and Ivy	2/10/2022 7:41 PM
2	Encourage more medical services to locate here.	1/25/2022 8:25 AM
3	A micro bus system or trolley	1/24/2022 2:25 PM
4	Safety, theft, assaults, homeless needs to be addressed so people want to come and stay downtown.	1/24/2022 8:38 AM
5	It is already safe to walk. There is plenty of parking. I have never had a problem. We do NOT need highrise, high density housing. No "green" agenda or horrible green painted bike paths that only disrupt traffic. I have never seen anyone riding a bike that needs their own lane.	12/7/2021 6:26 PM
6	longer opening hours	11/28/2021 2:26 PM
7	Increasing bandwidth options. We only have two options for ISPs and are poorly served by both.	11/24/2021 9:35 AM
8	Why bother asking? The FPG has an agenda already and don't care about the general public, only matters that benefit themselves or their friends.	11/23/2021 10:48 AM
9	Graffiti removal, homeless sleeping on the streets or in front of businesses	11/23/2021 7:08 AM
10	No more large chain stores. Main ST Downtown needs to maintain its small town local business aesthetic. Keep chain stores and housing outside of the Main street corridor	11/23/2021 7:01 AM
11	Places to congregate, example: covered (solar for night lighting) outdoor seating areas	11/23/2021 4:46 AM
12	Clean up the crime and gang activity	11/22/2021 9:04 PM
13	Creating more community/public spaces	11/22/2021 6:49 PM
14	Maintaining the small town character	11/22/2021 3:47 PM

Fallbrook Sub Area Plan Community Questionnaire

Q5 When you think of public spaces in Fallbrook Village, which type of improvements are most important to you? Select up to 3.

Answered: 47 Skipped: 0



Fallbrook Sub Area Plan Community Questionnaire

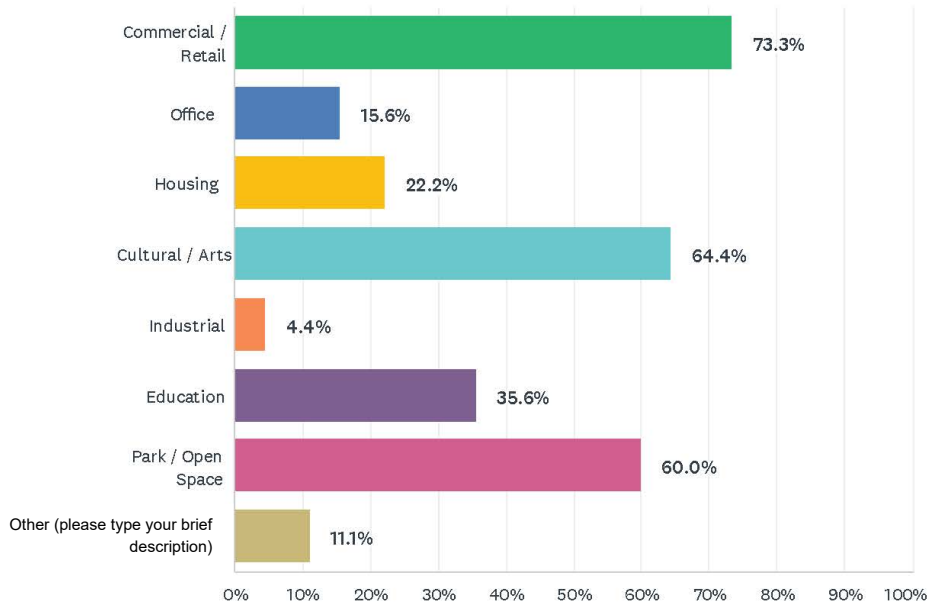
ANSWER CHOICES	RESPONSES	
No improvements to public spaces are necessary	0.0%	0
Repairing existing sidewalks	36.2%	17
Installing new sidewalks that do not exist	46.8%	22
Creating gathering spaces	48.9%	23
Improving existing bicycle lanes	10.6%	5
Installing new bicycle lanes that do not exist	17.0%	8
Installing new pedestrian crossings	23.4%	11
Increasing the amount of landscaping and greenery	61.7%	29
Increasing the amount of public art	34.0%	16
Increasing the amount of open space	29.8%	14
Other (Please type your brief description here:)	19.1%	9
Total Respondents: 47		

#	OTHER (PLEASE TYPE YOUR BRIEF DESCRIPTION HERE:)	DATE
1	This is the country who uses the open space for Fallbrook Land conservancy? There are winding trails who's going to ride a bike down Reche Road, or walk to town. You should be asking things like bus stops to the Palomar College, or a trolley up and down Main Avenue	1/30/2022 10:10 PM
2	Please keep in mind fallbrook is country.. Not Palos Verdes or rancho Santa Fe	1/24/2022 2:33 PM
3	Creating gathering spaces without addressing homeless / crime could be an issue.	1/24/2022 8:41 AM
4	WE DO NOT NEED BICYCLE LANES! THAT IS UN AGENDA to get rid of cars	12/7/2021 6:28 PM
5	murals, lighting, etc. to make the space more inviting	11/28/2021 2:33 PM
6	widened sidewalks for restaurant dining	11/23/2021 8:28 AM
7	Fix Sidewalks especially on all Mission and along Post office making them accessible without telephone poles in the middle, there is no sidewalk for a portion meaning people like me have to go in traffic to continue to the segment of sidewalk in wheelchair, very dangerous. Slow Mission Ave speed down with roundabouts. 2 x times a day military traffic flies thru there and it's scary. They are the worst wreckless drivers	11/23/2021 7:08 AM
8	block off main street permanently between Elder and	11/22/2021 7:42 PM
9	Traffic calming measures	11/22/2021 3:50 PM

Fallbrook Sub Area Plan Community Questionnaire

Q6 When you think of the types of uses in Fallbrook Village, which types are most important to you? Select all that apply.

Answered: 45 Skipped: 2



ANSWER CHOICES	RESPONSES	
Commercial / Retail	73.3%	33
Office	15.6%	7
Housing	22.2%	10
Cultural / Arts	64.4%	29
Industrial	4.4%	2
Education	35.6%	16
Park / Open Space	60.0%	27
Other (Please type your brief description here:)	11.1%	5
Total Respondents: 45		

#	OTHER (PLEASE TYPE YOUR BRIEF DESCRIPTION HERE:)	DATE
1	There are no public bathrooms at the parks or downtown	1/30/2022 10:10 PM
2	Fallbrook used to be a standalone community and it no longer is. I live here and I do not go to the downtown area. There's nothing that attracts me. It's a bedroom community and people travel 30 miles to work one way	1/24/2022 2:33 PM

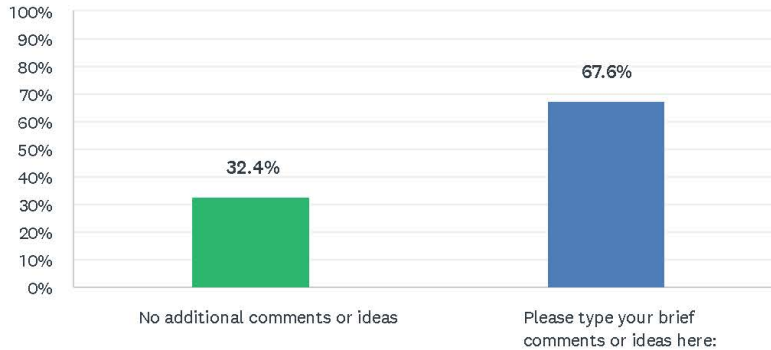
Fallbrook Sub Area Plan Community Questionnaire

3	Let it develop according to the people that live there. We do not need a "planned" village that destroys its own natural character.	12/7/2021 6:28 PM
4	Small LOCAL business, not large corporate ones	11/23/2021 7:08 AM
5	Public/community spaces	11/22/2021 7:05 PM

Fallbrook Sub Area Plan Community Questionnaire

Q7 Please share any additional comments or ideas for the future of Fallbrook Village.

Answered: 37 Skipped: 10



ANSWER CHOICES	RESPONSES	
No additional comments or ideas	32.4%	12
Please type your brief comments or ideas here:	67.6%	25
<b>TOTAL</b>		<b>37</b>

#	PLEASE TYPE YOUR BRIEF COMMENTS OR IDEAS HERE:	DATE
1	You should check and see what Fallbrook did before Don't try and reinvent the wheel	1/30/2022 10:10 PM
2	Catch 22...many downtown retail shops and businesses have limited hours, others don't have quality merchandise...so customers don't come...which deters potential new retail and restaurants.	1/30/2022 10:01 PM
3	Increased bus service in & out of town to connect commuters to their jobs and students to colleges. Young people are leaving Fallbrook because it is a transportation desert.	1/25/2022 8:32 AM
4	Would like to see a latino historical area.	1/25/2022 8:02 AM
5	It would be nice to expand sidewalk areas in front of restaurants for outdoor dining	1/24/2022 3:01 PM
6	Have you noticed it's the same people saying the same things over and over and over that are from cities who moved to the country and are looking for the same amenities? I do not see the marketing for the community as a destination place for the weekend. There is no place in Fallbrook to park a motor home for a weekend visit. What motels there are dirty and outdated. The closest parking for a motorhome or travel trailer is Guajomi Park in Vista	1/24/2022 2:33 PM
7	Murals are a great way to get the community excited about their downtown area. Have a contest where the community votes on the best artists drawings and then gather a few days where the artist can create and the community can do community clean up/ refreshing the downtown area - cleaning, painting, get a buy-in from the community.	1/24/2022 8:41 AM
8	I would like to see downtown be a hub for agricultural information including historical and current growers and Vinyard tasting rooms representing wineries in a 50 mile radius.	1/23/2022 1:47 PM
9	Businesses whose customers or members are in the place of business for some time use up vital r3etail parking spots for long. Those who are shopping to purchase must walk a distance for their short visit. Parkiking should be timed.	1/21/2022 3:21 PM



Fallbrook Sub Area Plan Community Questionnaire

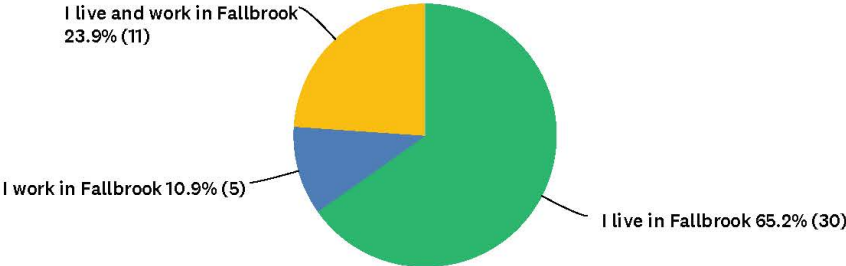
10	Leave Fallbrook alone and build your mega cities and high-density chicken coops and rabbit hutches in downtown SD and leave us alone	12/7/2021 6:28 PM
11	Downtown Fallbrook is an eyesore.	12/4/2021 10:27 AM
12	Doesn't matter if buildings are old so long as they are clean and in good repair. Incentivize graffiti removal ASAP.	12/3/2021 3:40 PM
13	The Quality of businesses, streets, walking/biking paths, parks and open space, is more important than trying to grow or add more of the same, without having the means or ability to maintain the upkeep of existing. More is not always better. Priority would be to make existing the best it can be.	11/28/2021 8:20 PM
14	Fallbrook is still a quaint friendly village, let's keep the charm even with growth.	11/28/2021 4:15 PM
15	Watch reruns of HGTV's wildly successful "Home Town Takeover" and the new follow-up series "Home Town Kick Start" about the air at <a href="https://www.hgtv.com/shows/home-town/hgtv-to-expand-home-town-into-multi-series-franchise">https://www.hgtv.com/shows/home-town/hgtv-to-expand-home-town-into-multi-series-franchise</a>	11/28/2021 2:33 PM
16	No pot businesses. Keep it family friendly and wholesome please!	11/27/2021 6:32 PM
17	It would be great to keep the integrity of the small town feel but upgrade it to a destination, maybe tied into wine country? Like a Healsburg or Calistoga. We really need nice restaurants, maybe a wine tasting room, nice shops, things that attract people from out of town.	11/24/2021 10:26 AM
18	There are too many private roads that are through streets due to the increase in population. These roads need to be public plane and simple.	11/24/2021 9:39 AM
19	Fallbrook needs more opportunities for healthy living. More sidewalks/bike lanes and more grocery stores, specifically.	11/23/2021 1:43 PM
20	FPG Term limits. No more than two four year terms. Ingrained partisan positions encourage corruption and it is happening now	11/23/2021 10:48 AM
21	Fallbrook has to be one of the most inaccessible along Mission with a scary skinny sidewalk and military traffic flying by. Kids, elderly and disabled have to negotiate that dangerous area.	11/23/2021 7:08 AM
22	Excited for the upcoming changes. Please keep our small town, small - it is what makes us special. We just need places for retail shopping so we don't have to go to Temecula.	11/23/2021 4:49 AM
23	Maintain the rural and historic character of Fallbrook. Clean up the crime and gang activity in the downtown area.	11/22/2021 9:06 PM
24	It would be great to have the County partner directly with Mission Resource Conservation District and the Fallbrook Chamber of Commerce to help develop and implement plans around green spaces, open spaces, native plantings, and maintaining the agricultural history of Fallbrook.	11/22/2021 7:05 PM
25	Not interested in multi-story, multi-use buildings that would change the character and access in the downtown area. Traffic is difficult enough without having more multi-home spaces in the downtown area.	11/22/2021 3:50 PM



Fallbrook Sub Area Plan Community Questionnaire

Q8 Please choose the statement that best describes you. Select one.

Answered: 46 Skipped: 1

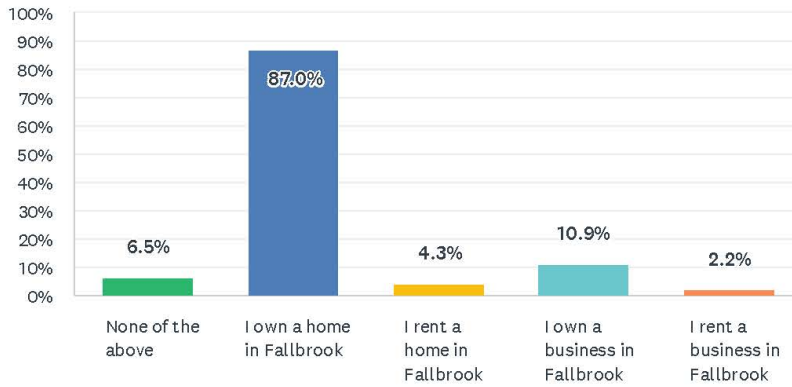


ANSWER CHOICES	RESPONSES	
I live in Fallbrook	65.2%	30
I work in Fallbrook	10.9%	5
I live and work in Fallbrook	23.9%	11
I do not live or work in Fallbrook	0.0%	0
TOTAL		46

Fallbrook Sub Area Plan Community Questionnaire

Q9 Please choose an additional statement that best describes you. Select all that apply.

Answered: 46 Skipped: 1

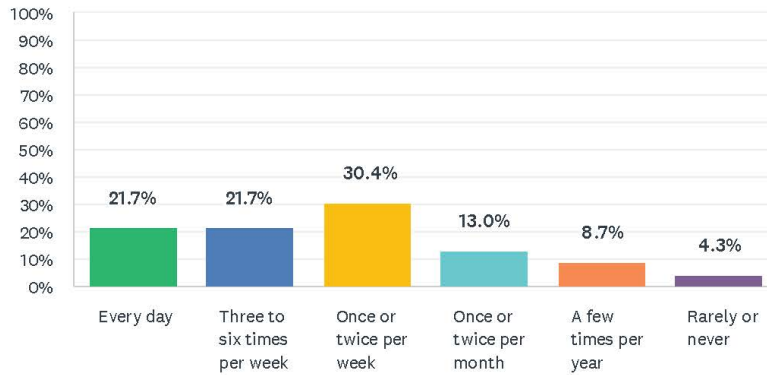


ANSWER CHOICES	RESPONSES	
None of the above	6.5%	3
I own a home in Fallbrook	87.0%	40
I rent a home in Fallbrook	4.3%	2
I own a business in Fallbrook	10.9%	5
I rent a business in Fallbrook	2.2%	1
Total Respondents: 46		

Fallbrook Sub Area Plan Community Questionnaire

Q10 About how often do you visit the Fallbrook Village area? Select one that is closest.

Answered: 46 Skipped: 1

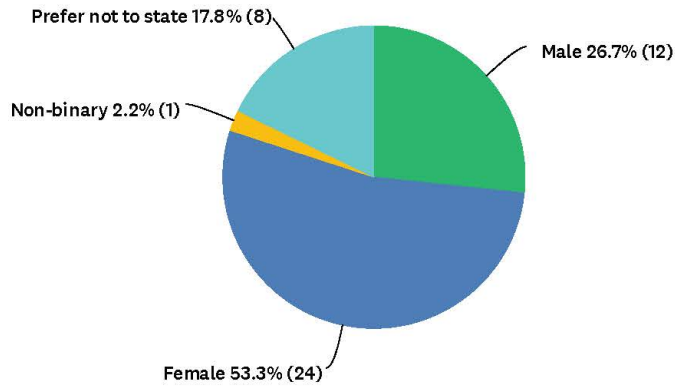


ANSWER CHOICES	RESPONSES	
Every day	21.7%	10
Three to six times per week	21.7%	10
Once or twice per week	30.4%	14
Once or twice per month	13.0%	6
A few times per year	8.7%	4
Rarely or never	4.3%	2
TOTAL		46

Fallbrook Sub Area Plan Community Questionnaire

Q11 Please indicate your gender. Select one.

Answered: 45 Skipped: 2

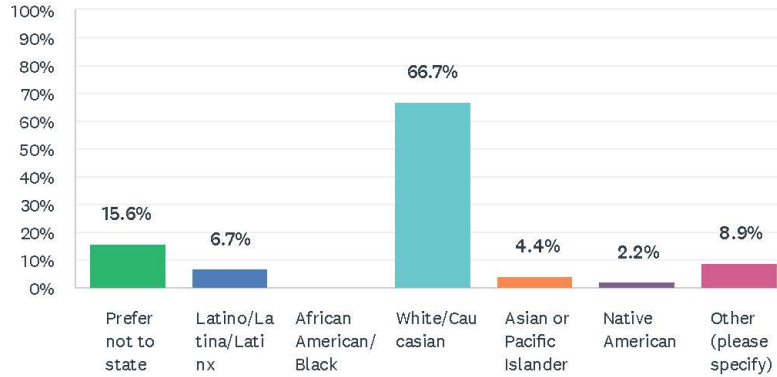


ANSWER CHOICES	RESPONSES	
Male	26.7%	12
Female	53.3%	24
Non-binary	2.2%	1
Prefer not to state	17.8%	8
TOTAL		45

Fallbrook Sub Area Plan Community Questionnaire

Q12 How do you identify yourself? Select all that apply.

Answered: 45 Skipped: 2



ANSWER CHOICES	RESPONSES	
Prefer not to state	15.6%	7
Latino/Latina/Latinx	6.7%	3
African American/Black	0.0%	0
White/Caucasian	66.7%	30
Asian or Pacific Islander	4.4%	2
Native American	2.2%	1
Other (please specify)	8.9%	4
Total Respondents: 45		

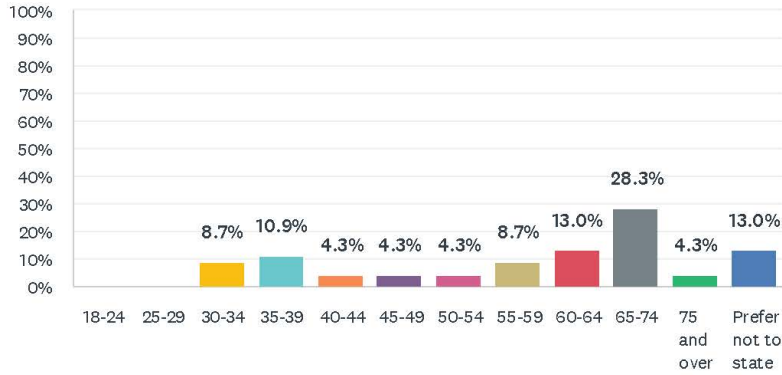
#	OTHER (PLEASE SPECIFY)	DATE
1	Fallbrookian	1/30/2022 10:11 PM
2	American	1/24/2022 2:34 PM
3	Sad that this is a question. I often feel like my opinion matters less because I am white, as though my suggestions won't be diverse enough for the community..	1/24/2022 8:43 AM
4	Asian / White	11/22/2021 5:36 PM



Fallbrook Sub Area Plan Community Questionnaire

Q13 Which age range includes your age? Select one.

Answered: 46 Skipped: 1



ANSWER CHOICES	RESPONSES	
18-24	0.0%	0
25-29	0.0%	0
30-34	8.7%	4
35-39	10.9%	5
40-44	4.3%	2
45-49	4.3%	2
50-54	4.3%	2
55-59	8.7%	4
60-64	13.0%	6
65-74	28.3%	13
75 and over	4.3%	2
Prefer not to state	13.0%	6
<b>TOTAL</b>		<b>46</b>