

3.0 VISION PLAN AND PROCESS

This chapter translates the findings from Chapter 2 Plan Area Context and Development Opportunities into a compelling vision for Old Town’s future development and describes the process involved in reaching this vision. This chapter is organized into the following sections:

3.1 The Vision

3.2 The Visioning Process

3.1 The Vision

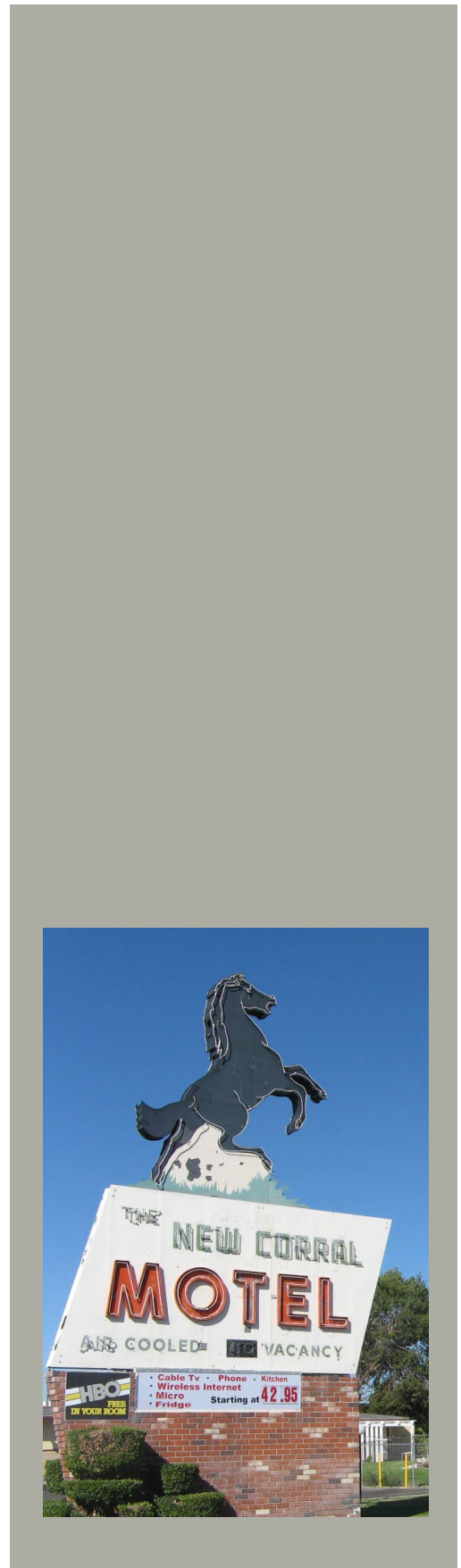
3.1.1 Vision Statement

The Old Town Specific Plan area will be a distinct place in the region that attracts people, activities, and commerce to the area. Development in the project area will be of a high quality that fosters a sense of place and instills pride in the community. Old Town will be an economically vibrant, walkable destination that is inviting to pedestrians, with a mix of different housing types and uses that serve residents and attract visitors. The 7th Street corridor will be redefined as the main street of Old Town, and the architecture will reflect a contemporary take on the city’s historic Route 66 heritage. Specialty retail uses like antique stores that build on the historic Route 66 significance will further enhance the retail experience. Old Town’s considerable historic resources, transit station, river walk, and specialty retail make it an important regional destination in the Victor Valley.

The Old Town Victorville of tomorrow will:

Honor its heritage

- Celebrate Victorville’s Route 66 heritage by integrating modern interpretations of past elements into new development, signage, and streetscape elements.
- Define 7th Street as the main street of Old Town that serves both tourists and locals with ground-floor shops and businesses.





Be inviting to pedestrians

- Calm 7th Street by reducing the four lane road to two lanes and include traffic calming bulb-outs and signage to create a more serene and pedestrian-friendly Old Town atmosphere.
- Transition 7th Street from an auto-oriented corridor to a walkable and quaint Old Town area northward along historic Route 66.
- Improve pedestrian safety by enhanced sidewalks, traffic calming, and improved crossings.
- Enhance connections to and around the transit station.

Be a community focal point and distinct area within the city and region.

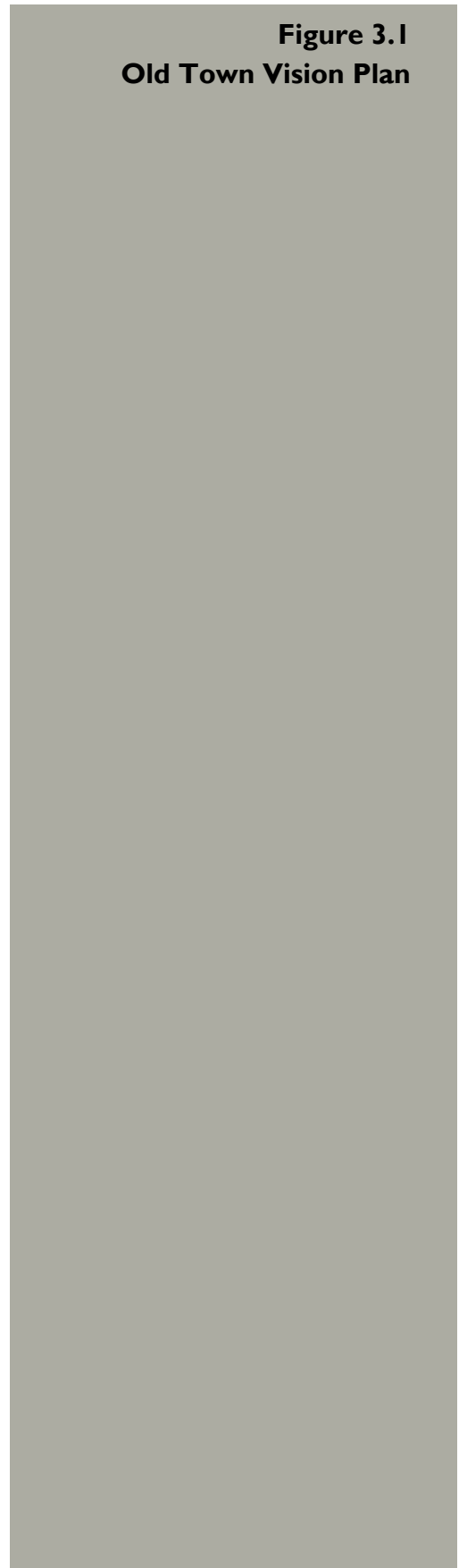
- Exhibit a unique style of American roadside architecture that sets both the city and the district apart from any other place.
- Announce arrival to Old Town through enhanced gateways, signage, and streetscaping.
- Increase density by allowing taller buildings and instituting minimum development requirements.
- Provide a network of public places that include plazas, open spaces, outdoor dining, and enhanced sidewalks.
- Have opportunities to socialize in an urban environment or be active and recreate in a natural setting.

Be the place where new businesses and residents want to locate

- Infuse a mix of retail, service, and professional office uses throughout Old Town.
- Create a 24/7 environment that brings life and activity to the area around the clock.
- Transform underutilized or deteriorating properties and buildings into thriving businesses and attractive homes.
- Integrate new housing above new commercial development to bring people into Old Town and support local businesses.
- Capitalize on the proximity to public transit by increasing development intensity and employment opportunities.
- Attract incubator cottage industries, research and development businesses, and live/work development opportunities north of the railroad tracks.

Figure 3.1
Old Town Vision Plan

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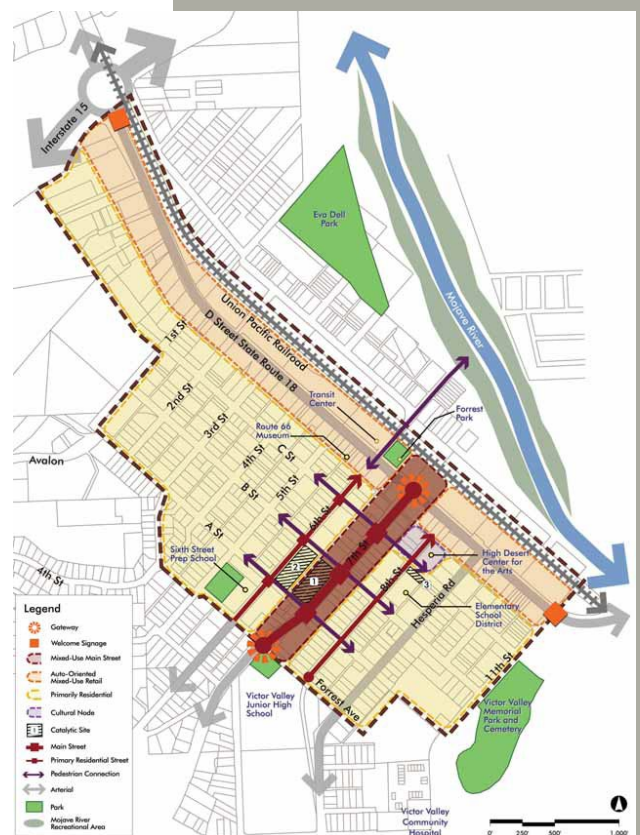


3.2 Visioning Process

The Vision for the Old Town Victorville Specific Plan area was developed based on the 1995 Specific Plan, the 2007 Strategic Action Plan, Community input on vision plan alternatives, and current findings from economic, circulation, and urban design analyses. Both the 1995 Specific Plan and the 2007 Strategic Action Plan had a smaller geographic focus than this current plan, focusing only on the Old Town core. While these documents and their public outreach processes were instrumental in developing the Vision for this Specific Plan, the results of these efforts were further refined to account for current analysis as well as the additional geographic area.

3.2.1 1995 Old Town Specific Plan

The 1995 plan envisioned a revitalized and pedestrian-oriented environment unique to the Victor Valley. 7th Street was identified as the focal point of the area, with ground-floor retail commercial and residences above. 'D' Street was viewed as the primary transportation corridor, lined with commercial uses. A mix of residential types was focused on the streets behind 7th Street and 'D' Street. The 1995 plan diverges from the current vision in that it did not envision the Old Town functioning as a downtown and favored a lower-intensity development pattern.



3.2.2 2007 Old Town Strategic Action Plan (Action Plan)

The City of Victorville began the Old Town planning process in November 2003 to determine how and where to stimulate development and revitalization in Old Town. The City conducted stakeholder interviews and a community visioning

workshop to learn more about the community's perspective for the development of Old Town. A dozen Victorville

residents, property and business owners, and City government officials formed the Old Town Task Force Committee, which oversaw the planning process.

The Action Plan identifies a vision for Old Town focused on 7th Street as the heart of

The Concept [for the Old Town vision] is based on creating a vibrant pedestrian friendly multi-story "main street" corridor along the highly visible and easily accessible 7th Street. A wide mix of residential and retail uses like cafes, restaurants, small grocery stores, and antique shops, will activate 7th Street. New buildings and streetscape improvements that include wide, shaded sidewalks, lighting, street furniture, and on-street parking will transform 7th Street as a great place to shop and live. Strong vertical elements along 7th at Forrest and D Streets will provide visual gateways into Old Town and enhance its overall identity.

Single and multi-family residential sectors are maintained on either side of the commercial corridor. Infill development including townhomes, attached and detached single family houses, apartments and condominiums will strengthen these residential areas and help support 16 hour life along Main Street. Existing community amenities like schools and parks remain key community focal points in the residential sectors.

A cultural node encompassing the High Desert Center of the Arts, Fire Museum and Mormon Springs Memorial could be enhanced by creating complimentary uses like artist live-work lofts around the 8th & C intersection area. Although a few blocks away, Route 66 Museum complements the cultural node.

Old Town, with streetscape improvements, new mixed-use development, and housing infill to propel the transformation of Old Town into a pedestrian-oriented environment that fosters a sense of identity and place. The following quote from the Strategic Action Plan is key to providing an understanding and foundation for the Old Town Vision that is described in this Specific Plan.

The Action Plan suggests primary land uses and catalytic opportunity sites for Old Town. Housing, specialty retail, heritage tourism, and government offices are elected as the key uses to revitalize Old Town. 7th Street will be enhanced as the designated main street through Old Town, lined with street furnishings, landscaping, and multi-story mixed-use retail. Infill housing opportunities are identified primarily along 6th Street.

3.2.3 Community Vision Workshop #1

The first of three public workshops was held on November 17, 2016 at the Old Bank of America building on Seventh Street. This first public workshop was an introduction to the proposed Specific Plan, including past efforts, opportunities and constraints and most importantly to gather input on the vision for Old Town's future. Several vision statements were presented including

- **Honor Old Town's Heritage**
- **Create a Safe and Walkable Old Town**
- **Become a Distinct Mixed-Use Area**
- **Become Attractive to New Businesses and Residents**
- **Become a community Cultural Arts District**



It was clear that the resident's and business owners of Old Town want a safe and walkable environment for Old Town. Although many of the above statements can help to contribute to a safer Downtown that is more walkable; to become a vibrant walkable downtown the OTSP plans on improving pedestrian safety in the short term by slowing traffic down on Seventh Street through a 'road diet' by reducing the street from four lanes to two lanes. This also includes the improvement of pedestrian crossings with bulb-outs to lessen the distance to cross the streets and fewer lanes to maneuver. Additionally, funding has already been approved by the City Council for increased lighting, therefore lighting will be improved and added strategically throughout Old Town with citizen input. Further homelessness will need to be curbed while the increase of law enforcement presence will add to the safety and create a secure feeling in Old Town.

