



Envision Wildomar 2040

Pop-Up #1: Coffee with the City

June 14th, 2022

8:30-9:30 AM

OVERVIEW

The first community pop-up for the City of Wildomar’s General Plan Update was held on June 14th, 2022, from 8:30 – 9:30am at the Corporate Room. The Pop-up occurred as part of the Murrieta/Wildomar Chamber of Commerce’s Coffee with the City, which is hosted monthly and open to the public. The agenda for the meeting included a presentation by the consultant team providing an overview of the General Plan and overview of the public outreach plan for the project. Following the presentation, attendees completed a Strength, Weaknesses, Opportunities, & Threats (SWOT) exercise. Key takeaways from the SWOT exercise are shown below. Complete responses are included in an appendix to this summary.

SWOT Analysis

Strengths

- Small town rural area feel
- High level of civic and community engagement
- Beautiful and scenic
- A lot of land for growth and large home parcels

Weaknesses

- Infrastructure (roads, water and sewer system)
- There is not enough streetscape in the city
- There needs to be more open spaces, recreational spaces and outdoor activities
- Lack of a central business district
- Needs more retail
- More Public services (School, healthcare)

Opportunities

- More commercial opportunities
- Control density and population growth
- Bringing in more jobs

Threats

- State regulations and mandates
- Traffic
- Becoming a larger city