



**CITY OF WILDOMAR
CITY COUNCIL REGULAR MEETING
GENERAL BUSINESS
Agenda Staff Report # 3.8
Meeting Date: June 10, 2026**

SUBJECT: Professional Service Agreement with Albert A. Webb & Associates (WEBB) for planning and environmental services for creation of a City-Initiated Specific Plan for the Old Town Area

SUBMITTED BY: Robert Flores, Community Development Director

PREPARED BY: Robert Flores, Community Development Director

ACTION:

1. Authorize the City Manager or designee to execute a Professional Services Agreement with Albert A. Webb & Associates (WEBB) in the amount not to exceed \$459,225 for planning and environmental services for the preparation of the city-initiated Old Town Specific Plan; and
2. Approve a supplemental appropriation for Fund 110 (Cannabis DA) in the amount of \$459,225 within the FY2026/2027 budget.

SUMMARY:

The Professional Services Agreement with WEBB will provide planning and environmental services for the preparation of a city-initiated specific plan for the Old Town area, helping achieve one of City Council's 2026 goals: *"Begin work on Historic Old Town Specific Plan."*

BACKGROUND:

In 2012, the City of Wildomar undertook a grant-funded visioning process to identify a community center. Two (2) concepts were considered in the northwest area of the City, including an "Old Town" concept, located within a few blocks from Palomar Street (Old Highway 395) and Wildomar Trail (previously Central Avenue) and the "West Wildomar" Concept, located further north near the intersection of Corydon and Mission Trail.

This effort culminated with a joint City Council and Planning Commission study session on January 23, 2013, and subsequent Council meeting for approval of the final vision plan.

Additionally, in anticipation of a future specific plan as envisioned by the General Plan, the City established an overlay that controls current development under several guiding principles until such time that a specific plan is adopted. The City's municipal code codifies the "Historic and Downtown District" (HDD) Overlay Zone (or overlay), under Sections 17.25.030, 17.25.040, and 17.59.040 (adopted September 10, 2025). The main purpose of the HDD overlay zone is to establish a preliminary boundary for an area envisioned as the Wildomar Old Town area. The overlay also establishes guiding principles for interim application to current development projects and guidance for a future specific plan.

To help move this effort forward, staff prepared a formal Request for Proposals (RFP) for

Professional Services for development of the specific plan for the Old Town area. Proposals were solicited through the City's PlanetBids account from December 23, 2025 through January 30, 2026. Proposals were received timely from six (6) firms that were reviewed by Planning and Community Development staff.

On May 13, 2026, this agreement was brought to the City Council for consideration. The Council directed staff to bring this back as a General Business item with a presentation for further discussion and public input.

DISCUSSION:

Purpose and Benefits of a Specific Plan

A Specific Plan is one of California's most effective planning tools for implementing a community's vision for a focused geographic area. A Specific Plan is intended to provide for the systematic implementation of a General Plan through detailed land use, infrastructure, design, development standards, financing mechanisms, and implementation programs for a defined area. Unlike a General Plan, which establishes citywide goals and policies, a Specific Plan translates those goals into a coordinated and actionable framework for a particular district or neighborhood.

For a downtown or "Old Town" areas, a Specific Plan provides a comprehensive roadmap that integrates land use, circulation, infrastructure, economic development, historic preservation, urban design, public improvements, and implementation strategies into a single cohesive document. State law requires a Specific Plan to address land use patterns, infrastructure needs, development standards, and implementation measures, thereby creating a clear and predictable framework for both public and private investment.

A Specific Plan offers significant advantages over a piecemeal planning approach that relies on multiple independent documents, policies, zoning amendments, design guidelines, infrastructure plans, and economic development strategies. Under a piecemeal approach, planning documents are often prepared at different times, by different authors, and for different purposes, which can result in inconsistencies, conflicting policies, regulatory uncertainty, and implementation challenges. Individual amendments may address isolated issues but often fail to consider how land use, transportation, parking, public infrastructure, economic development, and urban design interact to achieve broader community objectives.

By contrast, a Specific Plan consolidates these elements into a single integrated framework that establishes a common vision, clear development expectations, and coordinated implementation measures. This comprehensive approach improves decision-making, provides greater certainty to property owners and developers, streamlines project review, and allows public infrastructure investments to be planned in coordination with anticipated development patterns. The result is a more efficient, transparent, and predictable development process that benefits residents, businesses, property owners, and the City alike.

For downtown and Old Town districts, a Specific Plan can be particularly valuable because these areas often contain a mix of historic resources, aging infrastructure, underutilized properties, economic development opportunities, and competing community interests. A Specific Plan enables the City to establish a unified vision for revitalization while balancing historic preservation, economic growth, housing opportunities, mobility improvements, public spaces, and community character. It also provides detailed development standards and design criteria that help ensure new development contributes positively to the district's identity

and long-term success.

In addition, California law requires that public works projects, subdivision approvals, and zoning regulations within a Specific Plan area be consistent with the adopted Specific Plan. This creates a stronger and more coordinated implementation mechanism than reliance on separate policy documents or advisory plans. The Specific Plan effectively becomes the governing framework for future development and public investment within the area, ensuring that individual decisions collectively advance the community's adopted vision.

Another important benefit is the potential for streamlining environmental review and project approvals. When supported by a program-level environmental document, qualifying projects that are consistent with an adopted Specific Plan may benefit from statutory streamlining provisions under California law, reducing duplication of environmental analysis and improving development certainty.

Accordingly, preparation of a Downtown or Old Town Specific Plan would provide the City with a comprehensive implementation tool that coordinates land use policy, development standards, infrastructure planning, economic development objectives, public investment priorities, and community design expectations within a single governing document. This integrated approach is generally recognized as more effective, efficient, and legally defensible than addressing area-wide planning objectives through a series of separate and potentially inconsistent plans, policies, ordinances, and regulatory actions.

Historic District and Historic Resource Designation Considerations

City staff has explored potential options for recognizing and preserving historically significant resources within the Old Town area. Historic designation may occur at the federal, state, or local level, with each program having different eligibility requirements, benefits, regulatory implications, timelines, and costs.

Federal Historic District Designation

The federal designation process is administered through the National Register of Historic Places, which is maintained by the National Park Service pursuant to the National Historic Preservation Act. The National Register may include individual buildings, structures, sites, objects, and historic districts that possess significance in American history, architecture, archaeology, engineering, or culture. Historic districts are eligible for listing when they contain a concentration of historic resources that collectively convey a significant historical theme and retain sufficient historic integrity.

While the National Register allows the designation of historic districts, eligibility standards are rigorous and generally require documentation demonstrating significance at the local, state, or national level. Based on a preliminary review of available historical information, it is uncertain whether the Old Town area would meet the criteria necessary for federal historic district designation, particularly the requirements related to historical significance and integrity. If pursued, preparation of a National Register nomination typically requires extensive historic research, architectural surveys, documentation of contributing and non-contributing properties, review by the State Historic Preservation Officer, public hearings, and final approval by the National Park Service. The process commonly takes one to three years and may require specialized historic preservation consultants. Costs can range from tens of thousands of dollars to well over \$100,000 depending on the size and complexity of the proposed district.

California Historic Designation Programs

The California Register of Historical Resources is administered by the California Office of Historic Preservation and includes buildings, structures, sites, objects, and historic districts that are significant in California history and culture. Similar to the National Register, nomination of a historic district requires detailed documentation of district boundaries, historic significance, and identification of contributing and non-contributing resources. Resources listed in the National Register are automatically listed in the California Register.

Although state designation is available, the California Register is primarily a recognition program and does not by itself establish local land use regulations or development standards. Additional local regulations would still be necessary if the City desired to regulate architectural alterations, demolition, design review, or development within a historic area.

Local Historic District Designation

The most practical option available to the City may be the establishment of a local historic district through adoption of a historic preservation overlay zone or similar zoning mechanism. Under this approach, the City would identify an area containing historic or culturally significant resources and establish local standards governing land use, architectural character, demolition review, alterations to historic structures, permit processing requirements, and related development regulations.

Creation of a local historic district would be comparable in scope to preparing a specific plan or other area-wide planning effort. The process would likely require:

- Preparation of a comprehensive historic resources survey and inventory;
- Evaluation of historical significance and district boundaries;
- Development of preservation goals, policies, and development standards;
- Preparation and adoption of a zoning overlay district and implementing regulations;
- Environmental review pursuant to the California Environmental Quality Act (CEQA);
- Property owner and stakeholder outreach;
- Public workshops, Planning Commission hearings, and City Council hearings; and
- Ongoing administration and enforcement of the adopted standards.

Depending on the complexity of the district, consultant involvement, level of public engagement, and environmental review requirements, the process could reasonably take approximately 12 to 24 months to complete. Costs can vary substantially based on the scope of work but would likely be comparable to other area planning efforts involving consultant studies, public outreach, environmental review, and ordinance preparation.

Unlike state or federal designation programs, a local historic district provides the City with direct authority to establish and enforce preservation standards tailored to local community objectives. As a result, local designation is generally the most effective mechanism for preserving community character and guiding future development within a defined historic area.

Old Town RFP

The six firms that submitted proposals were:

1. Albert A. Webb & Associates;
2. Michael Baker International;
3. RICK Engineering Company;

4. MIG;
5. Kimley Horn; and
6. Precision Civil Engineering, Inc.;

A staff review panel evaluate the proposals based on specific evaluation criteria included in the RFP, including but not limited to:

- Firm and project team qualifications;
- Understanding of the project (specific plan effort);
- Engagement program;
- Environmental plan;
- Project timing; and
- Fee structure and total cost, etc.

Based on the results of the panel's evaluations, WEBB was determined to be the best qualified firm to perform the services. WEBB's total cost in their proposal is \$459,225 for the complete project.

Staff recommends that the City Council authorize the City Manager to execute a Professional Services Agreement between City of Wildomar and Albert A. Webb & Associates.

FISCAL IMPACT:

The Professional Services Agreement with WEBB for planning and environmental services is in the amount of \$459,225. A supplemental appropriation is requested for Fund 110 for the FY 2026/2027 budget year to cover the cost associated with this effort and this agreement.

The Development Agreement Fund 110 is for fees collected from developers which have an agreement with the City which confers private benefits to them. The money from the fees are intended to be used to offset the private benefits by funding commensurate public benefits.

ATTACHMENTS:

[Attachment A - Wildomar Form Agreement for Services - OTSP - WEBB.docx](#)

[Attachment B - Exhibit A to the Agreement - WEBB_Proposal.pdf](#)