

GENERAL PLAN OPEN HOUSE SUMMARY REPORT

Open House Summary

A dynamic community open house took place for Norco residents to actively express and contribute their visions for the City's future. The event unfolded in the Barn at the Ingalls Event Center on November 16th, featuring eight engaging pop-up stations designed to facilitate community involvement. Approximately 120 attendees were encouraged to provide valuable feedback on various themed topics toward the formation of Norco's General Plan (GP).

Drawing from insights collected during prior community outreach activities from June through October, the pop-up stations spanned a diverse spectrum of Norco's 20-year city plan. Encompassing aspects such as town aesthetics, economic growth, and safety planning, each station showcased informational boards featuring maps, images, and written materials relevant to the respective GP themes.

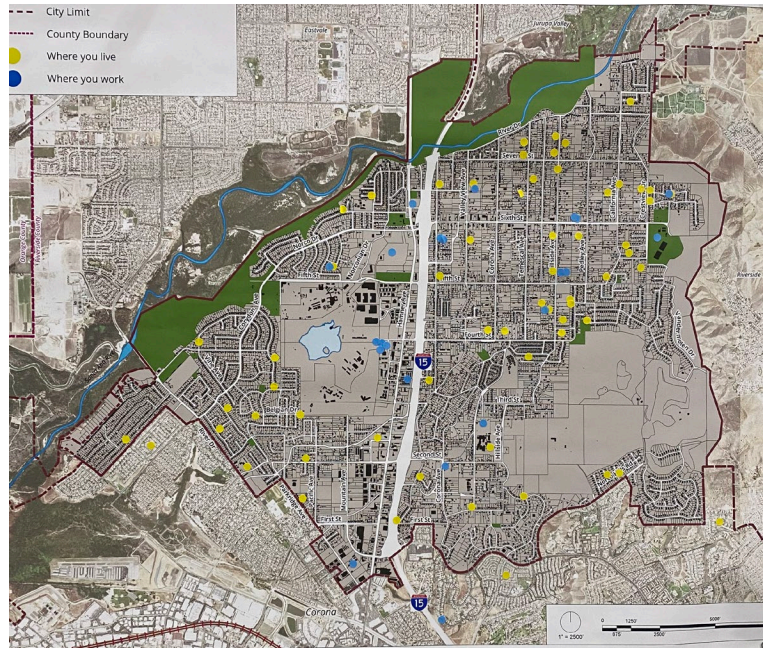


Community participation was actively encouraged through interactive methods, including the use of sticky dots to show support for specific ideas and post-it notes for sharing suggestions. At every station, community members had the opportunity to vote on the ideas that would ultimately shape Norco's General Plan and interact with project team members. This collaborative approach aimed to harness the collective wisdom and aspirations of the Norco community, ensuring a well-informed and inclusive foundation for the city's future development.

Welcome Station

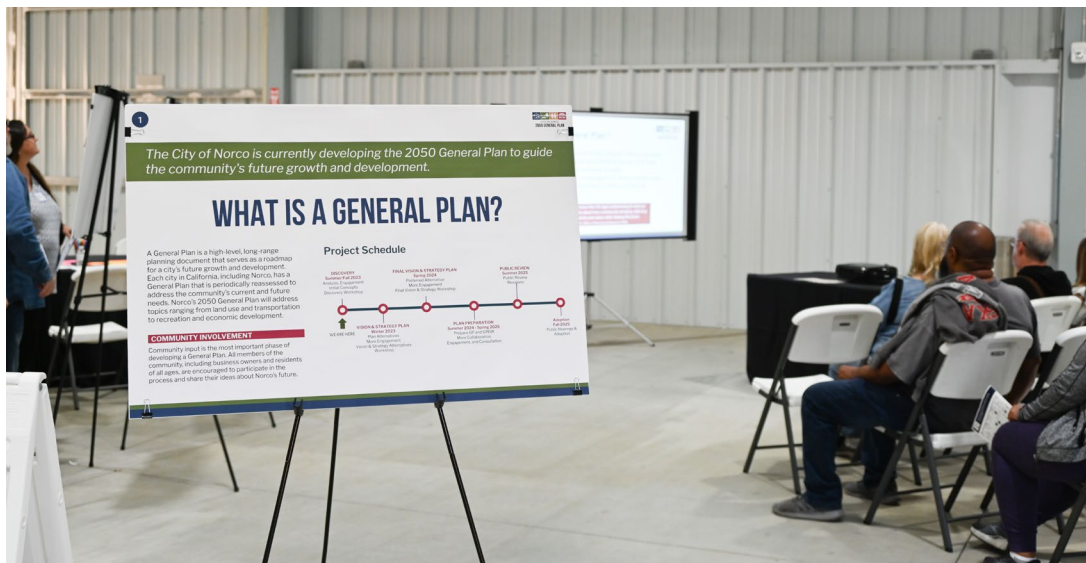
The Welcome and Sign-in station is where community members were directed to check in. Members were invited to mark where they live and work on a map of Norco to begin engaging in the data process.

As one can tell from the blue and yellow dots on the map, the event received a wide variety of participants with guests coming from all over the city to share their views.

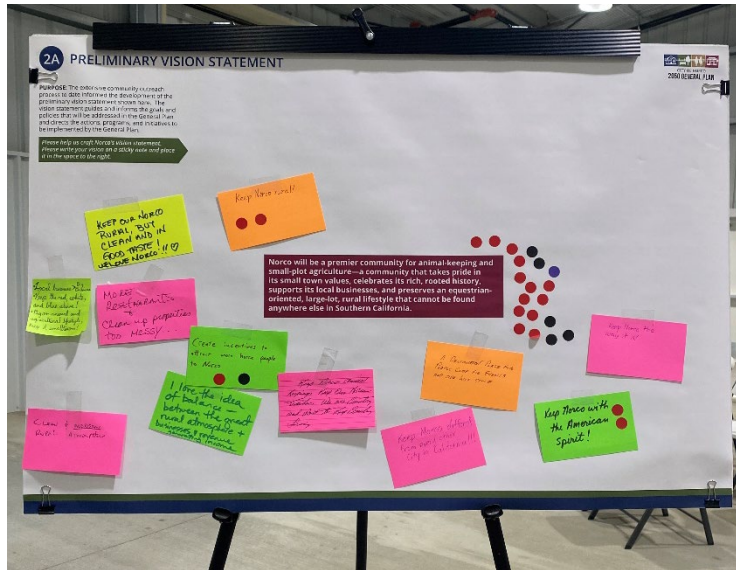


Station 1: Background/Information

At the first station, participants were invited to learn more about the purpose and intent of a citywide General Plan through a short slide show and informational poster. The presentation also outlined the various outreach activities that have taken place over the months of July through October.



Station 2: Values & Visions



2A Preliminary Vision Statement

Based on the extensive community outreach process to date, a preliminary vision statement was created to guide and inform the goals and policies in the GP. This statement will be used to direct the actions, programs, and initiatives that are to be addressed in the GP and was shared with the community to gain their feedback. Community members were asked to share their vision by writing their thoughts on a sticky note to help continue the crafting of Norco’s vision statement. In addition, community members placed sticker dots around

the statement or on others’ comments to indicate their support. By and large the draft vision appeared to be supported by participants at the event.

Draft Vision Statement: Norco will be a premier community for animal-keeping and small-plot agriculture – a community that takes pride in its small-town values, celebrates its rich, rooted history, supports its local businesses, and preserves an equestrian-oriented, large-lot, rural lifestyle that cannot be found anywhere else in Southern California.

Nineteen (19) data points are reflected in support of the proposed vision statement. Comments for the vision statement on each sticky note are found below:

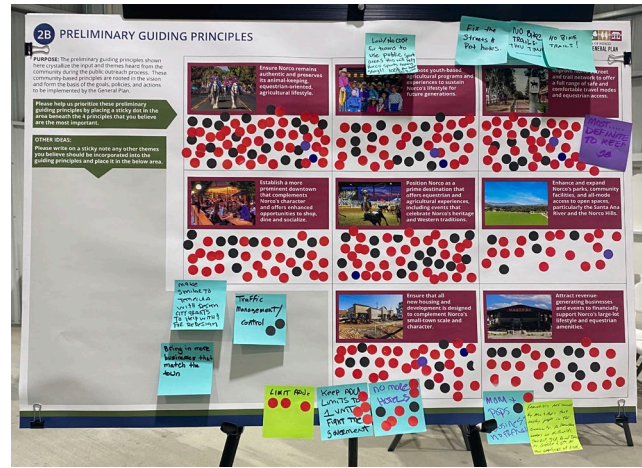
- “Keep our Norco rural, but clean and in good taste! We love Norco!!”
- “Keep Norco rural!” – Two (2) additional sticker dots placed here
- “More restaurants and clean up properties too messy...”
- “(1) Local businesses > big businesses. (2) Keep the red, white, and blue alive! (3) Big on animal and agricultural lifestyle – keep it a small town!”
- “Create incentives to attract more horse people to Norco” – Two (2) additional sticker dots placed here
- “Clean and modern rural atmosphere”
- “I love the idea of balance – between the great rural atmosphere and businesses and revenue generating income”
- “Keep Norco animal keeping. Keep our horse trails. We are country and want to keep country living”
- “Keep Norco different from any other city in California!”
- “A destination place for people to come for events and our lifestyle”
- “Keep Norco with the American spirit!”
- “Keep Norco the way it is!”

2B Preliminary Guiding Principles

During the community outreach process, eight guiding principles were created from the input that had been collected in past engagement efforts.

Community members at this event were asked to help prioritize these guiding principles as they form the basis of the goals, policies, and actions to be implemented by the GP.

Members were invited to share any additional themes they did not see listed. Each principle and input provided are summarized below.



Ensure Norco remains authentic and preserves its animal-keeping, equestrian-oriented, agricultural lifestyle.

Sixty-four (64) community members supported the preservation of Norco's equestrian-oriented, agricultural lifestyle.

Position Norco as a prime destination that offers equestrian and agricultural experiences, including events that celebrate Norco's heritage and Western traditions.

Forty-nine (49) community members support positioning Norco as a prime destination for equestrian and agricultural experiences.


Promote youth-based agricultural programs and experiences to sustain Norco's lifestyle for future generations.

Forty-three (43) dots show support for promoting youth based agricultural programs. Additional comment for this guiding principle: "Low/not cost for teams to use public sport areas—this will help Norco sports teams stay!!"

Improve Norco's street and trail network to offer a full range of safe and comfortable travel modes and equestrian access.

Forty (40) dots support the improvement of Norco's street and trails for equestrian access. Addition comments for this guiding principle:

- "Fix the streets and pot holes"
- "No bike trails through town"
- "No bike trails"
- "Most definite to keep"



Establish a more prominent downtown that complements Norco's character and offers enhanced opportunities to shop, dine and socialize.

Thirty-eight (38) dots represent support for a prominent downtown. Additional comments for this guiding principle below:


- “Make similar to Temecula with [illegible] city grants to help with and for [illegible]”
- “Traffic management/control” – Two (2) more guests supported this statement
- “Bring in more businesses that match the town”



Ensure that all new housing and development is designed to complement Norco's small-town scale and character.

Thirty-seven (37) community members support ensuring new development in Norco complements the town's small-town scale and character. Additional comments for this guiding principle below:

- “Limit ADUs” – Three (3) additional stickers dots placed here
- “Keep ADU limits to 1 unit—fight the government” – Four (4) additional dots placed here
- “No more hotels” – Eight (8) more dots placed here



Attract revenue-generating businesses and events to financially support Norco's large-lot lifestyle and equestrian amenities.

Twenty-nine (29) community members endorse businesses to support Norco's large-lot lifestyle and equestrian amenities.



Enhance and expand Norco's parks, community facilities, and all-mode access to open spaces, particularly the Santa Ana River and the Norco Hills.

Twenty-three (23) community members support the expansion of Norco's parks and access to open spaces.

Station 3: Placemaking & Community Design

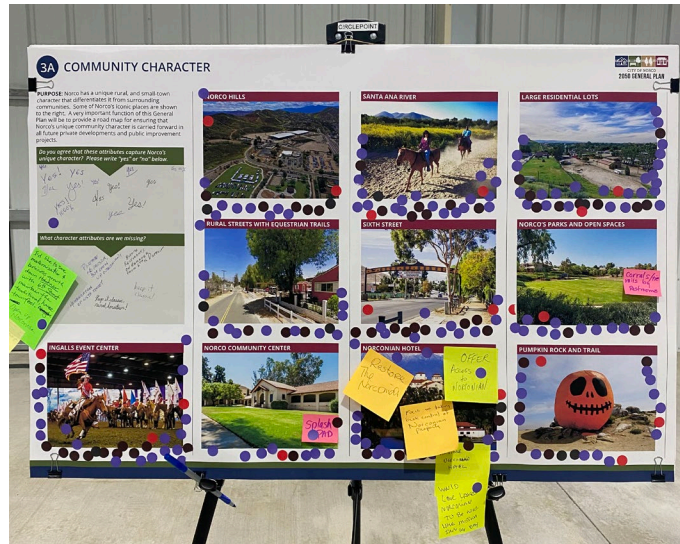
3A. Community Character

As part of Norco’s GP, the City is interested in cultivating a rural, small-town feel that makes Norco unique from surrounding cities.

Community members were invited to share their opinion that the following iconic sites in fact represent the community character that captivates Norco’s unique look and feel.

When asked if the iconic places depicted on the board accurately represent Norco unique character, all who responded agreed.

Fifteen (15) community members endorsed the iconic places that depict Norco’s unique character.



When asked what characteristics were missing, the following comments were made:

- “I’d like to see modernization growth down Hamner with Sixth Street maintain the traditional, horse-town feel. Open up Norconian!” – Two (2) members supported this statement
- “Please no prison but open up Norconian!”
- “Business restaurants on Hamner and from Sixth to Detroit”
- “Keep it classic!”
- “Keep it classic, rural, horse town!”
- “Modernization of Sixth Street!”



Thirty-seven (37) members endorsed the community character of Norco’s large residential lots.



Thirty-four (34) members endorsed the community character of the Event Center.

SANTA ANA RIVER



Thirty (30) members endorsed the community character of the Santa Ana River.

RURAL STREETS WITH EQUESTRIAN TRAILS



Eighteen (18) members endorsed the community character of Norco's rural streets with equestrian trails.

PUMPKIN ROCK AND TRAIL



Twenty-two (22) members endorsed the community character of Norco's Pumpkin Rock and trail.

NORCONIAN HOTEL



Twenty-one (21) members endorsed the community character of the Norconian Hotel with five (5) additional comments:

- “Restore the Norconian”
- “Focus on taking back control of Norconian property”
- “Offer access to Norconian!” – One (1) additional member supported this comment
- “Restore Norconian Hotel”
- “Would love lake Norconian to be nice like Mission Inn on bay” – One (1) additional member supported this comment

SIXTH STREET



Twenty-two (22) members endorsed the community character of Sixth Street.

NORCO'S PARKS AND OPEN SPACES



Sixteen (16) members endorsed the community character of Norco's parks and open spaces. One additional comment was made: "Corrals/tie rails by restrooms"

NORCO COMMUNITY CENTER



Nine (9) members endorsed the character of Norco's Community Center. One light-hearted comment was made here to add a "splash pad," which was endorsed by two (2) community members' dots.

NORCO HILLS



Eighteen (18) members endorsed the community character of Norco Hills.

3B. Place Inspirations

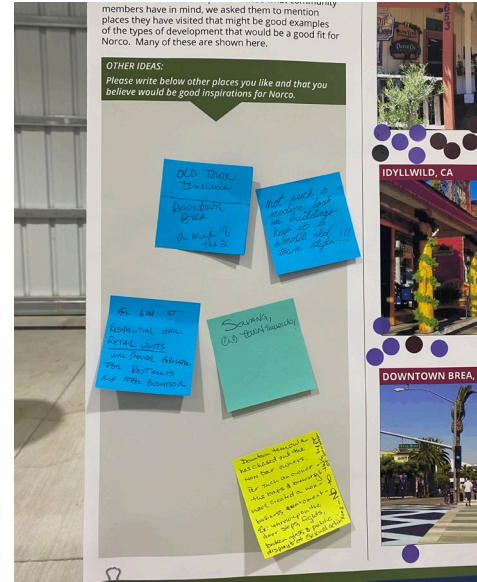
In this section of the engagement activities, community members were asked to provide feedback on their favorite towns to model Norco after. Preferences are highlighted below based on number of sticky dots received.



- Old Town Temecula – Thirty (30) dots
- Cowtown Fort Worth, TX – Nineteen (19) dots
- Idyllwild – Fifteen (15) dots
- Downtown Pleasanton – Four (4) dots
- Solvang – Four (4) dots
- Bend, OR – Four (4) dots
- Windsor, CA – Three (3) dots
- Downtown Brea – One (1) dot
- Malibu Country Mart – Zero (0) dots + comment “too much of a beach atmosphere”

A space was given for members to add any additional towns not listed they would consider as good inspirations for Norco. The following comments were made:

- “Oldtown Temecula and downtown Brea—a mix of the two”
- “Not such a modern look on buildings—keep it a small, old-town style!”
- “Solvang, Oldtown Temecula”
- “For Sixth Street residential retail units, will provide population for restaurants and other businesses”
- “Downtown Temecula has chased out the business owners. Per such an owner, the bars and breweries have created a non-business environment Ex: throw-up on the stairs, fights, broken glass and public displays - No to this type of growth”



3C. Commercial and Mixed-used Buildings

Community members were invited to pick their favorite buildings depicted below which represent the architectural style that the City of Norco should try and maintain.

Preferences toward house form and traditional main street building design are highlighted on the following pages.





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House-form commercial building located at front of lot (left) with parking lot behind (right).

Nineteen (19) members supported the House-form commercial building.



House-form, mixed-use building with ground floor retail accessed through porch.

Nineteen (19) members supported the House-form, mixed-use building.



House-form and "Main Street" form building with ground floor retail accessed through trellis.

Twelve (12) members supported the House-form and "Main Street" building.



Commercial building with pergola over outdoor dining.

Thirteen (13) members supported the commercial building with pergola over outdoor dining.



Mixed-use building with corner cupola and ground floor retail accessed directly from sidewalk through gallery.

Five (5) members supported the Mixed-use building.



Commercial building composed of multiple, pitched-roof volumes.

Two (2) members supported the commercial buildings.



Commercial building with ground floor retail.

One (1) member supported the commercial building with ground floor retail.



Contemporary "Main Street" style mixed-use building with ground floor retail accessed through arcade.

One (1) member supported the contemporary "Main Street" building.



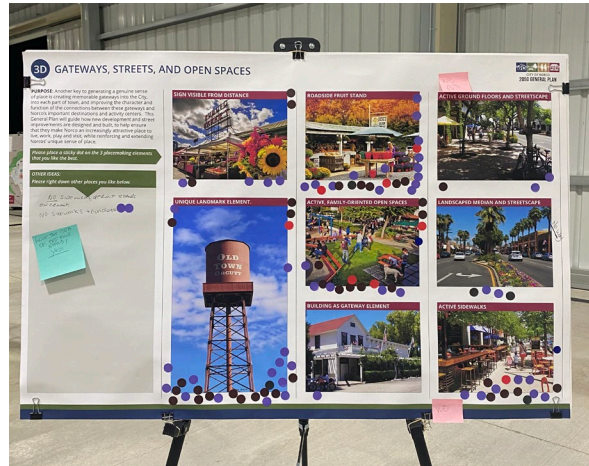
Commercial building with ground floor retail accessed through arcade.

No (0) members supported the commercial building with ground floor retail accessed through arcade. One (1) had commented "Big no."

3D. Gateways, Streets, and Open Spaces

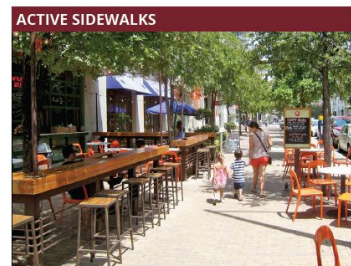
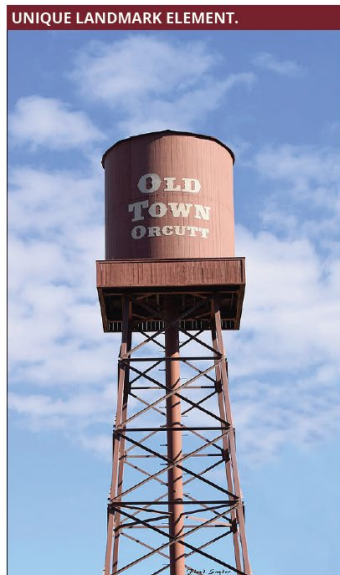
In this section of the engagement exercise, community members placed a sticker on their three favorite placemaking feature. In addition, space was provided for them to share any additional ideas. Results from the sticker dots:

- Sign visible from distance – Seven (7) endorsements
- Roadside Fruit Stand – Twenty-four (24)
- Active Ground Floors and Streetscape – Three (3) and one (1) comment: “Big no”
- Unique Landmark Element – Thirty-one (31)
- Building as Gateway Element – One (1)
- Active Sidewalks – Fifteen (15) and one (1) comment: “No”



Additional ideas:

- “No sidewalks and fruit stands on cement”
- “No sidewalks and concrete” – This comment was endorsed by two (2) additional members
- “Leave the idea of the fruit stand! Yes!”



Station 4: Land Use & Circulation Opportunities

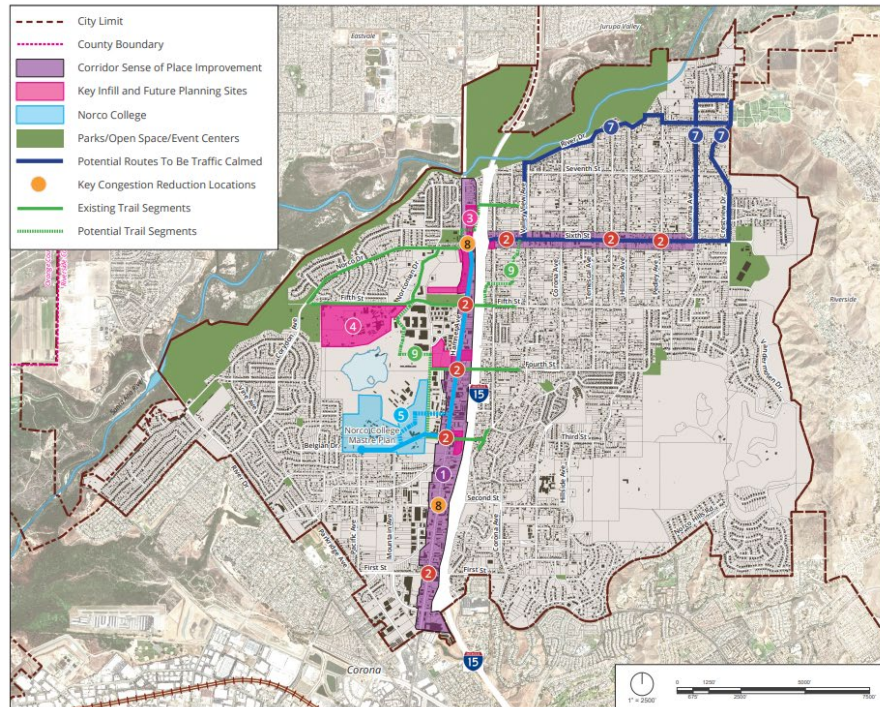
4A. Potential Opportunities for Improvement

A map showing potential areas within Norco for enhancement was shared for review and discussion. No specific ideas were shared on the board, but lots of great dialogue was had!

PURPOSE: A central focus of this General Plan will be to identify strategies for the City to generate revenue to fund the maintenance and upkeep of Norco's street, trail, park, utilities network, and other necessary city services. This will be achieved by 1) supporting and attracting businesses that generate sales, property, and hotel tax revenue; 2) attracting visitors and event-goers to shop, dine, and stay the night at these businesses and venues; 3) reinforcing a strong, unique sense of place to help achieve these goals; and 4) improving street and trail connections that serve residents and visitors alike. Shown here are potential improvements for fulfilling this very important function of the General Plan.

- 1 Improve the sense of place along Hamner Ave. and Sixth St.
- 2 Introduce activity centers at key intersections along Sixth St. and Hamner Ave.
- 3 Introduce north gateway development on block bounded by Hamner Ave., Detroit St., and Old Hamner Rd.
- 4 Plan for the future reuse of the Norconian site.
- 5 Introduce second vehicular access route to Norco College.
- 7 Discourage and calm cut-through traffic along Sixth St., Seventh St., River Dr., California Ave., and Crestview Dr.
- 8 Reduce traffic back-ups at I-15 freeway crossings, especially Second St. and Sixth St.
- 9 Construct missing trail connections and improve connections across freeway.

OTHER IDEAS:
If you have other ideas other than those mentioned above, please write them below.



4B. Hamner Avenue

Feedback from recent engagement efforts have indicated support for having Hamner Avenue fit in more with Norco's small-town character. Community members were asked to explore ways for Hamner Avenue to improve. The following results were as follows:





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STRENGTHS



Original single-family houses converted to business uses.



Neal Snipes Park and Beacon Hill.



Streetscape in the median in front of the Gateway Town Center shopping center.

Hamner Avenue Strengths:

- Six (6) dots reinforce that Neal Snipes Park and Beacon Hill are strengths
- One (1) dot was placed on the original, single-family houses.
- No dots were placed on streetscape in the median in front of the Gateway Town Center

POTENTIAL ACTIVATION AND INFILL STRATEGIES



Street trees in center median.



Landscaped pedestrian walkway through parking lot.



Walkable environment with street-facing shops and restaurants, street trees, and sidewalk dining.



Shopping center with agriculture-inspired buildings, and pedestrian-scaled features such as trellis over walkway.



Agricultural-inspired building with outdoor seating and water feature.



Ground floor retail located next to and accessed directly from the sidewalk.

Potential Activation and Infill Strategies for Hamner Avenue:

- Twenty-three (23) like an agricultural-inspired building with outdoor seating
- Twenty (20) want a walkable environment with street-facing shops, and one (1) member commented: “No”
- Nine (9) members like street trees in center median
- Eight (8) members support landscaped pedestrian walkway through parking lots
- Seven (7) want a shopping center with agriculture-inspired buildings
- One (1) member likes ground floor retail accessed from the sidewalk. One (1) member commented: “No”

OPPORTUNITIES FOR IMPROVEMENT



Vacant and underutilized parcels.



Missing streetscape and parking lots between the street and building.

Opportunities for Improvement on Hamner Avenue:

- Four (4) members selected the missing streetscape and parking lots for improvement
- One (1) selected vacant and underutilized parcels for improvement. Further comments below:
 - “No hotels”
 - “Vacant land with crags is nice to look at”

4C. North Hamner Gateway

The North Hamner Gateway has been identified by some stakeholders as an ideal place for developing retail shops and restaurants to attract visitors. In this engagement exercise, community members were invited to share their opinions about how this space could be developed for such purposes.





STRENGTHS



Existing historic buildings.



Visibility of site from I-15 Freeway.



Historic Norco Community Center.

North Hamner Gateway Strengths:

- Fourteen (14) members like the existing historic buildings
- Four (4) support the Historic Norco Community Center
- Three (3) like the visibility of the site from the I-15 freeway

POTENTIAL ACTIVATION AND INFILL STRATEGIES



Retail in mixed-use building.



Signage visible from SilverLakes Sports Park and I-15 Freeway.



Agricultural showcase and market.



Street-facing retail.



Family-friendly open space.



Outdoor dining in market setting.

Potential Activation and Infill Strategies for North Hamner Gateway:

- Twenty-four (24) like the agricultural showcase and market
- Seventeen (17) like street facing retail
- Seventeen (17) support outdoor dining in market setting
- Thirteen (13) members endorsed the retail in mixed-use building
- Eleven (11) want to see family-friendly open space
- Nine (9) members showed support for signage visible from SilverLakes Sports Park and the I-15 freeway

4D. Sixth Street Activation

Input from stakeholders and community members in past engagement identified a desire to have a more active and fun “Main Street.” Participants were asked to place a sticky dot on the top 3 potential uses, activities, and buildings that they thought would be a good fit for Sixth St.



STRENGTHS



Entry sign and equestrian, pedestrian, and bicycle trail.



Historic character buildings.



Indoor activity spilling out of the store.

Sixth Street Strengths:

- Fifteen (15) like the historic character buildings
- Thirteen (13) community members like the entry sign and equestrian, pedestrian, and bicycle trail
- Eleven (11) like the indoor activity spilling out of the store



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POTENTIAL ACTIVATION AND INFILL STRATEGIES



Outdoor dining enclosed by used wine barrels



A boutique hotel's outdoor seating area.



Creative use of simple materials to enclose this outdoor dining area



An outdoor dining area comprised of picnic tables and string lights.



A two-story hotel with balconies that face the street.



Potential mixed-use infill.

Potential Activation and Infill Strategies:

- Twenty-five (25) support the idea of an outdoor dining area comprised of picnic tables and string lights
- Twelve (12) members like the creative use of simple materials to enclose this outdoor dining area
- Six (6) members support the potential mixed-use infill
- Four (4) members like the idea of outdoor dining enclosed by used wine barrels
- One (1) member showed support for a boutique hotel's outdoor seating area
- No one (0) liked a two-story hotel with balconies that face the street

OPPORTUNITIES FOR IMPROVEMENT



Parking lots between street and building.



Vacant and underutilized parcels

Opportunities for Improvement on Sixth Street:

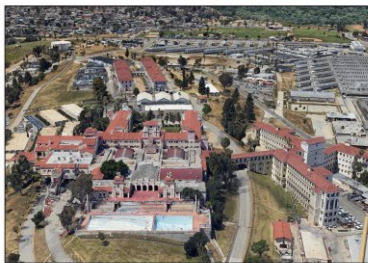
- Twelve (12) community members picked parking lots between streets and buildings as an opportunity for improvement
- Two (2) members supported vacant and underutilized parcels for improvement

4E. Norconian Site

The Norconian Center is currently being used by the California Rehabilitation Center as a State prison. It is surmised that the site will be vacated at some point in the future and could be an amenity to the city.. In this exercise, members were asked to place a sticky dot on the top 3 potential uses and activities that they believe would be a good fit for the Norconian site.



STRENGTHS



Birdseye view of historic Norconian Hotel complex.



Inspiration for potential future uses – the Norconian Hotel's historic dining room . . .



. . . and swimming pool.

Norconian Site Strengths:

- Seven (7) members support inspiration for the Norconian Hotel's swimming pool
- Four (4) community members like the birds-eye view of the historic Norconian Hotel complex
- Four (4) members support inspiration for potential future uses – the Norconian Hotel's historic dining room...



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POTENTIAL USES AND ACTIVITIES



Walkable restaurant and retail environment.



Reuse of historic dining room for weddings, banquets, and other events.



Reuse of historic swimming pool



Walkable restaurant and retail environment.



Reuse of Norconian Hotel's 3,000 seat auditorium (not pictured).



Camping (closer to the River).

Potential Activation and Infill Strategies:

- Twenty-eight (28) would like the reuse of Norconian Hotel's 3,000 seat auditorium
- Twenty-one (21) members showed support for a walkable restaurant and retail environment, distributed almost equally across the two images shared.
- Nineteen (19) would like to see the reuse of the historic swimming pool
- Eighteen (18) members liked the reuse of historic dining room for weddings, banquets, and other events. One (1) commented: "With access to the lake!"
- Seventeen (17) support camping, and one (1) member commented, "Too much tourism?"

OPPORTUNITIES FOR IMPROVEMENT



The Norconian hotel is currently vacant and in need of renovation.



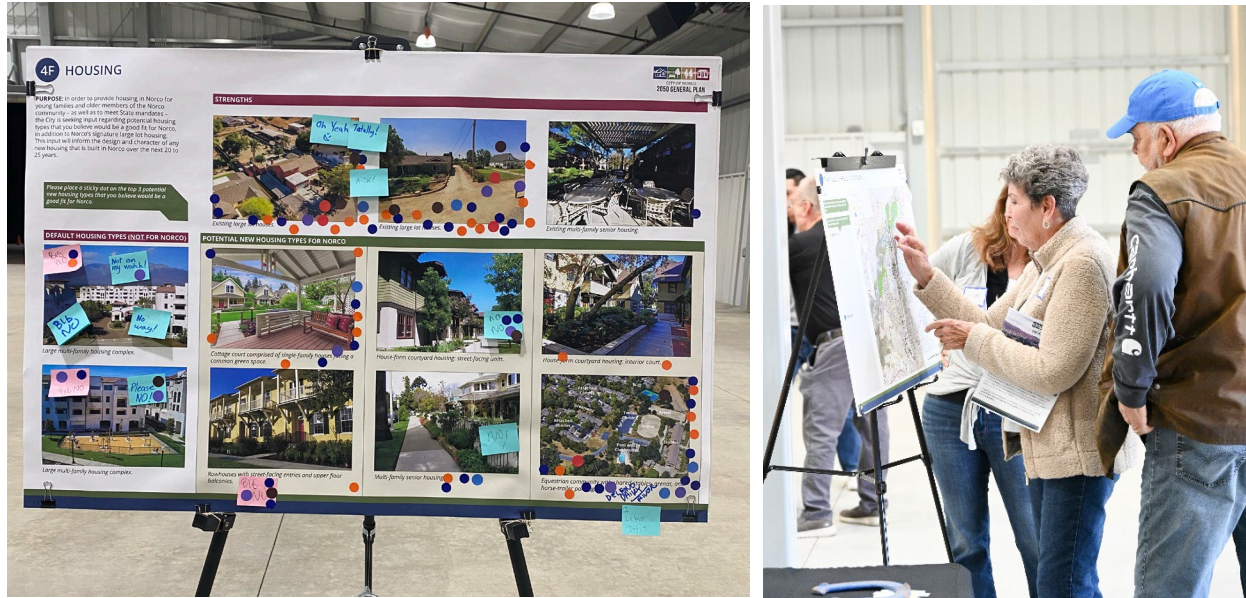
The frontage along Fifth St. consists of a chain link fence topped with razor wire.

Opportunities for Improvement on the Norconian Site:

- Twenty-six (26) community members selected the Norconian hotel as a location for improvement
- No one (0) selected the frontage along Fifth St. as a location for improvement

4F. Housing

To develop a clear vision for future new housing, community members were asked for their input toward the design and character of new homes to be built over the next 20 to 25 years. The results are as follows:



STRENGTHS



Existing large lot houses.



Existing large lot houses.



Existing multi-family senior housing.

Housing Strengths:

- Twenty-four (24) members like existing large lot houses (pictured second)
- Eighteen (18) community members shared they like existing large lot houses (pictured first)
- One (1) member liked existing multi-family senior housing



POTENTIAL NEW HOUSING TYPES FOR NORCO



Cottage court comprised of single-family houses facing a common green space.



House-form courtyard housing: street-facing units.



House-form courtyard housing: interior court.



Rowhouses with street-facing entries and upper floor balconies.



Multi-family senior housing.



Equestrian community with shared stables, arenas, and horse-trailer parking.

Potential Activation and Infill Strategies for Housing:

- Nineteen (19) like equestrian community shared stables, arenas, and horse-trailer parking.
- Eleven (11) members showed support for cottage court of single-family houses
- Four (4) members support multi-family senior housing, and one (1) commented: “No”
- Two (2) members liked the house-form courtyard housing: interior court
- One (1) member likes rowhouses with street-facing entries and upper floor balconies. One (1) member wrote: “Big no,” and four (4) showed support for that comment
- No one (0) supported house-form courtyard housing: street-facing units. In fact, four (4) members supported a comment from one (1) member who wrote: “No, no”

DEFAULT HOUSING TYPES (NOT FOR NORCO)



Large multi-family housing complex.



Large multi-family housing complex.

Opportunities for Improvement in Housing:

- Seven (7) community members dislike the idea of a large multi-family housing complex (pictured first)
- Six (6) members do not support the idea of a large multi-family housing complex (pictured second)



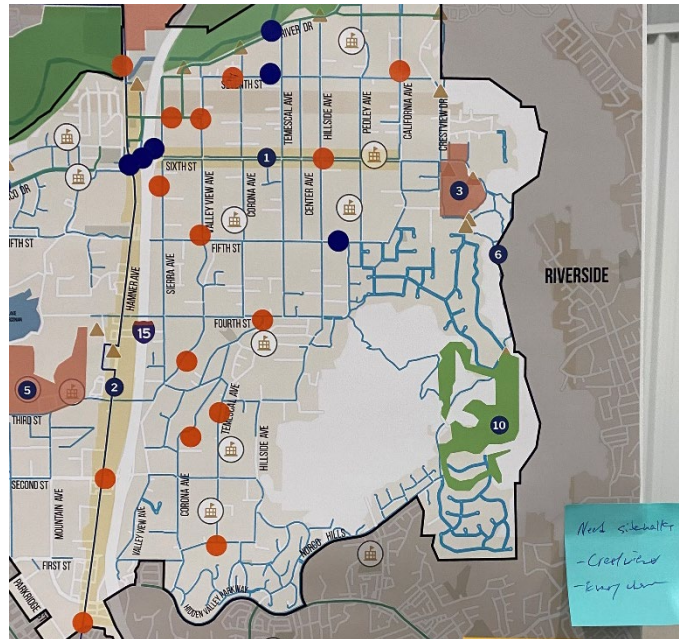
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4G Mobility Options

Community members were invited to place dots on locations in the city they find have mobility concerns and opportunities. Many major intersections were identified, including Sixth Street near the freeway, locations along Seventh Street, Fifth Street and others throughout the eastern side of I-15.

Additional comments:

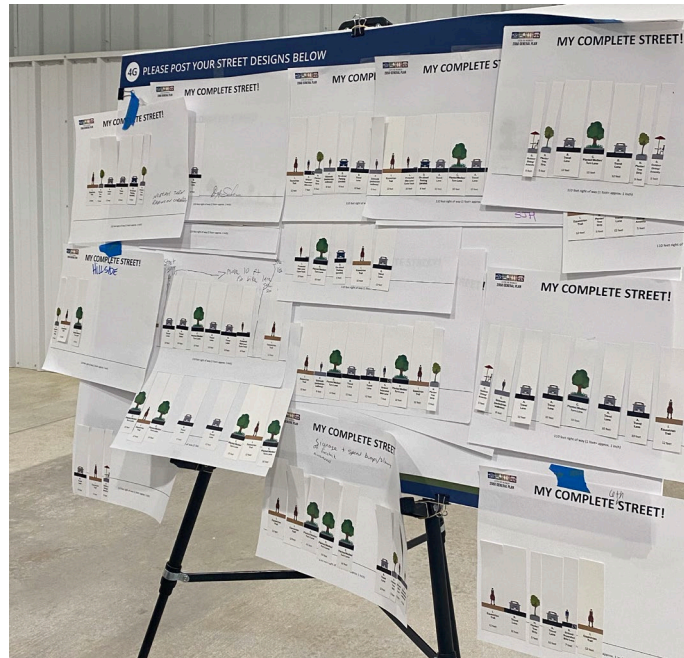
- “Need sidewalks
 - [illegible]
 - ... Everywhere”
- “Control traffic after events at Ingalls Event Center”



Design Your Complete Street!

Community members were invited to build their “ideal” street using a kit of parts including equestrian trails, sidewalks, landscaped medians, street trees, outdoor dining, on-street parking, and bike lanes. Community designs highlight a strong preference for retaining and introducing equestrian trails, and introducing street trees. Of the approximately 24 sheets completed, community preferences are as follows:

- 92% of participants recommended equestrian trails be introduced.
- 75% recommended streetscape, especially street trees, be introduced.
- 38% recommended protected bike lanes (small barrier between bike lane and travel lanes).
- 33% recommended a landscaped median be introduced
- 29% recommended outdoor dining be introduced.
- 22% recommended striped bike lanes
- 21% recommended on-street parking be introduced/retained where allowed.



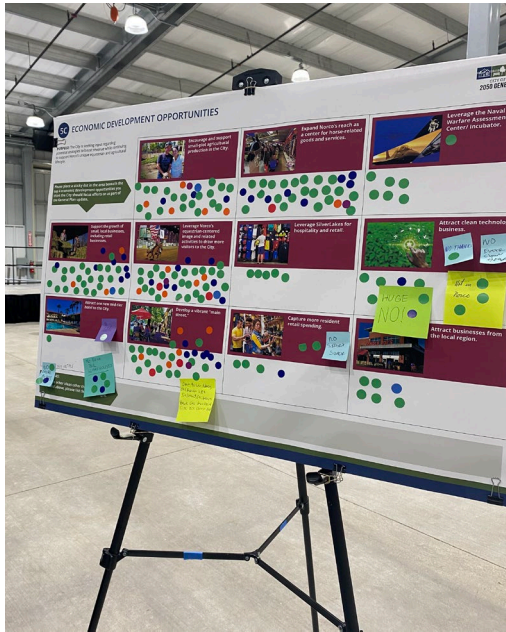
Station 5: Economic Development

5A. Demographic Conditions and 5B. Household Conditions, Educational Attainment, and Income.

Informational displays sharing existing conditions were available for review and discussion with the project team.

5C. Economic Development Opportunities

For boosting revenue in Norco, the City has invited community members to indicate their most preferred economic development opportunities. Preferences are highlighted below.



Forty (40) members would like to see leveraging Norco's equestrian-centered image and related activities to draw more visitors to the City.



Thirty-five (35) members showed support for the growth of small, local businesses, including retail businesses.



Develop a vibrant “main street.”

Thirty-two (32) members would like to see the development of a vibrant “main street.”



Support the growth of small, local businesses, including retail businesses.

Thirty-two (32) members would like to expand Norco’s reach as a center for horse-related goods and services.



Encourage and support small-plot agricultural production in the City.

Twenty-nine (29) members would like to support small-plot agricultural production in the City.



Leverage the Naval Warfare Assessment Center/ Incubator.

Seven (7) members support leveraging the Naval Warfare Assessment Center/Incubator.



Attract businesses from the local region.

Six (6) members like the idea of attracting businesses from the local region.



Capture more resident retail spending.

Six (6) members supported more retail shopping. One (1) member wrote a comment against their support.



Leverage SilverLakes for hospitality and retail.

Five (5) members want to leverage SilverLakes for hospitality and retail.



Attract clean technology business.

Five (5) members would like to attract clean technology businesses. Four (4) additional comments were made by members who were not in support of this idea, and those comments gained six (6) signs of support to not attract clean technology businesses in Norco.



Attract one new mid-tier hotel to the City.

One (1) member liked the idea of a mid-tier hotel in the City. Three (3) comments were made for “no hotels” in the City, and those comments were supported by four (4) additional members. Additionally, one member wrote, “No more big warehouses,” and that comment was supported by five (5) others.

Station 6: Parks, Trails, & Open Space

6A. Existing Parks and Open Space

A exhibit board with existing facilities was shared and participants were asked to provide comments and ideas. The following responses were provided:

What do you like about the Parks and Facilities in Norco?

- Equestrian predominate areas
- They are clean and well maintained
- Our parks are great!

What are some opportunities for improvement or needs that could be addressed?

- Access to parks at more times.
- Cleaner Areas.
- Keep parks safe by sending law enforcement to keep women and children safe, but not too much enforcement presence.
- Repair uneven dirt/sand areas that have eroded from rain.
- Provide more drinking/hydration stations.
- Restroom at Pacer Park.
- Addition of Splash pads to several parks throughout the City.
- Bring back the Community pool.
- Pond for fishing and water features.
- More swings.
- Open space for off-roading.
- Off-road course for kids and trails.
- Educational programs offered at the parks.
- More walking trails with exercise equipment.
- More trees.
- Educate kids on community amenities uses and non-uses.
- More accessible open space.
- Eliminate or lower the fees for sports facility uses. Current fees limit community access and people who cannot afford them go to neighboring cities for sports park access.
- Equestrian signage and reminders about animal use and intent of trail.
- Cattle pins.
- More creative ground treatment by eliminating asphalt feel and look in parks and parking lots.
- Keep the Pumpkin trail clean and graffiti free.
- Exercise equipment in City parks.
- Separate turn out areas for horses next to arena at Basin Park.
- Pumpkin Rock should be considered as a park.
- Santa Ana Bike Trail connectivity to adjacent cities.
- Willie Labs acreage potential open space improvements.
- Potential open space improvements near existing cemetery.
- RV park for guests and visitors by Silver Lakes near the river.



- Turn the lake into a park.
- More parks in Norco Hills community.
- Open area can be developed along 5th Street.
- More horse arena areas.
- Near Palomino open space for park.
- Protection of wildlife and giving them a safe free space.
- More wildlife.
- Preservation of wildlife.
- Two story parking structure cut into hill near Pikes Peak Park and plant grass on top.
- Dog parks.
- More trails.
- Places for RVs/Trailers.
- More shading by trees and additional shade structures.
- Kips Korner Park needs more tables, more trees, a walking trail around the park, and a ½ court basketball court.
- Clark Field needs better curb and sidewalk definition as well as better seating with shade.
- New Scout House and Youth Building.

What do you not want to see?

- No more soccer fields.
- No prison.
- No more big warehouses.
- No homeless.

Other unpark related comments:

- Keep Norco Streets Clean.
- Add speed bumps to control vehicular speed.
- Reduce and repurpose unappealing deserted thrift stores industries.
- Improve and deter traffic from cutting through on 7th Street, 8th Street, and River Dr.



Station 7: Preservation & Protection

7A. Flood and Fire Hazards

Maps showing locations of flood and fire hazard prone areas in Norco were displayed.

7B. Potential Strategies to Protect Against Hazards & Environmental Degradation

For this exercise, community members shared their input regarding potential strategies to help protect against hazards and reduce environmental degradation.

Members were asked to place sticky dots in the top 4 squares where they think the City should focus efforts. The following will show the amount of support for each strategy potential.



Results are as follows in order of level of support:

- Preserve Open Space areas forever: Forty-five (45) members support this effort
- Promote the proper planting and maintenance of trees to reduce wind and fire hazards: Twenty-four (24) members showed support for this effort
- Promote the use of natural stormwater management strategies within flood prone areas: Twenty-one (21) members support this effort
- Improve roadway connections to improve evacuation capabilities: Nineteen (19) members showed support for this effort
- Educate property owners on the vegetation management techniques to reduce fire hazards: Fifteen (15) members support this effort
- Expand emergency preparedness training opportunities: Ten (10) members showed support for this effort
- Promote better emergency preparedness amongst homeowners and businesses: Nine (9) members support this effort
- Expand open space areas surrounding the City to better protect the community: Eight (8) members support this effort
- Use open space areas as a buffer to protect developed areas of the City: Seven (7) members showed support for this effort
- Require stricter regulation in hazardous areas prone to flooding or wildfire: Six (6) members support this effort
- Use hazard resistance building materials or design techniques: Five (5) showed support for this effort
- Promote development in the least hazardous areas of the City: Four (4) members support this effort
- Promote retrofitting of properties in hazardous areas prone to flooding or wildfire: Four (4) members showed support for this effort
 - “Control homeless near riverbed for citizen safety” – Four (4) additional members support this comment
- Educate residents and businesses about hazards that may affect the community: Three (3) members support this effort
 - “[The] riverbed powerlines need to go below—not above ground powerlines” – Nine (9) members support this comment
- Educate residents and businesses on the location and use of evacuation routes: Three (3) members support this effort
- Develop guidelines for homeowners to upgrade their properties to reduce hazard conditions: One (1) member support this effort
- Construct community resilience centers: One (1) member supports this effort
 - “Utility bill insert”
 - “Sixth Street billboard messages”
- Expand City capabilities to support residents during extreme heat events: One (1) member supports this effort
- Remove buildings in hazardous areas prone to flooding or wildfire: No (0) members support this effort
- The City should do nothing: No one (0) supports this effort

Station 8: Your Choice!

Participants were offered the opportunity to share additional thoughts using comment forms. The following quotes were gathered from community members who wanted to share additional thoughts about the Norco GP.

- “More streetlights around the dark areas, hangout spots for teens, more city gatherings, more places for kids, cheaper activities for teens.”
- “No EV, keep it rural, no BIG industries, keep it small, keep it the people’s town, keep the red, white, and blue, no more hotels.”
- “Streetlights, speed bumps by parks, more markets with fresh produce.”
- “Keep Norco conservative, keep the American spirit alive! Livestock, horses, open space, the beauty of Norco! No big businesses, no EV’s! Keep it the people’s town! Keep horsetown horse town! No hotels or apartments, keep praising the lord in equestrian events!”
- “Keep it small town, clean, rural, no homeless, preserve wildlife and equestrian (horses, rabbits, coyotes, squirrels), no warehouses, hotels, apartments or ADU! Local businesses—some large retailers but don’t let them dominate. Keep it up with the rodeos, the spirit of the West must live. No overcrowding, yes large lot homes, Red, white, and blue. Love God, religious freedoms.”
- “More streetlights on the side streets would be helpful especially for seeing people that may be on the trails. More cheaper and fun things to do, drive-in, movie theater, etc.”
- “Some streetlights, more, cheaper activities for teens!! Cheaper in general.”
- “Need more fences along the road between the [illegible] and high schools”
- “One of the booths said developments can’t make money building ½ acre lots. They need to stay out of Norco. We didn’t move here from Corona to have it change into Corona.”
- “Do not reduce lot size.”
- “I like the balance of maintaining ‘Horsetown USA’ and allowing new businesses—hotels, etc. should be on Hamner. Love what’s happening at Ingalls. Barn is beautiful! Good opportunity tonight—thank you!”
- “I’ve been a resident of Norco for 53 years and I’ve seen so very much change and not for the better, however I believe the best way to preserve the rural lifestyle we have is to continue having horse trails, businesses that support the lifestyle.”
- “--I thank you for making this event. I’m impressed with the information and knowledgeable [illegible]. --Keep traditional sidewalks out of town but use creative alternatives for pedestrian traffic. Better lighting at intersections so we can see equestrians better – not everyone uses PPE safety vests, etc. --Ways to reduce light pollution.”
- “I would like more modernization for the city and less horse and western pipedream. Western concept is nice, but it’s holding the progress of the city back. I think a balance of western and modern is ok. Hardly any of my neighbors in Norco Hills have horses (they are a liability—and



expensive). Norco must move on – it will happen, like it or not – look at Eastvale. That’s a great city model. These ½ acre lots will soon be full of ADU’s.”

- “Exercise equipment in city parks.”
- “Outdoor exercise equipment at the parks.”
- “Our neighborhood has been inundated with numerous homeowners and renters that are running large businesses out of their homes. These include electrical contractors, tire businesses and general construction contractors. Large bobtail trucks, vans, large (F350/F450/F550) pickups with 40’ flatbed trailers. The storage of large amounts of tires along with equipment (bobcats, scissor lifts, boom trucks, backhoes, tractors... etc.). Employees parking on streets and delivery trucks (uniforms, etc.) coming and going. These are in violation of their conditional business licenses in every aspect. Code enforcement should be allowed to act on anonymous complaints for these violations.”
- “1. More done to keep right of ways clean and weed-free. 2. More restaurants and ample parking. 3. Less fast-food more healthy food options. 4. Less horse stuff. More people/dog-friendly spaces.”
- “Need to take a higher level of enforcement on habitual offender of the ‘party houses’ where hundreds of people show up at the same house several times each year with loud music, live DJ’s and live bands.”
- “Pepper Tree SW Corner of Greentree creates a visibility issue. Hard to see horses heading North on California from Sixth Street at that corner.”
- “We need to balance residential needs and lifestyle with the requirements of business and income for our city. Many complain about the changes in Norco, but change is necessary and inevitable. Events like this one gives everyone the opportunity to be heard.”
- “I would like more nice restaurants. A Trader Joe’s and Sprouts Market would be great. We need more revenue to make sure Norco stays Norco. I don’t mind change, but our unique area is special. When my friends come to visit, they always comment on how quiet our town is and they love seeing all the horses on trails. Thank you for putting this event on.”
- “-No sidewalks in trail areas. -No bike trails. -More businesses on Sixthth Street. -Fix the streets and cover potholes. -Keep large lots no sub-dividing. -No apartment buildings. -Allow barn [illegible].”
- “Norco is a unique city/community. Please don’t destroy what we have here. As you’ll see by the stickers many want an update - not replacement. Thank you.”
- “Reduce city planning fees for OOT buildings. \$400, to start, seems out of line for a structure larger than a garage. Approx. 20’x20.’ “
- “-Keep Norco rural and unique. -No sidewalks. -Fix the streets and potholes. -Focus on crime, homeless and speeders. -Get the homeless out of the Riverbed. -Keep the big lots, not sub-dividing. -No more hotels.”
- “Love Norco, California!!! I would like to see a Deseret Industries thrift store. Have less empty buildings/abandoned houses. The Norconian should be renovated and enjoyed.”
- “-We love Norco! Please no more big warehouses (like the one on Second Street). It was built nicely, but a few more would ruin the look of our small beloved town! -Improving Sixth Street (more modern, more restaurants) would be great. -Close down the prison. The Norconian should be renovated and enjoyed by all! -Thank you! This was a great idea! -Keep up the great work! 😊”
- “I’d love to see a symphony orchestra based in Norco.”
- “Keep Norco Norco.”

- “Most things are covered for, but the main things that should be improved are fixing the roads, supporting small town businesses, and working on maintaining tourist/hiking destinations such as Pumpkin Rock, repainting it keeping spray paint off of it to keep it looking maintained and nice.”
- “-As a realtor, many non-horse people are moving to Norco to land-grab and build ADU’s— multiple ones not knowing about our overlay. Please look up AB 1033 that just passed. It will allow to sell ADU separately in Jan 2024. I believe the city has to opt in. Also, AB 1114 passed as well. -Would be nice to have the city to get grant money for 6th Street businesses to improve the aesthetic (look) of the buildings. Mine on 6th is ugly but I do not have the funds to improve it. -No bike trails through residential streets. It will scare the horses. I certainly would not want to see large groups down my streets. Keep Norco equestrian! -No more hotels! The new one they are building.”
- “Norco’s large lots are appealing to some people who have no interest in a rural lifestyle. How can we make Norco less appealing to them? Or, make advantages for equestrians, animal keeping, and growing that outweigh the land greed of others. Incentive/rebates for animal keeping and growing food? I’m not sure, but there has to be a way.”
- “Allow local/Norco farmers to sell their fruits and veggies on streets and/or in front of their house. Thank you. -Local resident since 1994.”
- “Crestview, California is a route taken by non-Norco residents who don’t respect our town. Running stop signs, speeding and making it unsafe. A better route for them would be a great benefit. 😊 “
- “-Western-style fencing. -Dog parks.”
- “Bigger farmer’s market.”
- “Try and educate the public that ‘Norco’ does not build hotels and carwashes. Private enterprise chooses Norco, not the other way around. TOT tax is a benefit!”
- “-Have a lumberyard for the city again. -A new version of Hillside tree farms. -Bigger farmers markets. -More ‘mom-and-pop’ shops.”
- “Protect wildlife, keep Norco rural, away from building warehouses. No apartments, and keep it conservative!”

