

**CITY OF TEMECULA
AGENDA REPORT**

TO: City Manager/City Council/Planning Commission

FROM: Deputy City Manager, Luke Watson

DATE: September 28, 2023

SUBJECT: General Discussion on Citywide Alcohol Policies

PREPARED BY: Matt Peters, Assistant Director of Community Development

RECOMMENDATION: That the City Council and Planning Commission receive a presentation from staff and provide general discussions on citywide alcohol policies.

BACKGROUND: Temecula’s leaders have long envisioned a vibrant Old Town Temecula that would become a destination for restaurants, retail, and cultural experiences that would become the “Heart of Temecula...” Today, Old Town is without a doubt, the heart of the City with museums, civic facilities, various cuisines, parades, and other experiences that make Old Town a special place to live or visit. As with any successful destination, the City must continually balance the needs of businesses and the community, including when dealing with the regulation of alcohol. This joint workshop is designed to facilitate a general discussion on the success of Old Town, alcohol policies in Old Town, and citywide alcohol policies so the City can continue to deliver a high quality of life that residents, community members, and visitors have come to expect.

FISCAL IMPACT: No fiscal impact is anticipated as this is a general discussion.

ATTACHMENTS: None