

STAFF REPORT – PLANNING

CITY OF TEMECULA OLD TOWN LOCAL ADVISORY COMMITTEE

January 22, 2026

LONG RANGE PLANNING PROJECT NUMBER LR25-0295 Old Town Private Parking

Prepared by: Mark Collins, Senior Planner

APPLICATION INFORMATION:

APPLICANT: City of Temecula

PROPOSAL: Old Town Private Parking

BACKGROUND

Old Town Temecula has slowly evolved from a sleepy destination for antique shopping and early nights to the lively, diverse entertainment and dining destination of today. This evolution has been guided by the Old Town Specific Plan (OTSP) which envisions a pedestrian friendly, and walkable downtown with street parking to compliment available free public parking.

Development constructed prior to the OTSP (1993) typically had onsite parking as a requirement of the development regulations in place at the time. To fulfill the vision of the Old Town Specific Plan and encourage investment, the Old Town Specific Plan removed parking requirements for specific land uses (e.g., retail). This creates a situation where existing businesses have approved private parking lots for off street public parking use that are no longer required.

Some property owners, less so business owners, have begun charging for parking on these lots, creating paid private parking lots. Paid private parking lots have caused substantial confusion, frustration, and anger from visitors, residents, business owners. Some concerns from the community have been related to a lack of standard signage, lack of onsite attendants, potential impersonation or confusion of private staff being City law enforcement or code enforcement staff, Americans with Disabilities Act noncompliance, “invoices” being issued as tickets, and high costs (as high as \$100 per hour) that are not clearly communicated before someone can park (e.g.; QR codes for parking prices cannot be reviewed when someone is driving and searching for a parking spot).

RECOMMENDATION

Staff is recommending the Old Town Local Advisory Committee receive and file the presentation and provide staff their input with paid private parking lots in Old Town and any potential changes warranted.