

**CITY OF TEMECULA
AGENDA REPORT**

TO: City Manager/City Council

FROM: Matt Peters, Director of Community Development

DATE: May 26, 2026

SUBJECT: Receive and File General Plan Update – Draft Land Use Report and Concepts

PREPARED BY: Jennifer Williams, AICP, Planning Consultant

RECOMMENDATION: That the City Council receive and file a presentation on the General Plan Update and Land Use Report and Concepts, and provide feedback and direction to staff to inform the development of a proposed Land Use Map.

BACKGROUND: On May 27, 2025, the City Council awarded a contract to De Novo Planning Group for the preparation of a Comprehensive General Plan Update, Climate Action Plan, and Program Environmental Impact Report. The project officially kicked off on June 4, 2025. Since project initiation, efforts have focused on evaluating existing conditions within the City and conducting outreach to identify community priorities. The City shared news and updates about the project through various ways, including mailers, social media, the City’s website, a dedicated project website (TemeculaCA.gov/GeneralPlan), e-mail blasts, facility postings, Channel 3, and City Council/Commission announcements. In addition, notable community outreach and engagement efforts have included:

1. City-wide mailer sent to all business and residential addresses
2. Formation of, and six meetings with, a General Plan Advisory Committee
3. Five visioning open house events
4. City-wide Vision and Values survey
5. Stakeholder interviews
6. Land Use Concepts Public Workshop
7. City-wide Land Use Concepts survey
8. Meetings with City Council and Planning Commission Ad Hoc Subcommittees
9. Pop up events at Michelle’s Place Walk of Hope, The Last Jam, Art in the Park, and Rod Run

Based on the extensive input received from the community, the project team has prepared a Draft Land Use Report (Exhibit A) which will be covered in more detail during the consultant’s presentation. Some key findings and takeaways captured in the Draft Land Use Report include:

1. Temecula is largely built-out; the vast majority of Temecula is fully built out with wonderful residential neighborhoods, established shopping centers, and strong employment hubs. The primary goal is not to reinvent the City, but to fuel its economic engine for the next 20 years.
2. The focus is on smart, targeted reinvestment in specific locations rather than widespread change. The goal is to maintain excellence while ensuring the land use plan remains relevant in a changing world.

Staff is seeking feedback from the Planning Commission on the Draft Land Use Report and Land Use Concepts as a whole, but most specifically on:

1. Four study areas which are identified for targeted reinvestment:
 - South Town – vicinity of Old Town Front Street south of 1st Street and the area just south of Old Town, near Temecula Parkway, Murrieta Creek, and I-15
 - Innovation Corridor - vicinity of Overland Drive corridor west of I-15, including the Avenida Alvarado area and surrounding industrial, business park, and employment uses near Abbott and Mt. San Jacinto College
 - Temecula Town Center and Tower Plaza - vicinity of Temecula Town Center (Target, Vons, HomeGoods, and nearby retail and restaurant uses) and Tower Plaza (AMC theater, 88 Ranch, Michael’s and surrounding commercial uses)
 - Commerce to College - vicinity of Promenade Mall, Mt. San Jacinto College, Palm Plaza, and nearby commercial and office areas west of Ynez Road)
2. Districts which are proposed to be used as a tool to direct change and to replace the existing broad “Mixed Use Overlay” land use designation. Each district would have a distinct character reflected in their form, density, and building heights:
 - Mixed Use Edge
 - Mixed Use Neighborhood
 - Mixed Use Core
3. Eight site-specific changes:
 - Site A – City-Owned Site on Diaz Road
 - Site B – Solana Way Split Zone
 - Site C – General Plan and Zoning Map Inconsistency off Calle Medusa
 - Site D – Vacant Lot North of Target
 - Site E – City-Owned Diaz Triangle
 - Site F – Boys & Girls Club, Rotary Park, and Temecula Community Center
 - Site G – City-Owned Santiago/Ynez Site
 - Site H – De Portola Split Zone

The Planning Commission reviewed the Draft Land Use Plan at its May 20, 2026 meeting and their feedback and recommendations will be recapped in the consultant’s presentation. Feedback

and direction provided by the City Council on the Draft Land Use Report and Concepts will guide the consultants to prepare a proposed Draft Land Use Plan to bring back to the Planning Commission and City Council at future meetings. The proposed Land Use Plan will be the basis of analysis for and inform the preparation of the General Plan Update effort.

FISCAL IMPACT: None

ATTACHMENTS: Exhibit A - Draft Land Use Report