

STAFF REPORT – ECONOMIC DEVELOPMENT

CITY OF TEMECULA OLD TOWN LOCAL ADVISORY COMMITTEE

May 11, 2026

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BACKGROUND: On February 22, 2022, the City Council established a COVID-19 Pandemic Community Reinvestment Program. Part of the program included Business Support funds, which designated \$500,000 to launch a comprehensive way-finding sign program throughout Old Town.

The primary function of this sign project is to get people parked as fast as possible so they can sip, eat, shop, and experience all that Old Town has to offer. Elevating the Old Town experience by producing unified on-brand signage will be an added benefit to boost Old Town's identity.

Economic Development staff searched for local sign companies that have the capacity to design custom signage. After several interviews, Brand Assassins, located in Temecula, was chosen for the design phase of this project. Economic Development staff worked with Brand Assassins on a concept design that is consistent with the Old Town branding. We also worked closely with the Public Works and Planning staff on analyzing each sign location.

On February 17, 2026, the Old Town Steering Committee (Committee), consisting of Mayor Alexander and Council Member Schwank, met in a noticed meeting to review the proposed sign package. Also in attendance were representatives from the Old Town Temecula Association (OTTA).

Both the Committee and the OTTA were supportive of the project.

There are two phases to this project. The first is the design phase which we are in now, and is managed by Economic Development. Once the design is approved, the project will move into phase 2 as a capital improvement project managed by Public Works.

ANALYSIS: There are 3 types of signage proposed:

1. **Parking Structure Signage:** An elegant custom sign would be fabricated to promote the City's parking garage as Public Parking.
2. **Directory Signage (dedicated for pedestrian use):** There are currently 3 directory signs in Old Town. The existing signs would be replaced to match the new structures. The proposal adds 2 additional signs (one near the parking structure and the other at the entrance of Old Town).
3. **Wayfinding Signage (dedicated for vehicular use):** Proposed signage to direct vehicles to public parking and major public facilities (such as City Hall).

RECOMMENDATION: That the Committee support the proposed sign package.

ATTACHMENTS: Old Town Temecula Wayfinder Sign System Package