

**CITY OF TEMECULA  
AGENDA REPORT**

**TO:** City Manager/City Council

**FROM:** Matt Peters, Director of Community Development

**DATE:** February 11, 2025

**SUBJECT:** Introduce Ordinance Amending Title 17 of the Temecula Municipal Code Regarding Off-Site Wayfinding Signs Within the Temecula Auto Mall

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**PREPARED BY:** Mark Collins, Associate Planner

**RECOMMENDATION:** That the City Council introduce an ordinance entitled:

ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF TEMECULA AMENDING SECTION 17.28.290 OF TITLE 17 OF THE TEMECULA MUNICIPAL CODE TO ESTABLISH STANDARDS AND REQUIREMENTS FOR OFF-SITE WAYFINDING SIGNS IN THE AUTO MALL, AND FINDING THAT THIS ORDINANCE IS EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) PURSUANT TO CEQA GUIDELINES SECTION 15061 (B)(3)

**SUMMARY OF**

**ORDINANCE:** The proposed ordinance would make amendments to Title 17 of the Temecula Municipal Code. Listed below is a summary of the proposed changes to the Municipal Code, each of which is discussed in greater detail in the analysis section, which follows:

**Changes to Title 17:**

1. Wayfinding Signage Temecula Auto Mall – Add provisions that would allow for directional (wayfinding) signage within the existing right of way exclusively within the Temecula Auto Mall.

**BACKGROUND:** The City of Temecula City Council adopted the Municipal Code in January 1990. Since its adoption, the City Council has periodically made amendments to various sections of the Code to improve its clarity, make corrections and implement policy. The proposal would make amendments to Title 17 (zoning) of the Temecula Municipal Code.

City staff met with the Planning Commission Municipal Code Maintenance Ad Hoc Subcommittee on July 17, 2024. (Commissioners Hagel and Ruiz). The Subcommittee had questions related to sign location and design and were supportive of the project.

City staff met with the City Council General Plan Update Ad Hoc Subcommittee on July 23, 2024. (then Mayor James Stewart and Councilmember Jessica Alexander). The Subcommittee was supportive of the idea and directed staff to move forward with public hearings.

Pursuant to Government Code Section 65800, the Planning Commission is required to review and make recommendations to the City Council regarding zoning regulations and amendments to Title 17 Zoning (Development Code) of the Temecula Municipal Code. The item was presented at a public hearing to the Planning Commission on January 15, 2025. At the hearing, language related to the funding of the proposed wayfinding signage was struck from the proposal for clarity and Resolution No. 2025-01 was recommended for adoption by a 5-0 vote.

**FISCAL IMPACT:** The proposed Ordinance itself does not have a direct fiscal impact if adopted, any costs for future signage would be through a separate agreement with a sign vendor.

**ATTACHMENTS:**

1. Ordinance
2. Planning Commission Resolution No. 2025-01
3. Notice of Public Hearing
4. Notice of Exemption