

**CITY OF TEMECULA  
AGENDA REPORT**

**TO:** City Manager/City Council

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

**DATE:** November 18, 2025

**SUBJECT:** Introduce Ordinance Amending Title 17 of the Temecula Municipal Code Regarding Off-Premises Signs Standards

---

**PREPARED BY:** Eric Jones, Associate Planner II

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

ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF  
TEMECULA AMENDING CHAPTER 17.28 OF TITLE 17 OF  
THE TEMECULA MUNICIPAL CODE REGARDING OFF-  
PREMISES SIGN STANDARDS, AND MAKE A FINDING OF  
EXEMPTION UNDER THE CALIFORNIA ENVIRONMENTAL  
QUALITY ACT (CEQA) SECTION 15061 (B)(3)

**SUMMARY OF**

**ORDINANCE:** The proposed Ordinance would amend the Municipal Code by revising Title 17 (Zoning). The proposed Ordinance amends the previously mentioned Title to revise standards related to Non-Commercial Off-Premises Signs. Listed below is a summary of the proposed changes to Title 17. This is discussed in greater detail in the analysis section, which follows:

**PROPOSED CHANGES TO TITLE 17**

Section 17.28.050.0 (Non-Commercial Off-Premises Signs)

1. Amend this section to provide revised requirement language associated with Non-commercial and commercial off-premises signs consistent with the proposed Ordinance.

**ANALYSIS**

Section 17.28.050.O (Noncommercial Off-Premises Signs)

The proposed amendment would refine the standards associated with all Non-Commercial and commercial Off-Premises Signs. These sign types include election signs. As further detailed in Exhibit A, the proposed Ordinance would provide the following Code revisions:

- Allow signs to remain installed up to 10 days after an election;
- Clarify sign height requirements;
- Prohibit obscuring the view of any government directional sign;
- Prohibit signs that mar, deface, or damage any public building, structure, or property or otherwise endanger public safety or create any type of public nuisance;
- Require signs to be a minimum of 12 inches apart in any direction;
- Prohibit the removal, destruction, relocation, or otherwise disturbance of an off-premises non-commercial or commercial sign without the permission of the owner of the sign (does not apply to private property owner when such signs are placed on private property);
- State that any non-commercial or commercial off-premises signs that are erected, placed, or maintained on any public property, including the public right-of-way, shall be deemed abandoned and may be immediately discarded.”

**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, implement policy, and to make necessary corrections or changes. The proposed amendments are for Title 17 (Zoning) only. The proposed amendments do not result in an increase in the intensity or density of any land use above what is currently allowed in accordance with the Municipal Code and General Plan.

The City’s Code enforcement division has always been proactive when working with signage in the City. As a result, signage has remained esthetically consistent with code requirements and the built environment. However, election signs, and other signs placed in the public right-of-way, have become more challenging due to a lack of clear and specific code requirements regarding how the City can remove signs that are outside of code requirements and/or have become a nuisance.

In addition, over the last few election cycles, candidates and Council Members have expressed a desire to reform the existing practices related to the enforcement of election signs. Feedback has included making the sign requirements easier to find and writing the requirements in plain language. This prompted staff to craft an amendment to Title 17. The goal was to craft an Ordinance that would provide clarity on all aspects related to election signage as well as other non-commercial and commercial signage placed in the public right-of-way. If adopted, the Ordinance would become effective on January 1, 2026.

The project was presented to the Planning Commission Municipal Code Subcommittee on September 3, 2025. Staff also presented the project to the City Council General Plan Update Ad Hoc Subcommittee on September 9, 2025. Both subcommittees were supportive of the proposed amendments. Staff presented the project to the full Planning Commission on October 15, 2025. The Planning Commission recommended City Council approval of the Ordinance.

**FISCAL IMPACT:** None

**ATTACHMENTS:**

1. Ordinance
2. PC Resolution No. 2025-36
3. Notice of Public Hearing
4. Notice of Exemption