

**CITY OF TEMECULA  
AGENDA REPORT**

**TO:** City Manager/City Council

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

**DATE:** October 14, 2025

**SUBJECT:** Receive and File Old Town Visioning and Economic Market Assessment Historical Overview (LR25-0288)

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**PREPARED BY:** Brandon Rabidou, Assistant Director of Community Development

**RECOMMENDATION:** That the City Council receive and file the Old Town Visioning and Economic Market Assessment Historical Overview (LR25-0288).

**BACKGROUND:** On August 5, 2025, the Old Town Steering Subcommittee (Mayor Pro Tem Alexander and Council Member Schwank) reviewed the Old Town Parking Sensors Project (Phase II). In preparation for the upcoming October 28, 2025, City Council meeting that will cover the Old Town Parking Sensors Project (Phase II), the subcommittee directed staff to work with the City's economic consultant, Keyser Marston Associates, Inc., (KMA) to present a historical overview of Old Town visioning and economic recommendations. KMA completed the original Old Town Market Assessment in 1998 and provided an update in 2015.

**FISCAL IMPACT:** None

**ATTACHMENTS:**

1. 1998 Old Town Market Assessment
2. 2015 Old Town Market Opportunities Study