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## **SPECIAL MEETING AGENDA**

**TEMECULA PLANNING COMMISSION  
SPECIAL MEETING  
COUNCIL CHAMBERS  
41000 MAIN STREET  
TEMECULA, CALIFORNIA  
MAY 20, 2026 - 10:00 AM**

**CALL TO ORDER: Commissioner Mark Watson**

**FLAG SALUTE: Commissioner Fernando Solis**

**ROLL CALL: Hagel, Matics, Solis, Turley-Trejo, Watson**

### **PUBLIC COMMENT**

A total of 30 minutes is provided for members of the public to address the Commission on matters not listed on the agenda. Each speaker is limited to 3 minutes. Public comments may be made in person at the meeting by submitting a speaker card to the Commission Secretary. Speaker cards will be called in the order received. Still images may be displayed on the projector. All other audio and visual use is prohibited. Public comments may also be submitted by email for inclusion into the record. Email comments must be received prior to the time the item is called for public comments and submitted to [PlanningCommission@temeculaca.gov](mailto:PlanningCommission@temeculaca.gov). All public participation is governed by Council Policy regarding Public Participation at Meetings adopted by Resolution No. 2021-54.

### **BUSINESS**

Members of the public may address the Commission on Business items that appear on the agenda. Each speaker is limited to 5 minutes. Public comments may be made in person at the meeting by submitting a speaker card to the Commission Secretary. Speaker cards will be called in the order received. Still images may be displayed on the projector. All other audio and visual use is prohibited. Public comments may also be submitted by email for inclusion into the record. Email comments must be received prior to the time the item is called for public comments and submitted to [PlanningCommission@temeculaca.gov](mailto:PlanningCommission@temeculaca.gov). All public participation is governed by Council Policy regarding Public Participation at Meetings adopted by Resolution No. 2021-54.

1. Long Range Project Number LR25-0186, a Comprehensive General Plan Update, Jennifer Williams/Mark Collins

**Recommendation:** That the Planning Commission receive and file a presentation on the General Plan Update and Land Use Report and Concepts, and provide feedback and recommendations to the City Council to inform the development of a proposed Land Use Map.

**Attachments:**      [Agenda Report](#)  
                                 [Exhibit A - Draft Land Use Report](#)

**COMMISSIONER REPORTS**

**COMMISSION SUBCOMMITTEE REPORTS**

**COMMUNITY DEVELOPMENT DIRECTOR REPORT**

**PUBLIC WORKS DIRECTOR REPORT**

**ADJOURNMENT**

The next regular meeting of the Planning Commission will be held on Wednesday, June 3, 2026, at 10:00 a.m., in the Council Chambers located at 41000 Main Street, Temecula, California.

**NOTICE TO THE PUBLIC**

The full agenda packet (including staff reports and any supplemental material available after the original posting of the agenda), distributed to a majority of the Planning Commission regarding any item on the agenda, will be available for public viewing in the main reception area of the Temecula Civic Center during normal business hours at least 72 hours prior to the meeting. The material will also be available on the City's website at TemeculaCa.gov. and available for review at the respective meeting. If you have questions regarding any item on the agenda, please contact the Community Development Department at (951) 694-6444.

**STAFF REPORT - PLANNING  
CITY OF TEMECULA  
PLANNING COMMISSION**

**TO:** Planning Commission Chair and members of the Planning Commission

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

**DATE:** May 20, 2026

**SUBJECT:** Long Range Project Number LR25-0186, a Comprehensive General Plan Update

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**PREPARED BY:** Jennifer Williams, AICP, Planning Consultant

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

**BACKGROUND SUMMARY:** 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](http://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.

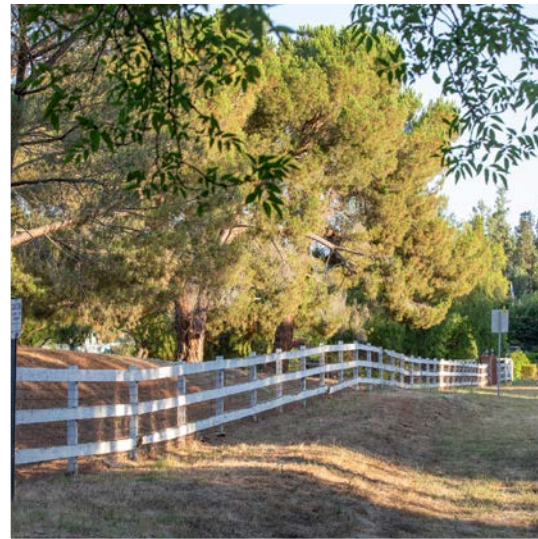
Staff is seeking feedback from the Planning Commission on the Draft Land Use Report and Land Use Concepts as a whole, but most specifically on:

1. Four study areas which are identified for targeted reinvestment:
  - SouthTown – vicinity of Old Town Front Street south of 1<sup>st</sup> 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 – Corona Split Zone

Feedback provided by the Planning Commission on the Draft Land Use Report and Concepts will be forwarded to the City Council for its consideration at its May 26, 2026, meeting. Direction provided by City Council will guide the consultants to prepare a Draft Land Use plan to bring back to the Planning Commission and City Council at a future meeting.

**FISCAL IMPACT:** None

**ATTACHMENTS:** Exhibit A - Draft Land Use Report



# DRAFT LAND USE REPORT

APRIL 2026

PREPARED BY DE NOVO PLANNING GROUP AND JZMK PARTNERS

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# TABLE OF CONTENTS

<b>Overview</b> .....	<b>5</b>
General Plan Update Overview .....	6
Draft Land Use Report Structure.....	8
Map of Study Areas and Sites .....	9
Arriving at a Proposed Land Use Map .....	10
Outreach Process.....	10
<b>Planning Context</b> .....	<b>13</b>
Local And Regional Trends .....	13
Trade Area Comparisons .....	15
Housing Site Identification (RHNA) .....	18
Existing Development (Assessed Uses).....	18
Land Use Designations .....	21
<b>Land Use Concepts</b> .....	<b>31</b>
Potential Areas of Land Use Change .....	31
Study Area 1: Commerce to College .....	32
Study Area 2: Temecula Town Center and Tower Plaza .....	35
Study Area 3: Innovation Corridor .....	38
Study Area 4: SouthTown .....	41
Sites .....	44
<b>Next Steps</b> .....	<b>53</b>
<b>Appendix A:</b> .....	<b>55</b>

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## OVERVIEW

The City of Temecula initiated its General Plan Update process in June 2025. The General Plan provides policy guidance on land use, housing, transportation, infrastructure, community design, conservation, and other development-related topics. State law requires every city and county in California to prepare and maintain a General Plan.

As part of the General Plan Update process, the City must evaluate the current General Plan Land Use Map (Land Use Map) and other maps in the current Land Use Element, and determine if the land uses and development patterns articulated through the Land Use Map and Land Use Element best reflect the community's vision for the future of Temecula. The Land Use Map is one of the General Plan's primary mechanisms for shaping the City's future development pattern. The Land Use Map assigns a land use designation to each parcel within the city which describes the range of uses allowed and the development intensity permitted on associated parcels. The Land Use Map is currently supported by other maps, such as the Land Use Focus Areas map (current General Plan Figure LU-5) which identifies mixed use overlay, rural preservation, and future growth areas.

The purpose of the Draft Land Use Report is to provide the City with a tool to consider and evaluate potential land use and development pattern changes throughout the City that may be desirable over the next 20 years.



## General Plan Update Overview

The Draft Land Use Report (Report) serves as one of the key deliverables that the City and the consultant team are preparing as part of the General Plan Update process. This Report builds off of an analysis of existing conditions, community input, and discussions with stakeholders and City Staff, and is intended to present land use concepts that implement the Quality of Life Master Plan (QLMP). Readers and users of this Report are encouraged to review all complementary products to better understand the complete picture of land use planning in the City.

### Quality of Life Master Plan (Complete)

The Quality of Life Master Plan (QLMP), adopted by the City Council on November 15, 2022, serves as a framework of goals and performance measures that the City uses in its planning and budgeting process. The City conducted a robust public engagement process to assist with development of the QLMP. The QLMP includes a Vision Statement, which will also serve as the Vision Statement for the updated General Plan. Each City Department sets annual service goals in the budgeting process and is measured against those goals during the following year's budget process. In addition, each project included in the Capital Improvement Program is aligned with the QLMP Core Values and must be justified in terms of how it helps to achieve the Core Value objectives.

### Existing Conditions Report (Complete)

The Existing Conditions Report (ECR) establishes a baseline of existing conditions for the Planning Area. Specifically, the Report identifies development patterns, natural resources, socioeconomic conditions, and environmental constraints, and identifies the regulatory environment for each topic. The ECR will serve as a companion document to the General Plan.



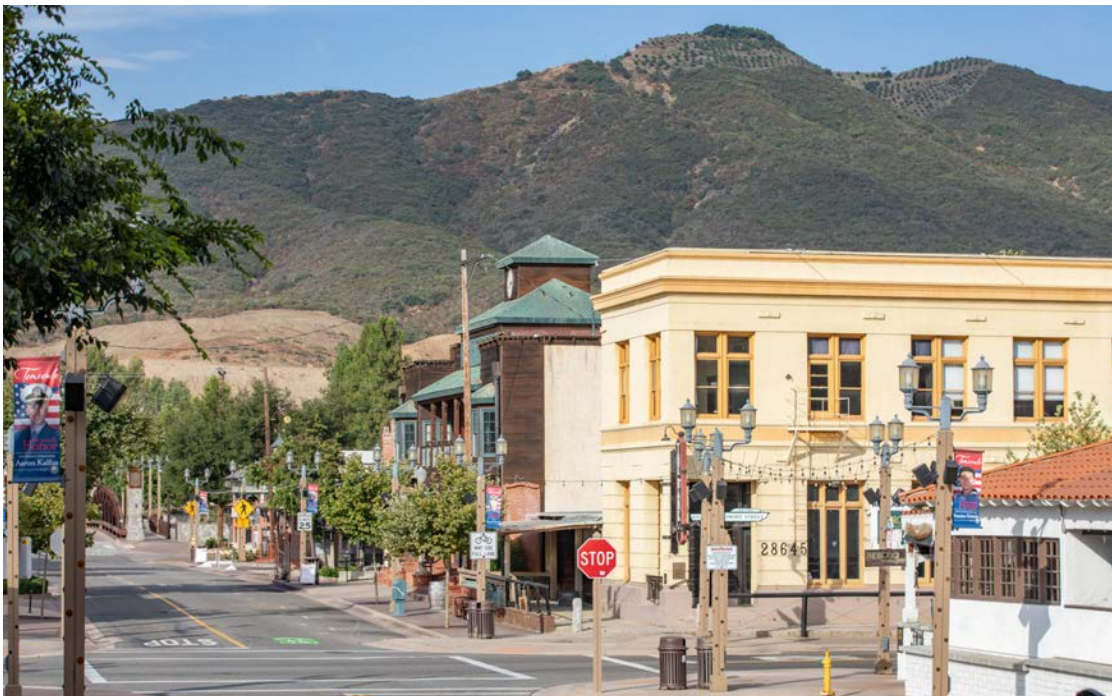
## General Plan (Upcoming)

California State law requires every city and county to adopt a comprehensive General Plan and update it periodically. The City of Temecula adopted its first General Plan in 1993 and last comprehensively updated it in 2005. The General Plan will present the City's goals, policies, and implementation strategies for the topics covered ("Elements") by the General Plan, including Land Use, Community Design, Economic Development, Public Safety, Conservation, Open Space, Air Quality, Circulation, Growth Management and Public Facilities, and Environmental Justice.

Together, these Elements serve as a long-range policy guide for how the City of Temecula will make key planning and development decisions over the next 20 years. The General Plan also provides a framework for how the City will coordinate with Riverside County, neighboring jurisdictions, and other local, regional, State, and Federal agencies on shared planning and development issues.

## Climate Action Plan (Upcoming)

A Climate Action Plan (CAP) will be prepared concurrently with the updated General Plan to establish a framework to reduce greenhouse gas emissions and address the City's climate-related risks. The CAP will build on the City's existing greenhouse gas inventory and related planning documents to forecast future emissions, establish reduction targets, and identify measures related to transportation, energy, water, wastewater, and solid waste. The CAP will also evaluate climate vulnerabilities, including drought, extreme heat, air quality, precipitation, high wind, and wildfire, and identify adaptation strategies to improve community resilience. Once completed, the CAP will serve as a user-friendly tool to guide implementation, monitoring, and future decision-making in coordination with the General Plan.



## Program Environmental Impact Report (Upcoming)

A Program Environmental Impact Report (EIR) will be prepared for the General Plan and CAP (the "Project") and will respond to the requirements of the California Environmental Quality Act (CEQA). The Planning Commission and City Council will use the EIR during the public hearing process to better understand the potential environmental effects associated with implementing the Project. The EIR will be prepared concurrently with the General Plan and CAP to facilitate the development of policy documents that are largely self-mitigating. In other words, as environmental impacts associated with the General Plan and/or CAP are identified, goals, policies, and action programs may be incorporated into the documents in order to reduce or avoid potential environmental impacts.

## Draft Land Use Report Structure

As we look to the future, the City of Temecula recognizes and appreciates a simple fact: there is very little vacant land left to develop. Today, the vast majority of Temecula is fully built out with wonderful residential neighborhoods, established shopping centers, and strong employment hubs.

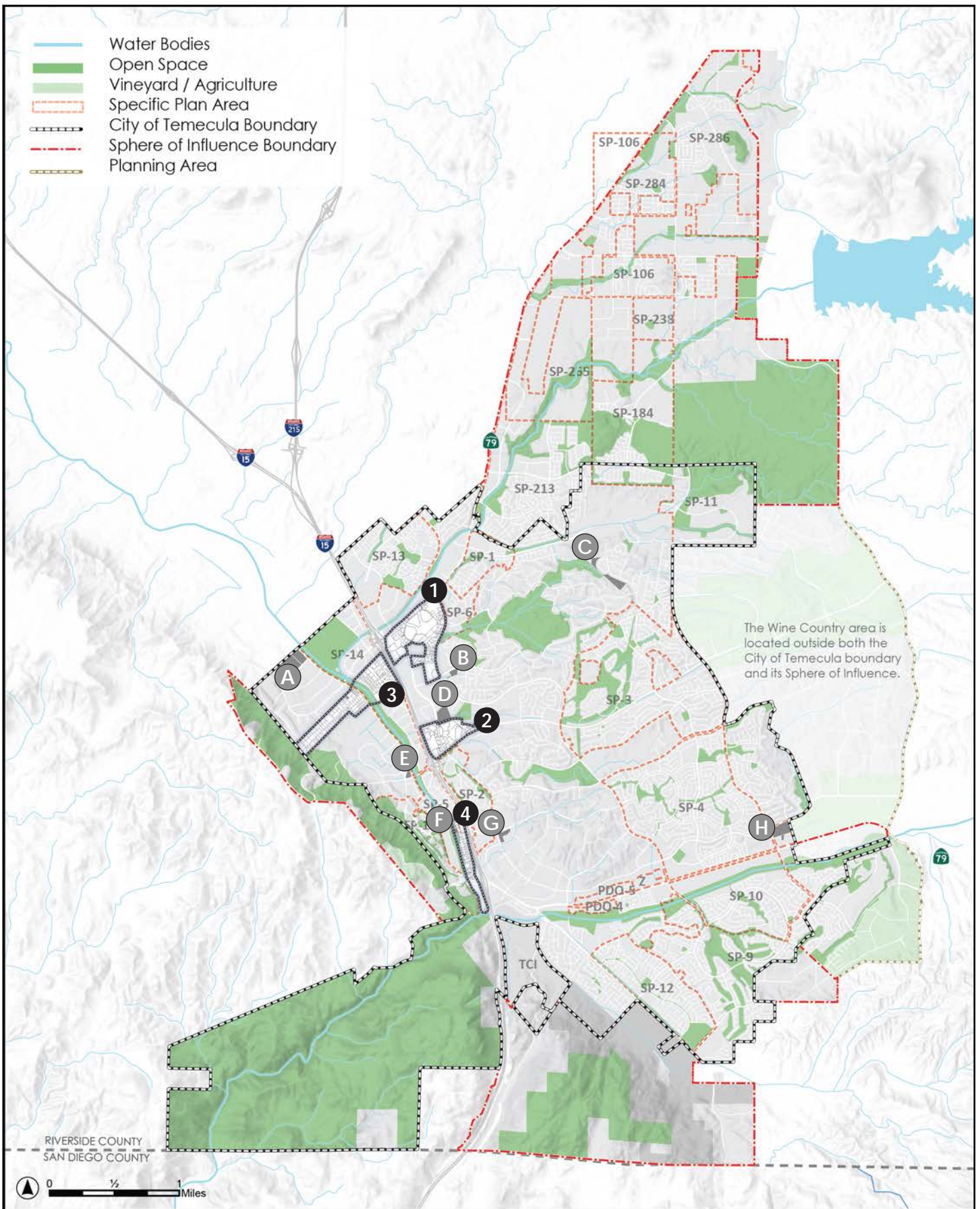
Because Temecula is already working from a great foundation, the primary goal of this General Plan Update is not to reinvent the City, but to make a strong community even stronger. To do this, the City will look at ways to fuel the City's economic engine over the next 20 years. Rather than widespread changes, the City is focusing on a few strategic areas of opportunity. In these specific locations, careful updates to the Land Use Map can help keep the City's land use plan relevant and strengthen our existing commercial centers by surrounding them with the right mix of complementary uses. These locations are illustrated on Figure 1: Study Areas and Site Locations.

In order to assist with consideration of possible changes to the Land Use Map or other maps in the Land Use Element, four "Study Areas" have been identified. These include:

- Study Area 1: Commerce to College
- Study Area 2: Temecula Town Center and Tower Plaza
- Study Area 3: Innovation Corridor
- Study Area 4: SouthTown

For each Study Area, the Report presents a description of the vision for the Study Area and a series of five maps highlighting the urban design framework, current General Plan land use designations (considered the "No Change" or "Business as Usual" scenario), potential land use changes, and potential "opportunity area" (as described later in this Report) applications that could be evaluated through the General Plan Update process.

Beyond these four Study Areas, the Report also identifies a few individual properties—labeled as Sites A through H—where land use changes might also benefit the community. For each of these sites, we have presented the current conditions right next to the proposed changes so the public can easily review and consider the ideas.



**Figure 1: Study Areas and Site Locations**

## Arriving at a Proposed Land Use Map

Temecula community members, the General Plan Advisory Committee (GPAC), Planning Commission, and the City Council will review the information contained in this Draft Land Use Report and provide their feedback on the ideas presented. This feedback will be assembled and consolidated into a citywide map called the “Proposed Land Use Map” which will be a combination of the desirable land use concepts presented in this Report.

Preparation of the Draft Land Use Report, and later the Proposed Land Use Map, does not reflect final policy direction or adoption of a new Land Use Map. The information contained in the Report and direction provided by the community and stakeholders will help guide the path forward on the City’s General Plan Update. Ultimately, the Proposed Land Use Map, along with the entire General Plan and Climate Action Plan, will be comprehensively analyzed in an EIR which will evaluate and document all potential environmental impacts, identify ways to mitigate those impacts, and disclose any significant impacts associated with implementation of the Draft Land Use Report that cannot be fully mitigated. The EIR includes preparation of detailed technical studies including a traffic impact analysis, water and wastewater infrastructure analysis, noise analysis, and air quality/greenhouse gas emissions analysis. Additionally, a fiscal impact analysis of the Draft Land Use Report will also be prepared for consideration alongside the General Plan Policy Document.

The Planning Commission and City Council will review the Proposed General Plan and the EIR at a series of public hearings, which will include time for public comment. These hearings will be noticed in accordance with all public hearing requirements, and ample time will be devoted to considering the project for adoption.

As part of the public hearing process, the City Council can make changes to the General Plan, including the Land Use Map, prior to its approval. It should be noted that if the Council requests significant changes to the Land Use Map, it is possible additional technical or environmental analysis will be necessary to ensure that all potential land use changes are adequately analyzed and considered.

The City of Temecula’s official Land Use Map will only be updated upon City Council adoption of the General Plan and certification of the Environmental Impact Report. Until such time, the City’s current Land Use Map remains fully applicable and in effect.

## Outreach Process

The Study Areas and individual parcels analyzed in this Report were identified through an extensive outreach process that included public input received at five community Visioning Open Houses, an online Vision and Values survey, GPAC recommendations, stakeholder input, City Staff insights, and input from the City’s Commissions, Committees, and City Council. Key phases of the outreach approach are described below and are further documented in the Vision and Values Outreach Summary Report available online (the intent of the Summary Report is to present the information received and identify key themes, without assigning priority to individual comments).

## Community Visioning Workshops

The City hosted five community visioning open houses between September and October 2025. These open houses were held across multiple neighborhoods and were designed to solicit input on the General Plan and CAP. Each open house included a brief overview of the General Plan, including why it's important and why the City is updating its Plan, along with a series of facilitated activities to solicit input on key topics related to Temecula's future.

At the open houses, participants completed a land use mapping activity designed to identify geographic locations in the community that may warrant special land use attention; the activity included one citywide map and four larger-scale maps of South, North, Central, and West of I-15 Temecula to make it easier for the public to comment on specific areas of the City. Based on this input, potential areas for future development, areas of concern, and notable urban design features and roadways were identified. More than 150 community members participated across the five open houses. As part of the overall outreach process, the City also gathered input on community assets, challenges, vision, mobility, and sustainability. Input collected from the public formed the basis of the Community Vision Plan that anchors the General Plan, and the outreach summary documents key themes that will inform the General Plan vision, goals, policies, and related land use direction

## What we hear that the Temecula community values...

- Family-Friendly Atmosphere and Strong Sense of Community
- High Quality of Life, Safety, Cleanliness, and Well-Maintained Neighborhoods
- Parks, Open Space, and Recreation Programs
- Temecula's Small-Town Charm, Old Town, Wine Country, and Community Identity
- Balanced Growth that Protects Open Space and Community Character
- Mobility, Traffic Relief, and Safe Walking, Biking, Trail, and Transit Connections
- Economic Vitality, Local Jobs, and a Range of Shopping and Dining Options
- Variety of Housing Options
- Sustainability, Resilience, and Infrastructure that Keeps Pace with Growth



## General Plan Advisory Committee (GPAC)

On September 23, 2025, the City Council appointed a GPAC comprised of 18 residents and stakeholders to represent the community at large. The GPAC works with City staff, the City's consultant team, and the public throughout the General Plan Update process and will make recommendations to the Planning Commission and City Council. Potential land use changes and broader General Plan topics have been discussed by the GPAC over the course of the Committee's regular meetings.

As of April 2026, the GPAC has met five times and discussed the following topics: vision and values, circulation, economics, and land use, community character, and urban design. Input from these meetings has helped inform the City's understanding of community priorities and will continue to shape development of the General Plan, including future land use direction and related policy considerations.

The February 2026 GPAC meeting focused on land use, community character, and urban design. During the meeting, GPAC members participated in mapping and workshop activities to identify opportunity areas, desired land uses, and physical improvements throughout the city. Discussion and input emphasized mixed use redevelopment and adaptive reuse in the mall/Town Center area, Old Town and Uptown, and along Temecula Parkway; improved walkability, trail connectivity, and multimodal access; preservation and enhancement of equestrian character and facilities; and additional employment, hospitality, healthcare-support, and innovation-oriented uses in appropriate locations. Public comments and GPAC discussion also highlighted roadway widening concerns, pedestrian safety, neighborhood character, and the importance of community-serving amenities, open space, and trail connections. Collectively, this input provides a clear framework for refining future land use concepts and policy direction as the General Plan Update progresses. Input provided by the GPAC at their February meeting is summarized and presented as Appendix A.

## City Council Input

At their regular meeting on February 24, 2026 the City Council received a progress report on the General Plan Update and concurred with Staff's recommendation to utilize the Vision Statement prepared for the QLMP as the Vision Statement for the General Plan, thereby further aligning the goals, priorities, and further implementation actions associated with these two key planning documents.



# PLANNING CONTEXT

## Local And Regional Trends

The City of Temecula is in southwestern Riverside County in the Temecula Valley, at the southern edge of the Southern California Association of Governments (SCAG) region. For the General Plan Update (GPU), the Planning Area includes the City limits, the City's Sphere of Influence (SOI), and adjacent unincorporated Riverside County areas that influence Temecula's long-range growth, services, and community character. The Planning Area is generally bounded by the City of Murrieta to the north/northwest, unincorporated Riverside County to the east and southeast, the Pechanga Indian Reservation to the southwest, and unincorporated San Diego County to the south.

This regional setting is anchored by Interstate 15 and State Route 79 (Temecula Parkway and Winchester Road), which supports Temecula's role as a subregional retail, employment, and visitor destination, with distinctive community character shaped by Old Town, Wine Country, and a valley-and-foothill landscape. Temecula's physical form is strongly influenced by topography: most urban development occurs on the valley floor, while surrounding hillsides and ridgelines constrain development and frame scenic views. Ground elevations in the Planning Area span approximately 800 to 2,100 feet, with higher slope areas frequently preserved as open space or developed at lower intensities.

Temecula experienced rapid growth during the 1990s and 2000s through a robust specific plan framework. More recently, growth has moderated as much of the valley has developed and remaining opportunities are increasingly defined by the availability of infill and redevelopment sites, corridor evolution, and infrastructure and environmental constraints. California Department of Finance (DOF) population and housing estimates indicate that Temecula had approximately 112,220 residents and 38,654 housing units as of January 1, 2025. SCAG's Connect SoCal 2024 growth forecast (as summarized by Economic & Planning Systems, Inc. (EPS)) projects continued population growth for Temecula to approximately 120,300 residents by 2050 (about seven percent), while the broader Trade

Area<sup>1</sup> is projected to grow from approximately 450,185 residents in 2025 to about 507,900 residents by 2050 (about 13 percent), and Riverside County is projected to grow from approximately 2.50 million residents in 2025 to about 2.99 million residents by 2050 (about 20 percent). Employment growth is also projected to outpace Temecula in surrounding areas, even as Temecula’s jobs are projected to increase from about 51,070 (2022) to about 73,100 by 2050.

Temecula’s growth and market context presents several interrelated issues that influence land use planning. As the community approaches a more built-out pattern, limited vacant land and hillside constraints increase the importance of targeted infill and redevelopment and elevate the need to coordinate land use change with infrastructure capacity and environmental requirements. In addition, Temecula operates within a highly competitive regional retail environment; recent fiscal and market indicators show declining sales tax market share over time and suggest ongoing retail leakage and a need to reinvest in and reposition aging commercial centers to remain viable amid changing “brick-and-mortar” demand. Economic trends also reflect jobs-housing and commuting dynamics, where Temecula functions as a subregional employment node while many higher-wage residents commute out and lower-wage workers commute in, reinforcing the importance of protecting and modernizing employment nodes, and supporting economic diversification. Finally, demographic and household shifts, including an aging population and declining household size, are changing housing needs toward a broader range of housing types, including options for young households, generational living, workforce housing, and seniors, while the City must continue to plan for regional housing obligations and household growth forecasts.

These trends reflect Temecula’s more built-out land use pattern and reinforce its long-term planning imperative: **continue to build greatness while maintaining excellence in support of providing the highest quality of life for the community.**

<sup>1</sup> Consistent with the City’s economic development benchmarking and the EPS analysis prepared for the GPU, the Trade Area includes the cities of Temecula, Murrieta, Menifee, Lake Elsinore, and Wil-domar; select data also include the community of French Valley.



## Trade Area Comparisons

Key socio-economic, market, and fiscal trends for Temecula are summarized below in comparison to the surrounding Trade Area communities that most influence (and are influenced by) Temecula’s housing, retail, and employment markets. Trends are also compared to Riverside County overall.

### Population Growth

Between 2015 and 2023, EPS reported that Temecula’s population increased by about three percent (from 107,153 to 110,404) while households increased by about eight percent (from 32,835 to 35,423), reflecting shrinking household sizes. Over the same period, the Trade Area grew more quickly, about 15 percent in population and 19 percent in households, illustrating ongoing growth pressure and market competition in Southwest Riverside County.

### Aging Demographic

Regional age-cohort patterns indicate a growing share of older residents and a declining share of households with children across Temecula and its Trade Area. EPS reported that the proportion of households with children in Temecula declined from 47 percent to 43 percent between 2015 and 2023, consistent with Trade Area and County trends. As the City matures, this “aging in place” pattern can increase demand for smaller units, accessible housing, and neighborhood-serving services, and it reinforces the importance of land use strategies that expand housing options, particularly attached and mixed use products, while maintaining compatibility with established single-family neighborhoods.

### Housing Costs

Temecula’s housing market reflects strong demand and comparatively high prices within Southwest Riverside County. EPS reported that in 2023 the median single-family home price in Temecula was approximately \$730,224, about 15 percent higher than the Trade Area (\$634,896) and about 35 percent higher than Riverside County (\$528,505). Multifamily rents have also increased over the past decade and have recently stabilized; EPS reported average rents of approximately \$2,290 in Temecula in 2025 compared to approximately \$2,249 in the Trade Area and \$1,855 in Riverside County. Temecula’s housing stock also differs from its peers: in 2023, renters represented about 32 percent of occupied units in Temecula compared to 27 percent in the Trade Area, and multifamily units represented about 19 percent of Temecula’s housing stock compared to 13 percent in the Trade Area. Despite this, Temecula has grown more slowly than the rest of the trade area due to less vacant land. The City has increased the variety and types of units available for development in locations that are near services and/or can serve as a catalyst for redevelopment.

## Jobs

Temecula functions as a regional employment center within Southwest Riverside County. EPS reported approximately 51,070 jobs in Temecula (2022 Longitudinal Employer-Household Dynamics (LEHD)) and a jobs-to-households ratio of 1.44, compared to 0.87 in the Trade Area and 0.95 in Riverside County. Key job sectors in the City include accommodation and food services (about 19 percent), retail trade (about 14 percent), and health care and social assistance (about 11 percent). Commuting patterns indicate that Temecula's economic role is not fully aligned with resident employment; many residents work outside the City in higher-wage industries, with primary employment destinations including the cities of San Diego, Riverside, Irvine, and Los Angeles, where housing costs are substantially higher. Conversely, the City imports workers for key local industries such as retail and accommodation/food services. This dynamic suggests a dual land use priority: (1) protect and strengthen Temecula's employment nodes and business parks to expand local job opportunities, particularly in higher-wage sectors aligned with resident skills and (2) support the development of attainable housing choices that can reduce long commutes and improve the City's jobs/housing relationship over time.

## Commercial Real Estate

Commercial real estate conditions provide additional insight into Temecula's market role and opportunities for strategic land use change. EPS reported approximately 24.35 million square feet of nonresidential building inventory in Temecula as of Q4 2025, with industrial/flex uses representing the largest share (about 11.05 million square feet, or 45 percent), followed by retail (about 8.34 million square feet, or 34 percent) and office (about 3.98 million square feet, or 16 percent). Market performance differs by sector: EPS reported industrial/flex vacancy of about 4.1 percent (lower than the Trade Area and County), retail vacancy of about 3.5 percent in Temecula (compared to 4.6 percent in the Trade Area and 7.6 percent countywide), and office vacancy of about 4.4 percent (roughly consistent with the Trade Area and County). Since 2010, however, the Trade Area has added industrial and retail inventory at substantially faster rates than Temecula, contributing to intensifying



competition, particularly for retail tenants and consumer spending. While also highlighting regional demand for employment space. A prior market study summarized by EPS (Keyser Marston Associates, Inc., 2024) indicated that Temecula's retail development capacity exceeds projected 20-year absorption, while industrial and hotel demand could exceed current land use allowances. Potential land use changes should therefore support a targeted commercial real estate strategy: prioritize preservation, modernization, and expansion of industrial/flex opportunity areas; align office space with higher-wage industries; and facilitate selective reinvestment and repositioning of aging retail areas and corridors rather than broad retail expansion.

## Retail Market

Temecula remains the primary retail anchor for Southwest Riverside County and is a major generator of local sales tax revenues. The City's Temecula Overview Report (January 2026) reported that in 2024 Temecula generated \$47.4 million in point-of-sale sales tax revenue and achieved sales dollars per capita of \$419, approximately double that of neighboring benchmark cities. The City's retail success is supported by a large retail inventory (about 8.3 million square feet), strong auto and transportation-related sales activity, and assets such as Promenade Temecula, Old Town, and Wine Country that attract regional and visitor spending.

At the same time, retail trends reflect structural shifts in consumer behavior, e-commerce, and growing regional competition. The Temecula Overview Report noted that Temecula's sales tax market share declined by approximately 10 percent from 2015 to 2024 as neighboring cities expanded retail capacity. Retail leakage analysis identified unmet demand in multiple categories, including electronic shopping/mail order spending (approximately \$453 million in unmet demand, with about 89 percent of spending leaving the City), restaurants (approximately \$159 million; 87 percent), special food services such as catering and food trucks (approximately \$26 million; 75 percent), and home furnishings and automotive parts (approximately \$14 million each). Establishment and employment trends also vary by subarea. Between 2019 and 2024, the Mall subregion declined by 17 retail establishments (-23 percent) and 364 retail jobs (-24.7 percent), while Old Town added one retail establishment (+5.3 percent) over the same period, reflecting the continued strength of destination-oriented environments. Land use concepts should therefore support a "right-sizing" approach that reinforces Temecula's strongest retail and mixed use areas, improves the adaptability of aging centers, and expands opportunities for dining, hospitality, entertainment, and experience-based commercial uses tied to the City's identity.

## Fiscal Sustainability

Sales tax and other economically productive land uses are central to Temecula's long-term fiscal health. While Temecula continues to perform strongly as a retail center, recent trends show increasing regional competition and shifts within traditional retail formats, which can affect the stability of sales tax revenues over time. EPS emphasized the importance of aligning land use policy with economically achievable strategies that promote long-term resiliency, such as supporting higher-wage employment sectors, strengthening industrial/flex capacity, and encouraging targeted reinvestment and mixed use evolution in appropriate corridor and activity-center locations. Together, these strategies can help stabilize revenues, support community services, and maintain the quality-of-life assets that underpin Temecula's market attractiveness.

## Housing Site Identification (RHNA)

California Housing Element law requires local governments to plan for existing and projected housing needs, including accommodating each jurisdiction's fair share of regional housing need, known as the Regional Housing Needs Allocation (RHNA). In the SCAG region, RHNA allocations are based on the Regional Housing Needs Assessment process and SCAG's adopted methodology consistent with State law and regional growth forecasts. The 6th Cycle RHNA planning period covers October 2021 through October 2029.

Temecula's 6th Cycle RHNA is 4,193 housing units across income categories (very low, low, moderate, and above moderate). The City adopted its 2021-2029 Housing Element on February 8, 2022, and the Element was certified by the California Department of Housing and Community Development (HCD) on December 15, 2022. Land use modifications evaluated through the GPU must remain aligned with the certified Housing Element's site inventory, capacity assumptions, and implementation programs, including the provision of realistic sites and development standards that can facilitate housing production across income levels.

Temecula's existing land use framework includes several implementation tools relevant to housing capacity and feasibility. These include numerous specific plans that provide area-specific development programs and standards, and the Affordable Housing Overlay Zone (AHOZ), which is intended to facilitate affordable multifamily housing through objective standards and by-right processing for qualifying projects. The GPU will support the City's housing goals, maintain adequate housing site capacity over time, remove or reduce unnecessary constraints, and support housing types appropriate for a changing demographic profile, while protecting neighborhood compatibility and community character.

In addition to RHNA compliance, State housing policy continues to influence land use planning through streamlining requirements, density bonus law, and related statutes that shape local discretion, objective standards, and the timing of rezoning or program implementation. The GPU provides an opportunity to integrate housing policy drivers with land use concepts that focus growth in areas with access to services, employment, and transportation options.

## Existing Development (Assessed Uses)

Temecula's community character reflects its Wine-Country setting and historic Old Town, combined with established master-planned neighborhoods, nodes of employment, and a citywide system of parks, trails, and open space. Old Town serves as a walkable civic, cultural, and visitor hub, guided by a form-based specific plan that supports historic character, adaptive reuse, and infill opportunities. Citywide design guidance emphasizes high-quality gateways and streetscapes, pedestrian and bicycle connectivity to parks and open space, and transitions and buffering where higher intensity uses interface with neighborhoods.

The Riverside County Assessor's Office collects information on existing uses based on assessed use data, as shown in Figure 2. Existing land use patterns are dominated by residential neighborhoods on the valley floor, with multifamily clusters generally located near major corridors and activity centers. Commercial uses are concentrated along Winchester Road, Temecula Parkway (SR-79 South), Rancho California Road, Jefferson Avenue, and within Old Town. Industrial and business park uses are focused along Diaz Road and near the Winchester and Nicolas Road corridors. Public and institutional uses occur throughout the

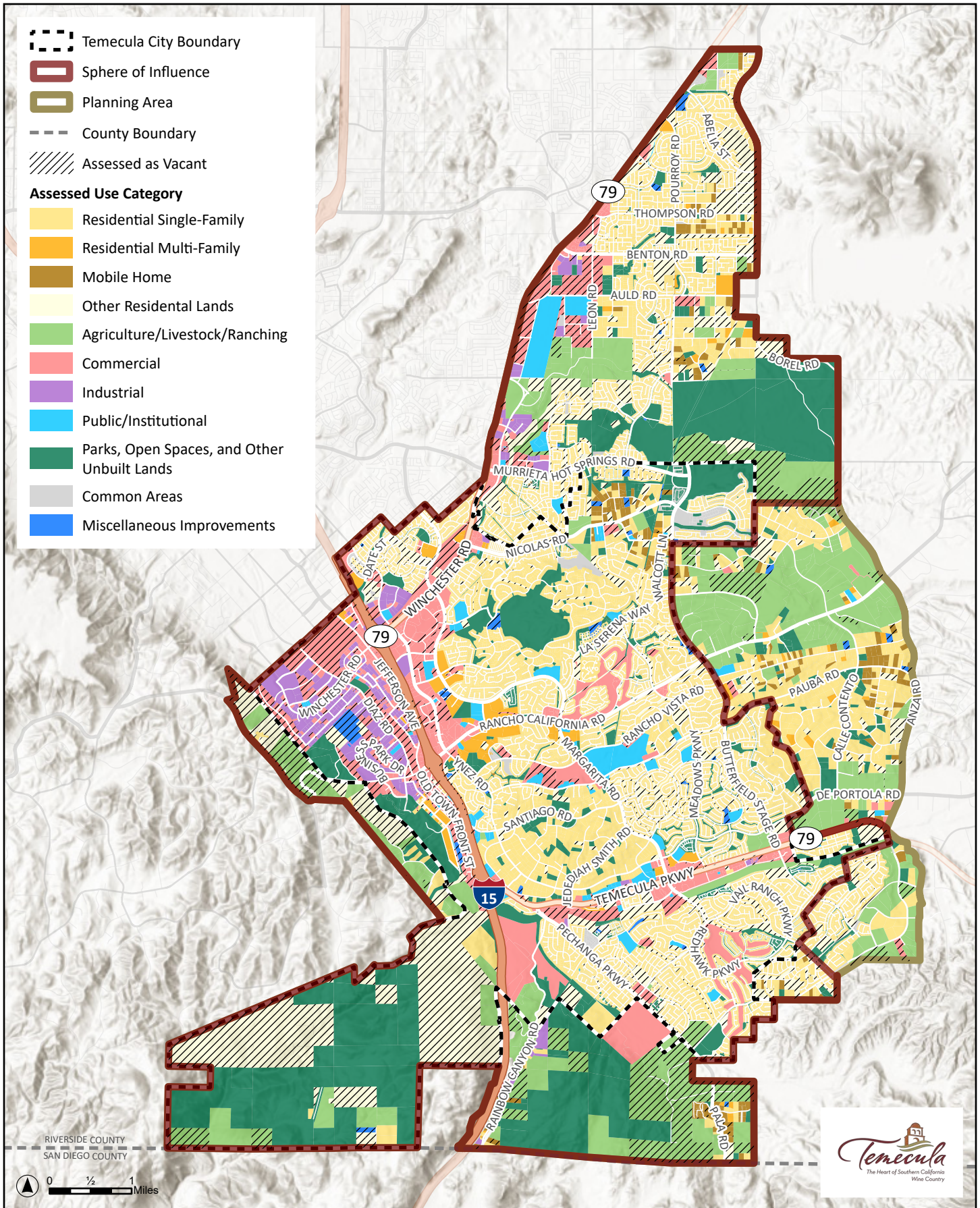


Figure 2: Assessed Uses

Sources: City of Temecula GIS; Riverside County GIS.

Produced for the City of Temecula by De Novo Planning Group, September 26, 2025. Revised March 12, 2026.

community, and large areas of open space and other unbuilt lands are associated with creek corridors and hillsides. Limited agriculture and ranching uses remain within and adjacent to the Planning Area, reflecting the City’s edge conditions and relationship to surrounding rural lands.

Topography and environmental resources continue to shape development patterns and constraints. The Planning Area lies within the Western Riverside County Multiple Species Habitat Conservation Plan (MSHCP) area, and conservation objectives along creek corridors and foothill linkages influence the location and design of new development. As the City approaches buildout of many greenfield areas, future development is expected to occur through a combination of remaining entitled development in specific plan areas, selective infill, and redevelopment or repositioning of aging commercial centers and corridors.

When discussing land use, it is important to distinguish between planned land uses (General Plan designations and specific plans) and existing on-the-ground land uses. The Existing Conditions Report prepared for the General Plan Update uses parcel-based assessed land use data and City/County GIS to characterize existing conditions and to establish a baseline for evaluating land use concepts. Assessed land uses illustrate the predominance of single-family neighborhoods, the corridor-based distribution of commercial uses, the concentration of employment uses in business parks and industrial areas, and the role of parks, open space, and unbuilt lands in shaping community identity.

The Planning Area contains limited truly vacant land that is both unconstrained and unentitled; many remaining undeveloped areas occur as open space, habitat lands, infrastructure corridors, or within approved specific plan programs. Baseline conditions will be refined as the GPU progresses and will be further updated for the General Plan EIR to reflect on-the-ground development at the time of environmental analysis.

**Table 1: Existing Development Estimates**

Units <sup>1</sup>	Population <sup>1</sup>	Nonresidential Square Footage (SF) <sup>2</sup>	Jobs <sup>3</sup>
38,654	112,220	24,352,016	51,070

(1) Population and housing units: California Department of Finance (DOF), E-5 Population and Housing Estimates for Cities, Counties, and the State (January 1, 2025).

(2) Nonresidential square footage: CoStar building inventory (Q4 2025), compiled by Economic & Planning Systems (EPS) for the Temecula GPU.

(3) Jobs: U.S. Census Bureau Longitudinal Employer-Household Dynamics (LEHD), 2022, compiled by EPS for the Temecula GPU.



## LAND USE DESIGNATIONS

The Temecula General Plan Land Use Element, implemented through zoning, specific plans, and related ordinances, establishes the planned pattern of residential, commercial, employment, public, and open space uses across the Planning Area. Residential designations are defined by allowable density (dwelling units per acre), while nonresidential designations are defined by development intensity (floor area ratio, or FAR). Specific plans and overlays or districts provide additional, area-specific standards and are an important part of Temecula’s land use framework, having guided the design and phasing of many master-planned communities and key districts.

## CURRENT AND NEW LAND USE DESIGNATIONS

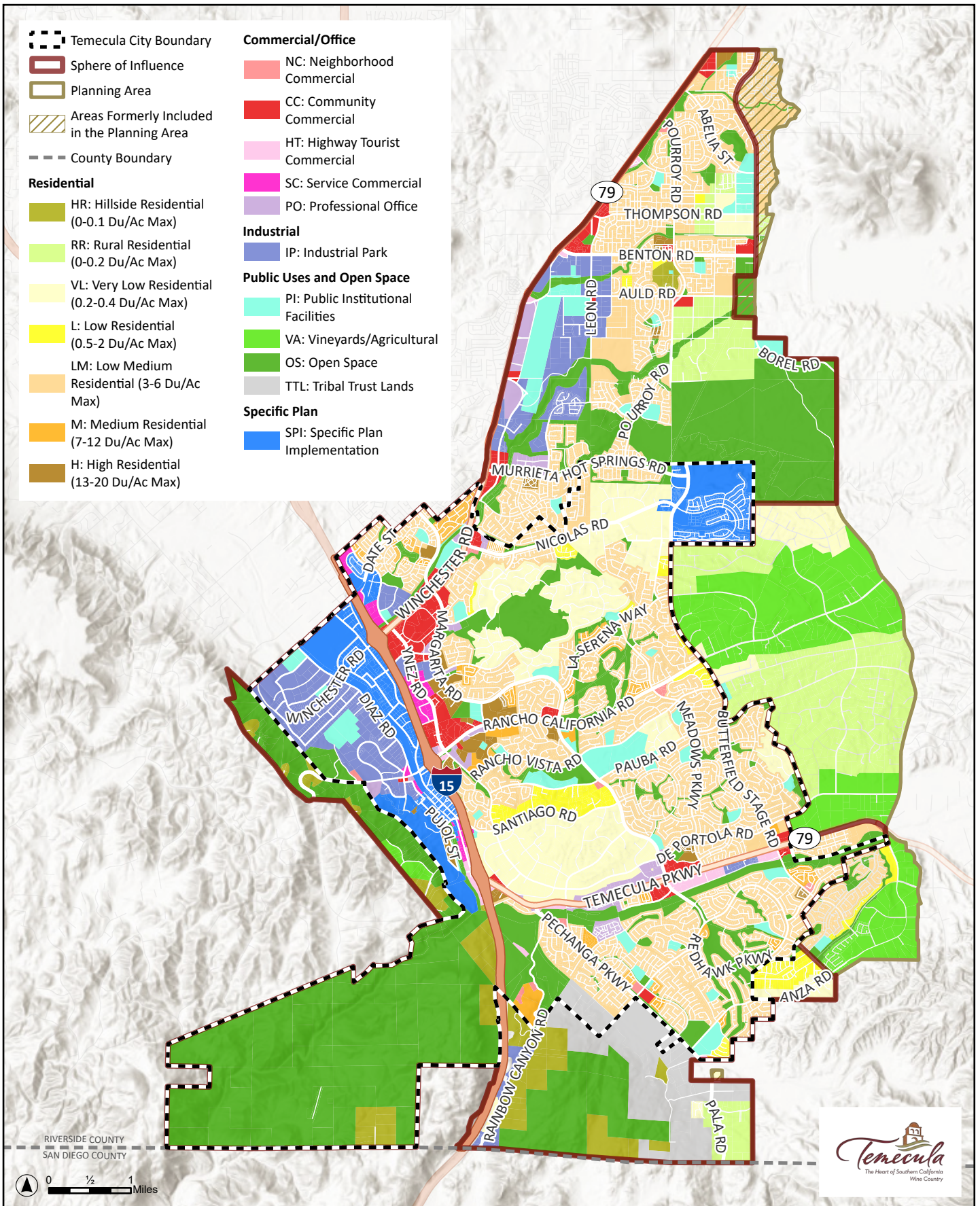
Table 2 summarizes the City of Temecula’s primary General Plan land use designations and current and proposed district tools relevant to the proposed Study Area land use concepts. As described in the City’s Land Use Element, target density for residential designations and target intensity, expressed as FAR, for nonresidential designations are the development assumptions used for area-wide planning purposes, including land use capacity, population, infrastructure, and service planning. Some development may occur below the target level and some may occur above the target level, particularly where public amenities or other community benefits are provided above minimum City requirements. For the Medium and High Density Residential designations, the City does not establish a target density, although a probable level of development is assumed for area-wide planning purposes.

Overlays or districts are supplemental planning tools applied to an underlying land use designation to modify allowed use mix, density or intensity, and development expectations in targeted locations. Under the City's current General Plan, the Recreation Commercial Overlay may be applied to Open Space lands to allow resort- and amusement-oriented commercial recreation uses. The General Plan also identifies current Mixed Use Overlay Areas in selected infill locations, where the underlying land use designation continues to govern nonresidential uses, while the overlay adds a required residential component and increases the maximum and target FAR, subject to approval of a Development Plan. The City's current Mixed Use Overlay Areas are Jefferson Avenue, Town Center/Tower Plaza, and South of Old Town. For smaller areas, the City also uses Planned Development Overlays, while Specific Plans provide the more detailed area-specific framework for larger districts.

Through the GPU, the City is evaluating a more refined framework of land use tools in applicable study areas. In locations now governed by the current Mixed Use Overlay Areas, the GPU would replace that broader mixed use overlay framework with more place-based "districts", including Mixed Use Core, Neighborhood Center, and Edge Neighborhood. Note that the Affordable Housing Overlay Zone (AHOZ) is not included in Table 2, as it is a zoning tool rather than a General Plan overlay.

## NEW LAND USE DESIGNATION EXAMPLE ILLUSTRATIONS

In the pages following the land use definition table, this Report includes representative images and precedent examples that illustrate the range of building and development types that could support the land use concepts proposed for the new mixed use districts. These images are for illustrative purposes only and are not intended to represent required architecture or specific development standards. Architectural requirements and objective development standards would be established through the City's Zoning Ordinance, specific plans, and related implementation documents.



Sources: City of Temecula GIS; Riverside County GIS.

Figure 3: Current Land Use Map

**Table 2: Land Use Designations**

Name	Definition	Notes
<b>Residential Designations<sup>1</sup></b>		
Hillside Residential (HR) 0.1 du/ac	This designation provides for the development of very low density single-family detached housing in areas that are best suited for open space or have severe constraints to development, such as steep hillsides with slopes over twenty-five percent, limited access and public services, fire hazards and other environmental concerns. The maximum density is 0.1 du/ac, with typical lot sizes of 10 net acres on minimally sloped sites. Larger lots may be required where site constraints exist, and clustering may be allowed to minimize environmental impacts.	No change
Rural Residential (RR) 0.2 du/ac	This designation provides for development of very low density housing compatible with light agricultural activities and vineyards surrounding the City. The minimum lot size is 5.0 net acres with a targeted density of 0.2 du/ac. Larger lot sizes are expected to be found in areas with steep topography or other site constraints.	No change
Very Low Density Residential (VL) 0.2-0.4 du/ac	This designation is intended for single-family detached residential development on large lots. This designation is also consistent with large lot residences that keep horses and other animals, or utilize a portion of the land for agricultural production. The permitted density is up to 0.4 du/ac with a targeted density of 0.3 du/ac. Typical lot sizes are 2.5 acres, however, clustering of development may be appropriate to minimize grading requirements and impacts to environmentally sensitive areas.	No change
Low Density Residential (L) 0.5-2.9 du/ac	This designation is intended for single-family detached residential development on larger lots with a custom character of development. This designation allows for densities between 0.5 and 2.9 du/ac with a targeted density of 1.5 du/ac. Typical lot sizes range from 0.5 to 2.0 acres; however, clustering of development may be appropriate to minimize grading requirements and impacts to environmentally sensitive areas.	No change
Low Medium Density Residential (LM) 3.0-6.9 du/ac	This designation is intended for typical single-family neighborhoods. The range of housing types includes single-family detached, single-family zero lot line, patio homes and duplexes. Congregate care facilities could be approved as a conditional use in accordance with provisions of the City Development Code. The permitted density ranges from 3.0 to 6.9 du/ac, with a target density of 4.5 du/ac.	No change

Name	Definition	Notes
Medium Density Residential (M) 7.0-12.9 du/ac	This designation provides for development of attached and detached residential units. Typical housing types may include single-family zero lot line, patio homes, duplexes, townhouses, and multi-family apartments. Congregate care facilities could be approved as a conditional use in accordance with provisions of the City Development Code. The density range is from 7.0 to 12.9 du/ac, with no target density rate.	No change
High Density Residential (H) 13.0-20.0 du/ac	This designation provides for the development of low- and mid-rise attached residential developments. Congregate care facilities could be approved as a conditional use in accordance with the provisions of the City Development Code. Increases in the density for congregate care may be allowed under special provisions of the Development Code. The permitted density ranges from 13.0 to 20.9 du/ac, with no target density rate.	No change
Very High Density Residential (VH) 20.1-32.0 du/ac	This designation provides for the development of mid-rise attached residential developments. Congregate care facilities could be approved as a conditional use in accordance with the provisions of the City Development Code. Increases in the density for congregate care may be allowed under special provisions of the Development Code. The permitted density ranges from 21.0 to 32.0 du/ac, with no target density rate.	NEW The GPU recommends creating the VH land use designation to best facilitate future Housing Element Updates, but <b><u>note that it has not been applied to the Land Use Map</u></b> and its application would require a future General Plan Amendment to apply it to one or more specific parcels.
<b>Commercial, Office, and Industrial Designations</b>		
Community Commercial (CC) 0.25 to 1.0 FAR	This designation includes retail, professional office, and service-oriented business activities serving the entire community. Community commercial areas typically include larger retail uses such as supermarkets, department stores, theaters, restaurants, professional and medical offices, and specialty retail stores. The intensity range is between 0.25 to 1.0 FAR, with a target intensity of 0.30 FAR. Community Commercial uses usually occupy 10 to 50 acres of land, and include in excess of 100,000 square feet of floor area.	No change

Name	Definition	Notes
Highway/Tourist Commercial (HT) 0.25 to 1.0 FAR	This designation provides for uses located adjacent to major transportation routes oriented to the needs of tourists. Highway/Tourist Commercial development should be appropriately located and developed as clusters of commercial development rather than as shallow commercial frontage along major streets. Typical uses may include tourist accommodations and lodging facilities, automobile service stations, restaurants, convenience stores, gift shops, and entertainment centers. The intensity range is between 0.25 to 1.0 FAR, with a target intensity of 0.30 FAR. Facilities should be well-landscaped, providing an attractive visual image.	No change
Neighborhood Commercial (NC) 0.2 to 0.4 FAR	Intended for smaller-scale business activities that generally provide retail or convenience services for local residents in surrounding neighborhoods. Typical uses include: traditional small scale food markets (usually less than 30,000 square feet), drug stores, clothing stores, sporting goods, offices, hardware stores, child care centers, other retail and personal service uses, and community facilities. The intensity range is between 0.20 to 0.40 FAR, with a target intensity of 0.25 FAR. Neighborhood commercial centers are usually developed on sites that are less than ten acres in size. Projects should be compatible in design and scale with adjacent residential areas, and should be designed to encourage pedestrian use.	No change
Service Commercial (SC) 0.25 to 1.5 FAR	This designation provides for commercial uses typically requiring extensive floor area. Typical uses include home improvement stores, discount retail stores, furniture stores, auto dealerships and light automotive service. The intensity range is between 0.25 to 1.5 FAR, with a target intensity of 0.3 FAR. Warehousing and manufacturing may be incidental uses within a business that is otherwise consistent with the Service Commercial designation.	No change
Professional Office (PO) 0.30 to 1.0 FAR	This designation includes primarily single or multi-tenant offices and may include supporting uses. Office developments are intended to include low-rise offices situated in a landscaped garden arrangement and may include mid-rise structures at appropriate locations. The intensity range is between 0.3 to 1.0 FAR, with a target intensity of 0.35 FAR. Typical uses include legal, design, engineering, or medical offices, corporate and governmental offices, and community facilities. Supporting convenience retail and personal service commercial uses may be permitted to serve the needs of the on-site employees.	No change

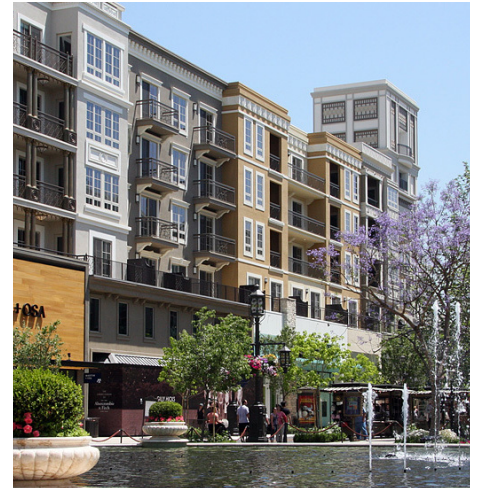
Name	Definition	Notes
Industrial Park (IP) 0.30 to 1.5 FAR	Intended to provide well-designed business and employment centers offering attractive and distinctive architectural design, innovative site planning, and substantial landscaping and visual quality. Typical uses may include professional offices, research and development, laboratories, light manufacturing, storage, industrial supply, and wholesale businesses. The intensity range is between 0.3 to 1.5 FAR, with a target intensity of 0.40 FAR.	No change
<b>Open Space and Recreational Designations</b>		
Open Space (OS) 0.01 to 0.10 FAR	Intended to accommodate both public and private areas of permanent open space for such uses as parks, golf courses, recreation facilities, natural open spaces, recreation trails, greenbelts, lakes, utility easements, active fault zones, and undevelopable portions of floodplains along waterways. The intensity range is between 0.01 to 0.10 FAR. Only accessory buildings or structures related to parks and recreation facilities are intended within the Open Space designation. These areas may also accommodate certain commercial outdoor recreation uses as a conditional use in accordance with the City Development Code.	No change
Recreation Commercial Overlay (RC)	This designation may be applied to properties designated for Open Space use. This designation provides for operation and development of resort or amusement oriented commercial and recreational uses of regional interest that draw visitors from throughout the City and region. The intensity range varies. Permitted uses include commercial recreation, conference centers, golf courses, clubhouses, hotels, resorts (including fractional ownership units), restaurants, parks, camp grounds, open spaces and community facilities. Restaurants, hotels, and resort uses are accessory to the underlying open space uses.	No change

Name	Definition	Notes
<b>Other Designations</b>		
Public/Institutional (PI) 0.2 to 0.7 FAR	This designation provides for a wide range of public and private uses including schools, transportation facilities, government offices, public utilities, libraries, museums, public art galleries, hospitals, and cultural facilities. The intensity range is between 0.2 to 0.7 FAR, with a target intensity of 0.3 FAR.	No change
Vineyards/Agriculture (VA) 0 to 0.2 FAR	This designation promote rural, agricultural, and vineyard uses of properties located to the east of the City within the Planning Area. The density range is between 0 to 0.2 du/ac, with a target density of 0.1 du/ac, and the intensity range is between 0.01 to 0.1 FAR with a target intensity of 0.03 FAR. Non-residential buildings necessary to support vineyard or agricultural operations, as well as retail sales, tasting rooms, restaurants, and bed and breakfasts are also permitted.	No change
Tribal Trust Lands (TTL)	This designation applies to properties within the Planning Area that are held in trust by Federal agencies. These lands can have important economic and environmental relationships to both the City and area residents. However, properties within this designation may not be subject to City or County planning, zoning, and building regulations. Cooperative efforts between the City, County, and local Tribal Governments are important to ensuring that areawide issues are appropriately addressed to the benefit of all local residents.	No change
Specific Plan Implementation (SPI)	General Plan land use designation applied to areas governed by an adopted Specific Plan. In SPI areas, the Specific Plan serves as the primary area-specific planning and zoning framework and establishes the detailed land use program, development standards, circulation, public facilities and services, design guidance, and implementation requirements for the plan area. SPI is used where the City intends the adopted Specific Plan, rather than the standard citywide land use designations alone, to guide future development.	No change

Name	Definition	Notes
<b>Mixed Use Districts (Formerly Called "Overlays")</b>		
Mixed Use Overlay Areas (MUOA) Density varies by area, based on 28 du/ac residential and 0.35 FAR nonresidential	Current City overlay applied in selected infill locations to encourage mixed commercial and residential development. Nonresidential uses are established by the underlying land use designation, while the overlay adds a residential component and increases the maximum and target FAR, subject to approval of a Development Plan. The current overlay areas are Jefferson Avenue, Town Center/Tower Plaza, and South of Old Town, each with area-specific development capacity assumptions and daily trip caps.	Remove and replace with three new Mixed Use Districts
Mixed Use Edge District; 20-39 du/ac; 3 story maximum	New district for the edges of mixed use areas where lower scale and neighborhood compatibility are needed. It would allow residential uses up to 3 stories, such as townhomes, small multifamily buildings, and live/work units, and neighborhood-serving commercial uses. Uses may be mixed "vertically" (on separate floors of a building) or "horizontally" (in separate buildings) on a single site or on adjacent parcels.	NEW
Mixed Use Neighborhood District; 40-69 du/ac; 5 story maximum	New district for walkable, neighborhood-serving mixed use areas. It would allow buildings up to five stories, including multifamily housing, retail and services, office, and civic uses around an active public realm. Uses may be mixed "vertically" (on separate floors of a building) or "horizontally" (in separate buildings) on a single site or on adjacent parcels.	NEW
Mixed Use Core District; 70-120 du/ac; 8 story maximum	New district for the City's highest-intensity mixed use centers. It would allow buildings up to eight stories, including multifamily housing, with an emphasis on active ground-floor commercial frontages in a pedestrian-oriented urban form. Uses may be mixed "vertically" (on separate floors of a building) or "horizontally" (in separate buildings) on a single site or on adjacent parcels.	NEW

1. The maximum density of the City's residential land use categories may be exceeded to complement General Plan Housing Element policy in accordance with the density bonus provisions of Section 65915 of the California Government Code, as amended in January 1, 2005 under SB 1818.

## MIXED USE CORE (70-120 DU/AC)



## MIXED USE NEIGHBORHOOD (40-69 DU/AC)



## MIXED USE EDGE (20-39 DU/AC)





# LAND USE CONCEPTS

## Potential Areas of Land Use Change

Temecula is a beautifully built-out city, meaning the era of rapid expansion is largely complete. With a strong foundation of existing neighborhoods and commercial centers, the City's planning focus has shifted toward smart, targeted reinvestment. This chapter explores specific locations where thoughtful revitalization can guide Temecula's evolution over the next 20 years, breathing new life into older centers and ensuring the local economy remains vibrant.

A core theme of this chapter is a strict commitment to Temecula's commercial spaces. The places residents love to shop, dine, and work are staying. However, staying relevant in a changing retail landscape requires adaptation. By introducing complementary uses—like strategic housing and upgraded public spaces—right next to commercial hubs, local businesses gain a built-in customer base. This consistent activity naturally enhances public safety by keeping "eyes on the street," while new pedestrian pathways foster healthy communities by encouraging residents to walk and connect.

The following pages detail potential updates for:

- The Four Core Study Areas: Larger areas (Commerce to College, Temecula Town Center and Tower Plaza, the Innovation Corridor, and the SouthTown) where coordinated visions can create major community benefits.
- Targeted Opportunity Sites (Sites A-H): Smaller, individual properties where updated plans can resolve localized challenges or unlock new potential.

For each location, existing "Business as Usual" rules are mapped directly alongside proposed changes. As the public reviews these side-by-side comparisons, the City encourages residents to consider how these strategic updates can shape an even stronger Temecula.

## Study Area 1: Commerce to College

Study Area 1 focuses on the vibrant corridor connecting Promenade Temecula and Mt. San Jacinto Community College (MSJC). This area already operates as an economic powerhouse for the City. It features highly successful major retail stores at and around the Promenade, well-utilized office spaces, and an expanding college campus serving the needs of Temecula residents and beyond.

While it occupies a strategic, central location between education, jobs, and established neighborhoods, the landscape is currently defined by surface parking lots and large blocks that can make walking difficult, especially between the mall and college.

The proposed vision builds on this current commercial success to make the area even stronger and accessible. Key elements include:

- **A Grand Pedestrian Corridor:** A wide, green, and vibrant pedestrian boulevard connecting Promenade Temecula directly to MSJC. As the college grows to over 10,000 students, creating a seamless mobility link between the campus and the mall will bring a boost in economic activity to local shops and restaurants.
- **Enhancing Neighborhood Connections:** Beyond the green pedestrian corridor, a quieter, nature-focused trail is envisioned along the creek connecting the Promenade to the Meadowview neighborhood. This will give nearby residents scenic, easy access to their favorite commercial spots.
- **Strengthening Retail with Strategic Housing:** To support a thriving commercial area, limited, workforce, student, and attainable housing would be allowed. By providing housing options for students, seniors, and young professionals right where they shop, dine, and learn, the City can cultivate a lively environment that keeps local businesses bustling year-round while planning to accommodate the City's future housing needs.

Looking ahead, this area is poised to become a signature Temecula destination where shopping, dining, learning, living, working, and public spaces seamlessly come together.

Important factors for future planning include:

1. Provide existing and new commercial uses greater flexibility to adjust to rapidly evolving consumer shopping habits.
2. Ensuring new designs blend perfectly with existing commercial uses, college, and nearby neighborhoods.
3. Protecting the natural environment around the creek corridors.
4. Improving traffic flow and making it safer to walk, bike, or drive through the area.

# STUDY AREA 1

Commerce to College

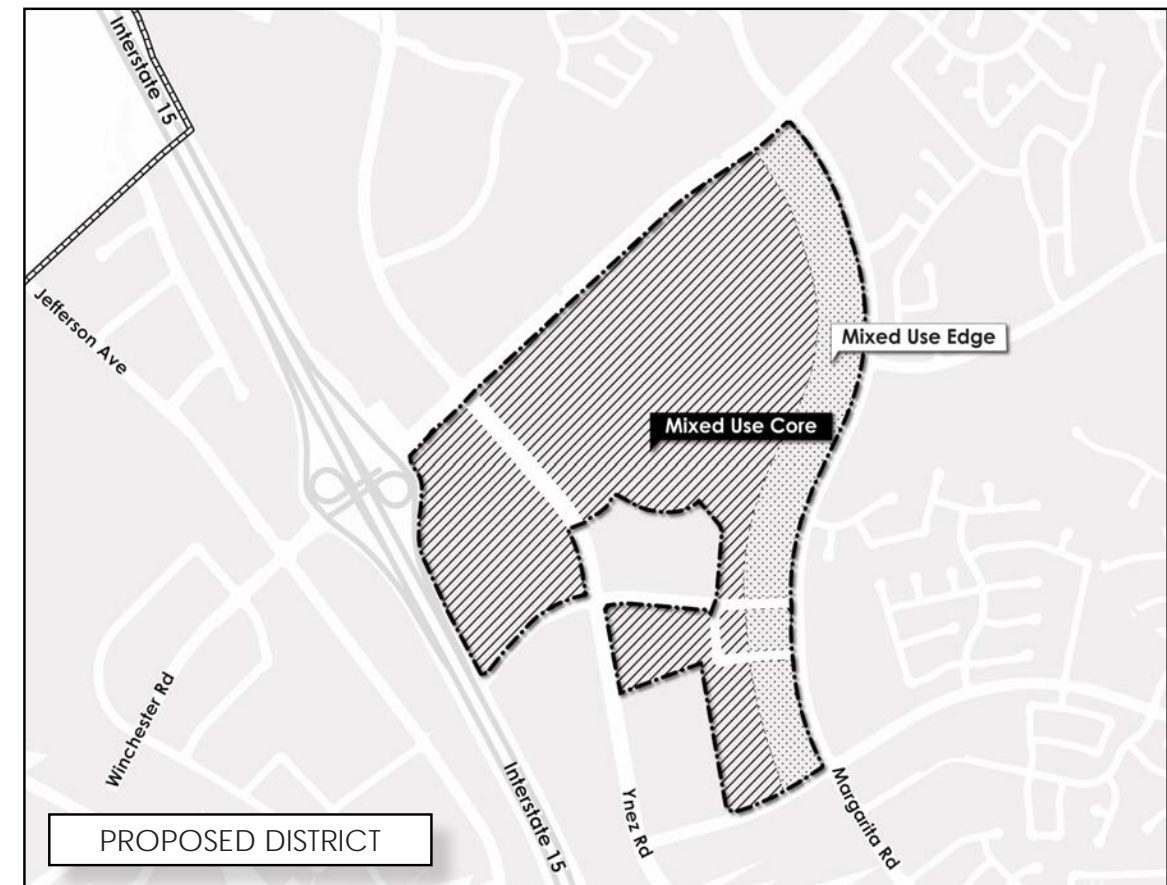
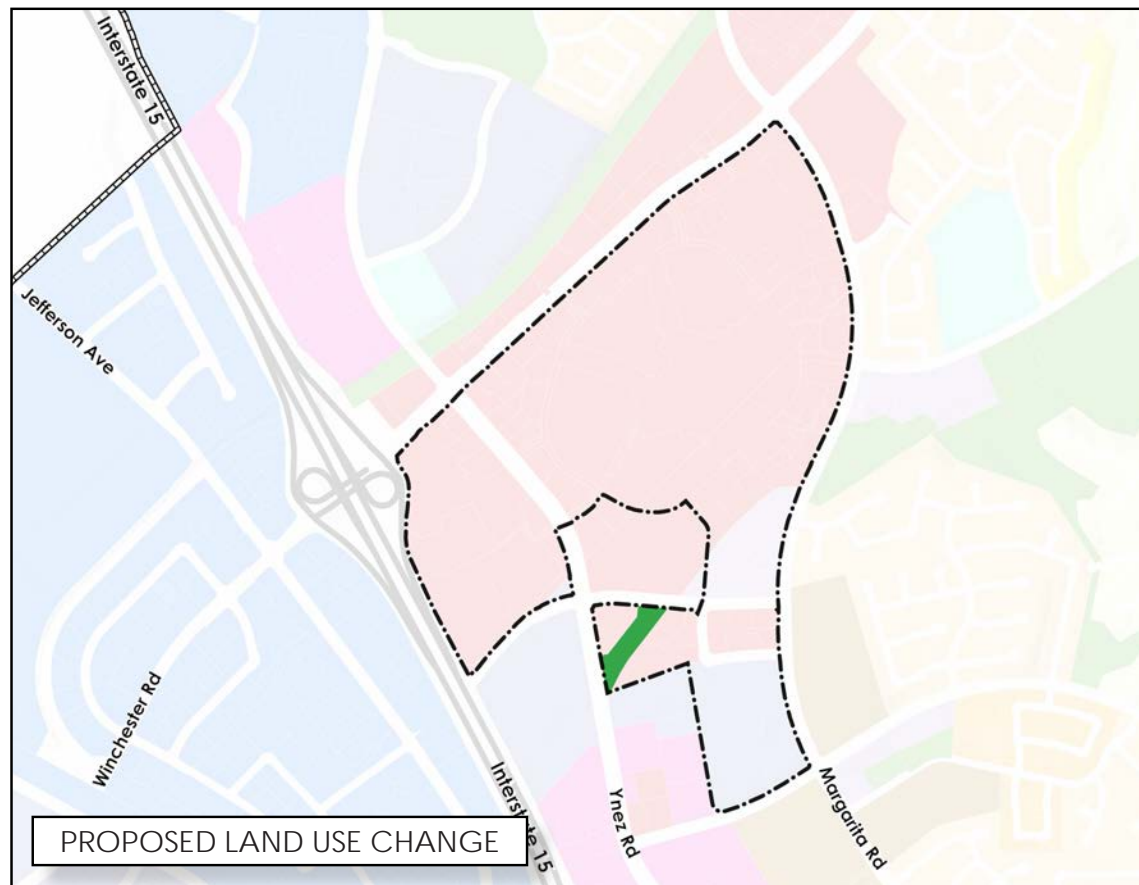
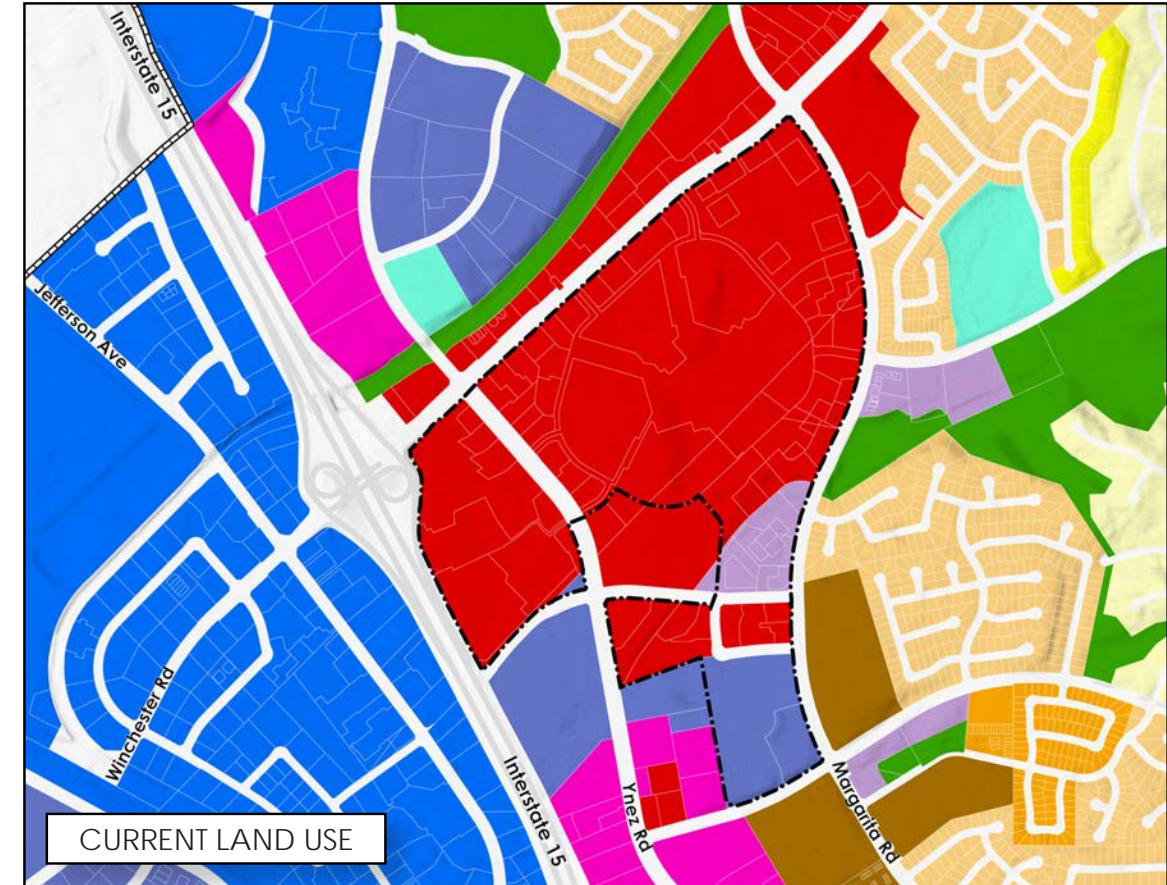
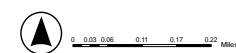
- Mixed-Use
- Residential/Mixed-Use hub
- Commercial hub
- Central open space
- College hub



# STUDY AREA 1

## Commerce to College

- Service Commercial (FAR 0.25-1.5)
- Community Commercial (FAR 0.25-1.0)
- Highway Tourist Commercial (0.25-1.0)
- Professional Office (FAR 0.30-1.0)
- Neighborhood Commercial (FAR 0.20-0.40)
- Industrial Park (FAR 0.30-1.5)
- High Density Residential (13.0-20.0 du/ac)
- Medium Density Residential (7.0-12.9 du/ac)
- Low Medium Density Residential (3.0-6.9 du/ac)
- Low Density Residential (0.5-2.9 du/ac)
- Very Low Density Residential (0.2-0.4 du/ac)
- Rural Residential (0.1-0.4 du/ac)
- Hillside Residential (0.0-0.1 du/ac)
- Public Institutional Facilities
- Specific Plan Implementation
- Open Space
- Vineyards / Agriculture
- Tribal Trust Lands
- Temecula City Boundary
- Freeway



## Study Area 2: Temecula Town Center and Tower Plaza

Study Area 2 focuses on the Temecula Town Center and Tower Plaza. Together, these properties form a highly visible commercial gateway anchored along Interstate 15 and Rancho California Road. As a major hub of retail, dining, and entertainment, the area features the AMC theater, Target, and surrounding retail uses that serve the everyday needs of the community while also acting as a regional draw. While it benefits from excellent visibility and access, the large blocks, surface parking, and existing circulation patterns can make walking between stores a challenge. At the same time, nearby features like the Margarita Recreational Center, trails, and the creek to the north offer a great foundation for a more cohesive environment.

Future planning for this gateway focuses on keeping the retail environment highly competitive and relevant through reinvestment, modernization, and supportive mixed use development. To realize this goal, the concept features:

- **Stronger Commercial Core:** Existing commercial uses would remain and be strengthened through reinvestment and repositioning that helps the area stay competitive, attractive, and economically productive over time. As one of the City's most visible gateways, through flexibility for commercial uses, this area could continue serving as a major destination for shopping, dining, and entertainment.
- **Better Connections and Open Space Integration:** Improved internal pathways, safer bicycle routes, and stronger green linkages would help tie the area together. Creating physical connections between the Temecula Duck Pond and Veterans Memorial, and the Murrieta Creek corridor would create a more unified community gathering place.
- **Walkable Mixed Use Center:** A cohesive mixed use core would support retail, dining, employment, and supportive residential uses in a way that creates an active and livable environment. This approach helps strengthen the customer base for local businesses while creating a more vibrant shopper experience.
- **Clear Density Gradient and Right-Sized Redevelopment:** New development would be organized to concentrate the highest intensity near Interstate 15, then gradually transition eastward to less intense development. This method helps create a dynamic mixed use area while ensuring compatibility with the adjacent residential neighborhoods to the east.

Ultimately, this area will transform into a modernized regional destination where commerce and community life thrive side by side in a pedestrian-friendly setting.

Guiding priorities for this transition include:

1. Maintaining the area's role as a major economic driver by keeping commercial uses strong and relevant.
2. Ensuring that new development transitions appropriately in scale and intensity toward nearby neighborhoods.
3. Creating safe and inviting connections between commercial areas, open space features, and surrounding homes.
4. Improving internal traffic flow for pedestrians, bicyclists, and drivers.

# STUDY AREA 2

Temecula Town Center and Tower Plaza

- Mixed-Use
- Residential/Mixed-Use hub

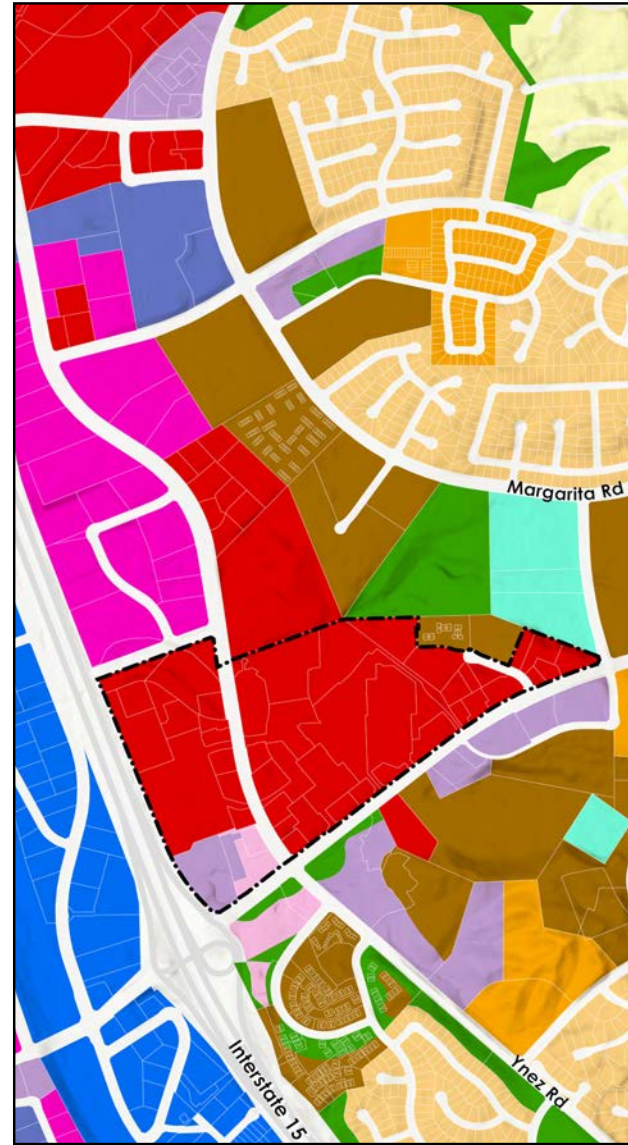


# STUDY AREA 2

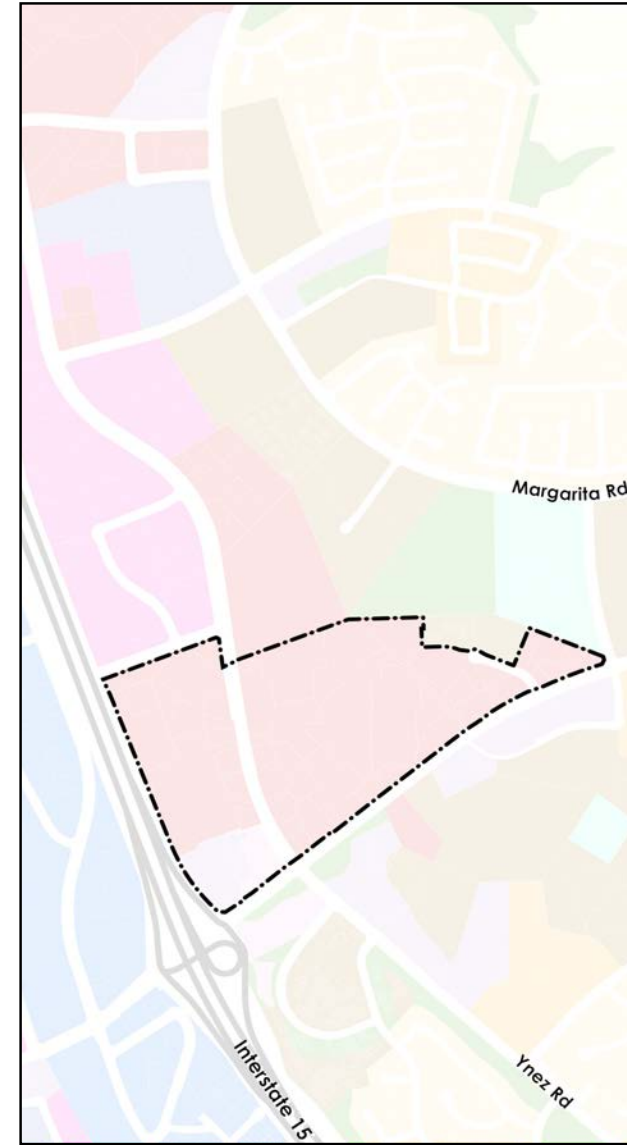
Temecula Town Center and Tower Plaza



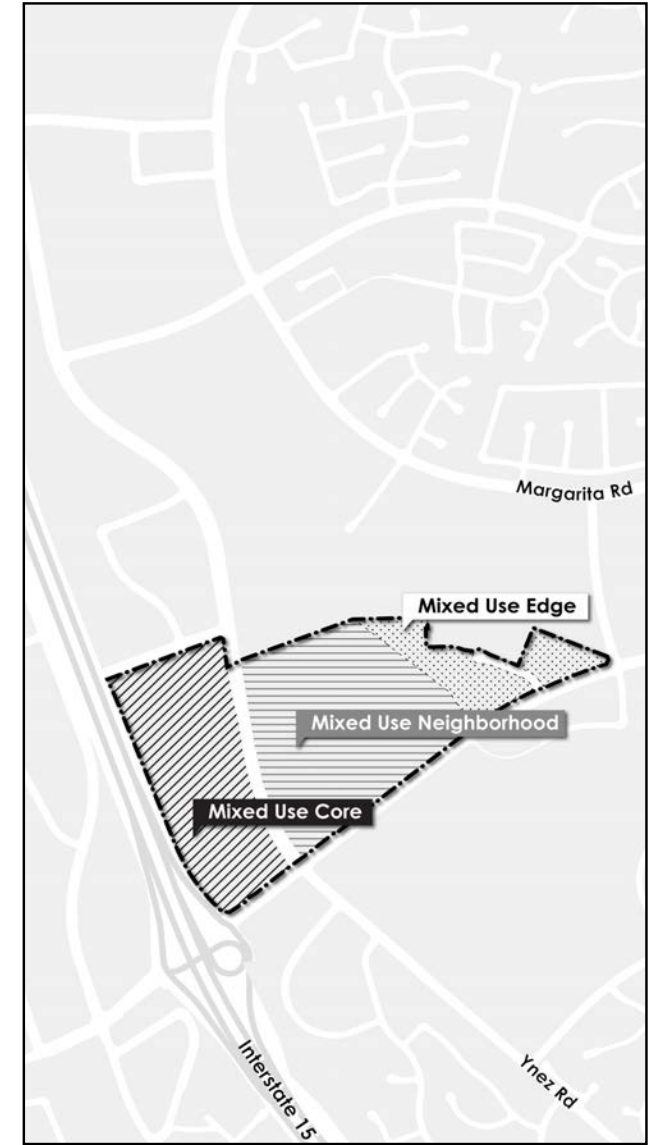
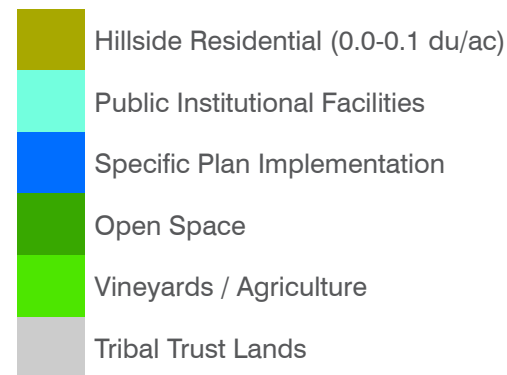
AERIAL



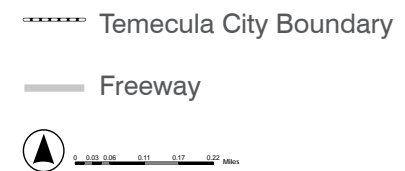
CURRENT LAND USE



PROPOSED LAND USE CHANGE (NONE)



PROPOSED DISTRICT



## Study Area 3: Innovation Corridor



Study Area 3 centers on Overland Drive, stretching from the western edge of the City to Interstate 15. Anchored by Abbott and supported by well-utilized industrial and business park uses, this corridor is already a premier employment center for Temecula. It plays a vital role in the local economy and provides a robust foundation for future job growth. While the corridor contains significant employment activity, its physical character and internal pathways do not yet fully reflect its importance to the City. With targeted streetscape upgrades, enhanced active transportation routes, and a clearer sense of identity, the area could truly function as a cohesive innovation center.

The proposed direction for this corridor focuses heavily on job creation and expanding its role as a hub for advanced industries and long-term economic growth. Core components include:

- **Hub for Advanced Industries:** The corridor is envisioned as a place for life sciences, technology, and advanced industries to grow and cluster. Building on the presence of anchor employers such as Abbott, this approach will strengthen Temecula’s competitiveness and attract additional high-quality jobs.
- **Connecting Education with Economy:** With MSJC in the community, there is a unique opportunity to connect local higher education with economic opportunity through workforce development, continuing education, and special training.
- **Reimagined Overland Drive:** Streetscape improvements along Overland Drive will give the corridor a stronger identity and a more unified appearance. Better pedestrian, bicycle, and vehicular connections, combined with high-quality, campus-like development, will tie employment areas together and make the corridor more accessible for workers, businesses, and students.
- **Central Node and Stronger Connections:** A central node within the corridor would create a focal point for daily activity, services, and gathering spaces, helping the area function as a complete employment environment rather than a series of separate sites. Improved connections to nearby amenities, including the sports park and creek areas, will further enhance the daily experience for the local workforce. As part of this idea, Murrieta Creek Bridge connecting Overland Drive to Diaz Road is anticipated to begin construction in Summer 2027.

In the coming decades, this area is envisioned as a regionally recognized Innovation Corridor where top-tier employers, high-quality jobs, and a unified public realm support Temecula’s economic future.

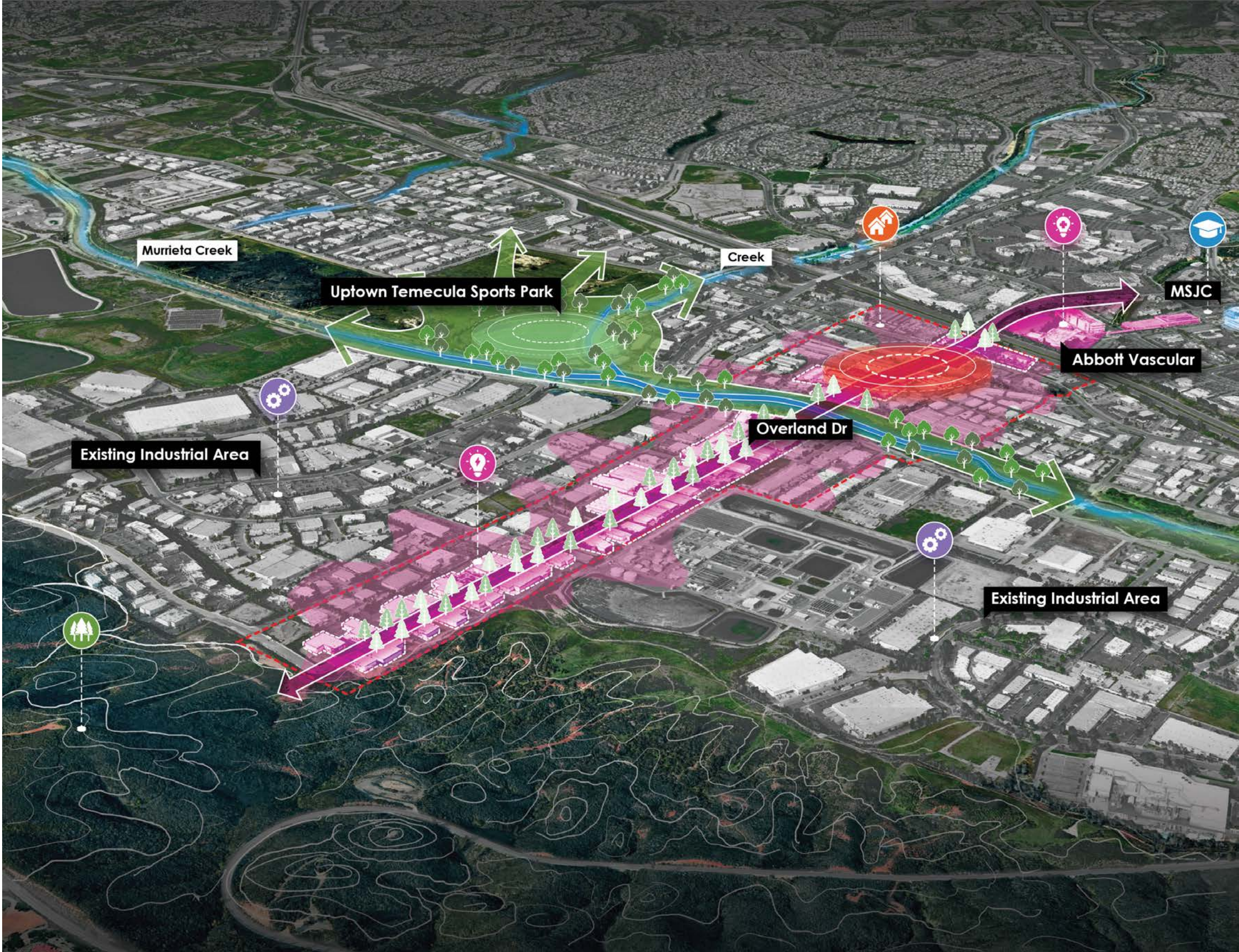
Essential elements to guide this growth include:

1. Attracting and retaining employers in life sciences, technology, and advanced industrial sectors.
2. Improving the streetscape and overall identity of Overland Drive.
3. Strengthening transit and trail connections within the corridor and to adjacent community assets.
4. Ensuring that any supportive uses, including limited housing, remain secondary to the corridor’s primary economic development role.

# STUDY AREA 3

Innovation Corridor

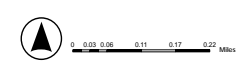
- Innovation Overlay
- Central Node



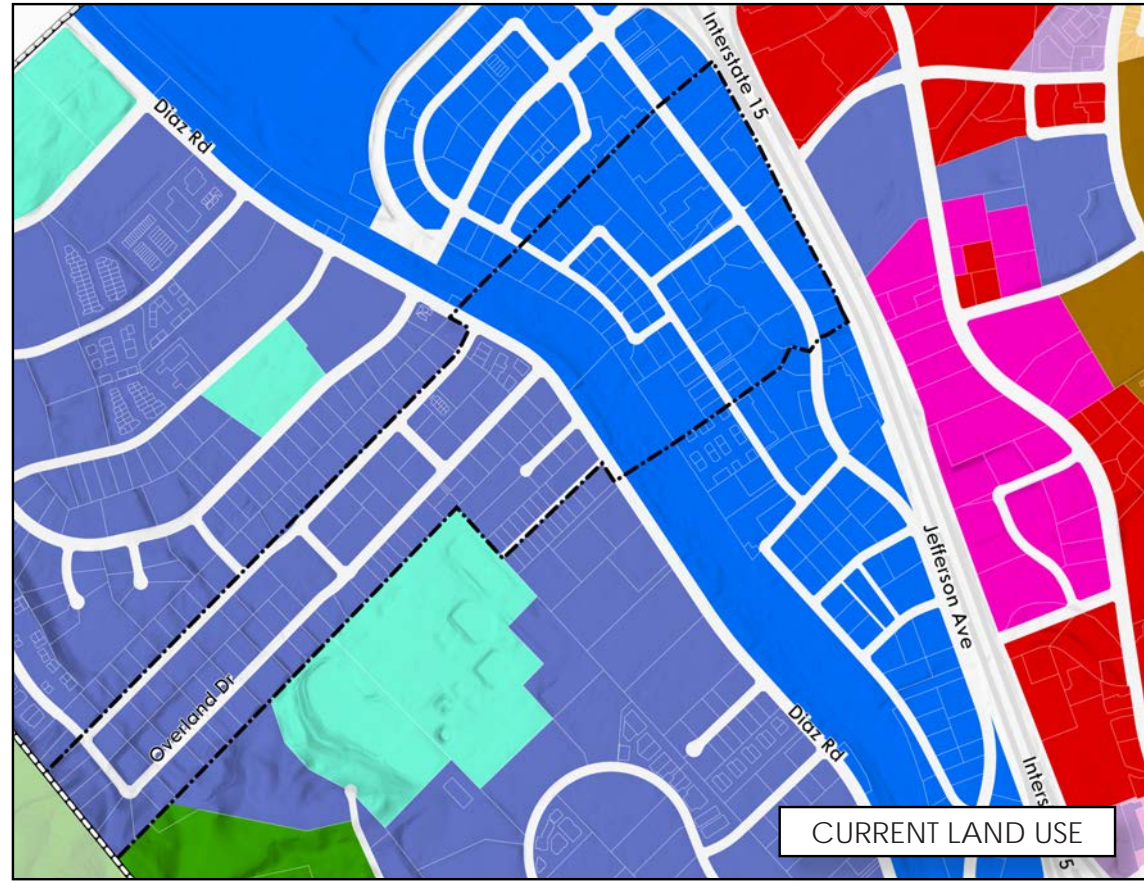
# STUDY AREA 3

## Innovation Corridor

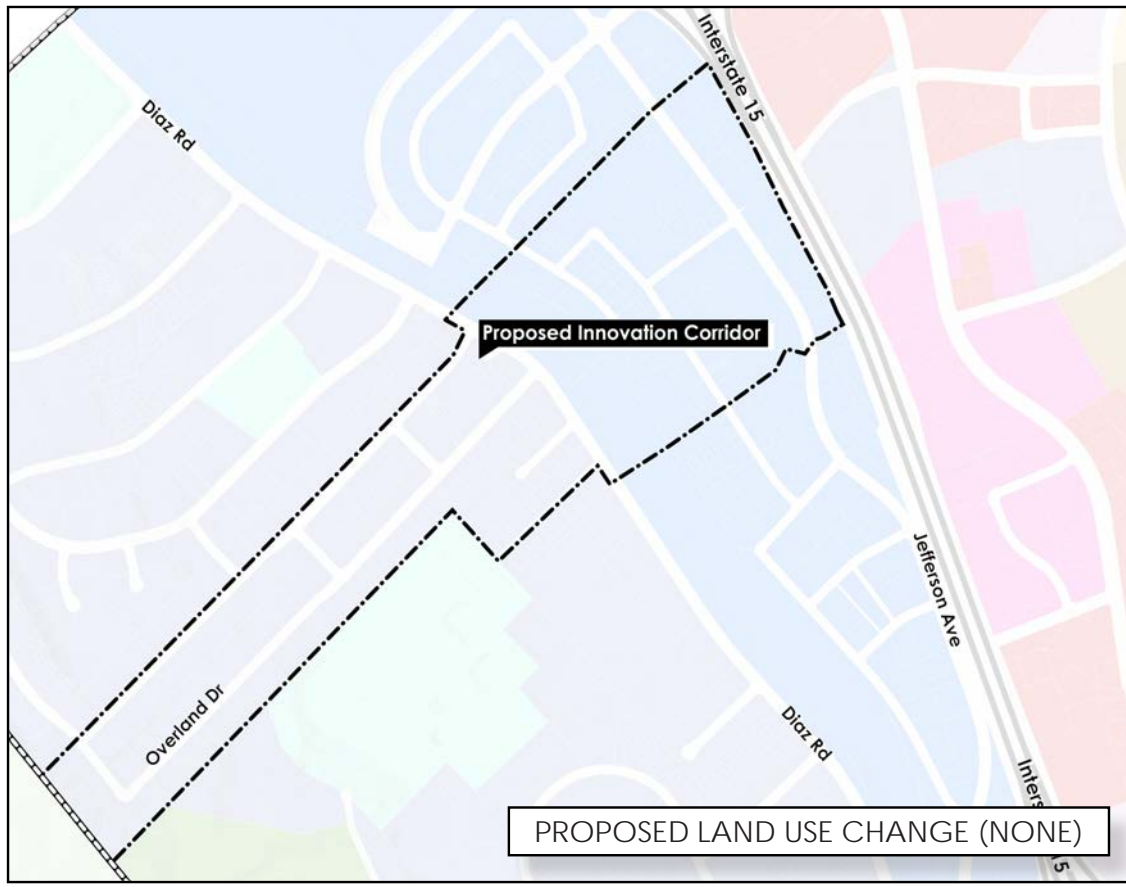
- Service Commercial (FAR 0.25-1.5)
- Community Commercial (FAR 0.25-1.0)
- Highway Tourist Commercial (0.25-1.0)
- Professional Office (FAR 0.30-1.0)
- Neighborhood Commercial (FAR 0.20-0.40)
- Industrial Park (FAR 0.30-1.5)
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- Medium Density Residential (7.0-12.9 du/ac)
- Low Medium Density Residential (3.0-6.9 du/ac)
- Low Density Residential (0.5-2.9 du/ac)
- Very Low Density Residential (0.2-0.4 du/ac)
- Rural Residential (0.1-0.4 du/ac)
- Hillside Residential (0.0-0.1 du/ac)
- Public Institutional Facilities
- Specific Plan Implementation
- Open Space
- Vineyards / Agriculture
- Tribal Trust Lands
- Temecula City Boundary
- Freeway



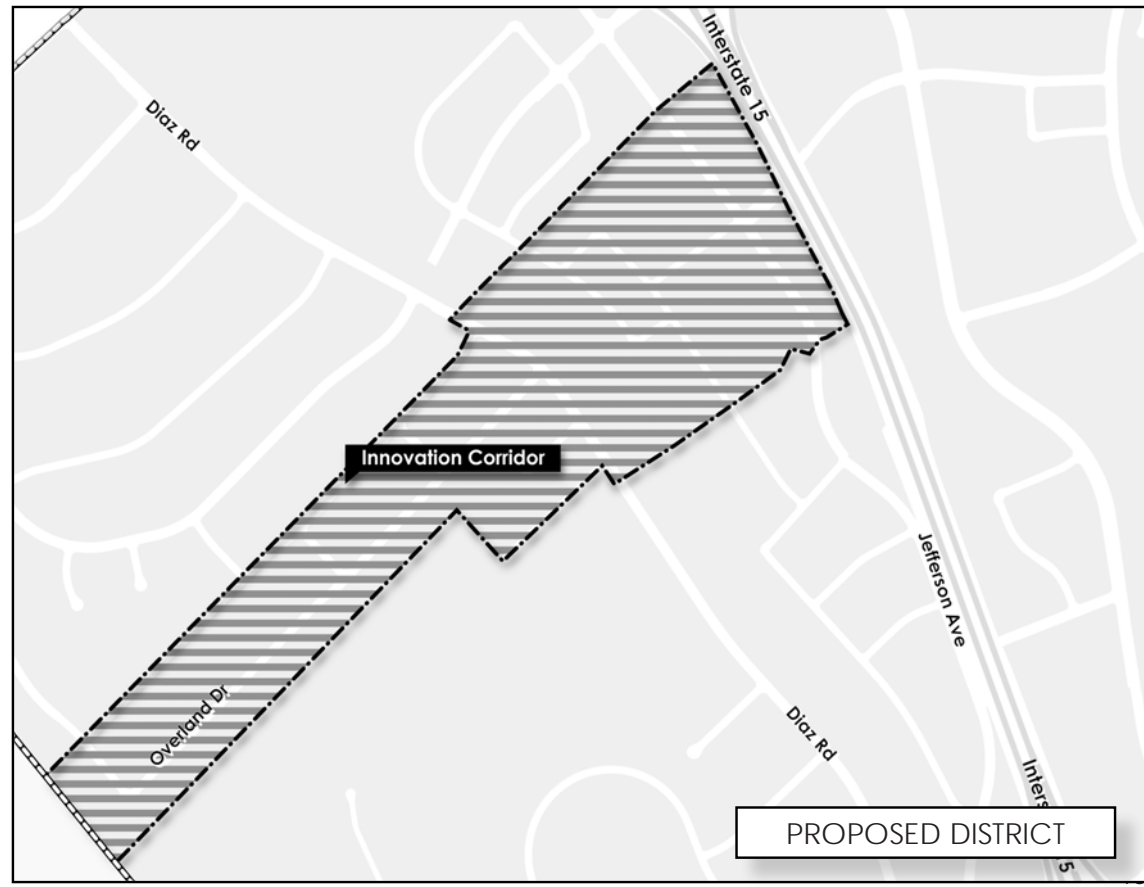
AERIAL



CURRENT LAND USE



PROPOSED LAND USE CHANGE (NONE)



PROPOSED DISTRICT



## Study Area 4: SouthTown

Study Area 4, known as SouthTown, is located just south of Old Town, generally bounded by the Old Town Arch, Temecula Parkway, Murrieta Creek, and Interstate 15. This southern gateway benefits from a highly distinctive setting and excellent freeway visibility. Its proximity to historic Old Town and the convergence of Murrieta Creek, Temecula Creek, and the Santa Margarita River gives it a natural character unlike any other part of the City. While the area has the makings of a unique destination, its current development pattern and major transportation barriers limit access to surrounding neighborhoods and the river environment. However, its strategic location provides a phenomenal canvas for a dynamic, arts-focused area.

The vision for SouthTown leverages these unique geographic advantages through creative placemaking, boutique commercial activity, and a strong orientation toward the waterways. To achieve this, the concept includes:

- **Arts and Creative Area:** SouthTown is envisioned as a mixed use environment that supports the arts, creative industries, hospitality, studios, and small-scale commercial activity. By establishing a distinct, human-scaled character, the area can complement Old Town while developing a vibrant identity of its own.
- **Creek-Oriented Open Space and Public Realm:** Murrieta Creek, Temecula Creek, and the Santa Margarita River will help define the area's identity. New trails, greenbelts, passive recreation areas, and creek-oriented design will tie the open spaces together into a unified framework. This approach will make the waterways a highly visible, celebrated part of the area and support a walkable environment centered on Temecula's natural beauty.
- **Improved Livability and Local Access:** Better pedestrian and bicycle connections across Interstate 15 and to surrounding neighborhoods, including Los Ranchitos, would help tie the area into the broader community.

As it matures, SouthTown will establish itself as a vibrant cultural extension of Old Town where creative commerce, public art, and preserved river corridors create a highly walkable and engaging destination.

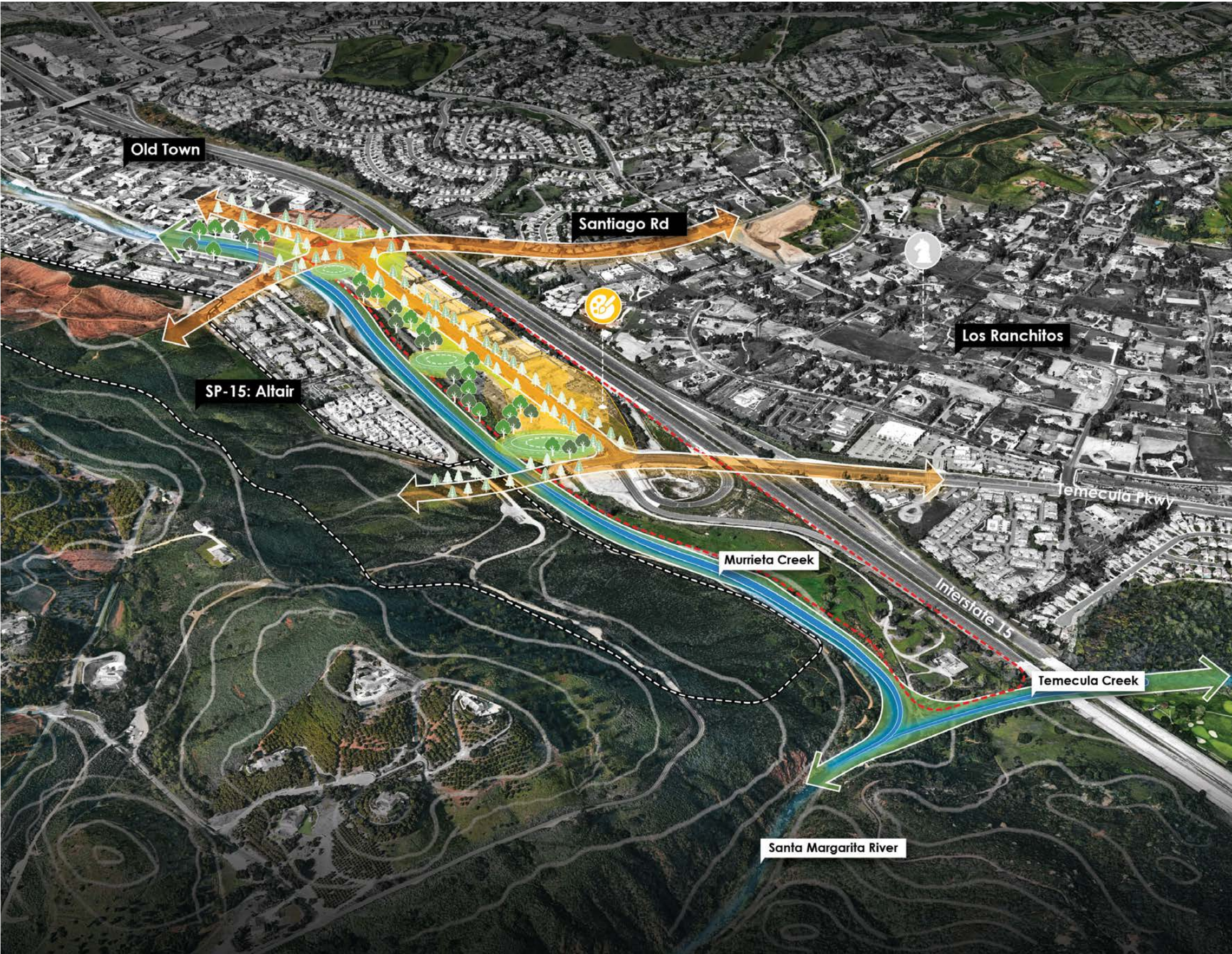
Core objectives for this area consist of:

1. Establishing an area identity that complements, rather than competes with, Old Town.
2. Encouraging boutique-style commercial uses, including small-scale hotels that serve the needs of regional visitors.
3. Protecting and enhancing the natural character of the creek and river corridors.
4. Ensuring that live/work and workforce housing strictly support the area's creative and commercial focus.
5. Improving safe, human-scaled connections across Interstate 15 and to surrounding residential neighborhoods.

# STUDY AREA 4

SouthTown

- Mixed-Use Arts District/Worforce Housing
- Open Space Node



# STUDY AREA 4

SouthTown



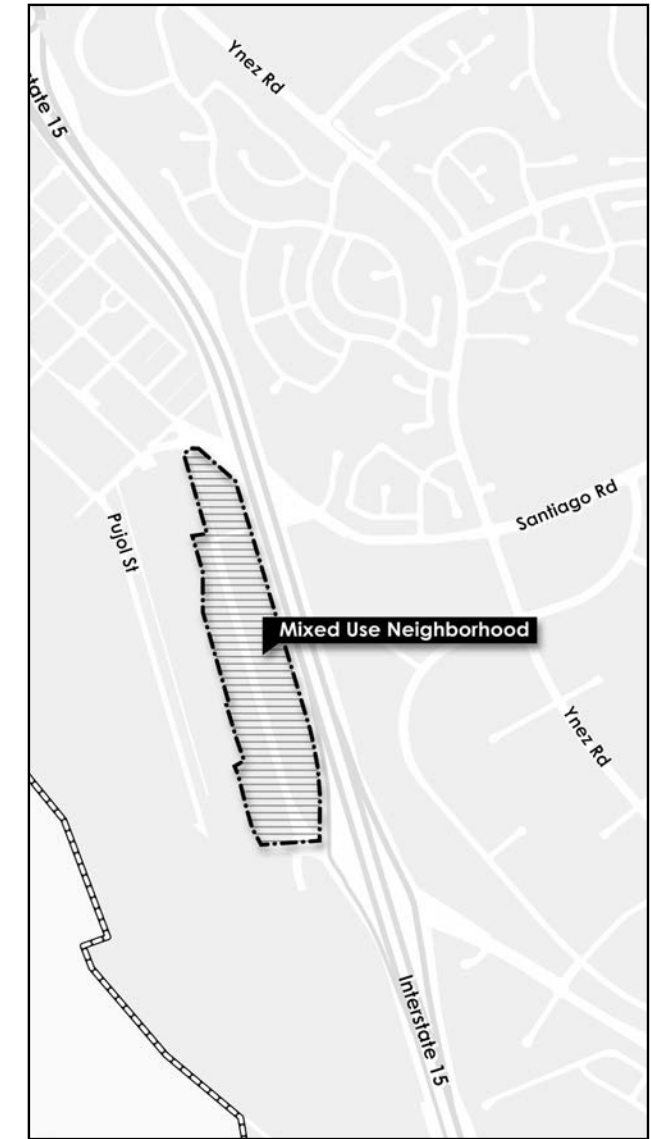
AERIAL



CURRENT LAND USE



PROPOSED LAND USE CHANGE



PROPOSED DISTRICT

- Service Commercial (FAR 0.25-1.5)
- Community Commercial (FAR 0.25-1.0)
- Highway Tourist Commercial (0.25-1.0)
- Professional Office (FAR 0.30-1.0)
- Neighborhood Commercial (FAR 0.20-0.40)
- Industrial Park (FAR 0.30-1.5)

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- Rural Residential (0.1-0.4 du/ac)

- Hillside Residential (0.0-0.1 du/ac)
- Public Institutional Facilities
- Specific Plan Implementation
- Open Space
- Vineyards / Agriculture
- Tribal Trust Lands

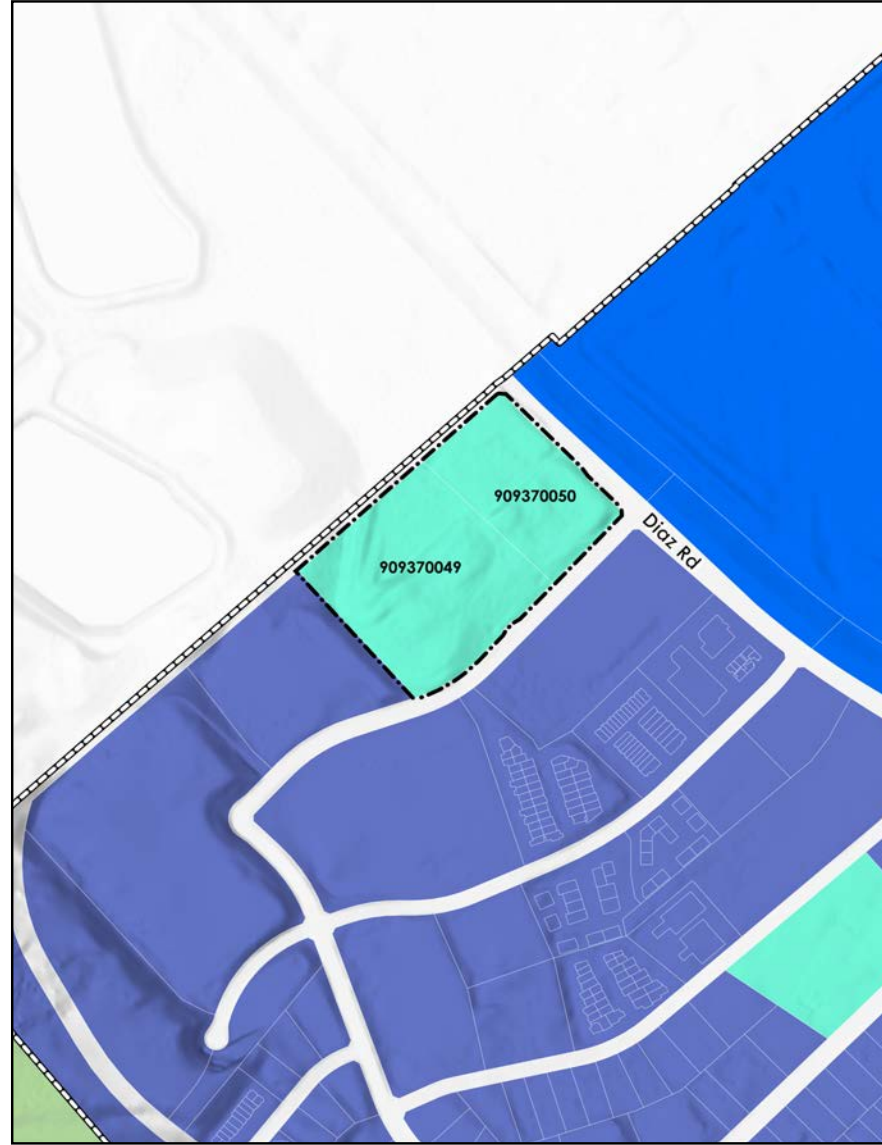
- Temecula City Boundary
- Freeway
- ▲ 0 500 1000 1500 2000 Feet

# SITE A

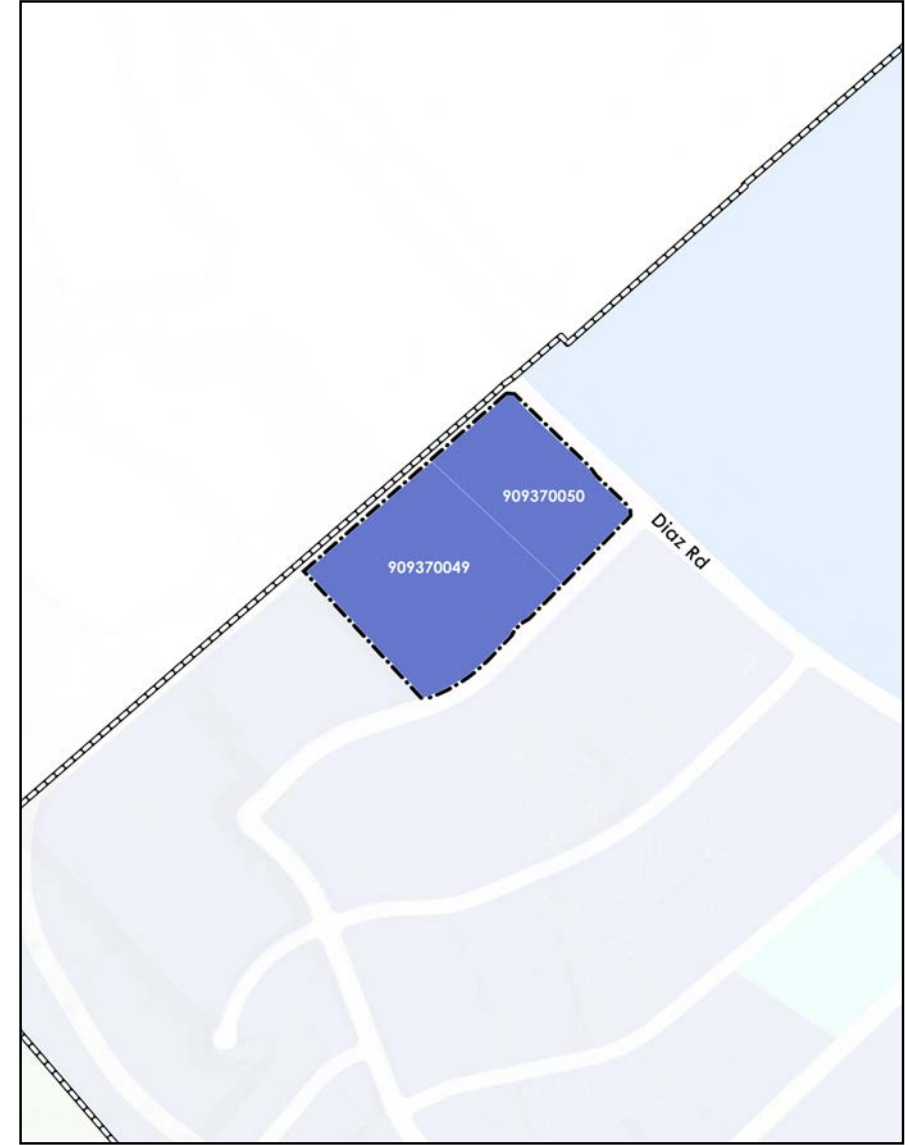
City-Owned Property on Diaz Rd.



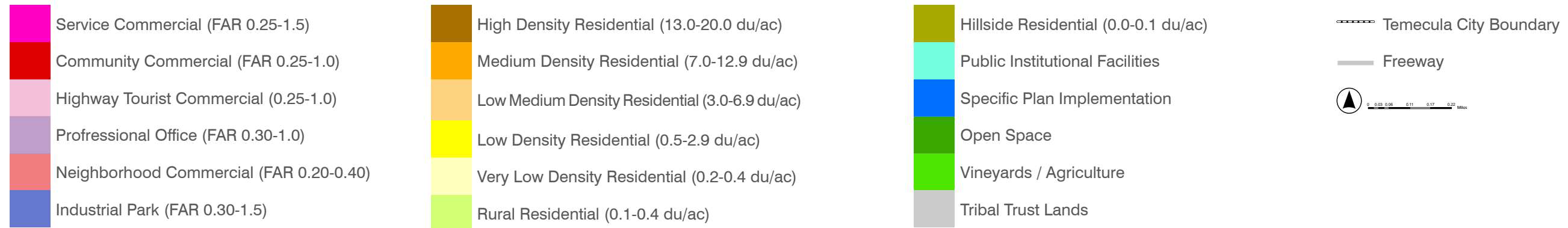
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CURRENT LAND USE

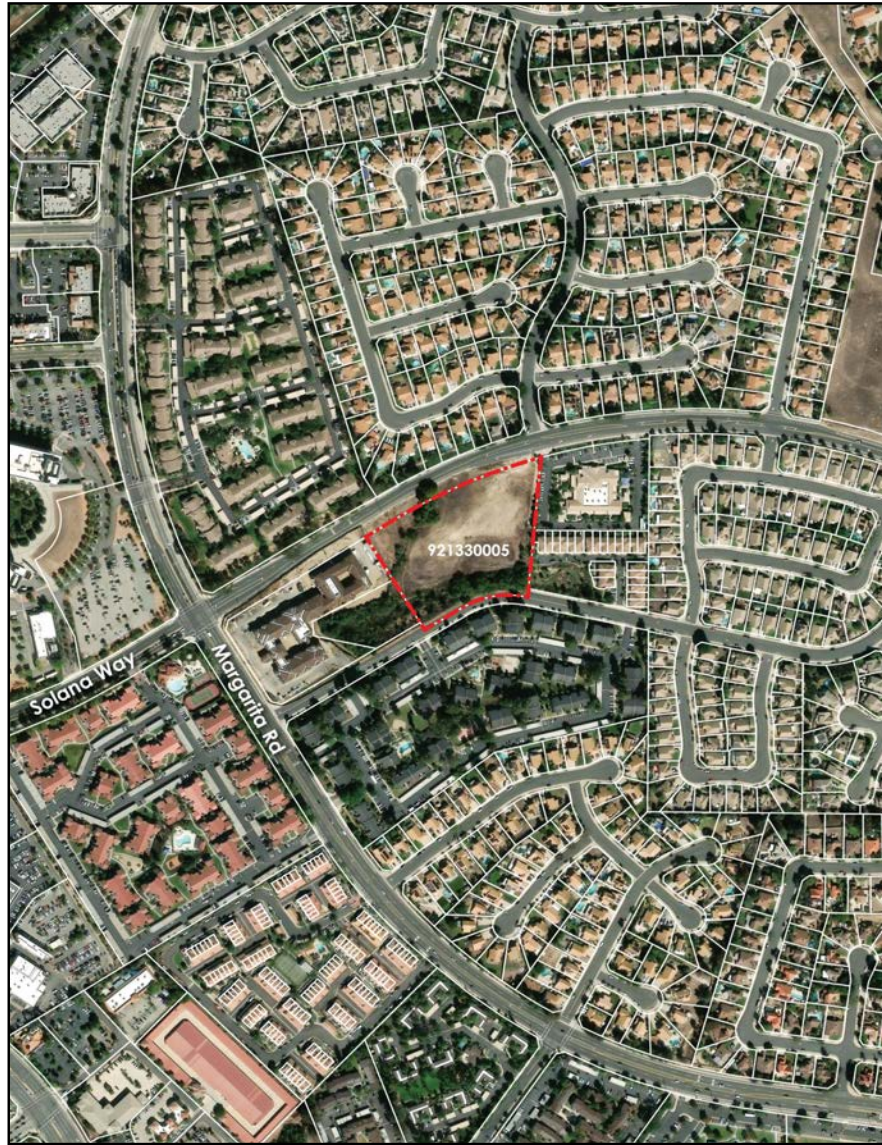


PROPOSED LAND USE CHANGE

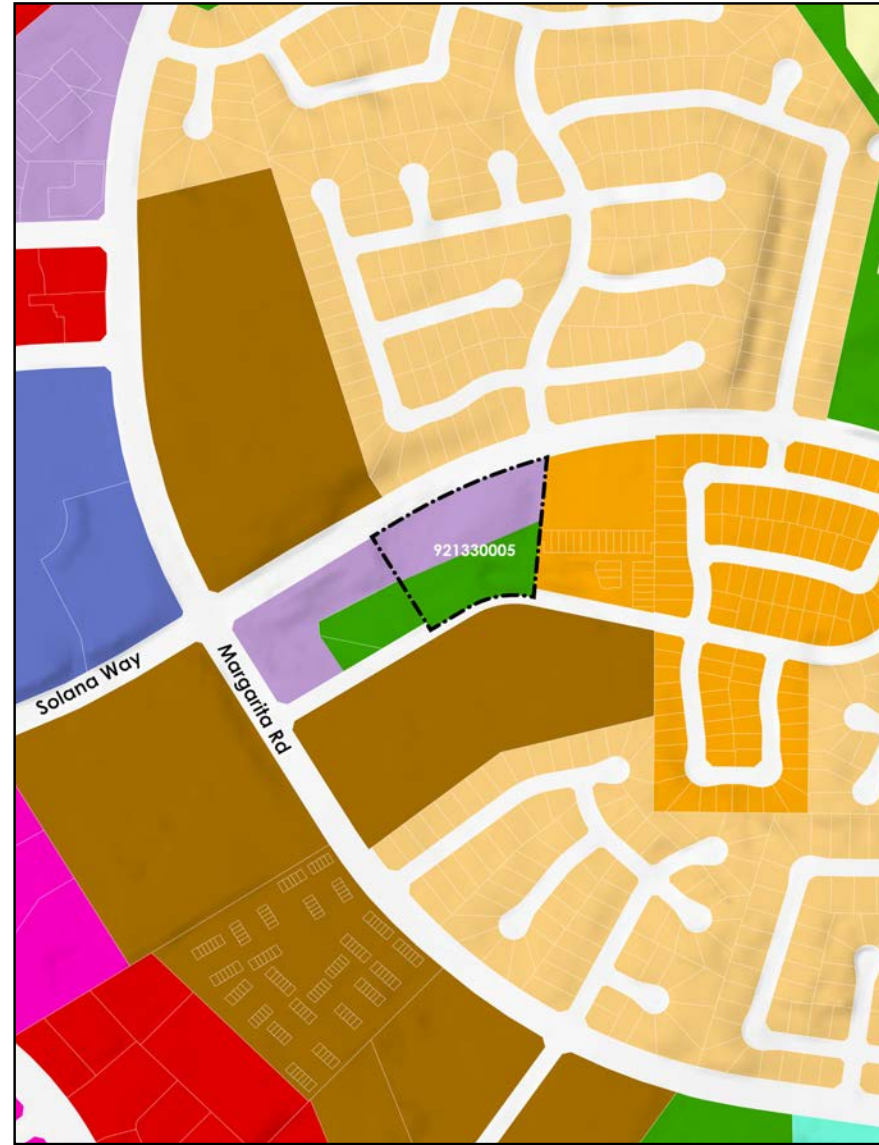


# SITE B

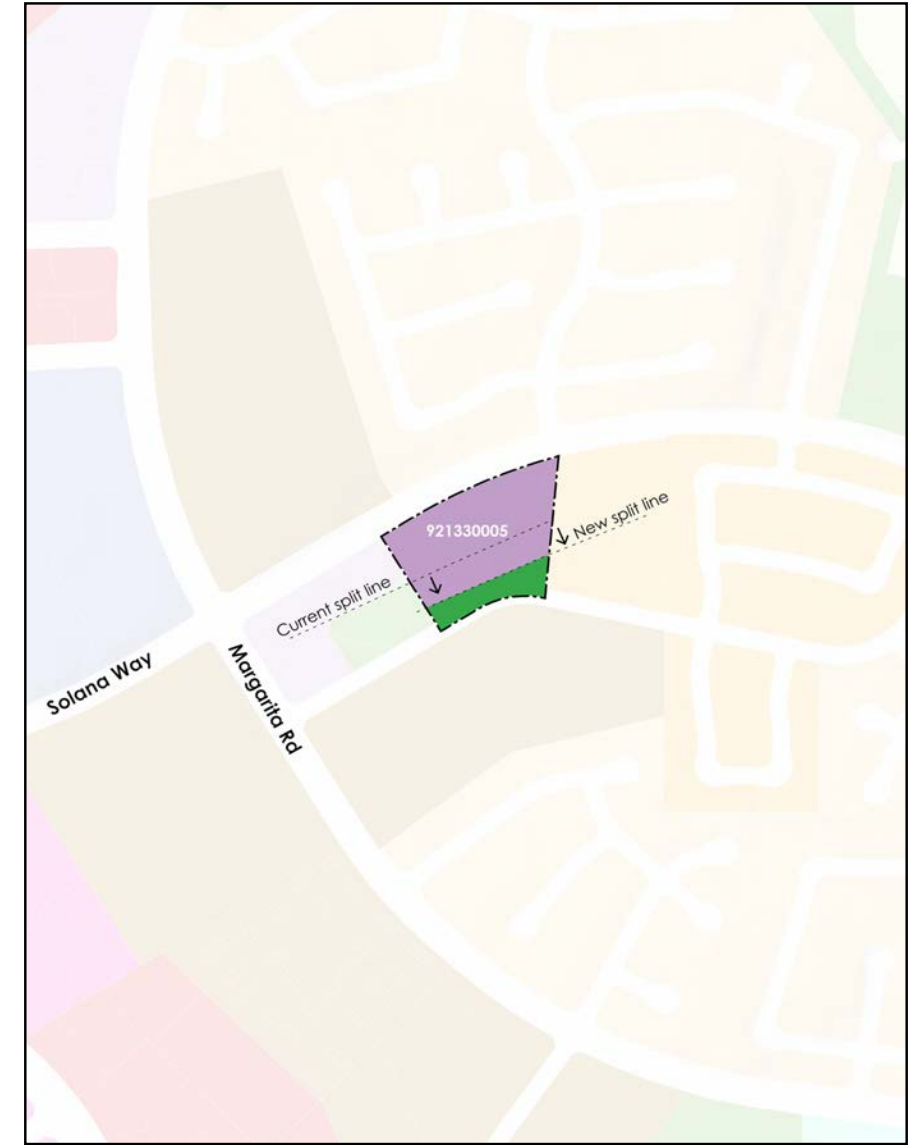
Solana Way Split Zone (Applicant Request)



AERIAL



CURRENT LAND USE



PROPOSED LAND USE

- Service Commercial (FAR 0.25-1.5)
- Community Commercial (FAR 0.25-1.0)
- Highway Tourist Commercial (0.25-1.0)
- Professional Office (FAR 0.30-1.0)
- Neighborhood Commercial (FAR 0.20-0.40)
- Industrial Park (FAR 0.30-1.5)

- High Density Residential (13.0-20.0 du/ac)
- Medium Density Residential (7.0-12.9 du/ac)
- Low Medium Density Residential (3.0-6.9 du/ac)
- Low Density Residential (0.5-2.9 du/ac)
- Very Low Density Residential (0.2-0.4 du/ac)
- Rural Residential (0.1-0.4 du/ac)

- Hillside Residential (0.0-0.1 du/ac)
- Public Institutional Facilities
- Specific Plan Implementation
- Open Space
- Vineyards / Agriculture
- Tribal Trust Lands

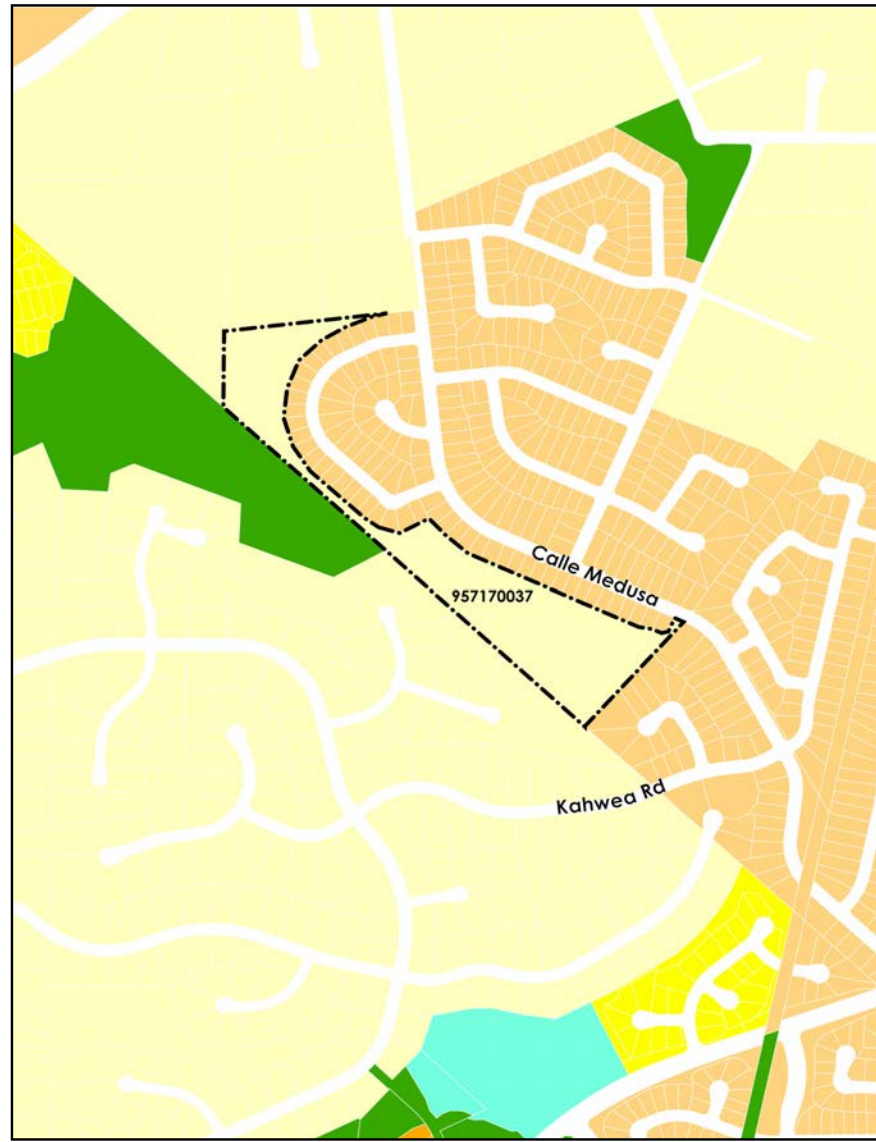
- Temecula City Boundary
- Freeway
- ▲  
0 0.03 0.06 0.11 0.17 0.22 miles

# SITE C

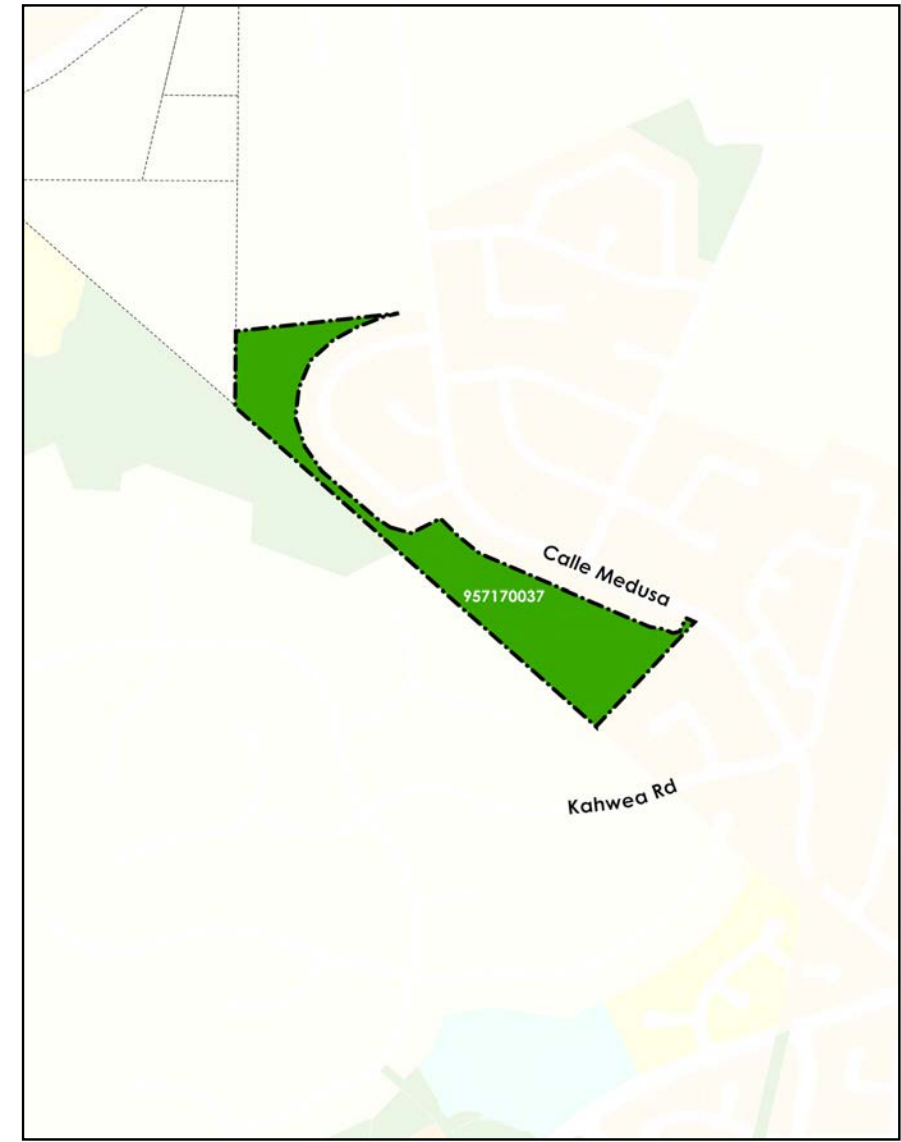
GP/Zoning Mismatch (Neighbor Request)



AERIAL



CURRENT LAND USE



PROPOSED LAND USE CHANGE

- Service Commercial (FAR 0.25-1.5)
- Community Commercial (FAR 0.25-1.0)
- Highway Tourist Commercial (0.25-1.0)
- Professional Office (FAR 0.30-1.0)
- Neighborhood Commercial (FAR 0.20-0.40)
- Industrial Park (FAR 0.30-1.5)

- High Density Residential (13.0-20.0 du/ac)
- Medium Density Residential (7.0-12.9 du/ac)
- Low Medium Density Residential (3.0-6.9 du/ac)
- Low Density Residential (0.5-2.9 du/ac)
- Very Low Density Residential (0.2-0.4 du/ac)
- Rural Residential (0.1-0.4 du/ac)

- Hillside Residential (0.0-0.1 du/ac)
- Public Institutional Facilities
- Specific Plan Implementation
- Open Space
- Vineyards / Agriculture
- Tribal Trust Lands

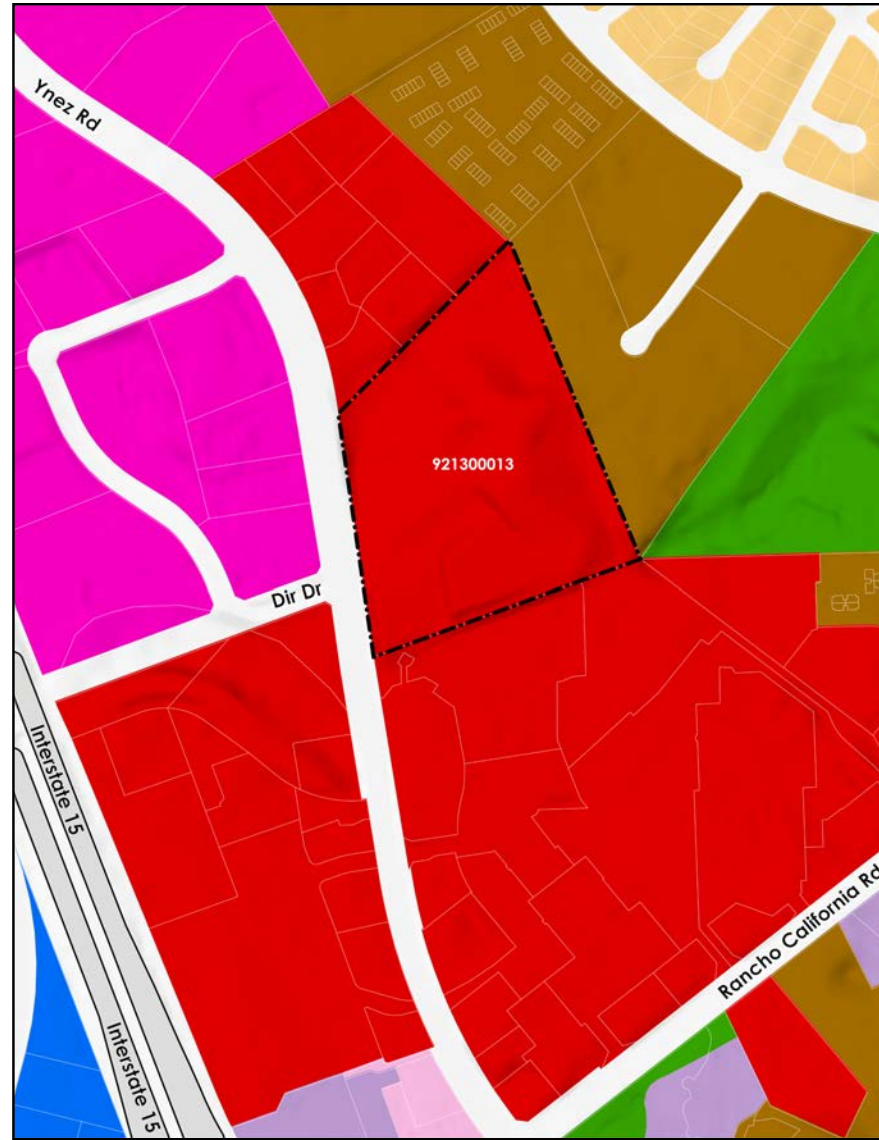
- Temecula City Boundary
- Freeway
- 0 0.03 0.06 0.11 0.17 0.27 Miles

# SITE D

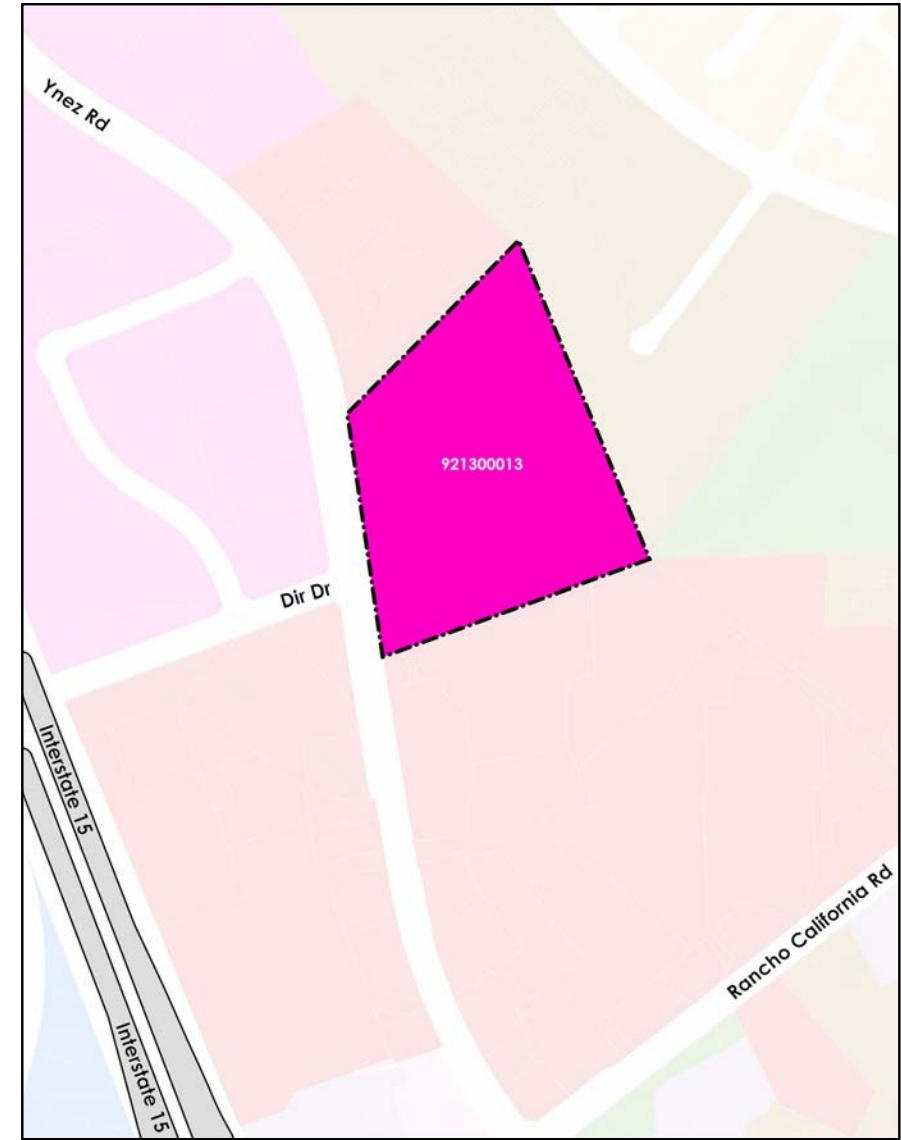
Vacant Lot North of Target



AERIAL



CURRENT LAND USE



PROPOSED LAND USE CHANGE

- Service Commercial (FAR 0.25-1.5)
- Community Commercial (FAR 0.25-1.0)
- Highway Tourist Commercial (0.25-1.0)
- Professional Office (FAR 0.30-1.0)
- Neighborhood Commercial (FAR 0.20-0.40)
- Industrial Park (FAR 0.30-1.5)

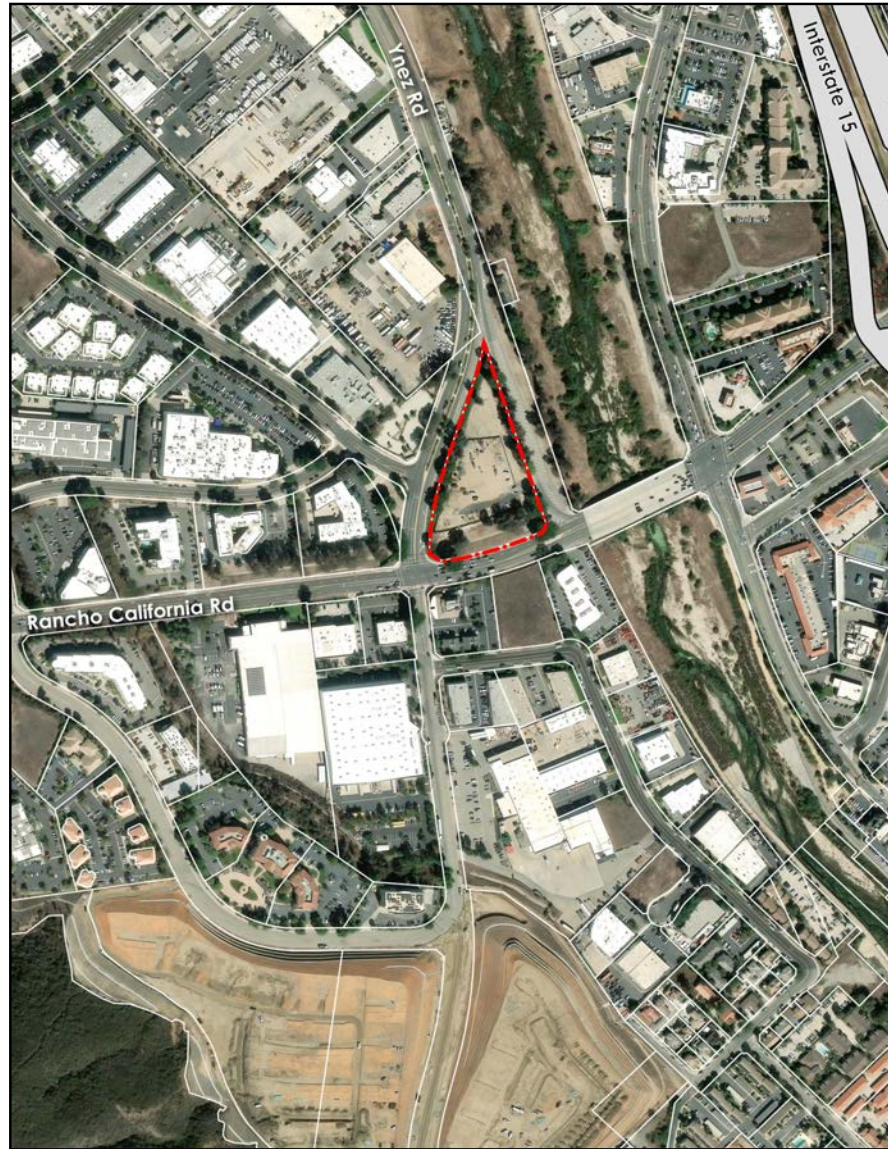
- High Density Residential (13.0-20.0 du/ac)
- Medium Density Residential (7.0-12.9 du/ac)
- Low Medium Density Residential (3.0-6.9 du/ac)
- Low Density Residential (0.5-2.9 du/ac)
- Very Low Density Residential (0.2-0.4 du/ac)
- Rural Residential (0.1-0.4 du/ac)

- Hillside Residential (0.0-0.1 du/ac)
- Public Institutional Facilities
- Specific Plan Implementation
- Open Space
- Vineyards / Agriculture
- Tribal Trust Lands

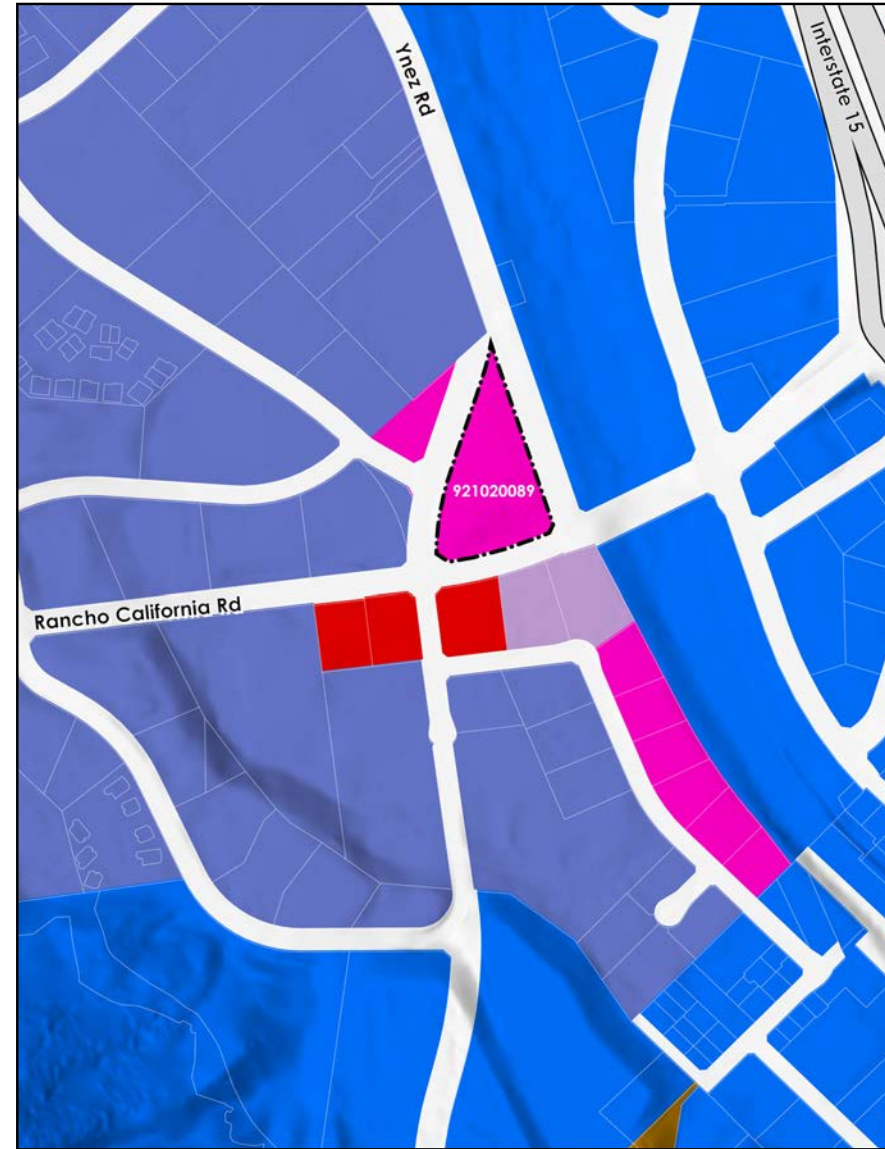
- Temecula City Boundary
- Freeway
- 0 0.03 0.06 0.11 0.17 0.22 Miles

# SITE E

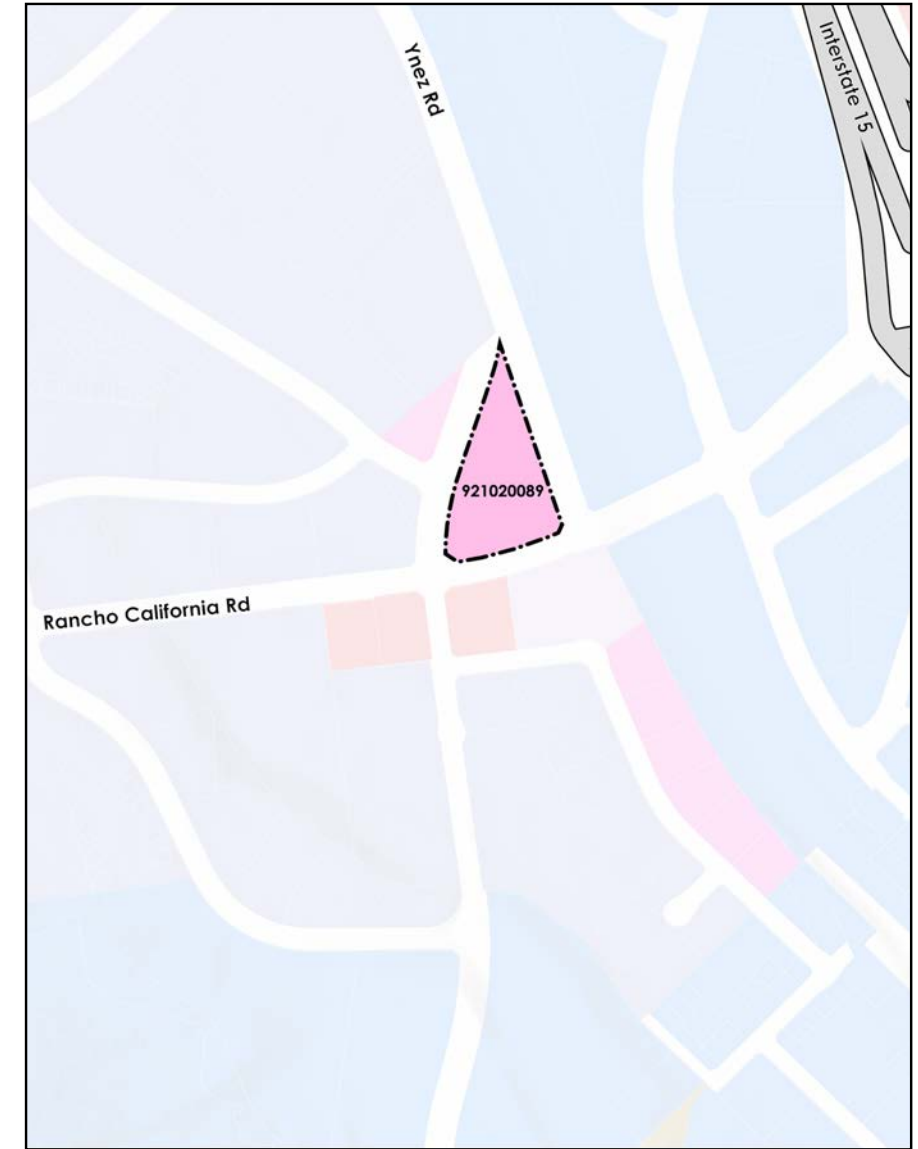
Diaz Triangle (City-Owned)



AERIAL



CURRENT LAND USE



PROPOSED LAND USE CHANGE

- Service Commercial (FAR 0.25-1.5)
- Community Commercial (FAR 0.25-1.0)
- Highway Tourist Commercial (0.25-1.0)
- Professional Office (FAR 0.30-1.0)
- Neighborhood Commercial (FAR 0.20-0.40)
- Industrial Park (FAR 0.30-1.5)

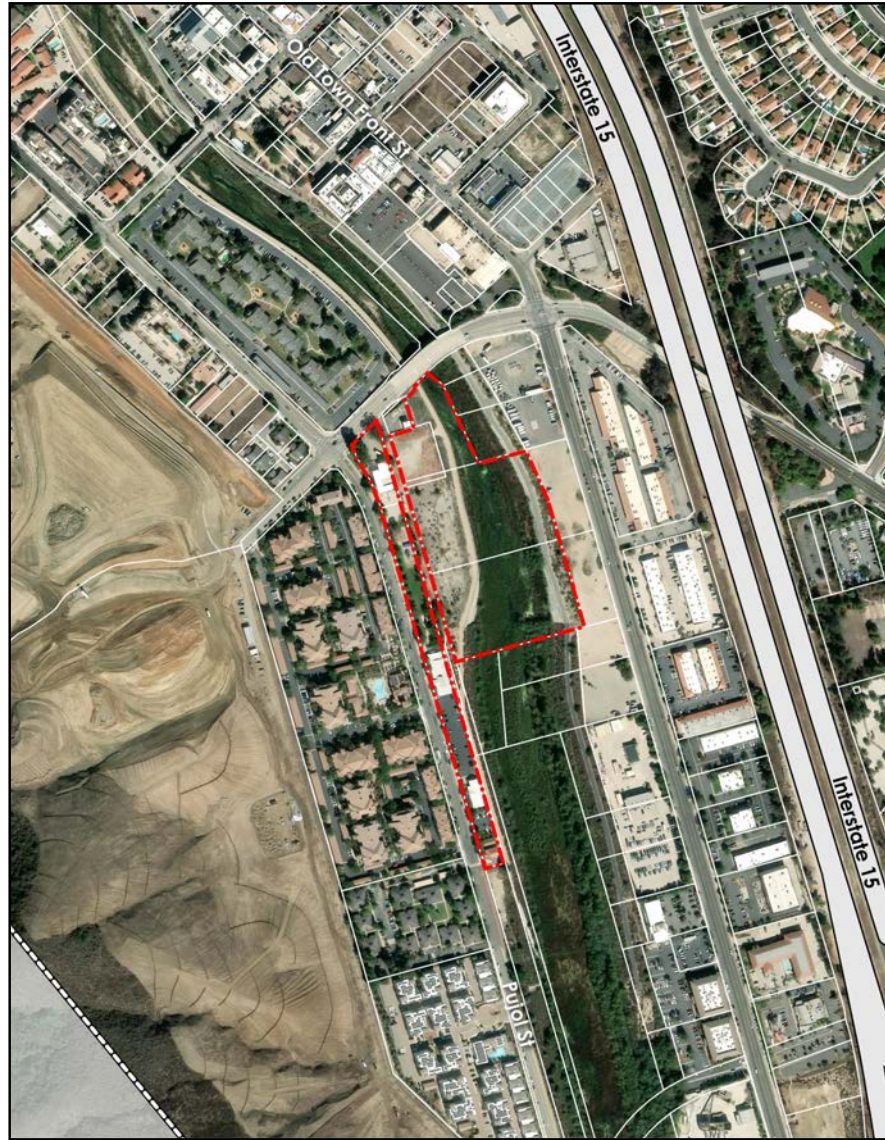
- High Density Residential (13.0-20.0 du/ac)
- Medium Density Residential (7.0-12.9 du/ac)
- Low Medium Density Residential (3.0-6.9 du/ac)
- Low Density Residential (0.5-2.9 du/ac)
- Very Low Density Residential (0.2-0.4 du/ac)
- Rural Residential (0.1-0.4 du/ac)

- Hillside Residential (0.0-0.1 du/ac)
- Public Institutional Facilities
- Specific Plan Implementation
- Open Space
- Vineyards / Agriculture
- Tribal Trust Lands

- Temecula City Boundary
- Freeway
- North Arrow

# SITE F

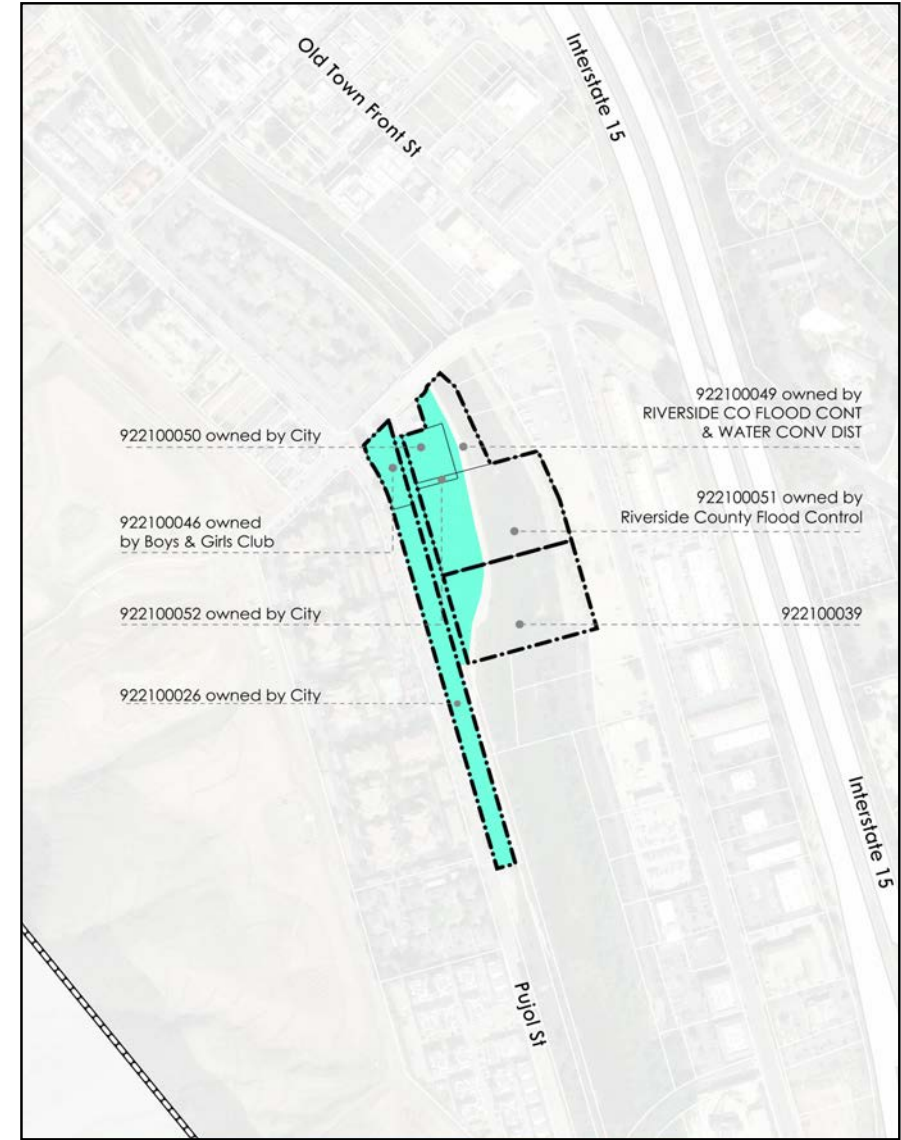
Boys & Girls Club, Rotary Park and the Temecula Community Center



AERIAL



CURRENT LAND USE



PROPOSED LAND USE CHANGE

- Service Commercial (FAR 0.25-1.5)
- Community Commercial (FAR 0.25-1.0)
- Highway Tourist Commercial (0.25-1.0)
- Professional Office (FAR 0.30-1.0)
- Neighborhood Commercial (FAR 0.20-0.40)
- Industrial Park (FAR 0.30-1.5)

- High Density Residential (13.0-20.0 du/ac)
- Medium Density Residential (7.0-12.9 du/ac)
- Low Medium Density Residential (3.0-6.9 du/ac)
- Low Density Residential (0.5-2.9 du/ac)
- Very Low Density Residential (0.2-0.4 du/ac)
- Rural Residential (0.1-0.4 du/ac)

- Hillside Residential (0.0-0.1 du/ac)
- Public Institutional Facilities
- Specific Plan Implementation
- Open Space
- Vineyards / Agriculture
- Tribal Trust Lands

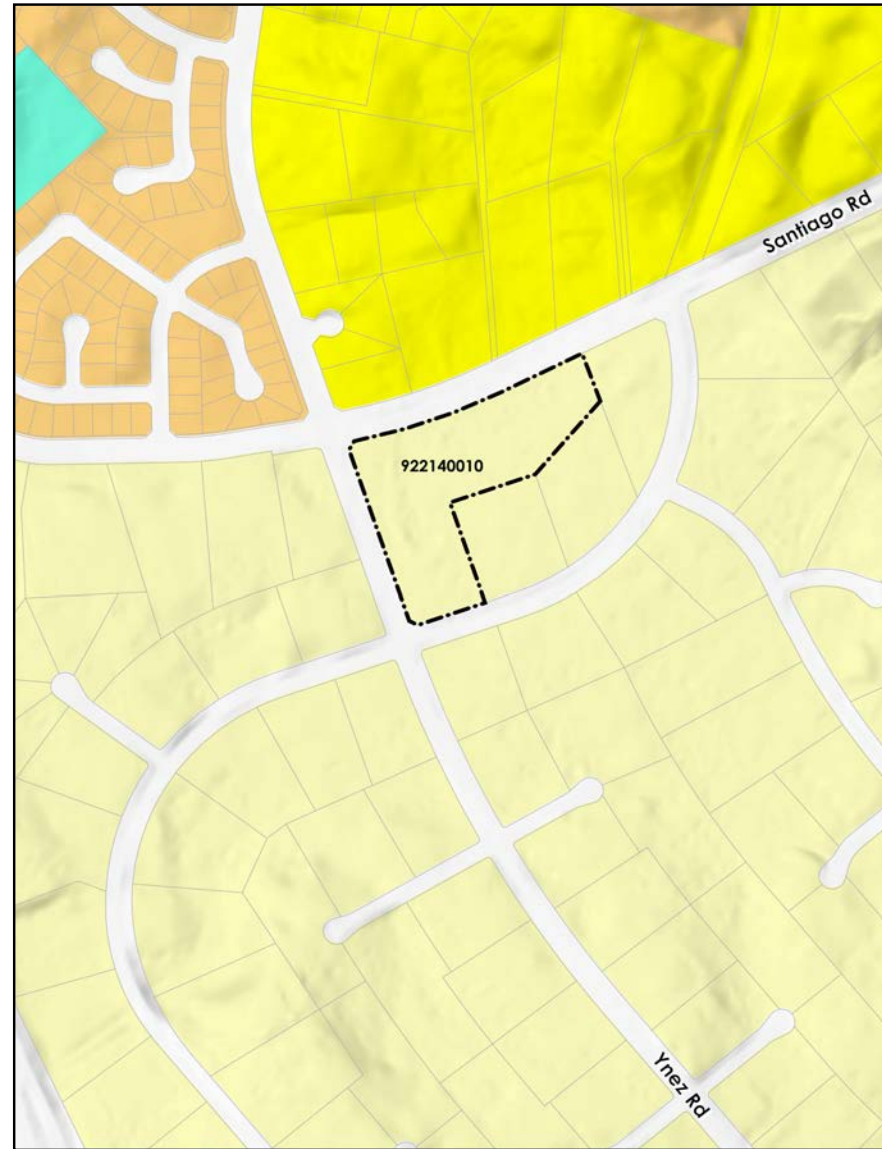
- Temecula City Boundary
- Freeway
- ▲  
0 0.03 0.06 0.11 0.17 0.27 Miles

# SITE G

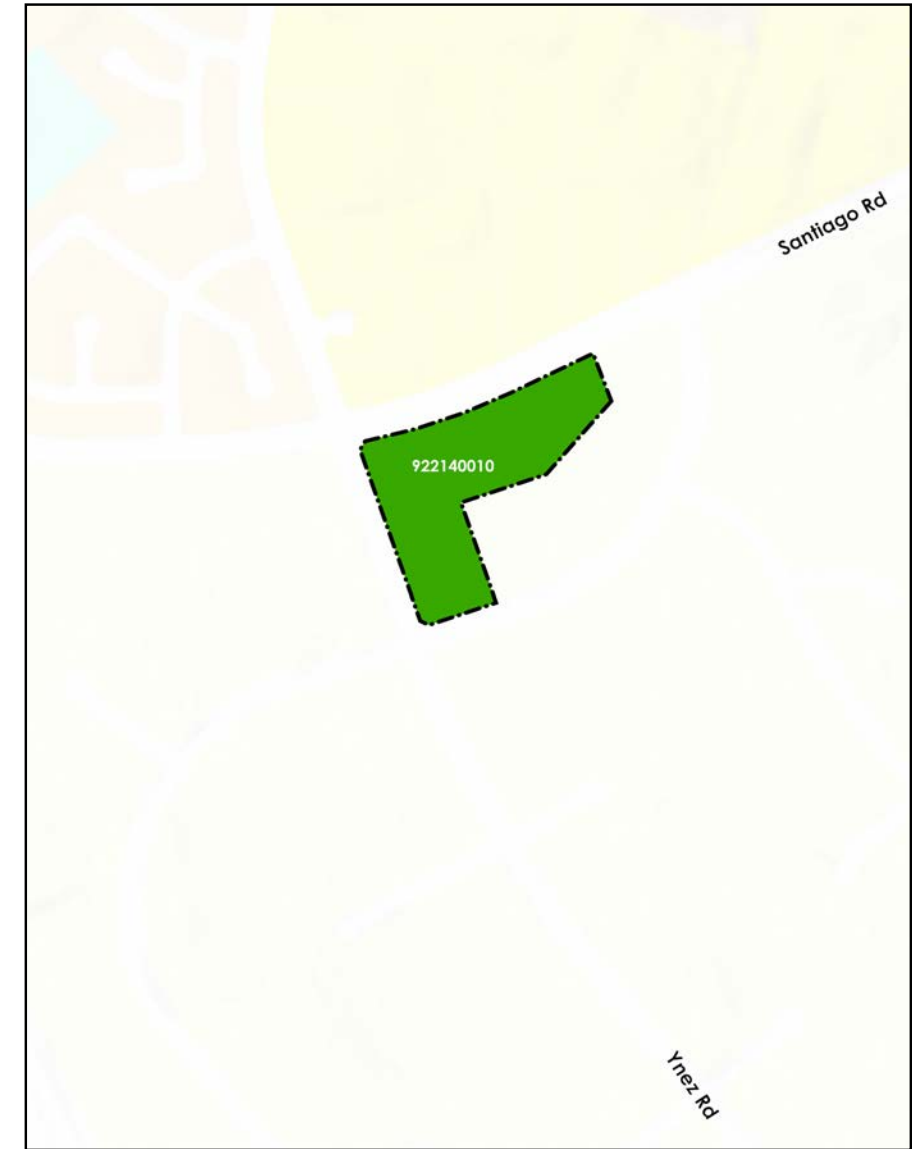
Santiago/Ynez (City-Owned)



AERIAL



CURRENT LAND USE



PROPOSED LAND USE CHANGE

- Service Commercial (FAR 0.25-1.5)
- Community Commercial (FAR 0.25-1.0)
- Highway Tourist Commercial (0.25-1.0)
- Professional Office (FAR 0.30-1.0)
- Neighborhood Commercial (FAR 0.20-0.40)
- Industrial Park (FAR 0.30-1.5)

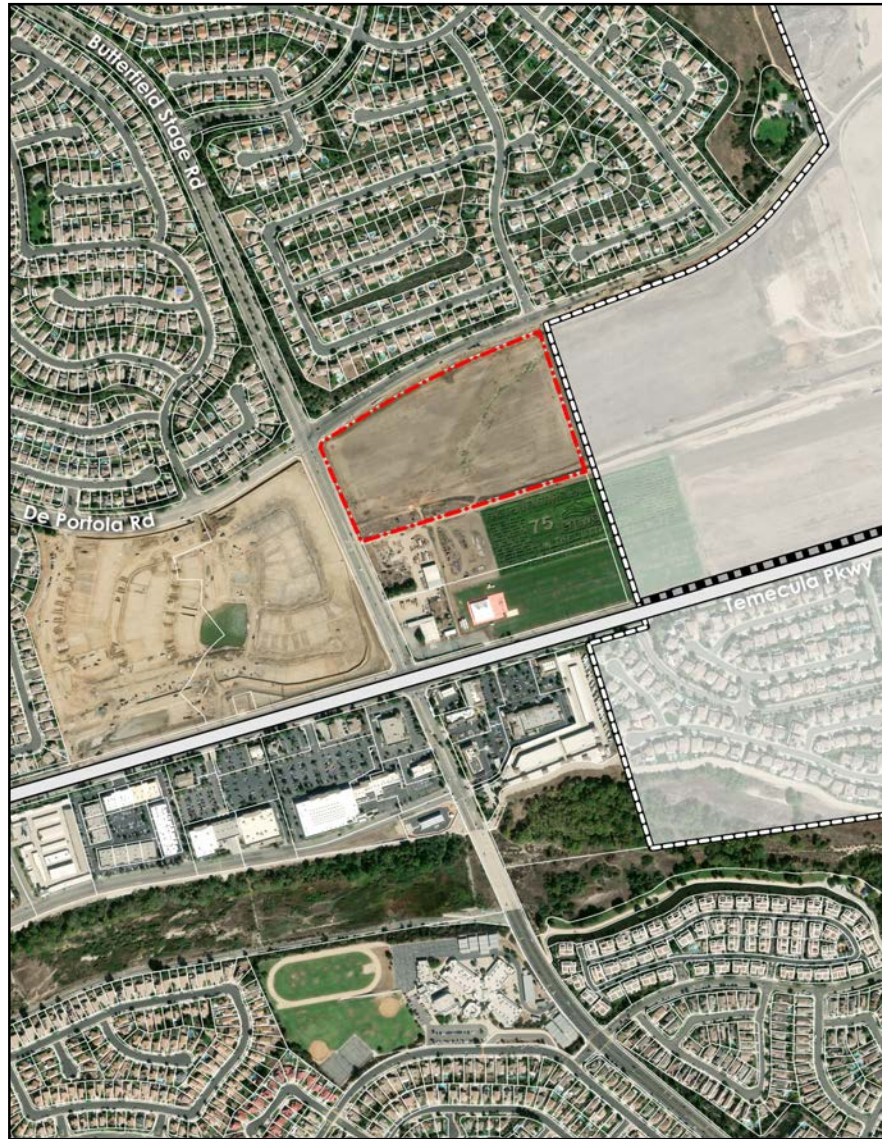
- High Density Residential (13.0-20.0 du/ac)
- Medium Density Residential (7.0-12.9 du/ac)
- Low Medium Density Residential (3.0-6.9 du/ac)
- Low Density Residential (0.5-2.9 du/ac)
- Very Low Density Residential (0.2-0.4 du/ac)
- Rural Residential (0.1-0.4 du/ac)

- Hillside Residential (0.0-0.1 du/ac)
- Public Institutional Facilities
- Specific Plan Implementation
- Open Space
- Vineyards / Agriculture
- Tribal Trust Lands

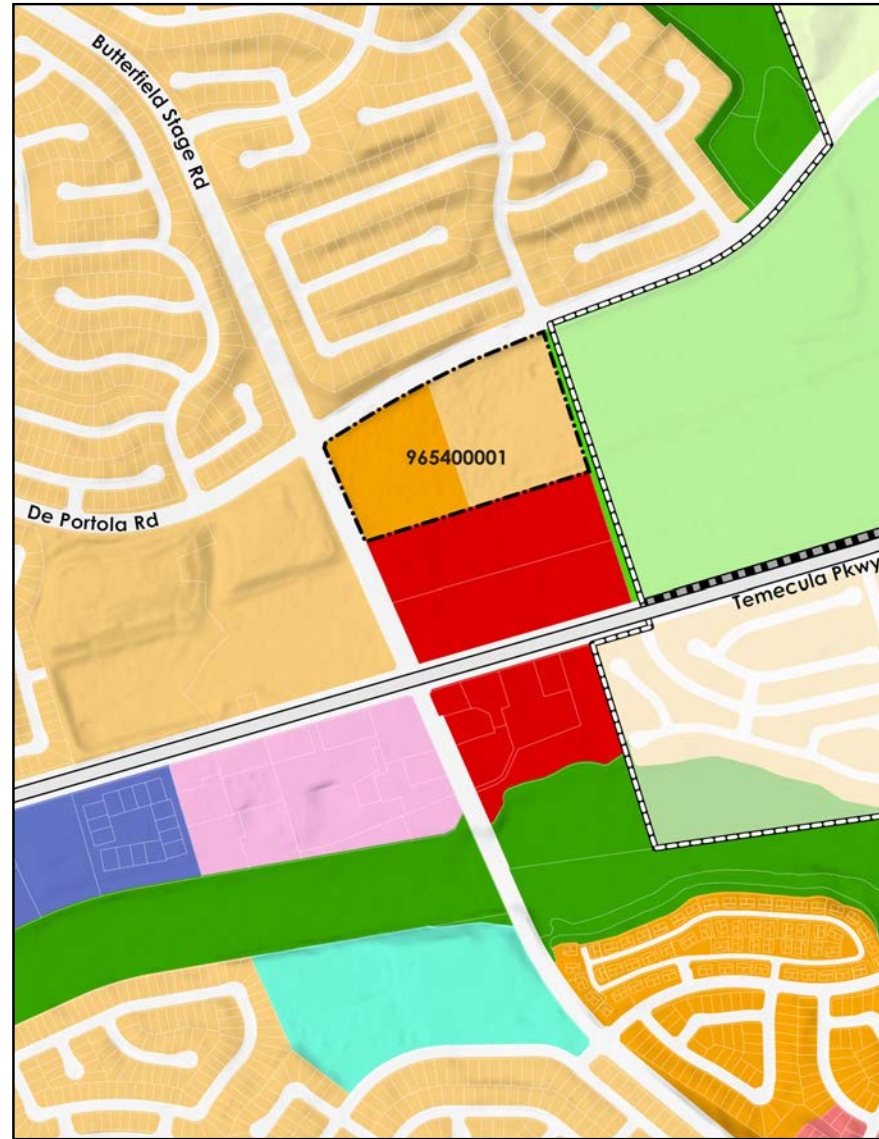
- Temecula City Boundary
- Freeway
- 0 0.03 0.06 0.11 0.17 0.22 miles

# SITE H

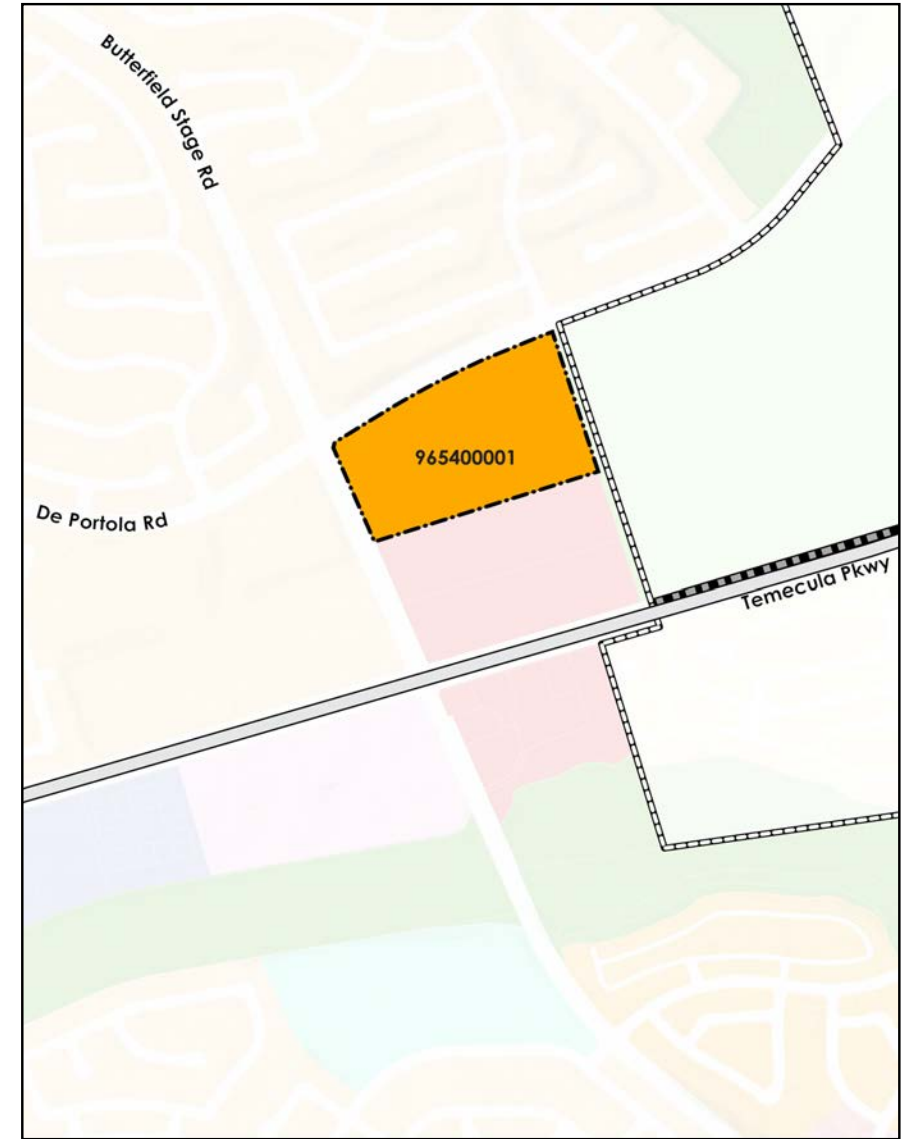
Corona/Split Zone



AERIAL



CURRENT LAND USE



PROPOSED LAND USE CHANGE

- Service Commercial (FAR 0.25-1.5)
- Community Commercial (FAR 0.25-1.0)
- Highway Tourist Commercial (0.25-1.0)
- Professional Office (FAR 0.30-1.0)
- Neighborhood Commercial (FAR 0.20-0.40)
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- Low Density Residential (0.5-2.9 du/ac)
- Very Low Density Residential (0.2-0.4 du/ac)
- Rural Residential (0.1-0.4 du/ac)

- Hillside Residential (0.0-0.1 du/ac)
- Public Institutional Facilities
- Specific Plan Implementation
- Open Space
- Vineyards / Agriculture
- Tribal Trust Lands

- Temecula City Boundary
- Temecula Parkway
- 0.00 0.08 0.17 0.25 Miles

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# NEXT STEPS

## DRAFT LAND USE REPORT REVIEW

Temecula community members, the General Plan Advisory Committee (GPAC), Planning Commission, and the City Council will review the information contained in this Draft Land Use Report and provide their feedback on the ideas presented. This feedback will be assembled and consolidated into a citywide map called the “Proposed Land Use Map” which will be a combination of the desirable land use concepts presented in this Report.

As the map evolves in the coming weeks and months, all materials will be posted on the project’s website. Please refer to the website ([TemeculaCA.gov/GeneralPlan](http://TemeculaCA.gov/GeneralPlan)) for additional information, including documents prepared for the project, community surveys, and information regarding upcoming meetings to discuss the project.

## ENVIRONMENTAL IMPACT REPORT

An Environmental Impact Report (EIR), including all necessary technical studies, will be prepared for the General Plan Update and will analyze potential impacts associated with implementation of the General Plan. This analysis will be based on the buildout potential tied to the Proposed Land Use Map, as described above. The EIR will clearly and comprehensively evaluate potential environmental impacts; identify mitigation measures and project alternatives that can reduce impacts to a less than significant level, and identify those impacts that cannot be reduced to a less than significant level, state as significant and unavoidable.

The EIR will serve as a “tiering document” to facilitate streamlined environmental review of all subsequent development and infrastructure projects undertaken in the City, which are consistent with the General Plan.

## PUBLIC HEARINGS

Preparation of the Draft General Plan and Draft Environmental Impact Report will take several months after the Draft Land Use Report is reviewed by the public and the Proposed Land Use Map is considered by the City Council. Upon completion of these draft documents, the City will begin a public review period of the draft documents so that community members and other stakeholders may comment on the General Plan Update work products.

All material will be posted to the project website and the City will continue to engage the public in-person and online to educate community members about the General Plan and environmental impacts, and solicit input on draft documents. All community feedback on the draft documents will be summarized and delivered to the Planning Commission and City Council for their consideration alongside the draft documents.

The Draft General Plan and Draft EIR will be presented to the Planning Commission and City Council during the public review period to provide the community further opportunities to comment on the documents during the public comment portions of these meetings. Following completion of the Final EIR and revised Draft General Plan, these documents will be brought to the Planning Commission for a recommendation and to City Council for consideration of adoption.

The City Council can, at any time, request modifications to the draft documents, including the Draft Land Use Report and Proposed Land Use Map, however any significant deviations from the Proposed Land Use Map, once reviewed by the City Council, may necessitate additional technical analysis to ensure all potential impacts are adequately analyzed.

No draft documents should be construed as policy decisions or policy direction until such time as the required public hearings are complete and the City Council has made a decision on the draft documents.

# APPENDIX A: GPAC LAND USE MEETING SUMMARY

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## IDENTIFY BOUNDARIES OF INTEREST AND DESIRED LAND USES/ IMPROVEMENTS

### ACTIVITY 1 INSTRUCTIONS

1. Review each Area of Interest.
2. What is the focus of where land use changes should occur if any?
3. Draw a boundary around the focus (foci) of this Area of Interest.

- Where would you like to see improvements in Temecula?
- Should any part of these Areas of Interest change land uses or receive physical improvements?
- What areas can support the future of Temecula?
- What areas can help achieve community goals, City goals and State goals?

### ACTIVITY 2 INSTRUCTIONS

4. Review each Area of Interest.
5. In what way can this area be improved.
6. Place stickers for each desired land use or physical improvement on the map.

- What uses or improvements should go where?
- How do uses relate to one another?
- What is the appropriate scale or density of uses?
- Where should physical improvements be made? Streetscapes? Gateways? Trails?

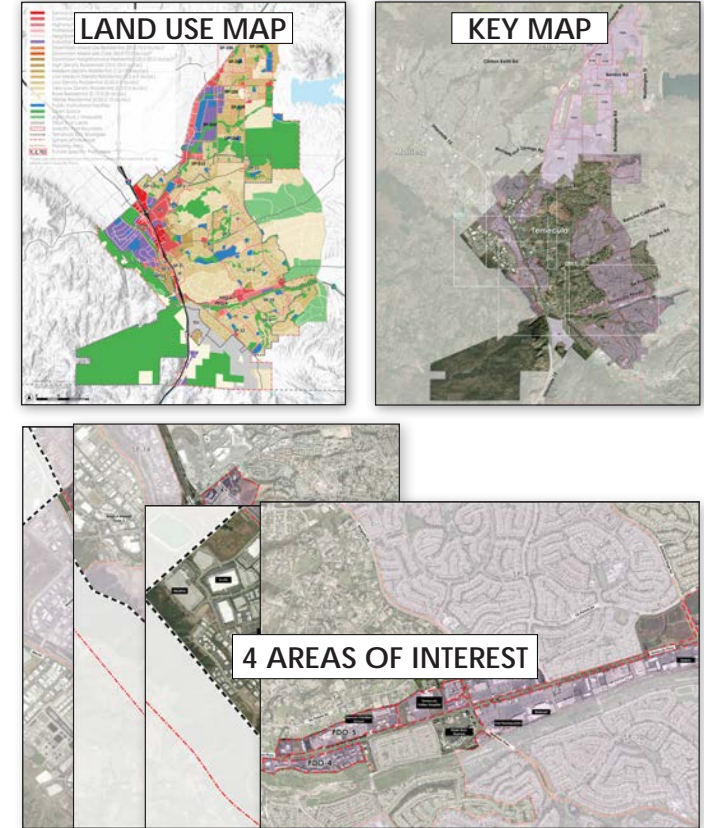
### LAND USE AND IMPROVEMENT STICKER KITS



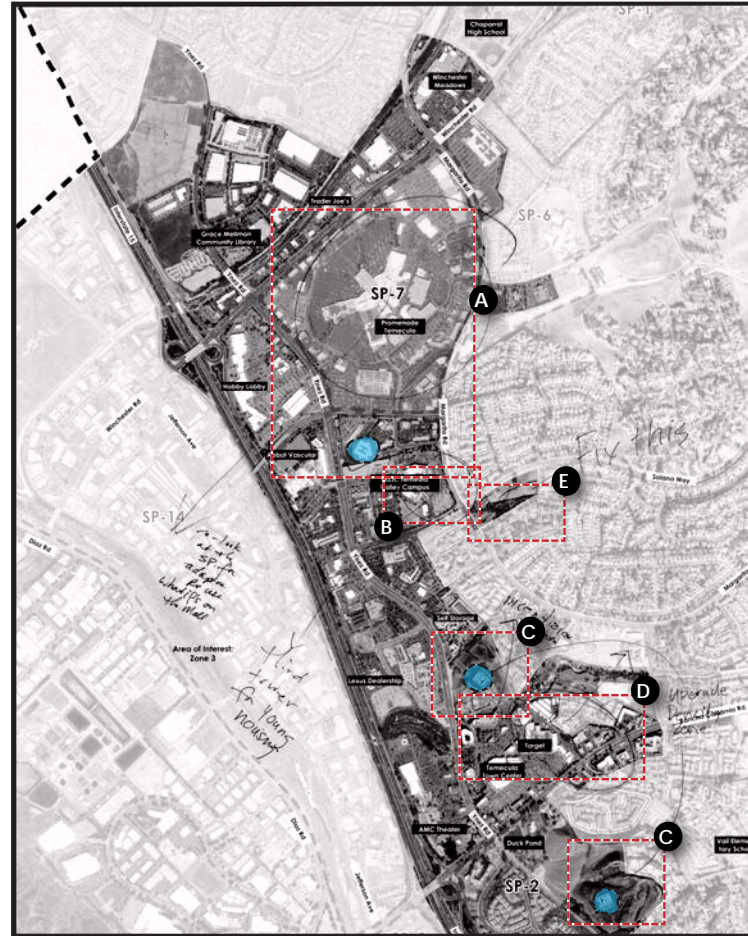
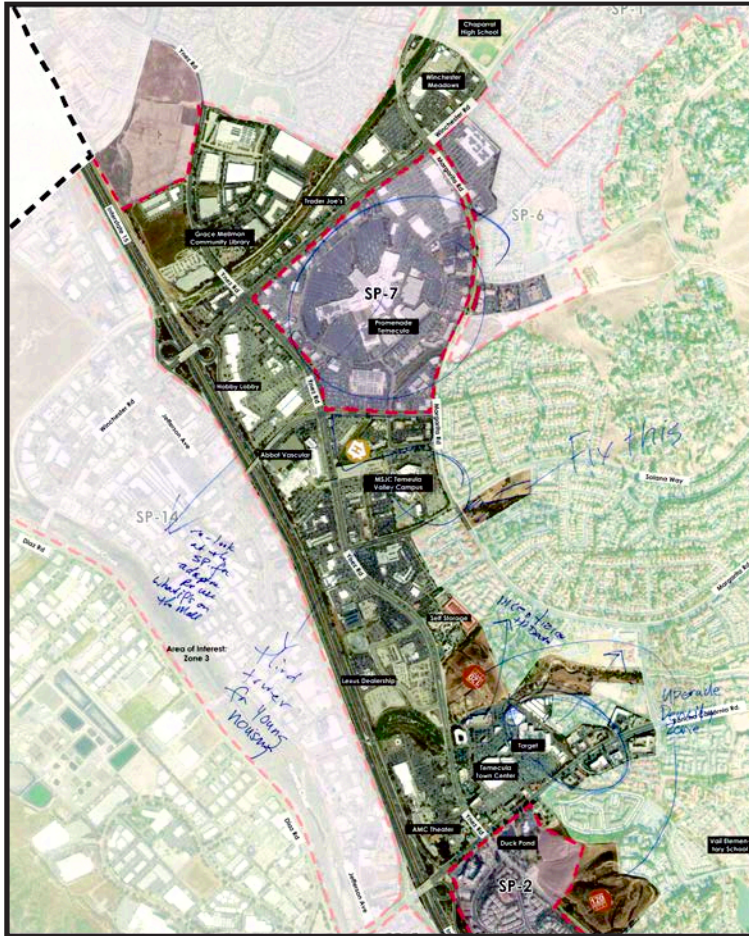
## WORKSHOP ACTIVITY INSTRUCTIONS



## MAP BOARDS







**BIG IDEAS**

- Re-evaluate mall specific plan for long-term adaptive reuse.
- Viability of traditional retail mall through 2050 is questioned.
- Explore diversified uses beyond retail, including entertainment and dining.
- A** Recognize mall area as major future redevelopment opportunity.
- B** Housing for MSJC campus.

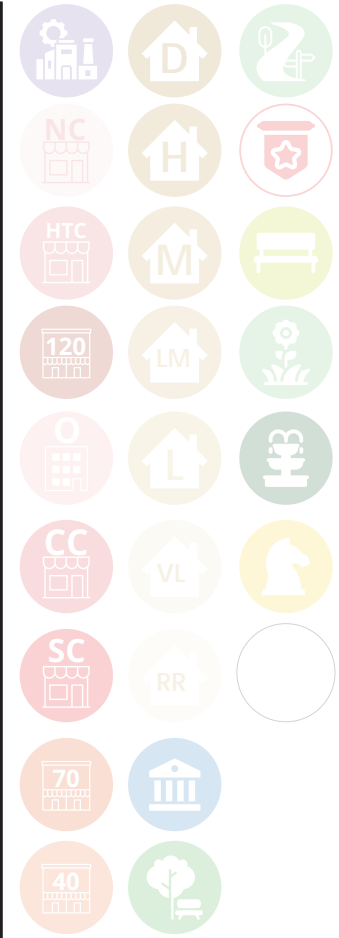
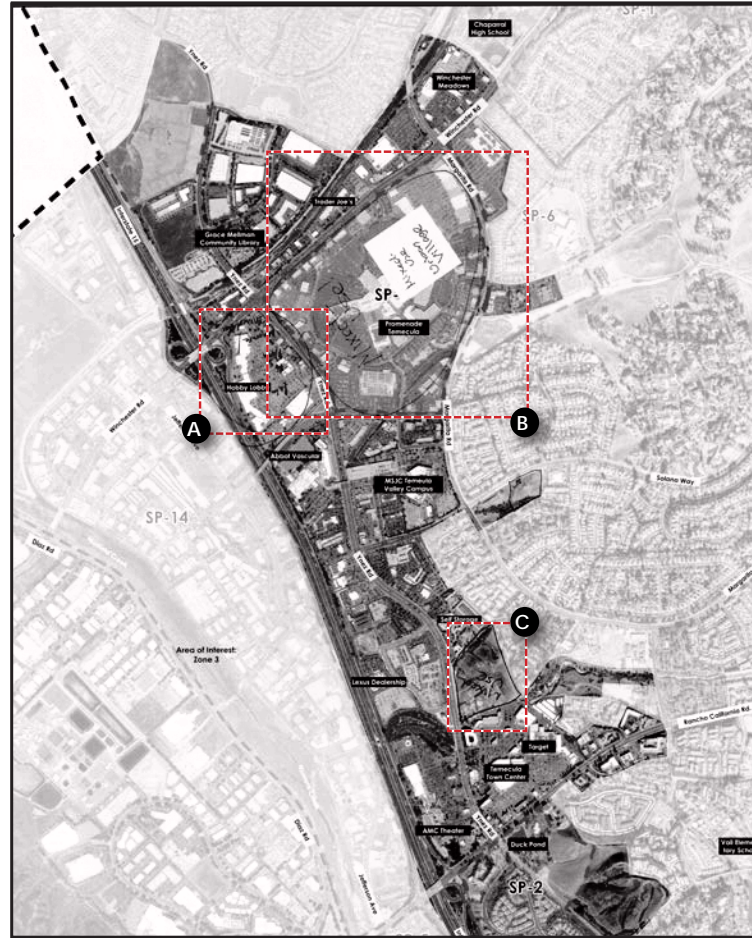
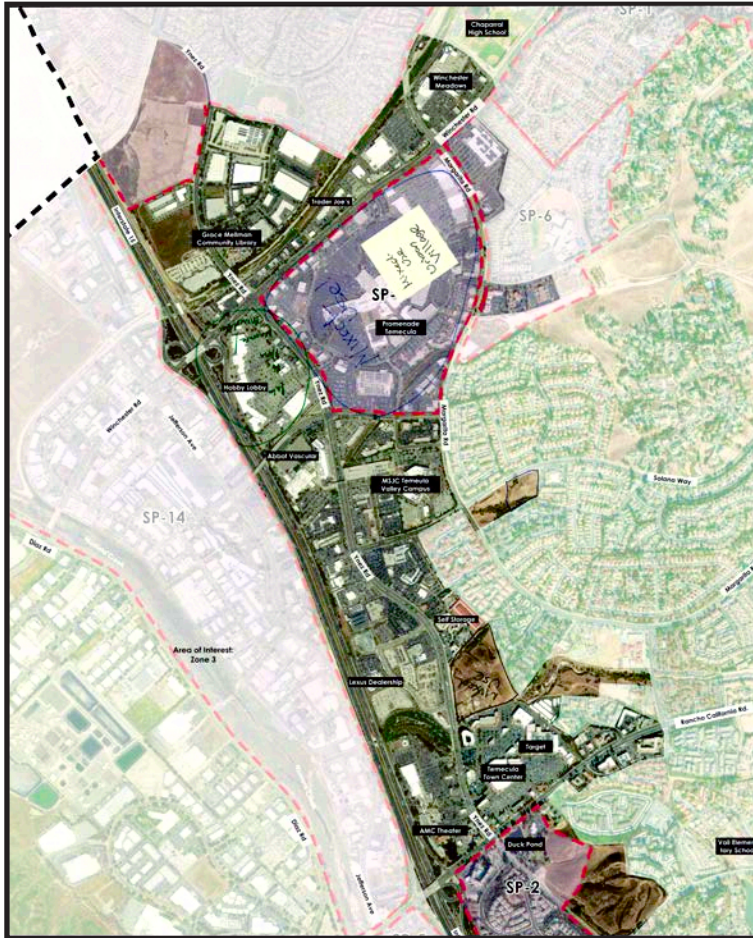
**STICKER COUNT**

- C** Interest in incentivizing/upgrading to more density and mixed-use (120 du/ac) (vacant lot north of Temecula Town Center and in city-owned land near Duck Pond)
- D** Consider new opportunities for retail or adaptive.
- E** Request to re-draw lot line



**TABLE #2 COMMENTS & IDEAS: ZONES 1 & 2**





**BIG IDEAS**

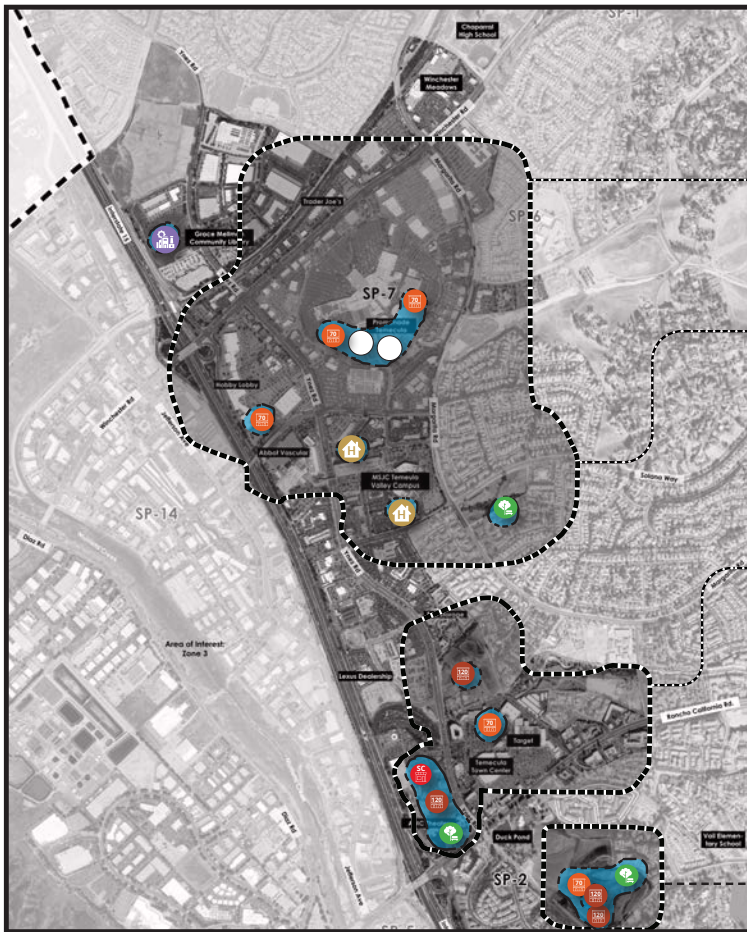
- Consider long-term repositioning as current mall becomes outdated.
  - Identified Palm Plaza as aging, less user-friendly retail model.
  - Explore potential residential or mixed-use transition.
- A** Palm Plaza Area  
**B** Potential area for mixed-use urban village.  
**C** Vacant lot (north of Target) for potential mixed-use.

**STICKER COUNT**



**TABLE #3 COMMENTS & IDEAS: ZONES 1 & 2**





**KEY TAKEAWAYS**

Transition aging, auto-oriented retail centers into long-term, mixed-use districts anchored by housing, hospitality, entertainment, and campus-related uses.

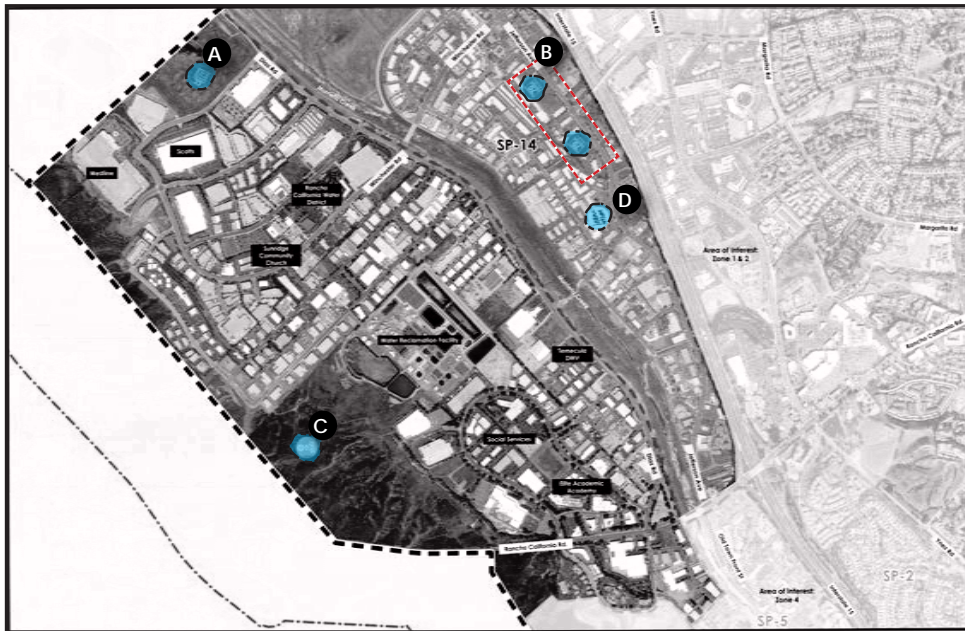
- Recognize the **mall area as a major future redevelopment opportunity**, considering long-term repositioning if the current mall format becomes outdated and Palm Plaza continues to age as a less user-friendly retail environment.
- Repurpose the mall into a **vibrant mixed-use campus district (70 du/ac)** anchored by the expanded **MSJC campus**, including **student housing, multifamily housing, hotel, and arena uses** to support university growth.
- Transform underutilized parking lots and auto-oriented retail into **walkable mixed-use centers with integrated open space**, including: **70 du/ac near Target, 120 du/ac near AMC Theatre**. Incentivize higher-density mixed-use development (up to 120 du/ac) on the vacant lot north of Temecula Town Center and other city-owned parcels.
- Convert the **city-owned vacant lot near Duck Pond** into mixed-use development with open space at **40-120 du/ac**,

**STICKER COUNT**



**SUMMARY COMMENTS & IDEAS: ZONES 1 & 2**





**STICKER COUNT**



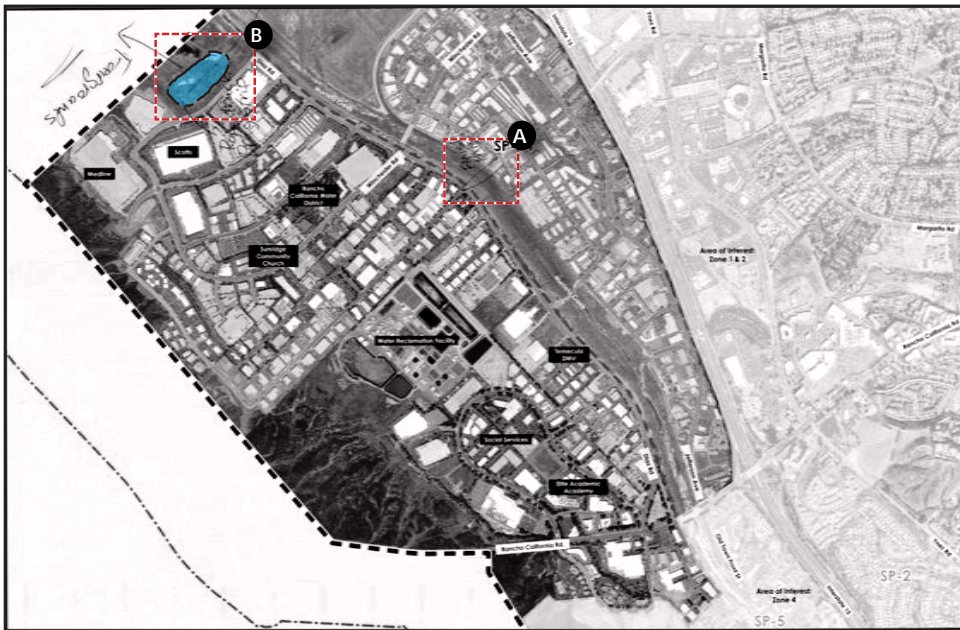
**BIG IDEAS**

- City lacks designated innovation or medical research zone.
  - Consider creating an innovation district supporting wet and dry labs.
  - Encourage medical research, biotech, and life-saving technologies.
  - Potential site: Industrial area between Jefferson, the freeway, and the creek.
- A** Interest in Community Commercial land uses on city property.
- B** Interest in mixed-use (70 du/ac) west of Jefferson Ave in SP-14
- C** Interest in open space along west boundary of the city, southwest of the Water Reclamation Facility.
- D** Innovation (blank stickers)



**TABLE #1 COMMENTS & IDEAS: ZONE 3**





**STICKER COUNT**



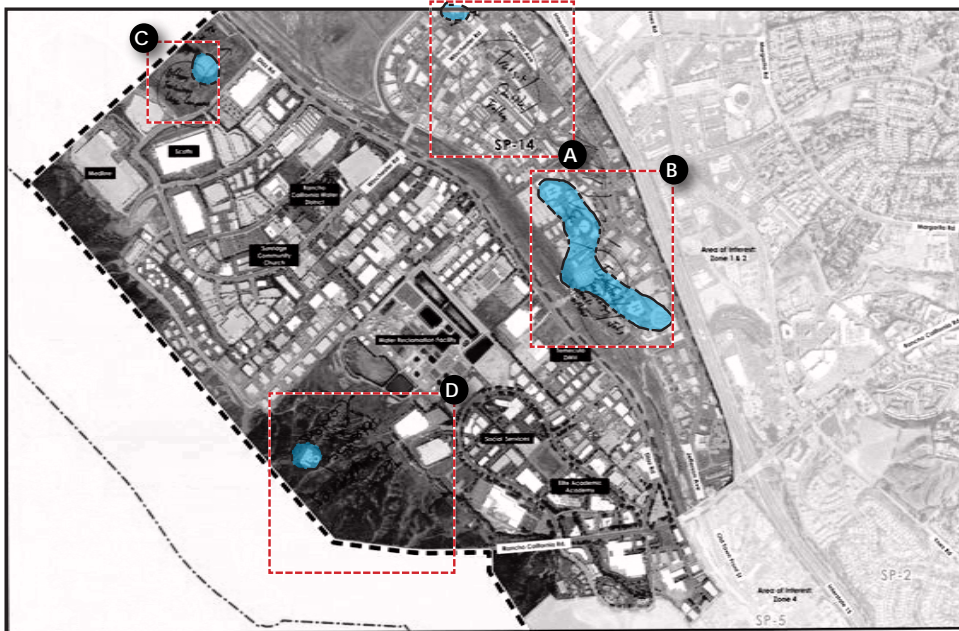
**BIG IDEAS**

- Fairground: Reclaim Diaz property as city-led fairgrounds and event destination. Revive historic community events while adapting uses to today's Temecula.
- A** Suggest Connection (Overland Dr and Diaz Rd)
- B** Interest in open space and industrial use on Fairground site.



**TABLE #2 COMMENTS & IDEAS: ZONE 3**





**STICKER COUNT**



**BIG IDEAS**

- Potential opportunity to attract tech offices near Diaz Rd. and Murrieta Creek.
- Strengthen local education and workforce training to retain tech talent.
- Support mixed-use, higher-density housing in Uptown with neighborhood retail.
- A** Consider transit terminus and high density residential in northern part of SP-14.
- B** Interest in mixed-use area (high residential, office, neighborhood commercial integrated with open space) in Uptown area especially along Jefferson Ave.
- C** Interest in office in Fairground site to attract technology jobs, small offices.
- D** Interest in exploring limited expansion near Rancho California Road without major grading for technology sector offices.



**TABLE #3 COMMENTS & IDEAS: ZONE 3**





### KEY TAKEAWAYS

Position the Jefferson Ave – Uptown corridor as a connected terminus and innovation zone - anchoring biotech & tech jobs, workforce development, mixed-use housing, and a re-imagined fairgrounds to drive economic growth and community identity.

- Interest in applying **mixed-use (70 du/ac)** east of Jefferson Ave **within SP-14**, with suggestion to **connect Overland Dr & Diaz Rd** and consider a **transit terminus with high-density residential** in the northern SP-14 area. In Uptown—particularly along Jefferson Ave— suggestion for an **integrated mixed-use development combining high-density housing, office, neighborhood commercial, and open space**.

- Interest in leveraging **city-owned property**, particularly the **Fairground site**, as a destination that revives community identity while **integrating community commercial, open space, limited industrial uses, and small-scale office space** to attract technology jobs.

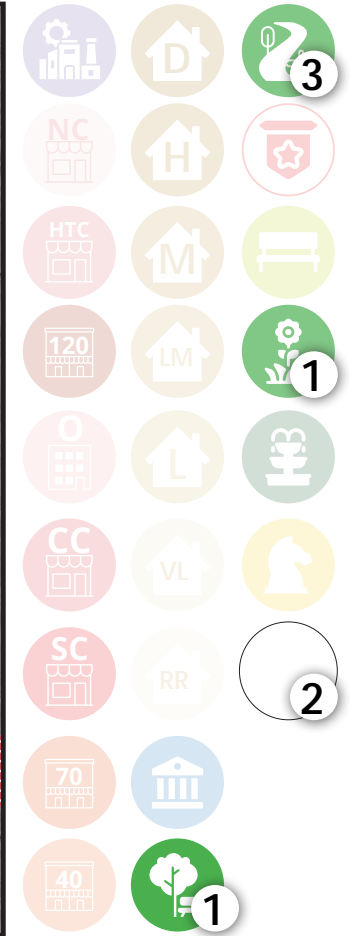
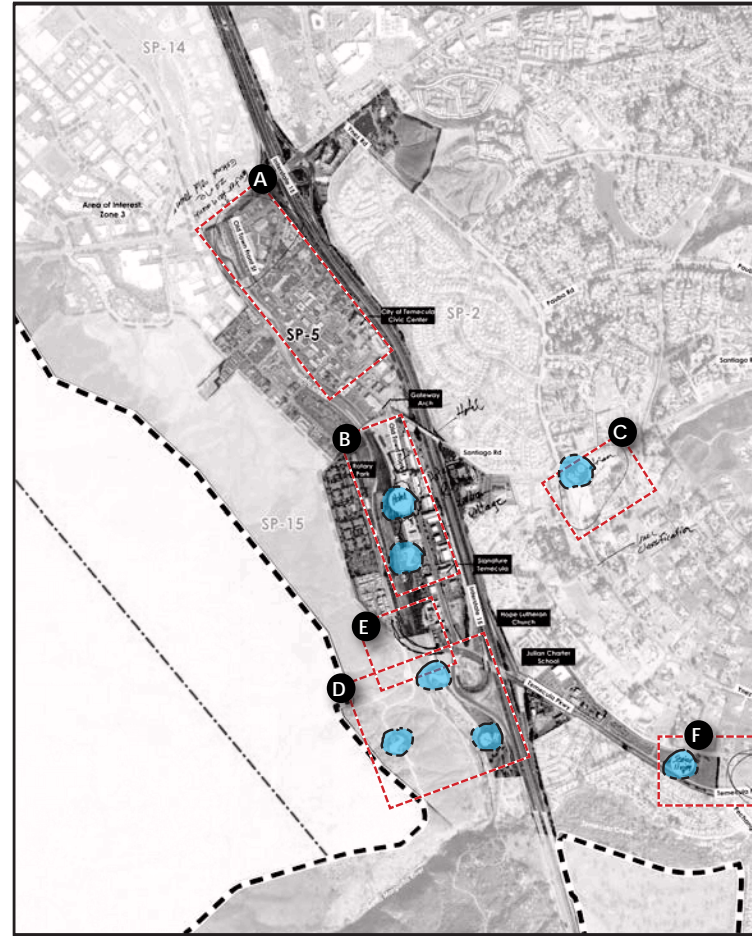
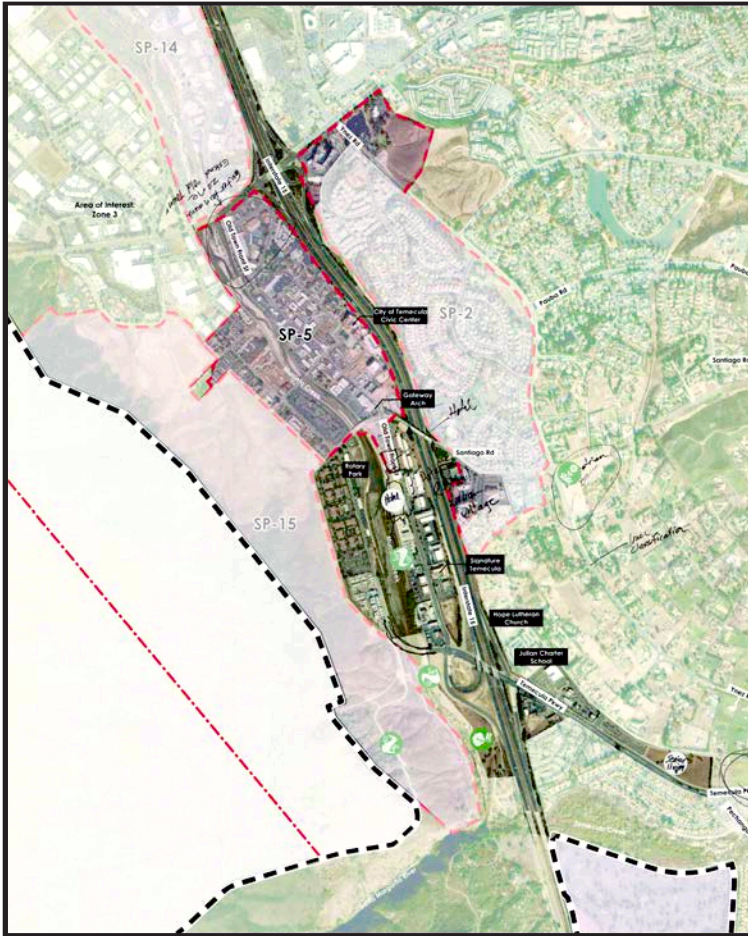
- Interest in leveraging **city-owned property**, particularly the **Fairground site**, as a destination that revives community identity while **integrating community commercial, open space, limited industrial uses, and small-scale office space** to attract technology jobs.

### STICKER COUNT



## SUMMARY COMMENTS & IDEAS: ZONE 3





**BIG IDEAS**

- Underbuilt area near Murrieta Creek offers redevelopment opportunity.
- Convert underperforming retail to mixed-use, multi-density clusters around future hotel site.
- Cluster uses to increase walkability and reduce traffic trips.
- Appropriate density and intensity can support urban village concept.
- A** Extend "Old Town" area, apply Entertainment Overlay zone

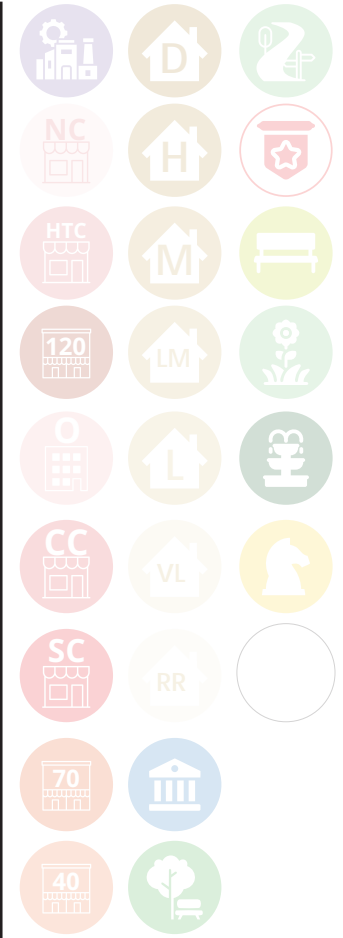
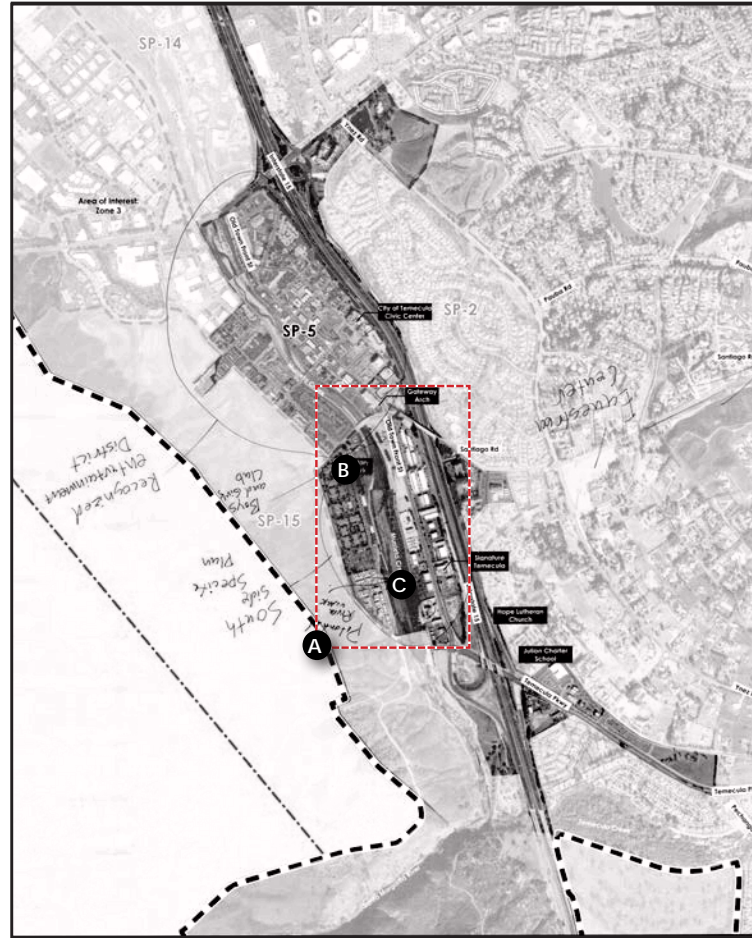
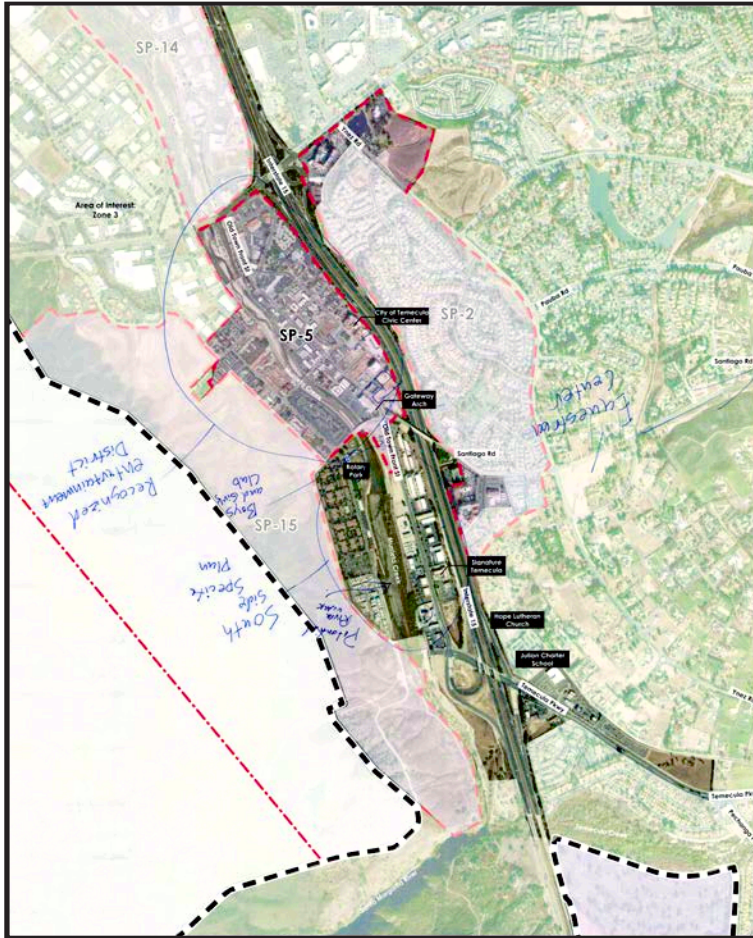
**STICKER COUNT**

- B** Potential Hotel and Urban Village site. Interest in trail along the creek to hillside (East of city boundary)
- C** Interest in open space (Botanical/Community garden).
- D** Interest in open space and trail along the creek (East of city boundary)
- E** Suggested connection: Fully extend Temecula Pkwy, crossing the Creek.
- F** Interest in senior living in vacant lot near Park and Ride area.



**TABLE #1 COMMENTS & IDEAS: ZONE 4**





**STICKER COUNT**

**BIG IDEAS**

- Request to revive the South Side Specific Plan.
- Re-evaluate south Old Town area for more creative uses.
- Explore entertainment overlay within existing Old Town district
- Consider softening regulations to encourage entertainment businesses.
- A** Interest in revising South Side Specific Plan.
- B** Suggested site for Boys and Girls Club.

- C** Interest in Riverside park



**TABLE #2 COMMENTS & IDEAS: ZONE 4**







## KEY TAKEAWAYS

Underbuilt areas near Murrieta Creek present opportunities for mixed-use clusters supporting an urban village and future hotel, alongside reviving the South Side Specific Plan, enabling flexible entertainment uses in Old Town, improving Uptown–Old Town connections, and preserving wine country and open space.

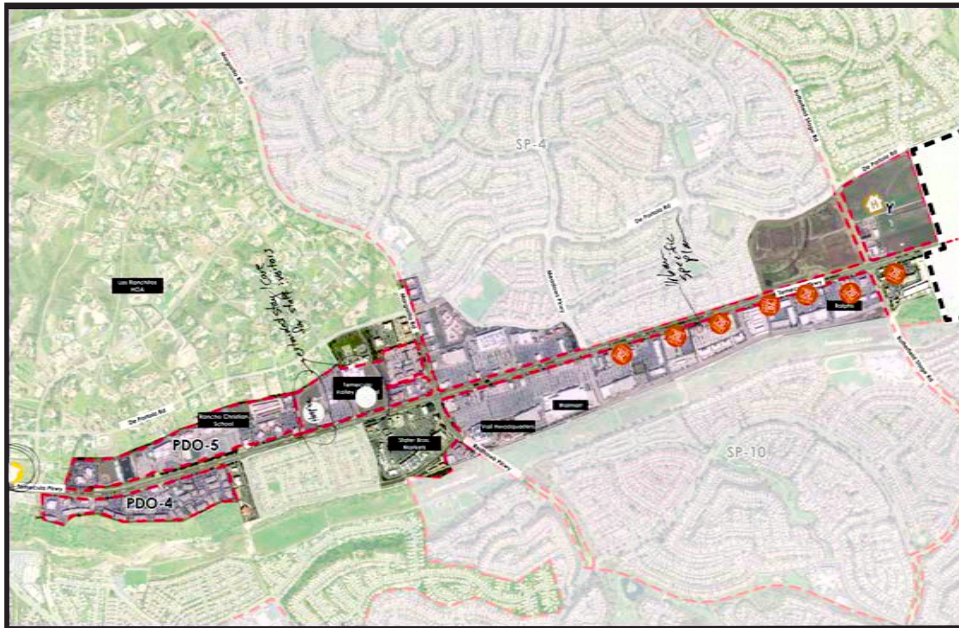
- Interest in extending “Old Town” area, apply Entertainment Overlay zone
- Interest in open space (Botanical/Community garden).
- Interest in **revising the South Side Specific Plan**, including a potential Boys & Girls Club near Rotary Park, expanded Riverside park space, and enhanced open space and creekside trails extending east toward the hillside. Suggestions to fully extend Temecula Parkway across the creek to improve connectivity, while interest in neighborhood-serving retail, small-scale grocery, live-work/mixed-use, a retail promenade along Old Town Front Street, alongside a potential hotel, and urban village site to anchor the area.
- Interest in developing the vacant lot north of Temecula Parkway near the City Park & Ride with neighborhood commercial and open space, while also exploring a nearby site for senior living to leverage transit access and community amenities.

## STICKER COUNT

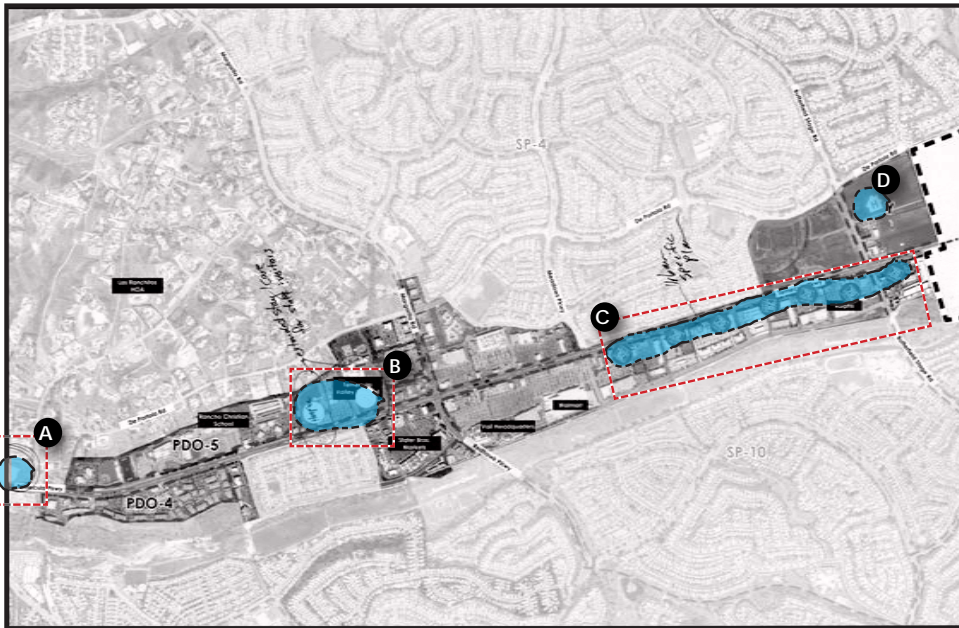


## SUMMARY COMMENTS & IDEAS: ZONE 4





**STICKER COUNT**



**BIG IDEAS**

- Explore healthcare-related uses near hospital, including extended or hospice care.
  - Assess vacant lots along Temecula Parkway for medical support services.
  - Desire to create an equestrian center with arena, events space, and trail access.
- A** Suggested site for Equestrian Center  
**B** Suggested site for healthcare-related use  
**C** Interest in mixed-use (70 du/ac). Explore specific plan or overlay zone for hotel use along Temecula Pkwy.  
**D** Interest in high density residential in future Specific Plan area Y.



**TABLE #1 COMMENTS & IDEAS: ZONE 5**





**STICKER COUNT**



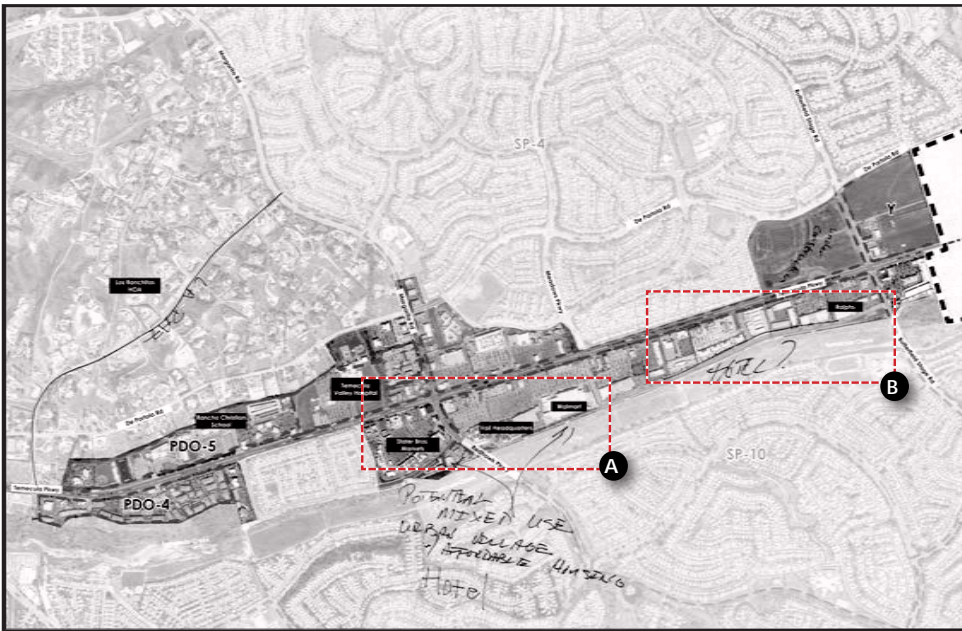
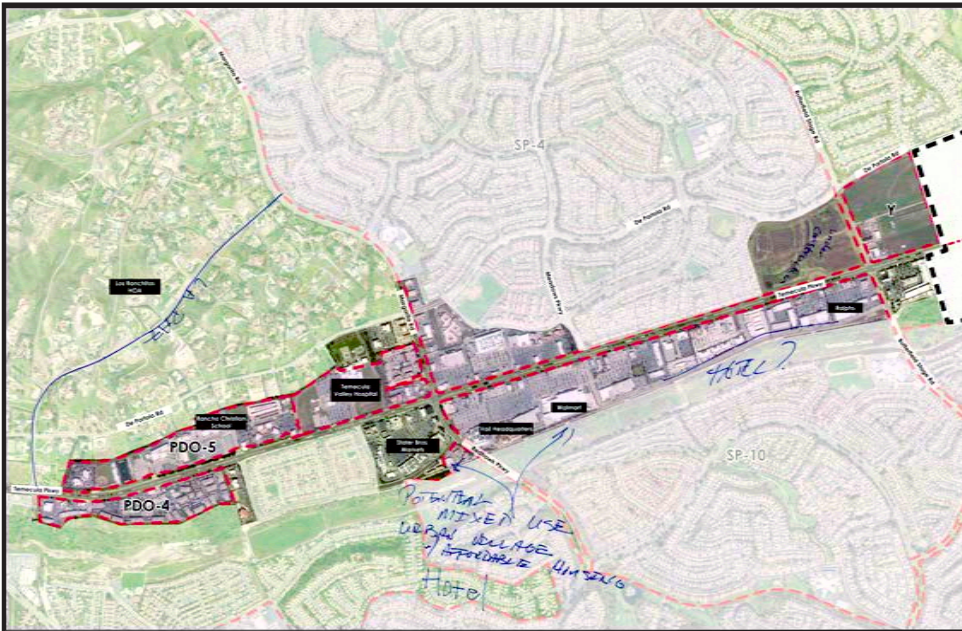
**BIG IDEAS**

- A The participants showed favor for the place like Vail Headquarters.



**TABLE #2 COMMENTS & IDEAS: ZONE 5**





**STICKER COUNT**



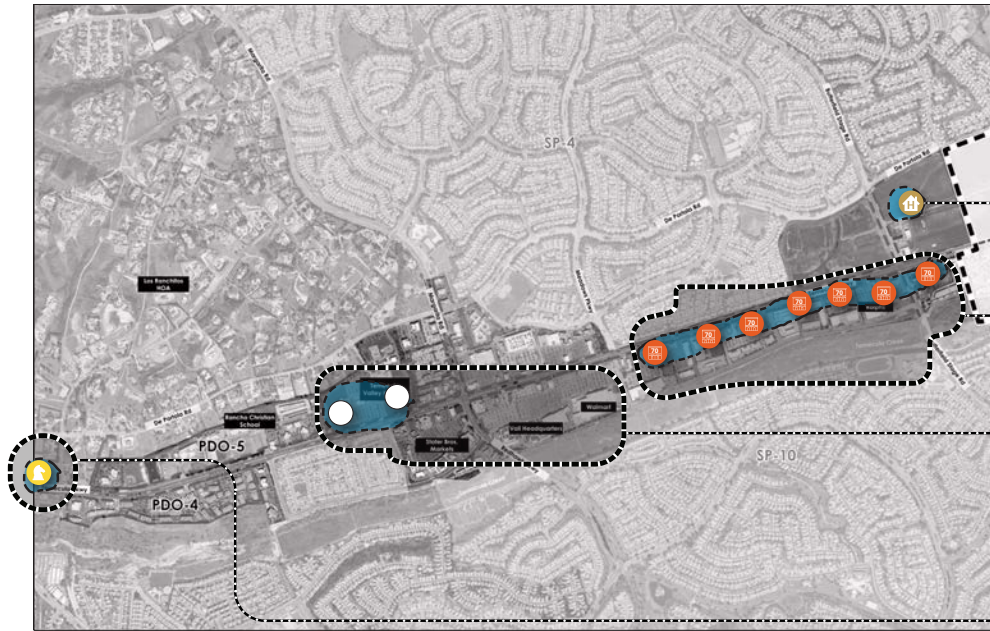
**BIG IDEAS**

- Zone 5 has limited hotel presence along Temecula Parkway.
  - Consider lodging near recreational corridors along Highway 79.
  - Leverage trail and open space access as hospitality asset.
  - Distribute hotels strategically to avoid overconcentration elsewhere.
- A** Potential area for mixed-use, urban village/affordable housing along the creek
- B** Potential area for Hotel.



**TABLE #3 COMMENTS & IDEAS: ZONE 5**





## KEY TAKEAWAYS

Zone 5 offers opportunities for strategically located hotels along Temecula Parkway that capitalize on trail and open space access, alongside healthcare-support uses near the hospital and a planned equestrian center with arena, event space, and trail connections to reinforce its recreational and service identity.

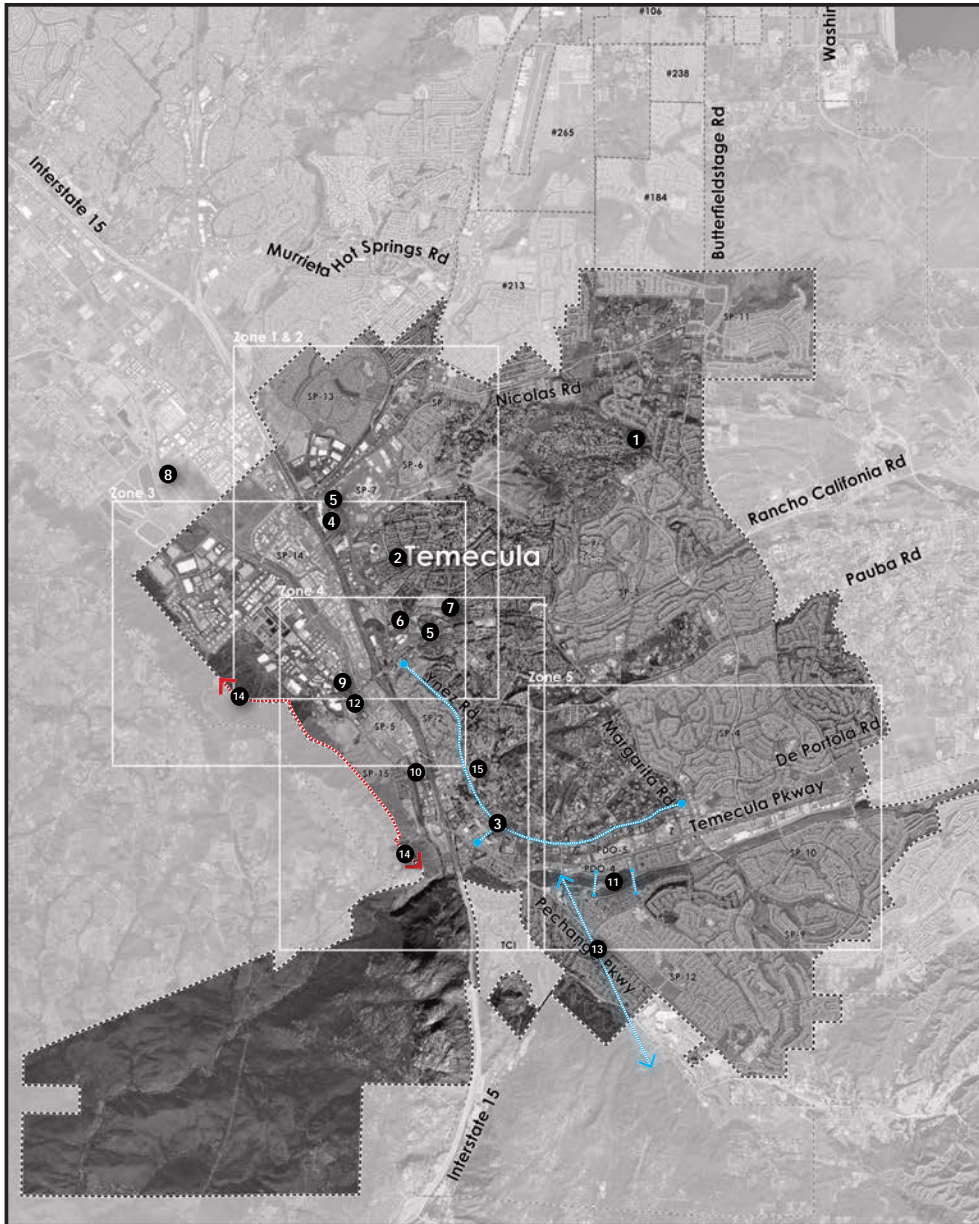
- Interest in **high density residential** in future specific plan area Y.
- Interest in **mixed-use (70 du/ac)**. Explore **specific plan or overlay zone for hotel use** along Temecula Pkwy.
- Suggest a site for **healthcare-related uses** and explore the area **along the creek—across Temecula Parkway—for a potential hotel, mixed-use development, urban village, and affordable housing opportunity.**
- Suggested site for **Equestrian Center**

## STICKER COUNT



## SUMMARY COMMENTS & IDEAS: ZONE 5





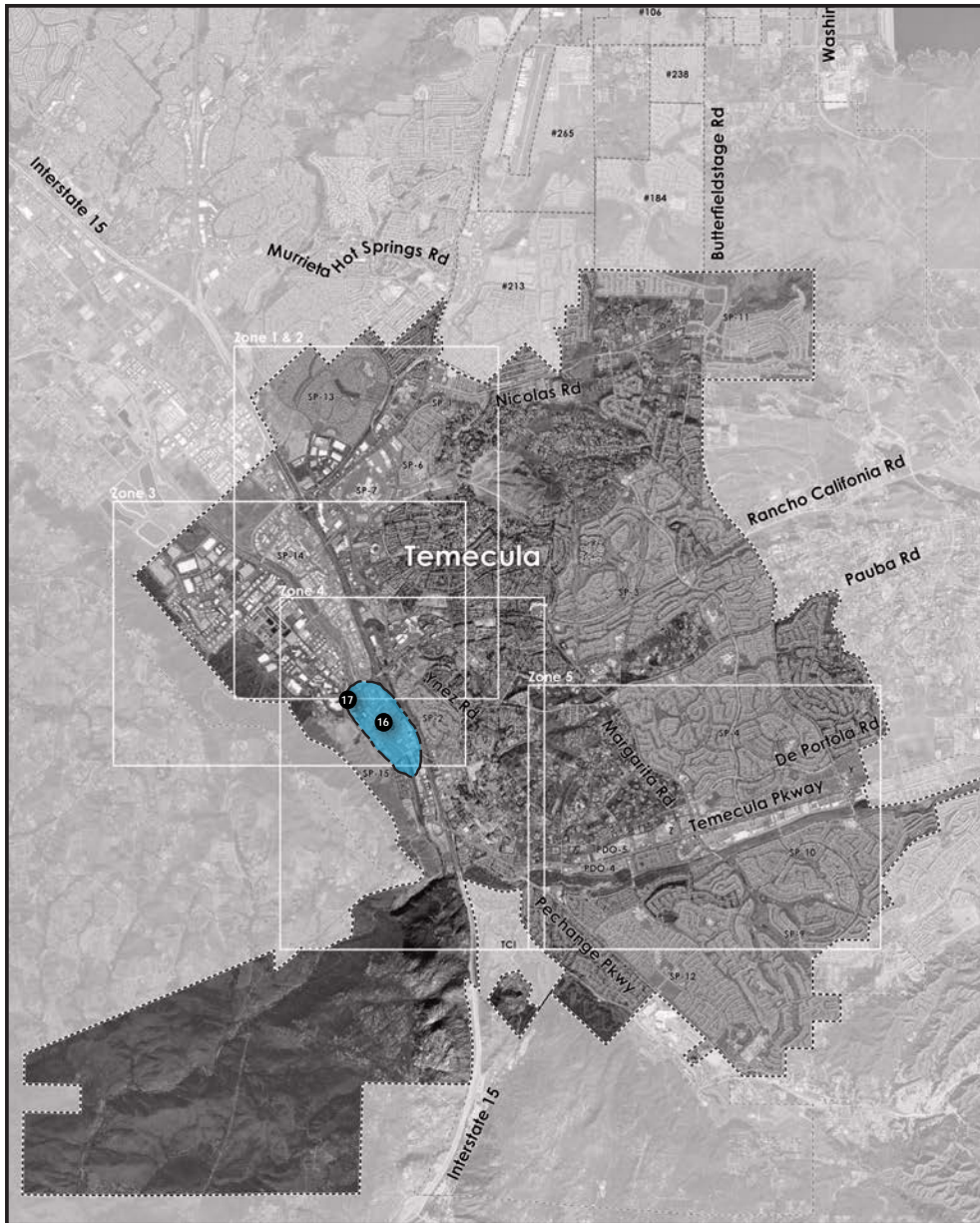
## KEY TAKEAWAYS

- ❶ Align the parcel's Very Low Density Residential land use with its Open Space Conservation zoning, reflecting stakeholder intent to keep it as open space. *(Barbara Buescher)*
- ❷ Request to **re-draw lot line**. *(Malinda Smith)*
- ❸ Resident **requests canceling the 2-to-4 lane widening on Ynez and De Portola Roads**, citing driveway safety concerns and neighborhood character. *(Louis Todd, Los Ranchitos HOA)*
- ❹ Suggestion: **Reduce parking minimum and re-purpose Palm Plaza South parking space**
- ❺ Community Note: Dangerous 4-way intersection during rush hour
- ❻ Town Center vacant strip mall Plans ? Residential ? Parks ?
- ❼ Welcoming entrance from Rancho Cal Advertise & Eagle Soar.
- ❽ Update Murrieta St Connection *(Cherry Street extension & Murrieta Creek crossing)*.
- ❾ Walkway or bikeway on other side of Diaz Rd. prevents unexpected crossing to move up or down.
- ❿ Suggestion: An open space (park) with nature trail.
- ⓫ Future wildlife corridor.
- ⓬ Part of SP-5 Redevelopment for Mixed Use tied to Old Town old buildings, and bike trails / walking trails in need of redevelopment.
- ⓭ Suggestion: A mountain lion corridor.
- ⓮ Suggestion: Forbid more development westward from the city boundary.
- ⓯ Consider the lot on the corner of Ynez and Santiago for an equestrian area use, and staging area for trail riding or equestrian center integrated with community garden.



## SUMMARY: GENERAL PUBLIC COMMENTS & IDEAS





## KEY TAKEAWAYS

- 16 Suggestion: Amend the policy to require free public parking in and around Old Town, as paid parking discourages visitors and has a chilling effect on local businesses. *(Chris Sizemore)*
- 17 Consider designating the north end of Old Town (west side of the river) as mixed-use, allowing redevelopment that adds housing and walkable access to Old Town and existing trails to create a more complete, walkable community. *(Chris Sizemore)*
  - Apply horse scale to city's physical improvements such as roads, trails and pedestrian widening, set back for horse safety distance, commercial and retail setback.
  - Provide small neighborhood-serving markets within walking distance, instead of concentrating retail only along Highway 79.



## SUMMARY: GENERAL PUBLIC COMMENTS & IDEAS

