



# VISION PLAN

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# 2050 VISION PLAN

Input collected from the public formed the basis for the 2050 Vision Plan that anchors the General Plan. The 2050 Vision Plan includes a Vision Statement supported by five Guiding Principles.



## Vision Statement

From its earliest days as an agricultural hub to its evolution into a historic Western town, and now as the thriving established city it is today, Temecula has maintained a steadfast identity throughout its existence. Looking forward to the coming decades the City will continue to build greatness while maintaining excellence in support of providing the highest quality of life for the entire community.

Temecula is defined as much by its physical setting as by its people. It is a place where community is not just who you are, but something you do. A place where scenic rolling hills meet vibrant, safe, and family-friendly neighborhoods, where vineyards follow the contours of the land, and where daily life is punctuated by pleasant surprises: hot air balloons drifting across the morning sky, a hat tip from a neighbor riding on horseback, or a familiar face greeting you with a smile. Temecula offers a way of life grounded in connection, belonging, and history.

While the charm of Old Town and Wine Country draws visitors from across the globe, Temecula is more than a weekend getaway; it is a community where people choose to build their lives. Strategically located with access to world-class recreation and open spaces, quality schools, diverse housing options, integrated transportation networks, and a robust

job market, Temecula ensures a high quality of life that serves those who live, work, and visit here alike. A commitment to thoughtful growth allows generations of families to flourish in the place they call home, even as the City continues to welcome new residents into its fold.

Looking forward, as Temecula enters a new chapter of its maturity, it embraces shifting from a “growth city”—where its future was defined primarily by new development, to a “stewardship city”—where its future is defined by how its residents, leaders, and partners collectively and responsibly maintain shared resources to sustain our everyday excellence. In the years ahead, Temecula will continue to evolve, and with intention and strategic planning, it will continue to be recognized as a premier destination where the spirit of the past and the promise of the future thrive in harmony.

## GUIDING PRINCIPLES

The Community Vision Statement is supported by the five guiding principles describing the City’s stewardship of key community features.

1. Steward of Livability
2. Steward of Place and Identity
3. Steward of Opportunity
4. Steward of Mobility
5. Steward of Economic Vitality







# GUIDING PRINCIPLE #1

## Steward of Livability

Temecula prioritizes day-to-day livability and public safety as fiercely as long-range planning. The City ensures a high quality of life for all residents. This vitality is evident in meticulously maintained parks, trails that encourage daily movement, the preservation of natural resources, and a vibrant spirit of volunteerism. From the activity within our libraries and recreation centers to the trust built through programs with our public safety officers, Temecula sustains everyday excellence that fosters deep community pride.

Public safety, emergency preparedness, and dependable municipal services are highly valued. Supported by excellent schools and reliable infrastructure, the City invests in the places and systems residents share. As Temecula matures, it embraces proactive stewardship to ensure resilience. Through strategic long-term fiscal health, natural resource protection, and the use of Specific Plans, the City ensures that growth and reinvestment remain intentional, orderly, and aligned with community priorities.

As a steward of community livability, Temecula recognizes that the strength of a city is found in its resilience. By maintaining high standards for public services and infrastructure and remaining vigilant in its preparation for the future, the City protects the steady confidence of daily life.





# GUIDING PRINCIPLE #2

## Steward of Place and Identity

Temecula's sense of place and identity is rooted in both its tangible and intangible features. Looking around the City, it is easy to visually identify its beautiful and safe neighborhoods, scenic natural landscapes, welcoming gateways, and iconic landmarks. These are more than attractions or amenities; they are the settings of everyday family life, the features residents are proud to share, and the qualities that distinguish Temecula within the broader Southern California region.

The City's identity is also found in the simple moments that create lasting memories uniquely Temecula: live music on a warm summer night, bustling holiday celebrations, or glasses clinking to celebrate the success of a small business. Temecula sets the stage for residents and visitors alike to experience lives shaped by these meaningful connections.

As the City matures, Temecula remains a dedicated steward of its unique identity, strengthening its sense of place with every new chapter. Change is consistently guided by respect for what exists enhancing, rather than erasing, what came before. By honoring its past while allowing for thoughtful growth, Temecula's identity remains authentic, recognizable, and enduring.





# GUIDING PRINCIPLE #3

## Steward of Opportunity

Temecula succeeds when people can establish roots and remain connected to the community throughout their lives. As a complete city, Temecula supports residents at every stage, offering diverse housing choices, robust life-long education opportunities, quality employment in established and new industries, and essential services that make it possible to build and maintain a good life.

Residents take pride in Temecula's inclusive, safe, family-focused neighborhoods that welcome people of all ages and backgrounds. By promoting attainable housing for young adults and families alongside options that support people with special needs including seniors, veterans, and people experiencing hardships, Temecula provides pathways for continuity across generations. Importantly, the youth who grow up in Temecula can and want to stay in the community as they become young adults or come back to Temecula to raise their own families. Dynamic well-designed mixed-use development in and around key activity centers like Old Town, Uptown, Mt. San Jacinto College, and the Promenade provide opportunities for people to live, work, and play in one place, creating interesting nodes of activity throughout the City.

As a steward of opportunity, Temecula actively cultivates an environment where progress is measured by the stability and success of its people. Through this commitment to its community members—past, present, and future—the City safeguards a legacy of prosperity, ensuring that Temecula remains a place where individuals and the community can excel.





# GUIDING PRINCIPLE #4

## Steward of Mobility

As Temecula has matured, the way people move through the City has also evolved. Residents value safe, convenient, and reliable ways to travel. By acting as a connector of regional mobility options and supporting a comprehensive network of roadways, trails, sidewalks, bike paths, and transit options, Temecula ensures that people living, working, and visiting the community and the local area can truly experience the City rather than simply pass through it.

Mobility in Temecula is improved by expanding choices, ensuring safe and secure connections, and providing access to key activity centers in Temecula including Old Town, Mt. San Jacinto College, shopping and dining centers, and employment hubs as well as destinations in the region. Strategic roadway improvements required to support future growth are paired with a connected trail and active transportation network, safe routes to schools, and transit and shuttle options that offer inviting alternatives to driving and help ease congestion.

As a steward of mobility, Temecula recognizes that how we move defines how we live. By championing a multi-modal transportation system that prioritizes connectivity and collaboration with partner agencies, the City ensures that our streets and trails serve as connectors for the community. Through this commitment to intentional movement, Temecula safeguards a future where every journey enhances the resident experience and sustains the City's unique high quality of life.





# GUIDING PRINCIPLE #5

## Steward of Economic Vitality

Temecula's economy is closely tied to its identity. Old Town, Wine Country, and Pechanga Resort Casino are essential to the City's culture and global draw, while local hubs like Vail Headquarters and the Promenade support everyday needs and double as gathering places for people to connect. Temecula is an innovative, dynamic economic powerhouse and job center for the region, while retaining the small-town charm and character residents cherish.

By supporting unique local shops, diverse restaurants, and arts and cultural programming, Temecula attracts investment while remaining grounded in local values. Through strategic reinvestment and the expansion of local employment, the City strengthens its economic base and reduces the burden of long commutes. This shift allows more residents to work closer to home, reclaiming time for family and community. Temecula sustains long-term financial resiliency without sacrificing authenticity, ensuring that economic success enhances, rather than dilutes, the City's distinct character.

As a steward of economic vitality, Temecula recognizes that a thriving economy is the foundation of a resilient community. By fostering a diverse and locally-rooted business environment, the City ensures that prosperity supports the well-being of its residents. Through this commitment to intentional and authentic growth, Temecula safeguards a future where economic success and community identity are inextricably linked.