

PC RESOLUTION NO. 2026-

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF TEMECULA DENYING PLANNING APPLICATION NO. PA26-0090, SIGN PROGRAM AMENDMENT APPLICATION TO MODIFY THE EXISTING WINCHESTER MARKETPLACE SIGN PROGRAM NO. 30 TO ALLOW AN ADDITIONAL SIGN LOCATION AT 40705 WINCHESTER ROAD, UNIT 4 AND MAKING A FINDING OF EXEMPTION UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (APN: 910-290-019)

Section 1. Procedural Findings. The Planning Commission of the City of Temecula does hereby find, determine and declare that:

A. On March 3, 2026, Kasey Clark filed Planning Application No. PA26-0090, a Sign Program Amendment Application. This application was filed in a manner in accord with the City of Temecula General Plan and Development Code.

B. The Application was processed including, but not limited to a public notice, in the time and manner prescribed by State and local law.

C. The Planning Commission, at a regular meeting, considered the Application and environmental review on May 6, 2026, at a duly noticed public hearing as prescribed by law, at which time the City staff and interested persons had an opportunity to and did testify either in support or in opposition to this matter.

D. At the conclusion of the Planning Commission hearing and after due consideration of the testimony, the Planning Commission denied Planning Application No. PA26-0090, subject to and based upon the findings set forth hereunder.

E. All legal preconditions to the adoption of the Resolution have occurred.

Section 2. Further Findings. The Planning Commission, in denying the Application hereby finds, determines and declares that the Sign Program Amendment Application PA26-0090 is not in accordance with Temecula Municipal Code Section 17.28.080. (Sign Programs) and do not comply with the following findings:

A. The proposed signs enhance the development, and are in harmony with, and visually related to:

1. All the signs included in the sign program. This shall be accompanied by incorporating several common design elements such as materials, letter, style, colors, illumination, sign type or sign shape
2. The buildings and/or the developments they identify by utilizing materials, colors, or design motifs included in the building being identified, and

3. Surrounding development by not adversely affecting surrounding land uses or obscuring approved signs

The proposed sign does not enhance the development and is not in harmony with the other signs that are part of the sign program. The location of the sign is on an extension of a building that is not part of the business' frontage or entrance. This extension exists in other parts of the shopping center that serves as a covered walkway for customers to get in and out of the shopping center. Allowing the proposed sign location will set the precedent for all existing extensions of the building to add an additional sign. Additionally, it will create an imbalance of visual open space and will be out of scale to the tenant's corresponding building frontage. This visual inconsistency will diminish the aesthetic quality of the signs and obscure approved sign locations.

B. The sign program accommodates future revisions which may be required due to changes in building tenants; and

The sign program does not accommodate future revisions which may be required due to changes in building tenants. The proposed amendment to the sign program places a sign on the extension of the building that is not designated as a sign band. The limited space provided by the extension would not accommodate all future building tenants as there would be insufficient room for all other tenants to place signs on the building extensions due to the limited size and would not serve its purpose of being visible to pedestrians.

C. The proposed sign program satisfies the intent of this chapter, in that the sign program complies with all the regulations of this chapter, except that flexibility is allowed with regard to sign area, number, location, and height. Further, to the extent the sign program does not comply with the requirements of this chapter as to sign area, number, location, height, the proposed sign program enhances the development and more fully accomplishes the objectives of this chapter.

The proposed sign program amendment does not satisfy the intent of this chapter and does not comply with all the regulations of Chapter 17.28. Temecula Municipal Code Section 17.28.240 (A) provides that wall mounted business signs or building identification signs for buildings with two stories or less in commercial districts shall be allowed one sign for each tenant per frontage. The applicant's proposed sign is not located on the frontage of the business and the business already has a sign on the frontage of the building. Moreover, the location of the additional sign creates an imbalance of the visual open space and is out of scale to the tenant's corresponding building frontage.

Section 3. Environmental Findings. The Planning Commission hereby makes the following environmental findings and determinations in connection with the denial of the Development Plan:

A. In accordance with the California Environmental Quality Act (CEQA), staff has determined that the proposed project is exempt from further environmental review pursuant to CEQA Guidelines Section 15270 (a) as a project is exempt from CEQA if it is disapproved by a public agency.

PASSED, APPROVED, AND ADOPTED by the City of Temecula Planning Commission on this 6th day of May, 2026.

Lanae Turley-Trejo, Chair

ATTEST:

Matt Peters
Secretary

[SEAL]

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE)ss
CITY OF TEMECULA)

I, Matt Peters, Secretary of the Temecula Planning Commission, do hereby certify that the forgoing PC Resolution No. 2026-XX was duly and regularly adopted by the Planning Commission of the City of Temecula at a regular meeting thereof held on the 6th day of May, 2026, by the following vote:

AYES: PLANNING COMMISSIONERS:

NOES: PLANNING COMMISSIONERS:

ABSTAIN: PLANNING COMMISSIONERS:

ABSENT: PLANNING COMMISSIONERS:

Matt Peters
Secretary