

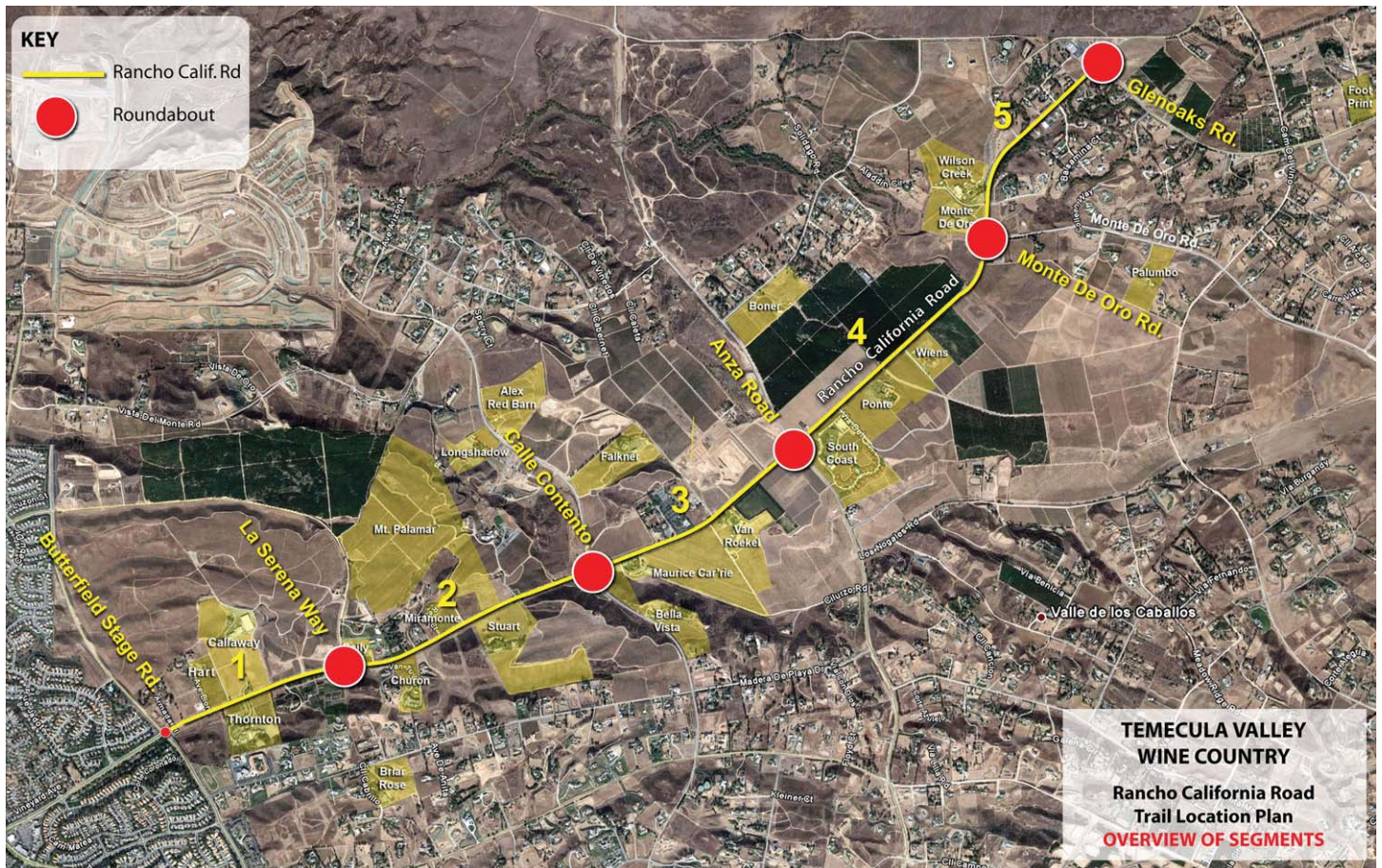
WHAT IS HAPPENING IN TEMECULA VALLEY WINE COUNTRY

Temecula Valley is *the* Wine Country of Southern California. It is located east of the City of Temecula, north of Hwy 79 and within the jurisdiction of the County of Riverside. The County recognizes this area as one of the most important in Riverside County and it is strongly supported by District 3 Supervisor Jeff Stone.

ISSUES ADDRESSED IN DESIGN GUIDELINES

- **Trails: Equestrian, Bike and Pedestrian** – The issue here is that there are no trails. Therefore the guidelines recommend a continuous, rubberized asphalt, multi-use trail on the south side of Rancho California Road, and where possible, a second, smaller, multi-use trail on the north side paved with decomposed granite.
- **Streetscape Design** – Focusing on Rancho California Road – The landscape consists of a scattering of Italian Cypress and Olive Trees, and a short decorative 2-rail fence that meanders through the Rancho California Road Right of Way, without adequate room for a trail. The new Design Guidelines replaces this streetscape.

- **Traffic Issues** – Through-traffic travels at a high rate of speed. Although the road is posted for 50 MPH, cars regularly drive at speeds approaching 80 MPH. This is coupled with confused visitors trying to find wineries and driving irradically at slow speeds. To address this issue, there are five roundabouts planned at major intersections with Rancho California Road. These roundabouts will calm traffic speeds, and combine with a wayfinding sign system that will help to alleviate the confusion in finding wineries and restaurants.
- **Signage** – A signage program has been put in place in the design guidelines with wayfinding and directional signs that provide a sense of identity and efficiently direct visitors to the various wineries, resorts, and restaurants



Traffic Roundabouts are planned for each of the major intersections along Rancho California Road to Calm Traffic

POLICIES AND ZONING

The County has created a special Policy Area (Temecula Valley Wine Country Policy Area) and is in the process of creating a special Wine Country zoning classification (WC) and preparing a Wine Country Community Plan. The phase one of the Temecula Valley Wine Country Design Guidelines, prepared by PDS West, will be a part of this Community Plan. All of documents and Planning efforts are oriented to encourage vineyard cultivation, wineries, tourism and the equestrian lifestyle. Click [HERE](#) to go to Wine Country Community Plan page.

- The Wine Country (WC) zone classification has three sub-zones with detailed requirements in each:
 - **Hospitality (WC-H)** – This zone applies only within the Wine Country Hospitality District. To ensure long-term viability of the wine industry in this policy area, additional uses supporting hospitality industry are necessary, including incidental commercial uses such as restaurants, delicatessens, hotels, resorts, and special occasion facilities.
 - **Equestrian (WC-E)** – This zone applies only within the Wine Country Equestrian District. This zoning classification is intended to support equestrian activities such as stables, training facilities, riding schools, event-grounds, petting zoo, and horse grazing operations. The equestrian area is in Valle de los Caballos or “Valley of the Horses.”
 - **Residential (WC-R)** – This zone applies only within the Wine Country Residential District. This zoning classification is intended to allow clustering of residential density in certain geographic areas.
- The Wine Country policies strive to assure preservation of vineyards as the main use in the area. Commercial uses must be part of, and incidental to, wineries. The properties must maintain 75% of the lot area planted in vines.

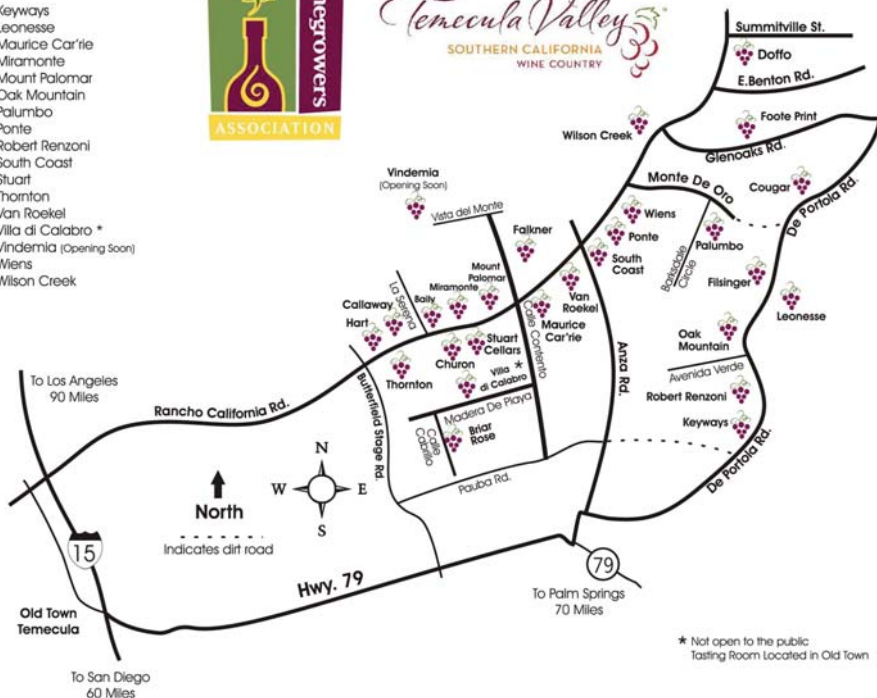
- Plantings on any property in Wine Country must exclude all plants that are host to the Glassy-Winged Sharpshooter, a large leafhopper that can decimate grapevines by spreading diseases to the vines, particularly Pierce’s disease, for which there is no cure.

TOURISM

Unlike in many wine producing areas, most Temecula Valley Wine Country’s wineries are relatively small and much of their sales are direct-to-consumers through winery wine-tastings, membership clubs and internet sales. Both to attract customers and to supplement wine sales, wineries host weddings, parties, concerts, and hold their own events such as dinners, parties and other functions. They may add tourist attracting commercial uses such as restaurants, resorts and bed and breakfast inns. The ambiance and aesthetics of vineyards and wineries lend themselves to such uses. Additionally, Temecula Valley has unique qualities and adjacent uses that help make this a rich tourism destination:

- **The wineries are close together.** When built out there will be as many as 125 wineries, most accessible from a loop of roads about 10 miles in length.
- **Proximity to Casinos:** Pechanga and Pala Casinos are minutes from wine Country.
- **Unique character** added from the equestrian community.
- **Temecula Old Town** only minutes from Wine Country

Baily
 Briar Rose
 Callaway
 Churon
 Cougar
 Doffo
 Falkner
 Filinger
 Foote Print
 Hart
 Keyways
 Leonesse
 Maurice Car'rie
 Miramonte
 Mount Palomar
 Oak Mountain
 Palumbo
 Ponte
 Robert Renzoni
 South Coast
 Stuart
 Thornton
 Van Roekel
 Villa di Calabro *
 Vindemia (Opening Soon)
 Wiens
 Wilson Creek



The Temecula Valley Wine Country currently has 34 wineries, 4 resorts with 114 rooms, and 8 restaurants. An additional 30 wineries are anticipated within the next 1-5 years, ultimately totaling as many as 125 wineries in the Valley. Included with the next 30 wineries are an additional 6 resorts with over 600 rooms and an additional 12 restaurants. Temecula Valley is evolving into a premier wine region, THE wine country in Southern California, and a rich tourism destination.