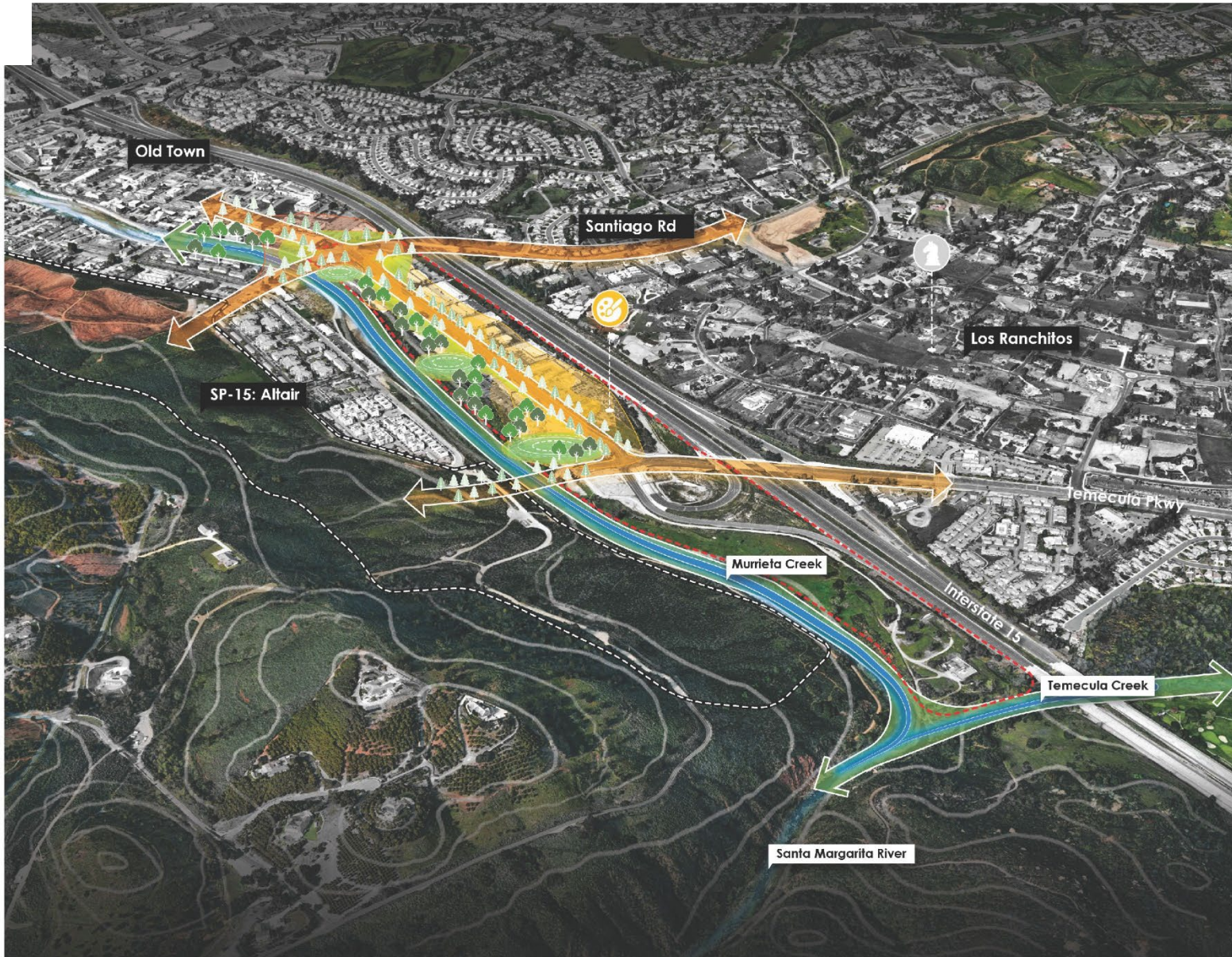


SouthTown

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



Vision: A vibrant cultural extension of Old Town centered on creative commerce and natural beauty.

Key Concepts:

- Arts District: Boutique commercial, studios, and small hotels
- Waterway Focus: Celebrate Murrieta and Temecula Creeks with new trails and greenbelts
- Livability: Improved connections across I-15 to nearby neighborhoods

SouthTown

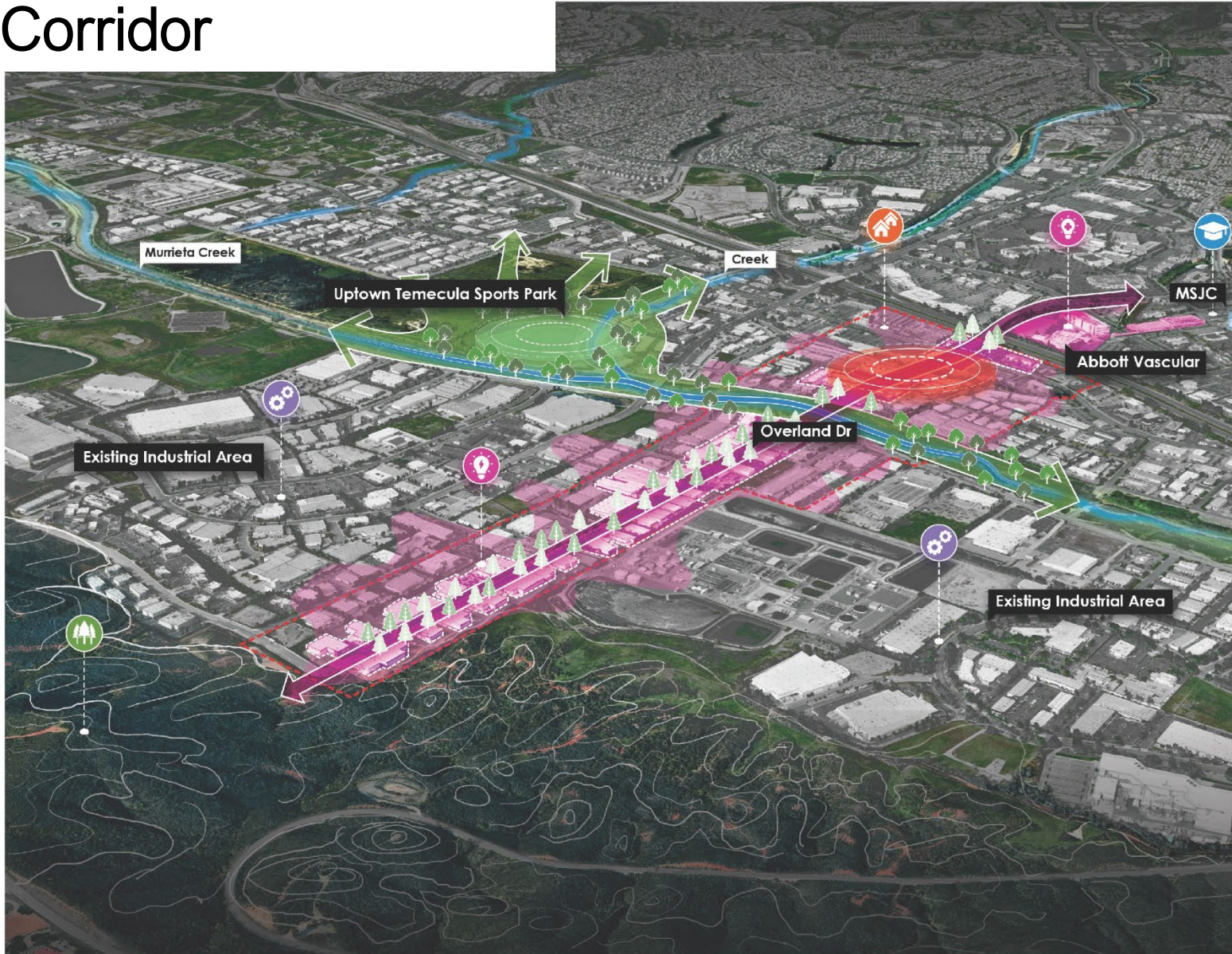


SouthTown



Innovation Corridor

-  Innovation Overlay
-  Central Node



Vision: A regionally recognized hub for life sciences, technology, and advanced jobs.

Key Concepts:

- Overland Drive Streetscape: High-quality, campus-like development and better connections
- Corridor that connects lifecycles: Moving from east to west, it connects MSJC, to commercial centers, to mixed-use (in Uptown), then industrial/jobs

Innovation Corridor

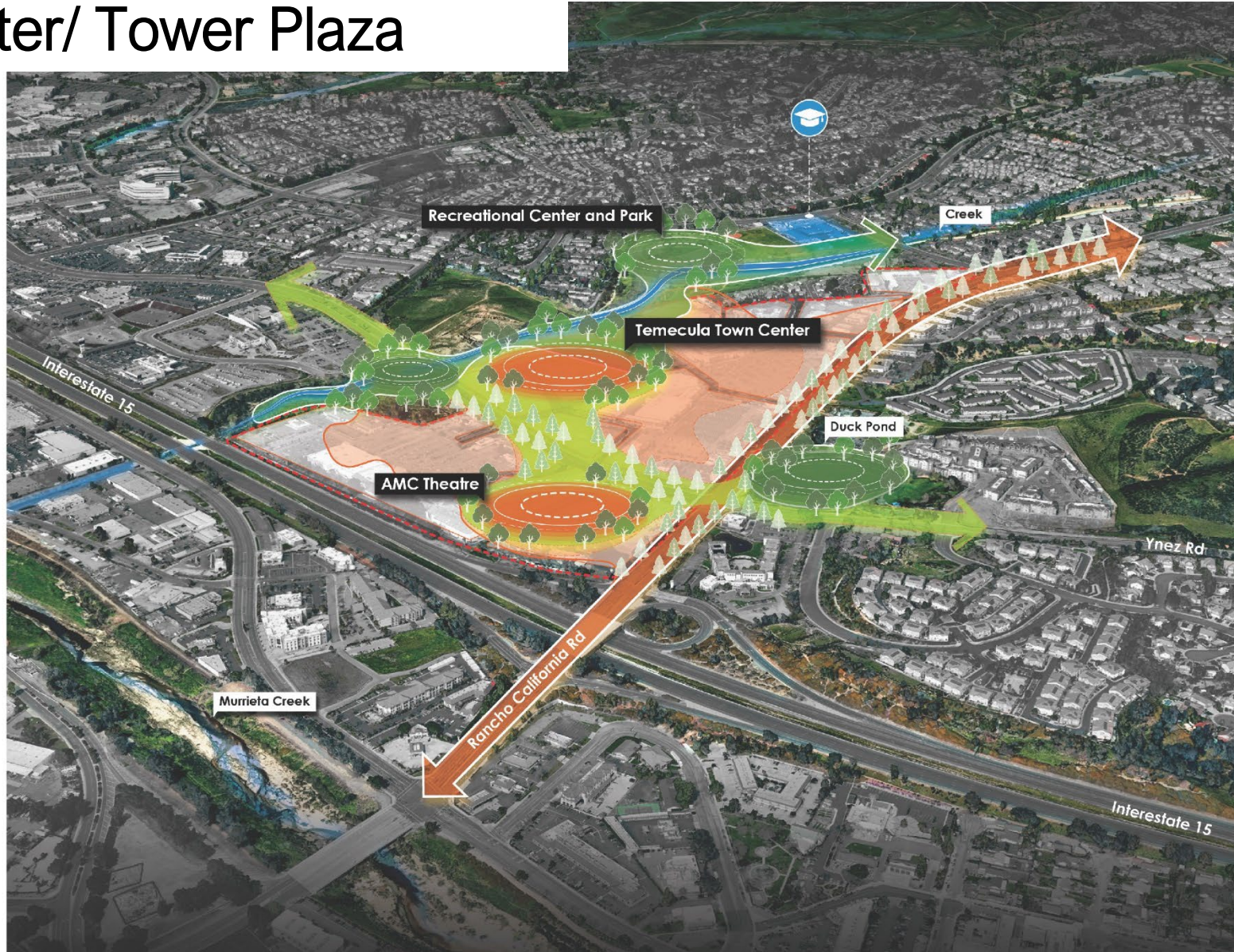


Innovation Corridor



Town Center/ Tower Plaza

- Mixed-Use
- Residential/Mixed-Use hub



Vision: Transform into a modernized regional destination with a pedestrian-friendly setting.

Key Concepts:

- Gateway Reinvestment: Strengthening existing retail to stay competitive
- Safe and inviting connections: Commercial areas, Temecula Elementary School, Margarita Recreation Center, open space features, and homes
- Density Gradient: Higher intensity near I-15, transitioning to lower scale near eastern neighborhoods

Tower Plaza



Tower Plaza



Town Center



Town Center



Commerce to College

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



Vision: Create a signature destination where shopping, dining, learning, and living meet.

Key Concepts:

- Grand Pedestrian Corridor: Vibrant boulevard linking the mall to MSJC
- Strategic Housing: Support students and workforce to boost local businesses
- Creek Trails: Connect Meadowview neighborhood to commercial spots

Commerce to College



Commerce to College



Commerce to College

Current Land Use Designations:

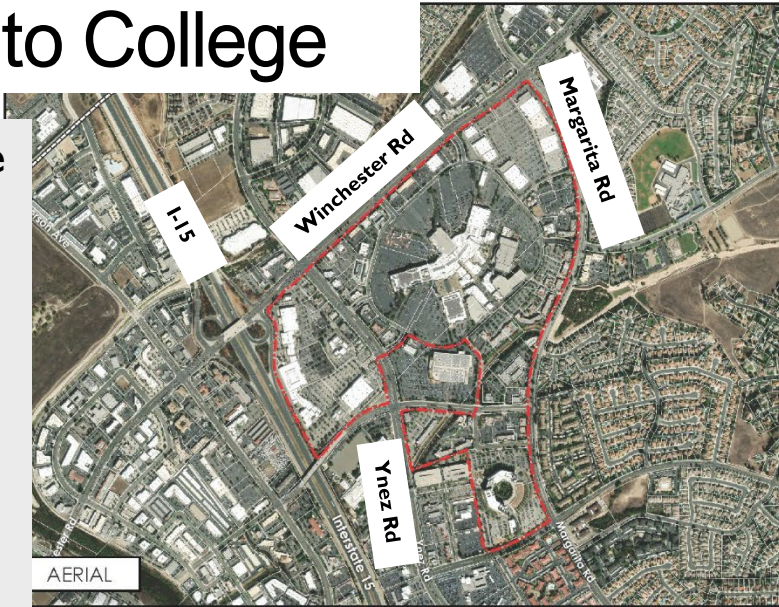
Community Commercial, Professional Office, Industrial Park

Proposed Land Use Designation:

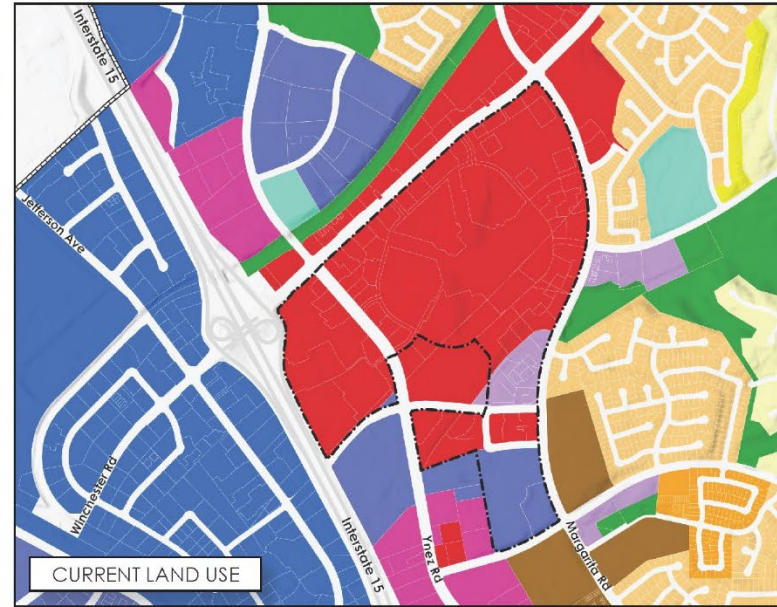
No Change

Proposed District:

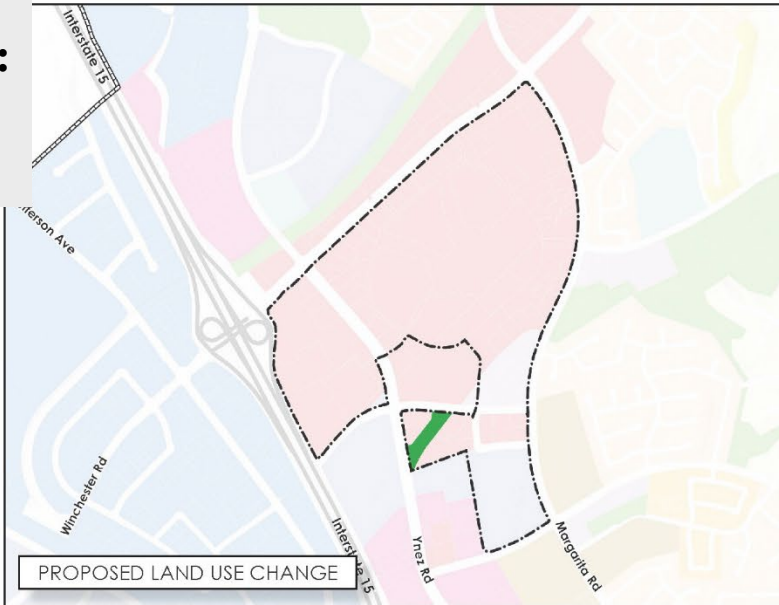
Mixed Use Edge, Mixed Use Core



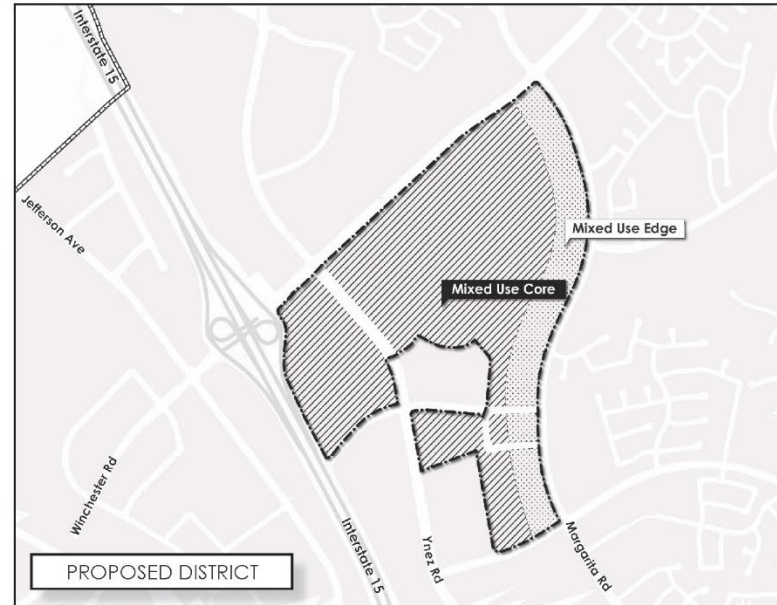
AERIAL



CURRENT LAND USE



PROPOSED LAND USE CHANGE



PROPOSED DISTRICT

Vision: Create a signature destination where shopping, dining, learning, and living meet.

Key Concepts:

- Grand Pedestrian Corridor: Vibrant boulevard linking the mall to MSJC
- Strategic Housing: Support students and workforce to boost local businesses
- Creek Trails: Connect Meadowview neighborhood to commercial spots