



DOWNTOWN

# *Old Town*

TEMECULA

THE LOCAL DRAW

RESTAURANTS & SPECIALTY RETAIL

VIBRANT URBAN STREETSCAPES

DOWNTOWN

# Old Town

## TEMECULA

### YOU COULD BE *Here*

OLD TOWN IS THE QUINTESSENTIAL DISTRICT FOR LIVING, WORKING, AND DEVELOPING A NEW BUSINESS. The City of Temecula offers a variety of incentive programs designed to broaden and diversify the tax base, encourage capital investment, create employment opportunities, and provide economic growth and welfare to the district. The City of Temecula is committed to providing excellent, expeditious, and clear guidance throughout the development process to businesses with the desire to be a part of *Old Town's Vibrant Vision*.

LUXURY Hotel Incentives

FRESH INCENTIVE Food, Retail, Entertainment

ONE-STOP BUSINESS PERMITS Virtual or In-Person

NO COST Pre-Application Process

APPROVED Programmatic Environmental Impact Report

POTENTIAL Increased Density & Height of Development

EXPANDED List of Approved Uses

EXPEDITED Approval Components

LOW COST \$36 Business License Annual Flat Rate

NO UTILITY USE TAX Electric, Phone, Gas, Water

SITE SELECTION Assistance and Advice

CITY LIASON SERVICES No-Cost Partnering Guidance

LOCATION San Diego Foreign Trade Zone

TVE2 Business Resource Center

SKILLED INTERNSHIPS College Students

BUSINESS Contracting & Procurement

## Historic Charm

### BIG CITY CHARISMA

SITUATED OFF THE I-15/215 FREEWAYS AND JUST A SHORT DRIVE FROM PECHANGA RESORT CASINO AND TEMECULA'S AWARD-WINNING WINE COUNTRY, HISTORIC OLD TOWN TEMECULA'S VIBRANT STREETScape AND BUILDINGS REMINISCENT OF THE EARLY 1900'S, COMBINED WITH BUSTLING COMMERCE AND DYNAMIC ENERGY, ARE THE INGREDIENTS WHICH MAKE UP THIS UNIQUE FUSION OF SPACE. OLD TOWN TEMECULA IS THE CENTER FROM WHICH THE CITY OF TEMECULA SPINS 'ROUND WHEN THE SUN IS UP, AND LONG AFTER THE SUN IS DOWN.



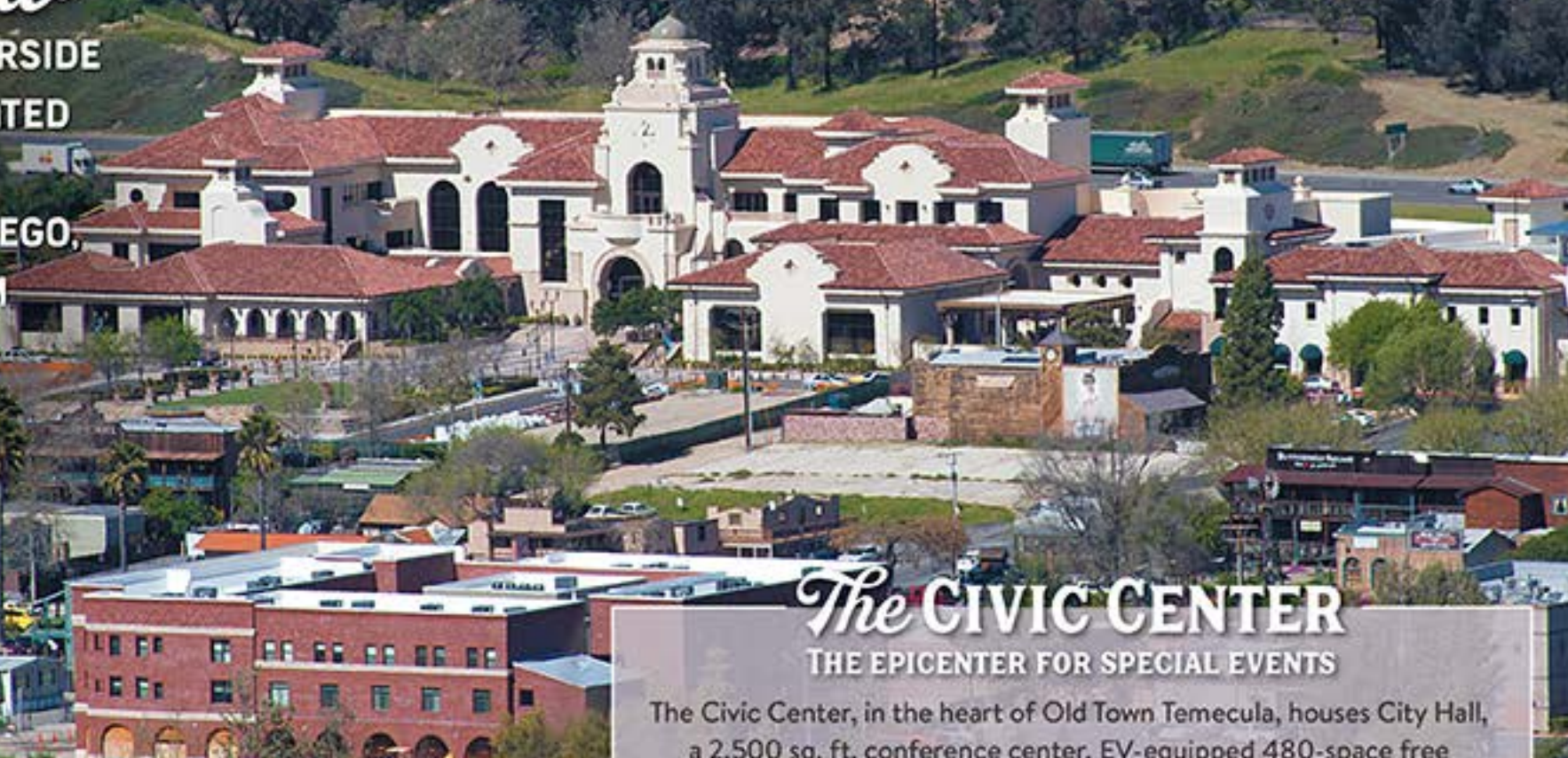
THE LOCAL DRAW

RESTAURANTS & SPECIALTY RETAIL

VIBRANT URBAN STREETSCAPES

# THE LOCAL *Draw*

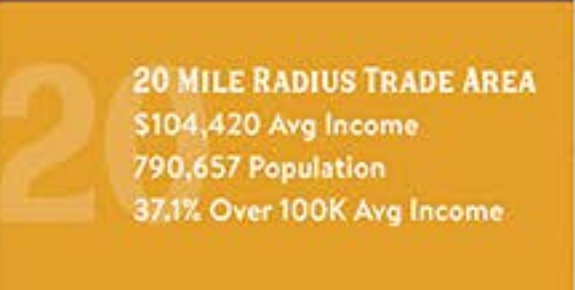
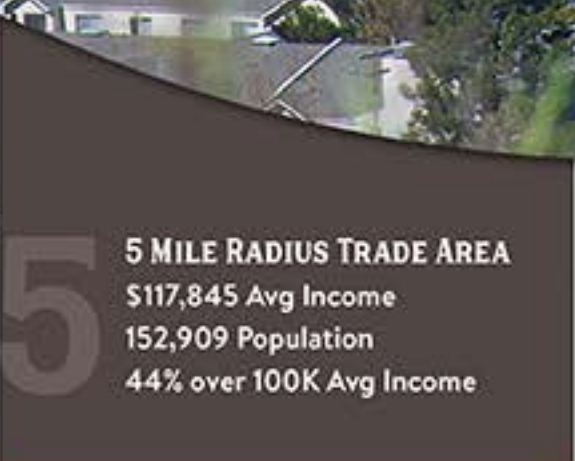
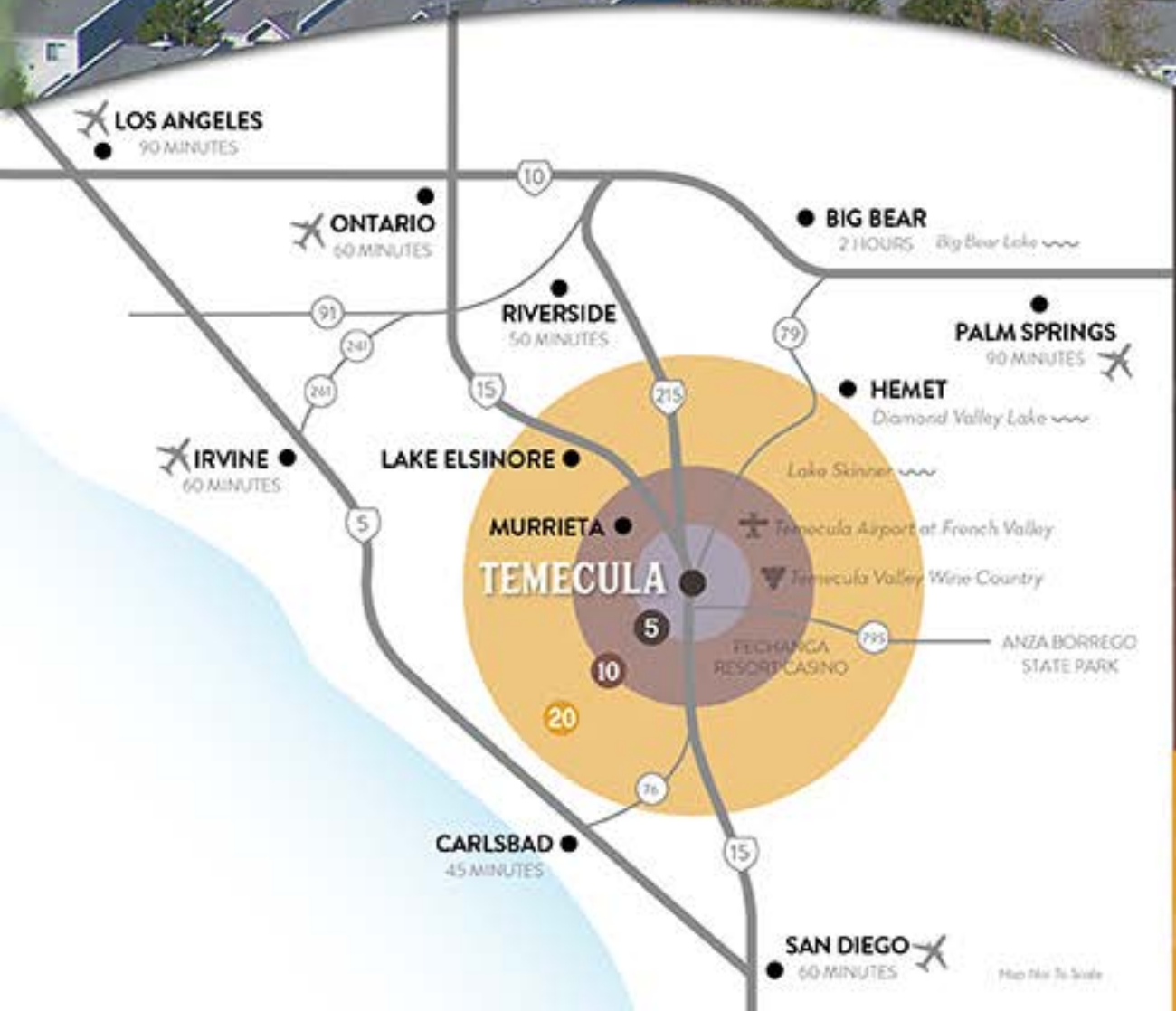
OLD TOWN TEMECULA, IN RIVERSIDE COUNTY, IS CENTRALLY LOCATED BETWEEN LOS ANGELES, ORANGE COUNTY AND SAN DIEGO, AND JUST 30 MILES FROM THE PACIFIC OCEAN.



## The CIVIC CENTER

THE EPICENTER FOR SPECIAL EVENTS

The Civic Center, in the heart of Old Town Temecula, houses City Hall, a 2,500 sq. ft. conference center, EV-equipped 480-space free public parking structure, police substation with dedicated Old Town police team, Convention and Visitors Bureau & Town Square.



### REGIONAL IMPACT





## OVER 230 RESTAURANTS & *Specialty* RETAILERS

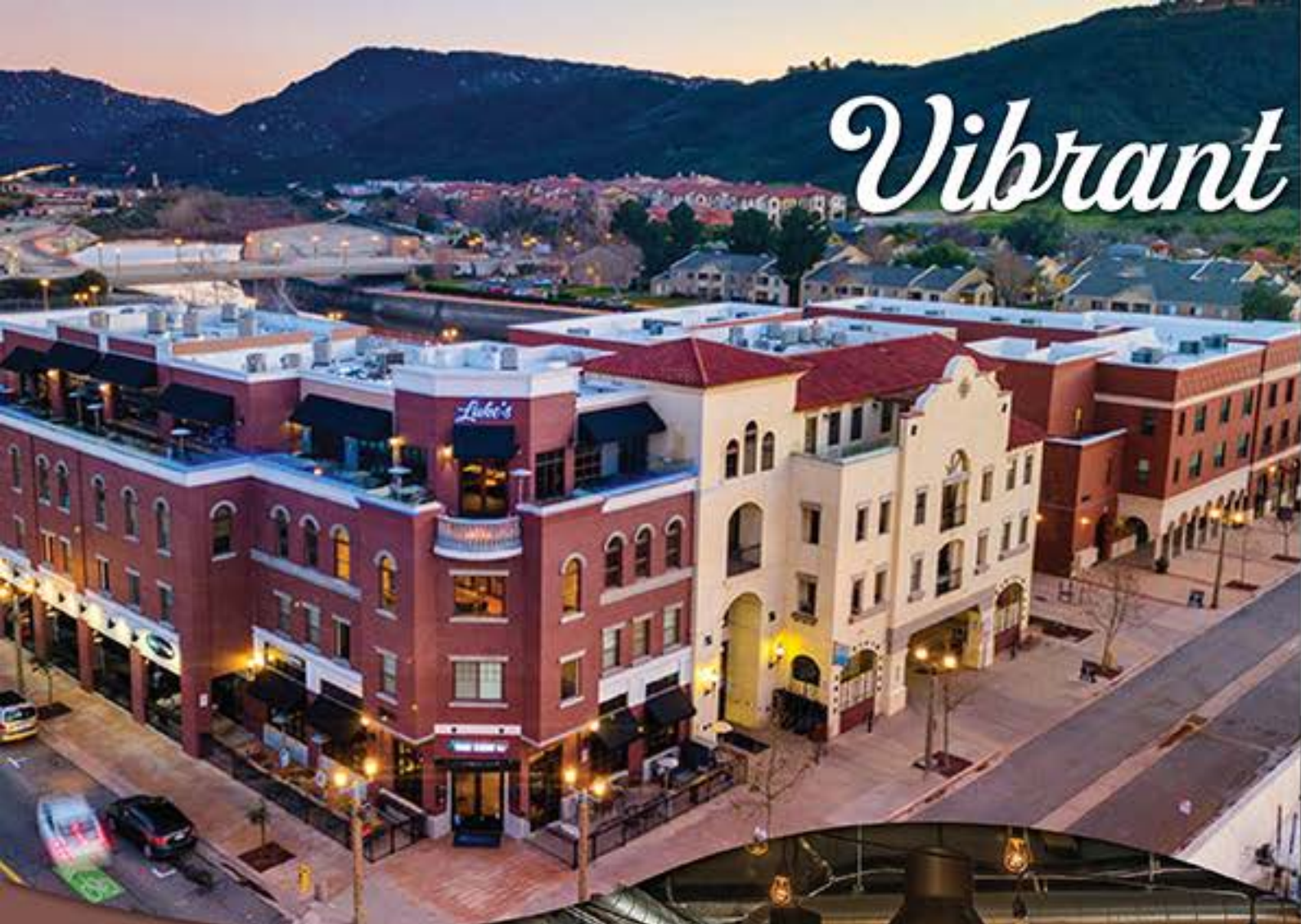
OLD TOWN IS THE NEW PLAYGROUND FOR FOODIES. WITH AN ARDENT OR REFINED INTEREST IN FOOD AND DRINK, CONSUMING NOT ONLY OUT OF HUNGER OR THIRST, BUT ALSO AS A HOBBY – OLD TOWN HITS THE SPOT FOR THOSE WHO ENJOY FOOD AND DRINK FOR PLEASURE. Foodies flock to unique and entrepreneurial restaurants. They know their craft-cocktails, craft brews and fine wine. Foodies follow chefs, cooking styles and methods and are eager to give their opinions and recommendations. They also know about the quality and origin of the food and drinks they consume. Foodies are keen to fads, nutritive education, and culinary tourism.

SPRINKLED IN BETWEEN, MAKING UP A UNIQUE FUSION OF SPACE ARE SPECIALTY RETAIL SHOPS WITH SPECIAL AND ONE-OF-A-KIND PRODUCTS, AS WELL AS HIGHLY SOUGHT BRAND IDENTIFICATION ITEMS.



“THE NEW PLAYGROUND FOR  
*Foodies*”





# Vibrant URBAN STREETSCAPES

## ALTAIR DEVELOPMENT

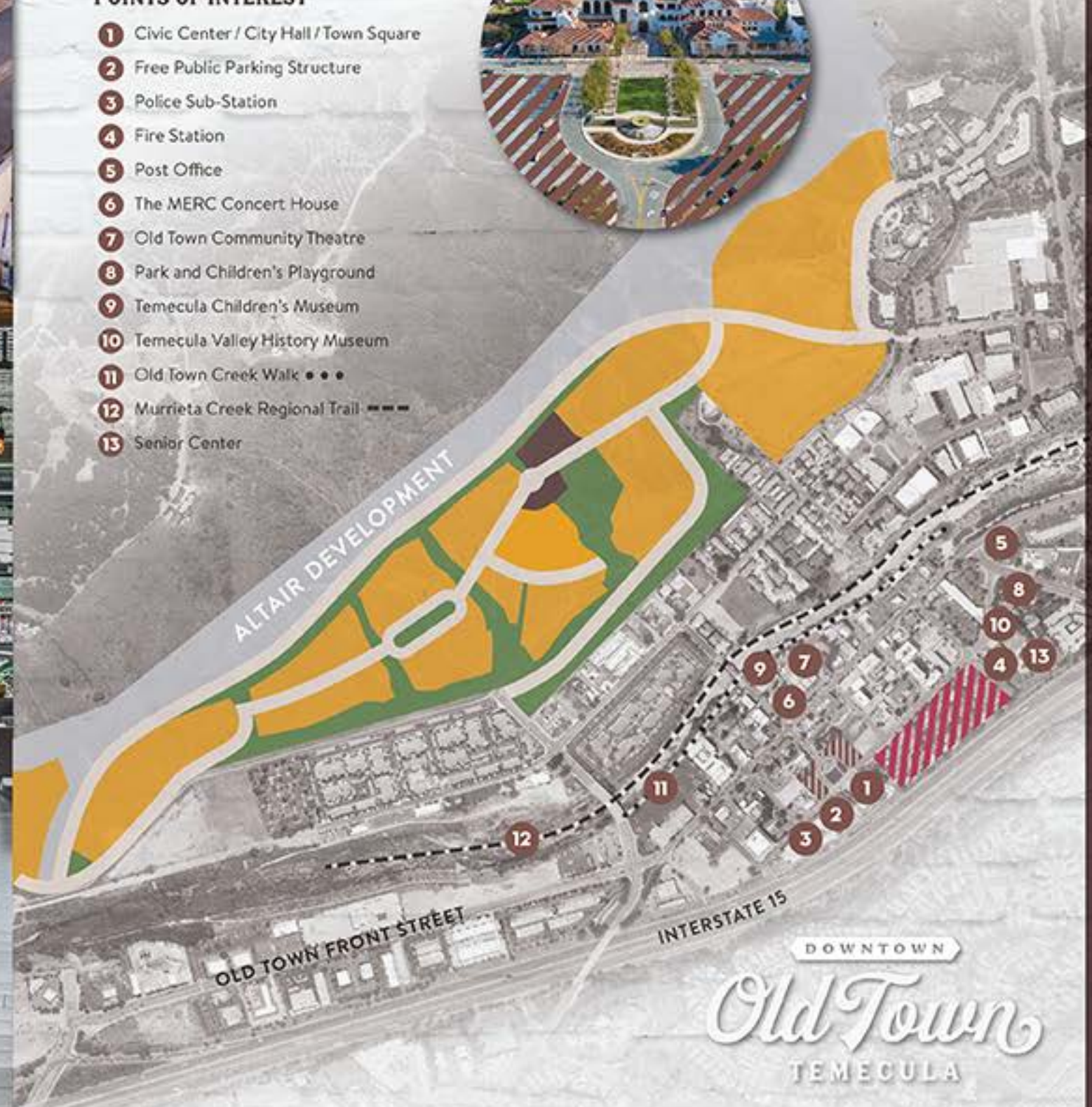
- Streets
- Active Open Space
- Mixed-Use Residential
- Natural Open Space
- Residential Zone

NEIGHBORHOOD RESIDENTIAL DISTRICT  
Development Opportunity up to 70 du/acre.

CIVIC CENTER PLAZA  
Development Opportunity

## POINTS OF INTEREST

- 1 Civic Center / City Hall / Town Square
- 2 Free Public Parking Structure
- 3 Police Sub-Station
- 4 Fire Station
- 5 Post Office
- 6 The MERC Concert House
- 7 Old Town Community Theatre
- 8 Park and Children's Playground
- 9 Temecula Children's Museum
- 10 Temecula Valley History Museum
- 11 Old Town Creek Walk ●●●
- 12 Murrieta Creek Regional Trail - - - -
- 13 Senior Center



DOWNTOWN  
*Old Town*  
TEMECULA



*& Creative Spaces*

- 128,462 SQ. FT. OFFICE SPACE
- 130+ MULTI & SINGLE-FAMILY RESIDENTIAL
- RETAIL + BOUTIQUES
- FOODIE DISTRICT
- HOTELS
- ART, THEATER + MUSEUMS
- ENTERTAINMENT, CONCERTS & NIGHT LIFE
- WEEKLY FARMERS' MARKET
- ROD-RUN CLASSIC ANNUAL CAR SHOW
- BIKE & HIKING TRAILS
- EV-EQUIPPED PUBLIC PARKING

VIBRANT URBAN STREETSCAPES



# Events

## *Arts & Entertainment*

MANY FAMILY-FRIENDLY EVENTS, INCLUDING THE FAMOUS TEMECULA ROD RUN, BRING THOUSANDS OF VISITORS TO DOWNTOWN OLD TOWN THROUGHOUT THE YEAR.



BECOME A PART OF OUR  
*Growing Business*  
COMMUNITY

EVERYTHING IS HAPPENING IN TEMECULA'S VIBRANT AND THRIVING OLD TOWN. INFUSED WITH ENERGY AND VITALITY, THIS PROGRESSIVE AREA PROVIDES A MYRIAD OF POSSIBILITIES FOR BUSINESSES, VISITORS, AND RESIDENTS ALIKE. THE CITY OF TEMECULA CONTINUOUSLY SEEKS NEW OPPORTUNITIES FOR FUTURE GROWTH WITH THE PRIMARY OBJECTIVE OF CREATING AND NURTURING A BROAD, INCLUSIVE, ALL-ENCOMPASSING, AND DIVERSE COMMUNITY.

**THE CITY OF TEMECULA  
WELCOMES NEW BUSINESS**

WE ENCOURAGE EXPANSION OF EXISTING BUSINESSES BY OFFERING MONETARY AND TIME-SAVING INCENTIVES TO STREAMLINE THE PROCESS MAKING IT EASY AND ECONOMICAL TO BECOME A PART OF OUR GROWING BUSINESS COMMUNITY. THE SPIRIT OF ENTREPRENEURSHIP IS CELEBRATED AND CHAMPIONED IN TEMECULA.



[TemeculaCA.gov](http://TemeculaCA.gov)

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