

SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA

908B



FROM: TLMA - Planning Department

SUBMITTAL DATE:  
December 2, 2010

SUBJECT: Wine Country Community Plan – Design Guidelines Revision for the streetscapes on Rancho California and De Portola Roads.

RECOMMENDED MOTION: Approval of the Revised Wine Country Design Guidelines

BACKGROUND: The Wine Country Community Plan has been initiated by the County Board of Supervisors to ensure that the region develops in an orderly manner that maximizes the area's unique viniculture potential, while protecting existing equestrian and rural lifestyles. The Community Plan includes three major components:

- 1) General Plan Amendment No. 1077: Review and update of the existing Southwest Area Plan (SWAP) of the General Plan;
- 2) Ordinance Amendments: Review and update of the existing Ordinance No. 348 (Zoning) to ensure implementation of the General Plan policies;
- 3) Citrus Vineyard Policy Area Design Guidelines Revision: Review of the existing Design Guidelines to promote a common vision and character for future developments in Wine Country.

This Design Guidelines revision (Attachment A) is limited to design guidance and signage program for the streetscapes on Rancho California Road, and to a smaller degree, on De Portola Road. The purpose of this revision is to ensure that the County continues to provide the necessary guidance to the property owners, winery operators, planners and decision-makers toward accomplishing a common vision for this unique community.

*Carolyn Symms Luna*

Carolyn Symms Luna  
Planning Director

(continued on attached page)

Initials:  
CSL:ck  
*DM*

REVIEWED BY EXECUTIVE OFFICE

DATE

Departmental Concurrence

*Jennifer Sargent*  
Jennifer Sargent

Dep't Recomm.:	<input type="checkbox"/>	Consent	<input checked="" type="checkbox"/>	Policy
Per Exec. Ofc.:	<input type="checkbox"/>	Consent	<input checked="" type="checkbox"/>	Policy

Prev. Agn. Ref. 11/02/10 16.4

District: Third

Agenda Number:

3.53

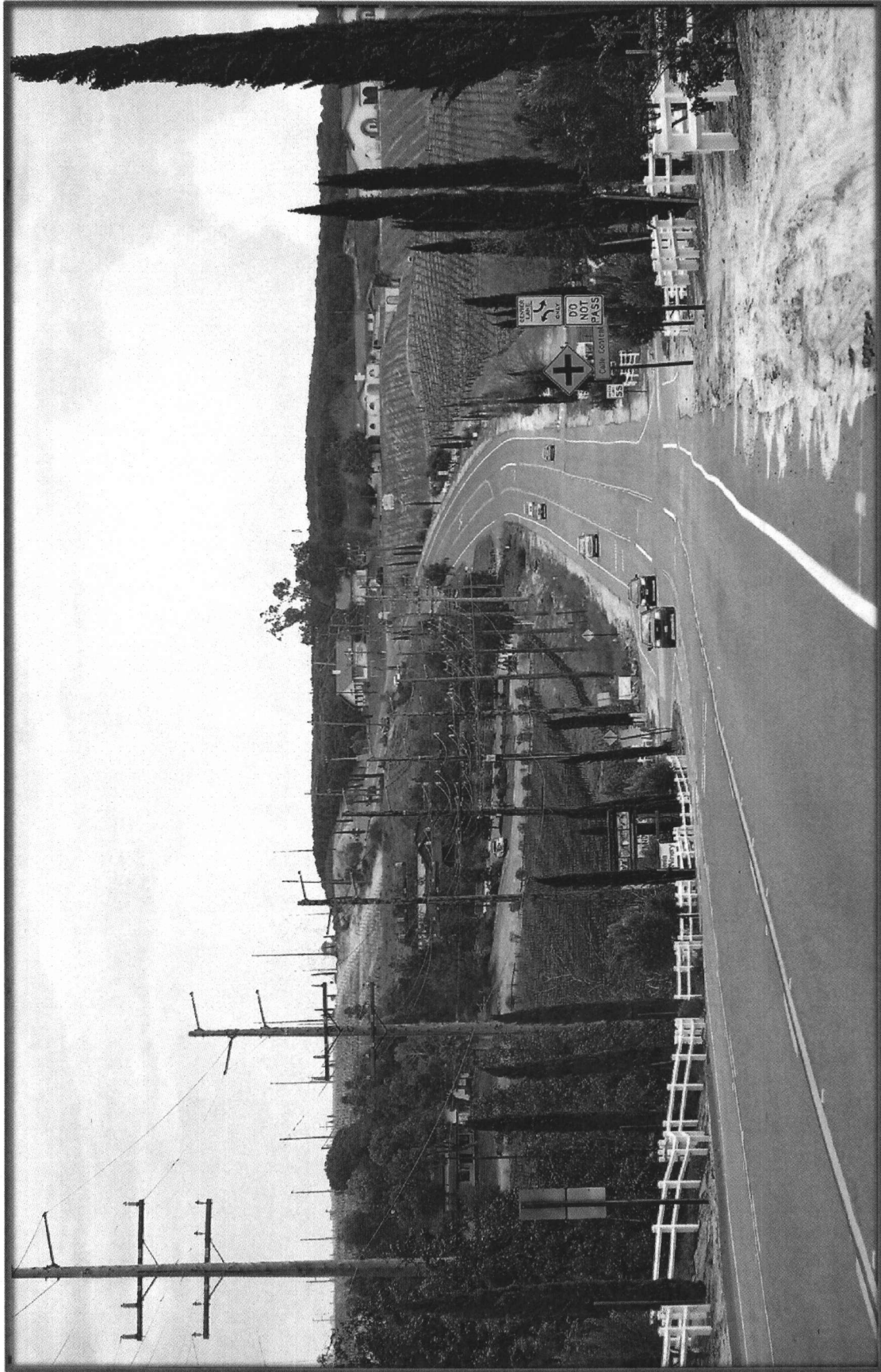
The Honorable Board of Supervisors  
Re: Wine Country Community Plan – Design Guidelines Revision  
Page 2 of 2

Public Comments on this revision were solicited and considered at:

1. Wine Country Ad Hoc Advisory Committee Meeting – April 20, 2010
2. Wine Country Ad Hoc Advisory Committee Meeting – August 25, 2010
3. Riverside County Planning Commission Workshop – October 27, 2010
4. Riverside County Board of Supervisors Workshop – November 2, 2010



1 Looking East – Temecula Valley Wine Country

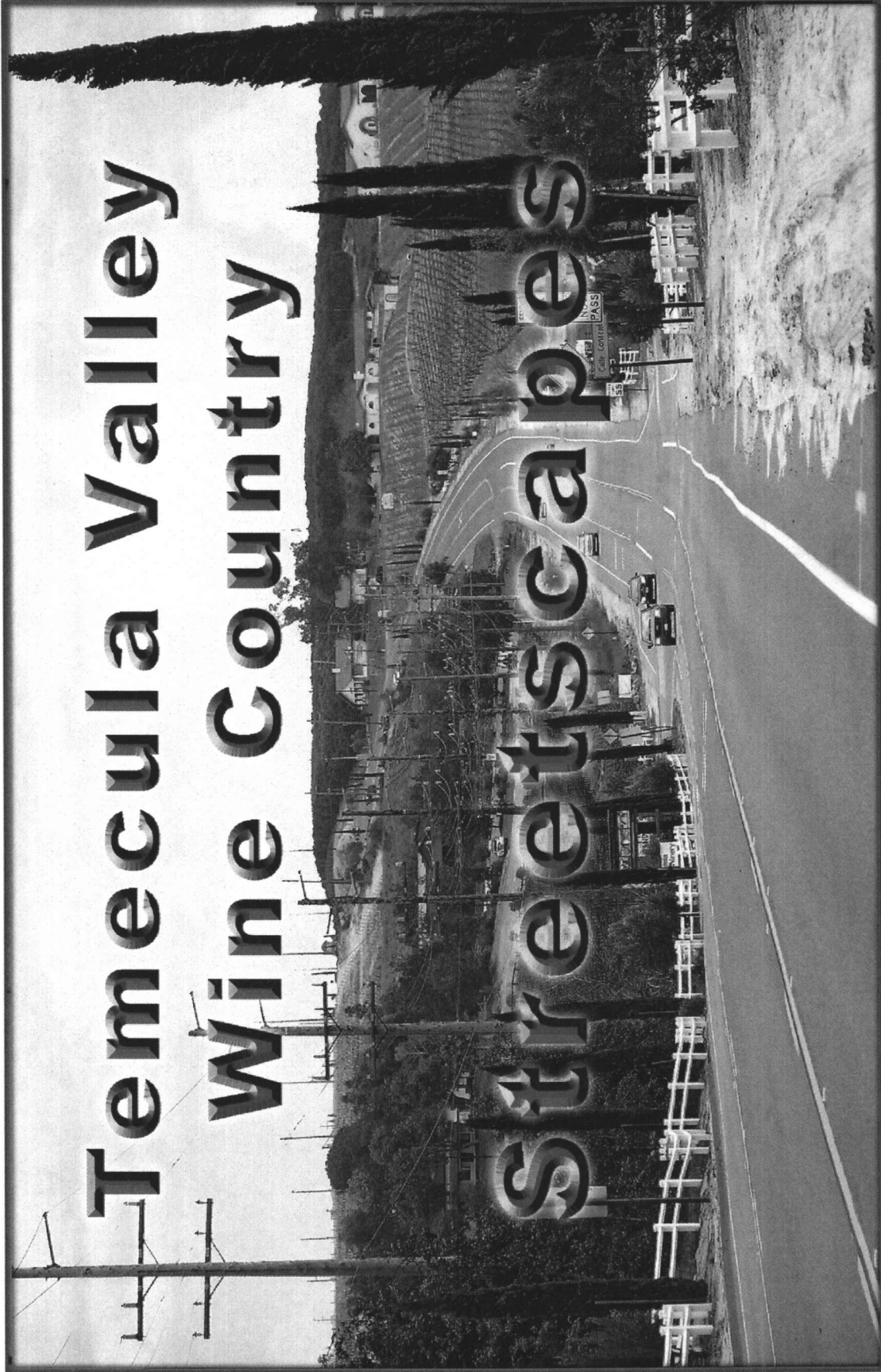


2 Looking East – Rancho California Road

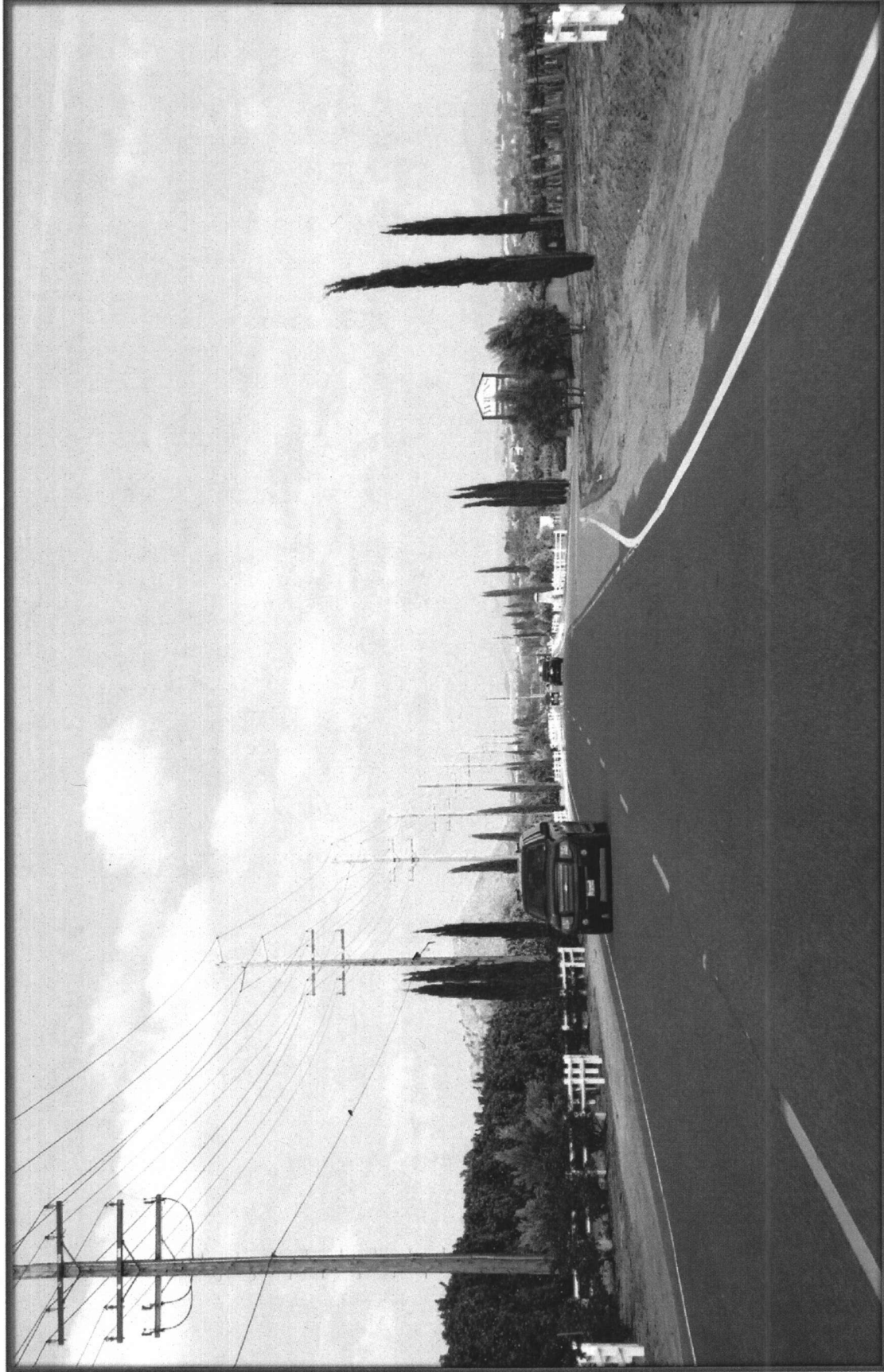
# WINE COUNTRY ISSUES

- TRAILS: EQUESTRIAN, BIKE AND PEDESTRIAN
- STREETSCAPE DESIGN – FOCUS: RANCHO CALIFORNIA RD.
- TRAFFIC ISSUES – HIGH SPEED AND CONFUSED VISITORS
- WINE COUNTRY STREETSCAPE CHARACTER  
RURAL YET UPSCALE
- SIGNAGE
- WINERY ENTRANCES

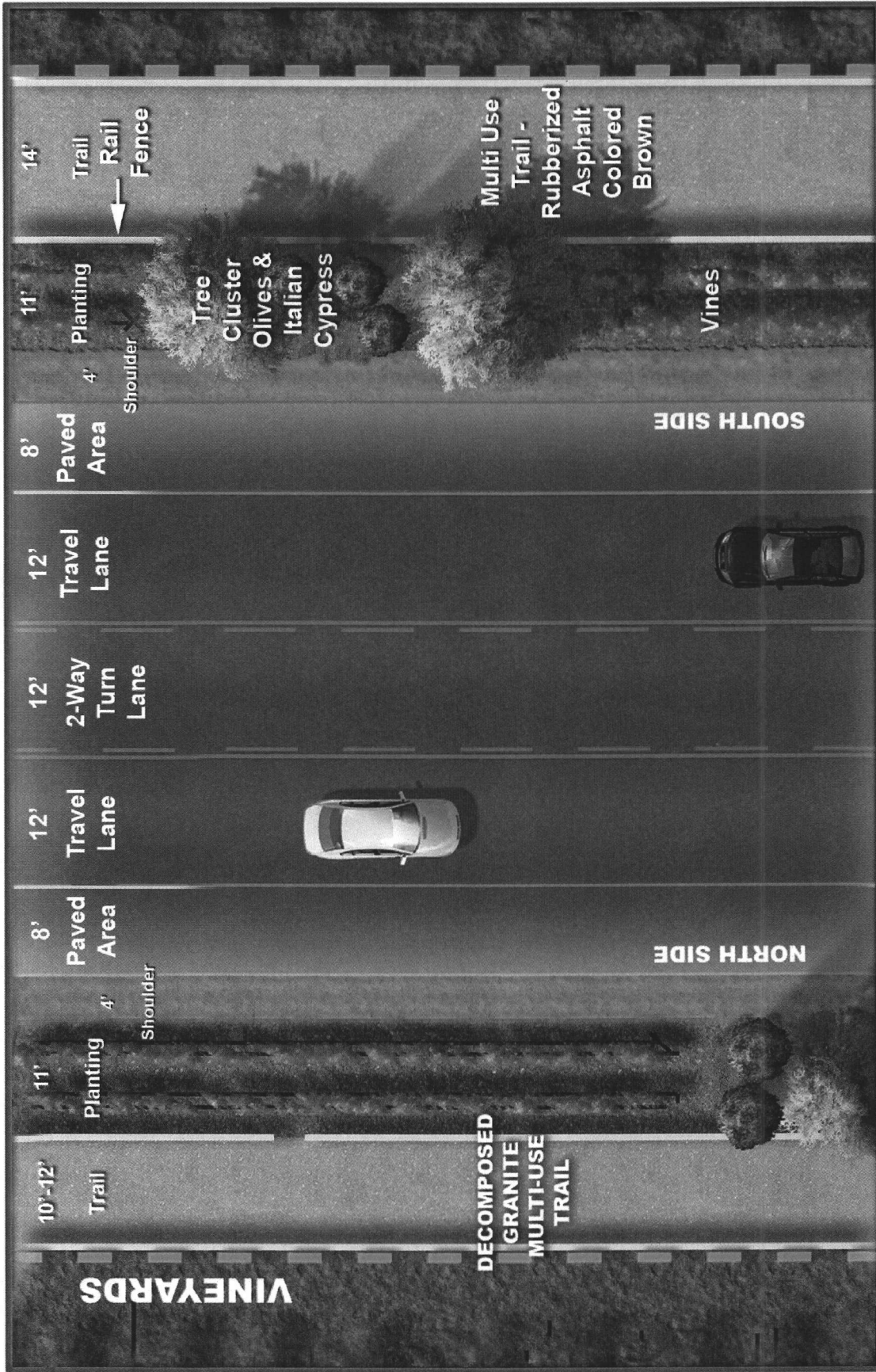
# Temecula Valley Wine Country



TEMECULA VALLEY WINE COUNTRY  
DESIGN GUIDELINES



5 Rancho Calif. Road R.O.W. Level Both Sides



**6 Proposed Roadway – MP Trails Both Sides**



VINEYARDS

DI

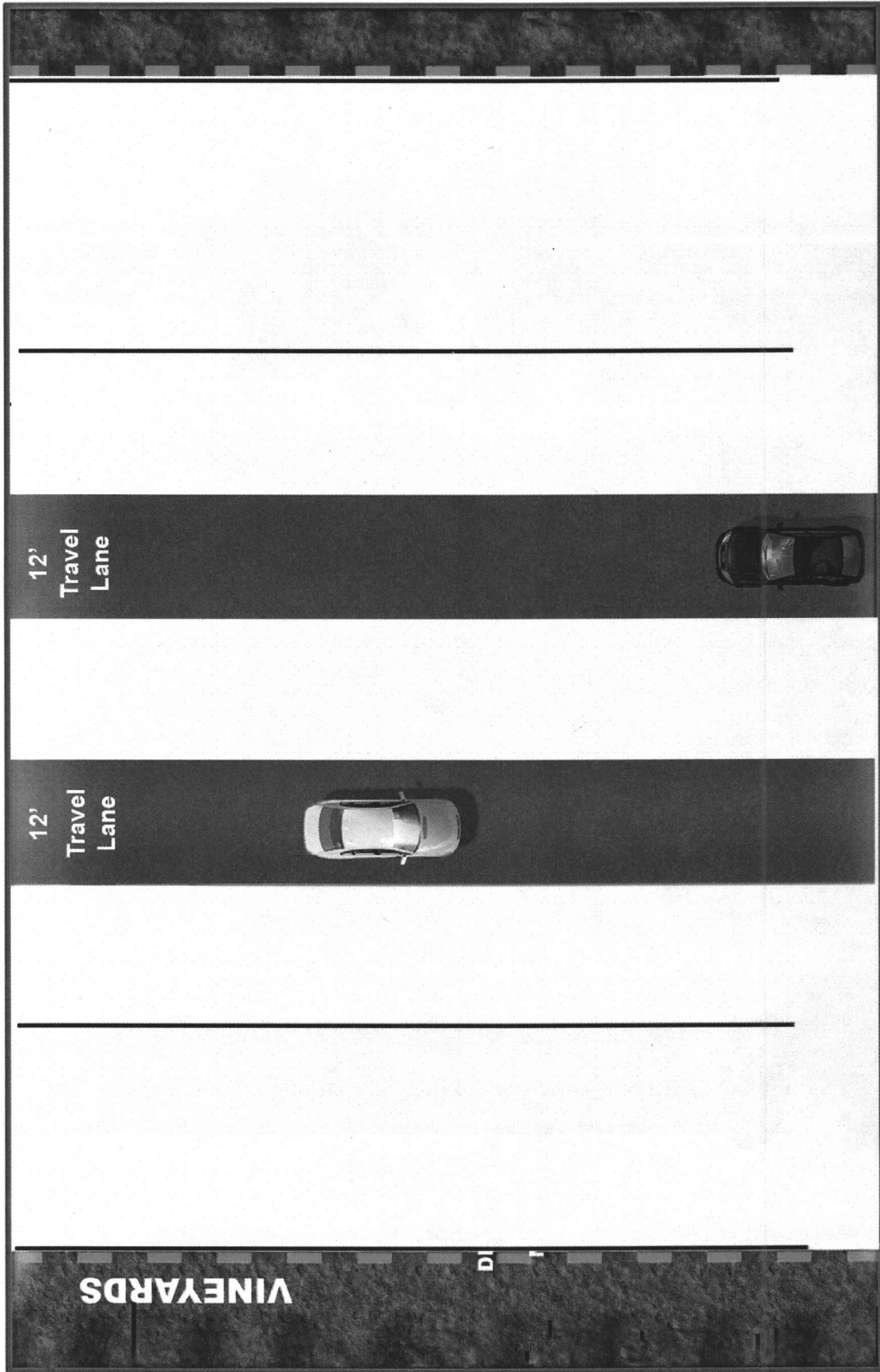
Landscaped R.O.W.  
25 ft.

Roadway  
60 ft.

Landscaped R.O.W.  
25 ft.

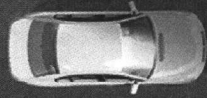
Overall R.O.W.

110 ft.



**VINEYARDS**

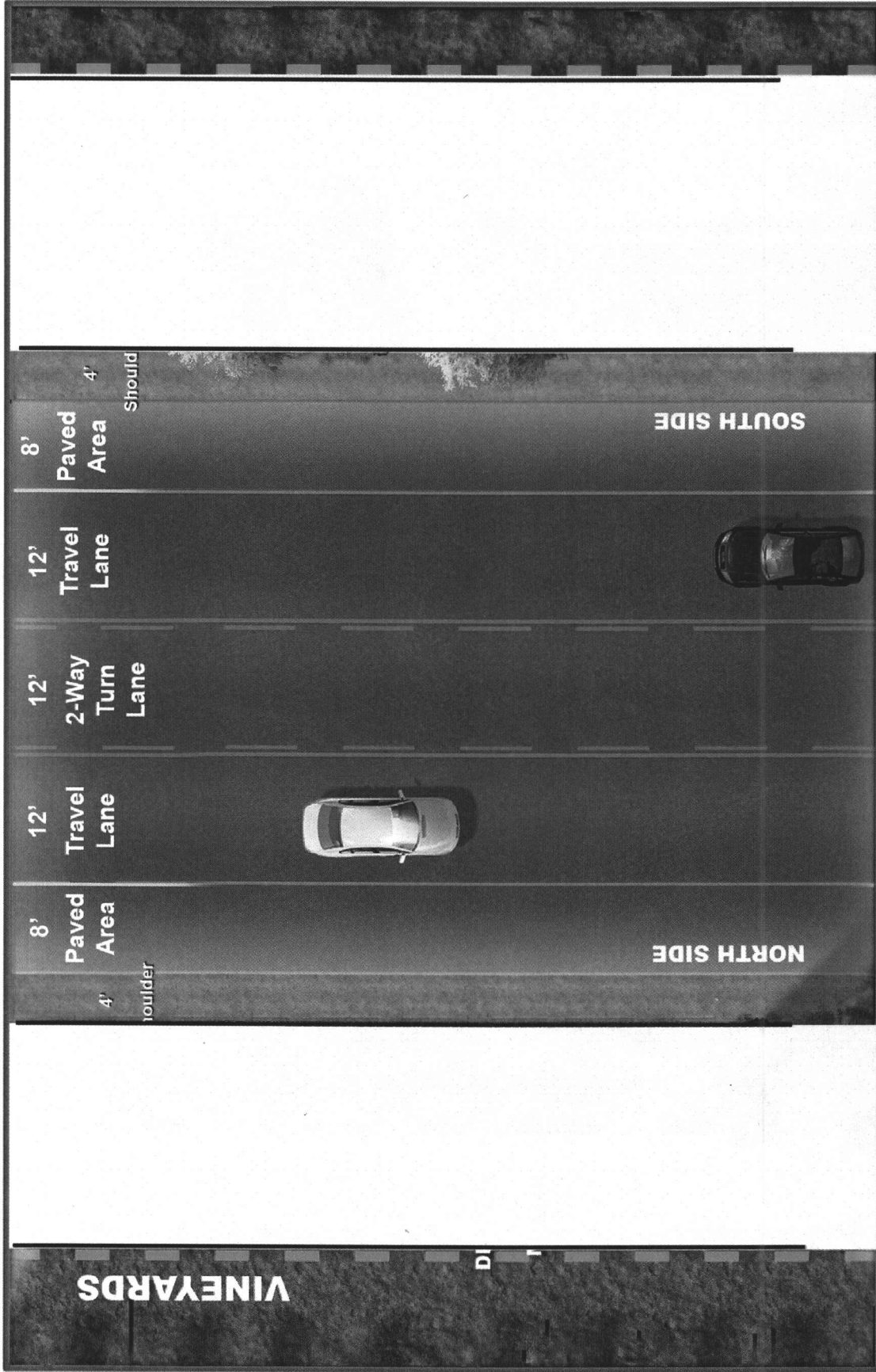
12'  
Travel  
Lane



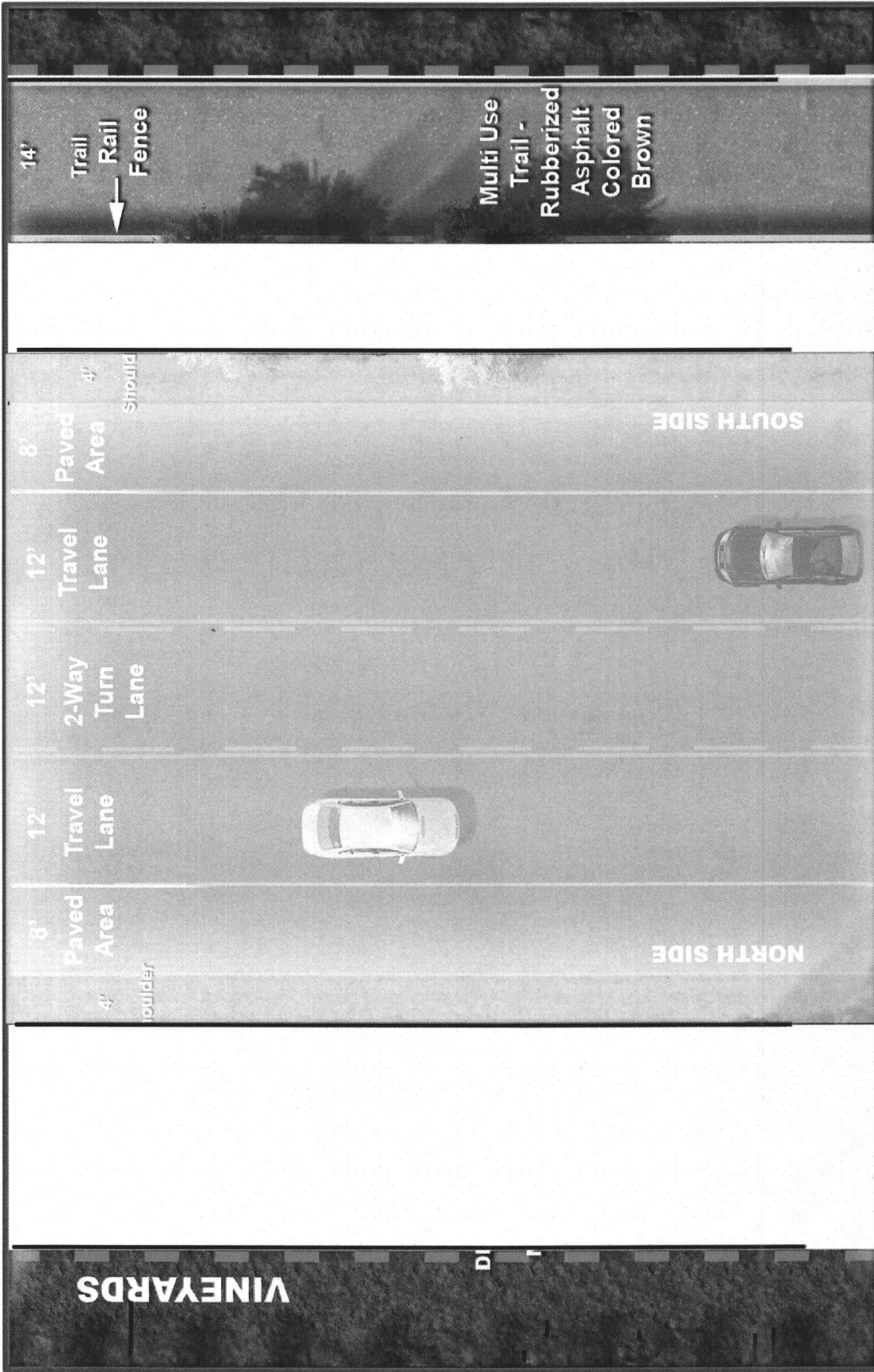
12'  
2-Way  
Turn  
Lane

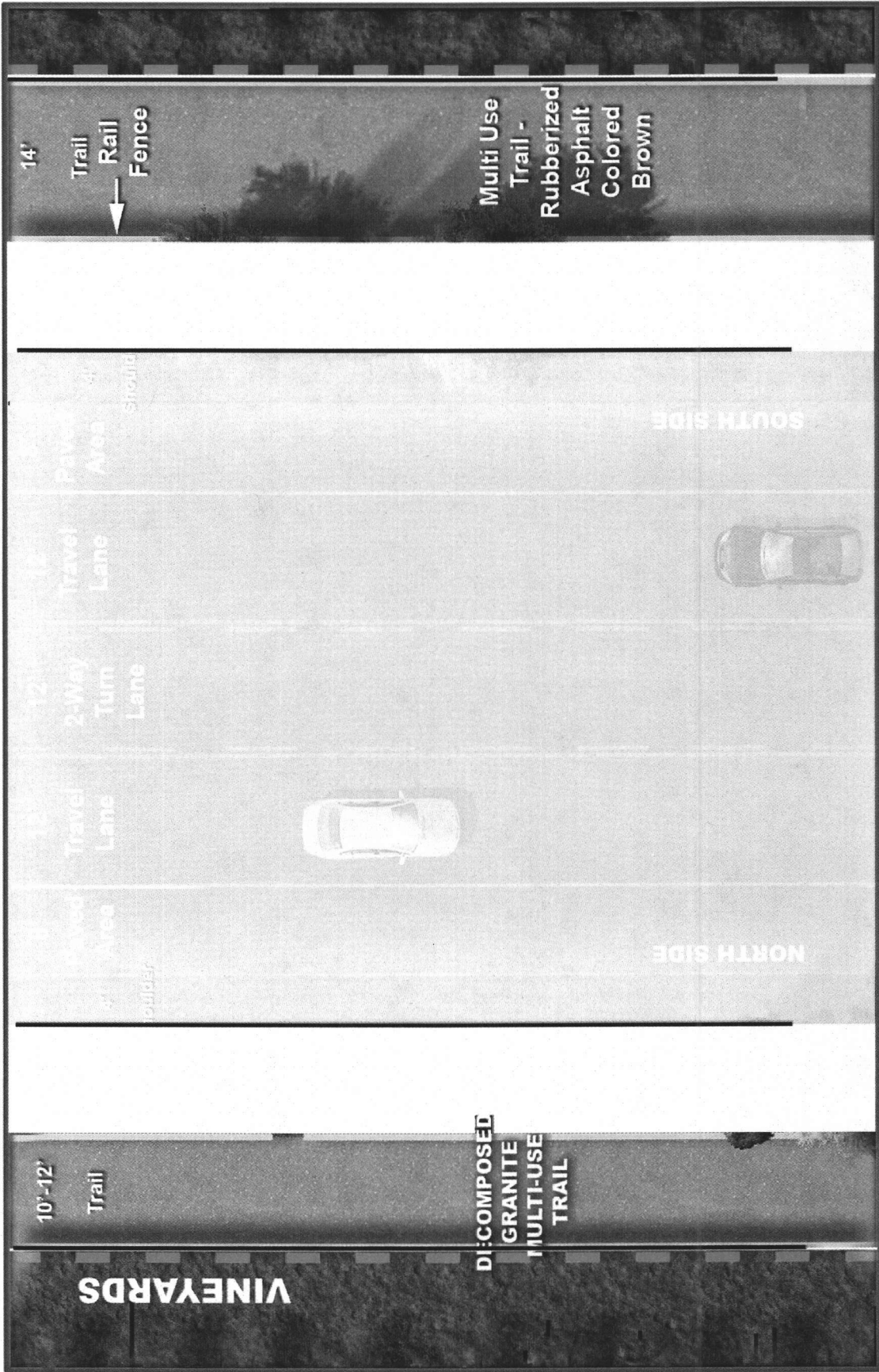


12'  
Travel  
Lane



VINEYARDS





14'  
Trail  
Rail  
Fence

Multi Use  
Trail -  
Rubberized  
Asphalt  
Colored  
Brown

Paved  
Area  
Shoulder

Travel  
Lane

2-Way  
Turn  
Lane

Travel  
Lane

Paved  
Area  
Shoulder

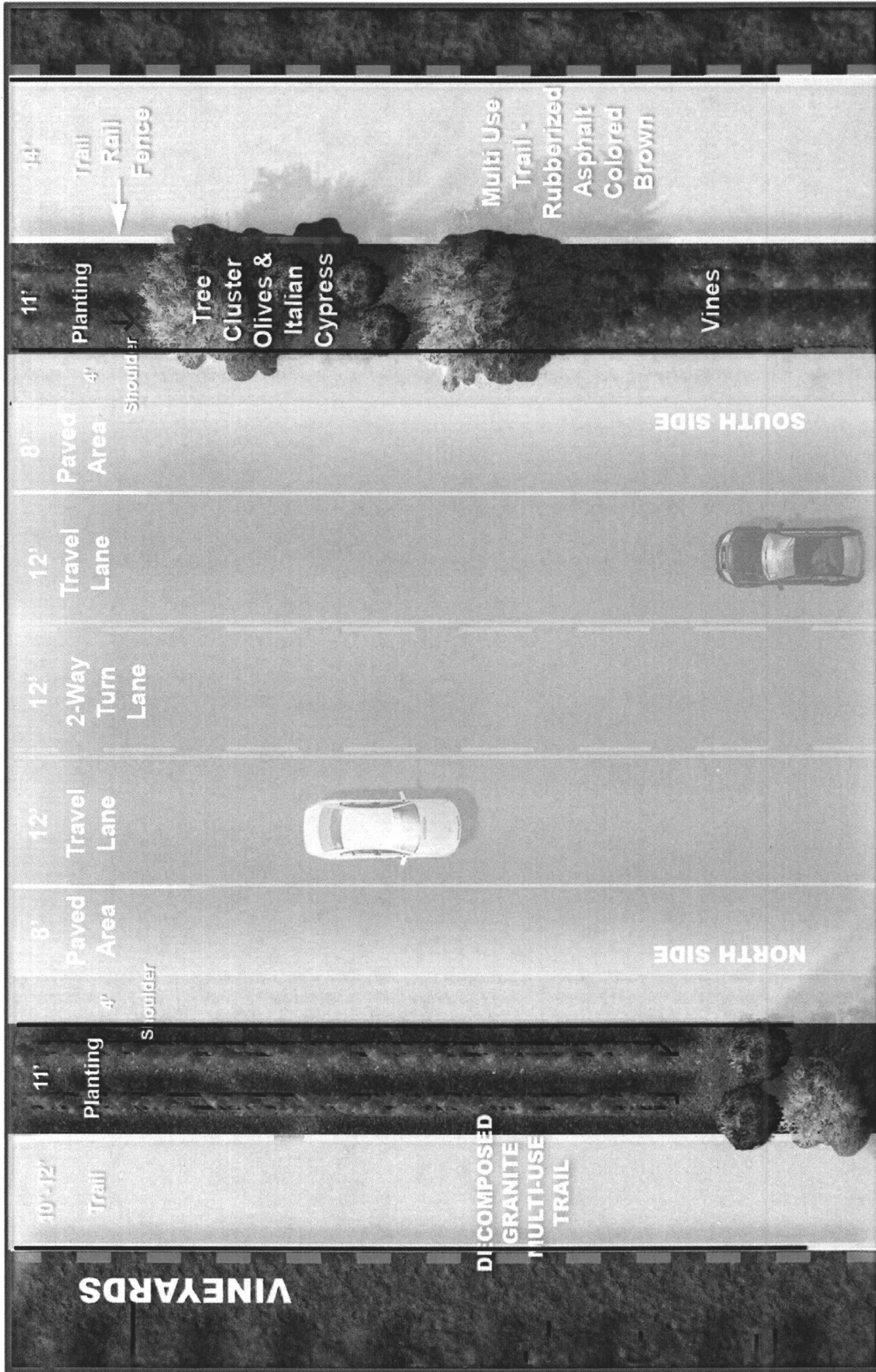
SOUTH SIDE

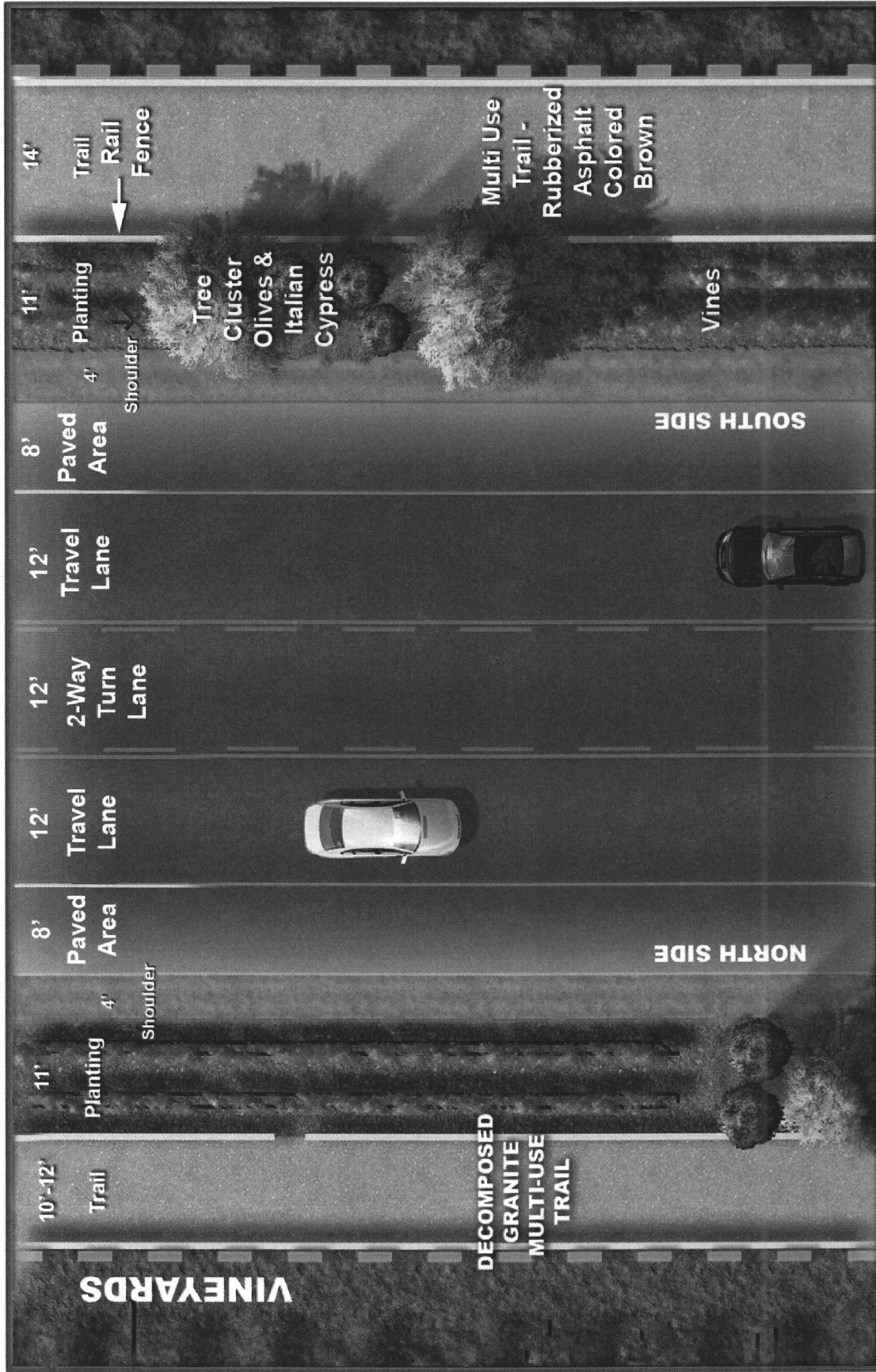
NORTH SIDE

10'-12'  
Trail

VINEYARDS

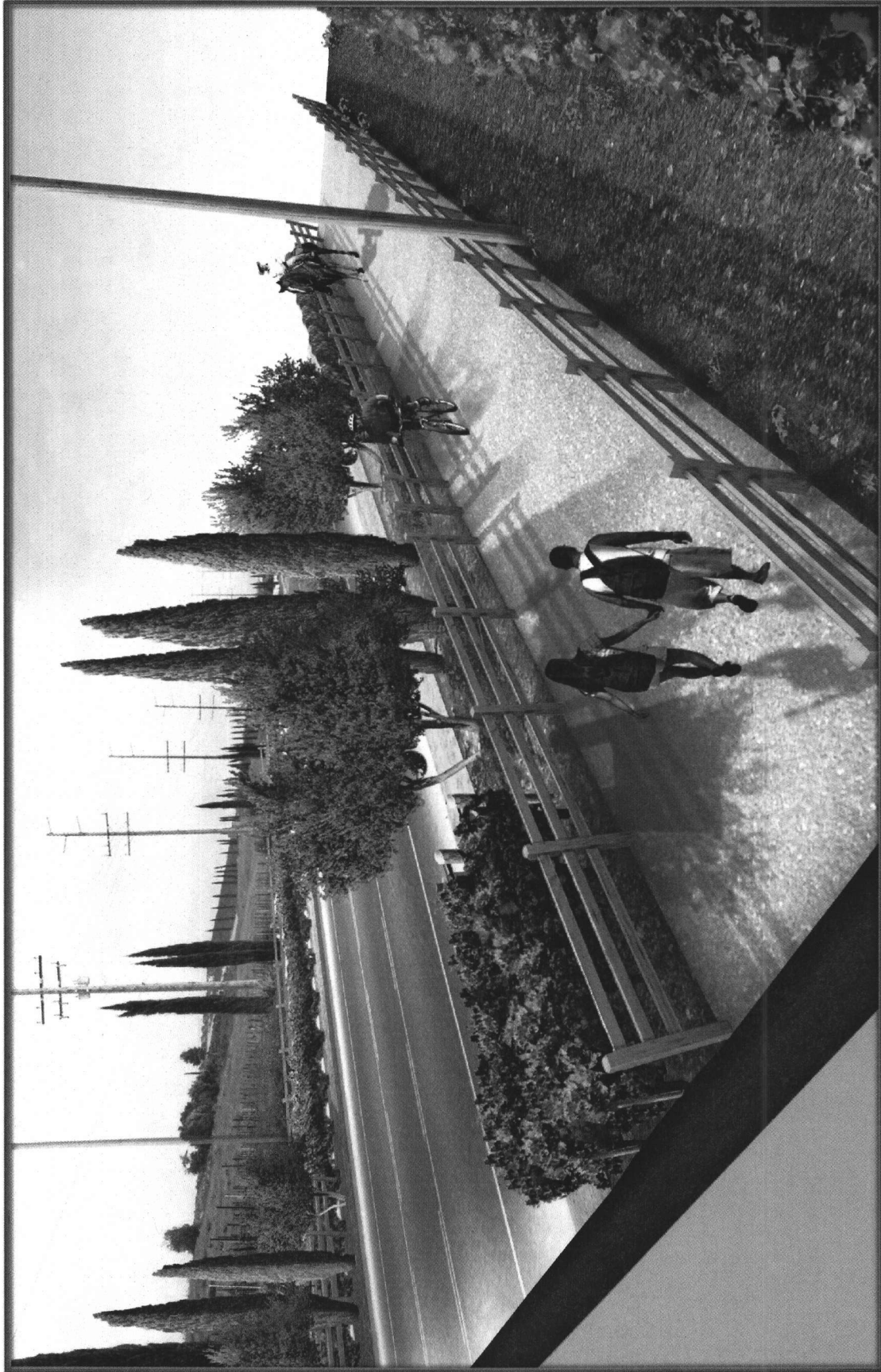
DI-COMPOSED  
GRANITE  
MULTI-USE  
TRAIL



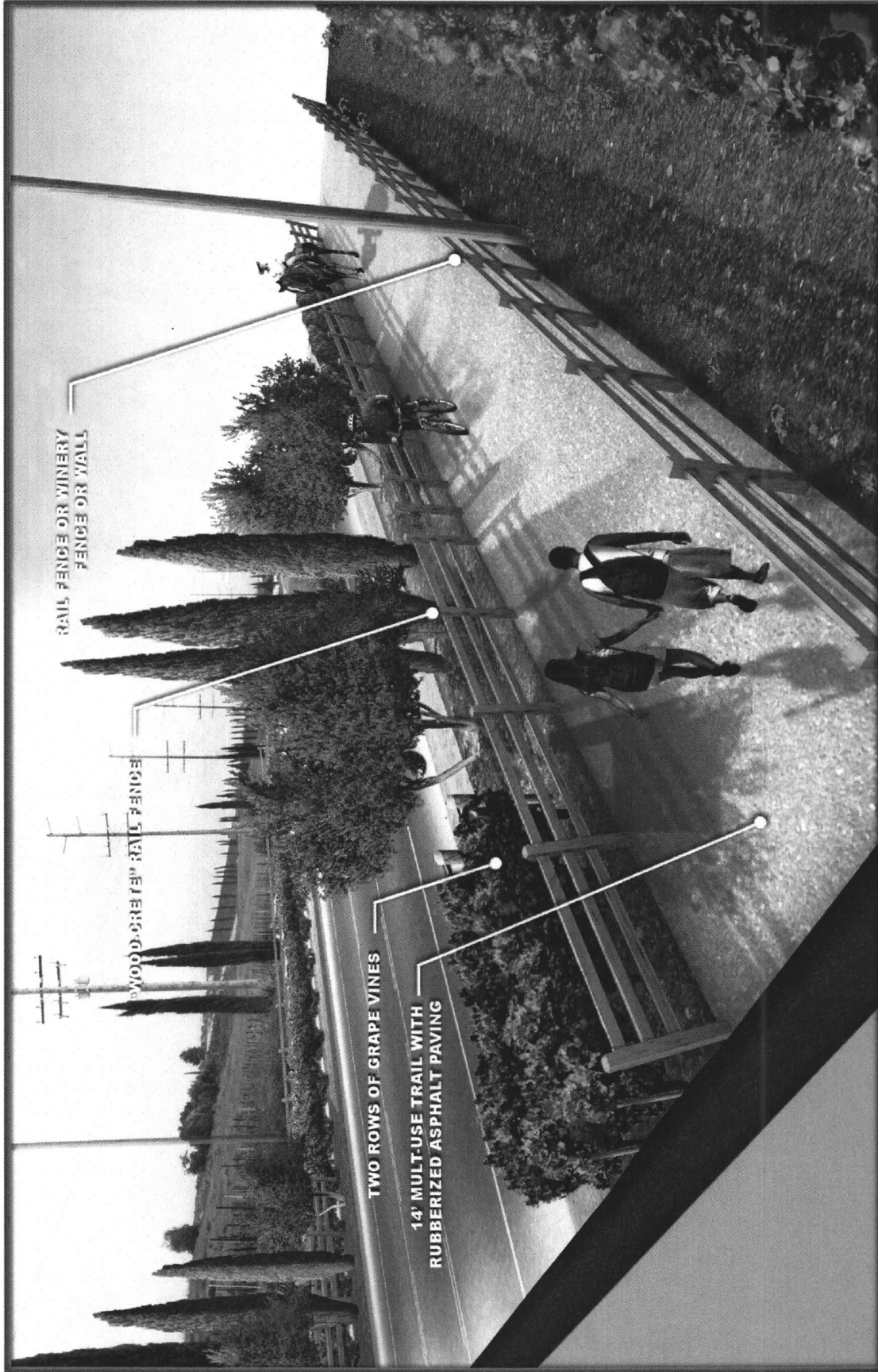


14 Proposed Roadway – MP Trails Both Sides





3D View of Proposed Roadway Section  
Rancho California Road



RAIL FENCE OR WINERY  
FENCE OR WALL

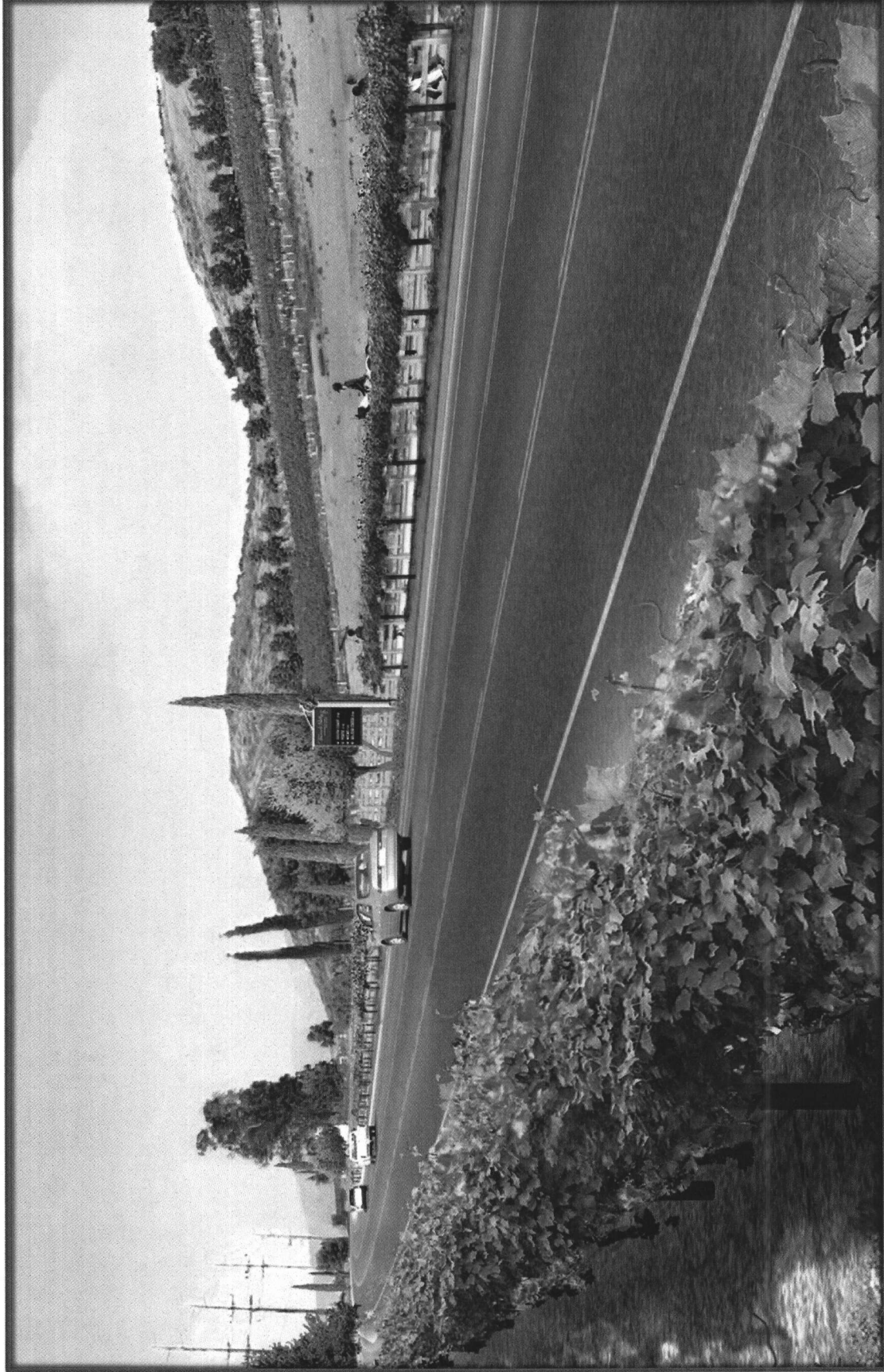
WOOD-CRETE<sup>TM</sup> RAIL FENCE

TWO ROWS OF GRAPE VINES

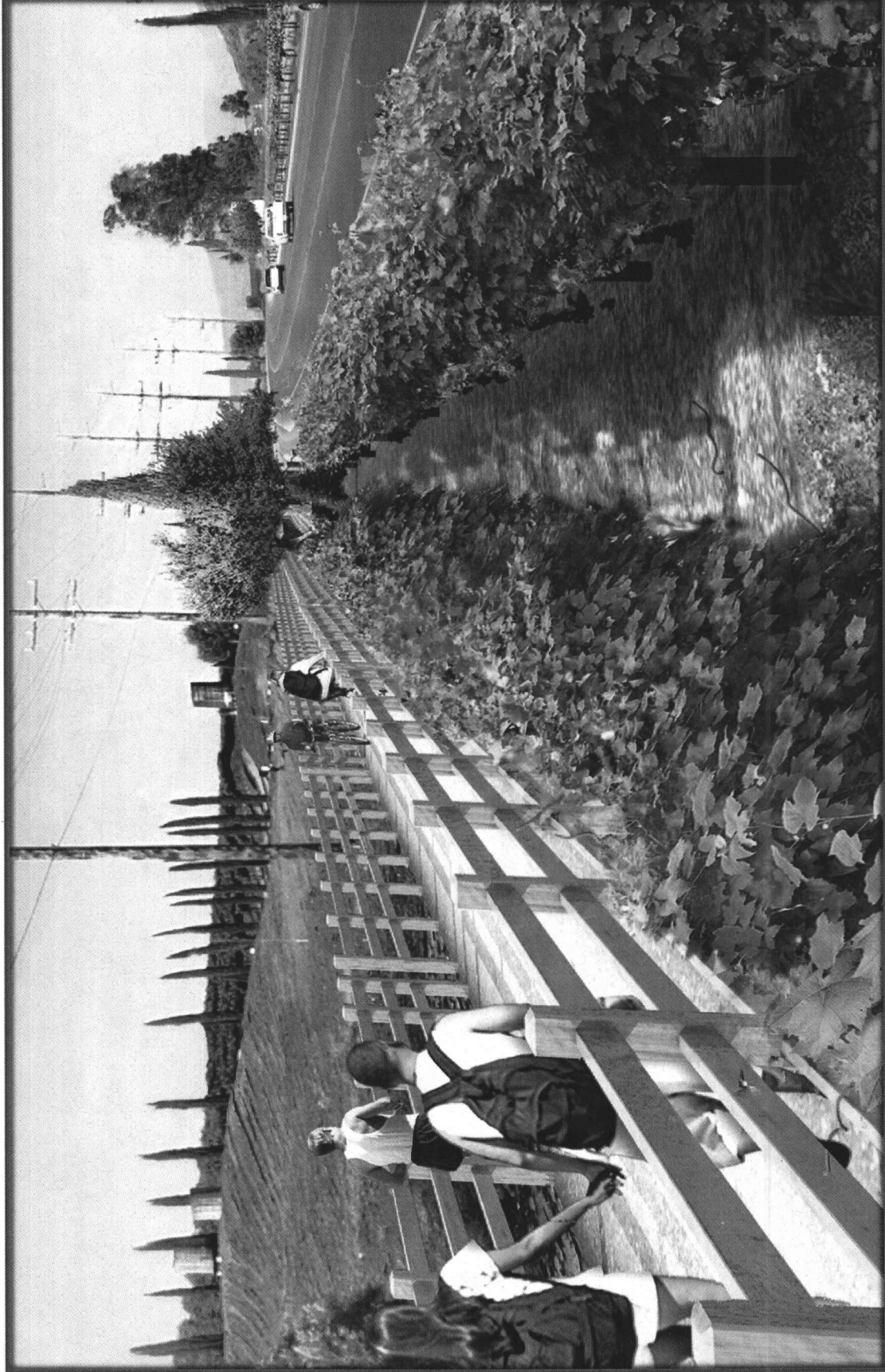
14' MULTI-USE TRAIL WITH  
RUBBERIZED ASPHALT PAVING

## Proposed Roadway – South side with Multi- Use Trails on Both Sides

TEMECULA VALLEY WINE COUNTRY  
DESIGN GUIDELINES



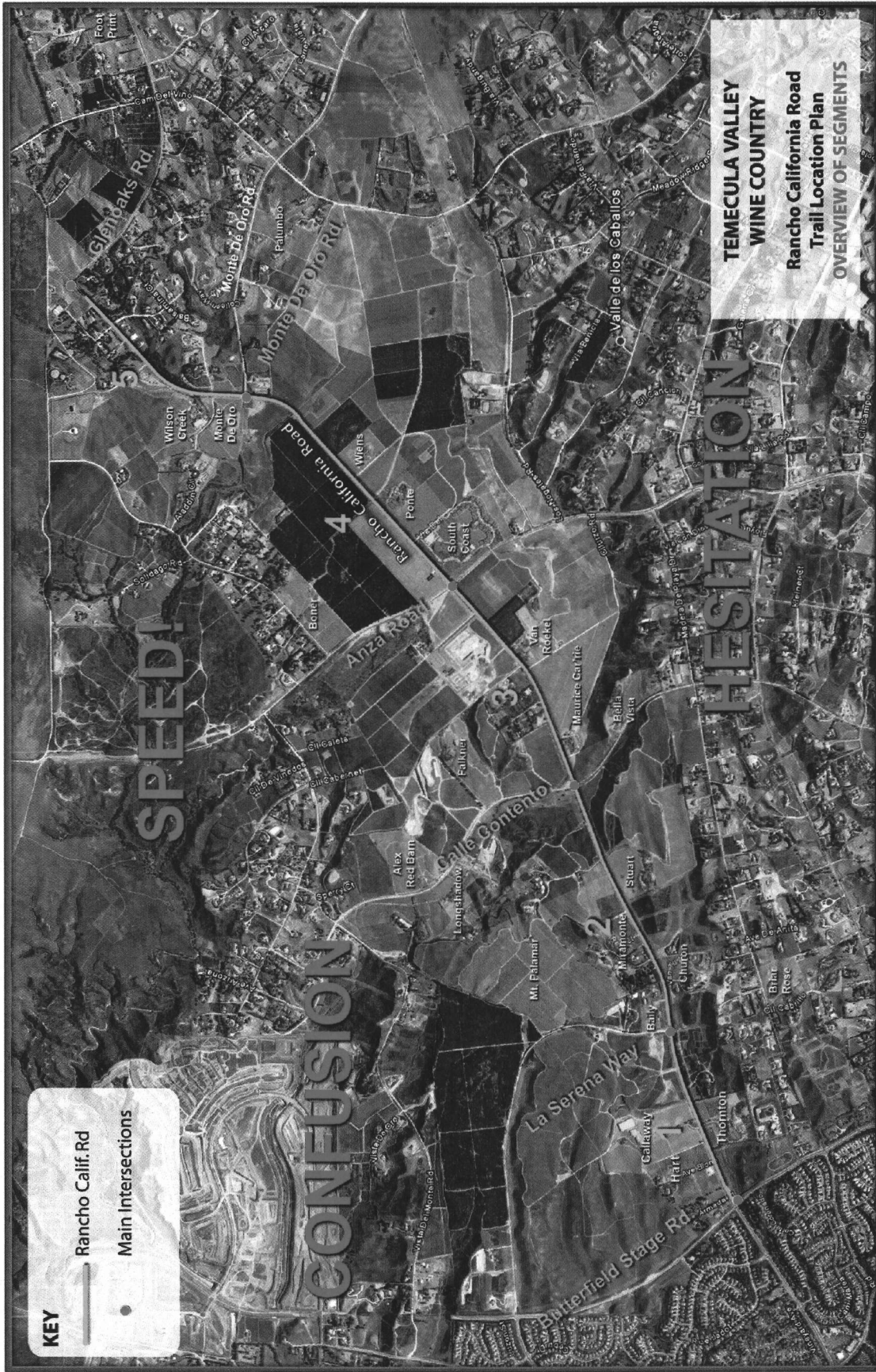
**Proposed Roadway – North side with Multi-  
Use Trails on Both Sides**



Proposed Roadway – North side with Multi-  
Use Trails on Both Sides



Proposed Roadway – North side with Multi-  
Use Trails on Both Sides



**KEY**

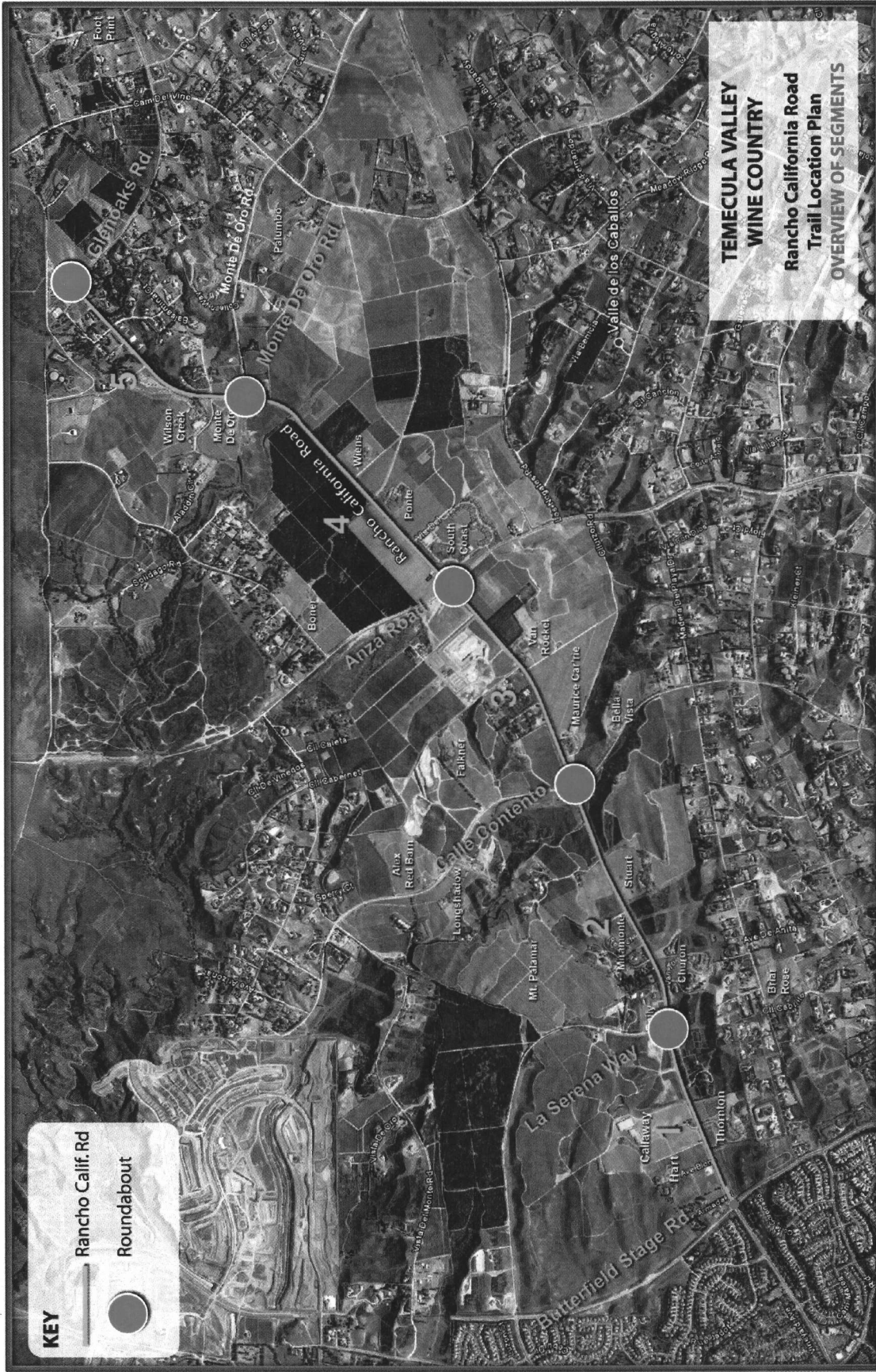
— Rancho Calif. Rd

• Main Intersections

**TEMECULA VALLEY  
WINE COUNTRY**

**Rancho California Road  
Trail Location Plan**

**OVERVIEW OF SEGMENTS**



21 Trail Location Map – Overview of Road Segments



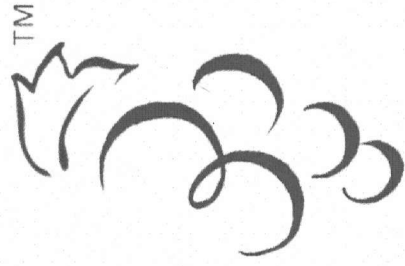
## Roundabouts at Major Intersections Traffic Calming





# Logo Development

Temecula Valley <sup>TM</sup>  
SOUTHERN CALIFORNIA  
WINE COUNTRY



## 25 Logo Portion of Logotype

TEMECULA VALLEY WINE COUNTRY  
DESIGN GUIDELINES



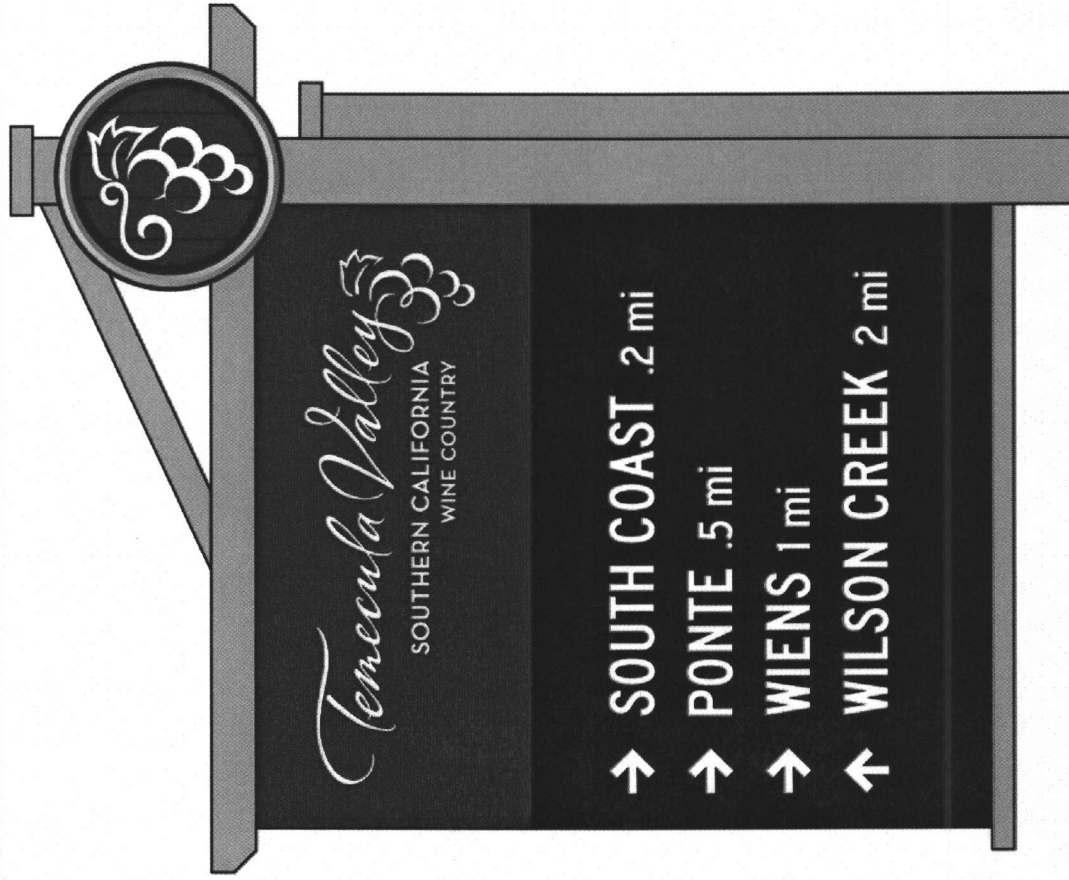






# Temecula Valley

SOUTHERN CALIFORNIA  
WINE COUNTRY

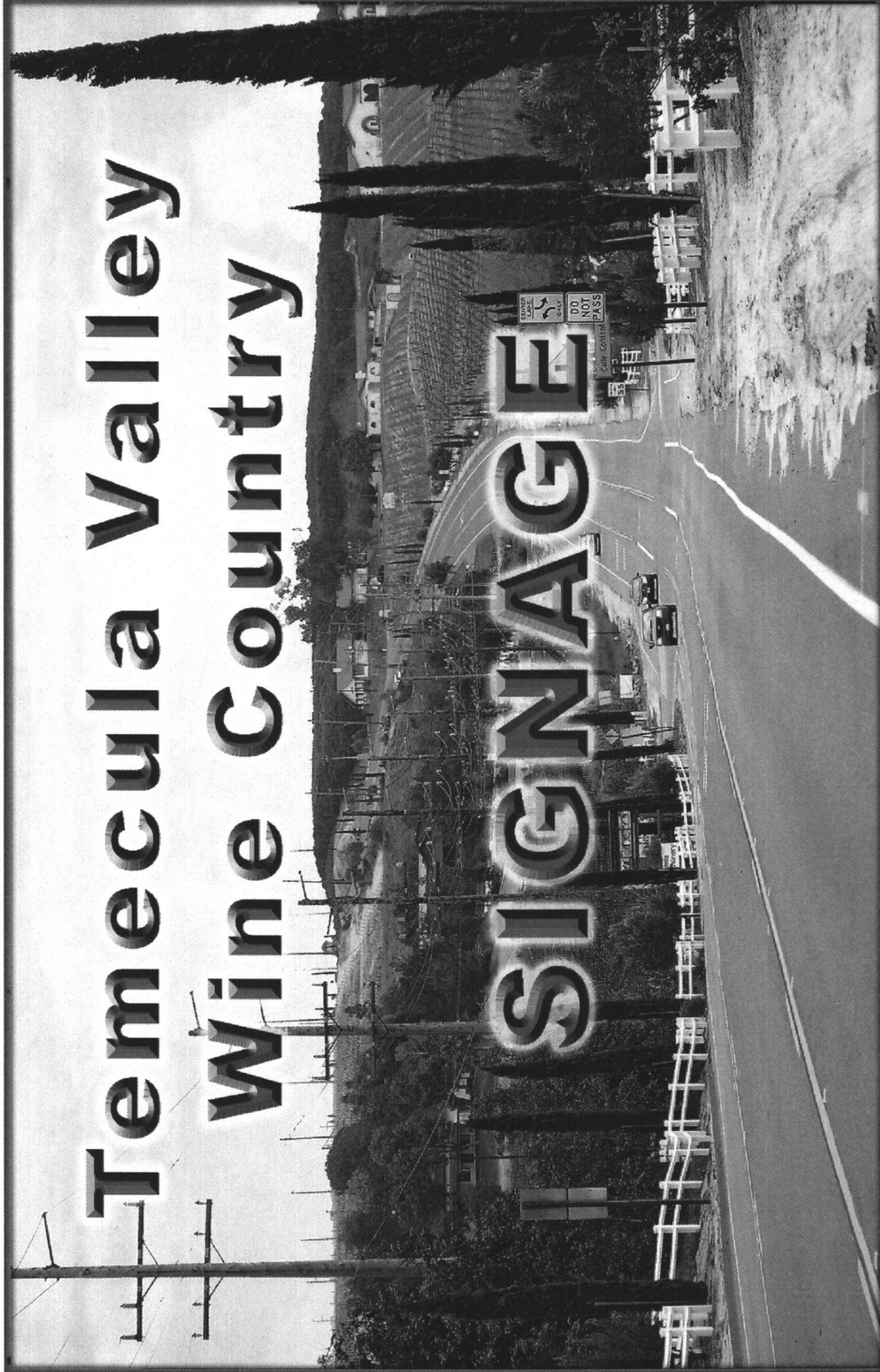


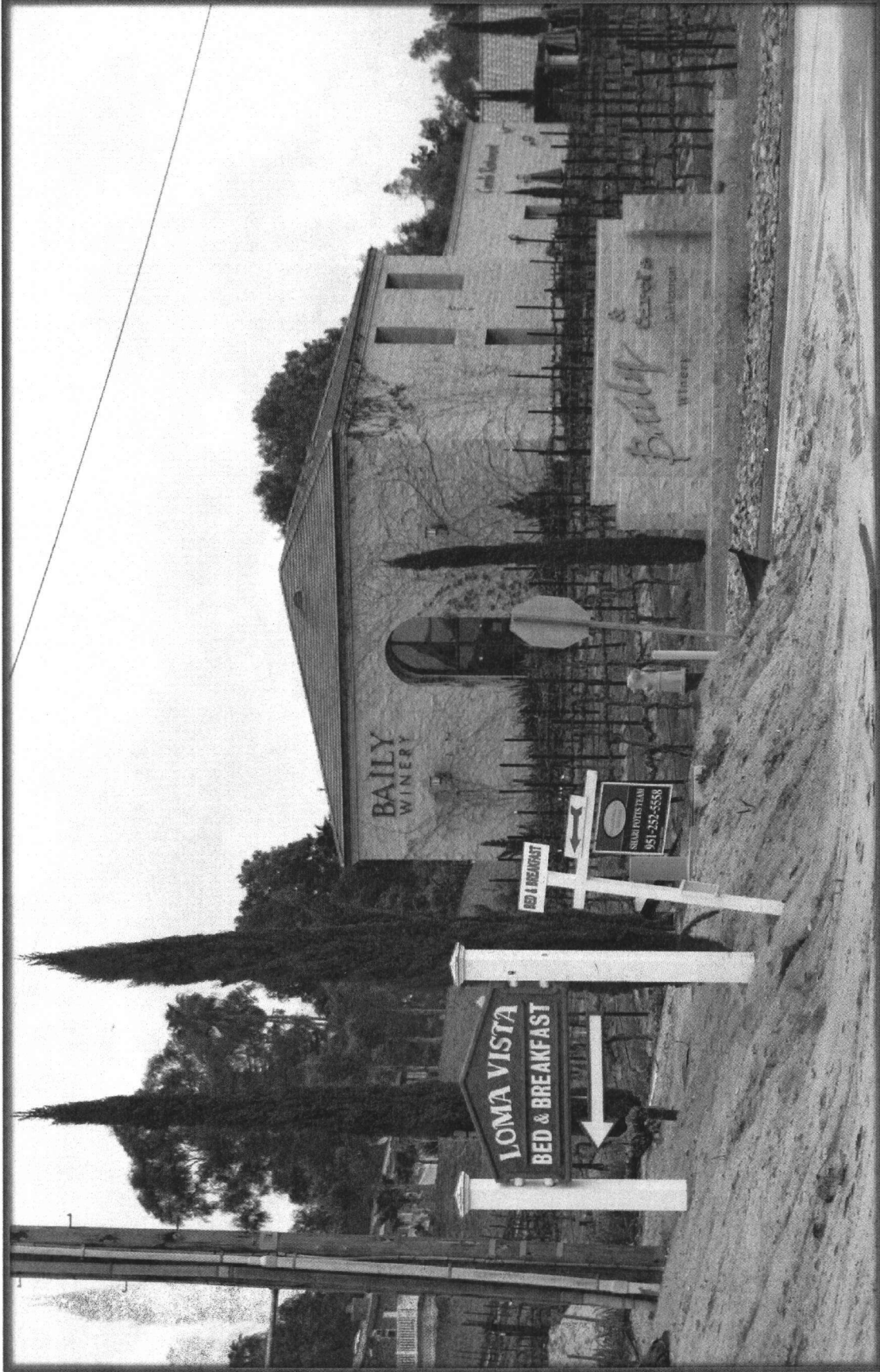




# Temecula Valley Wine Country

## SIGNAGE



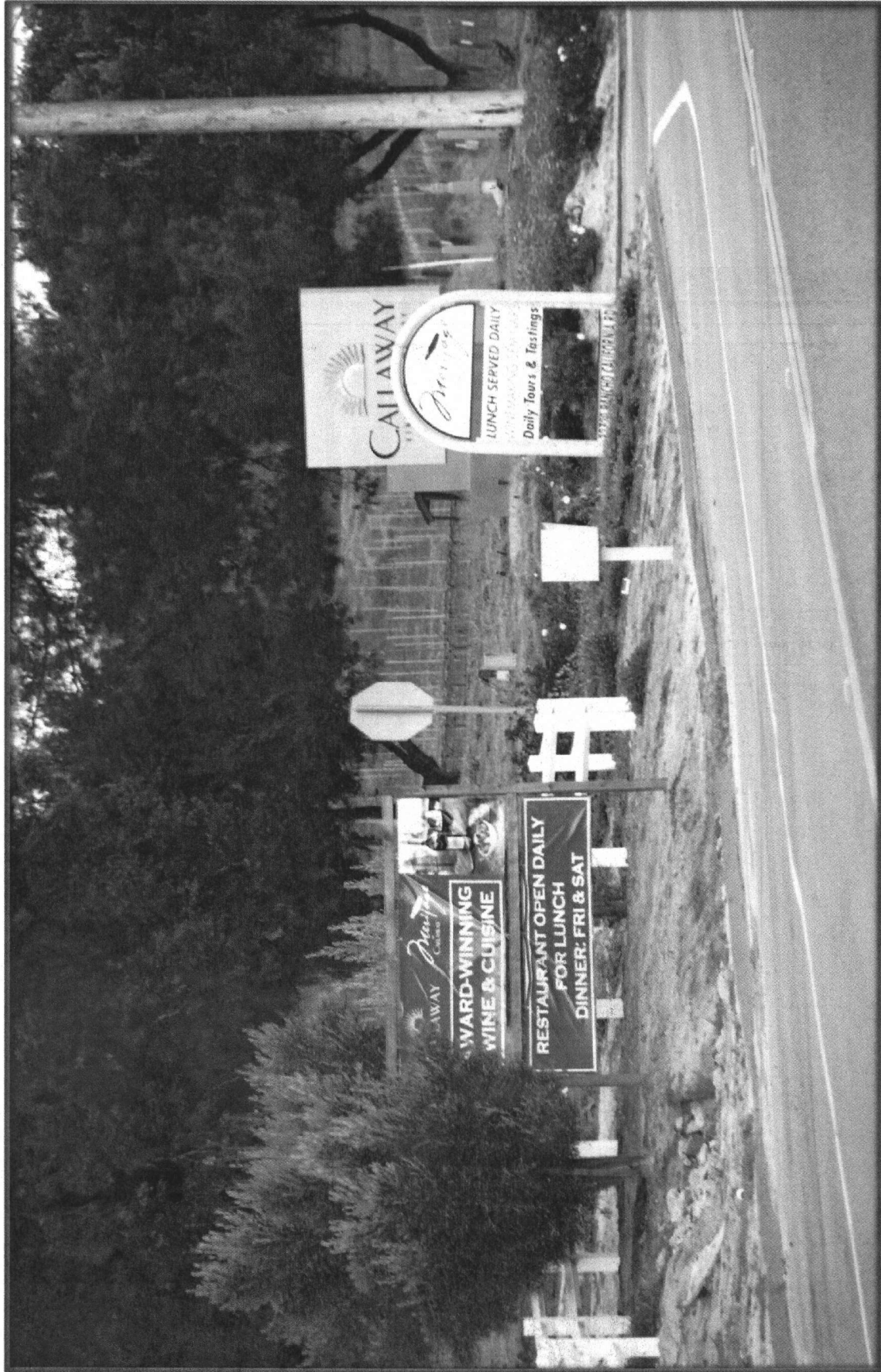


Sign Clutter at Baily Winery Entrance

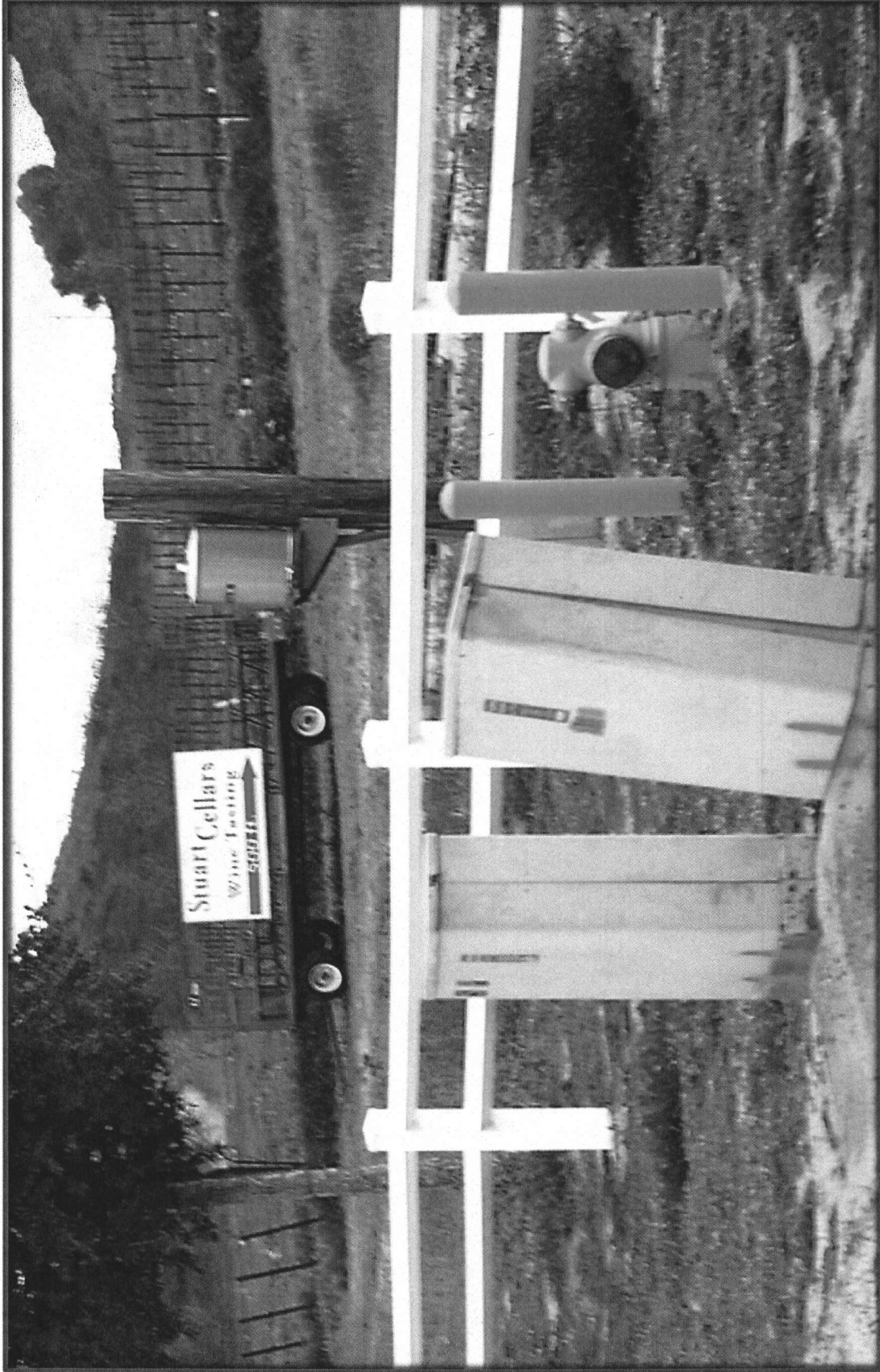


## Approaching Baily Winery Entrance

TEMECULA VALLEY WINE COUNTRY  
DESIGN GUIDELINES



35 Sign Clutter at Callaway Winery Entrance



### 36 Attempt to Alert Visitor to Upcoming Entrance



Visual Clutter – Advertising Sign Overpowers

TEMECULA VALLEY WINE COUNTRY  
DESIGN GUIDELINES



38 Sign Clutter at Foote Print Winery Entrance





Wayfinding Sign and Winery Directional Sign

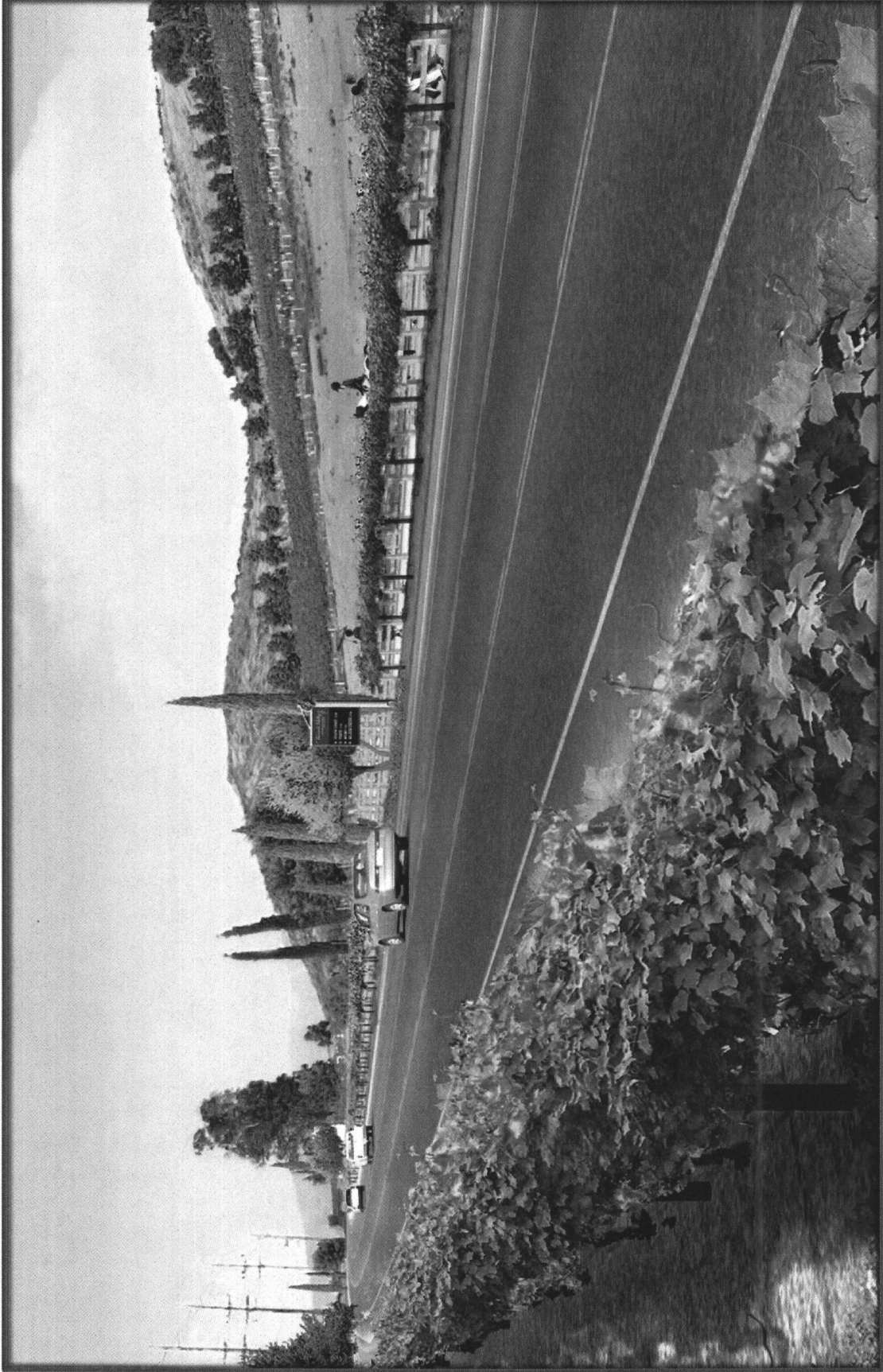


VINEYARDS

Section showing Wayfinding Sign Location



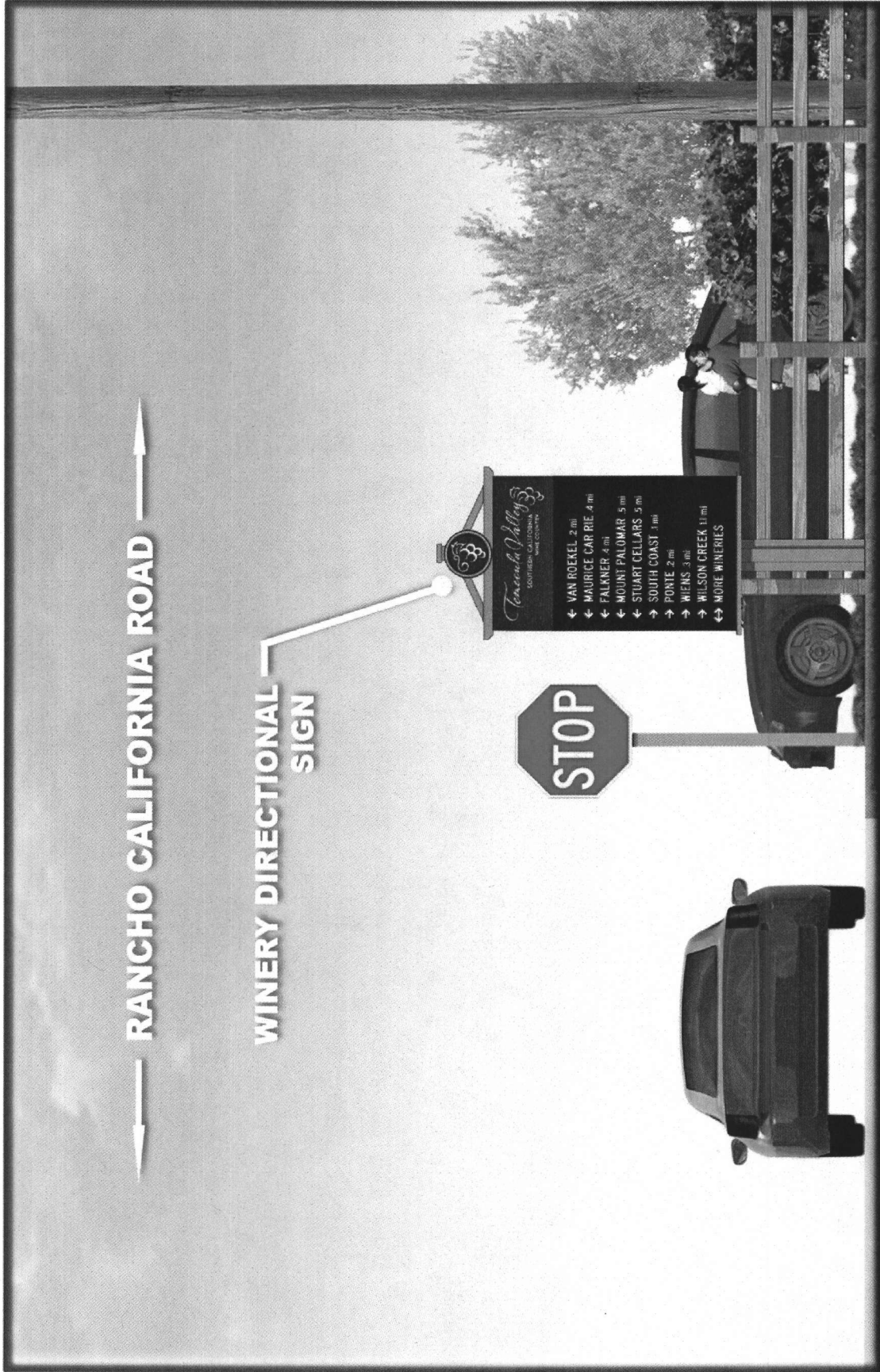
41 3-D View Showing Wayfinding Sign Location



42 View of Wayfinding Sign from North Side

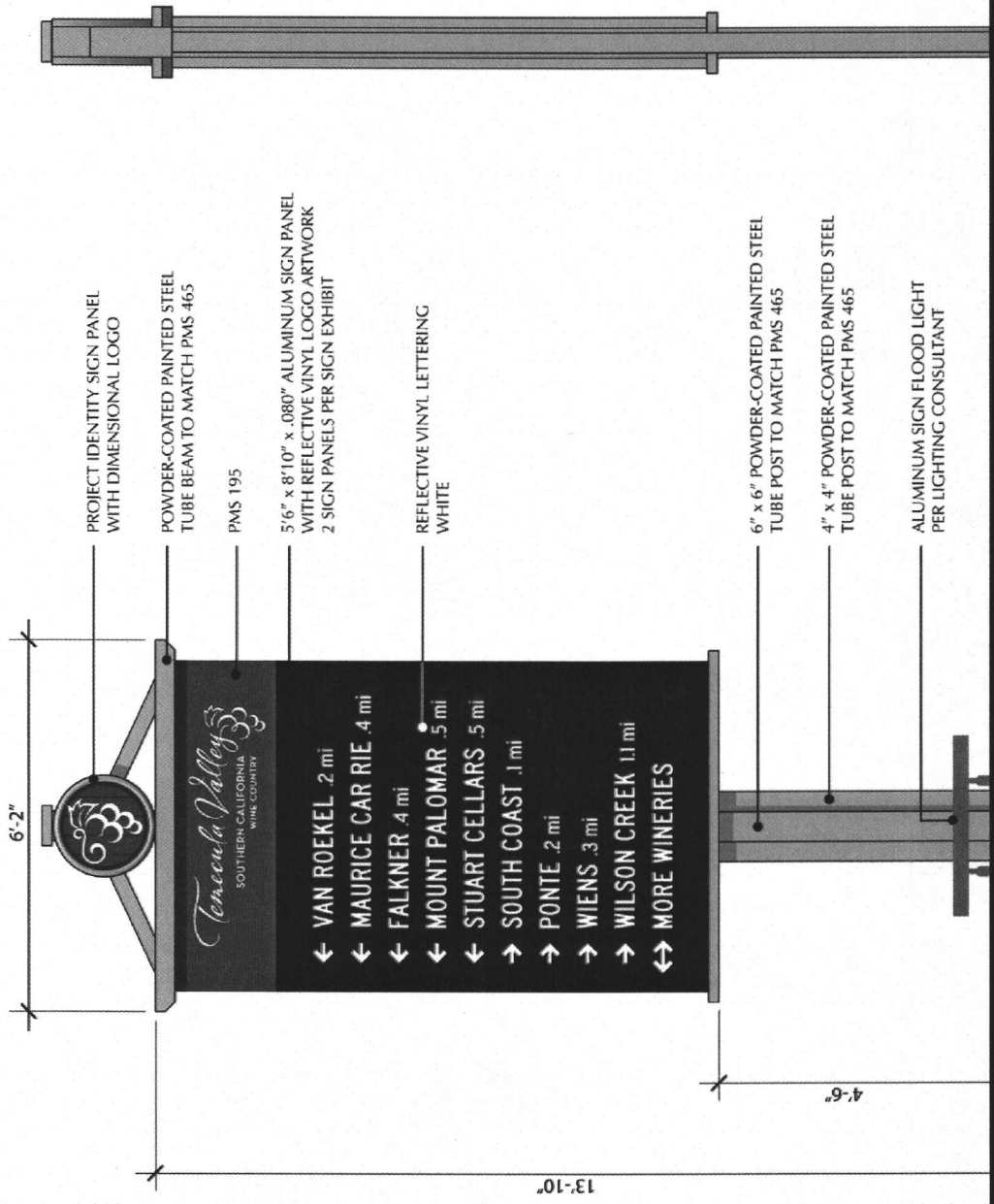
← RANCHO CALIFORNIA ROAD →

WINERY DIRECTIONAL SIGN

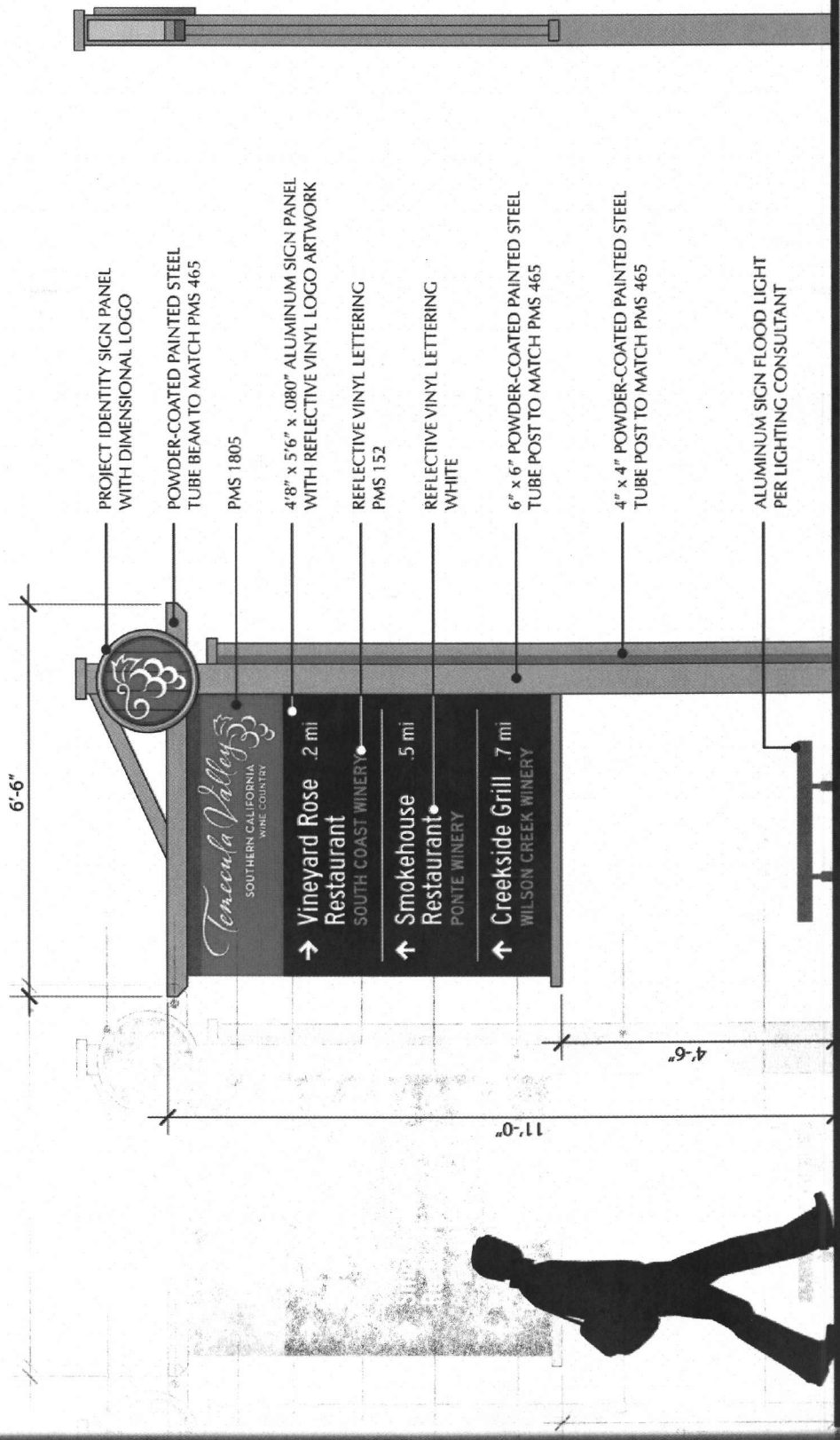


### Winery Directional Sign on Anza at Intersection with Rancho California Road

TEMECULA VALLEY WINE COUNTRY  
DESIGN GUIDELINES



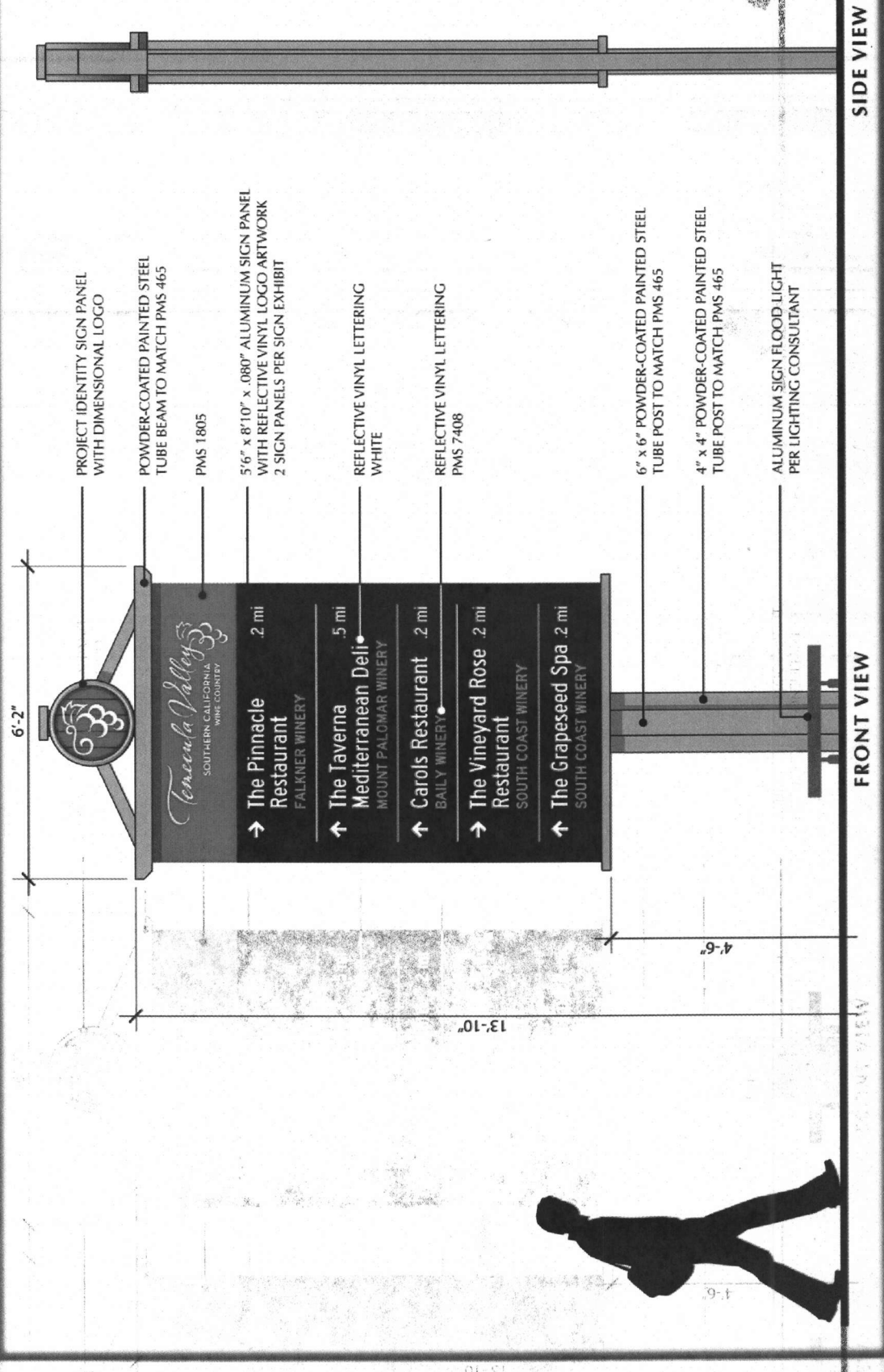
Winery Directional Sign With Dimensions



SIDE VIEW

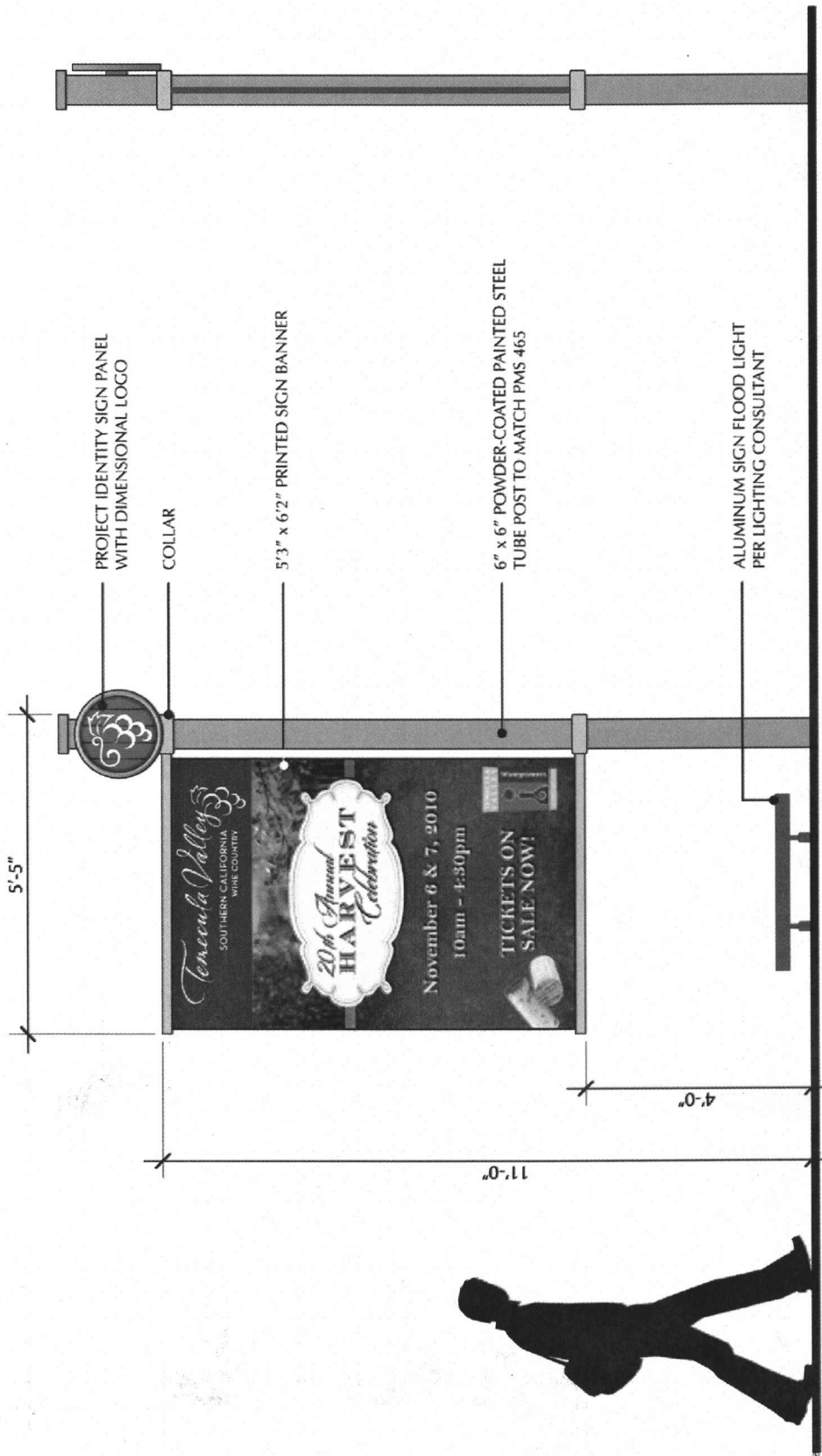
FRONT VIEW

FRONT VIEW



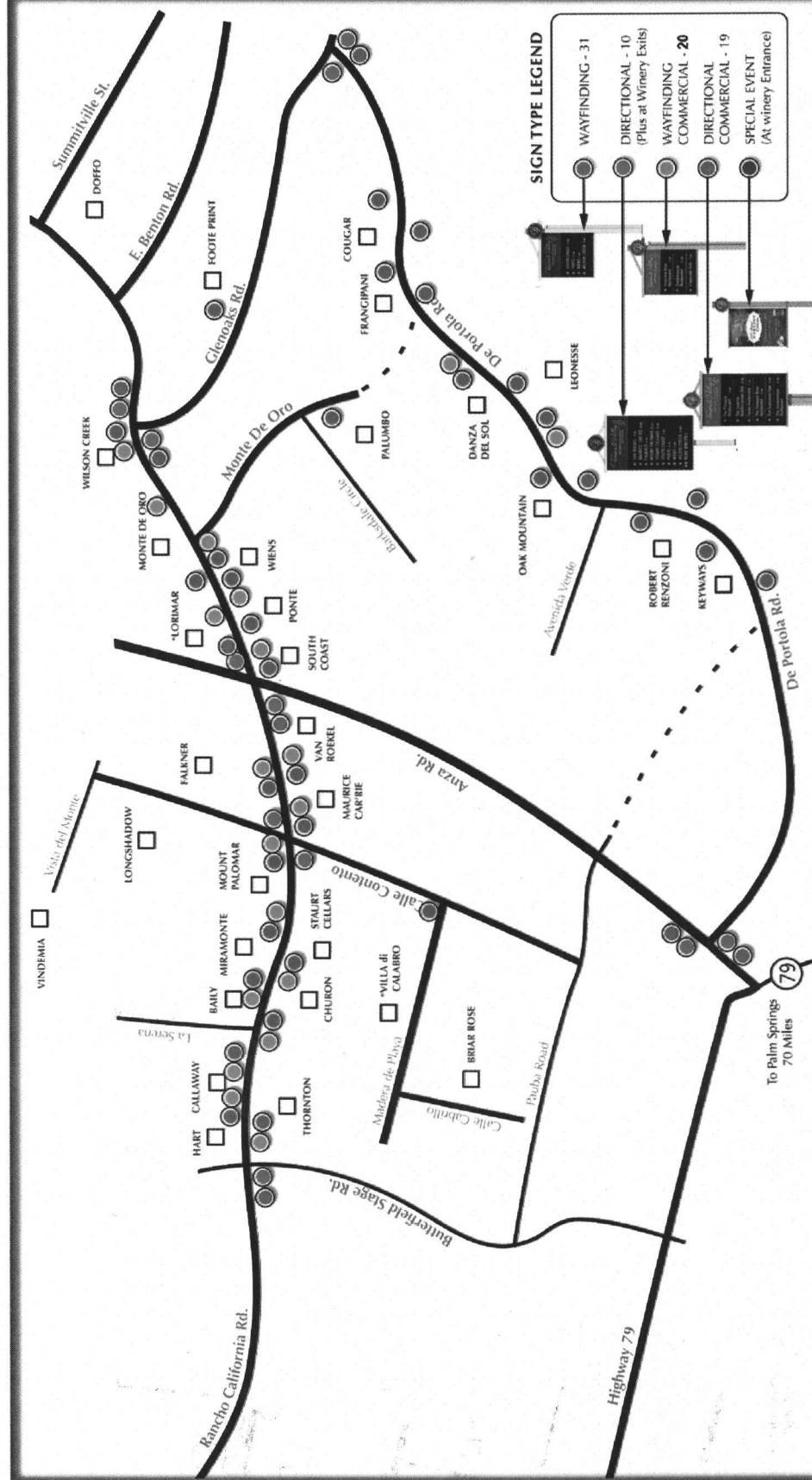
Commercial Directional Sign With  
Dimensions





SIDE VIEW

FRONT VIEW



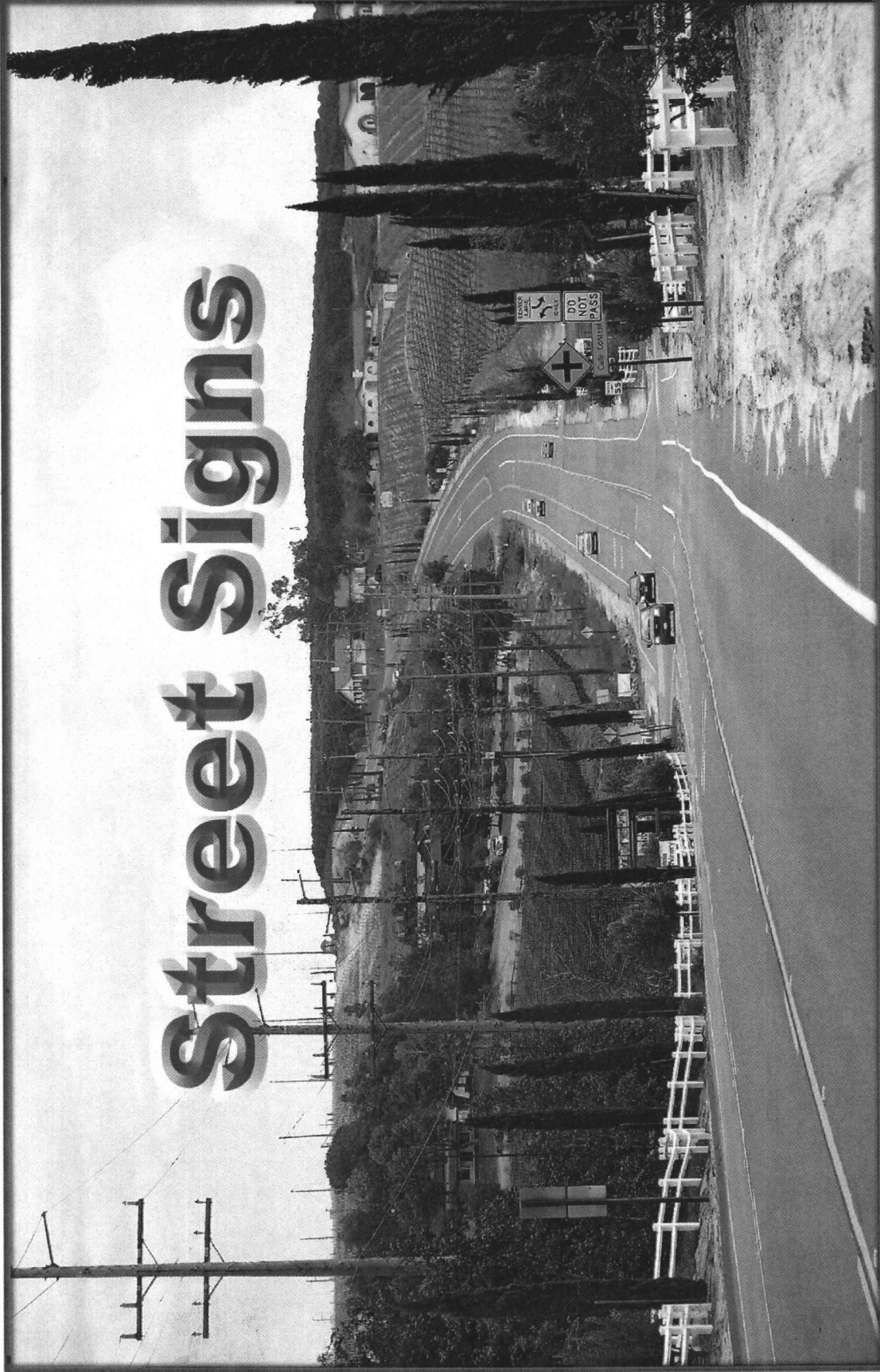
**SIGNAGE LOCATION MAP**

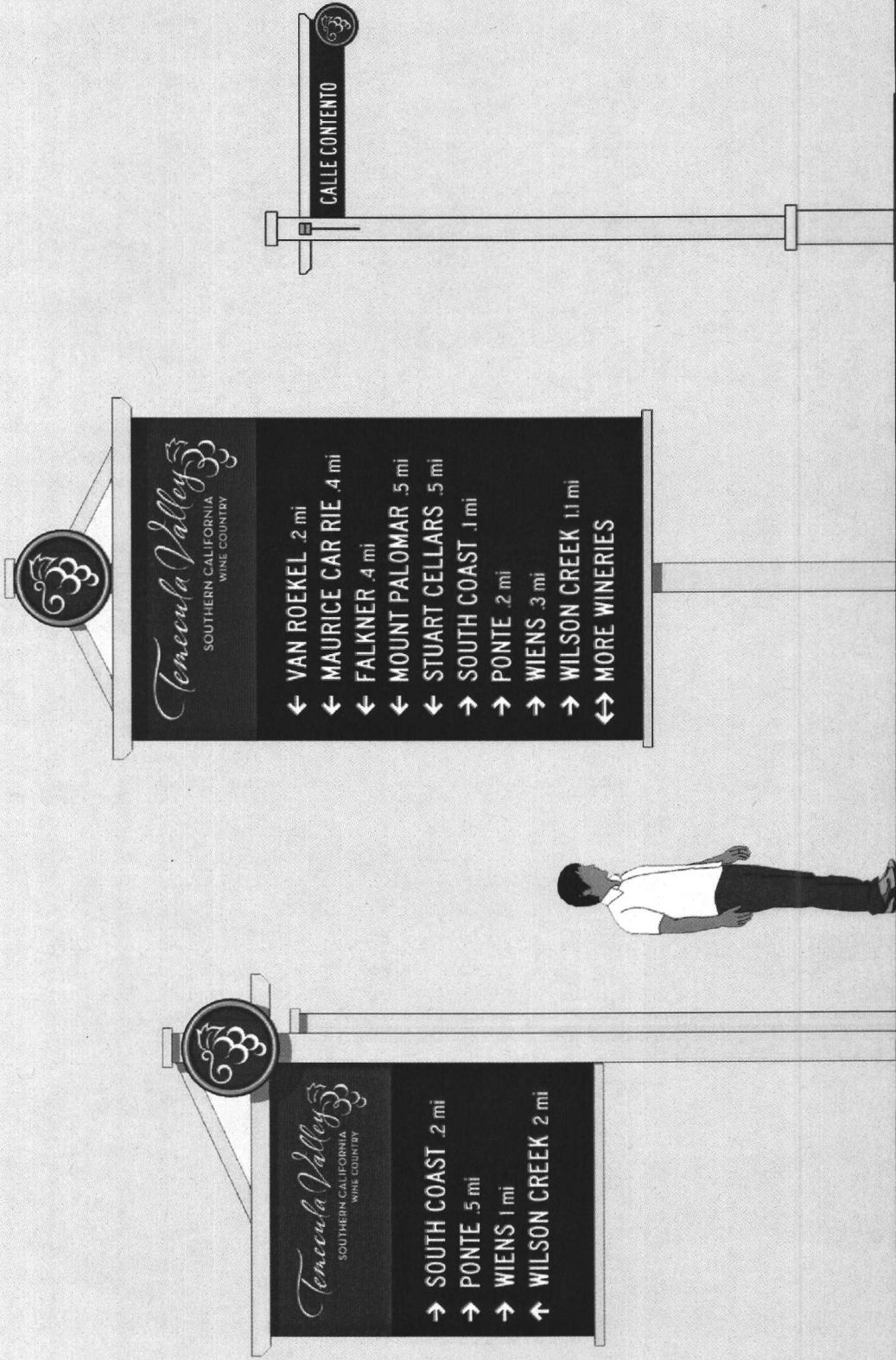
CONCEPTUAL SIGNAGE PROGRAM P.07

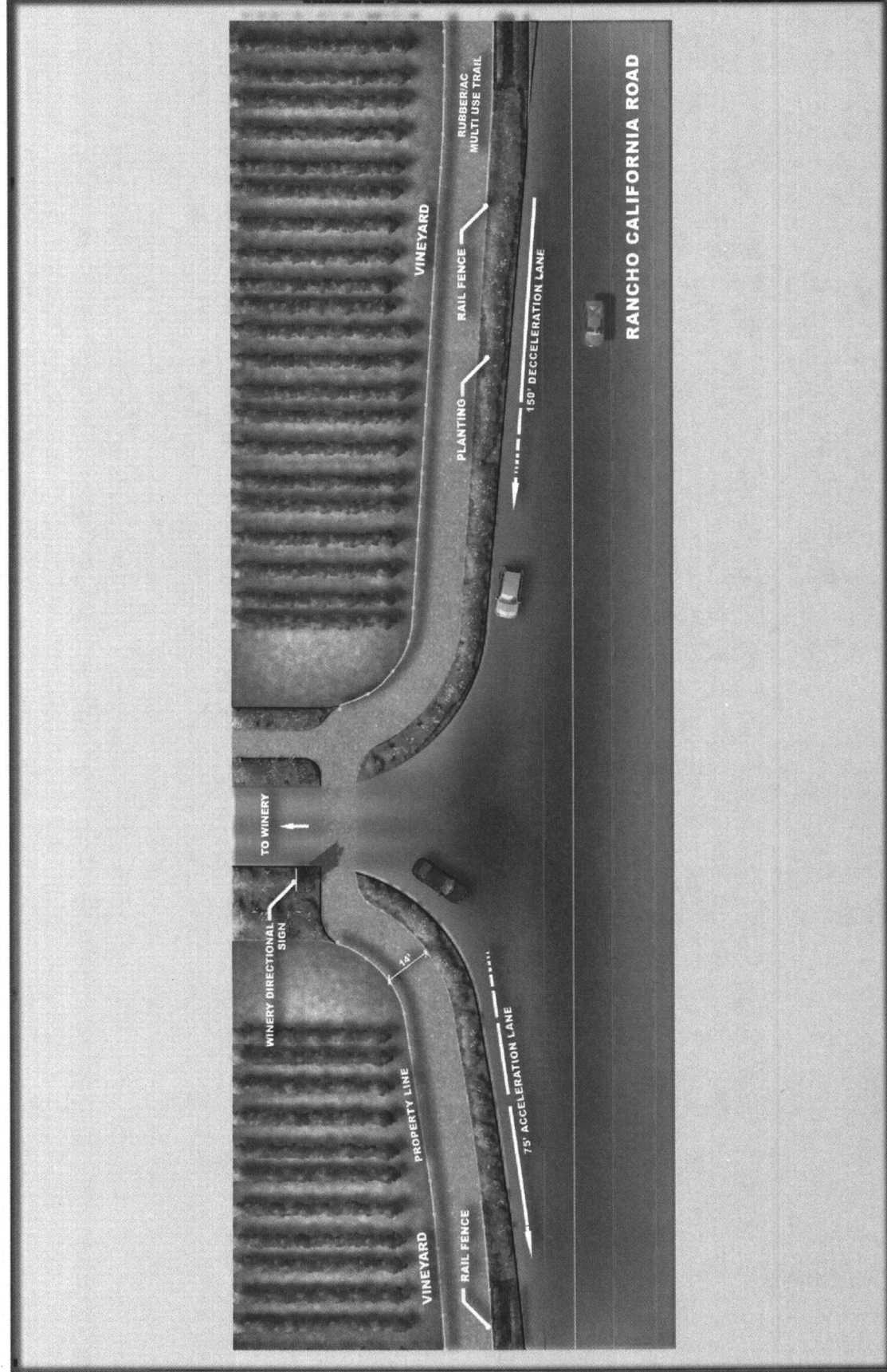


**PDS West**  
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# Street Signs



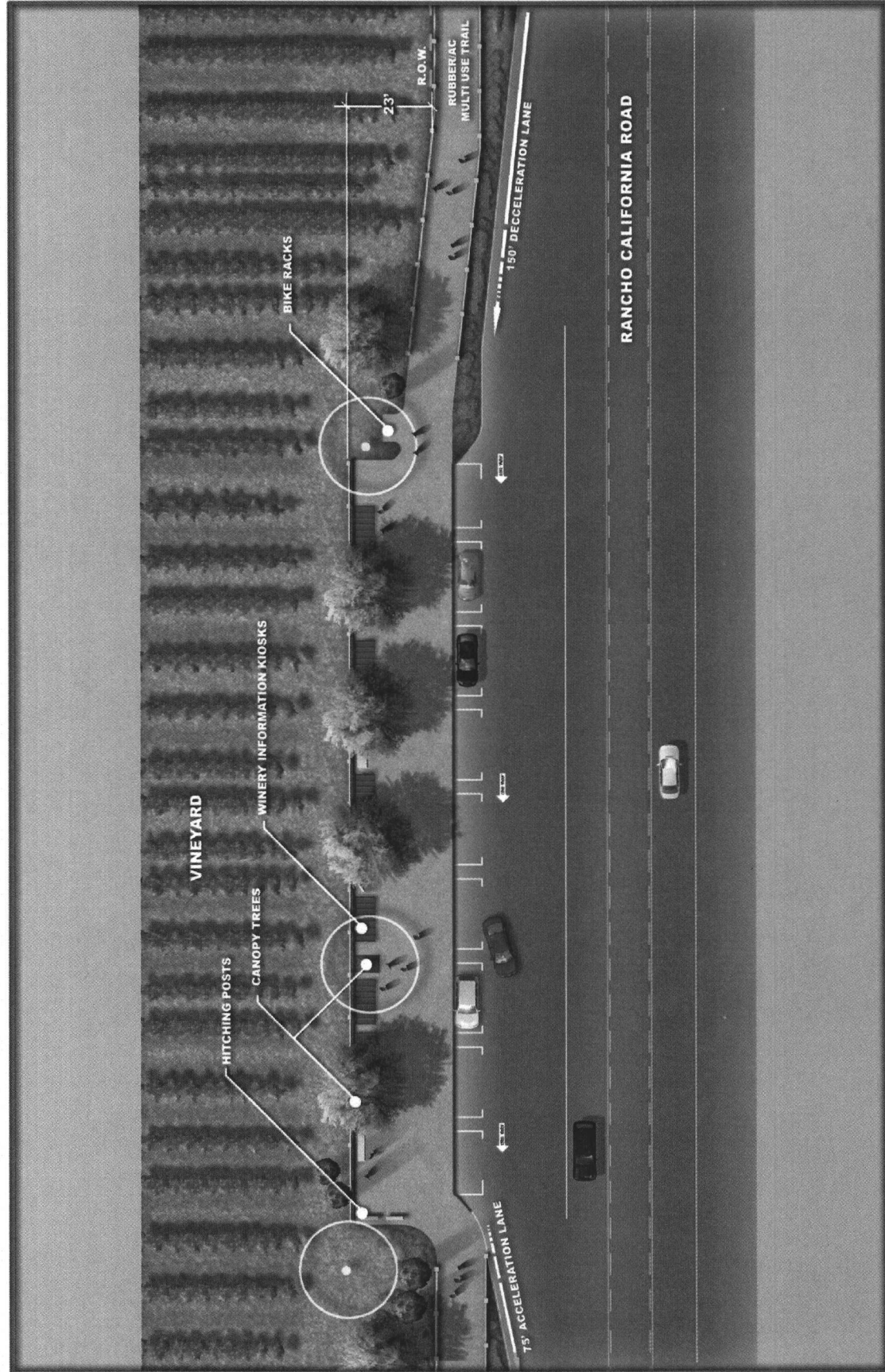




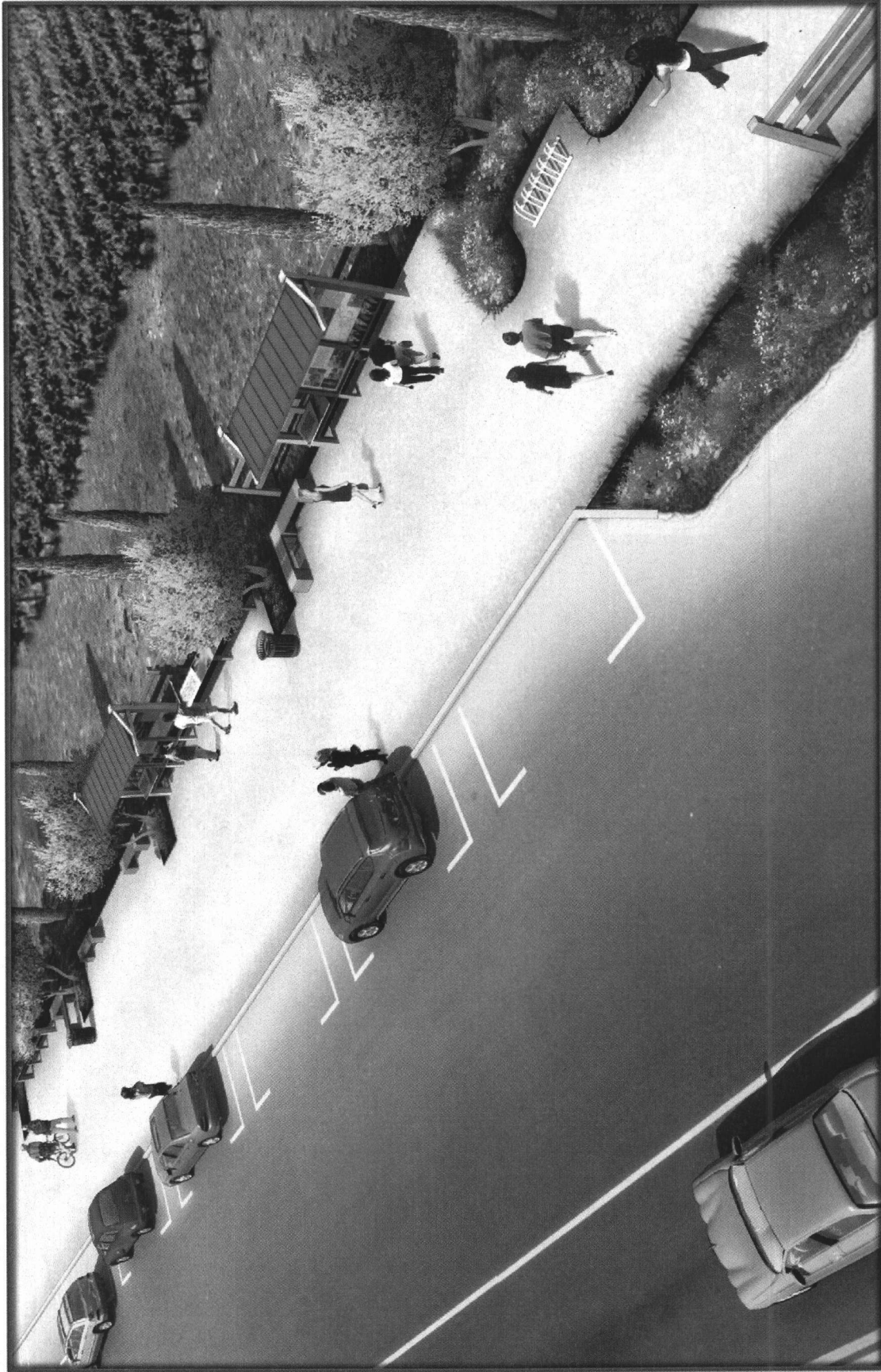
## 51 Typical Winery Entrance Requirements



## 52 Typical Winery Entrance Requirements

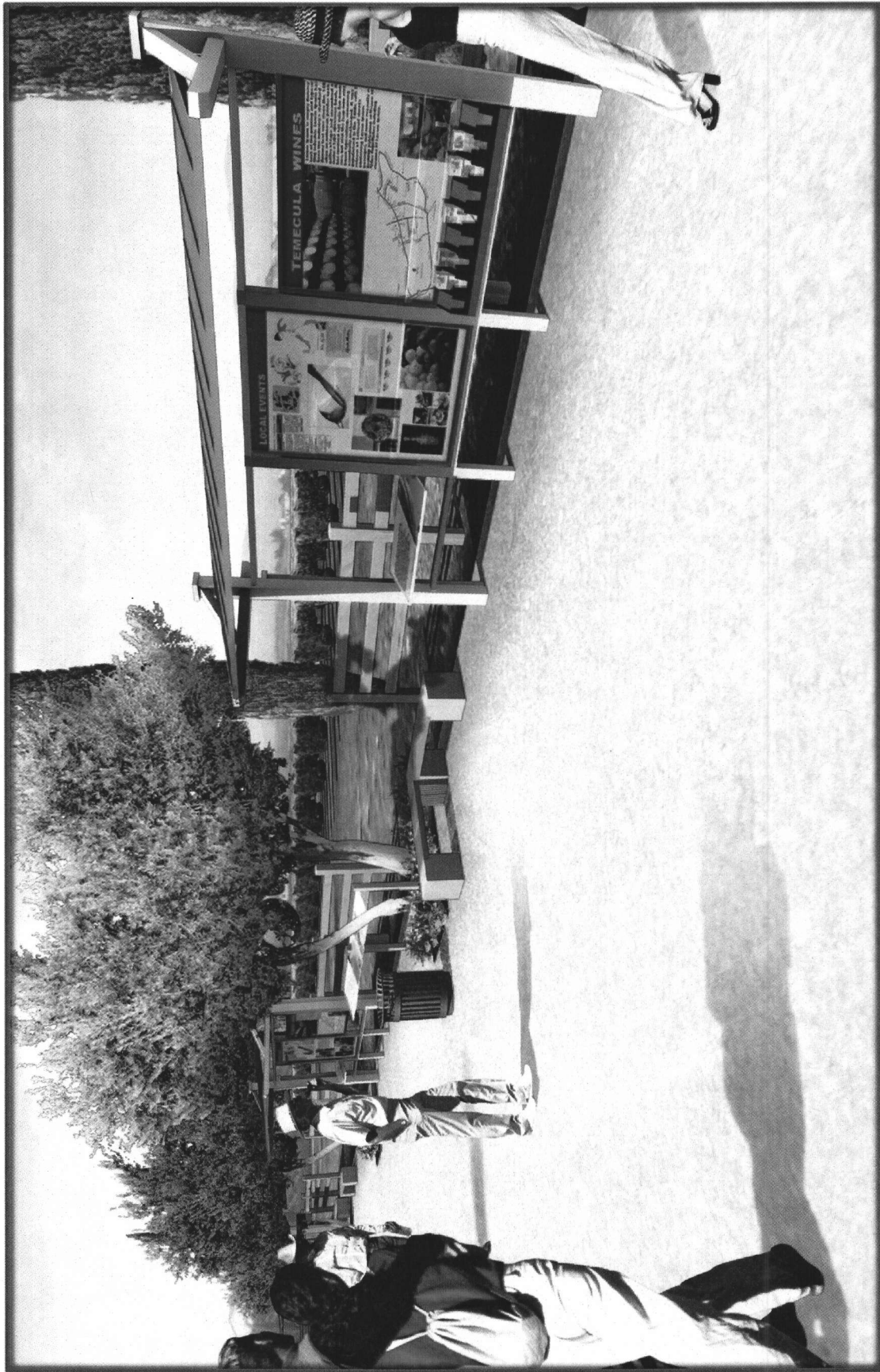


53 Visitor Orientation and Information Center



**Bird's Eye View of the Proposed  
Visitor Orientation and Information Center**





**Eye-Level View of the Proposed  
Visitor Orientation and Information Center**

