INTRODUCTION

The physical character of our communities cannot be divorced from the values they respect. Sooner or later, these values manifest themselves in how our development decisions are made and how those decisions shape our communities. Where our values and actions are synchronized, our communities prosper; where they are in conflict, so are the communities.

(Riverside County Integrated Plan, 2002)

The Temecula Valley Wine Country Policy Area is a unique community of Riverside County that offers boutique wine country embedded within rural and equestrian character of the southwestern Riverside County. Approximately fifty wineries and other smaller wine operations, produce award-winning premium quality wines, made possible by a unique microclimate and well-drained decomposed granite soils of this region. In addition, this area offers rural lifestyle, horseback riding trails, stables and other equestrian amenities within the Valle de los Caballos community. It is with much pride in their ranches and horses that some of the equestrian facilities hold national and international competition events. The Temecula Valley Wine Country Policy Area Design Guidelines (hereinafter “Guidelines”) are intended to encourage rural type of developments surrounded by large vineyards and equestrian facilities that enhance the winemaking, equestrian and rural residential atmosphere of the policy area.

These guidelines are provided to guide those property owners and project proponents that are submitting development applications to the County Planning Department. These guidelines are generalized statements, alternatives or illustrations of what is expected and encouraged for developments within the policy area. Upon approval, these guidelines will be applicable to all development proposals for a dwelling unit, subdivision, winery, equestrian facility, and/or incidental commercial facility unless otherwise specified in the following sections. Depending upon the site characteristics and nature of the proposal, the Planning Director will determine the degree of compliance to these guidelines.

A. SITE DESIGN AND PLANNING.

The intent of this section is to ensure that unique site characteristics, such as natural topography, soil quality, drainage patterns, scenic vistas etc. are considered; that the created building pads, roads or driveways are blended into the natural terrain; and that any physical or visual impact is mitigated through site design and planning.

1. All buildings, building pads, roads, driveways, and hardscape should be located in existing disturbed areas and the least environmentally sensitive location, to minimize their impacts on natural terrain of the project site.

Do this

Don’t do this
2. All buildings, building pads, roads, driveways, and hardscape should, to the fullest extent practicable, follow and utilize the natural contours of the land to minimize disturbance.

3. Any increase in runoff resulting from a site development should be directed away from any neighboring properties, into a newly improved street or public right-of-way that is designated to carry surface drainage run-off.

4. Mass grading should be avoided; however, if grading is necessary, contoured slopes or rounded slopes should be manufactured.

5. Graded slopes and/or building pads should provide a variety of both slope percentages and slope direction in a three-dimensional undulating pattern that is similar to the existing natural terrain rather than left at a constant angle and direction, which creates an unnatural and manufactured appearance for the site.
6. Graded slopes and/or building pads should be similar to the natural slopes of the site and the angle of any exposed slope should gradually transition to the angle of the natural slope to create a natural look.

7. Graded slopes and/or building pads left by cut and fill operations should be given a rounded appearance (in plan and in elevation) that closely resembles the natural contours and landform of the project site.

8. Graded slopes and/or building pads should not be allowed within fifty feet (50’) of a natural peak or knoll.
9. The vertical distance of any graded slope should not exceed fifteen feet (15') at a 3:1 ratio and ten feet (10') at a 2:1 ratio from the toe of the slope to the top of the slope.

10. A buffer zone should be provided between building pads and vineyards and equestrian lands for an easy transition from built areas to open spaces.

11. Due to their impact on natural terrain, off-highway vehicles shall not be operated on commercial or non-commercial basis within any portion of the project site within the policy area.

**B. ARCHITECTURE**

The intent of this section is to ensure that the visual impacts of proposed development is mitigated through architecture and building massing by compatible architectural styles, by varied roof-plains, by terraced building pad, or by encouraging architectural elements.

1. All new developments along Rancho California Road, and to a smaller degree, De Portola Road, should follow streetscapes as identified in the Design Guidelines and Signage Program (please refer to Appendix A).

2. All ancillary structures and incidental commercial uses should follow the architectural style of the primary use of the site (e.g. dwelling unit or winery or equestrian facility).

3. Exposed metal surfaces, contrasting color schemes, chain link fences, as well as mirrored glass should be prohibited, especially when they are visible from public view.

4. All buildings and their pads should be designed to conform to the natural topography and natural contours of the site. Their construction and configuration should use alternative techniques such as split-level and terraced building.
5. All buildings should be designed to minimize mass and volume. Architectural elements that increase visual prominence such as two-storied entries, large glass doors and windows, turrets, and large chimneys should be avoided; however, architectural elements that emphasize horizontal planes, such as overhangs, projections, alcoves, varied roof-plains, and building offsets should be used.

6. All buildings should use material and color of natural or earthen tones. A variety of materials, textures, and architectural details compatible with winemaking or equestrian theme should be used to mitigate the visual impacts of building mass.

7. The slope of the main roof for all primary buildings (dwelling units or wineries or equestrian facilities) should generally be oriented in the same direction as the natural slope of the terrain.

8. All building elevations and rooflines should be broken into smaller building elements to reflect the natural landform of the site. No residential roofline should extend forty feet (40’) horizontally without an interruption or change in plane or direction.
9. Landscaping for any project should carefully select plants that assure that the vineyards or equestrian operations are not impacted due to the invasion of urban exotics (please refer to Ordinance 859: Water Efficient Landscape Requirements Ordinance).

10. Arbors, trellises, or gazebos should be allowed in conjunction with a dwelling unit or a winery if they do not exceed ten feet (10’) in height, forty feet (40’) in length, and ten percent (10%) of the building pad.

11. Fencing should be encouraged only around the building pads to maintain the open and rural character of the wine country. If fencing on the perimeter of a property is desired, it should be compatible with the architectural style of the primary use and wine country atmosphere.

12. The height of any fence and/or wall should not exceed four feet (4’) except for the swimming pool fences and retaining walls.

13. All exterior lighting fixtures should be directed downward and properly aimed on the targeted areas to maximize their effectiveness and minimize the total number of lighting fixtures.
C. SPECIAL OCCASION FACILITIES

1. All residential subdivisions shall be conditioned to provide a Noise Disclosure Notice to prospective property buyers informing them about their noise exposure in the Wine Country. This notice should identify all nearby properties that may be a source of periodic noise from the outdoor special occasion facilities.

2. All indoor or outdoor special occasion facilities should be located and oriented away from neighboring residential units.

3. All indoor special occasion facilities should incorporate architectural solutions that reduce noise emitted from the events on a case-by-case basis as determined by the Planning and the Office of Industrial Hygiene Department. For noise management, locate special event facilities and other noise emitters away from neighboring residential units.

4. The Planning Department may require a Noise Management Plan on a case-by-case basis. This plan shall be in conformance with the County Ordinance No. 847 and provisions of the County General Plan. The Noise Management Plan shall include:
   a) The number of outdoor events per year, event dates, and hours of operation.
   b) A Noise Report to determine appropriate mitigation measures for stationary noise sources.
   c) Noise Disclosure Notice to property owners within a determined proximity of the facility.
Appendix A: Streetscape and Signage program for Rancho California Road and De Portola Road

Appendix B: Signage Program Update Adopted Dec. 3, 2013
I. INTRODUCTION

This is the first phase of Design Guidelines for the Temecula Valley Wine Country, Southern California. It is limited to design standards, guidelines and signage program for the streetscapes on Rancho California Road and to a smaller degree, on De Portola Road. The purpose of the Temecula Valley Wine Country Design Guidelines is to reflect the Wine Country community’s vision and to guide the property owners, winery owners, County planners and decision-makers toward accomplishing the vision.

As a first phase with limited budget, this Guidelines Booklet is primarily a printout of the PowerPoint slide presentation, with limited textual support. Future phases will include transferring graphics into a book format with ample textual support.

December 14, 2010
Prepared by PDS West
Trails Recommendations

• On Rancho Calif. Rd. There will be one Continuous Multi-Use Trail on the South Side with Second Multi-Use trail on other side, where Possible.
• Main Multi-Use Trail will be paved with Colored, Rubberized Asphalt – Works with Bikes and Horses
• Trails will be separated from Roadway by Planting and Rail Fence
• A design for ultimate De Portola Rd. Trails and Landscaping has been prepared, but must wait to install the improvements until Flooding Problems are Resolved and the Road Widened.
Road R.O.W. Level Both Sides

Proposed Roadway – MP Trails Both Sides
Proposed Roadway – MP Trails Both Sides
Proposed Roadway – MP Trails Both Sides

3D View of Proposed Roadway Section
Rancho California Road
Temecula Valley Wine Country Design Guidelines

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

Proposed Roadway – North side with Multi-Use Trails on Both Sides
Condition 1 – Trail climbs along bank to top

Condition #2 – Slope Up on N. Side
Condition 2 – Trail is constructed at top of bank

Condition 3 – No trail on Northwest Side of Rancho Calif. Rd. – Landscaping Only
Condition 3 – No trail on Steep Northwest Side of Rancho Calif. Rd. – Landscaping Only

Condition 4 – No trail on Flat Northwest Side of Rancho Calif. Rd. – Landscaping Only
Condition 4 – No trail on Flat Northwest Side of Rancho Calif. Rd. – Landscaping Only


Trail Location Map – Overview of Road Segments
Roundabout to Occur at Each Main Intersection along Rancho California Road

Trail Location Map – Segment 1
Butterfield Stage Rd. to La Serena Way
Trail Location Map – Segment 2
La Serena Way to Calle Contento

Trail Location Map – Segment 3
Calle Contento to Anza Road
Qualities of a Logo

• Simple & Clean
• Distinctive Identity (Rural Wine Country)
• Symbolic & Stylized
• Iconic – High Visual Impact
• Easily Recognizable
• Adapt To Many Uses
Reversed Figure-Ground for More Visual Impact

Barrel End Added
Sign Logo to Have Horseshoe along De Portola Road and the Valley of the Horses
Signage Issues

- Visual Clutter of Competing Signage
- Lack of Consistency among Sign Types
- Difficulty in Anticipating Upcoming Wineries & Commercial Destinations
- Difficulty in Finding Winery Drive & Decelerating to Safely Turn
- Advertising and Event Banners/Signs add to Clutter and Overpower Winery Monuments
Sign Clutter at Foote Print Winery Entrance

Wayfinding Sign and Winery Direction Sign
View of Wayfinding Sign from North Side

Winery Wayfinding Sign With Dimensions
Winery Direction Sign With Dimensions

Commercial Wayfinding Sign With Dimensions
**Sign Type Legend**

- **Wayfinding** - 31
- **Directional** - 10 
  (Plus at Winery Exits)
- **Wayfinding Commercial** - 8
- **Directional Commercial** - 19
- **Special Event** 
  (At winery Entrance)
TEMECULA VALLEY WINE COUNTRY SIGNAGE PROGRAM

The following Signage Program is a modified version of a sign ordinance that was approved by membership in the Temecula Valley Winegrowers Association. This program covers all road signage within the road Rights of Way within the Temecula Valley Wine Country boundaries.

Existing Road Signage

All existing road signage that is not specifically addressed in this section should be removed by the County. “Road Signage” is defined as all signs not specifically placed on roads for traffic and safety reasons by the Riverside County Department of Transportation (DOT). This would include but not be limited to directional signs for business establishments such as wineries, restaurants, bed & breakfasts, hotels, real estate, land management, etc.

Existing signs that are placed on owner’s property that state the name of the business establishment are allowed (subject to current and future DOT criteria). Each establishment will have the right to maintain up to two (2) such signs in front of their business establishment in order to make sure travelers are aware of their presence. Examples would include Winery Monument signage, Bed & Breakfast signage, nursery signage, Farm Produce signage, etc. Additional allowable signage would include, but no be limited to: a secondary name sign, an upcoming event banner, a restaurant on premise sign, etc. These signs must conform in size to the standards defining “Monument Signs.”

New Road Signage

For purposes of visibility and attracting customers, new signs will be allowed in the DOT Right-of-Way, subject to approval by DOT. All new signage must conform to these guidelines or be deemed “unauthorized” and, as such, will be reported to the County for removal. Allowable signs fall into two general categories: Winery wayfinding and directional signs and Incidental Commercial wayfinding and directional signs. These signs will be approved by Riverside County EDA and DOT before installation. Any new signs not following these approved designs will be deemed unauthorized. An exception is the existing directional signs for De Portola Wine Trail wineries. These existing wood signs may remain in place while they are good condition. No additional wood signs may be placed. When they are in need of repair or replacement, they must be replaced with approved signs. If they remain in place after their condition has deteriorated, they will be subject to removal by the County.

There are two series of signs allowed in the DOT Rights of Way: Winery Signs (Including only signs for TVWA wineries with tasting rooms) and Incidental Commercial Signs (For commercial and hospitality uses that are connected to wineries or commercial equestrian properties as defined and allowed by the Temecula Valley Wine Country Policy Zone).

Winery Wayfinding Sign - This is a sign meeting the approved design criteria shown on Pages 56-62. As can be seen, it includes the Temecula Valley Southern California Wine Country Logo and Logo Type on the top portion of the sign. Its purpose is to provide direction and distance advice to assist travelers in anticipating winery entrances and turnoffs. Each sign will have the capacity to list up to 6 wineries. Each winery will have its name, an arrow showing the side of the road the drive or turnoff will occur and the approximate distance to that point from the wayfinding sign location. If there are other wineries beyond the final winery on that sign, the last entry on the sign should be “Additional Wineries” with an arrow pointing ahead. Installation and maintenance of all signs is the shared responsibility of wineries whose names are listed on the sign.

Winery Directional Sign - This is a sign meeting the approved design criteria shown on Pages 63-65. This sign also includes the Temecula Valley Southern California Wine Country Logo and Logo Type on the top portion of the sign. The purpose
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Existing signs that are placed on owner’s property that state the name of the business establishment are allowed (subject to current and future DOT criteria). Each establishment will have the right to maintain up to two (2) such signs in front of their business establishment in order to make sure travelers are aware of their presence. Examples would include Winery Monument signage, Bed & Breakfast signage, nursery signage, Farm Produce signage, etc. Additional allowable signage would include, but no be limited to: a secondary name sign, an upcoming event banner, a restaurant on premise sign, etc. These signs must conform in size to the standards defining “Monument Signs.”

New Road Signage

For purposes of visibility and attracting customers, new signs will be allowed in the DOT Right-of-Way, subject to approval by DOT. All new signage must conform to these guidelines or be deemed “unauthorized” and, as such, will be reported to destination, the Wayfinding Signs will help them anticipate where they will turn into the establishment’s drive. Installation and maintenance of all signs is the shared responsibility of Incidental Commercial establishments whose names are listed on the sign.

Sign Approval and Changes

All wineries wishing to have their name on a Winery Sign must be members of the Temecula Valley Winegrowers Association (TVWA). Monument and other frontage signs for wineries must meet the standards established for such signs by Riverside County EDA and DOT. All costs associated with the construction, installation, and maintenance of such signs lies with the establishments listed except when TVWA, Riverside County EDA or DOT has approved otherwise. Any winery sign installed without proper approval will be placed on the “unauthorized” list and be subject to removal.

Incidental commercial establishments wishing to have their name on an Incidental Commercial Sign must be associated with a winery, and be located on that winery’s property. All costs associated with the construction, installation, and maintenance of such signs lies with the establishments listed except when TVWA, Riverside County EDA or DOT has approved otherwise. Any winery sign installed without proper approval will be placed on the “unauthorized” list and be subject to removal.
Street Signs

Proposed Street Sign is Consistent with Style
Wine Country Street Sign

Typical Winery Entrance Requirements
Typical Winery Entrance Requirements

Visitor Orientation and Information Center
West Half of Visitor Orientation and Information Center

East half of the Visitor Orientation and Information Center
Bird’s Eye View of the Proposed 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
FROM: Transportation and Land Management - TLMA

SUBJECT: Wine Country Signage Program

RECOMMENDED MOTION: That the Board of Supervisors approve the proposed update to the Wine Country Design Guidelines.

BACKGROUND: The Wine Country Community Plan is coming before the Board for consideration (as a separate item on this same agenda). Signage is a critically important component of the implementation of the Wine Country Plan, in order to safely and efficiently guide travelers, reduce roadside clutter, and add to the attractiveness of the streetscapes along major roads.

This Item provides for approval of this update to the Wine Country Design Guidelines, which were approved by the Board on December 14, 2010. It fine-tunes the guidelines for the usage of signage of varying scale along Rancho California Road, the primary artery through the Wine Country, in order to communicate directions with a consistent design theme and sign placement.

Juan C. Perez, Director of Transportation and Land Management

JCP:dlp

Prev. Agn. Ref. 11/12/10, 16.4 & 12/14/10, 3.53  District: 3/3  Agenda Number: 16-2
Two 2" x 12" powder coated steel tube beams sandwishing 6" x 6" posts color to match PMS 465

6" x 6" powder coated steel tube posts - match PMS 465

4' - 8" x 7" aluminum sign slats with reflective white lettering, each bolted to flange on each side.

Panel with reflective vinyl artwork, match PMS 195

Flange on each side

Van Roekel 2 mi
Maurice Car tie 4 mi
Falkner 4 mi
Mount Palomar 5 mi
Stuart Cellars 5 mi
South Coast 1 mi
Ponte 2 mi
More Wineries

Tecucila Valley
Wine Country

WAYFINDING SIGNS - NEW-1B