

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

953B



FROM: TLMA - Planning Department

SUBMITTAL DATE:
September 10, 2004

SUBJECT: VISTA SANTA ROSA DESIGN GUIDELINES - Fourth Supervisorial District
– Easterly of Harrison Street, northerly of Avenue 66, southerly of Avenue 50 and
easterly of Monroe Street – REQUEST: Establish new development project design
guidelines as a supplement to the Countywide Design Guidelines for the Vista Santa
Rosa community.

RECOMMENDED MOTION:

THE PLANNING DEPARTMENT RECOMMENDS:

ADOPTION of the **VISTA SANTA ROSA DESIGN GUIDELINES** as a supplemental document
to the Countywide Design Standards & Guidelines to be applied to the area designated as the
Vista Santa Rosa Policy Area by the Riverside County Integrated Project (RCIP) and direct staff
to begin immediate utilization of the guidelines.

BACKGROUND: In January 2004, your Board adopted the Countywide Design Standards &
Guidelines applicable to all Supervisorial districts in Riverside County. Since that time, various
community interests and the community council located within the Vista Santa Rosa Policy
Area, as defined by the Eastern Coachella Valley Area Plan of the RCIP, have requested
greater definition of development standards and policies for their community. In response to
this request, the Planning Department contracted with PDS West, a planning consulting firm, to
provide draft design guidelines for that community. The focus of this effort was to provide a
concept for new development to better fit into the community with provision for area identity
improvements and streetscape designs. Issues of new development density and land use
compatibility were not addressed at this time. These guidelines reflect a first effort to address
the immediate needs of this fast growing unincorporated area. Future general plan amendment

Robert C. Johnson
Planning Director

RCJ:jo

Departmental Concurrence

REVIEWED BY EXECUTIVE OFFICE

DATE 9/13/04

Dep't Recomm.: Policy
Per Exec. Ofc.: Policy
 Consent
 Consent

Prev. Agn. Ref. 16.2

District: Fourth

Agenda Number:

3.45

studies will be carried out to address density and additional land use compatibility issues. No change is proposed, therefore, to the text and requirements of the Vista Santa Rosa Policy Area as found in the RCIP. The proposed Vista Santa Rosa Design Guidelines are recommended to be included as a supplemental document to the Countywide Design Standards & Guidelines, applicable only within the Vista Santa Rosa community.

A number of community meetings and workshops have occurred over the last five months. These meetings solicited ideas, concepts and concerns to be addressed as part of new project design. In addition, written and photographic materials were received from the public and included in the consultant's analysis. Among the most significant community meetings were:

May 12, 2004—Initial community workshop and presentation meeting. Approximately 60 persons attended.

August 11, 2004—Presentation of the draft Vista Santa Rosa Design Guidelines to the Vista Santa Rosa Task Force, comprising approximately twelve persons in attendance.

September 2, 2004—Presentation of the draft Vista Santa Rosa Design Guidelines to the Vista Santa Rosa Community Council with community workshop, attended by approximately 50 persons.

On September 2, 2004, the Vista Santa Rosa Community Council recommended approval of the presented guidelines. No opposition to the guidelines was voiced at any of these meetings. Desert regional media and press coverage of this effort has occurred.

The Vista Santa Rosa Design Guidelines provide for seven "Design Icons" to provide expression to community values. These icons include a VSR logo, using irrigation regulator pipes as community identification features, custom street signs, agrarian style street lights, use of date palms as the key streetscape landscaping element, white split-rail equestrian fencing and white agricultural fencing materials. Provision is made for a recreational/equestrian trail system. A major component of the guidelines are street and intersection improvement standards, which include modified street right-of-way designs with recreational trails and landscaping. The existence of irrigation pipeline easements, maintained by the Coachella Valley Water District, are to be preserved and incorporated into the street intersection improvements. The street and intersection improvement standards utilize all seven design icons identified in the guidelines. These guidelines will serve to provide community identity and promote civic pride, while allowing new development proposals a method to help achieve improved community compatibility.