

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

141 B



**FROM:** TLMA - Planning Department

**SUBMITTAL DATE:**  
August 28, 2007

**SUBJECT:** Desert Edge Community Design Guidelines

**RECOMMENDED MOTION:** RECOMMENDED MOTION: That the Board of Supervisors authorize community design guidelines to be prepared for the community of Desert Edge in the Fourth Supervisorial District, and that the sum of \$87,500 be allocated from the General Plan 2008 Planning Department General Fund allocation, to pay for the completion of this project.

**BACKGROUND:** BACKGROUND: In recent years, the County has worked closely with many of its local rural and urban communities to develop community visions and goals, and to adopt design guidelines for them that require particular streetscapes, signage, and other highly visible community design features that articulate each community's identity. This is a very important program for a jurisdiction such as Riverside County, where rapid growth could eventually homogenize the appearance, character, and image of our very diverse communities that have often had distinct origins as agricultural, rural residential lifestyle, resort, etc. communities, unless positive actions, such as the adoption of community - specific design guidelines, are taken to bring forth and enhance each community's distinct identity and character, even as growth continues to take place.

Ron Goldman  
Planning Director

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 87,500	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ 87,500	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	07/08

<b>SOURCE OF FUNDS:</b>	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

**C.E.O. RECOMMENDATION:** APPROVE.

County Executive Office Signature by Alex Gann

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

Prev. Agn. Ref.: \_\_\_\_\_ District: Fourth Agenda Number: \_\_\_\_\_

3.34

Community design guidelines are intended to accompany and complement conventional planning policies relating to land use type, intensity/density, and the Countywide Design Guidelines that address such neighborhood design elements as street layouts, reverse frontage building articulations, etc. Such guidelines will be an important part of the County's General Plan Update program, since they go beyond the important, but more basic issues of infrastructure adequacy to keep pace with growth, the compatibility of adjacent land uses, etc, to also address the personalities and images of our communities. Community design guidelines are implemented through both public works projects and privately initiated development proposals.

To date, community design guidelines have been adopted for Vista Santa Rosa, Lakeview/Nuevo, and the Temescal Valley. Community design guidelines are currently under development for Bermuda Dunes, Mecca, and Thermal. Others will be begun soon, in conjunction with the General Plan 2008 Update. Finally, community visions and goals have been adopted by the Board for Anza, and are in the process of being developed for Idyllwild and Desert Edge. All of these community - based visions, goals, and design guidelines will be referenced by or incorporated into the County's General Plan.

County staff representing Supervisor Wilson and several County agencies have participated over the last one and one-half years with the Desert Edge community in several community meetings to develop draft community vision and goals, and to set the groundwork for the preparation of community design guidelines. The design firm of PDS West, which to date has prepared most of the County - sponsored community design guidelines programs, has submitted a scope of work (attached) for \$57,500 to prepare community design guidelines for Desert Edge. County staff will also be working closely with the community and the consultant to prepare policies for incorporation into the General Plan that will address land use policy issues and that will assist in reinforcing the effect of the design guidelines. It is intended that the design guidelines and General Plan policies would constitute an early installment in the General Plan 2008 Update as applied to the Desert Edge area. Of course, there will be additional opportunities to refine the design guidelines and General Plan policies, as needed, as public hearings occur later for the countywide General Plan Update effort.

Staff requests that the Board authorize the sum of \$87,500 to be drawn from the General Plan 2008 Planning Department General Fund allocation, to complete the Desert Edge Community Design Guidelines and General Plan policies. \$57,500 would be allocated to pay for consultant services as described above, and \$30,000 would be allocated for County Planning Department staffing and TLMA/GIS costs associated with the project. The entire project is proposed for funding and completion during one fiscal year, FY 07/08.

## PROPOSAL

### COMPREHENSIVE “VISION” DESERT EDGE COMMUNITY (Request for Proposal # TLARC-115) County of Riverside

#### D. SCOPE OF SERVICES (As Revised: 4-10-07)

##### *General*

The required services for this project are those necessary to create a “Vision” of the Desert Edge Area, and to provide graphic and textual support to both illustrate the vision and guide the County planners and decision-makers toward accomplishing the vision. To be successful the design guidelines must lead to a built environment that meets the expectations of the community, the County – and also importantly – a built environment that is marketable and can be embraced by commercial and residential developers, builders and their tenants. In this way there will be full community support for compliance with the guidelines.

We have reviewed some of the thoughts and concerns put into writing by community leaders. A large portion of their comments must be addressed in the 2008/2010 General Plan Update Cycle. Those issues will be addressed by County Staff who will be preparing the Update. Community Leaders should take part in the Update process.

PDS West will work closely with County Staff to separate tasks that should be accomplished by Staff under the General Plan Update process from the tasks that will be done by PDS West as part of the Design Guidelines. Generally speaking the Design Guidelines will deal with aesthetic concerns including a project logo, signage, entrance monuments, general architectural appearance and similar physical elements of the streetscape. The General Plan Update will deal with zoning, policy, land uses, density, trail locations, land use planning and the like.

The guidelines will provide consistency in design theme and character for the Community. They will give Desert Edge its own identity. These guidelines should apply to the primary streets in the Community that will set the tone for the whole of the Desert Edge area.

It is our belief that to be successful, design guidelines must do the following:

- Implement a “Vision” that has wide community consensus and support.
- Be graphically understandable – and accurately depict desired results. While it is possible for a person to comply with textual or tabular design requirements (percentages, materials, etc.) and still have a project that

does not meet the “Vision,” it will be obvious if the project does not look the same as accurate, clear, graphical representations.

- Be compelling – The graphics should not only communicate what is required, but should inspire builders, developers, architects, landscape architects and other designers to comply and even improve and expand the guidelines.

## **2 & 3. SCOPE OF WORK (*Work Plan and Outline of Proposed Work*)**

### **Step One – Public Participation and Data Review**

- a. Meet with County Staff to discuss their thoughts and knowledge of the Desert Edge area. Tour the Desert Edge Area with them.
- b. Meet with County Staff and Community Leaders to discuss the Community’s history, current issues in the area, and their concerns, ideas and desires for the physical character of the Community. If appropriate, extend the meeting into a tour of the Community guided by the community leaders.
- c. Review available information, plans and studies pertaining to the Community (provided by County and Community Leaders)
- d. Community Research, reconnaissance, and photographic inventory – PDS will conduct research on the Desert Edge, and will make detailed tours the Community taking character photographs and making a photographic inventory.
- e. At appropriate milestones in the process, attend two progress meetings with County Staff to discuss work to date.
- f. When the Community design “vision” is roughly determined and the design enhancement guidelines are in preliminary draft form, a meeting will be held with County Staff and Community Leaders to present the Draft Guidelines for review and comment.
- g. After the Guidelines are completed incorporating all comments, and have been reviewed and approved as to consistency with the existing general County Design Guidelines, a final public meeting with the entire Desert Edge Community to present the Guidelines.

### **Step Two – Desert Edge Map**

It is important that the vision design guidelines be applied to the primary roads in the Community. It is not necessary that they apply to secondary or local roads. A map will be prepared that identifies the following:

- Primary road to which the Guidelines will apply
- Existing and proposed pedestrian/equestrian Regional and Community Trails (Provided by County Staff)
- Parks and Historic Sites
- Community Entry Monuments

### **Step Three – Community “Vision” and Identity Design Guidelines**

Design guidelines will be prepared that reflect a vision of the Community. This “vision” will include a theme that fits the Community’s character, that unifies it, that will blend existing land uses into new growth with a sensitivity that gives Desert Edge a sense of place, a distinct community identity. This urban design/planning effort will include identifying, creating and documenting some primary icons – elements that make a strong visual statement of what Desert Edge is about. These elements will make up the streetscape of major public roads, and development fronting these roads. They will include a community logo, signage, markers, lighting, walls and landscaping. It is possible that there will be general guidelines for architectural style. Once this vision has been determined, the guidelines will be prepared that reinforce the character and theme of the vision.

The specific elements for which design guidelines will be prepared, will be determined after a vision has been conceptualized. The anticipated elements follow:

- a. Desert Edge Logo – This effort will encapsulate the desired Community character and identity into a graphic symbol. The logo will be designed to work in many applications and in different materials.
- b. Streetscape and Community View Shed and Passageway Elements of Major Roads, Trails, Floodplains, Floodways, and Watercourses
  - Lighting, with “dark skies” emphasis
  - Fencing and Walls around and within development, along streets, and circumstances where limited or no fences or walls should be used (the “open vistas” character of the area must be protected and enhanced by the Guidelines).
  - General Signage guidelines for businesses, RV and mobile home parks.
  - Community Entries and Intersection Monumentation and potential for kiosks at the entryways for directional signage purposes.
  - Landscaping along streets in context with the community’s character.
  - Preservation of scenic vistas; Dillon Road, the main road accessing the community, is designated as a scenic corridor in the County’s General Plan.
  - Address existing overhead utility lines, and the potential for placing them underground.

c. New Commercial and Residential Development (abutting major roads) building upon b for:

- Lighting
- Signage
- Landscaping
- Entry Monumentation
- Building Profiles
- Special “hot water” resort theme

These elements should address landscaped setbacks, walks location, the use or prohibition of use of walls and fences, and guidelines including plans, sections or other graphics. In particular the appropriate use (or not) of walls and fencing should reflect the attitudes of the community and do so in a manner that, for example, does not block views and vistas, nor create a “tunnel effect” on the roads within the community.

#### **Step Four – Power Point Presentation of Design Guidelines**

PDS West will prepare a Power Point Slide Show of the Design Guidelines, Photos of the Community and appropriate character photographs.

#### **Step Five – Design Guideline Book**

PDS West will prepare a graphic and textual book containing the Identity Guidelines that implement the vision for the Desert Edge. It will contain compelling graphics, plans, sections as needed to illustrate the guidelines. Included will be performance standards for fence and wall setbacks and other setbacks and uses dealing with major road streetscapes.

#### ***FINAL WORK PRODUCTS***

- Desert Edge Area Map(s)
  - CD with Power Point Show
  - CD with Print-Ready Adobe Acrobat PDF file of Design Guidelines Book
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4. ***Project Schedule (Time of Work):*** Assuming the contract is awarded on 11-24-06, the anticipated schedule for completing work is as follows. Note: The following schedule is extremely tight. If the County delays providing required maps, reviews or input, the schedule will be extended by the amount of the time delay.

***Work Task***

***Completion***

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<b>Initial Meetings, Site Tour(s), Data Gathering &amp; Review</b>	Week 1
<b>Research, Reconnaissance &amp; Photographic Inventory</b>	Weeks 1 & 2
<b>Preliminary Visioning Efforts</b>	Week 7
<b>Outline of Guidelines, Draft of Community Map and Draft of Logo</b>	Week 8
<b>First Progress Meeting with County Staff</b> Schedule between:	Week 9
<b>Prepare Draft of Identity Design Guidelines</b>	Week 12
<b>Second Progress Meeting County Staff</b> Schedule:	Week 13
<b>Refine Guidelines and Prepare Draft Power Point Show</b>	Week 15
<b>Hold Review Meeting with County Staff and Community Leaders</b> Schedule between:	Week 16
<b>Community Wide Presentation Meeting</b> Schedule between:	Week 17
<b>Refine Guidelines, Prepare Guidelines Book &amp; Power Point Show of Design Guidelines</b>	Week 21
<b><u>Final Correction and Delivery of Work Products to County</u></b>	<b><u>Week 22</u></b>

E. **COST PROPOSAL** – Cost for above work is \$50,000 plus \$7,500 Expenses or

**\$57,500**