

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

325B



**FROM:** TLMA - Planning Department

**SUBMITTAL DATE:**  
December 7, 2007

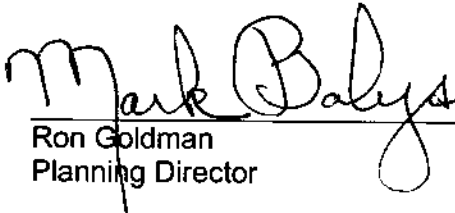
**SUBJECT:** PLOT PLAN NO. 23106 / VARIANCE NO. 1826 - NO NEW ENVIRONMENTAL DOCUMENTATION REQUIRED - Applicant: W & V Marketplace - Engineer/Representative: Bart F. Rinker - Fourth Supervisorial District - Bermuda Dunes Zoning District - Western Coachella Valley Area Plan: Community Development: Commercial Retail (CD-CR) (0.20 - 0.35 Floor Area Ratio) - Location: Northerly of Varner Road, easterly of Washington Street, and westerly of Newcastle Drive - 5 Gross Acres - Zoning: Specific Plan (SP00281) - **REQUEST:** This plot plan proposes one additional free-standing, monument style, advertising sign for a shopping center at a sign height of 15 feet; the variance will allow the W & V Marketplace shopping center to maintain up to three free-standing monument signs.

**BACKGROUND:**

Plot Plan No. 23106 with related Variance No. 1826 was heard and approved by the Planning Director's Representative on December 4, 2007. No opposition testimony was received either before or at the public hearing. A letter of support for the additional free-standing sign was received from the adjoining Sun City - Palm Desert Property Owners Association. The proposed third sign is similar in design and size to two existing free-standing signs at this shopping center, and the variance was justified by special circumstances due to the size and location of the subject property.

**RECOMMENDED MOTION:**

**RECEIVE AND FILE** the Notice of Decision for the above reference case acted on by the Planning Director's Representative in Palm Desert on December 4, 2007.

  
Mark Balys for  
Deputy Planning Director  
\_\_\_\_\_  
Ron Goldman  
Planning Director

RG: rp

REVIEWED BY EXECUTIVE OFFICE

DATE 12/11/07  
Tina Grande

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

Prev. Agn. Ref.

District: Fourth

Agenda Number:

1 1

EXECUTIVE  
OFFICE

07 DEC 11 11:03:54

COUNTY OF RIVERSIDE

RECEIVED RIVERSIDE COUNTY  
PROPERTY TAX COLLECTOR SUPERVISORS

2007 DEC 11 PM 12:42

The Honorable Board of Supervisors  
RE: Plot Plan No. 23106/Variance No. 1826  
December 7, 2007  
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The Planning Department recommended Approval; and,  
**THE PLANNING DIRECTOR'S REPRESENTATIVE:**

**APPROVED PLOT PLAN NO. 23106**, subject to the attached conditions of approval; and,

**APPROVED VARIANCE NO. 1826**, subject to the attached conditions of approval, and based upon the findings and conclusions incorporated in the staff report.

