

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

624B



FROM: Economic Development Agency and TLMA - Planning Department

SUBMITTAL DATE:
July 6, 2009

SUBJECT: Mecca Design Guidelines

RECOMMENDED MOTION: That the Board of Supervisors adopt the attached Mecca Design Guidelines, dated July 6, 2009.

BACKGROUND: The County of Riverside and its contractor, PDS West, have been working together with the community of Mecca for over two years to develop special, unique design guidelines for both public projects and privately sponsored development plans in that community. The development of the Mecca Design Guidelines has involved public input through meetings of the Mecca Community Council and through the Riverside County Planning Commission at a public workshop held on November 7, 2007. This project was managed by the Economic Development Agency, with the active participation of other County departments, especially the Planning and Transportation Departments, and was funded by the Redevelopment Agency for the County of Riverside. The Mecca Design Guidelines are now ready for consideration and adoption by the Board of Supervisors.

Continued

Robert Field
Assistant County Executive Officer/EDA

Ron Goldman
Planning Director

FINANCIAL DATA

Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	N/A
Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	N/A
Annual Net County Cost:	\$ 0	For Fiscal Year:	N/A

SOURCE OF FUNDS:

Positions To Be Deleted Per A-30
Requires 4/5 Vote

C.E.O. RECOMMENDATION: APPROVE

County Executive Office Signature

BY:
Dan Martinez

- Consent
- Policy
- Consent
- Policy

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

Prev. Agn. Ref.:

District: Fourth

Agenda Number:

3.56

BACKGROUND CONTINUED:

The Mecca Design Guidelines would apply to the entire community of Mecca, as defined by the boundaries of the Mecca Community Council. The boundaries include the small, vibrant town core of Mecca, and extend generally to the Whitewater River on the west, Avenue 62 on the north, the All-American Canal on the northeast, Arthur Street on the east, and the Salton Sea on the south.

The Mecca Design Guidelines would establish a community logo and contain proposals, with special designs, for community entry monumentation, streetscapes, trail facilities, parks, and residential, commercial, and industrial buildings, and other highly visible design elements to assist the community in maintaining and enhancing its special sense of community identity, character, and image, as it grows in the future.

Staff recommends that the Board of Supervisors adopt the Mecca Design Guidelines, dated July 6, 2009.