



ECVAP 7.6 Encourage Industrial uses related to aviation to locate in the vicinity of the Desert Resorts Regional Airport.



There is an adequate supply and quality of critical water resource essential to support development, agriculture, wildlife, and open space.



- RCIP Vision

Watershed/Water Supply

The west basin of the Colorado River, the watershed containing the Eastern Coachella Valley, drains primarily into the Salton Sea trough. The west basin is the driest watershed area in California. Groundwater resources cannot meet local demand in this area, so water is imported from the Colorado River to meet local community development and agricultural demand.

Policies:



ECVAP 8.1 Conserve and protect watersheds and water supply through adherence to policies contained in the Open Space, Habitat and Natural Resource Preservation and Land Use Designation Policies sections found in the General Plan Land Use Element, and the Water Resources section of the General Plan Multipurpose Open Space Element.

Signage

The scenic qualities of the Coachella Valley are widely cherished by residents and visitors alike. Effective regulation of outdoor advertising is one important component of preserving the Valley’s visual character, particularly in the face of expanding urbanization.

Policies:



ECVAP 9.1 Adhere to the Advertising Regulations of the County Land Use Ordinance, Section 19 regarding outdoor advertising for all development within the Eastern Coachella Valley.

ECVAP 9.2 Prohibit the placement of billboards within the Eastern Coachella Valley.

ECVAP 9.3 For premises adjacent to the right-of-way of scenic corridors, single support free-standing signs for on-site advertising shall be prohibited. A sign affixed to buildings, a free-standing monument sign, or a free-standing sheathed-support sign which has minimal impact on the scenic setting shall be utilized for on-site advertising purposes along the above-referenced scenic corridors.

- a. For purposes of this policy, scenic corridors include:
 - State Route 86; and
 - State Route 111.



- b. For purposes of this area plan, the following definitions shall apply:
 - (1) **FREE-STANDING MONUMENT SIGN** means a sign whose height does not exceed 2/3 of its length, with a single base of the sign structure which is on the ground, or no more than 1 foot above adjacent grade if located in a raised mound or landscaped area.
 - (2) **FREE-STANDING SHEATHED-SUPPORT SIGN** means a sign supported by at least two uprights constructed in or decoratively covered in design, materials and colors which match those of the use advertised, which blends harmoniously with the surrounding environment, and which is located far enough from adjacent free-standing signs to reduce visual clutter.
 - (3) **SIGNS AFFIXED TO BUILDINGS** means any on-site advertising sign painted or otherwise reproduced on the outer face of a building, or attached to the outer face of a building.
 - (4) **HIGHWAY SCENIC CORRIDOR** means those arterial roadways designated within this area plan which have prominent scenic vistas open to public view.
 - (5) **FREEWAY SCENIC CORRIDOR** means those divided arterial highways or highway sections, with full control of access and with grade separations at intersections, designated within this community plan which have prominent scenic vistas open to public view.
- c. On-site advertising signs for businesses located along freeway scenic corridors shall comply with the following:
 - (1) Businesses located within 660 feet of the terminus of a freeway exit ramp or the origination of a freeway entrance ramp may utilize either monument or sheathed-support signs in addition to signs affixed to buildings.
 - i. A free-standing monument sign for a single business or tenant may be approved with a maximum height of 10 feet and a maximum surface area of 150 square feet. A free-standing monument sign for multiple businesses or tenants may be approved with an overall height of 12 feet or less and a maximum surface area of 200 square feet.



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- ii. A free-standing sheathed-support sign for a single business or tenant may be approved with a maximum height of 35 feet and a maximum surface area of 150 square feet. A free-standing sheathed-support sign for multiple businesses or tenants may be approved with a maximum height of 35 feet. The maximum surface area shall be the greater of either 150 square feet, or .25 percent (1/4 of 1 percent) of the total existing building floor area, except that in any event, no sign shall exceed 200 square feet in surface area.
 - iii. A sign affixed to a building, advertising the business contained therein, shall not exceed 10 percent of the surface area of the building wall facing the freeway. A single sign, or a total of all signs, affixed to a building and advertising multiple businesses contained therein shall not exceed 10 percent of the surface area of the building wall facing the freeway.
- (2) Businesses located within 330 feet of the nearest edge of a freeway right-of-way line, but farther than 660 feet from the terminus of a freeway exit ramp or the origination of a freeway entrance ramp, may utilize either monument or sheathed-support signs in addition to signs affixed to buildings.
- i. A free-standing monument sign for a single business or tenant may be approved with a maximum height of 10 feet and a maximum surface area of 150 square feet. A free-standing monument sign for multiple businesses or tenants may be approved with an overall height of 12 feet or less and a maximum surface area of 200 square feet.
 - ii. A free-standing sheathed-support sign for a single business or tenant may be approved with a maximum height of 25 feet, or the actual height of the primary building advertised, whichever is less, and a maximum surface area of 150 square feet. A free-standing sheathed-support sign for multiple businesses or tenants may be approved with an overall height of 25 feet, or the actual height of the primary building advertised, whichever is less. The maximum surface area shall be the greater of either 150 square feet, or .25 percent (1/4 of 1 percent) of the total existing building floor area, except that in any event, no sign shall exceed 200 square feet in surface area.



- iii. A sign affixed to a building, advertising a single business contained therein, shall not exceed 10 percent of the surface area of the building wall facing the freeway. A single sign, or a total of all signs, affixed to a building and advertising multiple businesses contained therein shall not exceed 10 percent of the surface area of the building wall facing the freeway.
- d. On-site advertising signs for businesses located along highway scenic corridors shall comply with the following
 - (1) Notwithstanding the other provisions of this policy, a single-business monument sign may be approved with a maximum height of 10 feet, and a maximum 150 square feet of sign surface area. A multiple-business monument sign may be approved with a maximum height of 12 feet or less, and a maximum 200 square feet of sign surface area.
 - (2) Notwithstanding the other provisions of this policy, a single-business sheathed-support sign or a multiple-business sheathed-support sign shall not be erected along a highway scenic corridor.
 - (3) A sign affixed to a building, advertising the business contained therein, shall not exceed 10 percent of the surface area of the building wall facing the highway. A single sign, or a total of all signs, affixed to a building and advertising multiple businesses contained therein shall not exceed 10 percent of the surface area of the building wall facing the highway.