



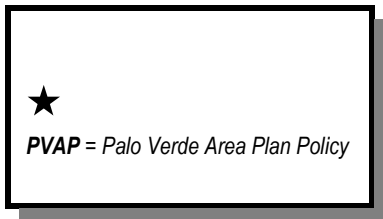
Policy Areas

A policy area is a portion of an area plan that contains special or unique characteristics that merit detailed attention and focused policies. The location and boundaries for the three Palo Verde policy areas are shown on Figure 4, Policy Areas, and are described in detail below. In this regard, it is essential to refer to the General Plan Certainty System, detailed in the Administration Section of the General Plan, especially if an interpretation or proposal affects the delineation between foundation components of the General Plan.

POLICY AREAS

Three policy areas have been designated within the planning area. In some ways, these policies are even more critical to the sustained character of the Palo Verde planning area than some of the basic land use policies because they reflect deeply held beliefs about the kind of place this is and should remain. Their boundaries, shown on Figure 4, Policy Areas, are approximate and may be interpreted more precisely as decisions are called for in these areas. This flexibility, then, calls for considerable sensitivity in determining where conditions related to the policies actually exist, once a focused analysis is undertaken on a proposed project.

Colorado River



It is clear from previous discussion that the Colorado River is a major recreational/tourist attraction and a notable economic asset. A special policy area applies to the land adjacent to the River. The intent is to allow Commercial Tourist developments such as river-oriented hotels, fishing camps, resort parks, campgrounds, marinas, and restaurants to serve the recreation/tourist industry. In accommodating these activities, it is essential to recognize the critical need to incorporate sensitive design that respects the value of this irreplaceable resource.

Policies:

PVAP 1.1 Allow land adjacent to the Colorado River to be used for recreation-based tourist purposes to promote economic activity within the Palo Verde planning area. Uses such as hotels, restaurants, small retail shops, marinas, fishing camps, resorts, recreational vehicles, and campgrounds shall be allowed in order to serve the tourist population.



PVAP 1.2 Adhere to the guidelines set forth in the Land Use Section of this area plan regarding Recreational Vehicle Development within the Colorado River Policy Area.

Wiley's Well Road

The area adjacent to Interstate 10, west of Nicholls Warm Springs and north of the state prisons, could accommodate neighborhood commercial center type uses. A Neighborhood Center is intended to accommodate retail and service



commercial activities that serve a limited, nearby area and, in this case, the traveling public. Service stations, restaurants, markets, and convenience stores are typical uses that would be allowed in this area. The intent of this policy area is not to identify the exact location of these uses, but rather to indicate approximate areas where they may be appropriate, and to identify the potential need for them. Refer to the General Plan Land Use Element for further discussion of Neighborhood Centers.

Policies:

PVAP 2.1 Allow land uses that serve nearby residents and travelers, such as service stations, markets, and restaurants, to develop at the intersection of Interstate 10 and Wiley’s Well Road.

Blythe Airport Policy Area



The entrance to Blythe Airport



The Blythe Airport is located west of the City of Blythe adjacent to Interstate 10. In order to provide a safety buffer around the airport to protect the integrity of the airport and adjacent uses, the Federal Aviation Administration and Riverside County impose restrictions on the uses and height of proposed development in the vicinity of the Airport.

Policies:

PVAP 3.1 Enforce the Blythe Airport Land Use Plan and the policies found in the Airport section of the General Plan Land Use Element for future construction in the vicinity of the Blythe Municipal Airport.

Specific Plans

Specific plans are highly customized regulatory tools that provide a bridge between the General Plan and individual development projects in a more area-specific manner than is possible with community-wide zoning ordinances. The specific plan is a tool that provides land use and development standards that are tailored to respond to special conditions and aspirations unique to the area being proposed for development. These tools are a means of addressing detailed concerns that conventional zoning cannot accomplish.

Two specific plans are located within the Palo Verde planning area along the Colorado River, as listed in Table 3, Adopted Specific Plans in Palo Verde. Policies related to any listed specific plan can be obtained at the County of Riverside Planning Department.

Table 3: Adopted Specific Plans in Palo Verde Area Plan ¹

Specific Plan	Specific Plan #
River City	136
Mesa Verde	175

¹ Source: County of Riverside Planning Department.