



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.