



## CITY OF RANCHO MIRAGE

### NOTICE OF PREPARATION

#### PROJECT TITLE: HIGHWAY 111 SPECIFIC PLAN

**CONTACT PERSON:**

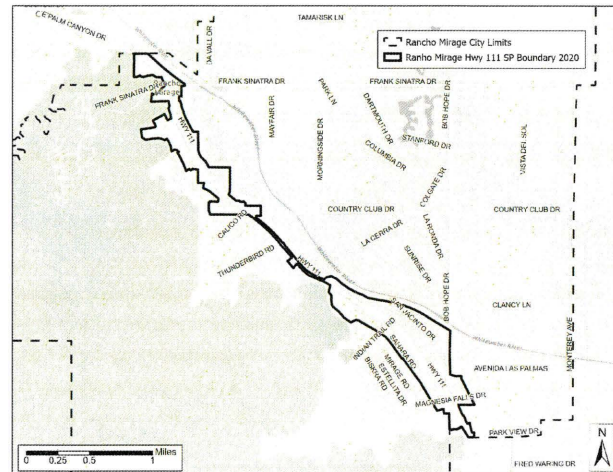
Majna Dukic, Planning Manager

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**PROJECT LOCATION:**

The 684± acre planning area extends along the entire length of Highway 111's passage through the City and is further defined by the general limits of the Whitewater River on the north and the foothills of the Santa Rosa Mountains on the south. The planning area occurs in the western Coachella Valley in the central portion of Riverside County.

**PROJECT DESCRIPTION:** The City of Rancho Mirage (City) will be the Lead Agency and will prepare an Environmental Impact Report pursuant to the California Environmental Quality Act (CEQA) Guidelines (14 California Code of Regulations Section 15060 and 15063) for the proposed project. The Project consolidates, updates, expands, and replaces the previously adopted East and West Specific Plans and revises the land use plan, including some land use designations, acreages, and residential densities. The new plan sets forth development guidelines in the context of 12 planning areas. It enhances the function of Highway 111 as a safe and efficient local and regional travel corridor with a diverse but complementary mix of land uses. Its goals include planning for future development that draws upon local and sub-regional markets and diversifies the City's economic base, resulting in a more diverse and integrated mix of uses, services, and functions. The Specific Plan implementation will result in a more attractive and diverse mix of high-quality retail, restaurants, hotels, offices, residential developments, and important cultural assets that have and continue to develop along the corridor.



**FINDINGS/DETERMINATION:** The City has reviewed and considered the proposed Highway 111 Specific Plan and has determined that potentially significant impacts could result from the proposed project. Therefore, an Environmental Impact Report should be prepared. Based on the location and characteristics of the proposed Project, the EIR will include analysis of potentially significant effects on the environment related to the following topics: Aesthetic and Scenic Resources, Air Quality and Greenhouse Gas, Biological and Cultural Resources, Geology and Soils, Land Use Compatibility, Transportation/Circulation, Hazards/Hazardous Materials, Hydrology and Water Quality, Noise, Public Services and Facilities, Population and Housing, and Wildfire,

**PUBLIC REVIEW PERIOD:** A 30-day public review period for the Notice of Preparation will commence at 8:00 a.m. on June 8, 2020 and end on July 7, 2020 at 5:00 p.m. for interested individuals and public agencies to submit written comments on the document. A virtual scoping meeting will be held on June 17, 2020 from 2 p.m. to 4 p.m. via Zoom to provide an opportunity to learn more about this proposed Project and provide comments on the possible environmental effects the City should study in the Environmental Impact Report. Please register for the virtual scoping meeting at the following link, <https://bit.ly/3gMPFUW>. Any written comments on the Notice of Preparation must be received at the City address (69825 Highway 111) or via email to Majna Dukic at [majnad@ranchomirageca.gov](mailto:majnad@ranchomirageca.gov) within the public review period. Copies of the Notice of Preparation and Initial Study are available for review on the City's website at <https://ranchomirageca.gov/our-city/city-departments/planning/environmental-documents/>.