



# Community and Economic Development Planning Division

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**PLANNING COMMISSION DATE:**

**November 5, 2019**

**AGENDA ITEM: #2**

**Road Name Change**

**Road Name Change from Business 41 to Riverwalk Boulevard within the extent of the Riverstone masterplan**

**CEQA**

**Exempt**

### REQUEST:

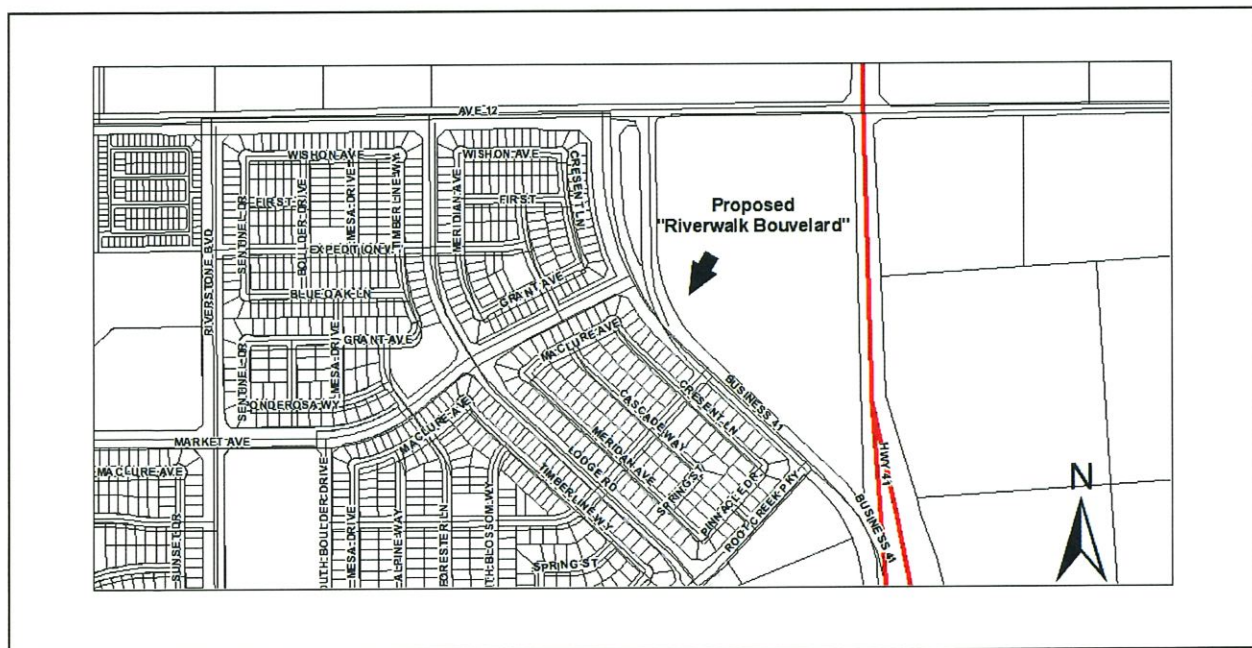
The request is to officially change Business 41 to Riverwalk Boulevard within the extent of the Riverstone masterplan.

### LOCATION:

The road runs north from Avenue 10 to Avenue 12. The name change will effect a 0.75 mile portion that runs south from Avenue 12 though the Riverstone Specific Plan.

### ENVIRONMENTAL ASSESSMENT:

The proposed road name change is exempt from CEQA according to Section 15301(c).



**RECOMMENDATION:**

Approval of the road name change and to adopt the CEQA exemption.

**GENERAL PLAN DESIGNATION:**

SITE: MUC (Mixed Use Core) Designation  
LDR (Low Density Residential)

SURROUNDING: OS (Open Space) Designation; CC (Community Commercial) Designation; RER (Rural Estate Residential) Designation

**GATEWAY VILLAGE AREA PLAN DESIGNATION:**

SITE: MUC (Mixed Use Core) Designation  
LDR (Low Density Residential)

**ZONING:**

SITE: GV-C (Gateway Village Commercial) District  
GV-R (Gateway Village Residential) District

SURROUNDING: ARE-40 (Agriculture Rural Exclusive 40 Acre) District; ARE-20 (Agriculture Rural Exclusive 20 Acre) District; GV-HC (Gateway Village Heavy Commercial) District; GV-OS (Gateway Village Open Space) District

**LAND USE:**

SITE: Roadway

SURROUNDING: Residential, Commercial, open space

**SIZE OF PROPERTY:**

Approximately 0.75 mile of roadway is included in the road name change proposal.

**ACCESS:**

Business 41 is located in south eastern Madera County and is 2 miles long running north from Avenue 10 to Avenue 12. The proposed name change will affect a 0.75 mile portion that runs south from Avenue 12 though the Riverstone Masterplan.

**BACKGROUND AND PRIOR ACTIONS:**

Business 41 was created when the current State Highway 41 alignment was constructed.

**PROJECT DESCRIPTION:**

The applicant has requested Business 41 be changed to Riverwalk Boulevard within the extent of the Riverstone Masterplan.

**STAFF REPORT  
ROAD NAME CHANGE**

**NOVEMBER 5, 2019**

**ORDINANCES/POLICIES:**

Section 11.04.120 of the Madera County Code: Directional designation and naming of public thoroughfares.

**ANALYSIS:**

The section of Business 41 that has been requested to be named Riverwalk Boulevard runs approximately 0.75 mile through the Riverstone Development. There are currently no residences or business addressed on this section of roadway. The southern 1.25 miles of the roadway will remain Business 41 and the name change will not affect the current businesses and residences along this section of roadway. The applicant owns the property on the east side of the roadway and would like a road name that better markets commercial development in the area.

The proposed road name change is exempt from CEQA according to Section 15301(c), Existing Facilities, Existing highways and streets, sidewalks, gutters, bicycle and pedestrian trails, and similar facilities (this includes road grading for the purpose of public safety).

**WILLIAMSON ACT:**

The roadways involved are not subject to Williamson Act (Agricultural Preserve) contracts.

**GENERAL PLAN CONSISTENCY:**

The road name change proposal is consistent with Section 2.A.4 of the Madera County General Plan:

- The County shall ensure the installation of signals, signs, lighting, and other traffic safety and operation improvements necessary for the safe and efficient movement of all types of traffic.

**RECOMMENDATION:**

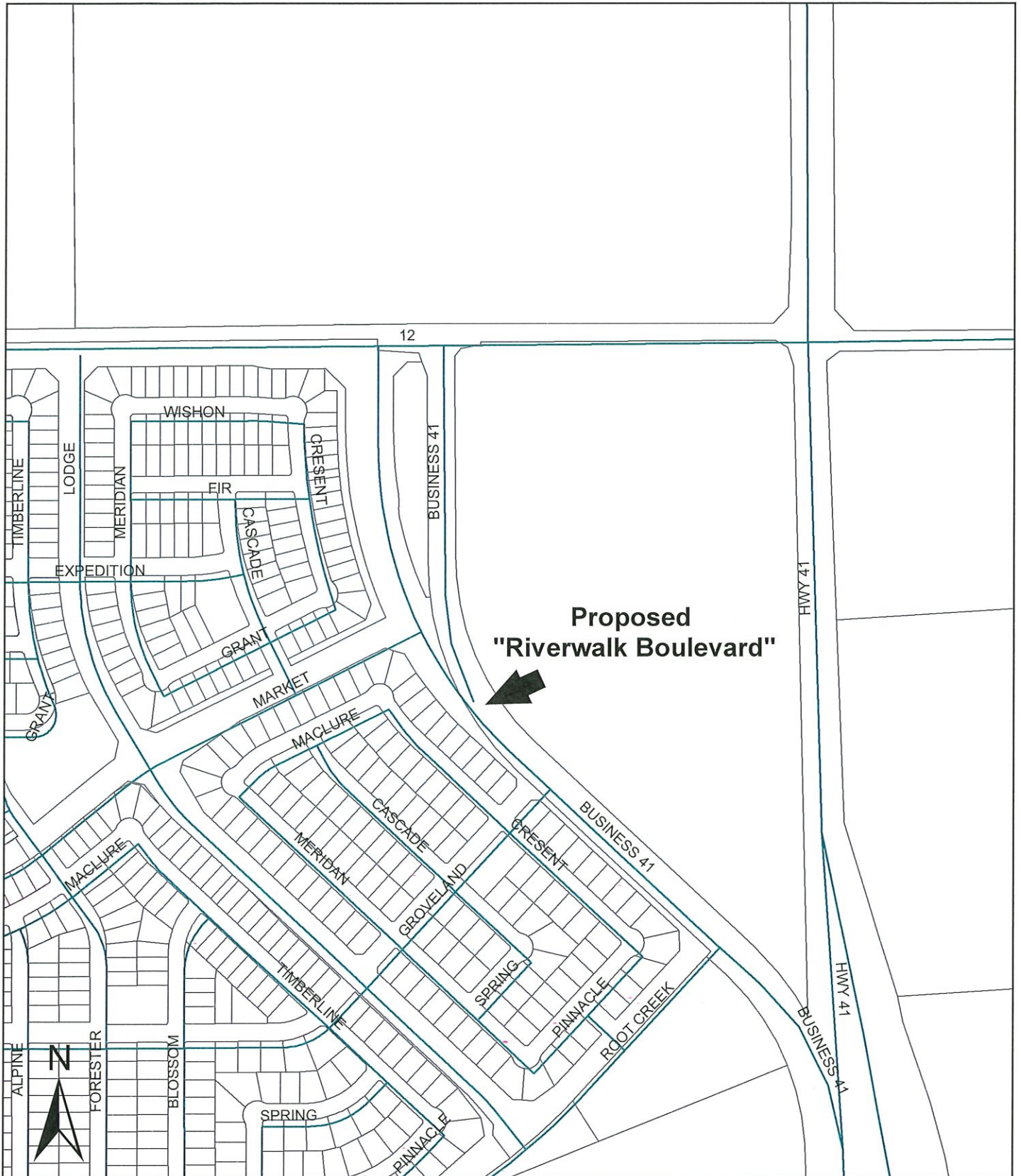
The analysis contained in this report supports approval of the road name change and the exemption per CEQA code section 15301(c).

**ATTACHMENTS:**

1. Exhibit A, "Riverwalk Boulevard Road" map
2. Exhibit B, Letter from applicant

# NOTICE *Area Map*

# EXHIBIT A



PLEASE TURN THIS PAGE OVER FOR INFORMATION CONCERNING THIS REQUEST



RIVERSTONE

*Look forward to life*

September 26, 2019

Mr. Matthew Treber  
Director, Community and Economic Development  
Madera County  
200 W. Fourth Street, Suite 3100  
Madera, CA 93637

RE: Business 41 Name Change

Mr. Treber,

Please accept this letter as a formal application to rename Business 41 to Riverwalk Boulevard within the extent of the Riverstone masterplan.

Thank you for your consideration and attention in this matter.

Very truly yours,

RIVERSTONE DEVELOPMENT, LLC, a California  
limited liability company

By: CENTRAL VALLEY DEVELOPMENT, LLC, a  
California limited liability company, Manager

By: \_\_\_\_\_  
Timothy Jones, Manager

TJ:ns  
Enclosures