

SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA

1163



FROM: TLMA - Planning Department

SUBMITTAL DATE: March 19, 2003

SUBJECT: (FTA NO. 2002-17) TENTATIVE PARCEL MAP NO. 31113 -
CONDITIONAL USE PERMIT NO. 03390 - VARIANCE NO. 01741 - EA 38913 -
Regency Centers, David Hornstein - First Supervisorial District - Rancho California
Zoning Area - 10.3 acres - 8 commercial lots - C-P-S Zoning - Schedule E - Locted
adjacent and west of the I-15 Freeway, north of Clinton Keith Road, east of Hidden
Springs Road and south of Catt Road - REQUEST: PM 31113, proposes to subdivide
10.3 acres into 8 commercial parcels / CUP 03390, is an application to construct a
neighborhood shopping center / VAR 01741, is a request to exceed Ordinance No. 348
standard that limits one freestanding sign per shopping center and limits the height of
sign to 45 feet within 600 feet of a freeway. The applicant proposes 2 freestanding
signs, one which would be 65 feet in height.

CONTROVERSIAL ISSUES:

BACKGROUND: Issues of Potential Concern are in question in this writing;

The Transportation Department has concerns regarding the traffic study. Planning Staff understands that the Clinton Keith overpass will need widening in order for the project to have a negative impact to area traffic. However, CALTRANS, not the County Transportation Department, will determine when the bridge will be improved. This week, Transportation requested additional information from the applicant to determine the level of traffic impact. Until a determination is made, Planning Staff cannot recommend a Negative Declaration. Therefore, a hearing continuance is in order.

The applicant's request for a variance to Ordinance No. 348 for height and for two freestanding freeway signs is supportable on one point but not the second. Because the Clinton Keith/I-15 sign will be 20 feet below freeway grade, the nearby shopping center (located east of the freeway) enjoys a privilege that the subject project does not.



Ron Goldman, Interim Planning Director

RG:ar

(Continued On Attached Pages)

CEO. RECOMMENDATION:

APPROVE

County Executive Office Signature



Department Recommendation: Policy
 Consent
Per Executive Office: Policy
 Consent

Prev. Agn. Ref.

Dist. First

AGENDA NO.

16.5

The Honorable Board of Supervisors

RE: (FTA NO. 2002-17) TENTATIVE PARCEL MAP NO. 31113 - CONDITIONAL USE
PERMIT NO. 03390 - VARIANCE NO. 01741 -

March 19, 2003

Page 2

Therefore, Planning Staff has determined the 65- foot sign at Clinton Keith may be warranted. However, the nearby shopping center has a similar set of circumstances (on the opposite side of the freeway) with regard to freeway access, on/off ramps and visibility. But that retail center has one 45 -foot freeway sign. Thus, there is no justification for a second freeway sign on the subject project.

RECOMMENDED MOTION:

The Planning Department recommends:

**CONTINUANCE of TENTATIVE PARCEL MAP NO. 31113, CONDITIONAL USE
PERMIT NO. 03390, and VARIANCE NO. 01731 to April 22, 2003.**