

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



**FROM:** TLMA - Planning Department

**SUBMITTAL DATE:**  
January 25, 2005

**SUBJECT:** FINDINGS FOR DENIAL OF CHANGE OF ZONE NO. 6990 and PLOT PLAN NO. 19512 - CEQA Exempt - Robert Blackburn - Third Supervisorial District - Antelope Valley Zoning Area - .18 acres - C-P-S zoning - Located north of Keller Road, southerly of Scott Road, westerly of Interstate 215 and easterly of Bailey Park Boulevard - REQUEST: CZ 6990 proposes to change the current zoning from Scenic Highway Commercial (C-P-S) to General Commercial (C-1/C-P) to allow for billboards and PP19512 proposes to legalize the existing nonpermitted billboard.

**BACKGROUND:** The referenced change of zone and plot plan ("the project") were considered by the Board of Supervisors on January 4, 2005. After taking testimony, the Board closed the public hearing and tentatively denied the project.

The Planning Department and County Counsel have prepared the necessary findings for denial as directed.

**RECOMMENDED MOTION:**

**DENIAL of Change of Zone No. 6990 and Plot Plan No. 19512**, based on the attached findings.

**FINDINGS:**

1. The existing illegal outdoor advertising display ("billboard") was not allowed under the old Sun City-Menifee Community Plan and is inconsistent with Policies SO 22.1 through SO 22.4 of the new General Plan and Policies SCMVAP 2.2, 16.1 of the new Sun City-Menifee Area Plan. Furthermore, the

Robert C. Johnson  
Planning Director

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Departmental Concurrence

REVIEWED BY EXECUTIVE OFFICE  
DATE 1/27/05

Dep't Recomm.:  Consent  Policy  
Per Exec. Ofc.:  Consent  Policy

**Prev. Agn. Ref.**

**District:** Third

**Agenda Number:**

proposed project is inconsistent with land use policies set forth under General Plan Amendment No. 717, approved by the Board of Supervisors on November 30, 2004 and pending adoption for inclusion in the Sun City-Menifee Area Plan. As stated in Policy SCMVAP 2.3 and 17.2, to be amended under the Interstate 215 Corridor and Scenic Highways sections of the area plan,

“Outdoor advertising devices (billboards, not on-site signs identifying a business on the same property as the sign) shall be prohibited within 660 feet of the nearest edge of the right-of-way line of Interstate 215”; and,

“Signage at locations contiguous to, or clearly visible from, Interstate 215 shall be limited to monument signs not greater than six feet in height and signage on exterior building walls.”

2. The existing illegal outdoor advertising display is located on property zoned Scenic Highway Commercial (C-P-S), a zone which does not permit billboards. Additionally, the proposed project is located within an area designated as Scenic Highway, defined under Ordinance No. 348 as a significant resource, and billboards are prohibited.
3. The proposed project is surrounded by property which is zoned C-P-S and Industrial Park (I-P), neither of which zones permit billboards.
4. The proposed project is inconsistent with present and future land uses surrounding the project site.
5. The proposed project will not promote the aesthetic goals of the new General Plan or of the community, thereby hindering the County's efforts to attract economically beneficial development projects to the local community.