

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

813B



FROM: TLMA - Planning Department

SUBMITTAL DATE:
March 13, 2007

SUBJECT: APPEAL BY THE APPLICANT OF THE BOARD OF SUPERVISORS RECEIVE AND FILE ACTION OF THE PLANNING DIRECTOR'S DECISION TO DENY PLOT PLAN NO. 22248 & VARIANCE NO. 1805 – CEQA Exempt – Applicant: Chevron Corporation – Engineer / Representative: Larry Tidall - Second Supervisorial District – West Corona Zoning District – Temescal Canyon Area Plan: Community Development: Commercial Retail (CD-CR) (0.20 - 0.35 Floor Area Ratio) – Location: Southerly of Highway 91, and easterly of Serfas Club Drive – 0.88 Gross Acres - Zoning: General Commercial (C-1/C-P) - **REQUEST:** The Plot Plan is a proposal to raise the height of the existing Chevron sign from 45 feet to 100 feet located at 2270 West Frontage Road, Corona, CA. The Variance is an application to allow signage for the commercial development to exceed the standards of Ordinance 348 Section 19.4 (On-Site Advertising Structure and Signs). This variance proposes to exceed Ordinance 348 Section 19.4 (a) (1) by 55 feet, which allows for signs located within 660 feet to the nearest edge of the freeway right of way line to be a maximum height of 45 feet.

RECOMMENDED MOTION:

CONSIDERATION of the referenced appeal of the Planning Director's decision received on February 27, 2007.

THE PLANNING DIRECTOR took the following actions on January 22, 2007:

DENIED PLOT PLAN NO. 22248, based upon the findings and conclusions incorporated in the staff report; and,

DENIED VARIANCE NO. 1805, based upon the findings and conclusions incorporated in the staff report.

Mark Balysfor
Ron Goldman
Planning Director

RG:cv

REVIEWED BY EXECUTIVE OFFICE

DATE 3/22/07

Departmental Concurrence

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

0001HVB SS VMI: 1E

RECEIVED RIVERSIDE COUNTY

Prev. Agn. Ref. | District: Second | Agenda Number: 1.13 (2/27)

15.3

MINUTES OF THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA



15.4

1:30 p.m. being the time set for public hearing on the appeal filed by Tamara Fenner, of RHL Design Group, Inc. representing Chevron Corporation (Applicant), on the Planning Director's Denial of Plot Plan No. 22248 to raise the height of the existing Chevron sign from 45 feet to 100 feet located at 2270 West Frontage Road, and Denial of Variance 1805 to allow signage for the commercial development to exceed the standard of Ordinance 348, Section 19.4 (On-Site Advertising Structure and Signs), .88 gross acres, C-1/C-P Zoning located in the West Corona Zoning District, 2nd District, the Chairman called the matter for hearing.

Ron Goldman, Planning staff, presented the matter, recommending denial and submitted a letter from the City of Corona in opposition.

Tamara Fenner, RHL Design Group representing the applicant, asked for equal visibility.

On motion of Supervisor Tavaglione, seconded by Supervisor Stone and duly carried, IT WAS ORDERED that the above matter is continued to Tuesday, April 17, 2007 to review the area closer and to conform to Corona's design criteria.

Roll Call:

Ayes: Buster, Tavaglione, Stone and Wilson

Nays: None

Absent: Stone

1 I hereby certify that the foregoing is a full true, and correct copy of an order made and entered on April 3, 2007 of Supervisors Minutes.

WITNESS my hand and the seal of the Board of Supervisors

Dated: April 3, 2007

Nancy Romero, Clerk of the Board of Supervisors, in
and for the County of Riverside, State of California.

By: *Tamara Fenner* Deputy

AGENDA NO.

15.4

xc: Planning, Applicant, COB



COMMUNITY DEVELOPMENT DEPARTMENT
"Enhancing Quality of Life"

(951) 736-2262
(951) 279-3553 FAX

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March 29, 2007

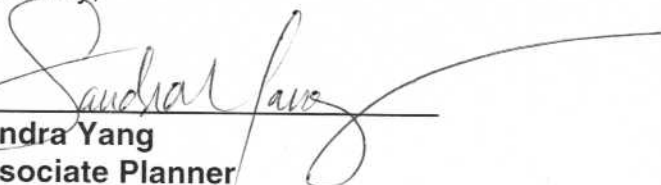
Clerk of the Board
4080 Lemon Street, 1st Floor
Post Office Box 1147
Riverside, CA 92502-1147

RE: PLOT PLAN NO. 22248 & VARIANCE NO. 1805

Dear Board of Supervisors:

This letter is in response to the public notice the City of Corona received for the above referenced applications, which have been scheduled for the April 3, 2007 public hearing. The City of Corona Community Development Department wishes to express opposition towards the proposed project for the following reasons. The subject property (Chevron gas station) is in proximity to the boundaries of the City of Corona. As proposed, the pylon sign is not compatible with the surrounding uses as the project site is located within the vicinity of single family homes. Furthermore, the sign is not compatible with other commercial pylon signs in the vicinity or those allowed under the Corona Municipal Code as these signs are limited to a maximum height of 40 feet. If approved, the sign would be aesthetically inconsistent and incompatible with the existing pylon signs, as well as future pylon signs within the vicinity of the project site, which includes properties located within the unincorporated area of Riverside County and the City of Corona. The city appreciates the opportunity to respond and hopes that you consider our position on the above referenced projects.

Sincerely,


Sandra Yang
Associate Planner

CC: Reading File

5001468-5 BH 5:01

REC'D CIVIL RIGHTS DIVISION
APR 1 2007

2007-04-058526