

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

219B



FROM: TLMA - Planning Department

SUBMITTAL DATE:  
April 9, 2007

**SUBJECT:** Ordinance No. 449.232, an Ordinance of the County of Riverside Extending Ordinance No. 449.230 Establishing Interim Zoning Relating to the Regulation of Outdoor Advertising Displays within 500 feet of either side of Mission Trail, between Malaga and Palomar Streets, in Wildomar.

**RECOMMENDED MOTION:** That the Board adopt Ordinance No. 449.232, thereby extending Ordinance No. 449.230, and the interim zoning established pursuant thereto, for 10 (ten) months and 15 (fifteen) days. (4/5ths vote required)

**BACKGROUND:** On March 13, 2007, the Board of Supervisors adopted Ordinance No. 449.230, to establish interim zoning prohibiting outdoor advertising displays within 500 feet of either side of Mission Trail, between Malaga and Palomar Streets, in Wildomar.

Six applications for outdoor advertising displays in the referenced area had recently been made to the Planning Department. These outdoor advertising displays would be in a location where, if established, they would detract from scenic resources, serve as dangerous distractions to motorists, and conflict with the community's efforts to plan for the revitalization of this area, which is a major entryway into Wildomar.

The Board took action through Ordinance No. 449.230 to establish the interim zoning prohibiting outdoor advertising displays in the referenced area, in order to provide the Planning Department with an opportunity to study the significance of scenic resources in the study area, and for a proposed general plan amendment resulting from a major ongoing community planning effort (Wildomar Roundtable) to be heard by the Planning Commission and Board of Supervisors, and to be considered for adoption.

Public hearings regarding the general plan amendment will require at least several months to complete; therefore, the extension of interim zoning hereby requested would be necessary to

*Ron Goldman*  
Ron Goldman  
Planning Director

initials

(Continued On Attached Page)

REVIEWED BY EXECUTIVE OFFICE

DATE 4/11/07  
Department: Planning

COUNTY COUNSEL

APR 09 2007

*Ron Goldman*

Policy

Policy

Consent

Consent

Dept't Recomm.:

Per Exec. Ofc.:

0001 V68 11 0410: 21

Prev. Agn. Ref.

District:

Agenda Number:

15.8

The Honorable Board of Supervisors

RE: Ordinance No. 449.232, an Ordinance of the County of Riverside Extending Ordinance No. 449.230 Establishing Interim Zoning Relating to the Regulation of Outdoor Advertising Displays within 500 feet of either side of Mission Trail, between Malaga and Palomar Streets, in Wildomar.

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prevent outdoor advertising displays from being established in the area until after the referenced general plan amendment has been thoroughly considered by public hearing bodies, and adopted.

One of the major objectives of the proposed general plan amendment is to establish policies that would revitalize the area of Wildomar located along Mission Trail. This is a major entryway into Wildomar from the north. There are many scenic views along Mission Trail of the nearby Lake Elsinore lake bed environs to the west, and of nearby mountains to the west, south, and east. This is an area where past development standards (partly improved streets, small lot sizes, etc.) were inadequate, presenting unusual difficulties in the county's efforts to revitalize the area with needed new commercial, industrial, and residential development in this part of Wildomar.

In addition to the proposed general plan amendment, the Planning Department will study whether it is necessary and appropriate to designate Mission Trail between Malaga and Palomar Streets as a "significant resource," as defined in Section 19.2(s) of Ordinance 348. Such designation would prevent outdoor advertising displays from being established along that portion of Mission Trail.



1           Section 4.     In adopting this ordinance, the Board reports that measures will be taken to  
2 alleviate the condition which led to its adoption and the adoption of Ordinance No. 449.230 and that such  
3 measures shall include, but not be limited to, the study and consideration of whether the above-referenced  
4 area constitutes a significant resource and the study and consideration of the proposed amendments to the  
5 County's General Plan that resulted from the community planning effort by the County.

6           Section 5.     The Clerk shall schedule a public hearing before the Board to consider any  
7 extension of this ordinance which shall normally be at its second regular meeting before expiration of the  
8 ten (10) month and fifteen (15) day period. The Clerk shall publish notice ten (10) days before the  
9 hearing. A public hearing need not, however, be scheduled if any of the following occurs: a subsequent  
10 permanent zoning ordinance applicable to the same area is passed before such expiration, this ordinance is  
11 repealed, or the Board otherwise orders.

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**Exhibit "A"**

In the unincorporated area of the County of Riverside, a 500-foot setback from the edge of each right-of-way line along Mission Trail between Malaga Street and Palomar Street.

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