

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

616 B



FROM: TLMA - Planning Department

SUBMITTAL DATE:
May 8, 2007

SUBJECT: Authorization for a county initiated Change of Zone from R-R to M-S-C on property known as Assessors Parcel Nos. 653-250-012 653-130-003 and a General Plan Textual Amendment to the Western Coachella Valley Area Plan.


BACKGROUND: Due to the widening of Varner Road four existing billboards must be relocated. The billboard owner has requested to relocate two of them on assessor parcel number 653-250-012 and two on assessors parcel number 653-130-003 which are located within the Western Coachella Valley Area. The area plan does not allow the placement of new billboards and must be amended to expressly permit the relocation of the four billboard structures. Additionally, in order to make this possible, the current zoning must be changed to M-S-C. Outdoor advertising structures are only permitted in the commercial and industrial zones. Given the area development the M-SC is the compatible and appropriate zone to facilitate this request.

RECOMMENDED MOTION: That the Board of Supervisors **direct** the Planning Department to process a general plan amendment and a change of zone for the Western Coachella Valley Area Plan for assessors parcel numbers 653-250-012 and 653-130-003.

REVIEWED BY EXECUTIVE OFFICE

DATE 5/10/07
Deborah Cournoyer

Departmental Concurrence



Ron Goldman
Planning Director

initials

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

Prev. Agn. Ref. | District: | Agenda Number:

3.30