

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

714 B



FROM: TLMA - Planning Department

SUBMITTAL DATE:
July 17, 2007

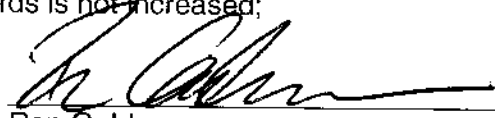
SUBJECT: GENERAL PLAN AMENDMENT NO. 864 / CHANGE OF ZONE NO. 7535 – MITIGATED NEGATIVE DECLARATION – Applicant: Lamar Advertising – Engineer / Representative: Thomas Flanagan - Fourth Supervisorial District – Thousand Palms Zoning District – Western Coachella Valley Area Plan: No Landuse Designation – Location: Southerly of Interstate 10, westerly of Portola Avenue, northerly of Dinah Shore Drive, and easterly of Monterey Avenue in the Western Coachella Valley Area Plan – 19.84 Gross Acres - Zoning: Rural Residential (R-R) - **REQUEST:** The General Plan Amendment proposes to designate the site as Community Development: Light Industrial (LI) (0.25 to 0.6 floor area ratio) and to modify and add policies in the Western Coachella Valley Area Plan to allow for relocation of existing billboards to a new location as long as the number of billboards is not increased. The Change of Zone proposes to alter the site's current zoning classification from Rural Residential (R-R) to Manufacturing – Service Commercial (M-SC).

RECOMMENDED MOTION:

The Planning Department recommended Approval; and,
THE PLANNING COMMISSION RECOMMENDED:

ADOPTION of a **MITIGATED NEGATIVE DECLARATION** for **ENVIRONMENTAL ASSESSMENT NO. 41426**, based on the findings incorporated in the initial study and the conclusion that the project will not have a significant effect on the environment;

TENTATIVE APPROVAL of **GENERAL PLAN AMENDMENT NO. 864** amending the land use designation in the General Plan to designate the site as Community Development: Light Industrial (LI) (0.25 to 0.6 floor area ratio) in accordance with Exhibit 6 and to modify and add policies in the Western Coachella Valley Area Plan to allow for relocation of existing to a new location as long as the total number of billboards is not increased;



Ron Goldman
Planning Director

RG:vc

REVIEWED BY EXECUTIVE OFFICE

DATE 7/17/07

Tina Grande

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

The Honorable Board of Supervisors

RE: GENERAL PLAN AMENDMENT NO. 864 / CHANGE OF ZONE NO. 7535

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TENTATIVE APPROVAL of **CHANGE OF ZONE NO. 7535** from Rural Residential (R-R) to Manufacturing – Service Commercial (M-SC) in accordance with Exhibit 3, based upon final adoption by the Board of Supervisors; and,

ADOPTION of a **RESOLUTION** recommending adoption of the General Plan Amendment No. 864 to the Board of Supervisors.



CITY OF PALM DESERT

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July 12, 2007

Board of Supervisors, 4th District Riverside County
4080 Lemon Street, 5th Floor
Riverside, CA 92501

Ref: General Plan Amendment No. 864/Change of Zone
No. 7535-EA41426

Dear Supervisors:

On July 11, 2007, the Riverside County Planning Commission recommended approval of the subject General Plan Amendment and Change of Zone allowing the relocation of existing billboards along the I-10 corridor in the Coachella Valley. If the General Plan Amendment and Change of Zone are approved, Lamar Advertising will propose to relocate four (4) advertising billboards on the north side of I-10 to the south side between Monterey Avenue and Portola Avenue, on the outskirts of the City of Palm Desert's boundaries. The process for approving these billboards is a ministerial act with the Riverside County and, therefore, the City of Palm Desert will not have any further input regarding these billboards.

The City of Palm Desert is strongly opposed to the proposed General Plan Amendment. The existing General Plan for Riverside County recognizes the aesthetic quality of the I-10 corridor throughout the Coachella Valley. It rightfully acknowledges that "the scenic qualities of the Coachella Valley are widely cherished by residents and visitors alike". In recognition of this precept, Policy WCVAP 14.2 prohibits the placement of a billboard in the Coachella Valley. Further, WCVAP 14.4 identifies I-10 as a scenic corridor and, therefore, prohibits the placement of single sign support freestanding signs for advertising.

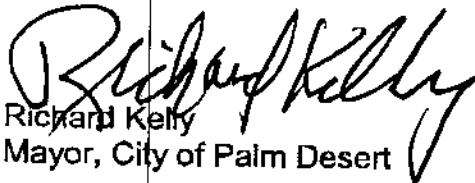
If approved, the proposed General Plan Amendment will forever guarantee advertising billboards along the I-10 corridor in the Coachella Valley. Where new development requires the removal of existing billboards, installation of new or replacement billboards should not be permitted. To do any less simply because Lamar Advertising stands to benefit financially from such permission reduces to financial terms something on which no financial value can or should be placed.

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We respectfully request that the Riverside Board of Supervisors deny the proposed General Plan Amendment and Change of Zone. Denying this request is consistent with the County's General Plan and will improve our scenic corridor and the aesthetic value of the Coachella Valley, which distinguish it from Orange County and other Southern California communities.

Sincerely,


Richard Kelly
Mayor, City of Palm Desert

cc: Mayor Pro Tem Jean Benson
Council Member Jim Ferguson
Council Member Cindy Finerty
Council Member Robert Spiegel
City Manager Carlos Ortega
County Planner Russell Brady

✓ *Ray Wilson, Supervisors*