

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

959B



FROM: TLMA - Planning Department

SUBMITTAL DATE:
February 21, 2008

SUBJECT: Planning Director's report advising the Board of Supervisors on the measures taken to alleviate the conditions which led to the adoption of Ordinance Nos. 449.230 and 449.232, ordinances of the County of Riverside that, respectively, established and then extended 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 accept and issue the Planning Director's report herein described.

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. On April 17, 2007, via Ordinance no. 449.232, the Board extended the interim zoning for an additional 10 months and 15 days. The additional extension period is nearing expiration. At this time, the Planning Director is providing his report regarding the actions that have been taken over the past year to alleviate the conditions that led to the establishment of the interim zoning.

While some anticipated actions have been taken, additional actions are necessary; therefore, the Planning Director recommends that the Board set this matter for hearing, and consider extending the interim zoning for a second, and final, year. It should be noted that the area affected by the interim zoning is located within the boundaries of the newly voter-approved City of Wildomar. The City of Wildomar will assume jurisdictional authority in this area on July 1, 2008.

The interim zoning ordinances were established following the submittal to the Planning Department of six applications for outdoor advertising displays in early 2007. It was determined

Jerry Jolliffe
Jerry Jolliffe for
Deputy Planning Director
Ron Goldman
Planning Director

RG:jj

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Departmental Concurrence

REVIEWED BY EXECUTIVE OFFICE

DATE *2/21/08*

Tina Grande

Policy Policy

Consent Consent

Dept. Comm.:
Per Exec. Ofc.:

Prev. Agn. Ref. 3.51 of 03/13/07;
15.8 of 04/17/07

District:

Agenda Number:

The Honorable Board of Supervisors

RE: Planning Director's report advising the Board of Supervisors on the measures taken to alleviate the conditions which led to the adoption of Ordinance Nos. 449.230 and 449.232, ordinances of the County of Riverside that, respectively, established and then extended 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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that these outdoor advertising displays would have been located where, if established, they would have detracted from scenic resources, served as dangerous distractions to motorists, and conflicted with the community's efforts to plan for the revitalization of this area, which is a major entryway into Wildomar. The Board took its actions to establish the interim zoning to prohibit 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 adopted.

Since the interim zoning was adopted, the major community-wide general plan amendment GPA00884, has been adopted by the Board of Supervisors. GPA00884 was adopted on January 29, 2008, and sets the stage for additional actions which will be necessary to establish adequate protection of scenic resources in the affected area. One of the major objectives of the proposed general plan amendment was 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 follow-up to the adoption of General Plan Amendment No. 00884, the Planning Department will need to 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. Staff recommends that the Board set for hearing a proposal to extend the interim zoning for an additional year, to allow for adequate time for the referenced proposal to amend Ordinance No. 348 to be completed, including all necessary public hearings, and its adoption by the Board.

The Honorable Board of Supervisors

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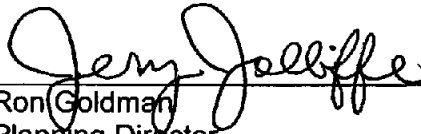
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