

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

224B



FROM: TLMA - Planning Department

SUBMITTAL DATE:
February 29, 2008

SUBJECT: Ordinance No. 449.235, 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. 449.235, thereby extending Ordinance No. 449.230, which was previously extended by Ordinance No. 449.232, for a period of one year (final extension). (4/5ths vote required)

BACKGROUND: On February 26, 2008, the Board of Supervisors accepted and issued the Planning Director's report regarding the actions that have been taken over the past year, since the adoption of interim zoning Ordinance No. 449.230 on March 13, 2007, to alleviate the conditions that led to the establishment of the interim zoning.

In summary, the Planning Director reported that subsequent to the establishment of the interim zoning, a major community-wide General Plan Amendment (GPA00884) was adopted by the Board of Supervisors on January 29, 2008, that established policies intended to revitalize and reinforce the residential, commercial, industrial, and scenic elements of the area of Wildomar affected by the interim zoning. While the foregoing action has been taken, the additional action of studying whether the affected area should be listed in the Land Use Ordinance, Ordinance No. 348, as a "significant resource" for purposes of regulating outdoor advertising displays, still needs to occur. Therefore, the Planning Director recommends that the Board further extend the interim zoning for one year by adopting Ordinance No. 449.235, in order to provide adequate time to complete this action. It should be noted that the area affected by this proposal is located within the boundaries of the newly voter-approved City of Wildomar, which will assume jurisdictional authority in this area on July 1, 2008.

**REQUIRES
4/5th's VOTE**



Ron Goldman
Planning Director

initials

REVIEWED BY EXECUTIVE OFFICE
DATE 3/13/08
Tina Grande
Departmental Concurrence

FORM APPROVED COUNTY COUNSEL
DATE 3/13/08
BY: Michelle Clack
MICHELLE CLACK

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

Prev. Agn. Ref. 3/13/07 #3-51
2/26/08 #3-87

District:

Agenda Number:

15.6

The Honorable Board of Supervisors

RE: Ordinance No. 449.235, 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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Interim zoning Ordinance No. 449.230 was established on March 13, 2007, and extended by Ordinance No. 449.232 on April 17, 2007, following the submittal to the Planning Department of six applications for outdoor advertising displays earlier in the year. It was determined that those outdoor advertising displays would have been located where 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. 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 also 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.

If the Board adopts Ordinance no. 449.235, the Planning Department will study whether it is appropriate to designate Mission Trail between Malaga and Palomar Streets as a "significant resource," as defined in Section 19.2(s) of Ordinance 348, and then set the matter for a hearing and adoption by the Board, thereby prohibiting outdoor advertising displays from being established along the referenced reach of Mission Trail.

Staff recommends that the Board adopt Ordinance No. 449.235, to extend the interim zoning for an additional year, to allow 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.

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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