

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



**FROM:** Supervisor Marion Ashley

**SUBMITTAL DATE:** April 20, 2011

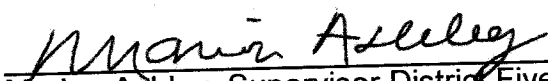
**SUBJECT:** Letter of Intent regarding Request for Revocation of the Eligible Scenic Highway Designation for a 1.12 mile section of Interstate 10 in Cabazon

**RECOMMENDED MOTION:** That the Board of Supervisors execute the letter of intent, requesting Caltrans revoke the Eligible Scenic Highway designation for a 1.12 mile section of Interstate 10 in Cabazon and authorize the Chairman of the Board to sign.

**BACKGROUND:** California's Scenic Highway Program was created by the Legislature in 1963. The purpose of the Scenic Highway Program is to protect and enhance the natural scenic beauty of California highways and adjacent corridors, through special conservation treatment. A highway may be designated scenic depending upon how much of the natural landscape can be seen by travelers, the scenic quality of the landscape, and the extent to which development intrudes upon the traveler's enjoyment of the view.

Highways listed in the State Scenic Highway System are either eligible for designation as scenic highways or have been officially designated. The status of a proposed scenic highway changes from "eligible" to officially "designated" when the local governing body applies to Caltrans for scenic highway approval, adopts a Corridor Protection Program, and receives notification that the highway has been officially designated a Scenic Highway.

(continued on Page 2)

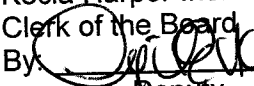
  
Marion Ashley, Supervisor District Five

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**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Ashley, seconded by Supervisor Tavaglione and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended, IT WAS FURTHER ORDERED that a Digital Outdoor Advertising Ordinance be initiated and come back in 6 months.

Ayes: Buster, Tavaglione, Stone, Benoit and Ashley  
Nays: None  
Absent: None  
Date: May 24, 2011  
xc: Supvr. Ashley

Kecia Harper-Ihem  
Clerk of the Board  
By:   
Deputy

3.2

The Honorable Board of Supervisors

Re: Letter of Intent regarding Request for Revocation of the Eligible Scenic Highway Designation for a 1.12 mile section of Interstate 10 in Cabazon

April 20, 2011

Currently, the State Scenic Highway system includes Interstate 10 (Route 10) from Route 38 near Redlands to Route 62 near Whitewater. This I-10 corridor is eligible for designation as a scenic highway but has not been officially designated.

A small stretch of this I-10 corridor no longer meets the State Scenic Highway standards due to nearby development on the Morongo Indian Reservation and in the County. The section of highway is from the Fields Road exit (post mile 16.54), which is also the eastern boundary of the City of Banning, heading easterly to the Apache Trail exit (post mile 17.66) for a total length of highway of 1.12 miles. Given the amount of development at the Cabazon Outlets and Morongo Casino on the north side of I-10 and visual intrusions including railroad tracks, an active gravel pit and numerous existing billboards on the south side of this 1.12 miles section, this area should no longer be included on the scenic eligible list.

As previously stated this particular corridor has not been officially designated, but there is no process outlined for removing an eligible section; therefore, the County is proceeding through the process as if the section has been officially designated. The process is as follows: A Board of Supervisors may request that Caltrans revoke a designated scenic highway within its jurisdiction at any time so long as the revocation request is placed on the Board's agenda at a public meeting to allow public input. A letter of intent by the Board must then be submitted to the District Scenic Highway Coordinator.

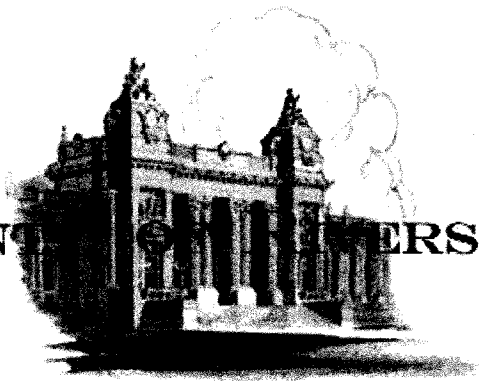
The proposed letter of intent requests only that the 1.12 mile stretch of I-10 be de-designated. It does not affect any other highways in the County. Nor does it alter any General Plan policies or County ordinances. Once this portion of highway is de-designated, any proposed offsite outdoor advertising displays would still need to go through the Caltrans and County permitting and entitlement process. In addition, the potential for future public safety messaging displays would be a valuable benefit to the general public for emergency communications.

Prev. Agn. Ref.

District: FIFTH

Agenda Number:

# COUNTY OF RIVERSIDE



## Board of Supervisors

District 1	<b>Bob Buster</b> 951-955-1010
District 2	<b>John F. Tavaglione</b> 951-955-1020
District 3	<b>Jeff Stone</b> 951-955-1030
District 4	<b>John Benoit</b> 951-955-1040
District 5	<b>Marion Ashley</b> 951-955-1050

April 26, 2011

Dennis Cadd  
CalTRANS Statewide Coordinator, Scenic Highway Program  
1120 N Street, MS 28  
Sacramento, CA 95814

RE: Letter of Intent regarding Request for Revocation of Scenic Highway Designation

Dear Mr. Cadd:

Currently, the State Scenic Highway system includes Interstate 10 (Route 10) from Route 38 near Redlands to Route 62 near Whitewater. This I-10 corridor is eligible for designation as a scenic highway but has not been officially designated.

A small stretch of this I-10 corridor no longer meets the State Scenic Highway standards due to nearby development of the Morongo Indian Reservation and in the County of Riverside. This section of highway is from the Fields Road exit (post mile 16.54), which is also the eastern boundary of the City of Banning, heading easterly to the Apache Trail exit (post mile 17.66) for a total length of 1.12 miles. Please see the enclosed map for the specific location.

Given the amount of development at the Cabazon Outlets and Morongo Casino on the north side and visual intrusions including railroad tracks, an active gravel pit and numerous existing billboards on the south side of this 1.12 miles section, this area should no longer be included on the scenic eligible list.

The Honorable Board of Supervisors

Re: Letter of Intent regarding the Request for Revocation of the Eligible Scenic Highway Designation

Page 2

The County of Riverside hereby requests that Caltrans remove the "eligible" scenic highway designation from this 1.12 mile section of Interstate 10 from Fields Road exit to Apache Trail exit. Development patterns along this section have changed. Due to moderate intrusion of commercial/retail development and industrial activities, the character of the area no longer meets the scenic highway criteria.

In accordance with the Scenic Highway Guidelines, this revocation request was placed on the Board of Supervisors' April 26, 2011 agenda to allow public input.

If you need additional information, please contact the office of Supervisor Marion Ashley at (951) 955-1050.

On behalf of the Riverside County Board of Supervisors, thank you for your time and consideration.

Respectfully,



Supervisor Bob Buster, Chairman

Cc: Ray Dessell, Program Coordinator  
Raymond Wolfe, Director, District 8

MINUTES OF THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA



**3.53**

On motion of Supervisor Ashley, seconded by Supervisor Benoit and duly carried by unanimous vote, IT WAS ORDERED that the recommendation from Supervisor Ashley regarding Approval of the Letter of Intent Regarding Request for Revocation of the Eligible Scenic Highway Designation for a 1.2 mile section of Interstate 10 in Cabazon is continued to Tuesday, May 24, 2011 at 9:00 a.m.

I hereby certify that the foregoing is a full true, and correct copy of an order made and entered on April 26, 2011 of Supervisors Minutes.

WITNESS my hand and the seal of the Board of Supervisors  
Dated: April 26, 2011  
Kecia Harper-Ihem, Clerk of the Board of Supervisors, in  
and for the County of Riverside, State of California.

(seal)

By: \_\_\_\_\_ Deputy

A handwritten signature in black ink, appearing to be "Kecia Harper-Ihem", is written over a horizontal line that serves as a signature line.

AGENDA NO.  
3.53

xc: Supvr. Ashley, *COB*

**Riverside County Board of Supervisors  
Request to Speak**

X

Submit request to Clerk of Board (right of podium),  
Speakers are entitled to three (3) minutes, subject  
Board Rules listed on the reverse side of this form.

**SPEAKER'S NAME:** JIM OTT

**Address:** 1605 LAURELWOOD  
(only if follow-up mail response requested)

**City:** COLTON **Zip:** 92324

**Phone #:** 909-824-0986

**Date:** 4/26/11 **Agenda #** 3.53

**PLEASE STATE YOUR POSITION BELOW:**

**Position on "Regular" (non-appealed) Agenda Item:**

       Support              Oppose             Neutral

**Note:** If you are here for an agenda item that is filed  
for "Appeal", please state separately your position on  
the appeal below:

       Support             Oppose             Neutral

**I give my 3 minutes to:** \_\_\_\_\_

**Riverside County Board of Supervisors  
Request to Speak**

X

Submit request to Clerk of Board (right of podium),  
Speakers are entitled to three (3) minutes, subject  
Board Rules listed on the reverse side of this form.

**SPEAKER'S NAME:** TIM LYNOCH

**Address:** \_\_\_\_\_  
(only if follow-up mail response requested)

**City:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone #:** \_\_\_\_\_

**Date:** 4-26-11 **Agenda #** 3.53

**PLEASE STATE YOUR POSITION BELOW:**

**Position on "Regular" (non-appealed) Agenda Item:**

**Support**       **Oppose**       **Neutral**

**Note:** If you are here for an agenda item that is filed  
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the appeal below:

\_\_\_\_\_ **Support**      \_\_\_\_\_ **Oppose**      \_\_\_\_\_ **Neutral**

**I give my 3 minutes to:** \_\_\_\_\_

**Riverside County Board of Supervisors  
Request to Speak**

Submit request to Clerk of Board (right of podium),  
Speakers are entitled to three (3) minutes, subject  
Board Rules listed on the reverse side of this form.

**SPEAKER'S NAME:** JIM LYNCH

**Address:** 632 S. HOPE AVE.  
(only if follow-up mail response requested)

**City:** ONTARIO **Zip:** 91761

**Phone #:** 909-983-4414

**Date:** 5-24-11 **Agenda #** 3.2

**PLEASE STATE YOUR POSITION BELOW:**

**Position on "Regular" (non-appealed) Agenda Item:**

**Support**       **Oppose**       **Neutral**

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the appeal below:

**Support**       **Oppose**       **Neutral**

**I give my 3 minutes to:** \_\_\_\_\_



**Riverside County Board of Supervisors  
Request to Speak**

X

Submit request to Clerk of Board (right of podium),  
Speakers are entitled to three (3) minutes, subject  
Board Rules listed on the reverse side of this form.

**SPEAKER'S NAME:** Jim Ott

**Address:** \_\_\_\_\_  
(only if follow-up mail response requested)

**City:** Colton **Zip:** 92324

**Phone #:** 909 831 4664

**Date:** 5/24/11 **Agenda #** 3.2

**PLEASE STATE YOUR POSITION BELOW:**

**Position on "Regular" (non-appealed) Agenda Item:**

**Support**     **Oppose**     **Neutral**

**Note:** If you are here for an agenda item that is filed  
for "Appeal", please state separately your position on  
the appeal below:

**Support**     **Oppose**     **Neutral**

**I give my 3 minutes to:** \_\_\_\_\_

**Harper-Ihem, Kecia**

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**From:** Barton, Karen  
**Sent:** Tuesday, April 26, 2011 12:16 PM  
**To:** Harper-Ihem, Kecia  
**Subject:** FW: [Agenda Item: 3-53] NO on Supervisor Ashley's Desert Billboard Expansion

FYI...

Best wishes,

*Karen Lynn Barton*

Karen L Barton  
Board Assistant  
Clerk of the Board of Supervisors  
(951) 955-9864

**\*\*\*\*If you get a chance take it, if it changes your life let it, nobody said it would be easy, they just promised it would be worth it\*\*\*\***

\*\* Effective August 14, 2009 the County Administrative Center will be closed every Friday until further notice.  
Business hours for the Clerk of the Board Office will be Monday through Thursday, 7:00 a.m. to 5:00 p.m.\*\*

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**From:** Hawarden Hills [<mailto:hawardenhills@yahoo.com>]  
**Sent:** Tuesday, April 26, 2011 12:44 AM  
**To:** District1; District2; District3; District4 Supervisor John J Benoit; District5  
**Cc:** COB  
**Subject:** [Agenda Item: 3-53] NO on Supervisor Ashley's Desert Billboard Expansion

Madam Clerk of the Board - Please include my comments for the record.

Honorable Board of Supervisors:

I am writing to encourage you to vote against Supervisor Ashley's recommended motion to remove a 1.12 mile section of Interstate 10 near Cabazon from the Eligible Scenic Highway designation by Caltrans.

This proposal will open up more of Interstate 10 to developers for billboards. We already have too many billboards along this corridor. Removing this area from the eligible scenic highway designation is an insult to all Riverside County residents in my opinion.

The areas surrounding Riverside County's only National Park are further decimated by these types of proposals.

Why would you seek to bombard us with more billboards that would block the scenic vistas these areas provide us? Do we really need any more billboards here? I think anyone driving along 1-10 from County Line Road to Indio can see we have more than enough billboards already? Most of these billboards have not been used in more than two (2) years with the explosion of internet advertising.

Please say no to the easy money provided by billboard/media/advertising companies and help preserve some of

the last remaining stretches of the 1-10 desert corridors that aren't already polluted with billboards. Billboards are visual pollution.

Sincerely,

David Madden  
6723 Dove Lane  
Riverside, CA 92506