



Meeting Date: 9/18/07

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s).	<input type="checkbox"/> Report
<input type="checkbox"/> Res. No(s).	<input type="checkbox"/> Public Hearing (Info/Consent)
<input type="checkbox"/> Other	<input checked="" type="checkbox"/> Other: <u>Study Session</u>

Prepared By: Ashley Golden, Senior Planner *AG*

Agenda Item No. R-1

Reviewed By: City Manager *[Signature]*

City Attorney *Rupp*

Finance *[Signature]*

Other (Specify)

DATE: August 31, 2007

TO: City Council

FROM: *[Signature]* Susan Martin, AICP, Planning and Environmental Services Manager

**SUBJECT: Pre-Application Review (PZ 07-600-7) for Development of a Shopping Center with Ancillary Alcohol Sales at the Southwest Corner of the Gonzales Road and Rose Avenue (APN 215-0-061-125). Filed by Michael Penrod, Parkstone Companies.**

**RECOMMENDATION**

That City Council review and provide preliminary comments on a pre-application to develop a 9.4 acre site with a 77,780 square foot neighborhood Shopping Center including a grocery store, located southwest corner of Gonzales Road and Rose Avenue.

**DISCUSSION**

The pre-application process allows City Council members an opportunity to make individual comments concerning the proposal. The Council's preliminary comments may be helpful for the applicant to refine the proposal or to determine whether entitlements should be pursued for the proposal. Comments provided by the Council on this pre-application do not constitute a decision or endorsement of the proposal. In accordance with State Law, *no formal direction or decision-making will take place until such time as a formal application has been filed and has undergone appropriate environmental review and evaluation for consistency with adopted City plans and policies.*

Site History

On February 8, 1994, the City Council adopted the Northeast Community Specific Plan (NECSP) via Resolution 10,684. Since its adoption the specific plan has undergone five amendments. The current proposal (Rose Ranch) represents the sixth amendment which modifies the land use to commercial and reduces the residential build out within the NECSP by up to 118 units. A similar project for 89,199 square feet of retail was submitted to the Planning Division in 2002. The Draft Subsequent Environmental Impact Report (DSEIR) was heard at the October 16, 2003 Planning Commission meeting and the project was scheduled for the October 7, 2004 Planning Commission hearing. The applicant requested a continuance from the October 7, 2004 Planning Commission meeting in order to work out lease agreements with the tenants. The applicant was not able to come to agreement with the tenants and eventually withdrew the project. The project was never approved, and the SEIR was never certified.

### Current Proposal

The proposal includes a 77,780 square foot retail shopping center that consist of a drive thru pharmacy, a grocery store (Tesco is the parent company), as well as 8 other pads for commercial uses. The applicant is requesting a General Plan Amendment (GPA) from Low Medium Residential to Commercial General, a Zone Change (ZC) from Multi-Family Residential (R2-PD) to General Commercial Planned Development (C2-PD), and a Specific Plan Amendment (SPA) to the Northeast Community Specific Plan (NECSP) to change the land use designation from Low Medium Density Residential to General Commercial. A tentative subdivision map will also be required to divide the existing 9.4-acre parcel into 10 parcels.

### Issues for Consideration

In order to facilitate review of the pre-application proposal, the City Council is asked to consider the following issues:

1. General Plan Amendment, Zone Change, and Specific Plan Amendment: Land uses surrounding the site include a shopping center to the north (Shopping at the Rose), residential to the south and west, and St John's Hospital to the east. Two primary arterial roadways and a truck route (Rose Avenue) also bound the site. Council should consider the suitability of this site for commercial and church uses.
  - a. Circulation Element General Plan Goal: A transportation system that supports existing, approved and planned land uses throughout the City while maintaining a level of service A-C on all streets and at all intersections
    - i. Project environmental analysis will take into account required roadway improvements and level of service in the vicinity as a result of the proposal.
2. Site and Building Design/Orientation: As proposed there are pad buildings on the along Rose Avenue and Gonzales Road, with larger pads along the southerly and westerly property lines of the development. Gonzales Road is a designated Scenic Route and City Image Corridor. Rose Avenue is a designated City Image Corridor. Additionally the NECSP includes design standards for commercial development to be compatible with the design of the adjacent residential developments, pedestrian-oriented, with buildings oriented to streets, and parking screened from the streets by buildings. Conditions to ensure quality development standards may be needed.
  - a. The current site design places buildings along both roadways, they are not oriented towards the streets as required by the NECSP. This is articulation of the buildings along the roadways, but there are still many blank walls with metal grates for plants to grow on.
  - b. The NECSP includes general streetscape design standards that show Rose Avenue and Gonzales Avenue with a 10' parkway, 5' sidewalk, and 20' landscape setback to the buildings. The applicant is not proposing this design.
  - c. The site exceeds the parking stalls required for the uses. However, the parking field designated as "employee parking" is of concern. The City has found that enforcing an employee parking area is problematic overtime and suggests that the applicant re-design the parking fields to not separate employee parking from visitor parking. Additionally, the parking stalls located south of the project entrance from Gonzales Road raise safety concerns for those cars backing up from the stalls and the vehicles entering the site.
  - d. The site is north and east of residential areas. Special design considerations and conditions will be needed to protect the existing developments from light, glare, pedestrian safety, noise, and traffic.

## **FINANCIAL IMPACT**

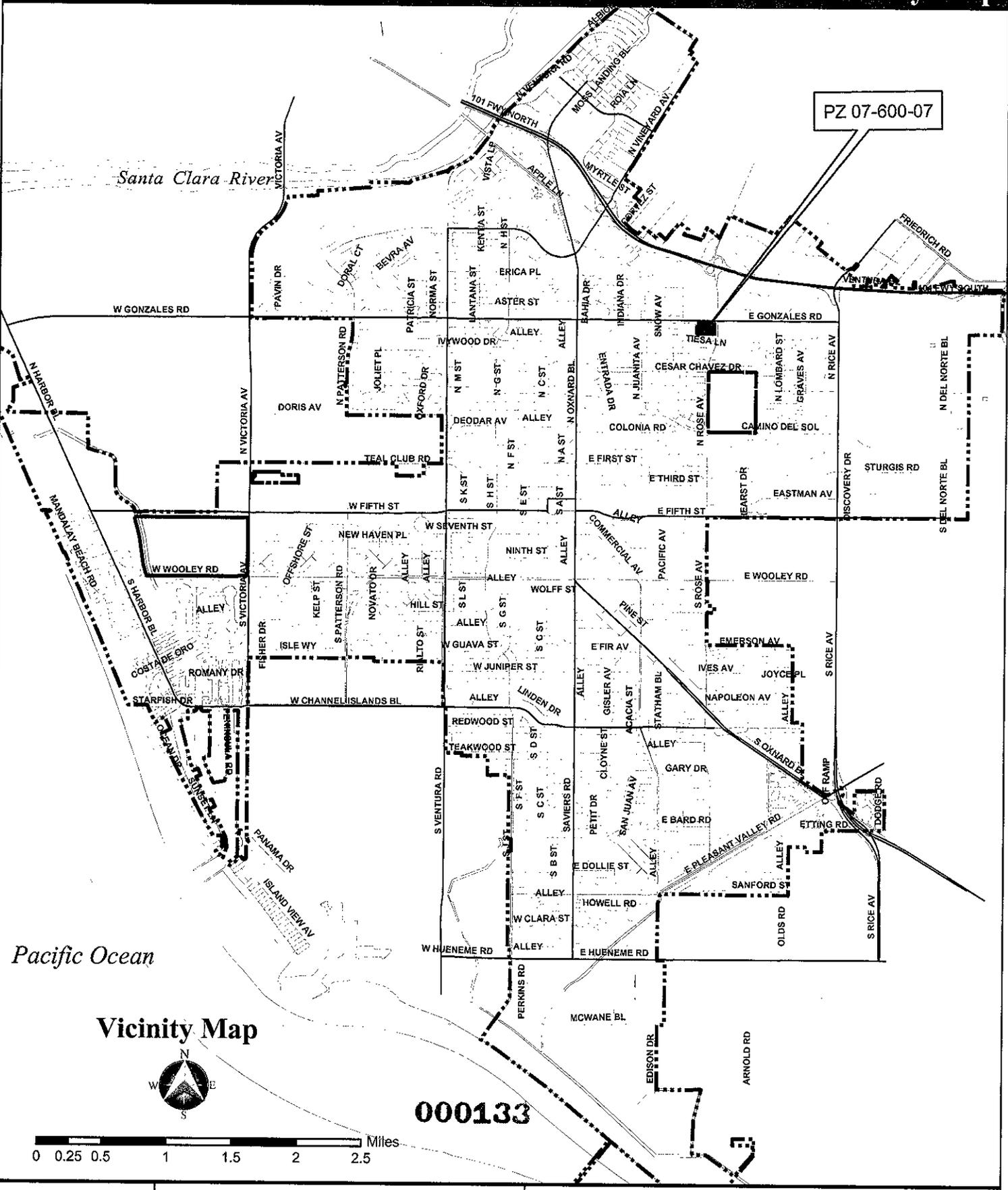
The project will be required to pay applicable development fees such as Traffic Impact fees, Art in Public Places, and Air Quality mitigation fees.

Attachment #1 - Vicinity Map  
#2 - Concept Plans

The Attachment 2 has been provided to the City Council. Copies are available for review at the Circulation Desk in the Library after 6:00 p.m. on the Thursday prior to the Council meeting and at the City Clerks Office after 8:00 a.m. on Friday.

# Vicinity Map

PZ 07-600-07



## Vicinity Map



0 0.25 0.5 1 1.5 2 2.5 Miles

000133



Oxnard Planning  
September 6, 2007

PZ 07-600-7  
Location: SW Corner of Rose Av & Gonzales Rd.  
APN: 215006112  
John McGrath Family Partnership

ATTACHMENT 1  
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