



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 checked="" type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other _____	<input type="checkbox"/> I Other: Study Session

Prepared By: Kathleen Mallory, AICP, Contract PlannerAgenda Item No. K-2Reviewed By: City Manager [Signature] City Attorney Rupp [Signature] Finance SW Other (Specify) _____

DATE: October 4, 2007

TO: City Council

FROM: [Signature] Susan L. Martin, AICP, Planning Division Manager AW

SUBJECT: Planning and Zoning Permit No. 07-630-03 (Amendment to Rose-Santa Clara Corridor Specific Plan) to Allow Truck and Heavy Equipment Sales and Related Signage in new Area 4A, and Create Regulations for Temporary Signs for Auto Dealerships. Location is Generally West of Rice Avenue, North of the U.S. 101, East of Paseo Mercado and South of Auto Center Drive. Filed by City of Oxnard.

RECOMMENDATION

That City Council approve the first reading by title only and subsequent adoption of an ordinance approving Planning and Zoning Permit No. 07-630-03 (Specific Plan Amendment) amending the Rose-Santa Clara Corridor Specific Plan. The project area is generally located west of Rice Avenue, north of the U.S. 101 freeway, east of Paseo Mercado and south of Auto Center Drive.

DISCUSSION

On September 20, 2007, the Planning Commission unanimously adopted Resolution No. 2007-38, recommending that the City Council amend the Rose-Santa Clara Corridor Specific Plan as follows: 1) Exhibit 6 within the specific plan to create Land Use Area 4A consisting of 8.43 acres located east of Land Use Area 4; 2) allow Truck and Heavy Equipment Sales and Services (Land Use Area 4A) to be permitted signage in accordance with Section 6.7.4.B of the specific plan; 3) addition of Truck and Heavy Equipment Sales and Services (Area 4A) to Section 4.2.4 of the specific plan; and 4) to create Temporary Sign Regulations for auto dealerships within the specific plan area.

FINANCIAL IMPACT

None.

Exhibits:

1. Property Vicinity and Aerial Maps
2. Proposed Ordinance
3. Planning Commission Staff Report
4. Power Point Presentation to Planning Commission

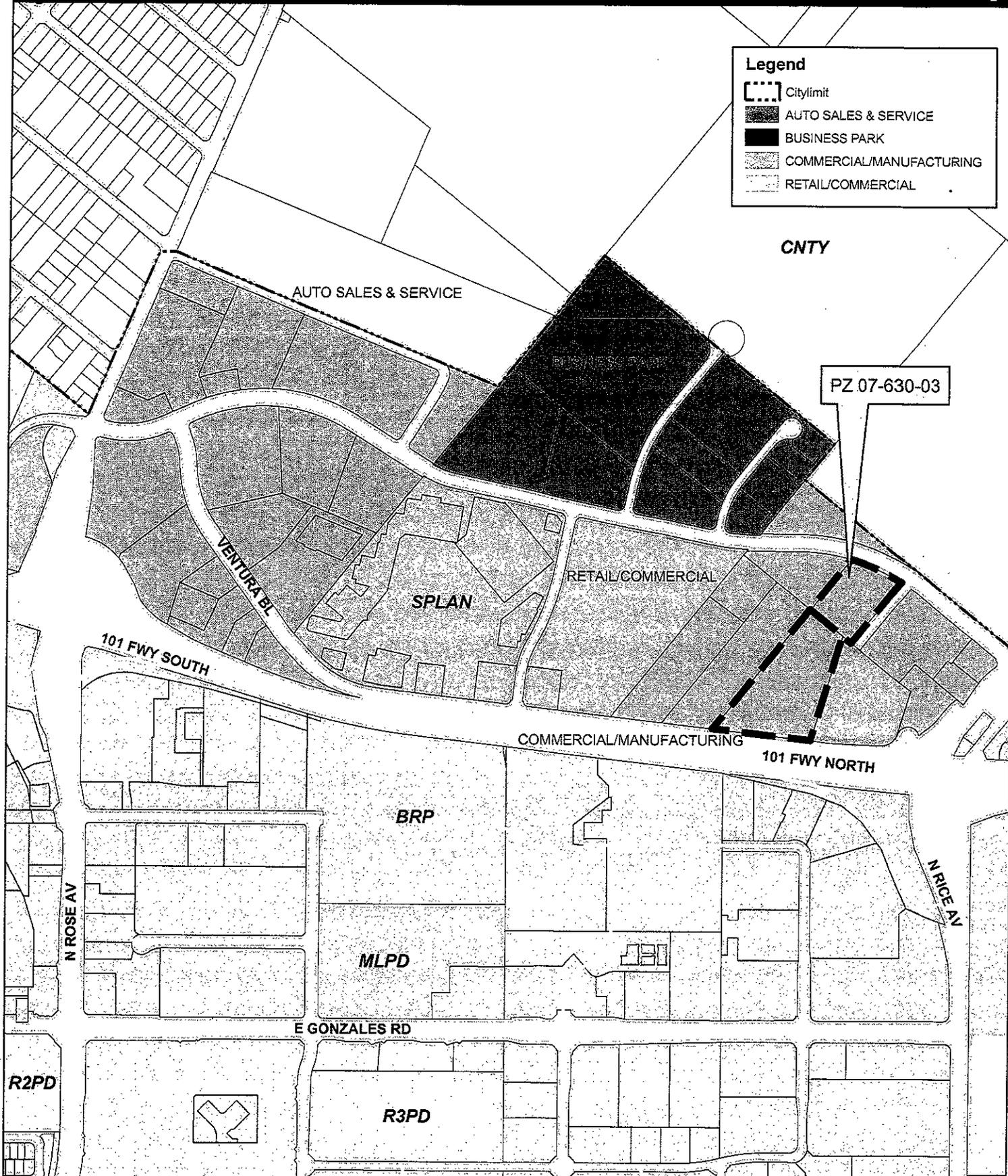
Note: Attachment 3 has been provided to the City Council under separate cover. Copies are available for review at the Circulation Desk in the Library after 6:00 p.m. on the Thursday prior to the Council meeting and at the City Clerk's Office after 8:00 a.m. on Friday, October 12, 2007.

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Zone Map

Legend

-  Citylimit
-  AUTO SALES & SERVICE
-  BUSINESS PARK
-  COMMERCIAL/MANUFACTURING
-  RETAIL/COMMERCIAL

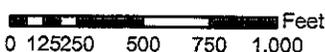


PZ 07-630-03



Oxnard Planning
September 12, 2007

PZ 07-630-03
Location: Rose/ Santa Clara

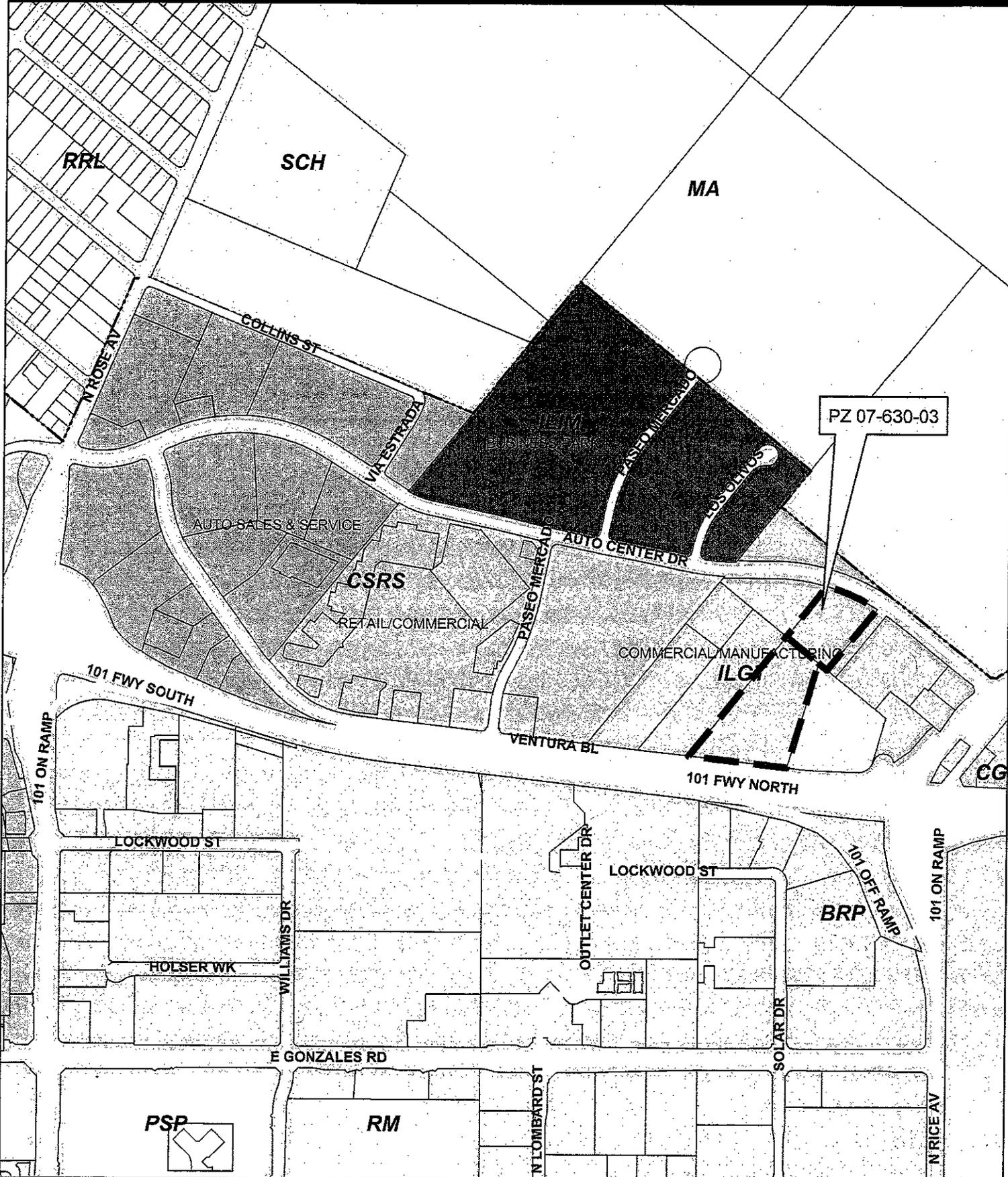


Zone Map

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EXHIBIT 1
PAGE 1 OF 3





PZ 07-630-03



PZ 07-630-03
 Location: Rose/ Santa Clara
 0 150 300 600 900 1,200 Feet

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General Plan Map

EXHIBIT 1
 PAGE 2 OF 3





PZ 07-630-03



Oxnard Planning
September 12, 2007

PZ 07-630-03
Location: Rose/ Santa Clara

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Aerial Map

EXHIBIT 1
PAGE 3 OF 3

0 125250 500 750 1,000 Feet

2003 Aerial



EXHIBIT A

CITY COUNCIL OF THE CITY OF OXNARD

ORDINANCE NO. XX

AN ORDINANCE APPROVING PLANNING AND ZONING PERMIT NO. 07-630-03 (SPECIFIC PLAN AMENDMENT) AMENDING: SECTION 6.7.4 B. (ADDITION OF TRUCK AND HEAVY EQUIPMENT SALES AND SERVICES, AREA 4A); SECTION 6.7.6 (TEMPORARY SIGN REGULATIONS); SECTION 4.2.4 ADDING TRUCK AND HEAVY EQUIPMENT SALES AND SERVICES (AREA 4A) TO THE LAND USE MASTER PLAN SECTION; AND AMENDING EXHIBIT 6 (CREATION OF LAND USE AREA 4A) TO THE ROSE-SANTA CLARA CORRIDOR SPECIFIC PLAN AFFECTING THE ENTIRE SPECIFIC PLAN AREA, LOCATED NORTH OF U.S. 101, WEST OF N. RICE AVENUE, EAST OF ROSE AVENUE AND SOUTH OF THE CITY LIMITS. FILED BY THE CITY OF OXNARD.

WHEREAS, on September 20, 2007, the Planning Commission approved Resolution No. 2007-38 recommending that City Council adopt an ordinance approving Planning and Zoning Permit No. 07-630-03 (Specific Plan Amendment) to amend the *Rose-Santa Clara Corridor Specific Plan*, filed by the City of Oxnard; and

WHEREAS, the City Council has held a public hearing and received and reviewed written and oral comments related to the Specific Plan Amendment No. 07-630-03; and

WHEREAS, the City Council finds after due study and deliberation that the public interest and general welfare require the adoption of Specific Plan Amendment No. 07-630-03; and

WHEREAS, the *Rose-Santa Clara Corridor Specific Plan* provides plans, regulations, conditions and programs for development, and the amendments affect various sections of the Specific Plan; and

WHEREAS, in accordance with the California Environmental Quality Act, the Planning Division Manager has determined that the proposed project is not subject to environmental review pursuant to Section 15061(b)(3) of Title 14 of the California Code of Regulations. A project is exempt from environmental review under the California Environmental Quality Act ("CEQA") when it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment. Based on the general rule and in accordance with CEQA, the Planning Manager has determined that the project is not subject to CEQA and that a notice of exemption may be filed; and

NOW, THEREFORE, the City Council of the City of Oxnard does ordain as follows:

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EXHIBIT 2
PAGE 1 OF 7

Ordinance No.
PZ 07-630-03 (SPA)
DATE
Page 2

Part 1. The *Rose-Santa Clara Corridor Specific Plan* is hereby amended to read as shown in Exhibits A (Amendments to the Specific Plan) and B (Land Use Area Map), on file with the City Clerk.

Part 2. Within fifteen days after passage, the City Clerk shall cause this ordinance to be published one time in a newspaper of general circulation within the City. Ordinance No. _____ was first read on XXXX, 2007, and finally adopted on _____, 2007, to become effective thirty days thereafter.

AYES:

NOES:

ABSENT:

Dr. Thomas E. Holden, Mayor

ATTEST:

Daniel Martinez, City Clerk

APPROVED AS TO FORM:


Gary L. Gillig, City Attorney

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EXHIBIT 2
2 OF 7

EXHIBIT A

AMENDMENTS TO ROSE SANTA CLARA CORRIDOR SPECIFIC PLAN

Part 1: Exhibit 6 within the Specific Plan shall be replaced with Exhibit B (attached) by creating Land Use Area 4A.

Part 2: Section 6.7.4 B., this subsection title shall be replaced with, "Auto Dealerships Located in the Auto Sales and Services Land Use Area (Area 1) and Truck and Heavy Equipment Sales and Services (Area 4A)."

Part 3: Section 4.2.4 shall be replaced with "Commercial Manufacturing (Area 4) and Truck and Heavy Equipment Sales and Services (Area 4A)."

Part 4: Section 6.7.6, Temporary Signs, this entire section shall be removed and replaced with the regulations as follows:

6.7.6 Temporary Signs for Auto Dealerships located in the Auto Sales and Services Land Use Area (Area 1)

A. Purpose: Temporary signs are intended to advertise, the sale, lease or rental of goods and services upon the property where the sign is located or to announce the location of a planned project. Additionally, the purpose of these temporary sign regulations is to safeguard life, health, property and public welfare by regulating and controlling the design, materials, illumination, number, size, location and maintenance of temporary signs. Such regulation is intended to enhance the city's appearance, promote the city in an orderly efficient and attractive manner, promote traffic safety, and provide minimum standards to safeguard life, health, property and public welfare by regulating and controlling the design, materials, illumination, number, size, location and maintenance of temporary signs.

B. These regulations are intended to create safe, secure and aesthetically pleasing flexibility with advertising signage.

B. Definitions

1. "Animated sign" shall mean any sign that moves, blinks, or any media that gives the visual appearance of movement, or any portion of a sign which moves, revolves, or rotates in any manner.

2. "Area of sign" shall mean and be computed as the entire area within a single continuous perimeter of not more than eight (8) straight lines enclosing the extreme limits of writing, representation, emblem, logo, or any figure of similar character, together with any material or

color forming an integral part or background of the display or used to differentiate such sign from the backdrop or structure against which it is placed.

3. "Balloon" shall mean a sphere of non porous material filled with air or gas.
4. "Banner" shall mean a temporary sign made of fabric or any non-rigid material and strung up between supporting structures.
5. "Pole Hung Banner" shall mean a temporary sign made of fabric or any non-rigid material with no enclosing framework and typically, mounted on a light fixture or other such pole structure and strung up.
6. "Flags, business or corporate" shall mean flags which have names or symbols of a business or corporation which cannot be construed to mean official flags.
7. "Flags, decorative" shall mean a temporary sign made of fabric or any non-rigid material which is individually mounted on a flag pole device.
8. "Flags, official" shall mean flags of the United States of America, the State of California, City or other governmental agency.
9. "Flashing sign" shall mean any sign containing or illuminated by lights which are intermittently on and off, change intensity, or create the illusion of flashing in any manner.
10. "Illuminated sign" shall mean any sign for which a source of light is used to make a readable message. This definition shall include internally and externally lighted signs and reflectorized, glowing or radiating signs. Any sign lighted by an internal light source.
11. "Pennant" shall mean a flag that tapers to a point or a forked double-point, and is often used alone or in a series and suspended from a rope, wire or string. Pennants may be strung on site or hung on light fixtures and poles.
12. "Portable or moveable sign" shall mean any sign which is intended to be moveable or capable of being moved from place to place, whether or not wheels or other special supports are provided including vehicle mounted signs. Additionally, portable signs shall include any sign for which a building permit has not been issued and which is not permanently affixed or erected in accordance with the provisions of the building regulations of the city, or any sign which is intended to be moveable or capable of being moved from place to place, whether or not wheels or other special supports are provided.
13. "Roof sign" shall mean any sign erected, constructed, or placed upon or over a roof or parapet wall of a building which is wholly or partly supported by such building. Any sign

erected, constructed, and placed upon or over the roof of a building or any architectural feature which appears to be the roof of the building.

14. "Searchlight/beacon" shall mean any stationary or moving light source with one (1) or more beams of light that rotate or move directly into the atmosphere and which are located on the outside of a building.

15. "Tent" shall mean any collapsible shelter of material stretched and supported by poles.

16. "Window sign" shall mean any sign printed, attached, glued, or otherwise affixed to or located behind and within two feet of a window and designed to be viewed from adjoining streets, sidewalks or parking lots available for public use.

C. Prohibited Signs

1. Flashing, laser, blinking, animated or revolving signs.

2. Blimps or kites, designed to be kept a float by mechanical or wind.

3. Outline neon or similar tubing used to outline, illuminate or accentuate a building or other structure.

4. Signs which emit odor, noise, or visible matter other than light.

D. Decorative/ Business or Corporate/Official Flags

1. Flags shall be installed on a flag pole device, or frame.

2. No flag shall exceed ten (10) square feet in area, and in no case shall exceed the height of any on site buildings.

3. No more than five (5) flags shall be permitted on one dealership regardless of the sales of new or used vehicles.

E. Pennants

1. Pennants shall be a maximum of twelve inches (12") in width and eighteen inches (18") in length and shall be triangular or rectangular in shape.

2. The length of a string of pennants shall not exceed eighty feet (80') in length, though multiple lengths may be utilized.

3. Pennants shall be securely mounted to the building or on poles and not attached in a manner that would cause them to extend above the eave or parapet of the roof of the building or placed in a manner to obstruct vehicle movement.

F. Pole Hung Banner

1. Each pole hung banner shall not exceed thirty (30) square feet in size.
2. No more than three pole-hung banners shall be located on any pole or light fixture.
3. There are no restrictions on the number of pole hung banners per dealership.
4. Pole hung banners shall not exceed the height of the pole or light fixture upon which the pole banner is placed.
5. Pole hung banners design, corporate branding, typestyle and colors shall be consistent in design, colors, and typestyle throughout the dealership upon which they will be located.

G. Balloons

1. Balloons are limited to a maximum of five (5) per single cluster or string with a maximum of three hundred (300) balloons placed on one dealership.
2. Balloon arches are limited to a maximum of one (1) arch per dealership with a maximum length of one hundred-twenty (120) feet. In no instances shall the arch extend above the height of the eave or parapet of the property upon which the balloons are located.

H. Banners

1. A banner shall be professionally made and constructed of cloth, canvas, plastic, PVC or similar material.
2. All banners must be fixed to a building or mounted on poles.
3. No individual banner may exceed three hundred (300) square feet in area.
4. No more than four banners shall be permitted per dealership at any one time.
5. Banners must have a minimum ground clearance of ten feet (10').

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EXHIBIT 2
PAGE 6 OF 7

I. Windows signs

1. Window signs shall be limited to twenty-five (25%) percent of the total window area.

J. Sign Maintenance

All signs, supports, braces, anchors, shall be kept in good repair, including replacement of defective parts, repainting, cleaning and otherwise maintained in a presentable condition. Temporary signs shall be installed so that they do not detrimentally affect the health, safety or welfare of any person.

K. Temporary Use Permit Process

A Temporary Use Permit (TUP) shall be required for Tent Sales and Search lights/beacons. A tent shall be a temporary structure made of canvas or plastic with a roof and at least three (3) sides. Use of a tent that exceeds one hundred (100) square feet shall require a temporary use permit. The time limit for granting a TUP shall be in accordance with the Municipal Code provisions. Approval of a TUP shall be secured prior to erecting, altering, replacing or moving of items that require approval of a TUP in accordance with the requirements contained within this Specific Plan.

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EXHIBIT 2
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Rose-Santa Clara Corridor Specific Plan Amendment (PZ 07-630-03)

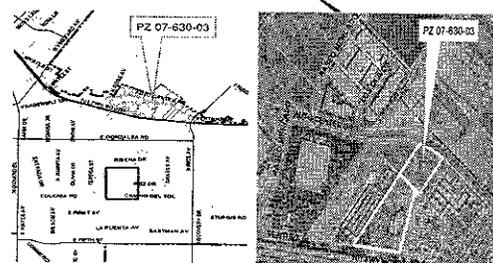
Filed by City of Oxnard
City Council Hearing: 10/16/07

Summary of Amendments

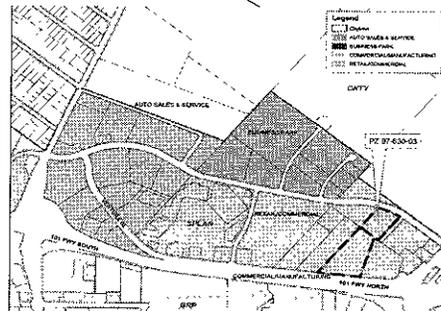
- Allowance for temporary signage by auto dealership uses
- Creation of Area 4A, Truck and Heavy Equipment Sales and Services;
- Land Use Area 4A signage in accordance with Auto Dealership sign provisions; and

Vicinity Map

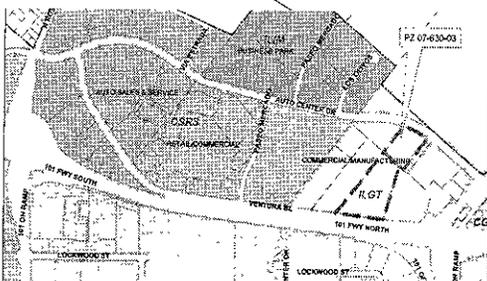
Aerial Photo



Zoning



General Plan Land Use

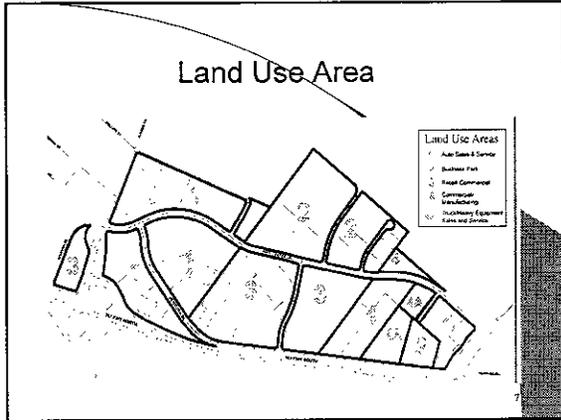


Suitability of Proposed Revisions

- Rose-Santa Clara Corridor Specific Plan includes City's designated Auto Center area
- Signage associated with Auto Dealership uses expanded to include typical temporary signs
- Temporary signage regulations applicable on auto dealerships located in Area 1 within the specific plan area; Section 6.7.6 replaced in entirety within specific plan
- Coordination with auto dealerships' representative

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EXHIBIT 4
PAGE 1 OF 2



Suitability of Proposed Revisions, cont.

- Creation of Area 4A and associated other land use text amendments reflect operational activities

Environmental Review/Recommendation

- Proposed amendments exempt from CEQA review; and
- Adopt an ordinance approving PZ No. 07-639-03 (SPA)

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