



Meeting Date: 06/03/08

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"/> Other _____

Prepared By: Christopher Williamson, AICP, Senior Planner *cw* Agenda Item No. **K-2**  
 Reviewed By: City Manager *[Signature]* City Attorney *[Signature]* Finance *[Signature]* Other (Specify) \_\_\_\_\_

**DATE:** May 23, 2008

**TO:** City Council

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

**SUBJECT:** **Planning and Zoning Permit No. 08-630-01 (Specific Plan Amendment), Amendment to the Rose-Santa Clara Corridor Specific Plan (RSCCSP) for Freestanding Sign Height and Location. Filed by Tanya Linton, 5990 Sepulveda Blvd., No. 110, Los Angeles, CA, 91411.**

**RECOMMENDATION**

That City Council approve the first reading by title only and subsequent adoption of an ordinance approving Planning and Zoning Permit No. 08-630-01 (Specific Plan Amendment) amending Section No. 6.7.3.C of the *Rose-Santa Clara Corridor Specific Plan* to allow freestanding signs up to 32 feet in height for parcels with at least 250 feet of frontage along Ventura Boulevard and Santa Clara Avenue as measured from the top of the highest adjoining curb on Ventura Boulevard or Santa Clara Avenue.

**DISCUSSION**

On May 1, 2008, the Planning Commission unanimously adopted Resolution No. 2008-32, recommending that the City Council approve a text amendment to Section No. 6.7.3.C of the Freestanding Signs/Parcels Located East of Paseo Mercado on Ventura Boulevard [page 6-22] section of the *Rose-Santa Clara Corridor Specific Plan (RSSCSP)*.

The Highway 101 interchange with Rice/Santa Clara Avenue is planned for reconstruction that will raise the grade of Rice/Santa Clara Avenue north of the 101 freeway by about seven feet near its intersection with Auto Center Drive, possibly impacting the line of sight of commercial business signage as vehicles approach from the east on Highway 101. A maximum freestanding sign height of 32 feet is already allowed in the western portion of the RSSCSP for freeway-oriented businesses with more the 250 feet of frontage on Ventura Boulevard, with height measured from the top of curb of an adjoining public road.

The Shell Station at the southwest corner of Auto Center Drive and Santa Clara Avenue initiated the plan amendment contending the new height of Santa Clara Avenue will impair visibility of their allowed signage (currently limited to a maximum height of 24 feet).

*PZ No. 08-630-01 (SPA)*

*June 3, 2008*

*Page 2*

Staff recommend approval of the amendment as the proposed maximum sign height of 32 feet is considered reasonable with the anticipated grade increase of about seven feet in front of the Shell Station due to the reconstruction of Santa Clara Avenue.

**FINANCIAL IMPACT**

None.

- Attachments
- 1 - City Council Ordinance
  - 2 - Planning Commission Resolution 2008-32
  - 3 - Planning Commission Staff Report
  - 4 - Power Point Presented to the Planning Commission

ORDINANCE OF THE CITY OF OXNARD

ORDINANCE NO. \_\_\_\_\_

**ORDINANCE OF THE CITY COUNCIL APPROVING AN AMENDMENT TO SECTION NO. 6.7.3.C OF THE ROSE-SANTA CLARA CORRIDOR SPECIFIC PLAN TO ALLOW FREESTANDING SIGNS UP TO 32 FEET IN HEIGHT FOR PARCELS WITH AT LEAST 250 FEET OF FRONTAGE ALONG VENTURA BOULEVARD AND SANTA CLARA AVENUE AS MEASURED FROM THE TOP OF THE HIGHEST ADJOINING CURB ON VENTURA BOULEVARD OR SANTA CLARA AVENUE. FILED BY TANYA LINTON, 5990 SEPULVEDA BLVD., NO. 110, LOS ANGELES, CA, 91411.**

WHEREAS, on May 1, 2008, the Planning Commission unanimously approved Resolution No. 2008-32 recommending that City Council adopt an ordinance approving Planning and Zoning Permit No. 08-630-01 (Specific Plan Amendment) to amend the *Rose-Santa Clara Corridor Specific Plan*, filed by Tanya Linton; and

WHEREAS, Section 15303 of Title 14 of the California Code of Regulations exempts the project from the requirement for the preparation of environmental documents imposed by the California Environmental Quality Act; and

WHEREAS, the *Rose-Santa Clara Corridor Specific Plan* provides for a maximum freestanding sign height of up to 32 feet for parcels west of Paseo Mercado; and

WHEREAS, the City of Oxnard is planning the reconstruction of the Rice/Santa Clara overcrossing of the 101 Freeway that may result in reducing the visibility of freestanding signs on the parcels east of Paseo Mercado of not more than 24 feet in height currently allowed with frontages of 250 feet or more on Ventura Boulevard; and

WHEREAS, the *Rose-Santa Clara Corridor Specific Plan* provides plans, regulations, conditions and programs for development, and the amendment affects Section No. 6.7.3.C of the Freestanding Signs/Parcels Located East of Paseo Mercado on Ventura Boulevard section allowing maximum sign height of 32 feet for freestanding signs for parcels with at least 250 feet of frontage along Ventura Boulevard and Santa Clara Avenue as measured from the top of the highest adjoining curb on Ventura Boulevard or Santa Clara Avenue; 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. 08-630-01; 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. 08-630-01.

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

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ATTACHMENT 1  
PAGE 1 OF 3

Ordinance No.  
PZ 08-630-012 (SPA)  
DATE  
Page 2

Part 1. The *Rose-Santa Clara Corridor Specific Plan* is hereby amended to read as shown in Exhibit A, 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 \_\_\_\_\_, 2008, and finally adopted on \_\_\_\_\_, 2008, 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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ATTACHMENT 1  
PAGE 2 OF 3

# Exhibit A

## C. Parcels Located East of Paseo Mercado on Ventura Boulevard

Each parcel located east of Paseo Mercado and having 250 lineal feet of frontage on Ventura Boulevard shall be allowed one freestanding sign subject to the following standards:

and/or Santa Clara Avenue

1. **Location:** Freestanding signs shall be located within the center 80 percent of the property as measured from the side property lines. On a corner lot the owner may consider the corner to be the center of the property. Freestanding signs shall be located in a planted, landscaped area that is at least equal in area to the sign but need not exceed 200 square feet.
2. **Text:** The sign text shall be limited to identification of the building and tenants and may include a logo but no other advertising.
3. **Height:** The maximum height of the sign shall be ~~34 feet~~ 32 feet as measured from the top of the highest adjoining curb of Ventura Road and/or Santa Clara Avenue.
4. **Size:** The sign area shall not exceed 300 square feet (150 square feet for each sign face). In no case shall a single-faced freestanding sign exceed 50 percent of the total permitted sign area.

### 6.7.4 Individual Site Identity Signs

#### A. All Uses in the Retail Commercial, Business Park and Commercial/Manufacturing Land Use Areas and Uses Other Than Auto Dealerships in the Auto Sales and Service Land Use Area

1. **Total Permitted Sign Area** - Except as provided below, the total aggregate sign area for individual site identity signs shall not exceed 2 square feet of sign area for each lineal foot of building on its principal street, or 1 square foot of sign area for each lineal foot of lot frontage on its principal street, whichever is larger. Except as otherwise provided in this section, the maximum aggregate sign area for any individual project site shall be 1,200 square feet.
2. **Ground Signs**
  - a. **Location:** Ground signs shall be located within the center 80 percent of the property frontage as measured from the side property lines. On a corner lot the property owner may consider the corner to be the center of the lot. Ground signs shall also be set back a minimum of 10 feet from the public right-of-way and located in a landscaped area.
  - b. **Text:** The sign text shall be limited to identification of the building and tenants and may include a logo but no other advertising.

RESOLUTION NO. 2008-32

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF OXNARD RECOMMENDING THAT CITY COUNCIL ADOPT AN AMENDMENT APPROVING PLANNING AND ZONING PERMIT NO. 08-630-01 (SPECIFIC PLAN AMENDMENT) MAKING TEXT AMENDMENTS TO SECTION NO. 6.7.3(C) OF THE *ROSE-SANTA CLARA CORRIDOR SPECIFIC PLAN* AFFECTING FREESTANDING SIGN HEIGHT ON NINE PARCELS. FILED BY TANYA LINTON, 5990 SEPULVEDA BOULEVARD, LOS ANGELES, CA, 91411

WHEREAS, the Planning Commission of the City of Oxnard has considered proposed amendments to Section No. 6.7.3.C of the *Rose-Santa Clara Corridor Specific Plan* relating to freestanding sign height on parcels east of Paseo Mercado facing Ventura Road; and

WHEREAS, Section 15303 of Title 14 of the California Code of Regulations exempts the project from the requirement for the preparation of environmental documents imposed by the California Environmental Quality Act; and

WHEREAS, the documents and other materials that constitute the record of proceedings upon which the decision to adopt the negative declaration is based is located in the Planning Division of the City of Oxnard, and the custodian of the record is the Planning and Manager; and

WHEREAS, the Planning Commission finds, after due study, deliberation and public hearing, that the project is a logical refinement of the *Rose-Santa Clara Corridor Specific Plan*; that the proposed specific plan amendment conforms with adopted City standards and constitutes good City planning; and that the project will not adversely affect or be materially detrimental to adjacent land uses, buildings or structures or to the public health, safety or general welfare.

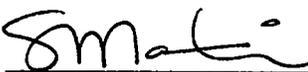
NOW, THEREFORE, BE IT RESOLVED that the Planning Commission of the City of Oxnard recommends to the City Council the approval of Planning and Zoning Permit No. 08-630-01 (Specific Plan Amendment), to amend the *Rose-Santa Clara Corridor Specific Plan* as shown in Attachment A, attached hereto.

PASSED and ADOPTED by the Planning Commission of the City of Oxnard on this 1st day of May, 2008 by the following vote:

AYES: Commissioners: Okada, Frank, Dean, Medina, Elliott, Pinkard, Sanchez

NOES: Commissioners: None

ABSENT: Commissioners: None

ATTEST:   
Susan L. Martin, Secretary

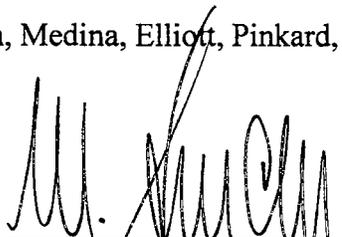
  
Michael Sanchez, Chairman

Exhibit A

C. Parcels Located East of Paseo Mercado on Ventura Boulevard

Each parcel located east of Paseo Mercado and having 250 lineal feet of frontage on Ventura Boulevard shall be allowed one freestanding sign subject to the following standards:

and/or Santa Clara Avenue

1. Location: Freestanding signs shall be located within the center 80 percent of the property as measured from the side property lines. On a corner lot the owner may consider the corner to be the center of the property. Freestanding signs shall be located in a planted, landscaped area that is at least equal in area to the sign but need not exceed 200 square feet.
2. Text: The sign text shall be limited to identification of the building and tenants and may include a logo but no other advertising.
3. Height: The maximum height of the sign shall be ~~24 feet~~ 32 feet as measured from the top of the highest adjoining curb of Ventura Road and/or Santa Clara Avenue.
4. Size: The sign area shall not exceed 300 square feet (150 square feet for each sign face). In no case shall a single-faced freestanding sign exceed 50 percent of the total permitted sign area.

6.7.4 Individual Site Identity Signs

- A. All Uses in the Retail Commercial, Business Park and Commercial/Manufacturing Land Use Area and Uses Other Than Auto Dealerships in the Auto Sales and Service Land Use Area
  1. Total Permitted Sign Area - Except as provided below, the total aggregate sign area for individual site identity signs shall not exceed 2 square feet of sign area for each lineal foot of building on its principal street, or 1 square foot of sign area for each lineal foot of lot frontage on its principal street, whichever is larger. Except as otherwise provided in this section, the maximum aggregate sign area for any individual project site shall be 1,200 square feet.
  2. Ground Signs
    - a. Location: Ground signs shall be located within the center 80 percent of the property frontage as measured from the side property lines. On a corner lot the property owner may consider the corner to be the center of the lot. Ground signs shall also be set back a minimum of 10 feet from the public right-of-way and located in a landscaped area.
    - b. Text: The sign text shall be limited to identification of the building and tenants and may include a logo but no other advertising.

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ATTACHMENT 2  
PAGE 2 OF 2



*Planning Division*

**PLANNING COMMISSION  
STAFF REPORT**

**TO:** Planning Commission  
**FROM:** Christopher Williamson, AICP, Senior Planner  
**DATE:** May 1, 2008  
**SUBJECT:** Planning and Zoning Permit No. 08-630-01 (Specific Plan Amendment), Amendment to the Rose-Santa Clara Corridor Specific Plan (RSCCSP) for Sign Height and Location. Filed by Gasprom, Inc.

- 1) **Recommendation:** That the Planning Commission adopt a resolution recommending City Council approval of Planning and Zoning Permit No. 08-630-01 (Specific Plan Amendment), subject to certain findings.
- 2) **Project Description and Applicant:** Planning and Zoning Permit No. 08-630-01 is a text amendment to Section 6.7.3.C (Freestanding Signs/ Parcels Located East of Paseo Mercado on Ventura Boulevard [page 6-22]) of the RSCCSP that would increase the freestanding sign height to 32 feet for parcels east of Paseo Mercado facing Ventura Boulevard and/or Santa Clara Avenue, and allow height to be measured from the top of the highest adjoining curb of Ventura Boulevard and/or Santa Clara Avenue. Filed by Tanya Linton, 5990 Sepulveda Blvd., No. 110, Los Angeles, CA, 91411.
- 3) **Existing & Surrounding Land Uses:** The area subject to the amendment is fully developed with the exception of two parcels immediately west and adjacent to the Rice Avenue overcrossing of Highway 101.

LOCATION	ZONING	GENERAL PLAN	EXISTING LAND USE
Project Site	RSCC Specific Plan	RSCC	General commercial
North	RSCC Specific Plan	RSCC Specific Plan	Light Industrial
South	Business Research	Business Research	Commercial
East	Unincorporated	Unincorporated	Nyeland Acres
West	RSCC Specific Plan	RSCC Specific Plan	Auto dealerships

- 4) **Background Information:** The RSCCSP extends from Rose Avenue to Santa Clara (Rice) Avenue north of the Highway 101, was adopted in 1986 with four major land use areas

ATTACHMENT 3  
PAGE 1 OF 4

(Auto Sales and Service, Business Park, Retail/Commercial, and Commercial-Manufacturing). The Highway 101 interchange with Rice/Santa Clara Avenue is nearly ready for reconstruction that will raise the grade of Rice/Santa Clara Avenue north of the interchange by about seven feet near its intersection with Auto Center Drive, impacting the line of sight of commercial signage as vehicles approach from the east on Highway 101. The Shell Station at the southwest corner of Auto Center Drive and Santa Clara Avenue initiated the plan amendment as they contend the new height of Santa Clara Avenue will impact the ability of westbound drivers on Highway 101 from seeing their signage at its currently allowed height of 24 feet.

- 5) **Environmental Determination:** In accordance with Section 15303 of the California Environmental Quality Act (CEQA) Guidelines, projects involving “new construction of limited small facilities” may be found to be exempt from the requirements of CEQA. Therefore, staff has determined that there is no substantial evidence that the project may have a significant effect on the environment and recommends that Planning Commission accept the Notice of Exemption (see Attachment B).
- 6) **Analysis:** This proposal would allow nine 32-foot tall freestanding signs, if fully used by the eight properties with over 250 lineal feet of frontage facing Ventura Boulevard and Santa Clara Avenue east of Paseo Mercado. The RSCCSP currently allows eight of the same parcels signs of up to 24 feet in height. Freestanding signs are already allowed up to 32 feet for properties facing Ventura Boulevard west of Paseo Mercado. The proposed amendment could lead, at most, to one additional freestanding sign, an increase to 32 feet in height on six eligible parcels, and an increase of up to about 39 feet in height on the two parcels facing Santa Clara Avenue (including the Shell Station applicant).
- 7) **Appeal Procedure:** In accordance with Section 16-545 of the City Code, the Planning Commission’s decision may be appealed to the City Council within 18 days.

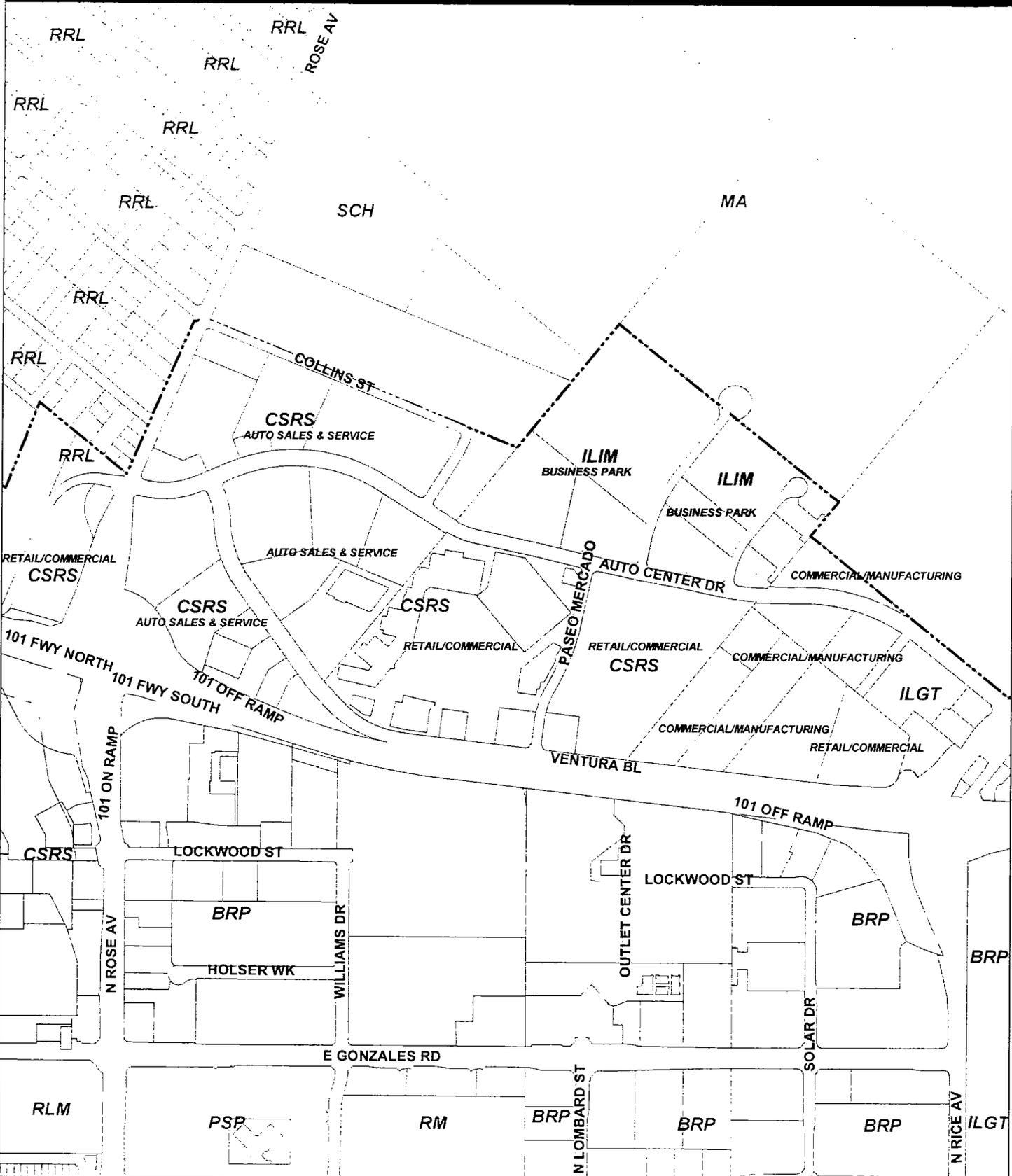
**Attachments:**

- A. RSCC Specific Plan Map
- B. Resolution

Prepared by: <u>CW</u> CW
Approved by: _____ SM

ATTACHMENT 3  
PAGE 2 OF 4

# Rose Santa Clara



PZ 08-630-01  
 Location: Rose Santa Clara Specific Plan  
 APN: 144015006, 144012012, 144014306,  
 144012013, 144014305, 144015005, 144015010,  
 144012016, 144012015

0 250 500 1,000 1,500 2,000 Feet

Rose Santa Clara  
 ATTACHMENT 3  
 PAGE 3 OF 4



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Proposed

ATTACHMENT 3  
PAGE 4 OF 4

Code

ALL IN  
ROANCE  
N.E.C.

**CUSTOMER APPROVAL**  
COPY, COLORS & SIZE

Signature \_\_\_\_\_ Date \_\_\_\_\_

VOGUE SIGN INC. does NOT provide  
primary electrical to sign location  
**RESPONSIBILITY OF OTHERS**

**Vogue**  
SIGN COMPANY

721 Commercial Ave. - Oxnard, CA 93030  
(805) 485-3411 FAX (805) 4878774

www.voguesigns.com

Job Name: Shell - Oxnard Station  
File Name: Shell at Santa Clara Avenue v2  
Address: 2460 Auto Center Drive  
Salesperson: Kirk Hamilton City, State: Oxnard, Ca  
Drawn by: *Rocco III* Date: 08-13-07 Scale:

000145

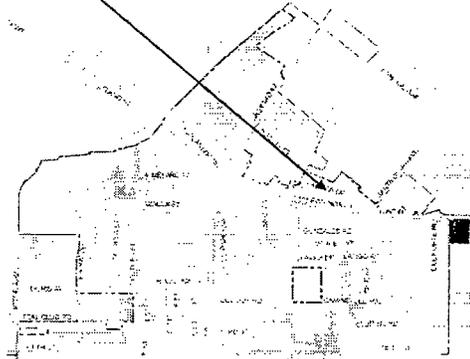
Text Amendment  
 Rose-Santa Clara Corridor Specific Plan

PZ 08-630-01 Specific Plan Amendment

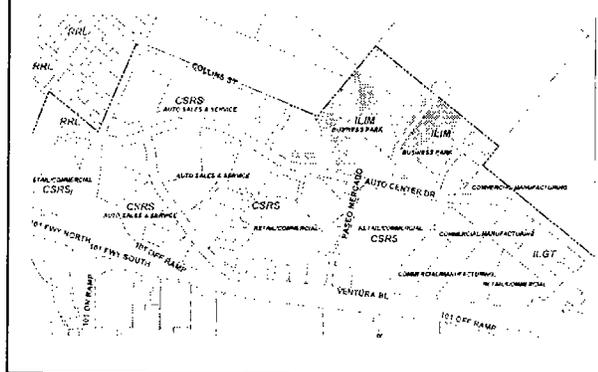
Planning Commission  
 May 1, 2008



Location



RSCSP Uses



RSCSP currently allows:

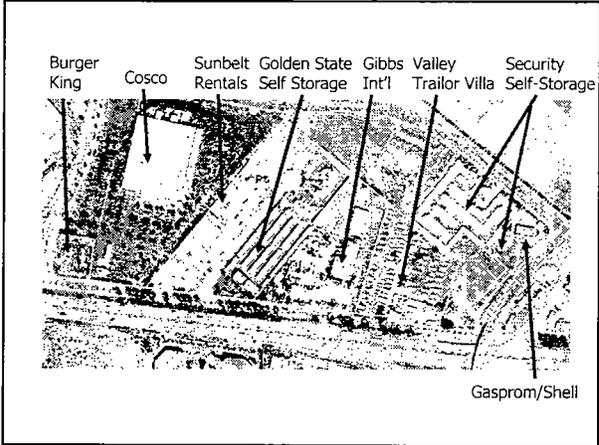
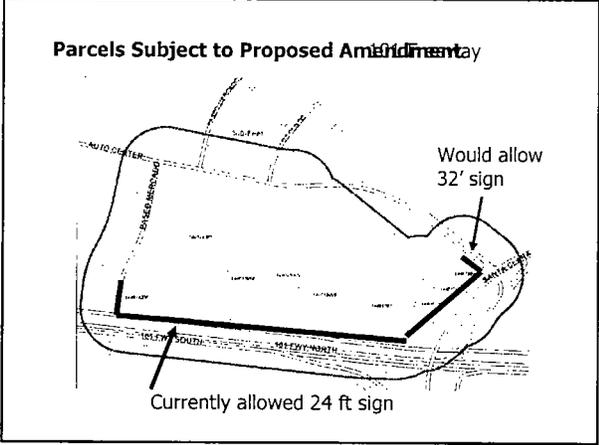
Section 6.7.3 Freestanding Signs

West of Paseo Mercado :

- ✦ auto center, 1 @ 32 ft (101), 1 @ 24 FT (Rose)
- ✦ retail center, 1 sign @ 32 ft (101)

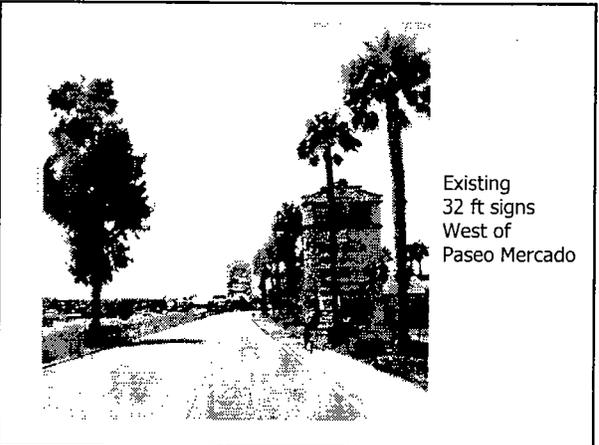
East of Paseo Mercado :

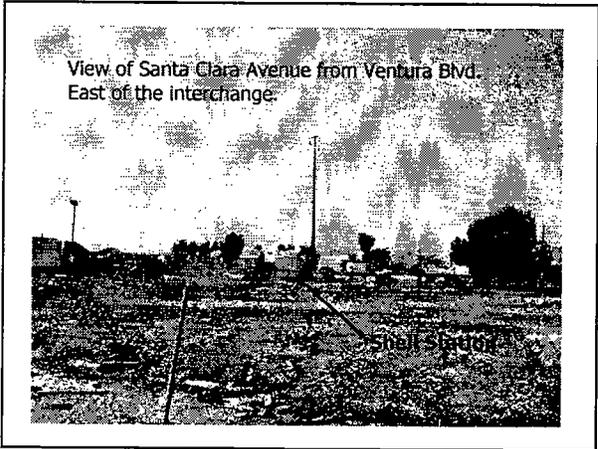
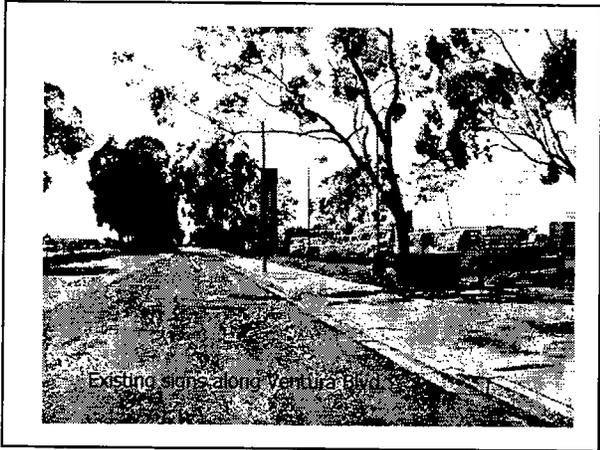
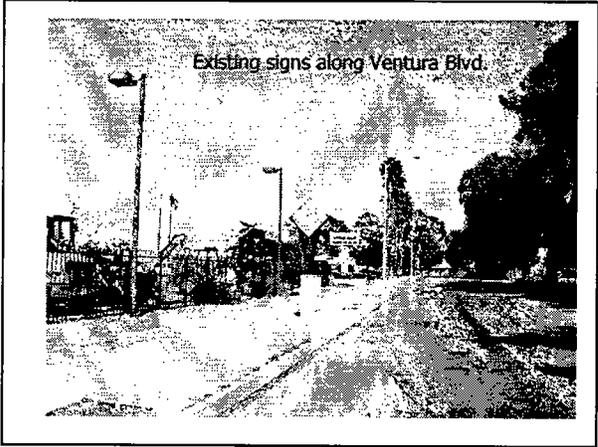
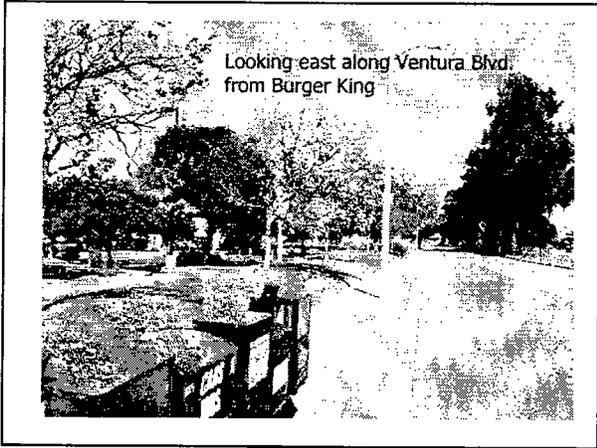
- ✦ parcels with >250 ft frontage on Ventura
- ✦ 1 sign at 24 ft.

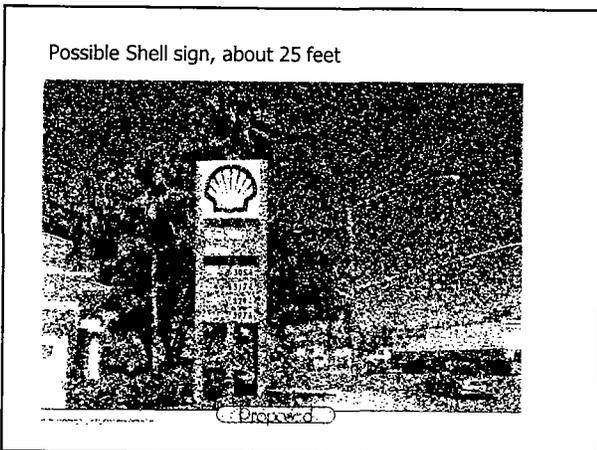
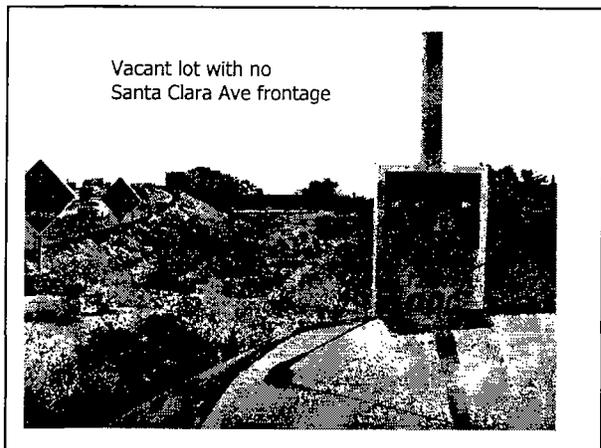
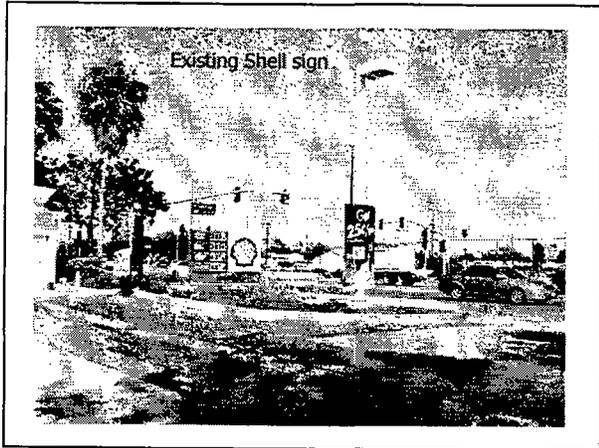


**Two corrections:**

- ◆ Exhibit A, should be Ventura Boulevard, not Ventura Road.
- ◆ In 6) Analysis, proposed amendment would only lead to one freestanding sign on Santa Clara (not two).







Recommended Action:

Adopt resolution recommending that the City Council adopt Specific Plan Amendment PZ 08-630-01.