



Meeting Date: July 22, 2008

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input checked="" 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 type="checkbox"/> Other _____

Prepared By: Richard R. Bryan \_\_\_\_\_ Agenda Item No. I-6

Reviewed By: City Manager \_\_\_\_\_ City Attorney \_\_\_\_\_ Finance \_\_\_\_\_ Other (Specify) \_\_\_\_\_

DATE: July 11, 2008

TO: City Council

FROM: Curtis P. Cannon, Community Development Director \_\_\_\_\_  
Community Development

**SUBJECT: Resolution approving and supporting Gateway Monument signs in Caltrans right-of-way on the 101 Freeway at the southbound Vineyard Avenue and the northbound Del Norte Boulevard off-ramps.**

**RECOMMENDATION**

That City Council adopt a resolution approving and supporting Gateway Monument signs in Caltrans right-of-way on the 101 Freeway at the southbound Vineyard Avenue and the northbound Del Norte Boulevard off-ramps.

**DISCUSSION**

On January 13, 2004 the City Council approved a comprehensive identity wayfinding sign program to provide an increase in awareness of the City, a welcome statement, project the quality of community life, encourage tourism, and to collect and direct visitor and local traffic to community assets and services. The program includes five types of signs specifically designed in the same style to work in harmony and to provide a high impact and unified image for Oxnard that begins at the 101 Freeway, blankets the entire City, and consist of two Freeway Gateway Monument signs, two Highway Pylon signs, fifteen Entry Street Monument signs, 33 new and additional Wayfinding signs and new street name signs.

An entry street monument sign has been installed at Pleasant Valley Road and Highway One and entry street monument signs are being worked on for Rice Avenue at the 101 Freeway, Vineyard Avenue at Esplanade Drive and Vineyard Avenue at RiverPark. Additionally, existing street name and wayfinding signs are being replaced as existing signs wear out or are damaged, new subdivisions include the new street name signs, and thirty-three new wayfinding signs are being ordered.

The State Of California Department Of Transportation (Caltrans) adopted the Gateway Monument Demonstration Program on January 13, 2005. Their program guidelines require local public agencies to document their support of the program by issuing a resolution recommending approval of the public agency's request to install a Gateway Monument signs within State right-of-way.

Included with this report is a graphic rendering of what the signs will look like and a map of where they

Resolution approving and supporting Gateway Monument signs

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are to be installed. Caltrans has given a preliminary approval of where signs are to be installed. The plans and specifications are 75% complete and it is anticipated encroachment permit applications will be submitted to Caltrans in late August.

## **FINANCIAL IMPACT**

Approving the recommendation is an administrative action that will not create a financial impact.

Note: Copies of the attachments are available for review at the Circulation Desk in the Library after 6:00 PM on the Thursday prior to the Council meeting and at the Clerk's Office after 8:00 AM on the Monday before.

rb803gw

Attachment #1 - Resolution supporting installing two Gateway signs in State right-of-way  
#2 - Graphic of freeway Gateway Monument sign  
#3 - Location Map

**000034**

CITY OF OXNARD

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE CITY OF OXNARD RECOMMENDING APPROVAL OF TWO GATEWAY MONUMENT SIGNS AND REQUESTING PERMISSION TO INSTALL THE SIGNS WITHIN OPERATIONAL STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTAION RIGHT-OF-WAY AT THE SOUTHBOUND VINEYARD AVENUE AND NOTHBOUND DEL NORTE BOULEVARD OFF-RAMPS

WHEREAS, the City of Oxnard supports and endorses State of California Department of Transportation (Department) Gateway Monument Demonstration Program adopted January 13, 2005; and

WHEREAS, the City of Oxnard supports the Department's Context Sensitive Solutions Directive by providing a way for the Department to partner with local public agencies to meet the expectation of both Immediate community and the public at large; and

WHEREAS, the Oxnard City Council has jurisdiction over the incorporated boundaries of the City of Oxnard; and

WHEREAS, in 1997 the City initiated a program to establish a community identity by enhancing and creating and installing special municipal signage for the downtown; and

WHEREAS, in 2004 the City inaugurated a comprehensive identity wayfinding sign program to provide an increase in awareness of the City, a welcome statement, project the quality of community life, encourage tourism, and to collect and direct visitor and local traffic to community assets and services; and

WHEREAS, the comprehensive program includes five types of signs specifically designed in the same style to work in harmony and to provide a high impact and unified image for Oxnard that begins at the 101 Freeway, blankets the entire City, and consist of two Freeway Gateway Monument signs, two Highway Pylon signs, fifteen Entry Street Monument signs, 33 new and additional Wayfinding signs and new street name signs; and

WHEREAS, when the program is fully implemented the signs will great visitors at every major entrance to Oxnard and direct visitors to over 30 destinations; and

WHEREAS, an entry street monument sign has been installed at Pleasant Valley Road and Highway One and entry street monument signs are being worked on for Rice Avenue at the 101 Freeway, Vineyard Avenue at Esplanade and Vineyard Avenue at RiverPark. Additionally, existing street name and wayfinding signs are being replaced as existing signs wear out or are damaged, new subdivisions include the new street name signs, and thirty-three new wayfinding signs are being ordered.

NOW THEREFORE, the City of Oxnard hereby resolves:

1. The foregoing recitals are true and incorporated herein.

2. The City approves and supports the State of California Department of Transportation Gateway Monument Demonstration Program adopted January 13, 2005.
3. The City request permission to install two Gateway Monument signs within State right-of-way and recommends the Department approve the City of Oxnard's applications for a Gateway Monument sign on the 101 Freeway at the southbound Vineyard Avenue and northbound Del Norte Boulevard off-ramps.
4. The City approves the City of Oxnard Comprehensive Identity and Wayfinding Signage Program content, sign designs and locations.
5. The City approves the Freeway Gateway Monument sign design (Exhibit 1)
6. The City acknowledges that the City and the Oxnard Community Development Commission are empowered to fund the two freeway gateway monument signs.
7. The City will ensure maintenance of the two Freeway Gateway Monument signs, including timely graffiti removal, repair, restoration and removal as need.
8. The City will install two Freeway Gateway Monument signs within one hundred and twenty days of having received all required permits and approvals.
9. This Resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2008, BY THE FOLLOWING VOTE:

AYES: \_\_\_\_\_ NOES: \_\_\_\_\_ ABSENT: \_\_\_\_\_ ABSTAIN: \_\_\_\_\_

CITY OF OXNARD

APPROVED AS TO FORM:

\_\_\_\_\_  
Dr. Thomas E. Holden, Mayor

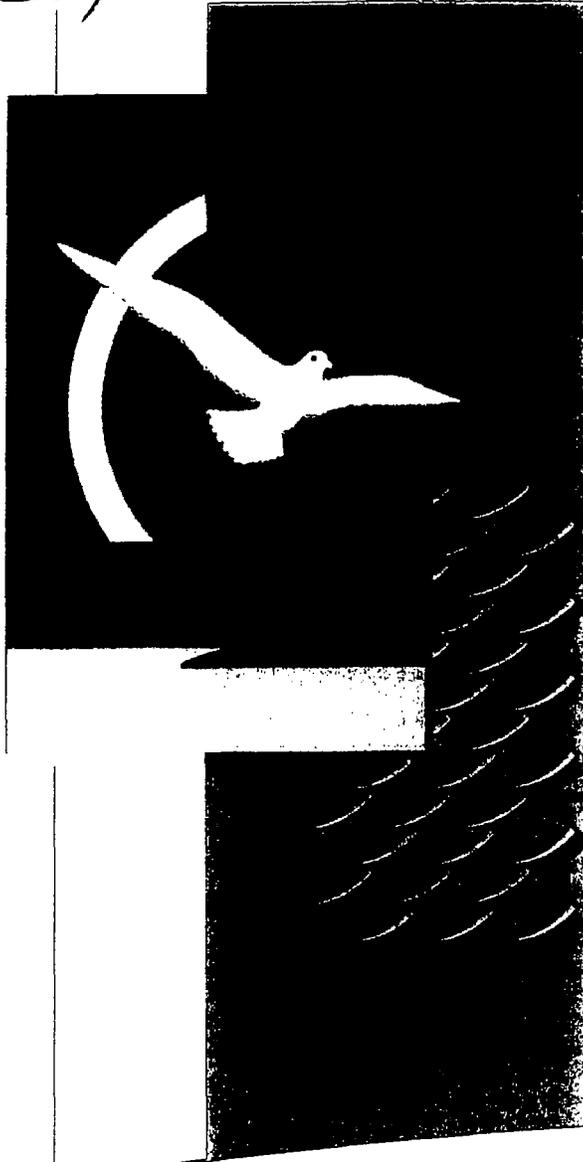
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Gary Gillig, General Counsel

ATTEST:

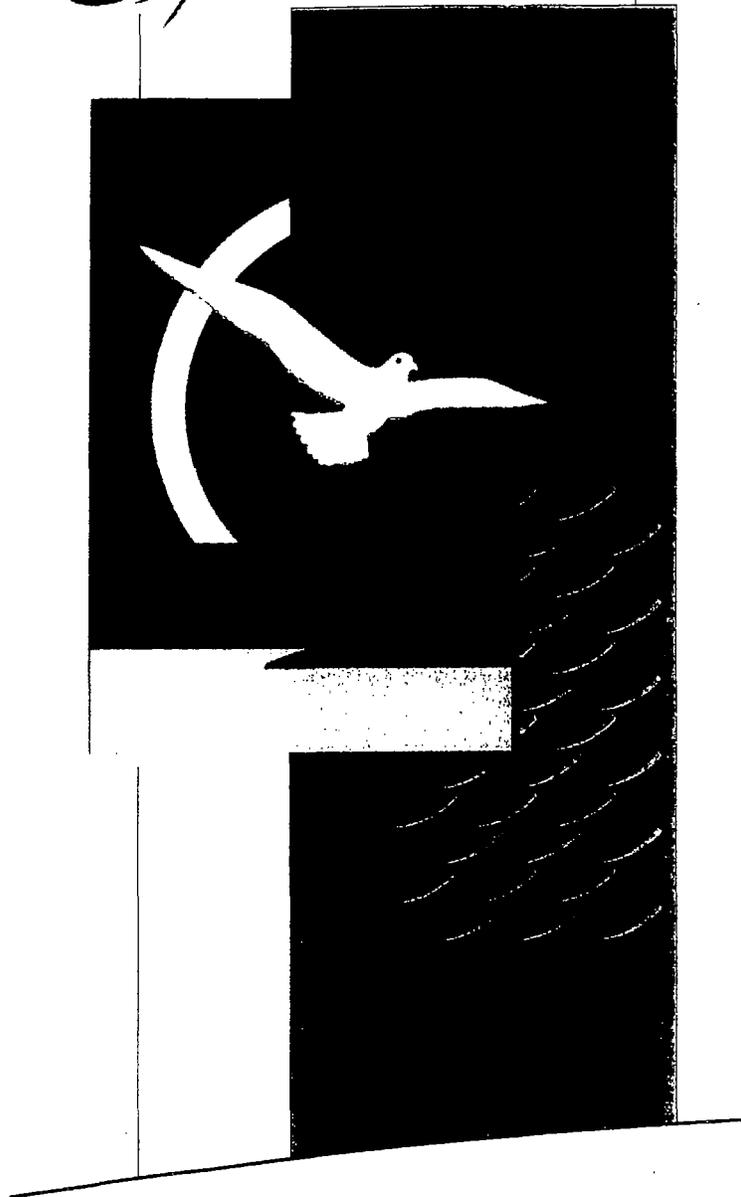
\_\_\_\_\_  
Daniel Martinez, City Clerk

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*Oxnard*



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VINEYARD AVENUE EXIT  
SOUTH BOUND 101 FREEWAY



DEL NORTE BOULEVARD EXIT  
NORTH BOUND 101 FREEWAY

VICINITY LOCATIONS

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Attachment #3

HUNT

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Caltrans Gateway Monument  
Demonstration Program

07/11/08