



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

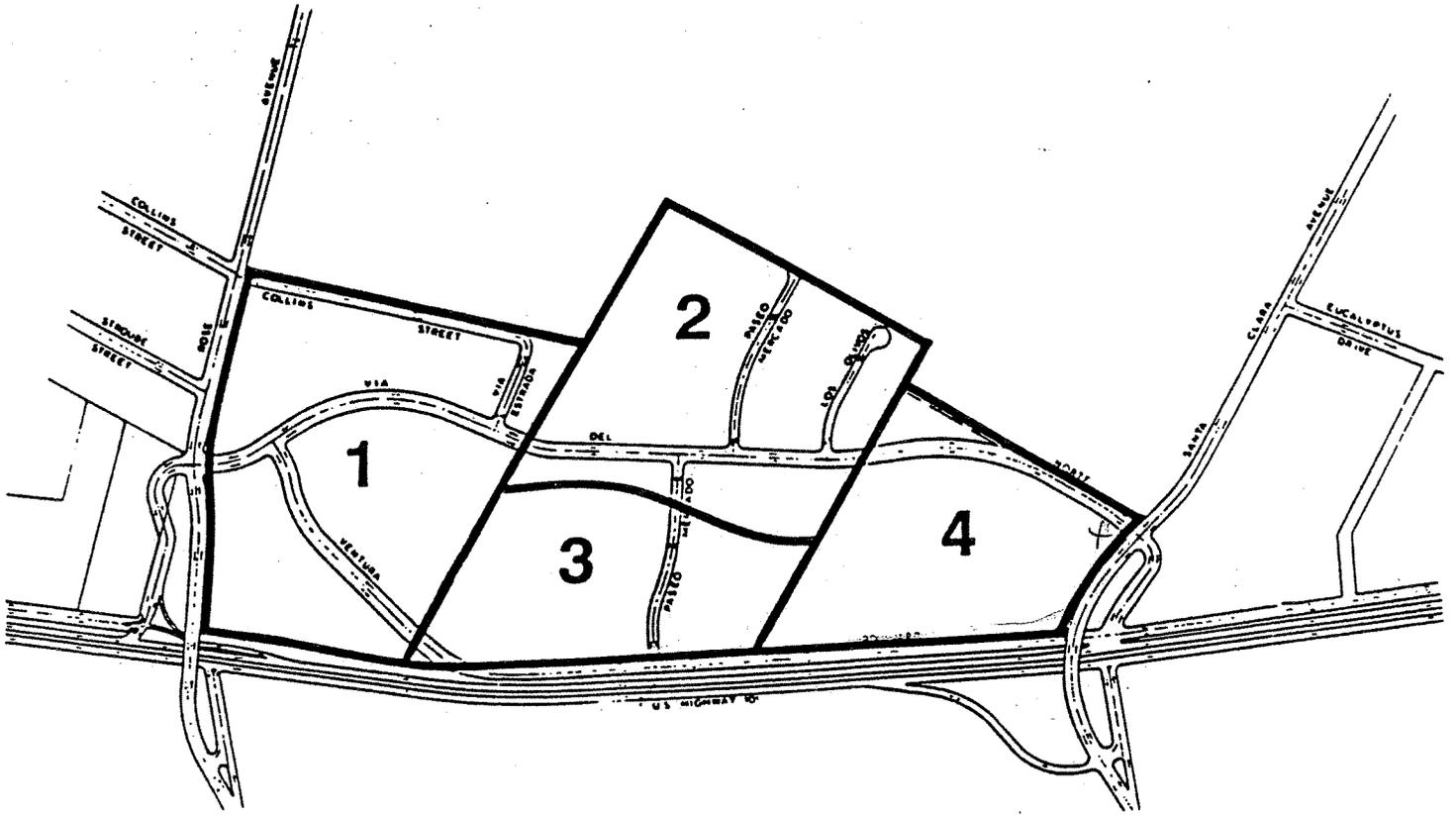
(Auto Sales and Service, Business Park, Retail/Commercial, and Commercial-Manufacturing). The Highway 101 interchange with Rice/Santa Clara Avenue is nearly ready for reconstruction that will raise the grade of Rice/Santa Clara Avenue north of the interchange by about seven feet near its intersection 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 RSSCSP 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>
Approved by: <u> SM </u>



LEGEND

- 1 AUTO SALES AND SERVICE
- 2 BUSINESS PARK
- 3 RETAIL COMMERCIAL
- 4 COMMERCIAL/MANUFACTURING

LAND USE AREAS

**ROSE-SANTA CLARA
CORRIDOR SPECIFIC PLAN
City of Oxnard**

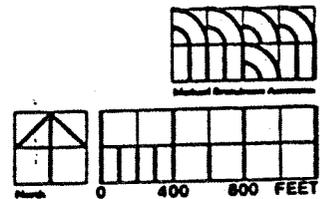


EXHIBIT 6

RESOLUTION NO. 2008 [PZ 08-630-01]

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:

NOES: Commissioners:

ABSENT: Commissioners:

Michael Sanchez, Chairman

ATTEST: _____
Susan L. Martin, Secretary

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 300 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.
4. **Sizes:** 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.

32 feet as measured from the top of the highest adjoining curb of Ventura Road and/or Santa Clara Avenue.

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.