



## MEMORANDUM

August 7, 2008

**TO:** Planning Commission

**FROM:** Christopher Williamson, Senior Planner *CW*

**SUBJECT:** **Scoping Meeting for the Jones Ranch Specific Plan Draft  
Program Environmental Impact Report**

---

The City of Oxnard will be the Lead Agency that prepares a Program Environmental Impact Report (PEIR) for the Jones Ranch Specific Plan, proposed for approximately 165 acres located at 4324 East Vineyard Avenue. The City determined in its initial review that a PEIR was clearly required for the project, so an initial study was not prepared pursuant to Section 15063 (a) of the CEQA Guidelines. Attachment A is the Notice of Preparation (NOP) that was distributed in early July. The 30-day NOP comment period ends tomorrow, August 8, 2008.

CEQA recommends a scoping meeting during the 30-day comment period where the public may express its concerns as to the topics to be addressed in the PEIR. A scoping meeting was just held earlier today in the El Rio area, coordinated by the office of Ventura County Supervisor John Flynn and the El Rio Municipal Advisory Council.

Attachment

## NOTICE OF PREPARATION

To:	State Agencies	From:	City of Oxnard, Planning Division
	Responsible Agencies		214 South C Street
	Local and Public Agencies		Oxnard, CA 93030
	Trustee Agencies	Contact:	Chris Williamson, Senior Planner
	Interested Parties		(805) 385-7858 FAX (805) 385-7417
	Media		Chris.Williamson@ci.oxnard.ca.us

**Notice of Preparation (NOP)**  
**Of a**  
**Draft Program Environmental Impact Report (PEIR) [EIR 08-03]**  
**For the**  
**Jones Ranch Specific Plan (Project/Plan)**  
**Oxnard, CA**

The City of Oxnard will be the Lead Agency and will prepare a Program Environmental Impact Report (PEIR) for the project identified below. The City has determined in its initial review that a PEIR is clearly required for the project, so an initial study is not required to be prepared pursuant to Section 15063 (a) of the CEQA Guidelines. However, we need to know the views of your agency as to the scope and content of the environmental information that is germane to your agency's statutory responsibilities in connection with the project. Additionally, your agency will need to use the PEIR prepared by our agency when considering permits or other approvals for the project.

The project description, location, and the potential environmental effects are described below. Several attachments providing information regarding the location and description of the project are also included. An Initial Study was not prepared for this NOP; however, a summary of the environmental issues/topics proposed to be analyzed in the PEIR is provided as part of this NOP.

Due to the time limits mandated by State law, your response must be sent at the earliest possible date, but not later than August 8, 2008.

Please send your response by mail, e-mail, or FAX to *Chris Williamson, Senior Planner*, at the address shown above. Responses should include the name, address, phone number, and preferably an e-mail address of the person who will serve as the primary point of contact for this project within the commenting agency and to whom we will send follow-up information.

**August 7, 2008 Public Scoping Meeting**

Two public scoping meetings will be held on August 7, 2008 to receive comments as to the scope of topics and analyses to be included in the PEIR. The first meeting will be in the El Rio area, probably at one of the public schools in the late afternoon. The location and time will be available from the City by late July. This meeting is being coordinated with the office of Ventura County Supervisor John Flynn and the El Rio Municipal Advisory Council. The second scoping meeting will be held during the regularly scheduled Oxnard Planning Commission meeting that begins at 7:00 p.m. in the Oxnard City Council chambers, 305 West Third Street. Although verbal comments are acceptable, written comments are preferred. Please check with the Planning Division to confirm the scoping meeting schedule as rescheduling is possible, but not anticipated.

**Project Title**

Jones Ranch Specific Plan (Plan)

**Project Applicant**Oxnard Ranch, LLC  
4324 E. Vineyard, Oxnard, CA 93030**Project Location**

The Jones Ranch property consists of approximately 165 acres located at 4324 East Vineyard Avenue, approximately 300 feet north of the city limits of the City of Oxnard (north of El Rio and United Water Spreading Grounds, and south of the Strickland Acres community and Rio Mesa High School). The project site is located immediately east of Vineyard Avenue (State Route 232) and extends eastward to Rose Avenue. The project site is entirely within the unincorporated area of the County of Ventura and outside the City of Oxnard City Urban Restriction Boundary (CURB). The project site consists of three parcels: APN 144-001-031 (8.3 acres), 144-001-005 (4.6 acres), and 144-001-029 (152.3 acres). The 152.3 acre parcel is currently under row-crop agricultural cultivation. The two small parcels include a storage building, office building, a residence, parking, and outside storage of agricultural equipment. The entire property is designated in the *County of Ventura General Plan* for Agriculture (40 acre minimum lot size) with an Agricultural Exclusive and Mineral Resource Protection overlay zone classifications. The surrounding land uses are: agriculture to the north, agriculture and the United Water Conservation District recharge ponds to the south, agriculture to the east of Rose Avenue and commercial development west of Vineyard Avenue. See the attached maps and site aerial photo for details.

**Project Description Overview**

The proposed Jones Ranch Specific Plan (Plan/Project) would provide the framework, guidelines, standards, and regulations for orderly annexation and phased development over a number of years, maintaining consistency with the *City of Oxnard 2020 General Plan* in terms of land use, utilities, and transit and circulation. A specific plan is used to systematically implement the general plan in a particular geographic area and is often used when the area is in need of significant public improvements and a variety of uses that will likely be developed over five or more years. The Plan will include sections on land use, architectural design standards, landscaping, parks and open space, agricultural buffers, circulation (vehicular, transit, bicycle, and pedestrian), public services and infrastructure (streets, water supply, wastewater treatment, parks, schools, fire, police, library, etc.), and phasing and financing. The Plan will include requirements for subsequent "tiered" environmental review as detailed project-specific plans are presented for review and approval (CEQA Guidelines Section 15168).

The anticipated land use components are:

Type of Use	Acres	Percent of Site
Residential (20 to 25 units/acre)	83.6	50.7
Residential (10 and 12 units/acre)	31.8	19.3
Mixed-use neighborhood retail/residential	8.5	5.1
Parks	12.0	7.3
K-6 school	8.0	4.8
Roads and service area	21.1	12.8

The residential dwelling units (including those in the mixed-use area) total 2,500 dwelling units (d.u.'s) and would be 100% affordable, based on applicable future Ventura County median income at time of completion. All units would be income restricted in compliance with the 2006-2014 Regional Housing Needs Assessment (RHNA) and a local preference program would be established, as allowed by applicable law. The affordability breakdown would be 10 percent Very Low income rentals, 10 percent Low Income (mostly rentals), and 80 percent moderate income (mostly for sale). Parks, Schools, and the Mixed-Use retail component with approximately 50,000 to 75,000 square feet of neighborhood-serving commercial retail uses are incorporated into the project to mitigate impacts related to schools, traffic, and recreation.

The anticipated use of this PEIR is to inform decision makers and the public regarding the adoption of the proposed Plan by the City of Oxnard, and for consideration of future and/or related discretionary actions by the City of Oxnard, Responsible Agencies, and Trustee Agencies.

**Entitlements**

Entitlement of the project by the City of Oxnard requires a General Plan Amendment, Specific Plan Adoption, Pre-Zoning, and Development Agreement. Subsequent actions and permits may be administrative for conforming projects, with exceptions stipulated in the proposed specific plan by size and/or uses or by other applicable law. Other actions required for entitlement may include, but are not limited to, Subdivision Maps, Early Termination of a Williamson Act Contract, a Memorandum of Understanding (MOU) or similar instrument with the Ventura County Local Agency Formation Commission (LAFCO) regarding the annexation and Sphere of Influence boundary change(s), a MOU with the City of Camarillo or similar instrument regarding detachment from the Oxnard-Camarillo Greenbelt, and a MOU or similar instrument between the City of Oxnard and one or more cities and the County of Ventura regarding the sharing of affordable housing credits (subject to possible approval by the State Department of Housing and Community Development).

**Transit Oriented and Regional Strategies**

This Plan, when combined with other proposed projects in the area, presents the City of Oxnard an opportunity to create a long-range comprehensive approach to accommodate growth from Oxnard's relatively young population profile. City of Oxnard objectives are to create a high-quality transit-oriented community which meets the demographic and economic needs of the Oxnard community, contributes towards meeting regional housing and transportation planning policies, improves the Oxnard and West Ventura County area jobs-housing balance, and contributes towards implementing the Global Warming Solutions Act of 2006 (AB 32). Other City goals are to provide farmworker housing, create strong pedestrian connections and parks to encourage healthy lifestyles, support families with child care and schools, providing effective public transportation sufficient to reduce parking requirements, require energy conservation and production, and require sustainable and green building programs.

The Plan is part of proposed Villages Strategy included in the proposed 2020 General Plan Update. The Plan, when combined with existing and other proposed development that stretches from Ventura Road on the west to Del Norte Boulevard on the east, would create a critical mass and density of housing, jobs, shopping, and recreation destinations within a relatively small area that could support effective transit service that considerably reduces short vehicular trips. The Draft 2020 General Plan Update is proposed to include policies and programs to establish, for example, a "North Oxnard Rapid Bus Service" that circulates through this larger area with a short headway and dedicated travel lanes. The use of public transportation versus an independent vehicle will not only reduce the volume of trip generation, but will also help reduce impacts on air quality and Greenhouse Gases. The 2020 General Plan Update may include a new bus-only connection between Santa Clara or Del Norte Avenues north of the 101 Freeway to Rose Avenue, in cooperation with the County of Ventura, and may include a regional alternative fuel service facility at the Del Norte interchange.

The project design itself is designed to promote "Smart Growth" transit-oriented development. Transit stops along two major regional arterials - Vineyard Avenue and Rose Avenue - and within the project area, will serve the needs of the residents and workers within the area and help minimize conflicts between automobiles, bicycles and pedestrians. Providing effective public transportation will also help mitigate the increase in traffic volume that will be generated by a subsequent increase in homes and jobs.

**Sustainable Requirements**

The project requires environmentally conscious or "green" design and construction equivalents to the LEED "silver" category in order to mitigate environmental impacts and provide for a "cutting-edge" sustainable community. The buildings will integrate energy-saving systems into buildings, minimize water consumption, and generally minimize Greenhouse Gas emission (GHG) impacts. Solar panels and other energy generation devices will be required throughout the project. The Plan neighborhoods are relatively dense at an average of 20 units to the acre, a recommended density to achieve a transit-oriented development. Parking requirements will be reduced to further encourage transit use. Homes will include wiring for electric vehicle charging.

**SOAR and Annexation**

The Plan area annexed into the City of Oxnard using the Oxnard SOAR ordinance exemption that allows annexation, under certain criteria and findings, of up to 20-acres annually for affordable housing projects needed to meet the requirements of the RHNA allocation that is the target affordable housing goal in the City's draft 2006-2014 Housing Element.

**Land Use, Street, and Design Concepts and Guidelines**

The proposed 165-acre Jones Ranch project is a master planned community of workforce housing designed to provide housing affordable for area workers. The project will establish a new community of 2,500 residences at densities ranging from 12 to 25 units per acre, including residential dwelling units above retail in two mixed-use areas. In addition, up to 75,000 square feet of retail uses will be provided in the on-site mixed-use areas, which will be located adjacent to Vineyard Avenue and Rose Avenue, respectively.

The design of the new neighborhoods within the Plan area will incorporate neo-traditional planning principles into a pedestrian-friendly community containing 12.0 acres of parks and an 8.0 acre school/field. The project will be bisected by a central four-lane Collector Street containing on-street bike lanes, and sidewalks. Three roundabouts will be located along the Collector Street to facilitate traffic movement. The major backbone streets in Jones Ranch will be public streets. Some of the streets and alleyways within individual residential planning areas may be private. All streets within Jones Ranch will be constructed to standards acceptable to the Oxnard Fire Department. As previously described, the Plan will include several housing types that may include traditional and/or contemporary architectural styles. Overall, the Plan will have a unifying landscape theme and identity that ties the various neighborhoods together into a cohesive community.

**Attachments**

The following figures are also attached to this NOP:

- Figure 1: Regional Locator Map
- Figure 2: Project Site
- Figure 3: Proposed Site Plan
- Figure 4: Project Conceptual Elevations

**Responsible Agencies**

County of Ventura

Ventura County Local Agency Formation Commission.

**Topics Identified to Date**

Pursuant to Section 15060 of the CEQA Guidelines, the City has completed a preliminary review of the proposals for this project and has determined that a PEIR should be prepared. The following issue areas constitute the most significant potential environmental impacts and will be addressed in the PEIR.

1. Land Use and Planning
2. Agricultural Resources and Buffer
3. Aesthetics/Visual Resources
4. Biological Resources
5. Cultural Resources
6. Geology, Soils, and Seismicity
7. Hazards and Hazardous Materials
8. Hydrology and Water Quality
9. Traffic and Circulation
10. Air Quality and AB32 Greenhouse Gas Emissions
11. Noise
12. Population and Employment
13. Public Services and Utilities

Date: July 8, 2008

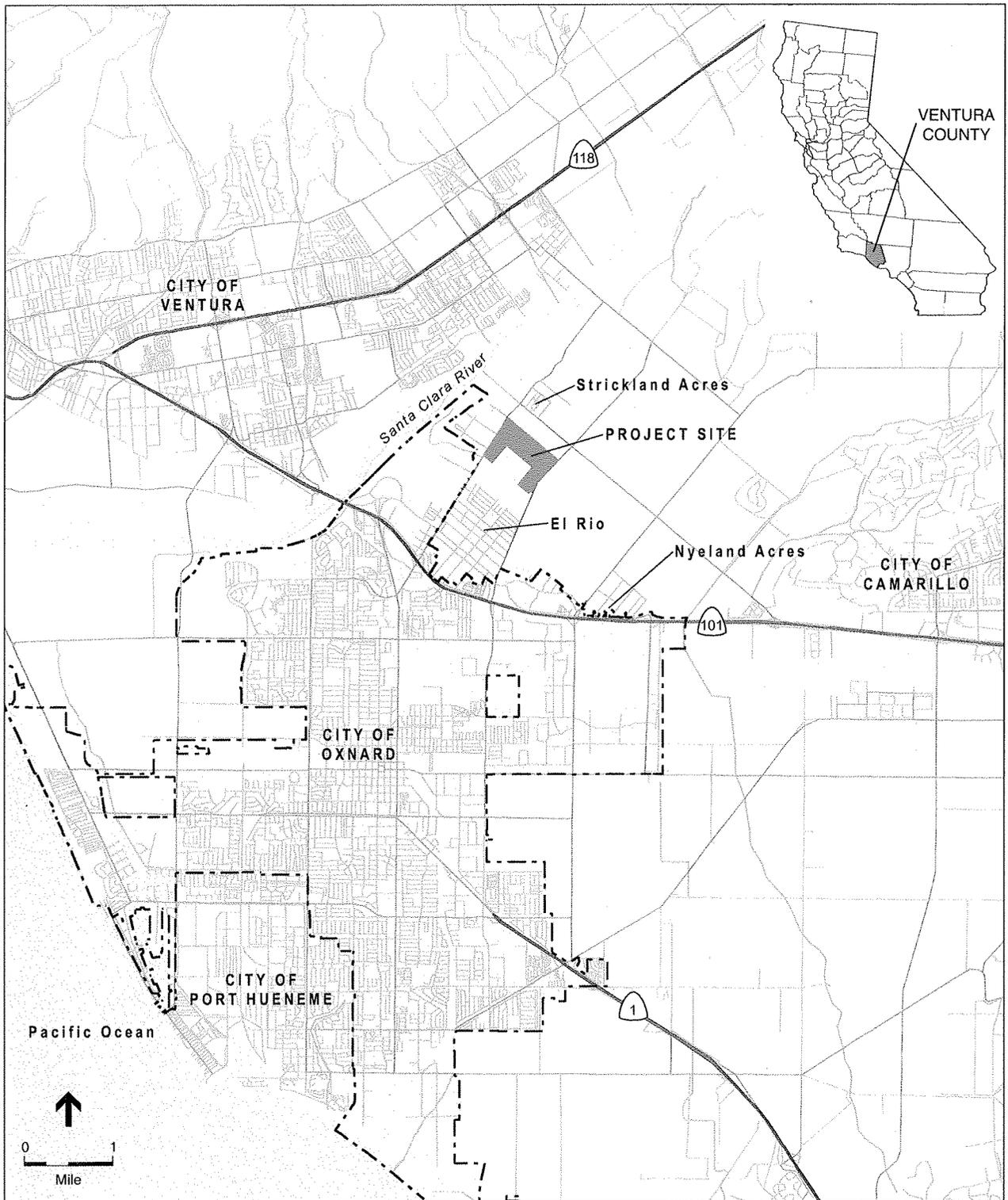


Christopher Williamson, AICP

Senior Planner

Telephone: (805) 385-7858

Reference: California Code of Regulations, Title 14, (CEQA Guidelines), Section 15082(a), 15103, 15375.



SOURCE: DeLorme Street Atlas USA, 2001; and ESA, 2008

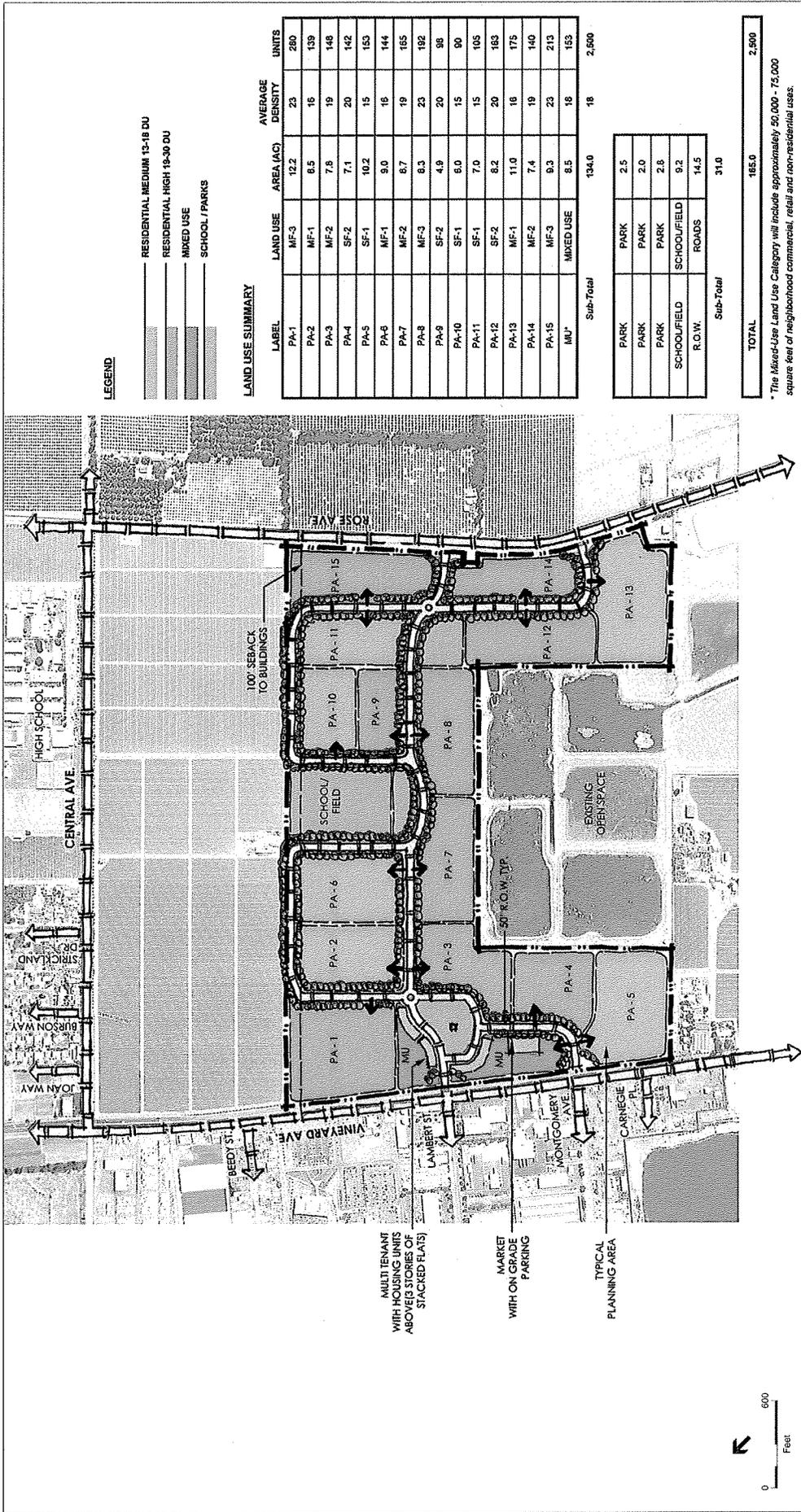
Jones Ranch Specific Plan . 205307

**Figure 1**  
Regional Locator Map

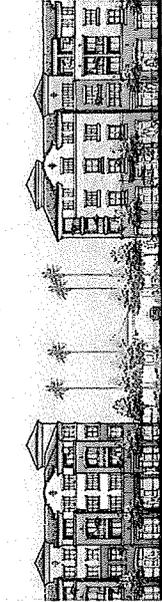


SOURCE: Ventura County Resource Management Agency, 2008; and ESA, 2008

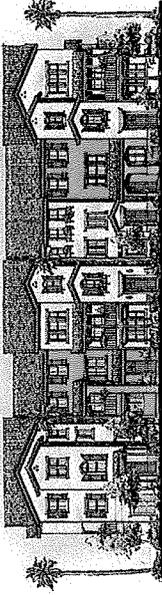
Jones Ranch Specific Plan · 205307  
**Figure 2**  
Project Site



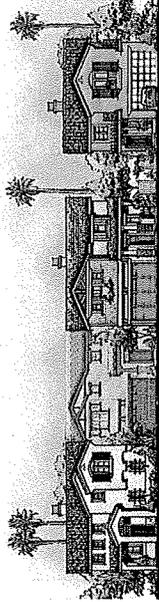
Jones Ranch Specific Plan - 2055007  
 SOURCE: KTSY Group, Inc., 2008; and ESA, 2008  
**Figure 3**  
 Proposed Site Plan



**MIXED USE**  
18 DU / AC  
UNITS ABOVE RETAIL/  
COMMERCIAL



**MULTI FAMILY 2**  
PRODUCT - ROWHOMES  
20 DU / AC



**SINGLE FAMILY 1**  
PRODUCT - COURTYARD  
15 DU / AC



**SINGLE FAMILY 2**  
PRODUCT - COTTAGES  
20 DU / AC



**MULTI FAMILY 1**  
PRODUCT - TOWNHOMES  
18 DU / AC



**MULTI FAMILY 3**  
PRODUCT - CONDOS/FLATS  
25 DU / AC

NOT TO SCALE