

CITY COUNCIL OF THE CITY OF OXNARD

ORDINANCE NO. 2845

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF OXNARD APPROVING AN AMENDMENT TO THE RIVERPARK SPECIFIC PLAN (PZ NO. 10-630-02) TO ALLOW THREE FREEWAY ORIENTED MONUMENT SIGNS, AND SUBSEQUENT CONSIDERATION OF A SPECIAL USE PERMIT TO ALLOW CHANGEABLE ELECTRONIC PANELS ON A 60-FOOT TALL PYLON SIGN, FILED BY RIVERPARK COLLECTION, LLC, 3098 N. OXNARD BL, OXNARD, CA 93036.

WHEREAS, on August 27, 2002, the City Council of the City of Oxnard (the "City") adopted by ordinance the RiverPark Specific Plan (the "Specific Plan") as the comprehensive planning program to regulate the use of land and govern the orderly development of the RiverPark community; and

WHEREAS, the City Council of the City of Oxnard has considered an amendment to the Specific Plan relating to sign standards in the specific plan area (PZ No. 10-630-02); and

WHEREAS, in accordance with the California Environmental Quality Act (CEQA), a final environmental impact report (EIR No. 00-03) was prepared to analyze potential impacts associated with the approval and the implementation of the Specific Plan and the anticipated build out of the 701-acre specific plan site; and such EIR has been certified for this project, and an addendum thereto has been prepared, and the City Council has considered the final environmental impact report and the addendum before making its decision herein; and

WHEREAS, the City Council has carefully reviewed the Planning Commission action recommending approval of the specific plan amendment, and the staff report and the addendum; and has determined that there is no substantial evidence that the specific plan amendment may have a significant effect on the environment because the proposed project is consistent with the EIR, does not change the use or intensity of land uses on the site since proposed signs are accessory structures to the commercial land uses in this area that were evaluated by the EIR, and no additional environmental impacts will be caused by the proposed specific plan amendment and its implementation; and

WHEREAS, the proposed amendment is in conformance with the *2020 General Plan* and other adopted standards of the City of Oxnard; and

WHEREAS, the City Council finds, after due study, deliberation and public hearing, that the amendment is a logical refinement of the Specific Plan; that the proposed specific plan amendment conforms with adopted City standards and constitutes good City planning; and that the amendment 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, the City Council of the City of Oxnard does ordain to approve an amendment to the RiverPark Specific Plan (Planning and Zoning Permit No. 10-630-02) by changing the following section to read as set forth herein:

Part 1: Section 5.9.3.3. "Freeway-Oriented Pole Signs" shall be deleted in its entirety and replaced as follows:

"5.9.3.3 Freeway-Oriented Signs

A. Freeway-Oriented Pylon Sign.

(i) *Number of Signs and Location:* One (1) two-sided freeway-oriented pylon sign (the "Pylon Sign") shall be permitted in Planning District D of the RiverPark Specific Plan area, as depicted on Exhibit 5.HH, or in another location within Planning District D along the freeway, subject to approval of a Design Development Review Permit or Special Use Permit, as provided in Part C herein.

(ii) *Sign Content:* The Pylon Sign may include text, graphics and/or logos identifying the shopping center located in Planning District D, and names, brands or logos of tenants operating within the shopping center located in Planning District D. Such sign may include a large format graphic panel or changeable electronic display panel on each side, subject to the requirements herein. In no event shall product prices be displayed on the sign.

(iii) *Illumination:* The Pylon Sign shall be illuminated with internal illumination. Other type(s) of illumination may be approved by the Director as part of the Development Design Review Permit or Special Use Permit, as applicable.

(iv) *Size:*

(1) The overall size of the Pylon Sign structure shall not exceed sixty (60) feet in height and forty (40) feet in width. In no event shall the area of the Pylon Sign structure exceed twenty-four hundred (2,400) square feet per side, for a total structure area of forty-eight hundred (4,800) square feet.

(2) Sign area shall not exceed thirty-six (36) feet in height and thirty-five (35) feet in width for each side, or twelve hundred sixty (1,260) square feet per side, or forty-five per cent (45%) of the overall structure size.

(3) Large format graphics or changeable electronic display panels shall not exceed more than fifty percent (50%) of the total sign area on each side of the Pylon Sign.

B. Freeway-Oriented Monument Signs.

(i) *Number of Signs:* Up to three (3) two-sided, freeway-oriented Monument Signs are allowed in Planning District D. The final design and location of the Monument Signs shall be subject to approval of a Design Development Review Permit, as provided in Part C of this Section.

(ii) *Sign Locations:* The Monument Signs shall be located within Planning District D in the approximate locations shown on Exhibit 5.HH or in other locations along the freeway within Planning District D, subject to approval of a Design Development Review Permit. The Monument Signs shall be approximately evenly spaced.

(iii) *Sign Content:* Monument Signs may include text, graphics and/or logos identifying the shopping center located in Planning District D, and names, brands, and/or logos of tenants operating within the shopping center located in Planning District D. In no event shall product prices be displayed on the Monument Signs.

(iii) *Illumination:* The Monument Signs shall be illuminated with internal illumination. Other type(s) of illumination may be approved as part of a Design Development Review Permit.

(iv) *Size:*

(1) Height: Overall height not to exceed twenty (20) feet.

(2) Size of Sign Structure: The dimensions of each Monument Sign structure (overall height multiplied by width) shall not exceed three hundred twenty (320) square feet per side, for a total structural area of six hundred forty (640) square feet.

(3) Sign Area: In no event shall the total area devoted to tenant and shopping center identification sign area on each side of each Monument Sign exceed sixty-five percent (65%) of the structural area of the Monument Sign.

C. Freeway-Oriented Sign Design and Permit Procedure.

(i) Approval of a Development Design Review Permit by the Director is required for any freeway-oriented sign listed in this Section, except that approval of a Special Use Permit by the Planning Commission is required for a Pylon Sign with changeable electronic display panel(s).

(ii) In reviewing and approving any freeway-oriented sign, the Director or Planning Commission, as applicable, shall find that the size, design of, and materials used for the fabrication, installation and illumination of such freeway-oriented sign are compatible with the criteria in this section, and compatible with the design, exterior building materials, finishes, scale and illumination of the buildings and site within the regional commercial development in Planning District D. Intensity, brightness, and light spillover shall be evaluated as part of the permit review. In addition, such sign shall not adversely affect or be materially detrimental to (a) the public health, safety or general welfare, or (b) adjacent uses, buildings or structures in the vicinity of the sign.

(iii) Owner shall permit the City of Oxnard and its designated partner entities (such as, but not limited to, Performing Arts and Convention Center, Oxnard Convention and Visitors Bureau, Economic Development Corporation of Oxnard) to provide non-commercial civic promotion messages and public service announcements on the changeable electronic display panel(s). The amount of time for civic promotion messages and public service announcements, and placement of such messages shall be detailed in the special use permit approval and conditions of approval for the sign.”

Part 2: Exhibit 5.HH (Exhibit "A" of this ordinance, on file at the City Clerk's office) shall be revised and incorporated into the Specific Plan to show the locations of the freeway-oriented signs described in Part 1 of this ordinance.

Part 3: 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 June 21, 2011, and finally adopted on _____, 2011, to become effective thirty days thereafter.

AYES:

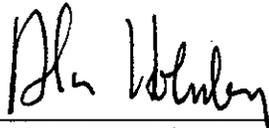
NOES:

ABSENT:

Dr. Thomas E. Holden, Mayor

Daniel Martinez, City Clerk

APPROVED AS TO FORM:



Alan Holmberg, City Attorney

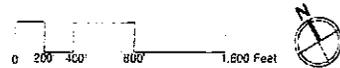
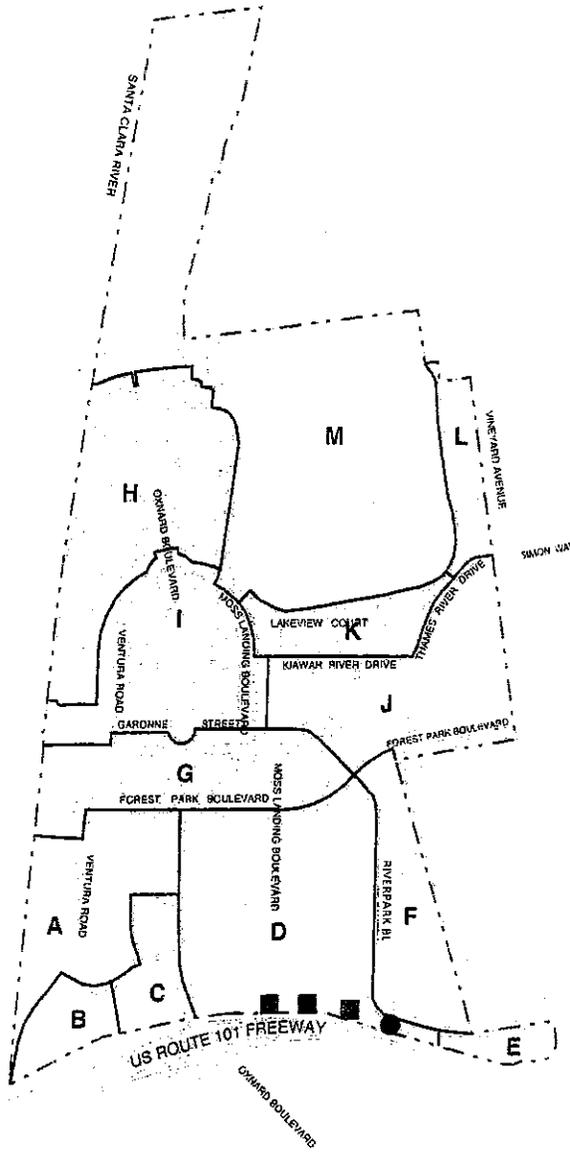
Exhibit A

FREEWAY-ORIENTED SIGN LOCATIONS

Legend

- Potential Monument Sign Locations
- Potential Pylon Sign Location

Notes:
 Actual sign configurations subject to city sign permit.
 See text for size and spacing requirements.



FREEWAY-ORIENTED SIGN LOCATIONS

October 15, 2010
 Land Use Plan Date:
 November 21, 2008

prepared for RiverPark Development, LLC by AC Martin Partners with
 RTKL / EDSA / CRAIG AND ASSOCIATES / WILLIAM HEZMALHALCH ARCHITECTS / HUNTY-ZOLLARS

