



Meeting Date: 04 /07/09

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
<input type="checkbox"/> Other	<input type="checkbox"/> Other

Prepared By: Linda Windsor, Associate Planner *LW*

Agenda Item No. L-2

Reviewed By: City Manager *[Signature]*

City Attorney *SMF*

Finance *[Signature]*

Other

**DATE:** March 26, 2009

**TO:** City Council

**FROM:** *[Signature]* Susan L. Martin, Planning Manager *CW*  
Development Services Department

**SUBJECT:** Planning & Zoning Permit No. 09-630-2 (Specific Plan Amendment to RiverPark Specific Plan; freeway oriented sign), Filed by RiverPark Collection, LLC.

**RECOMMENDATION**

That City Council approve the first reading by title only and subsequent adoption of an ordinance amending Section 5.9.3.3 of the RiverPark Specific Plan to allow a freeway-oriented sign up to a maximum height of 60 feet tall, situated on the southern edge of The Collection shopping center, on the north side of the 101 Freeway, between North Oxnard Boulevard and RiverPark Boulevard.

**DISCUSSION**

On March 19, 2009, the Planning Commission adopted Resolution No. 2009-11, recommending the City Council approve an amendment to the RiverPark Specific Plan. This amendment would modify regulations within the Specific Plan to allow one freeway oriented sign at The Collection Shopping Center. Section 5.9.3.3 of the RiverPark Specific Plan ("Freeway Oriented Pole Signs") states (in its entirety) that "Tall freeway-oriented pole signs are not permitted." The applicant has indicated that the regional retail center known as The Collection would benefit from the tenant attraction/retention and customer attraction that a freeway-oriented sign would provide.

The site is within District D of the RiverPark Specific Plan Area and also within the Historic Revitalization and Enhancement of Oxnard (HERO) redevelopment area.

Planning staff prepared an Addendum to the certified EIR to evaluate the environmental impacts of the proposed specific plan amendment [see Attachment C of Attachment 2 (Planning Commission Staff Report)]. This proposed specific plan amendment allowing a freeway oriented sign does not change the use or intensity of land uses on the site, since it is an accessory structure to the commercial uses in this area that were evaluated by the EIR. The inclusion of a freeway-oriented sign does not create any additional environmental impacts not previously analyzed in the EIR. Therefore, staff has determined

that there is no substantial evidence that the specific plan amendment may have a significant effect on the environment. Accordingly, neither a supplement to the EIR nor a subsequent EIR is required. Pursuant to section 15164 of the CEQA Guidelines, the City Council shall consider the Addendum with the EIR prior to making a decision on the specific plan amendment.

## **FINANCIAL IMPACT**

None

- Attachment #1 - Ordinance Approving Planning & Zoning Permit No. 09-630-2 (Specific Plan Amendment, including exhibit 5.HH)
- #2 - Planning Commission Staff Report (including Vicinity Map, General Plan, Zoning Map, Addendum to EIR No. 00-03, sample sign and locations)
- #3 - Planning Commission Resolution
- #4 - Planning Commission PowerPoint Presentation (March 19, 2009)

G:\PLNG\Linda\_RiverPark\TheCollections\MainCollection 06-200-15\SignSPA\City Council\09-630-2RpsaCCai.doc

CITY COUNCIL OF THE CITY OF OXNARD

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

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF  
OXNARD AMENDING THE RIVERPARK SPECIFIC PLAN:

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 RiverPark Specific Plan relating to sign standards in the specific plan area; 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 *RiverPark 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

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 RiverPark 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. 09-630-02) by changing the following section to read as follows:

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

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

- One (1) freeway-oriented sign shall be permitted in Planning District D. Such freeway-oriented sign shall be located in one of the areas depicted on Exhibit

5.HH, or in another location approved by the Development Services Director or designee ("Director"). Such freeway-oriented sign shall be limited to identifying the name of shopping center and major tenant(s) operating in the commercial areas of Planning Districts C or D. The freeway-oriented sign may be internally illuminated or otherwise illuminated, as approved by the Director. The freeway-oriented sign shall not exceed sixty (60) feet in height. The size, sign area, design of and materials used for such freeway-oriented sign shall be complementary to the signage for regional commercial development in Planning District D, as approved by the Director.

- Approval of a Development Design Review Permit by the Director shall be required for the freeway-oriented sign.
- Except as provided in this Section, freeway-oriented signs taller than six feet are not permitted.

Part 2: Exhibit 5.HH (Exhibit "A" of this ordinance) shall be incorporated into the Specific Plan to show the potential locations of the freeway-oriented sign described in Part 1 of this resolution.

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 \_\_, \_\_ 2009, and finally adopted on \_\_, \_\_ 2009, to become effective thirty days thereafter.

AYES:

NOES:

ABSENT:

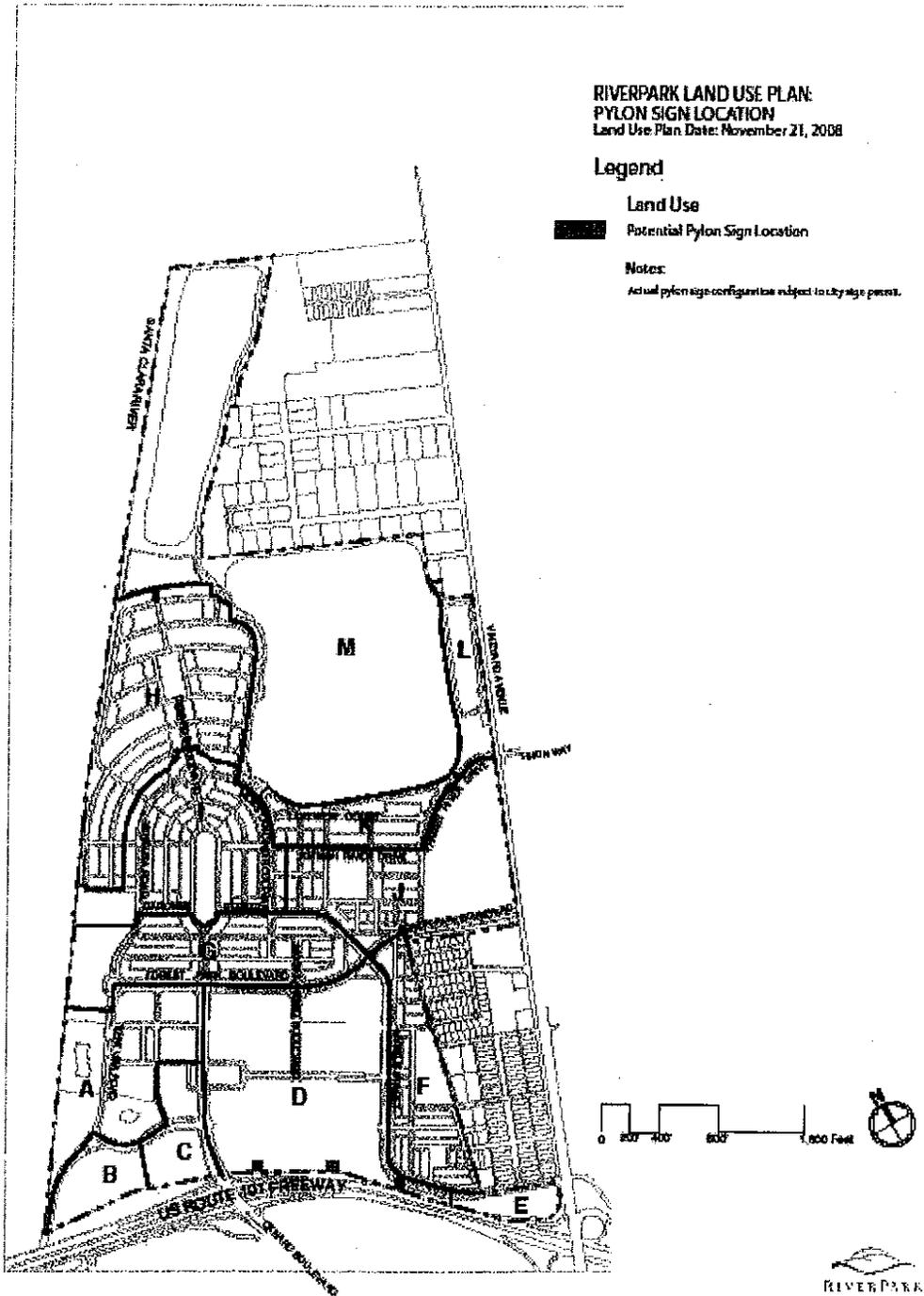
\_\_\_\_\_  
Dr. Thomas E. Holden, Mayor

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

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Alan Holmberg, City Attorney

Exhibit "A"



November 21, 2008  
 Land Use Plan Date:  
 November 21, 2008

**LAND USE PLAN: PYLON SIGN LOCATION**

prepared for RiverPark Development, LLC by AC Martin Partners with  
 RTKL / EDRA / CRAIN AND ASSOCIATES / WILLIAM HIZMALHALCH ARCHITECTS / HUFFY-ZOLLARS



**5.HH**

ATTACHMENT 1  
 PAGE 3 OF 3  
 EXHIBIT A



**Planning Division**

**PLANNING COMMISSION  
STAFF REPORT**

**TO:** Planning Commission  
**FROM:** Linda Windsor, Associate Planner  
**DATE:** March 19, 2009  
**SUBJECT:** Planning and Zoning Permit No. 09-630-02, (Specific Plan Amendment to the RiverPark Specific Plan: freeway-oriented sign). Located on the north side of the 101 Freeway between RiverPark Boulevard and North Oxnard Boulevard.

- 1) **Recommendation:** That the Planning Commission adopt a resolution recommending that the City Council approve Planning and Zoning Permit No. 09-630-02, an amendment to the RiverPark Specific Plan, subject to certain findings and conditions.
- 2) **Project Description and Applicant:** Request to modify regulations within the RiverPark Specific Plan to allow one freeway oriented sign at The Collection Shopping Center. The sign would be a maximum height of 60 feet tall and situated on the southern edge of the shopping center, on the north side of the 101 Freeway, between North Oxnard Boulevard and RiverPark Boulevard. The site is within District D of the RiverPark Specific Plan Area and also within the Historic Revitalization and Enhancement of Oxnard (HERO) redevelopment area. Filed by RiverPark Collection LLC (Shea Properties LLC), 30699 Russell Ranch Road, Suite 290, Westlake Village, CA 91362.
- 3) **Existing & Surrounding Land Uses:** The subject site consists of the southerly portion of Planning District D of the *RiverPark Specific Plan* area (APN: 132-0-110-115, 132-0-110-125, 132-0-110-215, 132-0-110-225, 132-0-110-235), and is bounded by: the balance of District D to the north; the 101 freeway to the south; residential District F to the east; and commercial Districts C and A to the west. The regional commercial retail center known as "The Collection" is under construction on this site.
- 4) **General Plan Policies, Specific Plan and Land Use Designation Conformance:** The *2020 General Plan* land use map designates the subject project area for Commercial Regional and Open Space Park. The *RiverPark Specific Plan* Land Use Map (Exhibit 2B, attached) designates District D of the subject property for Commercial: Regional and Open Space: Park Space. In adopting the *RiverPark Specific Plan*, the Planning Commission and City Council determined that the Specific Plan is consistent with the *2020 General Plan*. In approving a Design Development Review permit for The Collection shopping center, the Development Services Director determined that the shopping center is in conformance with the policies, land use designations and development standards of the RiverPark Specific Plan.

**5) Environmental Determination:** In accordance with the California Environmental Quality Act (CEQA), an environmental impact report (EIR No. 00-03) was prepared to analyze potential environmental impacts associated with the approval and the implementation of the *RiverPark Specific Plan* and the anticipated build out of the 701-acre Specific Plan site. On July 16, 2002, the City Council adopted Resolution No. 12,209 upholding the Planning Commission's decision certifying the environmental impact report (State Clearinghouse No. 2000051046) and adopting findings of fact, statement of overriding considerations and mitigation monitoring and reporting program.

Planning staff has prepared an Addendum to the certified EIR to evaluate the environmental impacts of the proposed specific plan amendment (see Attachment C). This proposed specific plan amendment allowing a freeway oriented sign does not change the use or intensity of land uses on the site, since it is an accessory structure to the commercial uses in this area that were evaluated by the EIR. The inclusion of a freeway-oriented sign does not create any additional environmental impacts not previously analyzed in the EIR. Therefore, staff has determined that there is no substantial evidence that the specific plan amendment may have a significant effect on the environment. Accordingly, neither a supplement to the EIR nor a subsequent EIR is required. Pursuant to section 15164 of the CEQA Guidelines, the Commission shall consider the Addendum with the EIR prior to making a decision on the specific plan amendment.

**6) Analysis:**

a) **General Discussion:** Section 5.9.3.3 of the RiverPark Specific Plan "Freeway Oriented Pole Signs" states (in its entirety) that "Tall freeway-oriented pole signs are not permitted." The applicant has indicated that the regional retail center known as The Collection would benefit from the tenant attraction/retention and customer attraction that a freeway-oriented sign would provide. This amendment refers only to signs more than 6 feet tall, since monument signs 6 feet or shorter are allowed by the current specific plan sign regulations.

The amended text is as follows:

*5.9.3.3 Freeway-Oriented Signs*

- One (1) freeway-oriented sign shall be permitted in Planning District D. Such freeway-oriented sign shall be located in one of the areas depicted on Exhibit 5.HH, or in another location approved by the Development Services Director or designee ("Director"). Such freeway-oriented sign shall be limited to identifying the name of shopping center and major tenant(s) operating in the commercial areas of Planning Districts C or D. The freeway-oriented sign may be internally illuminated or otherwise illuminated as approved by the Director. The freeway-oriented sign shall not exceed sixty (60) feet in height. The size, sign area, design of and materials used for such freeway-oriented sign shall be complementary to the signage for regional commercial development in Planning District D, as approved by the Director.

- Approval of a Development Design Review Permit by the Director shall be required for the freeway-oriented sign.
- Except as provided in this Section, freeway-oriented signs taller than six feet are not permitted.

The amended section limits the following:

1. Only one freeway-oriented sign over six feet tall will be allowed.
2. The text on the sign may only be the name of the retail centers and major tenants in Districts C and D.
3. The location of the freeway-oriented sign may be at one of three possible locations, as indicated in Exhibit 5HH, which identifies the three possible locations.
4. The maximum height of the sign is restricted to 60 feet tall
5. The sign may be internally illuminated, or illuminated in some other manner (to allow for technological advances in sign lighting), as approved by the Development Services Director.
6. The design, size and materials must be complimentary to that of the retail center.

The final design, sign area, materials, type of illumination, and location of the sign, will be subject to a separate Design Development Review permit to be approved by the Development Services Director. The design elements, materials and the area of the sign will be addressed as part of the Development Design Review permit review process. For reference, a sign created from the standards within the amendment would be at least 15 feet lower in height than the 75' tall freeway sign approved by the Planning Commission as part of the Esplanade Shopping Center project.

The applicant has provided an example sign design, and photo-simulations of the sign in each of the three locations (see Attachment D). The applicant is not requesting approval of this sign design as part of this specific plan amendment. As noted previously, approval of this sign design, materials and exact location would require approval of a Design Development Review permit.

No other changes to the RiverPark Specific Plan are proposed with this amendment. The regulations for the specific plan area's directional signs, entry monument signs, and on-building signs remain unchanged.

**Attachments:**

- A. Project Maps (vicinity, general plan, specific plan)
- B. Exhibit 2B, RiverPark Land Use Designation Map
- C. Addendum to EIR No. 00-03
- D. Freeway-Oriented Sign Example (not an actual proposed sign)
- E. Resolution (including Exhibit 5HH, Land Use Plan: Potential Sign Locations)

Prepared by: <u>LJW</u> LJW
Approved by: <u>SM</u> SM



# General Plan Map



**RIVERPARK LAND USE PLAN:  
PERMITTED USES**  
Land Use Plan Date: February 14, 2002

**Legend**

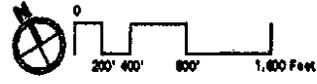
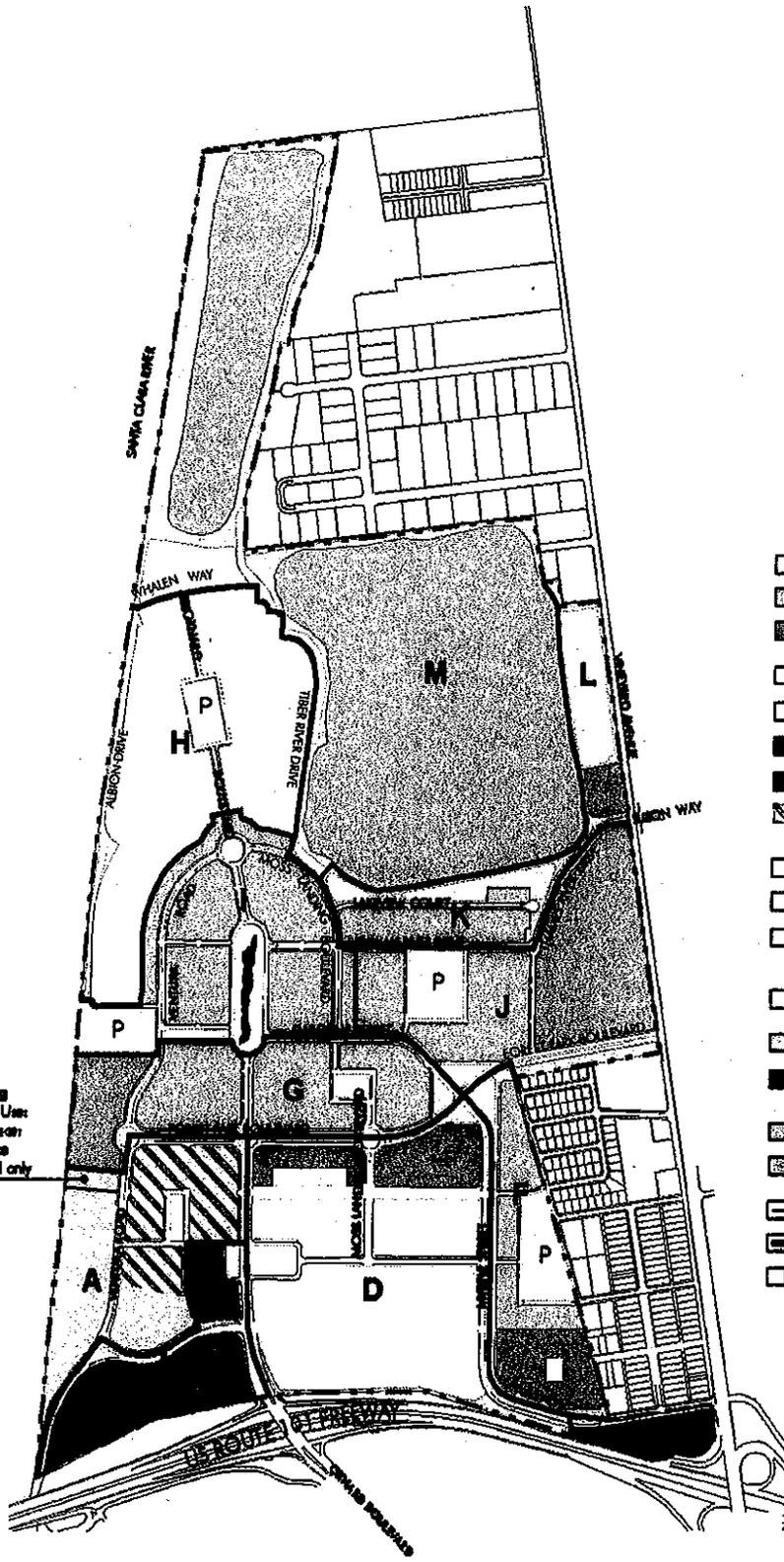
**Planning Districts**

- A Mixed Use/Office District
- B West Peripheral Commercial District
- C Convention/Hotel District
- D Town Square Commercial District
- E East Peripheral Commercial District
- F Vineyards Neighborhood District
- G Village Square Neighborhood District
- H RiverPark Crescent Neighborhood District
- I RiverPark Loop Neighborhood District
- J RiverPark Mews Neighborhood District
- K Lakeside Neighborhood District
- L Public Facility District
- M Water Storage/Recharge Basins & Storm Water Control District

**Land Use**

- Residential: Low Medium (8-12 DU/gross acre)
- Residential: Medium (12-18 DU/gross acre)
- Residential: High (18-30 DU/gross acre)
- Commercial: Regional
- Commercial: Office
- Commercial: Convention/Hotel
- Commercial: Retail/Office
- Mixed Uses: Residential: High/Commercial: Office
- Open Spaces: Park Space
- Open Spaces: Neighborhood Parks
- Open Spaces: Landscaped Buffer
- Open Spaces: Miscellaneous: Dry Swales/Detention Basins
- Open Spaces: Miscellaneous: Water Storage/Recharge Basins
- Open Spaces: Miscellaneous: Water Feature
- Schools/Community Park
- Public Facilities
- Specific Plan Area
- Planning District Boundary
- Planning District Designation

Underlying Permitted Uses:  
Open Spaces:  
Park Space  
(this parcel only)



RIVERPARK  
exhibit

**B**

**LAND USE PLAN: PERMITTED USES**

August 27, 2002

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

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# RiverPark Project Specific Plan

## Addendum to Final Environmental Impact Report No. 00-03 (SCH 2000051046)

Specific Plan Amendment for Freeway-Oriented Sign

*prepared by:*

**City of Oxnard**  
**Planning Division**  
214 South C Street  
Oxnard, California 93030

### SUMMARY

This document is an addendum to the RiverPark Specific Plan Final EIR. The addendum concludes that there are no additional possible environmental effects associated with the addition of a single freeway-oriented sign in District D of the RiverPark Specific Plan area. Shea Properties (dba RiverPark Collection, LLC) has requested a specific plan amendment to allow construction of a freeway-oriented sign within The Collection shopping center. Section 5.9.3.3 of the RiverPark Specific Plan prohibits “tall freeway-oriented pole signs” within the RiverPark Specific Plan area.

Section 15164 of the State California Environmental Quality Act (CEQA) Guidelines states that an addendum to a previously adopted EIR is the appropriate environmental document in instances when no conditions exist that would trigger a subsequent EIR. Three tests determine if a subsequent EIR is required (Section 15162(a)). They are:

1. Substantial changes to the project lead to a substantial increase in the severity of previously identified environmental effects;
2. Substantial changes have occurred with respect to the circumstances under which the project is undertaken;
3. New information of substantial importance that was not known or could not have been known at the time of the MND adoption shows any of the following:
  - a. The project will have effects not previously discussed,
  - b. Significant effects previously examined will be substantially more severe than previously estimated,
  - c. Mitigation measures previously found infeasible would now be feasible and would substantially reduce effects of the project, and/or
  - d. Different mitigation measures from those included in the MND would substantially reduce effects.

1. In the first test, the sign is an accessory structure to a commercial area which was examined by the EIR as part of the project description. The sign does not change the land use type or intensity on this site from the uses and intensity described in the specific plan and therefore will not result in effects not previously discussed. (see Attachment A).

The only potential environmental effect related to this project would be aesthetics. The Aesthetics section in the RiverPark Specific Plan EIR determined that no unavoidable significant impacts to the visual character would result from the RiverPark project, since the development of RiverPark would not obstruct long range views of the mountains and hills in the Los Padres National Forest to the north from the Ventura Freeway and Vineyard Avenue. In addition, the height and character of the commercial development was determined to be consistent with existing development in the area. The proposed sign does not represent a change or increase in land use type or intensity. In addition, the proposed sign would also not block long range views identified above. The proposed sign is shorter than other signs along the freeway corridor in this area. Therefore, the proposed amendment would not create additional environmental impacts.

2. In the second test, staff determined that circumstances surrounding the project have not substantially changed with regard to issues, facts, and mitigations included in the RiverPark Specific Plan FEIR. The project buildout has not changed from that evaluated by the EIR, nor have the environs adjacent to the project site. The commercial area is currently under construction as foreseen in the specific plan, and the proposed sign does not change the intensity or land use of the shopping center.

3. In the third test, staff determined that no new information of substantial importance that was not known or could not have been known at the time of the RiverPark Specific Plan EIR certification shows that the project will have effects not previously discussed, that significant effects previously examined will be substantially more severe than previously estimated, that

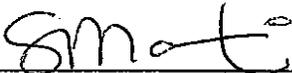
mitigation measures previously found infeasible would now be feasible and would substantially reduce effects of the project, and/or that different mitigation measures would substantially reduce effects.

The proposed specific plan amendment includes language allowing for the freeway-oriented sign up to a maximum height of 60 feet, in one of three designated locations in District D of the Specific Plan area. The three possible locations are shown on an exhibit that will be incorporated into the specific plan. The proposed sign would be visible from the US 101 Freeway and RiverPark Boulevard, as well as from the parking area south of the buildings.

All mitigation measures included in the EIR would continue to apply and design of the structure would be subject to review by the RiverPark Town Planner/Architect and the City of Oxnard, as part of a Development Design Review permit. Current applicable development and environmental standards such as landscaping and lighting control would be applied to the project.

The revised specific plan text is shown as Attachment A, and the new exhibit showing the three potential sign locations is shown as Attachment B.

The Environmental Impact Report with comments and responses and record of project approval may be examined at the City of Oxnard, Planning Division, 214 South C Street, Oxnard, California 93030. Please call (805) 385-7858 to arrange a file review time.

  
\_\_\_\_\_  
Susan L. Martin, AICP  
Planning Division Manager

3/11/09  
\_\_\_\_\_  
Date

## ATTACHMENT A

This amendment to the RiverPark Specific Plan consists of a change in the text of the specific plan and the addition of a new exhibit.

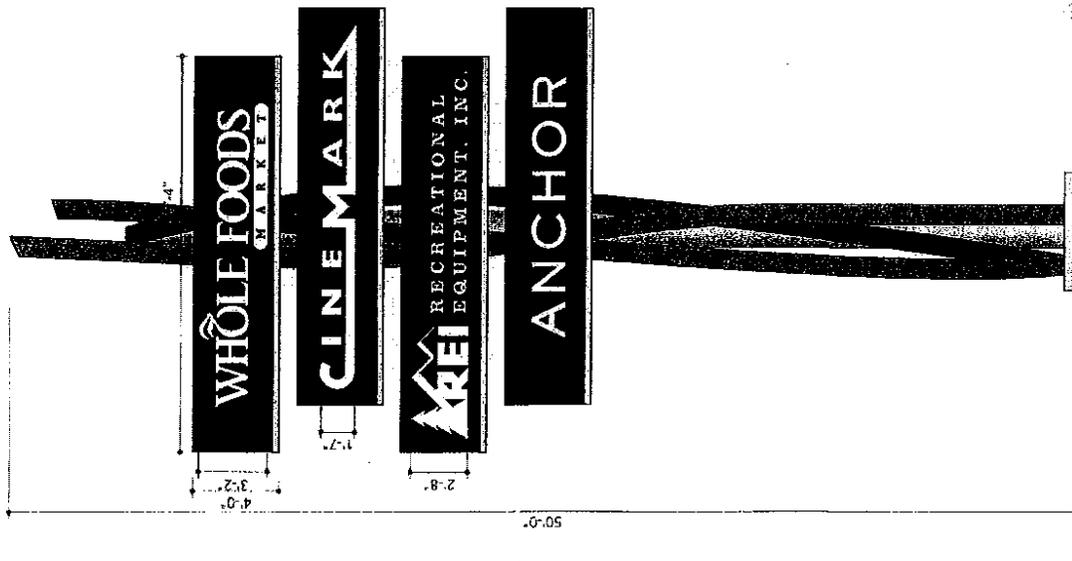
The text change consists of the following:

## 5.9.3.3 Freeway-Oriented Pole Signs

~~Tall freeway-oriented pole signs are not permitted.~~

- One (1) freeway-oriented sign shall be permitted in Planning District D. Such freeway-oriented sign shall be located in one of the areas depicted on Exhibit 5.HH, or in another location approved by the Development Services Director or designee ("Director"). Such freeway-oriented sign shall be limited to identifying the name of shopping center and major tenant(s) operating in the commercial areas of Planning Districts C or D. The freeway-oriented sign may be internally illuminated or otherwise illuminated as approved by the Director. The freeway-oriented sign shall not exceed sixty (60) feet in height. The size, sign area, design of and materials used for such freeway-oriented sign shall be complementary to the signage for regional commercial development in Planning District D, as approved by the Director.
- Approval of a Development Design Review Permit by the Director shall be required for the freeway-oriented sign.
- Except as provided in this Section, freeway-oriented signs taller than six feet are not permitted

Exhibit 5HH (attached) would be added to the RiverPark Specific Plan. The exhibit shows three possible locations for the freeway-oriented sign.



① Front Elevation  
Scale 3/16" = 1'



② Top Elevation  
Scale 3/16" = 1'

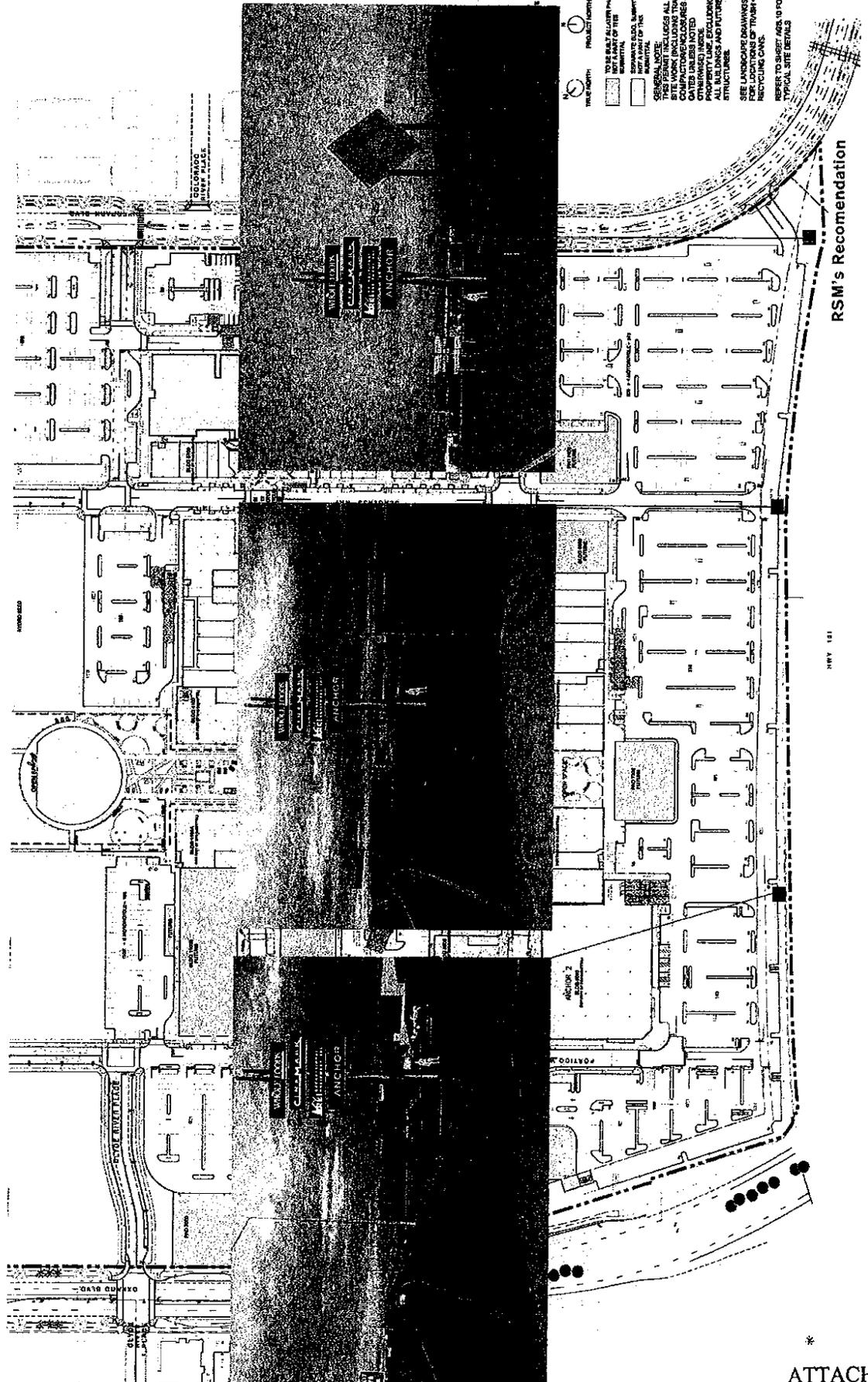
Freeway Pylon Identity

DRAWING FOR DESIGN INTENT ONLY. All drawings and written materials appearing herein constitute original and unpublished work of Redmond Schwartz Mark Design, Inc. and may not be used or disclosed without prior written consent of Redmond Schwartz Mark Design, Inc.

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08.21.07  
10.3.07  
10.9.08

DWG. NO.  
55



**PROJECT IDENTITY**  
TO BE BUILT QUALITY PARK  
REQUIREMENTS OF THIS  
SUBMITTAL  
SCHEDULED TO BE  
MAINTAINED

**GENERAL NOTE:**  
SITE WORKS INCLUDES ALL  
CONTRACTOR ENCLOSURES &  
GATES UNLESS NOTED  
PROPERTY LINE EXCLUDING  
ALL BUILDINGS AND FUTURE  
STRUCTURES  
SEE LANDSCAPE DRAWINGS  
FOR LOCATIONS OF TRUSH-  
RECYCLING CANES  
REFER TO SHEET AHS-10 FOR  
TYPICAL SITE DETAILS

RSM's Recommendation

Freeway Pylon Identity - Locations

**DRAWING FOR DESIGN INTENT ONLY** All drawings and written material appearing herein constitute original and unpublished work of Richmond Schwartz Mack Design Inc. and may not be used or replicated without prior written consent of Richmond Schwartz Mack Design Inc.  
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RESOLUTION NO. 2009-11

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF OXNARD RECOMMENDING THAT CITY COUNCIL ADOPT AN ORDINANCE APPROVING PLANNING AND ZONING PERMIT NO. 09-630-02 (SPECIFIC PLAN AMENDMENT) REVISING THE TEXT OF THE RIVERPARK SPECIFIC PLAN TO ALLOW A FREEWAY-ORIENTED SIGN, AND ADDING EXHIBIT 5HH TO SECTION NO. 5 (LANDSCAPE MASTER PLAN), SHOWING POSSIBLE LOCATIONS OF SUCH SIGN, WITHIN SPECIFIC PLAN DISTRICT D, LOCATED NORTH OF THE 101 FREEWAY, EAST OF OXNARD BOULEVARD, WEST OF VINEYARD AVENUE AND GENERALLY SOUTH OF THE DISTRICT D RESIDENTIAL NEIGHBORHOODS. FILED BY SHEA PROPERTIES, LLC, DBA RIVERPARK COLLECTION LLC, 30699 RUSSELL RANCH ROAD, SUITE 290, WESTLAKE VILLAGE, CA 91361.

WHEREAS, the Planning Commission of the City of Oxnard has considered the proposed amendment to Section 5 of the RiverPark Specific Plan relating to development standards for signs in the specific plan area; and

WHEREAS, the Planning Commission has considered the certified environmental impact report for the RiverPark Specific Plan Project (EIR No. 00-03) and an Addendum to EIR No. 00-03 for the proposed RiverPark Specific Plan amendment, 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 sign is an accessory structure 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 Planning Commission finds, after due study, deliberation and public hearing, that the project is a logical refinement of the RiverPark Specific Plan; that the proposed specific plan amendment conforms with adopted City standards, is in conformance with the General Plan, 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. 09-630-02 (Specific Plan Amendment), to amend the RiverPark Specific Plan by changing the following sections, to read:

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*

- *One (1) freeway-oriented sign shall be permitted in Planning District D. Such freeway-oriented sign shall be located in one of the areas depicted on Exhibit 5.HH,*

*or in another location approved by the Development Services Director or designee ("Director"). Such freeway-oriented sign shall be limited to identifying the name of shopping center and major tenant(s) operating in the commercial areas of Planning Districts C or D. The freeway-oriented sign may be internally illuminated or otherwise illuminated, as approved by the Director. The freeway-oriented sign shall not exceed sixty (60) feet in height. The size, sign area, design of and materials used for such freeway-oriented sign shall be complementary to the signage for regional commercial development in Planning District D, as approved by the Director.*

- *Approval of a Development Design Review Permit by the Director shall be required for the freeway-oriented sign.*
- *Except as provided in this Section, freeway-oriented signs taller than six feet are not permitted.*

Part 2: Exhibit 5HH (Exhibit "A" of this resolution) shall be incorporated into the Specific Plan to show the potential locations of the freeway-oriented sign described in Part 1 of this resolution.

PASSED and ADOPTED by the Planning Commission of the City of Oxnard on this 19th day of March, 2009, by the following vote:

AYES: Commissioners Sanchez, Medina, Elliott, Mullen, Dean, Frank

NOES: None

ABSENT: Commissioner Okada

\_\_\_\_\_  
Deirdre Frank, Chair

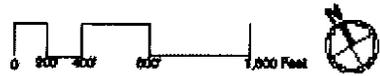
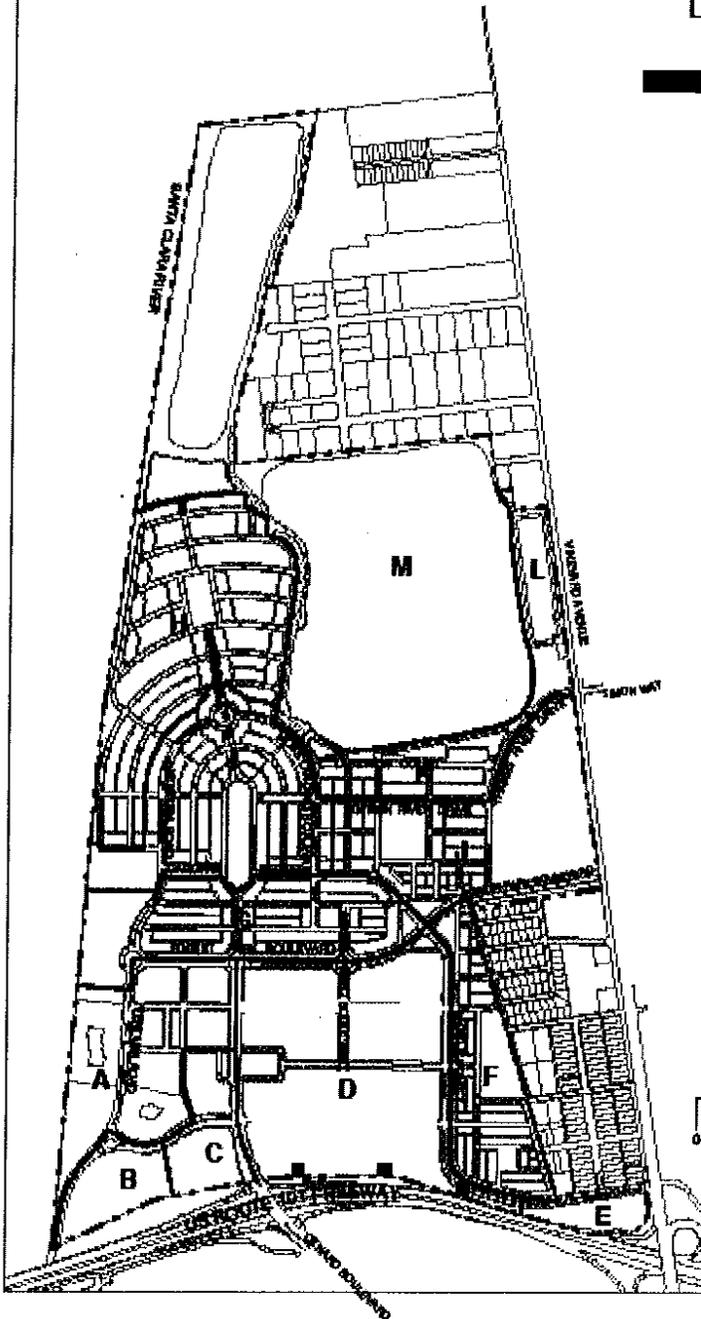
ATTEST: \_\_\_\_\_  
Susan L. Martin, Secretary

**RIVERPARK LAND USE PLAN:  
PYLON SIGN LOCATION**  
Land Use Plan Date: November 21, 2008

**Legend**

- Land Use
- Potential Pylon Sign Location

**Notes:**  
Actual pylon sign configuration subject to city sign permit.



November 21, 2008  
Land Use Plan Date:  
November 21, 2008

**LAND USE PLAN: PYLON SIGN LOCATION**

prepared for RiverPark Development, LLC by AC Martin Partners with  
RTKL / EDGA / CRAIN AND ASSOCIATES / WILLIAM HYZMALMALCH ARCHITECTS / HUIYI-ZOLLARS

**5HH**

## PZ 08-630-02

### ■ Amendment to RiverPark Specific Plan

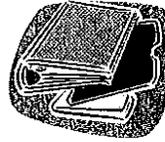
Applicant: RiverPark Collection LLC

March 19, 2009

Oxnard Planning Commission

1

## Project Request



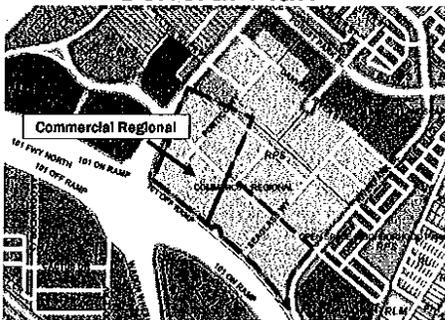
- Amendment to RiverPark Specific Plan to modify sign regulations
- To allow a freeway-oriented sign

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## General Plan



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## Project Location

- North of US 101
- Between RiverPark Bl and Oxnard Bl
- The Collection Shopping Center



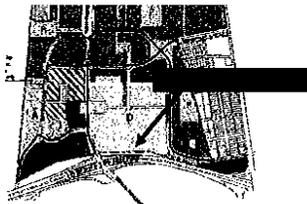
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## RiverPark Land Use Plan

Land Use	
	Medium Density Residential (R2) (200 sq ft)
	Single-Family Residential (R1) (200 sq ft)
	Medium Density Residential (R2) (200 sq ft)
	Commercial Light
	Commercial Office
	Commercial General Retail
	Commercial Retail Office
	Heavy Industrial (I1) (200 sq ft)
	Open Space Park Space
	Open Space High School Park
	Open Space Landscaped Park



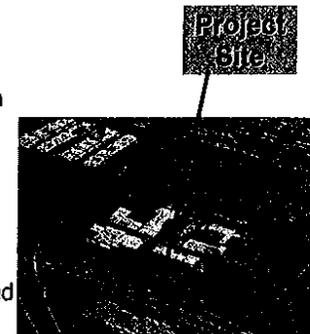
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## Aerial View

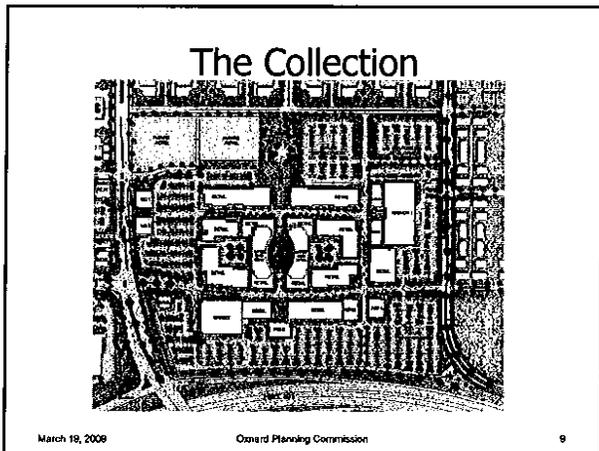
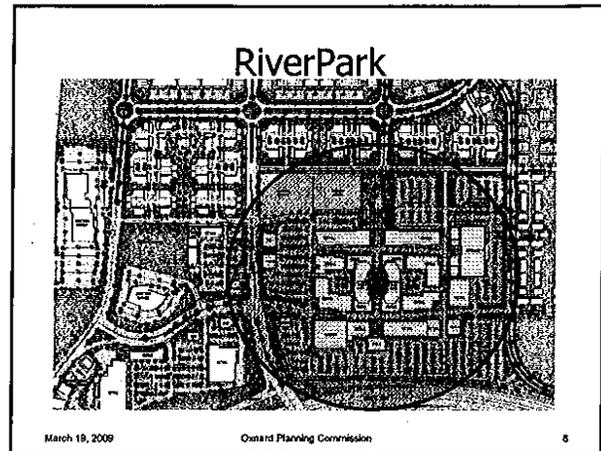
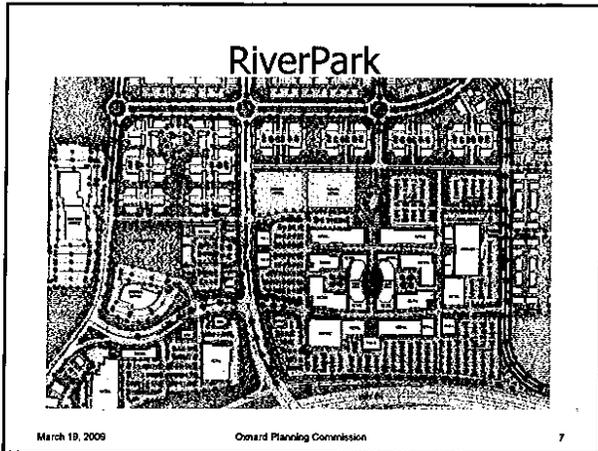
- North: The Collection (under construction)
- East: parking area, townhomes
- South: US 101 Freeway, Esplanade beyond
- West: vacant, planned shopping center



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### Environmental Determination

- Addendum to Specific Plan EIR prepared
- No evidence that Specific Plan Amendment would have a significant effect on the environment.

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### Current Specific Plan Wording

***Section 5.9.3.3: Freeway Oriented Pole Signs***

**Tall freeway-oriented pole signs are not permitted.**

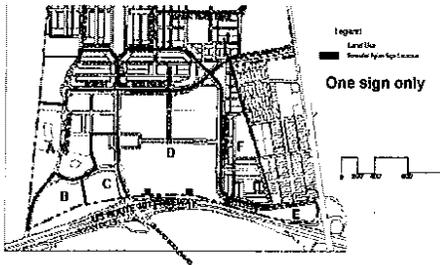
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### Amendment Summary

- Name of retail centers and major tenants only
- Only 1 sign at 1 of 3 possible locations. (Exhibit 5HH)
- Maximum sign height = 60 feet tall
- Design, size and materials to compliment retail center
- Approval of DDR required for final location, design and size

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## Potential Locations



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## Recommendation

- Recommend City Council approval of PZ 08-630-02 (Specific Plan Amendment), subject to certain findings and conditions

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