



Meeting Date: 10/26/10

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 (Info/consent)
<input type="checkbox"/> Other	<input type="checkbox"/> Other _____

Prepared By: Kathleen Mallory, AICP, Contract Planner

Agenda Item No. **K-2**

Reviewed By: City Manager *[Signature]* City Attorney *[Signature]* Finance *[Signature]* Other (Specify) _____

DATE: October 19, 2010

TO: City Council

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

SUBJECT: Planning and Zoning Permit No. 10-630-01 (Amendment to Rose-Santa Clara Corridor Specific Plan) to Amend the Sign Guidelines and Standards Section of the Rose-Santa Clara Corridor Specific Plan for the Marketplace Shopping Center Located West of Paseo Mercado, and North of Ventura Boulevard. Filed by Parkstone Companies.

RECOMMENDATION

That City Council approve the first reading by title only and subsequent adoption of an ordinance approving Planning and Zoning Permit No. 10-630-01 (Specific Plan Amendment) amending the Rose-Santa Clara Corridor Specific Plan to allow the installation of one 25-foot tall pylon sign within the landscaped median parallel to Ventura Boulevard, for the Marketplace Shopping Center (1801-1941 Ventura Boulevard). The project area is generally located west of Paseo Mercado, North of Ventura Boulevard.

DISCUSSION

On September 2, 2010, the Planning Commission unanimously adopted Resolution No. 2010-27, recommending that the City Council amend the Rose-Santa Clara Corridor Specific Plan to allow the installation of one 25-foot tall pylon sign within the landscaped median parallel to Ventura Boulevard, immediately west of Paseo Mercado. The new sign would be designed to match the approved color schemes for the center.

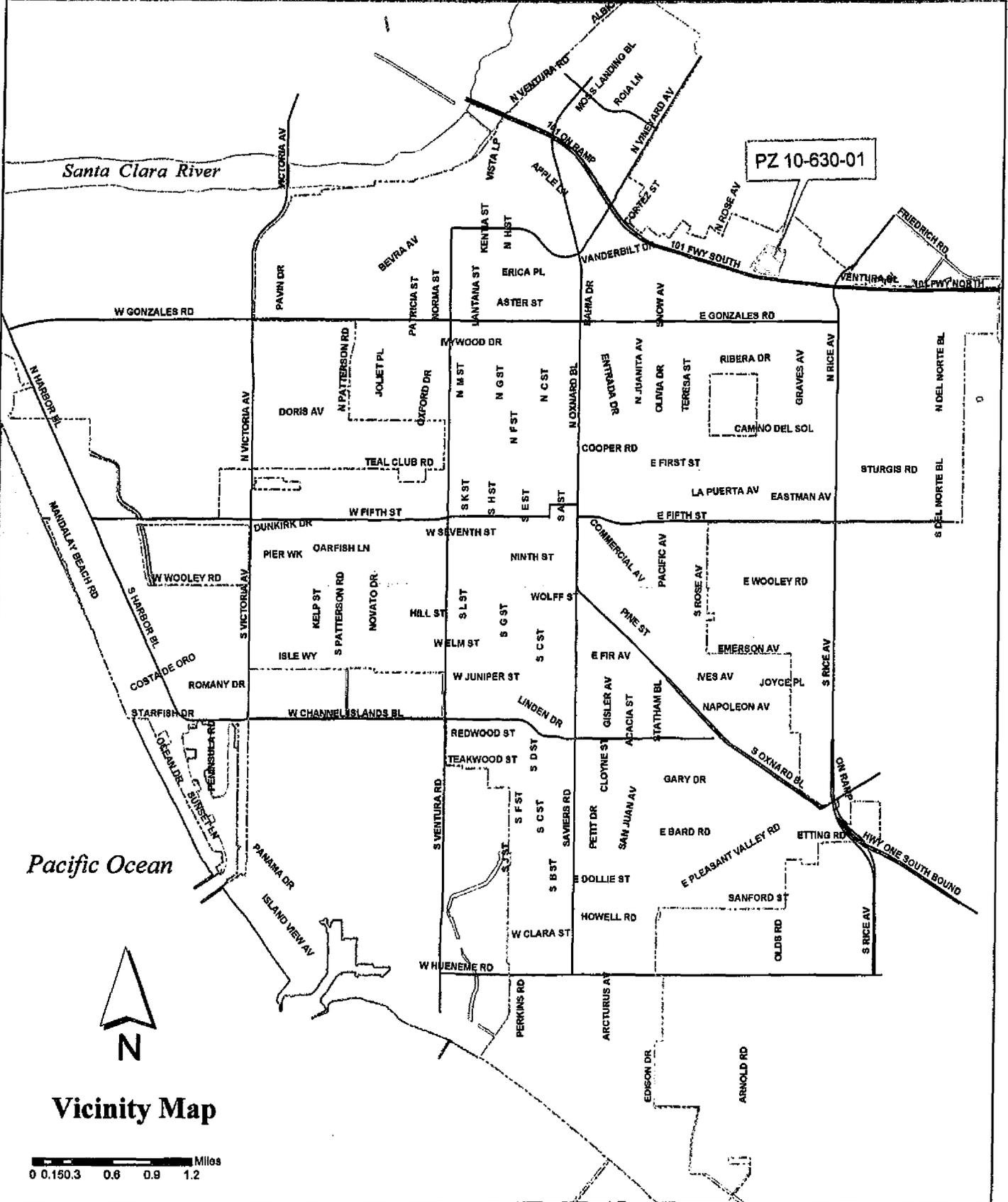
The intent of the proposed sign is to provide advertising space to tenants in the rear of the Marketplace shopping center. Attraction of tenants into these spaces has become increasingly difficult. Recently, in order to secure tenants into these spaces tentative lease agreements have been signed contingent upon installation of the proposed sign. Installation of the proposed sign is in keeping with the City's desire to encourage businesses to expand or relocate to the City of Oxnard. The Marketplace currently has an 11% vacancy rate. The installation of the proposed sign will assist in revitalization of the shopping center and facilitate business retention and attraction.

FINANCIAL IMPACT

Unknown, but anticipated to result in an increase in financial revenues associated with increased center visibility.

KM/KM

Attachment #1 - Property Vicinity, General Plan and Zoning Maps
#2 - Proposed Ordinance, plan and sign details
#3 - Planning Commission Staff Report



PZ 10-630-01

Pacific Ocean



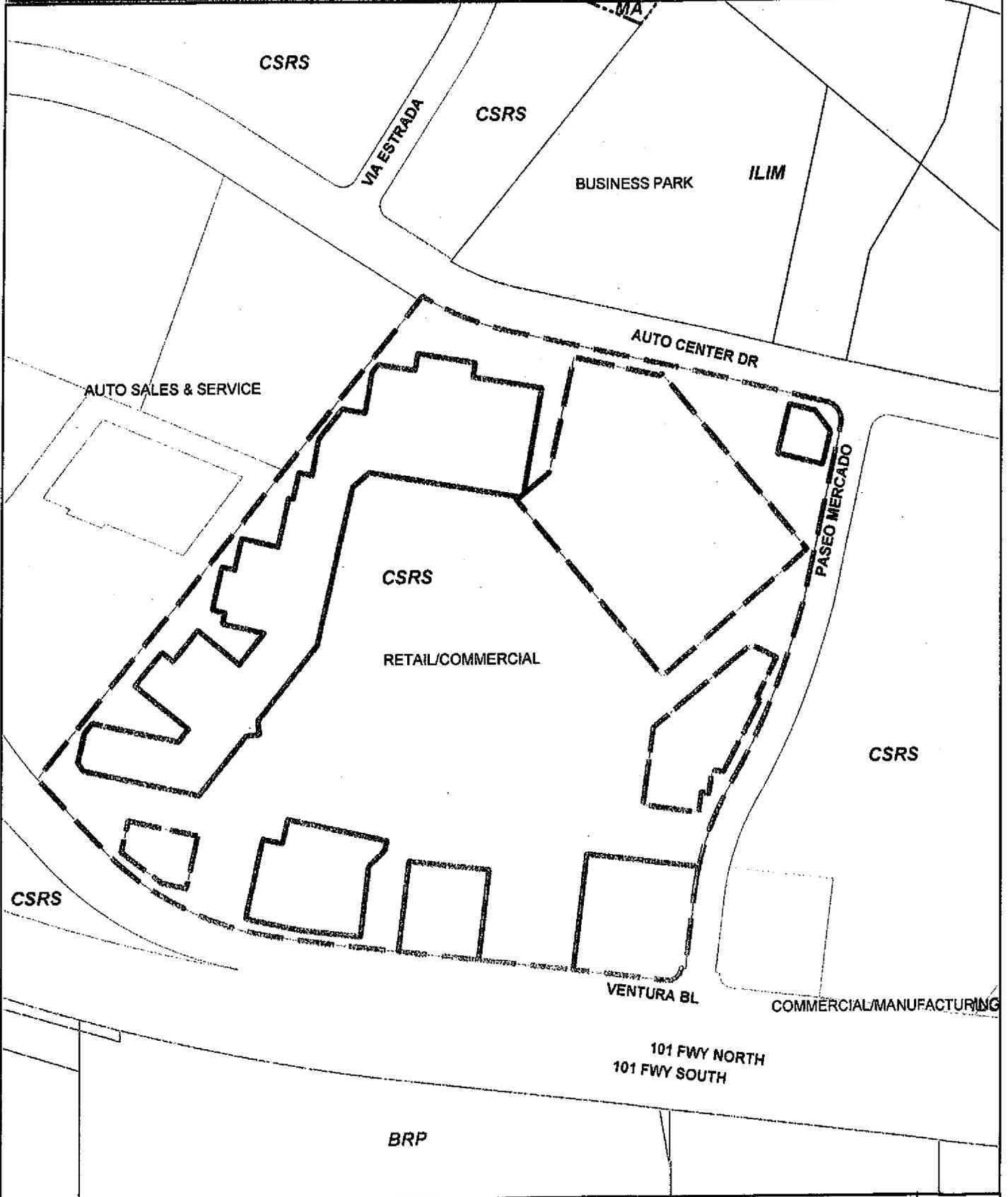
Vicinity Map

0 0.150.3 0.6 0.9 1.2 Miles



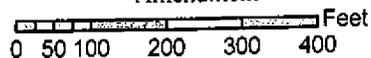
PZ 10-630-01
 Location: 1801-1941 Ventura Bl
 Rose Santa Clara Specific Plan
 Amendment

ATTACHMENT 1
 PAGE 1 OF 3



Oxnard Planning
August 10, 2010

PZ 10-630-01
Location: 1801-1941 Ventura Bl
Rose Santa Clara Specific Plan
Amendment



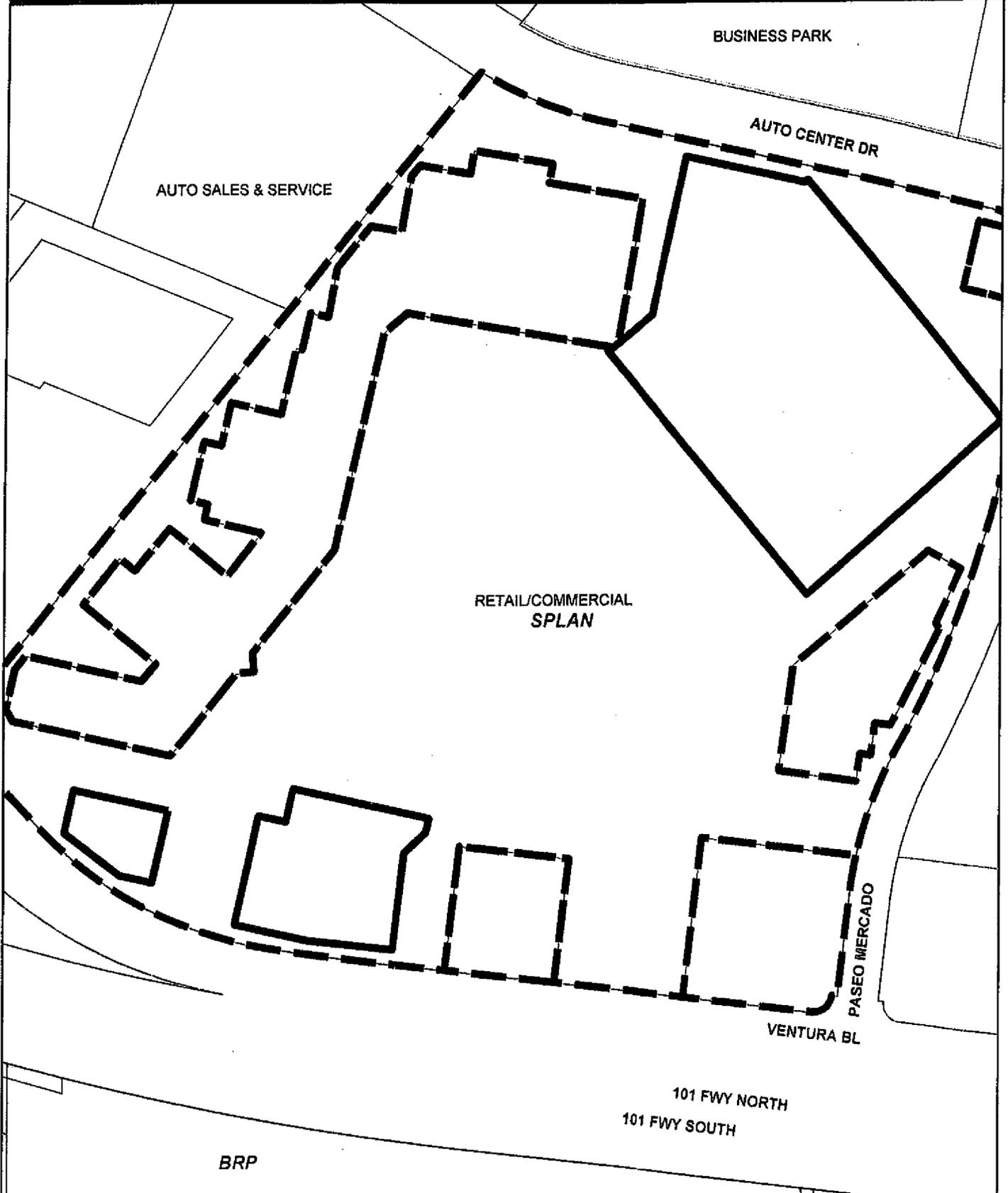
General Plan Map

ATTACHMENT 1

PAGE 2 OF 3



1:2,973



PZ 10-630-01
 Location: 1801-1941 Ventura Bl
 Rose Santa Clara Specific Plan
 Amendment

0 37.5 75 150 225 300 Feet

Zone Map

ATTACHMENT 1

PAGE 3 OF 3



CITY COUNCIL OF THE CITY OF OXNARD

ORDINANCE NO.

AN ORDINANCE OF THE CITY OF OXNARD, CALIFORNIA, APPROVING PLANNING AND ZONING PERMIT NO. 10-630-01 (SPECIFIC PLAN AMENDMENT) AMENDING SECTION 6.7.3 B. (ADDITION OF ONE 25-FOOT TALL PYLON SIGN) FOR THE MARKETPLACE SHOPPING CENTER, LOCATED NORTH OF VENTURA BOULEVARD, AND WEST OF PASEO MERCADO. FILED BY PARKSTONE COMPANIES, 860 HAMPSHIRE ROAD, SUITE U, WESTLAKE VILLAGE, CA 91361.

WHEREAS, on September 2, 2010, the Planning Commission approved Resolution No. 2010-27 recommending that City Council adopt an ordinance approving Planning and Zoning Permit No. 10-630-01 (Specific Plan Amendment) to amend the Rose-Santa Clara Corridor Specific Plan, filed by the Parkstone Companies; and

WHEREAS, the City Council has held a public hearing and received and reviewed written and oral comments related to the Specific Plan Amendment No. 10-630-01; and

WHEREAS, the City Council finds after due study and deliberation that the proposed amendment is consistent with the 2020 General Plan and that the public interest and general welfare require the adoption of Specific Plan Amendment No. 10-630-01; and

WHEREAS, the Rose-Santa Clara Corridor Specific Plan provides plans, regulations, conditions and programs for development, and the amendments affect various sections of the Specific Plan; and

WHEREAS, in accordance with the California Environmental Quality Act, the Planning Division Manager has determined that the proposed project is exempt from environmental review in accordance with Section 15303 (Class 3: New construction of small structures) of the CEQA Guidelines.

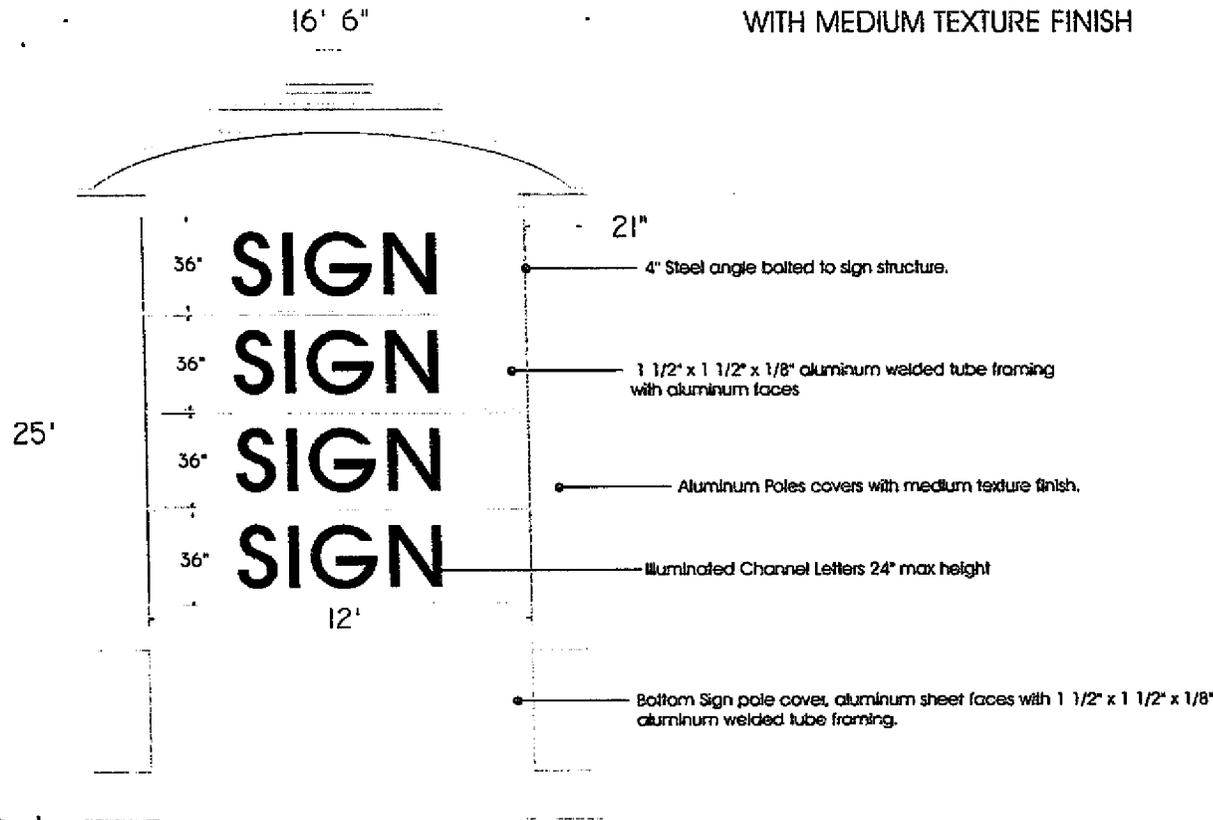
NOW, THEREFORE, the City Council of the City of Oxnard does ordain as follows:

Part 1. Section 6.7.3 B. of the Rose-Santa Clara Corridor Specific Plan is hereby amended creating item 4 of this subsection for the Marketplace Shopping Center within the Rose-Santa Clara Corridor Specific Plan to allow the installation of one 25-foot tall pylon sign as shown within Exhibit A, and placed within the landscaped area identified within Exhibit B, hereto attached.

Part 2. 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 October 19, 2010, and finally adopted on _____, 2010, to become effective thirty days thereafter.

A

CUSTOM FABRICATED SIGN WITH MEDIUM TEXTURE FINISH



781 Commercial Ave. Oxnard, CA 93090
 Office 806-486-9411 Fax 806-487-9774
 www.VogueSigns.com

GRAPHIC SKETCH

Job Name:	Market Place
Date:	6-14-10
Address:	
City, State:	Oxnard, CA
Scale:	NTS
Salesperson:	Christian Muldoon
Drawn by:	Victoria Alvarez / Jesse Humphrey
Page:	

REV

CUSTOMER APPROVAL COPY, COLORS, & SIZE

SIGNATURE _____ DATE _____

LANDLORD APPROVAL

SIGNATURE _____ DATE _____

VOGUE SIGN INC WILL ONLY CONNECT TO EXISTING DEDICATED SIGN CIRCUIT PER ARTICLE 900 OF THE NEC. PRIMARY ELECTRICAL TO SIGN LOCATIONS IS THE RESPONSIBILITY OF CUSTOMER



SURVEYING - RESEARCH - CREATION OF PLAN

THESE PLANS ARE EXCLUSIVE PROPERTY OF VOGUE SIGNS INC. AND ARE THE BEST OF ORIGINAL WORK OF ITS EMPLOYEES. THEY ARE SUBMITTED TO YOUR COMPANY FOR THE SOLE PURPOSE OF YOUR CONSIDERATION OF WHETHER TO PURCHASE FROM VOGUE SIGNS INC. SIGNS MANUFACTURED ACCORDING TO THESE PLANS. DISTRIBUTION OR REPRODUCTION OF THESE PLANS TO ANYONE OTHER THAN EMPLOYEES OF YOUR COMPANY OR USE OF THESE PLANS TO CONSTRUCT A SIGN SIMILAR TO THE ONE(S) SHOWN HEREIN, IS EXPRESSLY FORBIDDEN. IN THE EVENT THAT SUCH EVENT OR REPRODUCTION OCCURS, VOGUE SIGNS INC. WILL WAIVE \$2500 IN COMPENSATION FOR TIME AND EFFORT IN THE SURVEYING, RESEARCH AND CREATION OF PLANS

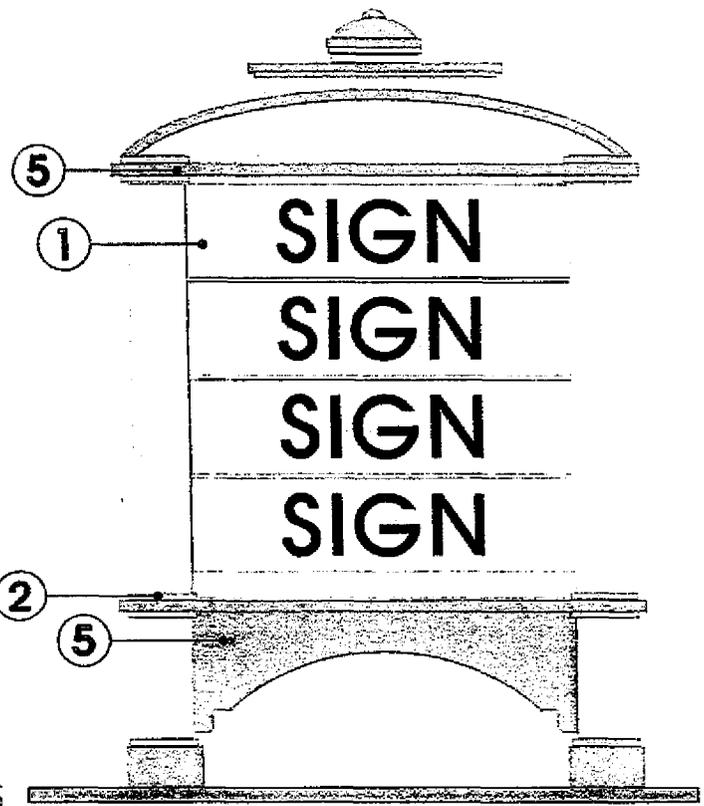
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EXHIBIT A

PAGE 3 OF 5

ATTACHMENT 2

A



COLOR SPECIFICATIONS CALL OUT GUIDE

- ① Benjamin Moore 267
- ② Benjamin Moore 684
- ③ Benjamin Moore 1427
- ④ Benjamin Moore 1385
- ⑤ Benjamin Moore 1168
- ⑥ Benjamin Moore 1169

VOGUE SIGN COMPANY
 The Quality Signage Since 1947
 791 Commercial Ave. Orland, CA 94650
 Office 905-485-9411 Fax 905-487-8774
 www.VogueSigns.com

GRAPHIC SKETCH

Job Name:	Market Place
Date:	6-14-10
Address:	
City, State:	Orland, CA
Scale:	NIS
Salesperson:	Christian Muldoon
Drawn by:	Steven Brown / Lisa Hanjeter
Page:	

REV

CUSTOMER APPROVAL
COPY, COLORS, & SIZE

SIGNATURE _____ DATE _____

LANDLORD APPROVAL

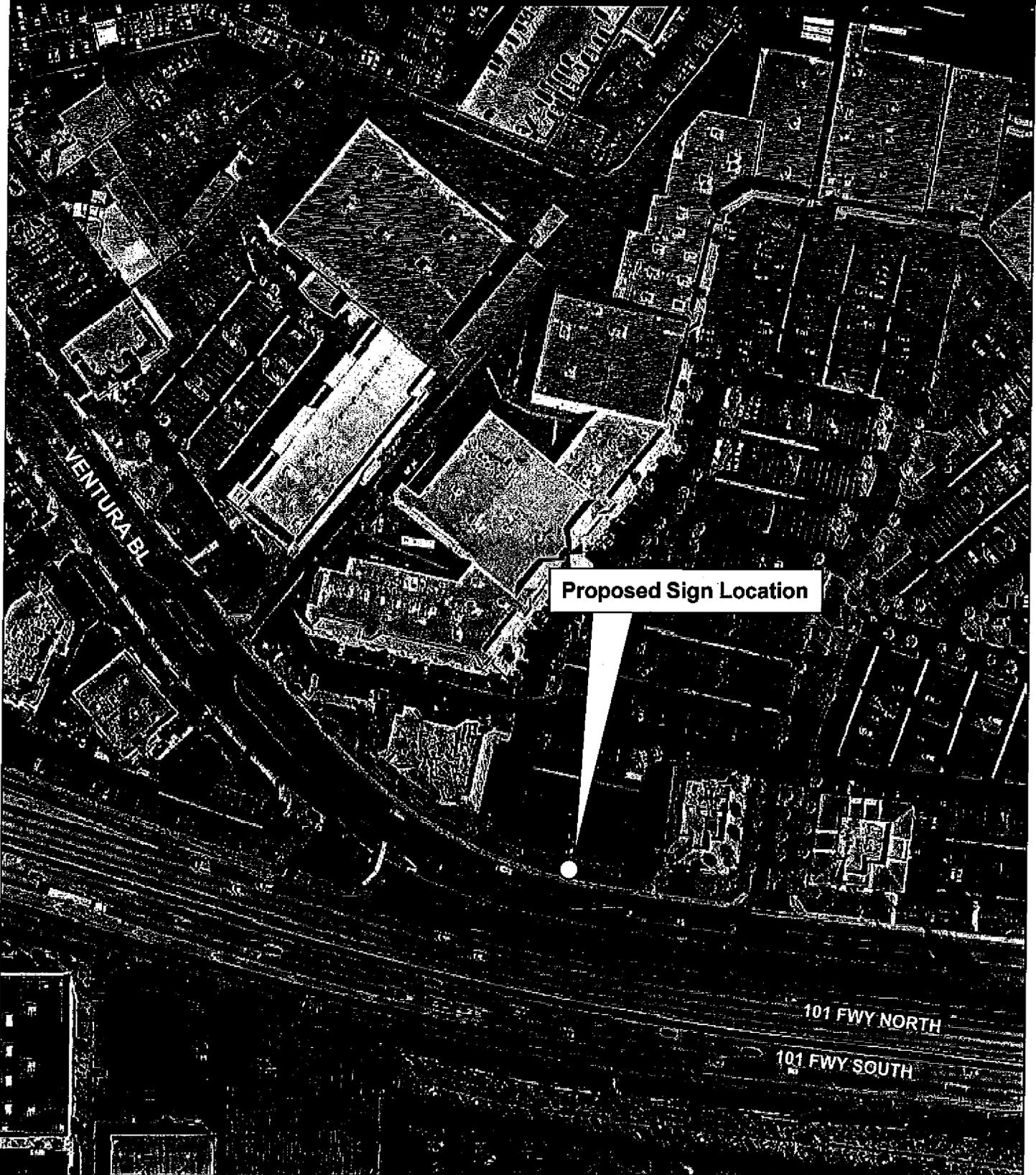
SIGNATURE _____ DATE _____

VOGUE SIGN INC WILL ONLY CONNECT TO EXISTING DEDICATED SIGN CIRCUIT PER ARTICLE 800 OF THE NEC. PRIMARY ELECTRICAL TO SIGN LOCATIONS IS THE RESPONSIBILITY OF CUSTOMER



SURVEYING - RESEARCH - CREATION OF PLANS
 THESE PLANS ARE EXCLUSIVE PROPERTY OF VOGUE SIGNS INC AND ARE THE RESULT OF ORIGINAL WORK OF ITS EMPLOYEES. THEY ARE SUBMITTED TO YOUR COMPANY FOR THE SOLE PURPOSE OF YOUR CONSIDERATION OF WHETHER TO PURCHASE FROM VOGUE SIGNS INC. SIGNS MANUFACTURED ACCORDING TO THESE PLANS, DISTRIBUTION OR EXHIBITION OF THESE PLANS TO ANYONE OTHER THAN EMPLOYEES OF YOUR COMPANY OR USE OF THESE PLANS TO CONSTRUCT A SIGN SIMILAR TO THE ONE SHOWN HEREIN, IS EXPRESSLY FORGIVEN IN THE EVENT THAT SUCH EVENT OR EXHIBITION OCCURS. VOGUE SIGNS INC WILL CHARGE \$500 IN COMPENSATION FOR YOUR AND OUR EFFORT IN THE SURVEYING, RESEARCH, AND CREATION OF PLANS.
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ATTACHMENT 2
 PAGE 4 OF 5
 EXHIBIT A



Proposed Sign Location

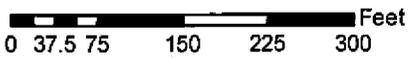
VENTURA BL

101 FWY NORTH

101 FWY SOUTH



Oxnard Planning
October 4, 2010



ATTACHMENT 2
PAGE 5 OF 5
EXHIBIT B

2007 Aerial



1:1,894



Planning Division

**PLANNING COMMISSION
STAFF REPORT**

TO: Planning Commission

FROM: Kathleen Mallory, AICP, Project Planner

DATE: September 2, 2010

SUBJECT: Planning and Zoning Permit No. 10-630-01 (Specific Plan Amendment to Rose-Santa Clara Corridor Specific Plan), Located West of Paseo Mercado and North of Ventura Boulevard.

- 1) **Recommendation:** That the Planning Commission adopt a resolution recommending approval of Planning and Zoning Permit No. 10-630-01, Specific Plan Amendment to the Rose-Santa Clara Corridor Specific Plan.
- 2) **Project Description and Applicant:** A request to amend the sign guidelines and standards section of the Rose-Santa Clara Corridor Specific Plan (RSCCSP) to allow the installation of one 25-foot tall Pylon sign within the landscape area parallel to Ventura Boulevard, for the Marketplace Shopping Center (1801-1941 Ventura Boulevard). Filed by Parkstone Companies, 860 Hampshire Road, Suite U, Westlake Village, CA 91361.
- 3) **Existing & Surrounding Land Uses:** The proposed sign would identify specific tenants within the Marketplace Shopping Center. The site is developed with a retail shopping center (see Attachment A).

LOCATION	ZONING	GENERAL PLAN	EXISTING LAND USE
Project Site	Specific Plan	CSRS*	Commercial
North	SPlan	CSRS	Commercial
South	SPlan	CSRS	Fwy., US 101
East	SPlan	CSRS	Commercial
West	SPlan	CSRS	Commercial

* Commercial Specialized, Regional Serving (CSRS)

- 4) **Background Information:** The RSCCSP was adopted by the City Council on August 5, 1986. Since this time, several specific plan amendments have been approved to permit additional signage, and to address changing land use and retail needs.

- 5) Environmental Determination:** Planning Division staff determined that the proposed project is exempt from environmental review in accordance with Section 15303 (Class 3: New construction of small structures) of the CEQA Guidelines (see Attachment B, Notice of Exemption).

6) Analysis:

Parkstone Companies has requested approval to install one 25-foot tall double sided pylon sign within the Ventura Boulevard landscape frontage for the Marketplace Shopping Center. The sign will be installed to the west of the driveway adjacent to the Olive Garden (see Attachment C). Tenants advertising on this sign will not be allowed to advertise on the existing Marketplace Pylon sign or the existing direction signs (cube signs).

The intent of the proposed sign is to provide advertising space to tenants in the rear of the Marketplace shopping center. Attraction of tenants into these spaces has become increasingly difficult. Recently, in order to secure tenants into these spaces tentative lease agreements have been signed contingent upon installation of the proposed sign (see Attachment D). Installation of the proposed sign is in keeping with the City's desire to encourage businesses to expand or relocate to the City. The Marketplace currently has an 11% vacancy rate. The installation of the proposed sign will assist in revitalization of the shopping center and facilitate business retention and attraction.

- 7) Development Advisory Committee:** The Development Advisory Committee's (DAC) review was not required.
- 8) Community Workshop:** Given that this project is located in a commercial area, a community workshop was not required.
- 9) Appeal Procedure:** The Planning Commission's action is a recommendation and the matter will be considered by the City Council at a later date.

Attachments:

- A. Maps (Vicinity, Specific Plan/General Plan, Zoning)
- B. Notice of Exemption
- C. Proposed sign location and sign design
- D. Correspondence dated August 6, 2010 from Parkstone Companies
- E. Resolution

Prepared by:	<u>KM</u> KM
Approved by:	<u>EW</u> EW

ATTACHMENT A

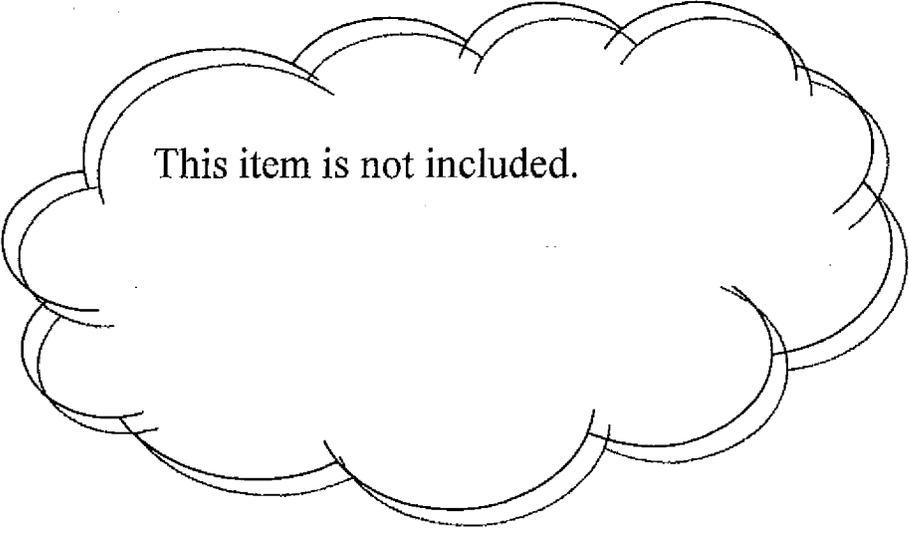
MAPS (VICINITY; SPECIFIC PLAN/GENERAL PLAN; ZONING)

This item is not included.

Please see Attachment # 1
of the City Council staff report.

ATTACHMENT B

NOTICE OF EXEMPTION



This item is not included.

ATTACHMENT C

PROPOSED SIGN LOCATION AND SIGN DESIGN

This item is not included.

Please see Attachment # 2
of the City Council staff report.

ATTACHMENT D

**CORRESPONDENCE DATED
AUGUST 6, 2010 FROM PARKSTONE
COMPANIES**



August 6, 2010

Ms. Kathleen Mallory
City of Oxnard Planning Department
214 South C Street
Oxnard, CA 93030

Re: Proposed 25ft Monument Sign
Marketplace Shopping Center
Oxnard, CA

Dear Mr. Mallory:

With the current economy we have experienced numerous vacancies from tenants ranging from 3,000 – 25,000 s.f. at the Marketplace Shopping. There currently are very few retail, office and industrial tenants expanding in the market. With so many vacancies and numerous options for tenants to locate in the Oxnard Plain, we have to deal with numerous requirements from prospective tenants including existing tenants. Currently we have a lease signed with Anna's Linen's to expand into a larger space contingent upon obtaining signage along Hwy 101. They have moved to the larger space but the lease will be void should they not obtain Hwy signage on a monument sign. Additionally, David's Bridal is downsizing to half the size and their current location cannot be downsized so they are relocating. We have signed a lease with David's Bridal and the lease is contingent upon signage on a monument sign along Hwy 101. We are currently negotiating with a third national retailer that is also requiring a position on the monument sign and they will not finalize a deal until the sign is approved and a delivery date is guaranteed. As you can see, all of these tenants' leases are contingent upon the sign being approved.

Should you have any questions or need any additional information, please feel free to contact our offices.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Penrod". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Mike Penrod

ATTACHMENT E

RESOLUTION

Resolution Attached, only.

Please see Attachment # 2
of the City Council staff report.
for graphics attached
to Planning Commission
Report.

RESOLUTION NO. 2010 – 27

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF OXNARD RECOMMENDING THAT CITY COUNCIL ADOPT AN ORDINANCE APPROVING PLANNING AND ZONING PERMIT NO. 10-630-01 (SPECIFIC PLAN AMENDMENT) MAKING A TEXT AMENDMENT TO SECTION 6.7.3 B. (ADDITION OF ONE 25-FOOT TALL PYLON SIGN) FOR THE MARKETPLACE SHOPPING CENTER, LOCATED NORTH OF VENTURA BOULEVARD, AND WEST OF PASEO MERCADO. FILED BY PARKSTONE COMPANIES, 860 HAMPSHIRE ROAD, SUITE U, WESTLAKE VILLAGE, CA 91361.

WHEREAS, the Planning Commission of the City of Oxnard has considered an application for Planning and Zoning Permit No. 10-630-01, filed by Parkstone Companies in accordance with Section 16-530 through 16-553 of the Oxnard City Code; and

WHEREAS, Planning Division staff has determined that the proposed project is exempt from environmental review in accordance with Section 15303 (Class 3) of the CEQA Guidelines; and

WHEREAS, the Planning Commission finds, after due study, deliberation and public hearing, that the project is a logical addition to the Rose-Santa Clara Corridor Specific Plan; will encourage business retention and attraction within the Marketplace Shopping Center; 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; and

WHEREAS, the Planning Commission finds that the applicant agrees with the necessity of and accepts all elements, requirements, and conditions of this resolution as being a reasonable manner of preserving, protecting, providing for, and fostering the health, safety, and welfare of the citizenry in general and the persons who work, visit or live in this development in particular.

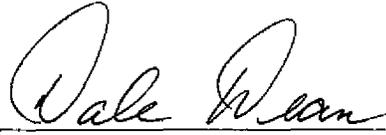
NOW, THEREFORE, BE IT RESOLVED that the Planning Commission of the City of Oxnard recommends to the City Council the approval of Planning and Zoning Permit No. 10-630-01 (Specific Plan Amendment), to amend the Rose-Santa Clara Corridor Specific Plan to allow the installation of one 25-foot tall pylon sign within the landscaped area identified within Exhibit A hereto attached.

PASSED AND ADOPTED by the Planning Commission of the City of Oxnard on this 2nd day of September, 2010, by the following vote:

AYES: Commissioners: Okada, Mullin, Medina, Dean

NOES: Commissioners: None

ABSENT: Commissioners: Elliott, Frank



Dale Dean, Chairman

ATTEST: 
Susan L. Martin, Secretary