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

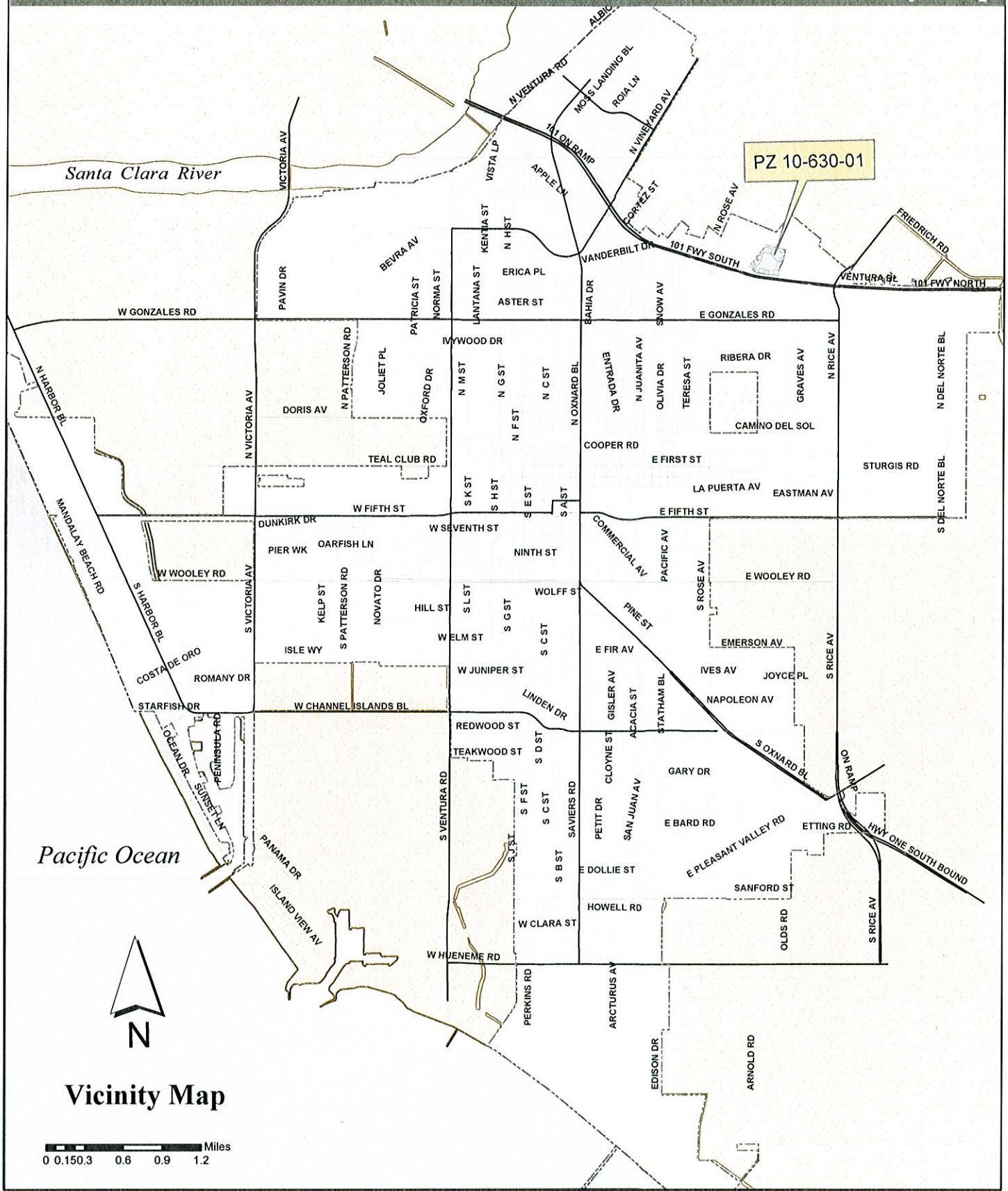
Prepared by: KM

Approved by: CW

ATTACHMENT A

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

Vicinity Map

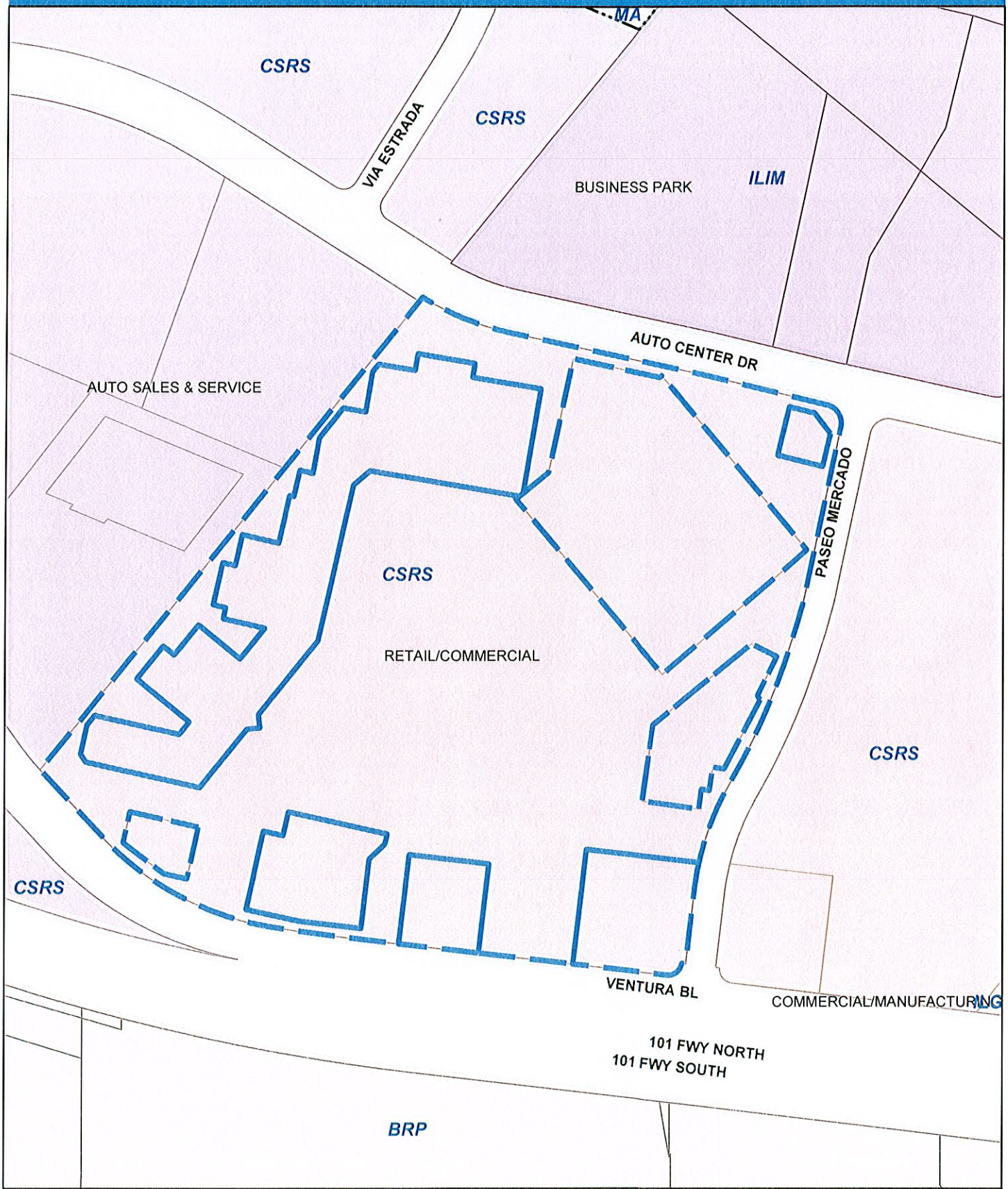


Oxnard Planning

August 10, 2010

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

General Plan Map



Oxnard Planning
August 10, 2010

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

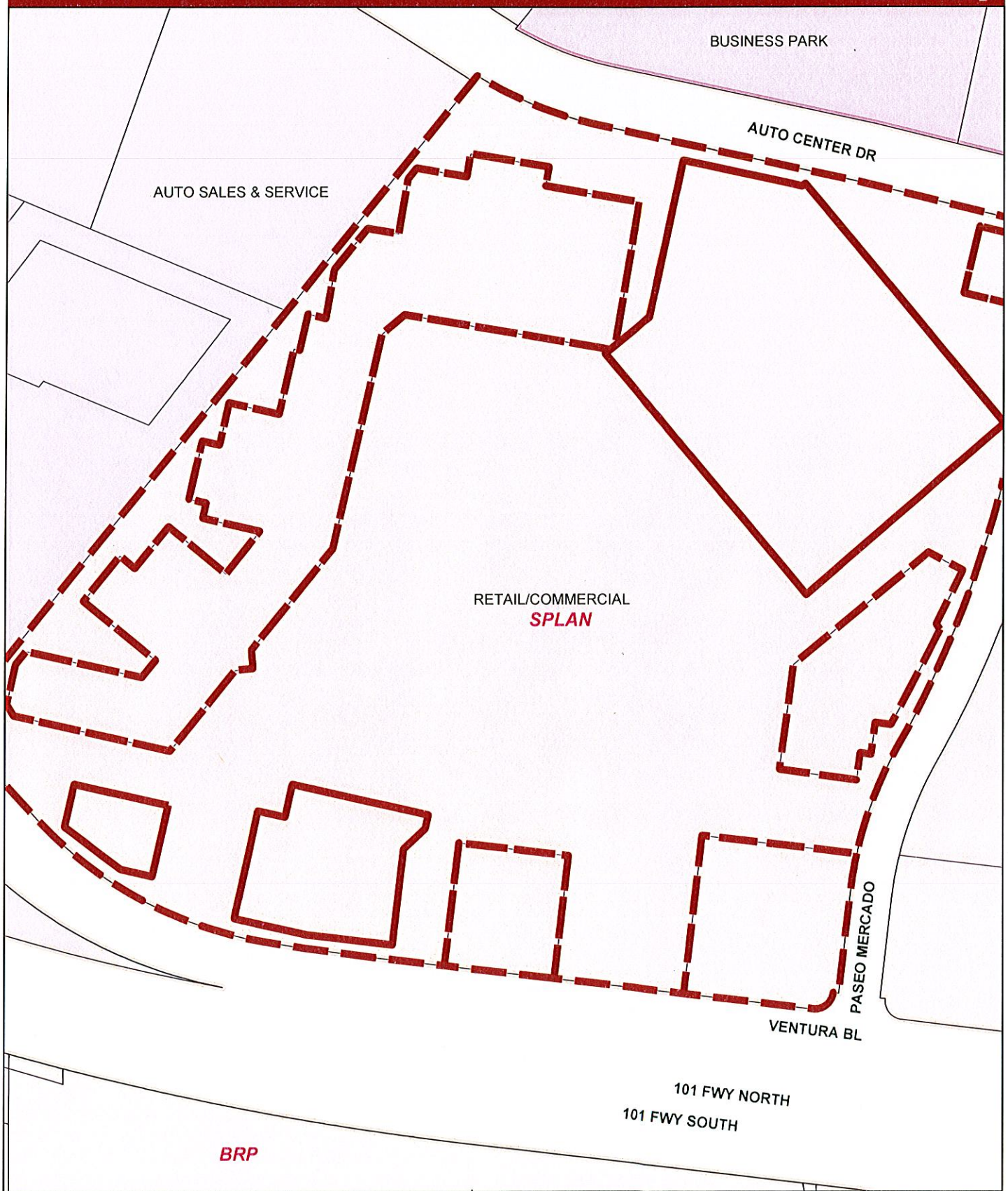
0 50 100 200 300 400 Feet

General Plan Map

N W E S

1:2,973

Zone Map



Oxnard Planning
August 10, 2010

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

1:2,176

ATTACHMENT B

NOTICE OF EXEMPTION

NOTICE OF EXEMPTION

Project Description:

PLANNING AND ZONING PERMIT NO. PZ 10-630-01 (Specific Plan Amendment) a request to amend the sign guidelines and standards section of the Rose Santa Clara Corridor Specific Plan to allow the installation of one 25 foot tall Pylon sign within the landscape area parallel to Ventura Boulevard, for the Market Place Shopping Center (1801-1941 Ventura Boulevard). The proposed project is exempt from environmental review in accordance with Section 15303 (Class 3) of the CEQA Guidelines. The Planning Commission's action on this request is a recommendation to the City Council. Filed by Parkstone Companies, Mike Penrod, 860 Hampshire Road, Suite 11, Westlake Village, CA 91361.

Finding:

The Planning Division of the Development Services Department of the City of Oxnard has reviewed the above proposed project and found it to be exempt from the provisions of the California Environmental Quality Act (CEQA).

- ☐ Ministerial Project
- X Categorical Exemption
- ☐ Statutory Exemption
- ☐ Emergency Project
- ☐ Quick Disapproval [CEQA Guidelines, 14 Cal. Code of Regs. 15270]
- ☐ No Possibility of Significant Effect [CEQA Guidelines, 14 Cal. Code of Regs. 15061(b)(3)

Supporting Reasons: The project involves a Specific Plan Amendment to allow the future construction of a pylon sign within a landscaped planter area within a fully developed portion of the Marketplace shopping center. The project will have no impact upon the environment due to placement and construction.

(Date)

Susan L. Martin, AICP
Planning Division Manager

ATTACHMENT C

PROPOSED SIGN LOCATION AND SIGN DESIGN

Auto Center Dr
Ventura Blvd
Paseo Mercado
Proposed Sign Location
101
© 2010 Google
Image U.S. Geological Survey
©2009 Google

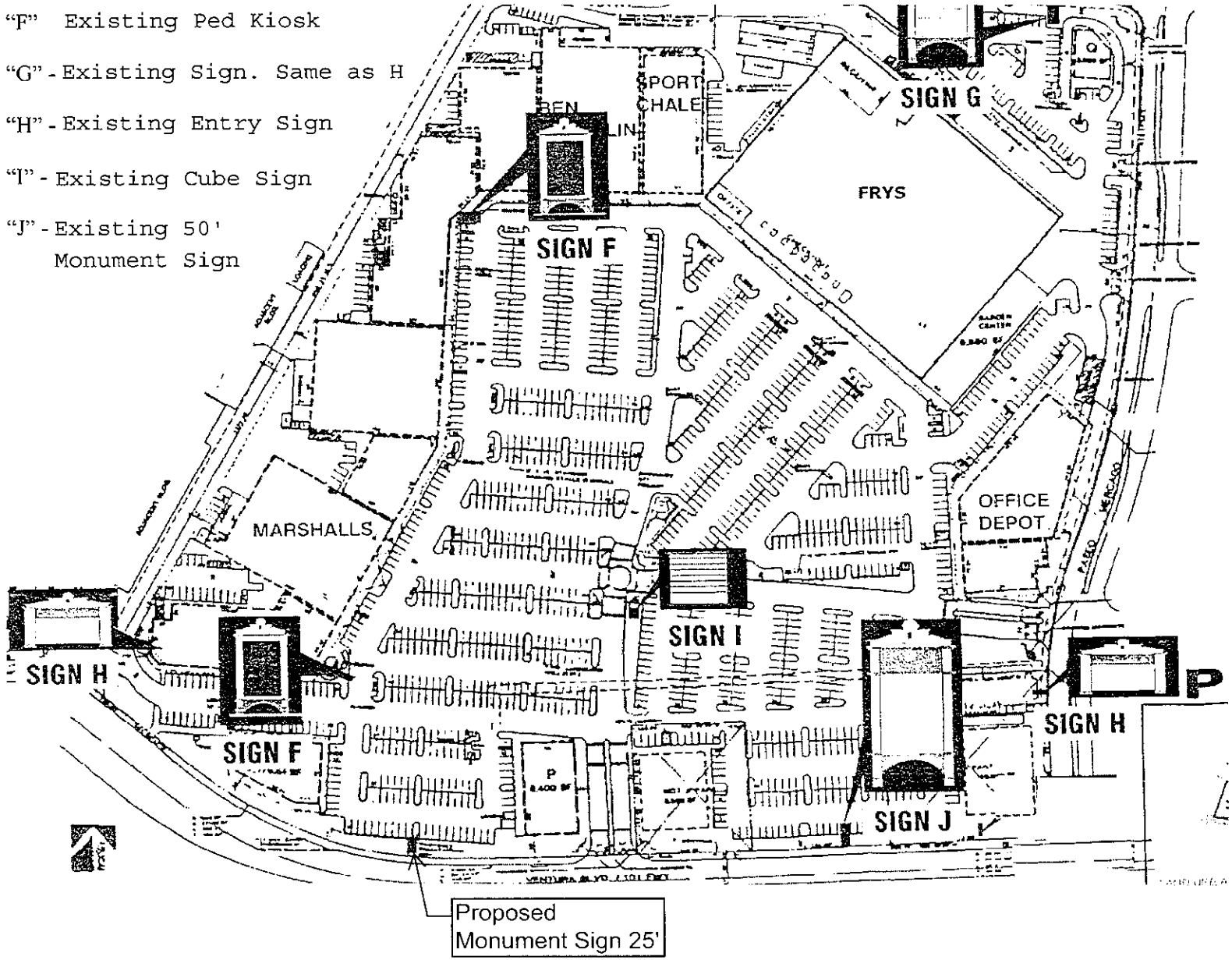
SIGN "F" Existing Ped Kiosk

SIGN "G" - Existing Sign. Same as H

SIGN "H" - Existing Entry Sign

SIGN "I" - Existing Cube Sign

SIGN "J" - Existing 50' Monument Sign



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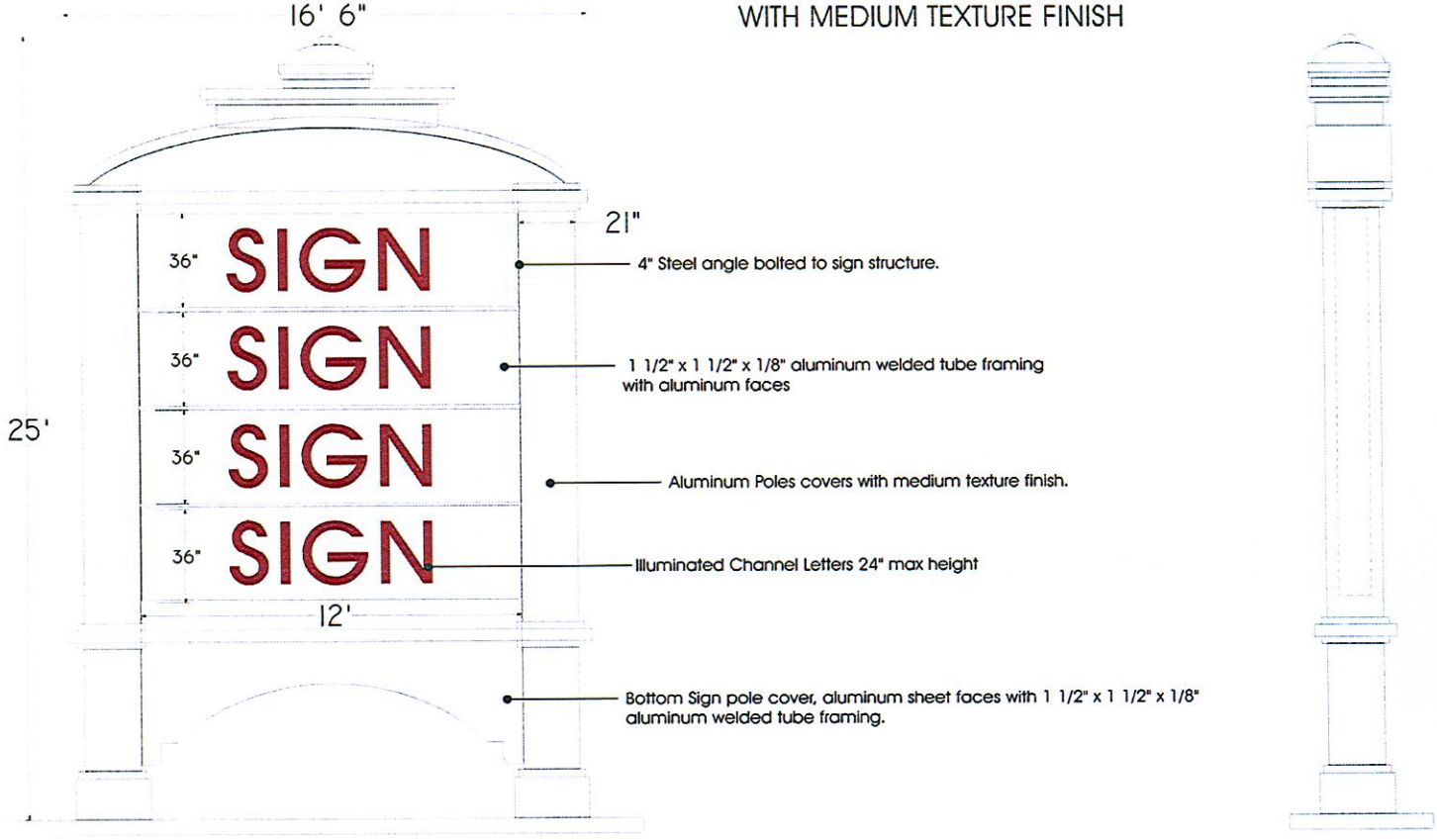
CUSTOM FABRICATED SIGN
WITH MEDIUM TEXTURE FINISH



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The Sign of Integrity Since 1982
721 Commercial Ave. Oxnard, CA 93030
Office 805-485-3411 Fax 805-487-8774
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:	. Fernando Gomez / Dwon Hampton
Page:	.

REV

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COPY, COLORS, & SIZE

SIGNATURE DATE

LANDLORD APPROVAL

SIGNATURE DATE

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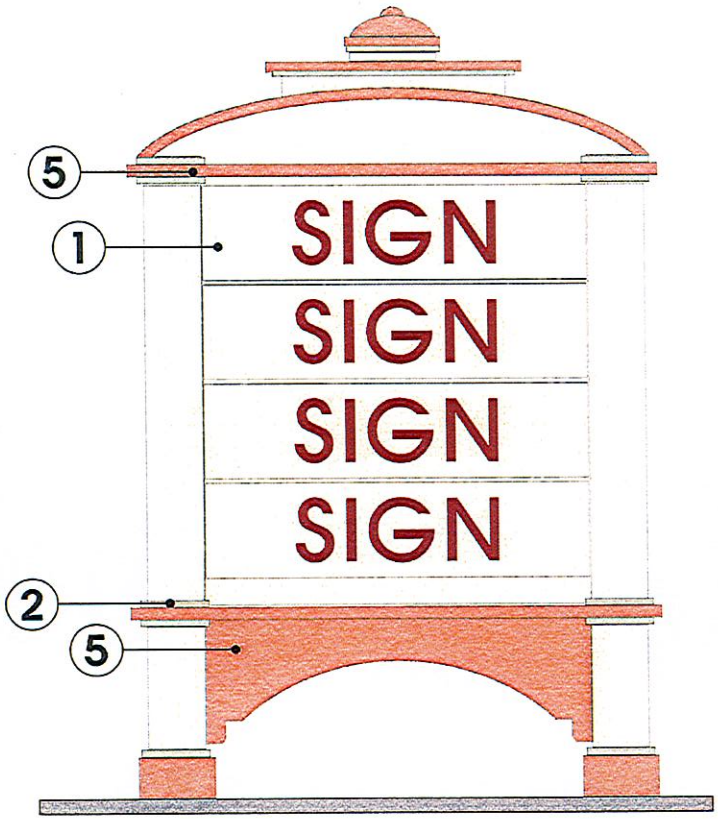

COLOR SPECIFICATIONS CALL OUT GUIDE

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

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ATTACHMENT D

CORRESPONDENCE DATED AUGUST 6, 2010 FROM PARKSTONE COMPANIES

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,

Mike Penrod

860 Hampshire Rd., Ste. U, Westlake Village, CA 91361 ▪ Phone: 805-373-8808 ▪ Fax: 805-379-1219 ▪ www.parkstoneinc.com

ATTACHMENT E

RESOLUTION

RESOLUTION NO. 2010 – 10-630-01

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 MARKPLACE 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

NOES: Commissioners

ABSENT: Commissioners

_____
Randall Elliott Chair

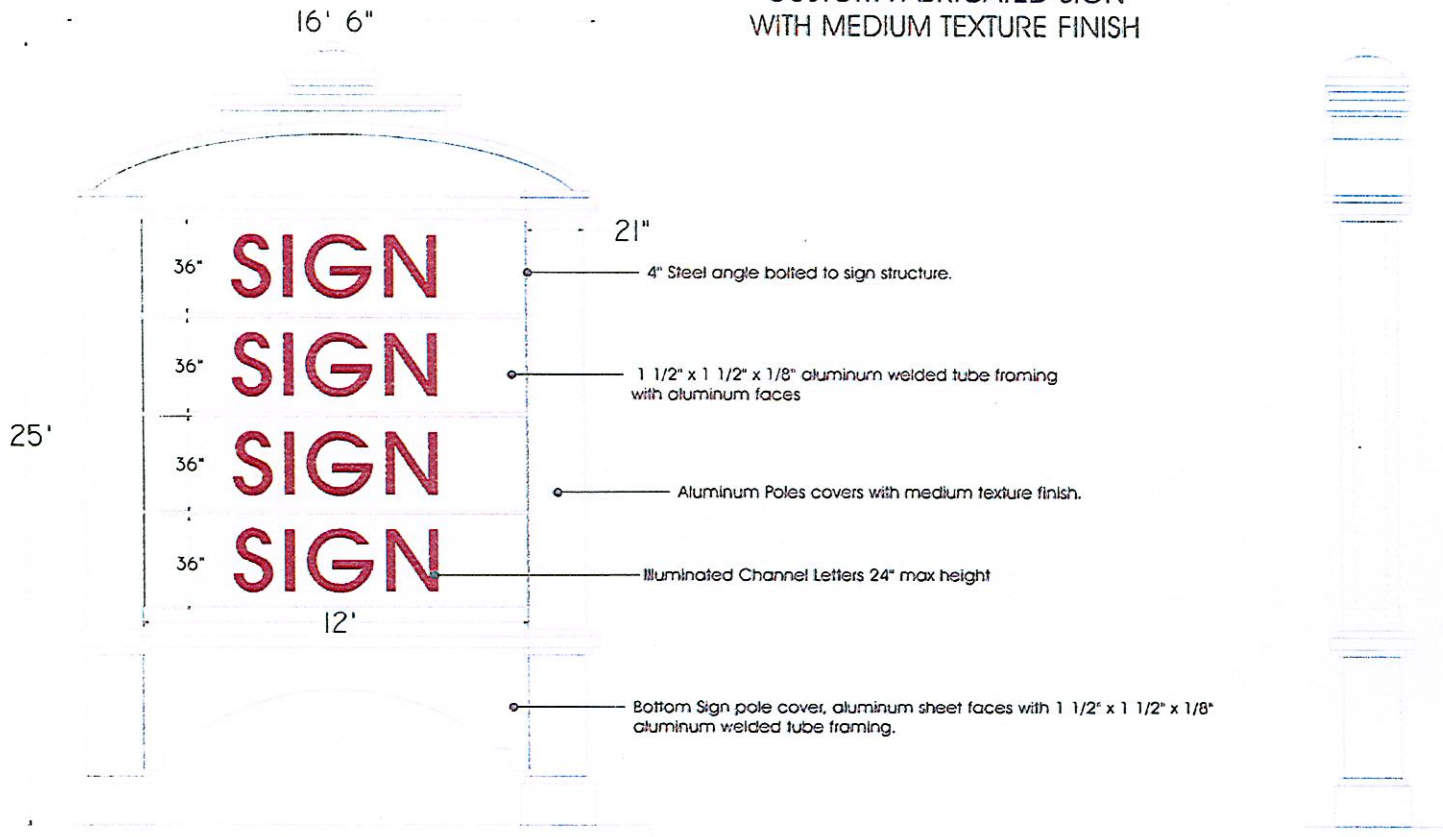
ATTEST: _____
Susan L. Martin, Secretary

Proposed Sign Location
©2010 Google
Image U.S. Geological Survey
©2009 Google
101

– Exhibit A –

A

CUSTOM FABRICATED SIGN WITH MEDIUM TEXTURE FINISH



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GRAPHIC SKETCH

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Address:	
City, State:	Oxnard, CA
Scale:	NTS
Salesperson:	Christian Muldoon
Drawn by:	
Page:	

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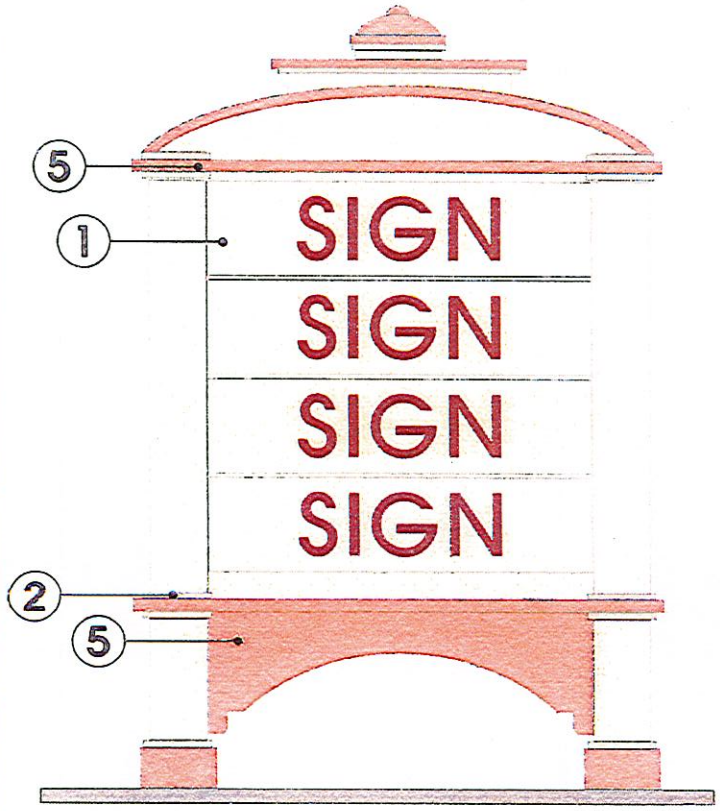

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