DATE: February 19, 2019

TO: City Council

FROM: Jeffrey Lambert
Development Services Director

SUBJECT: Adoption of Ordinance No. 2956 Pertaining to the RiverPark Specific Plan Amendment.

CONTACT: Jeffrey Lambert, Development Services Director
Jeffrey.Lambert@oxnard.org, (805) 385-7882

RECOMMENDATION:

That the City Council adopt Ordinance No. 2956 approving an amendment to the RiverPark Specific Plan (Planning and Zoning Permit No. 18-630-01); and adopt an Addendum to the Environmental Impact Report No. 00-03 certified by City Council on July 16, 2002.

BACKGROUND

This ordinance was introduced at the February 5, 2019 City Council meeting and approved 7-0. There has been no communication received since its introduction. If the ordinance is adopted on February 19, 2019, it will become effective after 30 days.

STRATEGIC PRIORITIES

This agenda item supports the Economic Development strategy. The purpose of the Economic Development strategy is to develop and enhance Oxnard’s business climate, promote the City’s fiscal health, and support economic growth in a manner consistent with the City’s unique character. This item supports the following goals and objectives:

   Goal 1. Create vibrant and economically sustainable commercial, industrial and retail industries throughout the City.
   Goal 2. Enhance business development throughout the City.
   Objective 2a. Develop a strong citywide economy which attracts investment, increases the tax base, creates employment opportunities, and generates public revenue.
FINANCIAL IMPACT

Adoption of this ordinance does not change the terms of the Development Agreement in place for the RiverPark Specific Plan area. The specific plan amendment allowing additional signs is expected to attract future commercial businesses and potential development interests to the City.

ATTACHMENTS:

Attachment A: Ordinance No. 2956
CITY COUNCIL OF THE CITY OF OXNARD

ORDINANCE NO. 2956

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF OXNARD APPROVING AN AMENDMENT TO THE RIVERPARK SPECIFIC PLAN (PZ NO. 18-630-01) REVISING THE TEXT OF THE RIVERPARK SPECIFIC PLAN SIGN STANDARDS IN SECTION 5.9.3.3 (B) TO ALLOW TWO (2) MONUMENT SIGNS AND REVISING EXHIBIT 5.HH TO SHOW GENERAL LOCATIONS OF SUBJECT MONUMENT SIGNS, FILED BY ANN WALSH OF SHEA PROPERTIES FOR RIVERPARK LANDING, LLC, 2751 PARK VIEW COURT SUITE 261, 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. 18-630-01); 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 December 6, 2018 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 2030 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. 18-630-01) by changing the following section to read as set forth herein:

Part 1: Section 5.9.3.3. (B) of Section 5.9.3.3 “Freeway-Oriented Pole Signs” shall be modified to read as follows:

“5.9.3.3  Freeway-Oriented Signs

B. Commercial Districts and Freeway-Oriented Monument Signs.

   (i)  Number of Signs: Up to three (3) two-sided, freeway-oriented Monument Signs are allowed in Planning District D and up to two (2) commercial district monument signs in District B and C. 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 B, C, and D in the approximate locations shown on Exhibit 5.HH 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 Districts B, C, and D, and names, brands, and/or logos of tenants operating within the shopping center located in the respective districts. In no event shall product prices be displayed on the Monument Signs.

   (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.”

Part 2: Exhibit 5.HH (Exhibit “A” of this resolution) shall be revised and incorporated into the Specific Plan to show the locations of the monument signs described in Part 1 of this resolution.
Part 3: The City Council shall approve the first reading by title only and waive further reading of an ordinance amending the RiverPark Specific Plan as a result of PZ Permit No. 18-630-01 (Specific Plan Amendment) and finally adopt on February 19, 2019, to become effective thirty days thereafter.

Part 4: 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.

AYES:

NOES:

ABSENT:

_______________________________
Tim Flynn, Mayor

_______________________________
Michelle Ascencion, City Clerk

APPROVED AS TO FORM:

_______________________________
Stephen Fischer, City Attorney
RIVERPARK LAND USE PLAN:
FREEWAY ORIENTED SIGN LOCATIONS
Land Use Plan Date: November 21, 2008

Legend

- Red: Potential Monument Sign Locations (up to 4)
- Orange: Optional Digital Reader Board Location
- Blue: Potential Pylon Sign Location

Notes:
Actual sign configurations (location, size and design) subject to approval of Design Development Review permit or Special Use Permit, as applicable per Section 5.83.3 (C).

February 1, 2011

FREWWAY ORIENTED SIGN LOCATIONS 5. HH

August 27, 2002
prepared for RiverPark Development, LLC by AC Martin Partners with
RTKL / EDAW / CRAIN AND ASSOCIATES / WILLIAM HELD ALHANICH ARCHITECTS / HUFT ZOLLARS