

**COMMUNITY DEVELOPMENT DIRECTOR
STAFF REPORT**

TO: Vyto Adomaitis, Community Development Director

FROM: Randy Baez, Assistant Planner

DATE: May 6, 2021

SUBJECT: **Project Name: The Landing Sign Program;** Planning and Zoning Permit No. 19-200-10 (Development Design Review Permit), Located within Planning District C of the RiverPark Specific Plan, bounded by Oxnard Boulevard to the east, US Highway 101 to the south, Ventura Road to the west, and Town Center Drive to the north (APNs: 132-0-470-015, 132-0-470-025, 132-0-470-055, 132-0-470-075, 132-0-470-095, 132-0-470-105, 132-0-470-125, 132-0-470-135, 132-0-470-155, 132-0-470-165, 132-0-470-175, 132-0-470-185, 132-0-470-195, 132-0-470-205, 132-0-470-215).

- 1) **Recommendation:** That the Community Development Director (“**Director**”) finds the Project to be Categorically Exempt from environmental review pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15311 (Accessory Structures), and adopt a Resolution approving Development Design Review Permit (DDR) No. 19-200-10, subject to certain findings and conditions.
- 2) **Project Description and Applicant:** A request to establish a Master Sign Program (MSP) for the existing and future commercial development to be located in “The Landing at RiverPark” which consists of 9 individual lots within Planning District C of the RiverPark Specific Plan (RPSP) (Attachment A). The proposed MSP will facilitate business identification and be ancillary to the allowed commercial uses on the site. For purposes of this staff report, the foregoing project description shall be referred to as the “**Project**”. Filed by Ann Walsh, designated agent (the “**Applicant**”) on behalf of Shea Properties, LLC, property owner, 130 Vantis Suite #200, Aliso Viejo, CA 92656-2691, property owner.

Please see the reduced Project plans (Attachment B) for more details.

- 3) **Existing & Surrounding Land Uses:** The Project site comprises 9 partially developed parcels totaling 5.76 acres, located within Planning District C within the RiverPark Specific Plan (RPSP). The following table summarizes the General Plan, zoning district, and land uses of the site and adjacent properties, which is also shown on Attachment A.

LOCATION	2030 GENERAL PLAN	ZONING	EXISTING LAND USE
Project Site	Commercial Regional (CR)	RiverPark Specific Plan - Planning District C	Senior Living Facility/ Undeveloped (future site of commercial buildings, hotels and a gas station)
North	Public Right-of-Way (Town Center Drive)	Public Right-of-Way (Town Center Drive)	Public Right-of-Way
South	Commercial Regional (CR)	Public Right-of-Way (US Highway 101)	Public Right-of-Way
East	Public Right-of-Way (Oxnard Boulevard)	Public Right-of-Way (Oxnard Boulevard)	Public Right-of-Way
West	Commercial Regional (CR)	Riverpark Specific Plan - West Peripheral Commercial (WCC)	Vacant/Undeveloped

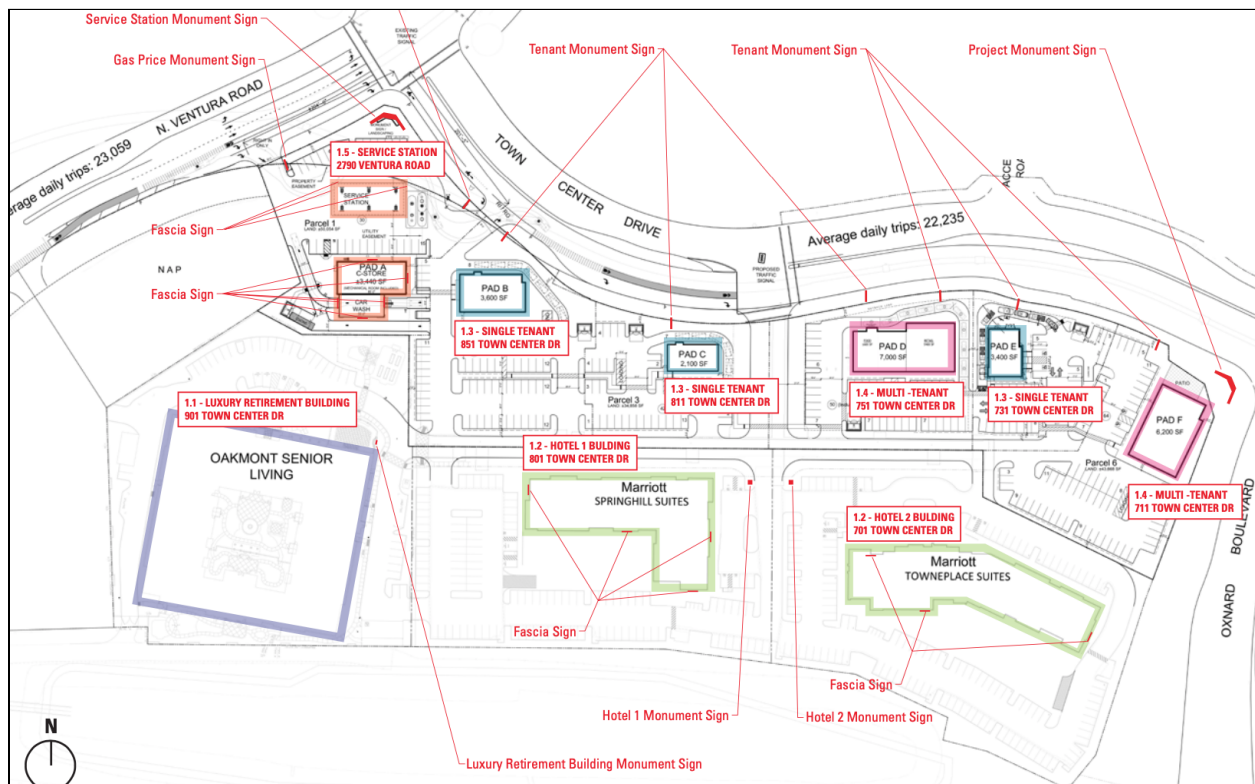


Exhibit A

- 4) **Background Information:** The proposed development is within Planning District C "West Corridor Commercial District" of the RiverPark Specific Plan (RPSP), which was approved in 2012. Pursuant to Section 2.5.2.3 of the RPSP, Planning District C allows for commercial land uses, including but not limited to retail, restaurants, coffee shops, hotels, banking

establishments, and convention facilities. On December 6th, 2018, the Planning Commission approved Planning and Zoning Permit No. 18-630-01 (Specific Plan Amendment) via Resolution No. 2018-33, revising the text of the RPSP to allow the subject monument signs, pursuant to a Development Design Review (DDR) permit.

In August 2018, two multi-story hotels were approved through a Development Design Review (DDR) permit (Planning & Zoning Permit Nos. PZ 17-200-07 and 17-200-08) by the Director. An existing private street providing access to the hotels from Town Center Drive has been constructed and the hotels' construction is currently on hold. Additionally, an assisted living facility known as Oakmont Senior Living (Planning & Zoning Permit Nos. 16-200-04 and 16-200-05) has been constructed to the west of the hotel Project site.

On June 4th, 2020, the Community Development Director approved Planning and Zoning Permit Nos. 19-200-14 and 19-200-17 for the development of two drive-through commercial buildings within Lots 4 and 5 of The Landing. On December 3, 2020, the Planning Commission approved Planning and Zoning Permit No. 20-500-02 for the development of a gas station, convenience store, and car wash on Lot 1 of The Landing.

The area is commonly known as The Landing at RiverPark. This MSP will be used to regulate signage for the tenants of The Landing.

- 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 impacts associated with the approval and implementation of the RPSP and the anticipated build out of the 701-acre specific plan area. On July 16, 2002, the City Council adopted Resolution No. 12,209, upholding the Planning Commission's decision certifying the final EIR (State Clearinghouse No. 2000051046) and adopting findings of fact, statement of overriding considerations, and a mitigation monitoring and reporting program.

In accordance with Section 15311 (Accessory Structures) of the California Environmental Quality Act (CEQA) Guidelines, projects characterized as minor structures (on-premise signs) accessory to commercial, industrial, or institutional facilities may be found to be exempt from the requirements of CEQA. The Project consists of the establishment of a Master Sign Program to regulate allowed signage for The Landing, designed to be consistent with the Commercial Regional (CR) general plan land use designation, as well as with the West Corridor Commercial District of the RiverPark Specific Plan. No Exceptions to the Exemptions (Section 15300.2) apply to defeat this Exemption. Therefore, staff has determined that there is no substantial evidence that the Project may have a significant effect on the environment and recommends the Director accept the Notice of Exemption (Attachment C) attached to the staff report.

6) Analysis:

- a) **General Discussion:** Pursuant to Section 5.9.3.3 (B)(i) of the RiverPark Specific Plan (RPSP), “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”.

In accordance with the RiverPark Specific Plan, Freeway-Oriented Monument Signs are permitted subject to approval of a Development Design Review (DDR) Permit. One of the proposed freeway-oriented monument signs will be located on the corner of North Ventura Road and Town Center Drive. The other freeway-oriented monument sign will be located on the corner of Oxnard Boulevard and Town Center Drive. Consistent with the RPSP, these signs will have a maximum height of 20 feet. In addition to the freeway-oriented monument signs, each tenant will also be allowed an additional monument sign for easier identification from passing vehicles.

- b) **General Plan Consistency:** The City’s 2030 General Plan land use designation for the subject site is Commercial Regional (CR), which allows offices, restaurants, retail sales, and other similar uses. The proposed Project will establish signage allocation for the 9 existing parcels within The Landing at RiverPark. Approval of this DDR permit has been determined to be consistent with the 2030 General Plan and the property’s land use designation.

Consistency with the 2030 General Plan is defined by the relationship between 2030 General Plan policies and the proposed Project. The three consistency classification levels are:

- I. Direct Applicability to a Proposed Policy, Project, or Program (full text of the policy and an explanation).
- II. Related or Indirect Applicability to the Proposed Policy, Project, or Program (policy title and an explanation for each or groups of related or indirectly related policies).
- III. No or Distant Applicability to the Proposed Policy, Project, or Program (all policies not listed as Level I and II are assumed to be consistent).

POLICY	LEVEL	POLICY OR TITLE	EXPLANATION
CD-1.2	II	In-fill development, priority to mixed use	The Project site is within a developed area of the City and qualifies as infill.
CD 9.2	I	Revitalization and Redevelopment	The Project proposes to improve and regulate signage near the 101-Freeway for existing and future commercial tenants.
CD-5.2 SH-6.4	II	Compatible Land Use	The proposed signage will be compatible with adjacent uses, and is not anticipated to generate nuisances.
CD-14.3	II	Quality of Design	The Project will be compatible and complementary to the existing RiverPark mixed-use area.
CD-18.1 CD-185	II	Attract new businesses Increase the availability of land for new businesses	The Project will provide for better visibility for tenants and provide for more options for businesses/companies to open a new business or relocate to the City.
All others	III	All policies not listed above	No or Distant Applicability to the Proposed Project.

- c) **Conformance with RiverPark Specific Plan Signage Standards:** The proposed development is located in the West Corridor Commercial zone district of the RPSP. In accordance with Chapter 5.9 (Signage Standards) of the RPSP, the proposed Master Sign Program (MSP) and associated Freeway-Oriented Monument Signs may be permitted with an approved DDR permit. The proposed MSP was reviewed by the Town Master Planner/Architect in accordance with Section 7.8.2.4 of the RPSP and has been found to be in conformance with the RPSP.

The RPSP signage guidelines for General Signage Standards were utilized for these building types, as outlined in the table below. The Applicant worked closely with the Town Master Planner (TMP)/Architect to ensure the signage be in conformance with the RPSP. The TMP and staff have determined that Project is consistent with the design intent and signage standards of the RPSP, summarized as follows:

SIGNAGE GUIDELINE DESCRIPTION	SPECIFIC PLAN SOURCE	REQUIREMENT	COMPLIES?
Project Identity	5.9.1	included in sign program	YES
Signage on Building	5.9.1	included in sign program	YES
Consistent with Architecture and Landscaping	5.9.2	consistent between signage, with contemporary architecture of buildings	YES
Setbacks (various)	5.9.2.2	setbacks indicated	YES
Sign Lighting	5.9.2.4	lighting identified in program	YES
Sign Materials/Fabrication	5.9.2.5	construction criteria identified in program	YES
Monument Sign - 6' Height Maximum	5.9.3.2	provided	YES
Monument Sign Consistent with Architecture and Landscaping	5.9.3.2	consistent between signage, with contemporary architecture of buildings	YES
Freeway-Oriented Monument Signs - maximum 2 within District C	5.9.3.3.B	provided	YES
Freeway-Oriented Monument Signs - locations, content, and illumination	5.9.3.3.B	provided and identified	YES
Freeway-Oriented Monument Signs - 20' height maximum and 320 SF maximum	5.9.3.3.B	provided	YES
Commercial Tenant Signage - building tenants size criteria materials criteria appropriate scale	5.9.3.6	tenant/logo size criteria consistent materials indicated scale indicated	YES

7) Community Workshop and Public Input: A Community Workshop was held on September 21, 2020. There were no members of the public who provided input at the Community Workshop. To date, staff has not received any other public comments, in favor or against, the proposed Project.

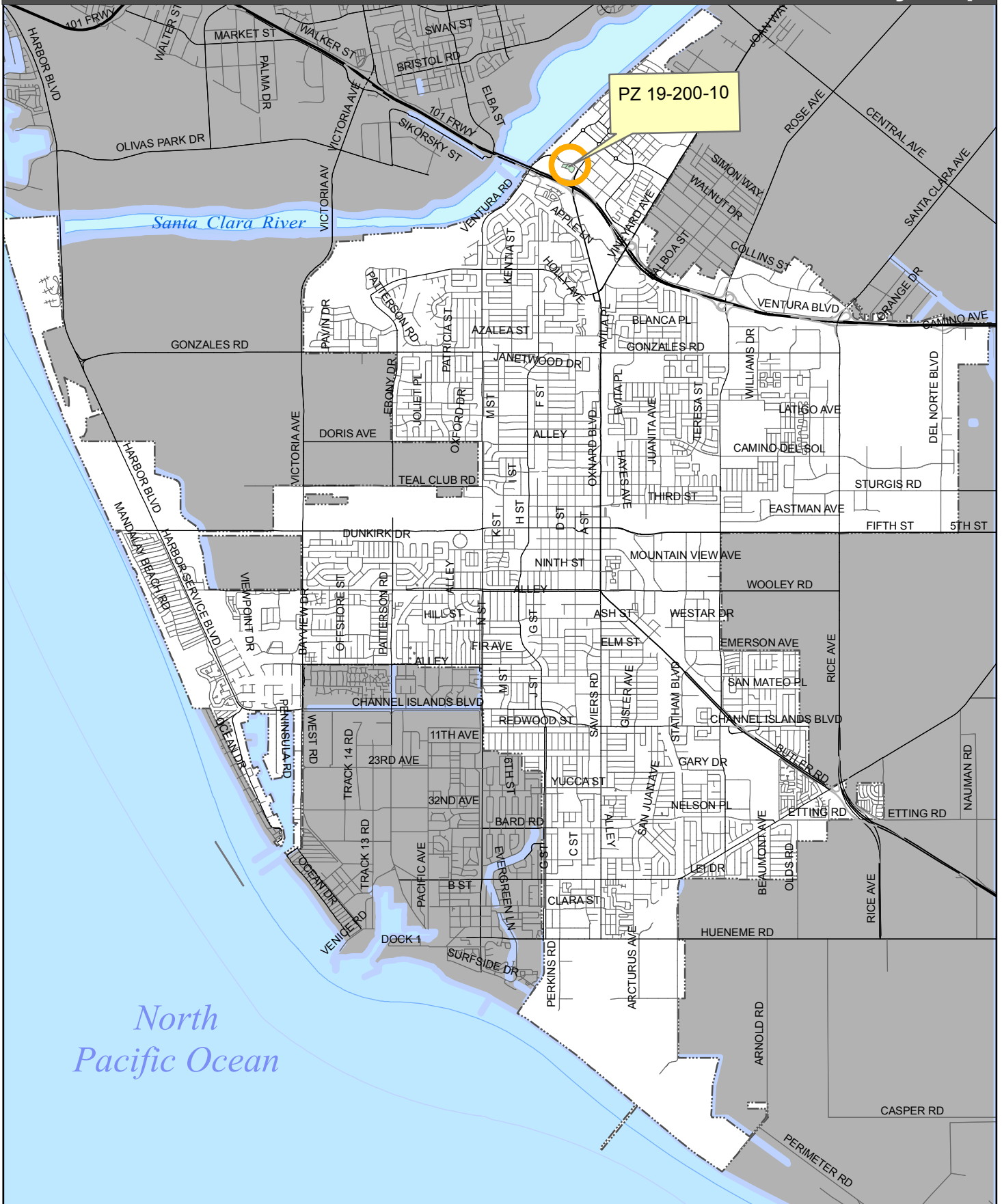
8) Appeal Procedure: In accordance with Section 16-525(B) of the City Code, the

Director's action on Planning and Zoning Permit No. 19-200-10 (DDR) may be appealed to the Planning Commission within 10 days after the decision date. Appeal forms may be obtained from the Planning Division's Office and must be submitted with the appropriate fees before the end of the appeal period. If an appeal to the Planning Commission is not filed within 10 working days of the Community Development Director's decision, the decision of the Community Development Director shall be considered final.

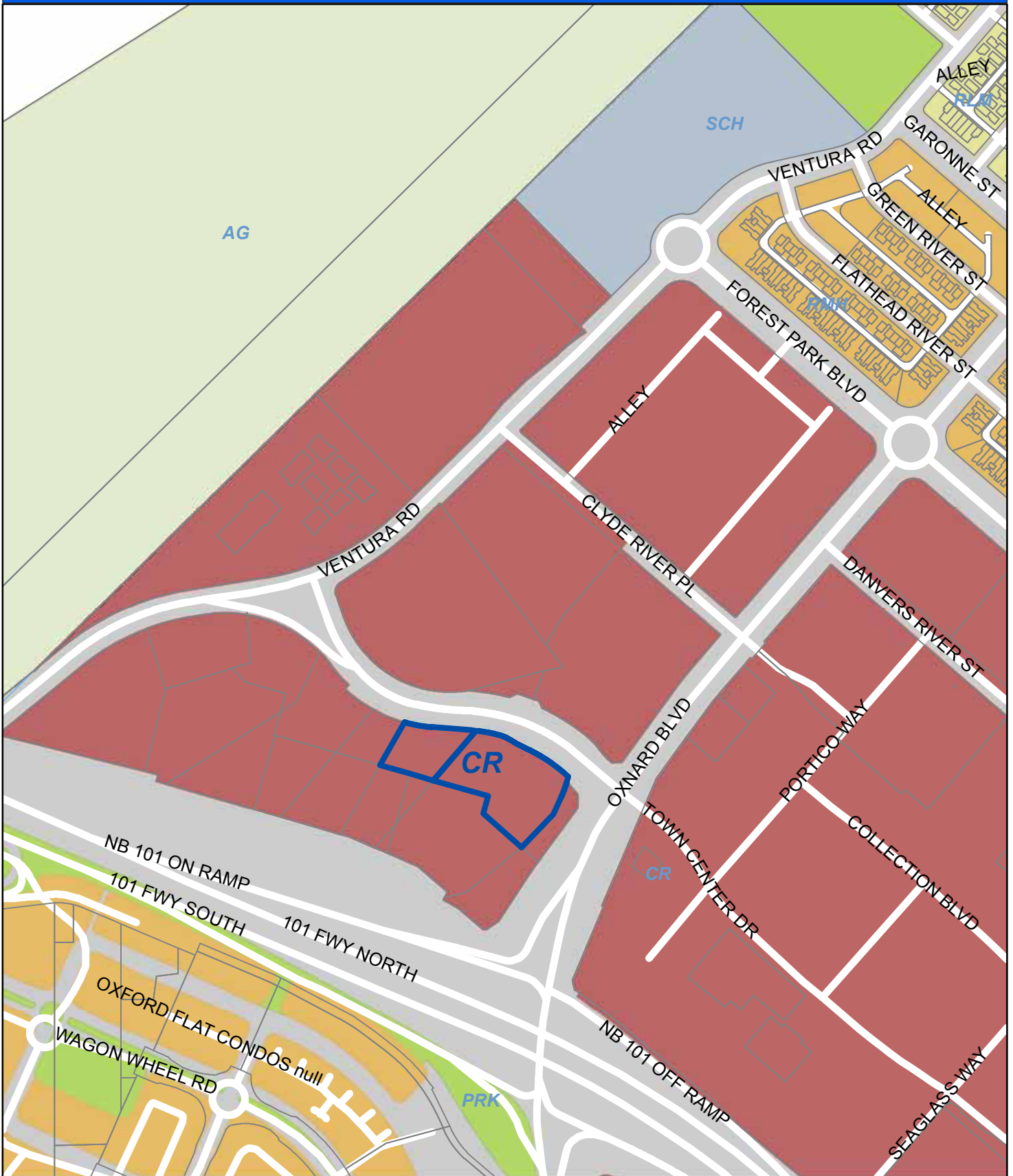
Attachments:

- A. Maps (Vicinity, General Plan, Zoning)
- B. Reduced Project Plans
- C. Notice of Exemption
- D. Resolution

Vicinity Map

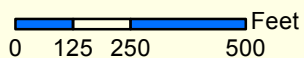


2030 General Plan Land Use Map



Oxnard Planning
May 3, 2020

PZ 19-200-10
The Landing Sign Program

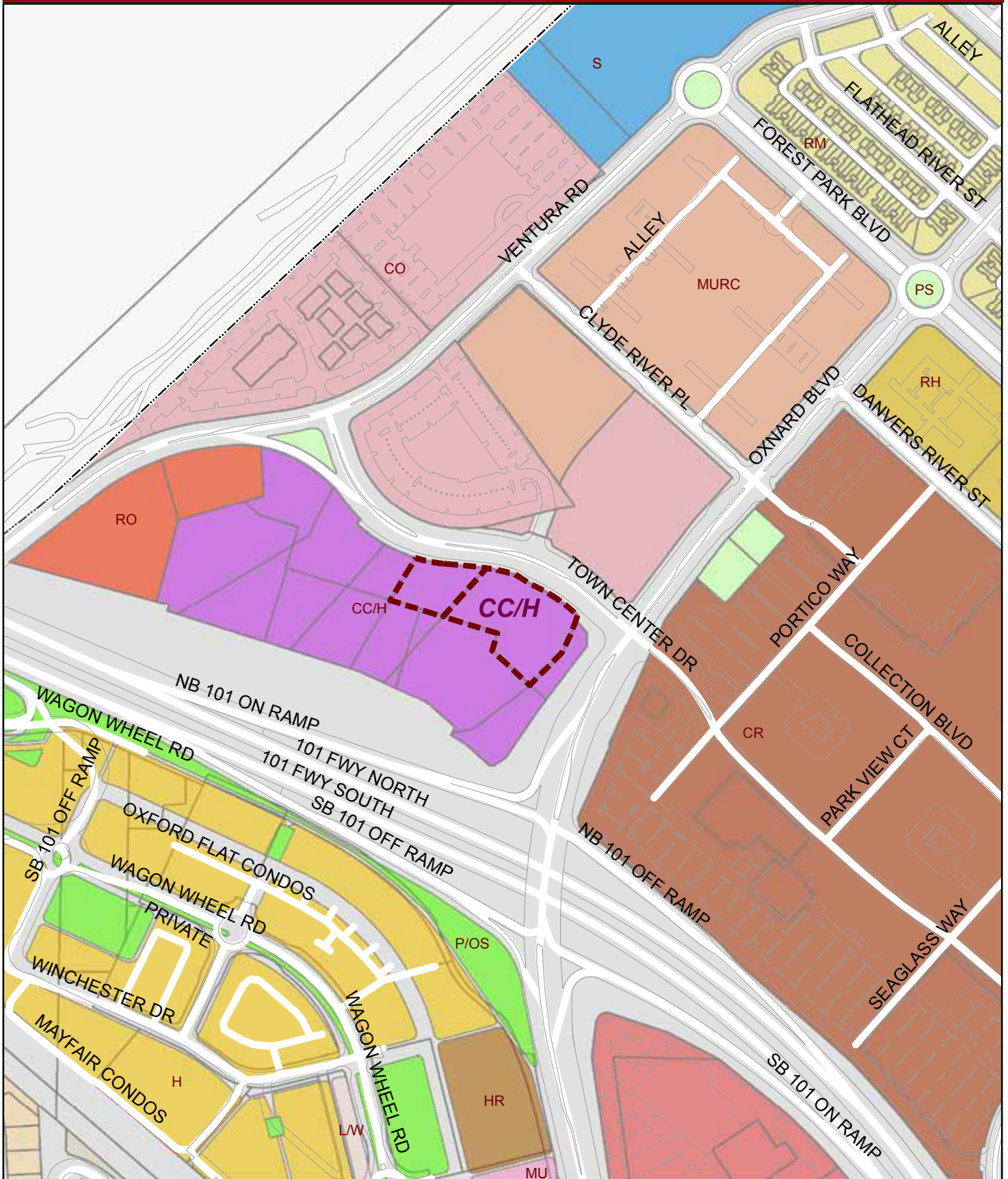


2030 General Plan Land Use Map



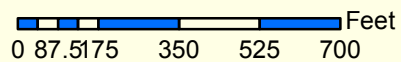
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Zoning/Specific Plan Map



Oxnard Planning
May 3, 2020

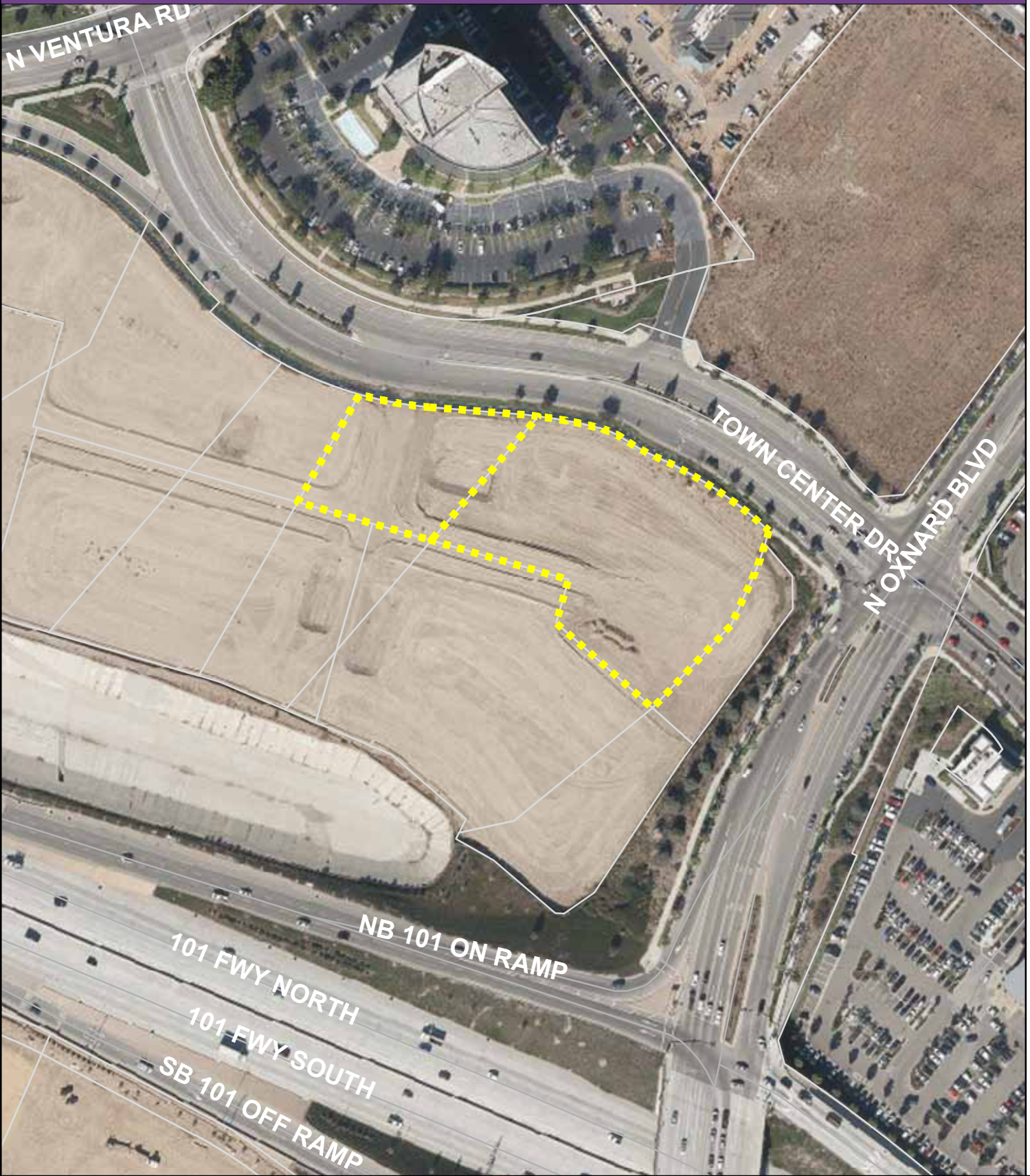
PZ 19-200-10
The Landing Sign Program



Zoning/Specific Plan Map



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07.28.2020
Version 9

THE | LANDING

Shea Properties
The Landing
Oxnard, California



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Tenant Signage Design Criteria

The Landing Business Signage Design Criteria

Master Developer's (MD) Objective

The objective of the Signage Design Criteria guidelines is to provide standards and specifications that assure consistent quality, size, variety and placement for Business signs throughout the project. The criteria are intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence can best be achieved through open and frequent dialogue between Business, MD and the project's graphic design consultant. Signing at The Landing is an integral part of the center's image and appeal, so signs shall be carefully placed and proportioned to the individual architectural facade on which they are located. Care in the design and installation of store signs will enhance the customer's appreciation of individual Business's and contribute to the project's overall success.

Master Developer's (MD) Work

- Timely process the review, revision and approval of the Business's sign design submissions.
- All Signage to be reviewed and stamped APPROVED by the MD prior to submittal to the City.

Business's Work

- Design, fabrication, permitting and installation of signs, including any structural support, time-clocks, connection to photocells, and electrical service from Business's panel and any special installation requiring addition or modification to the shell building approved by the MD, if applicable.
- Signs shall be powered through concealed conduit from Business's electrical panel.
- Maintenance and repair of the sign.
- The Business shall employ sign fabricators and installers who are licensed and are well qualified in the techniques and procedures required to implement the sign design concept and approved by the Landlord.
- The Business shall abide by all governmental regulations and by all provisions, guidelines and criteria contained within The Landing Retail Guidelines and these Signage Design Criteria.

- Only those sign types provided for and specifically approved by the MD in Business's sign submission documents will be allowed. The MD is to review and approve the sign design and plans prior to submittal to the City.
- The sign shall be maintained in like-new condition.
- Businesses shall furnish the MD with a copy of all sign fabrication and installation plans and permits prior to installation.
- Sign illumination shall be turned on by means of a photocell and turned off by means of an astrological time clock set to center hours of operation determined by the MD.

Submission and Review Process

The MD may engage the services of a sign consultant for the entire project that will assist in the review and approval of Business sign submissions and insure their conformance to the Project's overall Signage Criteria. The MD has the discretionary rights to allow for design flexibility in their approval of the signage subject to the concurrent approval of the governing agencies.

At least thirty (30) days prior to the Business's scheduled delivery of the Premises, Business shall have provided the following information to the MD for review. This information is separate from sign approval submission (and may be in addition to store design and drawing submissions), and will be used to begin the sign design process.

- Store name
- Store logo (in color with colors identified)

Businesses may also submit rendered elevations or photographs recently executed locations.

Final Design Submission

Allowing reasonable time for MD's review and Business's revision of submissions in advance of sign fabrication (but not less than 30 days), Business shall submit to the MD for approval three (3) sets of complete and fully dimensioned shop drawings of the Tenant's sign. (Electronic plans may be provided at the owners discretion.)

Shop drawings shall include at least the following:

- Business's entire building facade elevation, showing the proposed sign, in color, drawn to a scale of 1/8" = 1'-0".

- Storefront (partial building) elevation at 1/4" = 1'-0" scale, showing the location, size, color and construction and installation details (brackets, braces, etc.) of the Business's proposed sign.
- Typical section through letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method. Specify neon color or LED and intensity (if applicable).
- Color and material samples together with a photograph (if possible) of a similar installation.
- A floor plan of the Business's space with the identified location, type and quantity of signs.

Within fourteen (14) calendar days of receipt of the final sign shop drawings, the MD will approve, approve as noted, or disapprove with comments the Business's sign design. Business shall respond to the MD's comments and re-submit within five (5) calendar days, repeating this process until all sign design, fabrication and installation issues are resolved to the MDs and Business's satisfaction.

Upon receipt of final sign approval, Business shall submit the proposed sign to the City of Oxnard for the required fabrication and installation permits.

Note: All Business signs shall bear the UL or equivalent testing laboratory label, and shall be fabricated by a qualified shop. No labels, plaques, or stickers may be affixed to the sign which are visible to the public.

Sign Contractor Responsibilities

The Business shall insure that their sign fabricator and installer understand their responsibilities before they begin sign fabrication.

The Business's sign contractor(s) are responsible for the following:

- Obtain all required sign permits from the City of Oxnard and deliver copies to the Landlord.
- Keep a MD approved set of sign shop drawings on site when installing the sign.
- Insure the site and project location are in the same condition as it was prior to the commencement of work

Tenant Signage Design Criteria

Sign Design and Placement Criteria

There are many acceptable sign treatments and a mixed media approach of several different elements and lighting techniques is allowed. Businesses are strongly encouraged to consider the architectural style of their facade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing graphics and signs for the storefront.

Permitted Sign Types



Acceptable sign treatments include:

- Front and halo illuminated channel letters, white LED or neon halo only. Note: acrylic face, internally illuminated channel letters which are not also halo lit will not be permitted unless successfully used as a part of an approved mixed media sign.
- Three (3") to four (4") inches deep halo illuminated letters, white LED or neon halo only.
- Two (2") inches deep channel letter with exposed LED or neon. Exposed LED or neon will be approved at the sole discretion of the MD and should be proposed only if a part of the overall Tenant design concept.
- Dimensional, geometric shapes.
- Screens, grids, or mesh.
- Etched, polished, patina or abraded metals and materials.
- Sand blasted, textured, and/or burnished metal-leaf faced dimensional letters, pin mounted from facade.
- Rounded face letter forms with radius faces and eased edges.
- Layered letterforms with face and liner. Letter face shall be at least one (1") inch thick, and the liner shall be a minimum of two (2") inches thick.
- Exposed neon as a graphic accent.

- Signs mounted to hard canopies, eyebrows or other projecting architectural elements.
- Awning signs and logos.
- Signs mounted to canopies and marquees.
- Signs mounted to the top of the building:
Per Riverpark Specific Plan: 5.9.3.4 *Commercial Top of Building Wall Identity*

Note: Mixed media signs employ two or more illumination and fabrication methods (for example, halo lit reverse channel letters with fiber optic accents).

Prohibited Sign Types



- Unadorned rectangular cabinet signs with translucent or opaque faces.
- Temporary wall signs, pennants, banners, inflatable displays, flag signs, or sandwich boards, unless specifically approved by the Landlord.
- Window signs unless approved by the Landlord (Note: box signs hanging in display windows are not allowed and use of exposed neon in window displays may be allowed subject to Landlord approval).
- Exposed junction boxes, wires, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
- Signs using trim-cap retainers that do not match the color of letter and logo returns (polished gold, silver or bronze trim caps are not permitted).
- Pre-manufactured signs, such as franchise signs, that have not been modified to meet these criteria.
- Paper, cardboard or Styrofoam signs, stickers, or decals hung around or behind storefronts.
- Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
- Simulated materials such as wood grained plastic laminates or wall coverings.
- Flashing, oscillating, animated lights or other moving sign components, except as specifically approved by the Landlord.
- Advertising or promotional signs on parked vehicles.
- "Open" or "Closed" signs in storefront doors or display windows.
- Hand painted Signs

Tenant Signage Design Criteria

Business Signs

The following outline provides guidance for each Business building or lease space sign allowance. In addition, building diagrams with possible sign placement follows this criteria. These elevations illustrate the various tenant spaces as:

- Luxury Retirement Community Building
- Hotel Buildings
- Single Tenant Building
- Multi-Tenant Building
- Service Station

Primary Identification Sign

The Landing Retail Signage Design Criteria supersedes all less restrictive Sign Codes by the RiverPark Specific Plan. If the Tenant can show good cause for a deviation from the size limitations outlined within, which does not violate any RiverPark Specific Plan Sign Codes or regulation regarding the size and placement of storefront signs, the MD will consider such requests.

1.1 Luxury Retirement Building

- Building is allowed (1) monument sign located at the entry to their site. The monument sign shall not exceed 5'-0" in height, and sign area is not to exceed 40 square feet.

1.2 Hotel 1 & 2 Buildings

- Total sign area for each building is not to exceed 575 square feet.
- Businesses are allowed two primary identification signs and one secondary identification sign at the hotel entry or port cochere.
- Businesses are allowed signage up to 1.5 square feet per 1 ft. of building frontage on two elevations of the area of each building face.
- Businesses are allowed one monument sign located at the entry to their site. The monument sign shall not exceed 6'-0" in height, and sign area is not to exceed 50 square feet per face.
- Square Footage to be used for primary and secondary identity as well as branded content or services. No product identity.

1.3 Single Tenant Buildings



- Businesses are allowed 3 square feet of primary sign area per linear foot of store frontage on up to three elevations of the area of each building face provided that the overall maximum allowance square footage is not exceeded. Square Footage is to be used for primary tenant identification as well as branded content or services. No product identity.

1.4 Multi-Tenant Building



- Businesses are allowed 1.5 square feet of primary sign area per linear foot of store frontage on up to three elevations of the area of each building face provided that the overall maximum allowance square footage is not exceeded. Square Footage is to be used for primary tenant identification as well as branded content or services. No product identity.
- Specific suites with building elevations facing multiple exposures may incorporate one additional primary identification

sign per active storefront exposure, subject to MD's approval.

- Sign size is based upon the Business's Leased frontage, as measured in a straight line from Lease line to Lease line for each store front elevation. Businesses are allowed 2 sq. ft. of primary sign area per lineal foot of store frontage. The total allowed is not an aggregate total of the building. Sign square footage is measured by drawing a simple rectangular box around the wording of the sign, whether upper and/or lower case letters are used.

- The overall width of any sign shall not exceed 80% of any uninterrupted architectural treatment.

Note: Specific locations and surrounding architectural treatments can dictate the maximum sign height and length, which may differ from the general guidelines proposed above. The MD reserves the right to approve or reject any proposed sign on the basis of its size and placement.

- Signs may identify the business name and a minimum generic word description of the service. No brand product identity or specific service descriptions may be displayed.
- Unless otherwise restricted by City Codes, treated as the primary identification sign, blade signs, flags, banners and window text signs shall not count against the Tenant's overall sign square footage allowance.

1.5 Service Station

- Service Stations are subject to the same criteria as outlined in 1.3 Single Occupied Buildings. In addition, Service Stations have special requirements for station bays and pricing rates. These are identified on pages 22 - 26.

Tenant Signage Design Criteria

2 Projecting Signs



The size and placement of these projecting signs will vary depending upon the store frontage and location, and will be determined at the sole discretion of the MD. Projecting signs will be sized to compliment the architectural elements on which they are placed. However, the ultimate size of the individual sign will be determined during the design and submission process, and will be subject to the MD's sole discretion and approval.

Projecting Sign Placement

Other Businesses may propose projecting signs if essential for visibility or to compliment the building architectural style. Projecting signs for other Businesses, if approved by the MD, may be limited to a maximum projection of three feet eight inches (3'-8") from the building and have a maximum height of ten feet (10'0"). Clearance from the underside of the blade sign to the finished common area paving shall be a minimum of eight feet (8'-0"). The final size of the sign will be determined during the design and submission process and shall compliment the architectural style and scale of the area receiving the sign subject to the sole discretion of the Landlord.

Where a projecting sign becomes the Business's primary identification sign, the Landlord may permit a secondary storefront facade sign or marquee sign visible to pedestrians at the level of entry.

3 Blade Signs (allowed but not required)



Businesses in Arcades, with awnings or fixed canopies are allowed one blade sign per store front exposure. The blade sign program has been established to work with each Business's graphic identity and transform it into a three dimensional double-faced sign. The MD encourages the Business to propose blade sign designs that enrich the pedestrian environment with creative use of colors and materials combined with strong store name identification. Blade signs may be illuminated or non-illuminated. Illuminated signs shall have an internal light source, or a decorative external light source that is well integrated into the sign design. Blade signs shall project no more than three feet six inches (3'-6") from the building face, and shall be no more than three feet 3'-0" in overall height, with a maximum of six (6) square feet of area for each face.

Blade signs may be attached to wall or suspended from fixed canopy with decorative bracket consistent with the design of the blade.

Blade signs are generally intended to have a horizontal proportion. Clearance from the underside of the blade sign to the finished common area paving shall be a minimum of eight feet (8'-0").

Proposals for blade sign designs will be reviewed at the time of the Business's overall sign design submission. It is the responsibility of the Business to ensure that the fabrication and installation by their contractor includes adequate support for the blade sign.

4 Wall Plaque Signs



There may be conditions where a building plaque sign may be preferred in place of a blade sign. The Business plaque sign will be placed flush to the building surface adjacent to the Business's entry.

Plaques shall project no more than the material depth or no more than 1" from wall surface. Plaques are non-illuminated and will have a maximum of 6 sq. ft. in area. Plaques can be flat or have limited dimensional design. Plaques can be painted, silk screened, etched or carved. No vinyl letters. Content is limited to Business name, logo or brand. No other graphic content shall be allowed unless specifically requested and approved by the MD.

Tenant Signage Design Criteria

5 Window Signs



Window applied signs are allowed on second surface of glass. Window signs may not be larger than 20% of total window glazing. Signs may be decal, hand painted or gilded presenting the Tenant name, logo or brand. No other graphic content shall be allowed unless specifically requested and approved by the MD.

Drive Through Sign



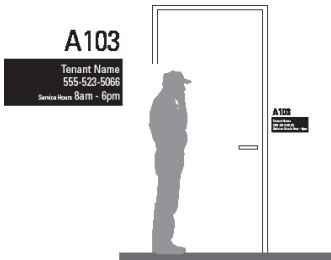
Businesses with drive through service will be allowed (1) one freestanding illuminated entry drive directional sign mounted in landscaped area adjacent to entry drive with a maximum 4 sq. ft. of sign area and 4 ft. off grade.

Suite Identification Signs

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Suite identification signs shall be provided to the MD standard at the Tenant's expense. Signs shall be centered on the window panel immediately above the primary entrance door. Alternatively, signs may be placed in the lower right hand corner of the storefront adjacent to the primary entrance. Numerals shall be gold, silver or white Mylar, four inches (4") in height, Univers 57 Condensed font.

Service Door Signs



Businesses shall be required to identify their service door for delivery and emergency purposes. Tenants shall provide with Braille and tactile elements and should be installed on the latch side of the door to the room being identified. It should be mounted no lower than 48 inches from the floor and no higher than 60 inches from the floor. Letter height shall be three inches for Suite ID and 1" max. for name, phone number and business hours, Univers 57 Condensed font.

Building Address Signs

Building address sign are to be placed at a prominent location such as at front of a building. Numbers shall contrast with their background and shall not be less than 4" in height. Font is to match project font, Univers 57 Condensed. See Building Address Sign Criteria for example on page 22.

Other Required Storefront Signs

Most Business suites will include the primary storefront entry doors as a legal means of egress from the interior. If required by code, Business provide a sign at storefront entrance doors identifying "these doors are to remain unlocked during business hours" in an upgraded surface mounted panel matching the

storefront finish. Vinyl letters or tape will not be permitted. If required by code, Businesses shall also provide an upgraded surface mounted accessibility plaque in a material compatible with the storefront finish. Vinyl letters will not be permitted. Tenants shall provide a suite address number at a size, design material and location designated by the MD.

Sign Lighting Recommendations



Business signs shall be creatively illuminated using a variety of lighting techniques. One or more of the following may be allowed:

- Internally illuminated acrylic faced channel letters, pin mounted, with halo illumination.
- Opaque faced reverse channel letter with silhouette illumination (neon or LED).
- Open channel with exposed neon or border tube LED.
- Fiber optics.
- Incandescent light bulbs.
- Front lighting (including custom decorative light fixtures approved by the Landlord).
- Internally illuminated signs with seamless opaque cabinets and

Tenant Signage Design Criteria

push-through lettering and/or neon or LED.

- LED or neon shall be white and 3500k. Use of colored neon is subject to MD approval.

- LED's shall substitute for neon, but will be warm white in color. All front lighting fixtures and light sources shall be baffled and/or obscured from direct visibility with recessed channels that are fully integrated into the building facade elements. Alternatively, decorative shrouds or housings custom designed and fabricated to maintain or enhance the architectural integrity of the building may be used to conceal "off-the-shelf" standard fixtures subject to MD's approval. Visible standard (Non-custom) "gooseneck" lamps and similar fixtures will not be approved. All housings and posts for exposed neon signs shall be painted to match or compliment the building facade color immediately behind and adjacent to the sign.

Type Styles and Logos

The use of logos and distinctive type styles is encouraged for all Business's signs. Sign lettering should be combined with other graphic and or dimensional elements denoting the type of business. The Business may adapt established type styles, logos and/or images that are in use on similar buildings operated by the Business in other locations, provided that these images are architecturally compatible and approved by the MD. The typeface may be arranged in multiple lines of copy and may consist of upper and/or lower case letters.

The Business shall identify trademark protected type and marks in their sign submission to assist the MD in the review process.

Colors

The following guidelines are for selecting colors for Tenants' signing. The Project and the individual building facade will consist of a variety of colors and materials. The MD encourages the Business to consider these colors when choosing their sign colors, and where feasible the Landlord will consider the Business's color scheme when making final building color and material choices. Businesses are requested to make early color submissions for review by the MD, although final determination of building colors will follow from on site mock-ups and draw downs reviewed and approved during construction of the base building shell.

- Signs may incorporate regionally and nationally recognized logo colors.
- Sign colors shall be selected to provide sufficient contrast against building background colors.
- Sign colors shall be compatible with and compliment building background colors.
- Sign colors shall provide variety, sophistication and excitement.
- Color of letter returns shall match the face of the letter or be a contrasting dark bronze for good daytime readability (black returns are generally not permitted).
- Interior of open channel letters shall be painted dark when placed against light backgrounds.
- LED or neon colors shall compliment related signing elements.

General Sign Fabrication Criteria

- Signs shall be fabricated of durable appropriate weather resistant materials complimentary to the base building materials.
- Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally, stainless steel fasteners shall be used to attach dissimilar metals.
- Threaded rods or anchor bolts shall be used to mount sign letters, which are held off the background panel. Angle clips attached to letter sides will not be permitted.
- Colors, materials and finishes shall exactly match those submitted to and approved by the Landlord.
- Visible welds and seams shall be filled with auto body compound and ground smooth before painting. No fasteners, rivets, screws or other attachment device shall be visible from any public vantage point.
- Finished metal surfaces shall be free from oil canning and warping. All sign finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards.
- Reverse channel letters shall be pinned two inches (2") off the wall. The letter return depth shall be three (3") to four (4") inches, and letters shall have a clear Lexan backing. LED or neon light as required for even light distribution.

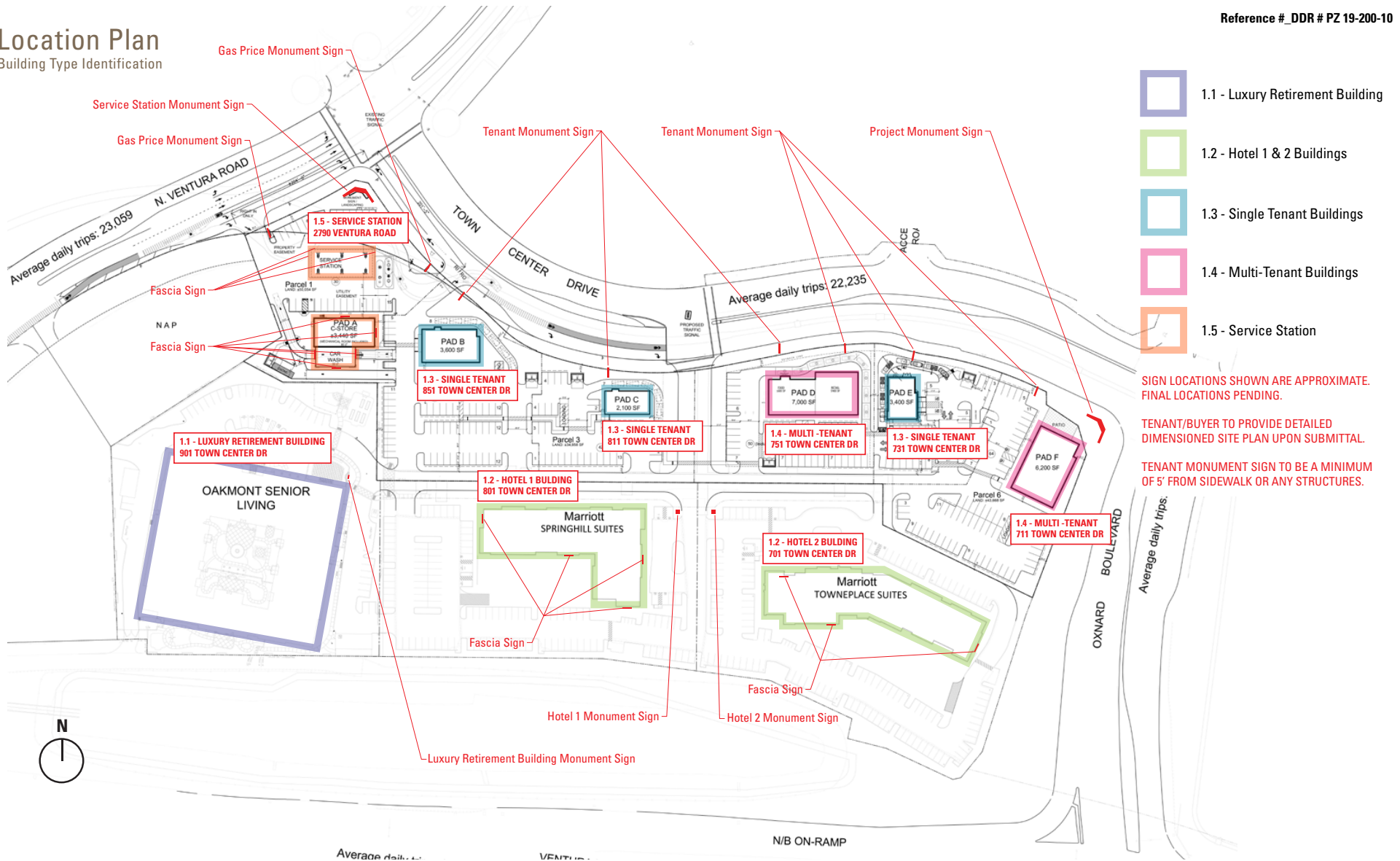
- No labels, plaques, or stickers may be affixed to the sign which are visible to the public.
- Tenant Monument Signage to be fabricated and installed by Artistic Sign Group for signage consistency. Contact information: John Iadipaolo, 805-232-4302

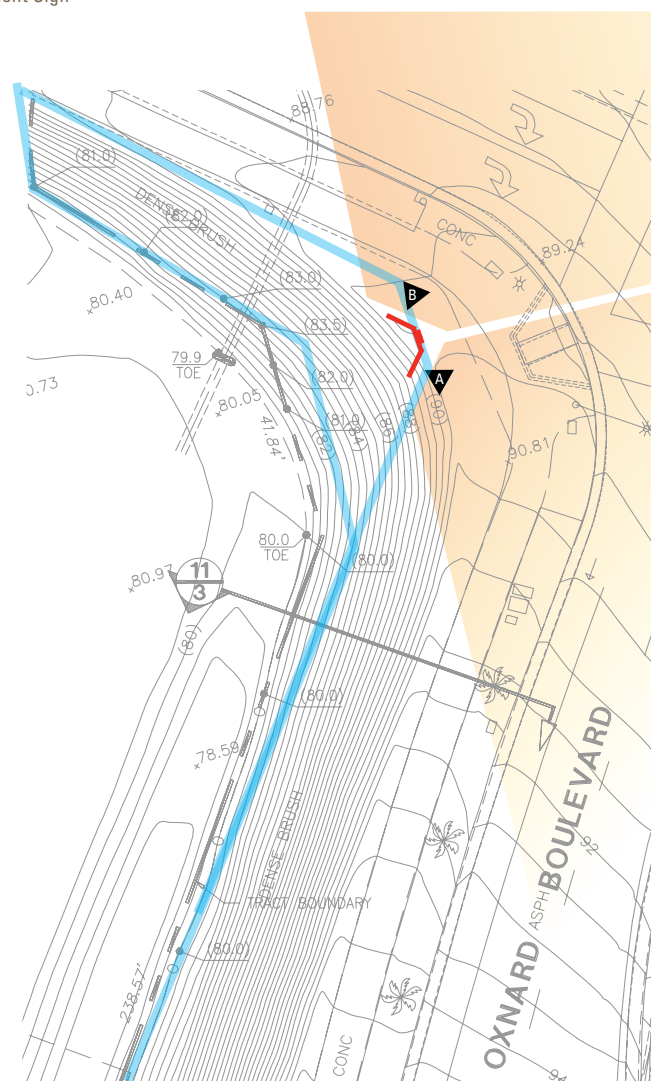


Location Plan

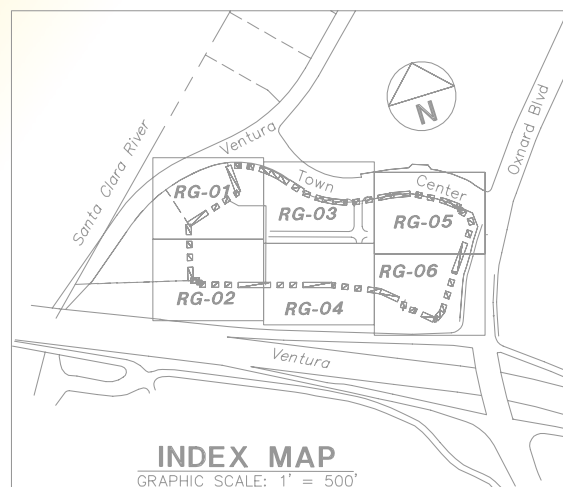
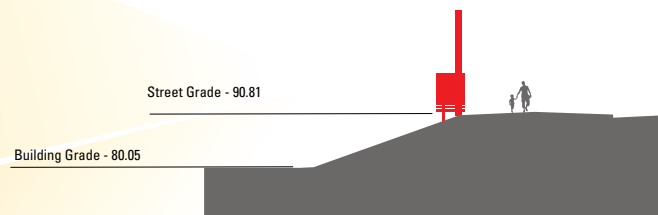
Building Type Identification

Reference #_DDR # PZ 19-200-10





Fabricator to VIF all dimensions and conditions prior to fabrication. Final placement to be coordinated with client.



Sign Area Table

Project and Tenant Signs

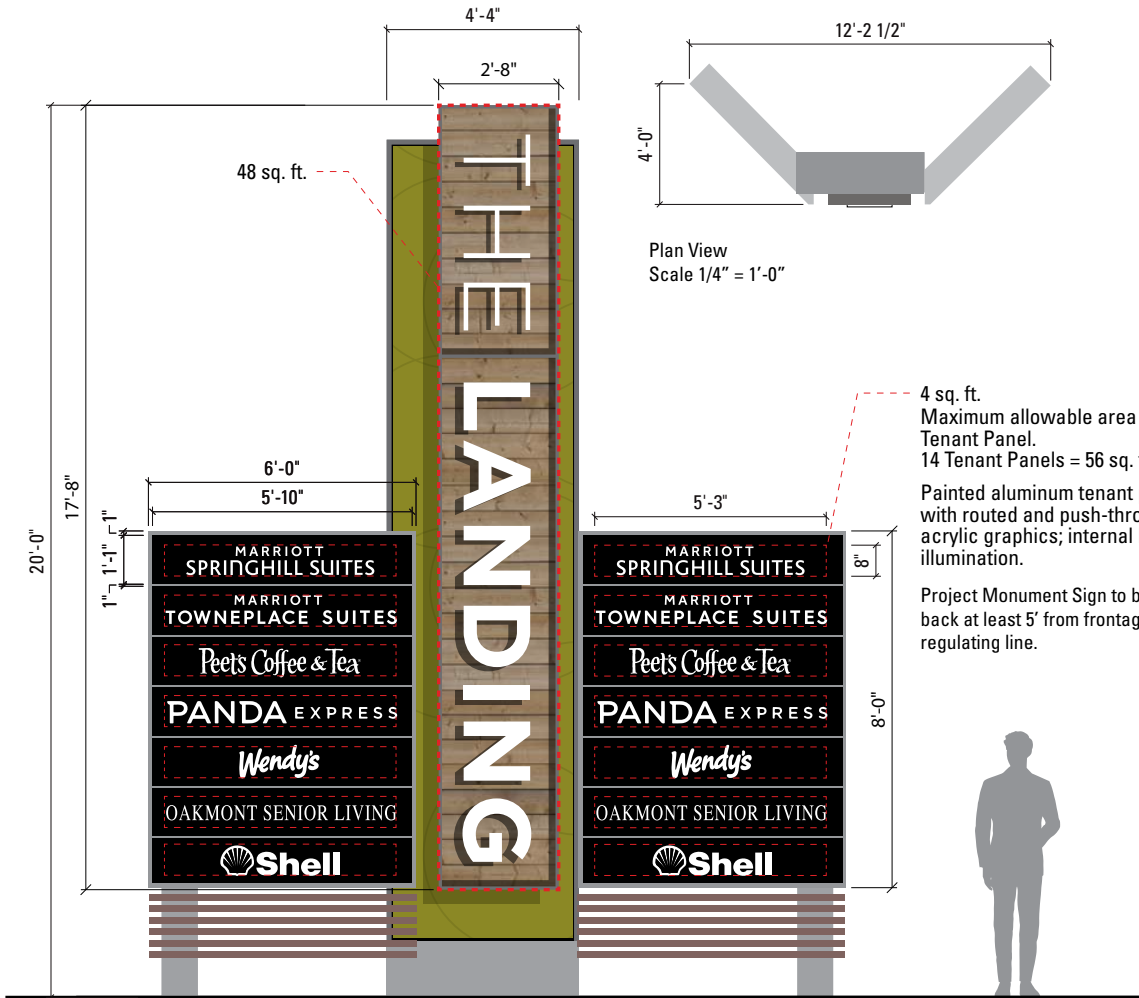
Project	Sign Type	Max Letter Height	Max Logo Height	Sign Height	Sign Area	Quantity	Max Total Sign Area
Project Monument Sign	Monument	n/a	n/a	20 ft.	104 sq. ft.	1	104 sq. ft.
Tenant Monument Sign	Monument	n/a	n/a	4 ft.	10 sq. ft. for each side * double-sided	6	120 sq. ft.

Tenants	Sign Type	Max Letter Height	Max Logo Height	Sign Height	Sign Area	Quantity	Total Sign Area
1.1 - Luxury Retirement Building	Monument	12 in.	n/a	5 ft.	40 sq. ft.	1	40 sq. ft.
1.2 - Hotel 1 Building	Fascia, South Elevation	30 in.	n/a	2 ft. 8 in.	210 sq. ft.	2	210 sq. ft.
	Fascia, East Elevation	32 in.	n/a	4 ft. 3 in.	144 sq. ft.	1	144 sq. ft.
	Fascia, West Elevation	30 in.	n/a	7 ft. 11 in.	154 sq. ft.	1	154 sq. ft.
	Monument Sign	n/a	n/a	6 ft.	25 sq. ft. for each side * double-sided	1	50 sq. ft.
1.2 - Hotel 2 Building	Fascia, South Elevation	24 in.	n/a	7 ft. 3 in.	146 sq. ft.	1	146 sq. ft.
	Fascia, North Elevation	30 in.	n/a	4 ft. 2 in.	122 sq. ft.	1	122 sq. ft.
	Fascia, East Elevation	14 in.	n/a	4 ft. 2 in.	53 sq. ft.	1	53 sq. ft.
	Monument Sign	n/a	n/a	6 ft.	25 sq. ft. for each side * double-sided	1	50 sq. ft.
1.3 - Single Tenant Buildings	Fascia	TBD	TBD	TBD	TBD	ALLOWED UP TO 3 BUSINESS TENANT SPECIFIC ELEVATIONS	3 sq. ft. per 1 Linear ft.
1.4 - Multi-Tenant Buildings	Fascia	TBD	TBD	TBD	TBD	ALLOWED UP TO 3 BUSINESS TENANT SPECIFIC ELEVATIONS	1.5 sq. ft. per 1 Linear ft.
1.5 - Service Station: Gas Station	Monument Sign	n/a	n/a	20 ft.	144 sq. ft.	1	144 sq. ft.
	Gas Price Monument Sign	n/a	n/a	6 ft. 4 in.	40 sq. ft. for each side * double-sided	2	160 sq. ft.
	Fascia	n/a	2 ft. 10 in.	2 ft. 10 in.	8 sq. ft.	3	24 sq. ft.
1.5 - Service Station: PAD A - Convenience Store	Fascia, East Elevation	11 in.	4 ft. 1 in.	5 ft. 8 in.	41 sq. ft.	1	41 sq. ft.
	Fascia, North Elevation	11 in.	4 ft. 1 in.	5 ft. 8 in.	41 sq. ft.	1	41 sq. ft.
1.5 - Service Station: PAD A - Car Wash	Fascia, West Elevation	11 in.	4 ft. 3 in.	5 ft. 11 in.	45 sq. ft.	1	45 sq. ft.
	Fascia, East Elevation	11 in.	4 ft. 3 in.	5 ft. 11 in.	45 sq. ft.	1	45 sq. ft.
	Fascia, South Elevation	1 ft. 9 in.	3 ft. 10 in.	3 ft. 10 in.	87 sq. ft.	1	87 sq. ft.



Tenant Signage Design Criteria

Project Monument and Tenant Monument Signs



Project Monument Sign - Front View, (Flattened)
Scale 3/8" = 1'-0"

10 sq ft per sign face for a total sign area of 20 sq ft. This sign criteria regulates size and materials of tenant monuments signs only. Location, branding, and colored logos to be provided by Tenant upon such time as tenant's signage submittal.

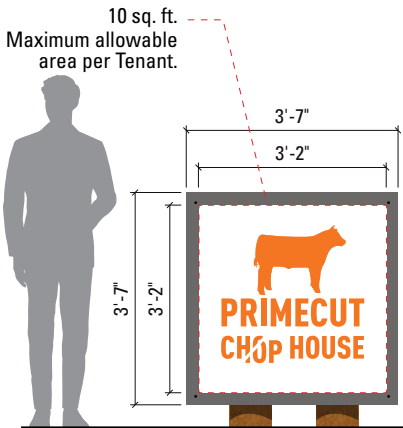
Painted aluminum tenant panel with routed and push-through acrylic graphics; internal LED illumination.

Tenant's allowed to use their own branded colors & logos.

Tenant artwork shown for position only. Final artwork to be provided by client/tenant.

Individual Tenant Sign Panels will be submitted for review and approval separately, not to exceed sign areas herein.

Tenant Monument Sign to be set back at least 5' from frontage or regulating line.



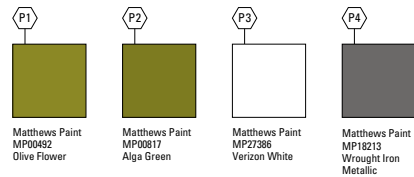
Tenant Monument Sign - Front View
Scale 1/2" = 1'-0"



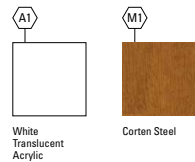
Tenant Monument Sign

Design Requirements and Specifications

PAINT COLORS



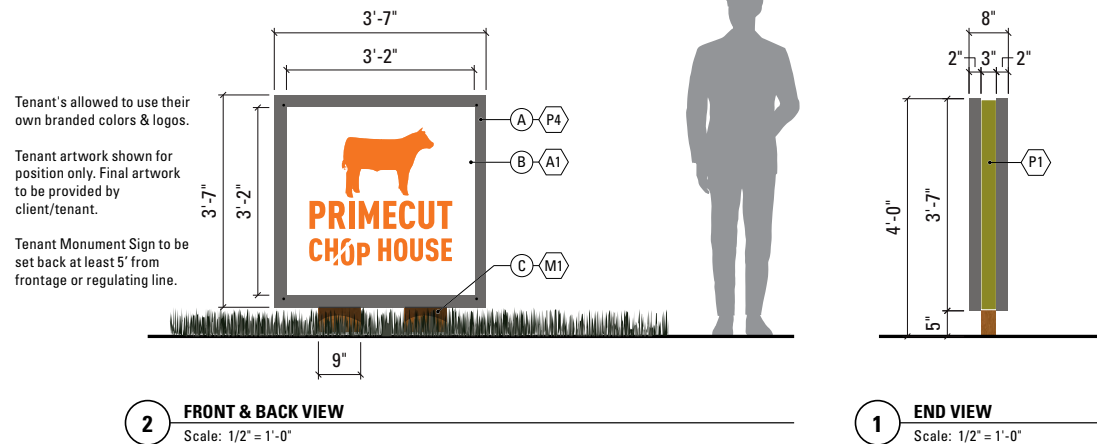
SPECIALTY MATERIAL - ACRYLIC/METAL/STONE/TILE (A1, M1, S1, T1)



NOTES

Fabricator to VIF all dimensions and conditions prior to fabrication. Final placement to be coordinated with client.

- (A) Fabricated aluminum sign cabinet with no visible seams or fasteners; all welds ground for smooth even appearance; with no visible distortions or "oil canning"; all corners & edges eased; painted satin finish all exposed surfaces; Internal LED illumination.
- (B) Aluminum sign faces with no visible seams or fasteners; all welds ground for smooth even appearance with no visible distortions or "oil canning"; all corners & edges eased; painted all visible surfaces in satin finish. Tenant names routed out of boxed face and push-through translucent white acrylic.
- (C) Aluminum base with aluminum (or post-fabrication galvanized steel) structure with corten steel finish; footings to be determined by a licensed engineer and shall comply with all state and local code requirements.



Tenant Monument Signs to be Fabricated and Installed by Artistic Sign Group (AGS)

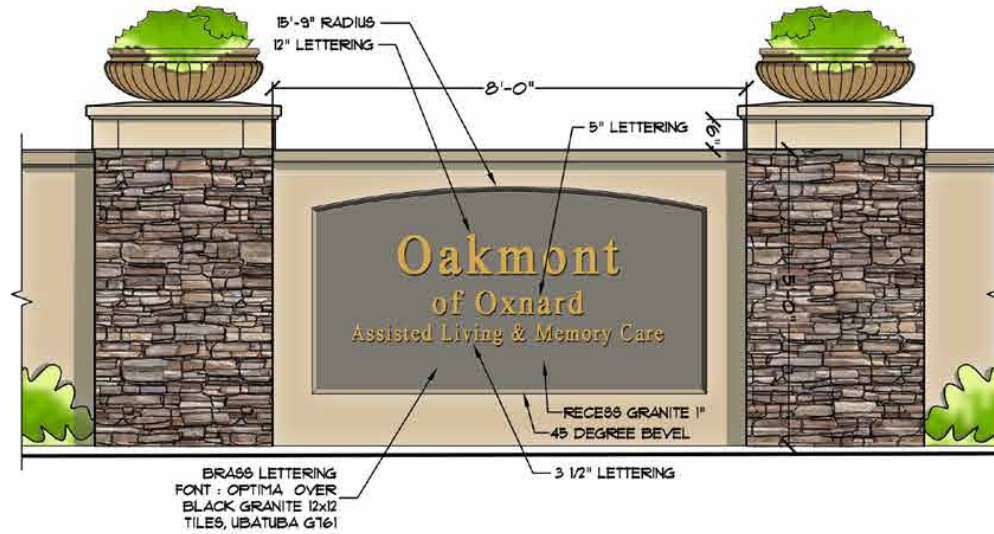
John Iadipaolo
Account Manager
ASG / Artistic Sign Group, Inc.

john@artisticsigngroup.com

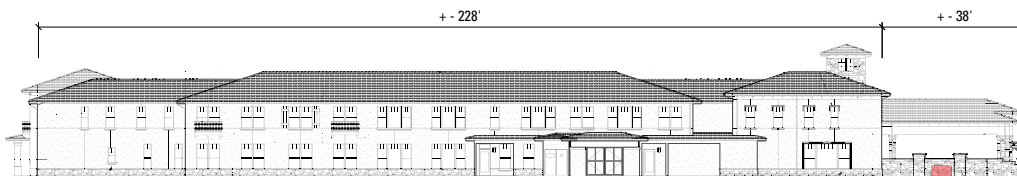
(877) 357-7446 Free
(805) 232-4302 Office
(310) 897-5722 Direct

Primary Identification: 1.1 - Luxury Retirement Building

Maximum Square Footage Allowances and Signage Placement Guidelines

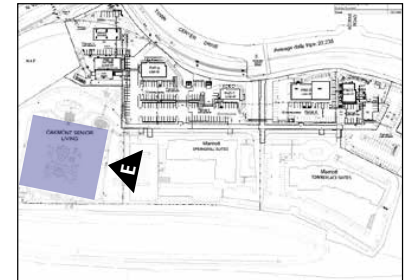


Monument Sign, 1/2" = 1'-0"

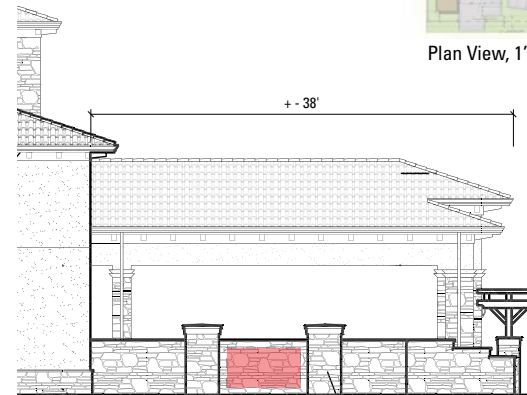


East Elevation, 1/32" = 1'-0"

Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.



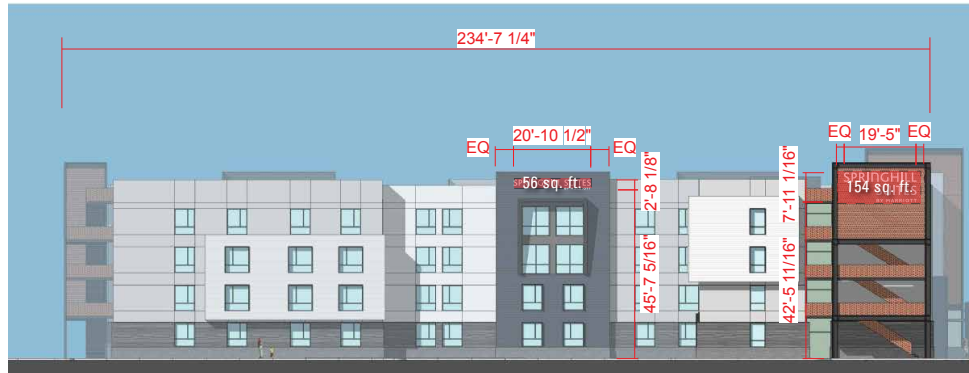
Plan View, 1" = 120'-0"



Partial East Elevation, 3/32" = 1'-0"

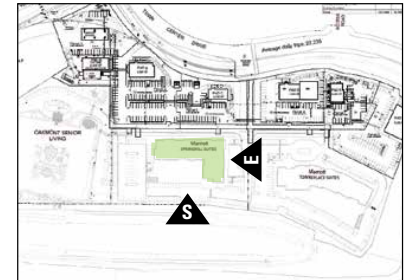
Primary Identification: 1.2 - Hotel 1 Building

Maximum Square Footage Allowances and Signage Placement Guidelines



South Elevation, 1/32" = 1'-0"

Total Sign Area of Building not to exceed 575 sq. ft.
1.5 sq. ft. per 1 ft. of lot frontage = Sign Area Allowed per frontage
234 ft. = 351 sq. ft. allowed per frontage



Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.

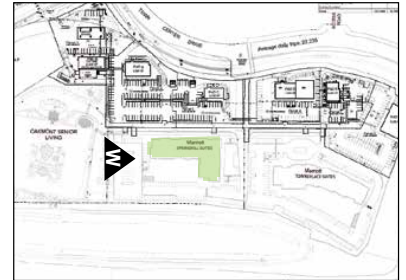


East Elevation, 1/16" = 1'-0"

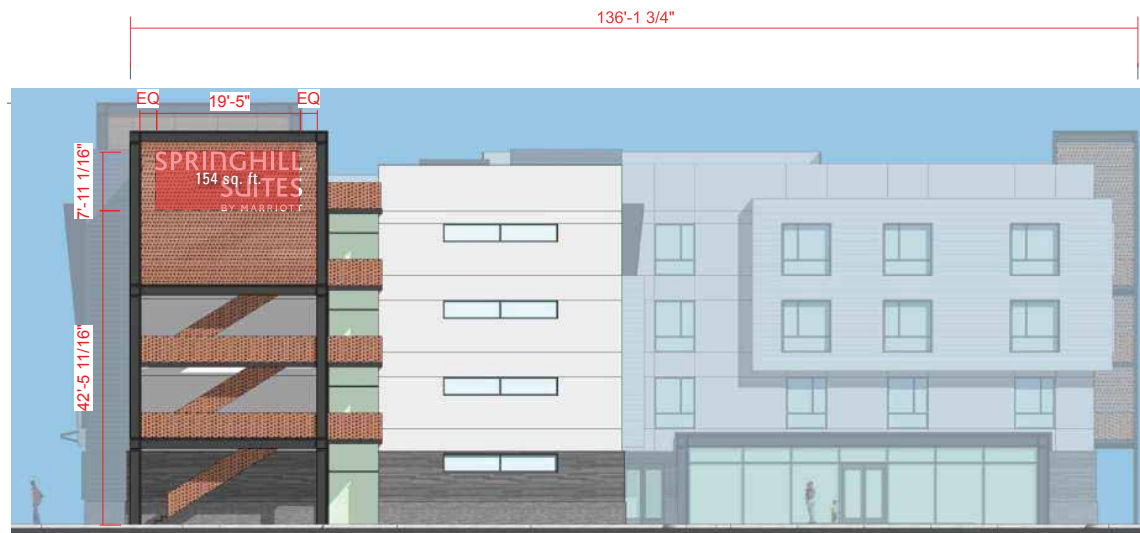
Total Sign Area of Building not to exceed 575 sq. ft.
1.5 sq. ft. per 1 ft. of building frontage = Sign Area Allowed per frontage
141 ft. = 211.5 sq. ft. allowed per frontage

Primary Identification: 1.2 - Hotel 1 Building

Maximum Square Footage Allowances and Signage Placement Guidelines



Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.

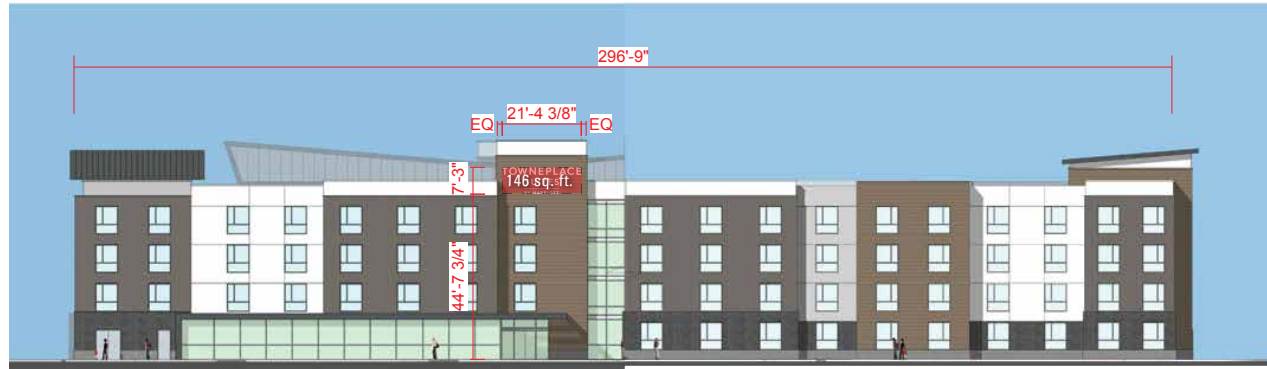


West Elevation, 1/16" = 1'-0"

Total Sign Area of Building not to exceed 575 sq. ft.
1.5 sq. ft. per 1 ft. of building frontage = Sign Area Allowed per frontage
136 ft. = 204 sq. ft. allowed per frontage

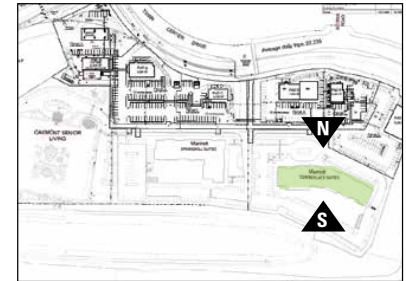
Primary Identification: 1.2 - Hotel 2 Building

Maximum Square Footage Allowances and Signage Placement Guidelines



South Elevation, 1/32" = 1'-0"

Total Sign Area of Building not to exceed 575 sq. ft.
1.5 sq. ft. per 1 ft. of lot frontage = Sign Area Allowed per frontage
297 ft. = 445.5 sq. ft. allowed per frontage



Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.

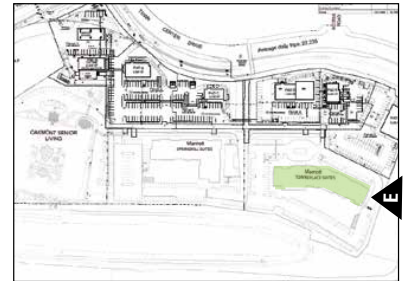


North Elevation, 1/32" = 1'-0"

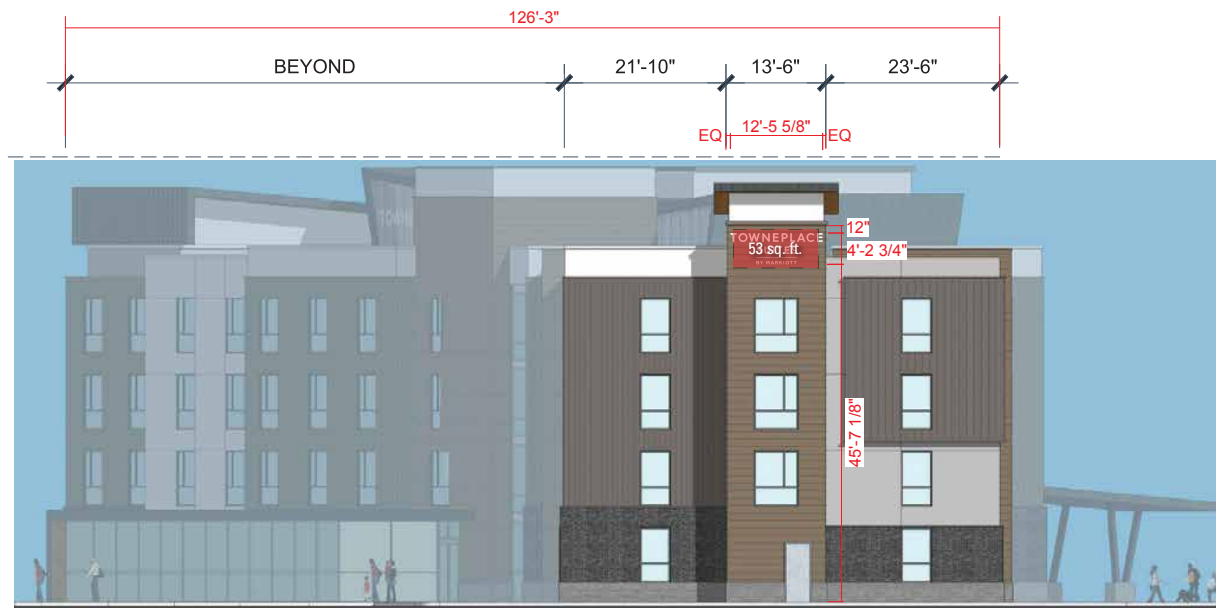
Total Sign Area of Building not to exceed 575 sq. ft.
1.5 sq. ft. per 1 ft. of building frontage = Sign Area Allowed per frontage
321 ft. = 481.5 sq. ft. allowed per frontage

Primary Identification: 1.2 - Hotel 2 Building

Maximum Square Footage Allowances and Signage Placement Guidelines



Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.



East Elevation, 1/16" = 1'-0"

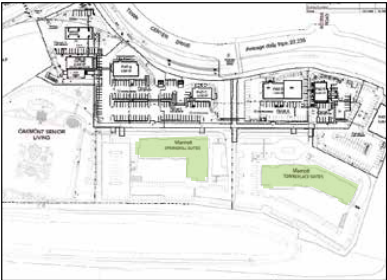
Total Sign Area of Building not to exceed 575 sq. ft.

1.5 sq. ft. per 1 ft. of building frontage = Sign Area Allowed per frontage

59 ft. = 88.5 sq. ft. allowed per frontage

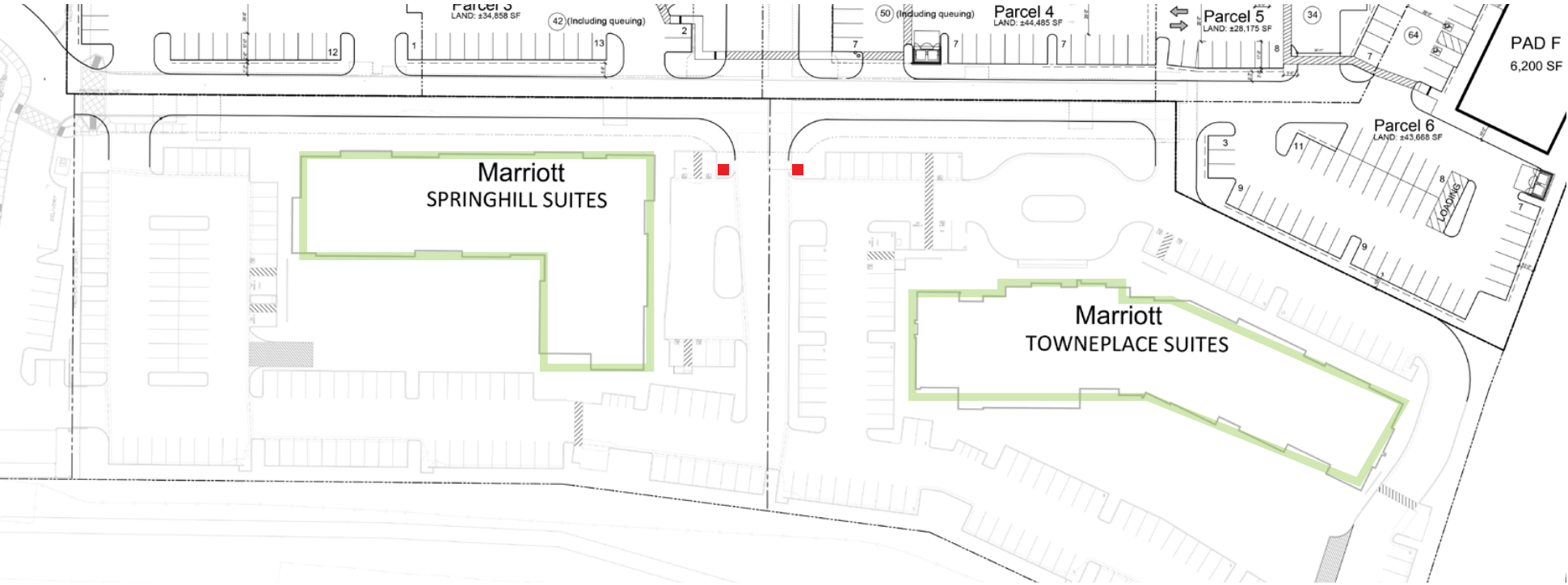
Monument Sign: 1.2 - Hotel 1 & 2 Buildings

Maximum Square Footage Allowances and Signage Placement Guidelines



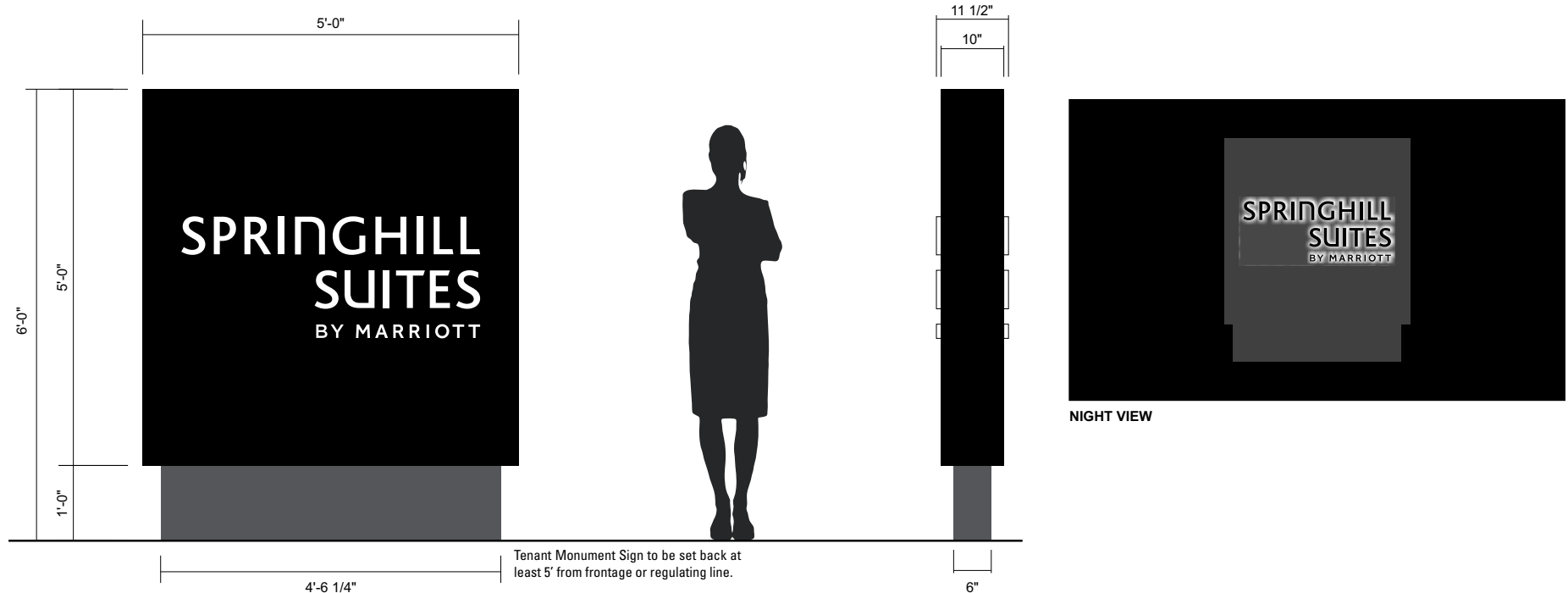
Each hotel is allowed one monument sign located at the entry to their site. The monument sign shall not exceed 6'-0" in height, and sign area is not to exceed 50 square feet per sign face.

 Monument



Monument Sign: 1.2 - Hotel 1 Building

Maximum Square Footage Allowances and Signage Placement Guidelines



E 6FT OAH D/F HALO-ILLUM. MONUMENT SIGN

SCALE: 3/4" = 1'-0"

39.49 SQ. FT. PER FACE

Monument Specifications:

Construction: Aluminum angle frame with .125" aluminum shoe-box style faces

Face Construction: Routed aluminum with backer panel

Retainer: Bleed face

Illumination: GE White LED's

Exterior Finish: Paint Matthews MAP-LVS929 Carbon Black, satin finish (or Pantone® 7545 C, satin finish for slate blue option) and Pantone® 877 C Silver, satin finish

Interior Finish: Paint reflective white

Monument Face Specifications:

Face Construction: Routed aluminum with backer panel

Face Decoration: Paint Matthews MAP-LVS929 Carbon Black, satin finish (or Pantone® 7545 C, satin finish for slate blue option)

Backer Panel: Clear Plex with white opaque vinyl applied first surface. sides to be clear for halo-lit effect.

Pole Cover Specifications:

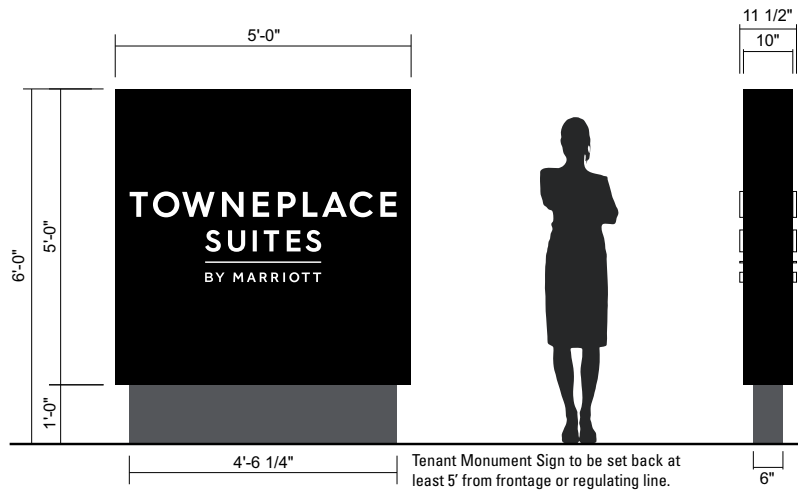
* Preferred method to have monument base match building hardscape (stone, brick, etc., provided by general contractor)

Construction: Aluminum angle frame with .080" aluminum skins

Exterior Finish: Paint Matthews 41342SP Brushed Aluminum, satin finish

Monument Sign: 1.2 - Hotel 2 Building

Maximum Square Footage Allowances and Signage Placement Guidelines



NIGHT VIEW



6FT OAH D/F HALO-LIT MONUMENT SIGN

SCALE: 1/2" = 1'-0"

25 SQ. FT.

Monument Specifications:

Construction: Aluminum angle frame with .125" aluminum shoe-box style faces

Face Construction: Routed aluminum with backer panel

Retainer: Bleed face

Illumination: GE White LED's

Exterior Finish: Paint Matthews MAP-LVS929 Carbon Black, satin finish (or Pantone® 1795 C red, satin finish for red option)

Interior Finish: Paint reflective white

Monument Face Specifications:

Face Construction: Routed aluminum with backer panel

Face Decoration: Paint Matthews MAP-LVS929 Carbon Black, satin finish (or Pantone® 1795 C red, satin finish for red option)

Backer Panel: Clear Plex with white opaque vinyl applied first surface. sides to be clear for halo-lit effect.

Pole Cover Specifications:

* Preferred method to have monument base match building hardscape (stone, brick, etc., provided by general contractor)

Construction: Aluminum angle frame with .080" aluminum skins

Exterior Finish: Paint Pantone® Cool Gray 11 C, satin finish

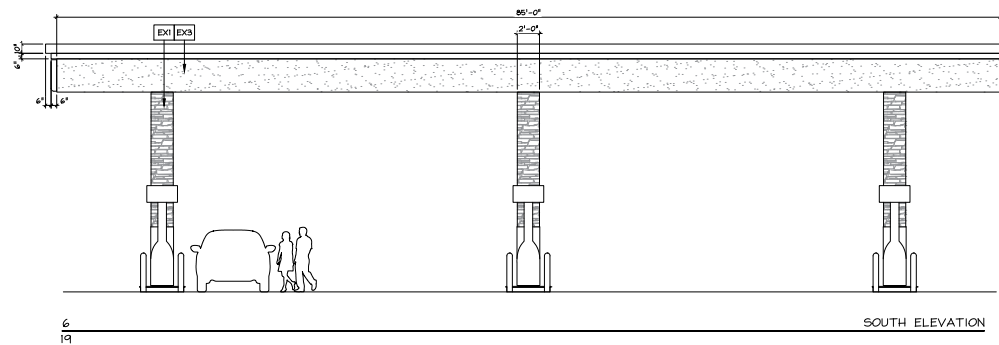
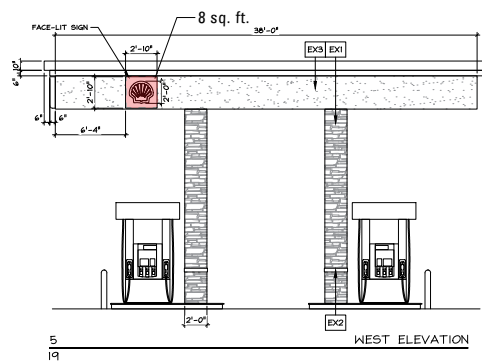
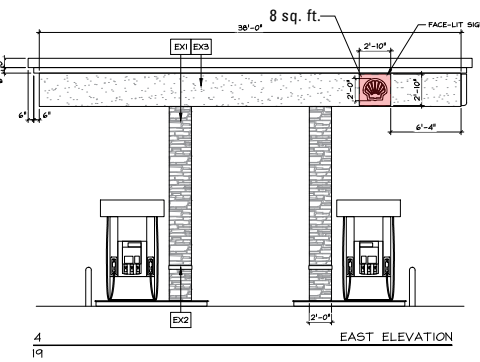
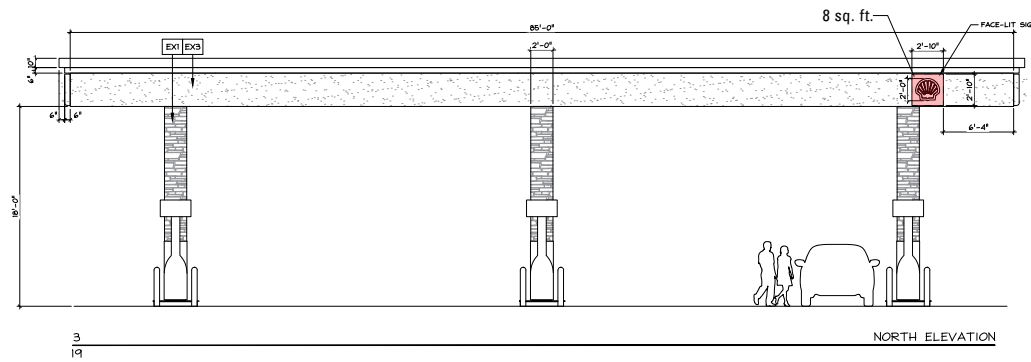
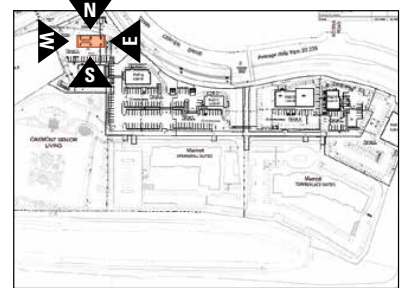


1.5 - Service Station: Gas Station, Fascia

Maximum Square Footage Allowances and Signage Placement Guidelines

Reference # DDR # PZ 19-200-10

Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.

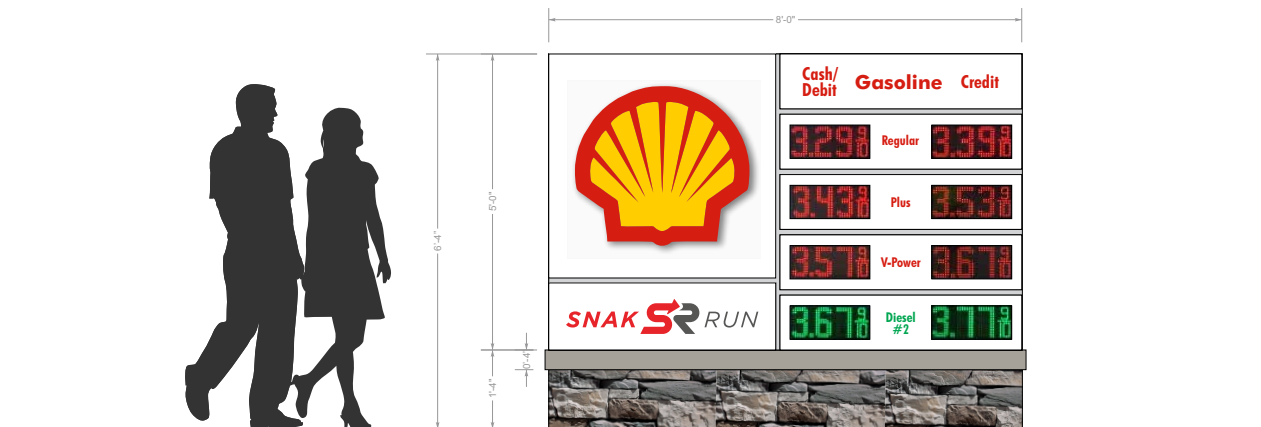
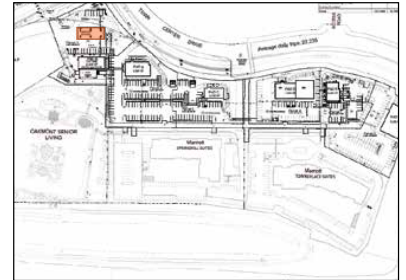


1.5 - Service Station: Gas Station, Gas Price Monument Sign

Maximum Square Footage Allowances and Signage Placement Guidelines

Reference #_DDR # PZ 19-200-10

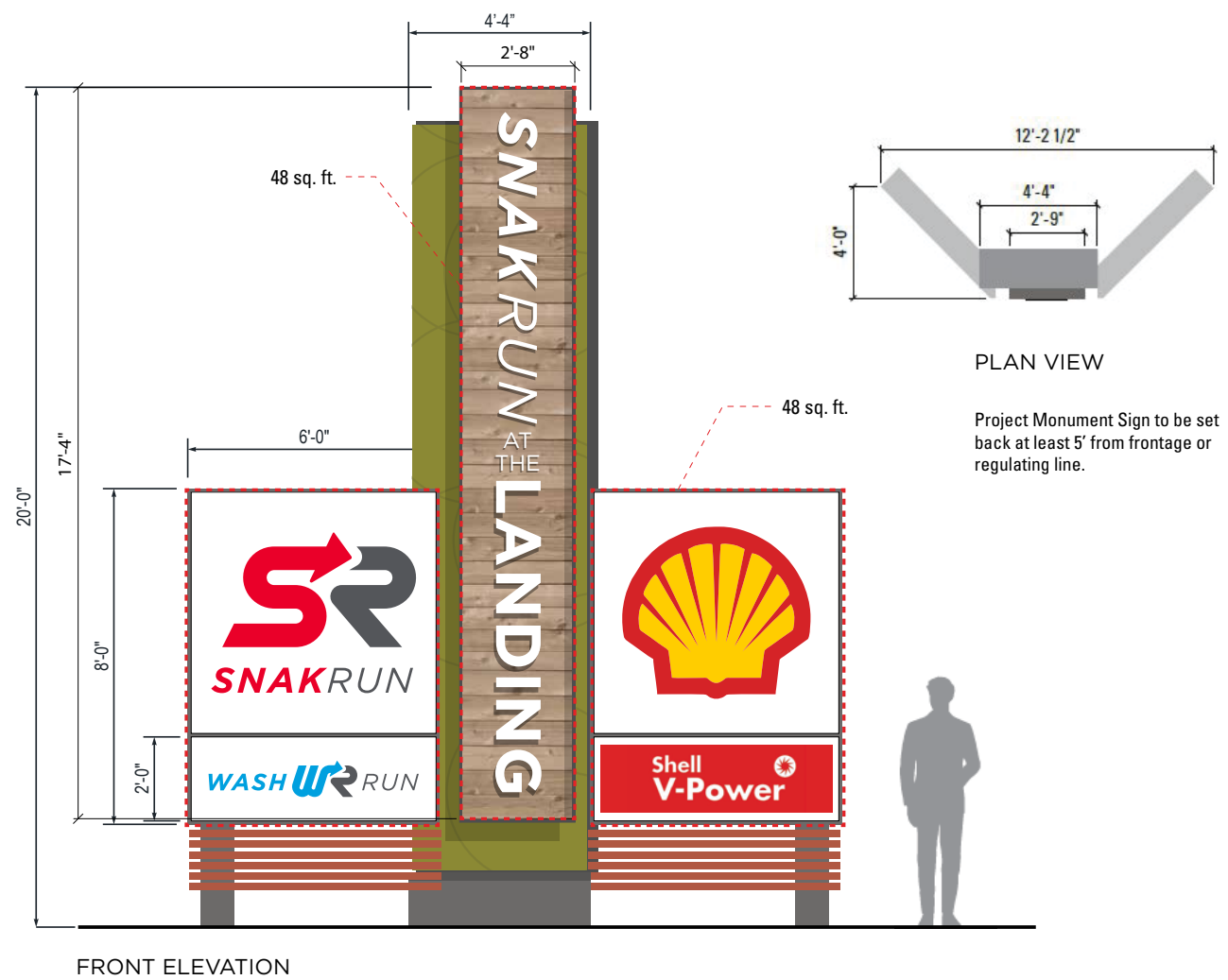
Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.



EXTERIOR RENDERINGS - MONUMENT SIGN

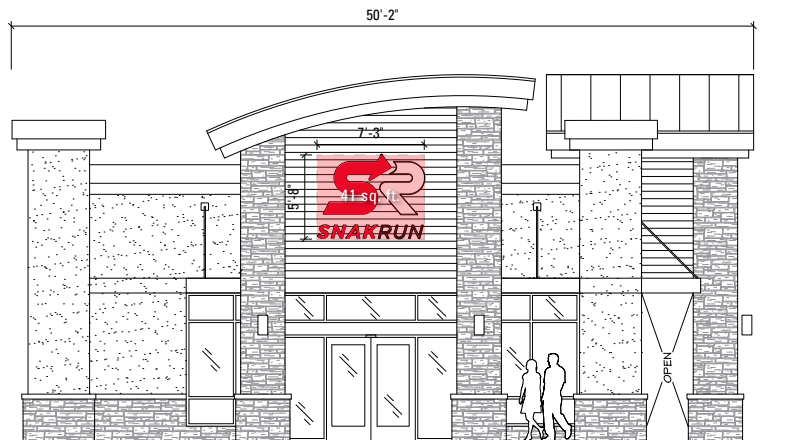
1.5 - Service Station: Gas Station, Monument Sign

Maximum Square Footage Allowances and Signage Placement Guidelines

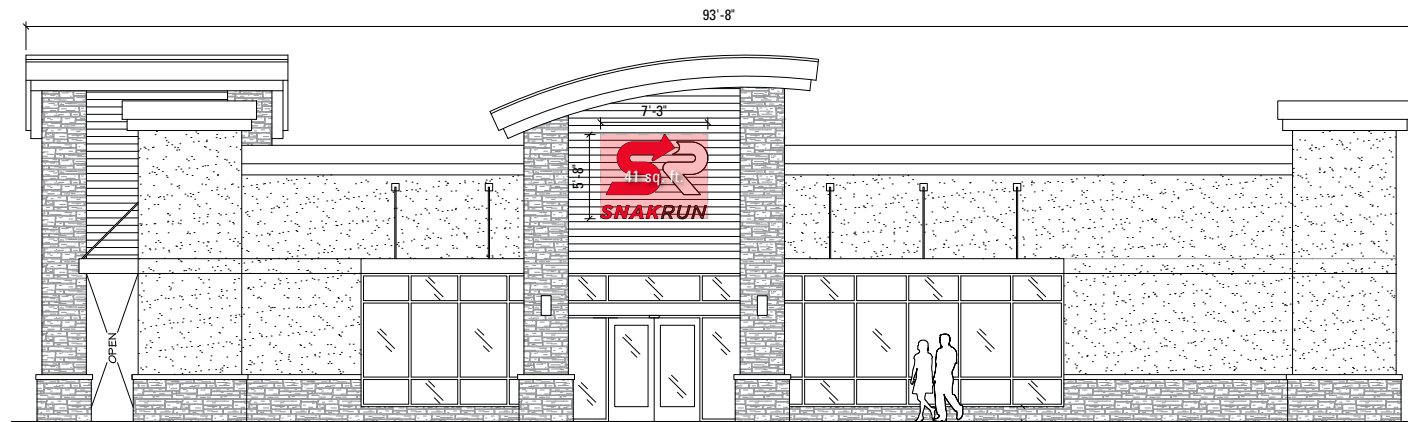


1.5 - Service Station: Pad A - Convenience Store

Maximum Square Footage Allowances and Signage Placement Guidelines



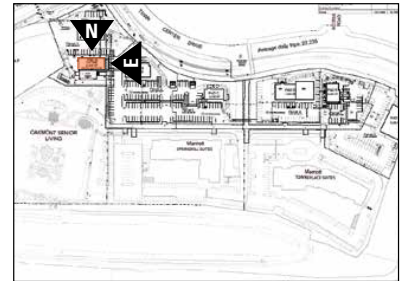
East Elevation, 1/8" = 1'-0"



North Elevation, 1/8" = 1'-0"

Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.

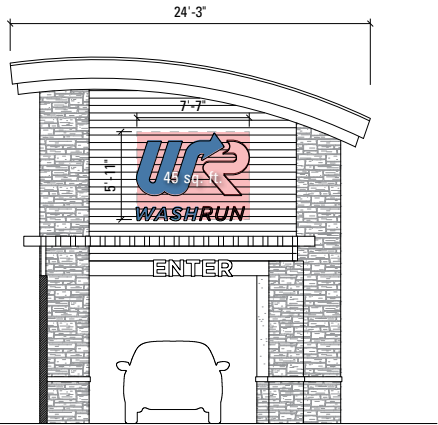
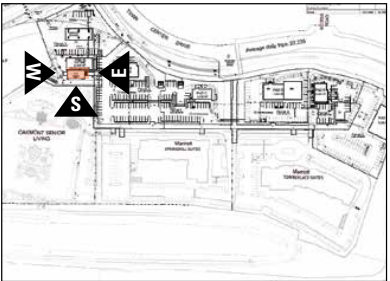
Reference # DDR # PZ 19-200-10



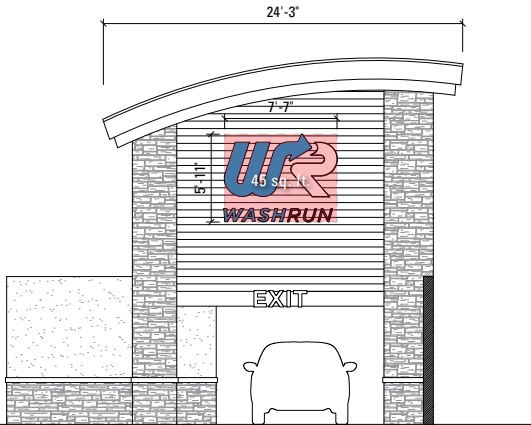
1.5 - Service Station: Pad A - Car Wash

Maximum Square Footage Allowances and Signage Placement Guidelines

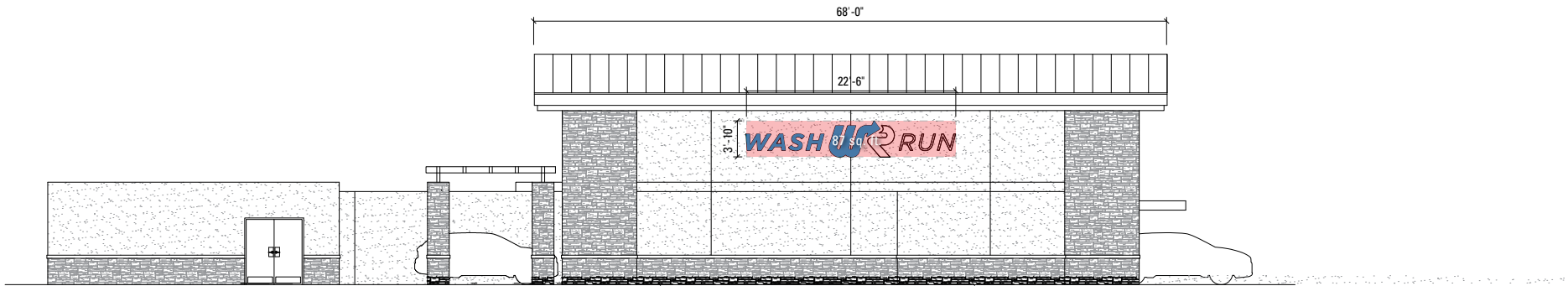
Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.



West Elevation, 1/8" = 1'-0"



East Elevation, 1/8" = 1'-0"



South Elevation, 3/32" = 1'-0"

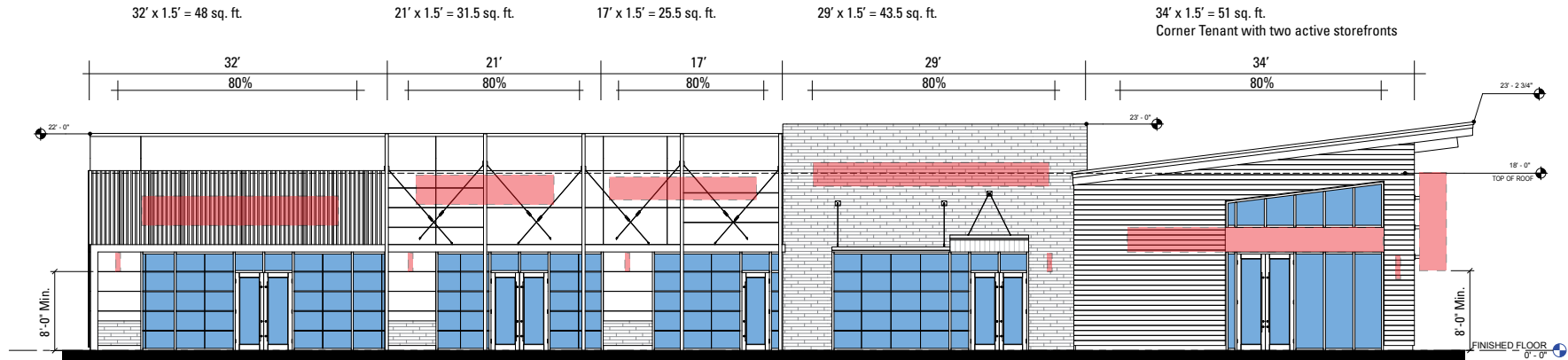


Primary Identification: 1.3 & 1.4 - Single & Multi-Tenant Buildings

Maximum Square Footage Allowances and Signage Placement Guidelines

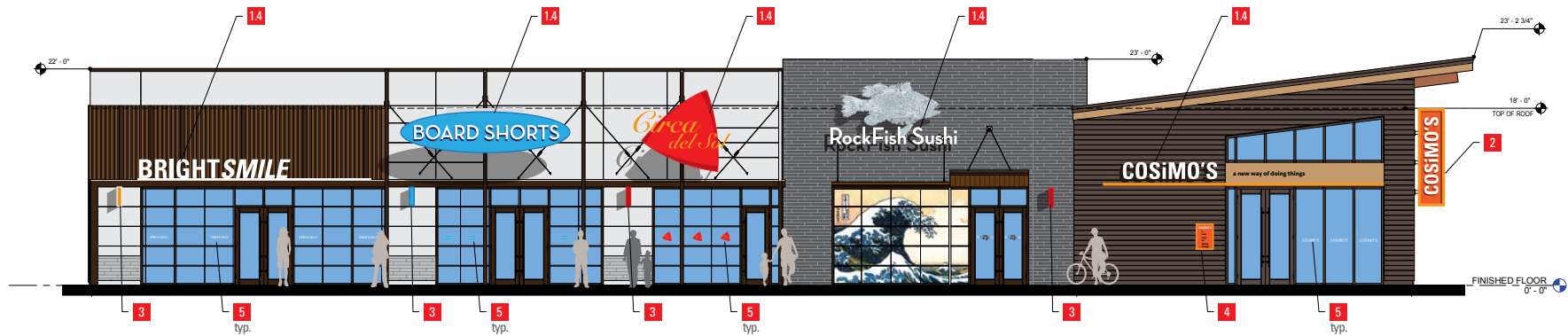
NOTE: Elevations shown as Placeholder only. Awaiting Elevations of Multi-Tenant Building.

Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.



South Elevation, 3/32" = 1'-0"

Elevation Detail, Example of Tenant Sign Criteria - Multi-Tenant Building



South Elevation, 3/32" = 1'-0"

Photographic Examples of Sign Types

Variety of applications for specific Sign Types



Fascia Signs



Photographic Examples of Sign Types

Variety of applications for specific Sign Types



Blade Signs



Photographic Examples of Sign Types

Variety of applications for specific Sign Types



Projecting Signs



Photographic Examples of Sign Types

Variety of applications for specific Sign Types



Window Signs



Photographic Examples of Sign Types

Variety of applications for specific Sign Types



Awning & Plaque Signs



Building Address Sign Criteria

Details shown as an example only.

200

1'0"

① Front Detail
Scale 1/2"=1'-0"

1234567890

BERTHOLD AKZIDENZ GROTESK
MEDIUM CONDENSED

CAST METAL ADDRESS NUMBERS BY GEMINI
15" RIBBON CONDENSED, ALUMINUM FINISH: CLEAR ANODIZED FINISH



② Front Elevation
Scale 1/8"=1'-0"

NOTE:
- SIGN FABRICATOR TO DETERMINE EXACT FABRICATION METHODS/TECHNIQUES





OXNARD PLANNING DIVISION
214 SOUTH C STREET
OXNARD, CALIFORNIA 93030

NOTICE OF EXEMPTION

Project Name: The Landing Sign Program Planning and Zoning Permit No. 19-200-10 (Development Design Review Permit) A request to establish a Master Sign Program (MSP) for the future commercial development commonly known as The Landing at RiverPark, on 9 individual lots within Planning District C of the RiverPark Specific Plan. The proposed MSP will be ancillary to the commercial uses on the site, and will therefore not alter the proposed uses.

Finding: The Planning Division of the Community Development 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
- ☒ 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: In accordance with Section 15311 (Accessory Structures) of the California Environmental Quality Act (CEQA) Guidelines, projects characterized as minor structures (on-premise signs) accessory to commercial, industrial, or institutional facilities may be found to be exempt from the requirements of CEQA. The Project consists of the establishment of a Master Sign Program designed to be consistent with the Commercial Regional (CR) general plan land use designation, as well as with the RiverPark Specific Plan. The proposed development is located on 9 individual lots which are surrounded by urban uses. No Exceptions to the Exemptions (Section 15300.2) apply to defeat this Exemption. The Community Development Director has determined that there is no substantial evidence that the project may have a significant effect on the environment, the project is categorically exempt from the provisions of CEQA, there is no requirement to prepare an environmental document, and the Director hereby authorizes and directs the Planning and Environmental Services Manager to file a Notice of Exemption with the Ventura County Clerk.

(Date)

Scott Kolwitz
Planning and Environmental Services
Manager

RESOLUTION NO. PZ 19-200-10

A RESOLUTION OF THE COMMUNITY DEVELOPMENT DIRECTOR OF THE CITY OF OXNARD APPROVING PLANNING AND ZONING PERMIT NO. 19-200-10 (DEVELOPMENT DESIGN REVIEW) TO ESTABLISH A MASTER SIGN PROGRAM (MSP) FOR THE FUTURE COMMERCIAL DEVELOPMENT COMMONLY KNOWN AS THE LANDING AT RIVERPARK, ON 9 INDIVIDUAL LOTS (APNs: 132-0-470-015, 132-0-470-025, 132-0-470-055, 132-0-470-075, 132-0-470-095, 132-0-470-105, 132-0-470-125, 132-0-470-135, 132-0-470-155, 132-0-470-165, 132-0-470-175, 132-0-470-185, 132-0-470-195, 132-0-470-205, 132-0-470-215) WITHIN PLANNING DISTRICT C OF THE RIVERPARK SPECIFIC PLAN, SUBJECT TO CERTAIN FINDINGS AND CONDITIONS. FILED BY ANN WALSH, DESIGNATED AGENT, ON BEHALF OF SHEA PROPERTIES, LLC, PROPERTY OWNER, 130 VANTIS STE 200, ALISO VIEJO, CA 92656-2691

WHEREAS, the Community Development Director of the City of Oxnard has conducted a duly noticed public hearing and considered an application for Planning and Zoning Permit No. 19-200-10, filed by Ann Walsh, designated agent, on behalf of Shea Properties, LLC, property owner, in accordance with Section 16-525 of the Oxnard City Code; and

WHEREAS, the Planning and Environmental Services Division has completed a preliminary environmental assessment of the Project in accordance with the California Environmental Quality Act (CEQA) and determined that the Project is subject to a Class 11 Categorical Exemption (Section 15311). Further, the project does not trigger any of the Exceptions to the Exemptions (15300.2) to defeat the Exemption:

- A. Location. Classes 3, 4, 5, 6 and 11 are qualified by consideration of where the project is to be located. A project that is ordinarily insignificant in its impact on the environment may in a particularly sensitive environment be significant. Therefore, these classes are considered to apply to all instances, except where the project may impact on an environmental resource of hazardous or critical concern where designated, precisely mapped, and officially adopted pursuant to law by federal, state, or local agencies.**

The project site is located within the 2030 General Plan land use designation of Commercial Regional (CR) and within District C of the Riverpark Specific Plan (RPSP). The Project is surrounded by commercial development and public Right-of-Way. The project site and adjacent sites do not contain any known environmental resource of hazardous or critical concern. Therefore, the project will have no impact on an environmental resource of hazardous or critical concern.

- B. Cumulative Impact. All exemptions for these classes are inapplicable when the cumulative impact of successive projects of the same type in the same place, over time is significant.**

The proposed Master Sign Program is consistent with the 2030 General Plan and the RPSP and is compatible with the physical scale and character of other signage in the project area. Any projects requiring discretionary approval would be

analyzed with the 2030 General Plan and the RPSP for consistency and CEQA for any potential impacts. Therefore, the project will have no significant impact.

- C. Significant Effect. A categorical exemption shall not be used for an activity where there is a reasonable possibility that the activity will have a significant effect on the environment due to unusual circumstances.**

The proposed Master Sign Program will not result in an unusual circumstance that would cause the project to have a significant effect on the environment. The Project will not alter the commercial character of the surrounding development and the property does not contain any unusual environmental characteristics as the property will be surrounded by commercial development. Therefore, the Project will not have a significant effect on the environment due to unusual circumstances.

- D. Scenic Highways. A categorical exemption shall not be used for a project which may result in damage to scenic resources, including but not limited to, trees, historic buildings, rock outcroppings, or similar resources, within a highway officially designated as a state scenic highway. This does not apply to improvements, which are required as mitigation by an adopted negative declaration or certified EIR.**

The Project is not located in or adjacent to a state designated scenic highway.

- E. Hazardous Waste Sites. A categorical exemption shall not be used for a project located on a site, which is included on any list compiled pursuant to Section 65962.5 of the Government Code.**

The proposed project site is not included on any list compiled pursuant to Section 65962.5 of the Government Code.

- F. Historical Resources. A categorical exemption shall not be used for a project, which may cause a substantial adverse change in the significance of a historical resource.**

The project site is undeveloped and does not contain an existing or potential landmark, point of interest, or historic resource, and it is not located within an existing, proposed, or potential Historic District. Therefore, the proposed project will not cause a substantial adverse change in the significance of a historical resource.

WHEREAS, the proposed project is consistent with the following:

NOW, THEREFORE, BE IT RESOLVED BY THE COMMUNITY DEVELOPMENT DIRECTOR OF THE CITY OF OXNARD:

SECTION 1. Based on the entire record before the Community Development Director and all written and oral evidence presented, including the Development Design Review Staff Report and all attachments thereto, the Community Development Director finds:

1. The proposed use is in conformance with the General Plan and other adopted policies of the City of Oxnard.

As described in the staff report, the applicant is proposing to establish a Master Sign Program for 9 lots located within the Riverpark Specific Plan. The proposed Master Sign Program includes 2 20-foot tall monument signs, which is an allowed use pursuant to section 5.9.3.3 (Freeway-Oriented Signs) of the Riverpark Specific Plan, subject to approval of a Development Design Review Permit. The establishment of the Master Sign Program does not change the land use of the subject site. Additionally, the Master Sign Program has been designed to meet the required sign regulations identified in the Riverpark Specific Plan. Therefore, the proposed Project is in compliance with the 2030 General Plan and other adopted policies of the City of Oxnard and meets this Finding.

2. The nature, condition and development of adjacent uses, buildings and structures shall be considered, and no proposed use permit shall be granted if the approval body finds such use will not adversely affect or be materially detrimental to the adjacent uses, buildings or structures or to the public health, safety or general welfare.

As described in the staff report, the proposed land use of the project allows for the establishment of a Master Sign Program, which is consistent with the 2030 General Plan. The proposed Master Sign Program will provide wayfinding to the general public with an intent to safely guide the general public to sought after destinations. The surrounding uses are characterized by commercial uses and public right-of-way. Construction activities, anticipated uses, and development design will be subject to standard construction requirements of the Building, Fire, and Traffic Codes. Therefore, the proposed use and improvements are not expected to have adverse effects or be materially detrimental to the adjacent uses, buildings or structures or to the public health, safety or general welfare. As such, this project meets this Finding.

3. **The site for the proposed use is adequate in size and shape to accommodate the setbacks, parking, landscaping, and items which may be required by Section 16-532.**

The Project will not create nor alter any setbacks, parking, or landscaping on the site. The locations of the monument signs were reviewed by the City's Traffic Engineer who determined the signage will not interfere with vehicular travel. As a result, the site will continue to meet the necessary setbacks, parking, and landscaping as required by the RiverPark Specific Plan.

4. **The site that is subject to the use permit shall be served by highways adequate in width and improved as necessary to carry the kind and quantity of traffic such use will generate.**

The project will not create nor alter any access to the site. As a result, the site has sufficient access to streets and highways that are adequate in size and existing intersections adjacent to the project site will operate at acceptable levels of service, as stipulated in the 2030 General Plan. Therefore, this project meets this Finding.

5. **The site that is subject to the use permit shall be provided with adequate sewerage, water, fire protection and storm drainage facilities.**

The Project is considered infill development that has been found to be consistent with anticipated development for this site. Furthermore, the Project will be served by existing water mains found within the existing street (front of the property). Sewer connections serving the proposed parcel will be provided by an existing line located on South Roosevelt Avenue (front of the property). Therefore, the site for the proposed use will be provided with adequate sewerage, water, fire protection and storm drainage facilities. As such, this project meets this finding.

SECTION 2. The Community Development Director, in accordance with the California Environmental Quality Act (CEQA), determines that the Project (establishment of a Master Sign Program) will not have a significant impact on the environment and is categorically exempt from CEQA pursuant to CEQA Guidelines Section 15311 (Accessory Structures) of the State CEQA Guidelines. The Community Development Director has determined that there is no substantial evidence that the project will have a significant effect on the environment and no Exceptions to the Exemptions (Section 15300.2) apply to defeat the Exemption. The Planning Manager is hereby authorized and directed to file a Notice of Exemption with the Ventura County Clerk pursuant to Section 15602 of the State CEQA Guidelines within five (5) working days of passage, approval and adoption of this Resolution.

SECTION 3. Based on the findings set forth herein and the Staff Report and all attachments thereto, the Community Development Director hereby approves Planning and Zoning

Permit 19-200-10 (Development Design Review Permit), subject to the attached conditions of approval.

NOW, THEREFORE, BE IT RESOLVED that the Community Development Director of the City of Oxnard hereby approves Planning and Zoning Permit No. 19-200-10 (DDR), subject to the following conditions. The decision of the Community Development Director is final unless appealed in accordance with the provisions of Section 16-525 of the Oxnard City Code.

Note: The abbreviations below identify the City department or division responsible for determining compliance with these standard conditions. The first department or division listed has responsibility for compliance at plan check, the second during inspection and the third at final inspection, prior to issuance of a certificate of occupancy, or at a later date, as specified in the condition. If more than one department or division is listed, the first will check the plans or inspect the project before the second confirms compliance with the condition. The italicized code at the end of each condition provides internal information on the source of each condition: Some are standard permit conditions (e.g. *G-1*) while some are taken from environmental documents (e.g. *MND-S2*).

DEPARTMENTS AND DIVISIONS			
CA	City Attorney	PL	Planning
DS	Dev Services/Eng Dev/Inspectors	TR	Traffic
PD	Police	B	Building Plan Checker
SC	Source Control	FD	Fire
PK	Landscape Design	CE	Code Enforcement

GENERAL PROJECT CONDITIONS

1. This permit is granted for the property described in the application on file with the Planning Division, and may not be transferred from one property to another. (PL, *G-1*).
2. This permit is granted for the plans dated May 6, 2021, ("the plans") on file with the Planning Division. The project shall conform to the plans, except as otherwise specified in these conditions, or unless a Minor Modification to the plans is approved by the Planning and Environmental Services Manager ("Planning Manager"). A Minor Modification may be granted for minimal changes or increases in the extent of use or size of structures or of the design, materials or colors of structures or masonry walls. (PL, *G-2*)
3. This permit shall automatically become null and void 36 months from the date of its issuance, unless Developer has diligently developed the proposed project, as shown by the issuance of a grading, foundation, or building permit and the construction of substantial improvements. (PL, *G-3*)
4. All required off-site and on-site improvements for the project, including structures, paving, and landscaping, shall be completed prior to occupancy unless the Planning Manager allows Developer to provide security or an executed agreement approved by the City Attorney to ensure completion of such improvements. (DS, *G-4*)

5. By commencing any activity related to the project or using any structure authorized by this permit, Developer accepts all of the conditions and obligations imposed by this permit and waives any challenge to the validity of the conditions and obligations stated therein. (CA, G-5)
6. Developer agrees, as a condition of adoption of this resolution, at Developer's own expense, to indemnify, defend and hold harmless the City and its agents, officers and employees from and against any claim, action or proceeding to attack, review, set aside, void or annul the approval of the resolution or any condition attached thereto or any proceedings, acts or determinations taken, done or made prior to the approval of such resolution that were part of the approval process. Developer's commencement of construction or operations pursuant to the resolution shall be deemed to be an acceptance of all conditions thereof. (CA, G-6)
7. Developer shall complete the "Notice of Land Use Restrictions and Conditions" form, using the form provided by the City, for recording with the Ventura County Recorder. Before the City issues building permits, Developer shall submit the original completed, signed and notarized document, together with the required fees to the Planning Manager. (PL, G-8)
8. Before placing or constructing any signs on the project property, Developer shall obtain a sign permit from the City. All new signs shall consist of the registered business name only. A registered business name is understood to be a business name that appears on a City of Oxnard Business License, a Fictitious Business Name registered with the County Clerk, and / or a Federally Registered / Trademarked business name / logo. Except as provided in the sign permit, Developer may not change any signs on the project property.
9. Developer shall obtain a building permit for any new construction or modifications to structures, including interior modifications, authorized by this permit. (B, G-11)
10. If Developer, owner or tenant fails to comply with any of the conditions of this permit, the Developer, owner or tenant shall be subject to a civil fine pursuant to the City Code. (CA, G-14)
11. Prior to issuance of building permits, Developer shall correct all violations of the City Code existing on the project property for which the Code Compliance Division has open cases. (PL, G-15).

PLANNING DIVISION SPECIAL CONDITIONS

12. The wall sign on the south side of the car wash structure is to be removed from the Master Sign Program documents within 30-days of the Director's Approval. A wall sign on the south side of the car wash structure is prohibited from being installed.

13. Developer shall remove any and all graffiti from the project premises within 24 hours of its appearance. The surface of such affected areas shall be matched to blend in with the underlying colors and/or design, and shall not look like a paint patch.
14. Before the City issues building permits, Developer shall provide a Graffiti Deterrent Plan, subject to the approval of the Planning Manager. Such plan shall include such elements as clear film on signage, as well as washable paint and sealers on the monument signs and associated walls. (PL)

PASSED AND ADOPTED by the Community Development Director of the City of Oxnard on
this May 6, 2021

Date

Vyto Adomaitis
Community Development Director