

CITY OF OXNARD PLANNING COMMISSION AGENDA

REGULAR MEETING
Council Chambers, 305 West Third Street
Thursday, January 19, 2023, 6:00 p.m.

The public may view the meeting from home on the City's website at Oxnard.org/city-meetings, Spectrum Channel 10, Frontier Channel 35, or YouTube at Youtube.com/oxnardnews. Video recordings are typically available online following the meeting at the City's website at <http://www.oxnard.org/city-meetings>

YOU MAY PARTICIPATE IN THE MEETING IN THE FOLLOWING WAYS:

1. ATTEND THE MEETING AT THE LOCATION LISTED ABOVE: Submit a speaker card.
2. EMAILING COMMENTS OR REQUESTS TO SPEAK BEFORE THE MEETING
 - a. Submit an email to Planning@oxnard.org no later than 3:00 p.m. on the day of the meeting (Please indicate the agenda item number in the subject line). All email correspondence will be forwarded to the Planning Commission prior to the start of the meeting and made part of the legislative record.
 - b. Submit a request to speak by no later than 3pm on the day of the meeting by using the form <https://forms.gle/1hp1r4naUUyaBN399>, emailing the Planning office at planning@oxnard.org, or calling (805) 385-7858.
3. PROVIDING PUBLIC COMMENTS DURING THE MEETING
 - a. Speakers shall have up to three minutes to speak.
 - b. If you wish to speak during public comments or a particular item on the agenda, please follow the below instructions:
 1. Dial phone number (888) 475-4499
 2. Enter the meeting ID: 849 7746 0046
 3. Enter the meeting passcode: 766653
 4. Wait in the Zoom waiting room. Once the Chair calls for public speakers, press *9 to raise your hand to inform the recording secretary you would like to speak..
 - c. Public comments on items not on the agenda shall be taken at the beginning of the meeting. If there are more speakers than can be accommodated during thirty minutes, additional speakers who will be given an opportunity to speak at the end of the meeting.
 - d. Public comments on items on the agenda shall be taken following the announcement of the item.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in a meeting, you should contact the office of the City Clerk at (805) 385-7803. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting.

Written materials relating to an item on this agenda that are distributed to the Planning Commission within 72 hours before the item is to be considered at its regularly scheduled meeting will be made available for public inspection at 214 South C Street, during customary business hours.

A. ROLL CALL**B. PLEDGE OF ALLEGIANCE TO THE FLAG OF THE UNITED STATES****C. PUBLIC COMMENTS - On Items Not On The Agenda**

At this time, a person may address the Planning Commission on matters within the jurisdiction of the Planning Commission, including information/consent items and any item not appearing on the agenda. The Chair shall limit public comments to three (3) minutes. The Planning Commission cannot take action on any item presented during public comments that is not on the agenda and such item may only be referred to the Commission Secretary. Persons wishing to speak on public hearing items should do so at the time of the public hearing.

D. CONSENT AGENDA**E. NOMINATIONS AND ELECTIONS**

1. Nomination and Election of the Planning Commission Chair and Vice Chair to Serve for Calendar Year 2023

F. EX PARTE DECLARATIONS FOR PUBLIC HEARING ITEMS**G. PUBLIC HEARING**

1. **Project Name: Freeway Adjacent Digital Display Billboards Ordinance - PLANNING AND ZONING PERMIT No. 20-580-06 (Zoning Text Amendment);** A request to modify Oxnard City Code (OCC) Chapter 16 (Zoning Code) Pertaining To The Permitting And Development Requirements Related To Freeway Adjacent Digital Display Billboards To OCC Chapter 16, Article II, Sections 16-596 (Sign Definitions), Sec. 16-608. Signs In General Commercial And Industrial Zones, Sec. 16-609. Freeway Adjacent Digital Display Billboards, And Sec. 16-610. General Restrictions.. Filed by the City of Oxnard, 214 S C Street, Oxnard, CA 93030.

City Staff: Joe Pearson II, Planning and Environmental Services Manager

Recommendation: That the Planning Commission

- a. Adopt Resolution 2023-XX recommending that the City Council adopt a Mitigated Negative Declaration (MND) 22-01; and
- b. Adopt Resolution 2023-XX recommending that the City Council approve Planning and Zoning Permit No. 20-580-06 (Ordinance Amendment).

Please click the following link to view the required Measure M pre-recorded presentation video: <https://youtu.be/g-Ee5eNGih0>

2. **Project Name: Riverpark Boulevard Electronic Billboard Project; PLANNING AND**

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ZONING PERMIT Nos. 20-500-07 (Special Use Permit), 20-670-06 (Development Agreement), and 20-630-02 (Specific Plan Amendment); A Special Use Permit, Development Agreement, and Specific Plan Amendment to allow for the installation and operation of an electronic billboard on an approximately 0.25 acre undeveloped site located between the U.S. 101 and Riverpark Boulevard approximately 850 feet north of Vineyard Avenue in the northern portion of the City of Oxnard (APN: 132-0-311-075). The Special Use Permit allows for the development of an electronic billboard that would include a digital display of advertisements of various businesses, activities, services or products and minor landscape improvements within the adjacent Caltrans right of way. The proposed Development Agreement will allow for the use of City property for the purpose of a Freeway Adjacent Digital Display Billboard and outline the required public benefits to be provided by the future development. The proposed Specific Plan Amendment would amend the RiverPark Specific Plan to allow for Freeway Adjacent Digital Display Billboards within the RiverPark Specific Plan. Filed by Lars Skugstad, 1111 Broadway, Suite 1515, Oakland, CA 94607 (the “Applicant”) on behalf of the City of Oxnard (the “Property Owner”).

City Staff: Joe Pearson II, Planning and Environmental Services Manager

Recommendation: That the Planning Commission:

- a. Adopt Resolution 2023-XX recommending that the City Council adopt a Mitigated Negative Declaration (MND) 22-02; and
- b. Adopt Resolution 2023-XX recommending that the City Council approve Planning and Zoning Permit No. 20-670-06 (Development Agreement), subject to certain findings; and
- c. Adopt Resolution 2023-XX recommending City Council approval of Planning and Zoning Permit No. 20-630-02 (Amendment to The RiverPark Specific Plan), subject to certain findings; and
- d. Adopt Resolution 2023-XX Approving Planning and Zoning Permit No. 20-500-07 (Special Use Permit), subject to certain findings and conditions.

Please click the following link to view the required Measure M pre-recorded presentation video: <https://youtu.be/XWN-aBdXZQk>

3. **Project Name: Ventura Road Electronic Billboard Project;** PLANNING AND ZONING PERMIT Nos. 20-500-06 (Special Use Permit), 20-670-05 (Development Agreement), and 21-660-03 (Street Vacation); A Special Use Permit, Development Agreement, and Street Vacation to allow for the installation and operation of an electronic billboard on an approximately 1,000-square foot undeveloped site located on the north side of the U.S. 101 and immediately west of Ventura Road in the northern portion of the City

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of Oxnard. The Special Use Permit allows for the development of an electronic billboard that would include a digital display of advertisements of various businesses, activities, services or products. The proposed Development Agreement will allow for the use of City property for the purpose of a Freeway Adjacent Digital Display Billboard and outline the required public benefits to be provided by the future development. The proposed Street Vacation would vacate the existing right-of-way to the City of Oxnard. Filed by Lars Skugstad, 1111 Broadway, Suite 1515, Oakland, CA 94607 (the “Applicant”) on behalf of the City of Oxnard (the “Property Owner”).

City Staff: Joe Pearson II, Planning and Environmental Services Manager

Recommendation: That the Planning Commission:

- a. Adopt Resolution 2023-XX recommending that the City Council adopt a Mitigated Negative Declaration (MND) 22-03; and
- b. Adopt Resolution 2023-XX recommending that the City Council approve Planning and Zoning Permit No. 20-670-05 (Development Agreement), subject to certain findings; and
- c. Adopt Resolution 2023-XX affirming that the City of Oxnard’s proposed Vacation of real property consisting of an approximately 1,000-square foot undeveloped site located on the north side of the U.S. 101 and immediately west of Ventura Road in the northern portion of the City of Oxnard is in conformance with the City of Oxnard 2030 General Plan and recommending that the City Council order the proceed with the vacation, subject to certain findings; and
- d. Adopt Resolution 2023-XX Approving Planning and Zoning Permit No. 20-500-06 (Special Use Permit), subject to certain findings and conditions.

Please click the following link to view the required Measure M pre-recorded presentation video: https://youtu.be/yUDvcKJ_Nm4

H. STUDY SESSION/REPORTS

I. PLANNING COMMISSION BUSINESS

J. COMMUNITY DEVELOPMENT STAFF UPDATES

K. ADJOURNMENT

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FUTURE MEETINGS

Regular Meeting: Thursday, February 2, 2023, 6:00 p.m., Council Chambers

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<http://www.oxnard.org>

MEMORANDUM

Agenda Item Nos.: G.1, G.2, & G.3

Date: January 19, 2023

To: Planning Commission

From: Joe Pearson II, Planning Manager, (805) 385-8272

Subject: Transmittal Memo No. 1 – Freeway Adjacent Digital Display Billboards Ordinance - PLANNING AND ZONING PERMIT No. 20-580-06 (Zoning Text Amendment)(G.1); Riverpark Boulevard Electronic Billboard Project; PLANNING AND ZONING PERMIT Nos. 20-500-07 (Special Use Permit), 20-670-06 (Development Agreement), and 20-630-02 (Specific Plan Amendment)(G.2); & Ventura Road Electronic Billboard Project; PLANNING AND ZONING PERMIT Nos. 20-500-06 (Special Use Permit), 20-670-05 (Development Agreement), and 21-660-03 (Street Vacation)(G.3).

Subsequent to the release of the staff report, staff received additional comment letters from members of the public concerning the proposed projects (attached). Staff has reviewed the letters and will provide responses as necessary.

Attachment

A. Public Comment Letters



Loera, Miriam <miriam.loera@oxnard.org>

[Ask Planning Action] Billboards

1 message

Sonny Bignami <bignamiwork@gmail.com>
To: planning@oxnard.org

Mon, Jan 16, 2023 at 9:34 AM

Good morning,

My name is Sonny Bignami and I am an Oxnard resident. I am emailing in regards to the Digital Billboard plan. Please do not add billboards, and please consider removing the current ones throughout the city as they are outdated, unattractive and a canvas for taggers and graffiti. In regards to the freeways, please consider landscaping, repainting brick walls one color after graffiti removal has caused for multi color and patchy looking walls, repainting or power washing bridges/overpasses, etc as I'm sure many people agree the city of Oxnard is deserving and in need. Billboards can be a distraction and aesthetically not the most appealing and are not a priority. Please make Oxnard beautiful - we cannot continue to just add lipstick on a pig. Driving through Camarillo, Thousand Oaks, Ventura there is so much greenery, no missing patches of plants, walls are not containing patches of mismatched paint, bridges are not dirty, etc. Thank you for your time and consideration and I hope to see new and important plans for the city. If you have any questions, I am reachable via email or by phone at (805) 427-4888.

Thank you,
Sonny Bignami



Loera, Miriam <miriam.loera@oxnard.org>

[Ask Planning Action] No to Digital Billboards

1 message

aurelio ocampo <ocampo76@hotmail.com>

Mon, Jan 16, 2023 at 12:12 PM

To: "Planning@oxnard.org" <Planning@oxnard.org>

Cc: Gabriel Teran <gabeteran805@gmail.com>, Bert Perello <perellobert@gmail.com>

Dear Planning Commissioners,

As a long time Oxnard resident and business owner, and one who supports the urbanizing of certain areas while preserving others, I 100% oppose having more billboards, especially digital billboards along the 101 freeway in Oxnard.

Nothing says suburban monotony more than large oversized digital billboards. Admit it, we don't travel to other cities to visit places that look like every other place in the country. Places that are filled with oversized signage, 7-11 gas corners, and advertising clutter are uninspiring and provide corporations a free-for-all advertising and spaces that make those areas look unattractive. You find these places EVERYWHERE. We like places that are unique and have a good sense of identity. In Ventura County, part of our identity is having preserved many of our natural spaces like farmland, rivers, mountains and beaches. At the same time, we are creating vibrant downtowns that support small businesses and developing new, walkable and livable neighborhoods.

Having more billboards will only put us along side other suburban place in the US. Not to mention the nighttime light pollution and visual clutter that we'll experience driving along the freeway. Ventura's new digital billboard is still a nuisance to me and feels out of place. As you drive down the 101 freeway there are some communities like Santa Barbara that have restrictions on billboards and those places feel more welcoming because they focus on better buildings and placemaking to lure people and business in. The lack of billboards or small storefront signs didn't stop me from visiting, it actually made me want to visit more.

The Collection's popularity and success had less to do with billboards and more to do with its design being inspired by Urban planning with its walkable, single-laned streets and walkable sidewalks intersecting the storefronts that mimic a old-town feel, like a true mainstreet.

Let's bring business to Oxnard through Urbanization not suburbanization. Experiences and identity not monotony.

Aurelio Ocampo, Jr
Board Member, Congress for the New Urbanism, California Chapter
Member, Oxnard Community Planning Group
Founder, Friends of Campus Park
Oxnard Resident and Downtown Business Owner



Pearson II, Joe <joe.pearson@oxnard.org>

Freeway Adjacent Digital Display Billboards Ordinance

1 message

Darron B <darronbaida@gmail.com>

Wed, Jan 18, 2023 at 6:51 PM

To: "Pearson II, Joe" <joe.pearson@oxnard.org>

Mr. Pearson,

I would like to submit the following comments for tomorrow's meeting please:

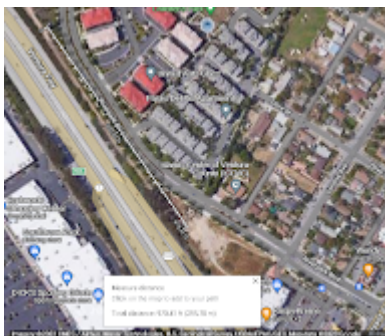
The proposed electronic billboard proposed in MND No. 22-02 is located approximately 1,000 ft. from the nearest electronic billboard and therefore cannot be constructed under the draft ordinance revision which requires 2,000 ft. of separation. Please see attached image. I request it be shown at the meeting please.

The draft ordinance tied to these electronic billboards dismiss comments by the Ventura Sheriff and City of Ventura asserting concerns are "less than significant" without substantiation. The ordinance revision comment responses refer to this Mitigated Negative Declaration process as the avenue to address some key concerns. I request that all concerns brought forth in the Freeway Adjacent Digital Display Billboards Ordinance be adequately addressed and substantiated in writing by the proposer for each of the digital billboards being proposed. The answers and substantiation should be resubmitted for public review and evaluation. Specifically request explanation of why similar project mitigation measures are not required for each of these proposals such as: 10pm shut off curfew, 200 ft. setback from residential areas, brightness adjustment based on ambient lighting conditions.

As this project has continued for so long a time since initial public mailing, request that a new mailer be provided to all residences that would be affected by these signs. That should include all residents of Oxnard that are likely to use the 101 freeway and have their driving and traffic impacted by new distractions as well as surrounding cities and unincorporated areas of the county that are likely to pass oxnard on the 101 freeway and experience like impacts.

Request explanation of "substantial public benefit to the City and to the general public." for each of the proposed signs. Should it be assumed that this is net public benefit? Surely a single dollar paid in tax from a project that significantly degrades the city and traffic would not qualify under "substantial public benefit to the City and to the general public.", correct?

Thank you.
Darron Baida



Signage Location.png
1109K



January 18, 2023

City of Oxnard Planning Commission
Council Chambers
305 West Third Street
Oxnard, CA 93030

SUBJECT: Response to Proposed Freeway Adjacent Digital Ordinance Display Billboards Ordinance Project, Riverpark Boulevard Electronic Billboard Project and Ventura Road Electronic Billboard Project (MND No. 22-01, MND No. 22-02, and MND No. 22-03)

Dear City of Oxnard Planning Commission,

Thank you for providing the Ventura County Planning Division (Planning Division) with the opportunity to comment regarding the Billboard projects that are planned to be heard by your Commission on January 19th, 2023 (MND No. 22-01, MND No. 22-02, and MND No. 22-03). The Planning Division submitted a comment letter addressing the three separate projects on July 29th, 2022, in response to the Mitigated Negative Declarations (MND). The Planning Division appreciates the efforts of the City in their response to comments and the changes that were made to the MND and proposed Billboard Ordinance. Specifically, we appreciate the response to comments about cumulative impacts and the ordinance changes to limit the maximum number of allowable billboards to five, along with clarification on how the height of the billboards is measured.

Approximately 30 percent of the total planning area for the proposed Billboard Ordinance is located adjacent to portions of the El Rio/ Del Norte and Nyeland Acres unincorporated communities. The Riverpark Boulevard Electronic Billboard project in specific would be located approximately 1,800 feet from residential development in the unincorporated community of El Rio, which is a designated disadvantaged community in the County's General Plan. The Ventura County General Plan Policy LU-17.2 directs the Planning Division to consider impacts and quality of life issues for residents¹. This letter is intended to inform your Commission that the proposed Riverpark Boulevard Electronic Billboard and others that may be allowed under the ordinance could have direct and cumulative impacts on existing development and communities in the County's jurisdiction.

¹

General Plan Program LU-17.2, Siting of Uses: Within designated disadvantaged communities, the County shall consider environmental justice issues as they relate to potential health impacts associated with land use decisions to reduce the adverse health effects of hazardous materials, industrial activities, and other uses that may negatively impact health or quality of life for affected county residents.

Potential Visual Impacts

To address concerns with light pollution, light trespass and illuminance, specified standards and mitigation measures were discussed in the proposed Billboard Ordinance MND. However, there are still concerns with glare and light pollution, specifically in the evening with respect to the nearby residential communities. The proposed Billboard Ordinance requires projects to be tested for impacts after they are built and the MND did not evaluate potential impacts from public viewing locations such as public roadways in the unincorporated area of Ventura County, particularly the El Rio and Nyeland Acres communities.

Given that the visual impacts have not been tested and future siting locations are unknown, the Planning Division recommends that the City adopt the same or greater 200-foot setback requirement from residential zones (including unincorporated areas) as Los Angeles County, rather than the proposed 100-foot setback, to limit light spill onto residential communities.² In addition to a 200 foot setback, the Planning Division recommends that the ordinance include a standard that allows for billboard brightness to be adjusted accordingly and include an evening time shut off period.³ With the 200 foot setback and these two additional operational measures, the City can still achieve the objective of the Billboard Ordinance with context-sensitivity to the surrounding residential communities.

In closing, thank you again for the opportunity to comment on the proposed Billboard Ordinance and the Riverpark and Ventura Boulevard proposed Electronic Billboard projects. The Planning Division appreciates the constructive coordination and positive working relationship with the City's Community Development Department. If you have any questions about this letter, please contact Joel Hayes at Joel.Hayes@ventura.org or 805.654.2834.

Sincerely,

A handwritten signature in blue ink, appearing to read "Dave Ward", is written over a horizontal line.

Dave Ward, AICP | Planning Director
County of Ventura, Planning Division

² When assessing the distance from Digital Billboard Display's to residential parcels, Los Angeles County's zoning code, Section 22.114.070 prescribes standards for outdoor advertising signs, and states that such signs shall not be permitted within 200 feet of a residential zone located on the same side of the street or highway.

³ The City of Ventura's Auto Center electronic billboard display is routinely turned off at 10 p.m. to mitigate light emittance and nuisance in the evening time.



Loera, Miriam <miriam.loera@oxnard.org>

[Ask Planning Action] Re: Digital Display Billboards Ordinance Agenda Item G.1 for Planning commission

1 message

'Don Barry' via Planning <planning@oxnard.org>
Reply-To: Don Barry <don.barry54@aol.com>
To: planning@oxnard.org

Thu, Jan 19, 2023 at 2:58 PM

1-19-2023

Dear Planning Commission - Digital Display Billboards Ordinance Agenda Item G.1

I ask that the Planning Commission to carefully consider the purpose and intent of the Billboard ordinance. While the staff report's General Plan analysis concludes that because there are several existing billboards, two that include electronic digital signs, this then makes it compatible to add more electronic signage to an existing condition. Most local jurisdictions that I am familiar with in our part of southern central coast region, would not at all seek to add more and more signage, in fact, likely reduce what can be visual clutter and not at all an enhancement to the local community. Thus, the Planning Commission's technical recommendations to the City Council on this proposed ordinance is incredibly important on a serious land use matter.

While city staff clearly has spent significant analysis and time on this, working with consultants, what is not clear is the real benefit to the city of adding numerous large signs with nighttime glare and potential community impacts. How will these electronic signs, displaying what images and text, will foster public benefit? The example image shows what appears to be a "Hulu Streaming Service Commercial". This stretch of Highway 101 is our main gateway and showcases the image of our great city to region. How will numerous electronic signs in a mile or so corridor be positive to the city visitor? How will these signs be helpful to our residents? Nothing in the General Plan analysis provided direction or vision that the City, from a policy basis, is seeking this to be a signage corridor. That is a fundamental question the Planning Commission should consider and deliberate on if the new ordinance is warranted at all.

If the Planning Commission does determine that this is important to create billboards in this corridor of the city (which I hope you do not), then the Commission should carefully address the ordinance standards proposed. It is notable that the staff report and environmental review states that all illumination verification of a new sign happens well after the ordinance is approved and further, after a sign permit is approved and constructed. This is too late. The City of Ventura auto mall sign, the most recent digital sign in our region, was not at all received well by the nearby community of Montalvo. Our city needs to learn from this and take serious how to put in place provisions to lessen impacts. Therefore, I ask you Commission to consider more siting location limitations as well as specific light/glare control operational provisions to address the nighttime impacts that will impact the surrounding communities, where we continue to place more and more needed housing --- this signage will be in direct conflict. Please take my comments seriously as a voice of the community.

Thank you for your consideration. Thanks also to the Planning staff for the work that they do for our public consideration, documentation that fosters debate, and your Commission actions.

Sincerely,

Don Barry, Oxnard resident and homeowner, 22 years.