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# Addendum No. 11 to Final Environmental Impact Report No. 00-03 RiverPark Specific Plan EIR (SCH 2000051046)

Specific Plan Amendment for  
“The Landing” Monument Signs  
PZ 18-630-01

*prepared by:*  
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## SUMMARY

This document is Addendum No. 11 to the RiverPark Specific Plan Final EIR, certified July 16, 2002. This addendum concludes that there are no additional possible significant adverse environmental effects associated with the amendment to Section 5.9.3.3 and modification of Exhibit 5.HH of the RiverPark Specific Plan (PZ No. 18-630-01), which would allow for two (2) monument signs. The specific plan amendment would allow these non-freeway oriented signs within “The Landing” commercial area in Districts B and C of the RiverPark Specific Plan area. The specific plan already provides definitions, standards, and permit procedures for the subject monument signs.

*Background*

The Oxnard City Council certified the Final Environmental Impact Report (EIR) and approved the RiverPark Specific Plan and the related agreements on August 27, 2002. Development of RiverPark began in May 2004 and continues to this date.

The Specific Plan has been the subject of several minor administrative amendments since its original adoption. Errata documents have been prepared for the Specific Plan to document these approved specific plan amendments and correct minor inconsistencies in the text and graphic exhibits within the Specific Plan as they have been identified during implementation of the project. In addition, there have been minor amendments to the RiverPark Owner Participation Agreement, and other agreements related to the implementation of the RiverPark Project. For each of these modifications of the RiverPark Project, an Addendum to the Final EIR was prepared by the City of Oxnard to comply with the California Environmental Quality Act (CEQA). Addenda to the Final EIR were also prepared to address minor changes to the construction of the project during the land development phase and minor revisions to the mitigation measures for the air quality impacts of the project to reflect changes in the planning of the main commercial area. A summary of each of the previous Addenda is provided below:

**Addendum 1 – August 2002** - The RiverPark Project, as described and analyzed in the RiverPark Final EIR, included a proposal for temporary dewatering of limited areas during grading activities. This Addendum addressed a minor change to the dewatering plan to include a second location for a dewatering well.

**Addendum 2 – November 2005** – The RiverPark Specific Plan, as described and analyzed in the RiverPark Final EIR, included a conceptual grading plan for the entire Specific Plan Area. This conceptual grading plan identified a total of 10 million cubic yards of cut and fill of earth materials on the project site. It was anticipated that the grading operations would be a balanced operation, requiring no import or export of earth materials, based on the soil characteristics identified in the geotechnical report prepared for the project site. During the initial mass grading of the site, it was determined that soil compression was higher than anticipated. In addition, implementation of the mitigation measures identified in the Final EIR required removal and recompaction of soil at depths greater than the conceptual grading plan. As a result, soil needed to be imported to balance grading on the site. This Addendum assessed the environmental effects of importing of up to 600,000 cubic yards of soil.

**Addendum 3 – June 2007** – This Addendum addressed an amendment to the Owner Participation Agreement to permit the hotel allowed in District C to be developed in District D on a 5-acre site on the southeast corner of Oxnard Boulevard and Danvers River Street and allow up to 100,000 square feet of retail commercial development on the 12-acre site in Planning District C where the hotel was originally allowed in the Specific Plan.

**Addendum 4 – June 2007** – This Addendum addressed minor changes to the mitigation measures for air quality impacts included in the Final EIR to reflect the planning of the retail commercial project, The Collection at RiverPark, planned in Planning Districts B, C, and D as identified in the RiverPark Specific Plan.

**Addendum 5 – November 2007** – This Addendum addressed an amendment to the Owner Participation Agreement and an amendment to the Memorandum of Understanding (MOU) between the Oxnard Community Development Commission (CDC) and the applicants related to financing of public infrastructure, parking facilities, and improvements in support of commercial development in RiverPark, including a 500-space parking structure within the primary commercial district, Planning District D, of the RiverPark Specific Plan.

**Addendum 6 – December 2007** – This Addendum addressed an amendment to the RiverPark Specific Plan to allow changing the amount of residential development allowed on the remaining land in Planning Area A, the Mixed Use/Office District and Planning Area F, the Vineyards Neighborhood District.

**Addendum 7 – February 2009** – This Addendum addressed a minor amendment to the RiverPark Specific Plan to allow a single freeway oriented sign, up to 60 feet in height, in one of three designated locations in the main commercial district, Planning District D.

**Addendum 8 – July 2009** – This Addendum evaluated the addition of an administrative office and maintenance facility for the City of Oxnard General Services Department in Planning District E of the RiverPark Specific Plan Area.

**Addendum 9 – January 2010** – This Addendum evaluated the impacts of the Ventura Road Utilities Project for the City of Oxnard Public Works Department, which proposed infrastructure improvements under Ventura Road between Gonzales Road and Vineyard Avenue.

**Addendum 10 – March 2011:** An amendment to the signage standards in Section 5.9.3.3 of the specific plan allowed three freeway-oriented monument signs up to 20 feet tall, in designated locations within District D of the Specific Plan area. In addition, the specific plan amendment allowed changeable electronic display panels on the pylon sign subject to approval of a Special Use Permit. The locations of these signs are shown on the revised Exhibit 5.HH, which was incorporated into the specific plan.

**Proposed Addendum 11:** The proposed amendment also modifies Section 5.9.3.3 of the specific plan that is referenced in addendum No. 10. It would allow two monument signs, up to 20 feet tall in designated locations in Planning Districts B and C, as shown in exhibit 5.HH, which would be modified to include these new signs.

Precise locations and design of the individual signs would be subject to review by the RiverPark Town Planner/Architect and the City of Oxnard, as part of a Development Design Review permit (DDR). Current applicable development and environmental standards such as traffic safety,

landscaping and lighting control would be applied to the project. In particular, illumination and orientation of the signs would be carefully evaluated during review of the DDR to prevent light from spilling onto the adjacent roads and adjacent land uses.

The revised specific plan text and the exhibit showing the location of the two signs is attached to this addendum.

### **Project Environmental Review**

Section 15164 of the State California Environmental Quality Act (CEQA) Guidelines states that an addendum to a previously adopted EIR is the appropriate environmental document in instances when no conditions exist that would trigger a subsequent EIR. Three tests determine if a subsequent EIR is required (Section 15162(a)). They are:

1. Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
2. Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
3. New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the negative declaration was adopted, shows any of the following:
  - a. The project will have one or more significant effects not discussed in the previous EIR or negative declaration,
  - b. Significant effects previously examined will be substantially more severe than previously than in the previous EIR,
  - c. Mitigation measures or alternatives previously found not to be feasible would in fact be feasible and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative, or
  - d. Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

In the first test, the signs are accessory structures to a commercial area which was examined by the EIR as part of the project description. The signs do not change the land use type or intensity on the site from the uses and intensity described in the specific plan and therefore will not result in effects not previously discussed.

The only potential environmental effect related to this project would be aesthetics (i.e. visual impacts). The Aesthetics section in the RiverPark Specific Plan Final EIR determined that no unavoidable significant impacts to the visual character would result from the RiverPark project, since the development of RiverPark would not obstruct long range views of the

mountains and hills in the Los Padres National Forest to the north from the Ventura Freeway and Vineyard Avenue. In addition, the height and character of the commercial development was determined to be consistent with existing development in the area.

The proposed signs do not represent a change or increase in land use type or intensity. In addition, the proposed signs would also not block long range views identified above, and the signs will be subject to design review and a Design Development Review permit (DDR). The proposed monument signs would be subject to the same design and size standards as the monument signs already built and located next to the freeway that were examined in Addendum No. 10. In addition, the text amended by the specific plan amendment requires the decision-makers to make the finding that the proposed signs will not be detrimental to (a) the public health, safety or general welfare; or (b) adjacent uses, buildings or structures in the vicinity. Therefore, the proposed amendment would not create additional environmental impacts.

In the second test, staff determined that circumstances surrounding the project have not substantially changed with regard to issues, facts, and mitigations included in the RiverPark Specific Plan FEIR. The project buildout has not changed from that evaluated by the Final EIR, nor have the environmental conditions adjacent to the project site. The commercial area is currently under construction as foreseen in the specific plan, and the proposed signs do not change the intensity or land use of the center.

In the third test, staff determined that no new information of substantial importance that was not known or could not have been known at the time of the RiverPark Specific Plan Final EIR certification shows that the project will have effects not previously discussed, that significant effects previously examined will be substantially more severe than previously estimated, that mitigation measures previously found infeasible would now be feasible and would substantially reduce effects of the project, and/or that different mitigation measures would substantially reduce effects.

The Final Environmental Impact Report with comments and responses and record of project approval may be examined at the City of Oxnard, Planning Division, 214 South C Street, Oxnard, California 93030. Please call (805) 385-7858 to arrange a time to review the file.

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Kathleen Mallory, AICP, LEED Green Associate, MA  
Planning Division Manager

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Date

on Exhibit 5.HH, or in another location within Planning District D along the freeway, subject to approval of a Design Development Review Permit or Special Use Permit, as provided in Part C herein.

- (ii) Sign Content: The Pylon Sign may include text, graphics and/or logos identifying the shopping center located in Planning District D, and names, brands or logos of tenants operating within the shopping center located in Planning District D. Such sign may include a large format graphic panel or changeable electronic display panel on each side, subject to the requirements herein. In no event shall product prices be displayed on the sign.
- (iii) Illumination: The Pylon Sign shall be illuminated with internal illumination. Other type(s) of illumination may be approved by the Director as part of the Design Development Review Permit or Special Use Permit as applicable.
- (iv) Size:

(1) The overall size of the Pylon Sign structure shall not exceed sixty (60) feet in height and forty (40) feet in width. In no event shall the area of the Pylon Sign structure exceed twenty four hundred (2,400) square feet per side, for a total structure area of forty-eight hundred (4,800) square feet.

(2) Sign area shall not exceed thirty-six (36) feet in height and thirty-five (35) feet in width for each side, or twelve hundred sixty (1,260) square feet per side, or forty-five percent (45%) of the overall structure size.

(3) Large format graphics or changeable electronic display panels shall not exceed more than fifty percent (50%) of the total sign area on each side of the Pylon Sign.

#### B. Commercial Districts and Freeway-Oriented Monument Signs.

- (i) Number of Signs: Up to three (3) two sided freeway-oriented Monument Signs are allowed in Planning District D, and up to two (2) commercial district monument signs in District B and C. The Monument Signs shall be subject to approval of a Design Development Review

Permit as provided in Part C of this section.

- (ii) Sign Locations: The Monument Signs shall be located within Planning Districts B, C and D in the approximate locations shown on Exhibit 5.HH ~~or in other locations along the freeway within Planning District D,~~ subject to approval of a Design Development Review Permit. The Monument Signs shall be approximately evenly spaced.
- (iii) Sign Content: Monument Signs may include text, graphics and/or logos identifying the shopping center located in Planning Districts B, C and D, and names, brands or logos of tenants operating within the shopping centers located in the respective districts. In no event shall product prices be displayed on the sign.
- (iv) Illumination: The Monument Signs shall be illuminated with internal illumination. Other type(s) of illumination may be approved as part of the Design Development Review Permit.
- (v) Size:

(1) Height: Overall height not to exceed twenty (20) feet.

(2) Size of Sign Structure: The dimensions of each Monument Sign structure (overall height multiplied by width) shall not exceed three hundred twenty (320) feet per side, for a total structure area of six hundred forty (640) square feet.

(3) Sign Area: In no event shall the total area devoted to tenant and shopping center identification sign area on each side of each Monument Sign exceed sixty-five percent (65%) of the structural area of the Monument Sign.

#### C. Freeway-Oriented Sign Design and Permit Procedure

- (i) Approval of a Design Development Review Permit by the Director is required for any freeway-oriented sign listed in this section, except the approval of a Special Use Permit by the Planning Commission is required for a Pylon Sign with changeable electronic display panel(s).
- (ii) In reviewing and approving any freeway-oriented sign, the Director or Planning Com-

#### RIVERPARK SPECIFIC PLAN

April 12, 2005

update through 3/2012



prepared for RiverPark Development, LLC by AC Martin Partners with

RTKL / EDSA / CRAIN AND ASSOCIATES / WILLIAM HEZMALHALCH ARCHITECTS / HUITT-ZOLLARS



**RIVERPARK LAND USE PLAN:  
FREEWAY ORIENTED SIGN LOCATIONS**  
Land Use Plan Date: November 21, 2008

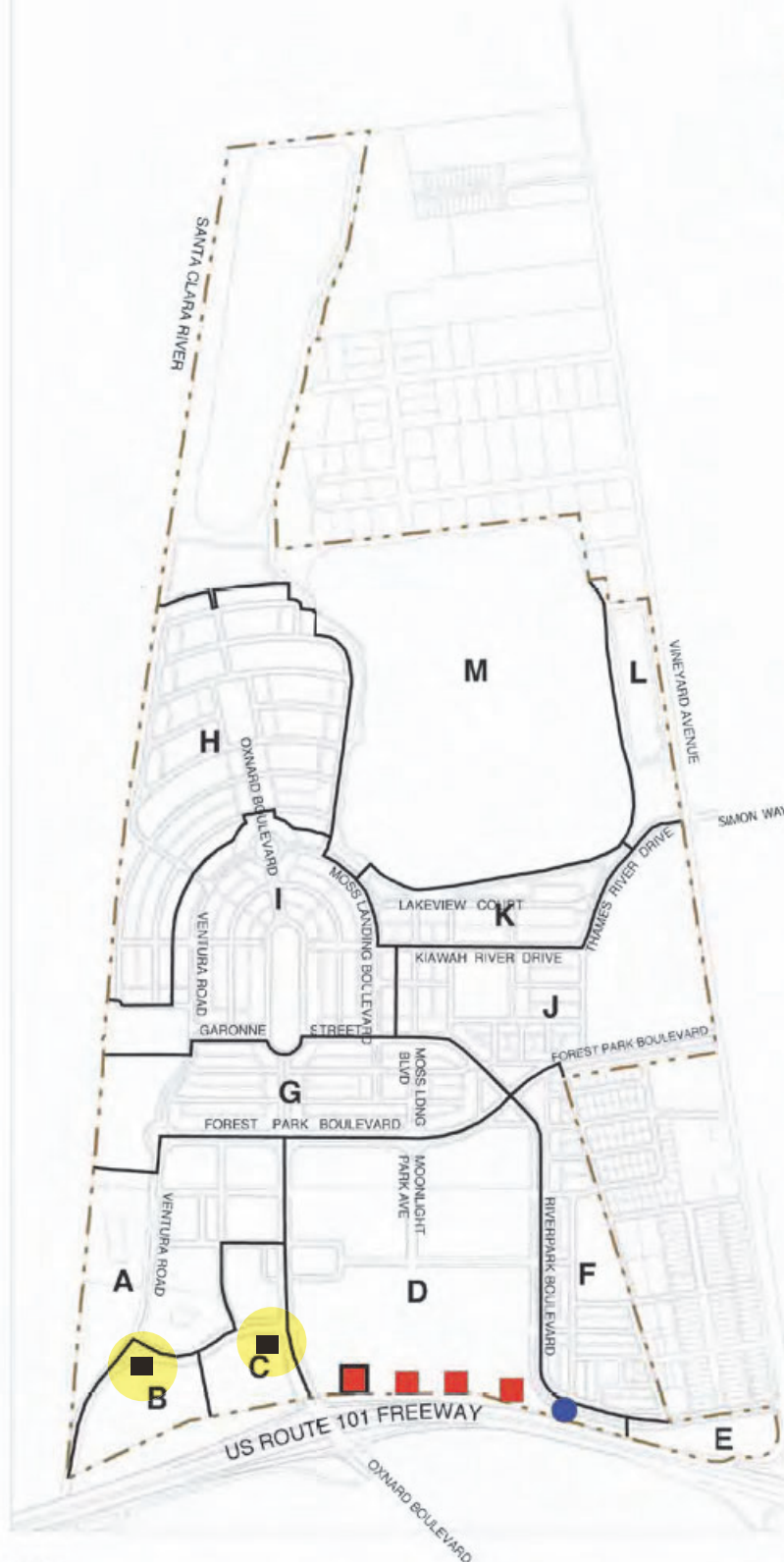
**Legend**

**Land Use**

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

**Notes:**

Actual sign configurations (location, size and design) subject to approval of Design Development Review permit or Special Use Permit, as applicable per Section 5.9.3.3 (C).



February 1, 2011

**FREEWAY ORIENTED SIGN LOCATIONS**

August 27, 2002

update through 3/2012

prepared for RiverPark Development, LLC by AC Martin Partners with

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