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# **RiverPark Project Specific Plan**

## **Addendum to Final Environmental Impact Report No. 00-03 (SCH 2000051046)**

**Specific Plan Amendment for Freeway-Oriented Sign**

*prepared by:*

**City of Oxnard  
Planning Division  
214 South C Street  
Oxnard, California 93030**

### **SUMMARY**

This document is an addendum to the RiverPark Specific Plan Final EIR. The addendum concludes that there are no additional possible environmental effects associated with the addition of a single freeway-oriented sign in District D of the RiverPark Specific Plan area. Shea Properties (dba RiverPark Collection, LLC) has requested a specific plan amendment to allow construction of a freeway-oriented sign within The Collection shopping center. Section 5.9.3.3 of the RiverPark Specific Plan prohibits “tall freeway-oriented pole signs” within the RiverPark Specific Plan area.

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 to the project lead to a substantial increase in the severity of previously identified environmental effects;
2. Substantial changes have occurred with respect to the circumstances under which the project is undertaken;
3. New information of substantial importance that was not known or could not have been known at the time of the MND adoption shows any of the following:
  - a. The project will have effects not previously discussed,
  - b. Significant effects previously examined will be substantially more severe than previously estimated,
  - c. Mitigation measures previously found infeasible would now be feasible and would substantially reduce effects of the project, and/or
  - d. Different mitigation measures from those included in the MND would substantially reduce effects.

1. In the first test, the sign is an accessory structure to a commercial area which was examined by the EIR as part of the project description. The sign does not change the land use type or intensity on this site from the uses and intensity described in the specific plan and therefore will not result in effects not previously discussed. (see Attachment A).

The only potential environmental effect related to this project would be aesthetics. The Aesthetics section in the RiverPark Specific Plan 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 sign does not represent a change or increase in land use type or intensity. In addition, the proposed sign would also not block long range views identified above. The proposed sign is shorter than other signs along the freeway corridor in this area. Therefore, the proposed amendment would not create additional environmental impacts.

2. 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 EIR, nor have the environs adjacent to the project site. The commercial area is currently under construction as foreseen in the specific plan, and the proposed sign does not change the intensity or land use of the shopping center.

3. 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 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 proposed specific plan amendment includes language allowing for the freeway-oriented sign up to a maximum height of 60 feet, in one of three designated locations in District D of the Specific Plan area. The three possible locations are shown on an exhibit that will be incorporated into the specific plan. The proposed sign would be visible from the US 101 Freeway and RiverPark Boulevard, as well as from the parking area south of the buildings.

All mitigation measures included in the EIR would continue to apply and design of the structure would be subject to review by the RiverPark Town Planner/Architect and the City of Oxnard, as part of a Development Design Review permit. Current applicable development and environmental standards such as landscaping and lighting control would be applied to the project.

The revised specific plan text is shown as Attachment A, and the new exhibit showing the three potential sign locations is shown as Attachment B.

The 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 file review time.

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Susan L. Martin, AICP  
Planning Division Manager

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Date

## ATTACHMENT A

This amendment to the RiverPark Specific Plan consists of a change in the text of the specific plan and the addition of a new exhibit.

The text change consists of the following:

#### 5.9.3.3 Freeway-Oriented Pole Signs

~~Tall freeway oriented pole signs are not permitted.~~

- One (1) freeway-oriented sign shall be permitted in Planning District D. Such freeway-oriented sign shall be located in one of the areas depicted on Exhibit 5.HH, or in another location approved by the Development Services Director or designee ("Director"). Such freeway-oriented sign shall be limited to identifying the name of shopping center and major tenant(s) operating in the commercial areas of Planning Districts C or D. The freeway-oriented sign may be internally illuminated or otherwise illuminated as approved by the Director. The freeway-oriented sign shall not exceed sixty (60) feet in height. The size, sign area, design of and materials used for such freeway-oriented sign shall be complementary to the signage for regional commercial development in Planning District D, as approved by the Director.
- Approval of a Development Design Review Permit by the Director shall be required for the freeway-oriented sign.
- Except as provided in this Section, freeway-oriented signs taller than six feet are not permitted

Exhibit 5HH (attached) would be added to the RiverPark Specific Plan. The exhibit shows three possible locations for the freeway-oriented sign.