

July 29, 2003

Christopher Darwin
Videriksen & Company
507 Calle San Pablo
Camarillo, California 90312

RE: *Minor Modification (PZ 03-520-8) to U498*
Relocation of approved sign area for 500 East Esplanade Drive

The City of Oxnard has reviewed your request to modify the above-referenced special use permit (U498). The requested minor modification includes relocating 170 square feet of sign area from the south elevation of the tower to two locations on the north face of the building

Existing Land Use: A fourteen-story office building on 6.03 acres of land.

General Plan & Zoning Conformity: The City's 2020 General Plan designates the subject site for Regional Commercial and the zoning ordinance designates this site for general commercial planned development (C2-PD). The relocation of permitted sign area is consistent with goals and policies of the General Plan, and zoning requirements for this site.

Environmental Determination: In accordance with Section 15301 of the California Environmental Quality Act (CEQA) Guidelines, projects involving "minor alteration of existing... structures" may be found to be exempt from the requirements of CEQA. The project proposes to relocate permitted sign area on an existing commercial building. Therefore, staff has determined that there is no substantial evidence that the project may have a significant effect on the environment.

Background: On November 30, 1972, the Planning Commission approved U498, for construction of a fourteen-story office building located at the southerly terminus of Esplanade Drive, west of Highway 101. As part of the approval for U498, a total of five signs were permitted for this building: one wall sign on each elevation and one ground sign near the building entrance. The total permitted sign area based on freeway frontage is 681 square feet. The ground sign has since been removed and the wall signs currently encompass 531 square feet of area. In accordance with the previously approved sign plan, 150 square feet of sign area is still available to be allocated for this building.

A minor modification approved in September 1997 (MNMD to Planned Development 153) created a sign program including directional and tenant signage for 300, 350, 365, 400 & 500 East Esplanade Drive. Such program, however, did not affect the total permitted sign area of U498.

Analysis: The proposed minor modification includes the relocation of the 170 square feet of sign area from the southern building elevation to two locations on the north face of the building. The proposed relocated signs are approximately 85 square feet each with the tops of the signs 20' above grade.

In accordance with U498 a total of 681 square feet of sign area is permitted. There are 531 square feet of area currently accounted for, which leaves a remaining 150 square feet of area to allocate to the north face of the building. With the proposed sign area relocation (150 square feet), there will be 327 square feet of sign area on the north face of the building. Per Section 34-186 (B)(2) of the City Code, attached signs may be permitted to exceed 300 square feet on one building face where the major building has more than 40,000 square feet of floor area, and where such building is set back more than 150 feet from the street, and where the bottom of the attached sign is at least sixteen (16) feet above average finished grade.

To be in compliance with U498 and Section 34-186 (A & B(2)) for attached signs in general commercial zones, the proposed sign area may not exceed 150 square feet and shall be located at least 16 feet above grade.

The Planning and Environmental Services Division approves the requested minor modifications, based upon the following findings and conditions:

FINDINGS

- A. The minor modification is consistent with the 2020 General Plan and zone designation on the property.
- B. The minor modification is categorically exempt from the provisions of the California Environmental Quality Act (CEQA), under Section 15301.
- C. Except as modified by this request, all permit conditions of Special Use Permit No. 498 shall remain in full force and effect.

CONDITIONS

- A. Signs proposed for relocation shall not exceed a total of 150 square feet.
- B. Proposed signs shall be located at least 16 feet above grade.
- C. All un-permitted signs, including the sign on wooden posts located in the north parking lot, must be removed.
- D. The total permitted sign area for the north elevation shall not exceed 327 square feet.
- E. No signs are permitted on the south elevation.

Mr. Christopher Darwin

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This letter serves as official approval of your minor modification request, and pertains only to those modifications described herein. You must apply for your building permits and other approvals separately. Approval of this minor modification will expire one year from the date of this letter. If you have any questions about this letter, please call Ashley Jackson at (805) 385-7882.

Sincerely,

Marilyn Miller, AICP
Planning and Environmental Services Manager

cc: Matthew Winegar, AICP, Development Services Director
Rob Roshanian, Development Services Director



CITY OF OXNARD

MEMORANDUM

November 30, 1972

To: Planning Commission

From: Planning Staff

SUBJECT: Signs for Special Use Permit Nos. 498 and 499

A. Financial Plaza Tower (Special Use Permit No. 498):

Signs proposed for the office building include one wall sign on each face of the top floor of the building and one ground sign near the building entrance. Total sign area is approximately 696 square feet. Total permitted sign area based on freeway frontage is 681 square feet.

B. Hilton Inn (Special Use Permit No. 499):

Proposed signs include one free-standing sign and seven building signs.

1. The free-standing sign is 17' high and 23.5' wide with an area of 296 square feet.

The sign frame is finished with stucco and colored to match the building.

Sign face colors include white and two shades of blue

2. Building signs include one on each end of the six story tower. The sign facing the freeway is 4' x 26.5' while that facing Vineyard Avenue is 3.5' x 23.1'. Letters are bronze painted with clear plex backs for reflective background.

Four building signs face Esplanade Drive: a 1.3 x 30' "coffee shop" sign, a 4.5' x 17.5' "beef baron - cocktails" sign, a 3' x 13' "Hilton Inn" sign, and a 2' x 32' "lobby" sign.

AGENDA ITEM NO.

17-18
11-30-72

One 2' x 32' "banquet rooms" building sign is to be located on the south elevation facing neighboring single family homes.

Total sign area is approximately 845 square feet. Total permitted sign area based on freeway frontage is 737 square feet.

RECOMMENDATION

Approval subject to a reduction in area as permitted by the sign ordinance to 681 square feet for the Financial Plaza Tower and 737 square feet for the Hilton Inn.

Planning Staff

DB:rw

Property	Address	Square Feet	Type
Dean Witter Building (Tower II)	300 Esplanade	294,239	Office
City National Bank Building (Tower I)	500 Esplanade	158,000	Office
Wells Fargo Bank	460 Esplanade	7,500	Office
A.G. Edwards/Lawyers Title	445 Esplanade	21,504	Office
Soares, Sandall, et. Al.	405 Esplanade	17,442	Office
Merrill Lynch/Paine Webber	400 Esplanade	32,462	Office
California Bank & Trust	365 Esplanade	13,921	Office
Washington Mutual Bank	350 Esplanade	4,400	Office
Apple One	325 Esplanade	2,124	Office
Children's Wonderland	700 Esplanade	11,540	Office
Bakers Square	2350 N. Vineyard	4,000	Restaurant
The Courtyard	2420 N. Vineyard	12,416	Restaurant
	Total	579,548	



May 11, 2000

FAX: 988-9832

TO: Russ Goodman, Sares Regis
FROM: Marilyn Miller, Planning & Environmental Services Manager

SUBJECT: *Additional signs for 300 Esplanade Dr., Financial Tower*

In response to our conversations earlier today, I have reviewed the sign program and it appears that there is adequate sign area to accommodate an "eyebrow" sign on the building.

A building permit is required for a sign. Please have the applicant submit plans to Development Services showing location, size and construction of the sign. The plans will be routed through planning for our review to assure conformance with the sign program.

If you have any further questions please let me know.



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B. Hilton Inn (Special Use Permit No. 499): *SUPERCEDED*

Proposed signs include one free-standing sign and seven building signs.

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17418
11-30-72

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RECOMMENDATION

Approval subject to a reduction in area as permitted by the sign ordinance to 681 square feet for the Financial Plaza Tower and 737 square feet for the Hilton Inn.

Planning Staff

DB:rw



PLANNING & ENVIRONMENTAL SERVICES • 305 W THIRD ST • OXNARD CA 93030 • 805-385-7857 • FAX 385-7408

September 12, 1997

Terry K. Redler
 Sares Regis Group
 500 Esplanade Drive, Suite 400
 Oxnard, California 93030

Subject: *Minor Modification to Planned Development Permit No. 153*

Thank you for your request for a modification to Planned Development Permit No. 153. I have reviewed the modification request to establish a uniform sign program at the Financial Plaza located east of Vineyard Avenue and south of the 101 Freeway consisting of the following:

- Remove multiple signs on buildings and monument signs at 300, 350, 365, 400, 405, & 500 East Esplanade Drive.
 - Install the following sizes of free standing tenant identity monument signs lighted on each side by a ground mounted flood light.
 - Four 6 ft. high by 3 ft. wide $18' \times 2 \times 4 = 144'$
 - One 4 ft. high by 10 ft.6 in. wide $42'$
 - One 2 ft. 6 in. high by 6 ft. wide $15'$
 - Install the following sizes of free standing directory/address ground signs lighted on each side by a ground mounted flood light.
 - Three 4 ft. high by 3 ft. wide $2' \times 4 \times 3 = 144'$
 - One 6 ft. high by 3 ft. wide $18'$
- TOTAL SIGNAGE SF. $363'$

