

COMMUNITY DEVELOPMENT DEPARTMENT  
OXNARD PLANNING DIVISION  
214 SOUTH C STREET  
OXNARD, CALIFORNIA 93030



NOTICE OF INTENT TO ADOPT  
A MITIGATED NEGATIVE DECLARATION (MND No. 22-02)

**Project Title:** Riverpark Boulevard Electronic Billboard

**Lead Agency:** City of Oxnard  
Community Development Department, Planning Division  
214 S C Street  
Oxnard, California 93030  
Contact: Joe Pearson II, AICP, Principal Planner

**Purpose of the Notice**

The purpose of the Notice of Intent (NOI) to Adopt a Mitigated Negative Declaration is to inform agencies and interested parties that, in accordance with California Environmental Quality Act (CEQA) Guidelines, Section 15070 the City of Oxnard has prepared an Initial Study - Mitigated Negative Declaration (IS/MND) for the proposed Riverpark Boulevard Electronic Billboard project. This NOI provides information about the project and instructions for reviewing and submitting comments on the IS/MND.

**Project Location**

The project site is located on an approximately 0.25-acre undeveloped site (APN: 132-0-311-075) 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. The Project site is located within the RiverPark Specific Plan "A" and was assessed as Public Facilities as part of the 2009 Addendum 8 to the RiverPark Specific Plan Final EIR. The 2030 General Plan land use designation is Commercial Regional. Section 15072 of the CEQA Guidelines requires an NOI to disclose if a project site appears on the lists of sites enumerated under Section 65962.5 of the Government Code. This project site is not on the lists of sites enumerated under Section 65962.5 of the Government Code.

**Project Description**

The proposed project includes a request 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. Implementation of the proposed Project would require the approval of a Special Use Permit (PZ 20-500-07), a Development Agreement (PZ 20-670-06), and Amendment to the RiverPark Specific Plan (PZ 20-630-02). 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 top of the billboard would be approximately 60 feet in height above the ground, and the dimensions of the electronic billboard sign would be 14.5 feet in height and 48.5 feet in width. The electronic billboard would have a two-sided light-emitting diode (LED) digital display that would have dimensions of 14 feet in height and 48 feet in width. 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.

In accordance with Section 15070 of the California Code of Regulations, the Planning Division of the City of Oxnard has determined that there is no substantial evidence that the proposed Project would have a significant effect on the environment, and that a mitigated negative declaration (MND No. 22-02) may be adopted.

The IS/MND is available at the City's Community Development Department located at 214 S. C Street, Oxnard, California, 93030 and at the Oxnard Public Library, 251 South "A" Street. The document is also available at [www.oxnard.org/planning](http://www.oxnard.org/planning), then "Environmental Notices & Documents" and then "Environmental Document Archives" (on the left side of the page) to select and view the draft document or go to the following <https://www.oxnard.org/city-department/community-development/planning/environmental-documents/>.

**The public review period begins June 30, 2022, and ends July 29, 2022.** All comments should be provided in writing and received **before 5:00 p.m. on July 29, 2022**. Inquiries should be directed to Joe Pearson, Principal Planner, at (805) 385-8272 or [Joe.Pearson@oxnard.org](mailto:Joe.Pearson@oxnard.org). Comments provided will be considered by the decision-making body in accordance with CEQA Guidelines, Section 15074(b).

Please send all comments by either: 1) U.S. mail; or 2) electronic mail (email) to:

Joe Pearson II, Principal Planner,  
City of Oxnard  
Community Development Department  
Planning Division 214 S. C Street  
Oxnard, California 93030  
Email: [Joe.Pearson@CityofOxnard.org](mailto:Joe.Pearson@CityofOxnard.org)

For comments submitted via email, please include "Riverpark Boulevard Electronic Billboard" in the subject line and the name of the commenter in the body of the email.

A public hearing date has not been determined for this Project. The date, time, and place of future public hearings will be appropriately notified per City and CEQA requirements.