

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



NOTICE OF INTENT TO ADOPT
A MITIGATED NEGATIVE DECLARATION (MND No. 22-03)

Project Title: Ventura Road 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 Ventura Road 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 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. The Project site is located within the RiverPark Specific Plan and designated as Commercial Retail. 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 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. Implementation of the proposed Project would require the approval of a Special Use Permit (PZ 20-500-06), a Development Agreement (PZ 20-670-05), and Street Vacation (PZ 21-660-03). 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 80 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 Street Vacation would vacate the existing right-of-way to the City of Oxnard.

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. 22-03) 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, 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. 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

For comments submitted via email, please include "Ventura Road 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.