

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



NOTICE OF INTENT TO ADOPT
A MITIGATED NEGATIVE DECLARATION (MND No. 22-01)

Project Title: Freeway Adjacent Digital Display Billboards Ordinance

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 Freeway Adjacent Digital Display Billboards Ordinance project. This NOI provides information about the project and instructions for reviewing and submitting comments on the IS/MND.

Project Location

The proposed project location is the entire City of Oxnard, consisting of all areas within the City limit. Because the project is a Citywide plan and doesn't involve construction, there is no specific project site associated with the project. 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. There are properties in Oxnard appearing on the lists of sites enumerated under Section 65962.5 of the Government Code

Project Description

A request for amendments to Article IX. Advertising Signs of the Oxnard City Code to permit Freeway Adjacent Digital Display Billboards on parcels designated as commercial, industrial, or public facilities within 400 feet of the U.S. 101 right-of-way within the City of Oxnard. The installation and operation of individual electronic billboards would require approval of a Special Use Permit. No Freeway Adjacent Digital Billboard may be placed at a distance of less than 100 feet from the property line of any residentially zoned parcel. All Freeway Adjacent Digital Display Billboards would have a maximum face display area of 14 feet in height and 48 feet in width, would be oriented primarily for viewing from the adjacent freeway, and would have a maximum height of 55 feet as measured from the pavement level of the adjacent freeway to the bottom of the digital display. Each Freeway Adjacent Digital Display Billboard shall be separated from every other Freeway Adjacent Digital Display Billboard by at least 2,000 feet.

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. 22-01) 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 "Freeway Adjacent Digital Display Billboards Ordinance" 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.