City of San Buenaventura
Ventura Auto Center Specific Plan
SP-1

2017 Amended Version – July 24, 2017

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1 INTRODUCTION

1.1 PURPOSE & INTENT OF THE SPECIFIC PLAN

The purpose of this Specific Plan, known as the Ventura Auto Center Specific Plan, is to assure that a designated area within the Leland Street/Auto Center Drive and Olivas Park Drive area is developed as a coordinated project, which will consist solely of automobile sales and service uses. It is intended that this Specific Plan provide the City of Ventura with a set of regulations for guiding the development of the Ventura Auto Center.

1.2 AUTHORITY

California Government Code Section 65450 gives a legislative body authority to prepare Specific Plans for the systematic implementation of the General Plan for all or part of the area covered by the General Plan.

After it is adopted, a Specific Plan has an effect similar to the local General Plan. For example, The State’s Subdivision Map Act requires the legislative body to deny approval of a final or tentative subdivision map if it is not in substantial conformance with a Specific Plan. In addition, a development agreement between a municipal body and a developer/applicant cannot be approved unless the legislative body finds the agreement is consistent with the General Plan and any applicable Specific Plan. As a tool to implement the General Plan, the Specific Plan may also have an effect similar to a zoning ordinance in that the Specific Plan contains the development and performance standards, which are applicable to the Specific Plan area.

1.3 SPECIFIC PLAN ORGANIZATION

In providing for the systematic implementation of the General Plan, this Specific Plan is organized into eight primary sections:

- Introduction
- Project Setting
- Project Objectives
- Land Use Plan
- Circulation Plan
- Sign Guidelines and Standards
- Infrastructure Plan
- Specific Plan Implementation
2 PROJECT SETTING

2.1 PROJECT LOCATION
The Ventura Auto Center Specific Plan project area consists of approximately 54.6 acres of land, excluding streets, located south of the Ventura Freeway, US 101 as shown in Exhibit 1. The overall gross project area is 67.2 acres including the lots and streets within the Specific Plan boundary. It is bounded on the north by US 101, on the east by a card room and a self-storage facility, on the south by vacant land, and on the west by industrial uses.

2.2 PROJECT BACKGROUND
In 2005 the City Council adopted an Economic Development Strategy described as “Focus Area 1”. The boundary of Focus Area 1 incorporates the Ventura Auto Center and lands beyond, extending northerly to include Auto Center Drive, easterly to the Santa Clara River, southerly to the San Buenaventura Golf Course and westerly to existing industrial developed property.

The Ventura Auto Center Specific Plan regulates development in the Auto Center area. The City of Ventura 2013 – 2018 Economic Development Strategy affirmed the economic importance of Focus Area 1 and established action items directly related to the Auto Center Specific Plan.

2.3 LOCAL SETTING
The current land uses and zoning (February, 2017) are shown in Exhibit 2. The site is zoned CPD, Commercial Planned Development.

As shown in Exhibit 2, the plan area presently contains a number of automobile dealerships. The remaining undeveloped and underdeveloped land within the project area is reserved for future automobile sales and services uses.

Property located easterly and southerly of the Auto Center Specific Plan Area is currently undeveloped property to be developed in the future. Property located westerly of the Auto Center is existing industrial development.

2.4 DEVELOPMENT OPPORTUNITIES & CONSTRAINTS
The project site presents opportunities for urban development that would benefit the City of Ventura. The site is also subject to a set of physical constraints that limit the development potential of the site. These opportunities and constraints are reflected in this Specific Plan. A brief discussion of the opportunities and constraints associated with development of the project site is presented below.
2.4.1 Development Opportunities
The unique locational characteristics of the site present several opportunities for a pattern of development that will benefit the City of Ventura. More specifically, these opportunities include the following:

A. Enhance the Image of the City of Ventura. The location of the project site at the eastern end of the freeway corridor in Ventura presents an opportunity to enhance the image of the City through the development of an aesthetically pleasing project, including a signage and identification program.

B. Maximize the Benefits of the Freeway Orientations of the Site. The project site has excellent visibility from the Ventura Freeway. In addition, the site will have excellent access when the new on/off ramp is constructed as currently planned. These characteristics make the site ideal for specialized commercial uses that serve regional needs and require a high degree of visibility.

C. Create a Functional Integration of Commercial and Limited Industrial Uses. The project will encourage a stable, diversified, and well-balanced economy and increase the job base within the City.

D. Reduce incremental development cost and processing time through comprehensive planning and coordination, ensuring uniform high standards on properties, which will be attractive to potential users.

E. Ease project site internal circulation through the creation of a coordinated road system through parcels of multiple ownerships.

F. Provide for necessary public improvements.

2.4.2 Development Constraints
Development of the Ventura Auto Center project site is subject to some constraints at this time. More specifically, these constraints include the following:

A. Existing Circulation. Access to the site is constrained by the configuration of the Johnson Drive/Auto Center Drive interchange with the southbound lane of the Ventura Freeway. This interchange consists of short, side by side, on and off ramps located on the south side of the freeway.

B. Auto Center Drive is an industrial local street with sight distance and truck turn movement limitations. The Auto Center Specific Plan property owners may elect to widen Auto Center Drive. The widening would be funded by the property
owners. An easement to permit road widening to the north needs to be obtained from Ventura County within the Moon Drain parcel. Approval by the City of Ventura, County of Ventura, and Southern California Edison (SCE) will be required prior to the street being widened. The proposed Auto Center Drive street section is shown in Exhibit 6B.

C. Overhead utility lines on the north side of Auto Center Drive must be removed to permit road widening. The lines are proposed to be undergrounded. Implementation measures called out in this Specific Plan include undergrounding the utility lines prior to the widening of Auto Center Drive. Design, permitting and approval through SCE and other agencies, and cost of construction for the relocation of overhead utilities shall be borne by the Auto Center property owners.
The following objectives have been established for the Specific Plan:

A. Create a development concept that provides an integrated mix of automobile sales and incidental uses to meet the needs of the residents of the City of Ventura and surrounding communities.

B. Incorporate a high level of design standards in order to ensure development of an aesthetically pleasing area with a unique visual identity that will serve as a high quality entry for the east end of the City.

C. Minimize conflicts with surrounding land uses through the development of sensitive land use development standards.

D. Provide for necessary utilities and services in an economical manner.

E. Provide a clear plan for development of the entire site such that the construction of a circulation and infrastructure system progresses concurrently with the development of the project site.
4.1 INTENT

The land use plan provides for the development of the Ventura Auto Center in a manner consistent with the objectives of this Specific Plan and compatible with surrounding areas.

The land use regulations are structured to provide an appropriate amount of flexibility to allow the land use mix to react to future market demands and to permit a proper integration of the allowed land uses. All development will be in accordance with all codes and ordinances of the City of Ventura as adopted and amended from time to time, except as modified by this Specific Plan. The Specific Plan will supersede all existing zoning only when it is found to be more restrictive, except for the sign regulations, which will supersede other sign regulations.

Standards for directional and regulatory signage places in the roadway right of way shall conform to the California Manual on Uniform Traffic Control Devices, which shall not be superseded by this Specific Plan.

4.2 LAND USE REGULATIONS

The plan area is to contain only one primary land use/development type, i.e., automobile sales and service uses. The land use regulations for the project area are presented in the following subsections. All deviations shall be approved by the Community Development Director through a Director’s Permit.

4.2.1 Auto Sales and Services

The purpose of these provisions is to regulate the development and use of auto sales and service and related uses and to provide a defined range of motor vehicle uses in a location designed to serve Ventura and nearby communities and enhance the economic base of the City.

Uses Permitted Subject to an Approved Site Plan

New vehicle dealerships, including auto, truck, motorcycle and recreational vehicle sales, leasing and service may be permitted subject to an approved site plan. Incidental uses may include, but are not limited to, the following:

A. Repair, maintenance and servicing of component parts for motor vehicles.

B. Repair, maintenance and servicing of auto, truck, motorcycle and recreational vehicles.

C. Diagnostic facilities.

D. Vehicular storage areas (exclusive of impound yards).

E. Paint and restoration shops.

F. Body shops.
G. Used vehicle sales of like kind and quality to the permitted dealership. Used cars shall generally be in good operating condition and sold on the same site as the new auto dealer.

H. Automotive rentals.

4.2.2 Site Coverage Standards
The following site coverage standards shall apply to the project area and are in compliance with the general CPD zoning requirements.

A. Building site area shall be 1-acre minimum.

B. Building site width shall be 150 feet minimum.

C. Building site depth shall be 150 feet minimum.

D. Building height limit shall be 35 feet.

E. Building setbacks
   1. Front yard setback shall be minimum 50 feet from the front property line.
   2. Side yard setback shall be equal to one-half the height of the building or 10 feet (whichever is greater).
   3. Rear yard setback shall be 20 feet minimum.

F. Site coverage: the total ground floor area of structures shall not exceed 35 percent of the total lot area.

4.2.3 Property Development Standards
The following development design standards shall apply to the project area.

Auto Service Facilities
A. Visibility of service facilities from public streets is to be minimized.

B. Screening of service facilities is to be accomplished by building configuration and design wherever possible. Where necessary, screen walls of an architecturally integrated design are to be used in combination with landscaping to assure minimal visibility.

C. No open service bays shall be visible from the 101 Freeway or any public street.

Walls and Fences
A. Walls shall be utilized to visually screen and/or physically enclose outdoor storage areas, loading docks and ramps, transformers, storage tanks, refuse containers and other appurtenant items of poor visual quality.

B. Wall heights shall be as tall as those objects or areas they are intended to screen, however, no wall shall exceed three feet in height within any required front setback area.

C. A minimum of 8-foot high wall shall be provided adjacent to loading areas to provide proper
screening. No loading areas shall face the freeway or public streets.

Utility Services and Structures
All above ground utility structures shall be screened on all sides by landscaping or a structural element that matches the architectural features of the primary structure.

Loading and Outdoor Storage Areas
A. Where entries or docks are provided exclusively for loading and unloading purposes, such loading dock areas, ramps and entries shall not front on any public roadway or the 101 Freeway. In addition, a solid wall shall screen the areas.

B. Where permitted, outdoor storage areas shall be enclosed by a solid wall or fence of not less than 8 feet in height. Storage facilities should be located to minimize their visual impact.

C. Solid screening and enclosure walls or fences shall be constructed of materials and textures and/or colors to match or compliment the architectural features of the primary structure.

Mechanical Equipment
All mechanical, electrical and other equipment shall be screened from public view. Such screening shall be achieved by site design, landscaping or through structural elements that match the architectural features of the primary structure.

4.2.4 Performance Standards
The maximum permitted levels of operational characteristics resulting from uses of property shall be called performance standards. Continued compliance with the performance standards shall be required of all uses. More restrictive performance standards or regulations enacted by an authorized governmental agency having jurisdiction on such matters shall take precedence over the provisions of these regulations.

The following performance standards shall apply to the Specific Plan area.


**Lighting**

A. All onsite lighting systems shall use standards that complement the architectural design of the primary structure.

B. All lighting fixtures and lamps shall be shielded and shall direct lighting downward and minimize glare.

C. All lighting systems shall be designed to confine illumination to the parcel on which the use is located.

D. Lights shall be metal halide type and shall be uniform throughout the project area.

E. Light standards shall not exceed 20 feet in height and in no case shall they exceed the height of the buildings on-site.

F. Light standards attached to buildings shall not extend above the eaves of the building.

**Toxic or Noxious Matter**

A. Toxic gases or noxious matter that can cause any damage to human health, animals, vegetation or other forms of property, or that cause any excessive soiling beyond the lot lines of the use shall not be permitted.

B. Hazardous material permits may be required and can be obtained from the City Fire Department.

**Noise**

A. Baffling or muffling devices or other precautionary means shall be employed with processes or operations causing objectionable noise characteristics to prevent their being objectionable when measured at the property line during normal operation.

B. All uses shall comply with the City Noise Ordinance requirements.

**Odors**

Operations, processes or products that emit odors that are detectable at any point beyond the property line from any use are not to be permitted.

**Glare or Heat**

Any operation producing intense glare or heat shall be performed within an enclosed or screened area in such a manner that the glare or heat emitted will not be discernible from the property line.

**Vibration**

A. Every use shall be operated so that the ground vibration generated by the use is not harmful or injurious to the use of the surrounding properties.

B. No vibration that is perceptible without instruments at any point along the property line on which said use is located shall be permitted.
**Liquid and Solid Wastes**
A. Liquid or solid wastes discharged from the premises shall be properly treated prior to discharge so as not to contaminate or pollute any watercourse or groundwater supply or interfere with bacterial processes in sewage treatment. Such operations shall comply with authorized governmental health and safety regulations of agencies having jurisdiction over such disposal activities.

B. The disposal or dumping of any wastes shall not be permitted on any premises unless otherwise provided for in these regulations.

**Fire and Explosive Hazards**
A. All activities involving the use or storage of combustible, flammable or explosive materials shall be in compliance with nationally recognized standards, and shall be provided with adequate firefighting and fire-suppression equipment and devices in compliance with the current edition of the National Fire Protection Association regulations.

B. Burning of waste material in open fires is prohibited.

C. Approval from the City Fire Department is required prior to the installation of any fire suppression system.

**Air Quality**
The proposed development of the project area will result in certain unavoidable impacts on the environment. To ensure that the area is developed in an integrated high quality manner, an air quality maintenance plan will be implemented. Reference should be made to the study in air quality in the EIR-1 179, which has guidelines for the mitigation measures for short and long-term emission control.
5 CIRCULATION PLAN

5.1 INTENT
The Circulation Plan for the project site provides a framework and standards to guide the development of a safe and efficient system of vehicular and pedestrian circulation. The Circulation Plan contains a number of elements, including:

- Alignments for roadways and sidewalks within the project area
- Cross sections for roadways on the site
- Parking standards

The Circulation Plan has been developed based upon the results of traffic studies completed during the planning stages of the project and included in Environmental Impact Report EIR-1 179 on the project. The Circulation Plan reflects several considerations, including the existing circulation network and planned improvements within and around the auto dealership park.

5.2 VEHICULAR CIRCULATION PLAN

5.2.1 Roadways
All roadways within the project shall be constructed in accordance with the specifications of the City Engineer. Sidewalk, curb and gutters will be provided as required by the City Engineer.

5.2.2 Street Lights & Signage
Street light standards and traffic signage shall conform to City standards and shall be uniform throughout the Specific Plan area.

5.2.3 Auto Center Drive
Auto Center Drive may be widened to the north, toward the Ventura Freeway. The widening could extend from Johnson Drive to the westerly boundary of the Auto Center. The widening program requires the undergrounding of existing overhead utilities located northerly of Auto Center Drive. Exhibit 6B shows a typical cross-section of the proposed modification to Auto Center Drive. Exhibit 6C shows a typical existing cross-section for Auto Center Drive. Both the existing and proposed street sections for Auto Center Drive are deemed to be acceptable for vehicle movement. The widening program provides for undergrounding of overhead utilities as well as enhanced landscaping and dealer identification.

The road widening shall retain the existing parking on the south side of Auto Center Drive, increase the center turning lane width to 13 feet in order to promote safer truck movement within the Auto Center, and increase the existing 11 foot wide travel lanes to 12 foot wide in each direction, and add a five foot wide shoulder area on the north side of the street to allow for landscape and auto dealership Totem Signs as shown in Exhibit 6A and described in Section 6.4. The total pavement width will increase from 40 feet to 45 feet, curb to curb.
A portion of the north shoulder area will include a retaining wall of variable height to minimize grading on the Ventura County Moon Ditch property. The widening to the north will require easements or right-of-way acquisition from the County of Ventura, approvals for undergrounding existing overhead public utilities, and City of Ventura permits. Final engineered street and utility plans shall be prepared to the standards of the City of Ventura and approved by all responsible agencies prior to start of construction on the Auto Center Drive widening.

Both the retaining wall and landscape within the north shoulder area shall be installed and maintained by the Auto Center Specific Plan property owners. The landscape plans shall be subject to approval by the Community Development Director and shall include ground cover and vines planted on the retaining walls.

5.2.4 King Drive

It is anticipated that the current parcel east of the Jaguar/Land Rover dealership that is currently used for auto storage and parking may be subdivided, or its lot lines adjusted, to create a separate developable parcel. Should this parcel develop separately, King Drive shall be extended along the frontage of the parcel, including driveways, sidewalks, curbs, and gutters, in accordance with City standards.

5.3 PEDESTRIAN CIRCULATION PLAN

Sidewalks should be provided on both sides of the street in the auto sales and service area to facilitate the movement of the shoppers from one dealership to another. Thus, sidewalks will be located on both sides of Perkin Avenue and King Drive through the auto sales and service land use area. There is an existing sidewalk on the southern side of Auto Center Drive from the westerly boundary of the Specific Plan project area (westerly of Hofer Drive) and the easternmost boundary of the project. There is also an existing sidewalk along both sides of Hofer Drive extending southerly from Auto Center Drive to the intersection with King Drive.

5.4 PARKING REGULATIONS AND STANDARDS

5.4.1 Vehicle Off-Street Parking Requirements

The purpose of these regulations and standards is to ensure that the Ventura Auto Center Specific Plan area contains sufficient off-street parking for the various uses proposed. All parking regulations and standards shall be per the City Zoning Ordinance. Sufficient parking shall be provided on each site, or on a site(s) located within the Ventura Auto Center Specific Plan area to accommodate all the demand for parking from that site. Visitor/customer parking shall be provided in an accessible and easily identifiable location.
5.4.2 Vehicle On-Street Parking Requirements
On-street parking on Auto Center Drive shall be discouraged as it blocks visibility of merchandise and obstructs drivers’ view when exiting driveways.

5.4.3 Bicycle Parking Requirements
Bicycle use is encouraged as an alternative means of transportation to the site. The parking requirements for bicycles for permitted uses are listed in the City Zoning Ordinance.
6 SIGN GUIDELINES AND STANDARDS

6.1 PURPOSE AND INTENT

The purpose of this section is to establish standards for the uniform regulation of signs throughout the Ventura Auto Center Specific Plan area, which includes a unique freeway oriented automobile sales center. These guidelines and standards shall apply only to auto center business located in the Ventura Auto Center Specific Plan area and shall override any provision of San Buenaventura Municipal Code (SBMC) Chapter 24.420 to the contrary. The intent of this section is to permit well-designed signs and to prevent unnecessary and unsightly signs that would disrupt the aesthetic character of the project. These guidelines address eight categories of signs, including:

1. Multiple-User Electronic Readerboard Sign (Freeway Sign)
2. Auto Center North Entry Sign at Perkin and Auto Center Drive
3. Auto Center South Entry Sign at Perkin and Olivas Park Drive
4. Pylon Dealership Identification Signs
5. Totem Signs
6. Directional Signs
7. Regulatory Signs
8. Construction Identification Signs

All signs shall be integrated with the landscape and architectural treatment of the area or individual project where the sign is located. Sign Areas are shown on Exhibit 3. The following standards shall apply.

6.2 TYPES OF SIGNS

A. Multiple-User Electronic Readerboard Sign (Freeway Sign). The sign that identifies the Ventura Auto Center from the freeway.

B. Auto Center North Entry Sign at Perkin and Auto Center Drive. This sign identifies the northerly entrance to the Ventura Auto Center.

C. Auto Center South Entry Sign at Perkin and Olivas Park Drive. This sign identifies the southerly entrance to the Ventura Auto Center.

D. Pylon Dealership Identification Signs. The signs that identify automobile types sold by each business.

E. Totem Signs. These signs, located on the north side of Auto Center Drive, identify the brands of new automobiles for sale in the Auto Center.

F. Directional Signs. These signs serve to guide the motorist or pedestrian in, around, and out of the different functional areas of the site.

G. Regulatory Signs. These signs set the rules for travel and parking in
the Auto Center. Included in this category are speed limit signs, signs controlling turning and lane usage, signs controlling parking, etc.

H. Construction Identification Signs. These are temporary signs, which identify buildings under construction.

6.3 SIGN CHARACTERISTICS
A. Consistency. Sign standards applied consistently throughout the Auto Center include sign size, shape, location, materials, and mounting details. Typeface and colors will be determined by specific user requirements.

B. Simplicity. The sign program is designed to provide efficient signage without redundant or unnecessary information.

C. Visibility. Identification signs for each auto agency will be located to provide visibility from the Ventura Freeway, but shall be located on the property to which they pertain.

D. Compatibility. Entry signs, identification signs, and directional signs shall be designed and constructed of materials in keeping with the architectural character of the Auto Center.

E. Approval. All signage, except Directional and Regulatory Signage in the roadway right of way, is subject to review and approval by the City of Ventura Community Development Director through a Director's Permit. All signage in the roadway right of way may be subject to additional permits or approvals from the City or other regulatory agencies.

6.4 SIGN STANDARDS – AREA A
Signs located in Area A, as shown on Exhibit 3, shall include the Freeway Sign, the Auto Center North Entry Sign at Perkin and Auto Center Drive, and Manufacturer identity totem signs located on the north side of Auto Center Drive. Site (parcel) acreage does not apply to signs in Sign Area A.

Freeway Sign
A. The Freeway Sign shall be in the location shown on Exhibit 3.

B. The Freeway Sign is depicted on Exhibits 4A, 4B, 4C and 4D. The sign material shall be painted metal with dimensions as depicted in Exhibits 4A and 4C.

C. The full color LED display may be used for Auto Center businesses, commercial, and non-commercial messages as will be set forth in a sign content agreement between the City of Ventura and the sign owner or operator.

D. The Freeway Sign shall comply with the Caltrans Outdoor Advertising Act and Regulations. The Freeway Sign also requires a Caltrans Outdoor Advertising Off-Premise Permit.
E. Notwithstanding section 6.3.E of this plan, the Freeway Sign shall be subject to Design Review Committee (DRC) approval, provided that the scope of DRC’s review shall be limited to the proposed material, texture, color, font type, ornamentation and landscape of the Freeway Sign. DRC’s review of the Auto Center Freeway Sign shall not encompass the size, shape, location, or height of the Freeway Sign nor the dimensions of the electronic reader board portion of the sign, all of which are approved pursuant to this Specific Plan. This Specific Plan also approves the static “Ventura Auto Center” reference on the Freeway Sign.

F. The Freeway Sign owner shall be responsible for removal of all graffiti on the Freeway Sign within 72 hours of notification by the City of Ventura. The Freeway Sign owner shall maintain a ledger of paints used to ensure consistency.

Auto Center North Entry Sign at Perkin Avenue and Auto Center Drive

A. The Auto Center North Entry Sign shall be in the roadway median location shown on Exhibit 5A and 5B.

B. The sign will be modified from the existing version by the addition of an acrylic column lit by internal color changing LED’s as shown on Exhibit 5A. The height of the sign will increase by 7’ 1” with an added architectural cap element. The main body of the sign will not increase in size.

C. The dimensions and specifications of the Auto Center North Entry Sign shall conform to the dimensions and specifications depicted on Exhibit 5A. The sign shall be painted metal with cutout illuminated lettering.

D. Existing smaller entry signs located in the parkway of the Perkin Avenue entry shall be replaced with signs as shown in Exhibit 5B and 5C.

Totem Signs

A. Manufacturer identity signs, to represent automobile manufacturers located in the Ventura Auto Center will be located on the north side of Auto Center Drive as shown in Exhibit 6A and 6B. The Totem Signs cannot be installed until the widening of Auto Center Drive is completed as described in Sections 2.4.2 and 5.2.3 of this Specific Plan.

B. The signs shall be located within the future parkway area, behind the curb, within the easement area to be obtained from Ventura County as shown in Exhibit 6B.

C. One sign per dealership will be allowed. The signs shall be located directly across Auto Center Drive from the dealership brand being referenced on the sign. Spacing will not be uniform, as the parcel frontage widths
vary. Minimum spacing shall be 100 feet.

D. The dimensions and specification of the signs shall conform to the dimensions and specification, and color, as depicted on Exhibit 6A. The signs shall be painted metal with cutout illuminated lettering. The typical location in cross section is shown in Exhibit 6B.

6.5 SIGN STANDARDS – AREA B

Signs in area B, as shown on Exhibit 3, shall include all businesses with frontage on Auto Center Drive and Leland Street. Automobile dealerships in Area B shall have the following sign entitlements:

**Pylon Dealer Identification Signs**

A. The pylon signs are in Area B as shown on Exhibit 3.

B. The dimensions and specifications of the pylon signs shall conform to the dimensions and specification depicted on Exhibit 7. The signs shall be painted metal with cutout illuminated lettering.

C. The minimum distance between pylon identification signs fronting on Auto Center Drive shall be 100 feet.

**Secondary Identification Signs**

Wall signs identifying the dealership name and each manufacturer of vehicles sold by the dealership may be provided. The dealership name and Auto manufacturer sign such as “Mazda”, “Saab”, etc. shall be wall-mounted internally illuminated letters. Maximum height of upper case letters shall be 32 inches. Maximum area of all such signs shall not exceed 135 square feet. The Community Development Director, after reviewing each project and project signage, may require that the sign be reduced in size to prevent the disruption of the aesthetic character of the Ventura Auto Center.

**Directional Signs**

Each business shall be permitted directional signs to promote smooth traffic flow. Directional signs shall be internally illuminated monument or wall signs. No monument sign shall be located closer to the curb than 10 feet or closer to a property line than 3 feet, and shall not exceed a height of 5’-0” above the adjacent finish grade. Maximum direction sign area shall be 10 square feet. Double-sided signs may have the area computed on one side only.

**Manufacturer Icons**

Each business shall be permitted wall-mounted icons on no more than three exterior building walls for each manufacturer of vehicles sold by the dealership. Icon sizes shall comply with the maximum letter height allowed for freeway identifications signage; however, increased icon sizes shall be permitted if in compliance with a corporate mandated image program as generally required by manufacturers of similar dealerships in California.

6.6 SIGN STANDARDS – AREA C

Signs in Area C, as shown on Exhibit 3, shall have the following sign entitlements:
**Identification Signs**

A. Primary Identification: The primary identification signs in Area C shall be wall-mounted internally illuminated individual letters mounted to be visible from the Ventura Freeway. Upper case letter height shall be no greater than 60 inches. The Community Development Director, after reviewing each project and project signage, may require that the sign area be reduced in size to prevent the disruption of the aesthetic character of the project.

B. Secondary Identification: An internally illuminated monument sign containing the same information provided on the primary identification sign may be permitted. The monument sign shall be located no closer to a curb than 10 feet or closer to a property line than 3 feet, and shall not exceed a height of 6 feet above the adjacent finish grade. All signs shall be located to provide safe sight distance as determined by the City. The maximum monument sign area shall be 40 square feet. Double-sided signs may have the area computed on one side only. Signs shall be subject to Community Development Director approval. The Community Development Director, after reviewing each project and project signage, may require that the sign area be reduced in size to prevent the disruption of the aesthetic character of the Auto Center.

**Directional Signs**

Each business shall be permitted directional signs to promote smooth traffic flow. Directional signs shall be internally illuminated monument signs. No sign shall be located closer to the curb than 10 feet or closer to a property line than 3 feet, and shall not exceed a height of 5'-0” above the adjacent grade. Maximum directional sign area shall be 10 square feet. Double-sided signs may have the area computed on one side only.

**Manufacturer Icons**

Each business shall be permitted wall-mounted icons on no more than three exterior building walls for each manufacturer of vehicles sold by the dealership. Icon sizes shall comply with the maximum letter height allowed for freeway identifications signage; however, increased icon sizes shall be permitted if in compliance with a corporate mandated image program as generally required by manufacturers of similar dealerships in California.

6.7 SIGN STANDARDS - AREA D

Signs in Area D, as shown on Exhibit 3, shall have the following sign entitlements:

**Identification Signs**

A. Primary Identification: The primary identification signs in Area D shall be wall-mounted internally illuminated individual letters mounted to be visible from the Ventura Freeway. Upper case letter height shall be no greater than 96 inches. The Community Development Director, after reviewing each project and project...
signage, may require that the sign area be reduced in size to prevent the disruption of the aesthetic character of the project.

B. Secondary Identification: An internally illuminated monument sign containing the same information provided on the primary identification sign may be provided. The monument sign shall be located no closer to a curb than 10 feet or closer to a property line than 3 feet, and shall not exceed a height of 6 feet above the adjacent finish grade. All signs shall be located to provide safe sight distance as determined by the City. The maximum monument sign area shall be 40 square feet. Double-sided signs may have the area computed on one side only. Signs shall be subject to Community Development Director approval. The Community Development Director, after reviewing each project and project signage, may require that the sign area be reduced in size to prevent the disruption of the aesthetic character of the project.

**Directional Signs**
Each business shall be permitted directional signs to promote smooth traffic flow. Directional signs shall be internally illuminated monument signs. No sign shall be located closer to the curb than 10 feet or closer to a property line than 3 feet, and shall not exceed a height of 5’-0” above the adjacent grade. Maximum directional sign area shall be 10 square feet. Double-sided signs may have the area computed on one side only.

**Manufacturer Icons**
Each business shall be permitted wall-mounted icons on no more than three exterior building walls for each manufacturer of vehicles sold by the dealership. Icon sizes shall comply with the maximum letter height allowed for freeway identifications signage; however, increased icon sizes shall be permitted if in compliance with a corporate mandated image program as generally required by manufacturers of similar dealerships in California.

6.8 SIGN STANDARDS – AUTO CENTER SOUTH ENTRY SIGN AT PERKIN AVENUE & OLIVAS PARK DRIVE

A. The Auto Center South Entry Sign shall be in the location shown on Exhibit 3. Site (parcel) acreage does not apply to this sign to be located within the median of Perkin Drive north of Olivas Park Drive as shown on Exhibit 8B.

B. The dimensions and specification of the Auto Center South Entry Sign shall conform to the dimensions and specification depicted on Exhibit 8A. The sign shall be painted metal with cutout illuminated lettering.

C. Smaller entry signs, identical to those located in the parkway of the Auto Center Drive and Perkin Avenue entry, shall be located as shown in Exhibits 8B and 8C.
6.9 AVAILABILITY FREESTANDING SIGN

A. Availability signs are intended to advertise the sale, lease, or rental of the property upon which the sign is located. One such sign may be allowed per lot.

B. Availability signs shall not exceed a vertical height of 6 feet above finish grade, a horizontal length of 8 feet, or a total sign area of 24 square feet. The sign shall not be closer to a curb than 10 feet or closer to a property line than 3 feet.

C. Availability for sale/lease signs shall be limited to a brief description of the property for sale or lease and the broker and agent’s name and telephone number.

D. Availability signs require a temporary sign permit issued by the Community Development Director.

6.10 CONSTRUCTION IDENTIFICATION SIGN

A. Construction identification signs shall have a maximum area of 32 square feet and a maximum height of 6 feet above grade.

B. Setbacks: Minimum 10 feet from face of curb. No part of the sign shall extend over the public right-of-way.

C. Construction identification signs shall not be installed until building permits are issued for the construction identified and shall be removed within 30 days of the issuance of the first Certificate of Occupancy.

D. Sign copy shall be limited to the name of the facility or project, the architect, engineer or contractor, and developer’s name and telephone number.
7 INFRASTRUCTURE PLAN

7.1 INTENT
The intent of the infrastructure plan is to assure the site is developed in a way that will support the intensity of land use proposed, and that onsite and offsite infrastructure systems have adequate capacity to serve the project. The sewer, water and drainage plans for the project are based on the City of Ventura sewer, water and drainage master plans and shall be in conformance with these plans. The sewer, water, and drainage improvements depicted in Exhibits 9-11 have been updated graphically but are still based on information contained in prior versions of the Specific Plan. The Specific Plan has not been updated to reflect any changed physical conditions that are in place. No substantive change to infrastructure, other than Auto Center Drive widening, is anticipated in the Specific Plan.

7.2 SEWER PLAN
The sewer plan for the Specific Plan area is presented in Exhibit 9. The existing development is served by existing sewer lines, which range in size from 8" to 15". These flow by gravity to the Montalvo Municipal Improvement District facilities, located adjacent to and easterly of the project site. The City of Ventura is completing the process of acquiring the Montalvo sewer facilities. It is anticipated that the entire area will be served by the City of Ventura’s wastewater treatment facility.

7.3 WATER PLAN
The water plan for the Specific Plan area is presented in Exhibit 10.

7.4 DRAINAGE PLAN
The drainage plan for the Specific Plan area is presented in Exhibit 11. The general fall of the property is from north to south. The 27” main in King Street will continue serving the properties to the north.

7.5 STREET IMPROVEMENTS
Street improvements within the Specific Plan area include those described in Sections 5.2.3 and 5.2.4 of this plan.

The widening of Auto Center Drive may require the approval or consent of additional regulatory or public agencies, including possibly the County of Ventura Watershed Protection District, the Army Corps of Engineers, and the Federal Emergency Management Agency. Nothing in this plan shall be construed as securing or otherwise guaranteeing the right or availability to widen Auto Center Drive. Should Auto Center Drive not be able to be widened by increasing the existing right of way, the property owners will explore providing increased functionality of Auto Center Drive within the existing right of way in order to maximize circulation and enhance vehicular and pedestrian safety, subject to City review and approval.
7.6 FINANCING

Public improvements required for the undergrounding of utilities and road widening to Auto Center Drive, as described in Section 5.2.3 of this plan, may be funded by an assessment-financing program or other property owner based mechanism.

The financing mechanisms may include assessment fees, developer or property owner contribution, and other means as determined to be appropriate by the City of Ventura. The City is not obligated to fund any portion of the undergrounding of utilities and road widening of Auto Center Drive, but may voluntarily choose to participate in the mechanisms referenced above. The City is not obligated to fund any portion of the road improvements regarding King Drive described in Section 5.2.4 of this plan.

All streets in the Specific Plan area, including the proposed widened portion of Auto Center Drive, shall continue to be maintained by the City. However, all signs or related improvements or infrastructure in the City’s right of way shall be maintained by the developer or owner of those improvements or infrastructure.

Should ownership of any parcel change, the property owners at the time this Specific Plan was first approved (June 29, 1987) shall take all necessary steps, including but not limited to, contract conditions and deed restrictions, to guarantee the future participation of the successor owners in the financing of public improvements needed for development in the area. The Community Development Director shall be notified before any change of ownership.
8.1 INTENT
The intent of the implementation procedures set forth in this section is to assure the development of the project area in accordance with the design and development standards contained in this Specific Plan and other applicable City of Ventura development and performance standards.

8.2 SITE PLAN & BUILDING REVIEW PROCEDURES
All development within the Specific Plan area shall be subject to the same procedures and policies required of development within the City's Commercial Planned Development (CPD) Zone as set forth in City of Ventura Municipal Code Chapter 24.252 unless otherwise expressly provided in this Specific Plan.

8.3 LANDSCAPE PLAN
A Landscape Plan for the Auto Center Specific Plan area shall be submitted and approved by the Community Development Director prior to approval of planning entitlements for the Freeway Sign, Auto Center North & South Signs, and/or Auto Center Drive widening.

8.4 SUBDIVISION PROCEDURES
The State Subdivision Map Act and the City of Ventura Subdivision Ordinance shall regulate and control all divisions of land within the Specific Plan area. All subdivision maps must be found to be in substantial conformance with this Specific Plan. The timing of any improvements required by the Specific Plan shall be conditioned with the Subdivision Map.

8.5 SPECIFIC PLAN AMENDMENT PROCEDURES
Amendments to the Specific Plan shall be approved in accordance with Section 65453 of the California Government Code, which states: Specific Plans shall be prepared, adopted and amended in the same manner as General Plans, except that a Specific Plan may be adopted by resolution or by ordinance and may be amended as often as deemed necessary by legislative body.

8.6 NOTIFICATION FOR DISCRETIONARY PERMITS
For any Planned Development Permit, Use Permit, Design Review or Specific Plan Amendment within the Auto Center area for which public notice is required, such public notification shall be distributed to all automobile dealerships within the Ventura Auto Center, as listed in the latest Business License records held by the City of Ventura, in addition to notification required by City Ordinance and State law. The failure of any person or entity to receive notice under this provision shall not constitute grounds for any court to invalidate action of a local agency for which the notice was given.
VENTURA AUTO CENTER SPECIFIC PLAN
EXHIBIT 1 - Vicinity Map
VENTURA AUTO CENTER SPECIFIC PLAN
EXHIBIT 3 - Sign Areas
SITE SECTION "A-A" - AUTO CENTER SIGN

SCALE: 1" = 40'-0"
VENTURA AUTO CENTER SPECIFIC PLAN
EXHIBIT 5A - North Entry Sign

NEW INTERNALLY ILLUMINATED PAN CHANNEL LETTERS
NEW INTERNALLY ILLUMINATED GRAPHIC PANEL
REPAINT EXISTING METAL BACKGROUND
ADD INTERNALLY ILLUMINATED, COLOR-CHANGING COLUMN TO SIDE OF EXISTING PYLON SIGN
REPAINT EXISTING METAL BASE AND REVEALS
NEW INTERNALLY ILLUMINATED PAN CHANNEL BRAND CABINETS
VENTURA AUTO CENTER SPECIFIC PLAN
EXHIBIT 6A - Totem Signs
VENTURA AUTO CENTER SPECIFIC PLAN
EXHIBIT 6B - Proposed Street Section
VENTURA AUTO CENTER SPECIFIC PLAN
EXHIBIT 6C - Existing Street Section
VENTURA AUTO CENTER SPECIFIC PLAN
Exhibit 7 - Dealership Pylon Sign

INTERIOR ILLUMINATED LETTERS & LOGOS
FLUSH WITH SIGN FACE

WHITE METAL PANELS ALUM. WITH FLUSH HEAD SCREWS

SIGN AREA 380 S.F.

(SIMILAR TWO SIDES)
VENTURA AUTO CENTER SPECIFIC PLAN
EXHIBIT 8A - South Entry Sign
VENTURA AUTO CENTER SPECIFIC PLAN
EXHIBIT 8B - South Entry Sign
VENTURA AUTO CENTER SPECIFIC PLAN
EXHIBIT 8C - South Entry Sign
VENTURA AUTO CENTER SPECIFIC PLAN
EXHIBIT 10 - Water Line
VENTURA AUTO CENTER SPECIFIC PLAN
EXHIBIT 11 - Drainage