

CITY OF SAN BUENAVENTURA
VENTURA AUTO CENTER SPECIFIC PLAN
SP-1

Approved by:

City Council Resolution No. 87-102, June 29, 1987

City Council Ordinance No. 88-29, August 28, 1988

City Council Ordinance No. 89-19, September 11, 1989

City Council Ordinance No. 90-2, January 22, 1990

City Council Ordinance No. 91-02, February 25, 1991

City Council Ordinance No. 97-5, May 12, 1997

City Council Ordinance No. 97-8, June 30, 1997

City Council Ordinance No. 99-12, May 17, 1999

City Council Ordinance No. 2002-06, April 1, 2002 (Sign regulations)

City Council Ordinance No. 2003-11, October 6, 2003 (Sign regulations)

City Council Ordinance No. 2008-019, November 24, 2008 (Entry sign)

City Council Ordinance No. 2010-012, October 18, 2010 (Removal of 3 parcels from SP Area)

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1.0 INTRODUCTION

1.1 PURPOSE AND INTENT OF THE SPECIFIC PLAN

The purpose of this Specific Plan, known as the Ventura Auto Specific Plan, is to assure that a designated area within the Leland Street 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:

- Project Setting
- Project Description
- Land Use Plan
- Circulation Plan
- Design Guidelines and Standards
- Infrastructure Plan
- Specific Plan Implementation

2.0 PROJECT SETTING

2.1 PROJECT LOCATION

The Ventura Auto Center Specific Plan project area consists of approximately 52.8 acres of land located south of the Ventura Freeway, US 101. It is bounded on the north by Leland Street and US 101, on the east by a self-storage facility, on the south and west by land currently being used for agriculture purposes.

2.2 PROJECT BACKGROUND

In order to assure the comprehensive planning of the area, the City Council required, per City Council Resolution 85-60, that a Specific Plan be prepared for the entire 111.5 project area. In addition, it was determined that a single-program EIR should be written to evaluate the impacts associated with development of the land uses proposed for the 111.5-acre area.

A Specific Plan for the entire project area, which is bounded on the north by Leland Street and U.S. Highway 101, on the south and east by the proposed extension of Olivias Park Drive, and on the west by industrial property, will be impacted by decisions yet to be made regarding the location of proposed freeway on- and off-ramps, the location of a proposed levee to protect a portion of the property from flooding, and the potential relocation of a major flood control channel.

Because a portion of the project area is not affected by the issues mentioned above, it was determined that the Specific Plan could be developed in two phases. Phase I, the Ventura Auto Center, can be implemented while the necessary engineering studies and EIR's are completed to provide information necessary to complete the second phase of the plan.

The phasing program has been designed to permit incremental growth while ensuring that circulation and infrastructure systems and landscaping amenities are rationally organized, efficient and aesthetically attractive at all times during the development process.

2.3 LOCAL SETTING

2.3.1 Existing Onsite Land Uses and Existing Zoning

The current land uses (February, 1990) are shown in Exhibit 2.

As shown in Exhibit 2, the plan area presently contains several automobile dealerships. The undeveloped land within the project area is used for future new automobile sales and services uses.

The site is zoned CPD, Commercial Planned Development (Exhibit 3). The Floodplan Overlay Zone extends into the southeastern portion of the site.

2.3.2 Existing Surrounding Land Uses

Buenaventura Golf Course is located to the southwest of the project site. The sewage treatment facility, Montalvo Municipal Improvement District, is to the southeast.

2.4 DEVELOPMENT OPPORTUNITIES AND 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.
- 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 ownership.
- 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 currently constrained by the existing configuration of the Johnson Drive/Leland Street interchange with the south (outbound) lane of the Ventura Freeway. Currently this interchange consists of short, "side by side," on and off-ramps located on the south side of the freeway with discharge/entrance locations at the current termination of Johnson Drive. Access to either ramp is from Leland Street via an on-grade crossing over the Southern Pacific Railroad and bridge over the Moon Ditch Flood Control Channel. The interchange with the north (inbound) lane of the freeway has been recently reconstructed and is adequate for the anticipated traffic load from the development of this project.
- B. Existing Land Uses. The project contains existing auto dealership facilities. The existing buildings within these areas will remain.
- C. Existing Infrastructure. The project, based on the recordation of Subdivision Map No. 4370, provides or will provide adequate drainage, water and sanitary sewer facilities to support existing and proposed development.

3.0 PROJECT OBJECTIVES

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 phased development of the entire site such that the construction of a circulation and infrastructure system progresses concurrently with the development of the project site.

4.0 LAND USE PLAN

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.

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.

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 on the project site. Auto sales and service uses are proposed as an addition to existing facilities intended to provide a centralized range of motor vehicle uses designed to serve Ventura and nearby communities and enhance the economic base of the City.

A. Uses Permitted Subject to Approved Site Plan

1. New vehicle dealerships, including auto, truck, motorcycle and recreational vehicle sales, leasing and service (dealerships and/or independents). Incidental uses may include, but are not limited to, the following:
 - a. Repair, maintenance and servicing of appliances or component parts for motor vehicles.
 - b. Testing shops (excluding noise producing or noxious performance testing).

- c. Repair, maintenance and servicing of above-listed items.
- d. Diagnostic facilities.
- e. Vehicular storage areas (exclusive of impound yards).
- f. Paint and restoration shops.
- g. Body shops.
- h. Used vehicle sales.
- i. Automotive rentals.

B. Uses Permitted Subject to an Approved Use Permit

- 1. Used vehicle dealerships, including primarily auto, van and light truck sales, leasing and service. Incidental uses may include, but are not limited to, the following:
 - a. Repair, maintenance and servicing of appliances or component parts for motor vehicles.
 - b. Testing shops (excluding noise producing or noxious performance testing).
 - c. Repair, maintenance and servicing of the above-listed items.
 - d. Diagnostic facilities.
 - e. Vehicular storage areas (exclusive of impound yards).
 - f. Paint and restoration shops.
 - g. Body shops.
 - h. New vehicle sales.
 - i. Automotive rentals.

To grant a request for a Use Permit to allow used automotive sales as a principal use, in addition to making the findings set forth in the City Zoning Ordinance, the decision-making authority considering a Use Permit request shall find that the proposed use contributes toward an attractive overall appearance for this gateway to the City, promotes the unique visual identity of the Ventura Auto Center as the focal point for high quality automotive sales uses in the City, and operation of the proposed use would meet the performance standards contained in this Specific Plan.

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.

1. Building site area - 1 acre minimum.
2. Building site width - 150' minimum.
3. Building site depth - 150' minimum.
4. Building height limit - 35 feet. Additional height may be permitted when approved by the Planning Commission.
5. Building setbacks.
 - a. Front yard - minimum 50 feet from the front property line.
 - b. Side yard - side yard setback shall be equal to one-half the height of the building or 10 feet (whichever is greater), unless otherwise permitted by the Planning Commission as part of discretionary permit actions.
 - c. Rear yard - 20 feet minimum.
6. 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.

A. Auto Service Facilities

Visibility of service facilities from public streets is to be minimized. 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. No open service bays shall be visible from the 101 Freeway or any public street.

B. Walls and Fences

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.

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.

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.

C. 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.

D. Loading and Outdoor Storage Areas

1. 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, the areas shall be screened by a solid wall.
2. Where permitted, outdoor storage areas shall be enclosed by a solid wall or fence of not less than 8 feet in height and landscaping storage facilities should be located to minimize their visual impact.
3. 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.

E. Refuse Enclosures and Containment

1. All uses on individual lots shall provide refuse containers and enclosures in accordance with adopted City standards. Such enclosures shall be finished in textures and/or colors to match the major architectural features of the primary structure.
2. The storage of combustible materials shall be analyzed on an individual project basis and must be approved by the City Fire Department.
3. All refuse containment areas shall be maintained in a sanitary manner and enclosures and gates shall be maintained in good condition. The property owner shall be responsible for scheduling trash pickup in a timely manner to avoid an accumulation of trash on the site.

F. 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 a structural elements that match the architectural features of the primary structure.

4.2.4 Performance Standards

The following performance standards shall apply to the Phase I project area.

A. General

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.

B. Lighting

All on-site lighting systems shall use standards that compliment the architectural design of the primary structure. All lighting fixtures and lamps shall direct lighting downward and minimize glare. All lighting systems shall be designed to confine illumination to the parcel on which the use is located. Lights shall be metal halide type and shall be uniform throughout the project area. Light standards shall not exceed 20 feet in height and in no case shall they exceed the height of the buildings on-site. Light standards attached to buildings shall not extend above the eaves of the building.

C. Noise

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

D. Toxic or Noxious Matter

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

E. 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.

F. 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.

G. Vibration

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. No vibration that is perceptible without instruments at any point along the property line on which said use is located shall be permitted.

H. Liquid and Solid Wastes

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

I. Fire and Explosive Hazards

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. Burning of waste material in open fires is prohibited. Approval from the City Fire Department is required prior to the installation of any fire suppression system.

J. 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 term and long term emission control.

5.0 CIRCULATION PLAN

5.1 INTENT

The Circulation Plan for of 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) 1179 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

The Specific Plan includes extending Sikorsky Street westerly to meet an existing portion of Sikorsky Street. Perkin Avenue will be extended southerly to the southernmost limits of the project area and the northwest portion of the newly proposed Lake Drive will be constructed to the southern project boundary.

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.

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

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 Sikorsky Street through the auto sales and service land use area. There is an existing sidewalk on the southern side of Leland Street between Lake Drive and the easternmost boundary of the project. There is also to be a sidewalk along the easterly side of Lake Drive extending southerly to the intersection with

Sikorsky Street.

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 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.

6.0 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 for those uses, which need them, and to prevent unnecessary and unsightly signs that would disrupt the aesthetic character of the project. These guidelines address four categories of signs, including: (1) entry signs (2) identification signs, (3) directional signs, (4) regulatory signs, and (5) 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. The following standards shall apply.

6.2 TYPES OF SIGNS

1. Entry Signs. The signs that identify the Ventura Auto Center. These signs, which greet motorists or pedestrians, set the mood for all other graphics in the Center.
2. Identification Signs. The signs that identify each business in the Center and signs used to identify automobile types sold by each business.
3. Directional Signs. These signs serve to guide the motorist or pedestrian in, around and out of different functional areas of a site.
4. Regulatory Signs. These signs set the rules for travel and parking in the Center. Included in this category are speed limit signs, signs controlling turning and lane usage, signs controlling parking, etc.
5. Construction Identification Signs. These are temporary signs, which identify buildings under construction.

6.3 SIGN CHARACTERISTICS

1. Consistency. Sign standards applied consistently throughout the Center include sign size, shape, location, materials, and mounting details. Typeface and colors will be determined by specific user requirements.
2. Simplicity. The sign program is designed to provide efficient signage

without redundant or unnecessary information.

3. Visibility. Identification signs for each auto agency may be located to provide visibility from the Ventura Freeway, but shall be located on the property to which they pertain.
4. Compatibility. Entry signs, identification signs and directional signs shall be designed and constructed of materials in keeping with the architectural character of the Center.
5. Approval. All signage is subject to review and approval by the Design Review Committee. The DRC may allow less than the sign entitlements listed herein, but may not allow more unless an Amendment to this Specific Plan is approved.

6.4 SIGN STANDARDS - AREA A

Signs located in Area A, as shown on Exhibit 4, shall include all businesses with frontage on Leland Street.

1. Entry Signs.
 - a. The physical dimensions and specifications of the entry sign shall conform to the maximum dimensions and specifications depicted on Exhibit 5. Images to be projected onto the base of the entry sign shall require prior written approval as to their form and style by the City's Community Development Director.
 - b. Auto dealer use of the projection system or the LED (upper) portion of the entry sign shall be limited exclusively to images for auto center businesses. All Auto Center-related images for the projection system shall be limited to brand identification images consistent with the style and content of the example images depicted on Exhibit 5. All Auto Center-related images shown on the projection system require previous written approval by the City's Community Development Director.
 - c. As determined by the City Community Development Director in writing, poles used to mount the large-format image projectors shall have a contemporary appearance and shall not include ornate design features.
 - d. In reviewing proposed imagery or pole design features related to the entry sign, the Community Development Director shall exercise the discretionary authority delegated herein in accordance with the goals and policies of the Ventura General Plan, this Specific Plan, SBMC Section 24.420.020 regarding the use of non-commercial messages,

the safe and efficient flow of vehicle traffic, and the provisions of any applicable leases or other agreements for used of the sign to which the City is a party.

2. Identification Signs.

- a. Primary Identification: Auto dealerships in Sign Area A shall have identification signs conforming to Sign Type B as shown on Exhibit 5A. Sign B locations shall be as shown on Exhibit 4. There shall be no more than 11 type B signs allowed. Each Type B sign shall be subject to DRC approval. Existing pole signs must be removed and replaced with Type B signs upon a modification to an existing, non-conforming sign or a change in ownership.
- b. Secondary Identification: A wall sign identifying each manufacture of vehicles sold by a dealership may be provided. Auto manufacture identification signs 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 DRC 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 project.

3. 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 a 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 directional sign area shall be 10 square feet. Double-sided signs may have the area computed on one side only.

4. Manufacturer Icons - Each business shall be permitted a wall-mounted icon for each manufacturer of vehicles sold by the dealership. Icon sizes shall comply with the maximum letter height allowed for freeway identification wall signage; however, increased icon sizes shall be permitted if substantiated to be in compliance with a corporate mandated image program as generally required by manufacturers of similar dealerships in California.

6.5 SIGNS STANDARDS - AREA B

Automobile dealerships located in Area B, as shown on Exhibit 4, shall have the following sign entitlements:

1. Identification Signs.

- a. Primary Identification: The primary identification signs in Area B 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 DRC, 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 DRC approval. The DRC 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.
2. 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 a curb than 10 feet or closer to a property line than 3 and shall not exceed a height of 5'-0" above adjacent finish grade.

Maximum directional sign area shall be 10 square feet. Double-sided signs may have the area computed on one side only.

3. Manufacturer Icons - Each business shall be permitted a wall-mounted icon for each manufacturer of vehicles sold by the dealership. Icon sizes shall comply with the maximum letter height allowed for freeway identification wall signage; however, increased icon sizes shall be permitted if substantiated to be in compliance with a corporate mandated image program as generally required by manufacturers of similar dealerships in California.

6.6 SIGN STANDARDS - AREA C

Automobile dealerships located in Area C as shown on Exhibit 4, shall have the following sign entitlements:

1. 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 96 inches. The DRC, 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 DRC approval. The DRC, 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.
2. 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 a curb than 10 feet or closer to a property line than 3 feet, and shall not exceed a height of 5'-0" above adjacent finish grade.

Maximum directional sign area shall be 10 square feet. Double-sided signs may have the area computed on one side only.

3. Manufacturer Icons - Each business shall be permitted a wall-mounted icon for each manufacturer of vehicles sold by the dealership. Icon sizes shall comply with the maximum letter height allowed for freeway identification wall signage; however, increased icon sizes shall be permitted if substantiated to be in compliance with a corporate mandated image program as generally required by manufacturers of similar dealerships in California.

6.7 AVAILABILITY FREESTANDING SIGN

1. 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.

2. 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.
3. 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.
4. Availability signs shall require a temporary sign permit issued by the City Planning Division.

6.8 CONSTRUCTION IDENTIFICATION SIGN

Maximum area 32 square feet. Maximum height of 6 feet above grade. Setbacks: Minimum 10 feet from face of curb. No part of the sign shall extend over the public right-of-way. Sign shall not be installed until a building permit is issued for the construction identified and shall be removed within 30 days of the issuance of the first Certificate of Occupancy. 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.

7.0 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.

7.2 SEWER PLAN

The sewer plan for the Specific Plan area is presented in Exhibit 6. 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. In the future it is expected 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 7.

7.4 DRAINAGE PLAN

The drainage plan for the Specific Plan area is presented in Exhibit 8. The general fall of the property is from north to south. The 27" main in Sikorsky Street will be extended westerly to a point west of Lake Drive that shall be terminated by two new catch basins. At the time of the improvement to Lake Drive the underground drainage will be constructed in a northerly direction and two new catch basins will be located at the intersection of Nicolle Street.

It is anticipated the County Flood Control channel will be re-aligned. If the channel is relocated as proposed in Exhibit 8, the facilities in Nicolle Street will be connected to the new channel and the southerly extension of Perkin Avenue will also intersect the channel. In addition, the lines proposed in the easterly portion of Lake Drive and the easterly portion of Sikorsky Drive will be connected to the re-aligned County Flood Control channel.

7.5 FINANCING

Public improvements required for the development of the first phase parcels will be funded by the property owner. Public improvements required for the second phase of development will be funded by an assessment financing program.

Financing mechanisms may include assessment fees, developer contribution, and other means as determined to be appropriate. 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 later phases of development in the area covered by EIR-1 179 and Resolution No. 85-60. The Director of Community Services shall be notified before any change of ownership.

8.0 SPECIFIC PLAN IMPLEMENTATION

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 PHASING PROGRAM

No phasing is approved as part of this Specific Plan. This Specific Plan, however, may be amended in the future to include phasing and subsequent development of the additional area covered by EIR-1 179 and Resolution No. 85-60.

8.3 SITE PLAN AND BUILDING DESIGN 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 C-P-D Zone.

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 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.

I/PLAN2002/402-509

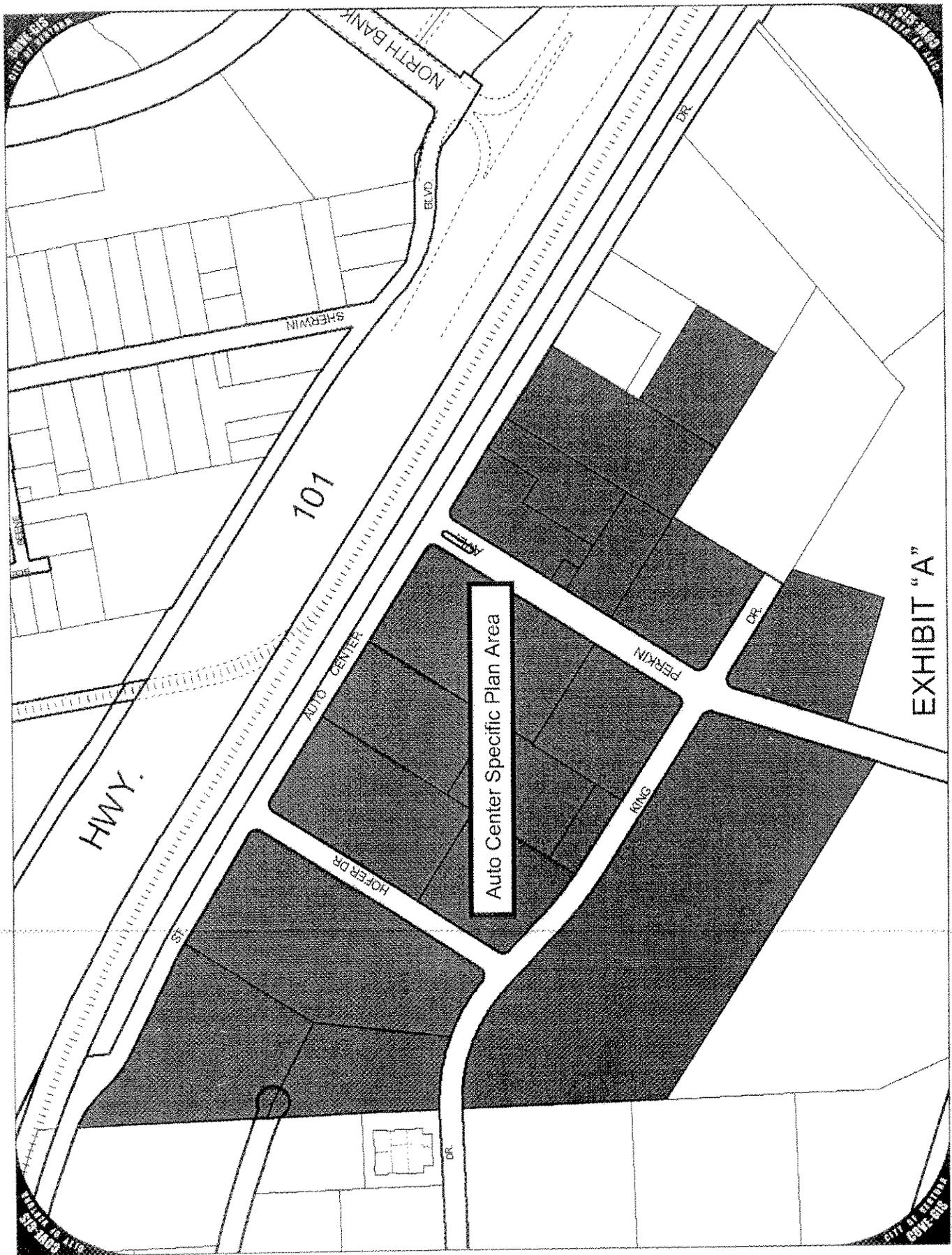


EXHIBIT "A"

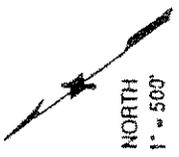
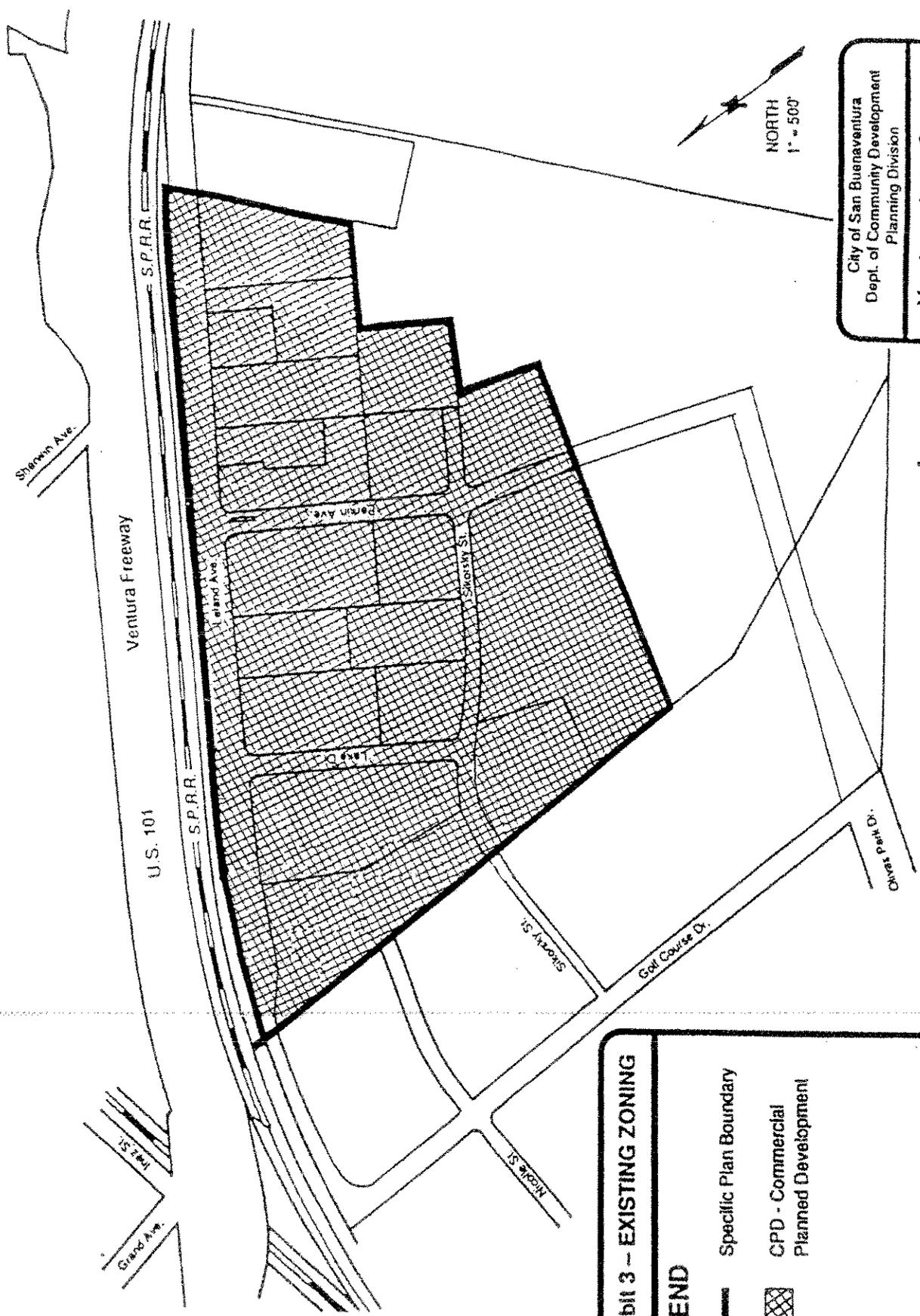


City of San Buenaventura
 Dept. of Community Development
 Planning Division
**Ventura Auto Center
 Specific Plan**
 February 1990

Exhibit 2 -- LAND USES

LEGEND

- Specific Plan Boundary
-  Existing New Automobile Sales & Services Uses
-  Future New Automobile Sales & Services Uses



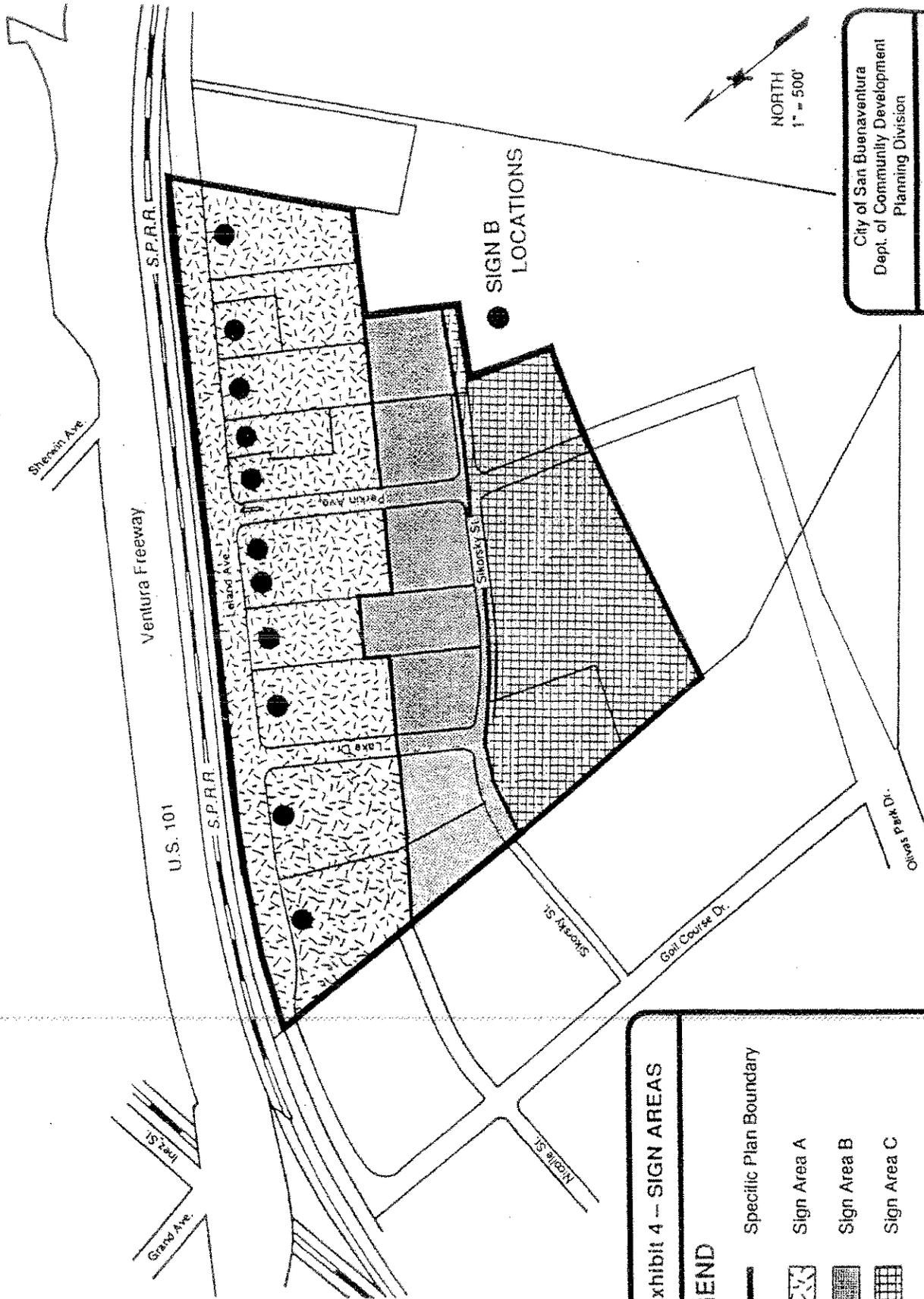
City of San Buenaventura
 Dept. of Community Development
 Planning Division

**Ventura Auto Center
 Specific Plan**
 February 1950

Exhibit 3 - EXISTING ZONING

LEGEND

-  Specific Plan Boundary
-  CPD - Commercial Planned Development



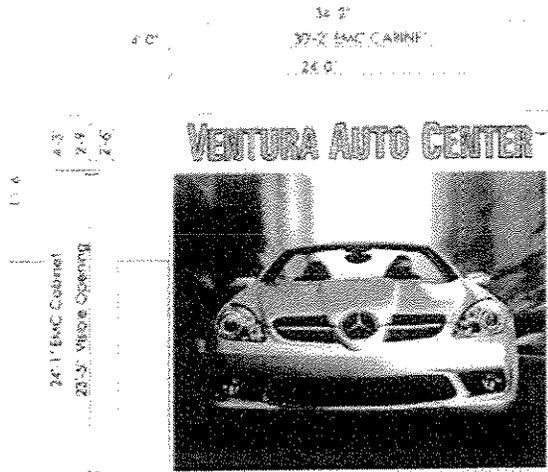
City of San Buenaventura
 Dept. of Community Development
 Planning Division
**Ventura Auto Center
 Specific Plan**
 February 1991

Exhibit 4 - SIGN AREAS

LEGEND

-  Specific Plan Boundary
-  Sign Area A
-  Sign Area B
-  Sign Area C

**SIGN B
 LOCATIONS**



COPY TO BE ROUTED OUT OF ALUMINUM BACKGROUND AND BACKED WITH GOLD PLED PAPER WITH BLACK VINYL OUTLINE. INTERNALLY ILLUMINATED WITH FLUORESCENT LAMPS.

7' 0" DEEP DOUBLE FACED ELECTRONIC MESSAGE SIGNAGE WITH 4' RETAINERS PAINTED TO MATCH EXISTING IDENTIFICATION SIGN. Green Full Color, SP4 4 272 Model

RELOCATED TO BE ALUMINUM MOUNTED WITH A TESSALY FINISH

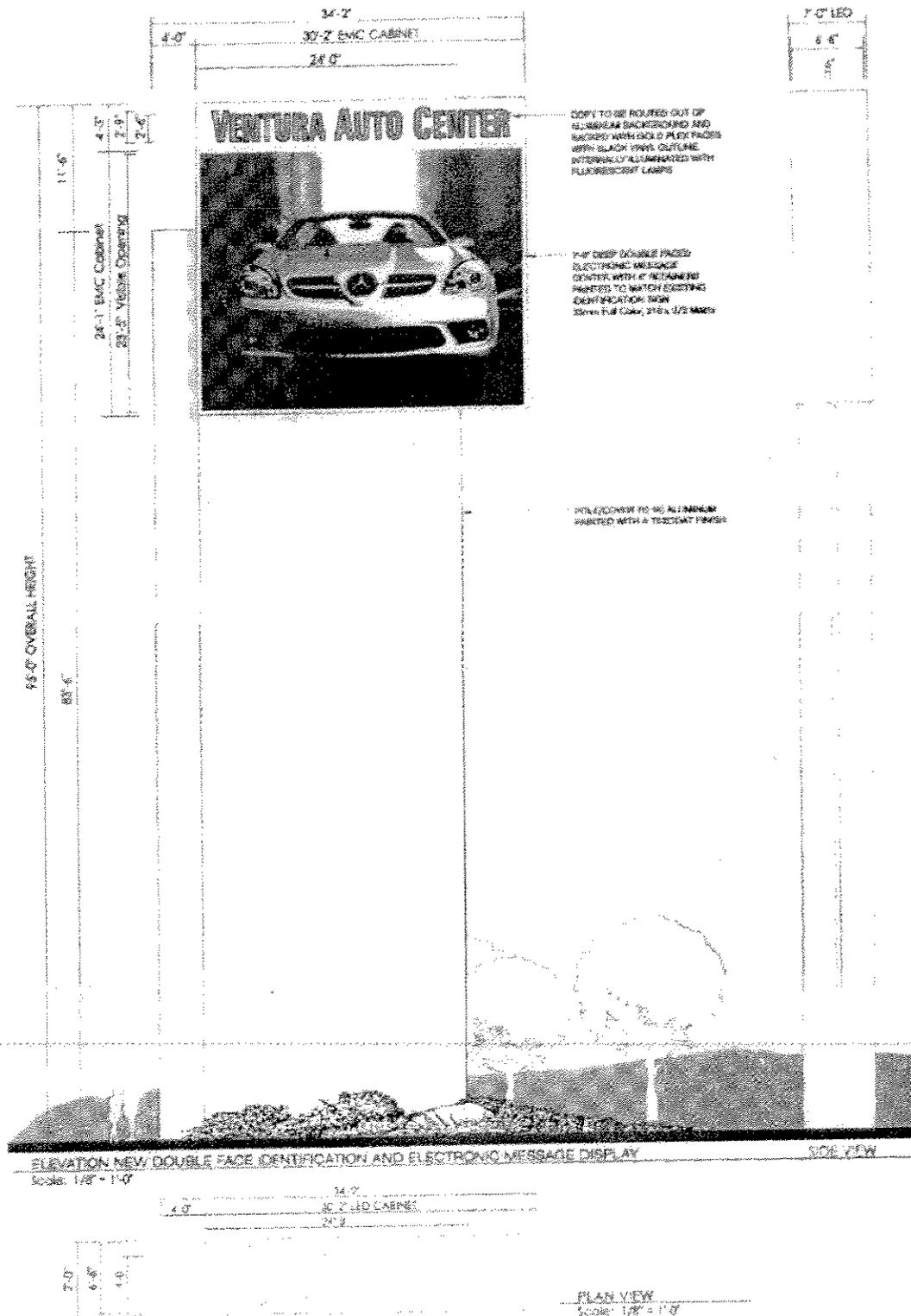
15' 0" OVERALL HEIGHT

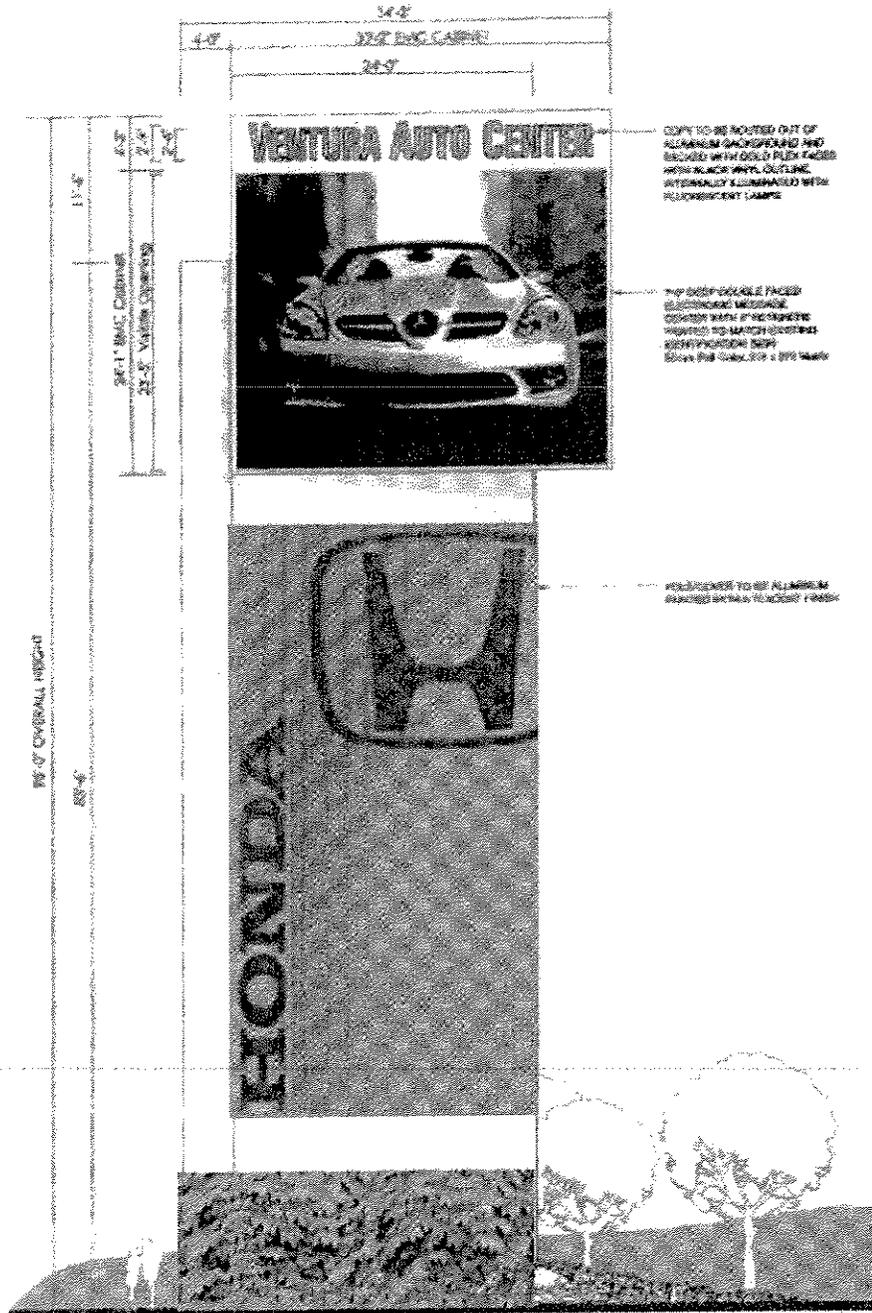


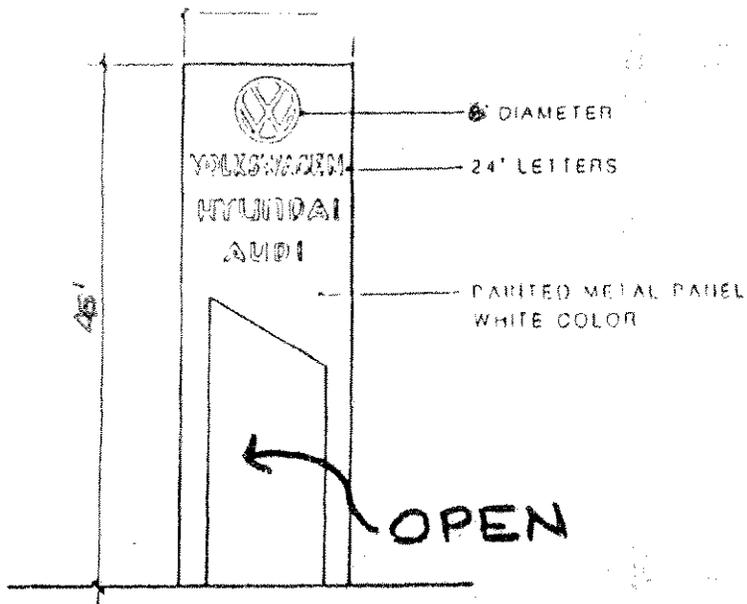
ELEVATION NEW DOUBLE FACE IDENTIFICATION AND ELECTRONIC MESSAGE DISPLAY SIDE VIEW
Scale: 1/8" = 1'-0"



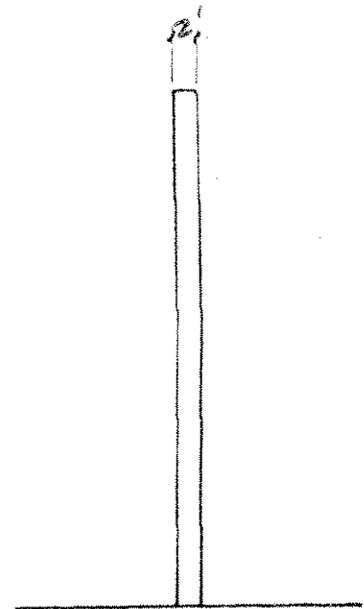
PLAN VIEW
Scale: 1/8" = 1'-0"





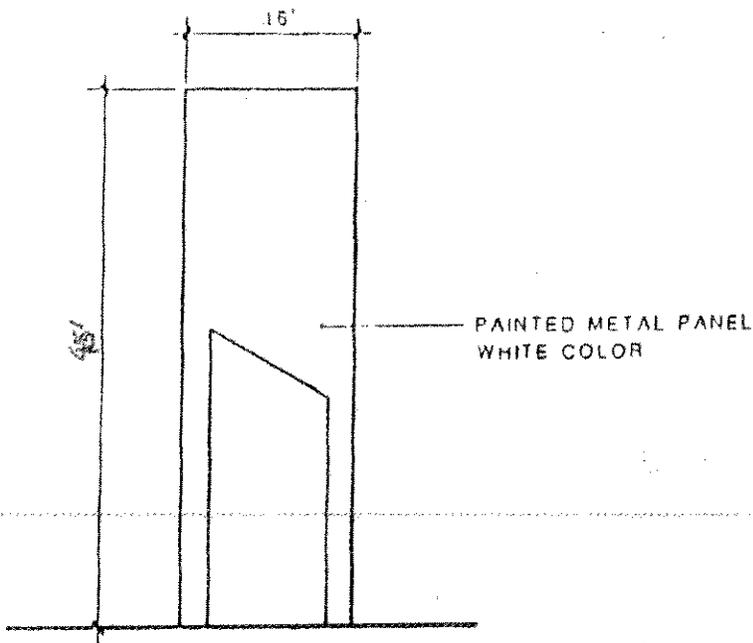


SIDE ELEVATION
(SIMILAR TWO SIDES)

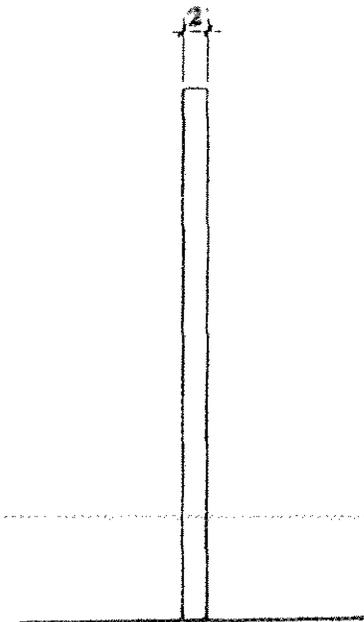


FREEWAY ELEVATION
(SOUTH ELEV. SAME)

EXAMPLE OF DEALERSHIP SIGNAGE



SIDE ELEVATION
(SIMILAR TWO SIDES)

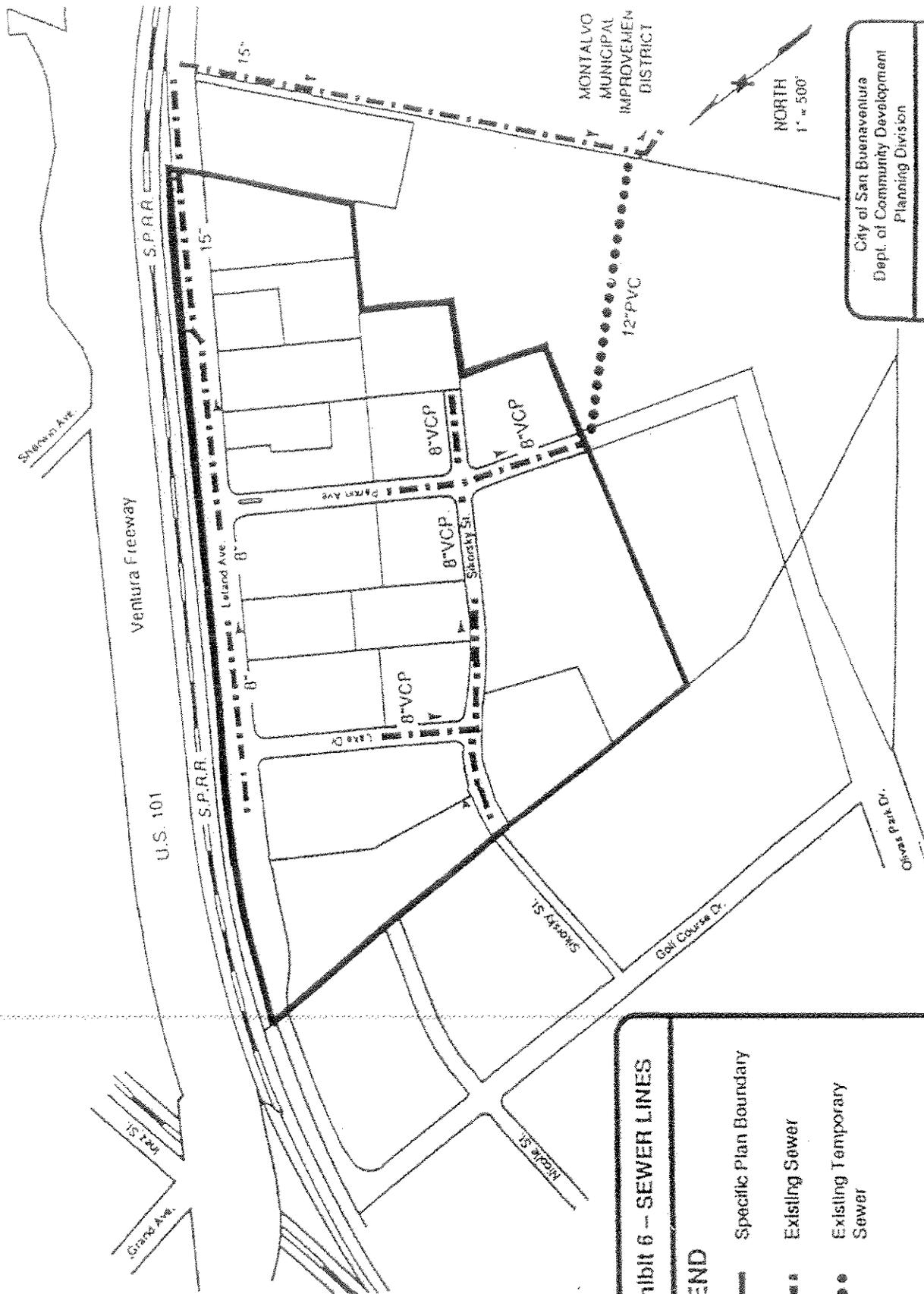


FREEWAY ELEVATION
(SOUTH ELEV. SAME)

Exhibit 5B
Ventura Auto Center
Type B Signs

City of San Buenaventura
Dept. of Community Development
Planning Division

Ventura Auto Center
Specific Plan
February 1991



MONTALVO
MUNICIPAL
IMPROVEMENT
DISTRICT

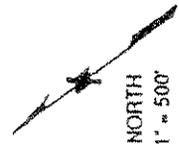
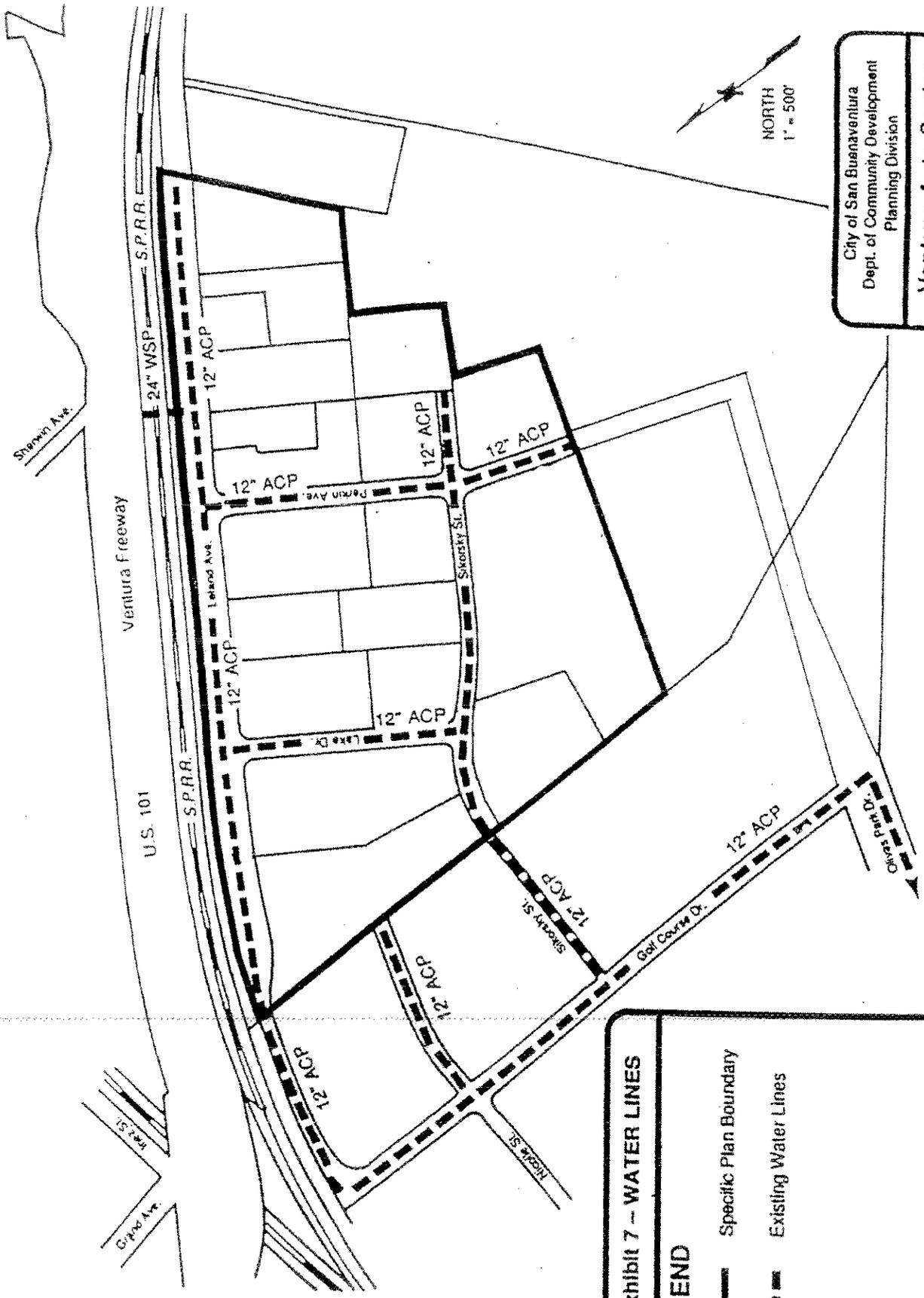
NORTH
1" = 500'

City of San Buenaventura
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Ventura Auto Center
Specific Plan
February, 1990

Exhibit 6 - SEWER LINES

LEGEND

- Specific Plan Boundary
- - - - Existing Sewer
- Existing Temporary Sewer



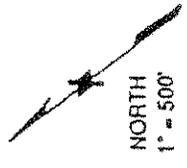
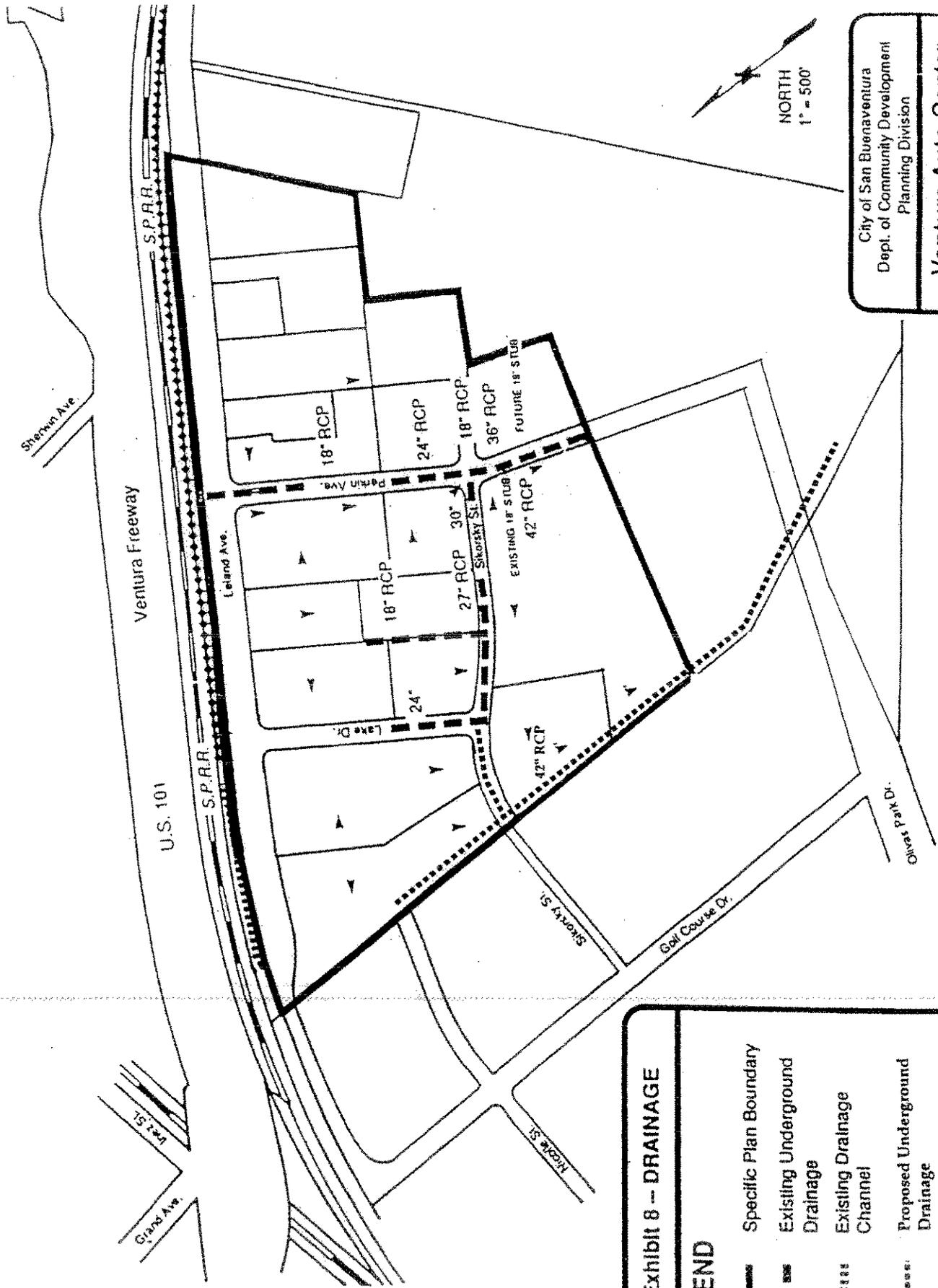
City of San Buenaventura
 Dept. of Community Development
 Planning Division

**Ventura Auto Center
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Exhibit 7 - WATER LINES

LEGEND

-  Specific Plan Boundary
-  Existing Water Lines



City of San Buenaventura
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 Planning Division
Ventura Auto Center
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 February 1990

Exhibit 8 - DRAINAGE

LEGEND

- Specific Plan Boundary
- Existing Underground Drainage
- Existing Drainage Channel
- Proposed Underground Drainage