

RiverPark Special Meeting

Shea presentation to HOA board members and RiverPark Neighborhood Council

Monday, March 28th, 2010 @ Rio Vista Middle School

Call to order at 6:40

Presenters

- I. Andres Friedman; Shea Properties
 - Providing information regarding the commercial center signage.
 - Shea is requesting the City to allow a “state of the art” digital sign for The Collection that will be constructed facing the freeway.
- II. Mark Di Cecco (Architect and Town Planner for Riverpark) and Tony Talamante
 - Presenting proposed amendment to add 340 units to the project primarily situated around the commercial center.

Background

- I. History
 - 2004 - Work begins on the master planned community
 - 2005 - The Collection work begins
 - 2006 - Residential construction begins on first occupancy
 - 2007 - Construction on The Collection begins
 - 2010 - Target breaks ground at The Collection
 - 2011 - Target to open at The Collection; 150K square feet
 - 2012 - Collection is scheduled to open at this time
- II. Amenities
 - Seven parks
 - Two schools
 - Three future parks

Steven Paraly – Overview of the The Collection project

- I. Vision
 - Worked with 50 consultants
 - International architect
 - Coastal California theme with the ocean, sand; introducing the colors and elements into the architect; using muted colors
 - Site plan slide
 - Broken into two groups
 - Phase I – White area- Signed leases
 - a) Target
 - b) Century Theaters
 - c) REI
 - d) Whole Foods
 - Phase II – Yellow
 - a) As activity increases, we can fill in the rest of the shopping center
 - b) Opening at this time scheduled for March of 2012; could be rescheduled.
 - Bank of America is another tenant
- II. Three slides of outside of The Collection

- Target:
 - A lot of glass, outdoor seating and indoor seating
 - Jerusalem stone used – tan beautiful stone
 - Elevator and escalator
 - Parking underneath
 - Building materials part of overall project used with Target as well to integrate the two.
- Whole Foods
 - Glass, wood trellis, slab wood, red wood cedar
 - Art pieces- some are local, some designed by environmental graphics
 - Outdoor seating
 - Building is 45 feet tall, the rest are 30 feet tall; this Whole Foods is a lot taller than the other ones, they are trying to create a downtown feel; a lot of money has been spent on increasing the height of the stores.
- General view
 - Theater and store fronts
 - Enhanced crosswalks, a paver of brick forming the crosswalk
 - Worked with the City to require all tenants to abide by criteria Shea set and City approved; it dictates what they want to see on the store front, how they design; they control materials on the buildings including the canopies.

III. Wayfinding and art packages

- We are introducing signage as a way to direct people; we are spending a lot of time developing new signage
 - Stop sign: Stop and Smell the Ocean
 - Yield sign: Yield to Surfers
 - Directory indicating where stores and parking are located
 - Restroom signs display figures with surfboards; family restrooms
 - Corners of all streets inside The Collection have signs telling where stores are; the sign posts are not typical poles but reeds made out of different colored metals intertwined.
- Five local artists
 - Frank Bauer – Ocean Paseo
 - a) Ceramic tiles, mosaic tile benches with designs of birds
- Freeway signs
 - Three monument signs along the freeway
 - Customers will exit at Oxnard Blvd
 - The street is lower than the freeway; ranges about six feet below the freeway so the signs need to be an elevation visible from the freeway.
 - ~~Pylon with~~Pylon with directions at Riverpark Blvd.
 - The Collection sign is shorter than the Oxnard Auto mall and Esplanade signs.
 - Trying to add LED sign to the pilot sign for better advertizing.
- LED board
 - 15 by 30 foot LED board, graphic panel
 - Total sign, 60 feet tall and 40 feet wide
 - Divided into five panels, internally illuminated so that when it glows, you will only see the writing, not the box around it.
 - The top of panel with The Collection wording will be externally lit.

- Monument sign
 - Outdoor company is installing temporary signs to give a general idea to see the scale of these signs and help determine if they need to be bigger or taller
 - Temporary signs should be up Thursday or Friday (March 31st, April 1st)
 - Internally lit, only thing lit is the letters
 - Total of three monument signs
- Palm trees will be placed along the freeway

IV. Communicating information with dynamic LED displays - Anne Walsh

- It is an electronic message center
- Changeable display; uses words, symbols, figures
- It is NOT a video display, it is NOT similar to a Lakers game or Vegas
- The image would change every eight seconds
- Issues
 - Brightness
 - a) Easily controlled and addressed in operator's manual
 - b) Equipped with photocells measuring the ambient light at day and night; it will automatically adjust so that the sign will never be too bright.
 - Flashing
 - Animation
 - a) There will be NO video images or motion on the sign
 - b) Video is not permitted in the state of CA
 - c) The software prohibits it
 - Transition: Slide transition every eight seconds
- Benefits to Oxnard
 - Community announcements
 - Amber alerts
 - Severe weather alerts
 - Traffic rerouting
 - Tool to increase store sales
 - Content samples

V. Questions

- In past discussions, it has been said that they do not want to open The Collection until a certain percentage is opened; is the March date contingent on getting these other tenants.
 - Yes, but March is a focus date; ultimately if the market continues to struggle, it may be delayed further.
 - It is not feasible to open if going to have four buildings open and the rest vacant.
- Is there a set time that the sign will be on and off?
 - Yes, the City is adamant on this issue for approval; document that Shea and the City work on and go over the times; something along the lines of it shuts off at 10:00 p.m. each night.
- How often will the sign change?
 - There is a state standard to adhere to, which is minimum of four seconds
 - Sign will change every eight seconds
- Who goes on the sign, what types of advertizing?
 - No alcoholic beverages
 - Maybe a Coach advertisement

- No sale info...for example, two for one.
- LED is a fashion magazine style appearance
- Who controls the sign and the information?
 - The manual is developed with the City through the planning department; they will submit the artwork but they control the sign.
- How is that integrated into Amber alerts, how are you getting that information?
 - All community related announcements will be through them, a manual determines the graphics and how to communicate it.
 - The police or fire will communicate and contact manager in order to put the information up
- Once mall filled and operational, who owns the sign?
 - Shea does, they pay for it and they own it.
- Coming south on the 101, will they see the sign?
 - Traveling north will have better visibility of the sign
 - Traveling south, they will probably see it just after they pass the Oxnard overpass.
 - You will never see signs going taller than the buildings
- Is the sign single sided LED?
 - It is double sided.
 - The smaller signs are double sided as well.
- In regards to the anchor stores, are there any time constraints where they have said they have waited too long and won't wait longer than a certain date?
 - No, the economy has impacted them as well.
 - If the theater could open today with no other stores open, it would.
- With the delay to March, what has changed or is being done differently to push that to be the new focus date?
 - After the economy slowed down, they knew they needed to attract more anchors; this is the reason they negotiated the earlier opening of Target because Target can lead by themselves.
 - Shea has a team of eight people, three leasing agents, traveling to the east coast to meet with tenants.
 - 2010 was a very slow year, the last three years have been better with sit down restaurants; they are confident the momentum is there.
 - Shea is fully committed to the project.
 - They have put some trees along the freeway to show folks that they are continuing the project.
 - There is only so much you can do with the economy but they feel the signage is one thing they can do so that when potential stores ask how customers will know they are there, they can say from the signage.
 - They are talking to folks everyday; four leases signed.
- What kind of security is in place?
 - Extensive security
 - A network of cameras throughout the project; they are operating it right now.
 - Negotiating for a police substation
 - Security office to monitor the cameras
- Will the benches be lacquered to protect from vandalism?
 - There will be onsite security
 - They are required to get rid of it within 24 hours
 - Onsite staff to remove the shopping center graffiti

- Some type of finish on it to protect these
- Will they be making an app for it?
 - The new website is going up along with Facebook and Twitter.
- A lot of elemental people are moving in to the neighborhood as renters, there is a concern they may bring issues to the mall, is that being addressed.
 - The City is working with Shea to have a police substation and to make sure it is fully staffed.
 - The presence of police keeps people away.
- Will you be designating emergency buttons?
 - No, we do not have that.
 - There is something in the parking structure but nothing in the mall itself.
 - There are cameras and security patrol; fully manned security office during shopping center operation hours.
- Is it pet friendly?
 - It is not promoted for pets, but pets will be welcome.
 - Animals won't be allowed in the stores, but walking through is fine.
- What amenities are made for biking and walking?
 - Pedestrian friendly
 - Bike racks; the really sturdy ones
- Other than being able to walk to The Collection, is there any other advantage to us, do we get a discount?
 - Wait for when operations take over and how they want to manage promotions
- Are there plans for some sort of small community amphitheater?
 - They are not just developing a shopping center but a lifestyle center, so that folks can spend the day there
 - 15 art pieces integrated throughout different experiences
 - Three water activity fountains
 - 2 ½ acre park with the idea to have concerts
 - Playground area for kids
- Where will the delivery entrances be located?
 - There are 14 different areas; each has a different area for trash and delivery
 - Trying to make sure every building is serviced the best way
 - Deliveries are usually first thing in the morning; once and a while may see a UPS truck
- How is Shea working to prevent semi trucks from parking on the streets?
 - No plan to work with signage to prevent big trucks from parking on streets.
 - Probably will continue to see trucks while getting Target operational.
 - Nothing should happen on Oxnard Blvd; if any traffic contact the City, but they have it implemented in ways that during construction it should not occur.
 - If there is one out there, they are communicating with the contractors and on them to get the trucks out.
- Are there specified receiving times in the leasing agreement?
 - Delivery times usually before 10 a.m.
- Will the children's area "park" in The Collection be turned over to the City?
 - No, it will remain part of Shea.
 - It is not a traditional park; when through a lot of time planning it, it does not have regular swings and gyms
 - He will bring pictures next time.

- What is the City's concern of signage?
 - There is a rainbow of concerns
 - Need to educate them on what the LED sign is
 - The monument sign is not an issue; there is a concern with the brightness of the LED sign and a concern it will be too flashy.
 - Height blocking the mountain views.
- What percentage of people leasing are asking for signage?
 - Almost everyone is asking
 - They want to avoid signage on the buildings themselves like across the street at the Esplanade.
 - 120 tenants when fully occupied; the monument sign will provide advertizing for the most prominent ones, but the LED will help provide for the smaller ones.
- How does Caltrans feel?
 - The sign cannot advertize third party retailers, only those within the center.
 - No promotions to be advertized

Plan Amendments

- I. Tony Talamante
 - Amendment 2011 amends the plan for a maximum build out
 - Max build out is the 2078 square feet of retail and commercial space
 - Comparisons
 - a) 2002
 - a. Commercial at 2485
 - b. Residential at 2805 with a minimum number of affordable at 392
 - b) Now
 - a. 3145 residential with 440 affordable units; increase of 48 additional affordable units
 - b. Commercial 2078
 - Mandate that there is a component of affordable housing
 - Out of eleven parks planned, eight are opened
 - Two schools
 - One thing talked about early on is what we are going to do about market conditions and how they will be adjusting; the specific plan is an adjustment utilizing the flexibility and using what was deemed initially as commercial space to residential space due to the new market place we are in today.
 - What we are doing is addressing where we are in the current economy and what works best for homeowners and retail.
 - Benefits
 - Enhanced lifestyle objective
 - Increased commercial interests
 - Create higher end commercial interest
 - Improved for sale and rental interest
 - Higher end retail can increase property values
 - Over 22 communities here, over thirteen have sold out
 - The plan amendment is to protect the interest of the homeowners, not just for the first years but for future years.
 - There is a real need for good housing in the Oxnard area; the west Ventura area is starving for this type of project and our plan is award winning, we really want to make it a reality.

- We really want to collect thoughts from the community and are requesting support as they go through the process which includes the community workshop and City approval.
- We thank you for your time.

II. Mark DiCecco – Architect and Town Planner for RiverPark

- Town planner
 - The developer is required to hire a planner to review the neighborhood plans
 - He is the first line of defense for any plan approved in RiverPark
- Park in town square of The Collection
 - It is on Shea Properties
 - The use is for everyone in RiverPark; but it is not owned by the City
 - Doesn't count towards the requirement for certain amount of acreage for parks

II. Plan and amendments

- Plan lays out what the City **promises** this neighborhood is going to be like; this amendment will not change it
- They determined that the commercial maximum is going to get below what they originally wanted it to be, so they are shifting it around and supplying more housing units because they will not be able to provide the commercial space.
- The amendment will not increase density requirements.
- All the promises regarding the neighborhood will be kept: bike paths, pedestrian walkways, none of that will go away.
- All projects are reviewed for traffic, air quality, and water use.
- Any project coming has to go through a very strict process; none of that will change.
- He has been directly hired by the City to review all these issues.

III. Questions

- Parking is a big concern, for example, all the issues surrounding Serenade.
 - When a project is proposed, there are certain requirements that must be met; one area where they differ slightly from the City code has to do with visitor parking.
 - There are tenants that live there that do not park in the correct location; if those things happen, and people do not park where they are suppose to, it doesn't work the way it should.
 - Each project has to have a parking management plan including where spots are located, the number of stalls and how it will be enforced.
- As is, we do not have the bike paths we are supposed to have because of the parking on the streets and now you are asking for more high density parking than planned?
 - The City is going back in to address the issue. For example at Serenade, looking at the roundabout, looking at how people are parking where the back end of the car bulbs out into the road. As part of this plan, they are looking at additional striping, signage and possible parking permits.
- How will that (parking permits) impact those of us on the other side of the street (the townhouse side), how will we be penalized?
 - The way parking is supposed to be and is going to be enforced is that the parking for the high density can only be on that side, it cannot be on the townhouse side.
- But they park all over, they will just park on our side; how will that be enforced?
 - He completely understands.
 - The City is working on how they would distinguish cars.

- So what about the rest of us that don't live near it? Will we need permits because of inadequate planning?
 - This goes back to planning overall; this is a new kind of neighborhood with narrower parking, so there was less emphasis made on parking.
 - They are trying to get it back to pedestrian and biking oriented, and to do so, requires making concessions on parking.
 - This is not a specific RiverPark issue; it is an issue that has been worked on over the last ten years.
- There is a concern about more affordable housing?
 - The additional units are primarily market rate, but because of the additional residential units, they must add more affordable units, and that is another issue because they have to agree to a certain number of units.
 - In the original plan, there was a minimum requirement for affordable units, but no maximum; anytime you build a project, a certain portion must be affordable. Because the number of units has changed, the number of affordable units has changed.
- Affordable housing will have an impact on prices.
 - There have been studies that say in a community where the maintenance of the facilities is all done HOA's and affordable housing is brought into the area, there is no impact on property values if the neighborhood is designed well and maintained the same.
 - Of the 392 affordable units of the minimum, there are 252 that are inclusionary within the market units; you won't even see them; each is governed by a sub-association, so the exterior landscaping is maintained.
- Are these affordable rental units or affordable owners, owners are likely to have a pride in ownership and take care of their property and the neighborhood.
 - Everything is still maintained, even if renting, nothing can be put on the porches.
 - He challenges people to walk through the neighborhood and say which are affordable, you cannot tell.
- Does high density mean apartments; will these additional units be apartments?
 - Yes, high density means apartments.
 - They could be condos, it is not yet specified what they will be, just that there will be additional units.
- The new units we are talking about, will there be driveway entrances to these?
 - The majority of access will be off Danvers River.
- How many spaces will be allocated for each unit?
 - It depends on the bedroom count per unit; the main thing is that there will be more guest parking.
 - If everyone follows the rules, it would work.
- Shouldn't we take into account that folks don't follow the rules?
 - No.
- Parking is getting worse; for example, the zoned single family houses with detached garages with apartments above them, we are seeing those being rented out. Those rentals can generate two additional cars and then the streets are flooded. The Landing has six units and no guest parking at all.
 - The other hope is that once the neighborhood is built out, people will work in the area and bike/ride to places.
 - They know parking is a concern, the City is looking into how to handle it

- a) Better lighting
 - b) Preventing overnight parking
- They understand how the parking problem is addressed could impact RiverPark residents.
- Security is a big concern, especially with a bank being put in, that is a big draw.
 - There is no parking on the street there and to get into the bank, one must go a long way in and a long way out, it is not easy access.
- Why is all the affordable housing in the same area of the neighborhood?
 - The affordable housing is integrated throughout the neighborhood; it is typically all lumped in the same area; here, it is as diverse as it will get.
 - From a project standpoint, the buildings will be constructed and guided by the specific plan and be under a sub association.
 - In Ventura County, the cost of living is quite high, so those that qualify for affordable housing are not the typical demographic. These can be teachers and firefighters.
- There is a large group of people against this; their big issue is that their purchase agreement had a number allocated for this type of housing.
 - This is not going to be the only meeting to voice concerns.
 - There will be another Neighborhood Council meeting for residents to attend.
 - Community workshop schedules
 - a) April 18th
 - b) Anyone impacted will get notice
 - There were different builders with the project and not all of us see what is in their disclosure documents; they can take their concerns back to the builder and back through the association primarily.
- Has there been any word on the vacant lots by Centex.
 - They are still looking at what might be built there.

IV. Adjourn at 8:40