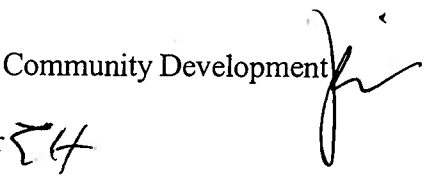


**CITY OF MANHATTAN BEACH  
DEPARTMENT OF COMMUNITY DEVELOPMENT  
STAFF REPORT**

**TO:** Planning Commission

**FROM:** Richard Thompson, Director of Community Development

**BY:** Eric Haaland, Associate Planner 

**DATE:** October 8, 2008

**SUBJECT:** Consideration of a Sign Exception regarding the Installation of Two Ground Based Electronic Changeable Copy Signs Totaling 648 Square Feet of Area on the Manhattan Beach Studios Facility at 1600 Rosecrans Avenue

**RECOMMENDATION**

Staff recommends that the Planning Commission **DENY** the subject request

**APPLICANT/ OWNER**

CRP MB Studios, LLC  
1600 Rosecrans Avenue.  
Manhattan Beach, CA 90266

**LOCATION**

<u>Location</u>	1600 Rosecrans Ave, at the southwest corner of Rosecrans & Redondo Ave. (See site location map).
<u>Assessors Parcel Number</u>	4138-027-015 & 017
<u>Area District</u>	II
<u>Zoning</u>	IP, Industrial

**DISCUSSION**

At its regular meeting of September 24, 2008, the Planning Commission considered the subject application, continued the item, and directed staff and the applicant to return with additional information. The Commission indicated that it could not approve the proposal for two new 18.5-

foot tall, 324 square-foot electronic signs located at the street corner; however, would consider a smaller sign with specific restrictions. The applicant requested additional time to consider this option, therefore the item was continued to the October 8<sup>th</sup> meeting. The applicant has since determined that reducing the size and use of the proposed sign is not a viable alternative.

Since the Planning Commission appeared to reach a consensus that the submitted request could not be approved, staff has drafted the attached resolution for denial of the sign exception application. The denial is based on: potential visual disruption to the surrounding area due to the sign's excessive size coupled with the dynamics of changeable LED text and graphics, off-premise advertising, and potential threat to the adjacent mature palm trees.

## **ALTERNATIVES**

The alternatives available to the Planning Commission include:

1. **APPROVE** the project with appropriate findings and conditions.

Attachments:

A. Resolution No. PC 08-

B. Applicant Letter

cc: MB Studios, Applicant

**Eric Haaland**

---

**From:** Vernon Chin [Vernon.Chin@carlyle.com]  
**Sent:** Thursday, October 02, 2008 4:08 PM  
**To:** Eric Haaland  
**Cc:** Dana Bromley; Brandon Taylor  
**Subject:** Manhattan Beach Studios Signage Proposal

Eric,

Thank you for taking the time to speak with me yesterday. Per your request, this email confirms that after further review, we have elected to not make any changes to our original signage proposal. We understand that the Planning Commission will vote and make their decision based on our proposal as presented September 24, 2008.

Please do not hesitate to contact me if you have any questions.

Kind Regards,

Vernon Chin

Vernon Chin  
The Carlyle Group  
11100 Santa Monica Blvd., Suite 750  
Los Angeles, CA 90025  
(310) 575-1751 office  
[vernon.chin@carlyle.com](mailto:vernon.chin@carlyle.com)

\*\*\*\*\*

< CONFIDENTIALITY NOTICE >

The information contained in this transmission is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. If you are not the intended recipient of this information, do not review, retransmit, disclose, disseminate, use, or take any action in reliance upon, this information. If you received this transmission in error, please contact the sender and destroy all printed copies and delete the material from all computers.

RESOLUTION NO. PC 08-

RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF  
MANHATTAN BEACH DENYING A SIGN EXCEPTION FOR THE  
PROPERTY LOCATED AT 1600 ROSECRANS AVENUE (Manhattan Beach  
Studios)

THE PLANNING COMMISSION OF THE CITY OF MANHATTAN BEACH DOES  
HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The Planning Commission of the City of Manhattan Beach hereby makes the following findings:

- A. The Planning Commission of the City of Manhattan Beach, on September 24, and October 8, 2008, received testimony, and considered an application for a sign exception for an existing entertainment production studio facility on the property located at 1600 Rosecrans Avenue in the City of Manhattan Beach.
- B. The Assessors Parcel Numbers for the property are 4138-027-015 & 017.
- C. The applicant for the subject project is CRP MB Studios, LLC, the owner of the property.
- D. Pursuant to the California Environmental Quality Act (CEQA), and the Manhattan Beach CEQA Guidelines, the subject project has been determined to be exempt (Class 1) as minor modifications to an existing facility per Section 15301 of CEQA.
- E. The project will not individually nor cumulatively have an adverse effect on wildlife resources, as defined in Section 711.2 of the Fish and Game Code.
- F. The property is located within Area District II and is zoned IP, Industrial. The surrounding private land uses beyond the studio facility primarily consist of commercial and industrial uses, and Manhattan Village residential uses abut the rear portion of the site.
- G. The General Plan designation for the property is Industrial.
- H. The proposed sign would be detrimental to, or adversely impact, the neighborhood or district in which the property is located since the sign is disproportionately large compared to the site's street frontage and surrounding signage, which is compounded by the changeable copy, potential loss of mature trees, and off-premise advertising aspects of the sign; is not necessary for reasonable use of the subject property since reduced or conforming signage can effectively identify the studio facility and its tenants; and is not consistent with the intent of the City's sign code in that the sign would be obtrusive to the neighbors or public, and would not be used specifically for identification of businesses on the property.
- I. This Resolution, upon its effectiveness, constitutes denial of the Sign Exception request.

Section 2. The Planning Commission of the City of Manhattan Beach hereby **DENIES** the subject Sign Exception for two changeable copy electronic LED signs on a monument base.

**RESOLUTION NO. PC 08-**

**SECTION 3.** Pursuant to Government Code Section 65009 and Code of Civil Procedure Section 1094.6, any action or proceeding to attack, review, set aside, void or annul this decision, or concerning any of the proceedings, acts, or determinations taken, done or made prior to such decision or to determine the reasonableness, legality or validity of any condition attached to this decision shall not be maintained by any person unless the action or proceeding is commenced within 90 days of the date of this resolution and the City Council is served within 120 days of the date of this resolution. The City Clerk shall send a certified copy of this resolution to the applicant, and if any, the appellant at the address of said person set forth in the record of the proceedings and such mailing shall constitute the notice required by Code of Civil Procedure Section 1094.6.

I hereby certify that the foregoing is a full, true, and correct copy of the Resolution as adopted by the Planning Commission at its regular meeting of October 8, 2008 and that said Resolution was adopted by the following vote:

**AYES:**

**NOES:**

**ABSTAIN:**

**ABSENT:**

---

**RICHARD THOMPSON,**  
Secretary to the Planning Commission

---

**Sarah Boeschen,**  
Recording Secretary