

**SUGGESTED SIGN PROGRAM FINDINGS AND CONDITIONS  
IF SIGN EXCEPTION AND MASTER SIGN PROGRAM IS APPROVED  
JULY 24, 2013**

***DRAFT FINDINGS***

***Sign Exception Findings***

T. Pursuant to Section 10.72.080 of the Manhattan Beach Municipal Code, the following findings are made regarding the Sign Exception application.

***1. The proposed sign exception would not be detrimental to, nor adversely impact, the neighborhood or district in which the property is located. Potential impacts may include, but are not limited to, design;***

- a. The site is surrounded directly by commercial and industrial uses on the north, northeast, west and south, and by residential uses to the east, with residential beyond on the west, south and east sides. Most adjacent residential, commercial, and industrial uses are separated from the subject site by distance, streets, topography, landscaping and/or physical development and would not be impacted by the proposed sign exception, as conditioned. The proposed sign exception would be consistent with the Community Commercial and General Commercial zoning districts, since it will provide uniform site signage that is attractive and outdated obsolete signage will be removed. Clear consistent signage will direct visitors to the site, instead of having vehicles cut through streets that do not directly access the site. Much of the signage is on the interior of the site and is not even visible from the surrounding public rights-of-way or from surrounding properties.
- b. The scale, size, and function of the Shopping Center is such that the 2002 Master Sign Program needs to be updated and enhanced to promote and advertise key retail tenants without negatively impacting the experiences of pedestrians, drivers and passengers, or residential land uses.
- c. Tenants benefit from signage that attracts visitors but doesn't detract from well-designed exterior building facades. Signage will relation to building wall materials and colors, without creating aesthetic or light/glare impacts.
- d. The proposed signs will enhance the Shopping Center by providing a consistent visual identity and will appear less bulky in that they will generally be at a lower height and more updated than the existing signs.
- e. The rolling topography of Sepulveda Boulevard, Rosecrans Avenue, and Marine Avenue streets alleviates adverse impacts generally seen with increased signage, as visibility is limited.

***2. The proposed sign exception is necessary in order that the applicant may not be deprived unreasonably in the use or enjoyment of their property;***

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- a. A comprehensive Master Sign Program across the entire Shopping Center site alleviates confusion to visitors, the need to consult personal digital devices for directions, and provides tenants with assurance that visitors can self-direct towards desired destinations.
- b. The three individual property owners (RREEF, Macy's and Hacienda) agreed to, and are developing their properties to operate as an integrated commercial property. They can now realize a planned development with signage which will be harmonious and consistent throughout the Shopping Center site.
- c. The enhanced signage increases the potential for visitors to readily grasp the diverse shopping and restaurant opportunities on the Shopping Center site.
- d. The sign exceptions will promote and advertise certain retail tenants without impacting the experiences of pedestrians, drivers and passengers, or adjacent residential land uses.
- e. The proposed signage will direct people to the parking structures while being compatible with the architecture and site design.
- f. The Project will be enhanced by one Master Sign Program with consistent signage. The proposed 9,500 square-foot cap will not result in a change to the perceived number or density of signs across the entire site since the amount of signage will be in proportion to the square footage of new buildings constructed, and many of the new signs will be on the interior of the Project and not visible from the public rights-of-way, or surrounding properties.
- g. The exception is warranted since the shopping center is the largest retail property of its kind in the City, has four major frontage roads, and has multiple internal streets, driveways, and walkways. The signs are necessary to attract and guide visitors from Sepulveda Boulevard, Rosecrans Avenue, Marine Avenue, and Village Drive.

**3. *The proposed sign exception is consistent with the legislative intent of this title;***

- a. The exceptions, as conditioned, will promote preserving the character and quality of the area consistent with the character of Area District II.
- b. The signage will use high quality and attractive materials, blending with the architectural theme of the Mall expansion, while enhancing and supporting the retail commercial environment of Sepulveda Boulevard.
- c. The proposed sign program, including new pole sign design and placement, is consistent with the Sepulveda Development Guide.

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**11. Signage Site-wide Plan/Master Sign Program.** The Project shall provide consistent signage improvements throughout the Shopping Center property. The total square footage of signage for the Shopping Center property shall not exceed 9,500 square feet as defined by the Code. The sign improvements shall generally be consistent with the Master Sign Program and the project description with the following revisions:

- a. Signs shall be compatible with their related buildings and not be crowded within their locations or backgrounds. Harsh plastic or illuminated backgrounds shall be avoided, and low profile monument signs are encouraged.
- b. Roof signs are prohibited.
- c. All signage on parking structures shall be accessory to the structure through the design, color, location, size and lighting; while the parking structure architecture shall dominate. Any tenant signage on a parking structure shall have a locational relationship and proximity between the parking structure and the tenant. Signage near the top of parking structures is discouraged, but can be approved by the Director of Community Development through the Master Sign Program if it is compatible with the architectural design of the subject structure on which the signage is proposed, as well as consistent with the intent and criteria of the Sign Code and Master Sign Program.
- d. In conjunction with the Planning Commission public hearing process for Phase III, the Applicant shall include with the Site Plan Review a plan for the City Gateway identification signage at the corner of Rosecrans Avenue and Sepulveda Boulevard. The City will review the City Gateway signage as part of Phase III, and the Applicant shall install the City Gateway signage prior to the first building final for Phase III. The Gateway signage shall not count as part of the Applicant's 9,500 square feet of signage approved as part of the Master Sign Program. If the public hearing process for Phase III has not commenced upon Fry's vacating the Northwest Corner and the completion of the Sepulveda Bridge Widening project, the Applicant shall install a temporary monument sign at the corner of Rosecrans Avenue and Sepulveda Boulevard welcoming people to the City of Manhattan Beach.
- e. The number and size of any new Department store and non-Department store anchor wall signs shall be reviewed through the Master Sign Program.
- f. The Fry's pole sign adjacent to the Sepulveda Boulevard bridge shall be removed, or relocated if Fry's is still occupying the Northwest Corner, by the Applicant upon 90 days' notice from the City when determined necessary as part of the Sepulveda Bridge Widening and at the sole cost of the Applicant. The relocation location shall be within

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the Shopping Center property along the Northwest Corner fronting Sepulveda Boulevard. This Sepulveda Boulevard Fry's pole sign, as well as the two Fry's pole signs along Rosecrans Avenue, shall be removed when Fry's vacates the Northwest Corner

- g. All new interior and exterior signs at the Shopping Center shall be approved by the property owner or designated representative. All new signs at 3500 Sepulveda Boulevard and Macy's shall be subject to review and approval under the provisions set forth in the Code for consistency with the approved Master Sign Program based on application by their respective property owners or representatives.